

Lesson no. 5: LinkedIn Marketing

I. COMPANY PAGES

A LinkedIn Company Page gives a business a fantastic opportunity to promote its products and services, recruit top talent, and share important, interesting, and useful updates. Anyone with a company name and company email address can create a LinkedIn Company Page within minutes.

i. Write a compelling summary.

The home page on a LinkedIn Company Page includes a cover photo, company updates, links to products and services, links to careers, and more. A brief description of the company is included near the bottom of the page.

Even though the "About Us" section of your LinkedIn Company Page is way down at the bottom of your home page, that doesn't mean you shouldn't take time to write a great description of your business. If someone makes the effort to scroll down and find your description, they've already demonstrated that they're interested in your business. Don't disappoint them by not providing the information they want. Furthermore, be sure to use keywords, so people can find your LinkedIn Company Page through relevant searches.

ii. Add products and services.

Your LinkedIn Company Page includes a Products and Services tab where you can share images of your products, descriptions, links to purchase them, and more. This is the “sales” section of your LinkedIn Company Page, so go ahead and try to sell the benefits of your products and services.

iii. Make sure your most important product is listed first.

The first product or service listed on your Products and Services page is also displayed as featured content in sidebar of your home page. That means more people will see it. With that in mind, make sure the first product on your Products and Services page is the one that you want to promote on your home page.

Capture attention with a fantastic cover image.

The cover photo appears at the top of the home page of your LinkedIn Company Page. Choose a cover photo that is visually dynamic, capture’s people’s attention, and lures them in to take a closer look at your Page content. Don’t forget that your company summary is hidden at the bottom of your home page, so it’s a good idea to include a message in your cover image that describes what your company does in a few words.

iv. Add career information.

Currently, you have to pay to be able to add the Careers page to your LinkedIn Company Page, but LinkedIn is a great place for recruiting talented employees and getting wider exposure across professional audiences. If you decide to use LinkedIn as a recruiting tool, be sure to add the Careers page to your Company Page or you're missing a big opportunity.

v. Ask your employees to connect with your page.

Ask your employees who have LinkedIn Profiles to identify within those profiles that they work for your company. Once they take this step, they'll appear as employees on your Company Page where visitors can learn more about them and connect with them.

vi. Ask for product and service reviews.

One of the most powerful parts of LinkedIn Company Pages can be found in the Products and Services page where LinkedIn members can publish reviews of your products and services. These reviews are written testimonials. You can feature them on your LinkedIn Company Page, share them on your website, and so on to extend their reach even further. Don't expect people to write reviews. Instead, ask them to do so.

vii. *Publish some company updates to make your Page look useful.*

Start creating useful, meaningful, interesting, or entertaining content that your target audience wants to read and see. A Page without content is one that no one will follow.

viii. *Promote your LinkedIn Company Page.*

Use the LinkedIn Company Follow button to make it easy for people on your website or blog to follow your company on LinkedIn with a single mouse click.

ix. *Use featured updates to highlight important content.*

You can set any update that you publish on your LinkedIn Company page as featured, so it is highlighted at the top of the home page of your LinkedIn Company Page. For example, if you want to promote an event, hype a sale, or draw attention to a specific promotion or piece of content, make it a featured update so more people see it.

x. *Use targeted updates to promote more effectively.*

Use the LinkedIn Company Page targeted updates feature to make certain updates visible only to segments of your follower audience. You can target by employee or non-employee, company size, industry, function, seniority, or geography.

Most importantly, keep the content on your LinkedIn Company Page fresh, useful, meaningful, and interesting to your audience and actively engage with your followers or your Page will have no chance at success.

II. DISPLAY VS TEXT

There are two primary categories of type: text and display. In general, text type is designed to be legible and readable at small sizes. This usually implies fairly clean, consistent, uncomplicated design features; more open spacing than a display face; and thin strokes that hold up at smaller sizes. Display type, on the other hand, can forgo the extreme legibility and readability needed for long blocks of text at small sizes for a stronger personality, elaborate and more expressive shapes, and a more stylish look.

Sometimes they're interchangeable, but not always. Typefaces look different depending on the size at which you view them. Spacing, proportions, and design details change optically. A text face used at large sizes can sometimes look clunky, heavy, and unattractive, and the spacing looks too open. On the other hand, display designs used at small sizes can have design features that break up, disappear, or fill in when viewed small; become less readable; and look too tight.

To avoid unwanted surprises when choosing a typeface, always try to see how it looks at the size(s) you plan on using. It's very difficult to visualize what 14-point text will look like from a 60-point showing, and vice versa. In addition, pay close attention to the spacing, and be prepared to open or close the spacing (tracking) as necessary.

| DISPLAY | TEXT |
|------------------------|----------------|
| ITC Aftershock | Gill Sans |
| Celestia Inline | Optima |
| ITC Black Tulip | Minion |
| Zette Fraktur | ITC Stone Sans |
| ITC RENNIE MACKINTOSH | ITC Legacy |
| Arriba | Syntax |
| | Laurentian |
| | ITC Garamond |
| | ITC Century |