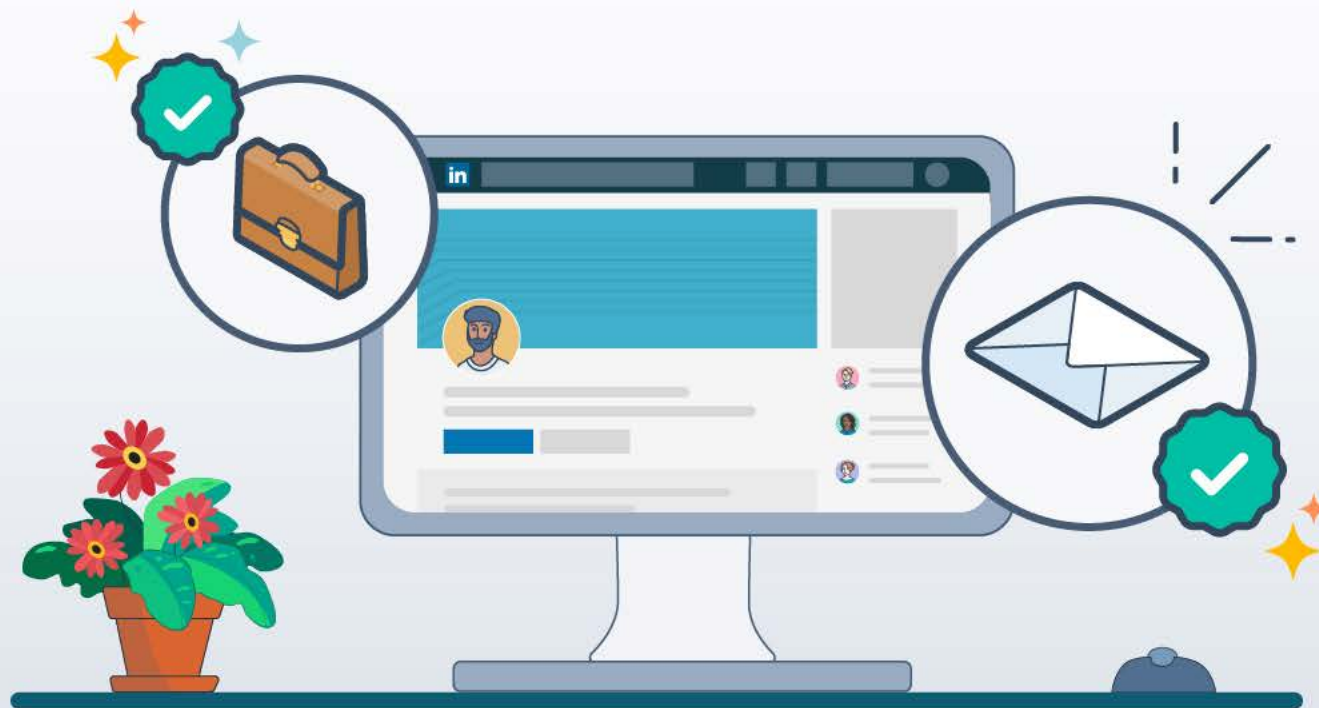




HOW TO USE


LinkedIn for Business and Marketing



INTRODUCTION

The Importance of LinkedIn for Businesses

Whether you're a small business owner who looks after marketing yourself or you manage the marketing team within your company, knowing how to utilize LinkedIn for business and marketing is key to [optimizing your B2B platform](#). LinkedIn provides an opportunity to reach a professional audience, acquire new leads and contacts, rank higher to get more eyeballs on your page, and promote your business. This ebook will provide you with the tools you need to get your company's LinkedIn presence started or optimize it for your business goals.



Within How to Use LinkedIn For Business and Marketing you will learn how to:

- » Set up a company LinkedIn Page
- » Improve your company rank for LinkedIn searches
- » Get the most out of your LinkedIn posting strategy
- » Work within LinkedIn analytics

Let's get started!

