



# 10 examples of exceptional LinkedIn Pages in Australia and New Zealand

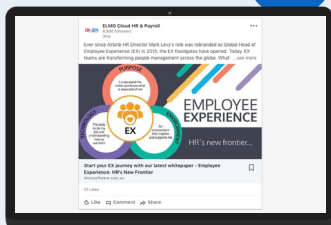
There are **10M**  LinkedIn members in Australia and New Zealand

## Brand Awareness

ELMO Cloud HR & Payroll posts timely, informative content on a large range of topics to educate its audience. Guides and white papers encourage audience engagement and reputational trust.



Followers are more likely to share company content if it adds value to their network.



## Thought Leadership

Ansarada establishes itself as the go-to source for industry intel by showcasing videos, articles and interviews from its own CEO as well as leaders from other companies.



Content Suggestions allow you to easily find and reshare your best employee posts.

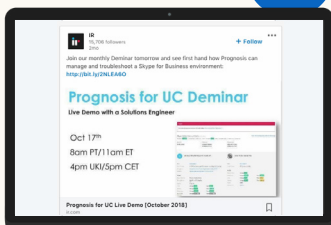


## Lead Gen

IR is all about educating its audience and keeping them up-to-date on industry movement. A vanity URL calls the audience to sign up for demos and webcasts behind a Lead Gen Form.



Google estimates prospects engage with 8 pieces of content before making a purchase. Drive higher quality leads by featuring a mix of upper and lower funnel content, including tip sheets, ebooks and case studies.

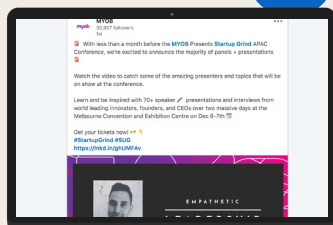


## Event Registration

MYOB entices registrants to its events with videos, presenter links and a clear call to action for ticket purchases.



Track registrants driven from your Page by using tracking codes on your registration URLs.

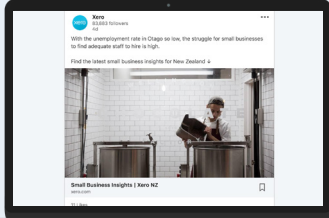


## Tailored Content

Xero is a Wellington-based company that reaches its global audience with targeted, niche Updates directed to specific geographic locations.



Designate regional admins to tailor content to their region.

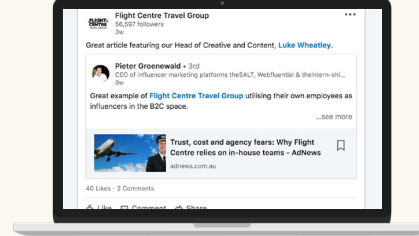


## Display of Company Culture

Flight Centre is so good at showcasing its company culture through its employees, entire articles have been written on the subject.



Employee stories provide a human touch to your Page. They are a good example of when it's okay to break the "keep it short" rule.



## Visuals

AIB highlights the success of former students by posting original videos that spotlight its alumni. It also uses video to weigh in on industry issues through interviews with guest lecturers, business leaders and its CEO.



Adapt videos to your market. In Australia and New Zealand, inspiring content is found to be more engaging than humorous content.

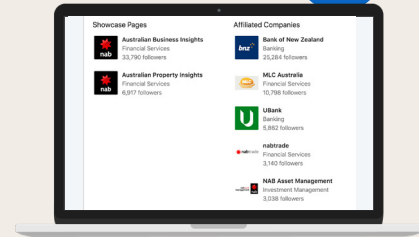


## Use of Showcase Page

National Australia Bank created Australian Business Insights, a Showcase Page created to share expertise and trends relevant to Australian business owners. It later became the fastest growing Showcase Page in Asia Pacific.



Use Showcase Pages to tailor messaging to specific audience segments.



"One post created a conversation and opportunity that resulted in a **\$20M** business loan"

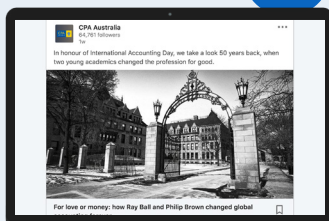
Simon O'Connor,  
Head of Content and Social Marketing at NAB

## Audience First Approach

CPA Australia posts a good blend of content that appeals to people in the profession, rather than material that focuses on its brand.



Follow the 411 Rule. Share 4 pieces of content written by others, 1 piece about you from another source, and 1 self-serving piece written by you.



## Sponsored Content

This BHP update performed well because it's a relatable parenting story that features employees and highlights BHP work benefits. It's also a great example of how occasional long-form content can work.



Sponsor your best content, then pin your most popular Updates to the top of your Page.

