



**YOU ARE
YOUR OWN
BRAND**

ENHANCING YOUR BRAND on LinkedIn

(for the non-marketer)

December 6 | 8:30am-10:00am | Zoom

Increasing
brand awareness isn't
just a function of the
marketing department!

Building brand awareness for your company isn't just a function of the marketing department (if you have one). Everyone from leadership to the shop floor has a role to play when it comes to spreading the word about the great things your company is making and doing. In today's digital world, social media needs to be part of any brand awareness strategy. For manufacturing B2B marketing, LinkedIn is a key platform to target with over 830-million-member profiles. In 2022, 97% of B2B companies were using LinkedIn for their content marketing strategy, according to Sociallybuzz™.

Is your team using LinkedIn frequently and effectively? This virtual session, for the non-marketing professional, focuses on using LinkedIn to organically improve your professional brand and grow your company's brand awareness.

Why Bother?

Benefits and business case for using LinkedIn and educating (and encouraging) your team to use the platform more often.

Styling and Profiling

When thinking of a 'professional brand', some reference terms such as 'thought-leader', 'expert in the field', or 'influencer'. An employee's professional brand is tied to, and can strengthen, the company's brand. We'll highlight the basics for creating (or enhancing) your professional profile.

Building Network and Engaging Audience

Review strategies for growing your own professional network, increasing followers for your company page, rules of engagement (company policy), types of engagement, and tips for increasing activity.

Presenter: Laurie Knoll, Marketing Communications Specialist, NWIRC

As NWIRC's Marketing Communications Specialist, Laurie is responsible for marketing campaign development and coordination, publications, advertising, digital marketing, content creation, grant writing, and special projects. With over 30 years in business development, her experience includes strategic marketing; public relations; advertising; ecommerce; and sales team management. She attended the University of Pittsburgh for journalism/writing and earned a BA in Communication Arts from Gannon University. Most recently she completed a certificate program in Digital Marketing from Columbia Business School.

For more information or to register:
www.nwirc.org/events