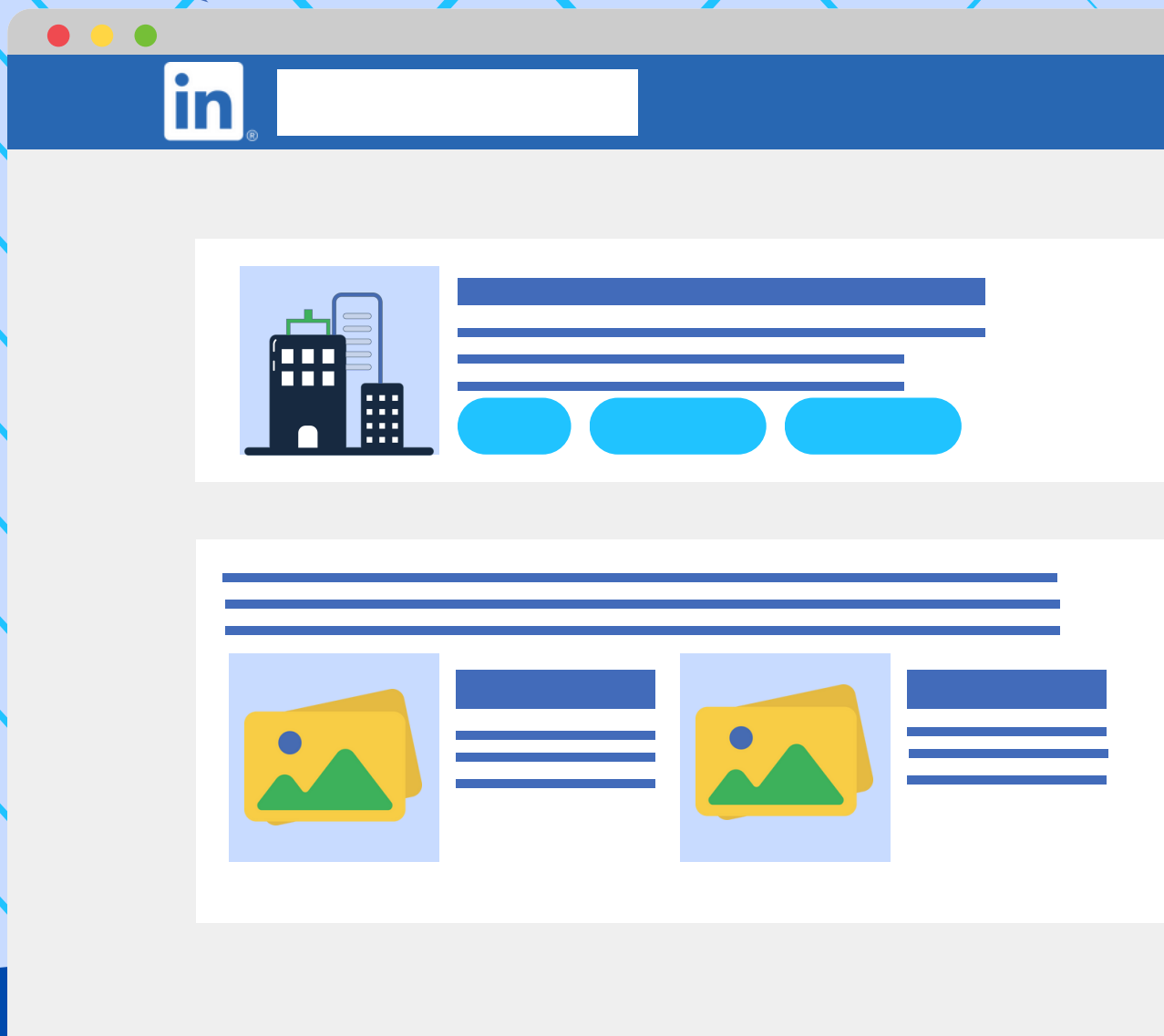




Social Sales Link™

# Leveraging LinkedIn Company Pages to Grow Your Brand





**Maximize the potential of your LinkedIn company page to build a strong brand and reach more prospects.**

**Whether you are a solopreneur or a large corporation, our eBook offers 16 best practices for managing a successful LinkedIn page.**



# 1

## Set Up Your LinkedIn Company Page

As an entrepreneur or solopreneur, make sure to create your own LinkedIn company page. Always have someone with admin rights, no matter how big or small your company is.



# 2

## Give Admin Access to Your Social Media Manager

If you have a social media manager, grant them admin access to ensure that their posts represent the company, not just themselves.



# 3

## Backup Admin for Security

Even if you're a one-person show, have a backup admin connected to your LinkedIn page. This ensures you can access the company page smoothly in case of any issues.



# 4

## Show Off Your Brand Logo

Put your company logo on the page where it belongs. This will appear at the top of your profile when your personal profile is linked to the company page.



# 5

## Optimize Company Info

Create an eye-catching banner and use the call-to-action button wisely. Fill out the 'About' section with info from your website, and make sure your website link is there. Complete as much as you can.



# 6

## Invite Followers Monthly

Grow your LinkedIn page by inviting followers directly from your company page. Make a list and focus on connecting with people who already know you, like clients and network partners.





# 7

## Expand Reach Through Employees

In larger companies, make employees temporary admins to invite their connections. This helps broaden your followers through your team.



# 8

## Smart Posting on Company vs. Personal Profile

Share company achievements on the company page to keep it humble. Repost the significant stuff from the company page to your personal profile for a double impact.



# 9

## Engage as the Company

Like and comment on posts both as an individual and as your LinkedIn page. Use this approach smartly to increase your visibility and interactions.



# 10

## Utilize Multiple Admins for Engagement

Have more than one admin on your company page to engage with content. Admins can engage on behalf of the brand or tag specific team members for more interaction.



# 11

## Content Sharing Strategy

Allow your social media manager to engage on behalf of the company. They can curate content from specific companies and engage with it, boosting your brand's presence.



# 12

## Leverage LinkedIn Newsletters

Use LinkedIn's newsletter feature to send updates directly from your company page. Newsletters have a big reach, appearing in the 'My Network' tab and attracting more followers.



# 13

## Connect with Newsletter Subscribers

Use the info from your newsletter subscribers to connect with them on LinkedIn. This can be an effective way to expand your network.



# 14

## Highlight Employee Content on LinkedIn Page

Use the company page to share and highlight valuable content shared by employees. Encourage employees to mention the company in their posts, creating a collective online presence.





# 15

## Utilize Announcement Feature

As an admin, take advantage of the announcement feature to notify employees about important posts. This ensures that critical updates or achievements get maximum visibility.



# 16

## Encourage Employee Engagement

Encourage your employees to engage with and share content from the company page. LinkedIn makes this easy by suggesting posts directly from the company's feed, enhancing overall visibility.



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by Leveraging LinkedIn**



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