

The small business guide to LinkedIn Pages

Learn best practices for showcasing your company's expertise on LinkedIn





Introduction

Grow your business with LinkedIn Pages

Building a presence on LinkedIn starts with your company's page. Learn how to set yours up, share what you do best, engage with the right people, and get deep insights into your market.

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Great for attracting prospects and new clients

Great for harnessing your employees' networks

*Short on time?
Go to the checklist*

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Getting started

[Home](#)
[My Network](#)
[Jobs](#)
[Messaging](#)
[Notifications](#)
[Me](#)
[More](#)
[Try Premium for free](#)

Golden Phase
Admin view
View as member

[Page](#)
[Content Suggestions](#)
[Career Pages](#)
[Analytics](#)
[Activity](#)
[Inbox](#)
Admin tools

Golden Phase

Marketing and Advertising · San Francisco, USA · 12 followers

We are a leading marketing firm interested in helping you take your branding to the next level

[Message](#)
[Request Demo](#)

Manage

- Updates
- About

Start a post

Dashboard

Last 7 days	
36 Clicks: Request demo button	▲ 3.4%
1,304 Visitors	▲ 8.7%
2,536 Update impressions	▲ 12.1%
2,536 Followers	▲ 12.1%

Updates

Sort by: Top ▼

Posted by Alice Walker • 4/4/2018 • Sponsor now

Pinned ...

Golden Phase
Designing the future
2d

Time to get started and working on your next brand redesign! Here is how Golden Phase can help you get to work!

3 Likes • 1 Comment

Like
 Comment
 Share

Organic Reach: 3,234 Impressions

Show stats ▼

Posted by Alice Walker • 4/3/2018 • Sponsor now

...

Golden Phase
Designing the future
2d

Learn more about branding best practices from our own Mandy Lewis
<https://lnkd.in/enX2NVh>

Communities

Hashtags

- #marketinglife
636 followers
- #goldenphase
543 followers
- #goldeninnovations
404 followers

See what people are saying about Golden Phase

Affiliated pages

Golden Media
Subsidiary
29 employees
34 connections

Featured groups

Zooming in Marketing
291 members
10 connections

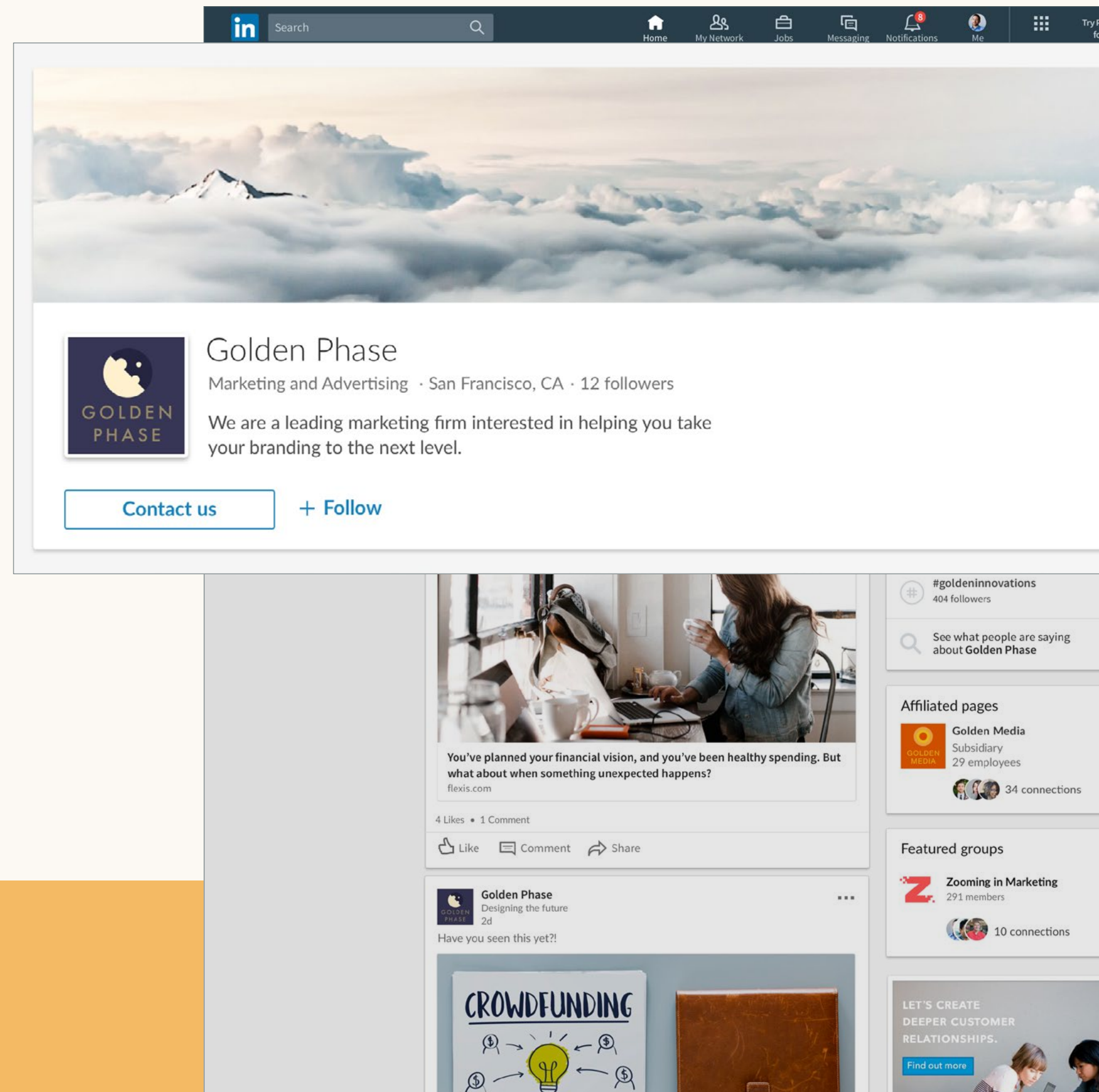
Fill out the basics

Add a company description

LinkedIn Pages are SEO-friendly. Google previews up to 156 characters of text on your page, so be sure that your description leads with powerful, keyword-rich copy.