CHAPTER ONE

How to Set Up a Company Page

In order to join the business conversations that matter, you'll need to start by setting up a Company Page. Visibility is the backbone of marketing, the first step to having your business be seen is to create a page that teaches others about your brand, products, services, and job opportunities with your company. As this Company Page will be the central facet of how you use LinkedIn for business, it is crucial to understand how your Company Page will be structured and function.

Not just anyone can set up a Company Page, before you do there are a few prerequisites you'll need to meet to ensure LinkedIn that you are a genuine company. They are:

- 1 Your personal LinkedIn profile must be older than 7 days, you will not be permitted to set up a Company Page with a brand new personal profile
- 2 Your personal information must match the information on your Company Page (for example your first and last name must be the same)
- 3 Your personal profile strength must be listed as "Intermediate" or "All Star," this strength is based on how complete your profile is—you can check your profile strength at any time on your profile homepage
- 4 The Company Page must have a company email domain unique to your company



Tip

Remember, you can only have one live Company Page up at a time—if you are revamping or updating your company's LinkedIn presence you will either need to update an existing page or delete the existing page and rebuild your new company page from the beginning.

Info You'll Need on Your LinkedIn Company Profile

The key to optimizing your LinkedIn Company Page is to fill out all fields with the necessary information—this makes it more searchable. Follow these steps to ensure visibility, for more insight check out HubSpot's [Ultimate Guide to LinkedIn Company Pages](#).

1. Complete all the Page details.

Sure, this first tip might seem like a no-brainer but it's one worth repeating. According to LinkedIn, fully completed LinkedIn Company Pages get [30% more views](#). That is a third more eyes on your brand, and a third more potential connections than if you left a detail or two out. The more details you provide, the easier your company will be to discover. Take the time to completely fill out every Company Page detail, those that are not required may end up being essential in the long run.



2. Add important Page admins.

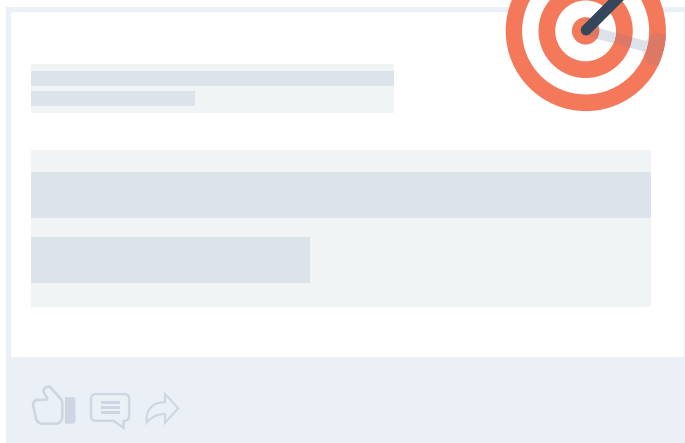
Running your company's LinkedIn page can be a daunting task, especially if you are already running their other social media accounts. [Adding other Page administrators](#) is a great tool for sharing that work load, here are the four key types of Page admins:

- » Designated Admin access allows employees to edit your page, add additional admins, and post updates
- » Sponsored Content Poster access allows employees to share and sponsor updates
- » [Lead Gen Forms Manager](#) access allows employees to download leads from [Campaign Manager](#)
- » Pipeline Builder Admin access allows employers to create and edit [Pipeline Builder](#) landing pages

3. Keep your images up-to-date.

Your cover photo and page logo are the first images your page visitors will see, they visually introduce potential connections to your brand. Ensure your marketing efforts are cohesive by keeping these images up-to-date so they match your website and all other digital marketing materials. Not only will this cohesion boost your brand awareness across the board, but will help new customers and employees familiarize themselves with you on LinkedIn.





4. Determine your Page's purpose.

Will your LinkedIn Page primarily serve as a source of industry news, a place to share company culture, or an educational resource for those growing in your field? Whatever the goal or primary purpose may be, develop a persona and key demographic to which to tailor your content.

Tip

Use LinkedIn's [Content Suggestion tool](#) to discover trending topics and help generate relevant content for your audience to engage with.



