



The **LinkedIn** Company Pages  
*Playbook*

## Here's What We'll Cover



A Note to the Sophisticated Marketer	3
What is a Company Page?	4
What is a Showcase Page?	5
The Basics	7
• How to create a Company Page	
• How to manage your Company Page	
• Company Page Analytics	
Investing in your Company Page	10
Building a Strategy Around Your Objectives	12
Anatomy of a Company Update	14
How to Increase Content Engagement	15
Best Practices for Company Updates	21
11 Tips for Compelling Company Updates	24
Our Journey to Our First 100K Showcase Page Followers	25
10 Examples of Exceptional Company Pages	26



## A Note to the Sophisticated Marketer:

Your LinkedIn Company Page is your biggest piece of real estate on LinkedIn. Use it to build awareness for your brand, establish your company as a thought leader, engage your employees and prospects, publish and share content and drive high-quality leads.

There are over 19 million Company Pages on LinkedIn. If yours isn't not one of them, you're missing opportunities to get your content in front of the audience that matters most to your business. That's why we've created this guide packed with simple step-by-step how to's and best practices on building an audience and a content strategy for your Company Page. We're also including insider tips the LinkedIn Marketing Solutions team has gathered from years of testing and iterating.

Ready to get the 500+ million professionals on LinkedIn acquainted with your brand? Let's get started with your newest invaluable marketing tool: Your LinkedIn Company Page.

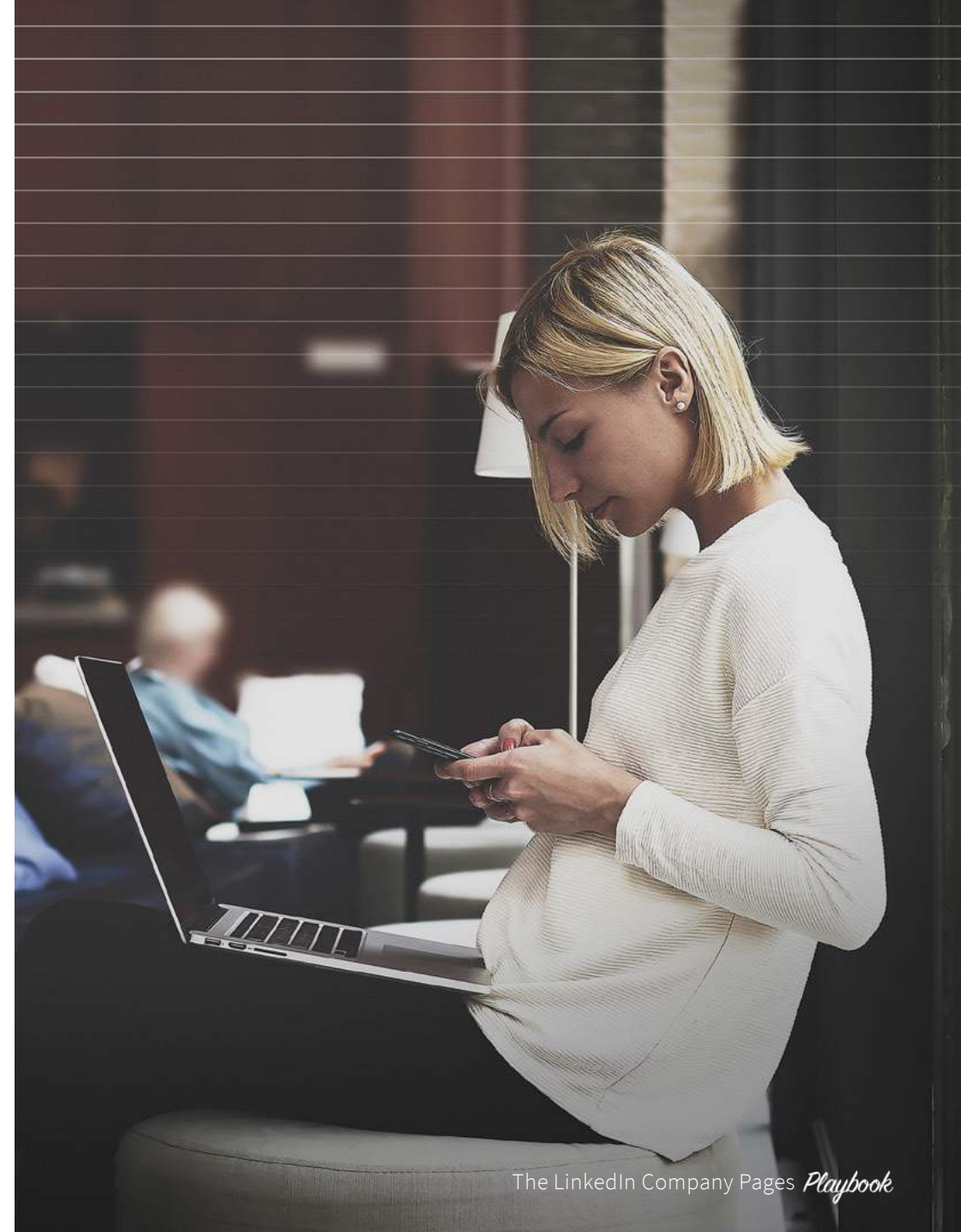
Cheers,



**Alex Rynne**  
Content Marketing Manager  
LinkedIn Marketing Solutions



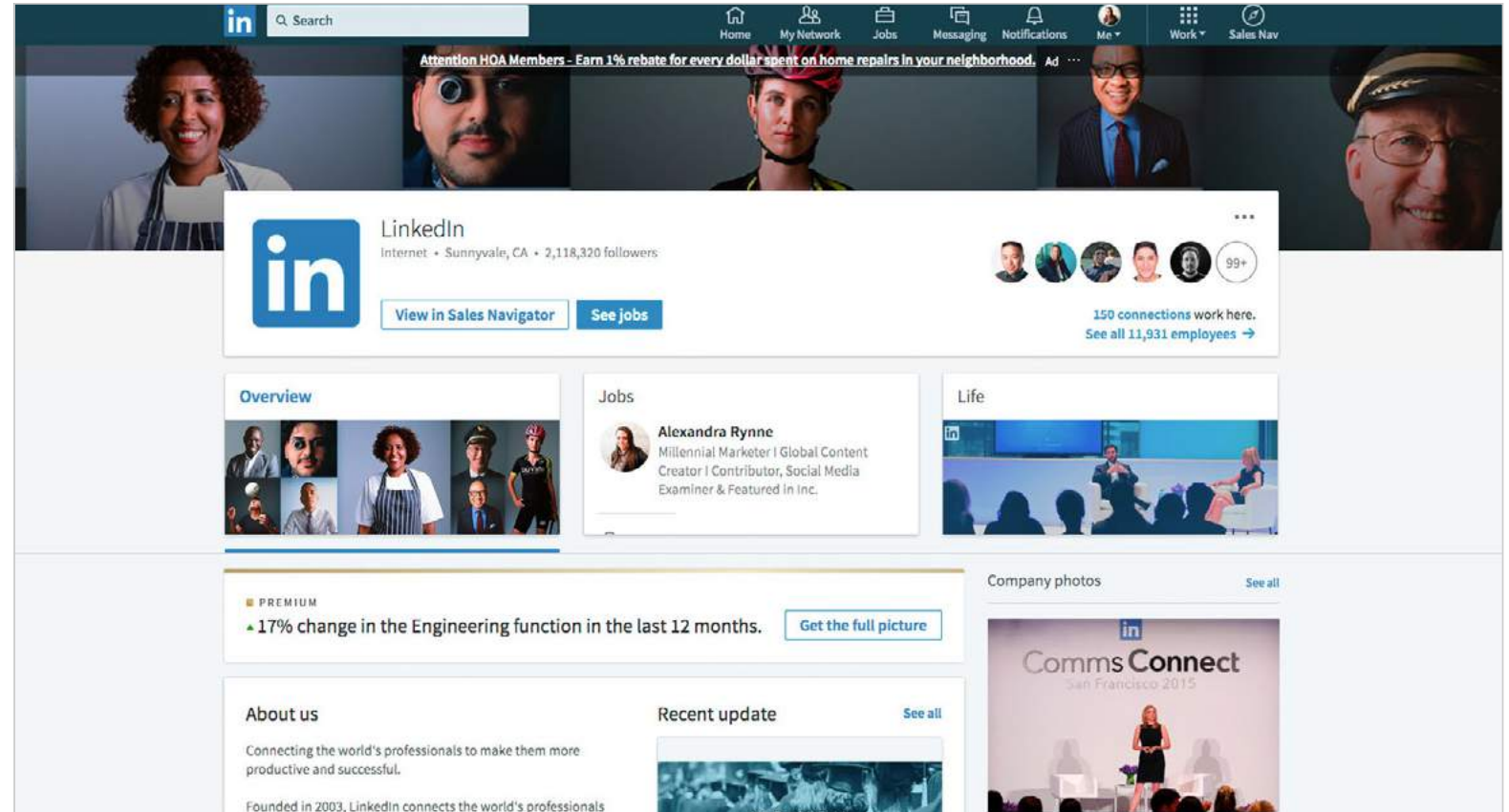
**19M** There are over 19 million  
Company Pages on LinkedIn.



