

# HOW TO GAIN CUSTOMERS WITH A LINKEDIN COMPANY PAGE

*Access this deck:*  
<https://bit.ly/scorelico>

Presented by Lynne M. Williams, Ed.D. Candidate  
@GreatCareersPHL #GreatCareersPHL





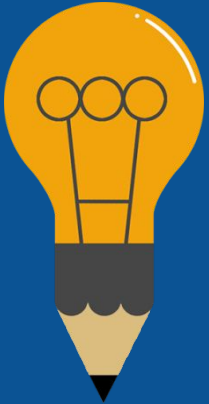
## What We Will Cover

1. Preparation
2. Canva Demo
3. Hashtag Demo
4. Build a Company Page Demo & Links
5. Add Company Logo to Your Profile
6. Grow Your Followers
7. Post Content to Build Your Brand & Thought Leadership
8. Tagging & Hashtags in Posts
9. Emojis & Unicode in Posts
10. Plan for Engagement
11. Engagement
12. Cross Promote
13. Review Analytics
14. Research
15. LinkedIn Pages Best Practices Infographic
16. Other Resources including Events
17. Ring Bell for Notifications
18. Your Company Page Can Follow Other Company Pages
19. You Can Comment as Your Company Page
20. Set Up Lead Gen
21. Schedule Company Page Posts
22. Create a Newsletter on Your Company Page
23. Buy a Book on LinkedIn Company Pages
24. Create a Company Page as a Job Seeker to Fill a Gap



## Prepare to Build Your Page

1. Graphics - logo and cover page
2. General contact info, industry, company size, etc.
3. Your tagline
4. Verbiage for company description (vision, mission, value proposition, unique selling point, products or services offered)
5. 20 of your specialities (think keywords)
6. 3 hashtag topics that matter to your page



# Canva Demo

## Canva

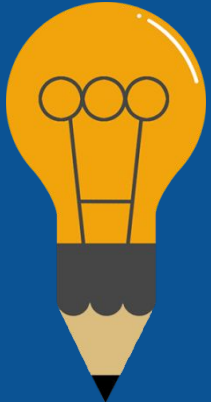
- 1) Logo 300 x 300 (consider background)
- 2) Cover Image 1128 x 191 (unless they changed it to 1536 x 768)



## Hashtag Demo

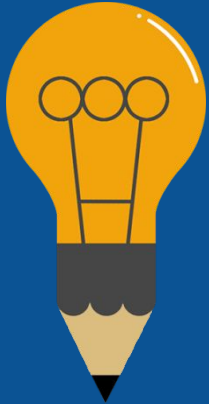
### 25 Hashtag Tips for Your Business or Job Search

1. Build a branded hashtag - e.g.,  
#GreatCareersPHL is camel case vs.  
#greatcareersphl
2. Search other hashtags and change them  
up



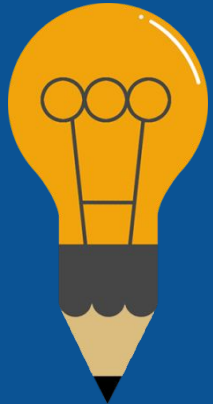
## Build a Company Page Demo & Links

Follow step-by-step instructions with screenshots by clicking on Google docs link in the article [Establish and Leverage Your LinkedIn Company Page for Self-Employment](#)



# Add Company Logo to Your Profile

1. Click on the round **Me** on the menu bar and you will see your company page under **Manage** and this is how you access it to post
2. In your **Experience** Section, start typing your company page name and choose your page with the logo



INVITE  
CONNECTIONS

# Grow Your Followers (250/month)

Grow your followers



2/250 credits available 

Build your audience and reach by inviting connections to follow your Page

[Invite connections](#)

GROW!

# Grow Your Followers

1. Add the icon to your website (as a member view) so it will take people to your company page (see bottom of [home page](#) and [contact page](#))
2. Add the icon to your email signature or other marketing materials



**Lynne Williams, Ed.D. Candidate**  
Executive Director

Great Careers Groups

m: 484-393-2951

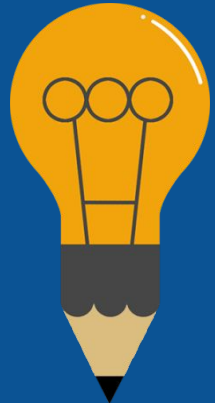
w: [www.greatcareers.org](http://www.greatcareers.org)

e: [director@greatcareersphl.org](mailto:director@greatcareersphl.org)

 [Book a 15 min call with me](#)



