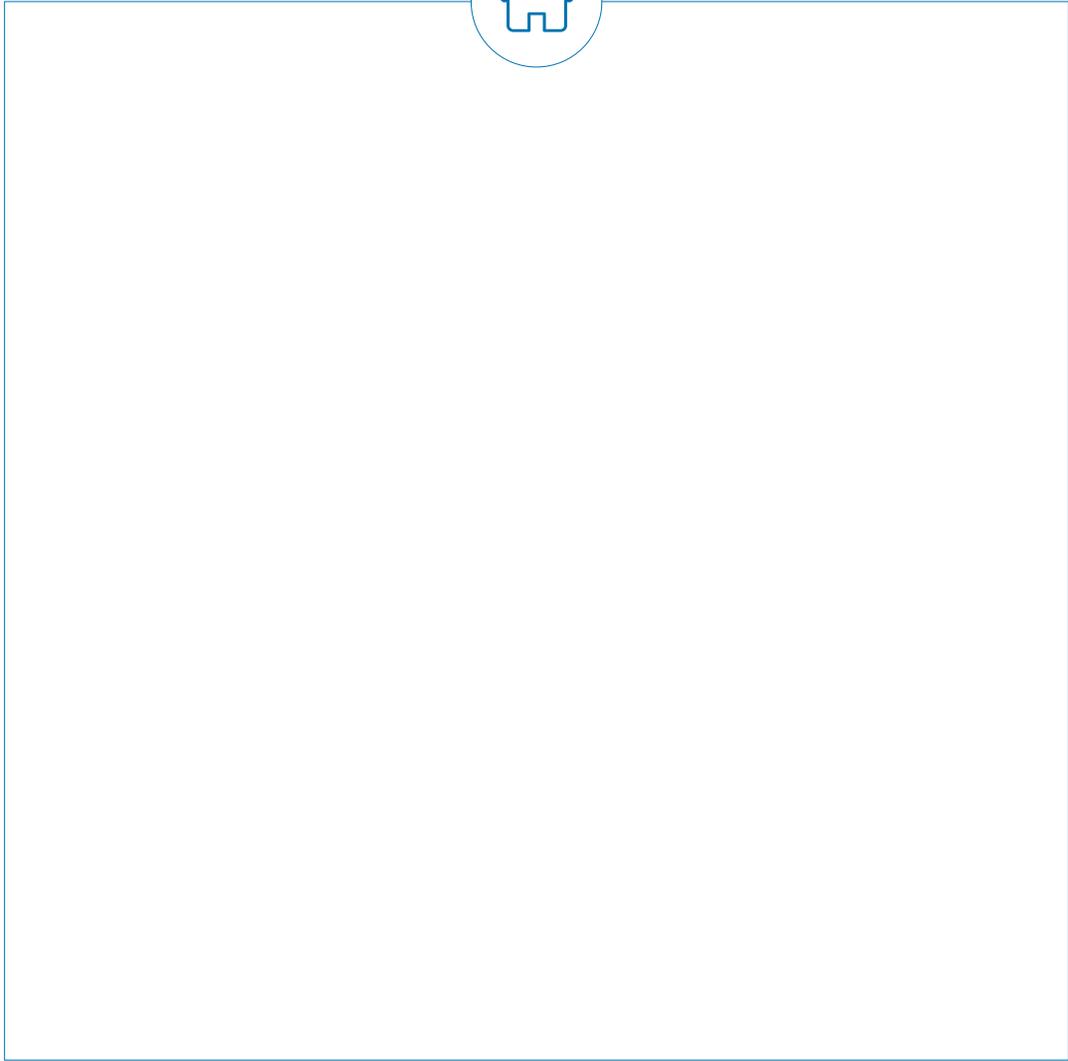




The LinkedIn Pages
Playbook

Here's What We'll Cover



A Note to the Sophisticated Marketer:

Your Page is your place in the world's professional community. Use it to join the conversations that matter most, know and grow your audience, and engage your people.

There are over 30 million Pages on LinkedIn. If yours isn't one of them, you're missing opportunities to get your content in front of the audience that matters most to your business. That's why we've created this guide packed with simple step-by-step how to's and best practices on building an audience and a content strategy for your Page. We're also including insider tips the LinkedIn Marketing Solutions team has gathered from years of testing and iterating.

Ready to get the 590+ million professionals on LinkedIn acquainted with your brand? Let's get started with your newest invaluable marketing tool: Your LinkedIn Page.

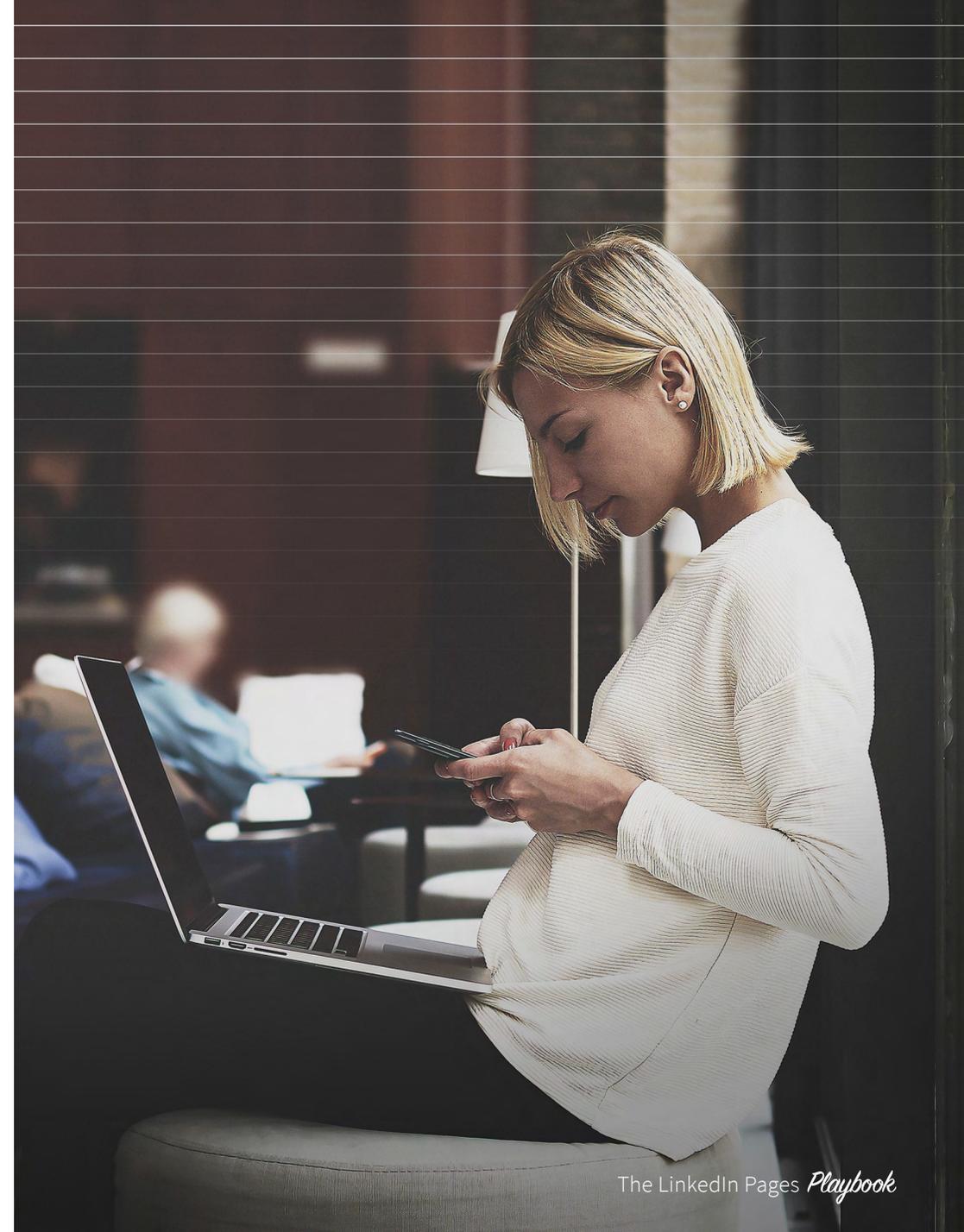
Enjoy,



Alex Rynne
Content Marketing Manager
LinkedIn Marketing Solutions



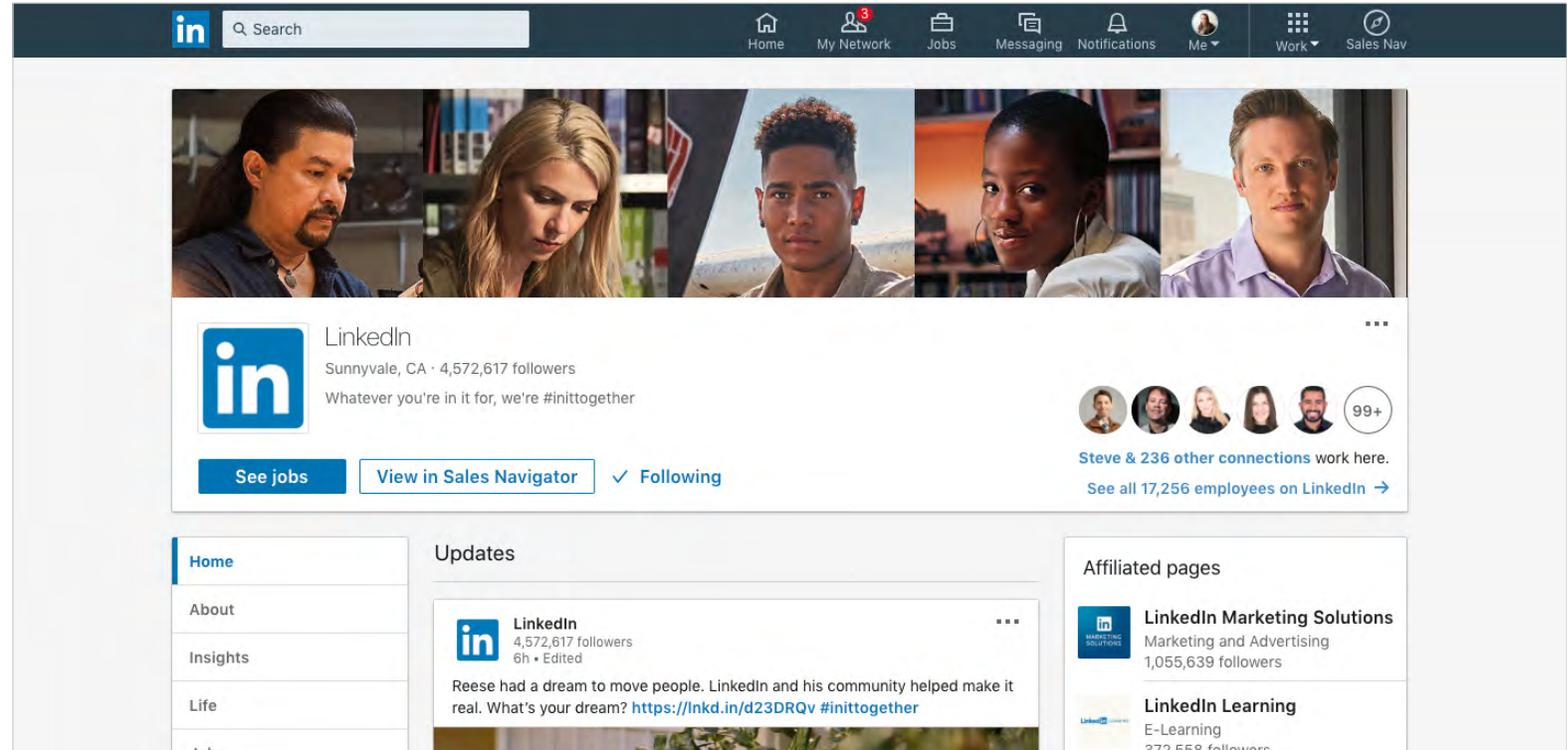
30M There are over 30 million Pages on LinkedIn.