5. Share content and engage with your followers.

Creating your Company Page is just the first step in using LinkedIn for Business. You don't create a company Twitter account just to look at memes, you use it to share original content and engage with your followers—your LinkedIn Company Page should be used for the same reasons. There is a range of posts that you can publish on your company page—product and service updates, job openings, news that involves your brand, and behind-the-scenes content that introduces your connections to employee life. We'll review specific posting strategies and examples of what to share in Chapter Two. Your Company Page is also a great place to repost your previously published blog posts.



Optimizing your Rank for LinkedIn Searches

Like any other website or social network, LinkedIn Company Pages rank on search engine results pages (SERPs). Google processes an estimated **3.5 billion searches** each day, so **boost your SEO** make sure your Company Page includes these key things:

» **A keyword-rich profile**

Use your existing keyword research from blogging efforts to ensure that anyone searching for your industry can find your page.

» **A variety of backlinks**

Include your website URL on your company page, include links to places like your careers page in your page posts, and encourage followers to share your posts that include links.

» **Original and relevant posts and articles**

Share thought leadership posts from LinkedIn or Medium from company executives at a cadence that matches with audience engagement.

» **A fully completed profile**

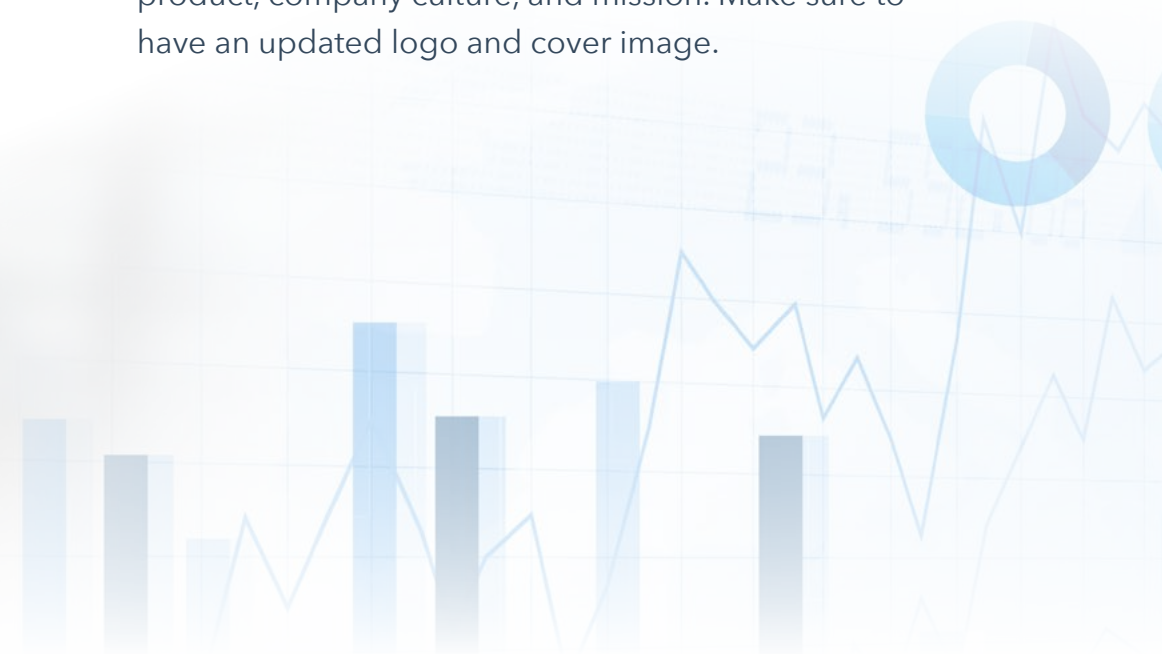
Make sure to include relevant career information for potential job candidates and include a strong about section including things like company mission, values, and what you offer.

» **Participation in Groups**

Look up industry-specific groups, professional development groups, and local groups to your area and participate, providing helpful information, discussion, and resources.

