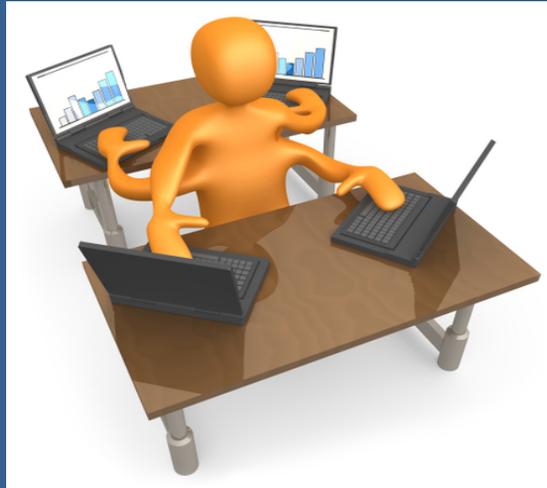


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A Step-by-Step Guide  
to Using

**Linked**



For Business

By Gerard Boucher, Inbound Marketing Expert

*“More than 2 million companies have a LinkedIn Company Page.”*

***LinkedIn is THE social networking site for business. Other social networks come and go, but LinkedIn is here to stay. It's time for you to leverage the power of LinkedIn for you and your business.***

***Numbers don't lie. Here's some facts about LinkedIn and its users:***

- Over 175 million members in over 200 countries and territories.
- All Fortune 500 companies have professionals on LinkedIn.
- 85 of the Fortune 100 companies use LinkedIn for professional recruiting and hiring needs.
- More than 2 million companies have a LinkedIn Company Page.
- More than 75,000 developers connected sites to LinkedIn annually during 2012.
- Millions of LinkedIn members use the Share button on their sites.
- Over a million LinkedIn Groups are actively sharing content.

*“Rise above your fellow professionals by achieving 100% profile completeness.”*

## ***Getting Started on LinkedIn***

***Start by creating your LinkedIn profile. Then it's time to build your profile – the right way.***

Many professionals sign-up, create a LinkedIn profile and sit back and wait for their next job offer or recommendation to sweep right on in.

One problem: these professionals usually only complete up to 50% of their LinkedIn profile. Why? They haven't filled out all the potential fields of information that are available within your LinkedIn profile.

Rise above your fellow professionals by completing all potential fields and achieving 100% profile completeness. (LinkedIn lets you know how complete your profile is as you edit it.)

**Now, you're ready to become a better professional and build your company's presence on LinkedIn!**

*“Make the first move. Write some recommendations for your co-workers and clients first. They’ll return the favor.”*

## **Get Recommendations**

***So, your LinkedIn profile is 100% complete. Now it’s time to get your fellow professionals to recommend you.***

There’s no better way to tell the world you are a good professional than by your co-workers, clients, and peers spreading the good word about you themselves.

Meet LinkedIn Recommendations. Every LinkedIn member can recommend other members – or vice versa – right from members’ profile pages.

Make the first move. Write some recommendations for your co-workers and clients first. They’ll return the favor.

**Try and aim for approximately 10-20 recommendations over the next few months. Each new recommendation goes a long way in improving your online professional reputation.**

*“No one likes doing business with Mr. No Face.”*

## ***Use a Profile Picture***

***People are more comfortable doing business with, and trusting those, who they can relate to. Profile pictures help put faces to names.***

Please, please, please – upload a profile picture to your LinkedIn profile! We cannot stress this enough. We’ve seen too many instances where people failed to do so – and didn’t see much of a boost from LinkedIn.

No one likes doing business with Mr. No Face. Adding a profile picture to your LinkedIn profile allows others to see you as human. It helps them relate to you better.

**Keep your profile picture simple and professional. This should go without saying. In business, simple is better.**

*“A Company Page is your company’s identity on LinkedIn.”*

## **Create a LinkedIn Company Page**

***A Company Page is your company’s identity on LinkedIn. Think of it as a Facebook Fan Page – only for a more professional audience.***

### **1. Set-up your Company Page**

You can get started by going to the LinkedIn “Companies” tab and selecting “Add a Company” in the upper right corner of the page.

### **2. Complete all fields on your Company Page**

Be sure to fill out a company description, history, overview of products/services. Describe those products/services in greater detail within their own Products/Services tabs.

### **3. Always include images**

Visuals help boost your brand and portray consistency across platforms. Include your logo, and images of products/services.

