

LINKEDIN FOR BUSINESS

Mastering the Art of Social Branding



TM

Corinne Keijzer

DIGITALMOVES
we are social!

LinkedIn for Business

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ISBN: 9789083011790

NUR: 802, 811

Keywords: Marketing, LinkedIn, Social media, Sales

1st edition: September 2020

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An edition of Some Books Publisher: www.somebooks.nl

Design cover and layout interior: Rik Keijzer – New Flavours

Photo author: Yvette Wolterinck - Eyescream

Final editing Dutch: Tjerk Noordraven and Roelof Broekman

Final editing English: Kiri Poananga and Dr Sarah Cole

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Preface

I often get the question: 'Do I need a company page on LinkedIn?' My answer is almost always 'yes'.

Whether you are self-employed, an SME-owner, or a major multinational, a company page on LinkedIn is a must—and for several reasons.

Fortunately, more and more companies and organizations are recognizing this. At the time of writing this book, more than 30 million companies worldwide have a company LinkedIn account.

The advantages of a company page are many. It allows you to advertise, profile your own organization, create connections with future employees, and gauge valuable statistics. By involving your employees, you increase visibility and awareness around your name, products, and services.

The LinkedIn company page offers many opportunities for business-to-business connections, but can also be linked to the personal profiles of your employees. If you are self-employed, it can also be linked to your own profile. Whatever connections your company page builds, the nature of social selling allows you to approach buyers and decision-makers in an organic, accessible way.

You know this, right? That's why you've invested in this guide.

This book is meant for everyone who takes their company seriously. It's for every business owner or manager who wants to profile their organization well and attract top-tier employees and professionals.

Most importantly, it is a manual for everyone who understands that networking isn't just a job for employees anymore—it is a key strategy for every successful brand.

I wish you huge success with—and on—LinkedIn!

Corinne Keijzer – Digital Moves



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1 The importance of a LinkedIn company page

LinkedIn is a valuable platform for professionals. But it is also a valuable social strategy for most companies—whether you're a team of one, an SME, or a massive multinational corporation.

Why?

Because every company deals with professionals. We're not just talking about your end user—your customer, your consumer, or your B2B client. We're also thinking about your suppliers, your employees, your future employees, and your internal and external stakeholders. We're talking about everyone who has a connection to your business.

A company page on LinkedIn offers more possibilities than a personal profile. It's a great platform to present yourself as an organization, to showcase the developments in your company, and to share employee news.

Of all the social media channels, LinkedIn is the one used most often by professionals. They are using LinkedIn to post updates and share content—like blog posts and articles from your company. Your employees can support your company and boost your brand's profile by sharing posted content and jobs.

Essentially, your employees are your company's business cards. This is how important they are. If you and your team leverage LinkedIn well together, your reach can be enormous.

Don't think that LinkedIn is not suitable for your company because you are a business-to-consumer company, or a freelancer. You are doing

2 The findability of your company page

As with a personal profile, it is important that your company page makes use of the keywords people will use to find you. LinkedIn profiles are indexed by Google, which means that they can be found when people use search engines.

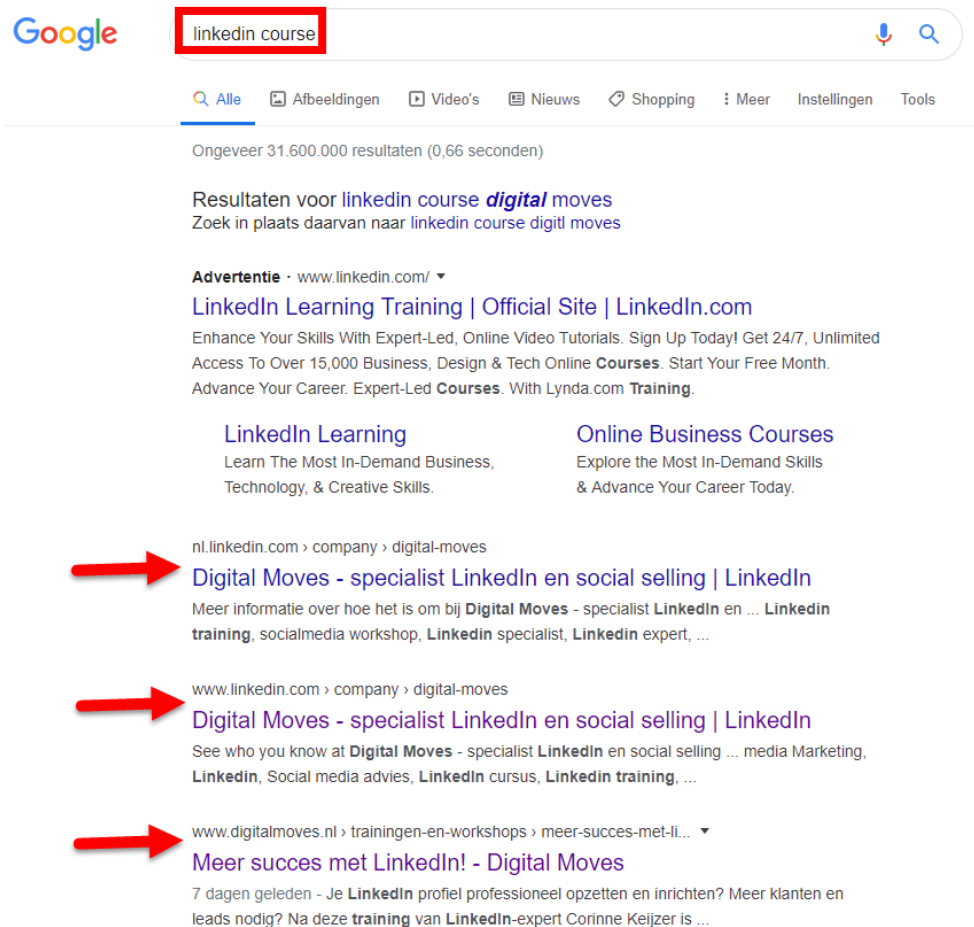


Figure 12

4.3 Editing the content of your company page

Once your company page has been created, you can start filling it in or changing it. If you already had one, you could follow the same steps to improve it. You gain access through the management tab titled 'Page' of your company page.



