

Leveraging LinkedIn: Modern Marketer's Masterclass

Strategies and insights shaping the digital landscape with Kylie Chown.

For attendees to master the art of shaping their digital first impression to resonate powerfully. Ensuring it not only aligns with their goals but leaves a lasting, positive impact that works 24/7 and becomes their ever-present ambassador.

Unpacking the latest statistics and understanding the continuous algorithm updates. Assessing the influence of Artificial Intelligence on the platform. Exploring LinkedIn's approach to implementing new features and updates. Sharing the current criteria for content prioritisation on LinkedIn. Delving into data and analytics for strategic insights. Along with Strategies for empowering their clients to maximize their LinkedIn success.

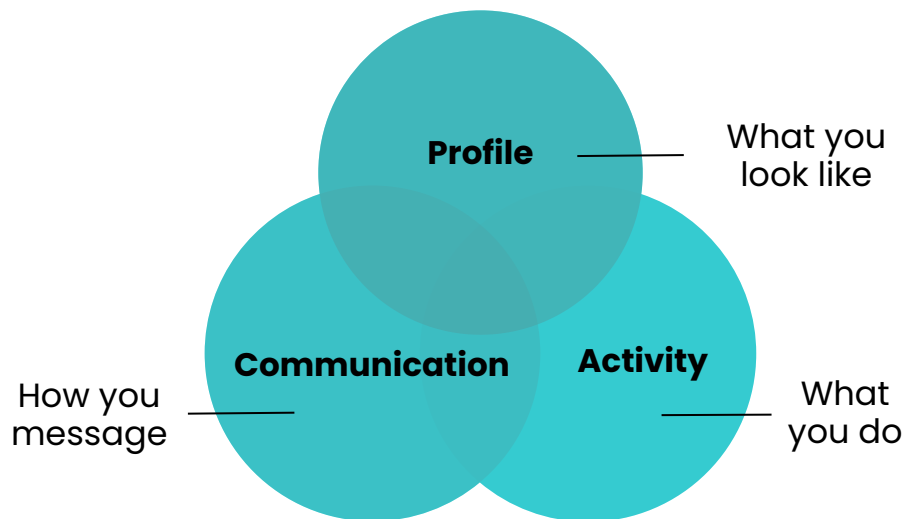
"Kylie came to the agency to do a training session on the latest tools within LinkedIn. Great information and allround fantastic session. Thank you Kylie, invaluable."
- Agency Owner

Delivery Model

Audience Professionals, Business Owners & Leaders
Genre Business practices and social media

Duration 30 minutes to full day
Platform Virtual or in person

This presentation is based on Kylie's Unlocking LinkedIn for Impact framework.



What previous event organisers have said.

"APSAA engaged Kylie to present a professional development session as part of our 2023 Conference. Her in-depth knowledge and the useful strategies presented ensured Kylie was one of our most popular presenters. A fun, engaging and very professional experience – thanks Kylie!" Sonia Daniels, Conference Manager, APSAA.

"In the planning stages she was so flexible and understanding and really worked with us to tailor the workshop to the needs of our target audience. The workshop itself was very informative and many attendees mentioned how beneficial they found the session. I highly recommend Kylie and couldn't thank her enough for what she did for our workshop. We will definitely be contacting Kylie again for future events. Translational Research Institute Australia" – Renae Denman, Translational Research Institute Australia.

About Kylie Chown

Speaking for Industry Conferences, Professional Associations, Events and Corporates



Kylie facilitates educational training sessions, presentations and workshops for professional associations, member groups, events and conferences across the areas of LinkedIn, Social Media and Social Media Crisis Management.

Kylie is Australia's first Certified Social Media Crisis Advisor and founder of My Digital Brand, helping professionals, businesses and corporates create a world-class digital brand.

She is the current #2 LinkedIn expert in Asia-Pac, in 2021 was awarded Best Use of LinkedIn from the Social Media Marketing Institute, and Mentor of the Year - Social Media Silver in the Stevie Awards.

Having worked with thousands of businesses and professionals in Australia, Asia, NZ and the USA, she has found that while people are great at what they do, they often don't have a strategy or struggle with sharing this confidently online.

Kylie has spoken at and delivered workshops across Asia-Pacific, USA and the UK.



Awards and Accolades

- Australia's first Certified Social Media Crisis Advisor
- Certified LinkedIn Marketing Insider, LinkedIn
- Finalist, Australian Women's Small Business Champion Awards, 2023, 2022
- Mentor or Coach of the Year - Social Media, Bronze Stevie Winner, 2023, 2022
- Awarded Best Use of LinkedIn, Social Media Marketing Institute, 2021
- Finalist - Social Media Educator, Social Media Marketing Institute, 2020 // 2021 // 2022
- Finalist - Best use of LinkedIn, Social Media Marketing Institute, 2019 // 2020 // 2021 // 2022
- Number 2 LinkedIn Expert for the Asia Pacific and Number 1 for QLD, 2019
- Certified as a Social Branding Analyst by Reach in the USA
- Co-author of CONNECT: Leverage Your LinkedIn Profile for Business Growth and Lead Generation

Kylie has been featured in publications that include.

THE
HUFFINGTON
POST

theAustralian
corporatelawyer



HRM
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