



Certificate in LinkedIn Marketing



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LinkedIn is the top professional social networking site and is the best platform to reach present and potential employees.

LinkedIn marketing helps to better manage organizational reputation and public relations. LinkedIn Ads and campaigns help to better target suitable candidates for employment and improve corporate image. Lead Gen Forms is the tool in LinkedIn marketing used to generate leads, drive website traffic, and build brand awareness.

Why should one take this certification?

Vskills Certificate in LinkedIn Marketing help you gain knowledge and acquire skills in better utilizing LinkedIn for brand awareness, social media reach being an effective HR Business Partner.

The Certificate in LinkedIn Marketing helps you leverage LinkedIn analytics, understand various LinkedIn marketing tools like LinkedIn Ads, lead gen forms. The certification helps you increase ROI from LinkedIn to drive brand awareness, better manage corporate reputation and use as effective PR tool for the business.

Who will benefit from taking this certification?

The Vskills Certificate in LinkedIn Marketing is suitable for executives, senior executives and managers in social media management or HR role in an organization. The certificate validates your skills in effectively using LinkedIn for organizational HR needs and manage online reputation.

Test Details

- **Duration:** 60 minutes
- **No. of questions:** 50
- **Maximum marks:** 50, Passing marks: 25 (50%)

There is no negative marking in this module.

Fee Structure

Rs. 3,499/- (Excludes taxes) *

* Fees may change without prior notice, please refer <http://www.vskills.in> for updated fees

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- 1.7 How to join the Conversation
- 1.8 Content is not everything in Online Marketing

2. Goal Setting In A Social Environment

- 2.1 Overcoming Fear about Uncontrolled Messages
- 2.2 Importance of Being Transparent
- 2.3 Importance of Listening
- 2.4 Setting Goals for the Social Media Marketing Campaign
- 2.5 Advantages of Increased Traffic
- 2.6 Increases in Brand Awareness
- 2.7 Improved Search Rankings
- 2.8 Reputation Management
- 2.9 Increased Sales in Your Product or Service
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- 2.14 Manpower for Social Media Marketing
- 2.15 Appetite for Taking Risks
- 2.16 Pursuing Social Media Marketing

3. Networking and Implementing The Social Media Strategy

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- 3.2 Getting Ideas
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- 6.3 Text ads
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- 7.2 Campaign Targeting Set up
- 7.3 AND-OR Targeting
- 7.4 Targeting Member Interests and Traits
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8. LinkedIn Lead Gen Forms

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9. LinkedIn Metrics and ROI

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- 9.2 Conversion and performance metrics
- 9.3 Testing tools and ROI calculation
- 9.4 Social media platform tools

10. Future Trends

- 10.1 Online Reputation and Brand management
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- 10.3 Crowd sourcing & Collaboration Techniques
- 10.4 Data Portability
- 10.5 Privacy and Legal Issues

Certifications

- ▶ **Accounting, Banking & Finance**
 - Certified GST Professional
 - Certified AML-KYC Compliance Officer
 - Certified Business Accountant
 - Certified BASEL III Professional
 - Certified GAAP Accounting Standards Professional
 - Certified Treasury Markets Professional
- ▶ **Big Data**
 - Certified Hadoop and Mapreduce Professional
- ▶ **Cloud Computing**
 - Certified Cloud Computing Professional
- ▶ **Design**
 - Certified Interior Designer
- ▶ **Digital Media**
 - Certified Social Media Marketing Professional
 - Certified Inbound Marketing Professional
 - Certified Digital Marketing Professional
- ▶ **Foreign Trade**
 - Certified Export Import (Foreign Trade) Professional
- ▶ **Health, Nutrition and Well Being**
 - Certified Fitness Instructor
- ▶ **Hospitality**
 - Certified Restaurant Team Member (Hospitality)
- ▶ **Human Resources**
 - Certified HR Compensation Manager
 - Certified HR Staffing Manager
 - Certified Human Resources Manager
 - Certified Performance Appraisal Manager
- ▶ **Office Skills**
 - Certified Data Entry Operator
 - Certified Office Administrator
- ▶ **Project Management**
 - Certified Master in Project Management
 - Certified Scrum Specialist
- ▶ **Real Estate**
 - Certified Real Estate Consultant
- ▶ **Marketing**
 - Certified Marketing Manager
- ▶ **Quality**
 - Certified Six Sigma Green Belt Professional
 - Certified Six Sigma Black Belt Professional
 - Certified TQM Professional
- ▶ **Logistics & Supply Chain Management**
 - Certified International Logistics Professional
 - Certified Logistics & SCM Professional
 - Certified Supply Chain Management Professional
- ▶ **Legal**
 - Certified IPR & Legal Manager
 - Certified Labour Law Analyst
 - Certified Business Law Analyst
 - Certified Corporate Law Analyst
- ▶ **Information Technology**
 - Certified Angular JS Professional
 - Certified Basic Network Support Professional
 - Certified Business Intelligence Professional
 - Certified Core Java Developer
 - Certified E-commerce Professional
 - Certified IT Support Professional
 - Certified PHP Professional
 - Certified Selenium Professional
- ▶ **Mobile Application Development**
 - Certified Android Apps Developer
 - Certified iPhone Apps Developer
- ▶ **Security**
 - Certified Ethical Hacking and Security Professional
 - Certified Network Security Professional
- ▶ **Management**
 - Certified Corporate Governance Professional
 - Certified Corporate Social Responsibility Professional
 - Certified Leadership Skills Professional
- ▶ **Life Skills**
 - Certified Business Communication Specialist
 - Certified Public Relations Officer
- ▶ **Media**
 - Certified Advertising Manager
 - Certified Advertising Sales Professional
- ▶ **Sales, BPO**
 - Certified Sales Manager
 - Certified Telesales Executive

& many more job related certifications

Contact us at:
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