Figure 25

4.3.1 Upload or update background photo

You can place a large, high quality cover photo on your company page. This photo must be a 1,128px x 191px .png, .jpg, or .gif file. Click on the pencil in the cover photo to upload a new image. If the photo is too large, you can determine the position yourself by clicking on 'Reposition' and dragging the photo back and forth with your mouse.



Figure 26

Consider mobile applications, as it can look different on phones and tablets. Always check this by opening your page from your mobile app. Pay attention to the quality of your background photo—this is the face of your online presence.

Make sure that the photo reflects professionalism. Avoid stock photos or staged photos that use models. A real photo is much more expressive and instills more confidence from your customers. An ideal choice would be a photo of your team or business premises, or a nice compilation of the products you offer.

4.3.2 Rename and upload or update profile picture

The profile photo - usually the company logo - is 300 × 300 pixels. Beware of texts in the logo, as they are often unreadable, especially on smartphones and tablets. Click on the pencil to change or upload the photo.



Figure 27

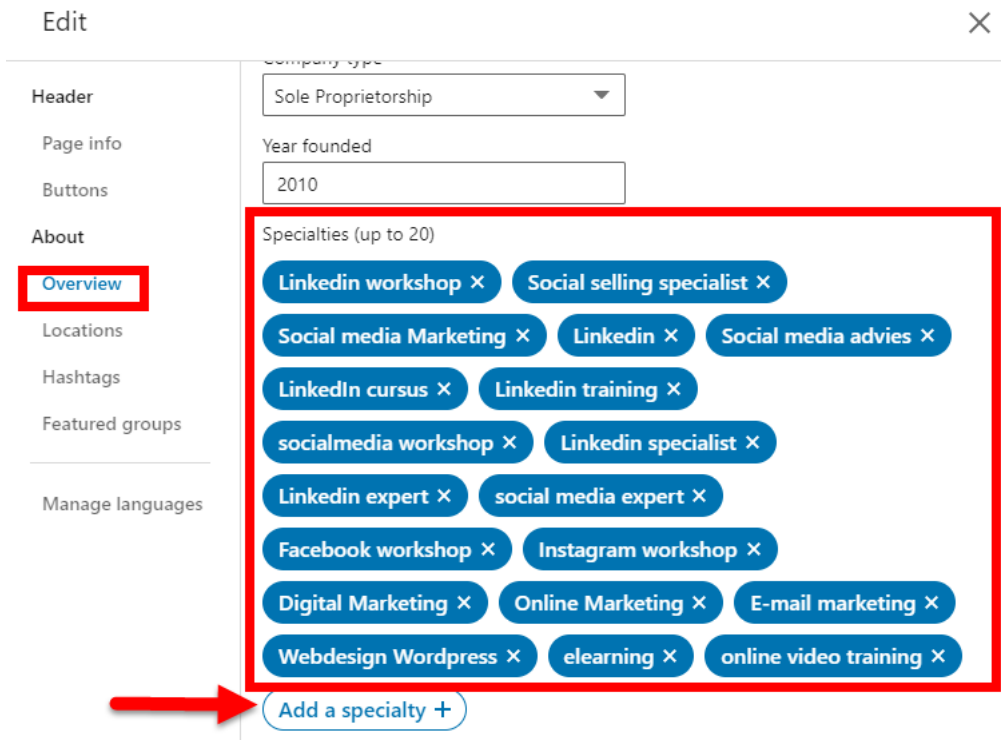


Figure 42

You can find your specialties on your page under 'About'.

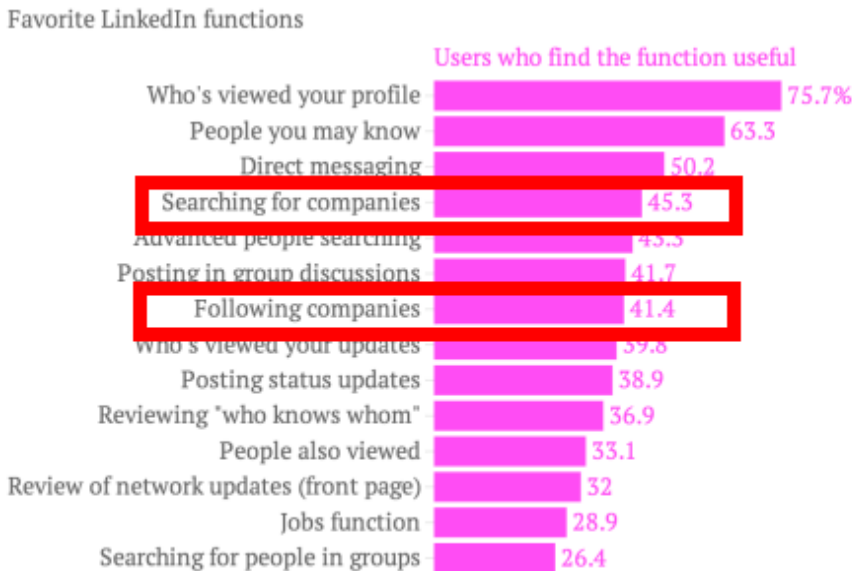
4.3.6 Communities - highlighted hashtags and groups

You can add up to three hashtags and ten LinkedIn groups to your business page, which your followers will then see on your company page on the right side.

5 Attracting prospects and followers with good content

The trick now is to get followers. Followers are very important for company pages, as they are ten times more willing to share company status updates than non- followers. Also, company followers are 61 percent more willing to be brand ambassadors, so they'll be happy to promote your products and services.

Research also shows that people on LinkedIn like to visit companies and follow them. On average, a LinkedIn member follows six companies. A study into the favorite activities on LinkedIn shows that more than 45 percent regularly search for companies and that more than 41 percent follow companies.



