



# BE MORE YOU

Your audience. Your message. Your result.

3 Steps to Building Your Follower Base

Our favourite thing about a Company Page? LinkedIn members can follow your firm. Your follower base is ready to hear from you: they're a prime group of potential clients and candidates to build relationships with.

Here are some essential steps you should take to start building your follower base.

- 1 Add a follow button to your site.** Once you've established your brand presence on LinkedIn, do not forget to promote it on your website to drive more visits. Make it easy for people who visit your website to follow your Company Page by embedding a free "Follow" button.

For more information on the "Follow" button, please visit: [developer.linkedin.com/plugins](http://developer.linkedin.com/plugins)

- 2 Go social.** Cross-promote your Company Page in LinkedIn Groups and on other social platforms like Twitter or Facebook.

Track page views and unique visitors over time to understand how your efforts to drive traffic are performing.

- 3 Have employees spread the word.** Ask your team to include a link to your Company Page on their LinkedIn profiles and in all client and candidate communications. They can even embed a "Follow" button in their email signatures.

Every interaction someone has with your employees on LinkedIn is an opportunity to promote your firm. Employee Profile Ads allow you to purchase the ad space on your employee's profile.