

# LinkedIn Marketing for Advanced Users: Advertising («XINGLI»)

Expand your knowledge and skills about the LinkedIn business network as an advertising platform. In this course, you will learn about important premium account features and how to use AI to increase efficiency and effectiveness.

**Duration:** 1 day

**Price:** 850.–

**Course documents:** Course presentation as PDF, Live-Demo

## Content

1. The LinkedIn Universe
  - Licensing Model of the Platform
  - Advertising on LinkedIn
  - Recruiting Tools
  - Sponsored InMail
  - Benefits of a Premium Account
2. LinkedIn advertising strategies
  - Corporate Branding with LinkedIn
  - Review Strategies
  - Advanced LinkedIn Content Tactics
  - How do you get qualified leads for your business?
3. Tips and Tools
  - Using AI, Do's and Don'ts for Advertising on LinkedIn

## Key Learnings

- Understanding how to make LinkedIn work for your business
- Understanding how LinkedIn ads work
- Learning strategies for paid advertising
- Defining measurable goals and the actions to achieve them
- AI tips and tools for greater efficiency and impact

## Methodology & didactics

The course is designed to be interactive to ensure effective knowledge transfer and practical application. In addition to theoretical concepts, there will be numerous hands-on exercises to give participants the opportunity to directly apply what they have learned. There is a strong emphasis on discussion, sharing of experiences and collaborative problem solving to create an interactive learning environment.

## Target audience

This course is aimed at marketing and sales professionals, B2B companies, executives and self-employed professionals with a lead strategy.

## Requirements

You have at least one to two years of LinkedIn marketing experience. In addition, experience in marketing in general and digital marketing in particular is required. You need access to a LinkedIn business account (advertising, marketing). Optional: Access to LinkedIn Recruiter and/or LinkedIn Sales Navigator.

This course builds on the knowledge gained in the following LinkedIn Basic course:

- [LinkedIn Marketing for Beginners \(«XINLIN»\)](#)

## Additional information

**Please bring your own laptop with you.**

You can use it to store what you have seen and learned directly in your environment and use it immediately for your daily work in the company. If you do not have a laptop, we can provide you with a computer. After registering for the course, please contact [info@digicomp.ch](mailto:info@digicomp.ch).

## Any questions?

We are happy to advise you on +41 44 447 21 21 or [info@digicomp.ch](mailto:info@digicomp.ch). You can find detailed information about dates on [www.digicomp.ch/courses-media-communication/digital-marketing/social-media/course-linkedin-marketing-for-advanced-users-advertising](http://www.digicomp.ch/courses-media-communication/digital-marketing/social-media/course-linkedin-marketing-for-advanced-users-advertising)