Quartz | qz.com

Data: Wayne Breitbarth via Forbes

Figure 57

It also turns out that LinkedIn is very valuable when it comes to sharing content. On LinkedIn, no less than 91 percent of business-to-business marketers share their content. 90 percent of the social traffic takes place via Facebook, Twitter and LinkedIn; more than half of this is due to LinkedIn. Enough reasons to get started with your updates!

5.1 Attracting new followers

Attracting new followers will certainly require some more effort in the beginning. You need to alert LinkedIn members to your page. How do you do that?

1. Inform your employees and ask them to follow your company page and link it to their personal profiles (see [section 6.6](#)). Make sure they link the right page if there are multiple locations.
2. Place an update on your personal LinkedIn profile indicating that you now have a company page and ask your employees, if you have them, to do the same.
3. Let other social media channels know that your company page exists.
4. Place good (sponsored) updates on your company page (see [section 7.8.3](#)) and make sure that it is also content that people like to read and follow.
5. You can also place text ads on LinkedIn that attract new followers (see [section 7.8.2](#)).
6. Use follow-up buttons on your website, a link in your e-mail signature or your business card, to ask for attention for your page and ask your employees to do the same.
7. Through viral distribution (liking, reacting and sharing by existing followers) your messages, jobs and/or page will be brought to the attention of more people and your reach will

6 Employee Advocacy - deploy your employees

If one group of people is extremely important for spreading content and enthusing prospects, it's your employees.

'Employee advocacy' means that you use your employees to increase your brand awareness, to reach more prospects, and ultimately to generate more conversion and turnover through their online presence and professionalism. In addition to your satisfied customers, they are your most important ambassadors. Together you are strong, especially if you supervise and facilitate this process well; more so if you have strong networks on LinkedIn.

People do business with people.

An update posted by an employee has a 560 percent higher range and has 24 times more likes, reactions and shares than an update posted by an administrator on a company page (source: Edwin Vlems - NIMA). Personal profiles are therefore extremely important.

Employers and managers also see this. Many try to get the process up and running, but often this becomes just a little too cramped. For workshops and speaker sessions I always do a lot of research into how companies and their employees move online—and unfortunately I often see things go 'wrong'.

Very often, though, the results are extremely rewarding. It's just a matter of using this tool the right way.

In this chapter I will give you some tips and tricks on how to steer this process in the right direction.

impact on your brand. In fact, a policy that is too compulsive and too marketing-oriented can be counterproductive. The more you direct, the less positive an effect your efforts will have.

6.2 Building goodwill, trust and expert status

On social media, it's all about goodwill and trust. As a subject matter expert, you will be approached more often to solve a certain problem with a prospect. You only create trust and goodwill by communicating as a real person. Not as a robot or a marketing tool—or as your boss. With your personal profile you also stay human. You post updates that come from within yourself and are related to your work.

So where do I see things go wrong?

- **All the same profile pictures**

Hiring a photographer to take profile pictures is certainly not a superfluous luxury given the often bad profile pictures, so that's really a DO. But please let your employees keep their identity! Don't suddenly put on a jacket and tie if they're never wearing one, let them determine the angle and the background and don't put any logos in the picture. As an organization, you can't keep all the same kind of photos, people come and go, but as soon as it gets a marketing-like look, it has an immediate negative effect on your goodwill and trust. Within a quarter of a second, the first impression of someone in our brain is made when we see a profile photo. Let it be positive and realistic to avoid disappointment.

- **Directed cover photos**

The cover photo of your LinkedIn profile is a perfect opportunity to strengthen your personal branding. It's the first thing people see when they get to your personal profile. We tend to be

7 Advertising in Campaign manager

Advertisements on LinkedIn can be very effective, if you use them well. There are currently three ways of advertising, each way with its own purpose and multiple variants:

- Text ads
- Sponsored updates
- Sponsored InMails

In this chapter I'll tell you all about 'Objective Based Marketing'. I'll show you how to set up these forms of advertising, how to target your audience, and how the LinkedIn payment system works.



Advertising is only possible from a company page, but you need to create advertisements with your personal profile. This also requires a credit card and anyone who wants to advertise needs special access in addition to the administrator role in the company page.

Explanation can be found in [section 8.6](#).

7.1 Advertisements on LinkedIn

On LinkedIn there are 4 places where advertisements appear:

1. On the homepage, below the menu bar, there are text ads. These are only visible on laptop/desktop.

Prospects don't buy anything from you until they get to know you, know your brand or become familiar with your product or service via referrals. Therefore, most of the budget for campaigning is spent on generating brand awareness.