# First Thing's First: What is a Company Page?

Company Pages are where you attract and interact with your target audience because it's often one of the first pages LinkedIn members visit to learn about your company. You can catch the eye of prospective customers by featuring relevant and creative content, such as your beautifully designed eBooks, case studies and how-to content. By delivering useful and engaging content that solve your prospects' pain points, you'll foster engagement and help your message spread fast.

A Company Page is also a place to showcase life inside your firm, whether for recruiting purposes or to give prospective customers a sense of what it's like doing business with you. If you treat the page as a dynamic marketing tool (rather than a static "About Us" page), you can establish thought leadership, build brand awareness, and move your audience to take action.



▲ Our LinkedIn Company Page has over 2 million followers.

## What is a Showcase Page?

Showcase Pages are purpose-built pages designed to promote specific business lines, products, brands or initiatives within your company.

Like many companies, you likely consider many parts of your business to be important. And to give each its due attention, you likely have more than one “voice.” With Showcase Pages, you can build a presence and present a unique voice for every vital part of your business. By creating dedicated pages for your more prominent brands, businesses, and initiatives using Showcase Pages, you can extend your LinkedIn presence.

In other words, you can create a distinct platform for each aspect of your business that has its own message to share with its own target audience. It's a unique way to directly engage the right people in the right context. And just as with Company Pages, your administrators will be able to monitor performance through dedicated analytics tools within the Showcase Page experience. (More on Company Page analytics later.)

### Showcase Pages



**LinkedIn Marketing Solutions**  
Marketing and Advertising  
241,284 followers



**LinkedIn Talent Solutions**  
Staffing and Recruiting  
173,040 followers



**LinkedIn Learning Solutions**  
E-Learning  
142,995 followers



**LinkedIn Sales Solutions**  
Computer Software  
115,562 followers



**LinkedIn Economic Graph**  
Internet  
76,571 followers



**LinkedIn for Good**  
Nonprofit Organization Management  
10,378 followers



**LinkedIn Marketing Solutions: Financial Services**  
Financial Services  
3,920 followers

▲ LinkedIn has 7 Showcase Pages.

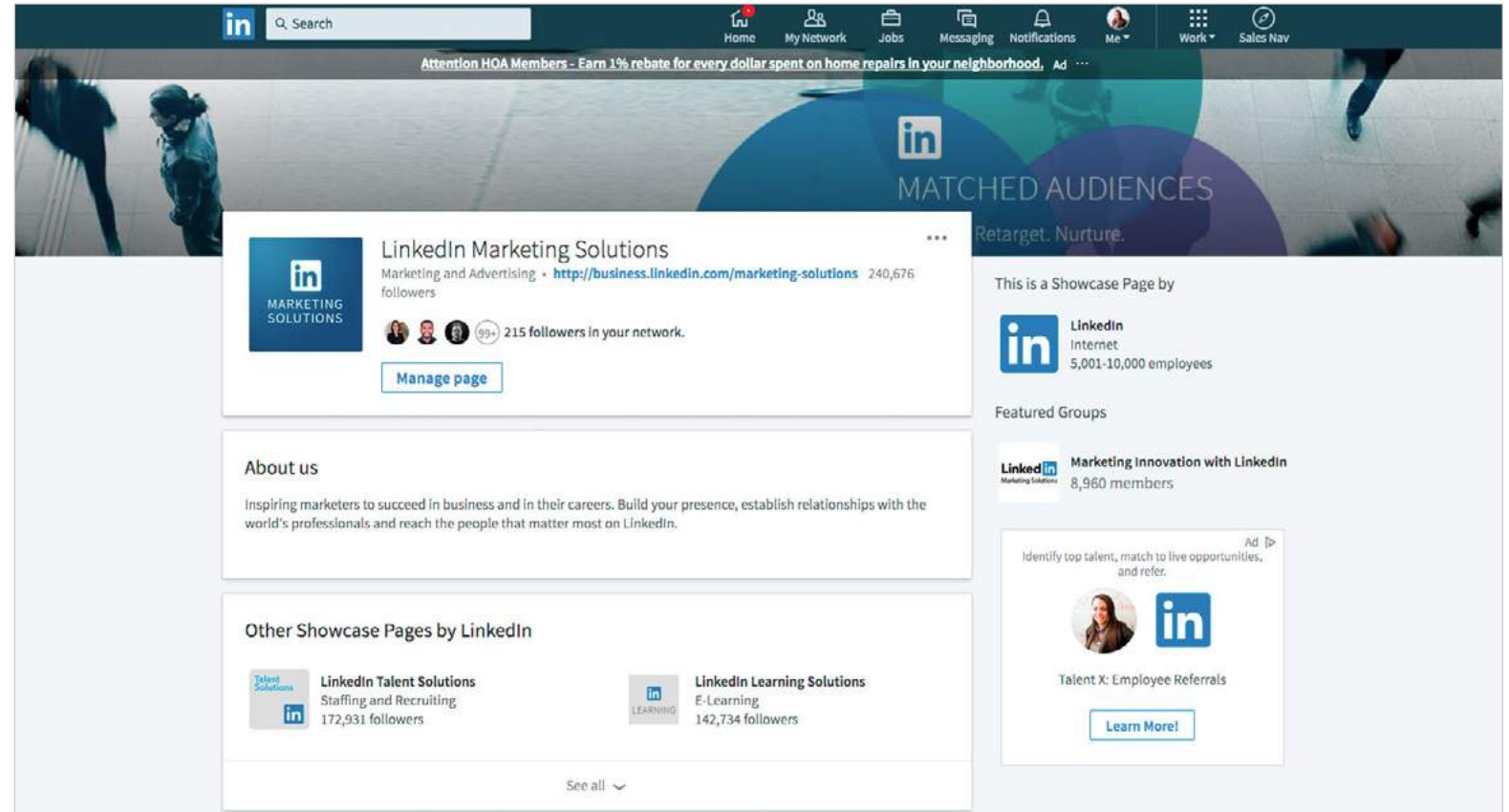


# What is a Showcase Page?

Showcase Pages are linked to your Company Page, but allow you to create and share content that appeals to different segments of your audience. For example, the LinkedIn Marketing Solutions Showcase Page has a completely different look and feel than the LinkedIn Company Page

To make your Showcase Page more effective:

