

A person's hands are visible, holding a white rectangular sign high above their head. The sign has the words "Your company" written in a black, casual, handwritten font. The word "Your" is underlined. The background is a blurred crowd of people under a bright blue sky with scattered white clouds.

Your company

**LinkedIn**®

[www.linkedin.com/companies](http://www.linkedin.com/companies)

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**LinkedIn**® Company Pages

# Your company and the world's largest audience of professionals

Over 100 million professionals are following more than 1.9 million companies on LinkedIn. Who are these followers? They are job seekers, employees, potential customers, purchasing managers, current clients, or interested observers. They follow companies to stay in the loop on new developments, compare products and services, track potential business

opportunities and keep an eye out for job openings. Members are notified of such developments via network updates or emails.

When members want to know more about your company, they look to your Company Page on LinkedIn.



## What's your Company Page?

It's your company's profile of record on LinkedIn and a powerful way to reach millions of professionals through word-of-mouth recommendations and trusted testimonials.

It's an opportunity to reveal the human side of your company. Provide a peek at the individuals behind the brand, and highlight how members use your products in their daily lives to solve real problems. In short, your Company Page offers tools for you to bring your brand to life.

## It's the central hub for your brand.

Through your Company Page, you can manage all facets of your brand: your company brand, your employment brand and your product brand.

## It's your engagement tool.

Bring your brand to life by showcasing your glowing recommendations, your standout products, your best employees, and by directly messaging your followers.

## It's how you grow your business virally – through word of mouth.

Let your employees and customers become brand ambassadors and spread the word about your company through network-aware testimonials and recommendations.

## It's a rich source of analytics.

Gain insights into your followers and measure how their recommendations spread virally on LinkedIn.

# Why create a Company Page?

Create your Company Page as your company's interface to millions of professionals on LinkedIn. LinkedIn members want to find out more about your company, hear of job openings, discover what your company culture is like, and get recommendations from their network on products that may be best suited to their needs.



What is this company really like?

Who has recommended their products and why?

Should I work for them?

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## Make your presence felt

Your Company Page provides you with an anchor on LinkedIn – the place to go whenever any member wants to learn more about your company, your culture, your products and services. Depending on what LinkedIn members are looking for, you can ensure your company puts its best foot forward and provides the most relevant and tailored messaging.

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## Grow and engage your followers

Your company already has a following of committed, interested and engaged members. Your Company Page provides a wealth of tools for increasing engagement among your followers via status updates, breaking news, blog posts, Twitter updates, YouTube videos, special offers and more.

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## Benefit from the buzz about your products

Nothing beats word-of-mouth recommendations for generating new business. And when it comes to making buying decisions, recommendations from friends, peers and colleagues hold far more weight than the marketing messages on your corporate website, or a testimonial from a stranger. Each time a LinkedIn member endorses your products or services, their recommendation becomes visible to all of their connections and could spread virally. When you promote and curate these recommendations, you have a showcase of the most credible, authentic endorsements of your products.

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## Promote your employment brand

Savvy job seekers, especially passive seekers, turn to LinkedIn for professional insights. The Careers Tab will be one of the first places they look to before responding to a recruiter or researching a potential job opportunity. By investing in a premium LinkedIn Careers Page, you can shape their understanding of your employment brand through video, images and customizable content modules. Your page will automatically highlight your most relevant jobs based on each viewer's professional background.

# What kind of content is on your Company Page?

When you set up your Company Page, you have an active role in deciding what content to highlight, what information to include, and how you speak to specific segments of members visiting your page. Your Company Page is viewer-aware, which means you can display different products and jobs to an IT manager in Pharma than you do to a Media sales professional.

Your Company Page is also network-aware, which means members can see who in their network works at your company and who in their network recommends your products.

Your Company Page is made up of 4 tabs: Overview, Careers, Products & Services and Analytics.



## Overview

The reception area of your Company Page – the Overview Tab provides a friendly introduction to your brand. When a member visits this tab, they see everyone in their network who works at your company, your company’s blog posts and Twitter feeds.

## Careers

This section provides you with a unique opportunity to interact with millions of passive and active job seekers on LinkedIn. Investing in a Silver or Gold Careers Page allows you to feature additional content about your employment brand and your company’s culture, showcase your best employees, and tailor your messaging and job postings to target audiences.

