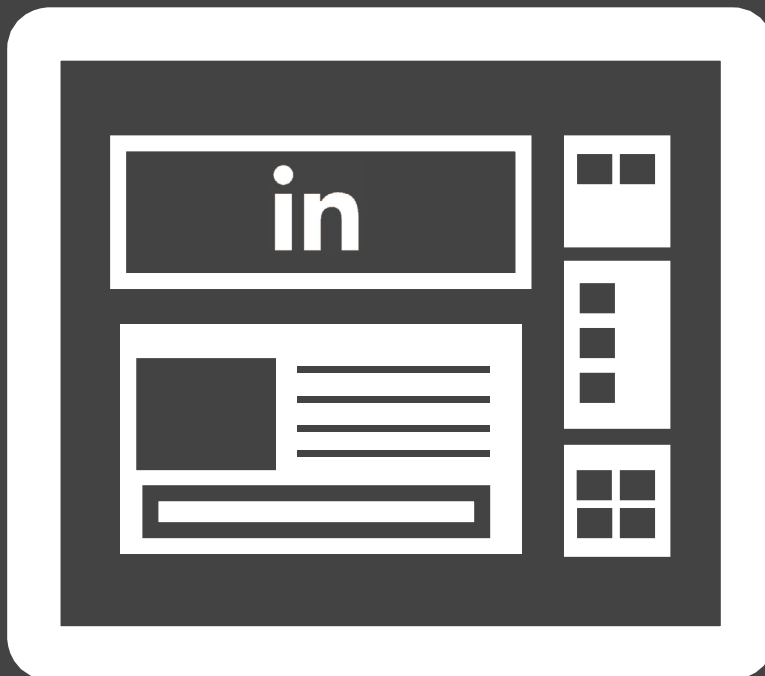


A STEP-BY-STEP GUIDE TO  
**LINKEDIN'S  
NEW COMPANY  
PAGES**



How to Use  
LinkedIn  
Company  
Pages for  
Marketing

••••• A publication of

HubSpot



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### INTRODUCTORY ..... *This ebook!*

Introductory content is for marketers who are new to the subject. This content typically includes step-by-step instructions on how to get started with this aspect of inbound marketing and learn its fundamentals. After reading it, you will be able to execute basic marketing tactics related to the topic.

### INTERMEDIATE

Intermediate content is for marketers who are familiar with the subject but have only basic experience in executing strategies and tactics on the topic. This content typically covers the fundamentals and moves on to reveal more complex functions and examples. After reading it, you will feel comfortable leading projects with this aspect of inbound marketing.

### ADVANCED

Advanced content is for marketers who are, or want to be, experts on the subject. In it, we walk you through advanced features of this aspect of inbound marketing and help you develop complete mastery of the subject. After reading it, you will feel ready not only to execute strategies and tactics, but also to teach others how to be successful.

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## HUBSPOT'S ALL-IN-ONE MARKETING SOFTWARE

... brings your whole marketing world together in one, powerful, integrated system.

- ✓ **Get Found:** Help prospects find you online
- ✓ **Convert:** Nurture your leads and drive conversions
- ✓ **Analyze:** Measure and improve your marketing
- ✓ **Plus** more apps and integrations

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## A STEP-BY-STEP GUIDE TO LINKEDIN'S NEW COMPANY PAGES

By Brittany Leaning

Brittany Leaning is HubSpot's Social Media Manager. She is responsible for creating, managing, measuring, and scaling organic social media efforts across HubSpot's various accounts in order to generate leads and grow reach. Brittany is also a regular contributor to [HubSpot's award winning Internet Marketing Blog](#), where she writes about various inbound marketing topics.



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## CONTENTS

.....

**4 REASONS TO USE LINKEDIN COMPANY PAGES FOR MARKETING /8**

**WHAT IS IN A LINKEDIN COMPANY PAGE? /14**

**ANATOMY OF LINKEDIN'S NEW COMPANY PAGES /23**

**HOW TO SET UP YOUR NEW LINKEDIN COMPANY PAGE /39**

**CONCLUSION & ADDITIONAL RESOURCES /59**

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“*LinkedIn now offers ‘a more powerful way to build relationships with your target audience.’*”

MIKE GRISHAVER  
PRODUCT MANAGEMENT & MONETIZATION,  
LINKEDIN

In September 2012, LinkedIn announced a new look for its Company Pages. From a usability perspective, this release became an effort in bringing a better experience to LinkedIn members. But what did the rollout mean for marketers?

As Mike Grishaver, Product Management & Monetization at LinkedIn, [said](#), “this means a more powerful way to build relationships with your target audience on LinkedIn.” With its emphasis on visual and relevant content, LinkedIn’s new Company Pages now give businesses a more complete set of tools to do effective marketing.

But why should you care about marketing on LinkedIn at all? We’ll let the facts speak for themselves.



With over 161 million registered users in over 200 countries and territories, more than two million companies with LinkedIn Company Pages, and professionals signing up at a rate of approximately two new members per second, LinkedIn is the world's largest professional social network.

It's hard not to have LinkedIn on your marketing radar.

With its affluent and influential membership, LinkedIn represents a valuable demographic for marketers. A user can easily discover the people employed by a certain company, or the various types of businesses a certain person has worked for. So if you're looking to connect with industry professionals and generate leads for your business, LinkedIn should be an integral part of your social media marketing strategy.

This ebook will provide you with the ins and outs of LinkedIn Company Pages and how you can use them to grow your business.



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CHAPTER 1

---

# 4 REASONS TO USE LINKEDIN COMPANY PAGES FOR MARKETING





## How should I use LinkedIn for my business?

.....



Before we jump into the basics of LinkedIn and start learning about the new Company Page updates function, let's take a quick tour of the benefits LinkedIn pages provide in a world of marketing. In this section we will cover the top reasons your company should be utilizing a LinkedIn Company Page.

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## Company Reach

Without putting any efforts into building your company on LinkedIn, chances are many of your employees are updating their personal profiles to show where they work. Every person that connects with that profile may potentially click on your company name and be navigated to your Company Page. Take advantage of this!

Many users can easily land on your page through simple LinkedIn browsing. Opinions will be formed based on the amount and type of information displayed.

Every employee has the opportunity to promote your company - so use this to your advantage!



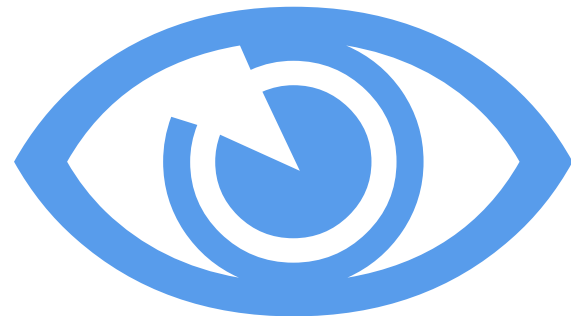
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## Product Awareness

Company Pages on LinkedIn provide a section for talking about specific products. While you can create a business page on Facebook, on which you can describe your various products as a whole and see which friends 'Like' that page, LinkedIn is much more robust from product awareness perspective. It can narrow your target audience and allow you to add multiple products.



Not only are consumers learning about the products and services your company offers, but they can also see how many of their connections have recommended them. This form of product awareness is hard to find, and better yet, able to be measured.

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## Search Engine Optimization

Did you know that LinkedIn Jobs appear in search results and on Twitter? By having a LinkedIn Company Page, you will greatly [increase your visibility across the web](#).

Additionally, LinkedIn is its own search engine for finding jobs and companies, and if you're not there, you will have missed a great opportunity to be found by a prospect, lead, or potential employee.



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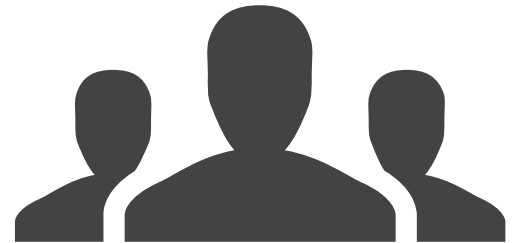




# 4

## Lead Generation

LinkedIn Company Updates allow you to link to marketing offers, drawing in leads who are in need of your content or deals. When you post updates to LinkedIn, just as you would on Facebook or Google+, you suddenly have the means to drive huge amounts of traffic and leads back to your website.



In addition to Company Updates, your Products page has huge opportunity for [lead generation](#) with its call-to-action capabilities. The giant, clickable cover image can link to a product, service, or offer, which will help you find the right people with a high interest in what your company has to offer. Right below this call-to-action are trusted recommendations from fans and recognizable connections. So if a prospect wasn't totally convinced about your products' value before, he or she will be now!

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## CHAPTER 2

---

# WHAT IS IN A LINKEDIN COMPANY PAGE?



“*LinkedIn Company Pages tell your company’s story and help you generate leads.*”

.....

Now that you are convinced in the marketing powers of LinkedIn Company Pages, let’s explore their specific features.

