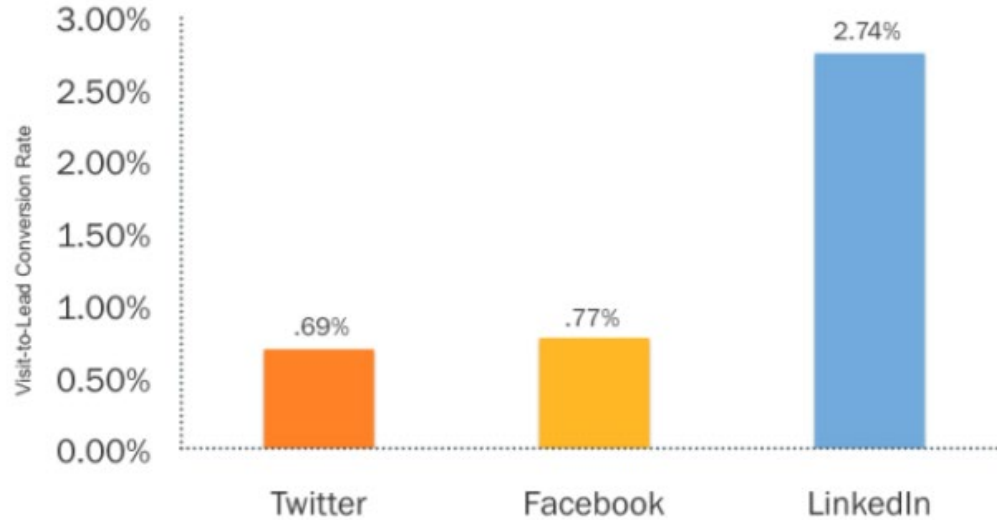


# ***Introduction to LinkedIn Marketing for Business***



## LinkedIn Best Social Network for Lead Generation



This study by HubSpot.com included 5,198 B2B and B2C businesses.



---

Traffic from LinkedIn generated the highest visitor-to-lead conversion rate at 2.74%, almost **3 times or 277% higher** than both Twitter and Facebook.

## ***In this course you'll learn how to:***

- Optimize your LinkedIn Business profile

## ***In this course you'll learn how to:***

- Optimize your LinkedIn Business profile
- Develop an effective content strategy

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## ***In this course you'll learn how to:***

- Optimize your LinkedIn Business profile
- Develop an effective content strategy
- Build an engaged community of followers
- Take advantage of LinkedIn features such as Showcase Pages, Articles, and Groups
- Develop and execute a successful LinkedIn ad strategy

# ***LinkedIn Basics to Set You Up for Success***





# ***Your LinkedIn Business Page***



## ***LinkedIn Company Pages***

***LinkedIn Company Pages*** are pages dedicated to individual companies, organizations, and institutions. They allow LinkedIn members to discover and connect with individual companies and learn more about each organization's brand, products or services, career opportunities, and more.

## ***When creating a LinkedIn Page, your:***

- Personal LinkedIn profile must be older than 7 days

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- Personal information must match Company Page information

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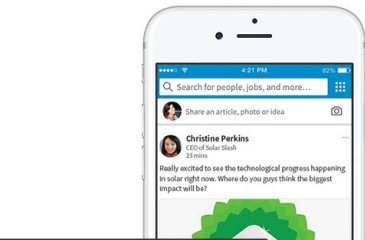
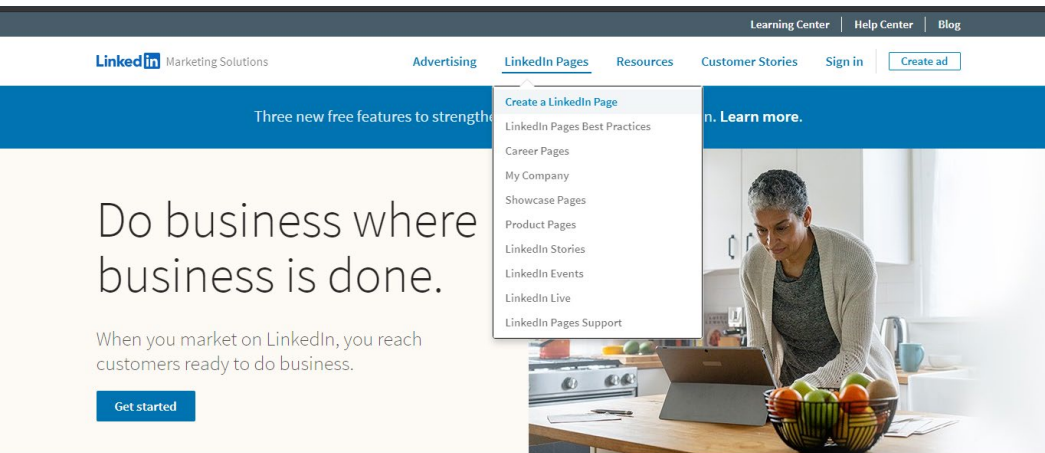
- Personal LinkedIn profile must be older than 7 days
- Personal information must match Company Page information
- Personal profile strength must be ranked "Intermediate" or "All Star"
- Company Pages must have a unique company email domain



## ***You can only have one live Company Page at a time.***

---

If you need to revamp or update your company's LinkedIn presence, you'll either need to update an existing page or delete the current page and rebuild your company page anew.



Generate leads, drive website traffic,  
and build brand awareness

Marketing on LinkedIn helps you engage a community of professionals  
to drive actions that are relevant to your business.