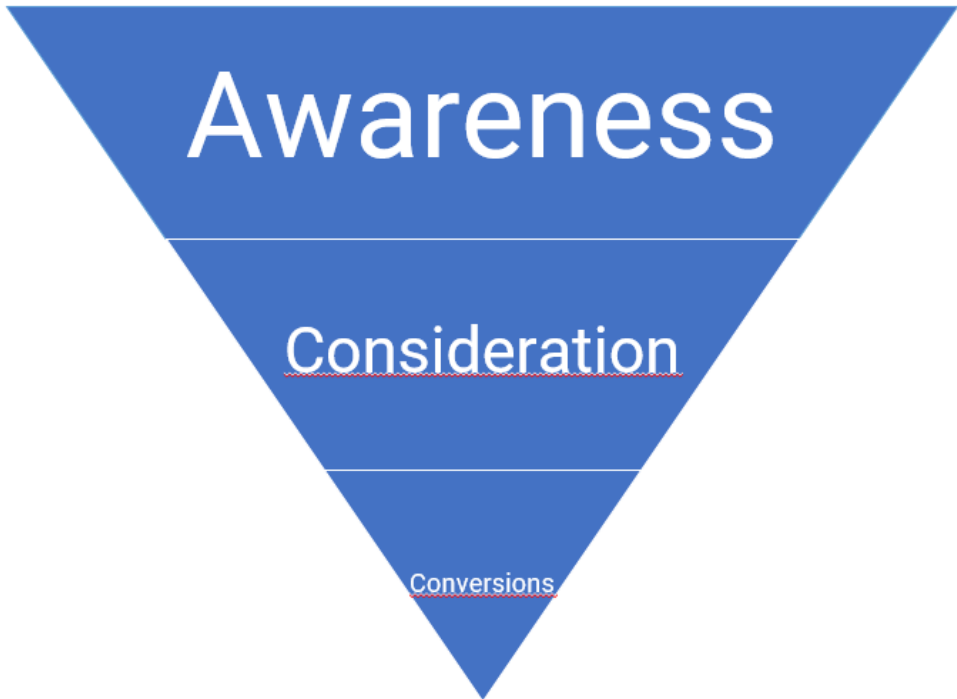


Figure 126

7.6.1 Generate awareness

At this level, focus your ad on your audience in order to increase awareness of your brand, product or service. It generally covers the majority of your audience and budget, about 60 percent. The goal is to send more people to your website to read more information about product and price. These people don't - or hardly know - your website yet. In this form of advertising, you also exclude people who have been to your website before. However, you can make good use of Audience matching - e-mail contact targeting. This means that you target your