First Things First: What is a Page?

Pages are where you attract and interact with your target audience because it's often one of the first pages LinkedIn members visit to learn about your company. You can catch the eye of prospective customers by featuring relevant and creative content, such as your beautifully designed eBooks, case studies, and how-to content. By delivering useful and engaging content that solve your prospects' pain points, you'll foster engagement and help your message spread fast.

A Page is also a place to showcase life inside your firm, whether for recruiting purposes or to give prospective customers a sense of what it's like doing business with you. If you treat the page as a dynamic marketing tool (rather than a static "About Us" page), you can establish thought leadership, build brand awareness, and move your audience to take action.



▲ Our LinkedIn Page has over 4 million followers.



Did you know?

University Pages have the same functionality but serve schools rather than businesses. It's a place to showcase what makes your institution special.

[Learn more about University Pages.](#)

What is a Showcase Page?

Showcase Pages are purpose-built pages designed to promote specific business lines, products, brands or initiatives within your company.

Like many companies, you likely consider many parts of your business to be important. And to give each its due attention, you likely have more than one “voice.” With Showcase Pages, you can build a presence and present a unique voice for every vital part of your business. By creating dedicated pages for your more prominent brands, businesses, and initiatives using Showcase Pages, you can extend your LinkedIn presence.

In other words, you can create a distinct platform for each aspect of your business that has its own message to share with its own target audience. It’s a unique way to directly engage the right people in the right context. And just as with Pages, your administrators will be able to monitor performance through dedicated analytics tools within the Showcase Page experience. (More on Page analytics later.)

Showcase Pages



LinkedIn Marketing Solutions
Marketing and Advertising
1,031,461 followers



LinkedIn Learning
E-Learning
362,250 followers



LinkedIn Talent Solutions
Staffing and Recruiting
263,383 followers



LinkedIn Sales Solutions
Computer Software
158,504 followers



LinkedIn Economic Graph
Internet
116,186 followers



LinkedIn Editors
Online Media
73,603 followers



LinkedIn for Good
Internet
13,385 followers



**LinkedIn Marketing Solutions:
Financial Services**
Financial Services
6,504 followers



LinkedIn Premium
Internet
1,654 followers

▲ [LinkedIn has 9 Showcase Pages.](#)



What is a Showcase Page?

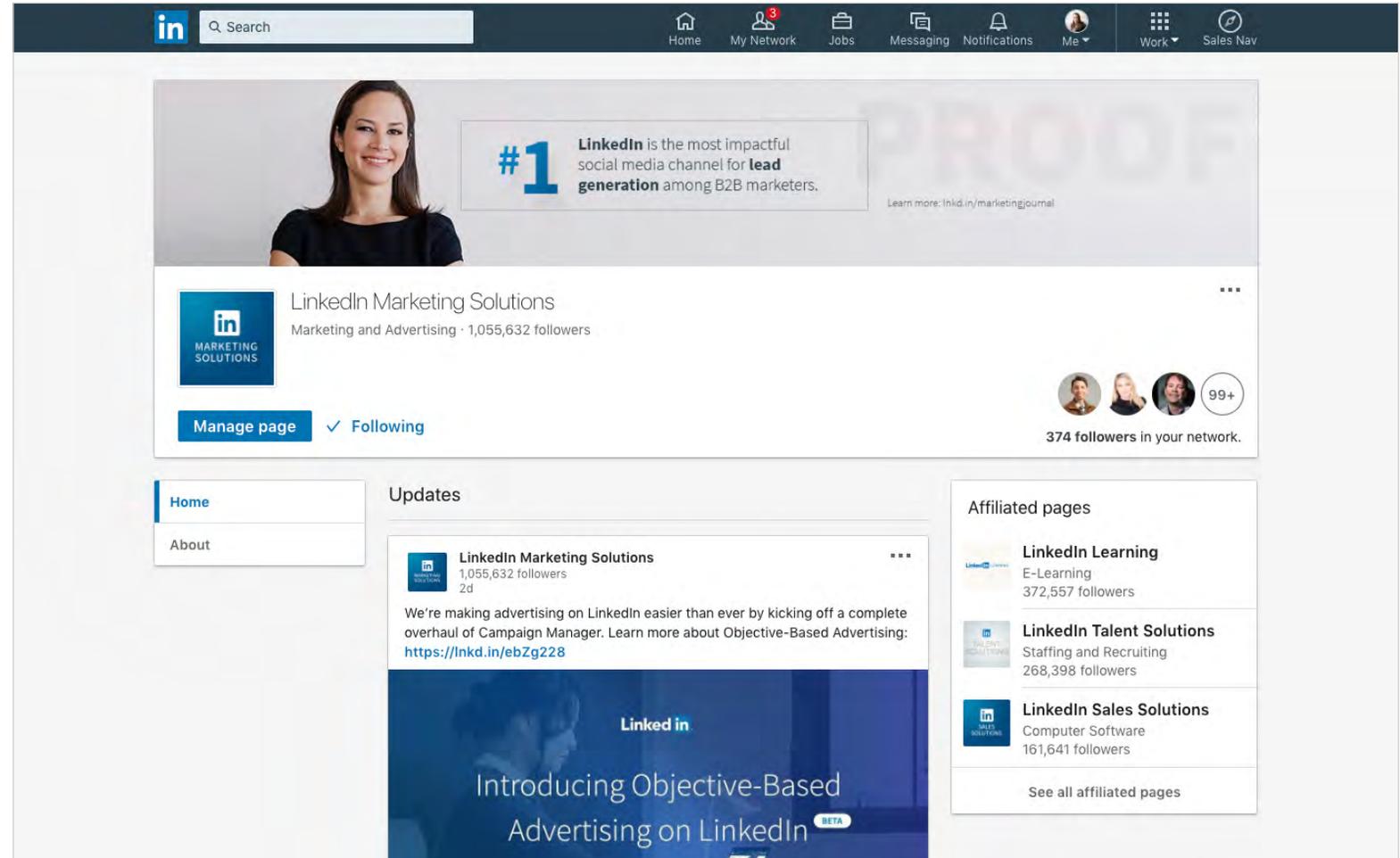
Showcase Pages are linked to your Page, but allow you to create and share content that appeals to different segments of your audience. For example, the LinkedIn Marketing Solutions Showcase Page has a completely different look and feel than the LinkedIn Page.

To make your Showcase Page more effective:

- Use keywords in page names so they are easy to find via search
- Add a LinkedIn follow button to website pages that correspond to Showcase Pages
- Cross-promote with your Page

To make your Showcase Page more effective:

[Learn about creating a Showcase Page](#)



▲ Here's a snapshot of the LinkedIn Marketing Solutions Showcase Page my team manages.



What is an Affiliated Page?

An affiliated Page is linked to another Page by the LinkedIn Support team and represents a related or subsidiary company. The Affiliated Companies or Affiliated Schools section on a Company or University Page will reflect all affiliations.

Examples of when an affiliated Page may be necessary include, but aren't limited to when:

- A company wants their affiliations or initiatives to be more visible to their followers.
- A company is acquired, but remains a separate working entity.
- A company is acquired and its products continue to function under the acquired brand.

Affiliated Companies

 **Microsoft**
Computer Software
6,092,967 followers

 **LinkedIn China** 领英中国
Internet
1,151,869 followers

 **Lynda.com**
E-Learning
146,187 followers

▲ [LinkedIn has 3 Affiliated Pages](#)

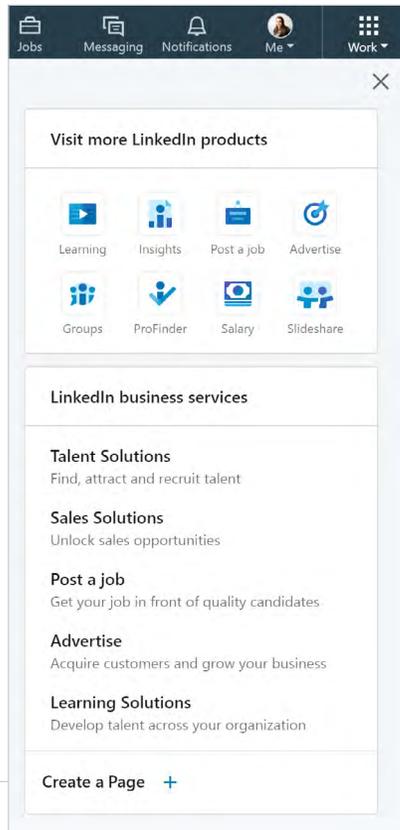


THE BASICS

How to create a Page

To create a Page:

1. Click the *Work* icon in the top right corner of your LinkedIn homepage.
2. Click *Create a Page*.



3. Enter your Company Name and choose a URL. All Page URLs are structured as *linkedin.com/company/[YOUR COMPANY NAME]*.
 - LinkedIn members and search engines will use this unique URL to find your page.
4. Add your external website link.
5. Add your company details such as industry, company size, and company type.
6. Upload your logo, and add a tagline.
 - 300x300 pixels is recommended. (JPGs, JPEGs, and PNGs supported.)