Add brand assets and relevant information

- Logo and cover image – companies with logos on their page get **6x more visits** ([image specs](#))
- Website
- Location



Humanize your brand

Link employee profiles to your page

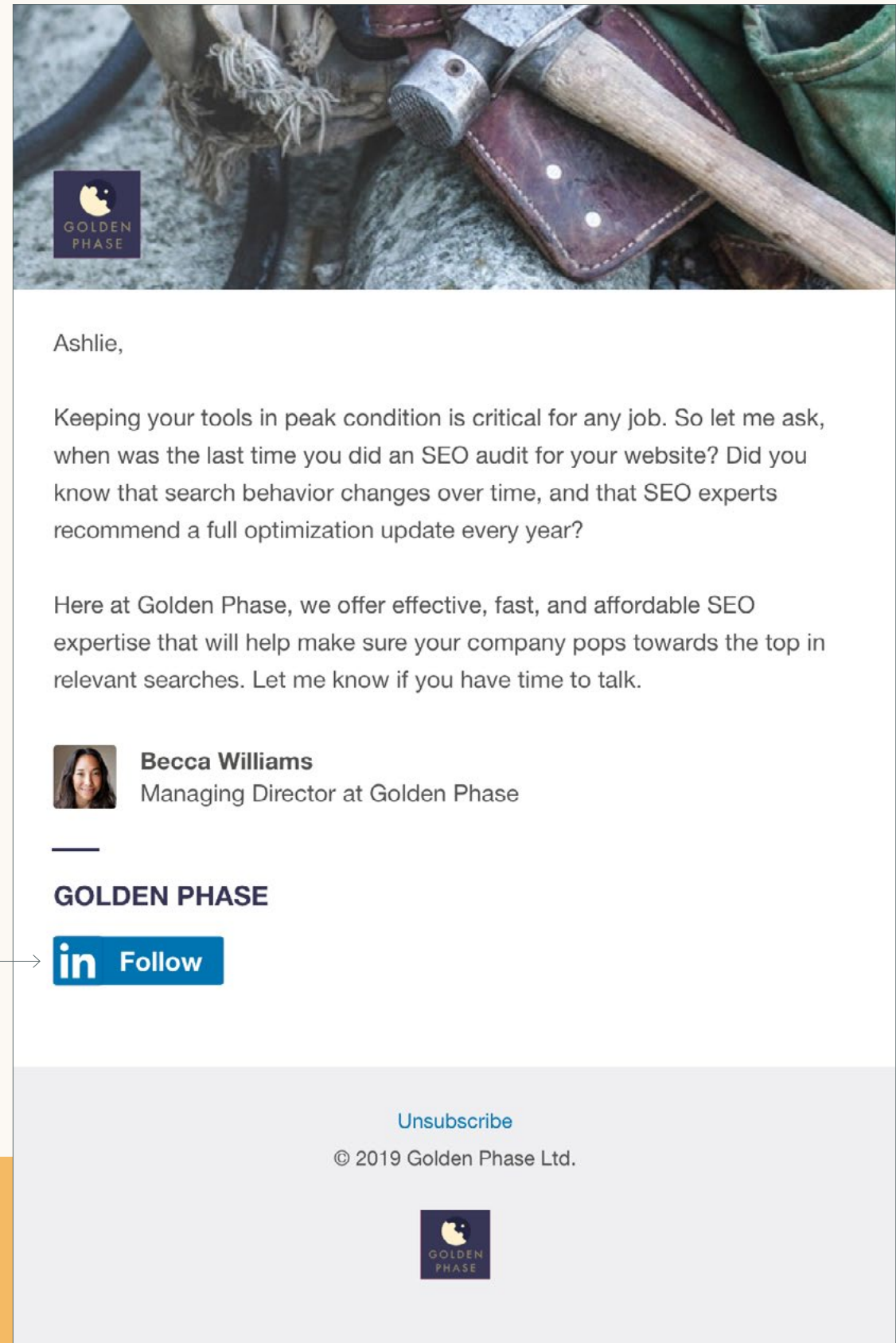
Connecting to employees will expand your page's viral reach and personalize your brand. To do so, ask your teams to link their work experience back to your page, if they haven't already.

The image shows a screenshot of a LinkedIn interface. In the background, a user profile for Dylan Patel, Social Media Strategist at GoldenPhase, is visible. Overlaid on this is a company page for Golden Phase, a Marketing and Advertising firm in San Francisco, CA. The company page features a logo, a description: "We are a leading marketing firm interested in helping you take your branding to the next level.", and a link to "See all 64 employees". Below the description are buttons for "See jobs" and "Following", and a note that "34 followers" are following the page. The background also shows a post by George Surrency, a Software Engineer at Wells Fargo, with a text snippet about GitHub and Microsoft.