For marketers, LinkedIn Company Pages provide excellent opportunities to highlight products and services, tell your company’s story, generate leads, engage with your audience, share career opportunities within your company, and drive word of mouth at scale.

FOR MARKETERS

For your audience, LinkedIn Company Pages is a place to conduct product and service research and learn about company updates, industry news, job opportunities, and companies of interest.

FOR MEMBERS

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## What Is in a LinkedIn Company Page?



Overview



Page Insights



Careers



Follower  
Insights



Products



Employee  
Insights

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# Overview

The *Overview* space is incredibly important for making a good first impression.

Why should someone become interested in your company?  
When was the company founded?  
By whom? Has your company accomplished anything noteworthy since its first days?



In addition to your *Summary* section, the *Overview* tab includes company updates, job postings, and new hires. This feed is your company's way of communicating important messages to your audience.

Do you post company updates for your brand on Facebook and Google+? Well, you can also post these through LinkedIn's *Overview* section. Even better, you have the ability to post offers such as ebooks and webinars, which will generate leads that help grow your business.

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## Careers

If you want to become the company that everyone wants to work for, your *Careers* page is absolutely essential. Help your audience understand your company's culture and available career opportunities.

*Note: this section requires a paid subscription.*



In this section, you are able to post jobs, showcase awards, map out career paths within your company, highlight your best employees, and post jobs that target the right candidates using automated job matching.

Not only can you reach over 175 million professionals worldwide, but you also have the ability to see exactly who has viewed your job, how closely they match your posting, and then dig even further by seeing who the applicant is connected to.

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## Products

Your *Products* (or *Services*) tab is a great place to collect recommendations and showcase what you sell. This tab is especially important because it enables you to drive traffic back to your website's products/services page, which can ultimately drive sales.



[70% of people follow links posted by friends and family](#), which is exactly why LinkedIn recommendations exist. Users have the ability to see recommendations from trusted LinkedIn members and see exactly who these members are connected to. This adds a more personal feel to a brand's products, one that you don't necessarily get from a website.

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## Follower Insights

The *Followers Insights* tab will show company update engagement, follower demographics, company update impressions, and your follower progress including recent users, new followers, and member growth.

Through these statistics, you are able to take an even deeper dive into your page analytics by viewing engagement by clicks, likes, comments, shares, and percentage.

You can also narrow down your follower demographics by seniority, industry, function, region, company size, or employee/non-employee.



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## Page Insights

*Page Insights*, similar to follower insights, provide information regarding page visitor demographics including analytics based on:



- .....● SENIORITY
- .....● INDUSTRY
- .....● FUNCTION
- .....● REGION
- .....● COMPANY SIZE
- .....● EMPLOYEE/NON-EMPLOYEE

The great thing about *Page Insights* is that it shows page views and unique visitors by tab and how many clicks you've received on your *Products* page.

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## Employee Insights

So you understand a bit more about your followers and page visitors, but you'd like to learn more about what makes your business actually run. Who are the people that help make the company function and what are they all about?



With *Employee Insights*, you can learn exactly which employees have new titles, which have departed recently, which previous companies the employees came from, top skills and expertise these employees have, and which employees have received the most recommendations.

Now that you have an understanding of what LinkedIn Company Pages involve, let's take a look at the brand new changes LinkedIn has made to its Company Pages.

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## CHAPTER 3

---

# ANATOMY OF LINKEDIN'S NEW COMPANY PAGES



“*The changes you see will affect only the design of your Company Page.*”

.....

LinkedIn Company Pages got a nice, refreshing design makeover. Yet, the changes you see will affect only the design of your Company Page.

In other words, no new features have been added; just the look, feel, and the way you navigate is a bit different. You still have complete access to your *Overview, Careers, Products, and Insights* pages, so make sure you're taking advantage of them!

Now have a seat, as we walk you through exactly what has changed about LinkedIn Company Pages.




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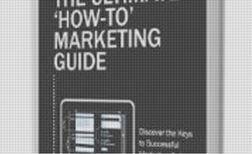
## Overview Page



**SAY HELLO TO HUBSPOT 3**  
Marketing software. Easy. Integrated. Powerful.

### RECENT UPDATES


**HubSpot** "This guide will give you nuggets of inspiration to drive marketing success at your business." - David Meerman Scott



**Free Ebook: The Ultimate How-to Marketing Guide with David Meerman...**  
hubspot.com • Download our free multimedia ebook with 20 how-to articles and videos for marketing your business online.

Shared with all followers  
Like • Comment • Share • 2 hours ago


**HubSpot** Facebook marketing -- there's a SCIENCE to it. See the latest data on producing and posting engaging content on your Facebook page:



**Free Webinar: The Science of Facebook Marketing #FBSci**  
hubspot.com • Interaction on Facebook is a science. In this webinar, HubSpot's social media scientist, Dan Zarrella, will discuss the sociology of the Facebook community and the scientific way of leveraging marketing opportunities on Facebook.

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### HOW YOU'RE CONNECTED



**26** first-degree connections  
**354** second-degree connections  
**415** Employees on LinkedIn


See all ▶

### PRODUCTS AND SERVICES



**HubSpot Inbound Marketing Software**

HubSpot is easy-to-use marketing software that - helps you get found online by more qualified visitors - shows you how to convert more visitors into...



**Free eBook: How to Generate Leads Using LinkedIn**

LinkedIn is a very useful tool for generating leads -- if you use it properly. In this eBook, you'll learn how to use LinkedIn to connect with...

See more ▶

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# 2

## Cover Image

Is your company on Facebook? How about Twitter and Google+? If so, you might notice you have the ability to customize your cover, background, or banner images to show off your company's personality. You may have also noticed that previously LinkedIn's Company Pages did not allow for you to include this customization.

Now, with LinkedIn's new updates, you have the ability to add a cover-style image that represents your company/brand at the top of your *Overview* page. Take a look at HubSpot as an example:



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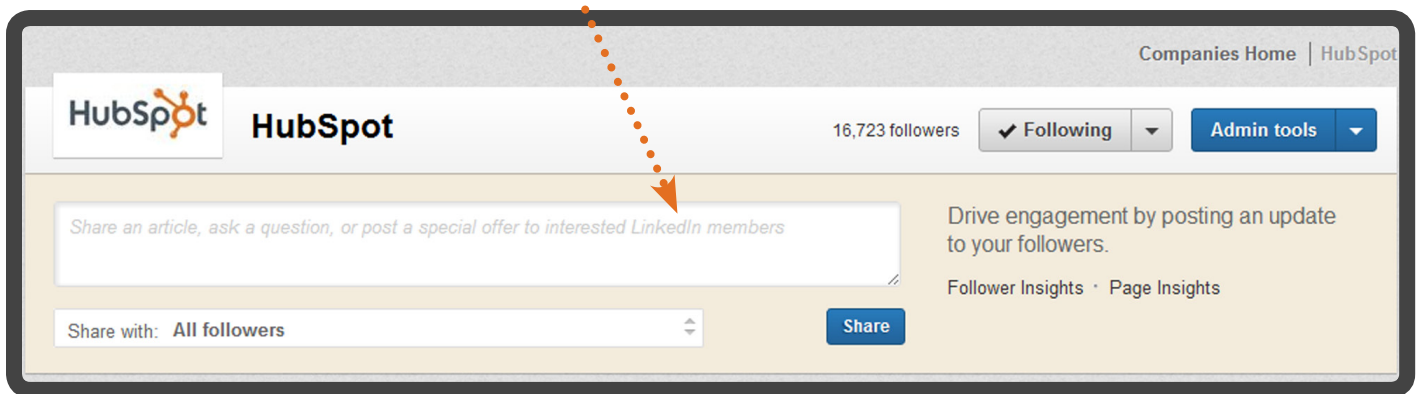




# 3

## Company Updates

If you try posting a company update on the new page, you'll notice it has a much different feel. LinkedIn advises you to, "Share an article, ask a question, or post a special offer to interested LinkedIn members." Previously, this space was occupied by a blank box with no guidance.



Now the content targeting feature is also much more highlighted. You have the ability to share with a "targeted audience" or "all followers," depending on what type of post it is and whom you are targeting.

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If you click the “targeted audience” option, a box will pop up and go into detail based on company size, industry, function, seniority, or geography. These options are available for employees or non-employees, depending on who you’re trying to reach.


When you begin clicking on options, you will see exactly how many people you are choosing to target with your post. While this is not a new feature, it was somewhat hidden before and not many users knew about it (or how to use it).

