

## Day - 1

- **LinkedIn Overview**
  - New features and updates
  - 2021 platform statistics
  - Who is using LinkedIn
- **Your Personal Profile and Company Pages**
  - Adapting for discovery
  - Building for success

## Day - 2

- **Content Marketing on LinkedIn**
  - Content types on LinkedIn
  - Content best practice
- **LinkedIn Paid Campaign Strategy**
  - Key considerations for an Awareness Campaign
  - Key considerations for a Consideration Campaign
  - Key considerations for a Conversion Campaign

## Day - 3

- **Targeting and Audiences**
  - Targeting and Audiences
  - Building audiences natively in LinkedIn
  - Building 1st and 3rd party audiences
  - Defining creative

Day - 4	Day - 5	Day - 6
<ul style="list-style-type: none"><li>• <b>Ad Types and Placements</b><ul style="list-style-type: none"><li>○ LinkedIn ad types</li><li>○ Text ads</li><li>○ Sponsored content</li><li>○ Sponsored In Mail</li><li>○ Dynamic ads</li></ul></li></ul>	<ul style="list-style-type: none"><li>• <b>Campaign Execution and Delivery</b><ul style="list-style-type: none"><li>○ Campaign objectives</li><li>○ LinkedIn campaign structure</li><li>○ Conversion tracking</li><li>○ Remarketing and sequenced messaging</li><li>○ Lead gen forms</li><li>○ A/B testing</li></ul></li></ul>	<ul style="list-style-type: none"><li>• <b>Budgets and Planning</b><ul style="list-style-type: none"><li>○ Media planning</li></ul></li><li>• <b>Campaign Optimization</b><ul style="list-style-type: none"><li>○ Analyzing data in Campaign Manager</li><li>○ Optimization</li><li>○ Landing pages</li><li>○ Ad relevancy score</li></ul></li></ul>