

The small business guide to LinkedIn Pages

Learn best practices for showcasing your company's expertise on LinkedIn





Introduction

Grow your business with LinkedIn Pages

Building a presence on LinkedIn starts with your company's page. Learn how to set yours up, share what you do best, engage with the right people, and get deep insights into your market.

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Great for attracting prospects and new clients

Great for harnessing your employees' networks

*Short on time?
Go to the checklist*



Getting started

Create your LinkedIn Page

The first step is to [create your page](#) or [access your existing one](#). Once you have admin access, you can edit, post, and manage your page.

The screenshot shows the LinkedIn Admin view for the Golden Phase page. At the top, there's a navigation bar with icons for Home, My Network, Jobs, Messaging, Notifications, and Me. Below this, the page title "Golden Phase" is displayed with an "Admin view" label and a "View as member" button. The main content area features a large banner image of a mountain range above a sea of clouds. Below the banner, the page's profile information is shown, including the Golden Phase logo, the name "Golden Phase", the industry "Marketing and Advertising", location "San Francisco, USA", and "12 followers". A bio states, "We are a leading marketing firm interested in helping you take your branding to the next level". Action buttons for "Message" and "Request Demo" are visible. On the left sidebar, there are sections for "Manage" (Updates, About), "Dashboard" (Last 7 days: 36 Clicks, 1,304 Visitors, 2,536 Update impressions, 2,536 Followers), and "Communities" (Hashtags: #marketinglife, #goldenphase, #goldeninnovations). The main content area shows a "Start a post" button and a list of updates. The top update is from Alice Walker, dated 4/4/2018, with the text "Time to get started and working on your next brand redesign! Here is how Golden Phase can help you get to work!" and a photo of a hammer on a rock. The bottom update is from Alice Walker, dated 4/3/2018, with the text "Learn more about branding best practices from our own Mandy Lewis" and a link to a LinkedIn article.

Fill out the basics

Add a company description

LinkedIn Pages are SEO-friendly. Google previews up to 156 characters of text on your page, so be sure that your description leads with powerful, keyword-rich copy.

Add brand assets and relevant information

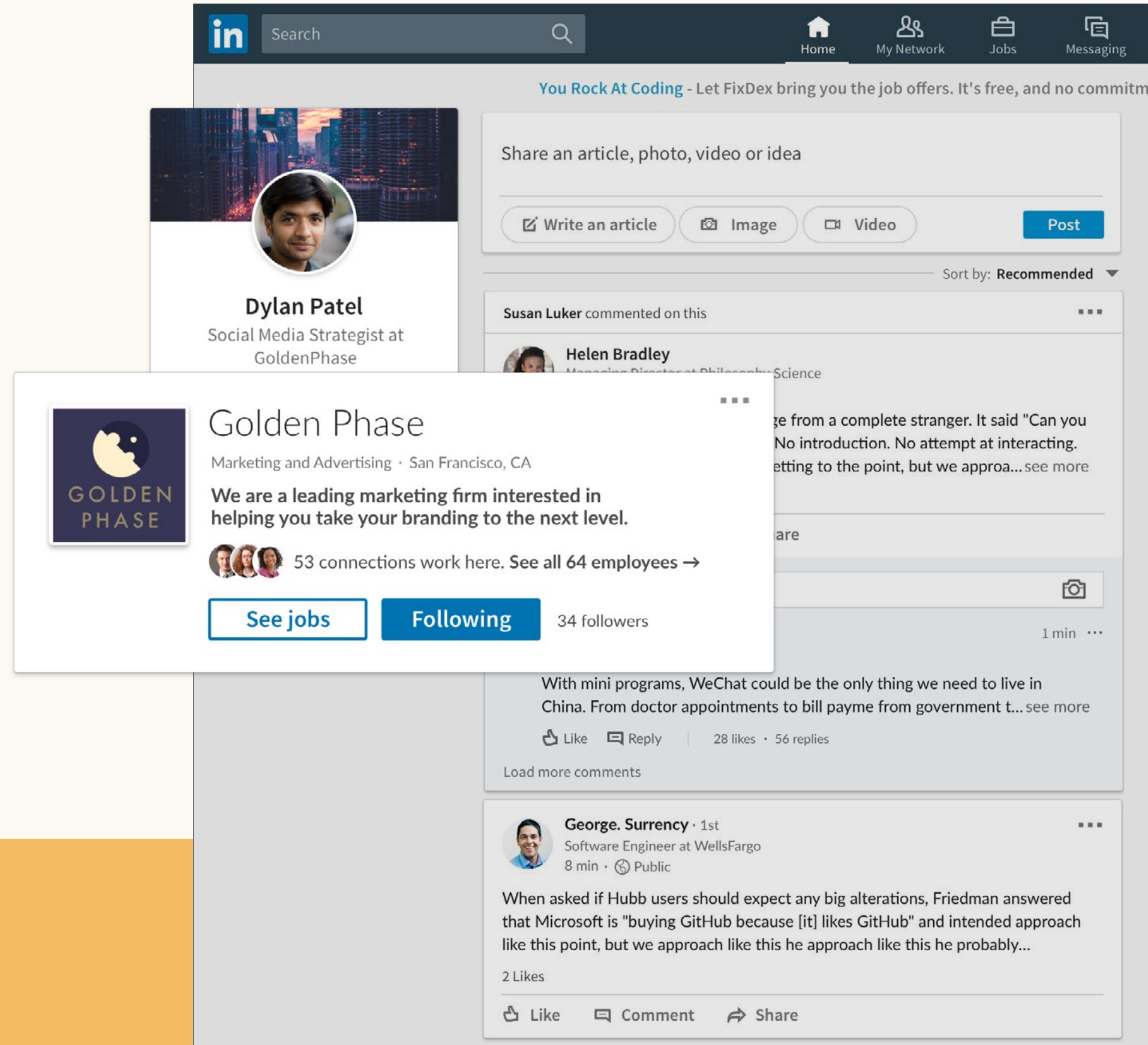
- Logo and cover image – companies with logos on their page get **6x more visits** ([image specs](#))
- Website
- Location