Specify a target audience

Company size | Industry | Function | Seniority | Geography |

**Company size**

- ☐ Myself Only
- ☐ 1-10 employees
- ☐ 11-50 employees
- ☐ 51-200 employees
- ☐ 201-500 employees
- ☐ 501-1000 employees
- ☐ 1001-5000 employees
- ☐ 5001-10,000 employees
- ☐ 10,001+ employees

**Audience**


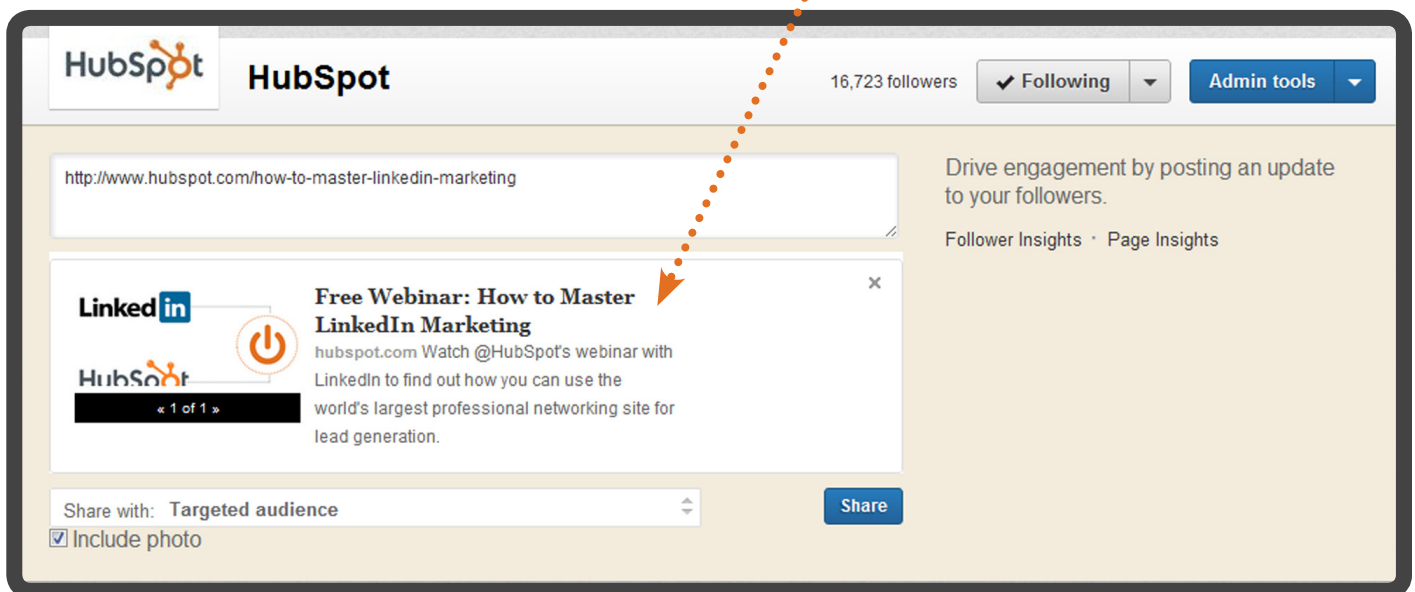
**16,711 targeted followers**  
(out of 16,711 total followers)

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Are you missing your “attach a link” button? Don’t worry, you can still attach a link; it just appears differently. If you wish to post an update, just paste the link into the post box and wait for a preview box to pop up. Once the preview has revealed itself, you may delete the link from the post box and start typing your commentary. (This feature is similar to Facebook’s link sharing in updates.)



You will also notice that you can check or uncheck a box that says “Include Photo,” located under your targeting options. If you uncheck this box, the photo will be removed from your link preview once you click “share.”

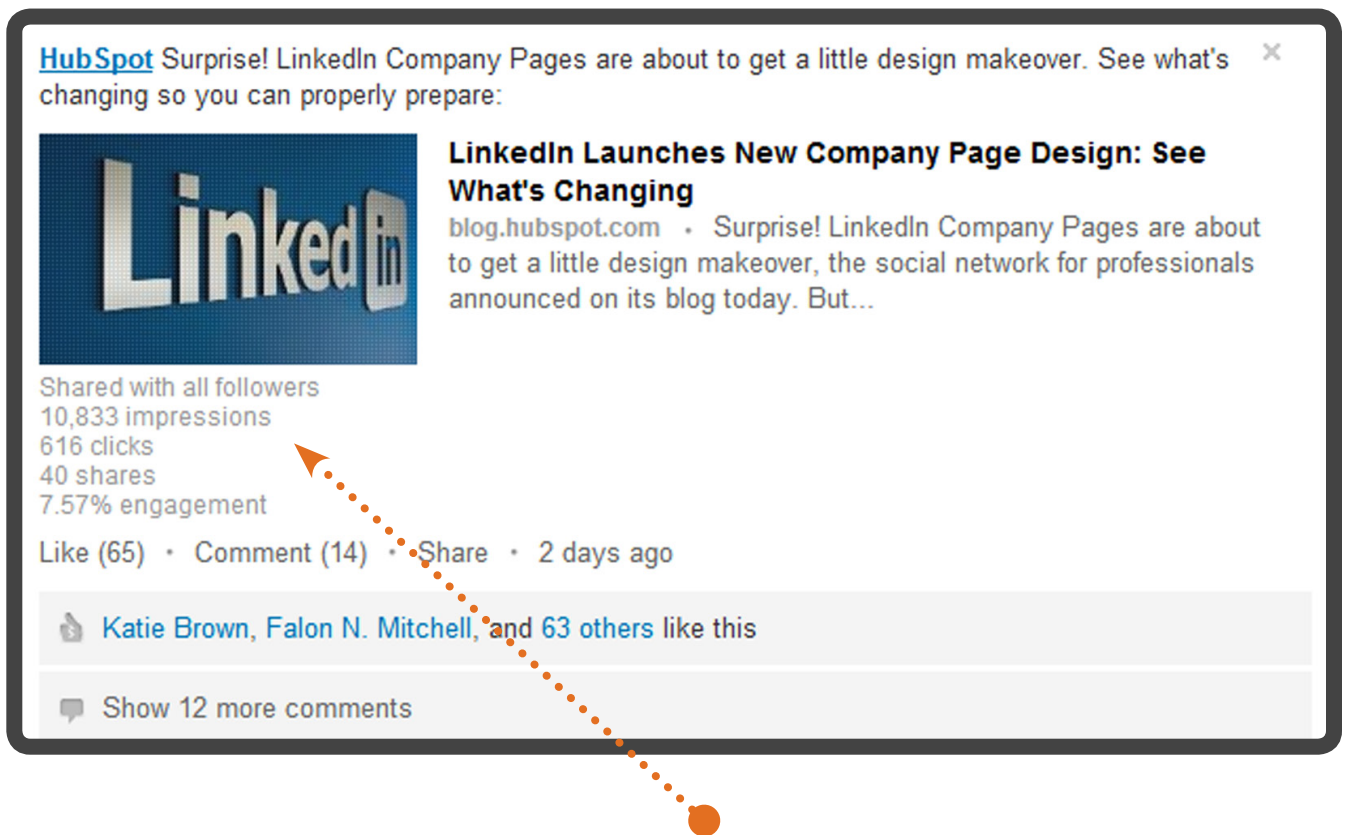
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Curious about the performance of your update? 24 hours after you've posted your company update, you will see a few different metrics in grey font. These show the number of impressions, clicks, and percent of engagement with your post and are located on the bottom left side under the preview photo.



These metrics existed before, but used to be centered and located directly above your like, comment, and share buttons. The new look simply sets them apart from the rest of your post.

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# 4

## Summary

LinkedIn's new cover image capability is awesome, but do you remember what was there before the update? That's right, your company summary, or the *About Us* section. This has been moved to the very bottom of the *Overview* page, below the page's company updates.



Just remember, users who are trying to learn about your company for the first time will see your cover image first, then your company updates, and will finally have to scroll all the way down to find out more general information. Better make sure your cover image is captivating!

