

LinkedIn Marketing Labs – Curriculum Offerings

Our LinkedIn Marketing Labs program is open to all levels of advertisers. These classes are great opportunities to meet with LinkedIn advertising experts and hear their savvy tips for LinkedIn ad campaigns.

Fundamentals of Advertising on LinkedIn

Ideal if you're just getting started with LinkedIn ads or want a refresher on the basics of the platform.

Building a Content Marketing Strategy

Ideal if you're looking to improve your content marketing efforts.

Using LinkedIn's Marketing Tools for Business Growth

Ideal for those getting started with LinkedIn and seeking ways to amplify their organic strategy on LinkedIn.

Advanced Strategies on LinkedIn

Ideal if you're familiar with LinkedIn ads and want tactics to take your campaigns to the next level.

Using LinkedIn for Lead Generation

Ideal if you're familiar with LinkedIn ads and want to learn more about lead generation.

Reporting and Analytics

Ideal for all levels of ad users looking to better understand campaign performance.

Using LinkedIn's Ad Targeting

Ideal if you're looking to better understand LinkedIn's targeting capabilities.