

# LinkedIn Masterclass

Building your business and brand through LinkedIn



Training by  
**LIGHTBULB  
MEDIA**



## Training delivered by:



### Lewis Kemp

CEO of Lightbulb Media | 30 Under 30, 2019  
Lewis helps organisations devise, measure and sustain their digital marketing strategy.



### Alice Lyons

Content marketer and branding specialist  
Alice helps brands define their unique and authentic voice to create engaging content.

## We will teach you how to:

- // Generate more leads from LinkedIn
- // Grow your professional network
- // Future - proof your business
- // Build credibility in your industry
- // Make your team more digitally aware
- // Develop company and personal brands

*Loved the training... fantastic presenters, loads of value packed into the session with actions that were easy to implement. Our whole team feels more confident engaging on LinkedIn. I'd 100% recommend it!*

- Sam Burgess, CEO of Samson VT. Implemented new content marketing strategy which secured three new clients with 30 days of our training.

## Half Day Masterclass: Includes our core modules - from £34pp

Module 1: Introduction to LinkedIn - Uses and features | Personal profiles | Company pages

Module 2: Profile Optimisation - Personal branding | Optimised taglines, bios and career history

Module 3: Business Pages - Tone of voice | Content strategy | Brand identity | LinkedIn analytics

## Full Day Masterclass - Core plus advanced modules - from £67pp

Module 4: Content Strategy - Planning, writing and scheduling original content | Posts vs. articles

Module 5: Growing your network - Adding connections | InMail messaging | LinkedIn etiquette

ALL ATTENDEES WILL LEAVE THE WORKSHOP WITH IMPROVED:

### KNOWLEDGE

**of key features, best practice and quick wins**

- Navigating the platform
- Avoiding common mistakes and pitfalls

### CREATIVITY

**for building brand reputation, presence and credibility**

- Creating relevant and dynamic content
- Finding your audience

### CONFIDENCE

**interacting and engaging on the platform**

- Developing a highly engaged network
- Generating leads

For more information, get in touch: [lewis@lightbulbmedia.co.uk](mailto:lewis@lightbulbmedia.co.uk)