



LinkedIn Masterclass

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www.cqmarketingacademy.com



Why should I use LinkedIn?



- Powerful Business to Business networking and marketing tool
- 562 million users worldwide
- 176m+ users in Europe, Middle East & Africa
 - 25m+ UK
 - 15m+ France
 - 11m+ Italy
 - 11m+ Germany, Austria & Switzerland
 - 10m+ Spain
 - 7m+ Netherlands
- 20 million company pages

Join up your strategy



- **Business strategy**
 - What are your business goals and objectives?
- **Marketing strategy**
 - How can marketing support the wider business goals and objectives?
- **Marketing planning**
 - What marketing activity to do, to who, when and how much will it cost
- **Marketing reporting**
 - How well did we do?
 - What does success look like?
- **Feedback to improve future marketing activity**

LinkedIn Masterclass - Agenda



- Building an engaging profile
- Develop your company pages
 - Raise the profile of your business
 - Improve your SEO
- Identify and engage with groups
- Using advanced search for targeting potential customers
- Live demo of LinkedIn
- Questions
- 1-2-1 meetings available until 2pm

Any questions?



- Ask now?
- 1-2-1 Linked In Sessions available till 2pm today
- Email me at: jackie@cqmarketingacademy.com

Contact Us



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