

Marketing Checklist

Products covered:

- Company Pages
- LinkedIn Groups
- LinkedIn Ads
- LinkedIn Sponsored Updates

Establish your company presence

- Getting Started
- Intermediate
- Advanced

☐ ● Create a Company Page

A Company Page is foundational to building a brand presence on LinkedIn and acts as an information hub for visitors to learn about your company. Creating a page is easy: just add your company logo, banner image, and description to get started.

☐ ● Make your page easy to find

Add your specialties, website links, and SEO terms to make it easier for people to find you when they search on LinkedIn and Google.

☐ ● Link to the rest of your web presence

Give your brand more opportunities to be found by the right people – link your Company Page to your company website, blog, and other social platforms.

Attract followers

☐ ● Engage your colleagues

Increase your Company Page's visibility on LinkedIn by encouraging fellow employees to add their current position at your company to their profile. They'll then be automatically following your Company Page.

☐ ● Contribute in LinkedIn Groups

Find relevant groups talking about your brand or industry and join them to participate in the conversation, build brand awareness, and promote your Company Page. This effort will help drive traffic and attention back to your page.

☐ ● Integrate your Company Page into company communications

Existing customers and partners will likely follow your page when prompted. Link to your Company Page in company communications to capture this audience – mention your page in your company blog or email newsletters, or link to your page in employee email signatures.

☐ ● **Add a Follow button to your website**

Make it easy for people who visit your website to follow your Company Page by embedding a "Follow" button onsite.

☐ ● **Track your follower audience**

Use the Analytics tab on your Company Page to understand how your follower community is growing over time and what kinds of people you're reaching.

Build your content stream

☐ ● **Identify and join LinkedIn Groups**

Find relevant groups talking about your brand or industry and join them to better understand customer needs and industry trends. Apply these insights to Company Updates to engage your followers with relevant content.

☐ ● **Follow channels and Influencers**

It's important to stay in the know – follow channels and Influencers to create a curated feed of industry news and insights that can inspire your own Company Updates.

Engage with followers

☐ ● **Post Company Updates**

Showcase your expertise and build relationships with followers with Company Updates. Share articles, company news, and trends and insights with customer segments.

☐ ● **Demonstrate value to followers**

Build engagement and trust with a stream of rich, insightful content. For every post promoting your company, make sure four posts focus on thought leadership or industry trends.

☐ ● **Encourage engagement with Company Updates**

Prompt colleagues and followers to take action on your post – every like, comment, and share increases your reach throughout the LinkedIn network. For example, ask a question and request viewers to 'like' if they agree.

☐ ● **Post updates frequently**

On average, companies that post 20 times per month reach at least 60% of their unique audience. Follow a regular posting schedule to develop relationships with your followers, drive brand loyalty, and bring about new opportunities.

☐ ● **Create a mix of content formats**

Rich media like photos and video is known to increase both comments and shares. Incorporate these formats – along with SlideShare presentations and links to articles – to maximize your post engagement.

☐ ● **Monitor and refine Company Updates**

Monitor your Company Update reach and engagement numbers to see what's resonating with your audience. Test days, times, topics, and formats, and adapt as you learn.

☐ ● **Leverage existing content streams**

Use successful blog posts, articles, and updates from your other social platforms to create a high-quality stream of LinkedIn Company Updates.

☐ ● **Dive into comments**

Engage with followers who comment on your updates to help build loyalty, continue the conversation, and further establish your thought leadership. People like to know that they're heard!

Extend your reach


☐ ● **Get recommended for your products and services**

Members can write reviews on your Products and Services tab. Drive followers, customers, and partners to write reviews, which will end up being promoted through their respective networks.

☐ ● **Broadcast through employee networks**

Prompt colleagues to share your Company Page updates. Not only will this increase your company's visibility to new customers and potential hires, it'll also help establish a company culture where employees are engaged with your brand and mission.

☐ ● **Sponsor your updates**

Sponsored Updates let you reach beyond your follower base and target your exact LinkedIn audience to raise brand awareness, build relationships, and drive quality leads. Sponsored Updates appear in feeds across devices (smartphone, desktop, and tablet), giving you more opportunities to reach the people that matter. 

☐ ● **Drive performance with LinkedIn Ads**

Tap into the LinkedIn network and target potential customers with LinkedIn Ads. Use criteria like function, seniority, and geography to access the ideal audience. 