



Social Sales Link™

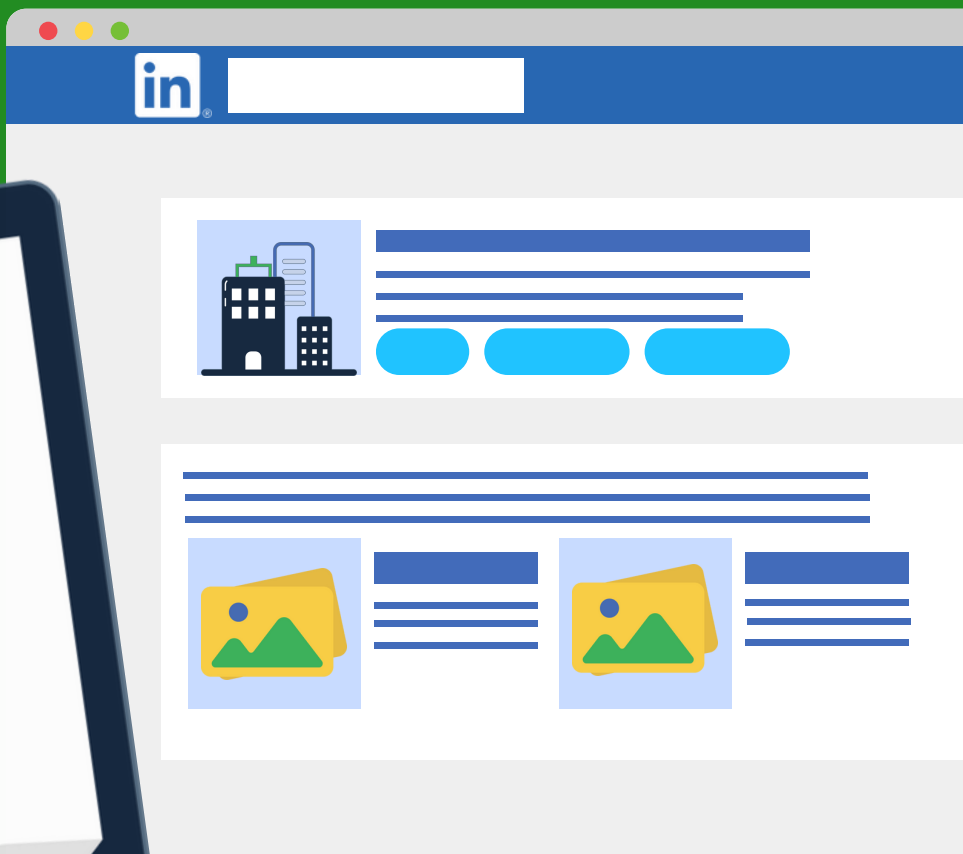
How to Grow a Following of Your LinkedIn (Company) Page



In this eBook, we will discuss the benefits of using LinkedIn Pages for companies of all sizes, ranging from solopreneurs to larger organizations.

We will also explore how to use your LinkedIn page in conjunction with your personal profile to showcase your achievements and new products without appearing too salesy.





This eBook contains an essential checklist and strategy to help you grow your brand, increase your following on LinkedIn, and create more opportunities to start conversations with your target clients.


Make sure to take advantage of this valuable resource.



