

How to Use LinkedIn For Your Business



Introduction

Now that you've learned all you need to know about how to harness the power of LinkedIn for your own personal professional benefit, let's take a deep dive into how to use it for your business and marketing.

Whether you're a business owner with no marketing department (i.e. you look after marketing your business yourself), or you're someone who manages marketing within a company, knowing how to go about making the most of the opportunity offered by LinkedIn for companies is essential, especially for those in the B2B space.

There are many reasons for using LinkedIn for Business:

- It can help to grow your reach online;
- It can act as a vehicle for showcasing your products and fuel product research;
- It can maximise your visibility in search (both organically within Google, and also within LinkedIn itself);
- You can use LinkedIn to attract top talent to your company;
- You can establish your company as an industry leader by sharing industry news and content via your Company Page;
- It can ACTUALLY help generate leads.

This chapter is divided into four different sections (Company Pages, Showcase Pages, LinkedIn Groups, and LinkedIn Advertising), each of which are cornerstones to the successful use of LinkedIn for Business.

Chapter 1: Company Pages

LinkedIn Company Pages help others learn more about your business, brand, products and services, and job opportunities. They represent a central facet in using LinkedIn for business, which means it's extremely important to understand how your Company Page should be structured and used.

Not everyone can set up a Company Page on LinkedIn. There are a number of requirements in place which serve to ensure that only genuine companies can set up a LinkedIn Company Page. They are as follows:

1. You must have a personal LinkedIn profile set up with your true first and last name (personal LinkedIn profiles were discussed earlier in this guide).
2. Your personal profile must be at least 7 days old.
3. Your profile strength must be listed as Intermediate or All Star (the status of your profile strength is based on how complete your profile is. Find out your Profile Strength on your profile homepage:

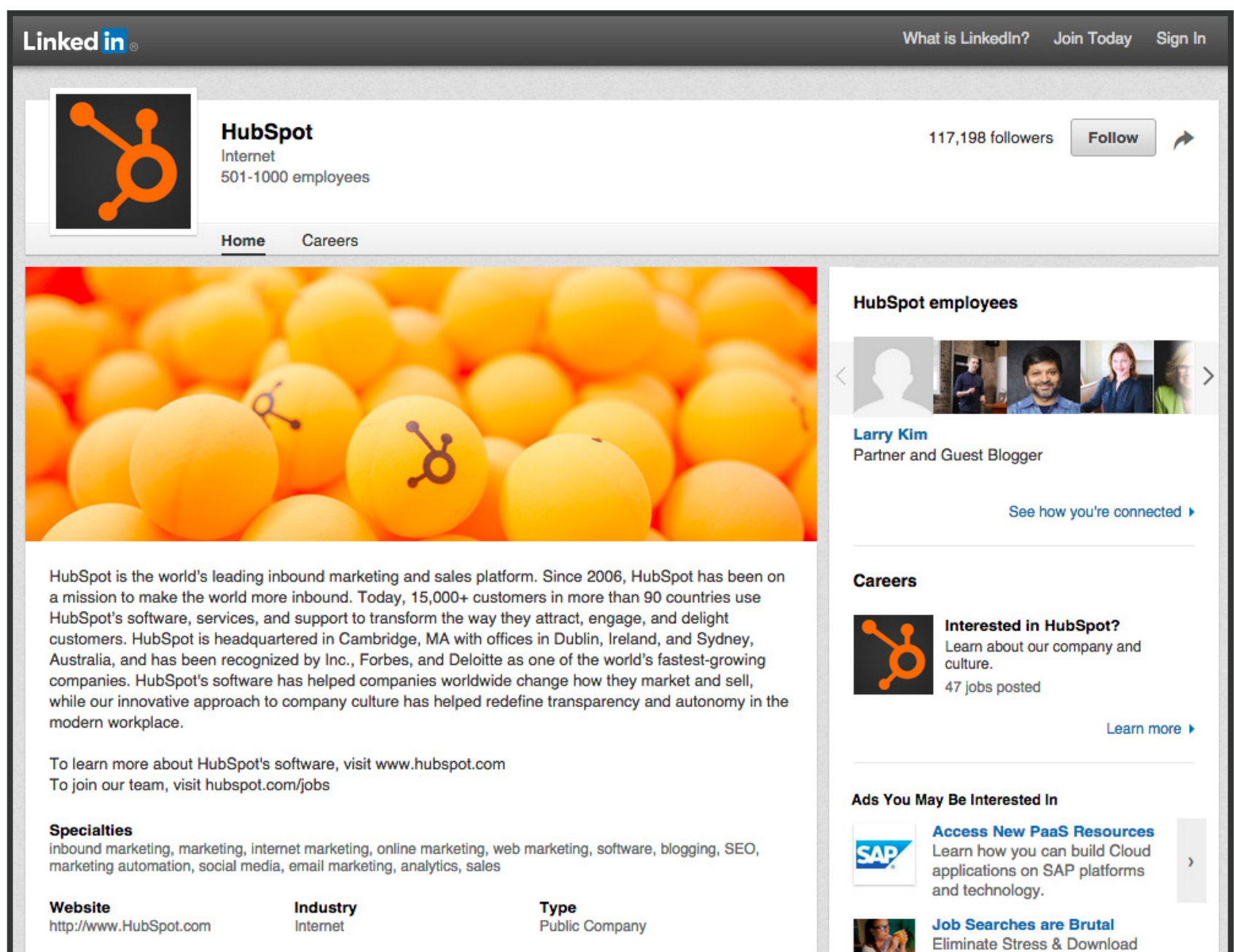


4. You must have several connections on your profile.
5. You're a current company employee and your position is listed in the Experience section on your profile.
6. You have a company email address (e.g. john@companyname.com) added and confirmed on your LinkedIn account.
7. Your company's email domain is unique to the company.

Once you satisfy all the above requirements, you can go ahead and [create your page](#) -- and note that you can only set up ONE Company Page for your business. There are a few things to keep in mind when you're building your Company Page. Here's a list of them:

1 Make sure your page looks good.

Make sure your profile is set up correctly and optimised for the newest layout, featuring a compelling and high-quality logo and banner image (use our templates to create images in the correct size for your Page).



The screenshot shows the HubSpot LinkedIn company page. At the top, the LinkedIn logo is on the left, and navigation links 'What is LinkedIn?', 'Join Today', and 'Sign In' are on the right. The company header includes the HubSpot logo (an orange circle with three dots), the name 'HubSpot', the industry 'Internet', and employee count '501-1000 employees'. It also shows '117,198 followers' and a 'Follow' button. Below the header are tabs for 'Home' and 'Careers'. The main content area features a large banner image of orange spheres with the HubSpot logo. Below the banner is a paragraph of text about HubSpot's mission and growth. To the right, there's a section for 'HubSpot employees' with a carousel of employee photos and a 'See how you're connected' link. Below that is a 'Careers' section with a 'Interested in HubSpot?' link and '47 jobs posted'. At the bottom right, there are 'Ads You May Be Interested In', including one for SAP and another for job searches.

