

Meet and connect with our expert in **Social Media**

# SARAH VANDEWOUDE

Sarah is Managing Lady At Creactiv and an expert in social selling and relationship marketing. "Thrive now, regret nothing later": this quote encourages Sarah to push her limits and encouraging personal entrepreneurship.

## Are you interested in a Social Media workshop with Sarah?

Companies want to support their Sales and Marketing teams in expanding and retaining their network through online techniques. They are looking for a sustainable and authentic way to build powerful relationships and obtain new, qualitative leads.

We will work with practical and quickly-implementable social selling techniques. LinkedIn is a powerful but underestimated medium in the B2B world. Participants learn to reach and inspire the right people through quality content and search queries.



## Structure of the workshop:

- 👉 The principle of social selling
- 👉 Insights in the algorithm
- 👉 The difference between LinkedIn Free and Premium
- 👉 The function of LinkedIn Groups
- 👉 How to deal & interact with your content and other people's
- 👉 An introduction to the LinkedIn Sales Navigator

## You will be immersed in the world of social selling and walk away knowing:

- 👉 The value of 'social selling'
- 👉 The principle of the social selling index
- 👉 Expand your target audience
- 👉 A new way of doing sales
- 👉 The connection between Sales and Marketing

## Practical info

To discuss based on an intake conversation