## Products & Services

Here’s your chance to catch the eye of prospective customers by highlighting products or services that are relevant to your target audience. When a member visits this page, they see how many of their network connections recommend your product or service as well as their recommendations.

## Analytics

This tab is visible only to you, as an administrator of your Company Page. Use information to understand the composition of your base of followers – who they are, what they do and what products, services or jobs interest them.

# Overview Tab

## Introducing your company to professionals

The Overview Tab of your Company Page provides visiting members with a rich, network-aware snapshot of your company and provides you with an opportunity to make a direct connection.

With company status updates, you can send messages and links directly to your followers. They will appear on your Overview Tab and in member's network update stream. Your messages will spread virally to grow your following and member engagement.

Members will be able to:

- Follow your company to stay in the loop on key developments, including job openings and other updates.
- Read through a high-level overview of your company.
- See who in their network is employed by your company.
- Access the latest news about your company through your blog posts and Twitter feeds.
- Visit the "Employee Statistics" section to get an analytical perspective on your employees. For example, they can see what percentage of your company's employees are in engineering, sales or marketing. Or how your company's employee base has grown over time, as reflected by your employees' LinkedIn profiles.
- Get a quick summary of other key company data that you choose to provide.



# Products & Services Tab

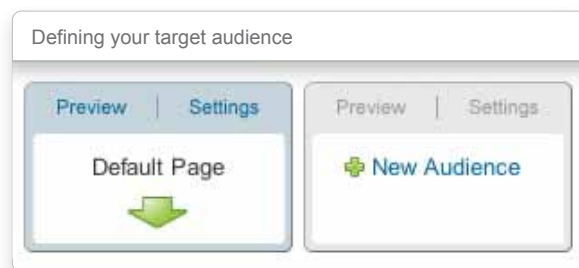
## Building your showcase of recommendations

Your Products & Services Tab is the voice of your Product (or Services) Brand. You can use this tab to showcase your best products and services to highly targeted audiences, curate and spotlight product recommendations and engage with prospective and current customers.

### Listing all products and services

You can create a directory-style listing that includes all your product and service offerings. Each product or service can also include: descriptions, features, images, display banners, videos, and special offers.





## Tip

LinkedIn Advanced People Search [www.linkedin.com/search](http://www.linkedin.com/search) can help you identify the right industries to target.

## Describing each product or service

Describe your product in detail, while making sure its unique value proposition stands out. Make sure you capture all of your product's salient features, provide imagery as a visual aid and use video clips for interactivity. You are also encouraged to create special offers unique to members following you on LinkedIn. And don't forget to provide contact details of the people behind the product – such as your product manager(s) or sales people that can help a customer make the right connection.

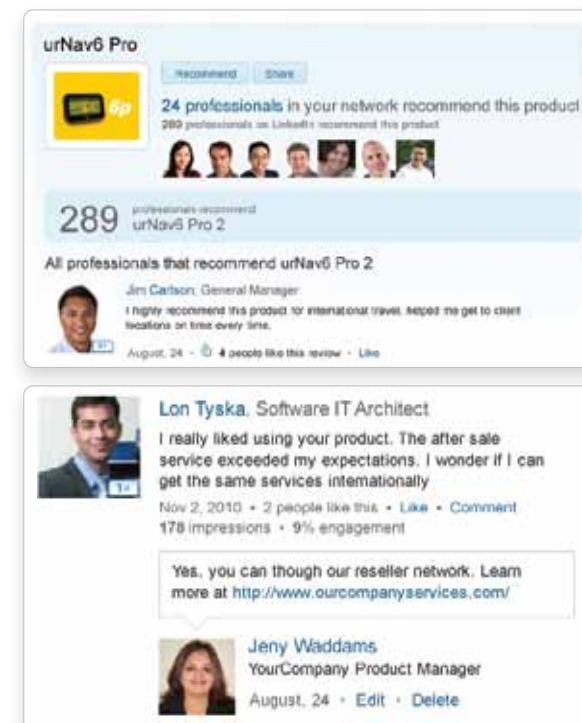
## Personalizing content for your target audiences

Customize the Products & Services Tab to display content personalized to your target audience's priorities and interests. That way, you aren't showing the same products to Finance professionals as you are to Pharma industry execs.

You can define up to 30 distinct audience segments for different versions of this tab, based on a variety of attributes such as: industry, job function, seniority, geography and company size.

