

LinkedIn Training:

Build Your Brand and Your Business through LinkedIn

What is it?

LinkedIn is no longer just a networking site. It's a vital tool for building personal and organisational brands, generating leads, and supporting business strategy.

At ByDesign Communications, we help company executives harness the power of LinkedIn with purpose. Our training goes beyond profile polishing. It's about defining your voice, building meaningful connections, and using LinkedIn as a strategic business asset.

With years of experience partnering with some of South Africa's best-loved brands, our team guides senior leaders to create standout profiles and actionable LinkedIn strategies that support real business outcomes.

Ideal for CEOs, sales leaders, marketing heads, senior executives, and entrepreneurs who want to build credibility, attract leads, or become thought leaders in their sector.

With flexible delivery, we do online or in-person sessions tailored to your team's schedule. Includes practical exercises, live feedback, and an optional follow-up session to refine your strategy after implementation.

Why it matters?

When your executives show up on LinkedIn, they're shaping how the market sees your business. From driving brand awareness to generating leads, LinkedIn provides a platform where strategic engagement turns connections into opportunities.



ByDesign's LinkedIn training equips your leaders to:

- Build a profile that represents them, and your brand, with credibility and impact.
- Establish and grow a meaningful audience.
- Create content that cuts through the clutter and adds real value.
- Use insights to better understand and engage the audiences that matter.
- Integrate LinkedIn into your broader business development and brand strategy.

Our hands-on workshops include practical tips, real-time feedback, and a customised LinkedIn Blueprint so every participant leaves with a clear plan to grow their influence and support business goals.

Get In Touch



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