- Use keywords in page names so they are easy to find via search
- Add a LinkedIn follow button to website pages that correspond to Showcase Pages
- Cross-promote with your Company Page



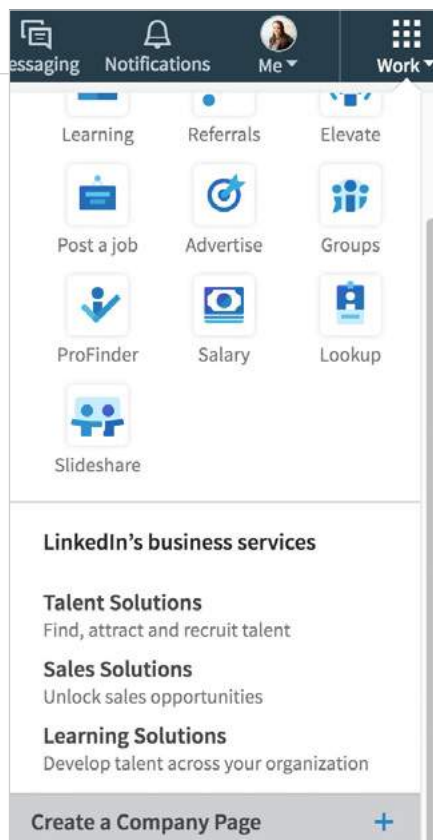
▲ Here's a snapshot of the LinkedIn Marketing Solutions Showcase Page my team manages.

# THE BASICS

## How to create a Company Page

To create a Company Page:

1. Click the *Work* icon in the top right corner of your LinkedIn homepage.
2. Click *Create a Company Page*.



3. Enter your Company Name and choose a URL. All Company Page URLs are structured as *linkedin.com/company/[YOUR COMPANY NAME]*.
  - LinkedIn members and search engines will use this unique URL to find your page.
4. Check the verification box to confirm you have the right to act on behalf of that company in the creation of the page.
5. Click the *Create page* button.
  - If you don't have a confirmed email address associated with your LinkedIn account, you'll be prompted to **add and verify your email address**.

A screenshot of the 'Let's set up your Company Page' form. It has a title 'Let's set up your Company Page'. Below the title, there are three input fields: 'Company Name', 'LinkedIn public URL' (with a help icon), and a pre-filled 'linkedin.com/company/' followed by an empty box. Below these fields, there is a checkbox labeled 'I verify that I am the official representative of this company and have the right to act on behalf of the company in the creation of this page.' At the bottom, there are two buttons: 'Cancel' and 'Create page'.

6. Click *Get started* on the welcome screen to begin editing your Company Page.
  - A red error message may appear if you have **problems adding a Company Page**.

To publish your Company Page you must include a company description (250-2,000 characters including spaces) and company website URL. Keep in mind that a preview of your Company Page is not available. When you publish the page, it is live on our website.

If you have any questions or need assistance, please don't hesitate to **contact us**.

# THE BASICS

## How to manage your Company Page

To access the Company Page admin center:

1. Click the *Me* icon at the top of your LinkedIn homepage.
2. Below Manage, select your Company Page.
  - If you're not taken to the Admin Center automatically, click the *Manage page* button at the top of your Company Page.



# THE BASICS

## Company Page Analytics

The Analytics tab of the Company Page admin center provides you with metrics and trends about your Company Page. Your Company Page administrators can view rich data about your Company Page through the Updates, Followers, and Visitors section of this tab.

By gaining deeper insights into your page performance, you can:

- Evaluate reach and engagement of your individual posts
- Identify trends across key metrics
- Understand more about your follower demographics and sources
- Learn more about your page traffic and activity, such as page views, unique visitors and career page clicks

To see Company Page analytics:

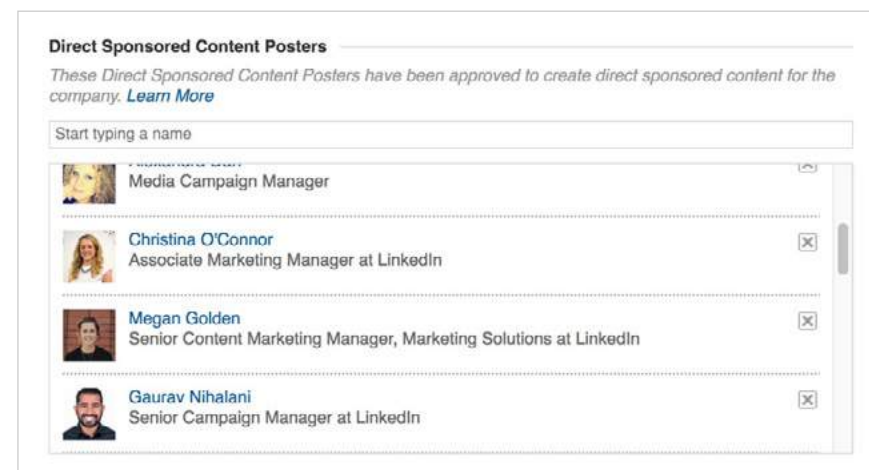
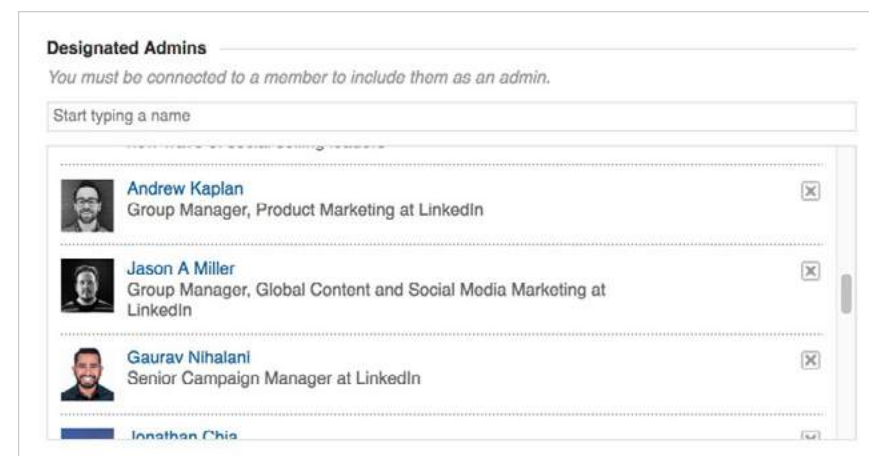
- Go to your Company Page.
- Click the *Manage Page* button toward the top of the page to enter admin mode.

Designating administrators can help you manage your Company Page. Only certain types of administrators can add other admins, post updates, and edit your Company Page.

There are three types of Company Page administrators:

- **Designated Admin** access allows employees to make edits to your Company Page, add other admins, and post company updates.
- **Direct Sponsored Content Poster** access gives marketers at your company the ability to share content to the homepage feed of LinkedIn members. Learn more about what **Company Page admins can do with Direct Sponsored Content**.
- **Recruiting Poster** access allows recruiters to post company updates on behalf of the company

There are no restrictions by an administrator when choosing which member to add as an admin to a Company Page.

