

# Increasing your visibility on LinkedIn | 1-2-1 Training Package

LinkedIn is THE professional networking platform.

Work with KLW Marketing to be empowered to become more confident and visible on LinkedIn. The training session includes producing a bespoke, actionable plan to help you get started.

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

- Pre-training planning call
- Pre-training profile audit (if you already have one)
- 3 hours / half day training session with Kathryn Wharton
- This includes a personal LinkedIn strategy. This is based on your specific goals of using the platform
- Post-training check-in to see how you're progressing

## The professional benefits include:

- Increased confidence using LinkedIn
- A strategic approach to using LinkedIn to make impact
- Increased brand visibility on LinkedIn

## What's covered in the training session:

- Creating a strategy based on your professional 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

## Feedback from some happy customers:

*"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:

Professionals who want to use LinkedIn to create opportunities. Whether that be to generate new business, raise your profile or get PR invites.

## ★ Price

£650 for the full package

We also offer a team training package.

## ★ Logistics

Training can be delivered in-person or virtually.

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