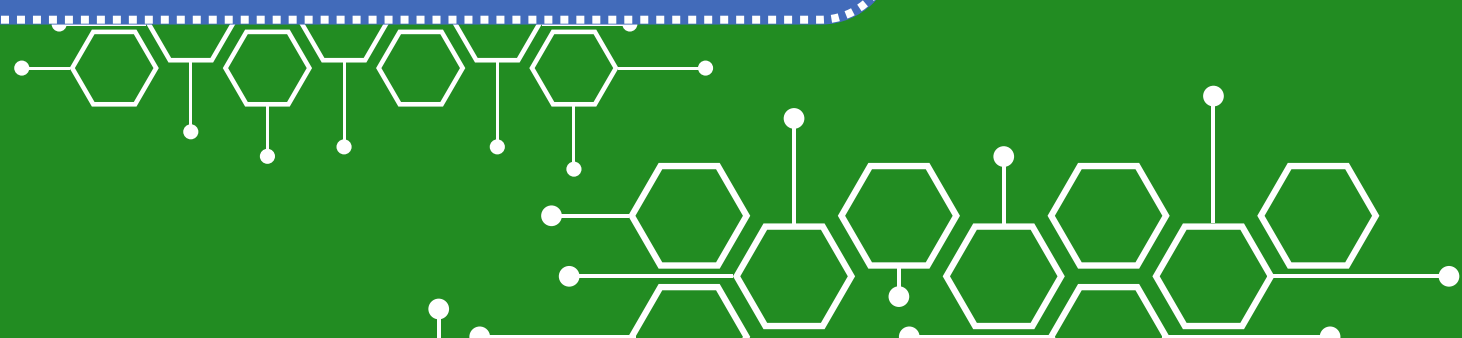


Why Should Solopreneurs Have a LinkedIn Page?






Solopreneurs and single-person companies can benefit from creating a LinkedIn Page to distinguish themselves from personal profiles.