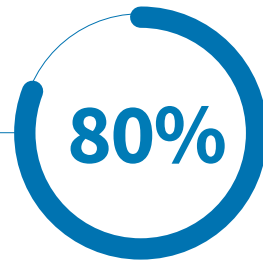


## Invest in your Company Page

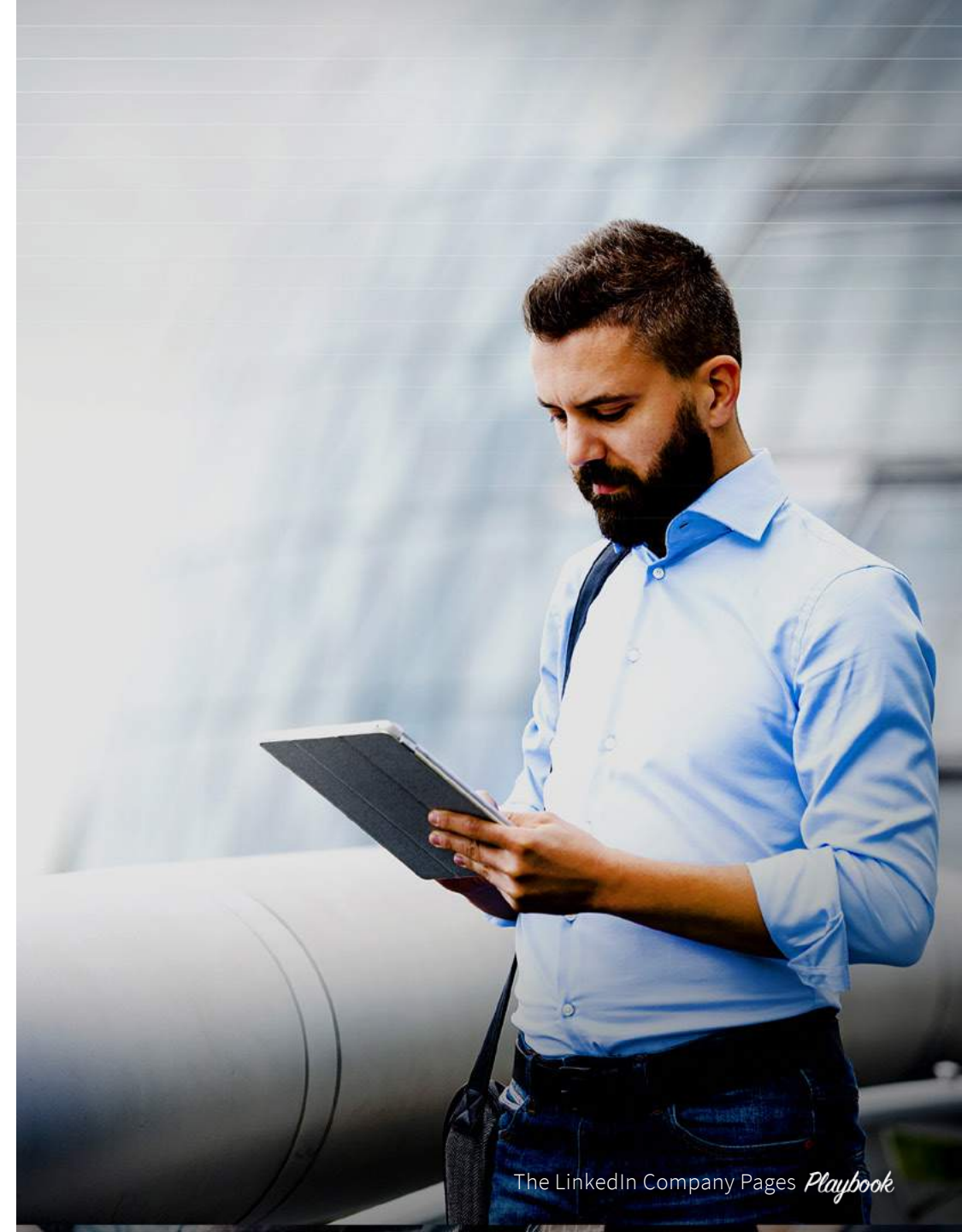
### Sponsored Content & Direct Sponsored Content

LinkedIn Sponsored Content allows you to publish relevant content and reach a targeted audience of professionals beyond just your LinkedIn Company Page followers.

Using Direct Sponsored Content, you can share content directly in the newsfeed, giving you the ability to personalize and test content without having to originate posts on your LinkedIn Company Page. Make your content more relevant by sending personalized messages to specific audiences. Then test and retest a variety of content in real time to optimize performance.



of Sponsored Content engagement comes from mobile devices. Make sure your website or landing page design is responsive.



# Invest in your Company Page

## Invest in your followers

It's important to remember that employees are automatically followers of their Company Page. This is useful because, on average, employees have 10x the connections as their company has followers on LinkedIn. Employees can share your content with their many connections, increasing visibility of your brand.

LinkedIn Dynamic Ads are one great way to attract new followers. Build relationships and grow your company's LinkedIn follower count using unique ad formats and "Follow Company" CTAs.

**Learn more here.**

Along the same vein, you can now choose to add a Follow button to your Sponsored Content. If your goal is to acquire followers, including the Follow button is worth considering.

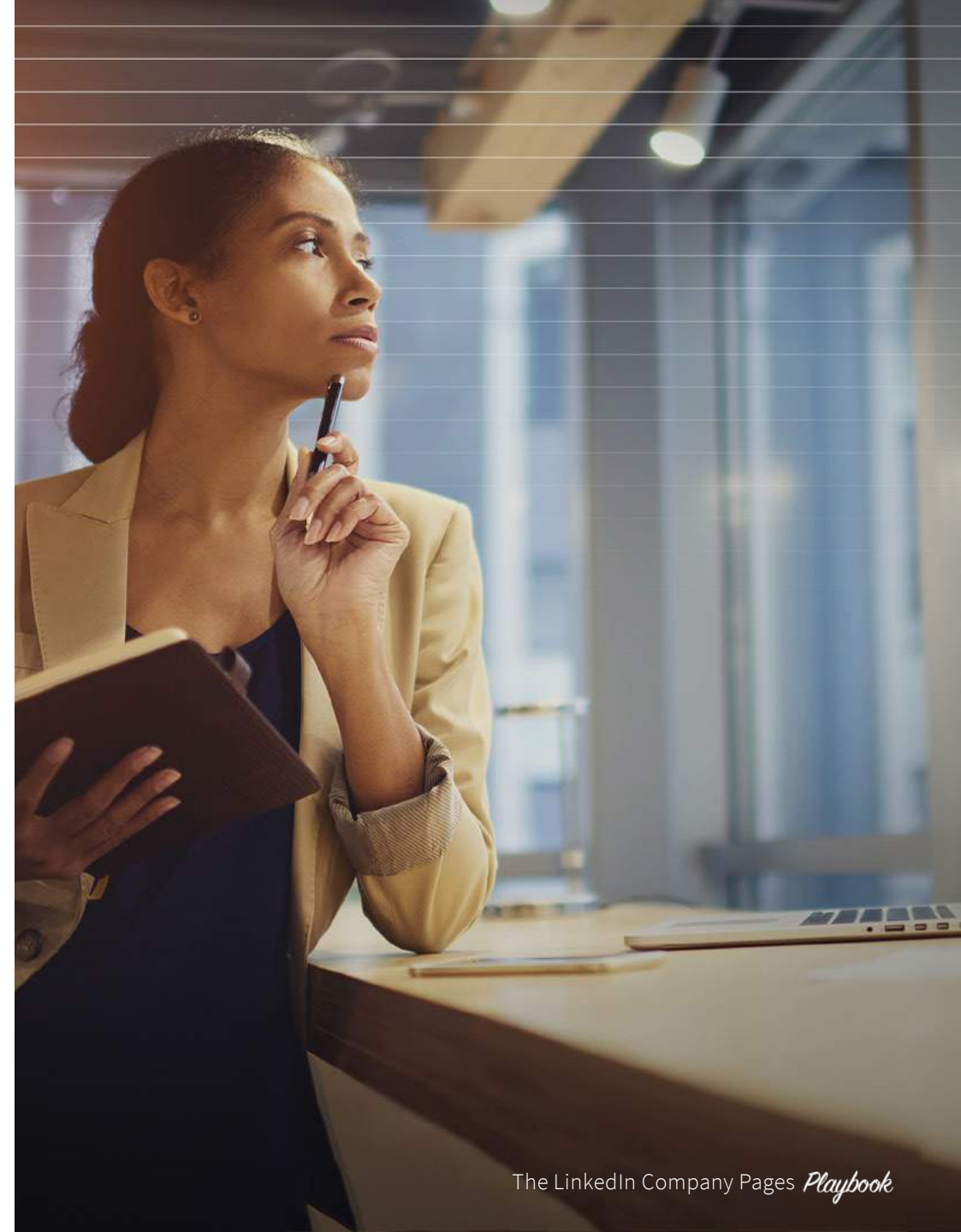
**Learn more here.**

You can also add a Follow button plugin for free to your website so people can follow your Company Page from your site.

