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

Vignesh Raja is a seasoned Business Research, Analytics & Consulting
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

Fee Details:

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