

&MARKETING



POWERFUL
TIPS
TO INCREASE
AND ENGAGE YOUR
LINKEDIN
COMPANY PAGE
FOLLOWERS

Welcome to LinkedIn

LinkedIn enjoys a well-deserved reputation as the most useful social network for business owners and professionals, but many companies are not taking advantage of all that LinkedIn has to offer. Your personal LinkedIn profile is great for sharing your own resume, connecting with industry colleagues, sales research and prospecting, searching for new job opportunities, and promoting your personal brand. But your company can create a LinkedIn Company Page to promote your product and services, post job opportunities, and more, to put this platform to work as your company's digital business card.

According to LinkedIn, there are over 600 million users and 30+ million Pages on LinkedIn, which sounds like a lot of competition. But when you consider [more than 1.74 billion websites](#) were on the internet as of January 2020, the opportunity

to cut through the noise is a lot higher when leveraging your company's Page on LinkedIn. The recent relaunch of LinkedIn Pages has made it simpler than ever to connect with other LinkedIn members authentically and build lasting connections that can grow your company.

Your LinkedIn Company Page (now often referred to by LinkedIn just as "Pages") is the perfect place to build brand awareness, establish your company as a thought leader, engage your employees and prospects, publish and share content, and drive high-quality leads. If yours isn't active and standing out, you're missing opportunities to get your content in front of the audience that matters most to your business. Here are 6 simple tips for driving more opportunities through LinkedIn Company Pages.

1: CREATE A ROADMAP



ALIGN ON GOALS

The most important aspect of any social media marketing strategy is to set SMART (Specific, Measureable, Achievable, Realistic, and Timely) goals. Posting blindly and without consistency and expecting to achieve massive amounts of new sales would be like cooking without the right ingredients and expecting perfection. By setting goals before you begin, it's easier to measure success or failure.

These goals don't always have to focus on money or return on investment (ROI). Social media marketing is more about sparking engagement and providing solutions to problems rather than straightforward selling. You want to build trust and develop a relationship where your audience looks to you as their solution.

That's not to say that LinkedIn can't be an excellent source of lead generation, so don't overlook the opportunity to drive sales through leveraging LinkedIn to gain leads. Consider all of these possibilities:



Generate more leads



Drive traffic to your website



Increase engagement with users



Establish your business as an expert in the field

Take the time to prioritize all of these options. Figure out what your needs are and how to create a SMART goal to meet those needs.



SET A STRATEGY

The next step is to create a strategy by outlining the tactics and activities to help you achieve the goals you set for your LinkedIn Page. Different goals will require different activities, so it's important to plan this out in the beginning so you know how to act.

The foundation of any social media strategy is highly valuable content. Determine what types of information your audience needs and seeks and start developing content to answer their most pressing questions or solve their immediate problems. Document your strategy by answering these 5 questions:

1. **Who (your audience)**
2. **What (post, update, share, etc.)**
3. **Why (the goal)**
4. **When (timing and/or how often)**
5. **Where (LinkedIn Page)**

Once you have these answers, use them to guide every single piece of content you create and post your plan.

2: THE IMPORTANCE OF THE BASICS

100

100% COMPLETE

Even if you have had an active company Page on LinkedIn for quite some time, you should review it and make sure everything is filled out. The evolution of company Pages over the years, including the relaunch in 2019, may have led to areas of your page being incomplete. [According to LinkedIn](#), fully completed LinkedIn Pages get 30% more views than incomplete ones. However, less than 5% of Page Admins with an incomplete Page choose to update it, oftentimes because they don't know what details they're missing. LinkedIn has added a page completion meter (similar to their personal profile completion meter). The new personalized completion meter identifies missing fields and calls out new features. Plus, completing a Page unlocks access to additional features.



SEO-FRIENDLY LANGUAGE

The About Us section is particularly important for your LinkedIn Page. Not only does it allow you to describe your company, it's also an excellent opportunity to use keyword-rich language to drive search engine optimization (SEO).

Your About Us section needs to contain more than just your tagline. This is the place to include relevant keywords and phrases that can help people discover your brand. You can spend up to 2,000 words establishing what your unique offering is and how it benefits your target audience. Google and other search engines will preview up to 156 characters of those words, so keep that in mind when you're crafting the copy. You'll want to lead with some relevant keywords here to make your Page as searchable as possible.

Likewise, the Specialties section of your company description is another spot to strategically place relevant keywords. LinkedIn members can search for your company by name, or they can use a keyword phrase. For example, someone might search for "outsourced marketing solution" and find &Marketing instead of just searching for our company name. Be sure to include keywords that describe your business, industry, and specialties.

CUSTOM CALL TO ACTION

How do you want your audience to interact with you? LinkedIn offers custom calls to action with analytics to better understand your engagement. Some options are:



Subscribe to your newsletter



Contact your business directly



Go to another page on your website



Purchase a product or service



Attend your upcoming event

Regardless, the goal is to get them to keep interacting with you so you can continue building trust and establishing a relationship. No matter what your goals are, always encourage them to take action by using a call to action button. [LinkedIn data says](#) Page updates that include links can see up to 45% higher engagement than those without links. Customize your call to action button to align with your goals and track who's clicked by studying the data either in the admin view or in visitor analytics.