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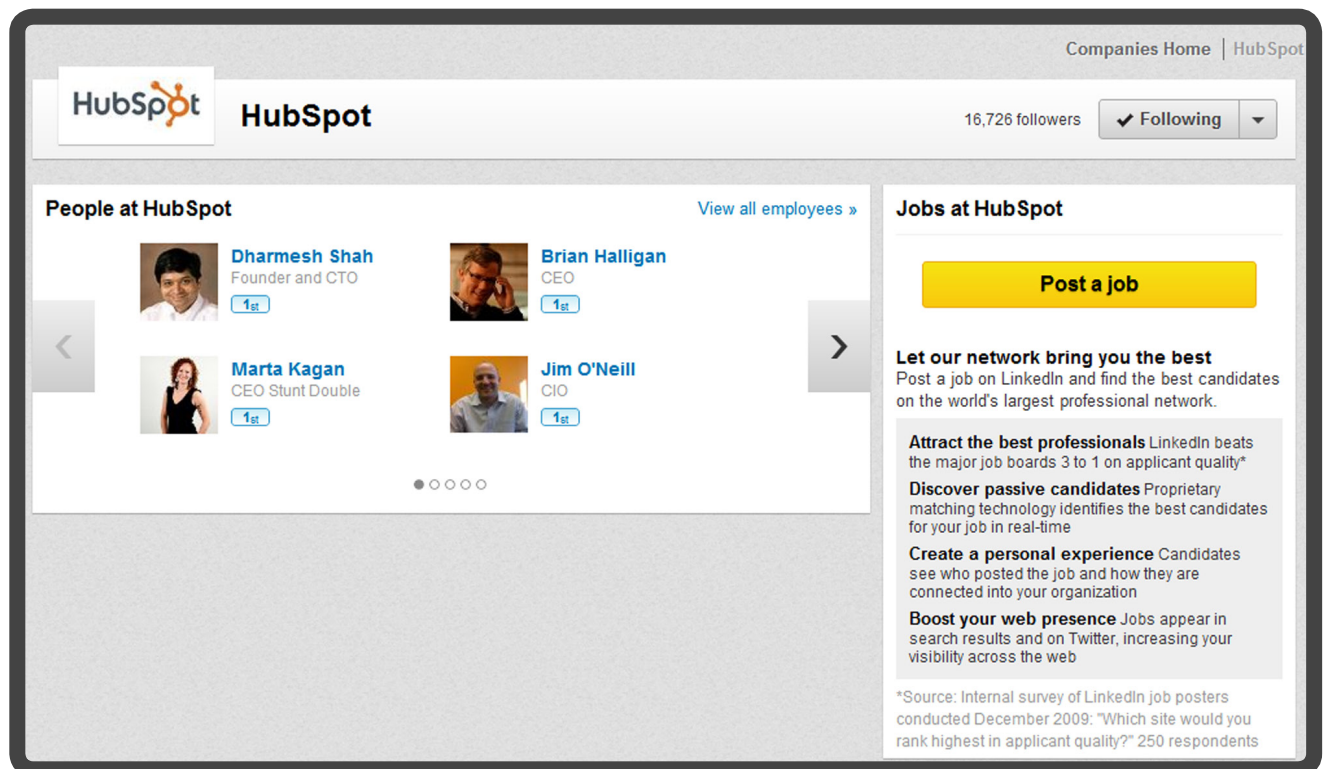




# 5

## Careers Page

You might also notice that the tabs at the top of your *Overview* page have disappeared. To find your *Careers* page, you'll need to look on the right sidebar, where you'll see a box with a title, image, and arrow that says, "Go to Careers Page."

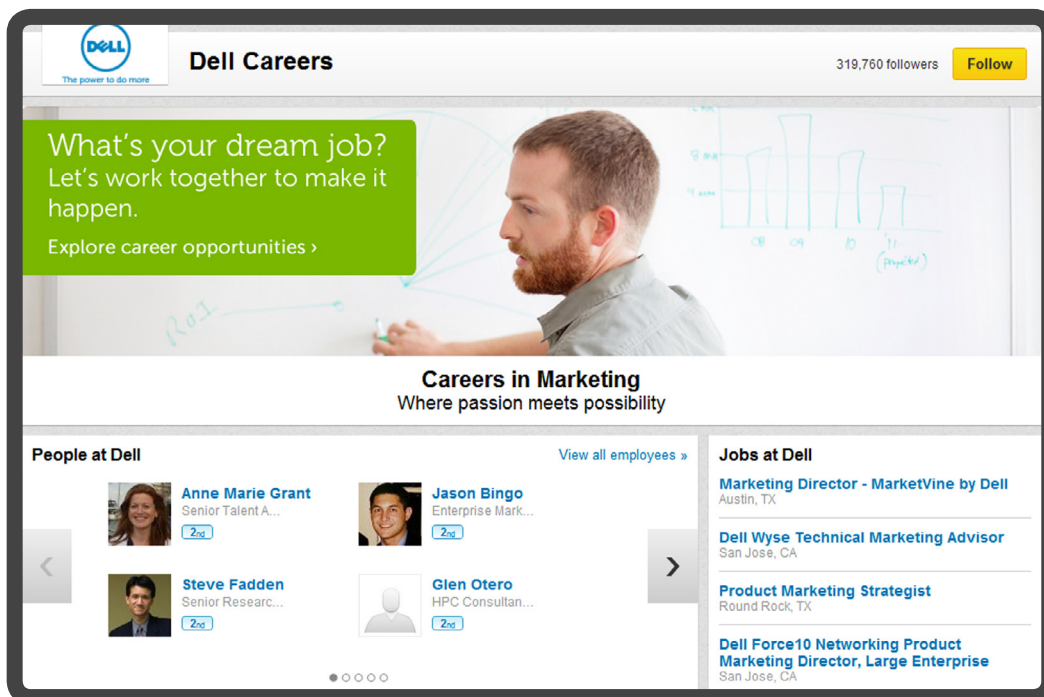


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If you don't currently pay for a subscription to the *Careers* page, you'll need to navigate through your *Edit* page by hovering over the blue box on the top right side of the page where it says, *Admin tools*. You'll then see an option that says *Edit*. Click on this and suddenly your old tabs will appear again! From there, you can click *Careers* and post jobs at your company.



When you purchase a subscription for this *Careers* page, you'll own a page consisting of a large, clickable cover image that can be transformed into a call-to-action. This image can direct users to a specific job, a list of jobs and opportunities located on your website, or examples of your company's culture. Below this image you might see a list of jobs, people at your company, a summary section for your careers, what employees are saying about working at your company, and recent updates. The look and feel of this page depends on what information and images you choose to include.

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# 6

## Products Page

The *Products & Services* section of the Company Page is now featured on the right sidebar, same as the *Careers* page. This is compared to the tiny link in the tabbed section at the top of the old page design.

The screenshot shows the HubSpot LinkedIn Company Page. The header includes the HubSpot logo, the name 'HubSpot', and a follower count of 16,727. There are buttons for 'Following' and 'Admin tools'. The main content area features a large section titled 'HubSpot: All-in-One Marketing Software' with a description, a list of benefits (Get found, Convert, Analyze, And more), and a 'Request a Demo' button. Below this is a section titled 'Learn about the HubSpot Software' with two sub-sections: 'HubSpot Inbound Marketing Software' and 'Try the HubSpot Software Free for 30 Days'. The right sidebar contains a '10 Products' section, a '101 Recommendations' section, and a 'Recommended By Your Network' section with several user recommendations.

HubSpot  
16,727 followers  
Following  
Admin tools

### HubSpot: All-in-One Marketing Software

HubSpot brings your whole marketing world together in one powerful, integrated system.

- ✓ **Get found:** Help prospects find you online.
- ✓ **Convert:** Nurture your leads and drive conversions.
- ✓ **Analyze:** Measure and improve your inbound marketing.
- ✓ **And more:** Access the marketplace for apps and integrations.

**Learn about the HubSpot Software**

#### HubSpot Inbound Marketing Software

HubSpot is easy-to-use marketing software that: -helps you get found online by more qualified visitors -shows you how to convert more visitors into leads -gives you tools to close those leads efficiently -provides analytics to help make smart marketing investments HubSpot software and inbound...

Request Recommendations · Share

#### Try the HubSpot Software Free for 30 Days

Having a killer LinkedIn presence is only one part of the inbound marketing process. Learn how to optimize your website to get found by more prospects and convert more of them into leads and paying customers with HubSpot's inbound marketing software! Sign up for your free trial here:...

Request Recommendations · Share

10 Products  
101 Recommendations

#### Recommended By Your Network

**David Simpson** Web Designer at HubSpot  
Recommends HubSpot Inbound Marketing Software »

**Mike Champion** Director of Engineering at HubSpot  
Recommends HubSpot Inbound Marketing Software »


**Krista Moon** Marketing Director at JILL KONRATH  
Recommends HubSpot Inbound Marketing Software »

**Julie Montgomery** Volunteer-Marketing/PR Subcommittee at iSMF USA  
Recommends HubSpot Inbound Marketing Software »

**David C Aaronson** Social Media | Speaker Director BNI Advanced Training at BNI4Success BNI Los Angeles Region  
Recommends HubSpot Inbound Marketing Software »


Structurally, the new version of the *Products & Services* page is very similar to the old one. The main difference is in the right sidebar, which now highlights the names, job titles, companies, and profile images of LinkedIn users in the visitor's network who have recommended particular products/services on your page.

## PRODUCTS AND SERVICES



**HubSpot Inbound Marketing Software**

HubSpot is easy-to-use marketing software that: - helps you get found online by more qualified visitors -shows you how to convert more visitors into...



**Free eBook: How to Generate Leads Using LinkedIn**

LinkedIn is a very useful tool for generating leads – if you use it properly. In this eBook, you'll learn how to use LinkedIn to connect with...

