



With 8
best-in-class
content
examples

LinkedIn Pages

Action Plan for Small Businesses



Your LinkedIn Page is the first place members go to learn about your products and services. More than any other social media platform, members leverage LinkedIn to find business solutions because of the trusted, professional nature of the community.

By maintaining an active and updated Page that showcases the best of your brand, members will more easily be able to search, learn, and refer your business to their broader network. We put this guide together to help you get set up quickly and start growing your business on LinkedIn.

Complete your Page

First, you'll need to set up your Page and fill out the "About" tab. This step is crucial, because it establishes your business's credibility in the online community.



Completed Pages get 30% more weekly views.

1 Fill out your overview.

Ask yourself these key questions when writing your organization's description:

- Vision: What future do you want to help create?
- Mission: How will you help create that future?
- Values: What core values support your vision and decision making processes?
- Positioning: What makes your brand different?
- Products/Services: What are your core product & service offerings?

2 Add your logo and cover image.

If you don't have a logo or cover image, create a free one at [Canva.com](https://www.canva.com). Logos should be sized at 300x300, cover images at 1536x768.

3 Input your organization's details.

This includes your **website**, **headquarters**, **office location(s)**, **industry**, **organization type**, and **size**. Do this to increase your searchability on the platform.



Grow your followers

On LinkedIn, we've seen that once Pages gain 150 followers, their opportunity for growth becomes exponential. Follow these best practices and you'll be on your way.

One
time

Add the LinkedIn "Follow" button to your website. You may need to ask your web developer to [implement the plugin](#), but we promise it's easy and worth your while.

Link to your Page in all of your marketing templates. Consider adding a link to your email signature, business cards, newsletters, and blogs.

Once a
day

Post content daily. We recommend 1-2 times per day to establish a trusted voice within your community.

Check your Activity tab. If your Page has been @mentioned, you can re-share your best mentions to highlight why people love your brand.

Once a
week

Cross promote your Page on other social platforms to reach different audiences.

Join topical conversation with hashtags. By associating your Page with relevant hashtags in your Communities panel, you can enter a feed and participate in conversations from the perspective of your organization.

Once a
month

Switch up the hashtags in your Communities panel. Based on your current goals, consider broad (location, etc.), niche (product, etc.), and talent branding hashtags.

Tap into your customers' networks. Think of top customers who'd recommend your business, and ask them to post on their network with an @mention of your Page. Re-share the posts on your Page with a thank you.

Review your Page analytics. It's hard to gain followers if you're posting the wrong content for your audience. [Use analytics](#) to find out what resonates most and where there are opportunity gaps.

@mention influencers or other Pages you admire. Share why you admire or want to work with them. Avoid being spammy, and make those tagged proud to re-share your post with their broader network.

Once a
quarter

Invite your personal connections to follow your Page. Starting May 2019, you can use the new "Invite to Follow" feature to send direct follow requests to your network.

Research your competitors' content. This will help you identify tactics that are working and whitespace that your organization can fill.

Post engaging content

Posting consistent, compelling updates on your Page is key as you acquire and retain followers. Here are our best practices for sharing the right content for your audience(s).



2X

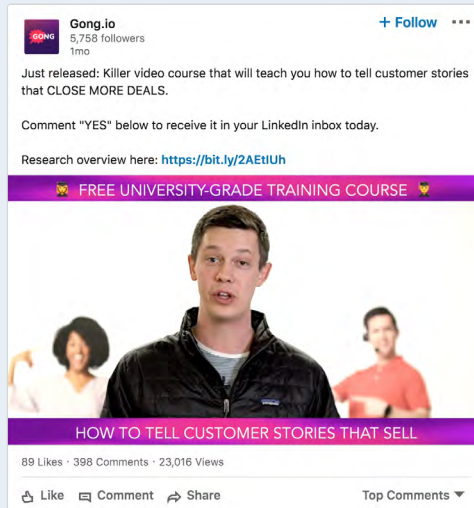
Pages that post daily
get 2x the member
engagement

- **Use the Content Suggestions tool.** Here, you can discover topics and articles that are trending with your target audience.
- **Re-share your business's best @mentions** (find them under the Activity tab). Highlight the best of your brand by showcasing mentions from employees, executives, and key customers.
- **Include custom images and videos in your posts.** Video is 5x more likely to drive member engagement than other media types. Keep them short and authentic.
- **Share PowerPoint and PDFs.** Upload visually rich documents to help your followers dive deep on your organization's offerings.
- **Spark conversation to win engagement.** Ask a thought-provoking question, run a contest, or host a raffle. Get creative in the ways you add value.
- **Create a monthly content calendar.** Review your analytics tab prior to see what is performing best.
- **Use the 3-2-1 model.** Every week, aim to publish three pieces of industry-related content, two pieces of "proud" content (content that make your employees and community feel good) and just one piece of product or service-related content.
- **Schedule your posts.** Using tools like Hootsuite, Buffer, or Sprinklr, you can schedule all of your content for the month in one sitting.

Examples from successful small businesses

Sometimes, it's easier to show than tell. Here are some of our favorite examples of small businesses leveraging Pages to achieve their growth objectives. Use these examples as thought starters for your Page.

Lead generation



[See the post ▶](#)

By leveraging giveaways and contests, **Gong.io**, a conversation intelligence tech startup based in San Francisco, CA, drives member engagement and leads through comments.

