The Power of Linked in

13 June 2023 02:00 PM - 14 June 2023 05:00 PM

Brief Overview:

Linkedin is a powerful social network platform exclusively built for Professionals. World over, 690 millions professional use Linkedin to grow their business, expand their professional network, establish a brand, find a new job, recruit top talent or learn a new skill. This webinar is exclusively designed for Industry Professionals who aspire to groom themselves and understand the power of Linkedin to use it for their benefit and advantage such as:

Create a strong professional identity
Make the right (business) connections
Participate and contribute with insights
Build Partnerships & expand your network
Learn Content Marketing Strategies

Session content:

Why should you use Linkedin?
 Basics of Profile Creation on Linkedin
 Products & Features
 Create and share content
 Using LinkedIn Ads
 Using Sales Navigator
 Best Practices: Useful Tips & tricks to build a wider network for career growth and business growth
 Establish your professional brand

For Whom:

Sales professionals
 Marketing professionals
 Business development executives
 HR managers and executives
 L & D executives

Entrepreneurs
Supply chain professionals
Anyone keen to learn the applications and tools of Linkedin

Key Takeaways:

What it takes to build an Impactful Profile on LinkedIn and Network effectively

How to find business opportunities, through Linkedin

Communicate effectively on LinkedIn

Learn about the Premium Features (Businesses / Sales & Marketing / HR)

Hands-on Workshop to develop effective content strategy and analytics Insight into Linkedin Marketing / Ads etc.

Learn Networking tips and strategies to establish credibility

Generate targeted Leads to grow your Business

Establish Market Linkages to enhance business collaborations / partner with companies, using business networking strategy

Facilitator profile:

Mr. Vignesh Raja

Professional, with 15+ years of Industry experience, having worked in Manufacturing, Service & e-commerce
His interests include: Data Visualization, Data Analytics, Artificial
Intelligence & Machine Learning Master of Management Studies from BITS,
Pilani & Customer Analytics from Wharton University of Pennsylvania
He was one of the elite Jury members for Singapore-India Hackathon 2019
organized by Ministry of Human Resource Development's Innovation Cell,
Government of India. He has authored numerous business research
reports & whitepapers, and has been quoted & featured in leading industry
publications

Vignesh Raja is a seasoned Business Research, Analytics & Consulting

Fee Details:

- Fee Details
- Member amount: Rs 0.00- (Including 18%GST)
- Non Member amount: Rs 0.00- (Including 18%GST)
- Total Member count :