

## How to set up a LinkedIn Company Page

With 562 million users, LinkedIn is about building networks and connections. It's not just who you know, but who your connections know.

That's the true power of LinkedIn for business: the ability to leverage existing connections and grow your brand through word of mouth. It is also the best-rated social network for lead generation.

If your LinkedIn marketing strategy is limited to a personal profile, especially one with an outdated resume, it's time to improve your game. You need a detailed company page if you want to increase your audience and drive business results.

In fact, according to the ideas provided to Hootsuite from LinkedIn, completed business pages generally receive twice as many visitors as incomplete pages. And organizations that post at least monthly generally get followers six times faster than those that don't.

Read on to learn how to create a winning LinkedIn strategy for your business.

A company page helps LinkedIn members learn about your business, your brand, and job opportunities with your company. Company pages are also a great way to build industry experience. For example, Leonadis Marketing's LinkedIn page has 309 followers tuned to the valuable and timely content we share.



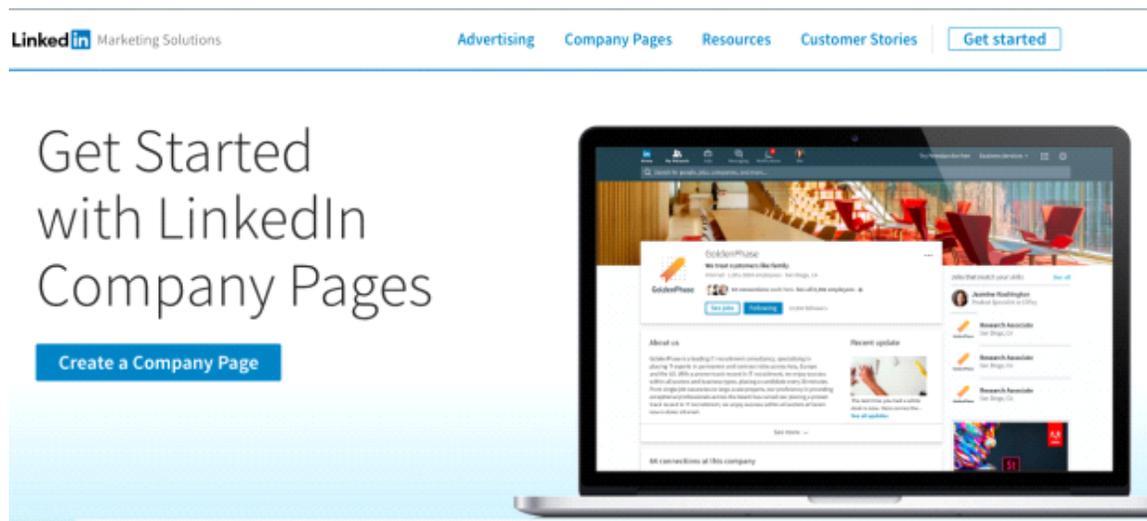
The image shows a screenshot of the LinkedIn company page for Leonadis Marketing. At the top, the LinkedIn logo is on the left, and navigation tabs for 'Jobs', 'Leonadis Marketing', and 'Patna' are on the right. The main header features the Leonadis Marketing logo, which consists of a stylized 'LM' in a square frame on the left and the text 'LEONADIS MARKETING' in a large, bold, sans-serif font on the right. Below the logo, the company name 'Leonadis Marketing' is displayed in a bold font, followed by the industry 'Marketing and Advertising', the location 'Newquay, England', and the number of followers '309 followers'. Below this information, it says 'Powered by Do It Digitally Limited'. At the bottom of the page, there are two buttons: 'See jobs' and 'Follow'. To the right of the company name, there is a small profile picture of a person and a link that says 'View 1 employee'.

LinkedIn business pages used to be seen primarily as HR landing pages for brands. Although this is still a way to use LinkedIn, the network is also becoming the perfect place to generate business results, increase brand awareness, promote career opportunities, and educate potential customers about your products and services. Rich content and compelling status updates can help establish your brand as a leader in your industry.

Here's how to set up a LinkedIn company page for your business. Please note that if you do not have an existing LinkedIn personal profile, you will need to set one up before creating a page for your company. If you don't already have a LinkedIn profile, set one up by following our detailed instructions and return to this post once you're done.

## Step 1. Add your company

Head to the LinkedIn Marketing Solutions portal for creating Company Pages and click the big blue **Create a Company Page** button.



Enter your company's official name and choose the URL that people will use to find your business on LinkedIn. You cannot change this URL later, so choose wisely. Click the box indicating that you have the right to act on behalf of your company, then click Create Page.

