

Course
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Test Series

Self-Made Assianment – Digital Marketing

LinkedIn Marketing

Complete a LinkedIn practical task by creating or updating your profile, connecting with people, writing a post, exploring companies and jobs, learning about LinkedIn Ads, and reflecting on your experience. Submit all your work including summary, post, network, job info, ad answers, and reflections.

Part 1: Create or Improve Your LinkedIn Profile

Do the following:

Create your account on LinkedIn (if not already created).

Add:

- Profile photo (professional)
- Headline (example: Student | Interested in Marketing)
- Location & education

Write a short summary (5-6 lines) about yourself.

Task Submission:

Take a screenshot of your profile or copy your summary.

Part 2: Build Your Network

Send connection requests to:

- 5 classmates
- 3 teachers/mentors
- 2 professionals (any field)
- Add a personal message like:

“Hello, I would like to connect and learn from you.”

Task Submission:

Write how many people accepted your request.

Part 3: Create a Post

Write a simple post (4-5 lines) on any topic:

- Your career goal
- What you learned recently
- Importance of LinkedIn
- Add 2-3 hashtags (e.g., #Learning #Career #Students)



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Part 4: Explore Jobs & Companies

Search for any company (example: Tata Consultancy Services or Infosys)

Follow at least 2 companies

Search for 2 job roles like:

- Marketing Intern
- Software Developer

Write:

- Company names you followed
- Job roles you searched

Part 5: Understand LinkedIn Ads (Basic)

Answer in 4-5 lines each:

- Who can you target in LinkedIn Ads?
- Name 2 types of LinkedIn Ads
- Why is LinkedIn good for business marketing?

Part6: Answer the following question?

- What was your overall experience using LinkedIn?
- What new thing did you learn from this assignment?
- How will LinkedIn help you in your future career?



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