



## Trained by the people that are winning the awards!

Our trainers are running accounts... and they're running them very well!

They're in the platforms daily and have relevant experiences and up-to-date knowledge to share.



### This is Josh.

Josh has a background in psychology and consumer behaviour. Working in Paid Social and having a passion for teaching, he is excited to pass on his platform expertise.

## Typical Training Content

An Introduction to LinkedIn; where the platform sits in the Paid Social space, audience capabilities and creative best practices.

This session is for beginners – new to the platform, starting with the basics.

- ▲ Introduction to LinkedIn
  - ▲ An introduction to the platform, covering the basics of need-to-know on Pinterest.
- ▲ Planning & Audiences
  - ▲ A closer look at how to use LinkedIn in your overall strategy, the audience present on the platform and the different ways to approach media activation.
- ▲ Creative & Optimisation
  - ▲ Discussing creative best practice and ad formats, plus tips on how to improve performance once your ads are live.

Our office is 10-minute walk from **London Bridge and Tower Hill**. All training rooms are very well equipped and comfortable.

We will structure the day around you and your team. Most sessions are a full day from **10am and 4pm** with lots of breaks along the way.

Feel at home in our client kitchen area with as much coffee, tea or squash as you fancy. For all-day sessions, **lunch will be provided** along with ample fruit and biscuit snacks.

