

Marketing for Small Businesses on LinkedIn



MARKETING

Get your company's name out there, loud and clear.

Products covered in this playbook:

 Company Pages

 LinkedIn Groups

 LinkedIn Sponsored Updates

 LinkedIn Ads

MARKETING

ESTABLISH YOUR COMPANY PRESENCE

1 OF 5

BEGINNER:

Create a Company Page.

A Company Page is foundational to building a brand presence on LinkedIn and acts as an information hub for visitors to learn about your company. Creating a page is easy: just add your company logo, banner image, and description to get started.

BEGINNER:

Make your page easy to find.

Add your specialties, website links, and SEO terms to make it easier for people to find you in both LinkedIn and Google searches.



To learn more about creating a Company Page, go to [linkedin.com/company/add/show](https://www.linkedin.com/company/add/show)

MARKETING

ESTABLISH YOUR COMPANY PRESENCE

1 OF 5

INTERMEDIATE:

Showcase products and services......

Highlight your business offerings in the description section of your Company Page, and give LinkedIn members a compelling reason to follow you.

INTERMEDIATE:

Link to the rest of your web presence.

Give your brand more opportunities to be found by the right people – link your Company Page to your company website and other social platforms.



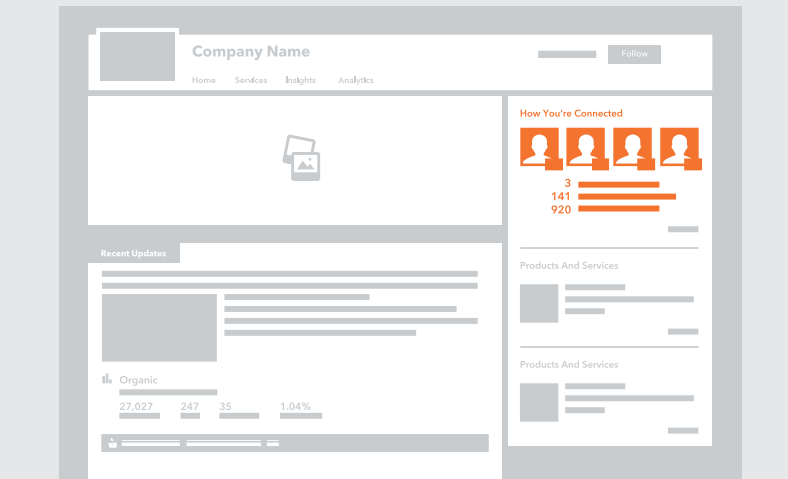
MARKETING ATTRACT FOLLOWERS

2 OF 5

BEGINNER:

Engage your colleagues.

Increase your Company Page's visibility on LinkedIn by encouraging fellow employees to add their current position at your company to their profile. They'll then be automatically following your Company Page.



MARKETING

ATTRACT

FOLLOWERS

2 OF 5

INTERMEDIATE: **Contribute in LinkedIn Groups.**

Find relevant groups talking about your brand or industry and join them to participate in the conversation, build brand awareness, and promote your Company Page. This effort will help drive traffic and attention back to your page.

ADVANCED: **Integrate your Company Page into company communications.**

Existing customers and partners will likely follow your page when prompted. Link to your Company Page in company communications to capture this audience – mention your page in your company blog or email newsletters, or link to your page in employee email signatures.

ADVANCED: **Add a Follow button to your website.**

Make it easy for people who visit your website to follow your Company Page by embedding a “Follow” button onsite.

developer.linkedin.com/plugins

MARKETING ATTRACT FOLLOWERS

2 OF 5

ADVANCED:

Track your follower audience.

Use the Analytics tab on your Company Page to understand how your follower community is growing over time and what kinds of people you're reaching.



MARKETING

BUILD YOUR CONTENT STREAM

3 OF 5

BEGINNER:

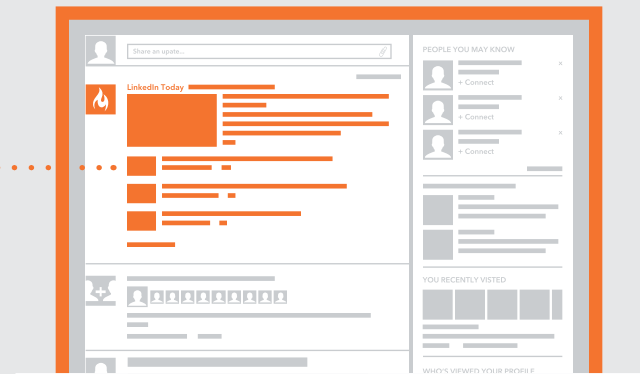
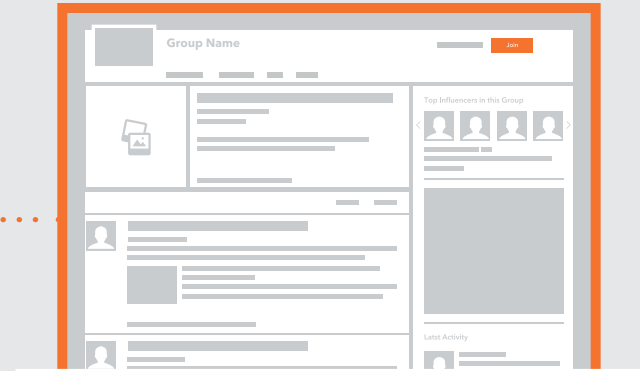
Identify and join LinkedIn Groups.

Find relevant groups talking about your brand or industry and join them to better understand customer needs and industry trends. Apply these insights to the Company Updates you post to engage followers with relevant content.

BEGINNER:

Follow channels and Influencers.

It's important to stay in the know – follow channels and thought leaders (Influencers) to create a curated feed of industry news and insights that can inspire your own Company Updates.



MARKETING

ENGAGE WITH FOLLOWERS

4 OF 5

BEGINNER:

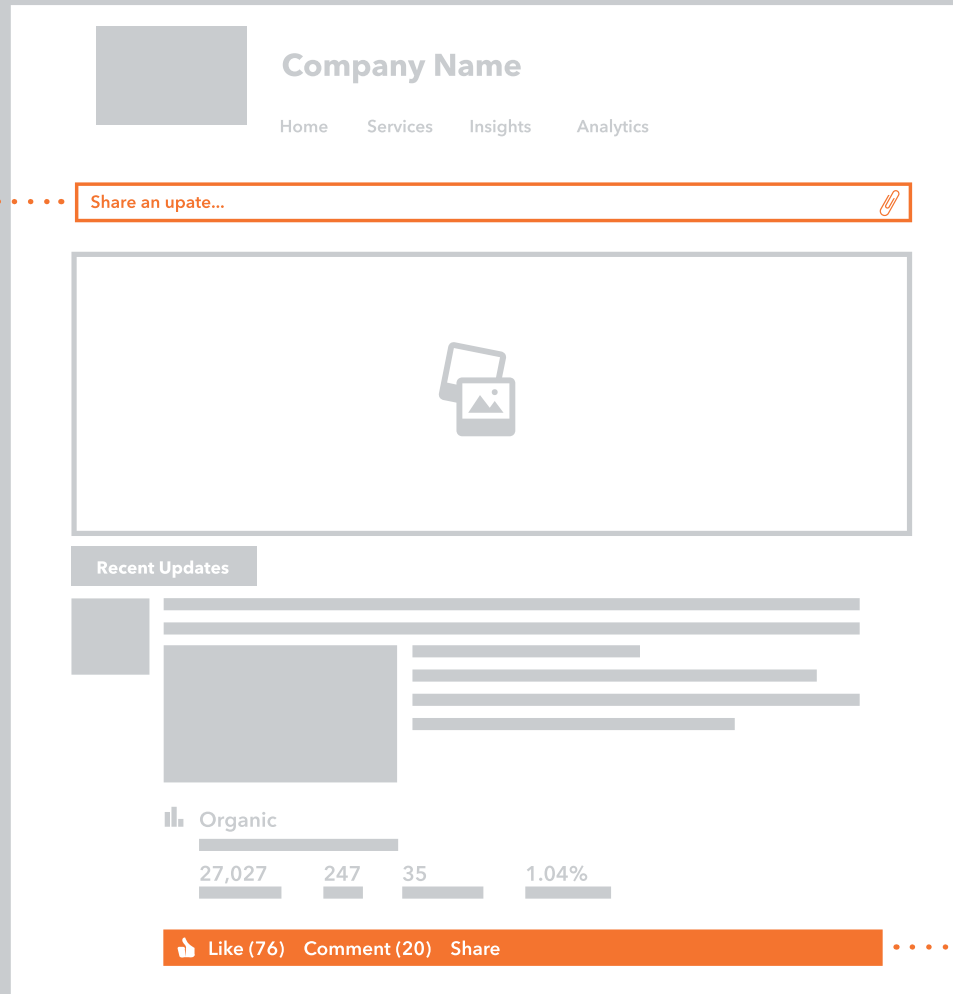
Post Company Updates.