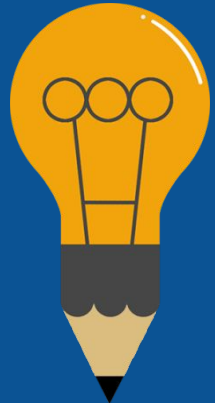
# POST CONSISTENTLY



## Post Content Consistently

- Entertain
- Educate
- Inspire
- Lead Gen
- Convert
- Infographics
- Lists
- Case Studies
- Success Stories
- How-to Guides
- Personal Stories
- Resources & Tools
- Events
- Newsletters
- LinkedIn Lives
- Reshare Mentions
- Customer Spotlight
- Staff Highlight

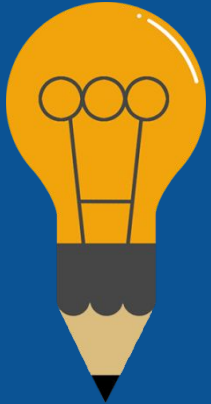
# POST CONSISTENTLY



## Post Content Consistently

- Polls
- Carousels & Seamless Carousels
- Thought Leadership
- Brand Awareness
- Partnerships & Affiliations
- Audience Engagement
- Employee Milestones
- Product Innovation
- Talent Branding
- Trends
- FAQs
- History
- Community CSR

# TAGS & HASHTAGS



## Tagging and Hashtags in Posts

1. Tag people's profiles and company pages with @
2. Add **3-5** hashtags but typically no more than 9-10 and consider stacking them

Note: Posts can be up to 3000 characters but consider 1200ish



## Emojis and Unicode in Posts

1. [Add Emojis, Icons, and Symbols to Your LinkedIn](#)
2. [How to Add Unicode on LinkedIn and Social Media](#)

# Plan for Engagement

1. Create a monthly content calendar using [Google docs](#), [Trello](#), [Asana](#), [Airtable](#), etc.
2. Publish industry content
3. Publish feel good content
4. Publish info about your product or service
5. You can schedule your content using [Hootsuite](#), [Buffer](#), or [Sprinklr](#) (3 noted by LinkedIn) or post list from your content calendar chart





## Engagement

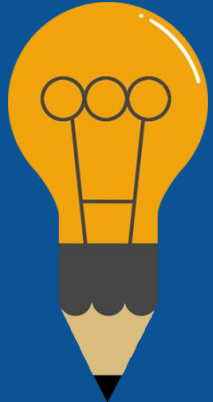
1. Use [Content Suggestions](#) Tool
2. Reshare Mentions
3. Short native (not YouTube) video can get 5X engagement
4. Create PowerPoints or Canva PDFs for Carousels
5. Ask a question or have a raffle or contest

# CROSS PROMOTE



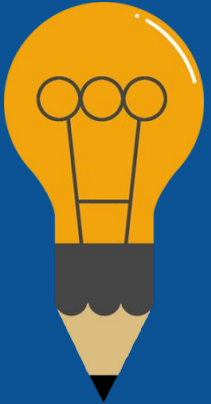
## Cross Promote

- Tag your page in personal posts on home page
- Share company page on other social media platforms
- Participate in topical conversations based on hashtags
- Comment as your company page
- Ask customers or fans to tag you and you highlight the post on your company page



# Review Analytics

1. Measure the ROI of Your LinkedIn Ads \$\$\$
2. LinkedIn Page Analytics (available 60 days)
  - a. Updates
  - b. Followers
  - c. Visitors
  - d. Employee Advocacy
  - e. Talent Brand
  - f. Competitors
  - g. Leads
3. LinkedIn Company Page
  - a. Search Appearances
  - b. Unique Visitors
  - c. New Followers
  - d. Post Impressions
  - e. Custom Button Clicks



## Research

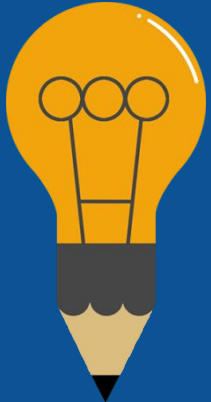
1. Research what your competition is doing
2. Where are they getting engagement?