LinkedIn

What is LinkedIn? Join Today Sign In

HubSpot
Internet
501-1000 employees

117,198 followers Follow

Home Careers

HubSpot employees

Larry Kim
Partner and Guest Blogger

See how you're connected

Careers

Interested in HubSpot?
Learn about our company and culture.
47 jobs posted

Learn more

Ads You May Be Interested In

Access New PaaS Resources
Learn how you can build Cloud applications on SAP platforms and technology.

Job Searches are Brutal
Eliminate Stress & Download

HubSpot is the world's leading inbound marketing and sales platform. Since 2006, HubSpot has been on a mission to make the world more inbound. Today, 15,000+ customers in more than 90 countries use HubSpot's software, services, and support to transform the way they attract, engage, and delight customers. HubSpot is headquartered in Cambridge, MA with offices in Dublin, Ireland, and Sydney, Australia, and has been recognized by Inc., Forbes, and Deloitte as one of the world's fastest-growing companies. HubSpot's software has helped companies worldwide change how they market and sell, while our innovative approach to company culture has helped redefine transparency and autonomy in the modern workplace.

To learn more about HubSpot's software, visit www.hubspot.com
To join our team, visit hubspot.com/jobs

Specialties
inbound marketing, marketing, internet marketing, online marketing, web marketing, software, blogging, SEO, marketing automation, social media, email marketing, analytics, sales


Website	Industry	Type
http://www.HubSpot.com	Internet	Public Company

2

Make sure to complete your profile.


Fill out all fields with the necessary information -- this makes it more searchable.

Image



Edit

Company Logo



Edit

Company Specialties

inbound marketing	marketing
internet marketing	online marketing
web marketing	software
blogging	SEO
marketing automation	social media

3 Consider SEO.

Google previews just over 150 characters of your Company Page’s text, so make sure that your brand description is concise, succinct and impactful -- but also includes the right keywords. Consider HubSpot’s first 150 characters -- we’ve managed to get “inbound marketing and sales platform” included early on in the phrasing:

*HubSpot is the world’s leading **inbound marketing and sales platform**. Since 2006, HubSpot has been on a mission to make the world more inbound.*

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To learn more about HubSpot's software, visit www.hubspot.com
To join our team, visit hubspot.com/jobs

Specialties
inbound marketing, marketing, internet marketing, online marketing, web marketing, software, blogging, SEO, marketing automation, social media, email marketing, analytics, sales

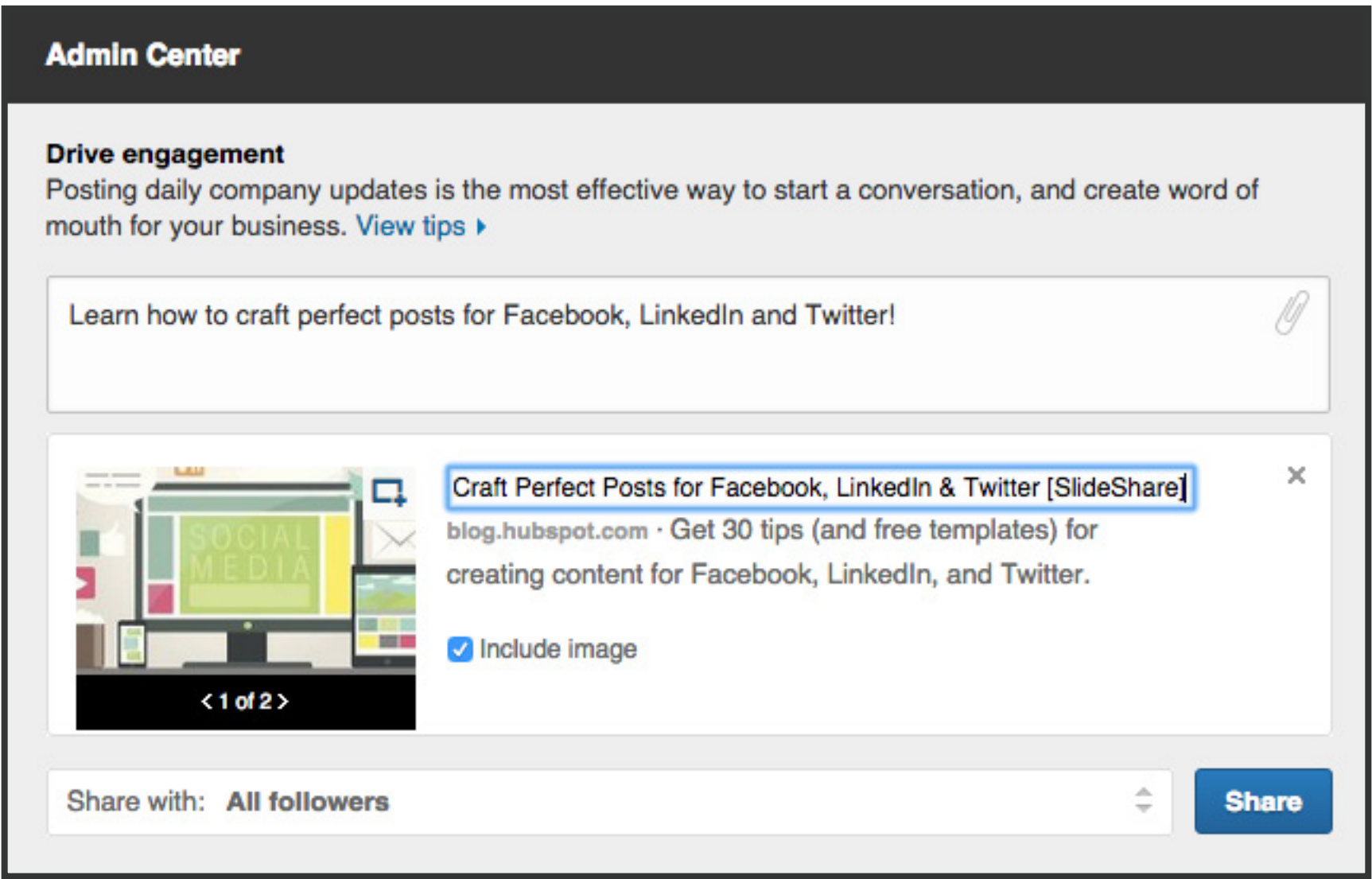
Website http://www.HubSpot.com	Industry Internet	Type Public Company
Headquarters 2nd Floor Cambridge, MA 02141 United States	Company Size 501-1000 employees	Founded 2006

4

Update your page regularly with a variety of content.

Post a mixture of links, images and video -- remember, the more visual the content, the more likely people are to engage with it ([learn how to craft the perfect posts for LinkedIn in this post](#)). Post useful and inspiring content, rather than content about your products and services. Promote your ebooks, guides, webinars, and blogs. Products and services can be showcased appropriately using purpose-built Showcase Pages, which will be discussed in the next section.