The screenshot shows a LinkedIn company page for Golden Phase. At the top is a navigation bar with the LinkedIn logo, a search bar, and icons for Home, My Network, Jobs, Messaging, Notifications, and Me. Below the navigation bar is a large cover image of a mountain peak above a sea of clouds. The company name 'Golden Phase' is displayed in a large font, followed by 'Marketing and Advertising · San Francisco, CA · 12 followers'. A short description reads: 'We are a leading marketing firm interested in helping you take your branding to the next level.' Below the description are two buttons: 'Contact us' and '+ Follow'. The main content area features a post from 'flexis.com' with the text: 'You've planned your financial vision, and you've been healthy spending. But what about when something unexpected happens?' and a link to flexis.com. The post has 4 likes and 1 comment. Below the post is another post from Golden Phase, dated 2 days ago, with the text: 'Have you seen this yet?!' and an image of a hand-drawn diagram titled 'CROWDFUNDING' showing a central lightbulb with arrows pointing to it from several dollar signs. On the right side of the page, there are sections for '#goldeninnovations' (404 followers), 'See what people are saying about Golden Phase', 'Affiliated pages' (Golden Media, 29 employees, 34 connections), and 'Featured groups' (Zooming in Marketing, 291 members, 10 connections). At the bottom right, there is a banner for 'LET'S CREATE DEEPER CUSTOMER RELATIONSHIPS.' with a 'Find out more' button.

Humanize your brand

Link employee profiles to your page

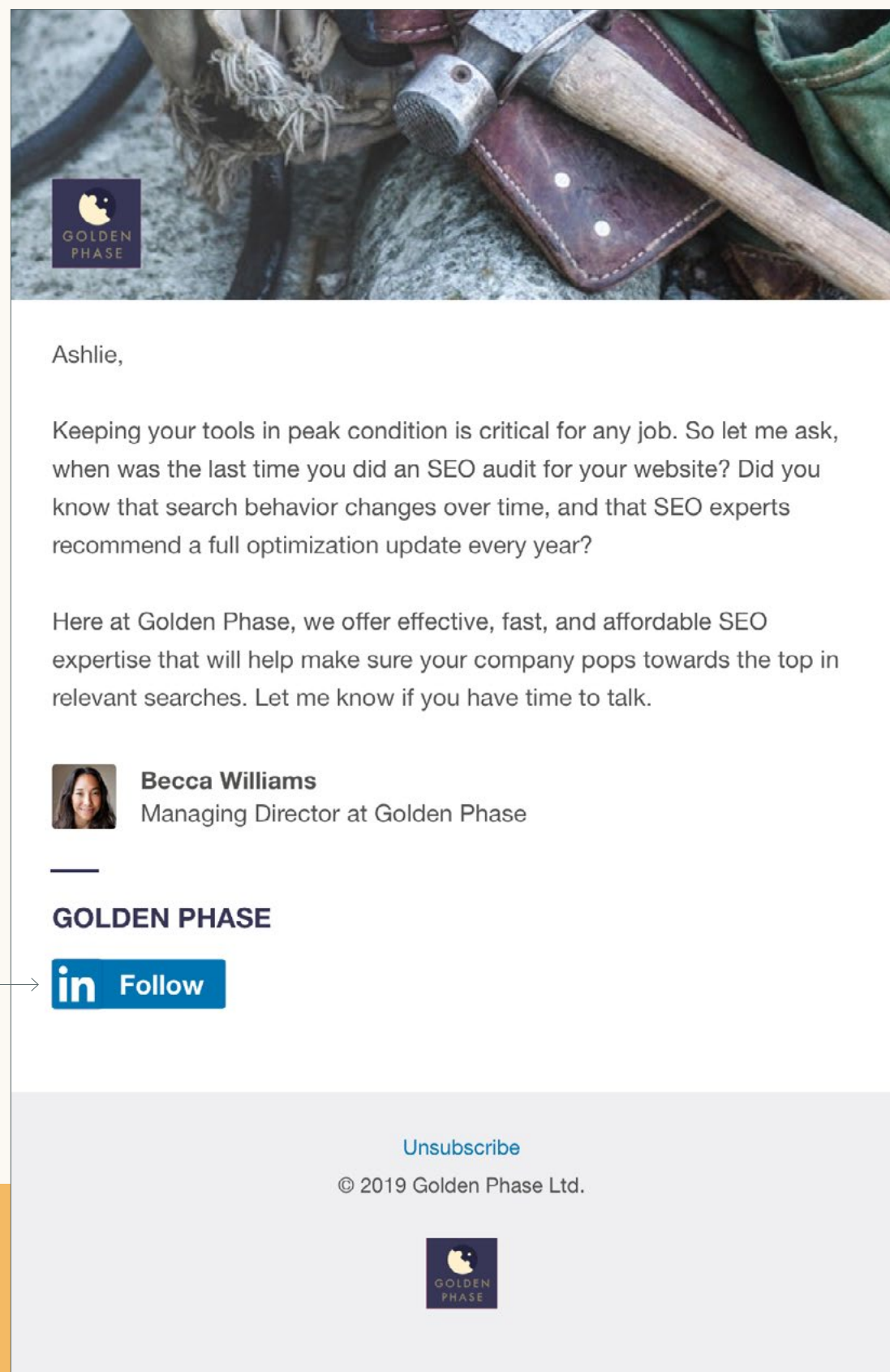
Connecting to employees will expand your page's viral reach and personalize your brand. To do so, ask your teams to link their work experience back to your page, if they haven't already.