The image shows a screenshot of the LinkedIn 'Let's set up your Company Page' form. The form is titled 'Let's set up your Company Page' and contains the following fields and options:

- Company Name:** A text input field.
- LinkedIn public URL:** A text input field with a help icon, containing the text 'linkedin.com/company/' followed by an empty input box.
- Verification:** A checked checkbox with the text: '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.'
- Buttons:** 'Cancel' and 'Create page' (highlighted in blue).

LinkedIn automatically creates the shell for your company page. All you have to do is start filling in the details. In the welcome pop-up box, click Get Started.

## Step 2. Add a cover image and logo

Choose a cover image to capture the feel of your business. The image must be 1536 x 768 pixels.

Since LinkedIn is a professional network, your company logo takes the place of your profile picture on other social networks. Your logo also appears on your employees' LinkedIn profiles. Use a 300 x 300 pixel square logo.

Don't skip this step! LinkedIn data shows that companies with logos get six times more traffic to their company pages.

## Step 3. Create a company description

You have 2,000 characters to describe what your company does and why potential followers should be concerned. This is important text, so get your content and marketing teams involved in crafting your messages.

The first 156 characters are especially important, since that's what will appear in the Google preview of your company's page.

Beneath your company description, you can add up to 20 company specialties. These act as tags or keywords that will help people find your business on LinkedIn, so don't skip this detail. Make sure that

the various products, services and strengths of your company are well represented here.

Not sure what to include? Try listening on social media to get a feel for the words people already use to talk about you and your online industry. Think of this from the point of view of your customers.

**Specialties** (Add a maximum of 20 specialties)

✓ family relationships

✓ negotiation

+ Add Specialty

#### **Step 4. Fill in your company details**

Enter the URL of your business website. Then, you will provide your company details using various drop-down menus indicating your industry, company size, and company type (public, non-profit, educational, etc.) and enter the year your company was founded.

You must also provide at least one location for your business.

If you already belong to some relevant LinkedIn Groups that you would like to include on your company page, you can enter them in the corresponding section here. Otherwise, you can leave this field blank for now.

#### **Step 5. Publish your page**

Click the Publish button and your company page will be activated.

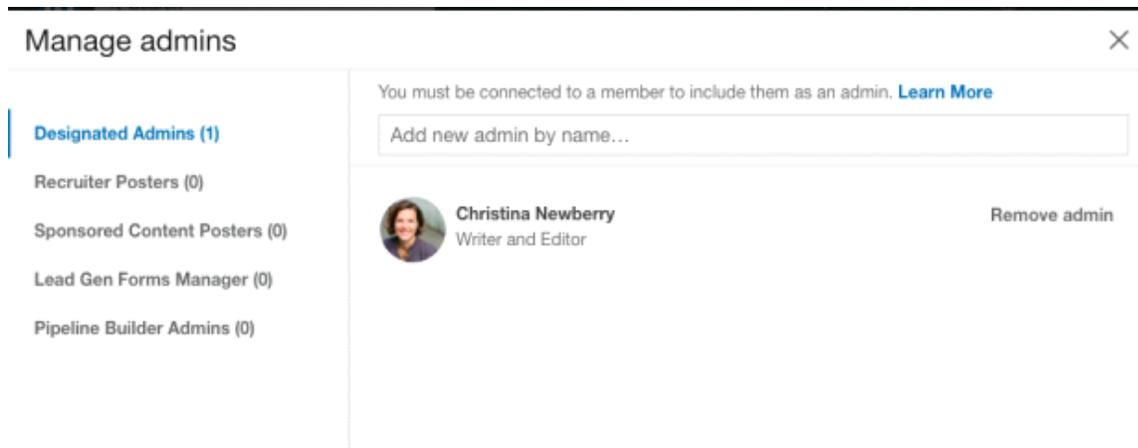
Before continuing, click the Go to Member View button at the top right of the page to see what your company page looks like to others. If you are happy with your page, great! If not, click Manage Page and make any necessary adjustments to make it look good.

#### **Step 6. Add page managers**

You don't need to be alone in this. LinkedIn lets you choose which employees can manage your page.

To add members to the team, click on the Me icon at the top of your LinkedIn page, then choose your company page in the Manage section.

Click Administration Tools in the upper right corner, then select Page Administrators. Add your team members by name. You must already be connected to them on LinkedIn to add them as page managers.



Click **Save changes** to finish setting up your team.

## Step 7. Optimize, optimize, optimize

Now that you've set up your LinkedIn company page, it's time to make sure it's working to its fullest potential. A few quick polishes, summarized in the video below, will ensure your company page follows best practices and looks as professional as possible.

Now your Page is ready You are ready to make a difference