



# LinkedIn Marketing For Business

**Supercharge your LinkedIn Sales & Marketing**



[www.frankfurness.com](http://www.frankfurness.com)

# Module 1

## Module 1 – Collate & Captivate

- 1 Introduction to LinkedIn
- 2 How to use LinkedIn as a Marketing Platform
- 3 Module 1 – Collate & Captivate - LinkedIn Overview
- 4 Your Personal & Public Profile
- 5 Advanced Search Strategies
- 6 How To Do A Boolean Search
- 7 Optimizing Your Profile
- 8 Adding Your Banner & Photo
- 9 Adding Your Profile Video
- 10 Optimizing Your Keywords

# Module 1

## Module 1 – Collate & Captivate

**11** Your Contact Info

**12** Setting up your Profile

**13** Completing your Profile

**14** Optimizing the 'About' section

**15** Creator Mode

# Module 2

## Module 2 - Connect

- 1 Module 2 - Connect
- 2 How to do Advanced Searches for Free
- 3 How to Get Introduced in LinkedIn
- 4 How to Connect
- 5 Actions after someone has viewed your profile
- 6 Example of a Good and a Bad InMail
- 7 Your Network
- 8 How to use Groups in LinkedIn

# Module 3

## Module 3 - Communicate

- 1 Module 3 - Communicate
- 2 How to Add & Optimize Articles for LinkedIn
- 3 Messaging & Notifications
- 4 Supercharge Your Posts - Webinar Part 1
- 5 Supercharge Your Posts - Webinar Part 2
- 6 Supercharge Your Posts - Webinar Part 3
- 7 5 Different Types of LinkedIn Posts
- 8 Examples of LinkedIn Posts
- 9 How & When To Post
- 10 How to use Visuals in LinkedIn Posts

# Module 3

## Module 3 - Communicate

11 Your Posting Strategy

12 The Power of Stories

13 Analytics - How are Your Posts Engaging

14 The Job Section

15 LinkedIn Requirements for a Company Page

16 Setting up your Company Profile

17 Example of a Great Company Profile

18 Your LinkedIn Business Strategy

19 Your LinkedIn Business Strategy - Part 2

20 Showcase Pages

# Module 4

## Module 4 - Close

- 1 Section 4 - The Close
- 2 Your Funnel sales system - Setting up webinars
- 3 Create an event on LinkedIn for Signups to Your Webinar
- 4 Promote your Event via Posts
- 5 Set up a Calendly Page for Appointments
- 6 Use Flowcode to Promote the Event or Sell your Products or Services
- 7 Crystal Knows
- 8 Course Completion