

LinkedIn

Business Marketing

About the Author:

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Harry Kierbow is the Customer Service and Social Media Manager for Tarkenton Companies. Before coming to Tarkenton, Harry studied psychology at the University of Georgia and worked for a small restaurant franchise. He brings this background to bear when working with customer issues or crafting social media marketing messages.



What is it?

LinkedIn is the world's largest professional network, with over 225 million members in more than 200 countries, and they are adding new members at a rate of about 2 per second. If your business is looking to connect with business professionals and other companies, it doesn't take a genius to realize the potential that could come from the smorgasbord that is LinkedIn. You may already use this online resource to promote yourself, but are you also using it to promote your business? Well, you should be. There are more than 3 million company pages found on LinkedIn today—and your company needs to be one of them.

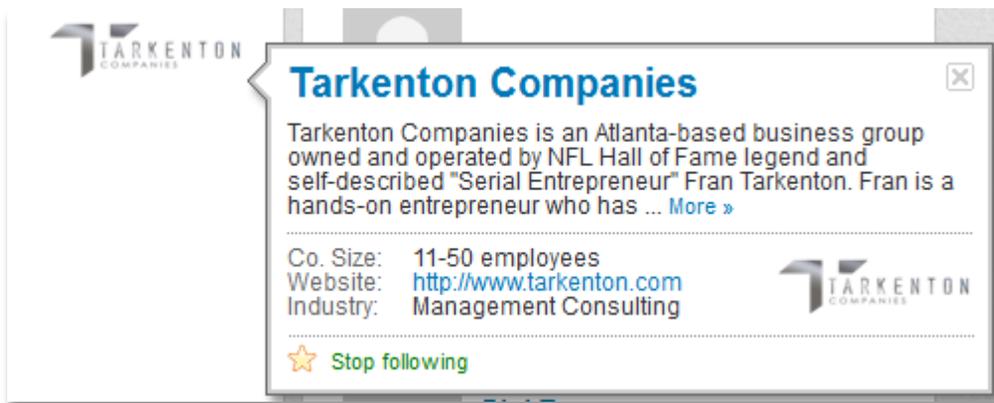
Why does it matter?

When marketing your business, what is your first goal? Did anyone say to expand your current reach and potentially find new customers for your service? Good. LinkedIn allows you to do this almost passively. Employees list their current company as well as any companies where they have previously worked on their LinkedIn page. When an employee is editing their profile, they will have the option to tie their employment to a LinkedIn company page. Once this is done, anyone who views their profile will be able to view these company pages in 2 ways:



1. Clicking the company icon will take that viewer to the company page.
2. Rolling the mouse over a company icon will provide a snapshot of that company's company page.

Look for these options on the right side of a person's Experience section.



Remember the whole thing about first impressions? You only get to make one. So spend a little time and optimize this page to put your best foot forward to potential customers and business partners.

LinkedIn company pages will also allow you to promote your products and services in the Products tab. Unlike company pages on other social networking sites that are designed to give a “big picture” overview of your products and services, LinkedIn allows you to add write-ups and images for multiple products to make each one special.

Once you have created products, other LinkedIn users have the option to recommend them. Imagine the power of non-solicited recommendations on a website like LinkedIn. This adds another layer to your marketing in the form of evangelism, and allows users to connect not just with your brand as a whole, but also with individual products.

Do you have a LinkedIn profile? Do a Google search for your name (go ahead, do it), and most likely LinkedIn will be among the top results. What does this mean? LinkedIn will help you and your company with search engines. We've always adhered to the idea that the more places you can be found, the more times you will be found, but you won't catch any fish without casting your net out there.

So put your LinkedIn company page together. When done properly (i.e., well-thought-out, compelling posts, eye-catching and appealing graphics with clear calls to action above a recommended product), you can absolutely use your LinkedIn company page to drive leads to your business. So let's get down to nitty-gritty: how do you do this?

