

Graham Aikin Consulting presents

LINKEDIN TRAINING VIDEO LIBRARY

GROW YOUR BUSINESS, RAISE AWARENESS OF YOUR BRAND AND EFFECTIVELY ENGAGE YOUR EMPLOYEES AS BRAND AMBASSADORS



ABOUT GRAHAM:

Owner and Director,
Graham Aikin Consulting,
LinkedIn advice to the
global wealth and asset
management sectors

Holds a law degree
and UK & US finance
qualifications

19 years experience in
the wealth management
industry, formerly as a
senior private banker with
Coutts & Co in London

Over 6,500 workshop
attendees from the wealth
and asset management
sectors

Clients based in London,
New York, Singapore and
Switzerland

Clients include 8 of the
top 10 largest UK wealth
managers and a number
of Wall Street firms

Even before COVID, **LinkedIn was the most important, effective and engaging social media platform** for wealth management and private client professionals. Since March 2019, even more firms and advisers are using LinkedIn to **raise the profile** of their brand, **generate new business** via leads and introductions, and **position themselves** as thought leaders within their target market(s).

A recent survey* found that:

- ▶ **74% of advisers** who use social media for business were able to establish new prospect relationships or sign new clients
- ▶ **50% of investors** say social media impacts who they hire as a financial professional
- ▶ Generation Z (born from the late 90's) were **five times more likely** to get financial advice from social media.

** Hearsay/Putnam 2021 Content Study*

To meet the demand for high-quality LinkedIn training, in addition to my LinkedIn workshops I am now offering my clients **a library of step-by-step LinkedIn training videos** that they can use to upskill their advisers and other client-facing staff on the use of LinkedIn as a powerful marketing, business development and client acquisition tool.

Some of the key benefits of my packaged LinkedIn training course include:

- ▶ To the best of my knowledge **this is the only programme designed specifically for the private client sector** – all the content is tailored to help Investment

Managers, Asset Managers, Private Bankers, Financial Advisers and other Private Client professionals **succeed on LinkedIn and start interacting with their key target audience**

- ▶ **Contains over 10 years** of knowledge and expertise – I established my business in 2012 and have trained over 6,500 advisers on the use of LinkedIn across the globe
- ▶ **Convenience** - viewers can access anytime, anywhere via your intranet or e-learning platform. There is no need for employees to come into the office to attend in-person training as they can access the videos remotely, and they have unlimited access, forever
- ▶ **It is a scalable and cost-efficient way** for you to onboard multiple advisers to your social selling/employee advocacy program and will help your firm mitigate regulatory and reputational risk issues associated with the use of LinkedIn
- ▶ Spread the cost over 12 months, making the cost-per-head **extremely affordable**, or receive a discount for a single payment up-front
- ▶ **Easy to digest** – none of the videos are more than 5 minutes long and **contain numerous practical, easy to implement tips**. Viewers can dip in-and-out of the videos, select only those they are interested in, or watch them in an order that takes them along a LinkedIn 'journey'
- ▶ Watched in its entirety, **the course qualifies for CPD credits**

This high-quality course includes 3 hours of engaging tips and practical advice. I will also include:

- ▶ An introductory video presented by me that **directly addresses** your internal audience
- ▶ **Over 40 pages of step-by-step advice** contained within my bespoke LinkedIn PDF guides
- ▶ A template CPD certificate so that viewers can **claim CPD credits**

- ▶ A link for viewers to subscribe to my **LinkedIn e-mail newsletter**
- ▶ **An annual live webinar** hosted by me to bring your advisers **up-to-date on new LinkedIn features** and answer any questions they may have about LinkedIn

The videos will be provided in MPEG format that you can simply and **seamlessly plug in to your intranet or e-learning platform**. If you wish, you can top and tail the videos with your own internal branding.

COURSE CURRICULUM

MODULE 1 - THE IMPORTANCE OF YOUR LINKEDIN PROFILE

- ▶ An Introduction to social selling and employee advocacy
- ▶ How to update your profile; your background image, headshot, location and contact information
- ▶ How to create a compelling headline that is optimised for SEO purposes
- ▶ How to create an interesting and engaging About section
- ▶ How to add media/marketing material to the Featured section
- ▶ Update your Experience and Education
- ▶ How to add optional sections to your profile e.g. languages, professional qualifications
- ▶ Why the Skills and Endorsements section is so important
- ▶ How to give and ask for Recommendations
- ▶ How to edit your public profile & URL, and how to add your profile in another language

MODULE 2 – LINKEDIN NETWORKING AND LEAD GENERATION

- ▶ An explanation of 1st, 2nd, 3rd and the debate between a quality or quantity network
- ▶ A deep dive into LinkedIn's free search functionality to find prospects and new contacts
- ▶ Several examples of recent searches
- ▶ Connecting etiquette and suggested wording, GDPR, how to save searches
- ▶ Prospecting best practices and process summary

MODULE 3 – THE LINKEDIN NEWSFEED

- ▶ An overview of the LinkedIn Home page; how the newsfeed algorithm works
- ▶ How to create the 'perfect' LinkedIn post and the different types of LinkedIn post
- ▶ Other newsfeed best practices and answers to newsfeed FAQ's
- ▶ How to measure the engagements of your posts
- ▶ An explanation of Creator Mode

MODULE 4 – ANCILLARY MATTERS

- ▶ Who's viewed your profile and privacy options
- ▶ The most important LinkedIn settings
- ▶ The My Network tab
- ▶ The Notifications tab
- ▶ How to use LinkedIn's Social Selling Index to measure your LinkedIn activities
- ▶ A comparison of free LinkedIn vs. Premium vs. Sales Navigator
- ▶ Next steps, how to claim CPD and how to access the step-by-step guides, an introduction to my interactive workshops

CONTACT



For a sample video and to discuss your precise needs please contact Graham at: graham@grahamaikinconsulting.com