# LinkedIn Pages Best Practices Infographic

Xavier Degraux's Infographic on [LinkedIn Company Page Best Practices](#) and [LinkedIn Pages: 10 Best Practices from the Publishing Algorithm Benchmark Study](#)





## Other Resources

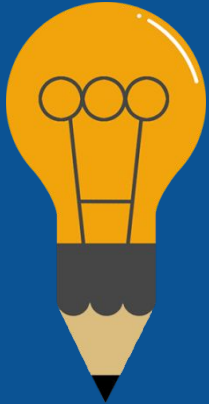
1. [LinkedIn Pages for Small Business](#)
2. [Hubspot's The Ultimate Guide to LinkedIn Company Pages](#)
3. [Buffer's The Six Types of Content with Boost Your Traffic](#)
4. [Carousel and Post on Content to Post on Company Page](#)
5. [LinkedIn for Small Business](#)
6. [LinkedIn for Creators](#)
7. [Richard van der Blom's fourth annual LinkedIn Algorithm Report](#)
8. [Social Media Algorithms: Updates & Tips by Platform \[updated for 2023\]](#)



## Other Resources

9. [Social Media Marketing Trends for 2023: Predictions from the Pros](#)
10. [32 Predictions for Social Media Marketing in 2023](#)
11. [Social Media Trends for 2023 - 10 Strategies to Use for Maximizing Your Social Media Success](#) and this includes adding social audio so [create an event from your company page](#) including LinkedIn Live (here's an [example](#)) and [LinkedIn Audio](#) (Beta)  
[If you need a social audio community, join the [Thought Leadership Branding Club](#)]
12. [Social Media Marketing: Trends for 2023 on TikTok, Twitter, LinkedIn, Instagram and Facebook](#)
13. [Recession Proof Your Business with LinkedIn Company Pages \(2023\)](#)
14. LinkedIn Pages: [10 best practices from the publishing algorithm benchmark study \(+ infographics\)](#)

RING BELL



# Ring the Bell for Notifications




## Great Careers Groups

Your Career Our Mission & Members Helping Members

Professional Training and Coaching · Paoli, Pennsylvania · 3,479 followers

**MAKE A "LINKEDIN SIGNATURE" AND INCLUDE ON THE BOTTOM OF YOUR COMPANY PAGE POSTS WITH A CALL TO ACTION**

Like what we share?

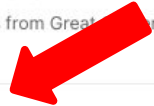
 Ring the bell on our company page and choose All New Posts so you don't miss chances to enhance your career learning

 Follow [#GreatCareersPHL](#)



### Manage notifications

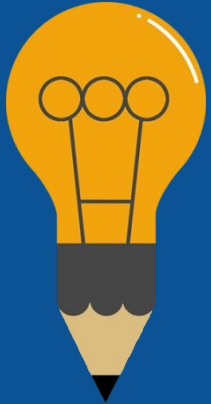
Manage notifications from Great Careers Groups



- All new posts  
Get notified about all posts from this page
- Top posts  
Get notified about top posts from this page
- No new posts  
Only get notified about activity involving you

Save

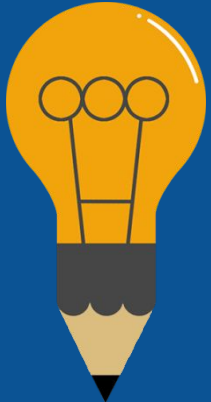
# FOLLOW CO PAGES



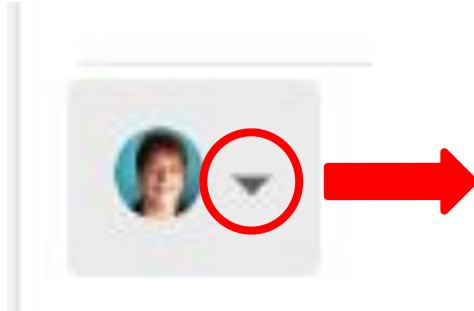
# Your Company Page Can Follow Other Company Pages

The screenshot shows a Facebook page interface for a company named 'GCG'. At the top, there is a 'Start a post' button. Below it are four options: 'Photo', 'Video', 'Poll', and 'Write article'. A section titled 'Find your next great hire' includes a 'Post a free job' button. A navigation bar at the bottom of the post area contains four tabs: 'Page posts', 'Following' (highlighted with a red circle), 'Hashtags', and 'Employee posts'. Below the navigation bar is a large white card with an illustration of a person sitting at a desk with a computer. The card contains the text: 'Your Page can now follow other Pages', 'Following and engaging with other organizations is a great way to grow your Page's visibility.', and a 'Find Pages to follow' button.