690M

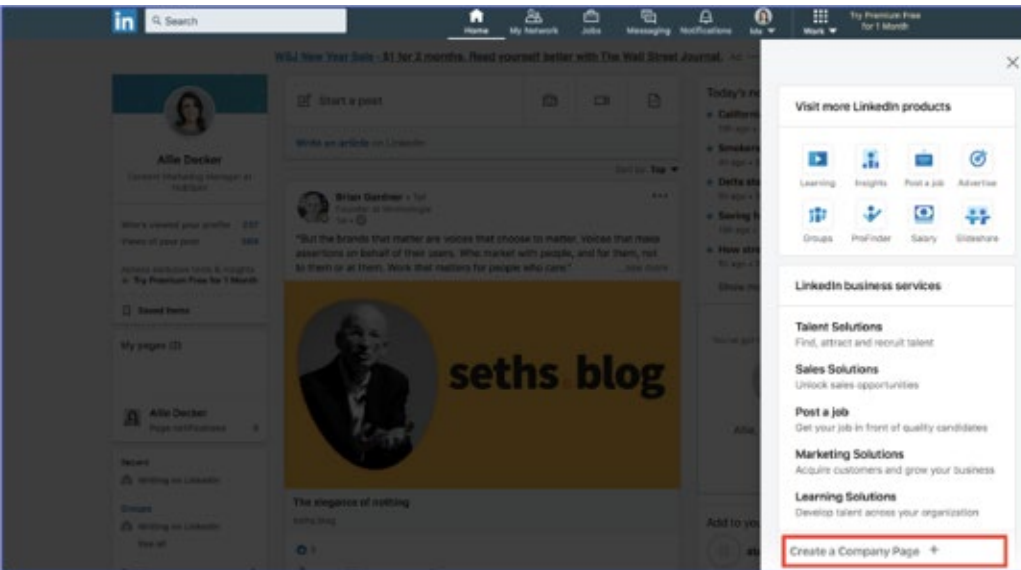
4 of 5

#1

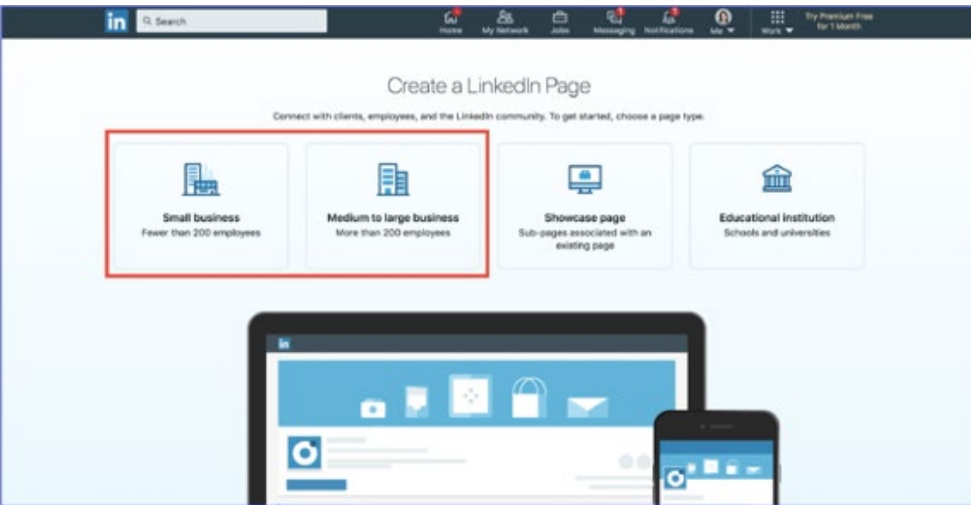
# Sign in to LinkedIn.

Then, head to  
***business.linkedin.com/marketing-solutions***. Hover over the ***LinkedIn Pages*** option in the top menu and click ***Create a LinkedIn Page***.





If you're already signed into LinkedIn, tap the **Work** drop-down menu in the top right corner and click **Create a LinkedIn Page+** at the very bottom.



---

Choose your company size and type.



Let's get started with a few details about your small business.

\* indicates required

### Page identity

Name\*

LinkedIn public URL\*

linkedin.com/company/

Website

This is a link to your external website.

### Company details

Industry\*

Select industry ▼

Company size\*

Select company size ▼

Company type\*

Select company type ▼

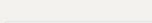
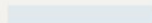
### Page preview ?



Company name

Industry

Tagline



---

Fill out the fields to create your page.



Let's get started with a few details about your small business.

\* indicates required

### Page identity

Name\*

LinkedIn public URL\* 

linkedin.com/company/

Website

Begin with http:// or https:// or www.  
This is a link to your external website.

### Company details

Industry\*

Select industry 

Company size\*

Select company size 

Company type\*

Select company type 

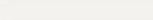
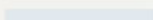
### Page preview



Company name


Industry

Tagline



---

Fill out the fields to create your page.

 Let's get started with a few details about your small business.

\* indicates required

### Page identity

Name\*

LinkedIn public URL\*

Website   
This is a link to your external website.


### Company details

Industry\*

Company size\*

Company type\*

### Page preview



Company name  
Industry  
Tagline

---

Enter your company's website address. Although not technically required, this information is critical to connect LinkedIn followers to your website.



Let's get started with a few details about your small business.

\* indicates required

### Page identity

Name\*

LinkedIn public URL\* ⓘ

linkedin.com/company/

Website

Begin with http:// or https:// or www.

This is a link to your external website.

### Company details

Industry\*

Select industry ▼

Company size\*

Select company size ▼

Company type\*

Select company type ▼

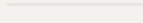
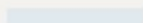
### Page preview ⓘ



Company name

Industry

Tagline



---

Choose the appropriate selections from the drop-down menu to help LinkedIn best categorize your Page in search.

## Profile details

Logo

Upload to see preview

Choose file

300 x 300px recommended. JPGs, JPEGs, and PNGs supported.

Tagline 

Example: A family-run accounting firm that promises you won't lose sleep over filing your taxes.

---

Next, add your logo and tagline.