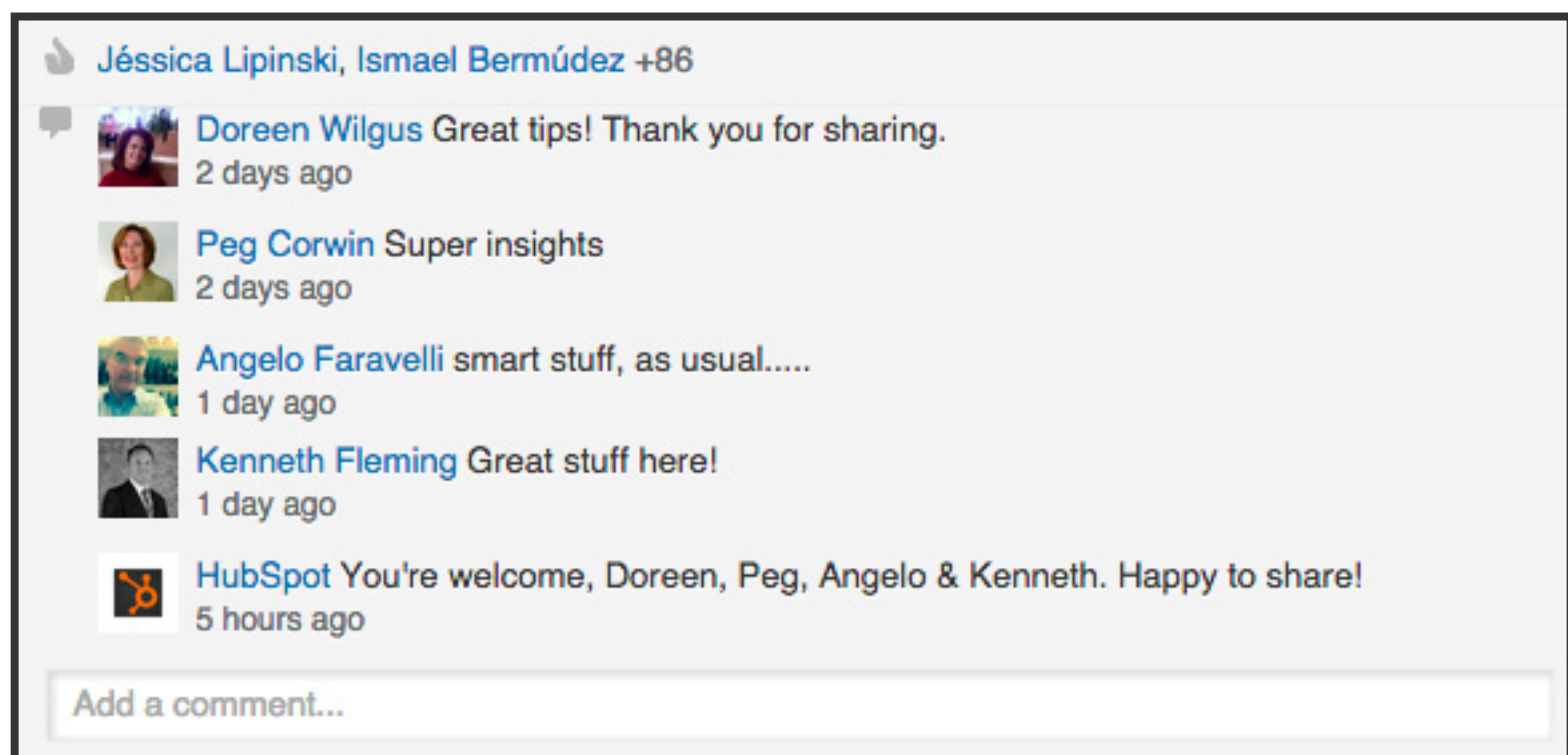
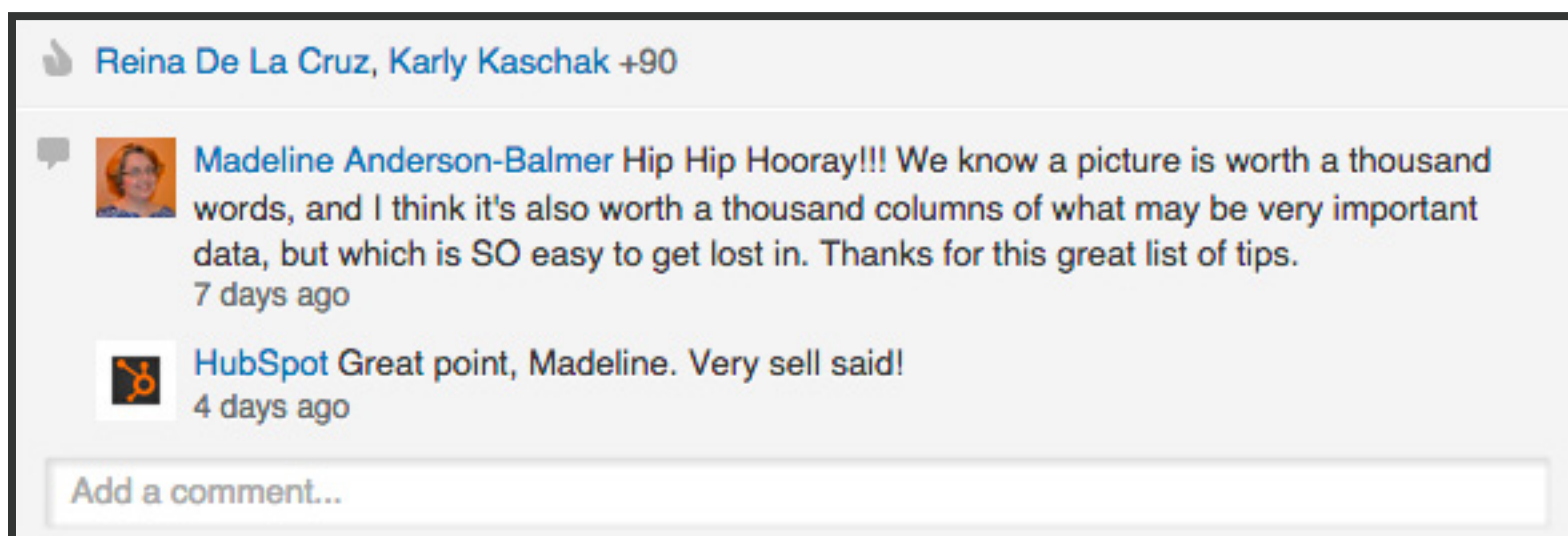
Top Tip: When posting a company update, you can click into the title and description generated and customize it before posting.



5

Be responsive.

If someone comments on your status, be sure to reply to them. The ultimate aim is to turn your LinkedIn page into a community for your brand, and without some engagement from you, this won't happen.



6 Tell your employees.

Remember, depending on the size of your company, your team may not even know you have a Company Page. Be sure to tell everyone in your company about the page, and encourage them to share and comment on both the page, as well as the content on it. But don't pressure them, as this engagement needs to be authentic.

Social Network	Type	Link
Facebook	Company Page	https://www.facebook.com/hubspot
Twitter	@HubSpot	https://twitter.com/hubspot
LinkedIn	Company Page	http://www.linkedin.com/company/hubspot
Google+	Company Account	https://plus.google.com/+hubspot/posts
Pinterest	Company Account	http://pinterest.com/hubspot/
Instagram	Company Account	http://instagram.com/hubspot

7

Use targeting.

