

Growth Hacking: Strategies for the Future of LinkedIn

GoSkills online course syllabus

Skill level

Beginner

Lessons

7

Pre-requisites

No prior experience needed

Video duration

17m

Estimated study time

17m 19s

Instructor

Carlos Gil

Introduction

1

Growth hacking your LinkedIn profile

Understanding how to build out your LinkedIn profile is the first step to expanding your professional network.

Growth Hacking Your LinkedIn Profile

2

Using keywords

If you want to be discovered on LinkedIn, you need to know what keywords are and how to use them on your profile.

3

Rich media content

Simply connecting with people on LinkedIn is one piece of the puzzle to opening your business opportunities.

4

No more business cards

Connecting on LinkedIn is the new way to exchange a business card.

5

Use LinkedIn with Twitter and Instagram

Where is networking really happening?

6

Create content on LinkedIn

Publishing native content on LinkedIn helps humanize who you are as a professional.

Conclusion

7

Time to maximize your profile

Thanks for watching this course!

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