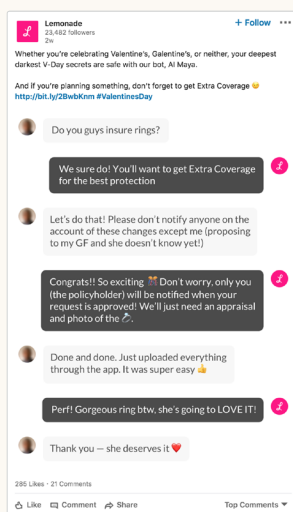
Thought leadership



[See the post ▶](#)

The Female Quotient, a startup focused on workplace equality based in Los Angeles, CA, captures thought leadership with a video of Unilever's Chief HR Officer speaking about gender equality.

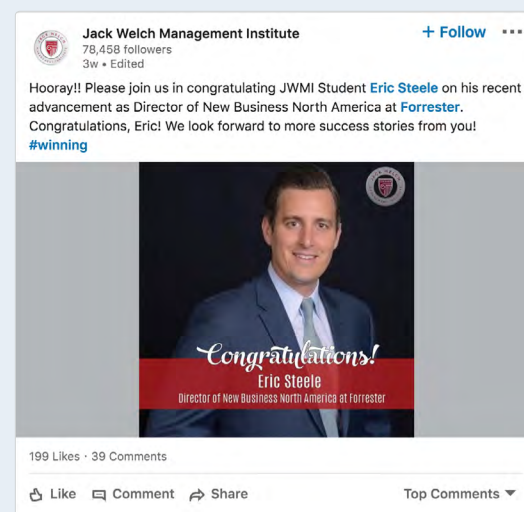
Customer spotlight



[See the post ▶](#)

Lemonade, a direct-to-consumer insurance startup based in Israel, drives timely awareness of its insurance service offerings by showcasing real customer interactions with their customer service bot, AI Maya.

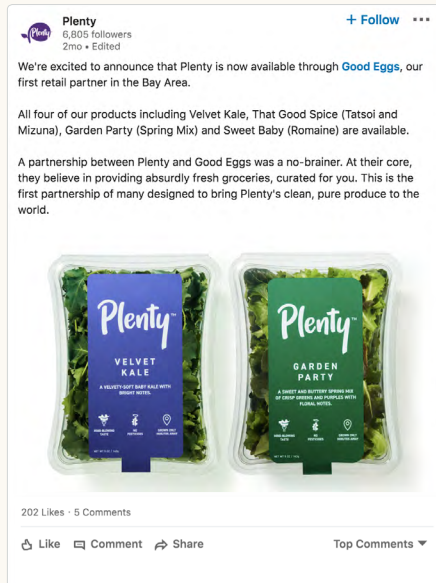
Brand awareness



[See the post ▶](#)

The **Jack Welch Management Institute**, an online MBA institute based in Virginia, promotes their program by @mentioning a student with an inspiring success story.

Partnership promotion



[See the post ▶](#)

Plenty Farms, an eco-conscious farming startup based in San Francisco, @mentions Good Eggs with a custom image to promote the new products carried by their partner retailer.

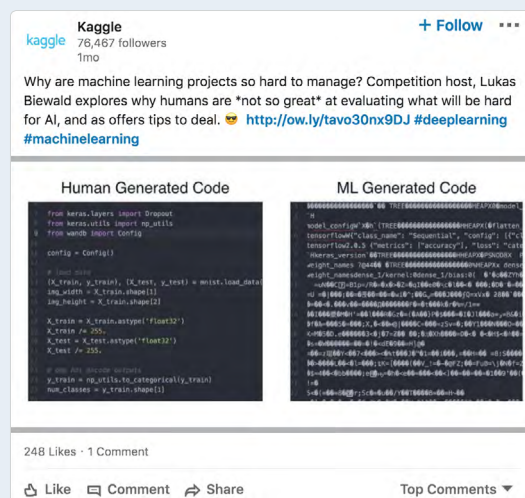
Product innovation



[See the post ▶](#)

Beat Co., a transportation tech startup based in Greece, shares an animated GIF that demonstrates the ease of hailing a ride with its app on the Apple watch.

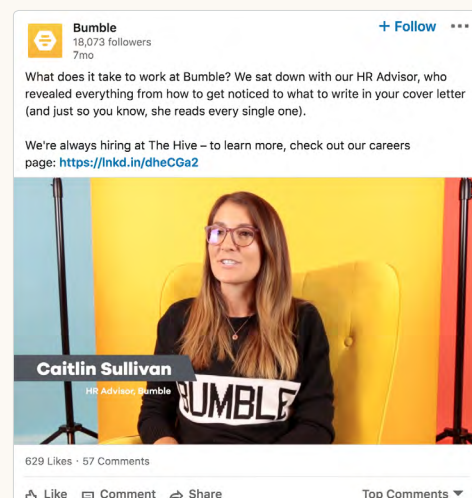
Audience engagement



[See the post ▶](#)

Kaggle, a data science services startup based in San Francisco, posts contests, challenges, and niche third-party content to spark conversation and inspire its target audience.

Talent branding



[See the post ▶](#)

Bumble, a social networking startup based in Texas, shares a video interview with their HR advisor on what it takes to work for their organization.



About LinkedIn

LinkedIn operates the world's largest professional network online, with more than 600 million members in over 200 countries and territories. This represents the largest group anywhere of influential, affluent, and educated people.

Relationships matter

With services and tools provided by LinkedIn Marketing Solutions, brands build relationships with the world's professionals by using accurate targeting to deliver relevant content and communications. As today's connected professionals seek out ideas and insights from the people and brands they trust, marketers use LinkedIn to target advertising and publish professional content to reach and connect with them.

To learn more about how to optimize your small business's LinkedIn Page, visit: lnkd.in/pagesbp

Get started