# 30%

---

On average, fully completed  
LinkedIn Pages get **30%**  
***more views.***



## ***When writing your LinkedIn description ask yourself:***

- Vision: What future do you want to help create?

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- Mission: How will you help create that future?

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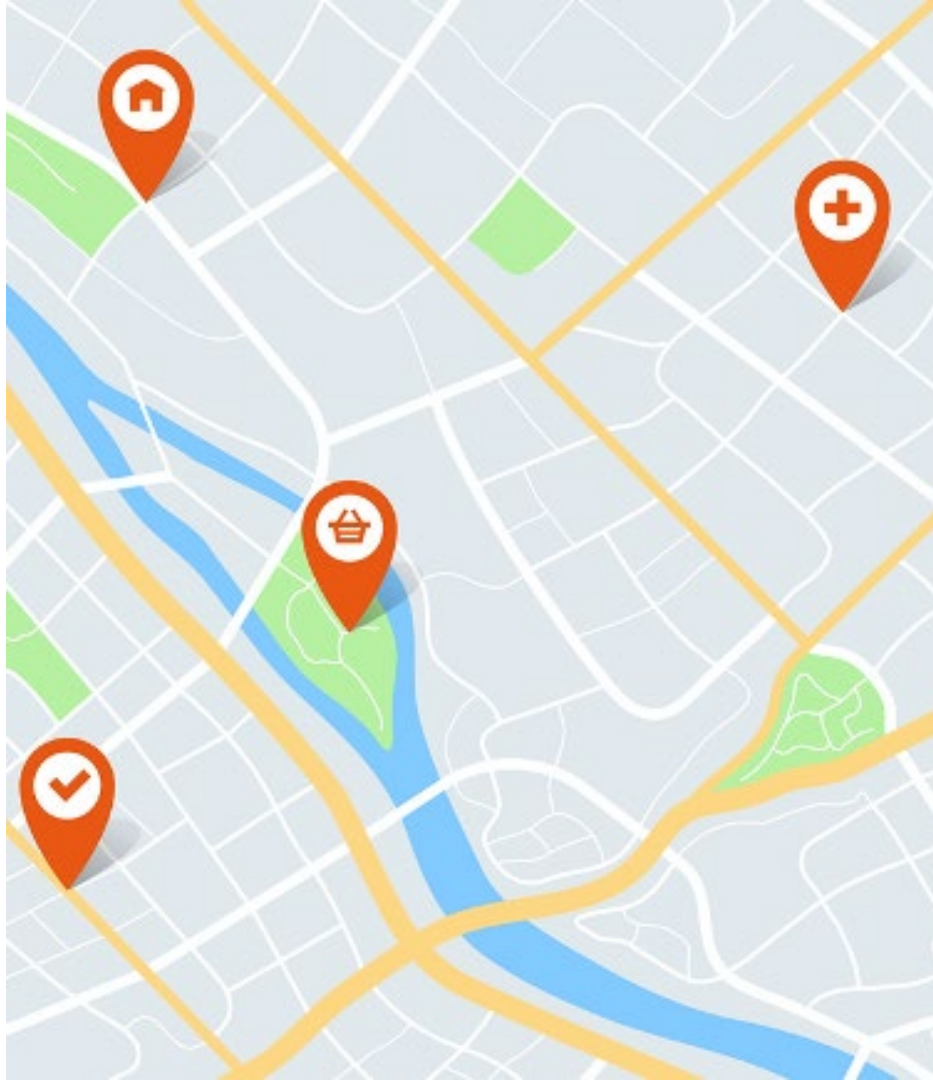
- Vision: What future do you want to help create?
- Mission: How will you help create that future?
- Values: What core values support your vision and decision-making processes?
- Positioning: What sets your brand apart?

## ***When writing your LinkedIn description ask yourself:***

- Vision: What future do you want to help create?
- Mission: How will you help create that future?
- Values: What core values support your vision and decision-making processes?
- Positioning: What sets your brand apart?
- Products/Services: What are your core product and service offerings?

## ***Pro-tip:***

Use LinkedIn to create a variety of back links to your website. Include your website URL on your Company Page, link to your web pages in your linked in posts, and encourage followers to share posts that include any of your site links.



## ***Add your company's location***

---

You can add multiple locations.  
Consider at least adding your headquarters or central company location.



## ***Add a cover photo***

---

Choose an image that will engage and entice visitors to check out your Page.

This photo must be 1,128 x 191px.



## ***Pro-tip:***

Many brands upload another orientation of their logo or their latest marketing or advertising campaign graphics.

## ***Pro-tip:***

Create a keyword-rich LinkedIn profile. Use your existing keyword research from blogging efforts to ensure anyone searching for your industry can find your Page.

To add new Page admins, click **Admin tools/ Settings/ Manage admins** in the top right corner of your Page.

The screenshot shows the Facebook interface for the HubSpot Academy page. At the top, there is a navigation bar with icons for Home, My Network, Jobs, Messaging, Notifications (15), Me, Work, and Advertise. Below this is a search bar and the page name 'HubSpot Academy' with a 'Super admin view' button and a 'View as member' button. The main navigation tabs include Pages, Content, Analytics, Activity (99+), and Admin tools. The Admin tools dropdown menu is open, showing options like Reach, Invite connections, Sponsor an update, Post a free job, Create an event, Create a Showcase Page, Settings, Manage admins (highlighted with an orange box), Deactivate Page, View Help Center, and Give feedback. The page profile section shows the HubSpot Academy logo, name, bio, location (Cambridge, MA), and follower count (70,350). At the bottom, there is a 'Start a post' button and an 'Invite Connect' button.

