

A person's hands are visible holding a white rectangular sign in the center of the frame. The sign has the words "Your company" written in a black, casual, handwritten font. The word "Your" is underlined. The background is a blurred crowd of people under a bright blue sky with scattered white clouds. The overall scene suggests a public gathering or a presentation.

Your company

**LinkedIn**<sup>®</sup>

[www.linkedin.com/companies](http://www.linkedin.com/companies)

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**LinkedIn**<sup>®</sup> Company Pages

Powered by the InPages platform



# Showcase your business, reach new customers, and attract great talent

Millions of professionals are following more than 2 million companies on LinkedIn. Who are these followers? They're current customers, potential clients, job seekers, and business partners. They're eager to hear the latest news, see the best products and services, and keep an eye out for job openings. And they're the key to unlocking major business opportunities for your company.

## What's a LinkedIn Company Page?

It's a central hub where millions of LinkedIn members can go to stay in the loop on your company news, products & services, business opportunities and job openings.

Your Company Page is made up of four tabs:

- Overview
- Products & Services
- Careers
- Analytics

From one central hub, you can:

- Tell your company's story
- Highlight your products and services
- Showcase your employment brand and career opportunities
- Drive word of mouth at scale

## Introducing your company to professionals

The Overview Tab provides a friendly introduction to your business. It's a great place to start spreading your message and opening up the conversation.

### What will members see?

- A description of your business and its mission
- Company updates on topics ranging from announcements to product releases to industry news
- People in their network who are connected to your business
- Interesting statistics about your business & employees

### What are members able to do?

- Follow your company to see your updates on their homepage
- Comment, like, and share your updates with their entire network

### How to get started

- 1 Create a high-level overview of your business that showcases your brand. Be sure to share what makes your business unique.
- 2 Start growing your follower base so your message is heard. Consider adding a Follow button to your website.
- 3 Begin a conversation by sharing company status updates. Post interesting articles, company news, promotions, and more.

## Building your showcase of recommendations

Here's your chance to catch the eye of prospective customers by highlighting products or services that are relevant to your target audience.

### What will members see?

- A showcase of your products & services
- Recommendations from trusted LinkedIn members
- How they're connected to the members making the recommendations

### What are members able to do?

- Recommend products & services
- See who in their network recommends your products and services

### How to get started

- 1 Create a master list of your products & services.
- 2 Add a description, features, images, display banners, videos, sales contacts, and special offers for each product or service.
- 3 Use audience segmentation to personalize content and make it more powerful (optional).

#### Customize the Products & Services tab

Create different versions of this tab by defining up to 30 distinct audience segments based on industry, job function, seniority, geography, and company size.

#### Customize the products and services per audience

Each audience segment can have its own set of up to 5 products or services. And you can enhance the appeal of your offerings with up to 3 display banners and a custom video.

#### Spotlight certain products and services

Based on audience segmentation, you can draw a customer's eye to products that will most likely appeal to them.

## Giving voice to your employment brand

Want to attract the best talent and show them content specifically targeted to their background? LinkedIn Company Pages give you a unique opportunity to engage with millions of passive and active job seekers on LinkedIn.

Most features require a paid subscription.

### What will members see?

- Your company's job postings, prioritized by relevance to each individual viewer
- Employee testimonials
- Rich content including videos, images, customizable modules, and more

### What are members able to do?

- Explore your job listings and apply for jobs
- Contact recruiters on your team directly (optional feature)
- Learn more about your employment brand
- Visit other online career resources linked to your page

### How to get started

- 1 Anytime you post a job on LinkedIn, it will automatically populate the Careers Tab. To post a job, visit: [linkedin.com/jobs/post](https://www.linkedin.com/jobs/post)
- 2 To learn more about creating a premium LinkedIn Career Page, including targeted rich content, visit: [talent.linkedin.com/Career-Pages](https://www.linkedin.com/talent/career-pages)

## Insights for building a bigger following

The Analytics tab provides you and your administrators with ways to measure visitors, followers, engagement, and page effectiveness.

- Understand who's visiting your page and what content they find most engaging
- Learn about your follower community— how it's growing and what type of followers you're attracting
- Track which status updates are drawing the most traffic to your page and greatest engagement

**Bonus**

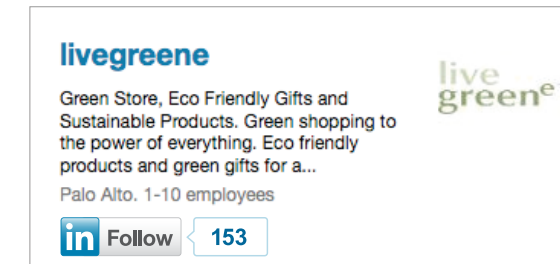
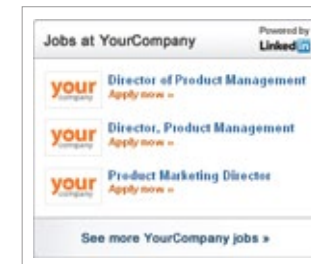
Members who visit your Company Page can see a rich set of employee statistics about your company, including how they're connected to your employees and what types of careers are available.



## Promote your Company Page

There are plenty of ways for members to discover your company page on their own. For example, they may search for info on your company, see it listed on a contact's profile, or find it through a job search. But there are also things you can do to actively promote your page and gain more followers.

- Create an Ads campaign to promote your Company Page
- Add a Follow button to your company website
- Invite candidates in your hiring pipeline to visit your Company Page (or Careers Tab)
- Add your Company Page URL <http://www.linkedin.com/companies/yourcompanyname> to your outbound emails or recruitment and product communications



Ready to put your company on the map?  
Go to [linkedin.com/company/add/show](https://www.linkedin.com/company/add/show)