3: CREATE AND SHARE VALUABLE CONTENT



DEVELOP A CONTENT CALENDAR

A content calendar is like the compass guiding your company's marketing strategy and should be the ultimate hub for all of your tactics, including your social media efforts. All of the tools and action items for both your short-term and long-term goals should be captured here. Using a content calendar and process for your business can help with efficiency and analytics tracking while producing content that's aligned with your business growth goals.



POST REGULARLY AND DYNAMICALLY

In addition to creating compelling and value-packed content that answers your target audience's questions and solves their problems, you need to share that content dynamically and consistently. Companies that post weekly see two times more engagement with their content than companies that post less often.

In addition, switch up the ways in which you share this content. [According to HootSuite](#), posts that include images result in twice the number of comments than those without images. Further, [video gets five times the engagement](#) on LinkedIn, and live video gets 24 times more engagement. LinkedIn is all about influence—the more engaged an audience is the more influential your brand becomes. So don't be afraid to experiment with the method you use to share your content. Hop on a video, create a graphic, and measure the effectiveness of each.



TRACK YOUR LINKS

As a best practice, you should always be using trackable links when directing customers to your website. This will provide a deeper understanding of where your website visitors are coming from, including the specific social platform. Use a tool like Google Campaign Builder to help you understand which links are driving traffic and which type of content compelled people to click your call to action.



APPLY THE 4-1-1 RULE

We suggest you follow the 4-1-1 rule as a guide for sharing content on your LinkedIn Page. This means for every one self-serving post and one update from another source you share, you also share four pieces of content written by others. This keeps you from becoming too self-promotional.

But where do you find other content? Glad you asked.

When you complete your page to 100%, you unlock valuable features like suggested content. This feature allows you to select your target audience to find out what topics and articles they're already engaging with on LinkedIn and share directly from your Page.

4: GROW YOUR AUDIENCE



INVITE PEOPLE TO YOUR PAGE

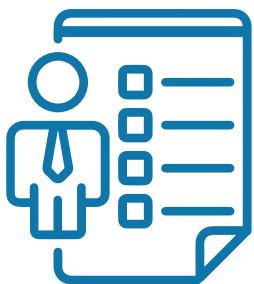
Your audience doesn't know about the valuable content you are posting unless you tell them. After all, it's hard to find out about a party when you don't get invited. So don't be afraid to ask people to follow your Page. LinkedIn says that once Pages gain 150 followers, their opportunity for growth becomes exponential. LinkedIn also makes it really simple for your audience to follow your Page directly from your website or email by adding a follow button.

As a LinkedIn Page Admin, you can grow your follower base by inviting your 1st-degree connections to follow your Page. There's a daily limit of invitations individual Admins can send to connections, and, every Page is granted monthly invitation credits that can be shared across all Admins on the Page. We recommend that you only send Page invitations to connections who are likely to be interested in your Page. Don't waste them.



USE COMMUNITY HASHTAGS

Another reason to put the work in to get 100% Page completion is to unlock the ability to designate up to three community hashtags. This feature enables brands to associate not just specific posts with a hashtag, but also their entire Company Page. Associating your Page with a relevant hashtag can enhance brand awareness for your organization outside of your normal follower base and encourage these new users to get to know your brand outside of segmented posts.



ENLIST YOUR EMPLOYEES

Expand the reach of your posts through your employees by using the Employee Notification option. This tool is designed to help companies and employees optimize their LinkedIn Page, as well as enable employees to be the company's most powerful advocate. With the added Employee Notification tool, employees can be alerted of new company posts to share with their network. [LinkedIn's research shows](#) that on average, employees collectively have social networks ten times larger than a corporate brand does. That means your employees can drastically extend your reach. What's more, employee shares have double the click-through-rate of corporate shares.



5: AMPLIFY YOUR BRAND

LINKEDIN ADVERTISING OPTIONS

Like other social advertising platforms, LinkedIn advertising offers you a variety of ad types and formats to play with. And, like other platforms, you should be selecting your ad format based on the overall action you want to drive. Across all their offerings, LinkedIn advertising supports brand awareness, website visits, engagement, video views, lead generation, site conversions, and job applications. Ad opportunities include:



Sponsored content



Message ads(formerly Sponsored InMail)



Text ads



Dynamic ads



Display ads

TARGETING

The most valuable part of LinkedIn advertising is the chance to target your ads directly at your prospective buyers. It's not about getting in front of professionals, it's about getting in front of the right professionals. LinkedIn specializes in career-related filters that you can't find anywhere else, so can get pretty smart (and specific) about targeting your customer. There are up to 14 different targeting criteria, such as company size, professional title, industry and geography. You can use all of them or any combination to reach your preferred contact.

