LinkedIn for Manufacturers

Target, Track, Generate Leads, Sell

nwIRC
Driving Impact for Manufacturers

Learn how to tap into this powerful network for business to target new connections, provide useful information to contacts, and keep tabs on manufacturing activity in your industry and your region. Not just a platform for recruiters or jobseekers, LinkedIn is a valuable tool for your company's sales and marketing efforts. Do you know how to capitalize on its full potential to increase your bottom line?

Workshop will review:

- Prospecting and selling in the social age
- Understanding the LinkedIn Network
- Profile basics- individual elements and making SEO friendly
- Professional branding & optimizing your profile
- Connecting basics- strategy, best practices, and tools
- Building your network and how to engage
- Groups- benefits of starting and joining
- Company pages
- Advanced features and functions
- Measure and track

February 23, 2017
10:00am-12noon

Knowledge Center
5451 Merwin Lane, Erie PA
Room 222

No-Cost Program

Bring your laptop for a hands-on experience with tips on setting up the ideal profile and becoming a brand ambassador.

eMarketing Learning Center
Keep Pace in the Digital Age

Cathy von Birgelen is Executive Director of the eMarketing Learning Center (eMLC), an initiative of the Ben Franklin Technology Partners. Her experience spans more than 25 years in marketing and finance to include her currenct focus of online business development.

For more information or to register:
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