

LinkedIn Essentials

9.30am-1pm, Cheltenham Campus
23rd April, 12th June
£70 per person

LinkedIn is the number one social media platform for business. With over 600 million global users, it's the place to create, build and nurture business relationships.

In this half-day workshop, hosted by chartered marketer Luan Wise you will learn the importance of business networking and the benefits of LinkedIn. Step-by-step you will review your own profile and understand what changes you need to make to be ready to use LinkedIn to build your business.

There will be between 8 and 12 delegates attending the workshop, allowing the opportunity to share experiences and ask questions.

To book your place contact Gloucestershire College Student Services on 0345 155 2020.

For more details about the course instructor, visit www.luanwise.co.uk

LinkedIn Masterclass

9.30am-1pm, Cheltenham Campus
9th May, 25th June
£70 per person

LinkedIn is the number one social media platform for business. With over 600 million users, it's the place to create, build and nurture business relationships.

In this masterclass session, hosted by Luan Wise, you will learn how to make using LinkedIn a regular habit. You will learn how to build your network, how to search for opportunities, how to share content and the steps for successful social selling.

The masterclass is for you if you have already attended the LinkedIn Essentials workshop and/or have a personal profile at All Star status.

There will be between 8 and 12 delegates attending the workshop, allowing the opportunity to share experiences and ask questions.

To book your place contact Gloucestershire College Student Services on 0345 155 2020.

For more details about the course instructor, visit www.luanwise.co.uk

Content Marketing Fundamentals

9.30am-4pm, Cheltenham Campus
24th April, 13th June
£139 per person

This interactive one-day workshop hosted by chartered marketer Luan Wise is aimed at anyone involved in planning, creating or distributing content as a way to build awareness and grow a business.

Topics covered include: what is content marketing, the benefits of content marketing, the challenges of content marketing, the different types of content, generating ideas for content marketing, and how to measure content marketing success.

You will leave this session inspired with a set of ideas for content you can create for your business plus information about tools and resources to help you do this.

There will be between 8 and 12 delegates attending the workshop, allowing the opportunity to ask questions, share experiences and work together to share and develop ideas.

To book your place contact Gloucestershire College Student Services on 0345 155 2020.

For more details about the course instructor, visit www.luanwise.co.uk

Marketing on Social Media

9.30am-4pm, Cheltenham Campus
8th May, 24th June
£139 per person

Social media is an effective marketing channel for business, supporting awareness, lead generation, customer service, and recruitment objectives to name a few. But businesses can only truly benefit from social media if they have a plan and the know-how to implement that plan.

This interactive one-day workshop, hosted by chartered marketer Luan Wise, is aimed at business owners and managers who know that they want to use social media to promote their business, but need a better of understanding of the why, what and some how-to.

Topics covered include: the social media landscape, optimising your social media profiles, social media management tools and how to measure social media success.

LinkedIn, Twitter, Facebook, Instagram and will all be discussed, and you will leave the session with a template social media marketing plan plus information about tools and resources to help you manage social media effectively.

There will be between 8 and 12 delegates attending the workshop, allowing the opportunity to share experiences and ask questions. The session is completely tailored to the needs of those attending.

To book your place contact Gloucestershire College Student Services on 0345 155 2020.

For more details about the course instructor, visit www.luanwise.co.uk