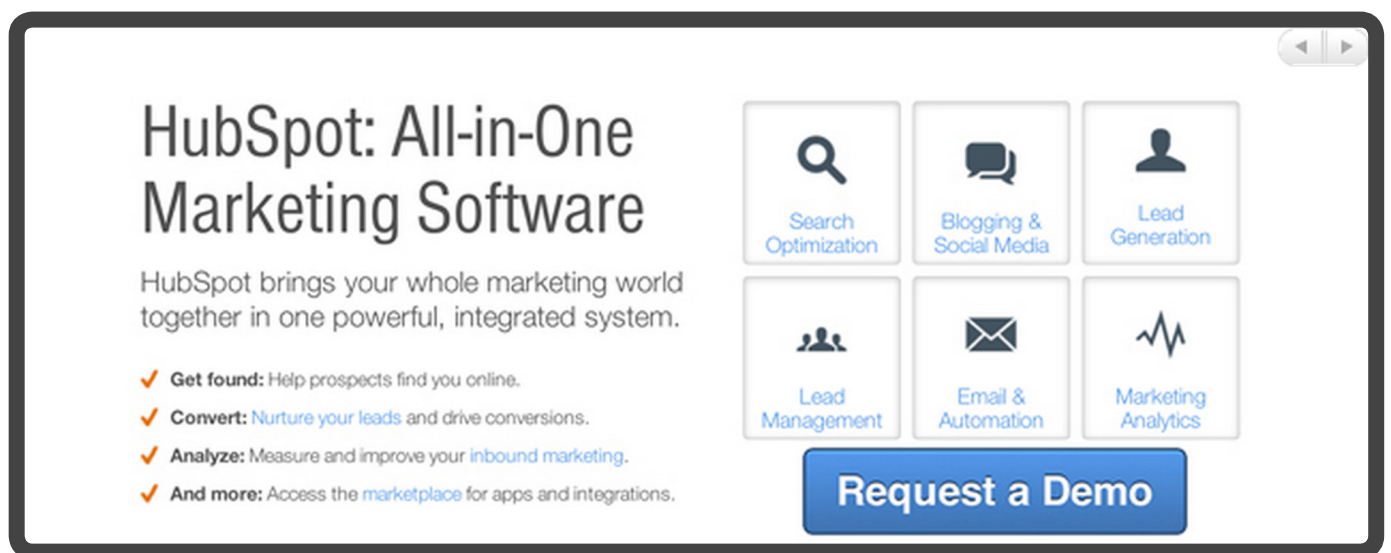
[See more ▶](#)

This is great news for marketers because it puts recommendations at the forefront and displays testimonials much more prominently. Below these highlighted users, you'll find any videos you've added to the page, which were also available in the former page design.

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You'll notice that your company's product and services showcase images have stayed the same. These were the only 'cover images' available before the new design updates, and still exist today. Now, however, they are more aesthetically integrated into the rest of the page's new design.



*Note: Make sure your product 'cover photo' image is still optimized for your new page. If the image looks to be of low-resolution, try re-uploading a higher resolution image.*

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# 7

## Mobile App

Previously, you could use the LinkedIn mobile app to only search for people, not companies. Now, users can look up information about your company on-the-go!

Company Pages now exist on iPhone, Android, and iPad apps. This is great news for marketers and reinforces the importance of an updated, optimized Company Page.

While the new LinkedIn Company Page design isn't dramatically different, the design is certainly more customizable, similar to the business pages of other social networks such as Facebook and Google+. This gives companies a better opportunity to create a more branded, unique-looking LinkedIn page that stands out from other Company Pages.



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## CHAPTER 4

---

# HOW TO SET UP YOUR NEW LINKEDIN COMPANY PAGE



# 1

## Include Basic Overview Information

Now that you have a better understanding of LinkedIn's new updates, it's time to fill that page with great information and optimize appropriately based on the changes.

A LinkedIn Company Page is the one page amidst your various social networks that calls for the most professionalism. This is the place to emit a white-collar persona paired with desirable company character. With that in mind, let's explore the next steps to completing your company's profile.



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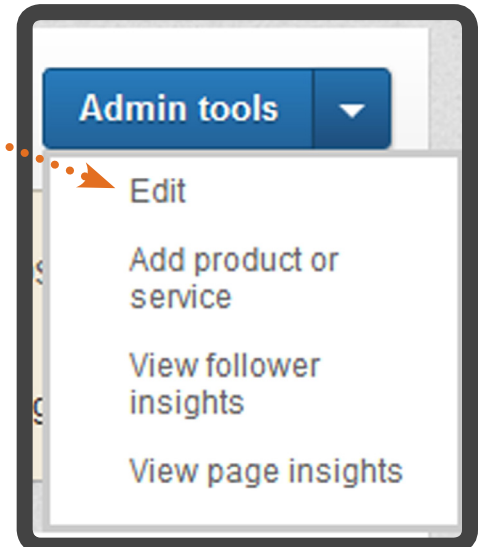




Go to *Admin tools* and select *Edit*. From there, LinkedIn will prompt you to fill in generic information about your company.

Be sure to fine-tune the description portion, as this will be crucial in user understanding of your company.

Be sure to include your:



- .....● COMPANY TYPE
- .....● SIZE
- .....● WEBSITE URL
- .....● INDUSTRY
- .....● OPERATING STATUS
- .....● YEAR FOUNDED
- .....● LOCATIONS

\*Indicates required field

\* Company Type

Privately Held

\* Company Size

201-500

\* Company Website URL

http://www.HubSpot.com

\* Main Company Industry

Internet

\* Company Operating Status

Operating

Year Founded

2006

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Next, add your designated page admins. You can choose multiple admins to manage your page, but you must be connected to the member on LinkedIn first.

**Designated Admins**  
*You must be connected to a member to include them as an admin.*  
  




**Rick Burnes**  
Product Marketing Director at HubSpot

X




**Mike Volpe**  
CMO at HubSpot

X



**Kipp Bodnar | B2B Marketing Author & Speaker**  
Inbound Marketing Strategist (B2B Marketing) at HubSpot

X



**Meghan Keaney Anderson**  
Product Marketing Manager at HubSpot

X

Then, add your images including a square and standard logo. What do you want your cover image to represent? Add some personality, but also keep your branding consistent.

**Square Logo**  
  

Edit

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Lastly, include a brief write-up of what your company is all about. Your company description and specialties will show exactly what your company does, while including searchable keywords to optimize for LinkedIn's search feature.

#### \* Company Description

Welcome to HubSpot's home on LinkedIn! Follow us for regular updates about marketing tips, blog articles, free webinars and more. We pride ourselves for being friendly and helpful.

Also, check out our PRODUCTS TAB to see some of our most popular free webinars.

So ... What is HubSpot?

Completely fill out your company's summary section by adding searchable keywords, or "specialities" related to what your company does. Show a bit of personality and grab attention!

#### Company Specialties

inbound marketing

marketing

internet marketing

online marketing

web marketing

software

blogging

SEO

marketing automation

social media

email marketing

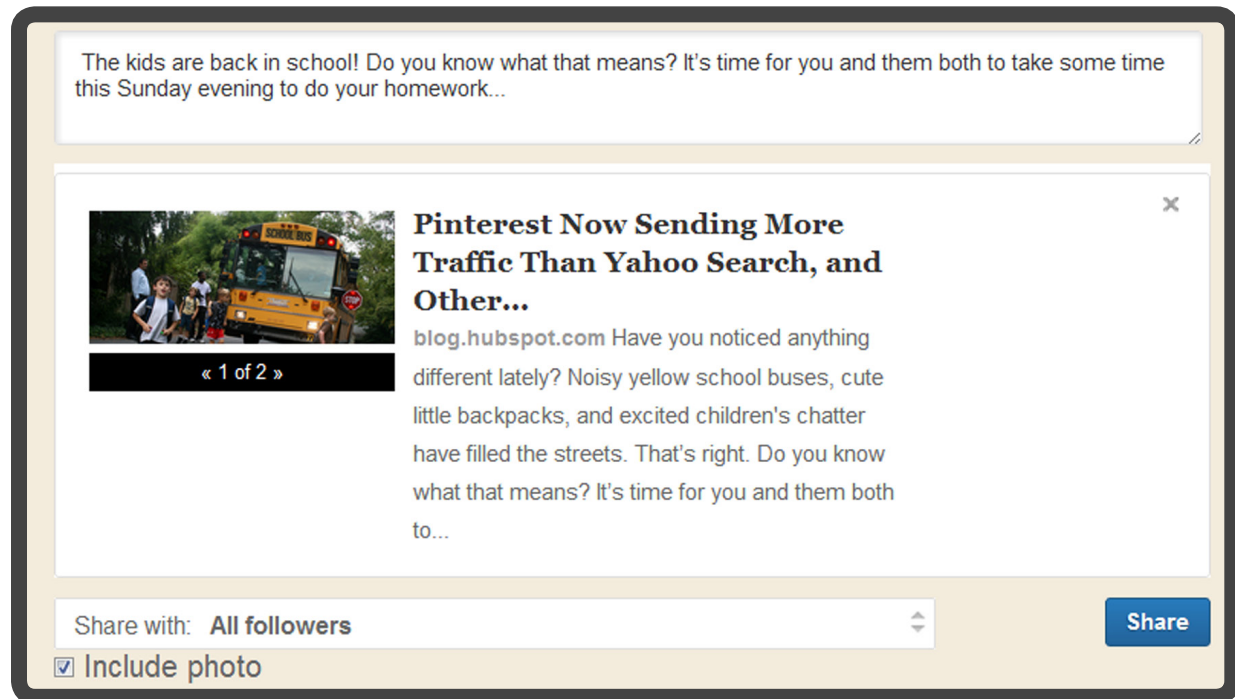
analytics

 [Add more specialties](#)

# 2

## Post Updates

If you're currently using Facebook or Google+ for your marketing, you'll discover that posting updates on LinkedIn is quite similar. Your LinkedIn company feed is not strictly for jobs or new hire updates. Promote your new blog posts, ebooks and webinar on LinkedIn. Your feed should include anything your audience would be interested in, and give you a chance to generate leads.



