

LinkedIn Marketing

Learn about business-based social media marketing and explore platforms like LinkedIn and Shopify. You'll look at current social media marketing trends and develop a marketing strategy for your business and products/services.

Group classes in NYC and onsite training is available for this course.
For more information, email hello@nobledesktop.com or visit:
<https://mimi.nobledesktop.com/classes/social-media-marketing-business>



hello@nobledesktop.com • [\(212\) 226-4149](tel:(212)226-4149)

Course Outline

LinkedIn Marketing

Introduction to business-based social media

- Benefits of business-based social media
- Business-based social media landscape
- Business-based social media today
- Choosing the right platform

Developing a strategy for business-based content

- Establish goals
- Define success metrics
- Analyze the competition
- Develop target audience
- Research trends and topics

Determine your brand image

- Brand image development
- Trending business content
- Copy development
- Audience Engagement

LinkedIn Marketing

- Introduction to LinkedIn
- Networking through LinkedIn
- Hashtags 101
- LinkedIn features overview

Working with Shopify

- Reasons to use Shopify (even if you have your own website)
- Introduction to Shopify
- Create collections
- Manage shop across platforms
- Showcase brand and products

Paid Advertising

- Choosing the right advertising
- Ad creation best practices
- Ad optimization
- Cross-platform advertising
- Ad analytics