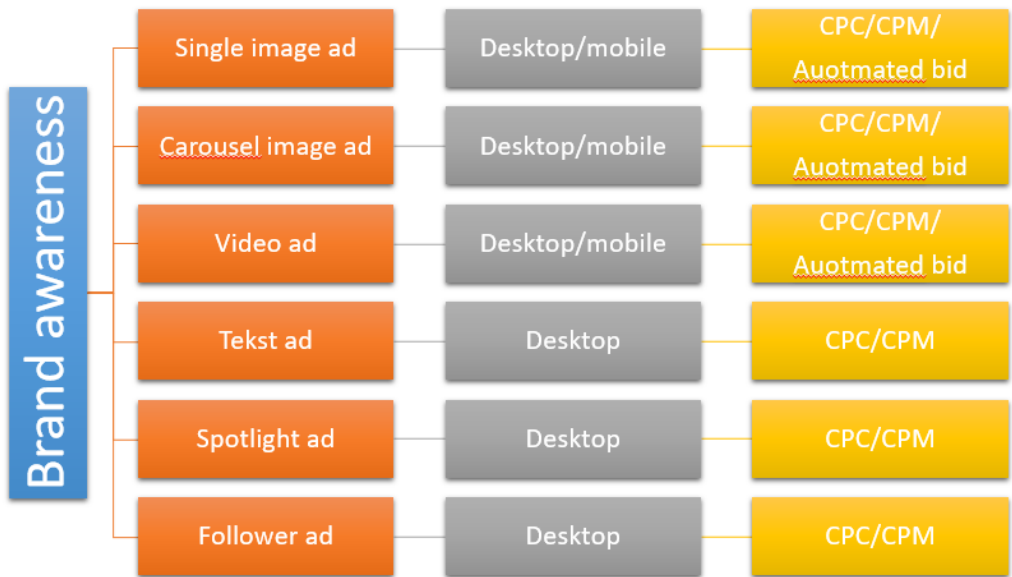


Figure 158

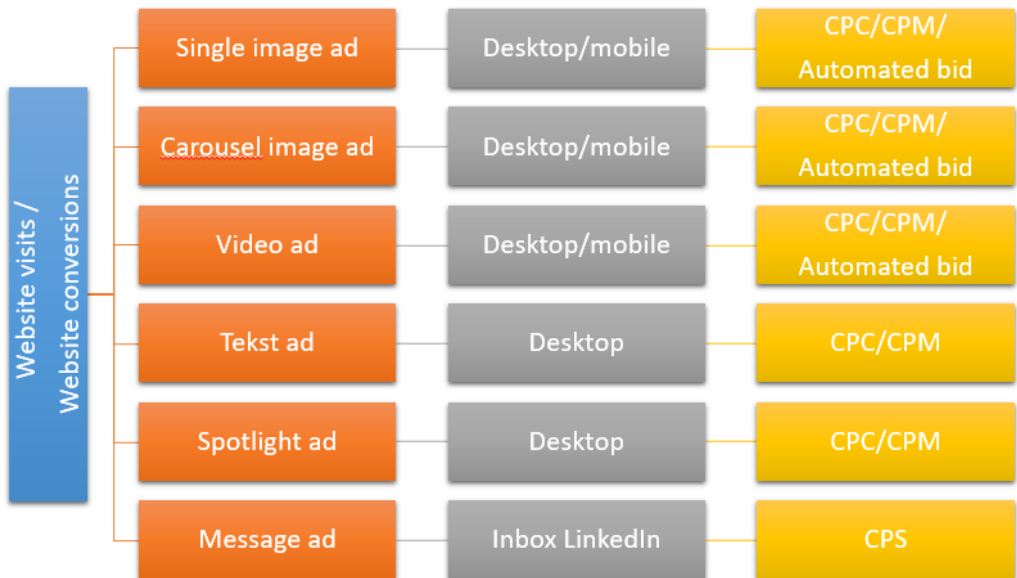


Figure 159

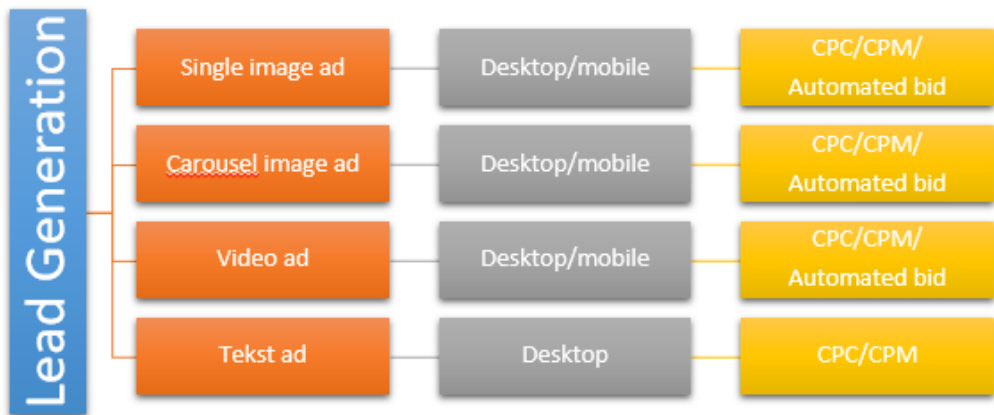


Figure 160

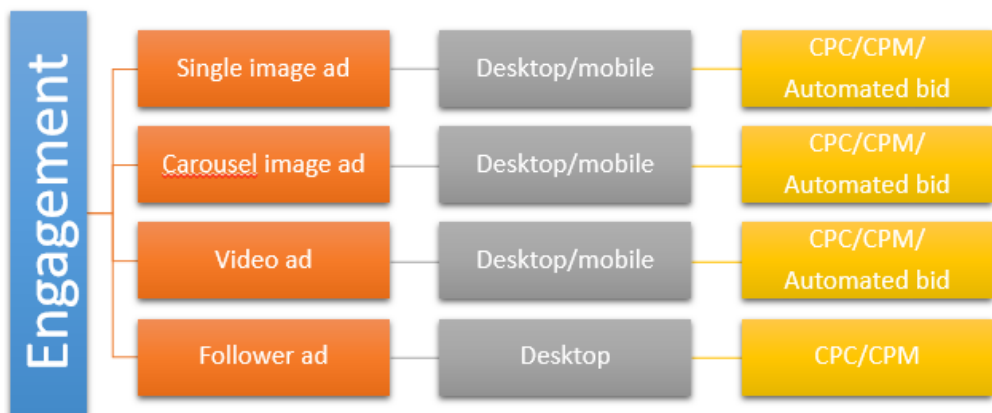


Figure 161

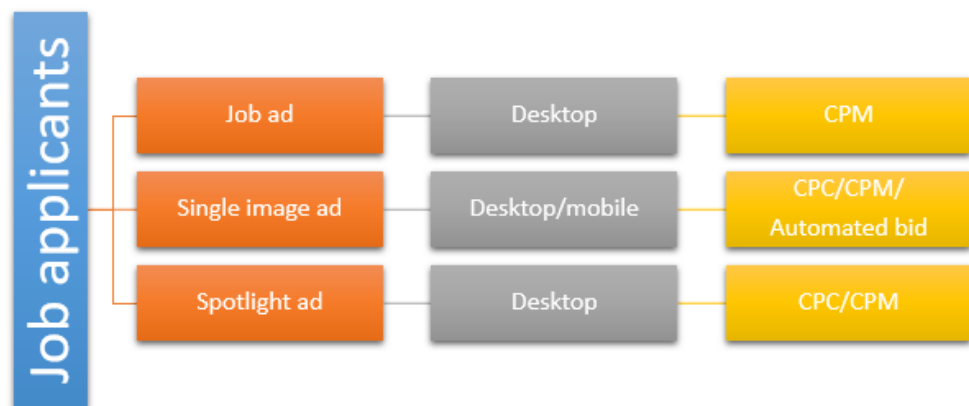


Figure 162

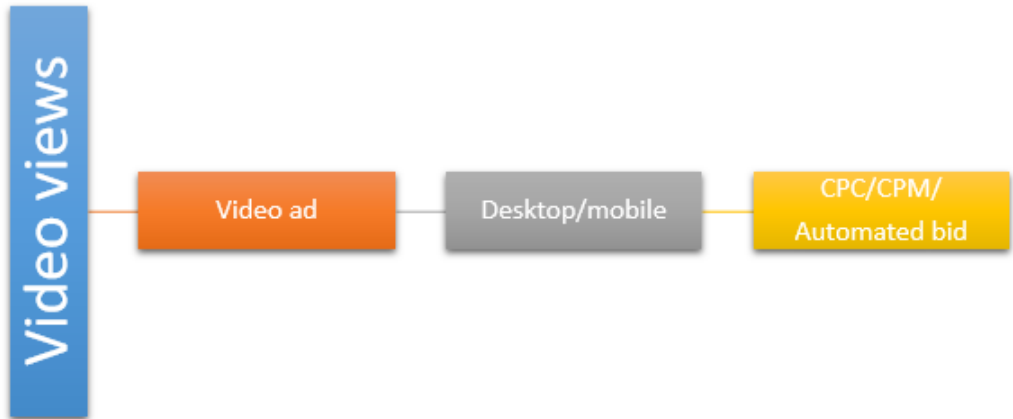


Figure 163

In the following paragraphs I will go through all forms of advertising with you and you will get to see the specifications for each option.

7.8.2 Text ad

Text ads are banners and can be found on LinkedIn at the top of the page or on the right sidebar of your homepage or LinkedIn profile page.

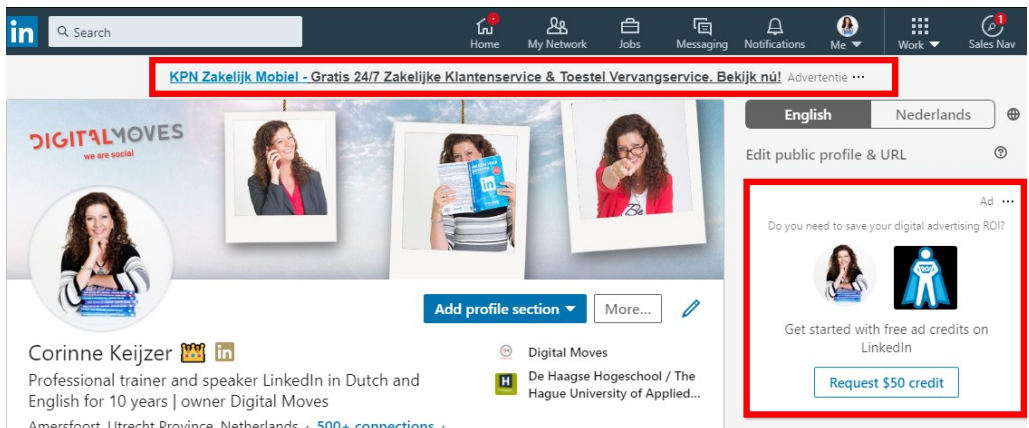


Figure 164

This form of advertising is not visible on the mobile applications and people have also become a bit blind to it in recent years. About 80 percent of click-through advertising comes from mobile users. But if you still want to use this option, here's how to do it.