Promote your brand

Create a LinkedIn Page follow button

- Add a follow button to your website, so visitors can connect to your page in one click
- Use the Follow button in your emails, newsletters, blogs, and other marketing channels to drive traffic to your page
- [Start promoting today](#)





Showcase your
company's expertise

Showcase your company's expertise

Post content

Types of content to share ([how to post](#))

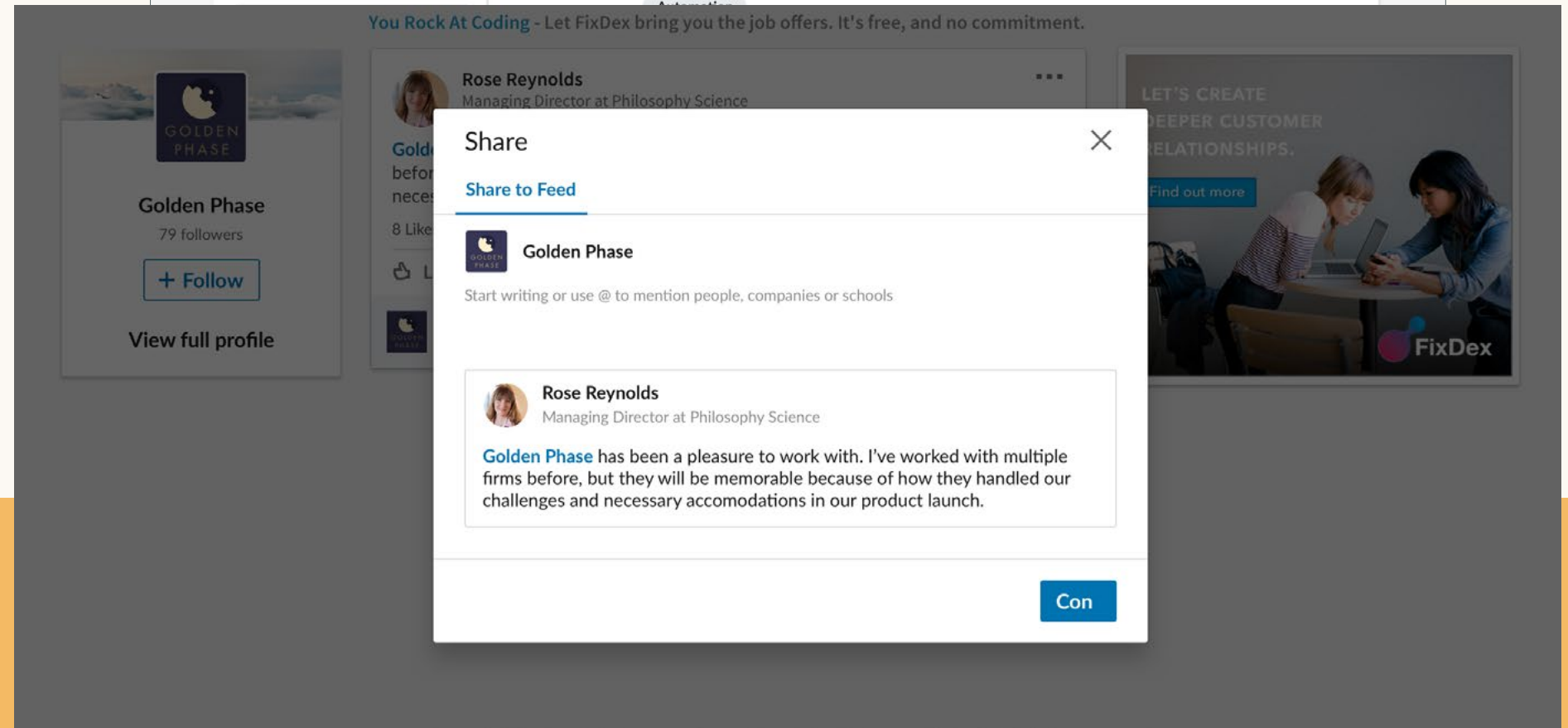
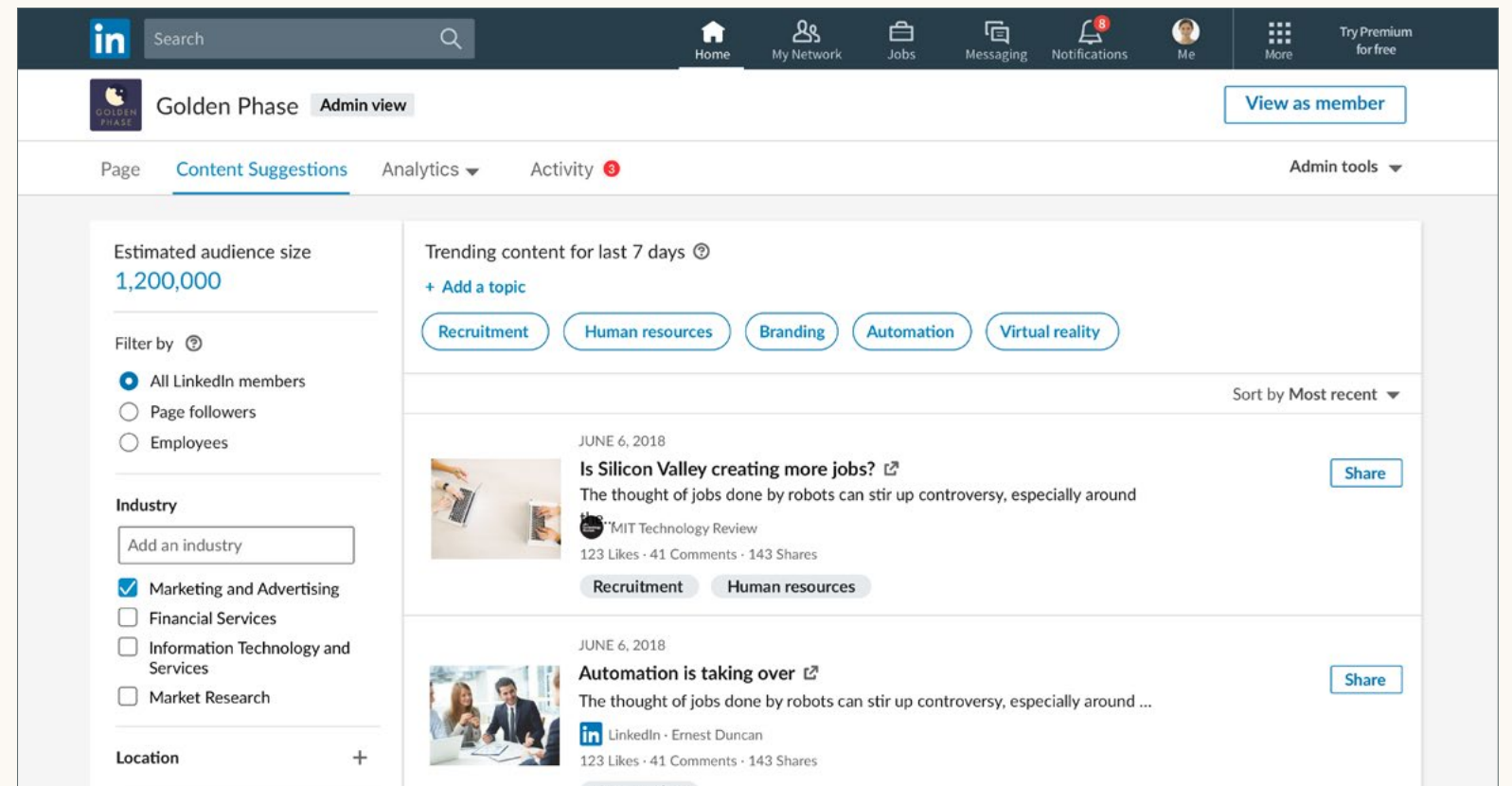
- Company news
- Industry articles
- Thought-leadership pieces
- Poll followers with questions
- Videos, photos, links to content