Search

Home My Network Jobs Messaging Notifications 15 Me Work Advertise

HubSpot Academy Super admin view View as member

Pages Content Analytics Activity 99+ Admin tools

Reach

- Invite connections
- Sponsor an update
- Post a free job
- Create an event
- Create a Showcase Page

Settings

- Manage admins
- Deactivate Page
- View Help Center
- Give feedback

HubSpot Academy

Our aim is to educate and inspire people so that we, together, transform the way the world does business.

Cambridge, MA · 70,350 followers

Edit Page

Start a post

Invite Connect

## ***There are four types of admins you can add to your Page:***

- Super admin
- Content admin
- Curator
- Analyst

# ***Developing a Winning Content Strategy***



# 51%

---

LinkedIn tells us that **51% of companies** have acquired a B2C customer through the platform.



Microsoft

13,992,736 followers

1d •



Satya Nadella • 3rd+

CEO at Microsoft

1d •

[+ Follow](#)

AI is technology's most important priority, and healthcare is its most urgent application. Together with [Nuance Communications](#), we will put advanced AI solutions into the hands of professionals to drive better decision-mak ...see more



Microsoft



Microsoft accelerates industry cloud strategy for healthcare with the acquisition of Nuance - Stories

[news.microsoft.com](#) • 9 min read



303 • 6 comments

---

Company News



Twitch

249,179 followers

3w • 🌐

+ Follow ...

As we celebrate Women's History Month, we're highlighting some of the women who make **Twitch** amazing: meet **Zoe**!

...see more



👍 ❤️ 🗨️ 257 • 26 comments

---

Holidays and special occasions





Target

1,302,430 followers

3w • 🌐

+ Follow ...

To our Asian team members, guests and communities: Target stands with you. And we'll continue to condemn racism and violence in all forms, and work toward respect and inclusion for all. [#StopAsianHate](#)

---

Together, we stand with our  
Asian team members, guests and communities.

We condemn all anti-Asian racism and violence.

And we're working to create change, including  
contributing to the Asian American Justice Center  
to support civil and human rights.

---



👍❤️🗨️ 4,198 • 87 comments

👍 Like    🗨️ Comment    ➦ Share    ✈️ Send

---

Community Support



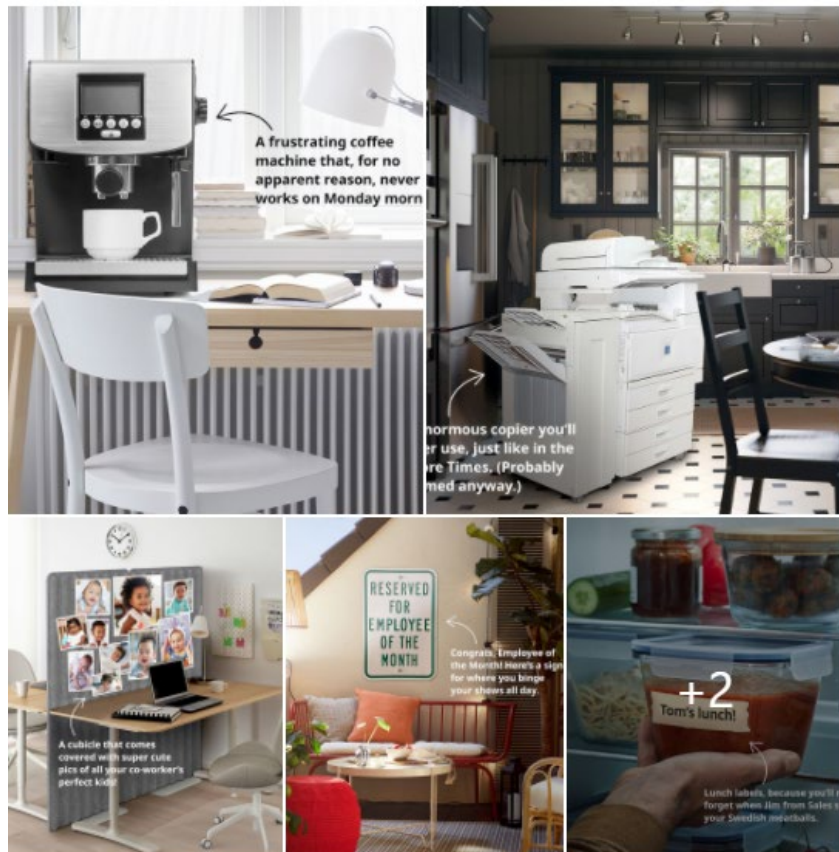
IKEA

1,950,277 followers

1w • 🌐

+ Follow ...

Introducing HEMMAKONTOR, a new collection of work from home essentials so you can finally make your home office feel exactly like your old office. 😊



## Product Updates

Don't miss it! Catch the second airing of Designing Spaces on Lifetime this Thursday at 7:30 am ET to watch us transform one family's work- and learn-from-home setups.



---

Video

Designing Spaces Second Airing



Talkwalker

16,401 followers

1mo • 🌐

+ Follow ...

We teamed up with [Trustpilot](#) to build our [#StateOfConversation](#) Report. 50+ marketing experts talk conversational intelligence, plus analysis of data-driven, brands already going beyond social listening, with a unified view of their ...see more

# The State of Conversation 2021



Talkwalker



Trustpilot



Top Trends in consumer conversations - State of Conversation 2021

[www.talkwalker.com](http://www.talkwalker.com) • 1 min read

👍 ❤️ 💡 24

👍 Like    💬 Comment    ➦ Share    ✈️ Send

---

eBooks, Whitepapers and Reports



Socialbakers

61,191 followers

6d • 🌐

+ Follow ...

One thing is clear. Ad spend has been largely impacted by world events throughout the course of the pandemic.

...see more

## Global Social Media Ad Spend Trend

The following data from Socialbakers shows median Facebook ad account spend in parallel to key pandemic events.