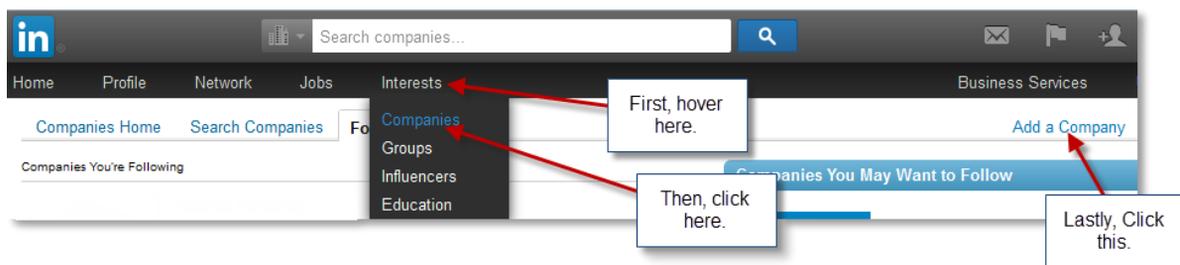
How Do I Get Started?

Let's go back to the beginning of this guide and recall that LinkedIn is the world's largest professional network, so of all your social media presences, this one needs to be the most nicely dressed.



Think cool kid in the tuxedo. You want to emit an air of professionalism while still being engaging and approachable. That being said, let's dive into the details of creating your page.

To create your page, log in to your LinkedIn account and hover your mouse over the Interests tab. From here, click Companies. Then, select Add a Company in the top right corner of the page.



After selecting this option, LinkedIn will ask that you enter the name of your company and your company email address. You'll then check a box to verify that you are the official representative of the company. Provide this information and then click Continue.

Add a Company

Company Pages offer public information about each company on LinkedIn. To add a Company Page, please enter the company name and your email address at this company. Only current employees are eligible to create a Company Page.

Company name:

Your email address at company:

I verify that I am the official representative of this company and have the right to act on behalf of my company in the creation of this page.

or



If your submission is successful, you will be sent a confirmation email to the email address listed and then will be able to set up your company page.

 Thank you. A confirmation email has been sent to hk@samplecomp.com.

Now check your inbox...

To continue creating the false company profile, please do the following:

1. Check your inbox for hk@samplecomp.com
2. Follow the instructions in the email
3. Complete your company profile information

If a page has already been created for your company, you will receive a message on the Add a Company screen.

 We believe this company already exists: [sample company](#). If you believe this is an error, please contact [customer service](#).

Add a Company

Company Pages offer public information about each company on LinkedIn. To add a Company Page, please enter the company name and your email address at this company. Only current employees are eligible to create a Company Page.

After successfully creating the page and verifying your email address, you should be all set to start building your page. Continue reading for instructions to do this.



Part 1: Tell people who you are

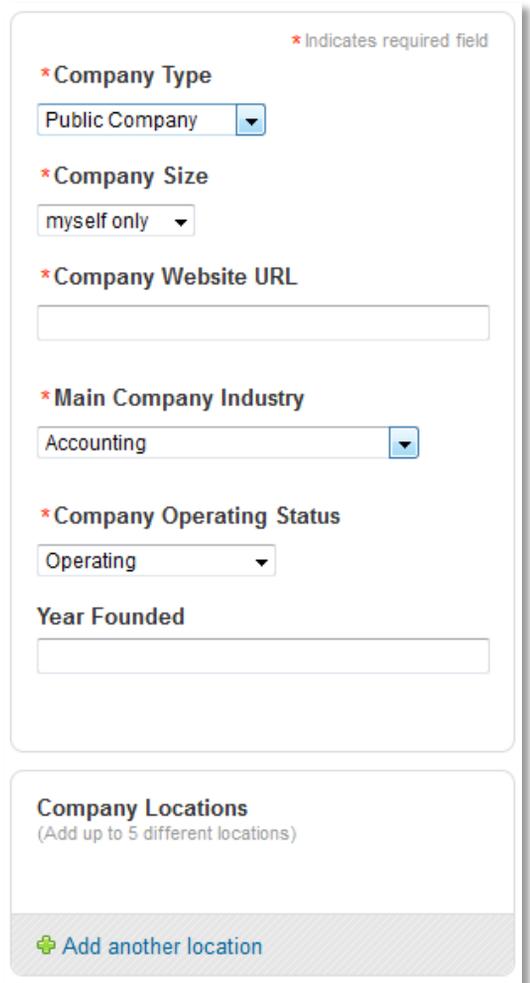
In the company information, you will want to include all of your basic information. Think of it this way: if you were looking up your company, what information would you want to know? Include things like:

- Company Type
- Company Size
- Website URL
- Industry Type
- Operating Status
- Year Founded
- Locations

Then complete your company description (be sure to include keywords related to your business; remember LinkedIn's search function?)

