

bench digital

EXCEPTIONAL
DIGITAL
SOCIAL
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Preferred partner of:



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PASSIONATE ABOUT LINKEDIN

Serving high-value content to the right people

LinkedIn has developed into being the number one social media site for business professionals.

With over 700 million users worldwide, it offers huge functionality that if harnessed correctly can make a real difference to your organization.



INTRODUCING THE TRAINER

Jon Howell is a LinkedIn practitioner

Jon is the founder and CEO of AviaDev, one of Africa's largest aviation events. Over the past 7 years, he has effectively harnessed the power of the LinkedIn platform to become a key person of influence in his chosen field.

Jon has published over 100 blogs, produced over 150 podcasts, multiple reports and built an enviable network.

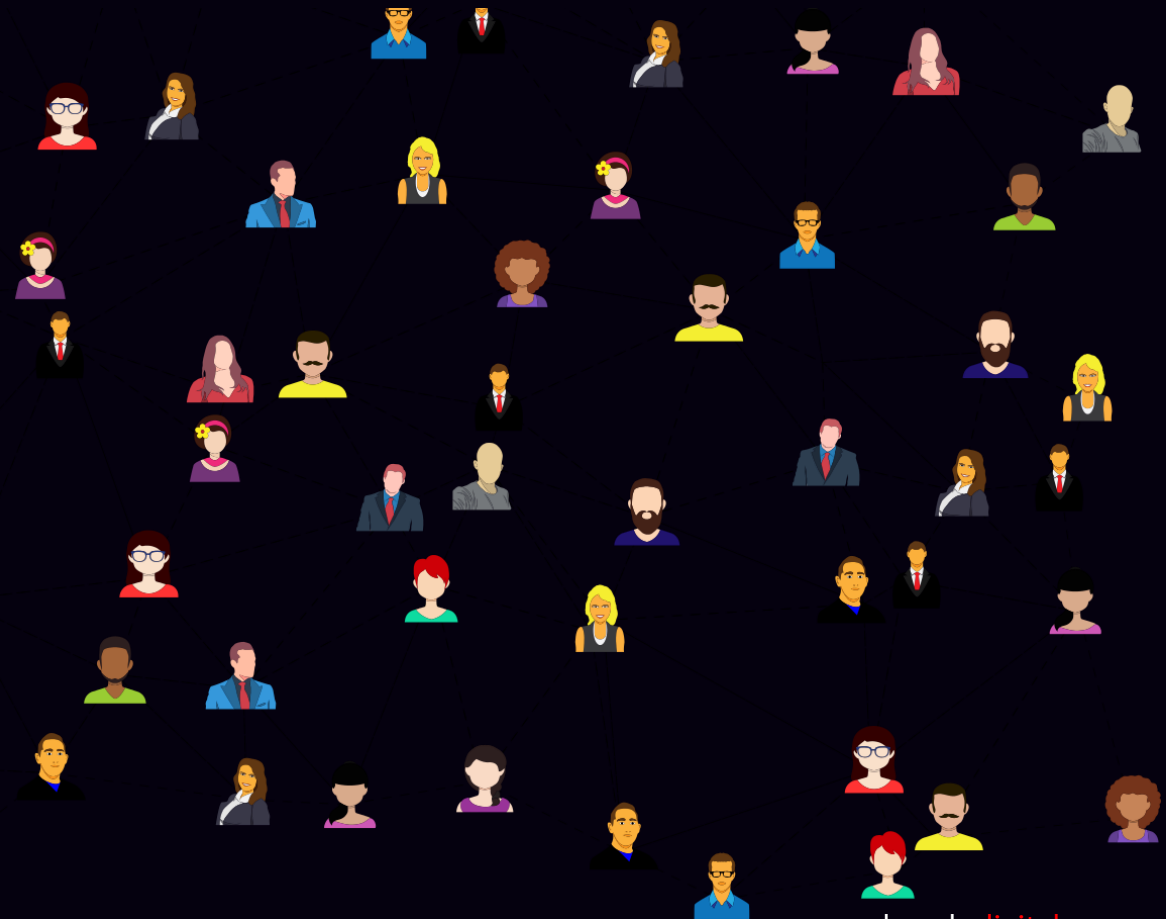


THE POWER OF THE NETWORK

You are only as strong as your network

In session one, you will discover the following:

- How to effectively audit your network
- How to discover new connections
- How to send strong connection requests
- How to follow companies of interest
- The power of a strong newsfeed



DEVELOPING AN EFFECTIVE CONTENT STRATEGY

Sourcing, Curating and Creating Content.

In session two, you will discover the following:

- How to source relevant content
- How to curate great content through your connections
- How to create your own content.
- How to effectively use Hashtags



TESTIMONIAL

"As a boutique aviation advisory company focusing on emerging markets in the current climate, understanding the value of developing and growing our digital presence is paramount to our success. Learning from someone like Jon Howell who is a true LinkedIn practitioner, has enabled Tuscar to identify and engage with perspective clients whilst establishing our credibility and influence."

DAVE AHER, Managing Director, Tuscar



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