

# LinkedIn Marketing for Beginners («XINLIN»)

Discover the key features of LinkedIn and how AI can help you effectively position and grow your business.

**Duration:** 1 day

**Price:** 750.–

**Course documents:** Digital handouts

## Content

1. LinkedIn introduction
  - What can LinkedIn be used for?
  - How can I set up and optimize a LinkedIn profile?
  - What information should the LinkedIn profile contain and how do I capture this information?
2. LinkedIn basics for companies
  - AI as strategic support
  - Study and compare practical examples of successful LinkedIn company profiles
  - LinkedIn strategy formulation
  - Develop implementation plan for LinkedIn strategy
3. External and internal communication with LinkedIn
  - Define external and internal corporate communications for successful and targeted communication with all target groups
  - Create editorial plan for LinkedIn posts and create feedposts
  - Using AI in external and internal communications
4. Recruiting with LinkedIn
  - Study and compare employer branding practice examples
  - Learn about and implement LinkedIn recruiting opportunities
  - Using AI for employer branding and recruiting on LinkedIn
5. Paid campaigns with LinkedIn
  - Get to know lead forms from LinkedIn
  - Paid campaign opportunities from LinkedIn
  - Tips, Tricks, Tools and AI for high-performing campaigns
6. Events, groups and other functions

## Key Learnings

- Defining the LinkedIn strategy and creating the implementation plan
- Setting up and developing the LinkedIn company profile with the right keywords
- Getting to know the tools for targeted employer branding and recruitment
- Setting up and evaluating high-performance campaigns on LinkedIn
- Getting to know the most important LinkedIn functions for publishing posts
- Increased efficiency through AI
- Tips & tricks for achieving business goals with LinkedIn

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 people who want to take on communication and marketing tasks in the field of social media operationally and use the corresponding tools professionally.

## Requirements

Basic social media skills and access to your company's LinkedIn profile are required. In addition, completion of one of the following courses or equivalent knowledge is required:

- [Social Media Marketing Starter Kit \(«SOMEKI»\)](#)
- [Social Media in Marketing & Communication \(«SMC»\)](#)

## Additional information

**Please bring your own laptop.**

You can store what you have learned and shown directly on 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. Please contact [info@digicomp.ch](mailto:info@digicomp.ch) after course registration.

## Further courses

- [LinkedIn Marketing for Advanced Users: Advertising \(«XINGLI»\)](#)

## 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-beginners](http://www.digicomp.ch/courses-media-communication/digital-marketing/social-media/course-linkedin-marketing-for-beginners)