Then add your cover photo (640 x 220 pixels), a standard logo image (100 x 60 pixels) and a square logo (50 x 50 pixels).

Next you can add any company specialties (aka, search keywords) and any featured groups to your company page.



* Indicates required field

* Company Type
Public Company

* Company Size
myself only

* Company Website URL

* Main Company Industry
Accounting

* Company Operating Status
Operating

Year Founded

Company Locations
(Add up to 5 different locations)

[+ Add another location](#)

Lastly, go ahead and select the page admins. These people will be able to post to and edit this page. Add a few people to this section, but remember, they have to be connected with you first.

Part 2: Show people what you do

If you have a dog, a cat or a grandchild, I will assume that you've posted on Facebook before. You'll be happy to know that posting on LinkedIn is almost exactly the same. While you can post any job openings via LinkedIn's Careers page, don't just limit your postings to this. One of the main effects of compelling social media marketing is that the business becomes a trusted authority in their field. So post articles, blogs, infographics, videos, whatever—just be sure to remember that your audience on this page will be more concerned with business and industry tips than where you went on vacation or what you had for dinner last night. LinkedIn even offers awesome free tools to help you track the reception of your posts, so be sure to take advantage of these to target your posts in the most effective way.



One question we always get is, “How much should I post?” While there is no one right answer, a general rule of thumb would be 4–7 posts per week on this network. One every other day is probably not enough, while 4–5 per day is WAY too much. Just find the best content you have that would be the most applicable to business professionals and use it here.



Part 3: Tell people what you can do for them

Once your page is set up and you are posting great content, it's time to fill out those products and services. To access the product editing area, go to your business page and then select the Edit button.



From here, select Products & Services from the bar at the top of the page. Now you will be able to begin adding products.

Step 1. will be to choose whether this is a product or service. A product will be something tangible (like the printers you sell). A service will be some intangible thing that you provide (like your financial consulting packages or a list of your marketing services). Once you've done this, the hardest part is over. The rest should be fill-in-the-blank. Continue reading for step-by-step instructions to add your products and services and follow along on the LinkedIn Product Page Roadmap found at the end of this guide if you so desire.

Step 2. Select a category that best describes your product or service.

Step 3. Name your product or service. You can begin randomly entering your products or you can choose a method. Luckily, you can add multiple products and services here so you don't have to be picky (although you should try to avoid putting too much information on this page so it isn't too difficult for viewers to look through).

Step 4. Add an image that represents your product or service. Dimensions of this photo are 100 x 80 pixels.

Step 5. Describe your product or service. This is where you're selling! Tell someone why they need this product or service. What makes it better than what others are offering? Why should someone recommend it to others? While you do want to get all the deets in here, don't forget to show a little personality, too.

Step 6. List key features. Just like the company specialties, these are keywords for your product or service. Use this section to highlight key benefits and features that would make someone want to buy your stuff.

Step 7. Add a URL for this product or service. Provide a link that will take someone directly to the portion of your site where they can learn more about a product or service. Take someone precisely where you want them to go. Make it easy for them! Don't make someone work to spend money with you!



Step 8. Add a contact from your company. Add people who are trustworthy in your company and who are active on LinkedIn. These people will be listed as contact points for anyone who has questions about your product or service. While the contact will be notified via email when someone submits a question, be sure to inform the person that you have listed them here so they know to pay attention. Like page admins, you must be connected to a person in order to list them here.

Step 9. Add a promotion for your product. Are you having a sale? Got a special deal going on tied to a product? Promote away using this block.

Steps 10 & 11. Add a YouTube video about this product or service. Do you have a motion picture describing this product? Link to it here. You can even get a little funky with a fun title that would make someone more likely to click and watch. After adding the title, be sure to copy and paste the URL of the video in the next field.

You can also add a disclaimer if necessary to the product or service before publishing.

Step 12. Publish. After all that work, it's time to publish this thing and marvel at your incredible work (along with all of your friends, employees and everyone else in the Linked-in-o-sphere).