MATCHED AUDIENCES

In addition to rich demographic data offered with targeting, Matched Audiences helps you engage key accounts, prospects, and customers that matter most to your business with:

Website Retargeting: Target your website visitors with LinkedIn ad campaigns by adding the LinkedIn insight tag to your web pages, such as your homepage or contact us page. With Website Retargeting, advertisers can match website visitors to members on LinkedIn to enable further engagement with content they have already shown interest in.

Contact Targeting: Market to prospects and known contacts by securely uploading your email address lists or connecting to your contact management platform. This allows you to target known contacts in the exact phase of their buyer journey so you are delivering content specifically to help them make decisions about your product or service.

Account Targeting: With Account Targeting, you can run account-based marketing (ABM) campaigns by matching your ideal customer against the 30+ million LinkedIn Pages. For B2B sales, this allows you to reach people who make the buying decisions at your highest value accounts. Targeting the companies that are your ideal customer leads can be very valuable to your long term success.

All of these criteria can be used to create highly targeted campaigns. But make sure not to over-target. When the scale becomes too limited, the campaign can suffer. Identify the criteria that makes up your ideal customer, then apply that to the key decision makers at the companies where those professionals work.





LEAD GENERATION FORMS

LinkedIn also offers a valuable lead generation tool within their platform that is integrated with their Sponsored Content or Message Ads (formerly Sponsored InMail). Using forms directly within LinkedIn removes the main barrier to online conversion: forms that have to be filled out manually by prospects. When LinkedIn members click on the ad, their profile data automatically populates a form they can submit with one click. They'll save time and effort. You'll get more accurate and complete information about your leads.

The quality of leads is very high when the user doesn't have to leave the platform and everything happens with a click of a button. LinkedIn's [internal data](#) shows, for instance, that Lead Gen Form campaigns increase conversions by 2-3x when compared to standard Sponsored Content campaigns. A great alternative to traditional landing pages, you can also integrate Lead Gen Forms with a variety of third-party marketing automation and CRM systems.

Just as your targeting will be more effective if you layer multiple tactics, so too will your ads if you take advantage of multiple formats in combination. Sponsored Content and Message Ads, in tandem, can be an especially powerful duo. Adding in Text Ads can help broaden and improve your lead generation campaigns as well. Using LinkedIn's Lead Gen Forms ties it all together for a seamless experience.



6: ANALYZE AND OPTIMIZE



LEAD GENERATION FORMS

The Analytics tab of the Page admin center provides you with metrics and trends about your Page. As a Page admin, you can view data about your Page through the Updates, Followers, and Visitors sections. By gaining deeper insights into your Page performance, you can evaluate reach and engagement of your individual posts, identify trends, get to know your followers and visitors with demographic charts, and learn more about your Page traffic and activity, such as page views, unique visitors, and career page clicks. This data is also especially useful in strategizing your advertising efforts.



OPTIMIZE YOUR PAGE AND POSTS

With the data you gain through reviewing your Page analytics, you can see which content and topics your followers and audiences are engaging with across LinkedIn to help inform your content strategy. This data can be used to adjust any content efforts and posting cadence to drive more engagement and clicks to your calls to action.

Many growing businesses are missing out on an important marketing tool by either not having a company LinkedIn Page or not taking advantage of all it offers as part of a comprehensive marketing strategy. Whether you work for a large company or own your own small business, a company LinkedIn Page is essential and provides a multitude of benefits. LinkedIn is a powerful social platform, not only for professionals but also for the companies they work for. Implement the tips above, and you'll be well on your way to noticeable growth.

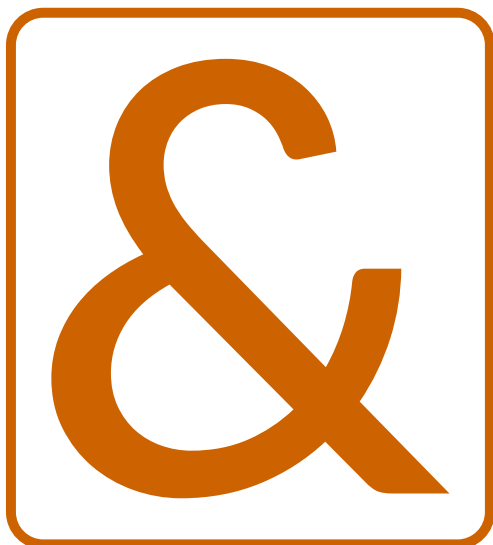
About the Author



AMANDA COOK, **MARKETING DIRECTOR**

Marketing Director Amanda Cook helps clients develop sophisticated marketing campaigns that drive brand leadership, increase sales and elevate the customer experience. With over 15 years of experience, Amanda has delivered successful campaigns with bootstrapped budgets to leading marketing organizations at \$1B companies. Whether local or global, she enjoys the challenge of uncovering a client's business objectives and helping them build a strategy to succeed.

About &Marketing



In today's fast paced world, many growing businesses are struggling to modernize their marketing approaches because either they don't have the expertise or the bandwidth to do it themselves.

&Marketing provides seasoned marketing strategy professionals and a nimble execution team to help our clients achieve their goals. Our unique partnership model allows us to launch or augment our client's existing teams in an affordable, flexible, and transparent way.

