

LinkedIn Marketing for B2B Companies

LinkedIn Marketing is one of the most overlooked social media platforms for Digital Marketers. There are primarily 2 main springboards for marketing within LinkedIn; the corporate branding and the personal branding. LinkedIn is probably the only platform which everyone in the organisation can be part of the branding and marketing strategies. This workshop will highlight key areas of focus for any brand on LinkedIn and to leverage personal branding so that everyone in the organisation can be a key person of influence in their field.

Learning Objectives

- Maximise visibility of your brand with company pages
- Leverage personal branding for social selling
- Integrate LinkedIn Advertising into your digital marketing mix

Outline

1. The importance of Personal Branding for Manager's LinkedIn Profiles

- Concise, Impactful Profile Headline
- Comprehensively Written/Developed Summary
- Great documentation of Professional Experience
- Well developed of Professional Experience
- Recommendations from customers, peers & colleagues

2. The power of Brand Pages and showcase for Companies

- Creation and Management of Company Pages
- How to maximise company page analytics
- Showcase Pages
- Building a strategy around 5 different objectives of pages
- Case Studies of 10 Most popular LinkedIn company pages

3. The Art of Engagement and Reach on LinkedIn

- How to increase content engagement
- Best practices of Posting Company Updates
- How to rally the employees behind the LinkedIn company pages

4. Gain advantage with Sales Navigator

- Lead Generation
- Account Management

5. LinkedIn Advertising Options and Investment

- Sponsored Content
- Sponsored Inmail
- Text Ads
- Dynamic Ads
- Programmatic Display Ads
- Elevate

Methodology

Presentation, Individual Exercise, Group Engagement Activity

Target Audience

Decision makers, HR Managers, Sales and Marketing.

Course Fees

Fees	Full Fees (inclusive 7% GST):
Member	\$428.00
Non-member	\$535.00

Please refer to SNEF website for available dates

Duration : 1 day, 9am to 5pm (7 hours)

Course Venue : SNEF Corporate Learning Centre @ Tanglin

Register online at SNEF website www.snef.org.sg
Click on 'Training' and Course Category 'Marketing & Sales'



Trainer

Andrew Chow is a driven goal-getter, visionary and resourceful person; commonly nicknamed ideasandrew on social media. He is a passionate social media strategist, a professional speaker, best-selling authors of 3 books and also a serial entrepreneur. He is LinkedIn Top 1% in his network and industry with a Social Selling Index of 85 on average. Current Andrew is also a lecturer in 7 adult learning institutions.

Enquiries:

Irene Chiang DID: 6827 6918 / Training hotline: 6827 6927

Email: irene_chiang@snef.org.sg / trg@snef.org.sg