

Press release

1st May 2014

Chamber to host workshop on “LinkedIn Leads: Discover How To Effectively Use LinkedIn to Generate Leads & Sales”

Dundalk Chamber will host a workshop on LinkedIn and how you can use it to promote your business, products and services. Guest speaker will be Billy Mahon of Superior Internet Marketing. The event will take place on Thursday 5th of June 2014 9.30am to 12 noon Crowne Plaza Dundalk.

NOW is the time for you to take control of your online brand and do things right by harnessing the potential of LinkedIn as a social networking platform. Studies show that LinkedIn is by far the most preferred networking and social selling tool used by professionals the world over.

This powerful LinkedIn for Business workshop is designed for anyone looking to use LinkedIn more effectively and to ensure that you are best placed to use the power and opportunities of LinkedIn for you and your business, giving you the know-how to market yourself, increase your visibility & reputation and, most importantly, develop new business on it.

Topics to be covered at the event will be :

- Key Concepts and settings on LinkedIn to get the most out of it
- Creating a Profile which will market, attract and sell for you
- Targeting prospects using the Advanced Search and other tools
- How to best connect with people (and how not to)
- Tools on LinkedIn to market and promote you, your products / services
- Using Groups effectively as an interaction and targeting tool
- LinkedIn Rich Media making you stand out more
- Developing and using your Company Pages to best effect
- Integrating, Coordinating and Best practice

If you want to book a place on this insightful and very practical Social Media workshop you need to contact Brenda in Dundalk Chamber on Tel: 042 9336343 or email her to brenda@dundalk.ie as places are limited and will go fast. The event is free for Dundalk Chamber members and costs €20 plus vat for non-members.

Press release ends

For further information contact Paddy Malone PRO Dundalk Chamber on Tel: 042 9336744 or email paddy@malone.ie