# COMMENT AS CO PAGE











# You Can Comment as Your Company Page



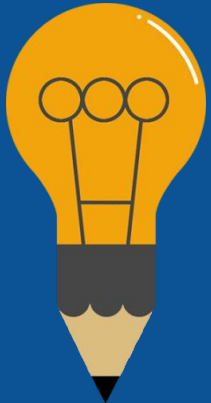
Comment, react, and repost as



-  Lynne Williams Ed.D. Candidate
-  Great Careers Groups
-  Thought Leadership Branding Club
-  ChemPharma(r) Professional Association
-  Delaware Valley Veterans Consortium
-  SCORE Mentors Chester & Delaware Counties
-  Around the Clock Executive Helper
-  Career News Today

Save

# LEAD GEN



# Set Up Lead Gen

Edit



## Header

Page info

Buttons

## About

Overview

Workplace

Commitments

Locations

## Leads

Lead gen form

## Community

Hashtags

Featured groups

## Collect leads on your page

Add a lead gen form to collect and download leads.

\* indicates required

### Lead gen form

By enabling, you agree with [LinkedIn's Pages Terms](#)

Off



Get started

## Around the Clock Executive Helper

Our passion will let you pursue yours.

Professional Training and Coaching Paoli, Pennsylvania · 1

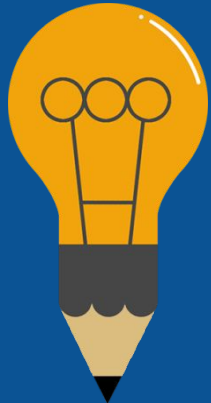


1 person from your school marks here · 1 employ

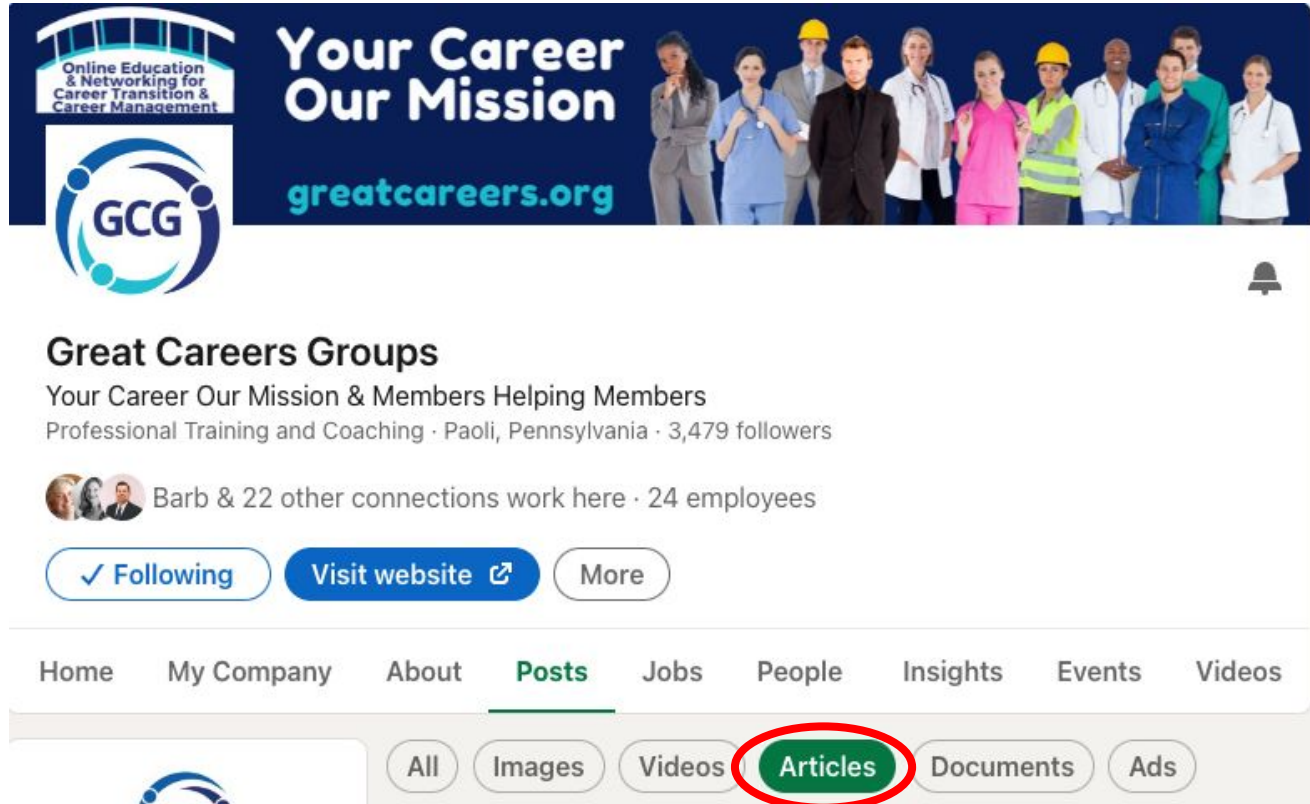
✓ Following

Learn more ↗

More



# Create a Newsletter on Your Company Page




The screenshot shows the Facebook profile for 'Great Careers Groups'. The profile picture is a blue banner with the text 'Your Career Our Mission' and 'greatcareers.org' in white and teal. Below the banner is the GCG logo, which consists of three blue circles forming a triangle around the letters 'GCG'. The page name is 'Great Careers Groups' and the bio reads 'Your Career Our Mission & Members Helping Members Professional Training and Coaching · Paoli, Pennsylvania · 3,479 followers'. Below the bio, it says 'Barb & 22 other connections work here · 24 employees'. There are three buttons: 'Following' (with a checkmark), 'Visit website' (with an external link icon), and 'More'. At the bottom, there is a navigation menu with tabs for 'Home', 'My Company', 'About', 'Posts', 'Jobs', 'People', 'Insights', 'Events', and 'Videos'. Below this menu is a filter bar with buttons for 'All', 'Images', 'Videos', 'Articles' (which is circled in red), 'Documents', and 'Ads'.

