

LinkedIn COMPANY PAGES

Why Your Business Needs One and How to Make Yours Sparkle

By the co-authors of *Business Gold – Building Awareness, Authority and Advantage with LinkedIn Company Pages*,
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This e-book is based on a LinkedIn Live webinar held in June 2022.

Introduction

In June 2022, LinkedIn reported that 58 million organisations use LinkedIn Company Pages (Pages) every single day to engage their communities. On top of that, 28 million LinkedIn members have subscribed to newsletters in the few months they have been available.

LinkedIn says: 'We are continuously investing in tools to drive discoverability of your brand's content and help define your brand.' This bodes well for the continued and increasing success of LinkedIn Company Pages.

In this webinar we discussed six aspects of Pages:

- Why you need one
- How it helps your business
- The key elements of a Page
- How to build a following on your Page
- How to post impactful content
- New and recently released features

Why Every Company Should Have a Company Page

Pages receive 1.5 billion interactions every month according to LinkedIn. So to those who believe that Pages are a waste of time we ask – are you really so sure?

Every business owner needs a LinkedIn Page, whether you're a solopreneur, a multinational or anywhere in between. A Page will work for your business. The key is to learn how.

There are naysayers who claim, 'But I don't get reach. I don't get the same engagement as on my personal profile.' And that may be true but it's all about the synergy between the two.

Michelle J. Raymond has used Good Trading Co's Page to amplify her Michelle J. Raymond brand and vice versa. And no matter whether she is a small organisation, Unilever or Amazon with 25 million Page followers, every company is allowed the same banner space, headline room, functions and features. It's an even playing field so you don't have to be a multinational or large organisation to succeed with Pages.

However, let's be clear. We are not saying that you should ignore your personal brand or your personal Profile. Quite the opposite. We're saying that you can use the Page to build them up because a Page is an additional opportunity to publish content.

Every week when Michelle records her podcast, she uploads an audiogram or the episode show notes and puts it on the podcast page. So if someone asks about a particular episode, she can send them to the page where there are interactions and it becomes social.

Another way that you can increase the reach of your Page is to tag (@ mention) **Business Gold** you're discussing a relevant topic. We do this whenever we talk about our book, which makes it top of mind and emphasises that we share a ton of information.

Lynnaire's Company Page is called after her first book Link·Ability. There, the team posts content related to the book, the Link·Ability membership site and general LinkedIn tips. On her Profile she mostly posts about new features and new ways of using LinkedIn. This gives her two streams of content, allowing her to reach distinct audiences with different kinds of material.

Michelle has four Pages – one for her business Good Trading Co, one for her podcast 'Good for Business Show', one for another collaboration, and one for Business Gold.

If you are collaborating with someone on a longer-term project, it makes good sense to have a joint company page because you can amplify the message through it.

Note: there is no limit to the number of Company Pages you can set up.

Michelle and Lynnaire's Company Pages

Michelle:

Good Trading Co – <https://www.linkedin.com/company/good-trading-co-training/>

The LinkedIn Branding Show – <https://www.linkedin.com/company/the-linkedin-branding-show/>

Podcast – <https://www.linkedin.com/showcase/good-for-business-show-podcast/>

Lynnaire:

Link·Ability – <https://linkability.biz/LinkAbilityCompanyPage>

Both:

Business Gold – Book – <https://www.linkedin.com/company/business-gold-book/>

Running Events from Company Pages

One of our favourite features on Pages is the ability to hold events. These display on the Events and Video tabs and are especially great for LinkedIn Lives. An early adopter of Lives, Michelle loves guesting on shows but also loves running her own because after they are over, they sit on the Video tab and remain there permanently. This creates her own LinkedIn "YouTube" channel equivalent.

The difference between holding a Live hosted on a Page and one from a Profile is enormous. Here's what Michelle says happens when she guests on Lives run through a personal Profile: 'I get a last-minute invitation because they don't want to set up the event too early as it drops down the feed and disappears. But then I can't promote it ahead of time because I don't have a link.