## Featuring products and services

Have your most relevant products under the spotlight and tailor your offerings based on audience segments. Select products from your master "directory" list that you believe will resonate the most with a given audience. Since you can define up to 30 audience segments, each segment can have its own set of up to 5 products or services. And for any given audience segment, you can enhance the appeal of your offerings with up to 3 display banners and a custom video.



## Learn More

Visit [marketing.linkedin.com/companypages](http://marketing.linkedin.com/companypages) to download the guide to setting up your Products & Services Tab

## Showcasing recommendations of your products and services

Recommendations from fellow professionals impact product and service purchase decisions in a big way. When LinkedIn members visit your Products & Services Tab, they see how many and which of their professional connections recommend your products and services.

Recommendations that you receive spread virally:

- When a member recommends your product, their network connections are notified.
- The recommendation becomes part of the member's stream and is reflected on the member's profile page.
- The recommendation lives on your product page and will be discovered when any of the member's connections visit the page.

We display impressions and engagement rates for each recommendation so you can measure its impact. You can also control which recommendations are visible and respond to members' comments.

## Tips for getting great recommendations

The more people who recommend your products and services, the more likely it is that word-of-mouth buzz about your product will spread. Here are some suggestions for getting high-quality endorsements:

- Ask your best customers via LinkedIn's "Request Recommendations" module. You can invite members to recommend your products and services directly from the Products & Services Tab on your Company Page, using the "Request Recommendations" button.
- Seek recommendations as part of all of your customer communications.

# Careers Tab

## Giving voice to your employment brand

With a Premium Careers Page, you can showcase your best talent, promote job opportunities, provide insights into your company culture and hiring practices as well as interact with both active and passive job seekers.

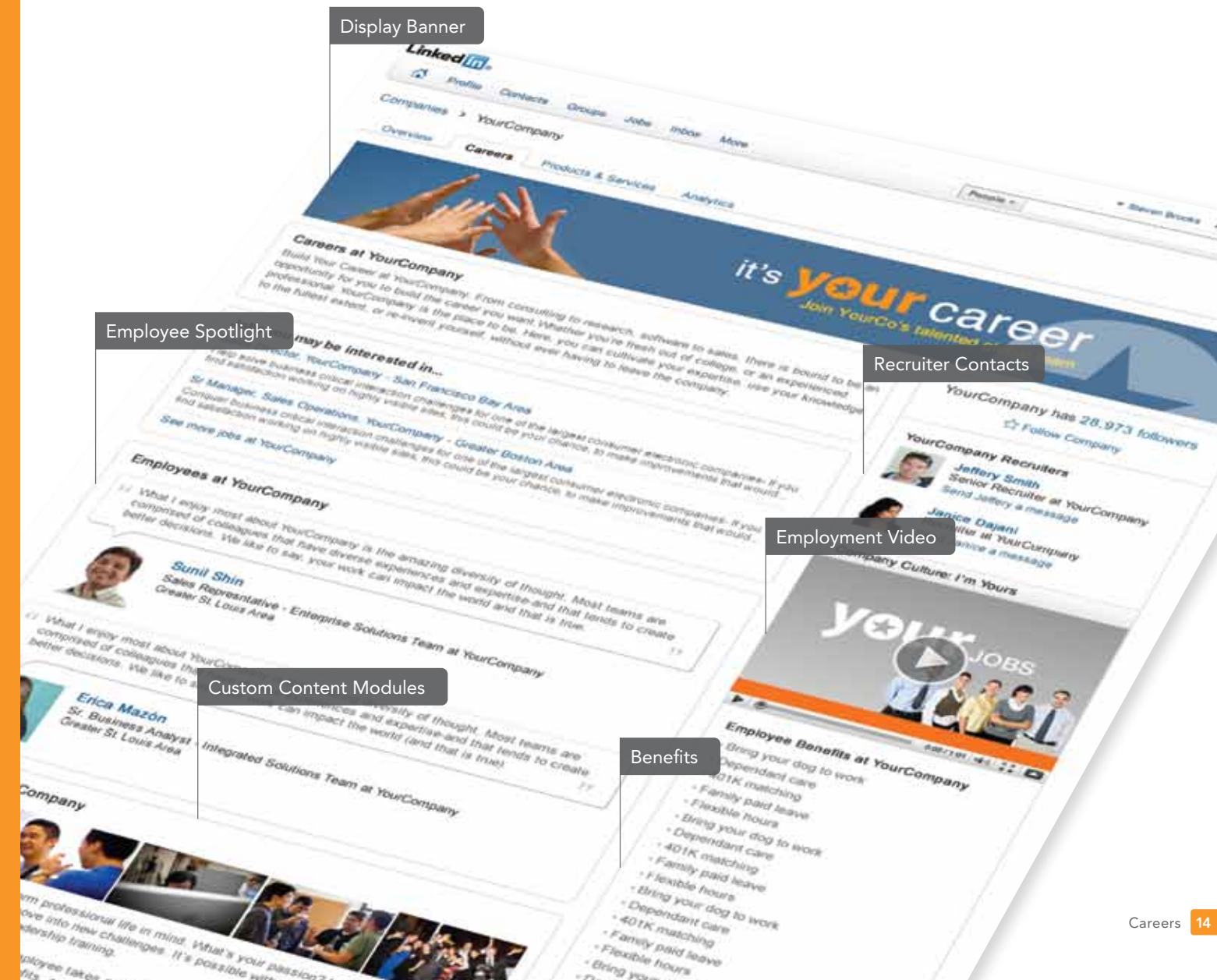
If you have posted any jobs on LinkedIn, they'll automatically appear in this section. If you have a Premium Careers Page, your jobs will be targeted to the individual member viewing the page.

