

Growing & Maintaining Your LinkedIn Product Page

As a Product Page admin, here are key things you can do to grow your trusted community of product prospects, experts and advocates.

Day 1-30

The first 30 days after publishing your Product Page are important for success. Prepare to spend up to 5 hours per week to jumpstart engagement.

- ✓ **Invite trusted users to rate and review your product (try contacting 200 customers to secure your first 20 reviews)**
 - Use this [Email Template](#) for outreach
 - Prioritize potential reviewers who already have in-depth knowledge of your product and are able to speak to specific features and experiences. Customers who have done case studies with you are a great start.
 - Ask your Voice of Customer, Social, or other Community Managers for their contacts and outreach support
 - **Coming soon:** we're introducing a new feature to help you scale requests for reviews in August 2020

- ✓ **Promote your new Product Page(s) on your LinkedIn Page**
 - Promote your Product Page by posting the URL from your LinkedIn Page. Your Page followers will see the post in their feed and click to explore your Product Page.
 - Be sure to use “[ProductName]” in all your product-related posts, and add it to your Communities Hashtags. This will help users and buyers track all the conversations happening around your product.
 - Here are some [discussion starters](#) to include in your LinkedIn posts with your Product Page URL and product hashtag:
 - What do you now know about [Product] that you wish you did when you started?
 - What's your tip for onboarding new users?
 - If you could have one new feature, what would it be?

Day 30-60

Once your Product Page is established with a sizable and engaged community, expect members to start driving content and engagement. Be sure to check in on your Product Page regularly to answer questions and moderate conversations (we recommend twice a week). During this time, we expect the time commitment to be ~2 hours per week.

- ✓ **Review community feedback**
Check product ratings, reviews, and discussions for opportunities to respond and show your community that you are listening (coming soon in August 2020).
- ✓ **Set a Product Page calendar**
Establishing a regular cadence (e.g., weekly) will help you stay updated and in sync with your product community.
- ✓ **Invite stakeholders to post with your product hashtag**
Get support from stakeholders, such as executives, product teams, and marketing to drive traffic to your Product Page(s) and facilitate meaningful conversations from their networks.
- ✓ **Continue posting and inviting reviewers**

Long term

As your Product Page grows, you can scale up the support to maximize your lead generation and community engagement. If you are seeing more than 2 leads per week coming from your Product Page, we recommend the following activities to manage growth.

- ✓ **Refresh your Product Page content** with the latest features and marketing assets
- ✓ **Make sure that leads from Product Page are captured** and followed up on through your lead generation and sales pipeline
- ✓ **Create a growth plan for your Product Page**, including key metrics (e.g., number of #[ProductName] followers)
- ✓ **Identify additional resources** to help manage the Product Page, if needed
- ✓ **Consider running ads for your Product Page** to drive brand awareness and generate leads
- ✓ **Recognize key influencers and contributors** among your product community (coming soon in September 2020)