

LINKEDIN WORKSHOP



LinkedIn Personal Brand Workshop:

Agenda:

- 10 mins introduction
 - Who am I?
 - Who is New Found Media?
 - Aims and objectives
 - Benefits of personal branding on LinkedIn
- 20 mins on The LinkedIn profile
 - Tips and tricks
 - Header
 - Bio
 - Work, Education and Volunteering section
 - Endorsements
 - References
- 5 mins break
- 20 mins on content creation
 - Video, imagery, articles, just text?
 - Content ideas?
 - What you're currently doing
 - What works well
 - Revise a few of attendee's tweets
 - Show the difference
 - Engage, engage, engage
- 5 mins break
- 15 mins on messaging and connecting with people
 - Who to connect with?
 - InMail/notes when connecting
 - Phrasing messaging
 - Link to sales/ssi
- 10 mins of questions
- 6 weeks to follow up via email/social to ask questions

Please note:

This agenda is just a template and can be adjusted to fit your marketing objectives.

Still have questions?

Feel free to reach out if you have any questions to gareth@newfoundmedia.co