



**LINKEDIN BEST
PRACTICES
FOLLOW, INTERACT,
AND BE SOCIAL**

SET GOALS FOR YOUR COMPANY PAGE

What do you want to achieve?

1. **Generate leads**

- Raise awareness of your brand/business

2. **Attract Followers**

3. **Engage customers**

- Recruit sales people



OPTIMIZE YOUR PAGE

1. Use appropriate imagery

- Use your company logo as your profile image
- Display a professional cover photo that tells your business' story

2. Use rich, descriptive language with keyword optimized at the beginning of description

- Google search previews up to the first 150 characters of your company page text
- Educate your visitors on who you are and what you do
- Explain why your company and product are valuable and use language your target audience understands

3. Share relevant content regularly

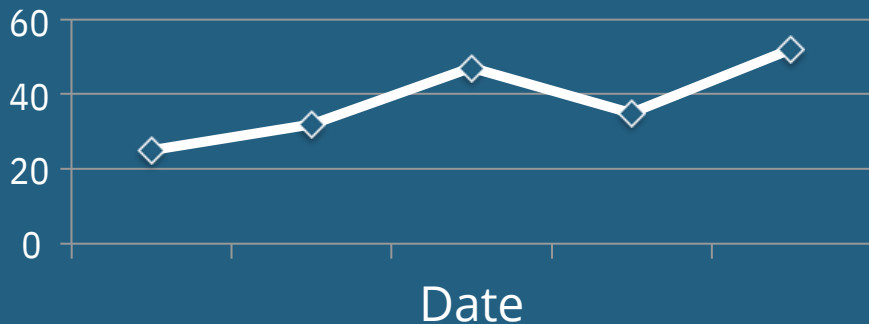
- The more frequently you share content your followers engage with, the higher your page will appear in search results
- Increase your chances of engagement by stopping users in their tracks with eye-catching imagery

GET INSIGHTS WITH COMPANY PAGE ANALYTICS

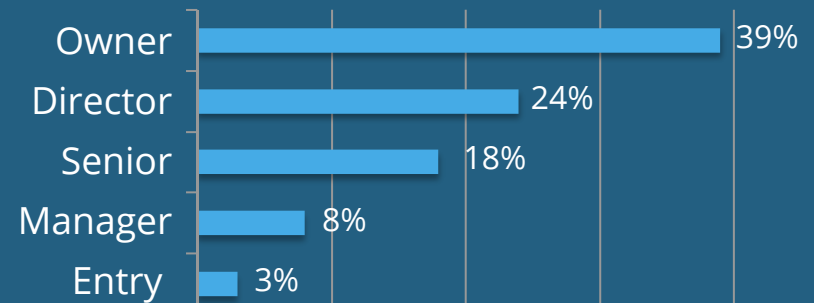
Gain insight into your page performance, see how engaging your posts are, identify trends, and understand more about your follower demographics and sources.

See individual post activity, demographics of your follows, where they come from, how you compare to your competitors, and more.

Reach



Follower demographics



LEVERAGE LINKEDIN GROUPS

1. A great way to find blocks of leads is to search for, join, and engage with LinkedIn groups. Look for groups with these three key features:

- Highly relevant: The group matches what you are seeking in a target audience
- Active: LinkedIn ranks groups according to their activity level, so all you need to do is pay attention to how active they are in the search results – select groups that are “very active”
- Medium size: Don’t get lost in huge groups where no one will notice you and don’t join a group that has too few people to matter. LinkedIn allows you to be a member of 50 groups, so choose carefully.

2. Seek to join conversations, engage with users, and answer questions users pose.

PROMOTE YOUR COMPANY PAGE

1. **Build your community of followers and drive traffic to your Company Page**

2. **Link to your company page:**

- Links to your company page are essential to help boost your ranking in search
- Link to your LinkedIn company page from your website
- Link to your LinkedIn company page from your and your employees' personal LinkedIn pages
- Link to your LinkedIn company page from other social networks
- Link to your LinkedIn company page in your email signature

3. **LinkedIn generates social media's highest lead conversion rate!**

In a study of more than 5,000 businesses, HubSpot found that traffic from LinkedIn generated the highest visitor-to-lead conversion rate at 2.74% - 277% higher than Twitter (.69%) and Facebook (.77%)

RECAP

- **Set Goals** - What do you hope to achieve?
- **Optimize Your Page** - Make sure you and your page get found.
- **Get Insights** - Find out what works, doesn't work, and who your prospects are.
- **Leverage Groups** - Find the right groups and engage with its users.
- **Promote Your Page** - Drive more traffic to your page.



Questions?

Email: help@socialowl.com

www.SocialOwl.com