

Leveraging LinkedIn

LinkedIn is the essential business networking tool for professionals and sales executives and anyone wanting a more distinguished online presence. It is highly respected internationally for business marketing and almost essential for career advancement in overseas Fortune 500 companies.

About the course

This course is a hands-on practical workshop where delegates will work on their own profiles and update them. It is intended to demonstrate how LinkedIn is useful for not only marketing and sales but also for research, customer support and retention, branding and personal and career development.

Course outline

1. Your profile

- a. How to use the profile features to demonstrate your expertise and experience
- b. The use of key words in various places on LinkedIn to improve your SEO (Search Engine Optimisation) and SMO (Social Media Optimisation) goals.
- c. How to integrate your other social sites into LinkedIn
- d. The difference between your personal and business brands

2. Your connections

- a. How to support your connections and suppliers in a spirit of generosity
- b. How to request and give receive recommendations and referrals
- c. How to find strategic connections to grow your business or to reach specific prospects
- d. How to research and create a relationship with prospects before pitching
- e. How to manage, tag and effectively communicate with multiple connections
- f. How to make connections or communicate with people two or three degrees away

3. Groups and answers

- a. How to use these features to build your personal and company brand
- b. How to do research for your own business
- c. How to grow and develop personally through these groups
- d. How to connect to groups with a vertical or horizontal reach
- e. How to use answers to develop your expert status

4. Company pages

- a. The new features, including cover images and status updates
- b. How to keep contact with company clients who are connected to individual staff

5. Awesome applications

- a. Be generous with Box.net
- b. Demonstrate your skill or expertise with Slide Share
- c. Invite people to events
- d. Get mobile

Outcomes

By the end of the workshop, each delegate would have completed the following:

1. Updated their personal profile, and perhaps even added a photo
2. Made new connections within the group present
3. Sought out new strategic connections in terms of prospects or leads in their own industry
4. Requested a recommendation
5. Joined a group

6. Answered or posted a question
7. Created a Slide Share account

Course info

- This is a full day course (lunch is provided) from 9 am to 4 pm.
- Please bring your laptop and internet connection.
- The course costs 2,450 and a 10% discount is offered for three or more people from the same organization.
- Public courses are held in Gauteng, KZN and Cape Town and in-house courses are available on request.
- The benefit of providing for an in-house course for social media for business is that you will be able to have the session focus on your business and industry, have valuable conversations and make decisions within your team and allocate and obtain agreement to social media responsibilities in a group session.

What is provided

1. A workbook with comprehensive notes
2. A CD with additional information
3. Course attendance certificate
4. A set of follow up emails to remind and encourage your use of social media in the workplace

About the presenter

Charlotte Kemp is an avid social media fan, and has presented numerous talks and training sessions on various elements of social media. She has presented to delegates in companies such as Old Mutual, Celestis, Telkom, CSIR and Nedbank. She owns Niche Training and in association with Social Media Solutions, has worked on numerous social media accounts.

Date: 16 November 2012

Time: 09:00 - 16:00

Venue: Bailiwick Manor Ferndale, Randburg, Randburg

Cost: R2450

Date: 21 November 2012

Time: 09:00 - 16:00

Venue: Fawncastle Estate. 34 Mill Road, Hillcrest

Cost: R2450

Date: 26 November 2012

Time: 09:00 - 16:00

Venue: Auberge Therese, 3 Eden Road, Claremont, Cape Town

Cost: R2450

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