

# Increasing your team's visibility on LinkedIn | Training Package

LinkedIn is THE professional networking platform. Work with KWL Marketing to empower your team to become more confident and visible on LinkedIn. Following our training session, each team member will have a bespoke, actionable plan to get started.

## ★ What's included in the training package:

- Pre-training planning call
- 3 hours / half day training session with [Kathryn Wharton](#)
- Each team member leaves with a personal LinkedIn strategy. This is based on their job role and specific goals of using the platform

## The benefits to your business are:

- Increased confidence using LinkedIn
- A strategic approach to using LinkedIn
- Increased engagement from the team on LinkedIn
- Increased brand visibility on LinkedIn

## What's covered in the training session:

- Creating a strategy based on the team members' goals
- Creating content which engages
- Understanding the analytics and the algorithm
- Getting started to build a network (and credibility)
- Suggestions of digital tools to use alongside LinkedIn to increase efficiency.

Email [kathryn@klwmarketing.co.uk](mailto:kathryn@klwmarketing.co.uk) to book or find out more.

## Feedback from a session with Newcastle University:

*"Thanks - great session."*  
- Holly

*"Really insightful and helpful!"* - Ruta

*"Thank you so much! I'm inspired now!"* - Pojanath

*"Many thanks - learnt some helpful new tips and advice."* - Charles



## ★ This is ideal for:

1. Staff CPD sessions
2. Team meetings and away days
3. A module on a new starter / graduate training programme

## ★ Price

£1250 per workshop (max 5 participants)

Organisations can book multiple workshops if they have a bigger team.

## ★ Logistics

Training can be delivered on-site or virtually.

Travel is included in the price within a 10 mile radius of NE3.