

5 actionable tips for Startup Founders on LinkedIn

Founders don't always have the luxury of thinking long-term. Yes, you have a big-picture vision for what your company will eventually become. But there's no time to sit back and passively strategize. What can you do on LinkedIn to move the needle, right now? Our new resource, [From Concept to Revenue: A Founder's Guide to LinkedIn](#), serves as a practical mix of action items and immediate priorities to help you stand out in a crowded startup space.

Here are five key tips from the guide that you can move on today.

1. Complete your LinkedIn Page

Pages with [complete information](#) get 30% more weekly views. Use this space to tell your story in a compelling way and start building community. Including keywords relevant to what you do will help your startup surface in search (both within LinkedIn and on Google) for interested audiences.

2. Tap into your personal network

Once a LinkedIn Page gains 150 followers, its opportunity for growth becomes exponential. To help reach this threshold, your existing personal network can be a hugely valuable asset. Post frequently about your startup and its progress, while linking back to the LinkedIn Page. Use the ["Invite connections" function](#) to prompt your first-degree connections for a follow. Add a link to the Page to your email signature and a "Follow button" to your website.

3. Leverage "Creator Mode"

When you [enable Creator Mode](#), you can display topics you post about frequently as hashtags, and highlight your original content by moving the "Featured" and "Activity" sections to the top of your profile. Features like these make it easier for relevant members to discover you and your company.

4. Develop a thought leadership strategy

Thought leadership is vital for distinguishing your personal brand, and connecting it to your company's purpose and vision. While time is admittedly finite for founders, it's worth setting some aside to map out key topics and viewpoints you want to explore. Set up a calendar for regular publishing, be it in LinkedIn posts, LinkedIn Articles, video, or otherwise. If you're struggling to find focus, the Content Suggestions feature is a handy way to identify trending topics in your niche.

5. Build specific audiences

One of the biggest strengths of marketing on LinkedIn is in its unparalleled professional demographic data. You can [use these insights](#) to learn about people who follow your Page and interact with your content. Take some time to go through the many attributes and filters available — industry, location, role, seniority, etc. — to formulate an Ideal Customer Profile, or a series of personas. This will be helpful for directing your content strategy and also for future ad campaign targeting.