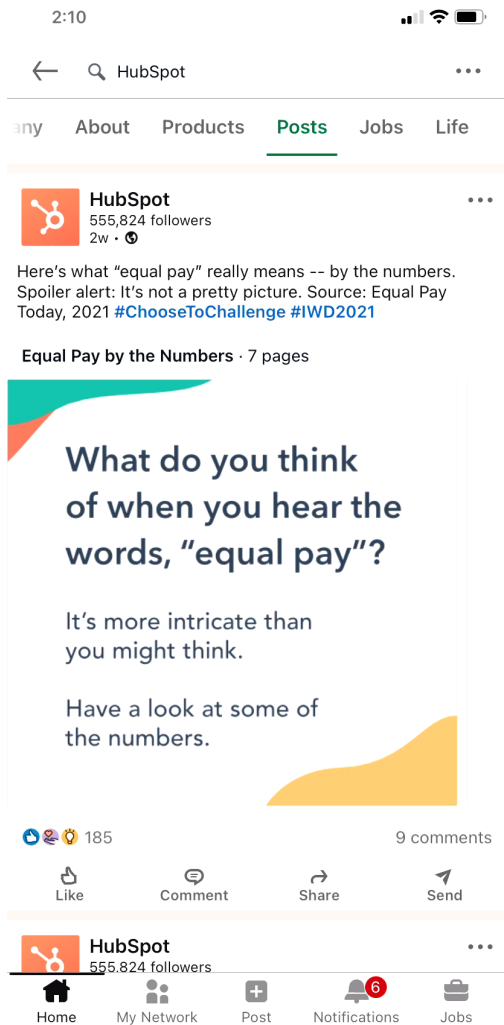


Source: [socialbakers.com](https://socialbakers.com)

socialbakers  
An Adobe Company

## Charts and Infographics

👍 🗨️ 25 • 3 comments



---

SlideShares



Harvard Business Review

12,232,602 followers

3h • 🌐

+ Follow ...

Focus on these three things for your next performance review:

- 🏆 Highlight your achievements.
- 🏆 Connect with and support your boss in a real way.
- 🏆 Show your commitment to the team and organization.



Do the Words "Performance Review" Scare You?

hbr.org • 8 min read

👍 ❤️ 🗨️ 234 • 11 comments

---

Lists

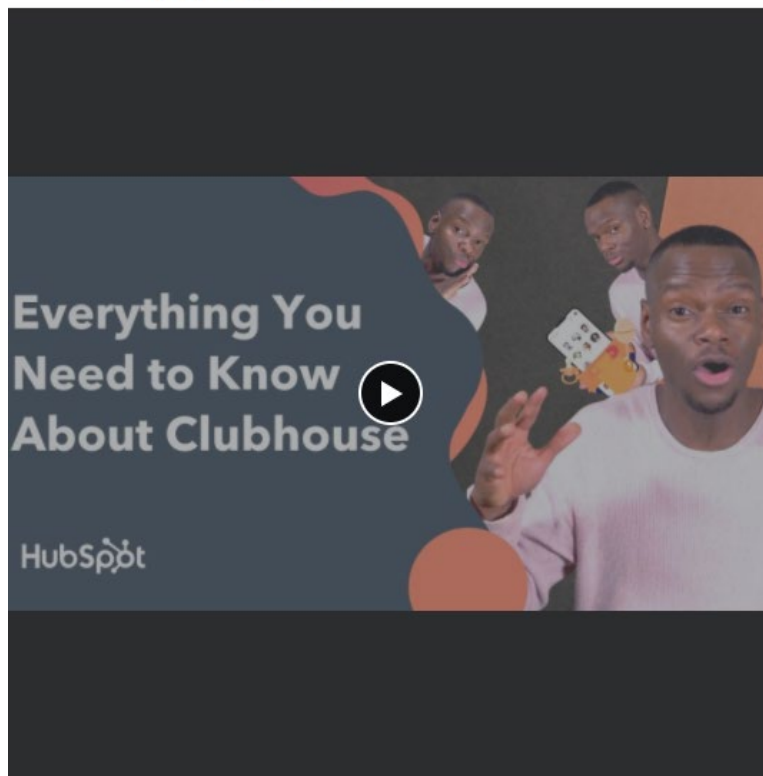


HubSpot Academy

72,079 followers

1w • 🌐

Need to learn what Clubhouse is, how to use it, and how to be good at it, all in one sitting? We've got you covered. Check out our latest video on all things Clubhouse: <https://hubs.li/H0K6f420>



---

How-to posts

Everything You Need to Know About Clubhouse

youtube.com







Grammarly

41,500 followers

2w • 🌐

+ Follow ...

Save the date! 📅 On April 7 at 4 p.m. PST, Grammarly's ML/NLP team is hosting five lightning talks, each five minutes long, on how we're building the future of communication! Register below. 📌 ...see more

GRAMMARLY PRESENTS:

## How Grammarly's ML/NLP Team is Building the Future of Communication

April 7, 2021 at 4:00 pm PST

Register



How Grammarly's ML/NLP Team is Building the Future of Communication

meetgrammarlymlandnlp.splashthat.com • 1 min read

👍 ❤️ 💬 92 • 1 comment

---

Webinars

VOLKSWAGEN  
**Volkswagen AG**  
987,177 followers  
1mo • 🌐

+ Follow ...

+++ Livestream of the [#VWPowerDay](#) +++

Previously live



WE ARE LIVE AT 1:00 P.M. CET.

👍 🌐 🗨️ 1,982 • 992 comments • 38,935 Views

---

Livestreams



HubSpot

555,822 followers

6d •



### Which of these should companies prioritize first?

The author can see how you vote. [Learn more](#)

Customers

Employees

Shareholders

11,623 votes • 19h left

228 • 138 comments

Like Comment Share Send

---

Polls



---

Use a social media calendar to help plan your content and maintain consistency.