» **Images**

Add high-quality photos to your page showcasing your product, company culture, and mission. Make sure to have an updated logo and cover image.



CHAPTER TWO

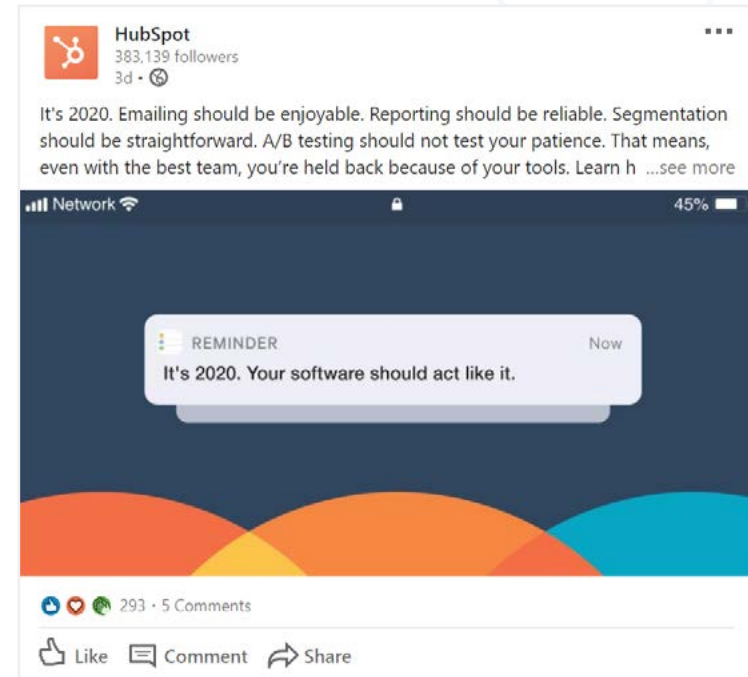
Posting Original Content on LinkedIn

How to create content exclusively for your LinkedIn audience using LinkedIn's Publishing Platform

When it comes to posting original content on your LinkedIn Company Page, you may be wondering what benefits it has over the blogging you're already doing on your company website. In terms of publishing, LinkedIn has evolved massively. While the ability to publish long-form posts was once reserved for [LinkedIn Influencers](#), now that ability is available to the masses. Take advantage of this tool, when you think of [LinkedIn as a publishing platform](#) you are opening your company up to a wider, more engaged audience.

1 Click "Write an Article" near the top of your homepage. This takes you to the publishing tool.

» Alternatively, you can scroll down the page as you read an article on LinkedIn. You'll see the Write an article button appear next to Like, Comment, and Share in the top bar, below the LinkedIn navigation bar.



2 Click "Headline" to type the headline of your article.

» If you're unable to click into the Headline field, you may have a browser extension that is blocking this functionality. The two extensions that we know cause this issue are Lazarus and Grammarly. This can be resolved by [disabling these extensions](#) and refreshing the editor.

3 Click “Write here” to type the content of your article.

» You can [add images and other rich media to your article](#) for visual impact.

4 Click the Publish button in the top right of the page.

» You won’t have the option to preview your content prior to publishing. Your article draft shows you how the published version will look. You can share your article draft with others prior to publishing.

5 In the pop-up window that appears, click “Publish” to send your post out to the world or click “Cancel” to continue editing your article.

» Once your article is published, you can [edit](#) or [delete](#) it at any time.



Tip

If you are looking for more tips and tricks to get the most out of your Company Page posts, HubSpot has an [Ultimate Guide to LinkedIn Publishing](#) for you.

What to Post

When it comes to the specifics of what content to share with your connections on your Company Page, let the **4-1-1** rule [be your guide](#). It goes like this: for every **one** original piece of content you share about your brand, share **one** update from another source, and **four** reposted pieces of content published by others.

By following this rule you are fueling your Company Page with fresh content, but not creating original content from scratch every day. Instead, by repurposing blog posts, ebooks, webinars, etc. from other sources you can be strategic about your posting habits instead of off-the-cuff or burning out by trying to write new content every day.

