



Day 15- Setting up a LinkedIn Company Page to promote your Business

A LinkedIn Company Page is a very important requirement for your business because it helps other members of this community get plenty of information about your company. You can get lots of business opportunities from other LinkedIn members by posting the right information about your brand and products on this page. This is also a good way to attract the best talent to your organisation without having to spend a great deal of money. A LinkedIn Company Page is a very effective way of making your company's image stand out from those of its competitors. You can also use LinkedIn to build and maintain strong relationships with your customers, many of whom are probably members of this networking site.

The process of setting up a LinkedIn Company Page is extremely simple and quick. All you need to do is execute three basic steps which are:

- A. Create a company profile
- B. Add a tab for 'Products and Services', and
- C. Ask for customer recommendations

A. Create a Company Profile

1. After you log into LinkedIn, you need to look for 'Interests' on the navigation bar. Once you click on it you then need to find 'Companies'. You will find a link called 'Add a Company'.
2. Next step is to add your company's full name as well as your official email address provided by your company (eg. jane@companyname.com). Note this can not be a gmail, Hotmail, Yahoo address it must be a verified website email address.
3. Verify you are an employee or own the company by clicking on the check box on the screen. LinkedIn also requires you to confirm that you have been authorized by the company to act on its behalf.
4. In case the email address you have provided has not yet been verified by LinkedIn then you will get a confirmation email from the website. It contains instructions that you have to follow in order to finalize this stage of the setup.



5. Click on 'Continue' in order to provide detailed information about your company.
6. Add details about your company such as the nature of business it does, how long it has been in operation and what industry it is a part of. Write a detailed description of what your company does, making sure that you use keywords and key phrases that are search engine friendly. At the same time, you should avoid keyword stuffing because search engines will penalize you for it. If you are a member of any other group in LinkedIn that has relevance to your company then you should create a link to it as well. When writing your company description think about what is in it for your client? What do you offer and how does it benefit your client. This is your sales page on LinkedIn so must be treated like this.. but don't be too hypey!
7. Complete your page creation by adding your company's logo. You can also add a relevant image that will draw visitor's eyes to the page.
8. Click on 'Publish' in order to save the additions you have made to the profile. It will go live immediately. You will not be able to see a preview, so it is best to fill in data correctly.

Note: You will only be permitted to add a Company Page if you:

- Are currently employed by the company and you have already listed your designation in your profile under Experience.
- Your company email address has been verified by LinkedIn.
- Your company has a unique email domain, as opposed to ones provided by various email services such as yahoo, gmail etc.
- You need to have 'Intermediate' profile strength at the very least.
- You can get other people to administer your company's LinkedIn page as long as they are connected to your account.

B. Add A Tab For 'Products And Services'

This is where you highlight your products and services. Give a complete and detailed picture about the products and services you offer. You can also use it to broadcast any promotional



offers that your company launches from time to time. ‘Products and Services’ is also a great place to add contact information about who the contact person is for your company. You can do all of this very easily by:

1. Clicking on the “Products & Services” tab in your LinkedIn Company Page
2. Choose whether you offer a Product or Service. There is a drop down list of categories from which you’ll have to choose one that suits your company the best.
3. Mention the exact product or service that you offer.
4. Add the URL of your website or a promotion page or even a link to your Facebook, Pinterest or YouTube page.
5. Click on ‘Publish’ when you have added all the relevant information.

C. Ask For Customer Recommendations

Once you have set up your LinkedIn Company Page, you need to complete the process by requesting your contacts for recommendations for your company. This is of extreme importance. It gives your products and services validity in the eyes of potential customers who are so highly influenced by the number of recommendations you have that they will not even click on anything that doesn’t come highly recommended. In addition, your company will get very high visibility since its name will feature on the profile page of the recommender. All the people who visit the pages of the people who recommend your company will also read about your company. Requesting customer nominations is very easily done:

1. Go to the Products & Services Tab on your LinkedIn Company Page
2. Click on ‘Request Recommendations’ in order to invite people in your network to give a recommendation for your company’s services or products.

You can use this feature to build a very active community of followers. This will make it extremely easy for you to get lots of referrals and promote your business in this way. Your promotions can easily go viral if you have a large and active follower community.



D. Added Feature

Add A Career Page

You could also add a career page to your LinkedIn Company Page so that you can attract the best and brightest people to work for your organization. This is one of the best ways of getting people interested in your company since three out of four job seekers in executive positions are already using it.

LinkedIn offers your company many advantages for advancement. It will help you achieve your business objectives with a great deal of ease and cost efficiency.

Now it is your Turn:

- 1: Set up your LinkedIn Company Account
- 2: Fill out all details and links back to products and services
- 3: Load up any videos, documents or photos to support your profile

Day Fifteen: Action Plan

1. Download PDF document
2. Watch Video 1: Intro – Intro to setting up a LinkedIn Company Page
3. Watch Video 2: How to set up you LinkedIn Company Page
4. Post on Facebook Business Page you have completed
5. Any questions on our Group Page

[Link to Social Media Chix Facebook Page](#)