'You have the advantage of more followers, yes, but if you host it from your Page, you can still invite all your first-degree connections, whether or not they follow the Page. Yes, it takes a bit of extra work because you have to invite people, but it's highly successful and lasts forever.'

There's no question that Events from Pages are brilliant for longevity. We put so much effort into them and provide so much value. On top of which they are difficult to find on people's Profiles. But they're in one place on your Page although not quite as easy to find perhaps as a newsletter, which has its own URL. (Find out more about newsletters and URLs at <https://linkability.biz/3OqUZgn>)

The **Key Elements** of a Page

LinkedIn tells us that we get on average 30% extra weekly views if our Page is set up properly and is 100% complete. If you set your Page up a while back and have ignored it, this is your reminder to go back, have another look and ask yourself if it is really the best reflection of your business.

Just as on your personal Profile, a Page needs a banner that rocks. It is your billboard for your business, so make sure you capture attention and your brand essence. Really make it stand out because it is the one thing that captures the eye when you visit a Page.

The headline on your personal Profile is called a tagline on your Page. For this you need to be creative and definitely not boring. Pages need personality, too! Taglines shouldn't be expressed in corporate speak. To create your tagline, think about who it is that you want to attract and what will capture their attention.

The third section where you need to put some effort is your Page's About section. This 2000-character text should be clear about what you do, who you serve, and the transformation you bring. That's what people are searching for. They know you've got the knowledge but want to know what happens after they work with you. So, the more that you sell that dream, the higher the returns.

Just keep in mind that you get out of your Page the love you put into it so if it's not working, it's not the Page's fault. Don't ignore it and don't put it off. Because while you do, your competition is hard at work on theirs.

Other basics needed on Pages are a link to the company website and contact details. Plus, the Page should be listed as an Affiliated Page in Services on appropriate personal profiles.

How to Build Your **Page Following**

LinkedIn has increased the monthly Page follower invite credit from 100 to 250. Use this carefully to increase your followers and build a great community. Michelle often tags her company page on her personal posts with a call to action that says 'come and follow. I've got more good stuff over here.'

It's not your connections' job to come and find your Page; it's your job to direct and lead them.

But what will they find when they get to your Page? There's no point in growing follower numbers if you ignore the Page and you can't say that Pages don't work if you haven't put effort into it.

A new innovation from LinkedIn on Pages is employees being able to invite up to 30 people per month to follow the Page. Those invite credits aren't part of the normal 250 allocation. So if you have 10 employees and each sends 30 invites every month, that's 300 more opportunities to grow your Page. If your team is as engaged with LinkedIn as you are and if they have a network of people who are interested, it will feed into the company page in a symbiotic way.

Post Quality, Impactful Content Consistently and Regularly

It's easy to say this but it takes time so how do you do it? Take the best of the content you've already created for your personal profile and put it over in your Page. When people visit your Page they'll be keen to follow it to make sure they don't miss any useful content. This saves you having to create everything from scratch. Of course, don't post it on the same day or even in the same week, but schedule it for a couple of weeks or a month away or even next quarter, depending on how much content you're putting out.



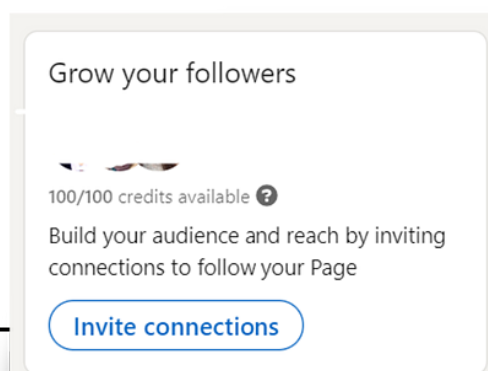
Think of your Page as your greatest hits library and it will change your view of content creation. Posts on Pages don't disappear, they continue to display in your Home feed. Alternatively you can share your Page posts to your profile to give them additional life.

If you're struggling with what to post about, think about your top 10 frequently asked questions. Think about the biggest challenges your clients have and structure your posts around answering those questions and providing solutions to those challenges.

Key takeaway: when posting, post high-quality content that people actually want to read.

Hold Events and Invite Your Followers

LinkedIn Lives and Newsletters are two great features available on Pages. Investing time in these helps you build a community much faster. However, they're not likely to be the right strategy if you have a brand new Page, but if yours has 500+ followers, start exploring some of these newer tools.



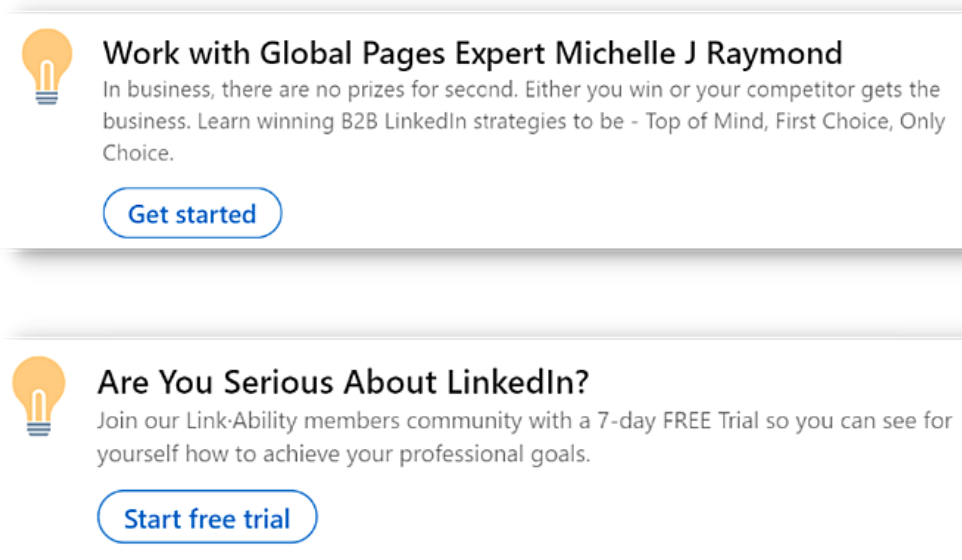
Recent Page Innovations


Lead Generation Form – this is not related to ads as many people think, but is related to your Page. You can set up only one form which sits on the Page's Home screen in member view.

It just looks like a little banner. You choose the text and when people click the offer button, it generates a notification. However, notifications can be a bit bumpy. They don't show up in activity and they disappear after 90 days, so you need to download lead gen form information from analytics. When someone completes the form, it shows up in the Lead analytics section under the Analytics tab and can be downloaded as a .csv file.


How do you get visitors to your Page to take action and complete the form? You have to create something that is enticing, that makes people want to press a button. Think about creating a headline that draws people in or lets them know what you offer and make it really clear. Remember that it sits front and centre on your Page when members visit.

Here's how they display on our Pages.



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Newsletters – these have been available for Pages since Q1 of 2022 but now display directly on your Page. Previously they were hard for visitors to find but are now in prime position. And just like your personal newsletter, they are indexed by Google so you can get found off the LinkedIn platform too and it also gives them longevity.

LinkedIn's thought leadership Edelman report is clear that buyers want more valuable information than they often find online. When you want to buy something, you jump on Google and type in your question. But most of what you will get back in searches will be blogs that can be found on multiple websites. They are jammed with keywords but there's no real differing point of view. However, if you are authentic, embrace your views and experience, and you share it in a different way, you will stand out.

The Difference Between **Articles and Newsletters**

In theory, on LinkedIn they are both much the same. They look the same and have the same features. And now that we can tag people and use hashtags in articles and newsletters, the result is even better with more reach possible.

The difference is that with newsletters you build up your subscriber following. When you publish your newsletter, everybody who's a subscriber receives a notification. An article, on the other hand, is treated like a normal post and is generally seen by only a small percentage of your connections and followers. For many, this makes articles less appealing because their newsletter will reach a wider audience.

One way both Michelle and Lynnaire are using newsletters is to repurpose content. It may be content they've already posted elsewhere or it may be video that has been turned into text, or vice versa, but content repurposing has multiple benefits. Not least of this is the time it saves you.

More features that will really help us boost the reach of newsletters are on their way.

TIP: Click on the number of your newsletter subscribers to see who you are connected to. Connect to those who are second- and third-degree connections because what's the point in putting great content out there if you don't know who's reading it? They could be your next client!

Now available for Pages

Product Pages are now rolling out to Pages but LinkedIn is currently taking weeks or even months to approve them.

Product Pages were historically only for digital products, software as a service typically, and now they are ostensibly available for lots of other different industries. However, setting up and requesting a Product page is pretty clunky.

Another thing to be aware of is that when your Product Page is approved you may not get notified. So keep an eye on it. When it is approved there is one more step you need to take before it becomes live – a button that publishes your Product Page and links it to your Company Page. But once you have navigated all these hurdles, you'll be pleased with your Product Page because their layout is spectacular in terms of visual appeal. They are very like profile Featured sections in that respect.

As well, you can determine who your product is best suited for in terms of roles such as marketing manager and get recommendations from users for social proof. An added bonus of Product pages is that they can be added to profiles as a skill and then be associated with a role or roles in the Experience section.

So for example, if you are a Canva user, you can go on to the Canva Product page and add it to your profile as a skill. Spin that around. If you set up a Product Page for your training course, people who have completed it could click the Add as skill button and it would show up on their profile.

BONUS SECTION – What’s Coming to LinkedIn

New Post Format – **Slide share or Carousel**

LinkedIn is testing a new publishing format that allows us to mix slides, videos, music and text in the one post. And you’ll be able to do it all within the platform.

This will solve, among other things, the problem of multiple images or photos displaying in random order in posts and will be a tool that creatives love.

Pages Displaying in Newsfeeds

One thing we can expect to see more of is Pages showing up in newsfeeds with a follow suggestion. This will help Pages get in front of more people, thereby gaining increased visibility.

All these things are part of LinkedIn’s drive toward Page discoverability.

About the Authors

Lynnaire Johnston is an internationally recognised LinkedIn strategist and trainer based in New Zealand. She is a former broadcaster and editor, and author of *Link-Ability, 4 powerful strategies to maximise your LinkedIn success*. She is also the co-author of *Business Gold – Building Awareness, Authority and Advantage with LinkedIn Company Pages*.

Lynnaire works with individuals and businesses internationally to help them achieve their professional goals using LinkedIn. She does this through done-for-you profile makeovers, training and coaching of teams and individuals, and creating LinkedIn strategies for businesses, coaches, consultants, founders and other professionals.

Her Link-Ability members site provides a wealth of information for those who are serious about LinkedIn. She is a popular podcast guest and hosts free monthly LinkedIn Live webinars that attract hundreds of attendees.

On LinkedIn she consistently publishes posts, articles and newsletters that help her connections and followers to crack the LinkedIn code

Connect with Lynnaire at
<https://www.linkedin.com/in/lynnajohnston/>



Michelle is the leading global authority on LinkedIn Pages and is the co-author of *Business Gold: Build Awareness, Authority and Advantage using LinkedIn Company Pages*.

She is the Chief LinkedIn Strategist at her company Good Trading Co and a founding member of the LinkedIn Small Business Advisory Council for LinkedIn Pages. She's an innovator and thought leader who helps purpose driven businesses thrive by creating sustainable strategies for growth using social selling techniques on LinkedIn.

Michelle specialises in helping small to medium business owners make a real impact in business. She takes a hands-on approach, integrating her services into existing teams and working closely with businesses on strategy execution and practical implementation of successful LinkedIn marketing campaigns. Reach Michelle at michelle@goodtradingco.com.au or

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Where to Learn More About Using LinkedIn to Achieve Your Professional Goals

Connect with [Lynnaire Johnston](#).

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