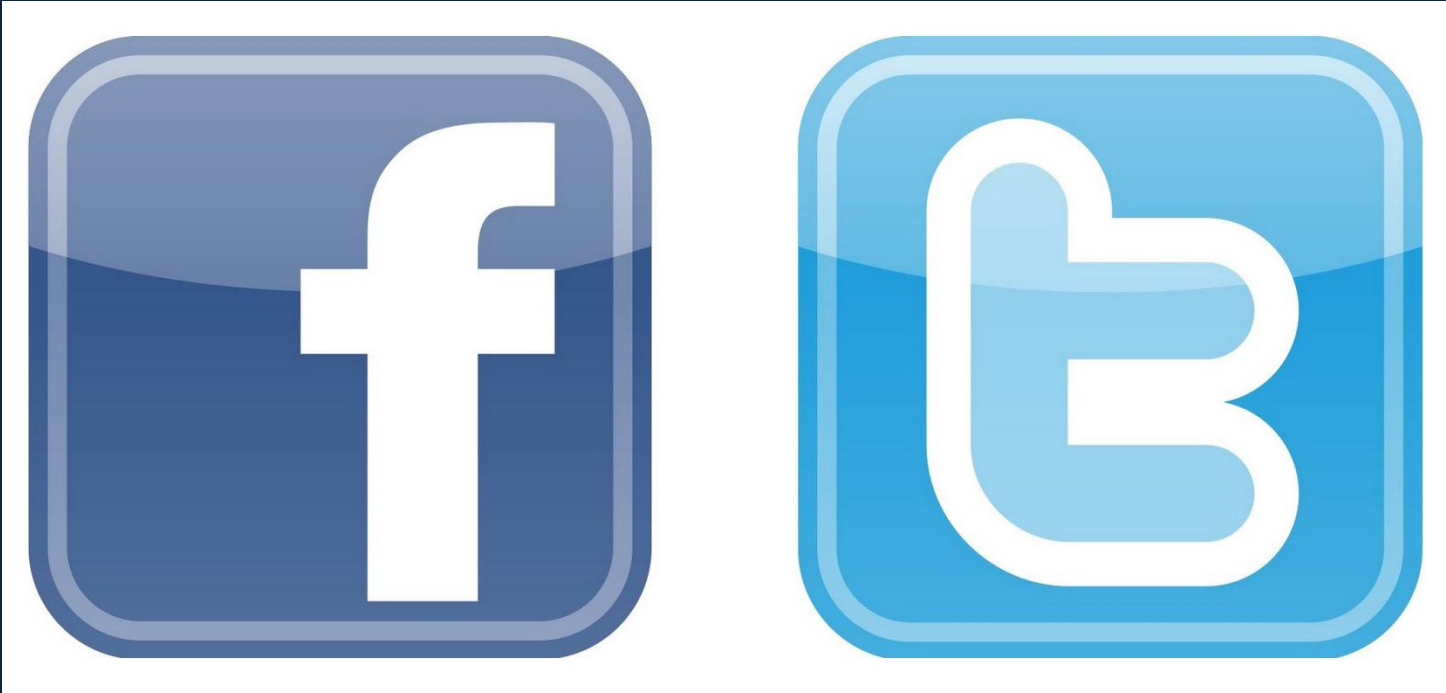




MARKETING 101 COURSE

What is Linked Marketing  
and Why Should You Care?



**Linked**



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- .It's about who it gives you access to
- .LinkedIn offers huge opportunities and advantages over other social networks
- .It's designed for business and encourages self promotion.

facebook.®





**Linked**



Connecting the world's professionals to make them more productive and successful.

LinkedIn Mission Statement

# Some Facts About LinkedIn

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- LinkedIn continues to grow rapidly – the same time last year the site had 296 million members
- LinkedIn has members in over 200 different countries
- LinkedIn is one of the oldest social networks having been formed in December 2002.

You need an effective strategy to make the most of LinkedIn!

# LinkedIn Objectives

## Networking

- . To find job opportunities
- . To find business partners and opportunities to promote yourself
- . To find clients and customers
- . To find potential employees
- . To create new opportunities

# LinkedIn Objectives

## Marketing

- . To increase awareness
- . To build brand loyalty
- . To create a more professional impression for your brand and your services/products
- . To promote a website and gain SEO/social media marketing benefits
- . To find potential clients and customers
- . To build leads and keep in contact with them.

## LinkedIn Objectives

- Staying up-to-date with industry news and opportunities
- To find potential services and suppliers
- To keep track of your own employees and your own achievements and businesses
- Organizing your contacts.

How you can:

.How you can:

.Build an amazing LinkedIn profile

How you can:

- Build an amazing LinkedIn profile
- Leverage the tools the site provides



How you can:

- Build an amazing LinkedIn profile
- Leverage the tools the site provides
- Network with other users.

# LinkedIn Objectives