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
Getting started
Create your LinkedIn Page

The first step is to create your page or access your existing one. Once you have admin access, you can edit, post, and manage your page.
Getting started

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.
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

Getting started
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.
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.
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.
Connect with key people

After finding companies that you want to get in touch with, the next step is finding the right people to connect with.

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.
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.
Leverage employee networks

**New: People explorer**

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.
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:

- **LinkedIn for Small Business Page**
  Your go-to resource for everything on LinkedIn

- **LinkedIn for Small Business Microsite**
  The hub for all our small business resources

- **Growing Your Small Business with LinkedIn**
  A free 50-minute course for small business owners