The screenshot shows the 'Create a Page' form with the following sections:

- Profile details:** Logo (300 x 300px recommended), Tagline (Example: A family-run over filing your taxes.), and a 'Choose file' button.
- Page identity:** Name*, LinkedIn public URL* (linkedin.com/company/), and Website (This is a link to your external website. Begin with http:// or https://).
- Company details:** Industry* (Select industry), Company size* (Select company size), and Company type* (Select company type).

7. Check the verification box to confirm you have the right to act on behalf of that company in the creation of the page.
8. Click the *Create page* button.
 - If you don't have a confirmed email address associated with your LinkedIn account, you'll be prompted to **add and verify your email address**.
9. Click *Get started* on the welcome screen to begin editing your Page.
 - A red error message may appear if you have **problems adding a Page**.

To publish your Page you must include a company description (250-2,000 characters including spaces) and company website URL. Keep in mind that a preview of your Page is not available. When you publish the page, it is live on our website.

If you have any questions or need assistance, please don't hesitate to **contact us**.



THE BASICS

How to manage your Page

To access the Page admin center:

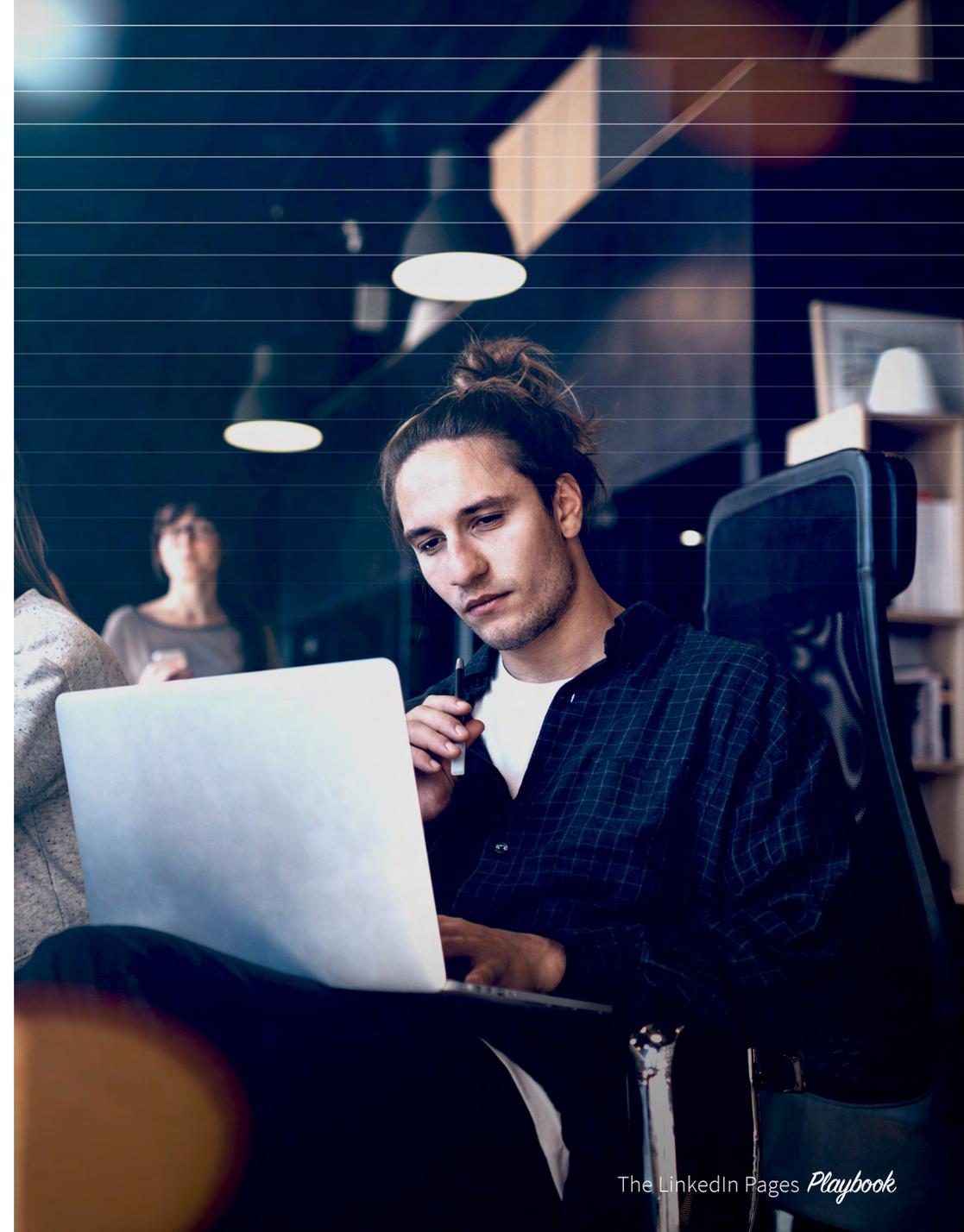
1. Click the *Me* icon at the top of your LinkedIn homepage.
2. Below *Manage*, select your Page.
 - If you're not taken to the Admin Center automatically, click the *Manage page* button at the top of your Page.



A screenshot of the LinkedIn Marketing Solutions page. On the left is a blue square icon with the LinkedIn logo and the text 'MARKETING SOLUTIONS'. To the right of the icon, the text reads 'LinkedIn Marketing Solutions' followed by 'Marketing and Advertising · 1,052,002 followers'. Below this, there is a blue button labeled 'Manage page' and a checkmark followed by the text 'Following'.



Did you know?
Page notifications let you track and reshare mentions of your brand.



THE BASICS

Page analytics

The Analytics tab of the Page admin center provides you with metrics and trends about your Page. Your Page administrators can view rich data about your Page through the Updates, Followers, and Visitors section of this tab.

By gaining deeper insights into your Page performance, you can:

- Evaluate reach and engagement of your individual posts
- Identify trends over custom date ranges
- Get to know your followers and visitors with demographic charts
- Learn more about your page traffic and activity, such as page views, unique visitors, and career page clicks
- See which content and topics your followers and audiences are engaging with across LinkedIn to inform your content strategy. (You can even refine these insights by job function, industry, and seniority.)

To see Page analytics:

- Go to your Page.
- Click the *Manage Page* button toward the top of the page to enter admin mode.

Designating administrators can help you manage your Page. Only certain types of administrators can add other admins, post updates, and edit your Page.

There are four types of Page administrators:

- **Designated Admin** access allows employees to make edits to your Page, add other admins, and post updates.
- **Sponsored Content Posters** access gives marketers at your company the ability to share content to the homepage feed of LinkedIn members. Learn more about what [Page admins can do with Direct Sponsored Content](#).
- **Recruiting Posters** access allows recruiters to post company updates on behalf of the company.
- **Lead Gen Forms Manager** access gives marketers the ability to create, modify, or duplicate Lead Gen Forms as well as download Lead Gen metrics reports. [Learn more about Lead Gen Forms](#).

There are no restrictions by an administrator when choosing which member to add as an admin to a Page.

Invest in your Page

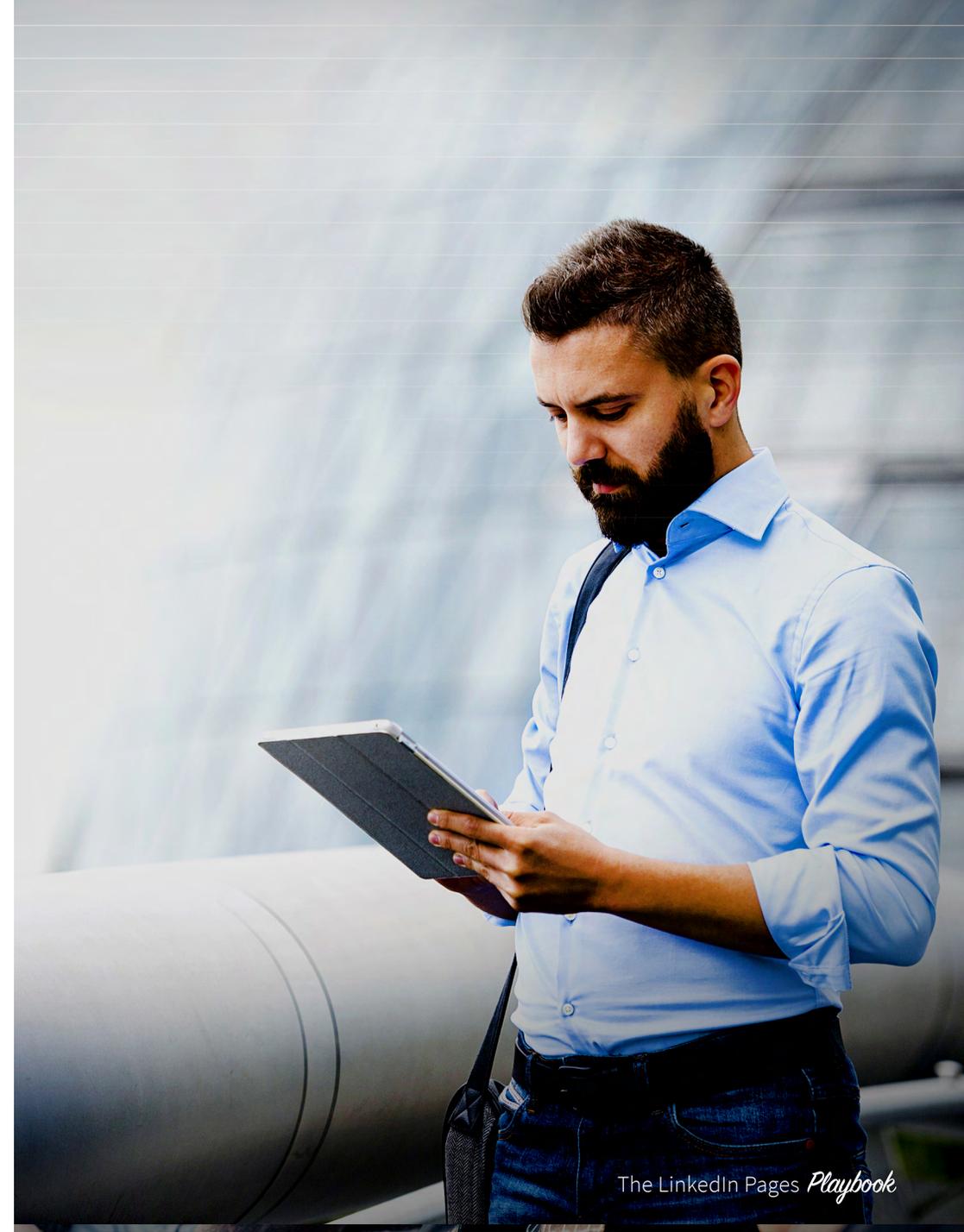
Sponsored Content & Direct Sponsored Content

LinkedIn Sponsored Content allows you to publish relevant content and reach a targeted audience of professionals beyond just your LinkedIn Page followers.