Did you know that LinkedIn gives you an option to target your organic company updates to more specific audiences, based on a range of parameters from company size to industry sector, from seniority to geography, and even language (for free)?

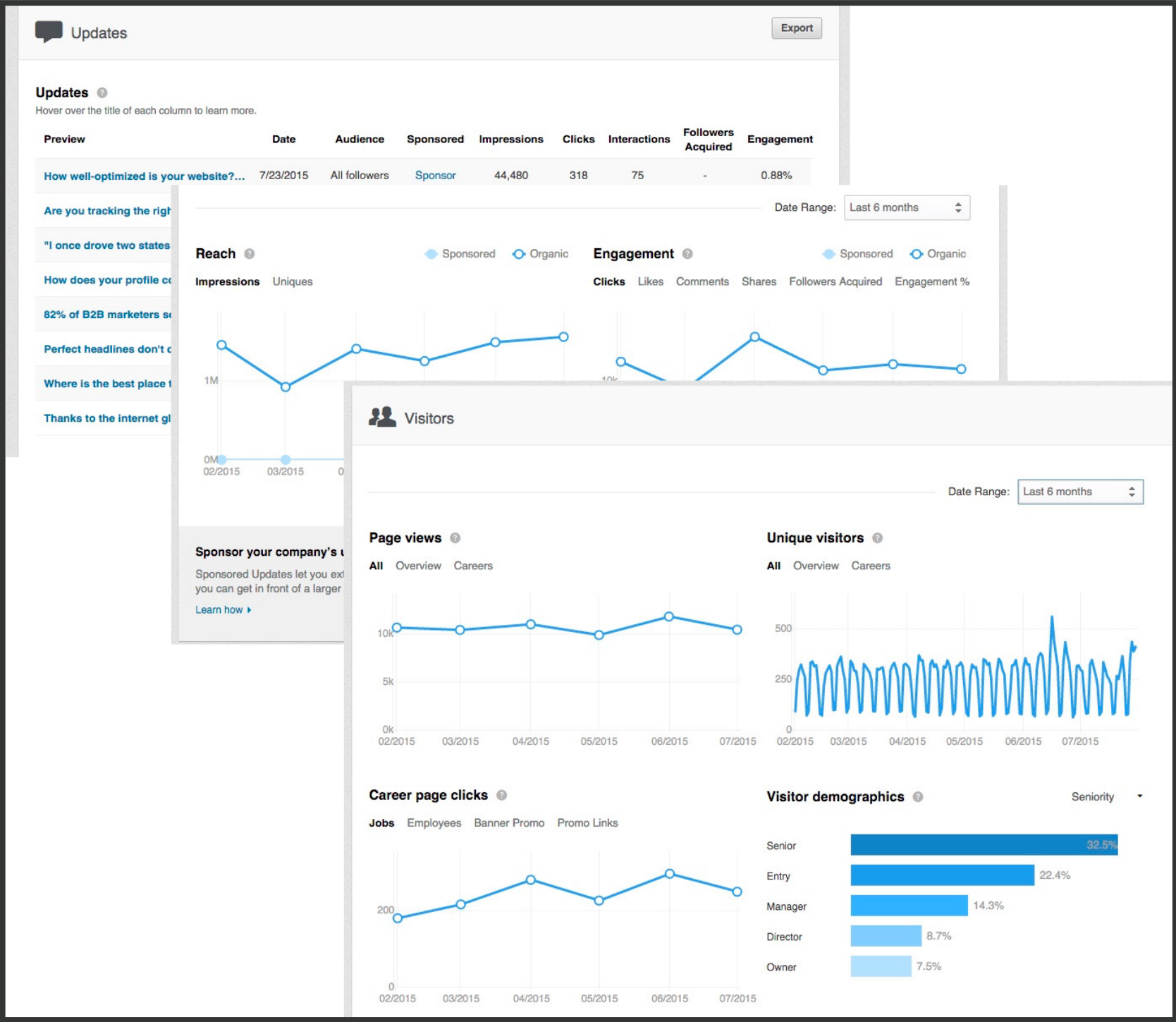
To target your organic updates, create your update, and before you click “Share” change the “Share with:” option from “All Followers” to “Targeted audience”. Then choose how you want your update to be targeted.

The screenshot shows the 'Specify a target audience' dialog box in LinkedIn. The title bar is dark grey with a close button (X) and a checkmark. Below the title bar, the text reads: 'Define your target audience by selecting their characteristics from the options below.' Below this, there are six tabs: 'Company size', 'Industry', 'Function', 'Seniority', 'Geography', and 'Language preference'. The 'Company size' tab is selected. Under 'Company size', there is a list of checkboxes: 'Myself Only', '1-10 employees', '11-50 employees', '51-200 employees', '201-500 employees', '501-1000 employees', '1001-5000 employees', '5001-10,000 employees', and '10,001+ employees'. To the right of the 'Company size' list is the 'Audience' section, which displays a grid of 12 profile pictures of people. Below the grid, it says '121 targeted followers (out of 121 total followers)'. At the bottom left is a blue 'Select' button. At the bottom right is an 'Include:' dropdown menu with 'Employees and non-employees' selected.

8

Use LinkedIn Analytics.