## ***Pro-Tip:***

Before creating your content, research the latest trends and topics in your industry, and use a tool such as Moz or Ahrefs Keyword Explorer to find great keywords to include in your posts.

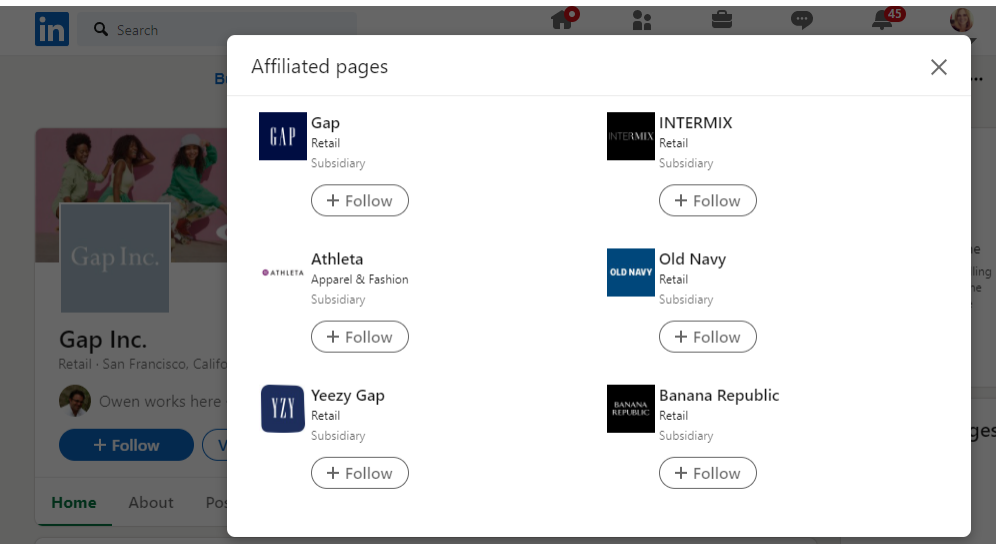
## ***Pro-Tip:***

Always A/B test your content. Try creating multiple versions of images, and different copy. By testing what works best and viewing the results in LinkedIn Analytics, you can decide which content to create more of and to boost in your advertising.

# ***All About LinkedIn Showcase Pages***



# Showcase Pages



Showcase Pages enable companies like Gap to highlight their unique brands, business units, or initiatives.



## ***How are Showcase Pages different from other LinkedIn Pages?***

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- Unlike Company Pages, there are no careers, products, or services tabs at the top of the Page.

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- Showcase Pages have a larger hero image.
- They have a two-column newspaper-like layout for content posts.
- Unlike Group Pages, businesses can advertise and buy sponsored updates.
- Unlike Company Pages, there are no careers, products, or services tabs at the top of the Page.
- All Showcase Pages link directly back to the business Page. This means your pages are all centralized around your company.

***LinkedIn Showcase Pages let you highlight certain aspects of your brand and its initiatives.***

- Adobe uses Showcase Pages to highlight a product, Adobe Creative Cloud.

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- Cisco has a Showcase Page for its data center.
- HarperCollins Publishers uses a Showcase Page for its speakers bureau.
- EY has a Showcase Page for its Women Fast Forward initiative to advance gender equality.
- Spotify has a Showcase Page for its Nine Muses Festival.

The screenshot shows the LinkedIn interface for the 'Golden Phase' page. The top navigation bar includes the LinkedIn logo, a search bar, and links for Home, My Network, Jobs, Messaging, Notifications, and Me. The 'Golden Phase' page header shows the page name, an 'Admin view' tab, and a 'View as member' button. Below the header, there are tabs for Page, Content Suggestions, Analytics, and Activity. The main content area features a large image of a mountain peak above a sea of clouds. Below the image, the page name 'Golden Phase' is displayed along with its category 'Marketing and Advertising' and a follower count of 128,050. A bio states: 'We've created a leading marketing tool to help you take your branding to the next level.' Below the bio are buttons for 'Visit website', '+ Follow', and an edit icon. On the right side, the 'Admin tools' dropdown menu is open, listing options: Manage (Page admins, Public URL), Extend your reach (Sponsor your updates), **Create Showcase Page** (highlighted with a red circle), Help Center, Give feedback, Deactivate Company Page, and a 'Try Premium for free' link. The bottom section includes a 'Manage' sidebar with 'Updates' and 'About' tabs, a 'Start a post' button with photo and video icons, and an 'Affiliated pages' section showing 'Golden Phase A' with 29 employees and 44 connections.

---

1. Click on the drop down to the right of the **Edit** button and click on **Create a Showcase Page**.

## ***How do I make a Showcase Page?***

2. Decide on a page name (different than the main page because it's used in creating a custom URL) and administrator. Click **Create Page.**

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3. Enter information as you would for a regular page including website links, industry, and images. Click **Publish.**

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3. Enter information as you would for a regular page including website links, industry, and images. Click **Publish**.
4. Create content for your niche community.
5. You can create up to ten free Showcase Pages.

# Microsoft does Showcase Pages right.

The screenshot displays the Microsoft LinkedIn page. At the top, the LinkedIn navigation bar includes the logo, a search bar, and icons for Home, My Network, Jobs, Messaging, Notifications, Me, Work, and Advertise. The main profile section features a banner with "EST. 1975" and a profile picture of the Microsoft logo. Below this, the company name "Microsoft" is followed by a description: "We're just a small start-up looking to change the world." and location information: "Albuquerque, NM" and "1975". It also lists "Computer Software · Redmond, Washington · 13,564,552 followers" and "Jeff & 5 other connections work here · 196,724 employees". There are buttons for "+ Follow", "Learn more", and "More". A secondary navigation bar includes "Home", "About", "Posts", "Jobs", "Life", "People", and "Videos". The "About" section contains the company's mission statement: "At Microsoft, our mission is to empower every person and every organization on the planet to achieve more. Our mission is grounded in both the world in which we live and the future we strive to create. Today, we live in a mobile-first, cloud-first world, and the transformation we are driving across our businesses is designed to e... see more". Below this, there is a "Contact info" box with the URL "news.microsoft.com/" and a "Stock" box showing "MSFT" at "\$248.56" and "NASDAQ" with a change of "-0.51 (-0.205%)". A "See all details" link is at the bottom. On the right, the "Affiliated pages" section lists "Skype Computer Software Acquisition" with a "+ Follow" button, "Microsoft On the Issues Computer Software Showcase page" with a "+ Follow" button, and "Microsoft Dynamics 365 Computer Software Showcase page" with a "+ Follow" button. A link "See all affiliated pages" is at the bottom of this section. The "Pages people also viewed" section shows "Google Internet" with "20,999,279 followers" and "11 connections on".

Microsoft

We're just a small start-up looking to change the world. 📍 Albuquerque, NM 📅 1975  
Computer Software · Redmond, Washington · 13,564,552 followers

Jeff & 5 other connections work here · 196,724 employees

+ Follow Learn more More

Home About Posts Jobs Life People Videos

About

At Microsoft, our mission is to empower every person and every organization on the planet to achieve more. Our mission is grounded in both the world in which we live and the future we strive to create. Today, we live in a mobile-first, cloud-first world, and the transformation we are driving across our businesses is designed to e... see more

Contact info  
[news.microsoft.com/](https://news.microsoft.com/)

Stock  
MSFT \$248.56  
NASDAQ -0.51 (-0.205%)

See all details

Affiliated pages

Skype  
Computer Software  
Acquisition  
+ Follow

Microsoft On the Issues  
Computer Software  
Showcase page  
+ Follow

Microsoft Dynamics 365  
Computer Software  
Showcase page  
+ Follow


See all affiliated pages

Pages people also viewed

Google  
Internet  
20,999,279 followers  
11 connections on



# On its main LinkedIn page, Microsoft celebrates company milestones and shares high-level posts of interest.




**Microsoft**  
We're just a small start-up looking to change the world. 📍 Albuquerque, NM 📅 1975  
Computer Software · Redmond, Washington · 13,954,772 followers

Jeff & 5 other connections work here · 196,724 employees


[+ Follow](#) [Learn more](#) [More](#)

Home **About** Posts Jobs Life People Videos




**Microsoft**  
13,954,788 followers  
1h · 🌐

BASIC for the Altair 4K and 8K was Microsoft's first shipping product, and its first format was paper tape. 📄 Pictured below is an actual copy of the original software.




79 · 4 comments

👍 Like 💬 Comment ➦ Share ➦ Send



**Microsoft**  
13,954,788 followers  
1d · 🌐

Fun fact: Bill and Paul noticed the Altair 8800 on the cover of Popular Electronics Magazine. The Altair had an Intel 8080 microprocessor as its brain, and that meant that people could write real software for it.



381 · 12 comments

👍 Like 💬 Comment ➦ Share ➦ Send



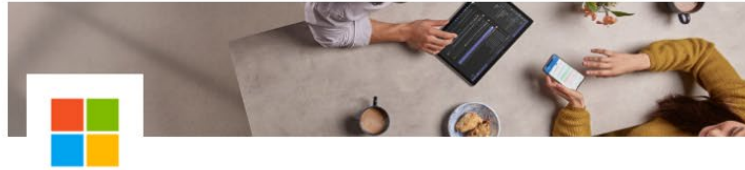
**Microsoft**  
13,954,788 followers  
2d · 🌐

Microsoft was founded on April 4, 1975. We're celebrating our 46 years in style. 🎉



109,005 · 1,916 comments

# On its Microsoft 365 Showcase Page, the company shares tips about its Office software suite.



## Microsoft 365

Information Technology & Services • 298,259 followers



2 followers in your network

+ Follow

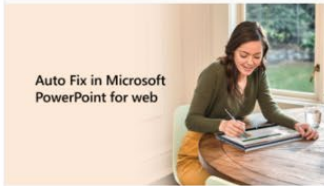
Learn more

More

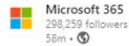
Home About Posts Events Videos



Save time with your Microsoft PowerPoint presentations and let Auto Fix arrange you ...see more

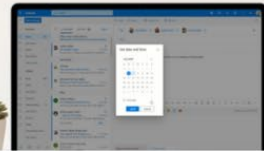


35 • 2 comments



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Send later for Outlook on the web



59 • 1 comment



Microsoft 365

298,259 followers

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New in Microsoft Teams—capture and delight your audience with the rich, remote presenting capabilities of Microsoft PowerPoint Live: <https://msft.it/6041VVA6I>



Introducing PowerPoint Live in Microsoft Teams

417 • 16 comments • 9,183 Views

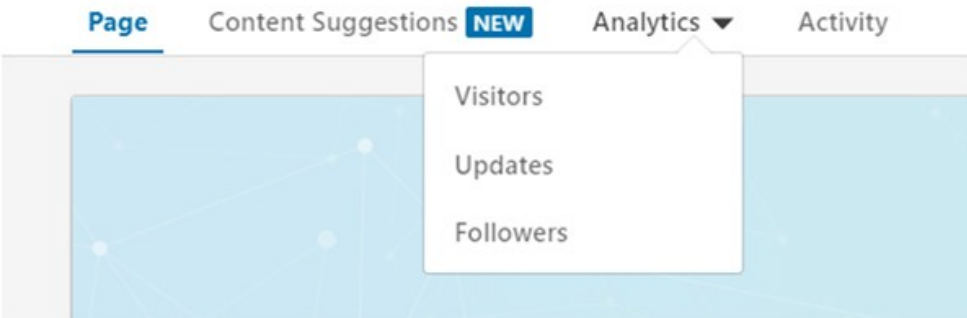
Reactions



Like Comment Share Send

# ***Understanding LinkedIn Analytics***





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Find LinkedIn Analytics in the menu bar.

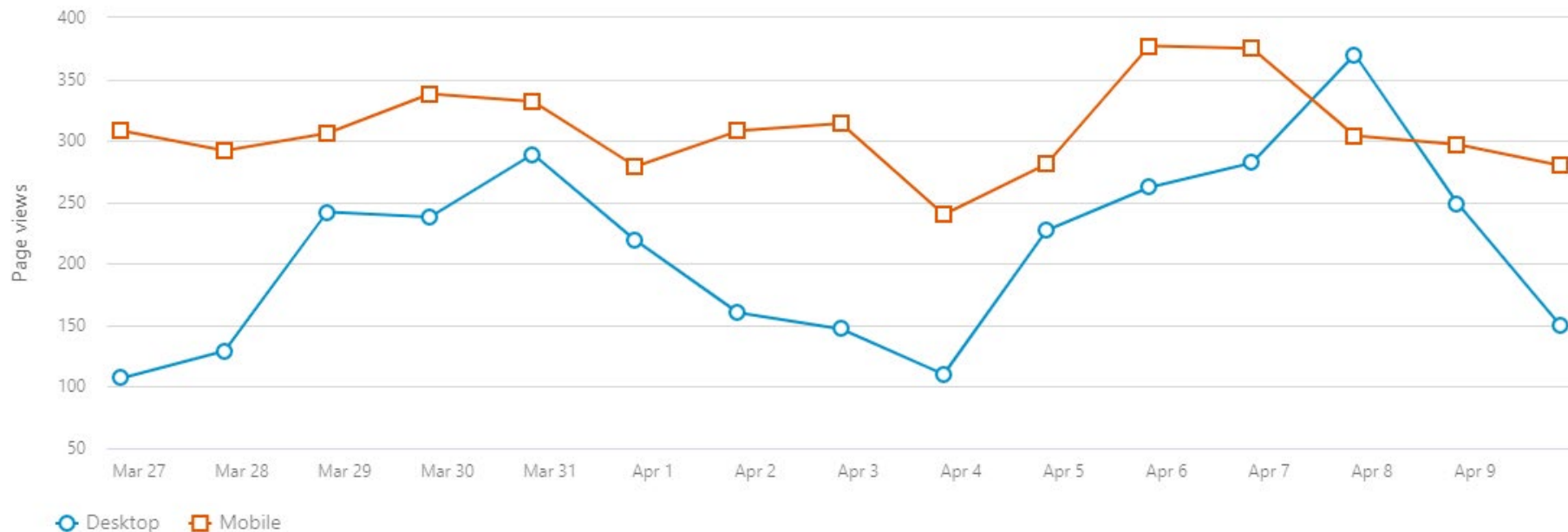
# Visitor Analytics displays visitor metrics about your Page.

Visitor metrics ?

Time range: Mar 27, 2021 - Apr 10, 2021 ▼ Page: All Pages ▼ Metric: Page views ▼

Aggregate desktop and mobile traffic

Off ☐



# Update Analytics shows you how people are engaging with your content.

Update engagement ?

Time range: Apr 12, 2020 - Apr 12, 2021 ▼

Update title	Created	Impressions	Video views	Clicks	CTR	Reactions	Comments	Shares
<a href="#">Improving your Excel skills will not only help you get your work done faster, but it...</a> All followers	4/12/2021	608	-	12	1.97%	16	1	2
<a href="#">Link building, search authority, and historical optimization are just some of th...</a> All followers	4/9/2021	10,247	-	495	4.83%	207	13	9
<a href="#">16 of the Best Professional Bio Examples We've Ever Seen [+ Bio Templates]</a> All followers	4/8/2021	2,671	-	93	3.48%	31	1	1
<a href="#">Instagram has one of the highest engagement rates of all of the social...</a> All followers	4/7/2021	8,408	-	249	2.96%	185	5	11
<a href="#">You've heard about B2B and B2C marketing, now what about P2P? 🤖 P2P marketing, ...</a> All followers	4/6/2021	5,475	-	176	3.21%	104	4	9
<a href="#">It's the best time in history to be a creator thanks to the countless opportunities to...</a> All followers	4/5/2021	3,411	-	55	1.61%	53	2	6

# *The Followers Analytics page shows you demographics about your audience.*

## Follower Demographics ?

Data for: Industry ▼

### Top industries

Marketing and Advertising

Information Technology and Services

Internet

Computer Software

Financial Services

Higher Education

Education Management

Retail

Management Consulting

Nonprofit Organization Management

Location

Job function

Seniority

Industry

Company size

Followers

20.4%

10.74%

5.98%

4.55%

1,981

2.92%

1,919

2.83%

1,478

2.18%

1,348

1.99%

1,320

1.95%

966

1.43%



### At 21, Brazilian Man Is Set to Be One of Youngest Admitted to New...

Mateus Costa-Ribeiro's life is accelerated: He has already graduated from law school

WSJ WSJ



### Top 7 LinkedIn Voices and Influencers

The use of LinkedIn in recent years has grown exponentially, and the number of

EIN EIN News



### LinkedIn adds 'stay-at-home mom' to list of career titles as COVID-...

LinkedIn has added 'stay-at-home mom' and other role titles to its public resume

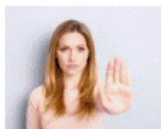
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### Empathy is the skill of the future, Google says

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BusinessWorld BusinessWorld



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Psychologists have discovered that procrastination isn't about time management

F Forbes

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LinkedIn uses some of your analytics for its Content Suggestions.