

# Growth Hacking: Strategies for the Future of LinkedIn

GoSkills online course syllabus

**Skill level**

Beginner

**Lessons**

7

**Accredited by**

Verified by GoSkills

**Pre-requisites**

No prior experience needed

**Video duration**

17m

**Estimated study time**

17m 19s

**Instructor**

Carlos Gil

## Introduction

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1

### Growth hacking your LinkedIn profile

Understanding how to build out your LinkedIn profile is the first step to expanding your professional network.

## Growth Hacking Your LinkedIn Profile

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2

### Using keywords

If you want to be discovered on LinkedIn, you need to know what keywords are and how to use them on your profile.

3

### Rich media content

Simply connecting with people on LinkedIn is one piece of the puzzle to opening your business opportunities.

4

### No more business cards

Connecting on LinkedIn is the new way to exchange a business card.

5

### Use LinkedIn with Twitter and Instagram

Where is networking really happening?

6

### Create content on LinkedIn

Publishing native content on LinkedIn helps humanize who you are as a professional.

## Conclusion

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## Time to maximize your profile

Thanks for watching this course!

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