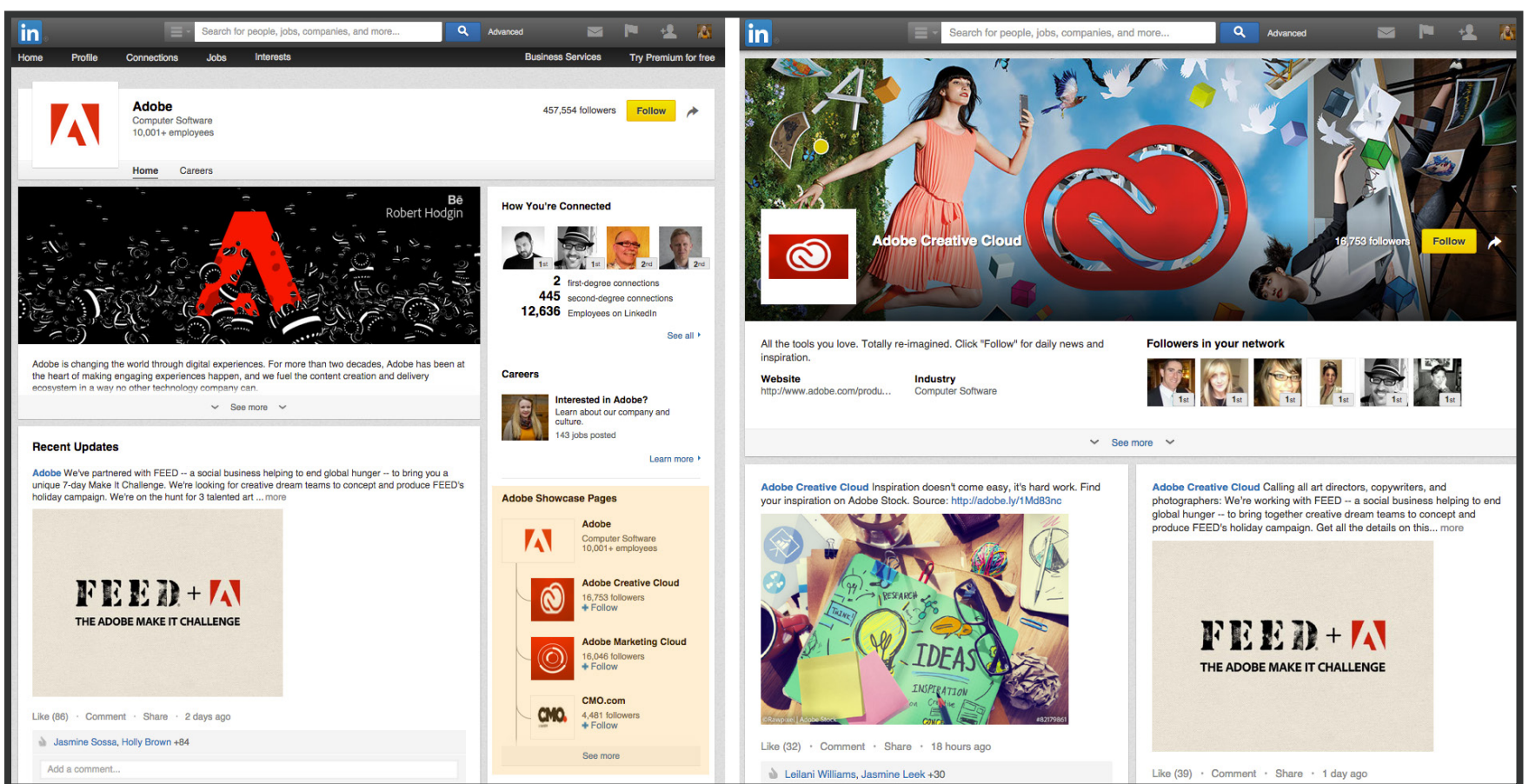
The analytics provided by LinkedIn for Company Pages can be really useful. At a glance, you can see which updates attracted the most impressions, clicks, interactions, new followers, and engagement rates. You can also dive into your follower and visitor demographics and trends.



Chapter 2: Showcase Pages

Have you got products and services you want to showcase on LinkedIn? If you do, Company Pages are not the place to do this. Instead, you should consider building some Showcase Pages.

[Showcase Pages](#) are niche pages that branch off your main LinkedIn Company Page. They allow you to promote specific products or cater to your individual marketing personas, providing a more personalised experience for your Company Page visitors. LinkedIn users can also follow specific Showcase Pages without having to follow a company's main page or its other Showcase Pages, allowing your business to tailor the page closely to the audience specific to the page.

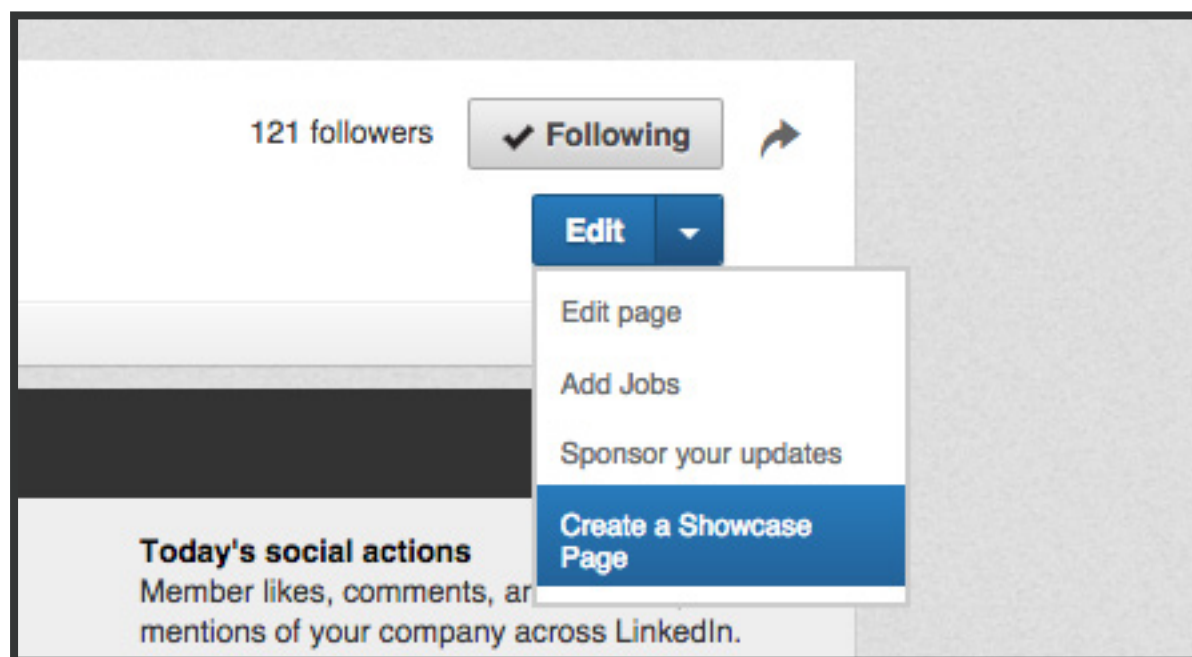


The major differences between Company and Showcase Pages include:

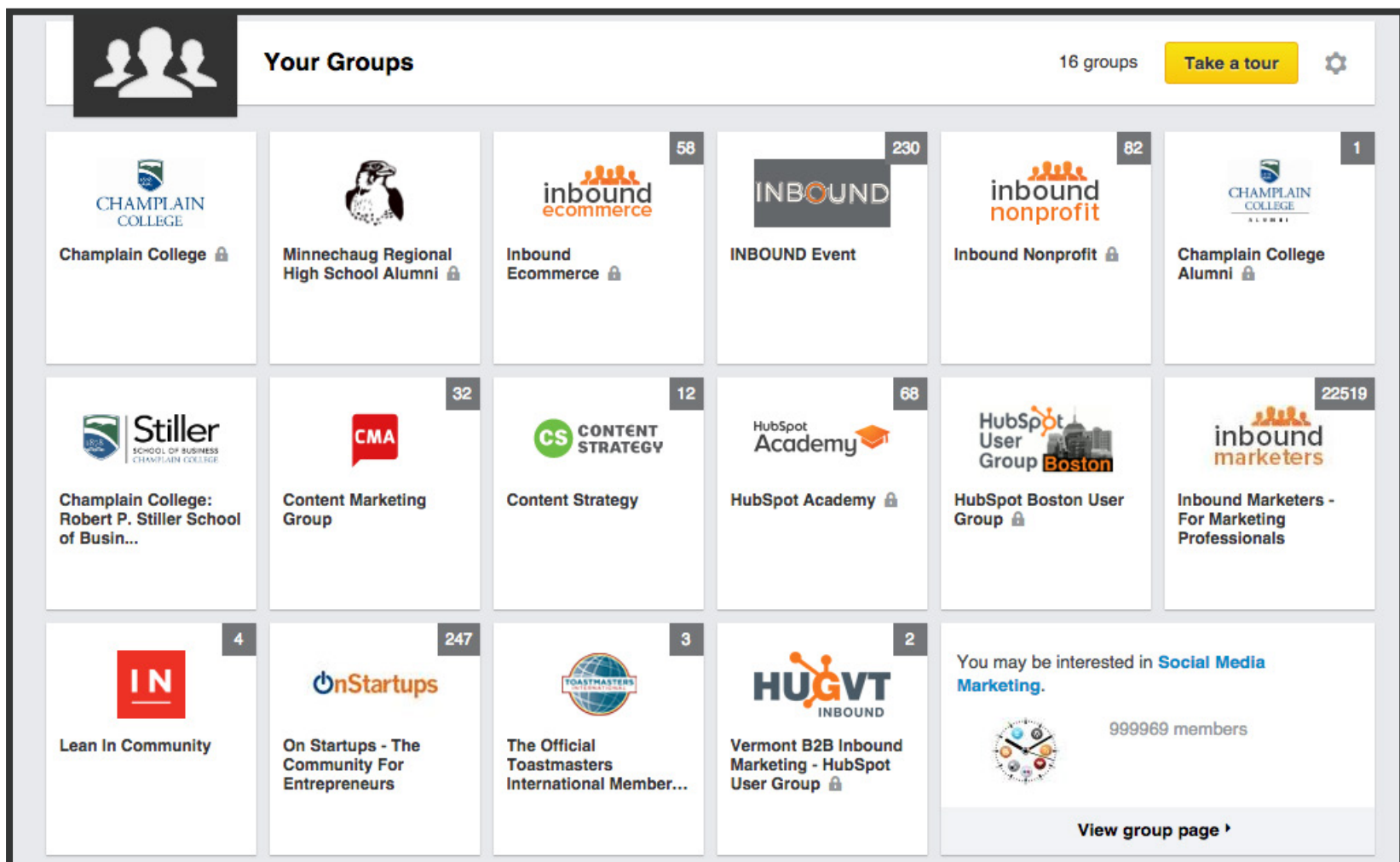
- Showcase pages have a larger hero image.
- Showcase pages have a two-column newspaper-like layout for content posts.

- Unlike Company Pages, there is no Career tab at the top of Showcase pages.
- All Showcase Pages link directly back to the business page. This means your pages are all centralised around your company.
- Employee profiles cannot be associated with a Showcase Page.

To create a Showcase Page, click the Edit dropdown at the top right of your Company Page and choose Create a Showcase Page. For more information about creating Showcase Pages, [check out our beginner's guide](#).



Chapter 3: LinkedIn Groups



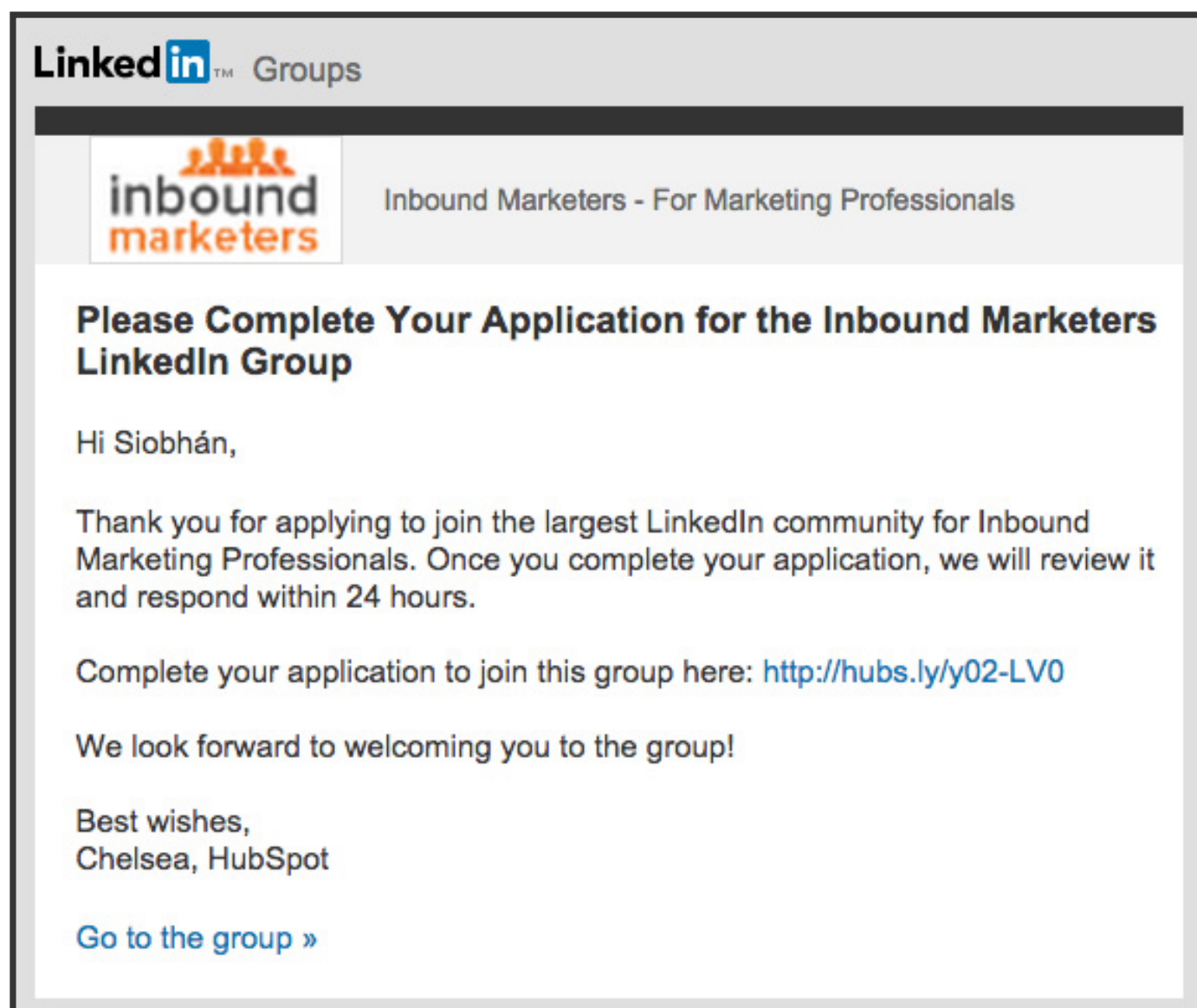
Creating and managing your own LinkedIn group for your brand or industry is a great lead generation strategy. LinkedIn groups draw prospects to you in several ways:

1. **They can help you to establish yourself as a thought leader in your industry.** By engaging in the discussions your group members have and answering questions, you show how you're an expert or a "go-to" person in your industry.
2. **They can help you grow a community of advocates.** Hosting valuable, industry-centric conversations is helpful to your current and potential customers.
3. **They are a valuable source of ideas for content.** This one isn't as obvious, but it's huge! Get a sense of the conversations people are posting and questions they are asking. Use that as inspiration for your blog posts.

