

5 Tips to Fully Optimize your LinkedIn® Business Page

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What is LinkedIn® Corporation?



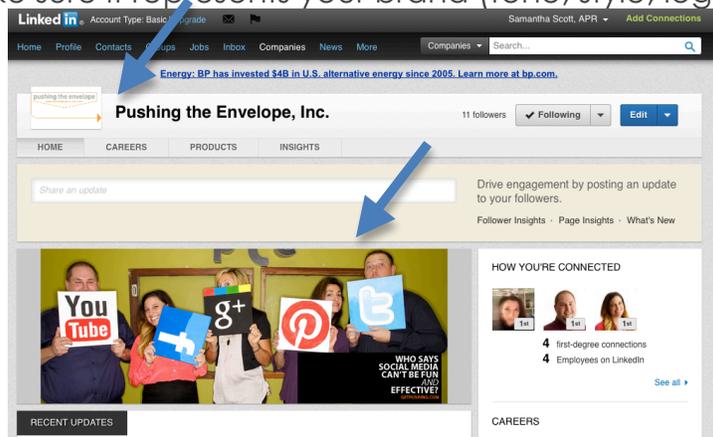
Let's start by addressing this first. According to the company website, LinkedIn® Corporation or LinkedIn® is "the world's largest professional network with over 175 million members and growing rapidly. LinkedIn connects you to your trusted contacts and helps you exchange knowledge, ideas, and opportunities with a broader network of professionals."

Some have referred to LinkedIn® as the business version of Facebook®, but it's really much more than that. With the enhanced business pages, LinkedIn® is the ideal place to conduct business in the social media world. In this eBook we'll give you a few tips on how to optimize your business' presence on LinkedIn®.

1. Brand it.

The first step after creating the page is to develop your business' presence. This includes establishing the following:

- Determine administrators for the page.
 - General those who are responsible for other social media channels for the company
 - Admins should receive a social media policy and guidebook so they clearly understand their role, responsibilities and LinkedIn®.
- Complete the company information.
 - Logo
 - Company Description
 - Services
 - URL
- Take advantage of branding real estate.
 - Develop a "cover image" or banner graphic
 - Secure a custom brand URL
 - Consider including a call to action
 - Make sure it represents your brand (tone, style, logo or colors, etc.)

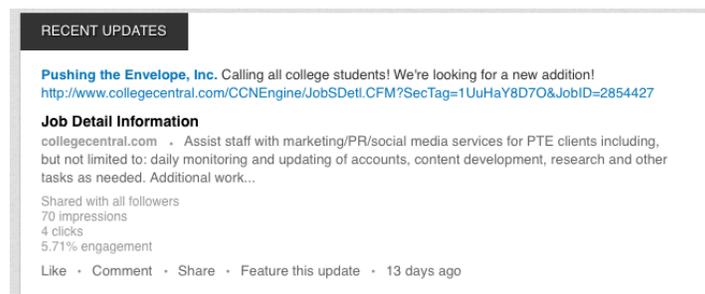


2. Keep it current.

Social media is anything but stagnant. The same should be said for your LinkedIn® page and other business presences on social media. With the new features of LinkedIn®, businesses can post regular updates on their business page. You can post every day, every week or every month.

We recommend your post frequency be based on two things:

- Your Audience: How often do they want to receive updates?
- Your News: Do you have valuable, current information to share?



Updates can include new services or staff, industry trends, or general business news like holiday specials or closures. Most marketers would recommend the update coincide with a photo and/or include a call-to-action or link.

TIP: Don't forget to update your cover image or banner too!
Seasonal updates or notes about new services work well.

3. Make it engaging.

A LinkedIn® business page is not meant to be an online resume for your business. It is a social media site after all. Use the page to interact with visitors and showcase your company's expertise. This can be achieved through posts that ask questions, provide added value content (like eBooks) or industry news.

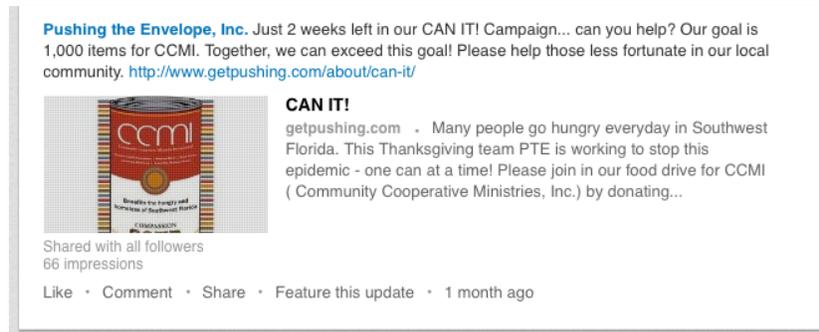
Another example is our company page. At Pushing the Envelope, Inc., we're a fun-loving group so it fits with our brand to have a quirky cover image or banner graphic. We use the space to showcase our brand personality, but also to engage with page visitors (*note the rhetorical question and link*).



4. Direct the show.

Now your page has been created. You've branded it and you've starting posting to it. What's next? It's time to direct the show.

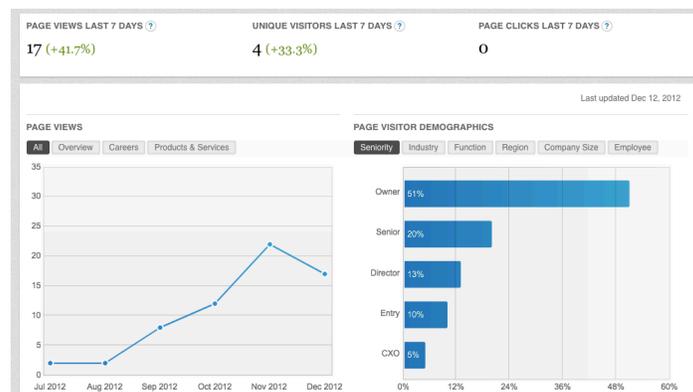
As with any social media platform, if you have a page you need to manage the page. That includes the content that goes up, what others/visitors post and providing clear calls-to-action. It also includes attracting traffic to the page.



TIP: Make a point to check for false employees. Virtually anyone can list himself or herself as employee, including fake accounts. You can contest these through LinkedIn®'s help center.

5. Measure it.

All communication and marketing efforts should be measured. LinkedIn® recently added Insights or analytics data for business pages. Insights are provided for followers (those who follow the page) and the page itself.



Follower insights include information demographics, impressions, company size, industry and engagement. Page insights include data on unique page views and clicks, other visitor demographics and products/services pages performance. All of these can help you determine if your page is successful, growing or could use improvements.

So, what's next?

Virtually anyone can successfully use LinkedIn® to communicate on behalf of and build their business. Use these 5 tips to fully optimize your business page and you're well on your way.

Have questions or need help? We're just a call or email away.



How can
we help?

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