Promote your brand

Create a LinkedIn Page follow button

- Add a follow button to your website, so visitors can connect to your page in one click
- Use the Follow button in your emails, newsletters, blogs, and other marketing channels to drive traffic to your page
- [Start promoting today](#)





Showcase your
company's expertise

Showcase your company's expertise

Post content

Types of content to share ([how to post](#))

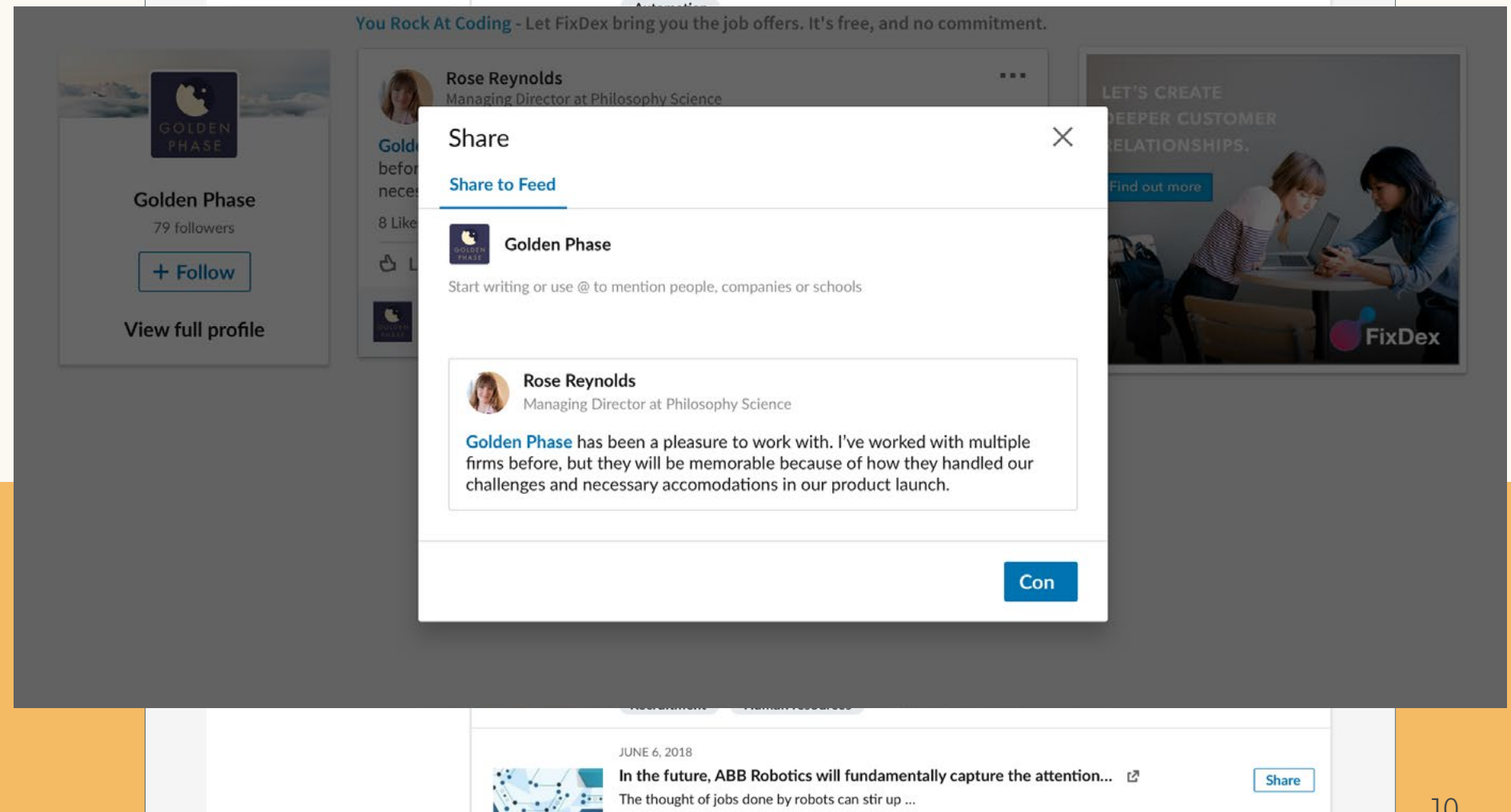
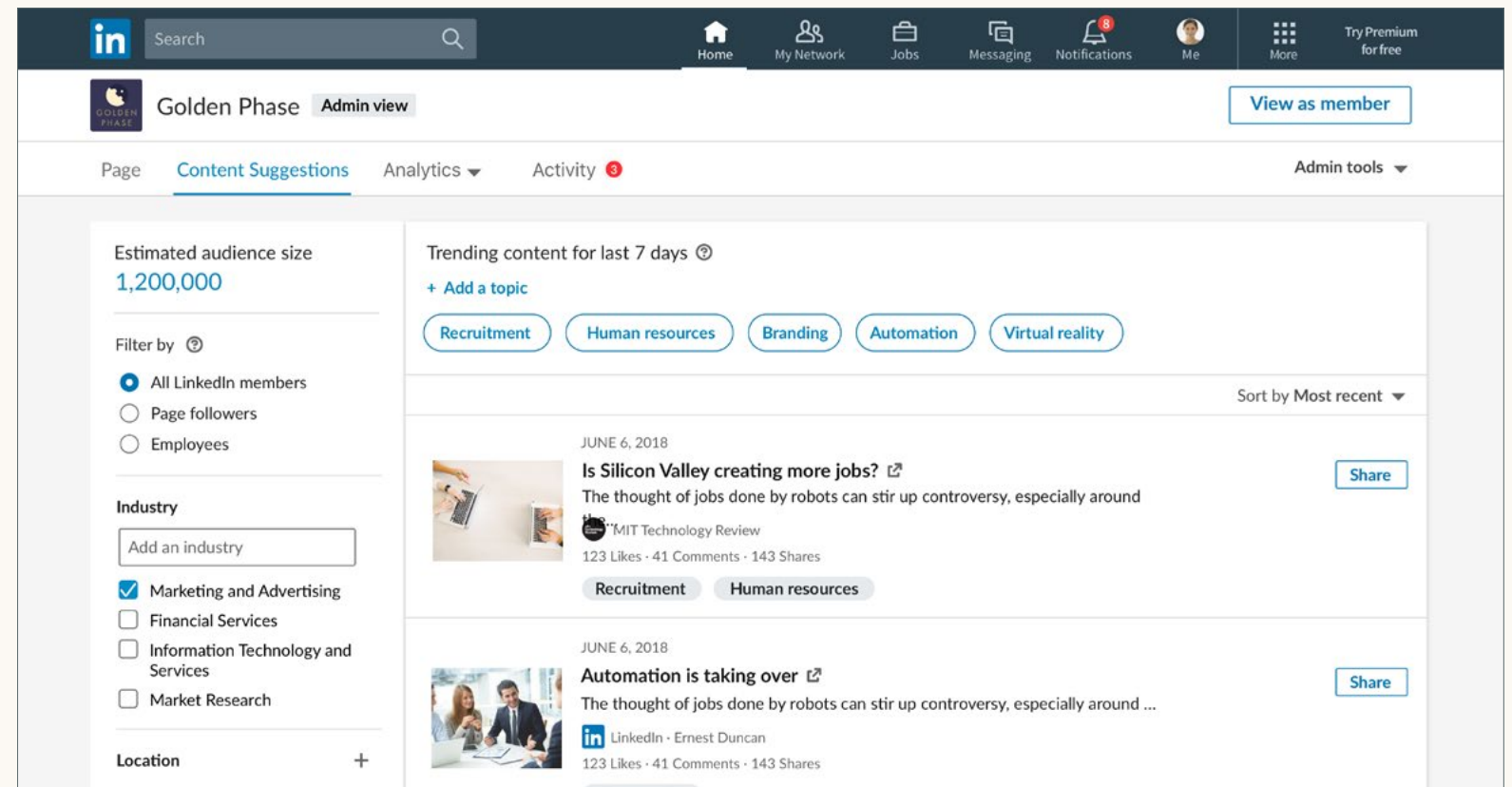
- Company news
- Industry articles
- Thought-leadership pieces
- Poll followers with questions
- Videos, photos, links to content