**Learn more here.**



**10X** Employees have 10X the connections as their company has followers on LinkedIn.



# Building a Strategy Around Your Objectives

Before you create your Company Page strategy, think about what you want to achieve. Here are four common objectives:

## 1. Brand Awareness

**LinkedIn Marketing Solutions** Are You Busy Doing the 'Right' Things on LinkedIn? Here's an insider's perspective: <http://bit.ly/2bCCBDQ>



◀ We encourage our employees to share best practices and insider tips to help our audience achieve their marketing goals on LinkedIn.

Build relationships with your prospects by getting your brand's word out and actively engaging with and replying to followers' comments.

Key Brand Awareness Metrics:

- Page followers
- Post clicks
- Engagement (Likes and shares of your posts)
- Comments

## 2. Lead Generation

**LinkedIn Marketing Solutions** Everything you need to know about marketing on LinkedIn: <http://bit.ly/1r32Ghy>



◀ One of our evergreen pieces of content, The Sophisticated Marketer's Guide to LinkedIn, continues to generate the highest number of downloads and the highest number of marketing qualified leads.

B2B prospects engage with 7 pieces of content on average before making a purchase decision<sup>1</sup>. Drive higher quality leads by featuring a good mix of upper funnel and lower funnel content, including tip sheets, eBooks and case studies.

Key Lead Generation Metric:

- Inquiries and leads (Make sure you include tracking codes within the links in your posts.)

### Insider tip

You can also attract top talent by leveraging the Careers Page on your Company Page.

1: <https://www.idgenterprise.com/resource/research/ce-2017-customer-engagement/>

# Building a Strategy Around Your Objectives

## 3. Thought Leadership



◀ We created a graphic with a quote featuring LinkedIn influencer, **Brian Solis**. Then we sponsored it and pinned it to the top of our LinkedIn Marketing Solutions Showcase Page. This Sponsored Content post drove 660 new blog subscriptions. (That's 3% of total conversions.)

74% of prospects choose the company that was first to help them along their buyer's journey.<sup>2</sup> Share perspectives on industry news and trends, helpful product how-to's and articles that reflect your company's vision.

Key Thought Leadership Metrics:

- Page followers
- Post clicks
- Engagement (Likes and shares of your posts)
- Comments

## 4. Event Registration



◀ Our Showcase Page consistently drives high webcast registration numbers.

Your LinkedIn Company Page is perfect for promoting upcoming webinars and events your company is attending and/or sponsoring.

Key Event Registration Metric:

- Event registrants driven directly from your Company Page, which you can measure using tracking codes on your event registration URLs.



### Give It Time

The time investment needed to maintain and evolve a creative and effective Company Page is roughly 30 min to 1 hour daily.

# Anatomy of a Company Update

## The text:

- Keep it to 150 characters or less.
- Ask yourself: Would I click this?
- Include a spicy point of view or an interesting statistic

## The CTA:

- Include a clear call to action
- Ask yourself: What will they take away from this piece of content? What will compel a click?

## The shortened link with a tracking code included:

- Create a vanity URL using Bitly or other URL shortening tool
- Add tracking code parameters to the end of your link so you know where traffic is coming from. Basic src and utm parameters are best to track within Google Analytics.

## The image:

- 1200x627 pixels is best
- Select something eye-catching that will stand out in the feed
- Branded imagery is better for brand recognition and consistency
- Ensure the image matches the messaging
- Keep the text light

[Session] Know your audience. Illuminate your marketing strategy. Transform your business impact: <https://lnkd.in/g3EJjFr>



▲ We hold internal photo shoots and feature our own marketers in our content. We see it as a good way to showcase our team's personality and make our updates more personal.

# How to Increase Content Engagement

## Posting Targeted Updates on Your Company Page

Your Company Updates can be targeted, allowing you the ability to tailor content to specific audiences. Updates are targeted based on followers' profile data such as company size, industry, function, seniority, geography, and language preference. You can also reach non-employee followers using these same targeting parameters.

To target an update on your Company Page to a specific audience:

1. **Draft your Company Page update** on the *Updates* tab of the admin center.
2. Click *All Followers* at the bottom of the update box.
3. Select *Targeted Audience* from the dropdown.
4. On the *Target audience settings* page, select the audience attributes you want to target:
  - Languages
  - Geography
  - Job function
  - University
  - Degree earned
  - Field of study
  - Industry
  - Company size
  - Seniority level
5. After choosing your settings, the targeting tool will automatically show you how many viewers are being targeted on the right side of the page. This *Estimated target audience* is the number of potential people who will see the update on both their LinkedIn homepage feed and on your Company Page.
  - If your settings created a narrow audience, remove some targeting criteria to broaden your scope.
6. When you're ready to apply your settings, click *Save* and create view at the bottom of the page.
7. Click the *Post* button to share your update.

### Insider tip

Using a Showcase Page to have a country/region specific page is not the best usage. The best approach is to target and tailor organic and paid content in the Company Page central feed.



# DEEP DIVE

## Taking your page global

### Customizing Your Page to Reach a Global Audience

If you'd like your Company Page to reach members around the world, here are some options:

- You can add other admins from regional offices and they will send company updates targeted to their region.
- You can display your page's name and description in over 20 languages. Members will be able to see what your page shows in their language. If you haven't added language-specific information, they'll see the default name and description.



# How to Increase Content Engagement

## What to Share

Here are the types of content that are effective to share on your Company Page:

- eBooks, SlideShares, Infographics and YouTube videos
- Blog posts
- Case studies
- Third-party industry articles and reports
- Helpful how-to content
- Vivid visuals (Visual is the new headline!)
- Serial, themed posts (For example, #MondayMotivation and #WednesdayWisdom)



▲ When our team goes to conferences, we gather influencer quotes and then repurpose them into blog posts and graphics for #MondayMotivation.



▲ When we launch an eBook, we typically create 4-5 images featuring the eBook cover, stats, quotes and tips taken from the content.

45%

Company Updates containing links can have up to a 45% higher follower engagement than updates without links.

# How to Increase Content Engagement

## Let's Get Visual

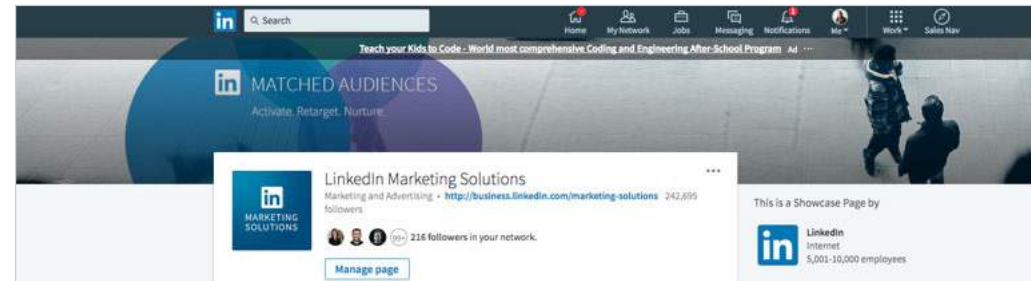
Make your Company Page visually compelling by adding non-stock, non-dull images to all your updates. We recommend images that are 1200x627 for Sponsored Content and organic updates. You can explore online options for “non-stocky” images, use your own in-house photos, or create graphics on sites like Canva and Pixlr. To add more visual interest, create an eye-catching banner image for the top of your page and rotate it at least every six months.