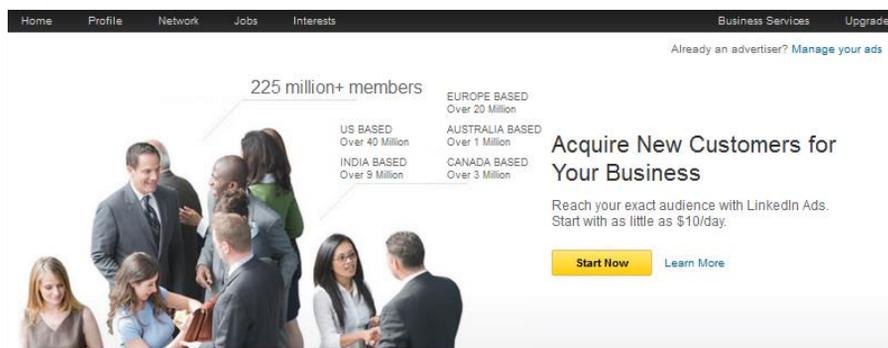


Part 4: Yell to people about what you can do for them

Now that you've followed the steps in this guide and set up your LinkedIn page, it's time to break out your awesome whistle. Go ahead, and post your content, start a group or promote your products. While you will reap some passive benefits from your LinkedIn page by the simple fact that it is there, you will find more benefit when you actively engage with prospective customers and business associates and show a little bit of your personal side.

Possible Part 5: Look into paid advertising

If you feel like you need some additional exposure after getting the hang of posting on LinkedIn, look into paid advertising. LinkedIn allows you to post sponsored updates in text only, text/image, and video format. You can also target your ad to be shown to certain LinkedIn users based on job title, industry type, company size, seniority level, and job function. Don't worry about expenses, you can set your budget. You can see more on this relatively new option on LinkedIn's website. Go to www.linkedin.com/advertising to learn more or start advertising.



The image is a screenshot of a LinkedIn advertising banner. At the top, there is a navigation bar with links for Home, Profile, Network, Jobs, Interests, Business Services, and Upgrade. Below the navigation bar, the banner features a group of diverse business professionals in a meeting. To the right of the group, there is a list of regional member counts: 225 million+ members, US BASED (Over 40 Million), INDIA BASED (Over 9 Million), EUROPE BASED (Over 20 Million), AUSTRALIA BASED (Over 1 Million), and CANADA BASED (Over 3 Million). Below this list, the main headline reads "Acquire New Customers for Your Business". Underneath the headline, it says "Reach your exact audience with LinkedIn Ads. Start with as little as \$10/day." At the bottom of the banner, there are two buttons: a yellow "Start Now" button and a blue "Learn More" button. In the top right corner of the banner area, there is a link that says "Already an advertiser? Manage your ads".



LinkedIn Product Page Roadmap

Step 1. Choose between a product or service

Would you like to add a product or service? *

Product
 Service

Step 2. Select a category

Select a category that best fits your product/service

Choose category ▾ *

Step 3. Name your product or service

Product or Service name

Product name _____ *

Step 4. Add an image of your product or service.

Choose an image that represents your product or service. Your image will be re-sized to 100x80 pixels.

Image / Photo

 100x80 pixels, .PNG, .JPG, or .GIF

[Add Image](#)

Step 5. Describe your product or service

Description *

B **I** **U** | **☰** **☰**

Write a brief description of the product...

Step 6. List of key features

Use this section to list the key benefits or use cases of your product or service.

Create a bulleted list of product/service features

[Add more features](#)

Step 7. Add a URL for this product or service

Use this section to link to a location on your website where LinkedIn members can learn more about this specific product or service.

Website

Enter a product or service URL...

Step 8. Add a contact from your company

If a LinkedIn member wants to contact your company or learn more about this product or service you can showcase who in your company they can contact. Start typing the name of the contact people in the boxes below. You must be connected to that member on LinkedIn to include them below.

Contact us

You can only add people that you are connected to on LinkedIn

 Employee name...
 Employee name...
 Employee name...

Step 9. Add a promotion for this product or service

Do you have a promotion or special offer for this product or service? Include a title, description and URL where users can click to learn more.

Create a special promotion

Give it a title

Enter a URL

Write a brief description of the promotion...

Step 10. Add a YouTube video about this product or service

Do you have a YouTube video about this product or service? Add a title for your video here.

Title your video

Video Header

Step 11. Add your YouTube video URL

Copy and paste the URL from your YouTube video in the box below.

YouTube Video URL

YouTube Video URL



Does your business
need more Social
Media help?

Let us help.

[Click to learn more](#)