Using Direct Sponsored Content, you can share content directly in the newsfeed, giving you the ability to personalize and test content without having to originate posts on your LinkedIn Page. Make your content more relevant by sending personalized messages to specific audiences. Then test and retest a variety of content in real time to optimize performance.



of Sponsored Content engagement comes from mobile devices. Make sure your website or landing page design is responsive.



Invest in your Page

Invest in your followers

It's important to remember that employees are automatically followers of their company's Page. This is useful because, on average, employees have 10X the connections as their company has followers on LinkedIn. Employees can share your content with their many connections, increasing visibility of your brand.

LinkedIn Dynamic Ads are one great way to attract new followers. Build relationships and grow your company's LinkedIn follower count using unique ad formats and "Follow Company" CTAs.

[Learn more](#)

Along the same vein, you can now choose to add a Follow button to your Sponsored Content. If your goal is to acquire followers, including the Follow button is worth considering.

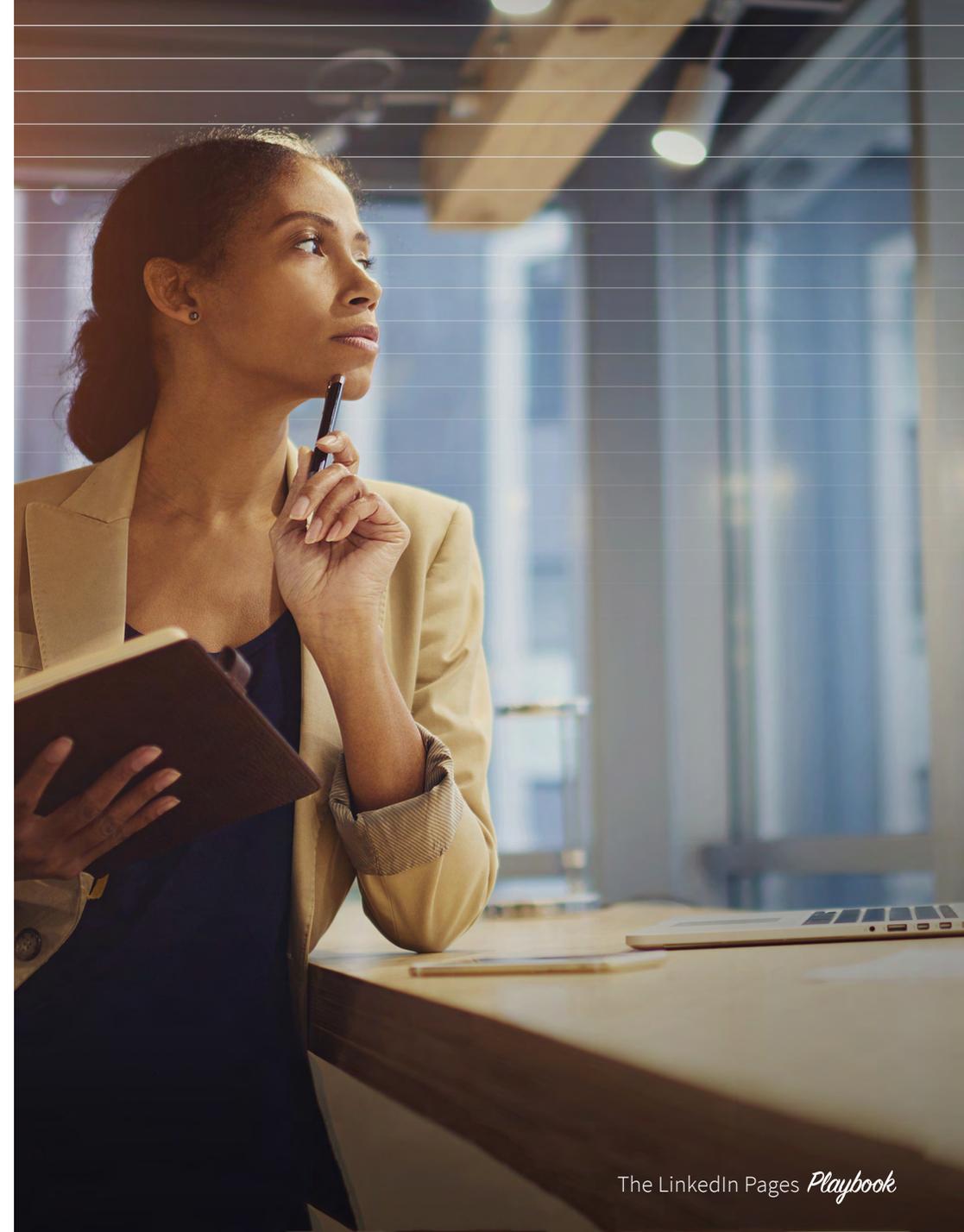
[Learn more](#)

You can also add a Follow button plugin for free to your website so people can follow your Page from your site.

[Learn more](#)



10X Employees have 10X the connections as their company has followers on LinkedIn.



Building a Strategy Around Your Objectives

Before you create your Page strategy, think about what you want to achieve. Here are four common objectives:

1. Brand awareness

LinkedIn Marketing Solutions Are You Busy Doing the “Right” Things on LinkedIn? Here’s an insider’s perspective: <http://bit.ly/2bCCBDQ>



◀ We encourage our employees to share best practices and insider tips to help our audience achieve their marketing goals on LinkedIn.

Build relationships with your prospects by getting your brand’s word out and actively engaging with and replying to followers’ comments.

Key brand awareness metrics:

- Page followers
- Post clicks
- Engagement (Likes and shares of your posts)
- Comments

2. Lead generation

LinkedIn Marketing Solutions Everything you need to know about marketing on LinkedIn: <http://bit.ly/1r32Ghy>



◀ One of our evergreen pieces of content, The Sophisticated Marketer’s Guide to LinkedIn, continues to generate the highest number of downloads and the highest number of marketing qualified leads.

According to Google, prospects engage with 8 pieces of content before making a purchase decision. Drive higher quality leads by featuring a good mix of upper funnel and lower funnel content, including tip sheets, eBooks, and case studies.

Key lead generation metric:

- Inquiries and leads (Make sure you include tracking codes within the links in your posts.)

Insider tip

You can also attract top talent by leveraging the Careers Page on your Page.

3. Thought leadership

LinkedIn Marketing Solutions For a daily dose of inspiration for marketers, by marketers, subscribe to our blog: <http://bit.ly/1WO1psL>



◀ We created a graphic with a quote featuring LinkedIn influencer, **Brian Solis**. Then we sponsored it and pinned it to the top of our LinkedIn Marketing Solutions Showcase Page. This Sponsored Content post drove 660 new blog subscriptions. (That's 3% of total conversions.)

74% of prospects choose the company that was first to help them along their buyer's journey.² Share perspectives on industry news and trends, helpful product how-to's and articles that reflect your company's vision.

Key thought leadership metrics:

- Page followers
- Post clicks
- Engagement (Likes and shares of your posts)
- Comments

Your LinkedIn Page is perfect for promoting upcoming webinars and events your company is attending and/or sponsoring.

Key event registration metric:

- Event registrants driven directly from your Page, which you can measure using tracking codes on your event registration URLs.

4. Event registration

LinkedIn Marketing Solutions Tune in for a LIVE video broadcast to understand how top marketers are optimizing for conversions rather than clicks: <https://lnkd.in/g6Fck9j>



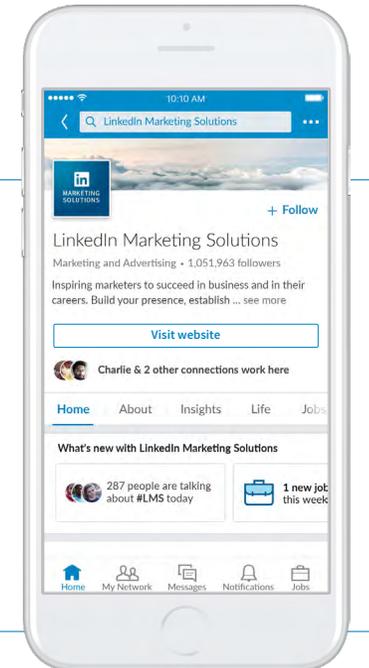
◀ Our Showcase Page consistently drives high webcast registration numbers.



Insider tip

Drive valuable actions from your Page by adding a free, customizable button. Button options include:

- Visit website
- See jobs
- Contact us
- Sign up
- Learn more
- Register
- Subscribe



Anatomy of an Update

The text:

- Keep it to 150 characters or less
- Ask yourself: Would I click this?
- Include a spicy point of view or an interesting statistic
- Include hashtags to associate your company with trending topics

The CTA:

- Include a clear call to action
- Ask yourself: What will they take away from this piece of content? What will compel a click?

The shortened link with a tracking code included:

- Create a vanity URL using Bitly or other URL shortening tool
- Add tracking code parameters to the end of your link so you know where traffic is coming from. Basic src and utm parameters are best to track within Google Analytics.

The image:

- 1200x627 pixels is best
- Select something eye-catching that will stand out in the feed
- Branded imagery is better for brand recognition and consistency
- Ensure the image matches the messaging
- Keep the text light

[Session] Know your audience. Illuminate your marketing strategy. Transform your business impact: <https://lnkd.in/g3EJFr>



▲ We hold internal photo shoots and feature our own marketers in our content. We see it as a good way to showcase our team's personality and make our updates more personal.



