

LinkedIn Advertising Training Course

Supercharge your LinkedIn ads performance

Course Dates

Please note: This course is currently only available [in-house](#)

LinkedIn is a phenomenon. Now owned by Microsoft, it has 930 million active users with over 60 million companies listed on LinkedIn. Where else can you raise your business profile, build brand awareness, market your content or services, and connect to business decision makers?

Unfortunately, however, standing out on LinkedIn is a challenge. How do you cut through the noise and get noticed? And how do you use LinkedIn to grow your business or reach your commercial goals.

Emarketeers' LinkedIn Advertising training course is for anyone looking to optimise their paid content or ads on LinkedIn.

Attend the course and you'll learn how to make the right strategic decisions about your paid campaigns. You will learn how to navigate LinkedIn's Campaign Manager, how to optimise all aspects of your campaigns, and how to set up advanced audience targeting, conversion tracking and campaign tracking.

To make the course more relevant, we can also use your own LinkedIn campaigns during the session to maximise your learning potential.

Course Programme

Latest Trends & Data

- Latest LinkedIn trends and usage metrics
- Audiences, countries, age segments and company data
- How the platform fits into the Social Media ecosystem
- Use cases for using LinkedIn to achieve your organisational goals

Planning Your LinkedIn Campaigns

- Auditing your LinkedIn Page and post analytics to gain insight into followers, visitors and content types
- Methods to audit your competitors, their posts and paid advertising
- The framework to building LinkedIn goals and KPIs
- Developing your ideal audience personas
- Building your LinkedIn messaging strategy to push audiences through the funnel
- Strategic considerations to optimising your LinkedIn content

The LinkedIn Advertising Platform

- Why to avoid boosting posts

- Choosing the right LinkedIn campaign objectives for optimum success
- LinkedIn Ad Formats: which ones to choose and which ones work best
- A step-by-step guide to creating LinkedIn campaigns in Campaign Manager
- Building audiences and maximising your campaigns with retargeting
- Advanced audience targeting tactics to improve your sales/lead generation performance
- Controlling your costs, setting budgets and scheduling
- How to optimise your LinkedIn creative assets
- Best practices to maximise delivery and impressions
- Key metrics to monitor, to ensure you're running optimally

Advanced Measurement & Attribution

- Installing and managing your LinkedIn Insight Tag (directly on your website or via Google Tag Manager)
- Setting up LinkedIn Conversions for more accurate attribution
- Advanced Event-based conversion tracking
- Using UTM parameters to track LinkedIn campaigns (and ensuring compatibility with Google Analytics 4)
- Navigating LinkedIn's analytics for reporting
- Measuring multi-channel attribution in Google Analytics 4

Benefits

Following this training course, you will understand:

- ✓ The framework and processes to successfully plan your LinkedIn campaigns
- ✓ How to use LinkedIn ads to achieve your organisation's commercial goals
- ✓ Messaging and content strategies that cut through the noise
- ✓ Step-by-step how to set up and optimise LinkedIn paid campaigns
- ✓ Campaign optimisation best practices to maximise performance
- ✓ How to set up your LinkedIn Insight Tag, Conversions and Audiences
- ✓ How to measure campaign performance using LinkedIn's Campaign Manager
- ✓ How to tag campaigns for measurement and attribution in Google Analytics 4

All attendees receive an attendance certificate and digital copies of course material

Audience

The LinkedIn Advertising training course attracts anyone looking to maximise their paid campaign performance on LinkedIn. Typical attendees will be in marketing, sales, communications or business development roles.



What people say

Both the Meta and LinkedIn courses were very informative and gave us practical tips to take away and implement immediately. Look forward to engaging Emarketeers' services again in the future.

Sarah Frangos, Senior Marketing, Communications and Partnerships Officer
Pharmacist Support



If you need to immediately get a full understanding of how LinkedIn advertising operates and are ready to get your hands dirty in launching a campaign, this is the perfect course for you.

Kim Mason, Commercial Director
Market Measures



The linkedin advertising course was perfect for new users and as a refresher for experienced users. We will be using the course as the basis for our LinkedIn strategy this year.

Alec Lawley, Digital Marketing Manager
WorkNest



This course gave fantastic insight into the workings of LinkedIn Advertising. It has given me lots of ideas on some paid campaigns we can run as a business.

Jacob Shutt, Digital Marketing Coordinator
NVS Group





The course presenter was very knowledgeable and friendly and was happy to answer all our questions so I found it really useful. One of the best digital courses I've done!

Justine Trueman, VP Marketing and Communication
iM Global Partner



The 'LinkedIn for Business' course was perfect for my needs, and the trainer was excellent.

Andrew Pike, Head of Intermediary Relationships
NS&I



I was hoping to come away from the LinkedIn for business course with enough ammunition to develop my own profile further and that of the wider company. I wasn't disappointed. Learning in a small group with knowledgeable trainers worked well for me, thank you.

Helen Morris, Marketing Manager
Fibercore



Brilliant course and very good trainer. There were only 3 of us so we were really lucky as we could set the pace, have a shorter lunch and go slightly earlier. He was an excellent trainer. I have seen him present before and he knows his stuff, makes it all really interesting and very relevant.

Niki Khoroushi, Marketing & E-commerce Manager
World Challenge



Excellent course content well delivered. Perfect if you're looking to up skill yourself or your team.

Sam Jones, Head of Digital
Worknest





This course exceeded expectations, I came away informed with all my questions answered and I was inspired to get going with my LinkedIn strategy right away!

Sinead Mitchard, Marketing Manager
Your Travel Group



Our trainer for the day was excellent in explaining not just the functionality but how to best to connect on a human level on LinkedIn as well as all the pitfalls to avoid. Very engaging and we got a huge amount from the day.

Mark Henson, Head of New Business
Active International



The trainer was a fantastic teacher. He provided simple frameworks which helped us think strategically and also provided actionable and practical advice that I am looking forward to passing on to the team. Would highly recommend!

Emilie Hall, Digital Marketing Manager
Mason Rose



I thought the course leader was very good, they listened to our needs and what we were looking for from the course and made it a very informative, enjoyable day.

Lucy Johnston, Marketing Manager
Close Brothers Property Finance





The LinkedIn course was great. Matt Alder is a great trainer and would recommend everyone take this course, as it will be very beneficial to you and your business.

Andrew Hedman, Sales Executive
Pvkits Direct



Very informative. Learnt a substantial amount – this will definitely help expand our business. Extremely grateful.

Timothy Street, Sales Team Leader
PVKits Direct



Great trainer, very insightful, lots of 'insider' information which was really informative. Highly recommended for beginners and intermediates.

Robert Talbot, Practice Manager
OGR Stock Denton



My eyes have been opened wide to the enormous benefits of using LinkedIn as a tool to promote our company with minimal cost. Thank you for a thoroughly productive and most enjoyable days training.

Nikki Crimes, Marketing Manager
IGF Invoice Finance



Excellent course, fabulous venue, knowledgeable and great trainer. All round a great day!

Charlie Jessey, Marketing & Subscriptions Support
Solid Solutions





The course provides a really thorough understanding of how LinkedIn can best work for you and your company/organisation. Recommended!

Claire Reynolds, Marketing Manager
15Hatfields



Very useful course – will help us to use LinkedIn for more brand awareness and promotional activities.

Cherilyn Dawson, Marketing & Comms Exec
Euler Hermes