### Customizing Content

Your Careers Page is highly customizable and offers a range of content options to bring your employment brand to life. You can tailor your content to target members based on Industry, Job Function, Seniority and Geography so your message to an engineer in San Francisco is different from your message to a sales professional in London.

You can also choose from a selection of content modules to feature the content that is important to job seekers and employees. Use these customized modules to:

- Tell your corporate story
- Describe company culture, mission and values
- Outline potential career paths
- List awards, statistics or milestones
- Provide detailed information on locations
- Give details on teams, projects or corporate philanthropy



# Analytics Tab

## Gaining insights about your following

Your Company Page comes with an Analytics Tab visible only to administrators of your Company Page. You learn who is visiting your company page, which areas of your page interest them, and how this data compares against similar companies.

Easy-to-read graphs dynamically populate with monthly data about the traffic to your Company Page and interactions with its content. You can also learn which industries, functions and companies make up your group of followers.



# Discovery of your Company Page

## Member discovery of your Company Page, Careers Tab and Products & Services Tab

There are plenty of ways for members to organically discover your Company Page, your Careers Tab or your Products & Services Tab while they're doing research or searching on LinkedIn.

A screenshot of the LinkedIn search filters for companies. It includes fields for 'Company Name or Keyword', 'Location' (set to 'Anywhere'), and 'Industry' (set to 'Choose industry...'). Below these are options to 'Limit Search to' (All Companies selected, Only 1st and 2nd Degree), 'Company Size' (checkboxes for 1-10, 11-50, 51-200, 201-500, 501-1000, 1001-5000, 5001-10,000, 10,000+), and 'Hiring' (checkbox for 'Only companies with jobs posted on LinkedIn'). At the bottom are buttons for 'Search Companies' and 'Browse Industries'.

## Organic discovery of your Company Page

Your Company Page will always appear when a member types your company's name into LinkedIn's search box on their home page or on the Companies home page.

Members may discover your Company Page when they:

- View the LinkedIn profile of one of your employees (Hovering your cursor over a company name brings up a mini-company profile, which links to your Company Page).
- Receive a notification when your products or services are recommended by one of their connections.
- See an open position from your company via a job search, under "Jobs You May Be Interested In" on their home page or through jobs suggested by their contacts.
- See your company under "Companies You May Be Interested in Following" – a recommendation module for members from LinkedIn.
- Follow your company and then receive network updates.

## Increasing awareness of your Company Page

You can grow your company followers, multiply the number of visitors and increase your recommendations on your Company Page by taking some simple steps:

- Embed a "Follow us on LinkedIn" button on your company website, careers page or product pages.
- Invite candidates in your hiring pipeline to visit your Company Page (or Careers Tab) for more information.
- Add your Company Page URL (<http://www.linkedin.com/companies/yourcompanyname>) to your outbound emails or recruitment and product communications.
- Include a mention of your Company Page in your customer newsletters.
- Promote your Company Page via an email campaign or through advertising. Contact us at [marketing.linkedin.com](mailto:marketing@linkedin.com) today to get started.