Experiment with eye-catching stats or text directly embedded in your images, keeping in mind to balance text with the visual.

Think of your header banner image as an extension of your brand—you can use it to highlight different teams in your company, promote upcoming events, or announce seasonal campaigns.



- ▲ We take “stand-out” stats from case studies and showcase them within social tiles as part of larger campaigns.



- ▲ For example, we changed our banner to support our LinkedIn Matched Audiences launch. As always, make sure the imagery matches your messaging.



# How to Increase Content Engagement

## Free visual tools

**Haiku Deck:** Killer presos—no designer required. If you haven't discovered this one yet, get ready to breathe a sigh of relief. Imagine a tool that teaches you how to create great presentations, and then actually helps you put that knowledge into practice. Haiku Deck is terrific because, let's be frank, no designer we've met ever jumped at the chance to put together a PowerPoint. For the rest of us who know what we want to say but need help putting it all together, Haiku Deck is an absolute gift.

**Piktochart:** A designer's library, at your disposal. No matter how well crafted your content, its chance of being consumed depends in large part on how well you present it visually. That's where Piktochart comes in. For infographics, charts, graphs and maps, or banners, it's our tool of choice. Its huge library of images and templates, along with color and text manipulation features, help make short work of creating high-impact visuals.

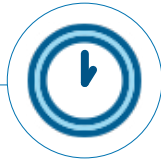
## What's that...you want more free resources?

- Pexels, Pixabay and Unsplash for sourcing high-quality images
- Pixlr for image editing online
- Wix.com for creating a beautiful website
- Splashthat for an awesome registration page



# THE BASICS

## A Checklist for success with LinkedIn Company Pages



1 HR. Daily

### What to Share:

- ✓ Whitepapers
- ✓ eBooks
- ✓ Case Studies
- ✓ Industry Articles
- ✓ Helpful how-to content

### Objectives:

- ✓ Brand Awareness
- ✓ Lead Generation
- ✓ Thought Leadership
- ✓ Event Registration

### Key Metrics:

- ✓ Page Followers
- ✓ Post Clicks
- ✓ Engagement
- ✓ Inquiries & leads
- ✓ Event registrants

### Action Items:

- ✓ Post 3-4X a day
- ✓ Engage with followers via post comments
- ✓ Change header image every 6 months



# Best Practices for Company Updates

- Keep it short and sweet
- Follow the 4-1-1 rule
- Use tracking links
- Test everything
- Organic is good, but paid is better
- Pin your best content
- Visual is the new headline

## Keep Your Updates Short, Sweet & Spicy

You only have a few seconds to entice your followers to click on an update. So don't be coy; tell your audience exactly what's in it for them in as few characters as possible (think 150 characters or fewer).

Use those characters to add spice to the update. Ask a thought-provoking question, point out a feature of the content you're linking to, even stir up a little controversy. And make it personal: Call out your audience e.g., "Tech marketers, do you think VR is going to be a thing? Is it already?"

Readers know exactly who should click and what to expect from the content. As long as the content fulfills the promise (and the imagery matches the messaging), they're likely to share it.

## Follow the 4-1-1 rule

Most marketers are familiar with the 4-1-1 rule: If you grew up in the 90s, you asked "What's the 4-1-1?" when seeking information.

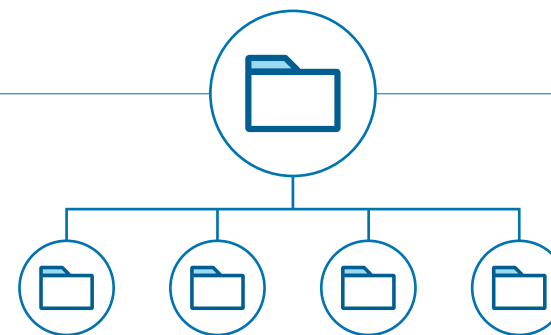
Okay, actually the 4-1-1 rule says that for every single piece of content you share about yourself (or your organization), share an update from another source, and most importantly share four pieces of content written by others.

This rule helps keep your feed centered on your audience's needs, rather than making it a place for your organization to talk about itself. So for every post you link to from the company blog, share multiple helpful, valuable posts from around the web.

## Use tracking links

As I mentioned in the introduction, your Company Page is a marketing tool in its own right. It comes equipped with analytics tools you can use to measure each post's popularity and level of engagement. But you don't have to stop at analyzing the activity your updates generate on LinkedIn.

Insert a tracking code on the end of your links. That way, you can properly attribute traffic to your site that originates from each update. You may find your Company Page generates a substantial volume of inbound traffic. AmeriFirst Home Mortgage saw a 25x increase in visits to its website due to its Company Page.



For every self-serving post, you should share four pieces of relevant content written by others

Four types of content to consider: text, link, video, & image

# Best Practices for Company Updates

## Test everything

Here at LinkedIn, we take this best practice to heart. We never want our Company Page to go stagnant, so we're constantly trying new things. Most importantly, we make good use of Company Page analytics to see what worked. We've tested different times and frequencies of posting. We've run serial, themed posts. We've tried different headlines, post lengths, images, and content mixes. And we continue to change it up.

For more tests and real results from our team, download our mini eBook, **Five A/B Testing Ideas from the LinkedIn Marketing Vault**.

- Using Direct Sponsored Content, we A/B tested background color:



- We tested a stat versus a quote:



- We also tested the use of 'guide' versus 'eBook' in our CTA to see which resonated more with our audience:



# Best Practices for Company Updates

## Organic is good, but paid is better

It's always great when your audience finds you, but with LinkedIn Sponsored Content, you can choose and reach out to your audience. You can pick the people who will appreciate your content most, and deliver it in a way that compels a click.

## Pin your best content

Feature your most valuable content by pinning an update to the top of your Company Page's Recent Updates section.