Types of Content to Post + Best Practices

» Images

LinkedIn recommends adding an image to your posts, and has found that several high-quality images [perform best for organizations](#).

» Video

Live video gets [24x more engagement](#) than other types of posts. Get creative and enable your sales team to start a dialogue with potential customers from their personal page, then share their posts.

» Articles

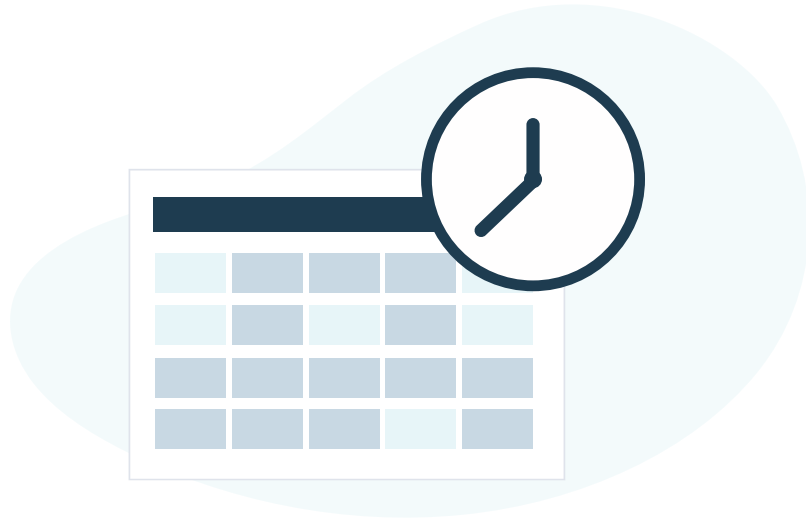
Use LinkedIn's Content Suggestions tool to find the trending topics in your industry or among your audience.

» Page status updates without links

Publish PDFs or PowerPoints to share educational, informative content with your audience.

» Job postings

Include relevant hashtags and publish job postings to industry groups.



Establishing a Posting Cadence

Posting on LinkedIn is an art form. In order to foster meaningful, consistent engagement from your connections we suggest posting on your Company Page at least once a day. In order to establish a posting cadence, start with a week of posting at different times to see when you are the most likely to attract engagement—if you consistently receive the most likes, comments, and reposts when you publish original content in the morning then you know to consistently post in the morning moving forward. Each audience is different, from their degree of engagement to the hour they consume content. Experimenting with your publishing schedule is critical to establishing a recognizable and effective posting cadence.



Tip

Intermittently re-share your own best performing content so any new connections who missed it the first time around will get another chance to see and engage with it.



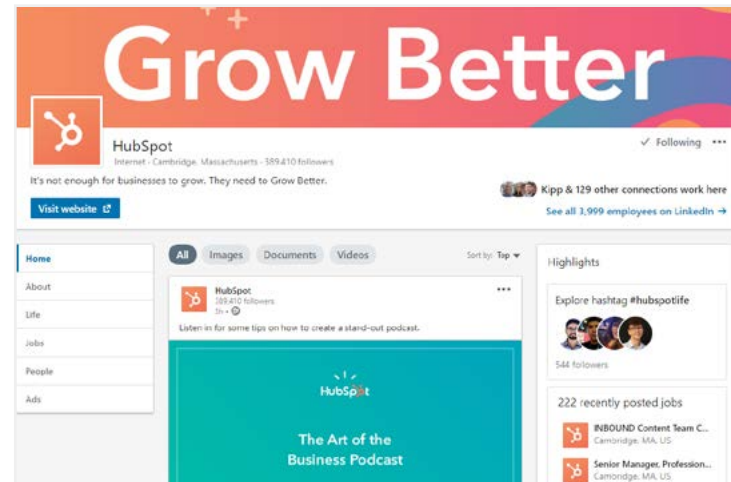
How to Use Showcase Pages

Showcase Pages are niche pages that branch off your main LinkedIn Company Page. They provide a more personalized experience for your connections by allowing you to promote individual products at a time or cater to specific marketing personas. Additionally, LinkedIn users can follow product-specific Showcase Pages without following a main Company Page. Think of them like [choose-your-own-adventure marketing](#), you can tailor each page to audience specifics without altering your Company Page or advertise singular events on their own.