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# 3

## Post Jobs

While you're under *Admin tools* and *Edit*, click on the second tab on your Company Page, called "Careers." As mentioned before, this feature allows you to post openings at your company. While your company may already have various methods of announcing that you're hiring, what better place to post a job opening than the very network where professionals live and explore?

### Jobs You May Be Interested In

	<b>Social Media Manager</b> Bentley University - Greater...
	<b>Social Media Manager</b> Pioneer Investments - Greater...
	<b>Social Media Manager</b> Springleaf Financial Services -...

 *see your job here*

**Post a Job**

Share This Ebook!





To subscribe to your *Careers* page, click on the big call-to-action that says, “Post a job.” To post a job, click on the “Post a job” CTA for the second time. Here, you’ll reach a page that allows you to write a detailed description for your job and post it.

This feature is not free. For the Greater Boston Area, a 30-day posting would cost \$295, or you can save up to 40% with a multi-job pack. You also have the option to compare prices for different locations and different job packs.

**Job Price Calculator** ×

**\* Country:**  ▼

**\* Postal Code:**  [Update](#) | [Find postal code](#)

**Greater Boston Area**

<input checked="" type="radio"/> 30-day posting	US\$295.00 per job
<input type="radio"/> 5-Job Pack	US\$230.00 per job (22% off)
<input type="radio"/> 10-Job Pack	US\$175.00 per job (40% off)

[Continue](#) or [Cancel](#)

Sales tax not included  
Job packs are valid for 30-day postings in locations of equal or lesser price, expire 365 days after purchase, and are not transferable.

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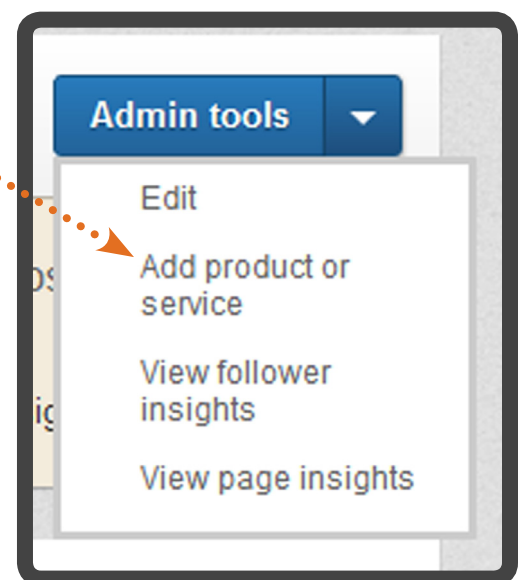
# 4

## Add Products or Services

We've already learned how LinkedIn can effectively showcase your various products, now it's time to actually include them. Heading to the products tab on your company page, click on the *Admin tools* button again to reveal a new drop down menu—this menu changes from tab to tab. You now have the option to “add a product or service.” Do it. LinkedIn will go through simple step-by-step instructions to help you broadcast those services.

..... ● **STEP 1: PRODUCT OR SERVICE?**  
Choose between a product or service.

..... ● **STEP 2: PICK CATEGORY**  
Select a category that best fits your product/service.



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.....● **STEP 3: NAME YOUR PRODUCT OR SERVICE**

You can add multiple products and services for your company, so just start plugging away. Choose the first from a random list or select from your most popular products, whichever makes the most sense for your business.

.....● **STEP 4: ADD AN IMAGE OF YOUR PRODUCT OR SERVICE**

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

.....● **STEP 5: DESCRIBE YOUR PRODUCT OR SERVICE**

What do you want users to know about your product or service? What sets it apart from the competition? Why would someone be likely to recommend it? Be informative, but don't forget to add some personality!

.....● **STEP 6: LIST KEY FEATURES**

Use this section to list the key benefits or use cases of your product or service. If you'd like to mention anything regarding your responsibility with the product or service once it's purchased, include that here.

.....● **STEP 7: ADD A URL FOR THE 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.

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## HubSpot Inbound Marketing Software



[Request recommendations](#)

58 people recommend this



### Product Overview

HubSpot is easy-to-use marketing software that:

- helps you get found online by more qualified visitors
- shows you how to convert more visitors into leads
- gives you tools to close those leads efficiently
- provides analytics to help make smart marketing investments

HubSpot software and inbound marketing advice help more than 3,500 customers grow their businesses. The average HubSpot customer gets 420% more leads after 5 months of using HubSpot.

- Blogging & Website Publishing Tools
- Landing Page Creation
- Social Media Monitoring & Marketing
- Search Engine Optimization Tools & Advice
- Lead Management & Nurturing
- Closed Loop Marketing Analytics

## ..... 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.

## ..... 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.

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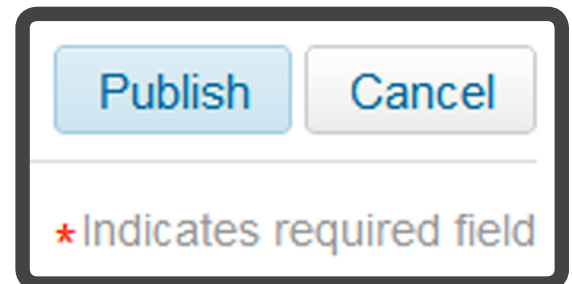


.....● **STEP 10: ADD A YOUTUBE VIDEO**  
**ABOUT THIS PRODUCT OR SERVICE**

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

.....● **STEP 11: ADD YOUR YOUTUBE VIDEO URL**  
Once you've added your title, copy and paste the URL from your YouTube video in the box below it.

.....● **STEP 12: PUBLISH**  
This is the fun part! Once you've filled out your information, you're all set to hit the *Publish* button in the top right corner.



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# 5

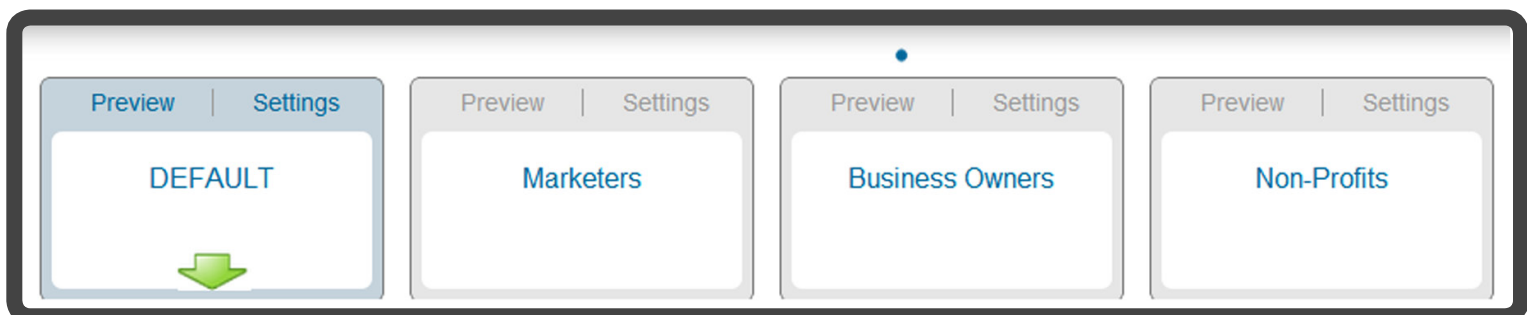
## Edit Products or Services

When you make your way back to the general *Products* page to see your published work, head back up to the *Admin tools* and *Edit* section. When you do this, you should end up on the *Edit* section of the *Products* page.

To complete this section, follow these steps:

### ..... ● STEP 1. CREATE MULTIPLE VARIATIONS OF YOUR PRODUCTS PAGE

Just as HubSpot offers smart calls-to-action that adapt based on user history, LinkedIn also can target your *Products* page to different segments. You can create versions of this page to be served to custom audiences based on their profile content. For example, you can create a version targeted to people in the U.S., and a different version targeted to members in Europe.





Once you have created a *Default* version, create different versions by clicking *New Audience* below. Name your target, choose your targeting characteristics and click *Save and Exit* to edit your targeted page.