# A QUICK CHECKLIST

## 11 Tips for Compelling Company Updates

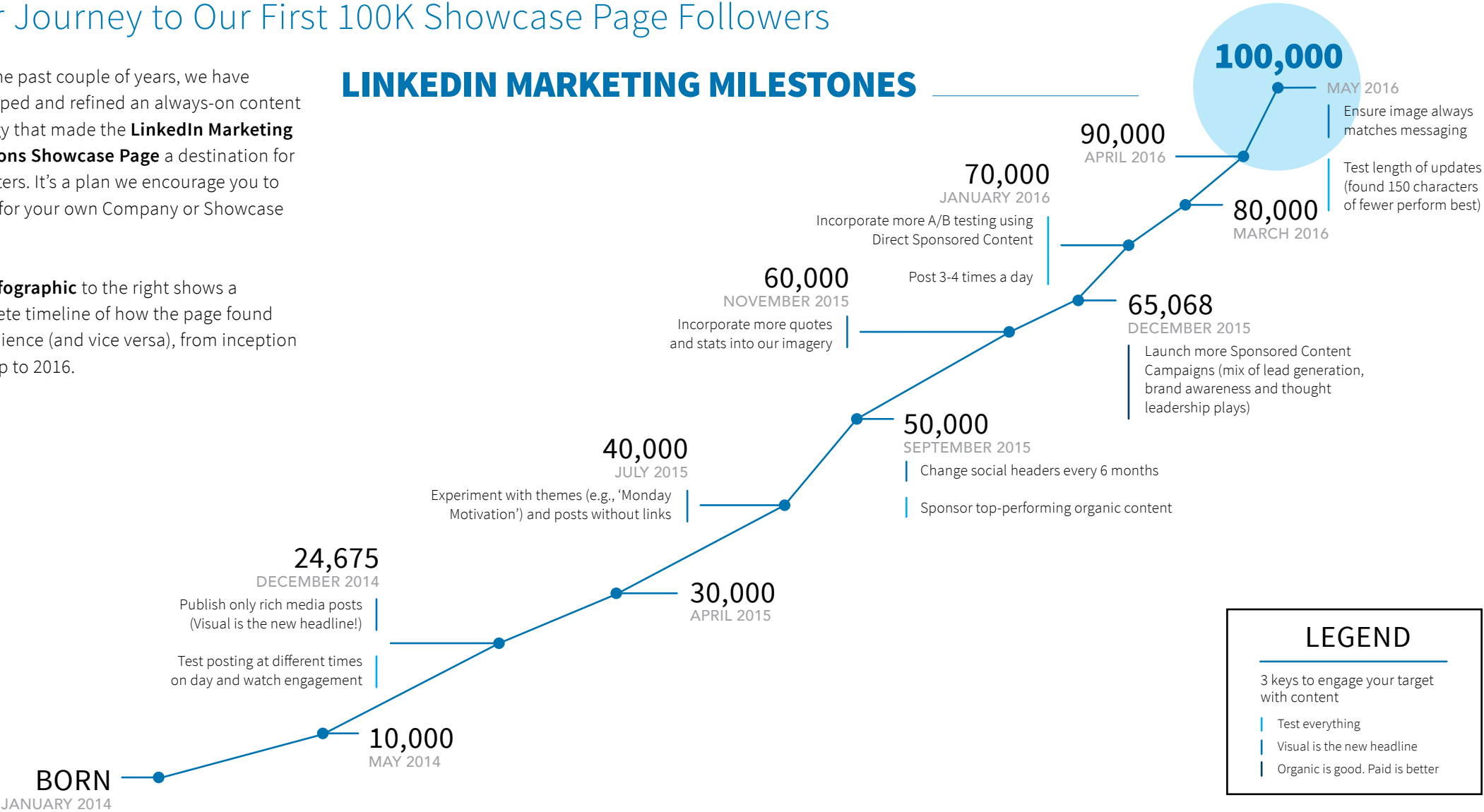
- ✓ Optimize introductions and headlines by adding your point of view.
- ✓ Always include a caption with a clear and concise call to action of about 150 characters or fewer.
- ✓ Ask thoughtful questions to involve your audience.
- ✓ Always include rich media (LinkedIn recommends uploading images that are 1200 pixels wide by 627 pixels tall).
- ✓ Attract an audience by aligning content to your members' needs and interests.
- ✓ Maintain an editorial calendar, but still react to timely events.
- ✓ Make your content snackable and valuable, such as by including short stats and quotes.
- ✓ Engage members through comments.
- ✓ Extend your reach by sponsoring your best content.
- ✓ Take an always-on approach: Don't be tied to just the work week.
- ✓ Plan your efforts in advance with a content calendar. **Download free templates** from our team, to yours.



# Our Journey to Our First 100K Showcase Page Followers

Over the past couple of years, we have developed and refined an always-on content strategy that made the **LinkedIn Marketing Solutions Showcase Page** a destination for marketers. It's a plan we encourage you to adopt for your own Company or Showcase Page.

The **infographic** to the right shows a complete timeline of how the page found an audience (and vice versa), from inception right up to 2016.



# 10 Examples of Exceptional Company Pages

In no particular order...

## 1. Lenovo

Build thought leadership by featuring your employees and giving followers an inside look into your company culture.



▲ Lenovo's company updates feature playful copy that shows personality and short headlines that almost always include a call-to-action.

## 2. Capgemini

Feature engaging, branded imagery that highlights an interesting stat or quote for optimal engagement.



▲ Followers are more likely to share easily digestible nuggets of information that make them appear more knowledgeable.

# 10 Examples of Exceptional Company Pages

## 3. Petrobras

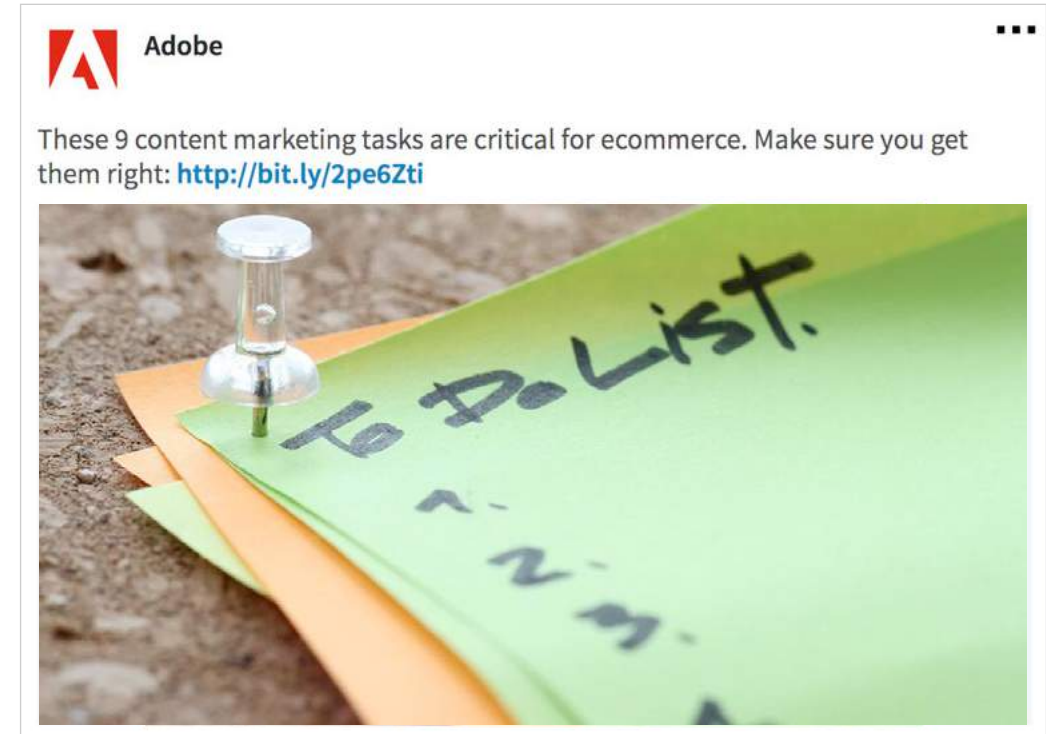
Speak your audience's language by targeting messages by language and geography.



▲ Make your content even more relevant with targeted updates.

## 4. Adobe

Share helpful, third-party content.



▲ No one wants be around the person at the party who only talks about themselves.

# 10 Examples of Exceptional Company Pages

## 5. HubSpot

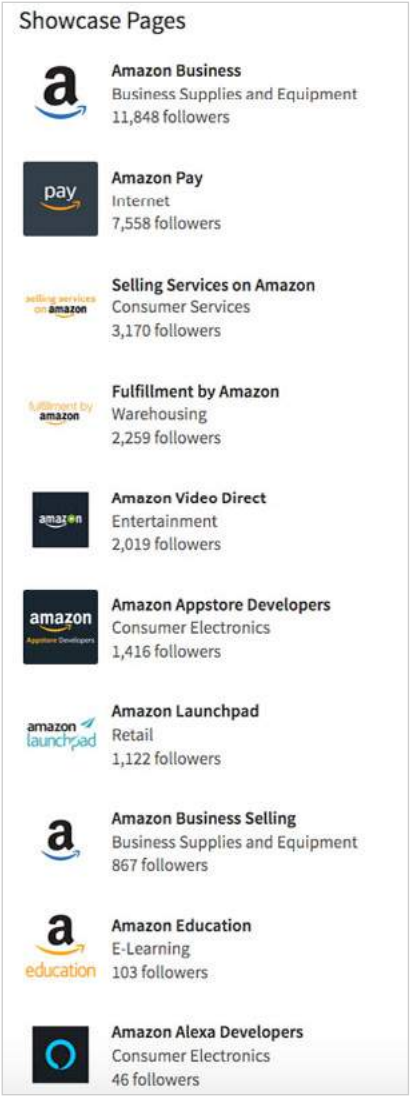
Share content that is valuable to your audience by answering their questions or helping solve their problems.