**A complete LinkedIn Company Page is essential when building your professional reputation using LinkedIn. Avoid cutting corners here.**

*“Review your past client interactions and have particular clients recommend you for products/services they REALLY liked.”*

## **Recommendations: Part Two**

***Encouraging your customers and team to make recommendations for your products/services is just as important as it was for your personal profile.***

On your LinkedIn Company Page, there is no single button for which customers can recommend your business as a whole.

Instead, your customers can navigate to each of the individual Products/Services under the Products/Services tab and recommend each one individually.

Here’s a strategy for you: review your past client interactions and have particular clients recommend you for those products/services in which they seemed REALLY passionate about.

**Your customers will be fired up and ready to recommend you to many others. Remind them that by recommending your work on LinkedIn, they are recommending you to millions!**

*“Don’t be discouraged by ‘poor analytics.’  
A steady flow of visitors doesn’t come  
easily – or quickly.”*

## **Get Measurable Results**

***Is your LinkedIn for Business strategy working for your business?  
Does it need tweaking? You don’t have to keep guessing. LinkedIn  
Page Analytics crunches the numbers for you.***

You can measure the success of your LinkedIn Company Page using built-in page analytics.

As the Company Page administrator, you can see Page statistics including unique visitors, page views, number of Page followers, clicks to Products/Services tab, and demographics – among others.

Always remember: don’t be discouraged by “poor analytics.” A steady flow of visitors doesn’t come easily – or quickly. Expect to wait a few weeks before customers start noticing your Company Page.

**Of course, you can always get the word out about your Company Page faster by sending a message to all of your customers!**

*“Status updates are highly-effective marketing tools, but only when they are engaging and worthwhile.”*

## **Post Status Updates**

***Similar to how your Facebook Page for Business works, you can post status updates on your LinkedIn Company Page. These updates appear on professionals’ LinkedIn Updates Feed on their homepage.***

Recently, LinkedIn began to allow Company Page administrators to target status updates based on title, company industry and/or size. That’s a big step forward for marketers. Take advantage of it.

Remember, as always, be engaging and show emotion within your status updates. Do not sound or appear too “robotic.”

Provide your followers with status updates they can relate to – and find immense value in.

Quick tip: you can also share engaging and interesting articles or other content you’ve discovered online with your followers.

**Status updates are highly-effective marketing tools, but only when they are engaging and worthwhile. Do not bore your audience.**

*“Your employees and team are your biggest advocates. Require & encourage employees to show their team spirit.”*

## ***Make It Easy to Share Your Page***

***Everyone should be able and encouraged to share your LinkedIn Company Page. Your Customers, Peers, and Employees are your biggest advocates. Take advantage of that reality.***

Make sharing accessible. Add a social “LinkedIn Share” button on your site and its content, much like a Google +1 or Facebook Like button.

Build your number of subscribers significantly, by adding a LinkedIn Follow Company button to your site.

Promote your LinkedIn Company page across different social media and web platforms – encourage people to visit LinkedIn.

Some advice: Your Employees and team are your biggest advocates. Require and encourage all employees to show their team spirit.

**Before you know it, your customers, peers, and employees will all contribute to your marketing strategy – and you’ll see the results.**

*“Create a poll within a LinkedIn Group to receive quality feedback on a certain issue or proposal.”*

## ***Leverage the Power of LinkedIn Groups***

***LinkedIn Groups are an excellent way to showcase your business and professional experience and knowledge. Participate in them.***

You are a thought leader. Now, tell other professionals – and the world. Set up a LinkedIn Group for thought leaders, including yourself, to discuss and debate issues within your industry.

Remember: groups must be kept active to remain effective. And you must promote them to gain a following. A dead group is no group.

Moderate your groups. Discussions can get off-topic or out-of-hand very quickly. Be ready to moderate discussions within groups.

Here’s an idea: Create a poll within a LinkedIn Group to receive quality feedback on a certain issue or proposal.

**LinkedIn Groups are awesome and effective because they allow you to display your greatest strengths. But they must be done right.**

*Boucher + Co. offers LinkedIn training for individuals and groups. Call us today at 917.225.8320 or [email us](#).*

## ***Want to become a LinkedIn EXPERT? Boucher + Co. can help!***

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Training starts at only \$75 for one hour. Group training sessions are also available, starting at \$350/hour for groups of 3-8, and \$550/hour for groups of 8 or more.

For more information, please call us at 917.225.8320 or email us at [info@boucherco.com](mailto:info@boucherco.com).

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