

Maverrik launches Academy for LinkedIn success

The Business training and consultancy launches corporate programme for LinkedIn training.



London, Nov 21, 2019 ([IssueWire.com](https://www.issuewire.com)) - Maverrik, the business training company has today launched its Linked Academy programme for business.

Over the past two years, the company has been providing public and corporate workshops to help business seize opportunities from LinkedIn. Today, they have launched Linked Academy which combines virtual and in-house training with a coaching programme.

Dean Seddon, Managing Director of Maverrik shares "We've recognised that for many companies, utilising LinkedIn is a key channel for their sales and marketing team. So, the Academy caters for both teams. Marketing departments want to share content and do more top of funnel activity, whereas sales teams want to find more live opportunities".

Maverrik was launched in 2013 as a marketing and revenue growth consultancy. At the time they contracted into a business. In 2018, the company transitioned to a full training and consultancy business offering digital resources, live events and consultancy. Since their transition as a business over 15,000 people have engaged with the company to better their sales and marketing knowledge.

"One of the key elements of the Academy is the virtual training and coaching. Teaching people how to successfully market and sell through LinkedIn is one thing, but ensuring teams implement what they have learned and achieve real results is another. The Academy provides that coaching support and accountability to ensure results happen."

Maverrik has launched their new website linkedacademy.co.uk to provide further information on the programmes, however, Mr Seddon encourages businesses to get in touch to learn more.

"The Academy is totally flexible, whether it is a small team or a large corporate the Academy has been designed to flex and adjust to the needs of each team. We also have retained our in-house training services as part of the academy, as we recognise some people benefit from in-person training. The sole purpose of the Academy is to ensure that head knowledge translates to actions which deliver value and results. There is no point learning if you don't implement".

"What we have seen and the stats back this up is that the vast majority know the potential of LinkedIn, but do not put in place the process or time to achieve that potential. Sales Navigator subscriptions are paid and not used, content is written that is hardly read and paid advertising is carried out but doesn't deliver results. It isn't the platform, it is the way it is being used. Just 38% of B2B marketers are generating revenue from LinkedIn."

Maverrik boasts an incredible review from their training both in the sales and marketing department. A recent check on Trustpilot shows they have a five-star rating with many verified reviews stating real tangible results of both sales and content marketing delivering high engagement.

"We are proud of our work, we are results-focused and our mission is to help our clients be successful."

The company aims to deliver Linked Academy training and coaching into 200 businesses in 2020 so that more businesses can start to see the real value of having LinkedIn as a sales and marketing channel.



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