New: Content suggestion feature

Get suggestions on content to post by filtering for audience, industry, location, and more.

New: LinkedIn Page sharing

Share posts from employees, partners, and clients.



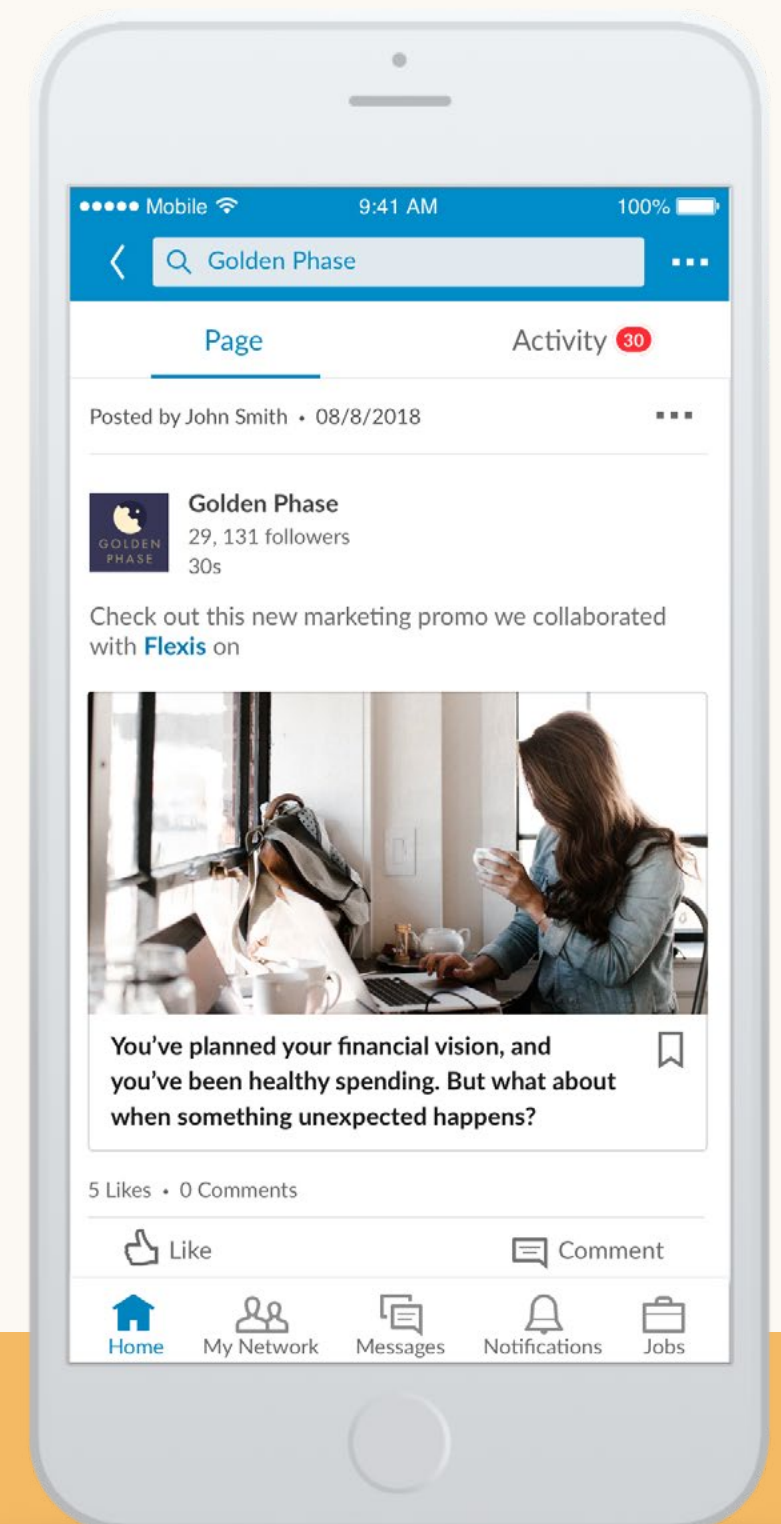
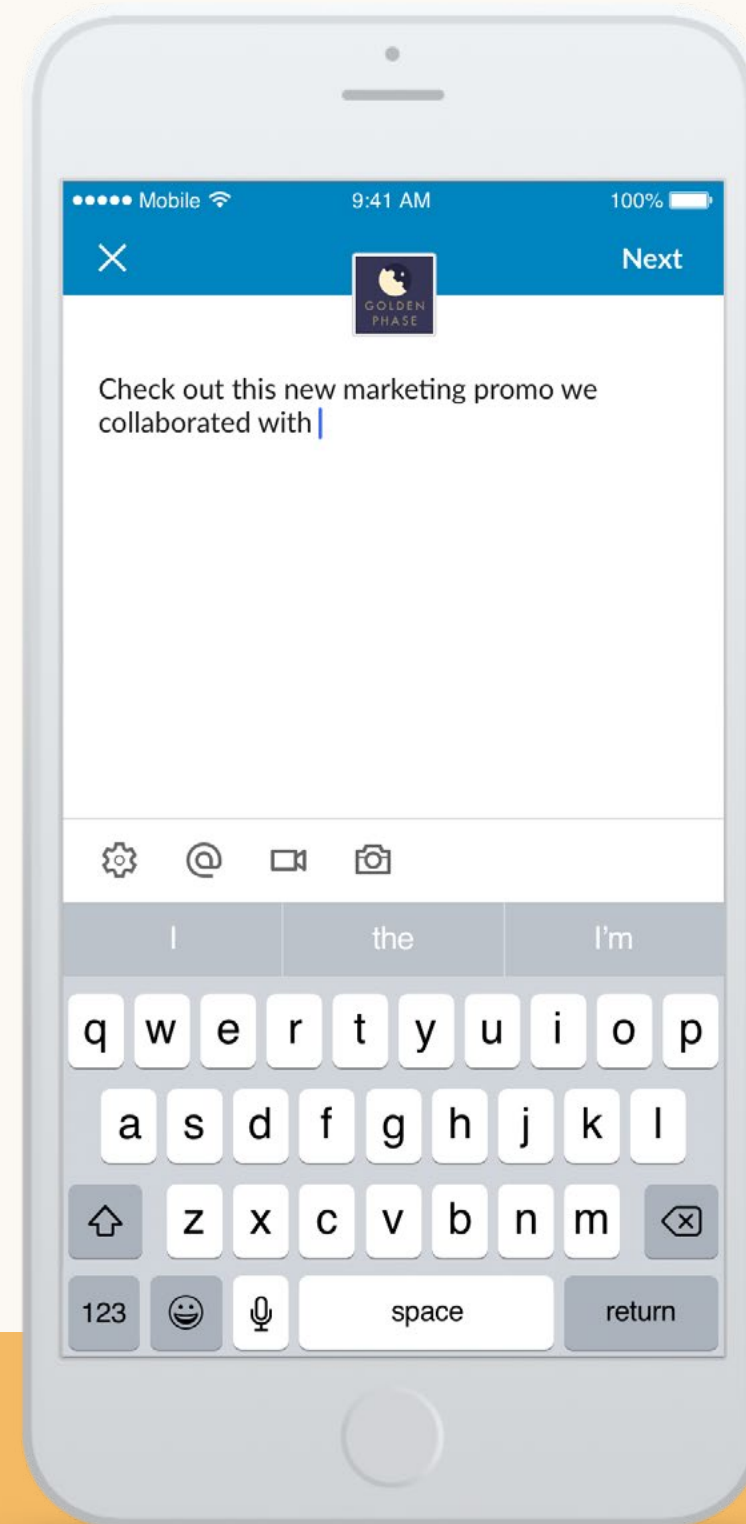
Showcase your company's expertise

Gain traction

Posting every day is the most effective way to attract and engage followers

New: Mobile admin

Now you can edit, post, and comment under your page identity from your phone – so you can post on the go.