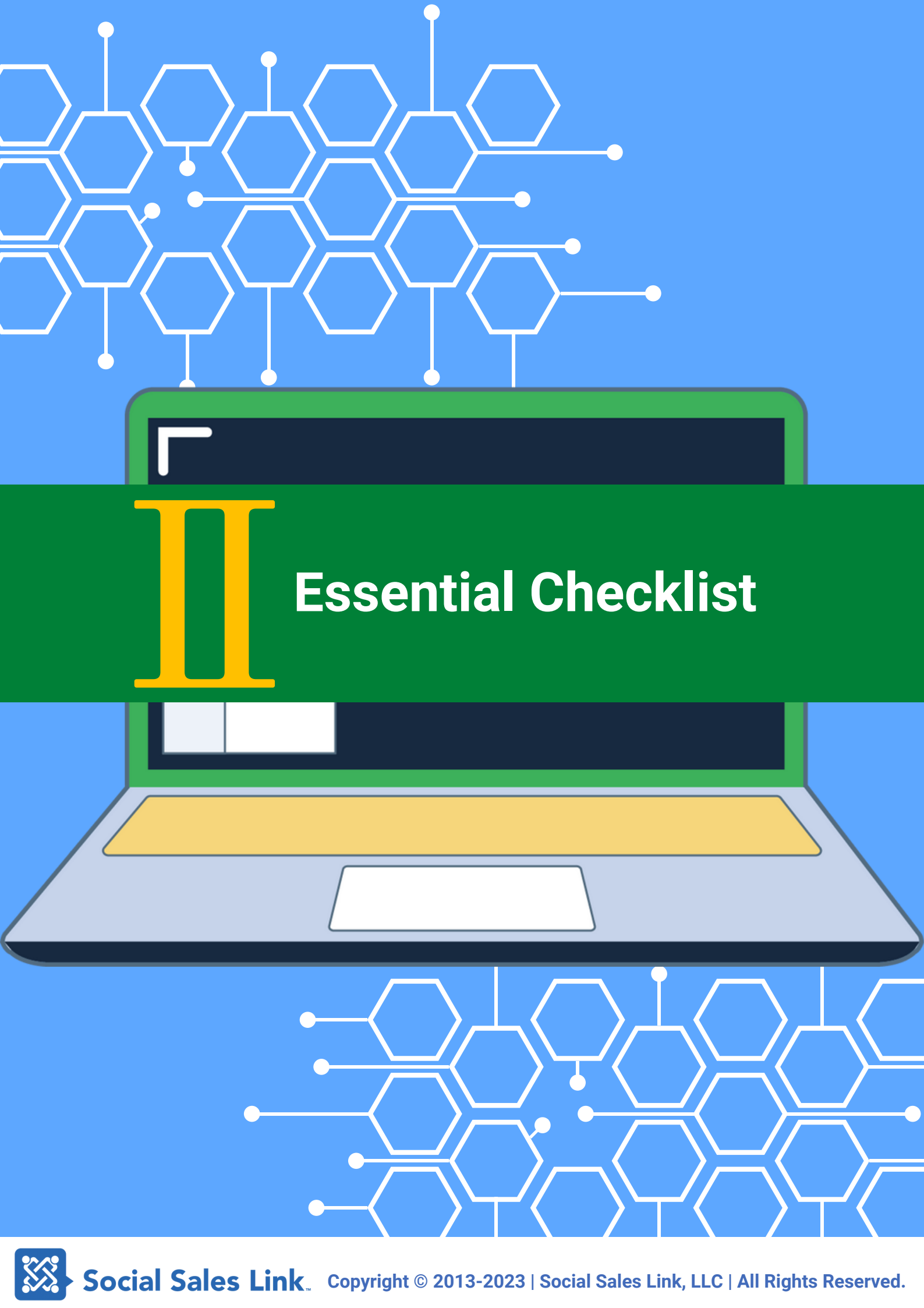


This page acts as a virtual booth at the largest online network platform for professionals, allowing them to showcase their brand, solutions, and achievements more prominently.



It offers a platform to engage with potential clients and tell a compelling business story, enhancing their online presence and networking opportunities.



A stylized illustration of a laptop with a green bezel and a grey base. The screen is black with a white cursor icon in the top-left corner. The laptop is set against a blue background with a white hexagonal pattern of interconnected lines and dots. A green horizontal bar is positioned across the middle of the laptop screen.

II

Essential Checklist



Upload a high-quality logo

1

Ensure your LinkedIn Page's logo is high-resolution and fits neatly within the designated box to maintain clarity and professionalism. If your logo includes an icon and your company name, consider using just the icon for better visibility in smaller spaces.

Use a Background Banner

2

Utilize your LinkedIn page's background banner as a dynamic promotional tool. Regularly update it to showcase current events, promotions, or key messages that reflect your brand's identity and goals, just like you would with a physical billboard.

Have a Buyer-centric Tagline

3

Make sure your LinkedIn page tagline aligns with your company's website tagline to effectively capture the interest of your prospects and provide a clear, cohesive message about the solutions you offer.



Set Up Your Call-to-Action Button

4 Utilize your LinkedIn Page to strategically direct traffic with the Call-to-Action button, whether to your website, personal LinkedIn page, landing page with downloads, or promotional offers. Regularly update this valuable space to keep your audience engaged and informed.

Keyword Optimize your LinkedIn Page Description

Optimize your LinkedIn Page description with relevant keywords to enhance your online visibility and searchability. Strategically incorporate industry-related keywords to help potential clients and connections to find and engage with your business.

Connect Employees to Your LinkedIn Page for Maximum Visibility

5 Linking your employees to your LinkedIn Page as official company representatives not only enhances your brand's credibility but also strengthens your employees' professional standing. This connection showcases their affiliation with a legitimate brand, boosting their individual credibility and authority within the industry.



Post Content Frequently

7

On your company page, prioritize posting original content such as articles, text, image posts, or polls instead of curating content. This approach allows you to showcase your brand's unique voice and perspective, engaging your audience effectively.

Host an Event

Opt for the company page when hosting events if you want to efficiently gather participant information. Unlike personal events, the company page offers a valuable feature – signup forms that can be easily exported into Excel. It's a powerful tool for streamlined lead collection and a positive asset for your event management.

