

Agenda

Training „How to efficiently use LinkedIn to identify and attract buyers“

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Date: 05.12.2023

Place: Chamber of Commerce and Industry of the Republic of Srpska, Banja Luka

9:15- 9:30

Registration of participants

9:30 - 10:00

Welcome speech and meeting SIPPO consultants; background and expertise and showing the importance of digital marketing to boost sales. The difference between inbound marketing and outbound marketing.

10:00 - 11:00

Introduction to LinkedIn focusing on Profile Optimization. This will consist of a short presentation followed by interactive work with every member to create/update their profiles.

11:00 - 11:15

Coffee break

11:15 - 12:30

LinkedIn Outbound Marketing, Short presentation on how to find your target audience through searches, groups, events and posts and how to identify your ideal customer persona. Interactive session with teams to find their audience and show them how to be direct when contacting them.

12:30 – 12:45

Coffee break

12:45 – 14:00

LinkedIn Inbound Marketing. How to raise awareness of APST through LinkedIn Posts. This will be a short presentation of the different features that LinkedIn has, then working with the teams to create LinkedIn posts.

14:00 – 15:00

Softwares to help you with inbound marketing. Short presentation on how to use Canva for making content and also an introduction to Chat GPT and the benefits of it, then interaction session where people can try tools and have some fun with them.