One of the perks of managing a LinkedIn Group is the fact that you can email the members of your group -- [up to once per week](#). These emails take the form of LinkedIn Announcements, which are messages sent directly to the email inboxes of group members (if they've enabled messages from groups in their settings).

This is a prime opportunity for generating leads from LinkedIn, particularly if you've built up a robust group of users. In fact, at HubSpot, our best performing LinkedIn lead gen days are usually the days on which we've sent a LinkedIn Announcement. [Here's how to get the most out of your LinkedIn Group emails](#).

Here at HubSpot, we also gate joining our [Inbound Marketers - For Marketing Professionals](#) group with a form, which means that we only get followers who are genuinely interested in inbound marketing, as well as some new prospects into our funnel. To do this, we set up an automated email to be sent from LinkedIn with a link to a HubSpot landing page where people need to "complete their application" by filling out a form.



Not only should you create your own group, you should also consider joining (and getting executives from your business to join) other relevant groups and participating in discussions to exhibit thought leadership in your industry.



Chapter 4: LinkedIn Advertising

First thing's first -- do you use paid promotion in your inbound marketing? If you do, you're most likely using some form of Twitter or Facebook advertising, and haven't given much thought to LinkedIn as a paid medium.

If this is the case, there's no need to worry, as you're not alone.

For one reason or another, LinkedIn Advertising is often an afterthought when it comes to paid promotion within inbound marketing. Why is this so?

LinkedIn is often seen to be too expensive, and offer too small an audience.

So where's the value?

[LinkedIn ads](#) can actually help you achieve a very precise reach, which is largely due to two main factors:

1. It offers very precise targeting options
2. LinkedIn profiles typically contain more detailed and up-to-date professional information compared to other social networks (when was the last time you updated your Facebook About section?)

LinkedIn ads are offered in two formats: sponsored updates and text ads.

Choose the option that best fits your goals.

I want to reach LinkedIn members right in the LinkedIn feed
with Sponsored Updates

Select

Learn more ▾

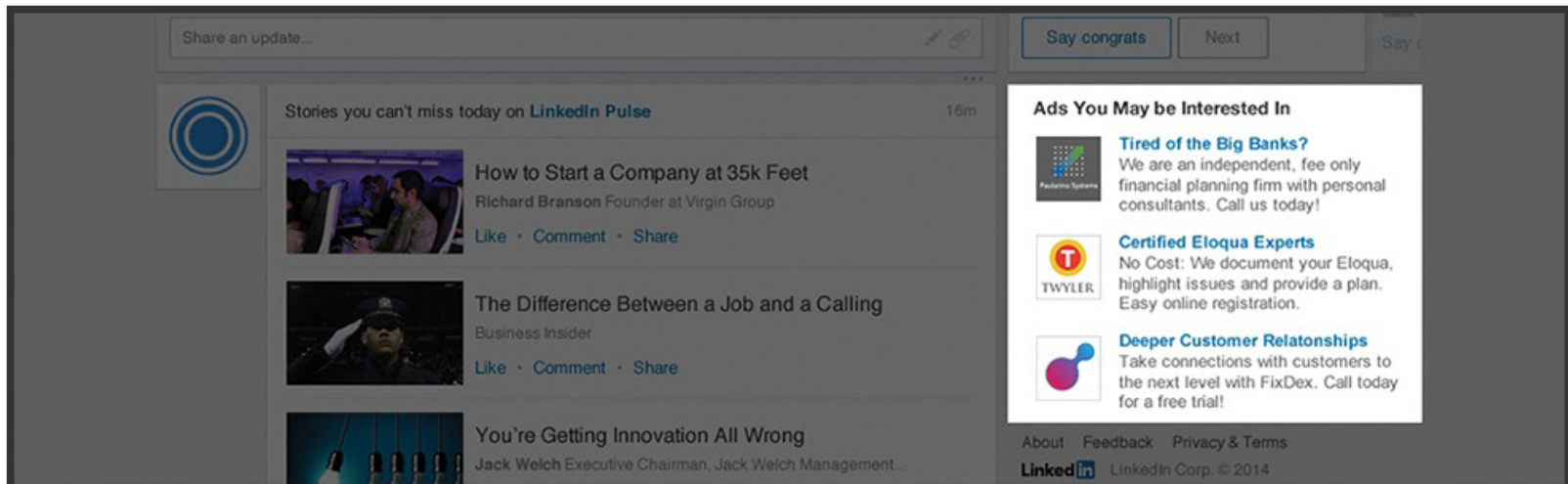
I want to drive targeted leads across multiple LinkedIn pages
with Text Ads

Select

Learn more ▾

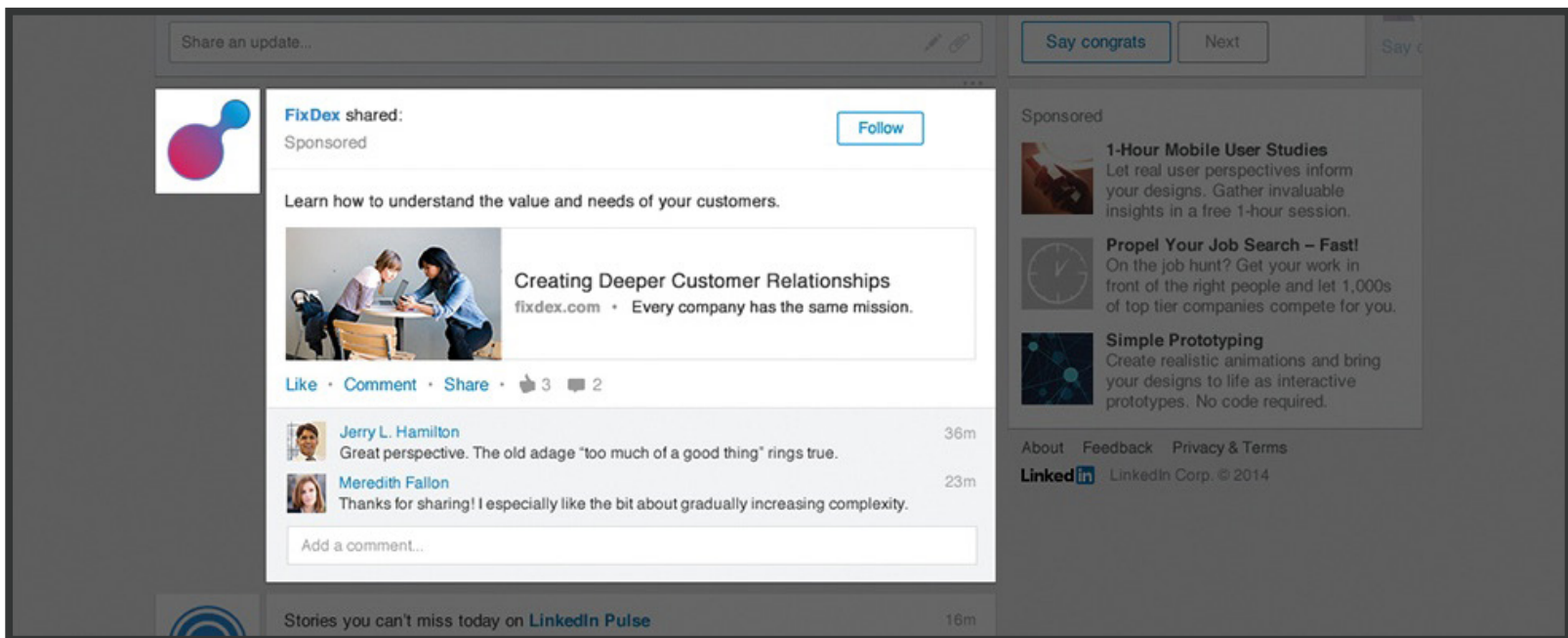
Text ads appear on the right hand side of your LinkedIn feed as shown below. They are typically used to promote products and services.