7.8.2.1 Setting up a text ad

Ad format

Choose your ad format

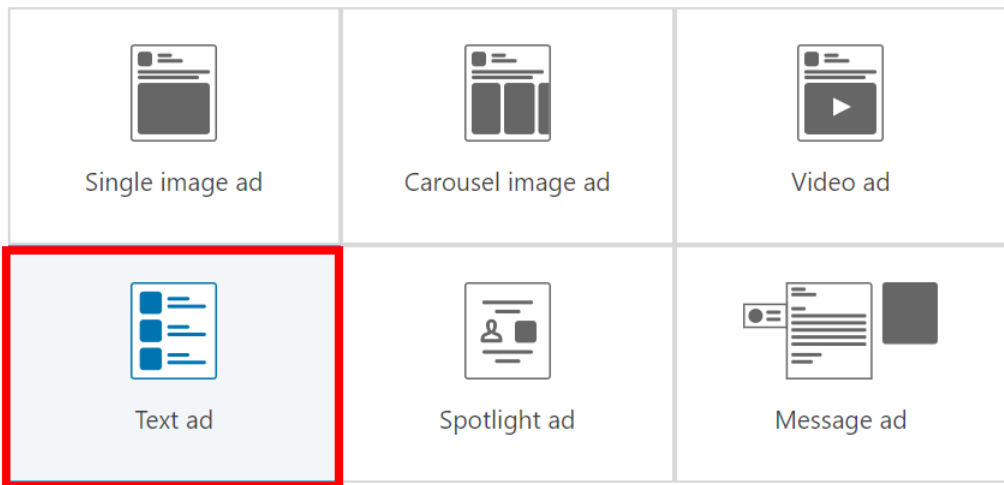


Figure 165

Once you've clicked on 'Text Ad', chosen the right language and audience, and you know what your budget and duration will be, then click on 'Save and next'. You will now be taken to the layout system of your text ad. Click on 'Create new ad'.

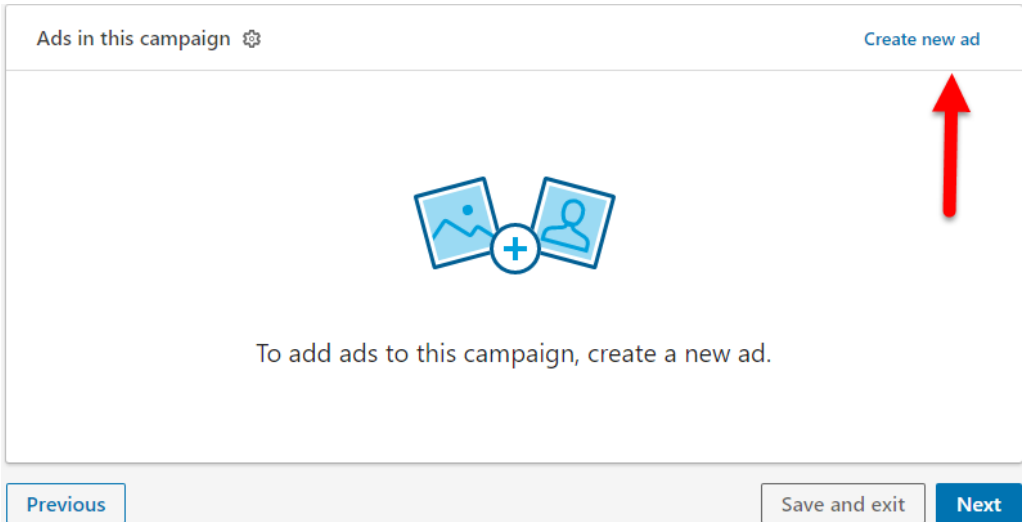


Figure 166

Now fill in all fields step by step.

Figure 167

1. Choose a good accompanying image of 100 x 100 pixels and a maximum size of 2 MB. A real face or a cartoon character works

8 Settings, performance and Campaign manager

'Campaign manager' is the management system for your campaigns and advertisements. Not only can you create campaigns, but you can also find all the data of your current and expired campaigns. These include billing data, maturities and expenditures, as well as the results of your campaigns and, for example, your saved concepts. In this chapter I will go through all the possibilities with you, and tell you exactly what you can measure for which type of advertisement.

How do you go to 'Campaign manager' from your LinkedIn profile?

In the menu bar at the top of LinkedIn, click on 'Advertise' as described in [section 7.2](#) and choose 'Create an ad'. Then choose the account name that you want to manage and view the campaigns for.

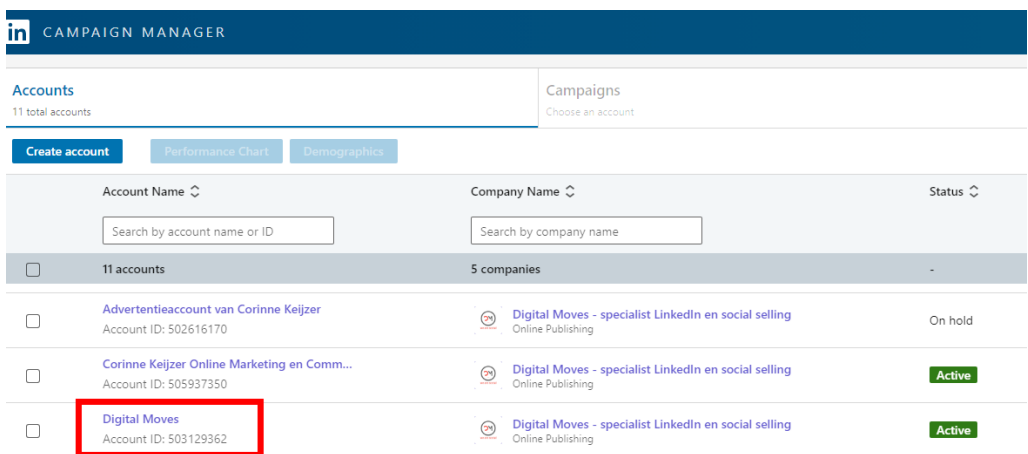


Figure 233

How do you go to 'Campaign manager' from the advertising system?

