

B2B LinkedIn Marketing Course Outline

Get
Certificate
upon
completion



2 classes in weekdays



1 hour session per class

○ 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.

○ Session 9

Introduction to LinkedIn Ads

Ad formats, targeting options, setting up campaigns.

○ Session 10

Analyzing Performance

Measuring engagement, optimizing campaigns for ROI.

○ Session 11

LinkedIn for Lead Generation

Using lead magnets, engaging through InMail.

○ Session 12

Nurturing Leads

Following up and maintaining professional relationships.

○ Session 13

LinkedIn Marketing Campaign

Planning and executing a campaign for a B2B audience.

○ Session 14

Course Review and Feedback

Reviewing outcomes, analyzing results, providing feedback.



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