(Image Source)

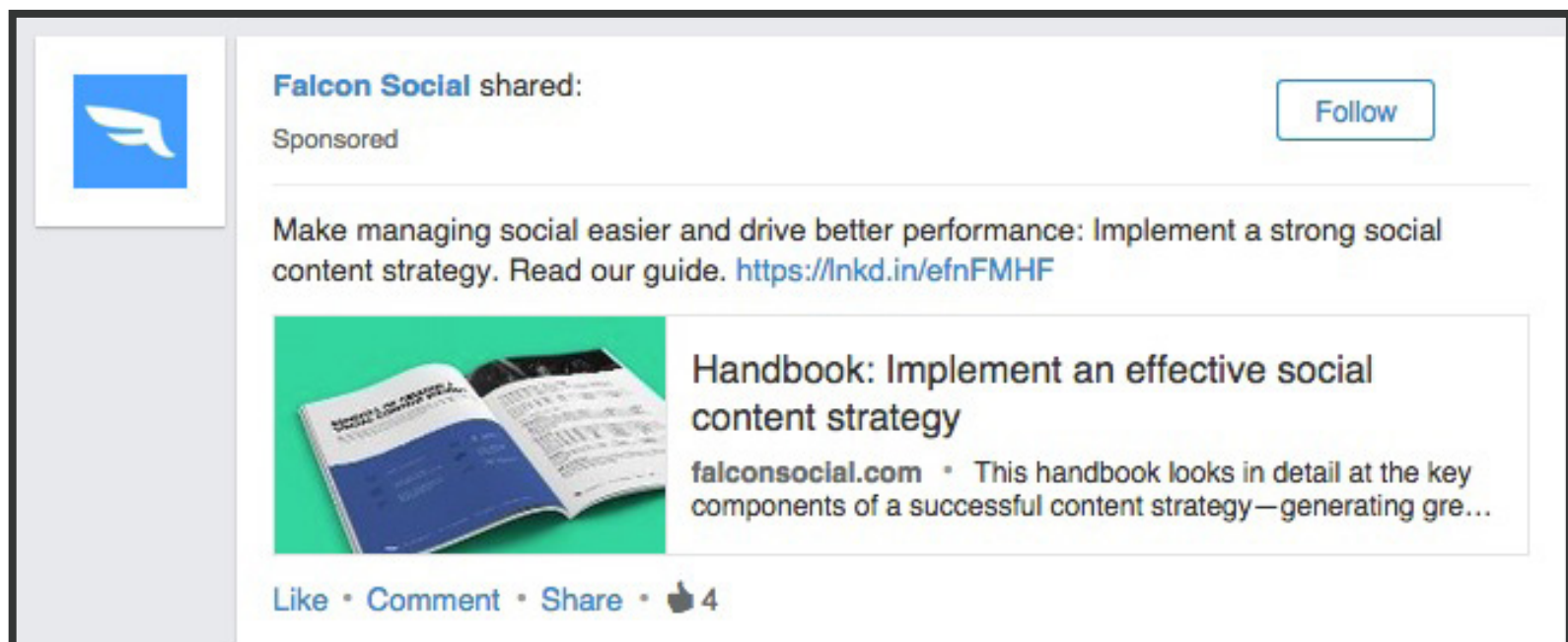


Sponsored Updates appear in LinkedIn users' feeds.

(Image Source)



Sponsored Updates serve to attract new followers to your Company or Showcase Page and serve to drive engagement with company-specific content. Here's an example of one from Falcon Social:



To show how Sponsored Updates can fit into an inbound marketing campaign, let's take a look at a recent campaign we ran at HubSpot which targeted marketers who worked in the Finance sector. We created an ebook called [The Little Book of Inbound for Finance Marketers \[UK Edition\]](#). As part of the promotion, we wrote some blog posts on the HubSpot blog and high-quality third-party blogs. We emailed the ebook to our database, and posted it on social media. We did some Twitter advertising, targeting the followers of finance-related Twitter accounts. But we also did some LinkedIn advertising. And guess who we targeted?

Marketers working in the finance industry in the UK -- you cannot get more targeted than that, right?

The screenshot displays the LinkedIn targeting interface. It is divided into three main sections for selection and a summary panel on the right.

- Location:** Titled "What location do you want to target? (required)". It includes a search bar with the placeholder "Start typing a country, state, city, or town..." and a "See full list" link. Below the search bar, "United Kingdom" and "Ireland" are selected and shown as tags with an 'x' to remove them.
- Industries:** Titled "What industries do you want to target?". It has a similar search bar. Below, several industry tags are selected: "Banking", "Insurance", "Financial Services", "Real Estate", "Investment Banking", "Investment Management", "Accounting", "Venture Capital & Private Equity", "Commercial Real Estate", and "Capital Markets".
- Job Functions:** Titled "What job functions do you want to target?". It also has a search bar. Below, four job function tags are selected: "Business Development", "Consulting", "Marketing", and "Media and Communication".

Summary Panel (Right):

- Your estimated target audience:** 79,000+ LinkedIn members.
- Location:** United Kingdom, Ireland.
- Age:** 25-34, 35-54, 55+.
- Business Development, Consulting, Marketing, Media and Communication:** (Icon representing business functions).
- Banking, Insurance, Financial Services, Real Estate, Investment Banking, Investment Management, Accounting, Venture Capital & Private Equity, Commercial Real Estate, Capital Markets:** (Icon representing industries).
- Audience expansion:** Enabled.

We could have also made a list of large LinkedIn Groups and added those to our targeting, thereby broadening our audience.

It is true that LinkedIn ads do cost more than paid promotion on other media, but the precision makes it worth it. We've found that the quality of leads driven by LinkedIn is notably higher.

Are you ready to start creating your LinkedIn ads, be sure to follow [our guide to creating your first LinkedIn ad](#).

Note: the above is a description of offerings included in the LinkedIn self-service ad platform. [LinkedIn Marketing Solutions](#) offers a broader selection of sales and marketing solutions, such as *Lead Accelerator* and *Sales Navigator*.

There you have it! You now know how to successfully optimize your LinkedIn presence. You should be the proud owner of a well-optimized personal LinkedIn profile, a growing professional network and a highly-engaging Company Page. If you've followed these steps, you'll be able to attract far more recruiters, customers, clients, and more exciting opportunities.

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