New: Content suggestion feature

Get suggestions on content to post by filtering for audience, industry, location, and more.

New: LinkedIn Page sharing

Share posts from employees, partners, and clients.



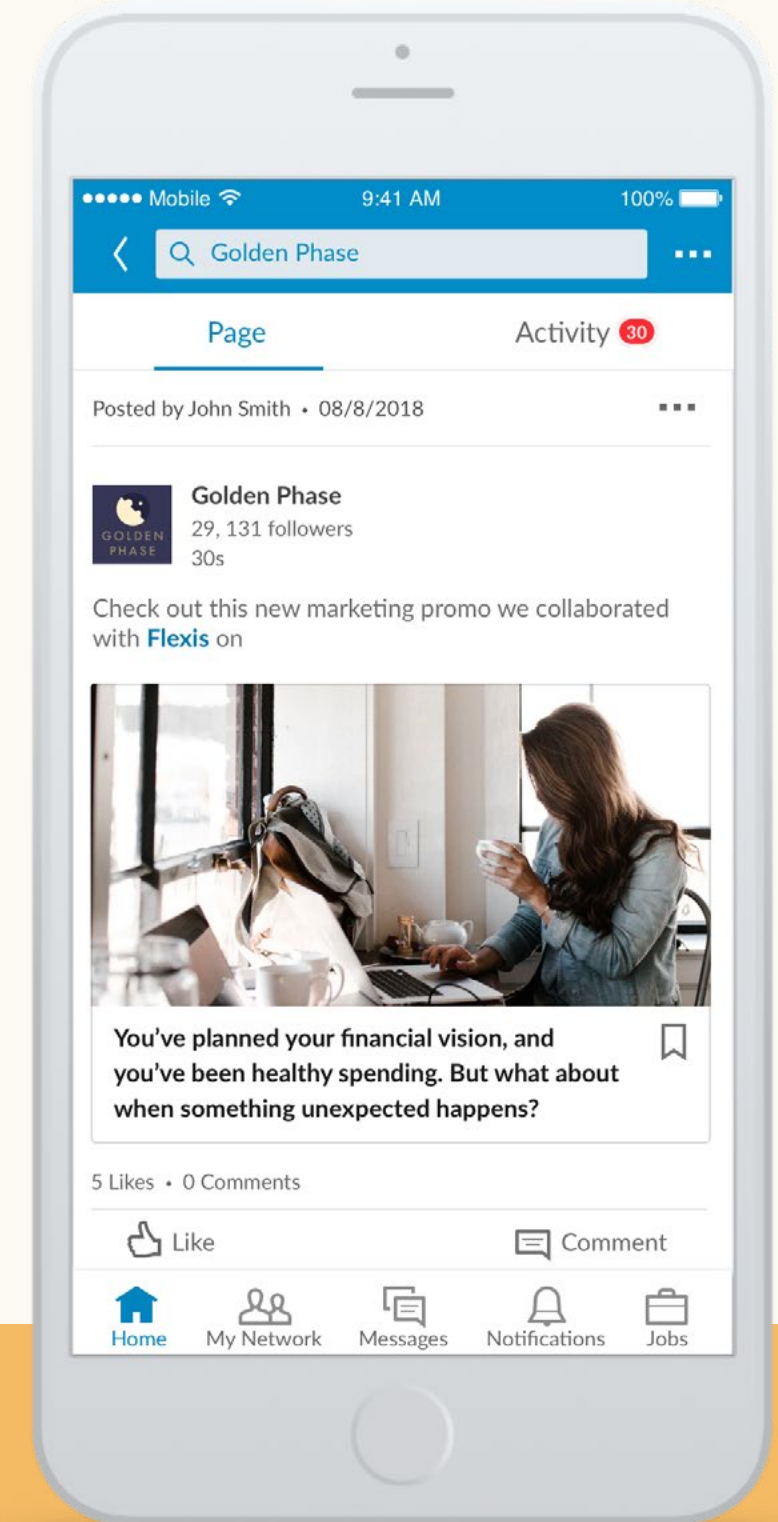
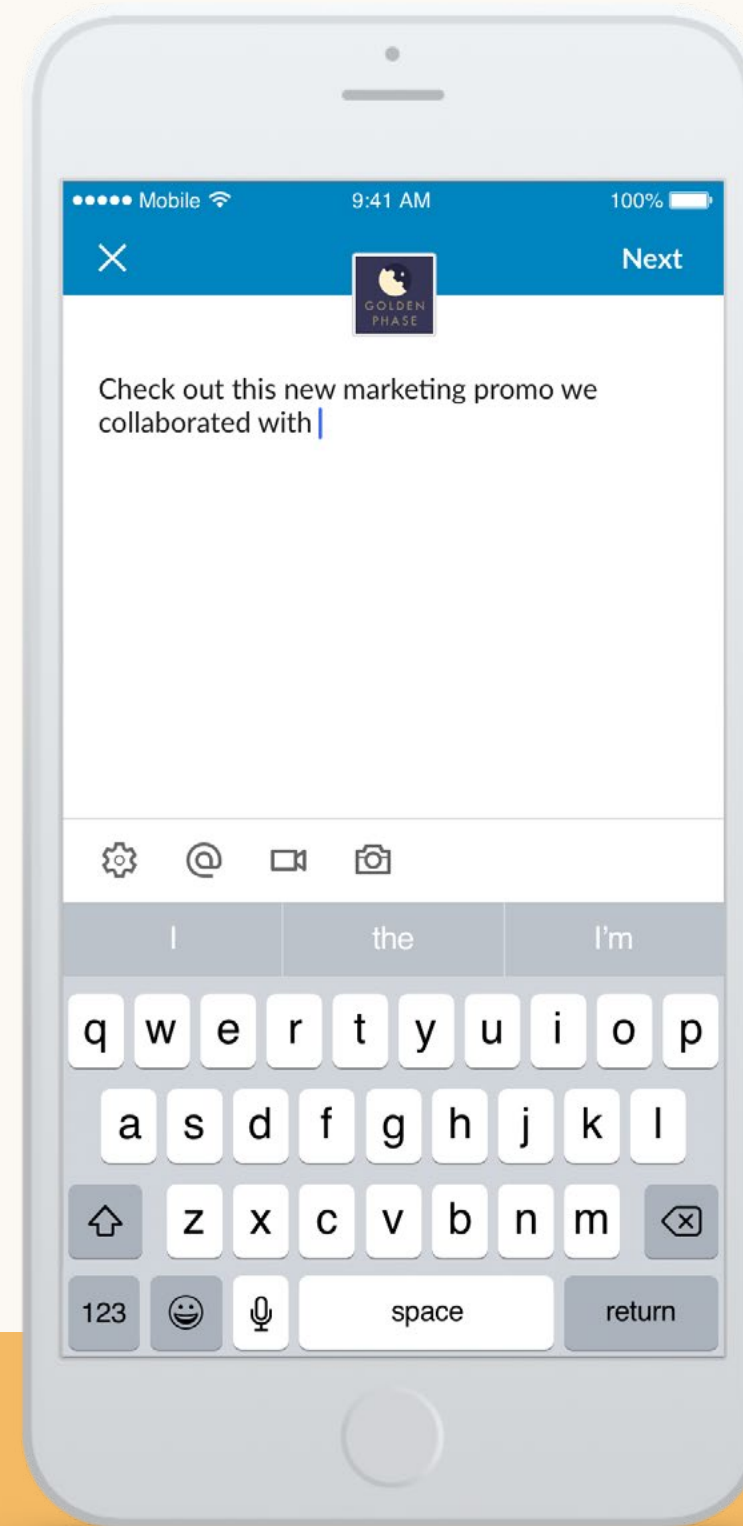
Showcase your company's expertise

Gain traction

Posting every day is the most effective way to attract and engage followers

New: Mobile admin

Now you can edit, post, and comment under your page identity from your phone – so you can post on the go.