## .....● **STEP 2. DESCRIBE WHAT YOUR COMPANY OFFERS**

In the first field add a title (e.g.: World Class Software Products). In the second field add an overview description about your company, products and services. The logo will be pulled automatically from your overview page if one exists.

## .....● **STEP 3. MARKET AND SHOWCASE YOUR COMPANY WITH UP TO 3 IMAGES**

You can drive traffic to your website by adding URLs where you want people to go when they click your images. Add up to three images (640x220 pixels) and URLs, and LinkedIn will create a rotating spotlight module to display on your page. *Note: When uploading your URLs, be sure to paste in a bit.ly link to help you track your clicks. The URL you paste into bit.ly should include a tracking token so you can measure your leads through your analytics software.*

## .....● **STEP 4. FEATURE SPECIFIC PRODUCTS OR SERVICES**

Do you want to promote certain products or services above others? As mentioned before, you can include multiple products and services, so choose from your list to feature up to five of your products.

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# 6

## Promote

<http://LinkedIn.com/ads> allows you to promote your Company Page through an ad campaign. This feature is split into four simple steps, which LinkedIn takes you through in a very comprehensible manner. A *Common Questions* box also appears to the right of this page, so you can truly understand how the feature works.

A LinkedIn ad campaign could help spread the word about your company as you build and integrate inbound marketing efforts into your business platform.

### Drive New Customers to Your Business



**Need a Financial Advisor?**  
Professional planning and tax preparation for 2011

Reach Professionals on LinkedIn

Connect with the world's largest audience of active, influential professionals. Launch your campaign in minutes. All you need is a LinkedIn account.

**Start Now**

[Manage Your Ads](#)

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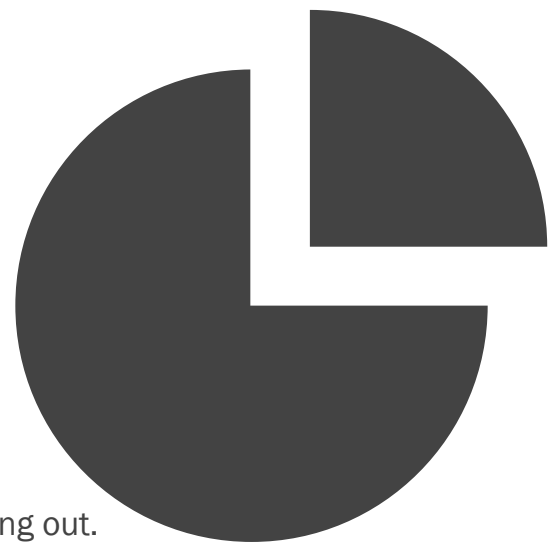


## Measure everything

Well, everything provided on your company page. The last three tabs on your Company Page consists of insights and analytics.

Remember that everything you do with internet marketing involves taking the time to see how those efforts are playing out. This will help you determine whether or not those efforts are worth the time and how you should prioritize in the future.

In this section we will cover how you can measure progress with your followers, page insights, employees and new leads.



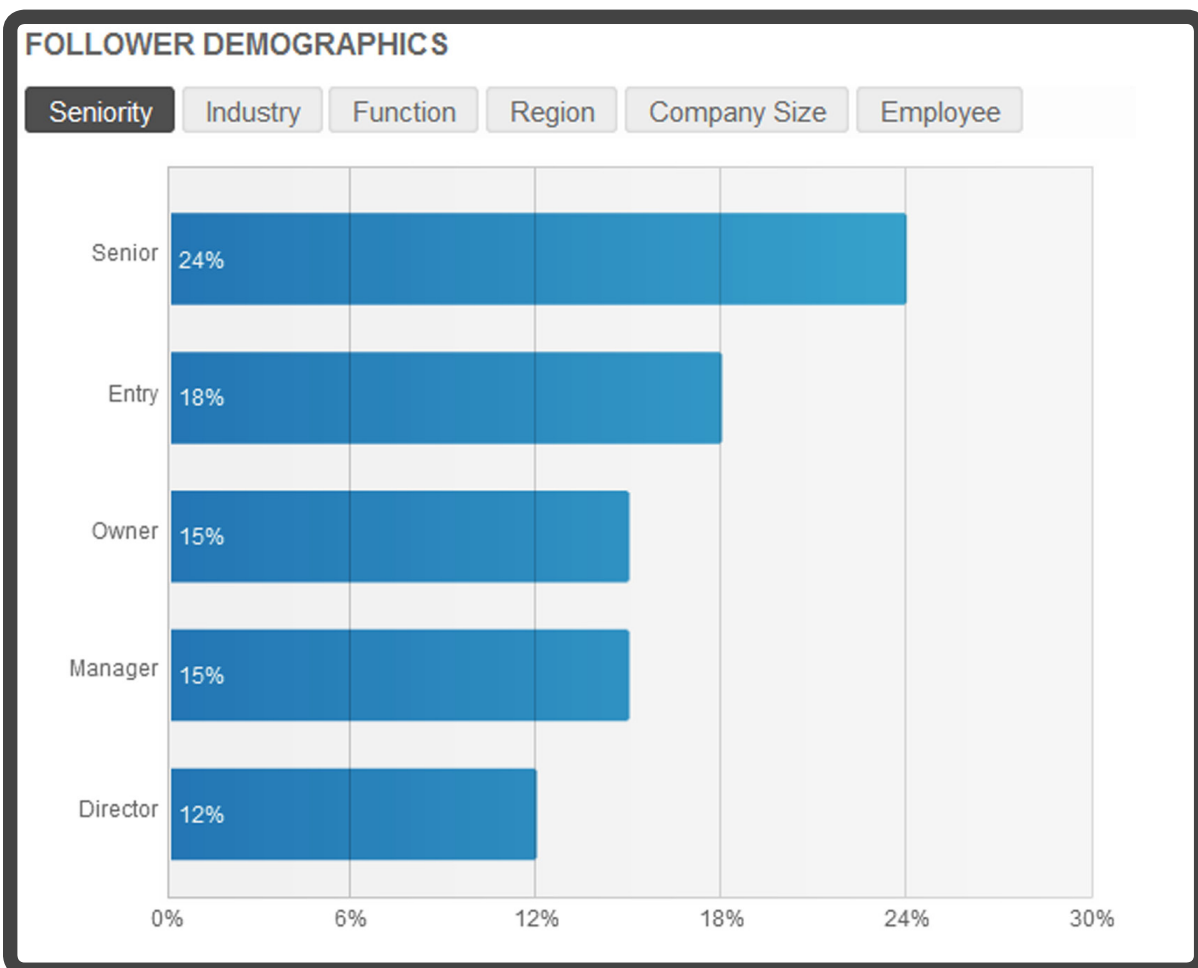
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## Follower Insights

*Follower Insights* shows you who is following you and how engaged they are with your page. This will help you discover how you should be interacting with these followers and what the right messaging should be.

Are your followers Gen X or Y? What are their primary job functions and where do they live? This information will help you create a persona, to which you will adapt all your messaging.