Did you know?

You can now post, update and respond on the go with the LinkedIn mobile app.

How to Increase Content Engagement

Posting targeted updates on your Page

Your updates can be targeted, allowing you the ability to tailor content to specific audiences. Updates are targeted based on followers' profile data such as company size, industry, function, seniority, geography, and language preference. You can also reach non-employee followers using these same targeting parameters.

To target an update on your Page to a specific audience:

1. **Draft your Page update** on the *Updates* tab of the admin center.
2. Click *All Followers* at the bottom of the update box.

3. Select *Targeted Audience* from the dropdown.
4. On the *Target audience settings* page, select the audience attributes you want to target:
 - Languages
 - Geography
 - Job function
 - University
 - Degree earned
 - Field of study
 - Industry
 - Company size
 - Seniority level

5. After choosing your settings, the targeting tool will automatically show you how many viewers are being targeted on the right side of the page. This *Estimated target audience* is the number of potential people who will see the update on both their LinkedIn homepage feed and on your Page.
 - If your settings created a narrow audience, remove some targeting criteria to broaden your scope.
6. When you're ready to apply your settings, click *Save* and create view at the bottom of the page.
7. Click the *Post* button to share your update.

Insider tip

Using a Showcase Page to have a country/region specific page is not the best usage. The best approach is to target and tailor organic and paid content in the Page central feed.



DEEP DIVE

Taking your page global

Customizing your page to reach a global audience

If you'd like your Page to reach members around the world, here are some options:

- You can add other admins from regional offices and they will send company updates targeted to their region.
- You can display your page's name and description in over 20 languages. Members will be able to see what your page shows in their language. If you haven't added language-specific information, they'll see the default name and description.



How to Increase Content Engagement

What to share

Here are the types of content that are effective to share on your Page:

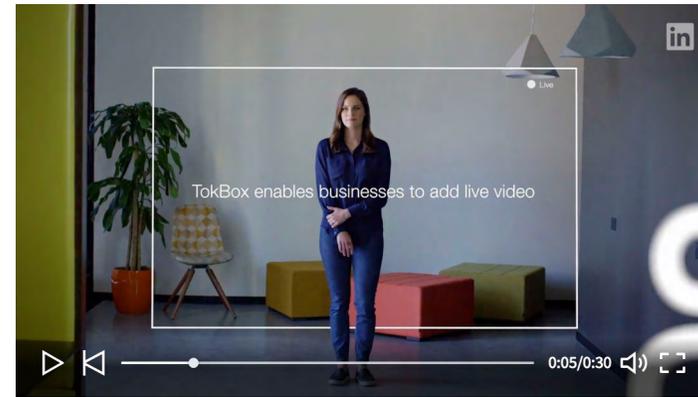
- eBooks, SlideShares, infographics, and videos
- Blog posts
- Case studies
- Third-party industry articles and reports
- Helpful how-to content
- Vivid visuals (Visual is the new headline!)
- Serial, themed posts (For example, #MondayMotivation and #WednesdayWisdom)

LinkedIn Marketing Solutions Your brand needs personality. It should think, feel, and act with passion and purpose, just like the marketers behind it. [#MondayMotivation](#)



▲ When our team goes to conferences, we gather influencer quotes and then repurpose them into blog posts and graphics for #MondayMotivation.

LinkedIn Marketing Solutions Target the right people with the right message. Explore how Lauren from TokBox saw results on LinkedIn: <https://lnkd.in/eMN35cA>



▲ We create short videos to promote longer case studies.

LinkedIn Marketing Solutions Unlock your brand's potential on LinkedIn in 3 simple steps with help from our latest playbook: <https://lnkd.in/eXg5cgy>



▲ When we launch an eBook, we typically create 4-5 images and videos featuring the eBook cover, stats, quotes, and tips taken from the content.



Videos are 5X more likely to start a conversation on LinkedIn versus any other content format.

How to Increase Content Engagement

Let's get visual

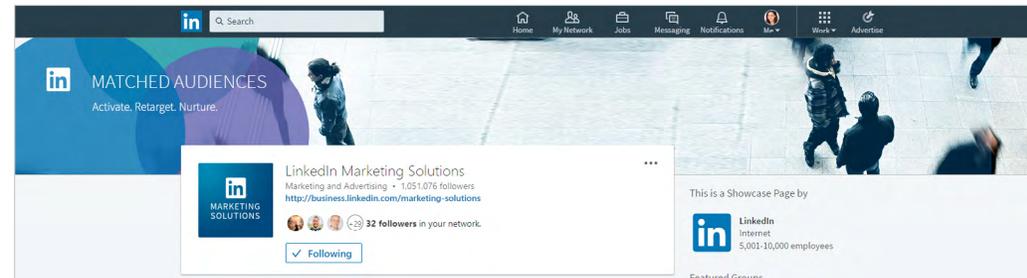
Make your Page visually compelling by adding non-stock, non-dull images to all your updates. We recommend images that are 1200x627 for Sponsored Content and organic updates. You can explore online options for “non-stocky” images, use your own in-house photos, or create graphics on sites like Canva and Pixlr. To add more visual interest, create an eye-catching banner image for the top of your page and rotate it at least every six months.

Experiment with eye-catching stats or text directly embedded in your images, keeping in mind to balance text with the visual.

Think of your header banner image as an extension of your brand — you can use it to highlight different teams in your company, promote upcoming events, or announce seasonal campaigns.



- ▲ We take “stand out” stats from case studies and external research/surveys and showcase them with social tiles as part of larger campaigns.



- ▲ For example, we changed our eader image to support our LinkedIn Matched Audiences launch. As always, make sure the imagery matches your messaging.



How to Increase Content Engagement

Free visual tools

Haiku Deck: Killer presos — no designer required. If you haven't discovered this one yet, get ready to breathe a sigh of relief. Imagine a tool that teaches you how to create great presentations, and then actually helps you put that knowledge into practice. Haiku Deck is terrific because, let's be frank, no designer we've met ever jumped at the chance to put together a PowerPoint. For the rest of us who know what we want to say but need help putting it all together, Haiku Deck is an absolute gift.

Piktochart: A designer's library, at your disposal. No matter how well crafted your content, its chance of being consumed depends in large part on how well you present it visually. That's where Piktochart comes in. For infographics, charts, graphs and maps, or banners, it's our tool of choice. Its huge library of images and templates, along with color and text manipulation features, help make short work of creating high-impact visuals.

What's that... you want more free resources?

- **Pexels**, **Pixabay**, and **Unsplash** for sourcing high-quality images
- **Pixlr** for image editing online
- **Wix** for creating a beautiful website
- **Splashthat** for an awesome registration page



THE BASICS

A checklist for success with LinkedIn Pages

What to share:

- ✓ Whitepapers
- ✓ eBooks
- ✓ Case studies
- ✓ Industry articles
- ✓ Helpful how-to content
- ✓ Videos
- ✓ PDFs

Objectives:

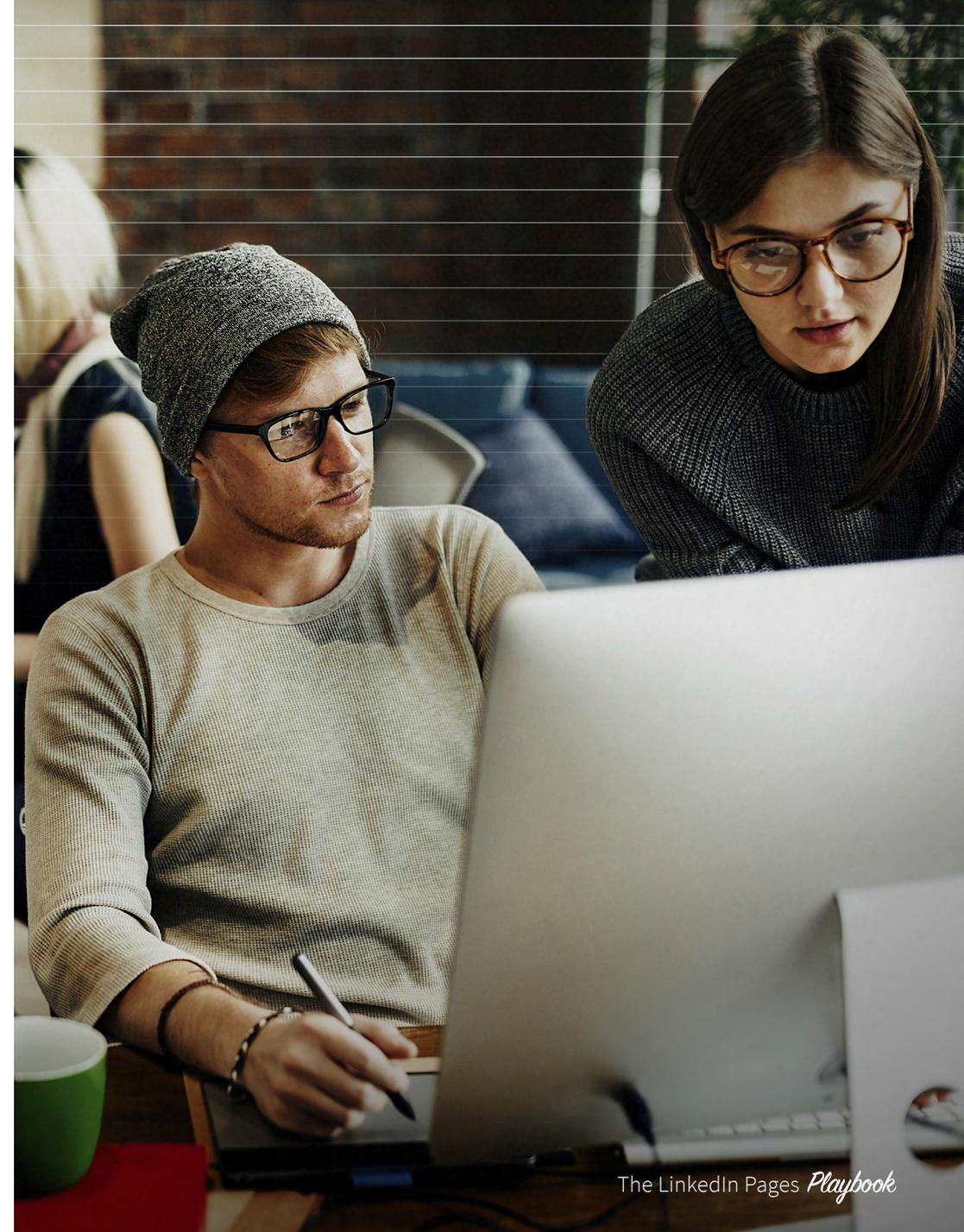
- ✓ Brand awareness
- ✓ Lead generation
- ✓ Thought leadership
- ✓ Event registration

Key metrics:

- ✓ Page followers
- ✓ Post clicks
- ✓ Engagement
- ✓ Inquiries and leads
- ✓ Event registrants

Action items:

- ✓ Post 3-4X a day
- ✓ Engage with followers via post comments
- ✓ Change header image every 6 months



Best Practices for Updates

- Keep it short and sweet
- Follow the 4-1-1 rule
- Use tracking links
- Test everything
- Organic is good, but paid is better
- Pin your best content
- Visual is the new headline

Keep your updates short, sweet, and spicy

You only have a few seconds to entice your followers to click on an update. So don't be coy; tell your audience exactly what's in it for them in as few characters as possible (think 150 characters or fewer).

