



SMALL BUSINESS GUIDE TO LINKEDIN

SMALL BUSINESS GUIDE TO LINKEDIN COMPANY PAGES

LinkedIn is a great place to connect with other business professionals, the perfect online networking event. But for small business owners, the company page on LinkedIn is so much more. It is the perfect place to raise brand awareness, promote career opportunities and educate potential customers on your products and services.

Discover how you can use your LinkedIn company page to supplement your website, giving you a platform to enhance your company credibility.

WHAT'S INSIDE:

THE BASICS: HOW TO CREATE A LINKEDIN COMPANY PAGE	3
NEXT STEP: UPDATE COMPANY STATUS REGULARLY	5
USE METRICS TO IMPROVE CONTENT	6
ADVANCED LINKEDIN - ADVERTISING	6

THE BASICS: HOW TO CREATE A LINKEDIN COMPANY PAGE

It is easy to create a company page, but don't let the simplicity of the process fool you. This is serious marketing. Take some time to plan your approach.

Note: If you don't have a personal LinkedIn profile, you'll need to set one up before creating a page for your company.

Create your page

As this was being written, LinkedIn was once again rolling out a new business page. This happens regularly, so interface may be slightly different when you actually try to set up your page, but essentially the steps remain the same.

- 1. Move your cursor over Interests at the top of your homepage and select Companies.**
- 2. Click Create in the Create a Company Page box on the right.**
- 3. Enter your company's official name and your work email address.**
- 4. Click Continue and enter your company information.**

Fill in your company details

Complete all basic profile information including industry, company size and most importantly a link to your primary website.

Create a company description

You have 2,000 characters to describe what your company does and why potential followers should care. Don't feel compelled to use all 2,000 characters, however plan your description because every word counts. This content will engage people and send signals to search engines so be sure to include relevant key words in the description.

What are the key phrases which need to be included in your description?

Add a banner and logo

The banner should be a simple color or texture which is consistent with your brand. It should not contain any words or messaging, since the image will display differently on different devices. Currently the recommended size for the image is 1536 x 768.

Your logo needs to fit in a small square or circle. While no specific size is recommended by LinkedIn, we suggest a square at least 500 x 500. If your logo normally is displayed horizontally, you may want to create a standard company avatar which you use consistently on all social media platforms.

2. Choose who can administer your page

LinkedIn allows you to choose which employees can administer your page, make updates to the description and images and post updates. It is helpful to have at least two people authorized to access the company page.

3. Create a Vanity URL

LinkedIn assigns a URL for your page that is simply a long numeric code. You can change this to something more meaningful by adjusting your settings. Click "Public Profile" to get the option to use your company name in your URL (e.g. linkedin.com/company/your-name-here).

NEXT STEP: UPDATE COMPANY STATUS REGULARLY

Present your company as a dynamic organization filled with knowledgeable thought leaders. Do that by sharing a variety of content several times a week. Keep it focused on the business, leave the personal stuff for Facebook and Twitter.

Industry Updates

Offer news, tips and other insightful, relevant information about your industry. If there are regulatory changes or new innovations which are important to your customers, be the first to share news on LinkedIn. Share links to relevant articles and blog posts on your website and others.

Share company news and events

Awards, promotions, new hires or building expansions are all topics your community will be interested in. Use your company page to promote seminars, webinars and other events and to feature information about your community activities.

A little promotion is fine

Launching a new product or running a promotion? It is fine to share that information from time to time. Just don't allow that to be the only information you share.

Brainstorm a list of potential topics.

Don't forget the pictures.

As LinkedIn has adjusted their platform to focus more on images, your content is more likely to be shared if it is accompanied by an image. Images which are 600 x 295 fill the space well and display appropriately on mobile and desktop versions of the program.

Get your employees involved.

People won't simply find your content. Especially as you launch your page, encourage employees to share updates to their community. Encourage them to add your Company Page to their personal profiles, which automatically makes them followers and enables them to easily share company updates.

Talk to your community

Interaction is rare on LinkedIn, but if someone takes the time to comment be sure to acknowledge their remarks, maybe even ask a follow up question to keep the conversation going.

USE METRICS TO IMPROVE CONTENT

Facebook has really beefed up their page metrics. Check the reach and engagement of a single post to decide what type of content your audience is most interested in. Pay attention to the growth in the number of your followers and the demographics of your community. This helps you decide if you are reaching the right audience.

In addition to tracking your progress you can select several competitors to watch. Compare the growth of your community to theirs. Look at the types of content they share and what seems generate interest among their audience.

ADVANCED LINKEDIN - ADVERTISING

Once you have built your page and have a steady stream of content populating the pages, you may want to consider adding LinkedIn advertising to reach a wider community.

We cover this topic in depth in another white paper, [Leverage LinkedIn](#).