8.1.3.1 Performance

This data is important for any kind of advertising to keep an eye on, so for your sponsored updates, your text ads and message ads:

- Impressions: how many times your ad has been displayed in total in the timeline of your target audience (a 'display' means that your ad has been visible for at least 50% and a second on someone's timeline on the laptop/desktop. On a mobile application it takes 300 milliseconds).
- Clicks: the number of times that your advertisement, company name or logo has actually been clicked.
- Average CTR: the average percentage of clicks on your ad (the number of clicks divided by the number of views).
- Bid: the bid you have set for the campaign.
- Average CPM: the total amount spent per thousand views.
- Average CPC: the total amount spent per click on your advertisement.
- Conversions: for example, how many times something has been purchased, downloaded or registered (depending on the approach of your advertisement).
- Cost per conversion: the total amount spent divided by the number of conversions.
- Leads: if you have used 'Lead Gen Forms' - see [section 7.8.10](#) - you can measure how many times the lead has been used.
- Cost per lead: the total amount spent divided by the number of leads.

8.1.3.2 Engagement

This information is available for sponsored content:

9 The 'Life' page

The LinkedIn company page has another paid option than advertising: the 'Life' page. Such a separate page is useful for companies that have multiple vacancies and want to profile themselves on LinkedIn not only as a company, but also as an employer. It is a separate page that is linked to your company page and is prominently placed there, as you can see below at Microsoft.

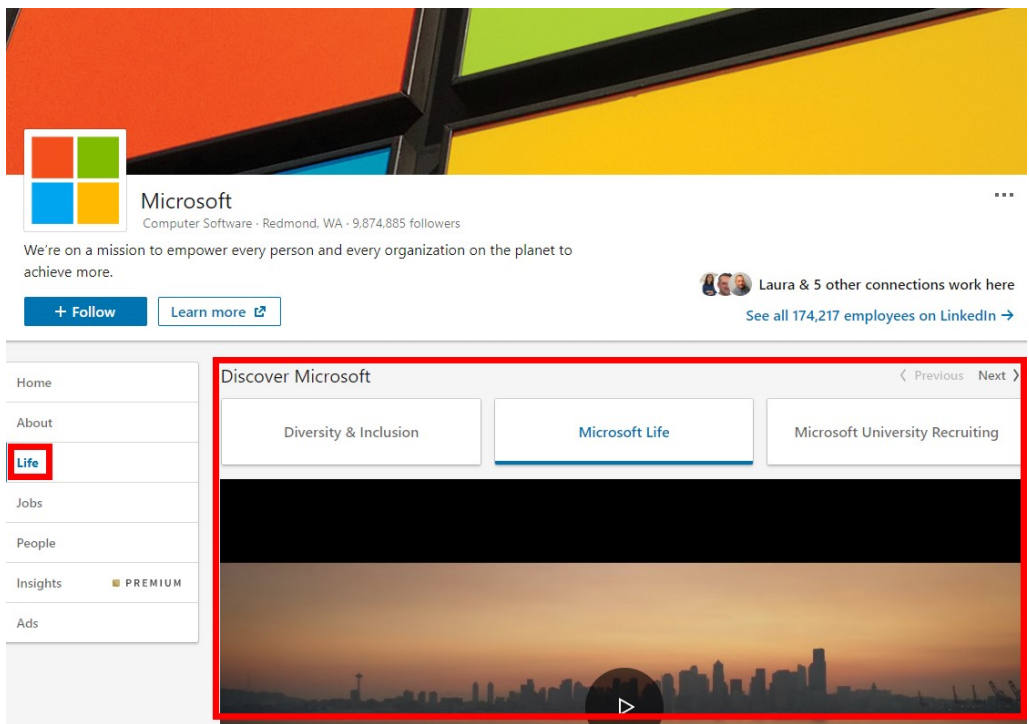


Figure 269

As a company you can tell what you are doing, what the developments are and what vacancies are available. But how much fun is it when you can also profile yourself as an employer with videos and real employees that let you have your say?

10 Posting jobs

You can link jobs to your LinkedIn company page, regardless of whether you have a LinkedIn 'Life' page or not. For the 'Life' page you need so-called Job Slots (the name for a package of jobs); you can buy these at this page. Placing separate jobs on your company page is also possible, you can buy these listings, as we'll explore in [section 10.1.1](#).

10.1 Where do you place a job?

You can easily post a job yourself from your LinkedIn company page, from the Job Slot from your 'Life' page or as a separate action. In any case, the job is automatically linked to the LinkedIn company page you entered.

10.1.1 Place a job without the 'Life' page

Click on 'Work' in the top right-hand corner of the menu bar, and then choose 'Post a job'.

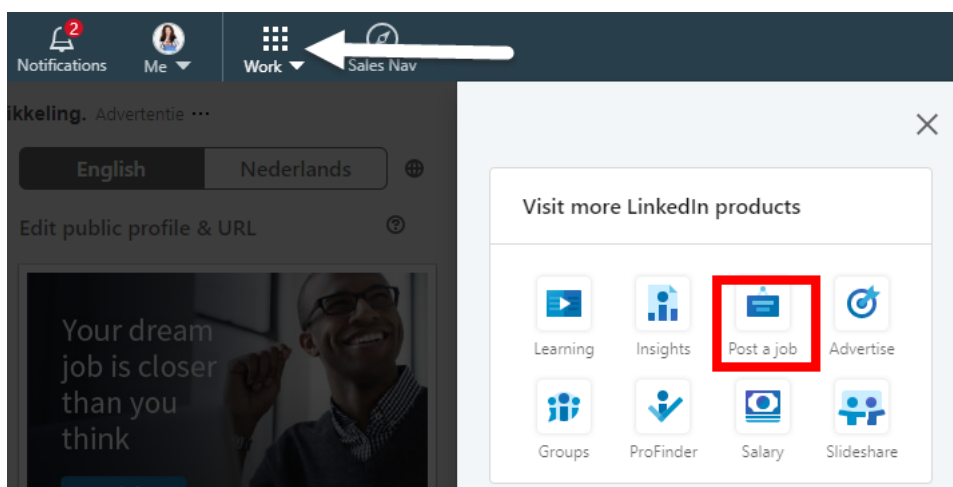


Figure 289

11 Analytics

At your company page you get free access to your analytics. From here you can get a wealth of information that tells you whether you are on the right track with your updates, whether you are reaching the right audience and whether you are attracting enough traffic to your page. There are several analytics that you can set up in different ways.