Use those characters to add spice to the update. Ask a thought-provoking question, point out a feature of the content you're linking to, even stir up a little controversy. And make it personal: Call out your audience e.g., "Tech marketers, do you think VR is going to be a thing? Is it already?"

Readers know exactly who should click and what to expect from the content. As long as the content fulfills the promise (and the imagery matches the messaging), they're likely to share it.

Follow the 4-1-1 rule

Most marketers are familiar with the 4-1-1 rule: If you grew up in the 90s, you asked "What's the 4-1-1?" when seeking information.

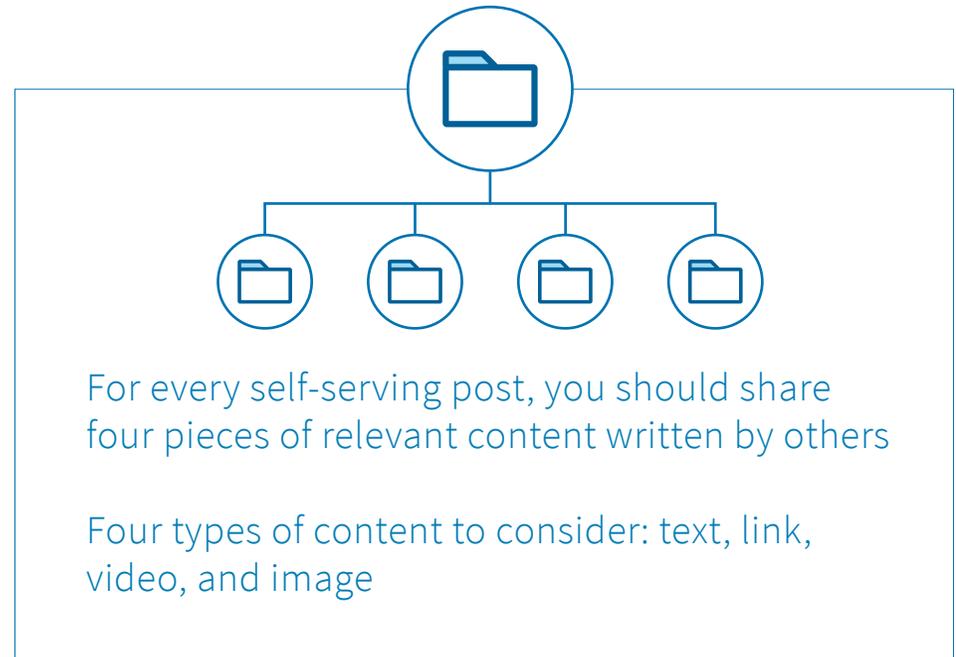
Okay, actually the 4-1-1 rule says that for every single piece of content you share about yourself (or your organization), share an update from another source, and most importantly share four pieces of content written by others.

This rule helps keep your feed centered on your audience's needs, rather than making it a place for your organization to talk about itself. So for every post you link to from the company blog, share multiple helpful, valuable posts from around the web.

Use tracking links

As I mentioned in the introduction, your Page is a marketing tool in its own right. It comes equipped with analytics tools you can use to measure each post's popularity and level of engagement. But you don't have to stop at analyzing the activity your updates generate on LinkedIn.

Insert a tracking code on the end of your links. That way, you can properly attribute traffic to your site that originates from each update. You may find your Page generates a substantial volume of inbound traffic.



Best Practices for Updates

Test everything

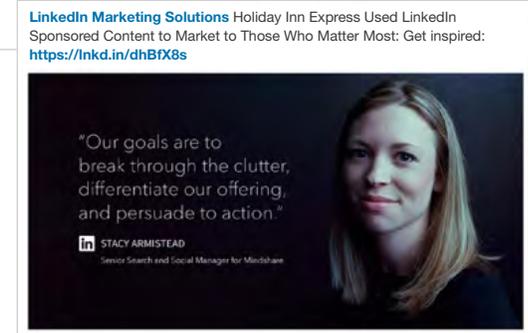
Here at LinkedIn, we take this best practice to heart. We never want our Page to go stagnant, so we're constantly trying new things. Most importantly, we make good use of Page analytics to see what worked. We've tested different times and frequencies of posting. We've run serial, themed posts. We've tested different headlines, post lengths, images, and content mixes. And we continue to change it up.

For more tests and real results from our team, download our mini eBook, [Five A/B Testing Ideas from the LinkedIn Marketing Vault](#).

- Using Direct Sponsored Content, we A/B tested background color:



- We tested a stat versus a quote:



- We also tested the use of "guide" versus "eBook" in our CTA to see which resonated more with our audience:



Best Practices for Updates

Organic is good, but paid is better

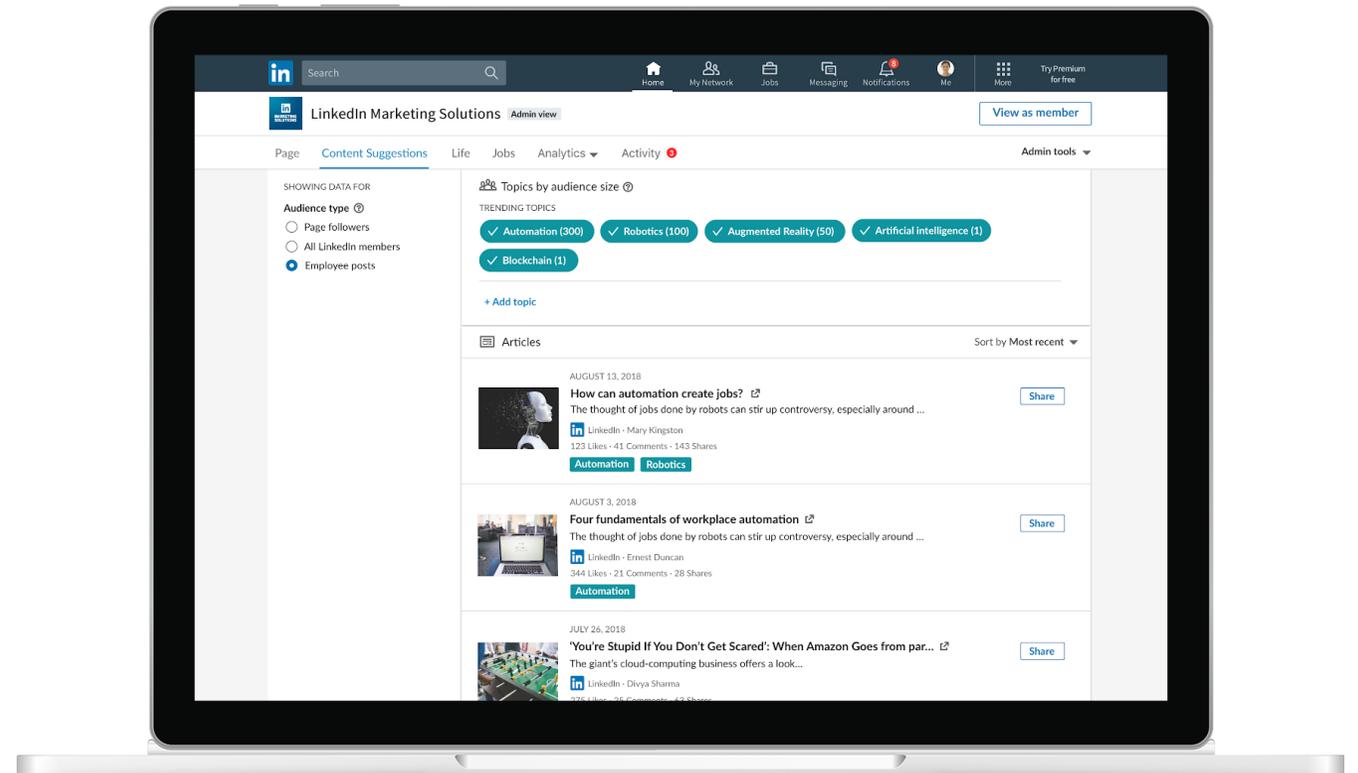
It's always great when your audience finds you, but with LinkedIn Sponsored Content, you can choose and reach out to your audience. You can pick the people who will appreciate your content most, and deliver it in a way that compels a click.

Pin your best content

Feature your most valuable content by pinning an update to the top of your Page's Recent Updates section.

Employee activation

Build trust and humanize your brand by sharing your best employee posts. In the "Content Suggestions" tab, you can easily find great articles your employees are writing on LinkedIn.



A QUICK CHECKLIST

11 Tips for Compelling Updates

- ✓ Optimize introductions and headlines by adding your point of view.
- ✓ Always include a caption with a clear and concise call to action of about 150 characters or fewer.
- ✓ Ask thoughtful questions to involve your audience.
- ✓ Always include rich media (LinkedIn recommends uploading images that are 1200 pixels wide by 627 pixels tall).
- ✓ Attract an audience by aligning content to your members' needs and interests.
- ✓ Maintain an editorial calendar, but still react to timely events.
- ✓ Make your content snackable and valuable, such as by including short stats and quotes.
- ✓ Engage members through comments.
- ✓ Extend your reach by sponsoring your best content.
- ✓ Take an always-on approach: Don't be tied to just the work week.
- ✓ Plan your efforts in advance with a content calendar. [Download free templates](#) from our team, to yours.