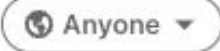


## Schedule Company Page Posts


Create a post ×


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 Great Careers Groups & BENG


 Anyone ▾

What do you want to talk about?



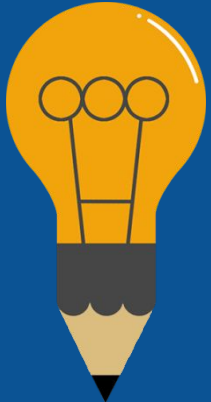


   ...  Anyone

 Post

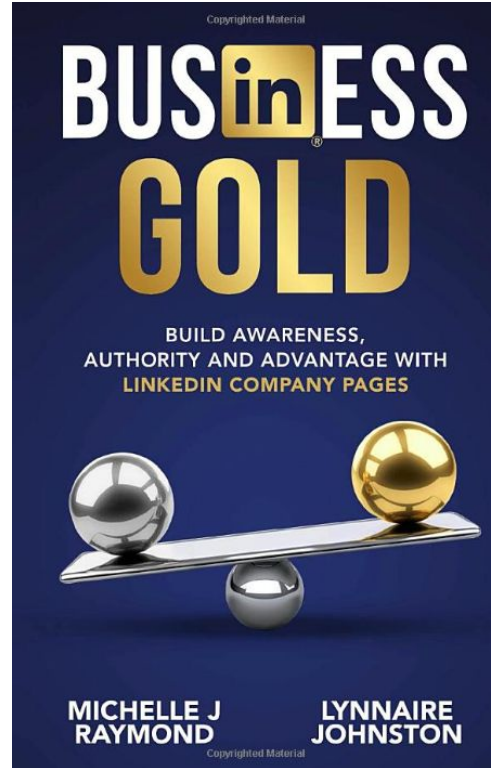
Read [step-by-step instructions](#)

COMPANY  
PAGE BOOK



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# Business Gold: Build Awareness, Authority, and Advantage with LinkedIn Company Pages



# FILL A GAP AS A JOB SEEKER



## Fill a Gap as a Job Seeker

- Build a Company Page and call it your name (or other name)
- Create a logo with your picture and the green #opentowork “scarf”
- Create a tagline - Seeking new opportunity. #ONO #opentowork
- Use this extra free website to expound on what you do

# Upcoming Schedule

## UPCOMING WORKSHOPS WITH LYNNE SPEAKING

<http://bit.ly/CareerTopics>

## UPCOMING WORKSHOPS

<https://greatcareers.org/events>





## Lynne M. Williams, Ed.D. Candidate

*I guide you to your keywords to beat the bots for resumes and LinkedIn - unemployed, self-employed, or employed. My process is collaborative.*

# Let's Connect!



[director@greatcareersphl.org](mailto:director@greatcareersphl.org)



[lynne@aroundtheclockexecs.com](mailto:lynne@aroundtheclockexecs.com)



[www.linkedin.com/in/lynnewilliams](http://www.linkedin.com/in/lynnewilliams)



484-393-2951



Book a 15 min call with me



Speaking Topics



Follow our  
Social Media!  
Read my blogs!

I also write for:

[vista.today](http://vista.today) [delco.today](http://delco.today) [montco.today](http://montco.today) [bucksco.today](http://bucksco.today)



@GreatCareersPHL | #greatcareersphl