

## B2B LinkedIn Marketing Course Outline

Get Certificate upon completion

2 classes in weekdays

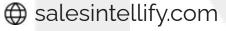
1 hour session per class

salesintellify.com

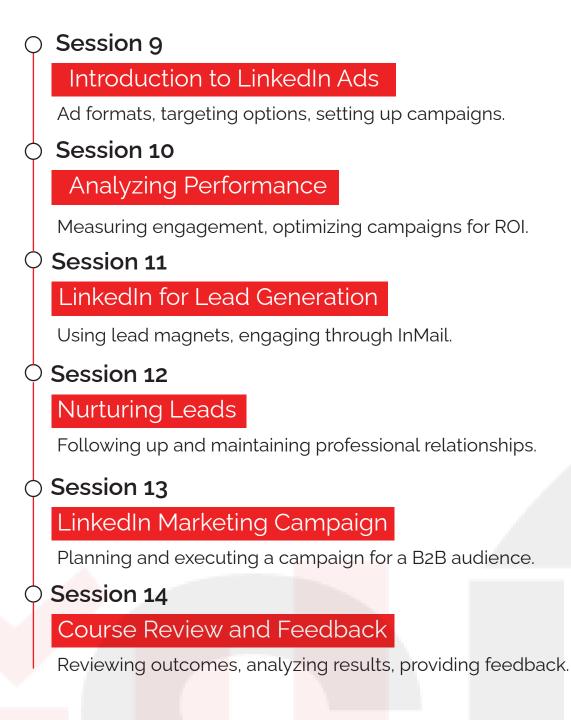


## Session 1 Basics of LinkedIn for B2B Importance of LinkedIn in B2B marketing, features, and tools. Session 2 **Optimizing LinkedIn Profiles** Setting up and optimizing profiles for visibility. Session 3 LinkedIn Sales Navigator How to make filters on LinkedIn Sales Navigator Session 4 Data and Research Segmenting lists by demographics, behavior, preferences. Session 5 **Content Planning and Creation** Creating engaging B2B content: articles, videos, infographics. Session 6 Automation Tools Tools for scheduling and maintaining posting consistency. Session 7 Building a Network Connecting with professionals, using LinkedIn groups. Session 8 **Engaging with Content**

Conducting A/B tests, analyzing open rates, CTRs, and conversions.







salesintellify.com



## CONTACT US



salesintellify.com