▲ Sharing checklists, templates and content calendars shows HubSpot is trying to be genuinely helpful to their audience.

## 6. Amazon

Accentuate different business entities with a Showcase Page.

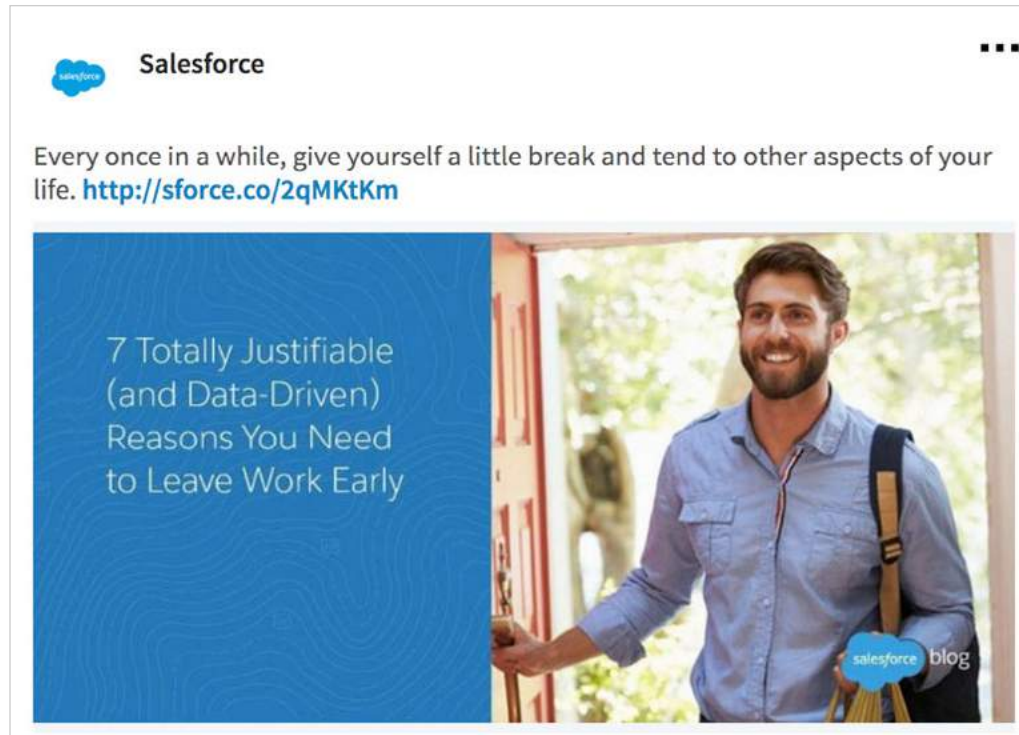


Amazon has 10 Showcase Pages

# 10 Examples of Exceptional Company Pages

## 7. Salesforce

To further convey your message, make sure the images and thumbnails posted with your updates are relevant to the content being shared.



▲ Salesforce uses their Showcase Page to feature their best blog content with branded imagery that matches the messaging.

## 8. HCL Technologies

Feature your most valuable content by pinning an update to the top of your Company Page.



▲ HCL Technologies leverages their updates to share exciting news and exclusive content about their company.

# 10 Examples of Exceptional Company Pages

## 9. Tesla

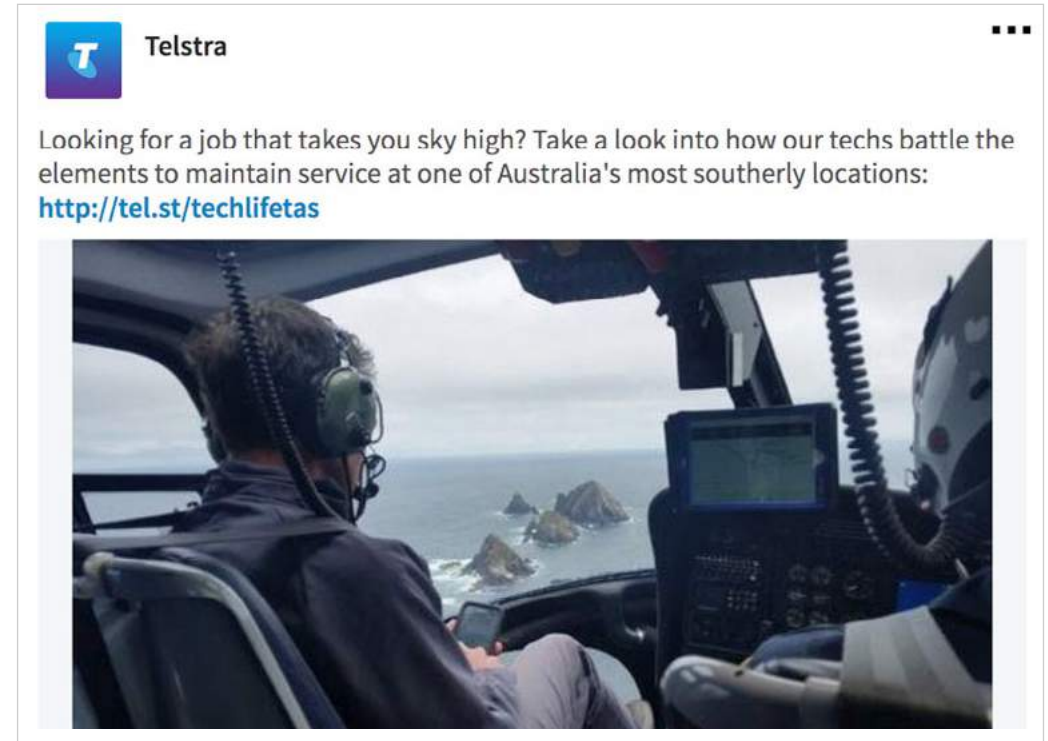
Share content that emphasizes your company's position as an industry leader.



▲ Tactical self-promotion is key. All the best brands use LinkedIn Company Pages to highlight their best attributes.

## 10. Telstra

Attract top talent by sharing remarkable experiences from actual employees.



▲ You can also leverage the Jobs page on your Company Page.

## Conclusion

If you're leading your company's marketing charge, you can't afford to overlook the value of including LinkedIn in your content strategy. With the world's largest professional network on the Internet, LinkedIn is a logical and smart place to establish a company presence. Whether you are seeking to attract new talent or new customers, you can do so by building and maintaining a Company Page and sharing genuinely useful content.

After all, the world's professionals are coming to LinkedIn specifically to connect to brands and their networks, and engage with high-quality content. People spend time on other social networks, but then invest time on LinkedIn.

In no time at all, you can launch a Company Page and start sharing content, helping your brand generate free impressions via its followers on LinkedIn. Plus, by applying the best practices and tips shared in this guide, you can make sure you're attracting and engaging the audience that matters most to your business with your Company Page strategy.





For the first time in the history of media, you can reach the world's professionals all in one place. More than 500M people worldwide gather on LinkedIn to stay connected and informed, advance their careers, and work smarter. Together they comprise the largest global community of business professionals. These are the decision-makers, influencers, and the leaders of today and tomorrow—precisely the people you want to target.

For more information, visit [marketing.linkedin.com](https://marketing.linkedin.com).

To get started with your LinkedIn Company Page, visit our site:

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