COURSE SYLLABUS

LinkedIn Marketing Course Online

Learn how to promote your business on LinkedIn in a self-paced course by refining profiles, using search tools effectively, and launching paid advertising campaigns. This course explores why LinkedIn matters for business marketing, how to use personal and company profiles strategically, and how to track results to measure success.

> Group classes (Live Online) and onsite training are available for this course. For more information, email partnerships@vdci.edu or visit: https://vdci.edu/courses/linkedin-marketing-course-online



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Course Outline

Introduction to LinkedIn

- History of LinkedIn
- Overview of LinkedIn and Its Benefits
- LinkedIn Today
- LinkedIn Trend Report
- LinkedIn Search Features

Leveraging Your Personal LinkedIn Profile

- Building an All Star Profile
- Networking and Connecting with Industry Leaders
- Best practices for Using LinkedIn to Advance Your Career
- Profile Analytics

Creating a Company Page on LinkedIn

- Overview of Creating a LinkedIn Company Page
- Building and Managing a Company Page
- Best Practices for Creating an Engaging Company Page
- Company Page Analytics

Paid Advertising with LinkedIn

- Overview of LinkedIn's Advertising Platform
- Targeting Options and Creating Effective Ad Campaigns
- Measuring the Success of Your Ads and Optimizing for Results
- Best practices for Creating Engaging Ad Content