Cultivate a trusted community for your products

A LinkedIn Product Page is a hub for brands to promote their products and grow their businesses, for product users to share their experiences and be recognized for their expertise, and for buyers to make confident decisions about products in a trusted environment. By bringing these communities together, we aspire to build the world’s premier marketplace for B2B products.

Share a brief overview of what your product is all about

Drive valuable action with 6 CTA button options

Bring your product to life with your best media (images and/or videos)

Gather reliable product insights and reviews from our trusted professional community

Build social proof by spotlighting your customers
An introduction to LinkedIn Pages

We offer three types of LinkedIn Pages, tailored to your needs.

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<th>LinkedIn Page</th>
<th>Showcase Page</th>
<th>Product Page</th>
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<td>Establish brand presence with LinkedIn’s professional community</td>
<td>Showcase brands / lines of business under one parent company</td>
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<td><strong>Best for</strong></td>
<td>Top-funnel marketing: build brand awareness, highlight talent and culture, and showcase thought leadership</td>
<td>Mid-funnel marketing: further educate prospects by spotlighting portfolio of solutions and capabilities</td>
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Getting started checklist

- Fill out your LinkedIn Product Page

- Identify and prepare key stakeholders
  It will take a member of your Product Marketing team a few hours to set up and publish the Product Page. Be sure to also make this person a Page admin.

  Once the Product Page is published, a member of your Social Media or Community team should regularly check and moderate user reviews and ratings.

- Publish your Product Page
Filling out your LinkedIn Product Page

**Product name** (pre-populated by LinkedIn)
Learn more about how to request a product name change.

**Product category** (pre-populated by LinkedIn)
Your assigned category is based on LinkedIn market research data. Learn more about how to request a product category adjustment.

**Product logo**
Upload a logo specific to your product. Use your company logo if you don’t have a product-specific logo. Upload a square (1:1) image — any wide or tall image will be automatically resized to fit a square image and might become more difficult to read.

**Custom call-to-action (CTA) button**
Choose from six options:
- Download now
- Get started
- Request demo
- Try now
- Contact us
- Learn more

**Pro tip**: Make sure the landing page matches your CTA. For example, if you use a “request demo” CTA, the CTA URL should drive to a page where a member can sign up for a demo.

**CTA URL**
Paste in the URL of the landing page specific to the CTA. Double check the link to make sure it’s working.

**Product description**
Add 1-2 paragraphs (that fit the 500-character limit) to tell page visitors what your product can do for their business. Descriptions that are clear, concise, and focus on the user benefits will resonate best.

A company with multiple products will receive a “product list” page, where products are listed in alphabetical order.
Website URL
Add your company website URL or repeat your CTA URL — depending on your marketing goal.

Pro tips:
• Use a shorter vanity URL if the actual URL is too long
• To maximize traffic to your CTA URL, repeat your CTA URL
• To drive awareness for your brand or full product portfolio, add your company website URL

Product users
Add the target audience for the product — up to 10 job functions or indicate your product is intended for everyone. Be comprehensive when adding your target users, as this impacts how your product shows up in LinkedIn search results.

Visual assets
Upload five files (videos and images). We recommend a mix of three videos and two static images, as members respond well to video content.

Video pro tips:
• Consider creating a brand (top-of-funnel) video, a product demo video (mid-funnel), and a customer testimonial video (mid-funnel), to cater to all Page visitors who may be either unfamiliar or familiar with your product
• Keep videos short and to the point (in the LinkedIn feed, videos that are 3 minutes or shorter perform best)
• Make sure your videos are in a mp4 format and include closed captions for mobile users
• To drive excitement and interest, ensure the video’s preview frame is a compelling image — you can either use the first frame of the video or upload a custom thumbnail image for the video preview frame
• Host your product videos on LinkedIn to ensure optimal user experience

Image pro tip:
Pick simple images that showcase broad use cases as well as top features, such as the product dashboard or app home screen.

Customers
To showcase the full breadth of your product scope, showcase a mix of customers (at least seven) that span various industries and company sizes. Obtain your customers’ advance permission to mention their company name and to use their logo.