

Here's what our previous training customers said...

"Very useful and timely"
Vice Principal, Employment & Skills,
SEEVIC College (USP College)

"Plenty to take back and implement!!"
Business Development Manager,
Hopwood Hall College

"Comprehensive, loads of new ideas"
Assistant Marketing Manager,
South Thames College Group

"Excellent delivery"
Strategic Marketing Manager,
Sunderland College

wow!marketing

Making LinkedIn Work for Colleges

A 1-day workshop to help you maximise the impact of your college's LinkedIn page

With Certified LinkedIn Marketing Insider
Sarah Clancy



Barking & Dagenham College, London, Thursday 4th May

Learn all about new and underused features of company pages PLUS great tips on creating fantastic content that will encourage engagement.

Is your college posting on LinkedIn, but not really seeing tangible results?

We will help you supercharge your LinkedIn strategy with useful tips and insights into how you can make the most of this powerful tool.

Look inside for benefits of attending and more...

About...

...Making LinkedIn Work for Colleges

Who this course is for: You should attend this course if you have responsibility or involvement in promoting your college to employers, business stakeholders and professionals.

Benefits of attending: You will leave the course, confident that you have the knowledge and understanding that you need to successfully use LinkedIn to promote your college to employers, business stakeholders and professionals.

Your trainers



Sarah Clancy

Sarah has worked in marketing for over 15 years, beginning her career in marketing and events at the AoC. She has worked with a wide range of businesses and charities to help them to meet their business objectives on social media.

A LinkedIn specialist, Sarah loves digital marketing and helping businesses to improve how they use social media (both paid and organic) as part of their wider marketing efforts.

With her combination of knowledge of the FE sector and recent work for a diverse group of corporates and charities, she has a wealth of experience to share.

"Sarah's training was invaluable and gave me practical hints and tips to improve my use of LinkedIn and make some really quick wins."
Director, Insight Narrator



Kate Bishop

Kate has extensive experience of sales and strategic marketing in the private and FE sectors. In a previous role, as Head of Marketing for a FTSE 250 business to business training company, she had responsibility for a 7-figure marketing budget. Her role covered all areas of the communications mix, with particular emphasis on direct and digital marketing.

13 years ago, Kate started Wow! Marketing, a marketing agency exclusively for the FE Sector. Wow! Marketing's specialism is 'story telling' - writing about colleges and raising their profile through traditional media, social media and video. Wow's client results include increasing a college's LinkedIn followers by 400% in 3 years.

Kate is an experienced trainer both to corporate clients and colleges. She has broad experience and skills in all aspects of the marketing communications mix and an enthusiastic and innovative approach to the challenges that FE marketers face.

Agenda...

...Making LinkedIn Work for Colleges

Creating a strong company page profile

- Key features and benefits of LinkedIn Company Pages
- All about new and underused features including, LinkedIn Live, newsletters and invitations

Individual exercise: Log into your college's LinkedIn page and explore all the features you've learnt about.

Making brilliant content

- Different types of content
- A content framework that builds trust and builds brand equity
- How to create and share content in a variety of formats
- Organic VS paid: 'Top tips to consider before running LinkedIn ads'
- Measuring impact and engagement

Interactive session: Evaluating LinkedIn posts, spotting the good ones.

Grow your followers

- Top tips to help you to grow your followers organically including using invitations, alumni and your current students
- Strategy to increase your followers by at least 20% in 6 months

Group brainstorm: What other ideas do you have for increasing your followers?

Getting the wider college staff team on board

- Getting buy-in from colleagues and senior managers
- Top tips on how colleagues can optimise their profiles and use the platform more effectively

Team exercise: Draft your one-page LinkedIn Plan including SMART objectives and KPIs.

Q&A session: You can ask us any questions you have about what you learnt. It's your chance to get personalised advice and tips.

You will come away being able to:

- Create a brilliant company page profile
- Effectively use all the features of company pages
- Grow your followers by at least 20%
- Produce a variety of engaging content
- Create a robust content framework
- Engage your alumni
- Measure impact and engagement
- Engage your colleagues to play their part in growing your college's LinkedIn presence

"Kate was very personable, amenable and has excellent knowledge of marketing to businesses."

Employer Liaison Officer, City College Plymouth

Making LinkedIn Work for Colleges

3 easy ways to book:

1) Email us info@wow-marketing.co.uk

2) Online: www.wow-marketing.co.uk

3) Call us 020 8441 8615

Fees
include all
documentation, lunch and
refreshments

Fees

The cost of this intensive course is £495. Fees include all documentation, lunch and refreshments.

An invoice will be sent upon receipt of your booking.

Please note, either a purchase order number or payment must be received prior to course start.

Venue

The course will take place at Barking & Dagenham College, London.

Payment

Should be made by bank transfer please to the following account: HSBC, 17 The Broadway, Southgate, London N14 6PP, Sort Code: 40 06 18, Account Number: 01496476

What happens if I have to cancel?

We will happily transfer your place to a colleague, free of charge. If you are unable to attend, the following cancellation charges will apply for written notice received:

30+ days before the course 10%
15-30 days before the course 50%
1-14 days before the course 100%.