

Growing your Business through LinkedIn

Introduction

Digital marketing is a fast-growing area that businesses are harnessing to increase their visibility and customer interaction. From your website to social media platforms there are multiple ways businesses can now engage with their current and potential customers.

In the business-to-business world, LinkedIn is a powerful tool which can allow you to build relationships with current and potential customers, by sharing content, telling your story, generating connections, building trust and creating opportunities.

Who is this workshop for?

This training is designed for entrepreneurs and business owners who want to understand how LinkedIn can be leveraged as part of their marketing and sales strategy. If you're unsure about why, when and how to use LinkedIn to gain clients and grow your business this workshop will help you gain clarity and confidence.

Workshop structure

This online bite-size workshop will outline strategies and techniques that will help you maximise your customer engagement, support the customer journey and develop your sales pipeline through LinkedIn.

Whether you're relatively new to LinkedIn, or at intermediate or advanced level there will be actionable take-aways that you can implement immediately, to help you plan, create, publish, and promote content on LinkedIn.

What will I get out of the workshop?

Attendees will leave with:

- a framework that relates content to the customer journey approach to marketing & sales, and to your business development goals
- an understanding of how you can exploit the various types and formats of LinkedIn content and clear guidance on how to write your next post!
- a roadmap to guide and plan your LinkedIn content creation journey; from entry-level, through intermediate to advanced

Meet our Trainer – Mark Stonham

Mark comes from a business development background and has specialised in LinkedIn for the last 10 years providing training and support to individuals and businesses to helping them to implement successful LinkedIn strategies to grow their businesses and personal profiles.



Duration

2 hours

Dates & Timing

View our [workshop calendar](#) or contact our Digital Skills team for upcoming dates

Location

Online

Cost

Fully subsidised for Workforce for the Future registered SMEs

Book your place

Contact our Digital Skills team to book your place on the next workshop

Contact

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