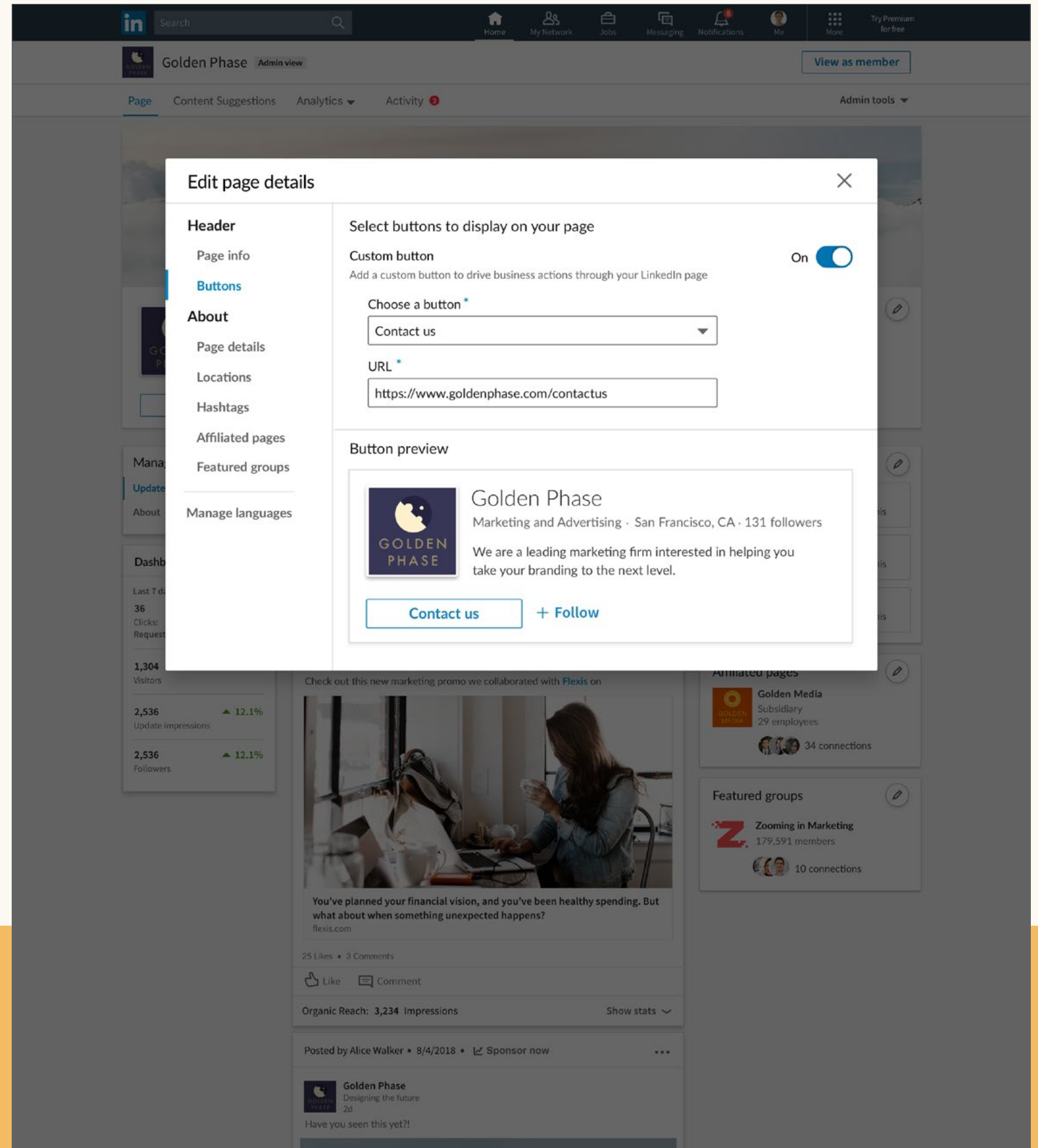
Turn visits into actions

New: Custom button

Choose what action you want visitors to take next with our new custom button feature and drive them where you want them most.

Custom button options include:

- Visit website
- Contact us
- Learn more
- Sign up
- Register





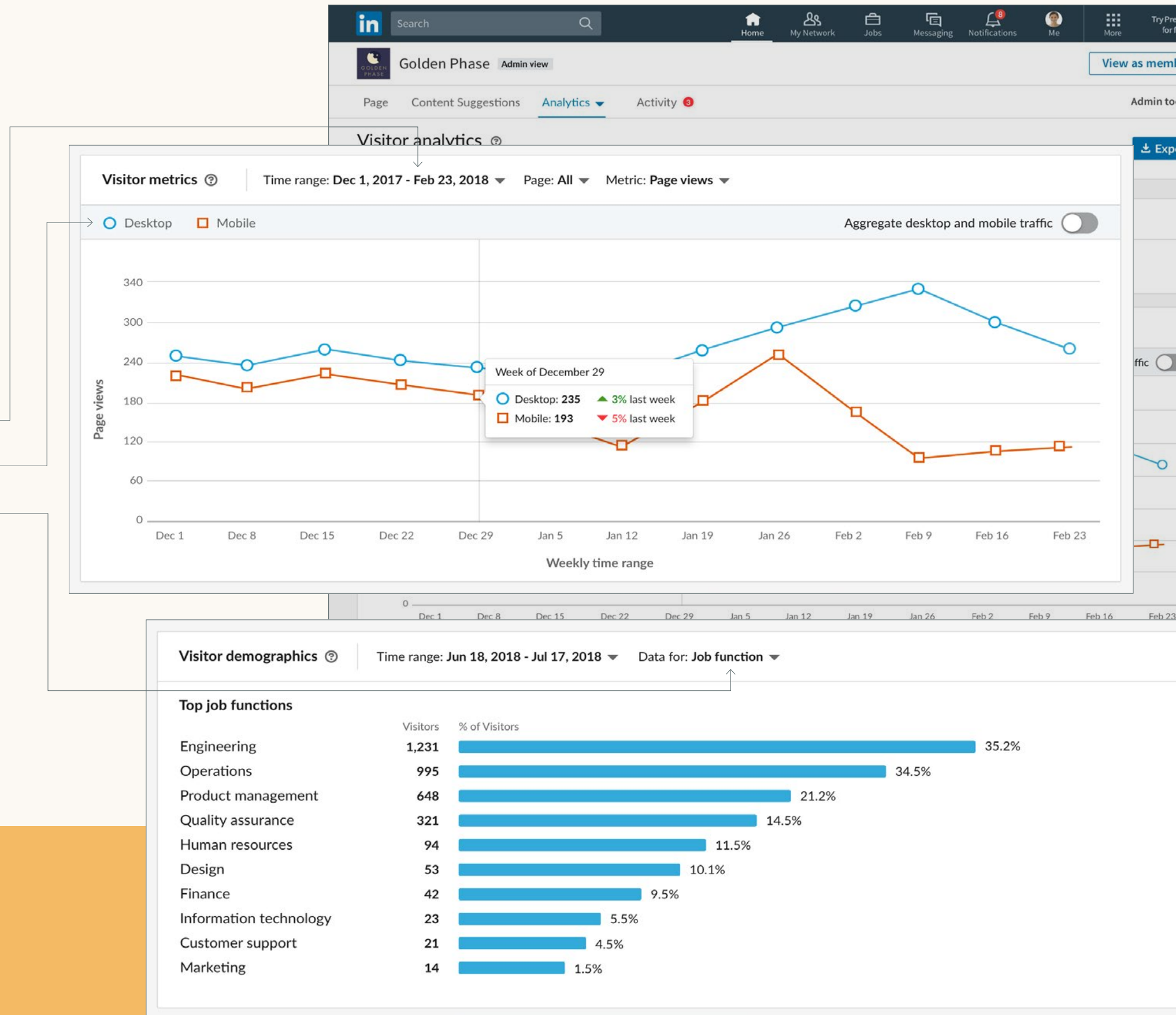
Get in front of
the right people

Get in front of the right people

Learn about your visitors

New: Visitor analytics

- With our new and improved visitor analytics dashboard, you can monitor engagement by:
 - Specific date ranges
 - Visitor channels
 - Job function
- Stay up to date on your page's performance among different demographics and see if, and when, you're reaching the right audience



Get in front of the right people

Drive traffic

Run ads to increase traffic – [learn more](#)

Promote your best company updates to highly targeted audiences using Sponsored Content, LinkedIn's premier ad format. Raise brand awareness, generate quality leads, and gain followers by extending your reach.

