

LinkedIn Marketing Bootcamp Online (Self-Paced)

This course introduces LinkedIn as a platform for high school students to explore career paths, build a professional online presence, and share academic or creative work. Get an introduction to LinkedIn and its interface. Learn how to optimize and leverage your personal LinkedIn profile. Create and manage a LinkedIn company page. Learn how to run paid advertising campaigns on LinkedIn.

Group classes (Live Online) and onsite training are available for this course. For more information, email corporate@nobledesktop.com or visit: <https://www.nextgenbootcamp.com/classes/linkedin-marketing-self-paced>



hello@nobledesktop.com • (212) 226-0884

Course Outline

Introduction to LinkedIn

- History of LinkedIn
- Overview of LinkedIn and Its Benefits
- LinkedIn Today
- LinkedIn Trend Report
- LinkedIn Search Features

Leveraging Your Personal LinkedIn Profile

- Building an All Star Profile
- Networking and Connecting with Industry Leaders
- Best practices for Using LinkedIn to Advance Your Career
- Profile Analytics

Creating a Company Page on LinkedIn

- Overview of Creating a LinkedIn Company Page
- Building and Managing a Company Page
- Best Practices for Creating an Engaging Company Page
- Company Page Analytics

Paid Advertising with LinkedIn

- Overview of LinkedIn's Advertising Platform
- Targeting Options and Creating Effective Ad Campaigns
- Measuring the Success of Your Ads and Optimizing for Results

- Best practices for Creating Engaging Ad Content