

LinkedIn for Lead Generation

What's Covered?

Professionals are signing up to LinkedIn at a rate of nearly 3 per second. With 810 million users worldwide, it is the leading business network, making it the perfect platform for your lead generation efforts. This session will walk you through the LinkedIn landscape, allowing you to understand how to use the platform for personal lead generation or business' leadgen pipeline.

Key Takeaways

- ✦ The LinkedIn landscape.
- ✦ Using LinkedIn for personal branding.
- ✦ LinkedIn advertising capabilities.
- ✦ Best practise for creative and copy.
- ✦ Reporting and measuring success.

Who Is This For?

For any business who wants to understand the LinkedIn platform better, and to implement techniques to grow their network and maximise their lead potential.

Skill Level Requirements

No previous social media experience required.

Other Information

- ✦ Duration: 2 hours
- ✦ Suitable for both groups and individuals
- ✦ Deliverable in-person or virtually

