

> LinkedIn Training

Basic LinkedIn Introductory Training Course

Run time: 1-2 hours

Format: Workshop style presentation, practical activities and discussions

Presenter: TBC

Requirements: attendees must bring a device logged into their LinkedIn account. A projector screen or similar large format digital monitor for the slide-deck.

Key course material

- LinkedIn platform features, statistics and basics
- Basic profile optimization
- Understanding personal brands
- Identifying and finding your audience
- Introduction to content marketing
- Creating and sourcing content
- Practical approaches to build connections and followings
- Understanding the basics of LinkedIn's feed algorithm
- Introduction to performance measurement

Takeaways - Outcomes

- A fully optimized personal profile
- A solid understanding of how LinkedIn works and general etiquette
- Approaches you can use to build your network
- General knowledge of content and posting

Pricing

Appearance fee: set-up, transport etc. \$350

Presenter: \$350 for 1-hour and \$500 for 2-hour presentation

Fee per head: \$50/hr (additional loading applies for groups over 10)

1-hour basic course for under 10 people = \$700

2-hour basic course for under 10 people = \$850

2-hour basic course for 20 people = \$1350



Advanced LinkedIn Training Course

Run time: 2-6 hours

Format: Workshop style presentation, practical activities and discussions

Presenter: John James

Requirements: attendees must bring a device logged into their LinkedIn account. A projector screen or similar large format digital monitor for the slide-deck.

Key course material

- LinkedIn platform features, statistics and basics
- Basic profile optimization
- Understanding personal brands
- Identifying and finding your audience
- Introduction to content marketing
- Creating and sourcing content
- Practical approaches to build connections and followings
- Understanding the basics of LinkedIn's feed algorithm
- Introduction to performance measurement
- In-depth examples of specific lead generation tactical approaches
- Connecting LinkedIn leads to external CRMs and next-step lead nurturing approaches
- Measurement and ROI calculation
- Real-world case studies
- Advertising and promotion on LinkedIn
- Understanding personal brand vs business brand
- Becoming an influencer
- Paid profile upgrade options
- Perfecting the soft sell – how to engage, nurture and close prospects
- Connecting personal accounts with internal marketing and sales department initiatives

Takeaways - Outcomes

- A fully optimized personal profile
- A comprehensive understanding of how LinkedIn works and general etiquette
- Multiple approaches you can use to build your network including tactical executions
- Advanced knowledge of content creation and publishing for maximum effect
- Specific strategies and tactics to identify and approach new sales prospects



- Slide-deck notes supplied

Pricing

Appearance fee: set-up, transport etc. \$350

Presenter: \$500 for 1-hour, \$750 for 2-hours, \$1500 for 6 hours

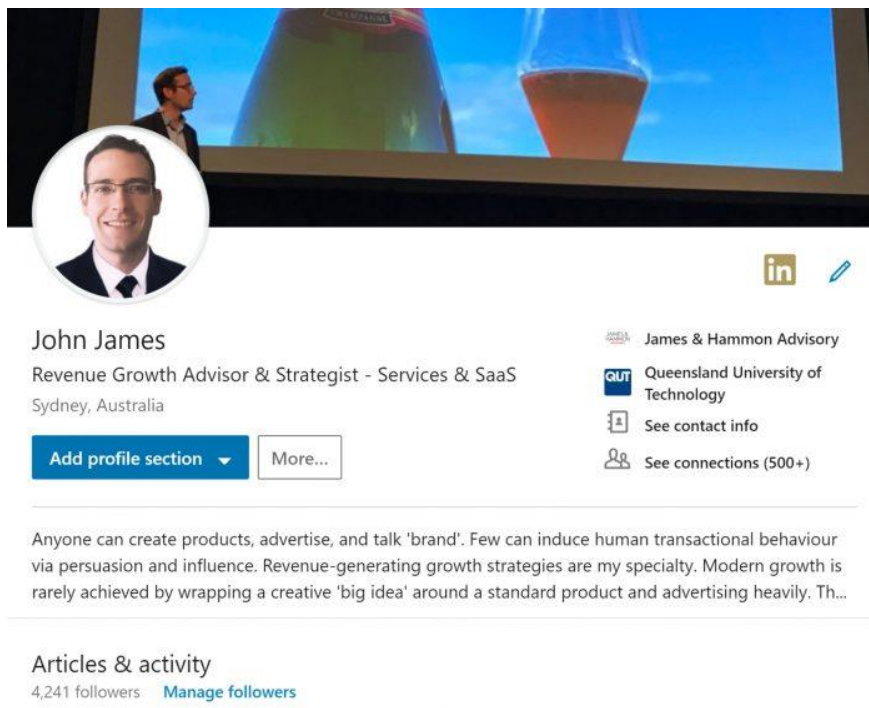
Fee per head: \$100/hr (additional loading applies for groups over 10)

1-hour course for under 10 people = \$850

2-hour course for under 10 people = \$1100

2-hour course for 20 people = \$2200

About The Presenter



The image shows a LinkedIn profile for John James. The profile picture is a circular headshot of a man with glasses and a suit. The background banner image shows a man in a suit standing next to a large glass of beer. The profile text includes: Name: John James; Title: Revenue Growth Advisor & Strategist - Services & SaaS; Location: Sydney, Australia; Company: James & Hammon Advisory; Education: Queensland University of Technology; Skills: See contact info; Connections: See connections (500+). There are buttons for 'Add profile section' and 'More...'. Below the profile is a bio: 'Anyone can create products, advertise, and talk 'brand'. Few can induce human transactional behaviour via persuasion and influence. Revenue-generating growth strategies are my specialty. Modern growth is rarely achieved by wrapping a creative 'big idea' around a standard product and advertising heavily. Th...'. Below the bio is the section 'Articles & activity' with 4,241 followers and a 'Manage followers' link.

[John James](#) typically presents at all training sessions for larger companies and for sessions that require a high level of sales lead generation expertise.

He is a highly qualified marketer and sales professional with in-depth multi-sector experience, specializing in growth.

Note: For basic training sessions, others member of the James Hammon team may substitute as the presenter.