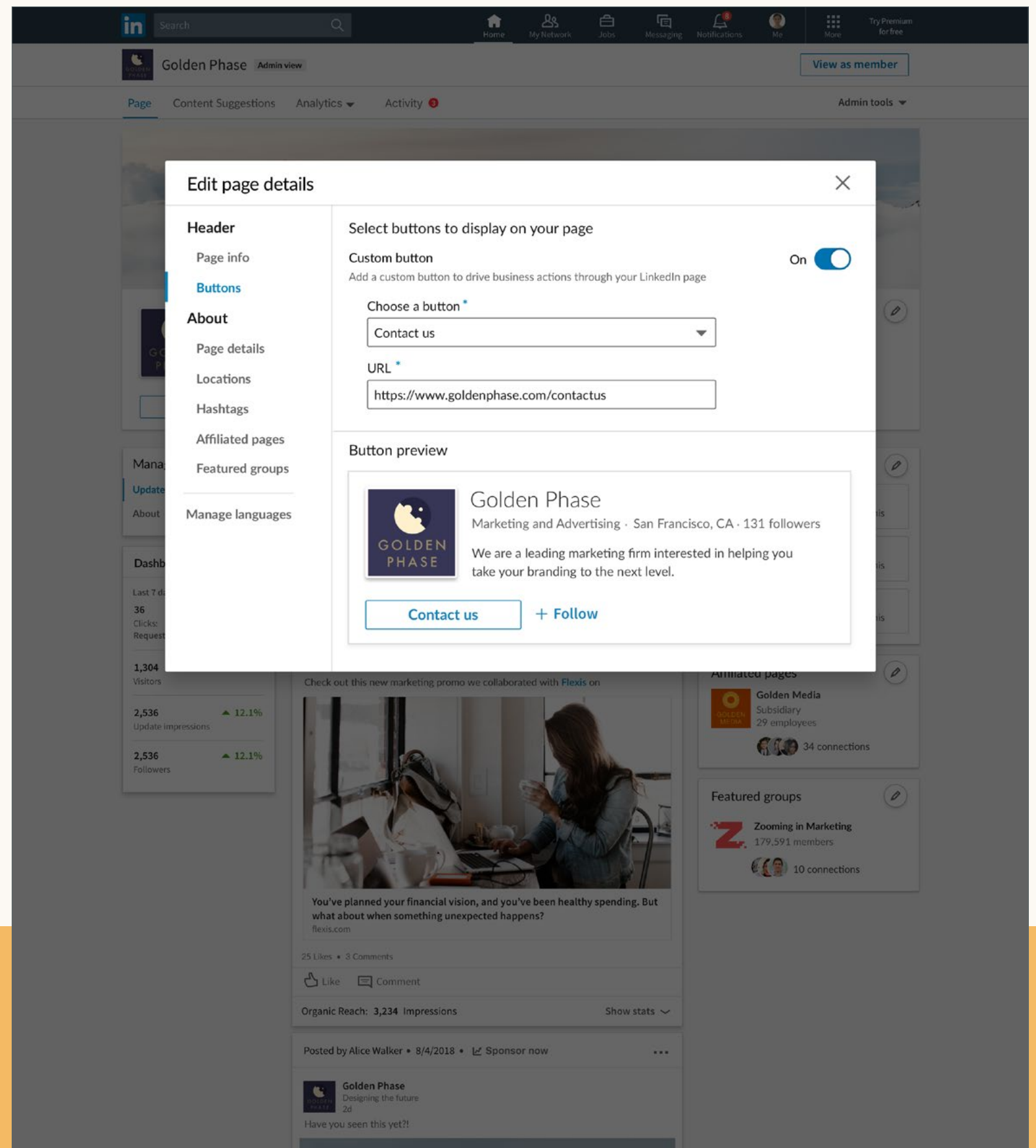
Turn visits into actions

New: Custom button

Choose what action you want visitors to take next with our new custom button feature and drive them where you want them most.

Custom button options include:

- Visit website
- Contact us
- Learn more
- Sign up
- Register



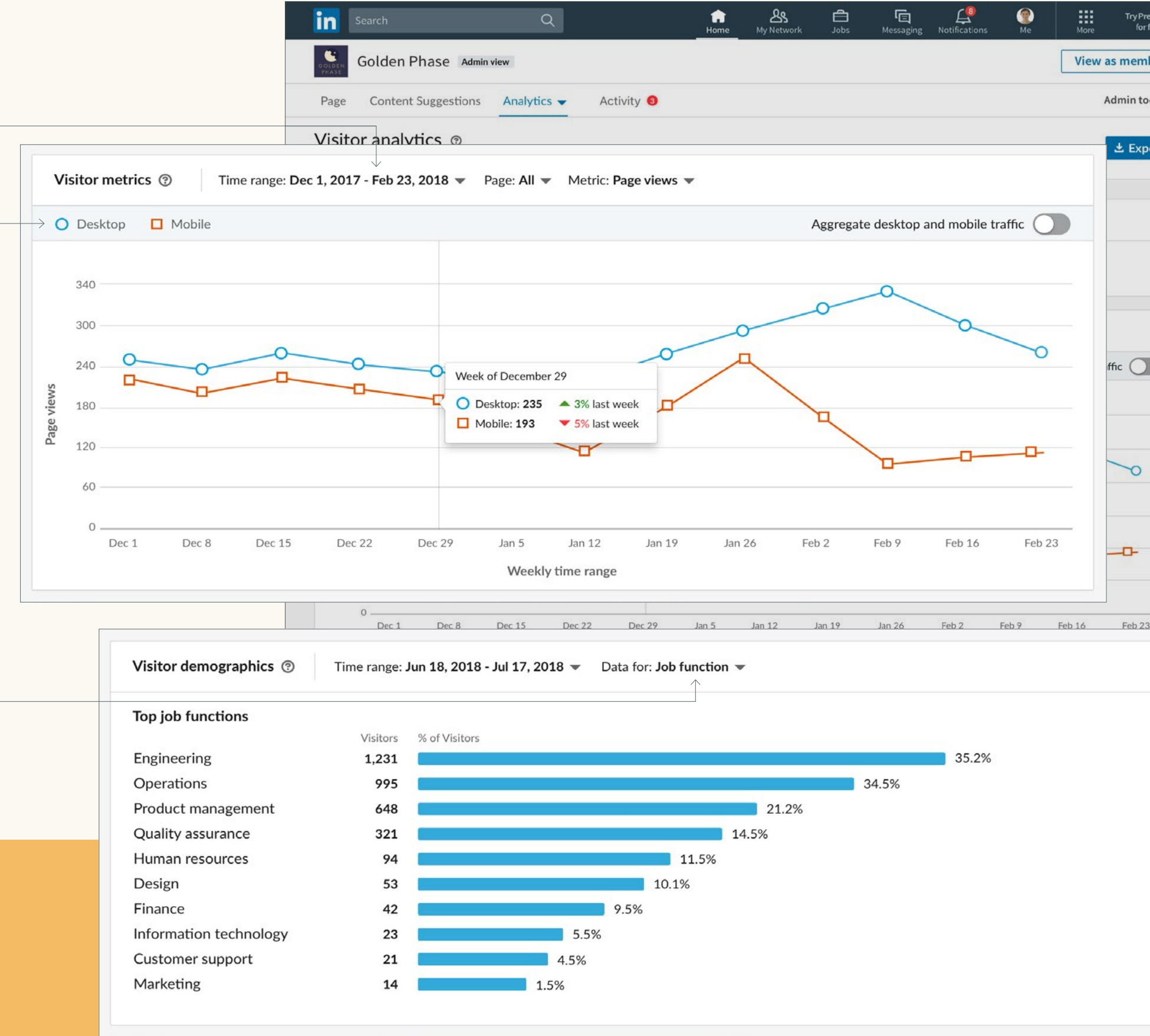


Get in front of
the right people

Learn about your visitors

New: Visitor analytics

- With our new and improved visitor analytics dashboard, you can monitor engagement by:
 - Specific date ranges
 - Visitor channels
 - Job function
- Stay up to date on your page’s performance among different demographics and see if, and when, you’re reaching the right audience



Get in front of the right people

Drive traffic

Run ads to increase traffic – [learn more](#)

Promote your best company updates to highly targeted audiences using Sponsored Content, LinkedIn's premier ad format. Raise brand awareness, generate quality leads, and gain followers by extending your reach.

The screenshot shows a LinkedIn interface with a sidebar on the left containing navigation links: Manage, Updates, About, and Dashboard. The dashboard shows statistics for the last 7 days: 36 Clicks, 1,304 Visitors, 2,536 Update impressions, and 2,536 Followers. The main content area displays a post by 'Golden Phase' (78 followers, 1d old) posted by Alice Walker on 4/4/2018. The post is a sponsored update with a 'Sponsor now' button and a 'Pinned' status. The post text reads: 'Check out this new marketing promo we collaborated with [Flexis](#) on'. Below the text is a photo of a woman with long brown hair, wearing a denim jacket, sitting at a desk and working on a laptop. The desk also has a white mug, a glass of water, and some papers. Below the photo, the post text continues: 'You've planned your financial vision, and you've been healthy spending. But what about when something unexpected happens?' followed by the URL 'flexis.com'. The post has 925 Likes and 31 Comments. At the bottom of the post are icons for Like, Comment, and Share. Below the sponsored post, there is a preview of another post titled '5 Branding Tips If You're an Entrepreneur on a Budget' from entrepreneur.com, which has 25 Likes and 3 Comments. At the very bottom, another post by Alice Walker from 4/3/2018 is partially visible.



Put LinkedIn
Pages to work

Stay informed about other companies

LinkedIn Pages are a great way to not only attract key people, but research them as well. With LinkedIn Pages, take a deeper look into learning about potential:

- Clients
- Partners
- Investors
- Industry leaders

New: Crunchbase integration

Our new integration with Crunchbase lets you access information about a company's funding and investors.*

* Please note: this is only available to relevant companies that opt in.

The screenshot displays the LinkedIn profile for Flexis, an IT Management company in San Francisco, CA, with 553 followers. The page features a header image of employees working in a modern office. Below the header, the company name 'Flexis' is accompanied by its logo and a brief description: 'Flexis delivers a scalable IT management platform to keep your business moving forward.' Navigation buttons for 'Contact us' and '+ Follow' are visible. A sidebar on the left offers tabs for 'Home', 'About', 'Insights', 'Life', 'Jobs', and 'People'. The main content area is divided into several sections: 'Page details' providing information on website, phone, industry, company size (100-500 employees, 289 on LinkedIn), headquarters, type (privately held), founding year (2011), and specialties (IT, Management, Products); 'Funding' showing a Series E round of \$280M in March 2018 with investors like Sequoia Capital and Craft Ventures; 'Affiliated pages' listing 'Flexis Tech' as the parent company; and '5 Leaders at Flexis' featuring Charlie Ambler (VP of Marketing), Daniel Lee (Sr. Director of Engineering), and Erica Konte (Head of Sales). A 'Featured groups' section highlights 'Zooming in Marketing' with 291 members. A 'crunchbase' link is present at the bottom of the funding section.

New: People explorer

Under the People tab, you'll now be able to filter employees at the company by school, role, and more. Find mutual connections and commonalities to help you start the conversation.