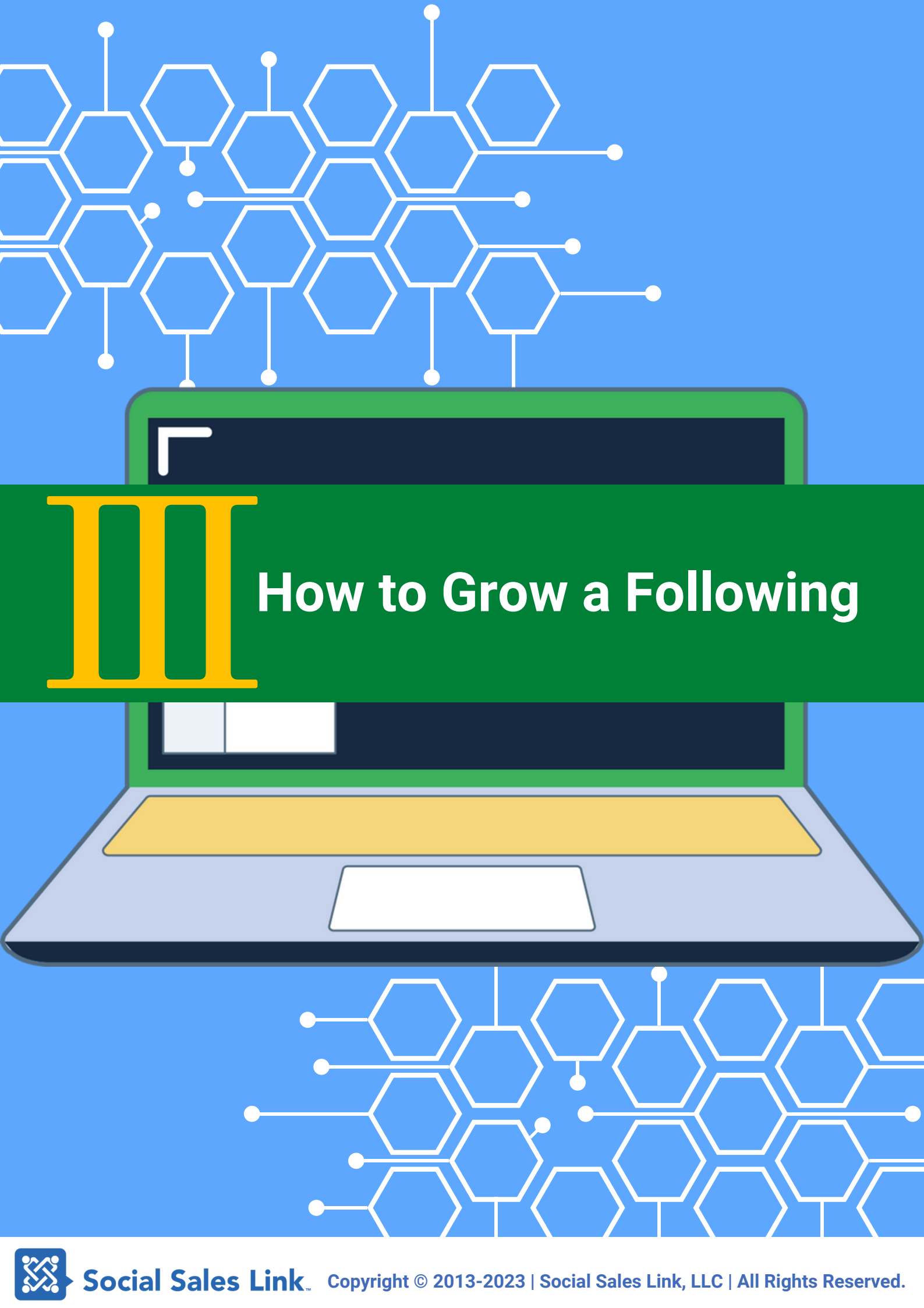
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Post Your Awards

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Amplify your company's achievements through your personal profile on LinkedIn. Share milestones on your company page, then engage with and amplify them on your personal profile to foster recognition within your professional network.





III

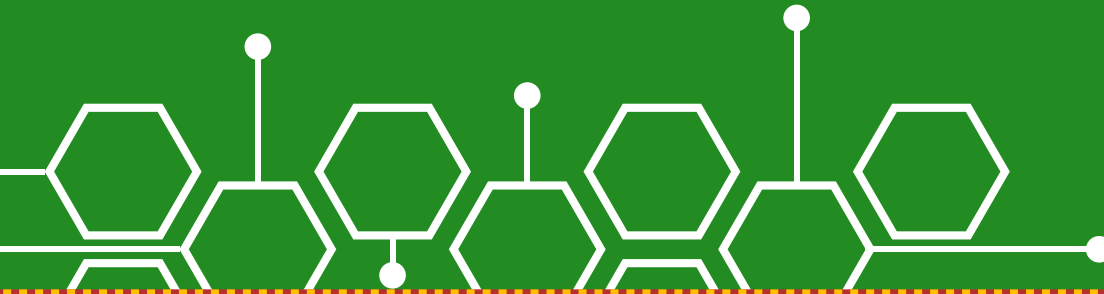
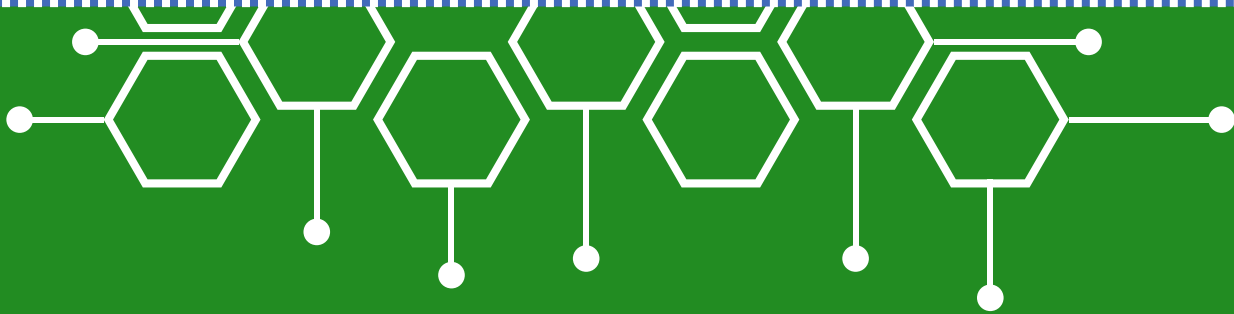
How to Grow a Following



