

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

LinkedIn is THE professional networking platform. Work with KLW 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

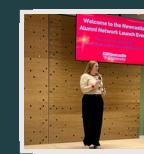
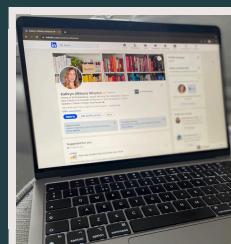
## What's covered in the training session:

- 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](mailto: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.