

LinkedIn Marketing Slides and Video Recordings

1. [LinkedIn Marketing Course Overview](#) (6:06)
2. **Module 1** ([Link to Canva Slides](#))
 - a. [Module 1: Lesson 1 - What is LinkedIn Marketing v2 - YouTube](#) (10:07)
 - b. [Module 1: Lesson 2 LinkedIn Profile Optimization](#) Branding Preparation (16:23)
 - c. Module 1: Lesson 2 - Step 2: Profile Completion Check Up
 - i. [Module 1: Lesson 2 - Step 2: Profile Completion Check Up](#) 1/2 (19:21)
 - ii. [Module 1: Lesson 2 - Step 2: Profile Completion Check Up](#) 2/2 (5:45)
 - iii. [Module 1: Lesson 2 - Step 3 & 4: Public Profile Settings & LinkedIn App](#) (6:01)
 - d. [Module 1: Lesson 3: Goal Setting: Why Use LinkedIn for Marketing](#)(12:10)
 - e. [Module 1 LinkedIn Marketing Homework](#) (3:47)
3. **Module 2** ([Link to Canva Slides](#))
 - a. [Module 2: LinkedIn As Lead Generation Tool](#) (16:01)
 - b. [Module 2 - Lesson 4: Boolean](#) (11:20)
 - c. [Module 2 - Lesson 5: Organic LinkedIn Lead Generation](#) (18:32)
 - d. [Module 2 - Lesson 6: Lead Magnet and Sales Script](#) (12:16)
 - e. [Module 2 - Lesson 7: Landing Pages For LinkedIn](#) (12:34)
4. **Module 3** ([Link to Canva Slides](#))
 - a. [Module 3 Pages and Showcase Pages](#) 1/2
 - b. [Module 3 - Lesson 8: LinkedIn Page](#) 2/2
 - c. [Module 3 - Lesson 9: Showcase Pages](#)
5. **Module 4** ([Link to Canva Slides](#))
 - a. [Module 4: Lesson 10 LinkedIn Content Creation](#)
 - b. [Module 4 - Lesson 11: LinkedIn Stories](#)
 - c. [Module 4 - Lesson 12: Buyer's Journey](#)
 - d. [Module 4 - Lesson 13: Social Media Copy Writing Basics](#)
 - e. [Module 4 - Lesson 14: What is LinkedIn Articles and It's difference to a Regular Post](#)
 - f. [Module 4 - Lesson 15: Planning, Strategy and Consistency](#)
 - g. [Module 4 - Lesson 16: LinkedIn Video Marketing Basics & Its Advantage](#) 1/2
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6. **Module 5** ([Link to Canva Slides](#))
[\(730\) Module 5: LinkedIn Features and Strategies - YouTube](#)
[\(730\) Module 5 | Lesson 17: - YouTube](#)
[Module 5 | Lesson 18: Creating Strategies based on client goals - YouTube](#)

<https://youtu.be/4GhMN7Ka3tc>

- a. Module 5: Lesson 17: Summary of all LinkedIn Features For Strategic Marketing
- b. Module 5: Lesson 18: Creating Strategies based on client goals
- c. Module 5: Lesson 19: Monitoring and Improvement
- d. Module 5: Lesson 20: LinkedIn Premium Features