



LinkedIn Course Brochure

1 Day Practical Workshop



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The Right Fit.....For You

Our LinkedIn training course aims to teach you how to use LinkedIn to suit your purposes, services, clients and operating methods; we then teach you how to exploit the features of LinkedIn to your advantage.

Our one day LinkedIn training programme focuses on how you can use your LinkedIn profile to create a strong professional brand, generate new leads and expand your professional network. The course also looks at the LinkedIn tools available to recruit the right candidate for jobs within your company.

This LinkedIn course is very practical and interactive. During the training session, each learner will work through exercises and practice using the various LinkedIn features covered during the course.

Each learner will leave the course with actionable steps that they can implement straight away.

"Everyone thought Andrew was great and the course really developed their skills as internal trainers."

Dearbhla Casey, HR Manager, Irish Country Meats



"We are all very happy with the training carried out last week & will definitely be in contact in the future."

Aoife O'Rourke, Key Account Manager, Tool & Plastic



"Great exercises, very relaxed and great models to explain, learning process and delivery of the information."

Jonathan Latimer, Fleet Training Instructor, City Jet





Why Choose Our LinkedIn Course

DCM Learning's LinkedIn course aims to show you how to use LinkedIn to suit your purposes, services, clients and operating methods; we then teach you how to exploit the features of LinkedIn to your team's advantage.

Specific reasons to choose this course:



Experienced: We have trained over 279 individuals successfully in effective LinkedIn usage over the last two years.



Support: 15 full-time training consultants plus support staff (21 in total). We are large enough to be well resourced but small enough to care.



Excellent Trainers: Our trainers combine professional training know-how with relevant experience in their chosen training field.



Quality Assured Training: Make sure you Safeguard Your Training Investment. DCM offer courses accredited by national and international certification bodies, including QQI, PMI, IASSC, and Scrum.org.

You're in Good Company

We have delivered our LinkedIn programme to the biggest brands in Ireland including Google, Intel, Central Bank of Ireland, ESB, Football Association of Ireland and Abbott so you can have confidence in our ability to deliver the results you want to achieve.



Banc Ceannais na hÉireann
Central Bank of Ireland
Eurosystem



INTERNATIONAL





LinkedIn Course Outline

COURSE OVERVIEW

Our LinkedIn training course aims to teach your team on how LinkedIn suits their purpose, your services, your clients and operating methods; we then teach you how to exploit the features of LinkedIn to your team's advantage.

The training is focused on how the team can use their LinkedIn profile to create a strong professional brand, generate new leads and expand their professional network. The course also looks at the LinkedIn tools available to recruit the right candidate for jobs within the company.

This course is very practical and interactive. If possible each learner should have access to a laptop and LinkedIn account on the day so they can work through exercises and practice using the various LinkedIn features covered during the course. Each learner will leave the course with actionable steps that they can implement straight away.

LEARNING OUTCOMES

By the end of the course each learner will be able to:

- Better understand the key concepts and settings on LinkedIn to get the most out of it
- Create a Profile which will market and promote your services
- Use LinkedIn to connect with your local business community via individuals and groups
- Be able to target prospects using the Advanced Search and other tools
- Use Groups effectively as an interactive and targeting tool
- Develop a LinkedIn content marketing plan
- Confidently use the LinkedIn content marketing tools

Below you will find a proposed course outline detailing all the topics covered on the training programme.



Course Content

TOPIC 1: KEY CONCEPTS OF LINKEDIN

- Why LinkedIn is key and its place in today's business world
- Getting your settings right - top tips for recruiters
- Establishing a LinkedIn routine

TOPIC 2: DEVELOPING YOUR BRAND ON LINKEDIN

- Setting up your company page
- Best in class LinkedIn Profiles that attract candidates, clients and partners
- Developing your profile to work best to attract your target audience
- Getting found on LinkedIn for your target keywords and areas of expertise
- Recommendations, messaging, endorsements and other on-site tools
- Using Rich Media to stand out

TOPIC 3: GENERATING LEADS

- Finding and evaluating what groups to join
- Group participation best practices
- Methods and approaches to extend your network into relevant target areas
- Advanced search facilities to target new business & find the right people

TOPIC 4: SOURCING CANDIDATES

- Using the advanced search facilities to find the right candidates
- X-Raying LinkedIn to find the people you want to reach: practical advice to develop the right search strings
- Advertising jobs on LinkedIn
- Creating your LinkedIn Recruiting Strategy



Louise Bunyan

Training Associate

Louise is a digital marketing consultant, trainer and manager with a specialism in employer brand and talent attraction campaigns. Louise is committed to helping people and organisations use digital and social media technologies to connect, build relationships and improve businesses activities.

Louise is an internationally experienced results-driven digital marketing trainer with a diverse background. Louise works with a wide range of businesses of all sizes across all industries to audit their online presence and to create a practical online strategy to win more customers. She also has a passion for employer branding, recruitment marketing and talent acquisition.

Louise's areas of expertise include Digital Marketing, Google AdWords, Social Media Marketing, LinkedIn, Google Analytics, Instagram, Facebook and Twitter.

Some of Louise's qualifications and affiliations include:

- Post Graduate Diploma, Creative Digital Marketing, UCC
- BA in Media and Communications, University of Limerick
- Post Graduate Diploma, Public Relations and Event Management, Fitzwilliam Institute
- Winner of Best Marketing & Communications Blog 2016 from Blog Ireland Awards
- Train the Trainer, QQI/FETAC

"Louise had a great way with the team, covered all the points we had discussed and had a very clear and direct manner that we all responded to very well"

Suzy Maher, Senior Marketing Manager , Maples and Calder

MAPLES



Inhouse Training, One Size Doesn't Fit All.

Does your team need LinkedIn training? DCM Learning has a full range of training courses and qualifications available for your team and company, in-house or off-site.

Based on your requirements, we will develop a custom-made training programme and deliver it specifically for your employees in a chosen location - giving them the exact skills and knowledge they need whilst saving on venue hire, travel, time and associated expenses.

Each daily session will be delivered onsite at a location of your choosing over a 7-hour period. We are flexible on group size, but for group sessions we would recommend a maximum of 15 people to allow for the more interactive elements of the course.

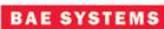
Below is an overview of our Inhouse Training Delivery and Costs:

Details	1 Day Training	2 to 5 Days Training	6+ Days Training
Cost	€1,095 per day	€995 per day	€895 per day
Materials	Included	Included	Included
Travel Expenses	Included	Included	Included
Areas Covered	All Counties	All Counties	All Counties
Customisation	Course Customised	Course Customised	Course Customised
Survey	Pre & Post Course Survey	Pre & Post Course Survey	Pre & Post Course Survey
Account Management		Dedicated Account Manager	Dedicated Account Manager
Free Public Course		1 Free Place	3 Free Places
Public Course Discount		15%	25%



Who We Work With

We train organisations of all shapes and sizes, from small businesses up to global enterprises. But we never forget that every individual matters, and we make sure that every learner gets what they need to reach their potential.





**Set your career on the
right course**

DUBLIN

- ☎ 01 5241338
- ✉ dublin@dcmlearning.ie
- 📍 Guinness Enterprise Centre

CORK

- ☎ 021 2429691
- ✉ cork@dcmlearning.ie
- 📍 Atrium Business Centre
Blackpool Business Park

DROGHEDA

- ☎ 041 9865679
- ✉ drogheda@dcmlearning.ie
- 📍 24 Laurence Street
Co. Louth