The screenshot shows a LinkedIn interface with a post from 'Golden Phase' (78 followers) dated 4/4/2018, sponsored by Alice Walker. The post text reads: 'Check out this new marketing promo we collaborated with Flexis on'. Below the text is a photograph of a woman with long brown hair, wearing a denim jacket, sitting at a desk with a laptop and a coffee cup. The caption below the photo says: 'You've planned your financial vision, and you've been healthy spending. But what about when something unexpected happens?' followed by the URL 'flexis.com'. The post has 925 likes and 31 comments. Below the post are icons for 'Like', 'Comment', and 'Share'. In the background, another post is visible with the title '5 Branding Tips If You're an Entrepreneur on a Budget' from entrepreneur.com, which has 25 likes and 3 comments. The interface also shows a 'Contact us' button at the top, a 'Start a post' button, and a sidebar with navigation options like 'Manage', 'Updates', 'About', and 'Dashboard'.



Put LinkedIn Pages to work

Stay informed about other companies

LinkedIn Pages are a great way to not only attract key people, but research them as well. With LinkedIn Pages, take a deeper look into learning about potential:

- Clients
- Partners
- Investors
- Industry leaders

New: Crunchbase integration

Our new integration with Crunchbase lets you access information about a company's funding and investors.*

* Please note: this is only available to relevant companies that opt in.

The screenshot displays the LinkedIn profile for Flexis, an IT Management company in San Francisco, CA, with 553 followers. The page includes a navigation menu on the left with options like Home, About, Insights, Life, Jobs, and People. The main content area is divided into several sections: 'Page details' providing information on website, phone, industry, company size (100-500 employees, 289 on LinkedIn), headquarters, type (privately held), founding year (2011), and specialties (IT, Management, Products); 'Funding' showing a Golden Phase with 5 rounds and a Series E round of \$280M in March 2018, with investors like Sequoia Capital and Craft Ventures; 'Affiliated pages' listing Flexis Tech as the parent company with 1,035 employees; and '5 Leaders at Flexis' featuring Charlie Ambler (VP of Marketing), Daniel Lee (Sr. Director of Engineering), and Erica Konte (Head of Sales). A 'Featured groups' section highlights 'Zooming in Marketing' with 291 members. A 'crunchbase' logo is visible at the bottom of the funding section.

Connect with key people

After finding companies that you want to get in touch with, the next step is finding the right people to connect with.

New: People explorer

Under the People tab, you'll now be able to filter employees at the company by school, role, and more. Find mutual connections and commonalities to help you start the conversation.

The screenshot displays the LinkedIn profile for Flexis, an IT Management company in San Francisco, CA, with 553 followers. The page features a navigation menu on the left with options like Home, About, Insights, Life, Jobs, and People. The main content area is titled "289 Employees at Flexis" and includes filters for "Start year" (2011) and "End year" (2018). Below the filters, there are two sections: "Where they studied" and "What they do".

Where they studied	What they do
12 University of Oxford	12 Marketer
8 University of Cambridge	8 Consultant
5 Royal College of Art	5 Designer
3 University of Nottingham	3 Writer

Below the insights, there are several employee profiles, each with a "Message" button. A "New message" window is open, showing a conversation with Clayton Padilla, an Associate Product Manager at Flexis. The message content is: "Clayton, Keeping your tools in peak condition is critical for any job." The window also shows a "Send" button and icons for attachments, GIFs, and emojis.