Post Consistently and Authentically

1

Ensure your LinkedIn Page's logo is high-resolution and fits neatly within the designated box to maintain clarity and professionalism. If your logo includes an icon and your company name, consider using just the icon for better visibility in smaller spaces.



Engage as your Company Page

Simply click the drop-down menu just above the comment feed and choose whether to engage as your personal profile or your Company Page. This allows your Admins to interact with content using your company's identity, boosting brand visibility and engagement.

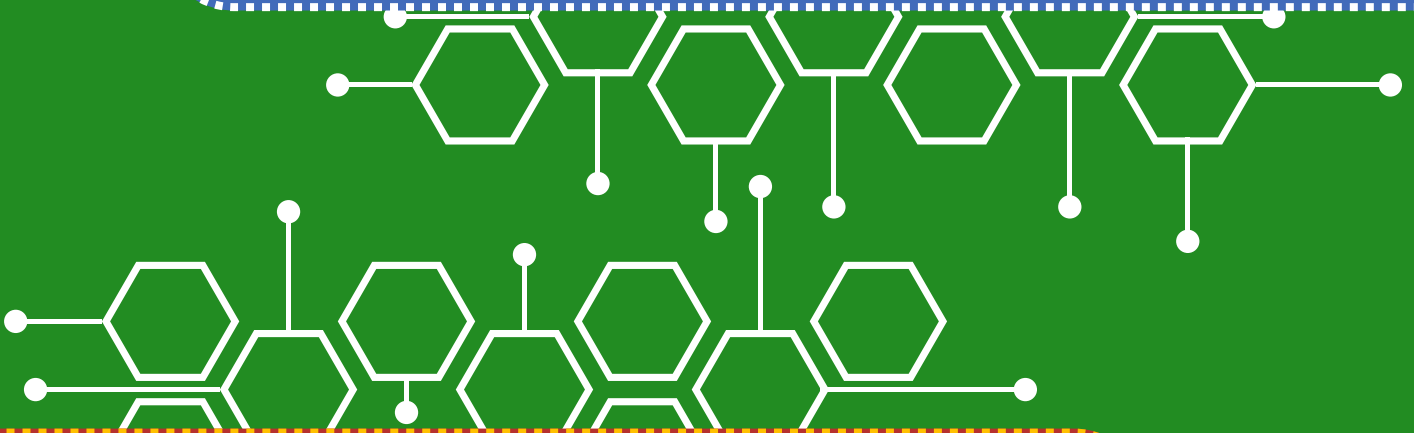
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Check Page Visitors via Analytics

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This valuable data in your LinkedIn page Analytics allows your salespeople to start conversations with potential leads, highlighting their interest in your company and creating opportunities to start conversations to nurture those connections further.



Identify Connections Who Are Following Your Page

Engage with 2nd-degree connections who are following your page using a message template like, "Hey [Name], thanks so much for following our company page. I had a chance to look at your profile and would love to invite you to connect. May I ask how you found my page?" Starting conversations with these individuals is a valuable networking opportunity as they have already shown interest in your brand.

4



Connect with Us!



Social Sales Link™

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**Start More Sales Conversations
by Leveraging LinkedIn**



Join Social Sales Link's
2x Weekly Group Coaching \$1 for the First Month
(no ongoing commitment)



Join Now: socialsaleslink.com/membership

