



With 11
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 organization's credibility in the online community and makes your Page more searchable on and off LinkedIn. You can now edit your Page details from desktop or mobile.



Completed Pages get 30% more weekly views

1 Fill out your description.

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

- Vision: What future do we want to help create?
- Mission: How will we help create that future?
- Values: What core values support our vision and decision making processes?
- Positioning: What makes our brand different?
- Products/Services: What are our 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 **your website (if you have one)**, **city/country**, **industry**, and **size**.

4 Consider a Custom CTA button.

If your goal is lead generation, choose from five different call-to-action buttons to drive the right action from your Page visitors.

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 once per day or a few times per week to establish a trusted voice within your community. Post Monday through Friday, between 9 a.m. - 5 p.m., as members are most active during the work week.

React & comment on hashtag feeds. 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, thus increasing your brand's exposure.

Once a week

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

"Notify Employees" of important posts. Starting in September 2019, you can prompt your employees to like, comment on, and share your top posts, extending the reach of your content.

Once a month

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

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.

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.

@mention influencers or other Pages you admire. Share why you admire or want to work with them. Try not to sound spammy; 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 in late 2019, you can use the new "Invite to Follow" feature to invite your first-degree profile connections to follow your Page.

Research your competitors' content. Navigate to the member view of your Page and check out the "Similar Pages" section on the right-hand side to see how your Page compares to similar organizations. Review their content to 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.** Highlight the best of your brand by showcasing mentions from employees, executives, and key customers. Find them under your Activity tab on either desktop or mobile.
- **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. Photo collages of real people also perform well on LinkedIn. Try it after your next event!
- **Share PowerPoints and PDFs.** Upload visually-rich documents to help your followers dive deep on your organization's offerings.
- **Spark conversation to win engagement.** Ask questions that encourage members to respond or tag their connections, and be sure to respond to all comments. Back-and-forth conversations are key to helping your post be seen by a wider audience.
- **Create a monthly content calendar.** Review your Analytics tab prior, to see what content 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 a tool like Hootsuite or Sprinklr, you can schedule all of your content for the month in one sitting.

Examples from successful small businesses

Sometimes, it's better 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.

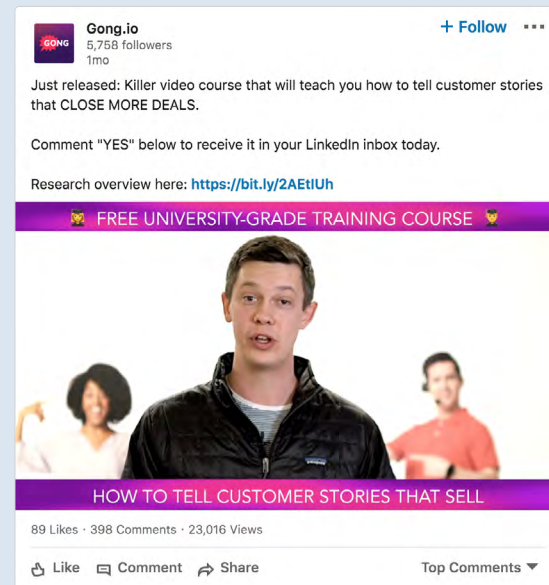
Partnership promotion



[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.

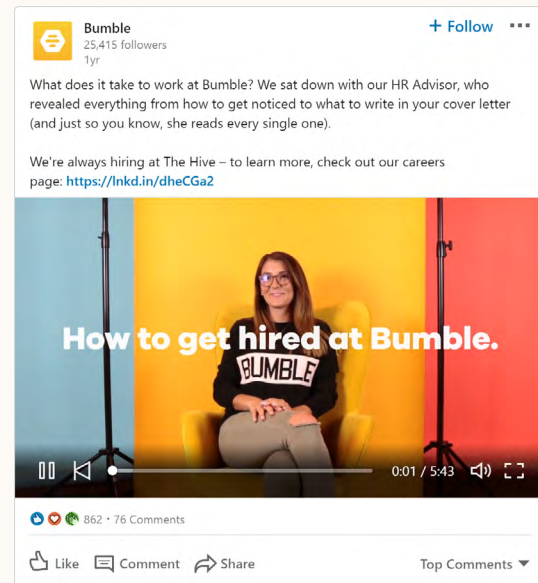
Lead generation



[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.

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.

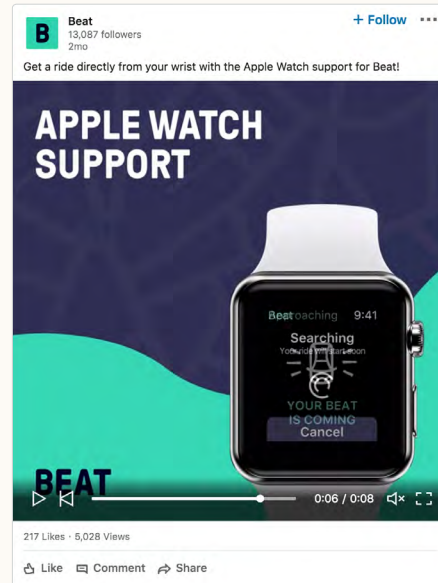
Thought leadership



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.

Showcasing 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.

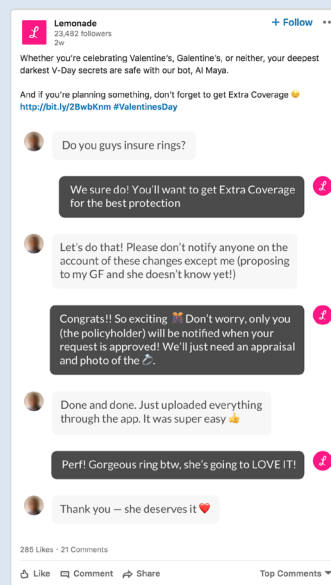
Customer spotlight



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.

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.



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