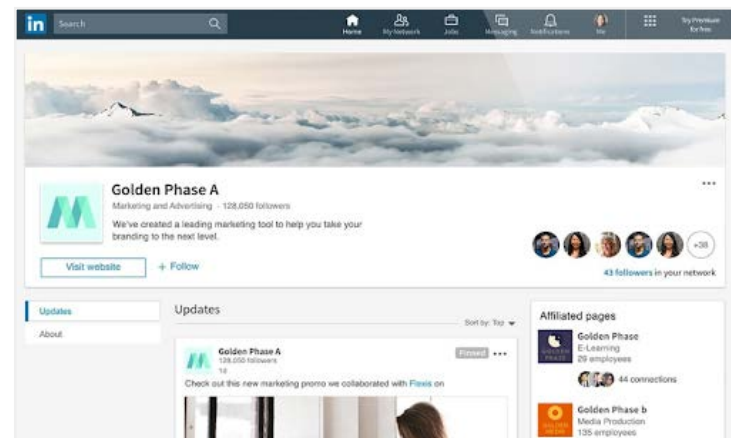
There are a few main differences between Company and Showcase Pages:

- » Showcase pages have a larger hero image.
- » Showcase pages have a two-column layout for content posts, as opposed to the single-column blog post layout of Company Pages
- » Unlike Company Pages, there is no Career Tab at the top of Showcase Pages
- » All Showcase Pages link directly back to the Company Page- so all additional pages are centralized around your main page
- » Individual Employee profile pages cannot be directly associated with Showcase Pages

Company Page



Showcase Page



Source: [LinkedIn](#)

For more information about creating, monitoring, and utilizing Showcases Pages, check out [HubSpot's beginner guide](#).

CHAPTER THREE

LinkedIn Advertising

Last year, it was revealed that [over 600 million users](#) can be reached through advertisements on LinkedIn. And good news—creating an advertisement for your company through your LinkedIn account can be done in minutes. Here are our first three steps to getting started:

1. Create your Campaign Manager account

Thanks to [Campaign Manager](#), LinkedIn has an all-in-one advertising platform where you'll be able to set up ad accounts, run campaigns, and control your ad budget. All you need to get started is your existing LinkedIn account.

2. Determine your Objective

Help LinkedIn, help you. When you are clear about your ideal advertising strategy, brand awareness trajectory, and company objective you are helping LinkedIn better customize your campaign creation.

3. Launch your Campaign

Now that you've determined your objective you'll be guided by LinkedIn to build an audience, set an ad budget, and upload your creative advertisement. Once you set up your payment details, your campaign is launched!



Tip

Use [this guide](#) to better manage and analyze your LinkedIn Ads.

CHAPTER FOUR

How to Use LinkedIn Analytics

Regardless of how long your company has been active, your Analytics Page on LinkedIn can help you familiarize yourself with the engagement data your Company Page is generating.

Without analytics it can be very difficult to drive results for your business, because you won't know what content drives engagement. Your LinkedIn Analytics Page shows monthly engagement metrics for your company and individual posts—when you optimize your posts based on performance data, you will see an uptick in engagement from month to month.

