

Increasing your team's visibility on LinkedIn | Training Package

LinkedIn is THE professional networking platform. Work with K LW Marketing to empower your team to become more confident and visible on LinkedIn. Following our 90-minute training session, each participant will have a bespoke, actionable plan to get started.

★ What's included in the training package:

- Pre-training planning call
- 90-minute training session with Kathryn Wharton
- Each participant leaves with a personal LinkedIn strategy based on their specific goals of using the platform
- 30-minute virtual follow-up

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:

- Understanding the algorithm
- Creating a strategy based on the individual's business goals
- Creating content which engages
- Understanding the analytics
- Getting started to build a network (and credibility)
- Suggestions of digital tools to use alongside LinkedIn (to make your life easier)

Email kathryn@klwmarketing.co.uk to book or find out more.

Feedback from a session with Newcastle University:

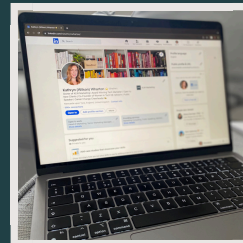
"Thanks - great session."

"Really insightful and helpful!"

"Thank you so much! I'm inspired now!"

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

"Thanks for this great session."



★ This is ideal for:

Senior leaders / marketers who need external expertise to get the wider organisation using LinkedIn.

★ Price

£650 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.