

Overview

Research is at the heart of gaining a competitive advantage. It's time to retire simple "Internet research" and bring your platform of services to a whole new level. Utilize LinkedIn Polls, Q&A and group discussions to gather key intelligence quickly. Find the very best industry experts and other contacts for your primary research. Maximize your secondary research by combining LinkedIn and other online tools. Let LinkedIn help you seek out the best knowledge surrounding your customers' industries, competitors, vendors and prospects.

Duration

Each *Tactical Research and Intelligence Gathering on LinkedIn* course lasts approximately 2 hours.

Major Topics and Takeaways

1. Adapting your user profile to highlight your expertise within research
2. Incorporating LinkedIn at key points during your normal project outlines
3. Providing prospective clients with meaningful research samples in no time
4. Adding LinkedIn to your arsenal of online research tools
5. Finding and connecting with the best experts for primary intelligence
6. Identifying market sizing, segmentation and new industry trends on LinkedIn
7. Gathering competitive intelligence in fair, legal and ethical ways on LinkedIn
8. Pinpointing detailed information on your customers' dream clients
9. Reducing cost by bypassing association memberships through advanced networking
10. Tangible Materials: jump drive with electronic presentation and handouts



Format

Tactical Research and Intelligence Gathering on LinkedIn is delivered in a classroom setting using a presentation and online examples