Here is how to get the most out of your LinkedIn analytics:

- » Analyze your data to see not only what content is being engaged with, but who is doing the engaging—when you can better see your audience demographic you will be able to refine your most compelling content and therefore create more of what you know works for who is watching
- » Use [Content Suggestions](#) to measure post popularity and interaction level, LinkedIn is ready to tell you what posts to make next, you just have to listen
- » Add tracking codes to the links in your posts—you can see the exact traffic you are driving to your company's site through LinkedIn Page Updates, and you'll be able to plan future site links accordingly



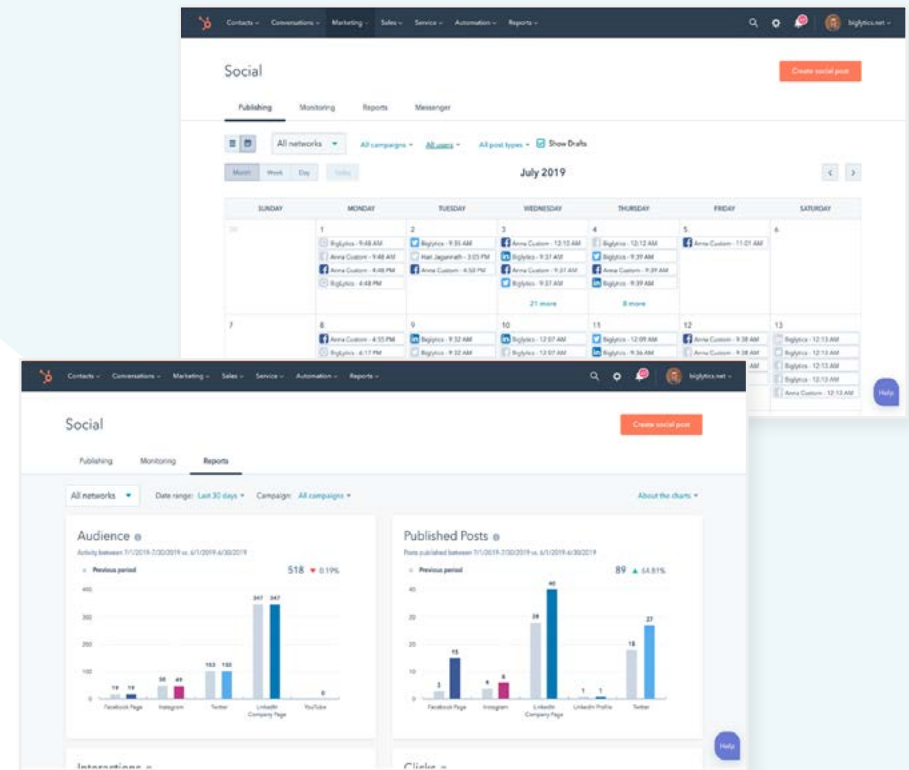
Alternatives to analyzing LinkedIn outside of the Analytics tool

In addition to viewing your LinkedIn Page analytics in the admin center of your account, you can [export the data](#) as a .xls file. Subsequently, separate analytics reports for each body of data can be made for Visitors, Updates, and Followers.

To export your Page analytics report:

- 1 Sign in to your Page admin center
- 2 Click Analytics
- 3 Select Visitors, Updates, or Followers
- 4 Click Export in the upper right corner of the correct analytics page.
- 5 Select the timeframe you'd like to create a report for and click Export.
- 6 The .xls file will be accessible after it has downloaded.

Once the data has been exported, you can integrate your data and analyze it in tools like [HubSpot's LinkedIn Integration tool](#).



There you have it! You now know how to successfully build, hone, and streamline your company's LinkedIn for Business and Marketing. As you follow these steps, you'll attract more recruiters, customers, clients, and exciting opportunities than ever before. Happy networking!

BONUS SECTION

5 Hacks, Tricks, and Ideas to Make You Stand Out

- 1 Use video and post often. Don't worry about being Spielberg, just get content out there!
- 2 Find popular groups in your industry. Active members will know where your target persona lives online.
- 3 Use objective-based advertising. LinkedIn's new feature is already proving to have super effective results.
- 4 Try [LinkedIn for retargeting](#) (both paid and organic).
- 5 Partner with or share posts from [LinkedIn Influencers](#).





Connect Your LinkedIn and HubSpot Accounts

Use CRM and web analytics data to inform your LinkedIn Ads campaign management strategy. Bring more quality leads to your business and learn exactly which ads are turning prospects into customers. Connect your HubSpot and LinkedIn accounts today.

[Learn More](#)