Showcase your expertise and build relationships with followers with Company Updates. Share articles, company news, industry trends, and insights.

BEGINNER:

Demonstrate value to followers.

Build engagement and trust with a stream of rich, insightful content. For every post promoting your company, make sure four posts focus on thought leadership or industry trends.



INTERMEDIATE:

Post updates frequently.

On average, companies that post 20 times per month reach at least 60% of their unique audience. Follow a regular posting schedule to develop relationships with your followers, drive brand loyalty, and bring about new opportunities.

BEGINNER:

Encourage engagement with updates.

Prompt colleagues and followers to take action on your post - every like, comment, and share increases your reach throughout the LinkedIn network.

MARKETING

ENGAGE WITH FOLLOWERS

4 OF 5

INTERMEDIATE:

Create a mix of content formats.

Rich media such as photos and video is known to increase both comments and shares. Incorporate these formats – along with SlideShare presentations and links to articles – to maximize engagement with your posts.



INTERMEDIATE:

Monitor and refine Company Updates.

Monitor your Company Update reach and engagement numbers to see what's resonating with your audience. Test days, times, topics, and formats, and adapt as you learn.



ENGAGE WITH FOLLOWERS

4 OF 5

ADVANCED: Leverage existing content streams.

Use successful blog posts, articles, and updates from your other social platforms to create a high-quality stream of LinkedIn Company Updates.

ADVANCED: Dive into comments.

Engage with followers who comment on your updates to help build loyalty, continue the conversation, and further establish your thought leadership. People like to know they're heard!

MARKETING

EXTEND YOUR REACH

5 OF 5

INTERMEDIATE:

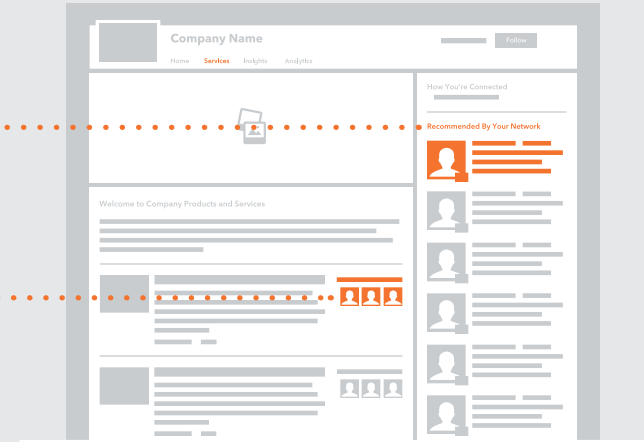
Get recommended for your products and services.

Members can write reviews on your Products & Services tab. Drive followers, customers, and partners to write reviews. These will end up being promoted through their respective networks and live on your Products & Services tab.

INTERMEDIATE:

Broadcast through employee networks.

Prompt colleagues to share your Company Page updates. Not only will this increase your company's visibility to new customers and potential hires, it'll also help establish a company culture where employees are engaged with your brand and mission.



MARKETING EXTEND YOUR REACH

5 OF 5

ADVANCED:

Sponsor your updates.

Sponsored Updates let you reach beyond your follower base and target your exact LinkedIn audience to raise brand awareness, build relationships, and drive quality leads. Sponsored Updates appear in feeds across devices (smartphone, desktop, and tablet), giving you more opportunities to reach the people that matter.



*To learn more about Sponsored Updates,
go to marketing.linkedin.com*

MARKETING EXTEND YOUR REACH

5 OF 5

ADVANCED:

Drive performance with LinkedIn Ads.

Tap into the LinkedIn network and target potential customers with LinkedIn Ads. Use criteria like function, seniority, and industry to access your ideal audience.



To learn more about LinkedIn Ads,
go to [linkedin.com/ads](https://www.linkedin.com/ads)

MARKETING CHECKLIST

Daily

CHECKLIST:

- Post Company Updates to engage with your followers and target audience.
- Invite new customers and business contacts to follow your Company Page.

Weekly

CHECKLIST:

- Visit your Company Page analytics tab to see how your page is performing. Look for indicators of what is resonating and driving engagement.
- See an update that has high engagement? Use Sponsored Updates to promote it beyond your follower base.
- Visit LinkedIn Groups relevant to your industry and look for trending topics and discussions - this will provide ideas on what you can post as Company Updates.

Monthly

CHECKLIST:

- Prompt new employees to link their LinkedIn profiles to your Company Page.
- Review and update your Company Page with fresh imagery and information about your company.

Ready to get started? Great!

Visit [linkedin.com](https://www.linkedin.com) and start applying these best practices today!