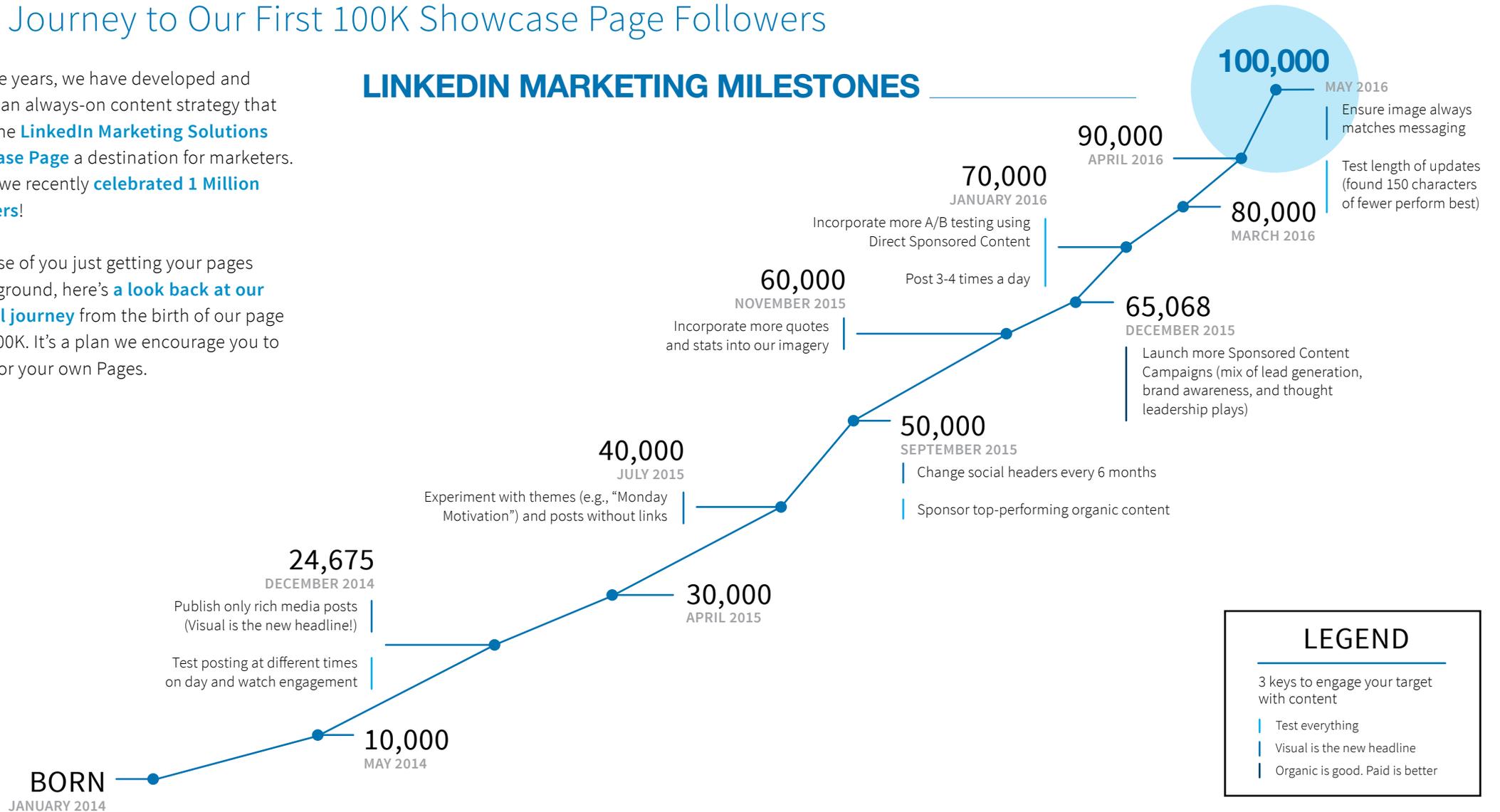


Our Journey to Our First 100K Showcase Page Followers

Over the years, we have developed and refined an always-on content strategy that made the [LinkedIn Marketing Solutions Showcase Page](#) a destination for marketers. In fact, we recently **celebrated 1 Million followers!**

For those of you just getting your pages off the ground, here's [a look back at our original journey](#) from the birth of our page up to 100K. It's a plan we encourage you to adopt for your own Pages.

LINKEDIN MARKETING MILESTONES



LEGEND

3 keys to engage your target with content

- | Test everything
- | Visual is the new headline
- | Organic is good. Paid is better

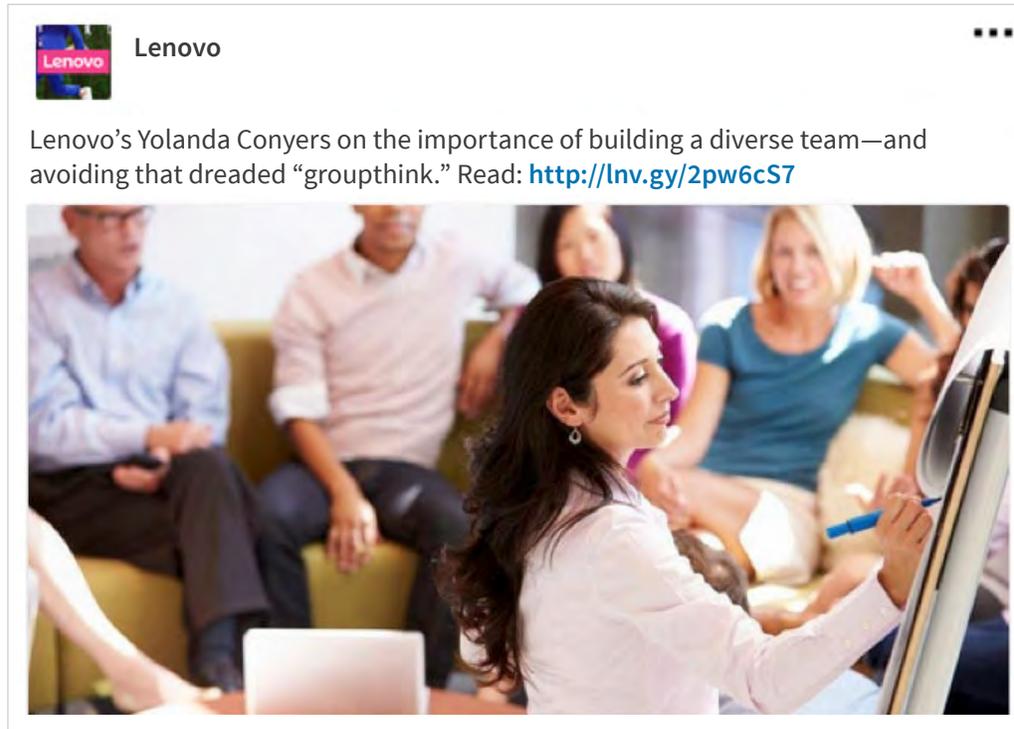


10 Examples of Exceptional Pages

In no particular order...

1. Lenovo

Build thought leadership by featuring your employees and giving followers an inside look into your company culture.



▲ Lenovo's company updates feature playful copy that shows personality and short headlines that almost always include a call-to-action.

2. Capgemini

Feature engaging, branded imagery that highlights an interesting stat or quote for optimal engagement.



▲ Followers are more likely to share easily digestible nuggets of information that make them appear more knowledgeable.

10 Examples of Exceptional Pages

3. Petrobras

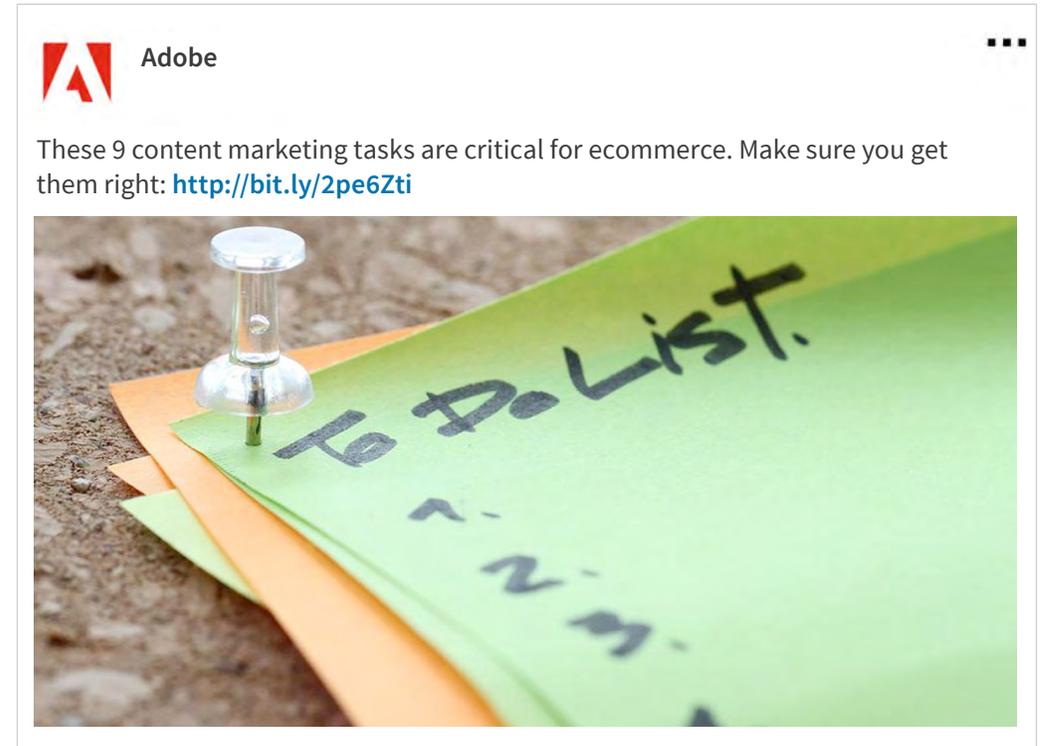
Speak your audience's language by targeting messages by language and geography.



▲ Make your content even more relevant with targeted updates.

4. Adobe

Share helpful, third-party content.



▲ No one wants be around the person at the party who only talks about themselves.

10 Examples of Exceptional Pages

5. HubSpot

Share content that is valuable to your audience by answering their questions or helping solve their problems.



▲ Sharing checklists, templates, and content calendars shows HubSpot is trying to be genuinely helpful to their audience.

6. Amazon

Accentuate different business entities with a Showcase Page.

Showcase Pages

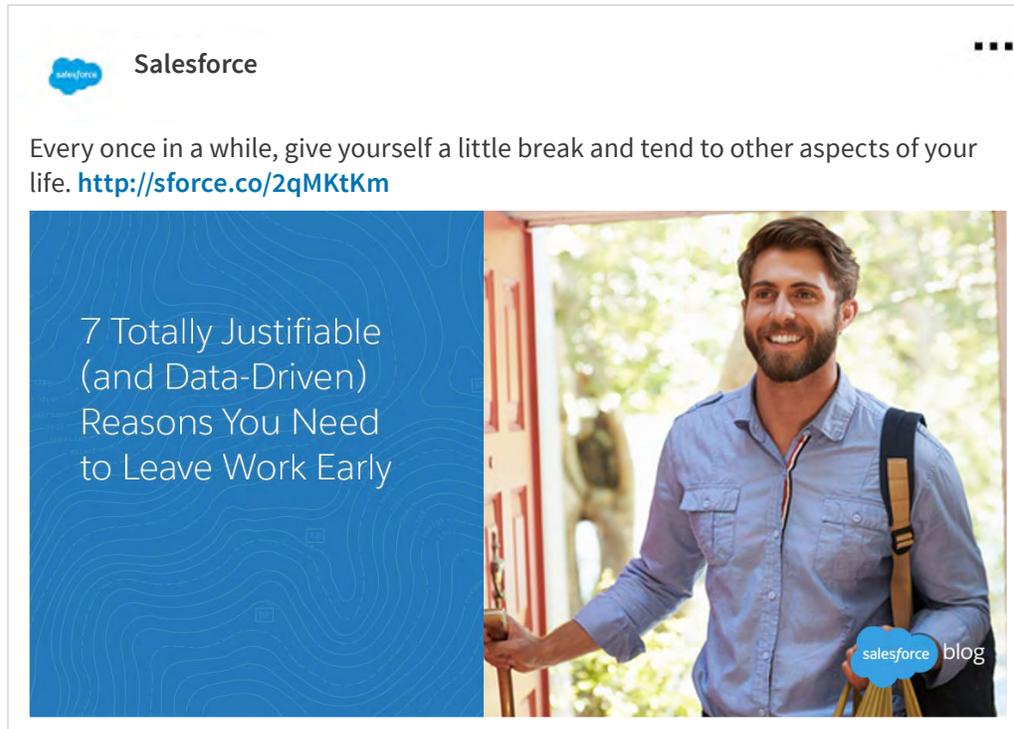
-  **Amazon Business**
Business Supplies and Equipment
23,291 followers
-  **Amazon Marketplace**
Internet
23,886 followers
-  **Amazon Pay**
Internet
19,795 followers
-  **Amazon Music**
Computer Software
10,766 followers
-  **Fulfillment by Amazon**
Warehousing
5,644 followers
-  **Prime Video Direct**
Entertainment
5,022 followers
-  **Amazon Alexa Developers**
Consumer Electronics
3,827 followers
-  **Amazon Business Selling**
Business Supplies and Equipment
3,560 followers
-  **Amazon Developers**
Consumer Electronics
2,714 followers
-  **Amazon Launchpad**
Retail
2,359 followers
-  **Amazon Kindle**
E-Learning
2,079 followers
-  **Login with Amazon**
Computer Software
512 followers

▲ Amazon has 12 Showcase Pages

10 Examples of Exceptional Pages

7. Salesforce

To further convey your message, make sure the images and thumbnails posted with your updates are relevant to the content being shared.



▲ Salesforce uses their Showcase Page to feature their best blog content with branded imagery that matches the messaging.

8. HCL Technologies

Feature your most valuable content by pinning an update to the top of your Page.

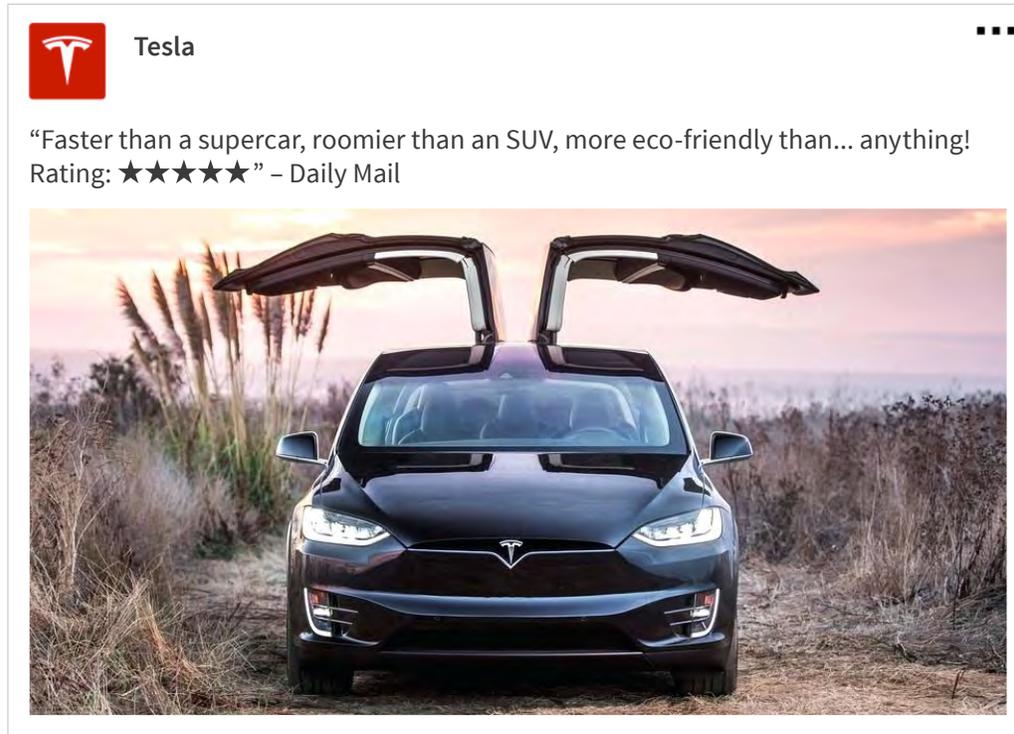


▲ HCL Technologies leverages their updates to share exciting news and exclusive content about their company.

10 Examples of Exceptional Pages

9. Tesla

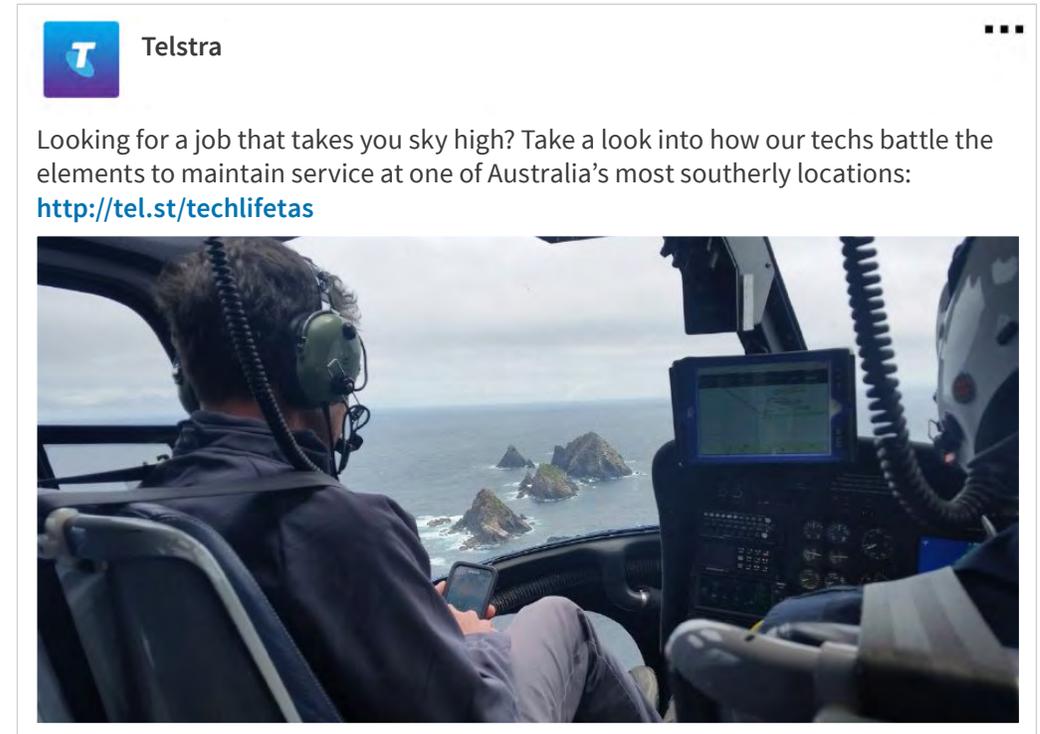
Share content that emphasizes your company's position as an industry leader.



▲ Tactical self-promotion is key. All the best brands use LinkedIn Pages to highlight their best attributes.

10. Telstra

Attract top talent by sharing remarkable experiences from actual employees.



▲ You can also leverage the Career Pages, highlighting your employer brand to potential candidates.

Conclusion

If you're leading your company's marketing charge, you can't afford to overlook the value of including LinkedIn in your content strategy. With the world's largest professional network on the Internet, LinkedIn is a logical and smart place to establish a company presence. Whether you are seeking to attract new talent or new customers, you can do so by building and maintaining a Page and sharing genuinely useful content.

After all, the world's professionals are coming to LinkedIn specifically to connect to brands and their networks, and engage with high-quality content. People spend time on other social networks, but then invest time on LinkedIn.

In no time at all, you can launch a Page and start sharing content, helping your brand generate free impressions via its followers on LinkedIn. Plus, by applying the best practices and tips shared in this guide, you can make sure you're attracting and engaging the audience that matters most to your business with your Page strategy.





For the first time in the history of media, you can reach the world's professionals all in one place. More than 590M people worldwide gather on LinkedIn to stay connected and informed, advance their careers, and work smarter. Together they comprise the largest global community of business professionals. These are the decision-makers, influencers, and the leaders of today and tomorrow — precisely the people you want to target.

For more information, visit marketing.linkedin.com.

To get started with your LinkedIn Page, visit our site:

[Get started](#)