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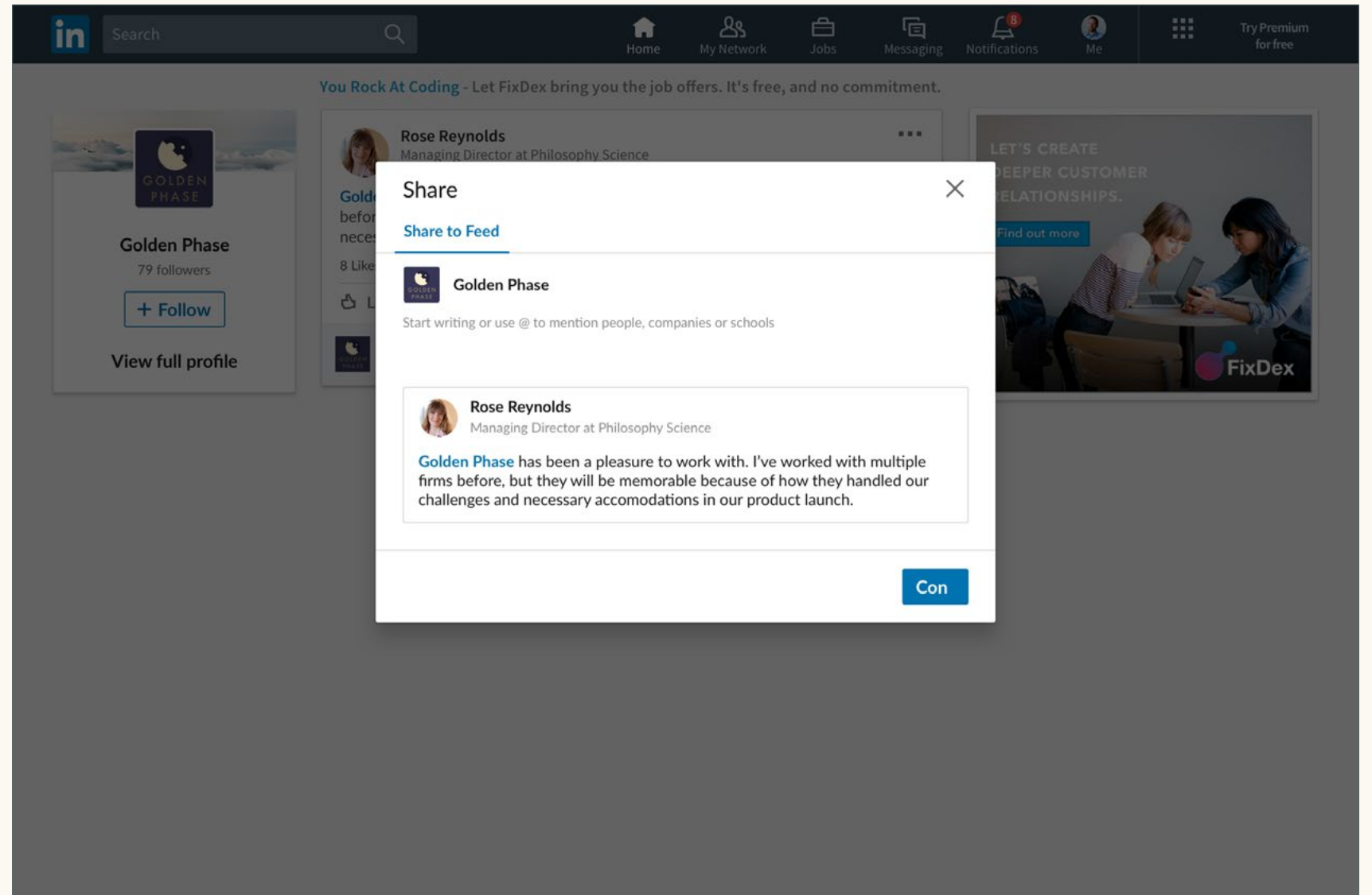


Activate your
employees

Activate your employees

Feature the people behind the brand

With our new sharing feature on LinkedIn Pages, it's easier than ever to show off what makes your employees unique. Sharing employee posts can also motivate them to post more great content.



Employees are an extension of the company's brand, and their connections can offer a multiplier effect for brand communications. Under the People tab, members will now be able to filter employees at the company by school, role, and more, extending your brand's reach.

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LinkedIn Pages Checklist for Small Businesses

1. Complete your Page

- ☐ **Fill out your description.** We suggest 2-3 paragraphs.
- ☐ **Add a logo and cover image.** If you don't have a logo, make a free one at Canva.com.
- ☐ **Confirm your basic information.** Your website URL, location, and company size are key.

2. Grow your followers

One-time

- ☐ **Add the LinkedIn "Follow" button** to your website.
- ☐ **Invite connections to follow your Page.** (Feature coming April '19)
- ☐ **Link to your Page** in your email signatures, newsletters, and blogs.

Daily

- ☐ **Review your Page analytics** to see what content resonates most with your audience.
- ☐ **Post content daily** to prove your consistent value to followers.

Weekly

- ☐ **Cross promote your Page** on your other social channels.
- ☐ **Use the Notify Employees post setting** to encourage employees to engage with key posts. (Coming April '19)
- ☐ **@ mention other organizations or individuals**, and ask them to re-share your posts.

Monthly

- ☐ **Research your competitors' content** to identify new tactics or opportunities.
- ☐ **Switch up the hashtags in your Communities panel** and engage in their feeds.

3. Post engaging content

- ☐ **Leverage Content Suggestions.** Discover what's trending with your target audience.
- ☐ **Re-share your Page's best @mentions.** From employees, executives, or key customers.
- ☐ **Include video in your posts.** Keep them short, raw, and authentic.
- ☐ **Share Powerpoints and PDFs.** Use them to show your brand's culture and values.
- ☐ **Ask questions to spark conversation.** Contests work well, too.
- ☐ **Create a monthly content calendar.** Do this at the beginning of each month.
- ☐ **Use the 3-2-1 model.** Post 3 pieces of industry content, 2 pieces of "proud" content, and 1 piece of product-related content weekly.
- ☐ **Schedule your posts ahead of time.** Use a platform like HootSuite to do so once a month.

Conclusion

Start with LinkedIn Pages and see where your leads lead

We're confident that following the template laid out in this playbook will help you reach more of the people you're looking for. Explore more resources for small businesses:

