



Podcast #054

Tips for developing LinkedIn Company Pages

Hi listeners and welcome back to The Marketing Menu podcast and we're looking at part two of our LinkedIn quadruple. We're going to be talking tips for developing your company pages on LinkedIn. Now I have a slightly controversial view on this. I don't like them. I think they've taken over from what was essentially a personal profile platform.

I don't think they're very interesting because most of them don't get managed properly, to be fair.

And also you are quite limited as to what you can do from a company page. You can't follow people from the company page for instance. So, you're dependent on other people sharing information from your company page to raise its profile. Recent research from Edelman and LinkedIn, which shows that 45% of business decision makers decided to work with a supplier as a result of reading its thought leadership content and LinkedIn is a perfect way to do that. The company page is your brand's home on LinkedIn, so your opportunity to tell your brand story in a compelling way, provide content for the audience to engage with and show your values in action. It's free to create and share and provides an immediate opportunity for audiences to engage with you by becoming followers and receiving updates. But they do have to search for you.

And they do have to follow you.

Showcase pages can do a similar job for specific brands or aspects of your business that have their own audiences.

So, when you're considering how to construct your company page, do consider whether it allows people to learn more about your brands. Perhaps it's whether you want to showcase job opportunities or you're just wanting to detail more information on your team members but do mention your team's achievements and also your business priorities.

Yes, because company updates are an opportunity to share value-adding content for your company page followers to engage with. And that engagement generates organic reach. Organic reach puts your updates into the feed of your follower's connections. So once your followers start engaging regularly with your updates, you'll be building brand awareness and generating more traffic.

Okay. So here's some quick tips though on making the most of your company page and that would be to update your content regularly. Encourage employees to link their profiles to the company page. Quite often that's not done, I notice, even with large corporations. Do share those regular updates so that anything you're putting out on your blog or any articles you're writing, this is the place to share it. And then you can encourage employees to like, comment and share, just as you might do in the social arena. You could start

a group. I quite like that because you can make that very industry or location specific or role specific. And you can use those showcase pages.

A showcase page is a niche page that comes off your company page and you can promote specific products or your market to a specific buyer persona.

It doesn't have to be the same as your services. So you don't need to replicate exactly what people might find on your website. When employees start to show your content, this is when organic reach will really start to grow very fast.

You can also use employees as thought leaders to help humanise your organisation and build trust. So encourage them to publish long-form posts. LinkedIn loves long-form posts and it acts like a professional blog. Now your employees are your built-in experts and they humanise what you say and bring relevance and credibility. Encouraging your sales team to post value-adding content for your audience, build your brand awareness at the same time as establishing the expertise of the people your potential customers would deal with. So it works on two levels.

Do ensure that staff profiles are 100% complete. LinkedIn is not like Facebook. We do need to remember that individuals whilst working for you are representing the company or the brand in a professional capacity so do perhaps have some guidelines that you would like them to adhere to.

The more visible your staff are, the greater the visibility of your brand but only if your employees are active on LinkedIn. And again, we were saying about professional photographs, we said it in the previous podcast, make sure that they've got a professional headshot for the images that they use.

As standardised as possible. So what are our top three tips then, Liz, for today's podcast?

Number one, ensure your team profiles are up-to-date and consistent. Number two, think about starting your own interest group based on maybe location, interest, profile or industry. And third one, which we always talk about, obtain recommendations from satisfied customers for your products and services and make sure that they're on your company page.

Excellent! Loads of stuff to do there then! So until next week, that's a goodbye from me, Nicky Matthews.

And a goodbye from me, Liz Gordon.