When you get to your company page, you will see some important analytics on the left side of the page. These give you a quick overview of the progress of your followers, visitors and content, but also how many people have clicked on the 'call to action' button on your page (see [section 4.3.3](#)).

You will find the more detailed 'Analytics' at the top of your company page as a separate tab. Click on the menu arrow to see the different options. You have three different analytics:

- **Visitors:** people who view your company page but do not follow it.
- **Updates:** analytics of all content you have posted.
- **Followers:** the analytics of all the people who follow your page.



Figure 301

13 Showcases and related pages

As a company, you may have several products, services, and/or brands that you would like to draw attention to—separately. A key reason for this is that the products / services have different audiences. You can then give your company page several landing pages, also called 'showcases'. This is a free extra option of LinkedIn.

13.1 Example showcases Microsoft

One of the LinkedIn company pages with a number of showcases is Microsoft. They have made a distinction between a number of products and when you get to their company page, you will see them in the block 'Affiliated pages' on the right side of the page.

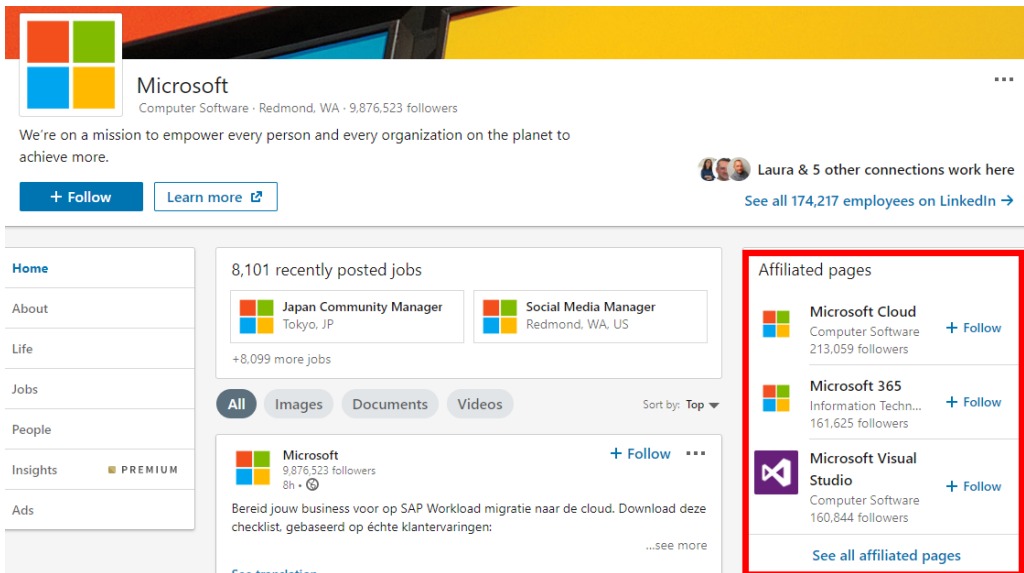


Figure 308

At first you only see three if there are more than one. You have to click on 'See all affiliated pages' to see the rest.

Afterword

Congratulations! You've made it to the end of this guide. If everything has gone according to plan, you've successfully set up your LinkedIn company page. Now you can dive in and start growing a successful online presence. Learn from your own experiences. LinkedIn, much like life, is about learning by doing.

One final note for you:

LinkedIn is constantly evolving, and over time some of the information contained in this guide may become outdated. If you've noticed this, please let me know!

Sometimes certain functions have not yet been rolled out for everyone. In that case you have to be patient until LinkedIn adjusts your profile. Alternatively, you can switch to the English version, where new functionalities are generally rolled out sooner. The advice in this book is general and may differ to your specific circumstances. I have gathered the information in this book with great care and experience, but as the author I cannot accept any liability for damage caused by possible errors and/or imperfections in this book.

I also like to hear about my readers' success stories. They shine a light on why LinkedIn is so important to the new business model, and how readers and business owners have embraced technology and made LinkedIn their own. If you'd like to be featured in future editions of this guide—which means free advertising for your business—please reach out to me with your story!

Finally, thank you for joining this LinkedIn journey with me. I wish you and your company great success on LinkedIn!

Kind Regards,
Corinne Keijzer

Founder of Digital Moves - Netherlands

P.S. Still need help setting up the company page? Want to organize a workshop or a keynote speaker session? Get in touch with me at [Digital Moves](#) and I will send you a personalized proposal.

About the author

Corinne has specialized in social media marketing and strategy in recent years. She has a particular talent for the complicated world of LinkedIn, where she has been appointed an **official ambassador** and also has regular contact with the LinkedIn designers.

With her company, Digital Moves, she works with forward-thinking entrepreneurs who each have their own expertise in the field of online media. She is regularly invited to speak to audiences on the topic of social selling with LinkedIn. She also offers her expertise in the field of labor market communication, entrepreneurship, and the digitization and stimulation of organizations. As if that didn't keep her busy enough, she also provides totally customized LinkedIn training courses to individuals, SMEs, and major corporations.

She is the author of hundreds of blog posts, articles, and several books on social media.

In 2017 she was selected by a panel of her peers to win the FOTY award for **Best Entrepreneur in Coaching & Training**.

Follow Corinne on <https://www.linkedin.com/in/corinnekeijzer/> to stay up to date with all developments, or find her on LinkedIn and invite her to connect. Don't forget to include a personal message!