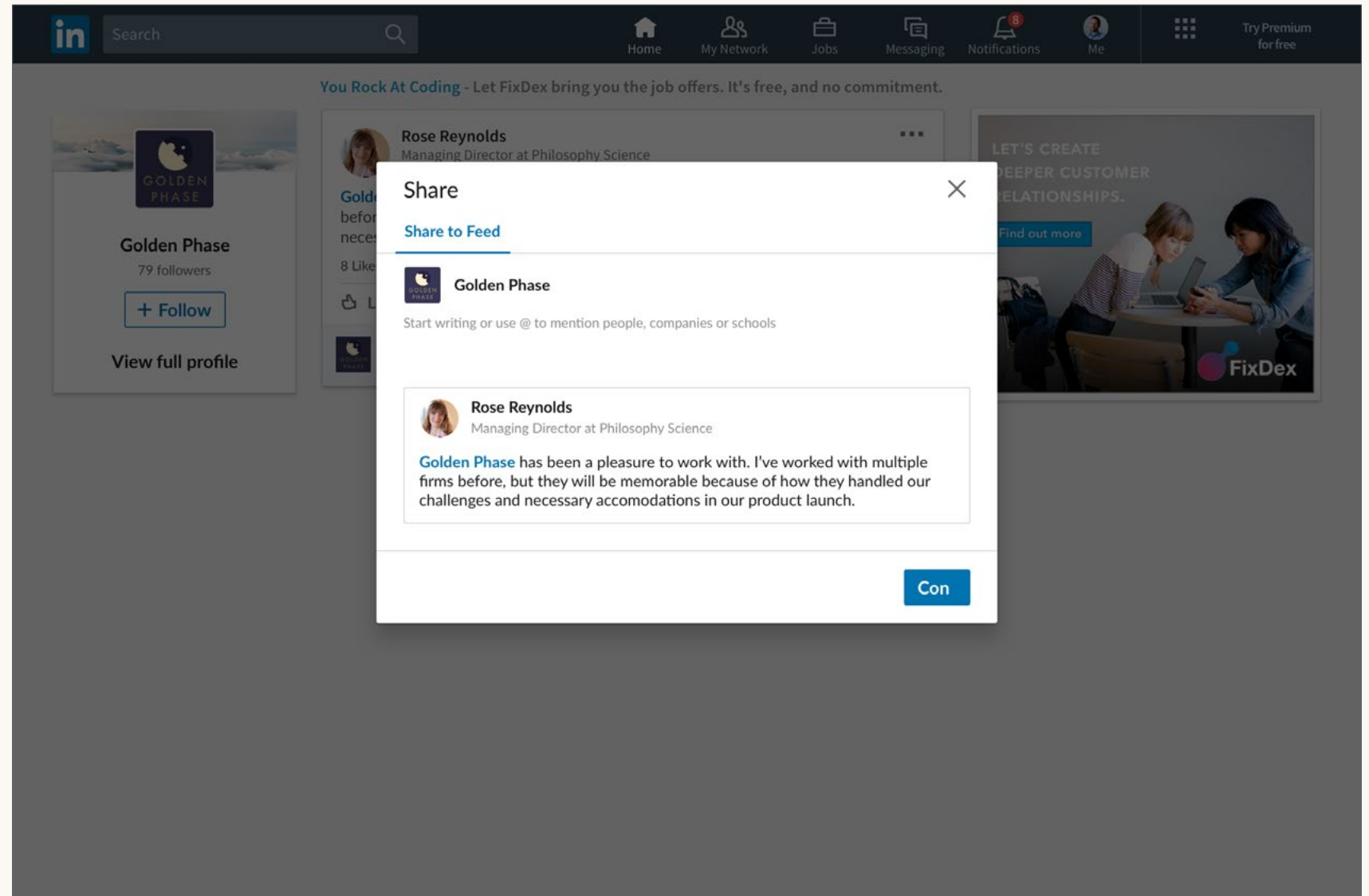


Activate your
employees

Activate your employees

Feature the people behind the brand

With our new sharing feature on LinkedIn Pages, it's easier than ever to show off what makes your employees unique. Sharing employee posts can also motivate them to post more great content.



Leverage employee networks

New: People explorer

Employees are an extension of the company's brand, and their connections can offer a multiplier effect for brand communications. Under the People tab, members will now be able to filter employees at the company by school, role, and more, extending your brand's reach.

The screenshot shows the LinkedIn interface for the company Golden Phase. The top navigation bar includes Home, My Network, Jobs, Messaging, Notifications, and Me. The company profile header shows Golden Phase (Marketing and Advertising, San Francisco, CA, 131 followers) with a bio: "We are a leading marketing firm interested in helping you take your branding to the next level." Below the header are buttons for "Contact us" and "+ Follow", and a link to "See all 48 employees on LinkedIn".

The "People" tab is selected in the left sidebar. The main content area displays "38 Employees at Golden Phase" with filters for "Start year" (2011) and "End year" (2018). A search bar allows filtering by title, keyword, or company. Two insight panels are visible:

- Where they studied:** 12 | University of Oxford, 8 | University of Cambridge, 5 | Royal College of Art, 3 | University of Nottingham.
- What they do:** 12 | Marketer, 8 | Consultant, 5 | Designer, 3 | Writer.

A "Show more" link is present below the insight panels. Below this, a grid of employee profiles is shown, each with a profile picture, name, title, and a "Message" button. The profiles include:

- June Chan · 1st Associate Product Manager at Golden Phase '16 Business (13 connections in common)
- James Boon · 1st Marketing Manager at Golden Phase (13 connections in common)
- Abigail Anderson · 1st Content Writer at LinkedIn Oxford (13 connections in common)
- Rose Reynold · 1st Senior Marketer at LinkedIn University of Cambridge (13 connections in common)
- Sylvia Lambert · 1st Associate Product Manager at Golden Phase
- Pauline Sanders · 1st Product Manager at Golden Phase
- Betty Wallace · 1st Producer at Golden Phase
- Ray Meyer · 1st Associate Product Manager at Golden Phase

LinkedIn Pages Checklist for Small Businesses

1. Complete your Page

- Fill out your description.** We suggest 2-3 paragraphs.
- Add a logo and cover image.** If you don't have a logo, make a free one at Canva.com.
- Confirm your basic information.** Your website URL, location, and company size are key.

2. Grow your followers

One-time

- Add the LinkedIn "Follow" button** to your website.
- Invite connections to follow your Page.** (Feature coming April '19)
- Link to your Page** in your email signatures, newsletters, and blogs.

Daily

- Review your Page analytics** to see what content resonates most with your audience.
- Post content daily** to prove your consistent value to followers.

Weekly

- Cross promote your Page** on your other social channels.
- Use the Notify Employees post setting** to encourage employees to engage with key posts. (Coming April '19)
- @ mention other organizations or individuals**, and ask them to re-share your posts.

Monthly

- Research your competitors' content** to identify new tactics or opportunities.
- Switch up the hashtags in your Communities panel** and engage in their feeds.

3. Post engaging content

- Leverage Content Suggestions.** Discover what's trending with your target audience.
- Re-share your Page's best @mentions.** From employees, executives, or key customers.
- Include video in your posts.** Keep them short, raw, and authentic.
- Share Powerpoints and PDFs.** Use them to show your brand's culture and values.
- Ask questions to spark conversation.** Contests work well, too.
- Create a monthly content calendar.** Do this at the beginning of each month.
- Use the 3-2-1 model.** Post 3 pieces of industry content, 2 pieces of "proud" content, and 1 piece of product-related content weekly.
- Schedule your posts ahead of time.** Use a platform like HootSuite to do so once a month.

Conclusion

Start with LinkedIn Pages and see where your leads lead

We're confident that following the template laid out in this playbook will help you reach more of the people you're looking for. Explore more resources for small businesses:

