

# LinkedIn Company Pages and Followers



## Relationships That Drive Results

5 steps to engaging followers on LinkedIn

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# Build relationships that drive results

For businesses, relationships matter more than ever.

Why? Because people tune out irrelevant or promotional messages to focus on useful, engaging content. Companies that inform and engage aren't just selling – they're building relationships.

LinkedIn helps marketers forge relationships with the world's largest professional community. Our members are almost 50 percent more likely to buy from a company they engage with on LinkedIn.<sup>1</sup>

And a whopping 80 percent of LinkedIn members want to connect with companies<sup>2</sup> – because those connections provide them opportunities to enhance their professional decision making.

In this guide, we'll show you how to use your **Company Page** to build relationships, attract new followers, and create brand advocates.

1. LinkedIn Audience 360 Study, August 2011

2. Ibid

## Use this proven model to fuel success

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Social media leaders employ a 5-step model for establishing relationships with customers and prospects.

After reading this guide, you'll understand how to apply this 5-step model to your social media strategy on LinkedIn.

### 5 steps to engaging followers on LinkedIn

1. Establish your presence
  2. Attract followers
  3. Engage followers
  4. Amplify through the network
  5. Analyze and refine
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# Set your team up for success

Continuous, relevant communication creates strong relationships. Here are some team-building strategies to help you create and deliver strong content:

## Centralize

Appoint a social media “champion” to coordinate content creation and track performance. Product and brand managers can help the champion ensure content reflects everything your company is doing.

## Divide and conquer

Split ownership between a global social media team and your company’s HR or recruiting department to meet both marketing and hiring needs.

## Quick tips

### Identify expert contributors

Enlist colleagues who understand customers’ needs or have specific content creation skills (e.g., video production, infographic design).

### Make an editorial calendar

Create a calendar with campaign themes and posting timelines. Stick to it as much as possible – but don’t hesitate to throw in timely content as opportunities arise.

### Make content go further

Break up big themes into a series you can publish at fixed intervals to get followers regularly “tuning in” for new content.

# Establish your presence

Your company page is your home on LinkedIn. Here's how you can use it to tell your brand story.

## Design your page

Click the "Edit" button in the upper right of your Company Page to update your company description, specialties, industry, website, and more. Use rich, descriptive language that helps readers understand your vision, purpose, and the value you offer.

## Optimize for search

Company Pages are very SEO-friendly. Google shows previews of up to 156 characters of your page text, so be sure your description leads with powerful, keyword-rich sentences. Members can also search for companies by keyword on LinkedIn, so include words and phrases that describe your business, expertise, and industry focus.

## Showcase your Products & Services

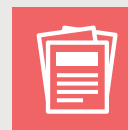
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Marketers who build out their **Products & Services** page tend to have twice as many company followers. Use this page to tell members what you do best – and give them compelling reasons to follow you.



### Tailor your offerings

You can design multiple configurations of your Products & Services page based on one or two of the following criteria: members' geography, company size, seniority, job function, or industry.



### Go beyond products

You can link to just about anything from your Products & Services page. Direct members to your latest and greatest white papers, case studies, or how-to content.



### Tell a story through video

If your company has a YouTube channel, embed product demos or customer testimonial videos that tell a compelling narrative about the value you offer.

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# Attract followers

Once you've established your company presence on LinkedIn, you can begin fostering relationships by attracting followers to your Company Page. Here are some simple, effective strategies for attracting followers.

## Engage your colleagues

Employees are 70 percent more likely to engage with your Company Updates. Encourage them to add a link to your Company Page to their email signatures.

## Announce your Company Page to customers and partners

Once your page is all set, drive traffic its way with a compelling blog post or email newsletter announcement.

## Add a "Follow" button to your website

Your web team can pull code for a "Follow" button from [developer.linkedin.com](https://developer.linkedin.com) to add to your blog or website. This lets LinkedIn members follow your company with a single click.

## Join the discussion in LinkedIn Groups

The members of LinkedIn's 1-million-plus Groups often engage with companies, so it makes sense to join the discussion! Participating in these discussions is a great way to attract new followers from targeted audiences.

### Find the right Groups

Target Groups relevant to the industries or customers you serve. Use LinkedIn's search bar to find groups by keyword.

### Step up to the mic

Contribute to popular discussions members have started. As people like and reply to your comments, you have a chance to become a "Top Influencer" in the group. When appropriate, link to your Company Page to help interested members gather more insights and info.

### Be a connector

When you post in Groups, aim to help members solve problems and share insights with one another.

# Engage followers

The best relationships are rooted in great conversations – and your tool for starting those conversations is the **Company Update**.

Every update should convey your brand promise and values. But don't forget that LinkedIn members want informative, insightful, inspirational content – not self-serving promotion. By delivering useful and engaging content, you'll foster engagement and help your message spread faster.

So, what makes a good status update?



## Be helpful and friendly, not sales-y

One-sided conversations are no fun. So don't post overly promotional messages. If you do post occasional company-related news or product announcements, make sure they deliver a specific benefit to your followers.



## Think about timing

Updates posted in the morning usually earn the highest engagement, with a slight bump occurring again after business hours. Experiment to see what works best for your company.



## Post at least once per weekday

Consistent posting encourages engagement and fosters familiarity.



## Link to great content

Company Updates containing links can have up to 45 percent higher follower engagement than updates without links.<sup>3</sup> Just remember to write a compelling sentence to accompany the link, inspiring members to click through.

# Tailor your content to specific audiences

What resonates most with followers? Content that's customized to their professional interests. With LinkedIn's Targeted Updates, you can easily match your message to your audience.

When you create an update, you can decide whether to share it with "all followers" or a "targeted audience." Choose the second option to send your update to a subset of followers based on geography, job function, industry, company size, or seniority.

## Audience targeting best practices

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### **Audience size matters**

Limit yourself to one or two targeting criteria per update to ensure that your content receives many high-value impressions. Targeting too narrowly limits your reach.

### **Engage locally**

Use Targeted Updates to let colleagues in regional offices contribute content that speaks directly to your customers or prospects in different areas.

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# Learn from the best

Across LinkedIn, companies are seeing the benefits of engaging their followers: recent research shows that LinkedIn is 277 percent more effective at lead generation than Facebook or Twitter.<sup>4</sup>

Here's how some leading marketers are engaging their followers.

**salesforce.com**<sup>®</sup>

Enterprise cloud computing company **salesforce.com** used Targeted Updates to promote its Cloudforce London conference to a UK audience. During a five-week period, the company experienced a 30 percent increase in follower engagement. Plus, these Targeted Updates showed a 30 percent increase in amplification (the ratio of likes, comments, and shares to total update impressions).



**HP** wanted to engage professionals and gather recommendations for its products. The company launched its own page, inviting members to recommend and comment on items in their Products & Services page. The company also ran LinkedIn Ads to generate recommendations at scale. The results: more than 2,000 recommendations, 20,000 new followers, and 500,000 viral updates about HP products in two weeks.



A relative newcomer to the HR space, **Reconverse** wanted to raise awareness and create conversation about its mission to change the corporate recruiting model. Speaking to an audience in the HR field, the company used status updates to stage a contest. The first update alone generated 1,403 likes, 120 comments, and 87 new followers. Reconverse attributes 90 percent of its revenue to its LinkedIn community-building efforts.

4. Rebecca Corlis, "LinkedIn 277% More Effective for Lead Generation Than Facebook & Twitter [New Data]", HubSpot Blog, January 30, 2012, <http://blog.hubspot.com/blog/tabid/6307/bid/30030/LinkedIn-277-More-Effective-for-Lead-Generation-Than-Facebook-Twitter-New-Data.aspx>

# Amplify through the network

Nothing impacts people's perceptions and behavior like the recommendation of a trusted friend, colleague, or family member. When you post content to your Company Page, your followers can like, share, or comment on your updates, amplifying your messages to reach their first-degree connections too.

Each amplification acts as an endorsement of your content and brand. In fact, a study of thousands of Company Updates found that amplification was a primary driver of over one-third of all impressions.<sup>5</sup> Each additional impression is a chance for your company to nurture relationships with LinkedIn members.

5. LinkedIn study of all Company Updates with at least 1,000 impressions posted June 1-15, 2012

## Encourage amplification outside LinkedIn

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While your followers spend a lot of time on LinkedIn, your relationships should continue off the site too. These plugins (available at [developer.linkedin.com](http://developer.linkedin.com)) will help you further amplify members' enthusiasm into endorsements for your brand off-site.

### Recommend

**Recommend plugin:** Embed this plugin on web pages that showcase the products on your LinkedIn Products & Services page. With one click, site visitors can recommend a particular product to all their first-degree LinkedIn connections.

### Share

**Share plugin:** Empower site visitors with LinkedIn accounts to share your content with their networks. Using the Share plugin turns every visitor into a potential champion for your brand.

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# Help your content go viral

How do you encourage followers to amplify your content?

Here are some ways to get started:



## Link to relevant “best-of” lists

Posts that point followers toward “Top” lists (e.g., “Top 10 social media tactics in B2B marketing”) can get almost 40 percent more amplification.<sup>6</sup>



## Invite customers to write reviews

Their recommendations of your products and services will get amplified throughout the network.



## Post interesting videos

A recent study found that followers who engaged with posts containing links to YouTube videos took twice as many amplification actions (likes, shares, and comments) as they did with posts that did not contain videos.<sup>7</sup>



## Ask members for feedback

Your followers will welcome the chance to respond to questions about industry trends, business problems, new products, and more. On average, status updates that contain questions receive almost 50 percent more comments.



## Listen to conversations outside LinkedIn

Collect findings from your contact forms, call centers, and blog comments to create content on the most popular topics. When you post content that better reflects your community’s interests, your followers will find your updates more worthy of a share, like, or comment.



## Dive into the comments

Since conversations are two-way affairs, it pays to appoint a team of social media ambassadors to respond to your followers’ input. Be sure to answer questions in a timely manner and thank followers who share insightful, useful comments.

6. LinkedIn study of all Company Updates with at least 1,000 impressions, posted June 1-15, 2012. Viral reach measured in number of uniques. Best-of list analysis based on updates that included the words “Top” and the numbers 3, 5, 10, 25, 30, 50, and 100 (whether spelled out or as numerals).

7. Video analysis based on updates with links to youtube.com oryoutu.be.

# Analyze and refine

In any marketing campaign, success depends on your ability to measure performance and use that data to optimize content. LinkedIn's analytics tools empower you to do just that, ensuring you have the insights you need to strengthen follower relationships.

Experimenting with different kinds of content is the best way to improve engagement and amplification.

## Measuring engagement

Engagement rate is the ratio of clicks, likes, comments, and shares to total impressions. This is a key metric for understanding how often members take action on your updates.

## Measuring amplification

Amplification rate is the ratio of likes, comments, and shares to total update impressions. This helps you understand how often members are sharing your content and what they find most interesting.

## Track your progress

Your Company Page includes helpful analytics that show changes in the size and composition of your follower community, as well as activity on your page. Here's how to get the most out of this data.

### Establish growth goals


Set targets for acquiring followers who match your ideal customer profile and post updates designed to attract them.

### Measure lead gen and conversion

Find out if your updates are driving leads by tracking conversions from your LinkedIn landing pages. Your conversion rate is the number of leads generated from these pages divided by the number of visits. Use a link-shortening service to create trackable links for your updates.

### Set engagement targets

Your Analytics page also displays monthly engagement metrics for all your posts collectively. As you optimize your updates based on individual performance, you should see an uptick in your overall engagement month over month.



# Cultivate thriving relationships with your followers

As in any good relationship, your followers require care and attention. Follow the five-step model in this guide to deliver high-quality content that addresses members' professional needs and you'll not only grow your follower community, but also forge bonds and foster honest conversations with potential customers.

Of course, there's always more to learn, so be sure to stay on top of the latest news and advice by visiting our Company Page at [linkedin.com/company/linkedin](https://www.linkedin.com/company/linkedin) and our blog at [blog.linkedin.com](https://blog.linkedin.com). Thanks for reading, and happy posting!