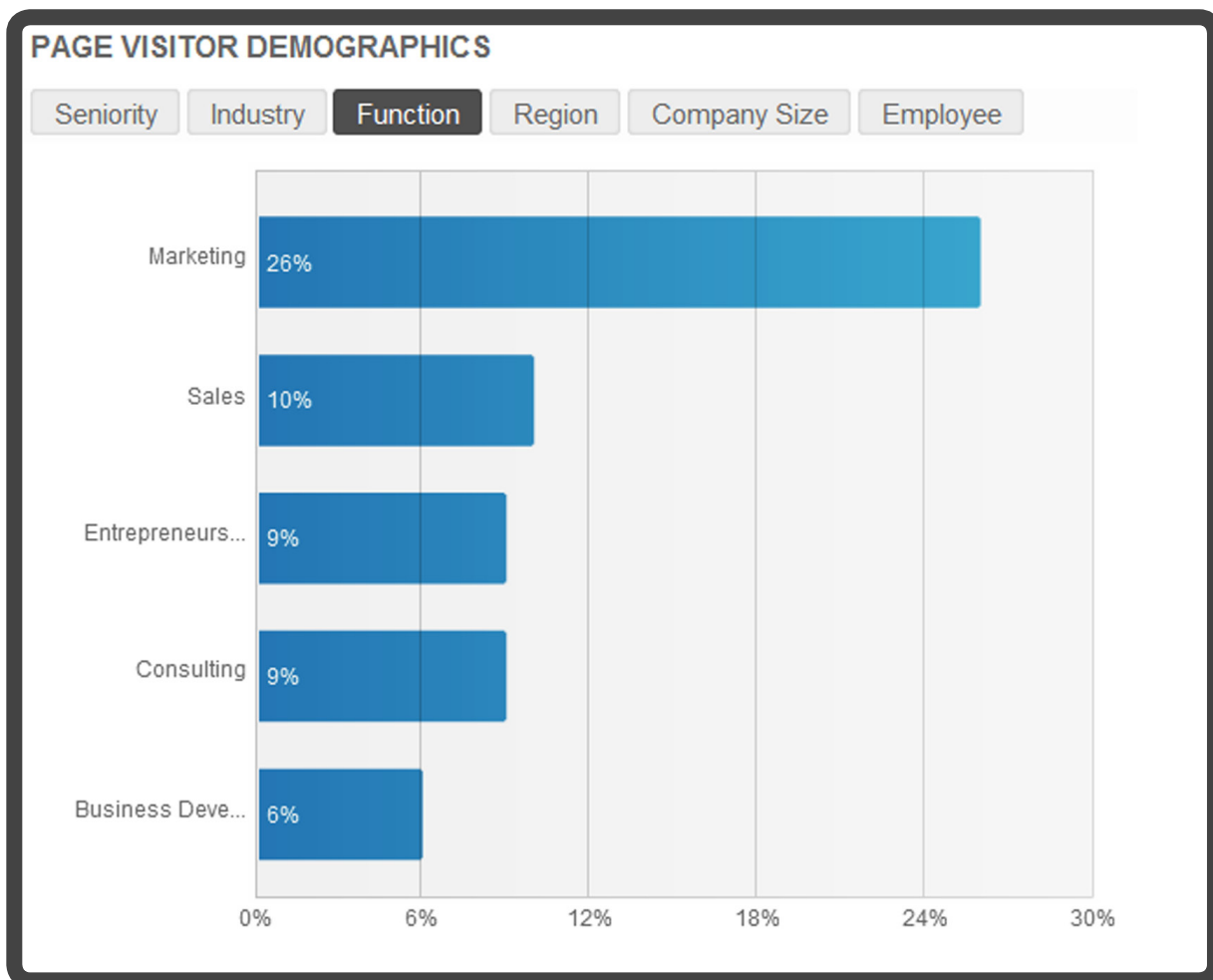


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## Page Insights

The *Page Insights* tab will allow you to track page views and unique visitors on your overall page, as well as each individual tab. LinkedIn also measures how many clicks your products or services have received and the number of members following your company. These insights are really valuable for understanding who's visiting your page and tracking how much traffic you're driving to your website.



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## Employee Insights

*Employee Insights* matter because they help you take the right steps towards hiring stellar employees in the future and maintain a strong company culture. By learning exactly which companies your employees have come from (and the top skills and expertise these employees have), you can assess what you should look for next.

### EMPLOYEES WITH NEW TITLES



**Marta Kagan**

CEO Stunt Double  
Previously Director, Brand & Buzz



**Elias Torres**

VP of Engineering  
Previously Director of Engineering



**Whitney Sorenson**

Director of Engineering  
Previously Principal Software Engineer



**Julie Rosenberg**

Principal 2- Senior Account Executive  
Previously Principal -Sr Level Account Executive

### WHERE EMPLOYEES CAME FROM

Performable (12)

Microsoft (10)

IBM (9)

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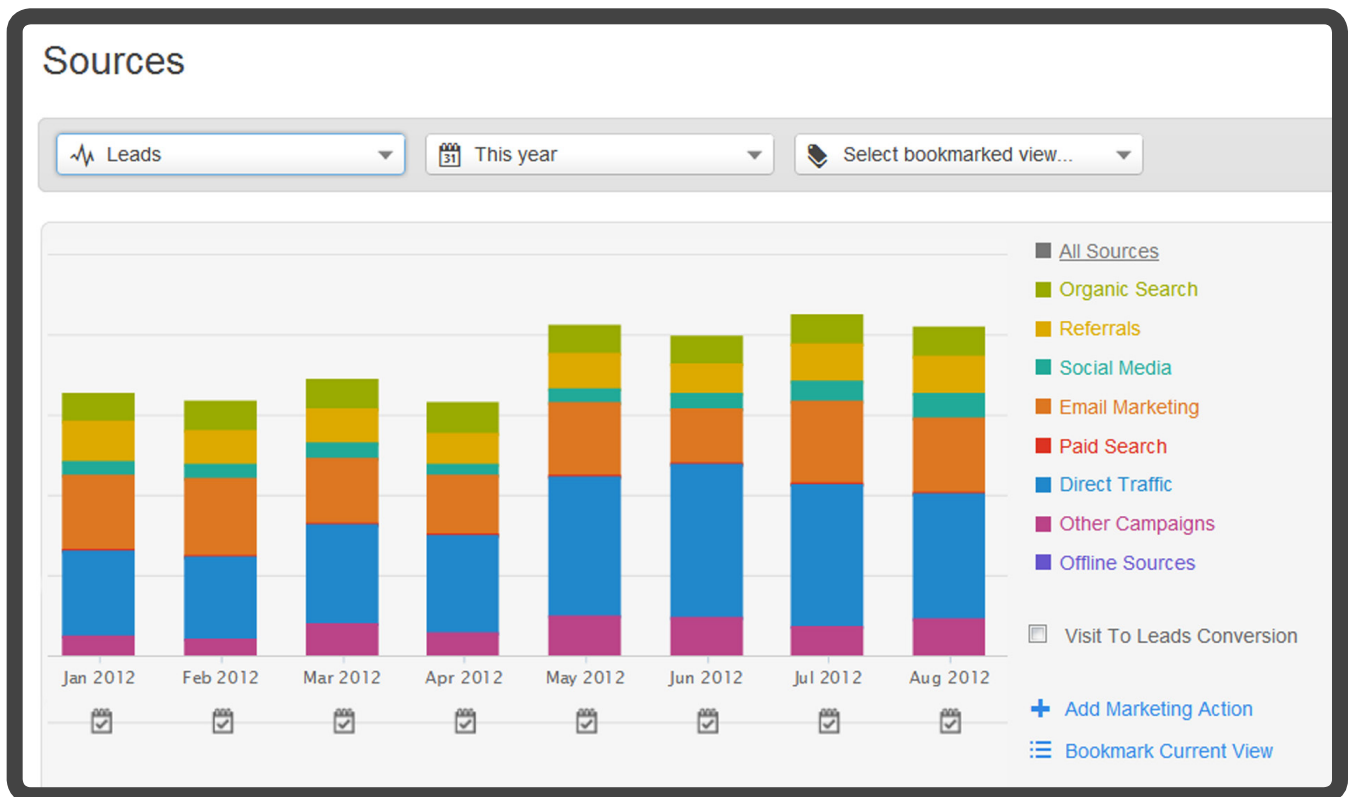




## Lead Insights

So you've discovered valuable insight about your followers, page visitors, and employees, but what about your leads? Do you know how many leads you've generated from your LinkedIn efforts specifically?

When you pair your LinkedIn content and insights with [HubSpot's inbound marketing software](#), you and your company will discover business benefits you've never witnessed before. HubSpot's Sources tool reveals exactly how many leads you're generating directly from social media.



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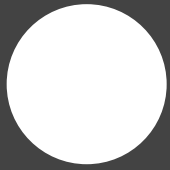


When you want to dig deeper to find leads per channel, scroll down to the more detailed breakdown of each individual channel and its performance with driving traffic, generating leads, and your conversion rate for each channel. This data will show you what's working and what's not to help you make executive decisions and further develop your LinkedIn content strategy.

Site	Visits	Visit-to-Lead	Leads	Lead-to-Customer	Customers
Twitter	156,905	4.7%	7,329	0.5%	39
Facebook	152,143	7.6%	11,542	0.3%	30
LinkedIn	75,197	10.6%	7,959	0.6%	45

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# CONCLUSION & ADDITIONAL RESOURCES



*“ Posting, monitoring,  
responding, and analyzing  
should take you no more than  
ten minutes a day.”*

.....

Congratulations! You have the knowledge to build a brand new, stellar LinkedIn Company Page. Now you just need to maintain it.

Once your page is developed, maintaining shouldn't be too time consuming. Unlike Twitter, which requires constant publishing and monitoring, marketing on LinkedIn should be easy in terms of time management. In fact, if you exceed three posts in a day, you're probably posting too often. Focus on posting valuable content that is helpful to your audience. If you post one invaluable piece of information per day, your audience will be much more engaged and appreciative than if you post six boring, useless pieces of content.

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Posting, monitoring, responding to comments, and analyzing page statistics should take you no more than ten minutes a day. If you have all your posts planned out ahead of time, you've just cut those ten minutes down to five. That's right, only five minutes a day. Do you think you can do it?

LinkedIn has shaken things up for brands with this new page design, but having read this ebook, you have a competitive advantage to leverage LinkedIn for your marketing. You now know how to use LinkedIn's new updates to build an active following, showcase your company's personality, and introduce calls-to-actions for your products and services.

Now go experiment with the layout and features so you can find the best ways to use them for your company. Good luck and don't forget to use visuals!





# MEASURE LEADS & CUSTOMERS COMING FROM LINKEDIN

Find out how many leads and customers your LinkedIn marketing efforts are bringing you. [Get a free demo of the HubSpot software](#) and get access to some powerful analytics.

.....



<http://bit.ly/Get-A-Demo-of-HS>

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