

A VISUAL GUIDE TO

CREATING THE PERFECT LINKEDIN COMPANY PAGE

|NDIGIMAR

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INTRODUCTION

Your LinkedIn Company Page is an online beacon for both prospective customers and prospective employees. As such, it is a truly unique space on the web, one that blurs the lines between knowledge-sharing platform and relationship-building tool.

To help you make the most of your LinkedIn Company Page, we've put together this visual guide, which features several "Pro Tips" that LinkedIn has contributed, along with some visual examples we've gathered from top-performing Company Pages.

So, flip on through and find some inspiration. And if you'd like a text-only version of LinkedIn's tips, refer to the checklist that came with your download. Thanks!

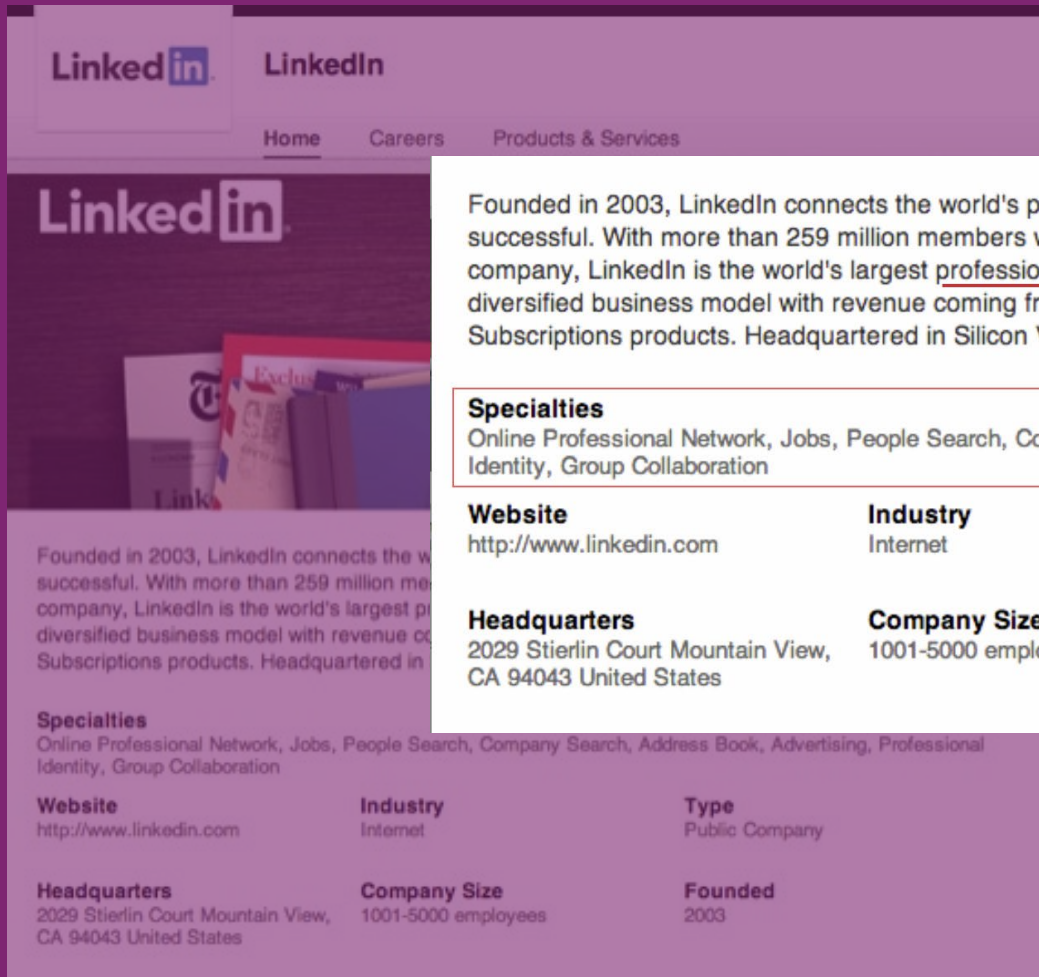


www.InDigiMar.com
757-809-3959

1 Company Overview

“Make it easy for the right people to find your Company Page by adding SEO terms in the description and ‘Specialties’ sections.” -- **LinkedIn**

PRO TIP



The screenshot shows the LinkedIn Company Page for LinkedIn. The header includes the LinkedIn logo and navigation links: Home, Careers, and Products & Services. The main content area features a large image of a LinkedIn book and a detailed description of the company. Below the description, there is a 'Specialties' section and a table with key company information.

Founded in 2003, LinkedIn connects the world's professionals to make them more productive and successful. With more than 259 million members worldwide, including executives from every Fortune 500 company, LinkedIn is the world's largest professional network on the Internet. The company has a diversified business model with revenue coming from Talent Solutions, Marketing Solutions and Premium Subscriptions products. Headquartered in Silicon Valley, LinkedIn has offices across the globe. [see less](#)

Specialties
Online Professional Network, Jobs, People Search, Company Search, Address Book, Advertising, Professional Identity, Group Collaboration

Website http://www.linkedin.com	Industry Internet	Type Public Company
Headquarters 2029 Stierlin Court Mountain View, CA 94043 United States	Company Size 1001-5000 employees	Founded 2003

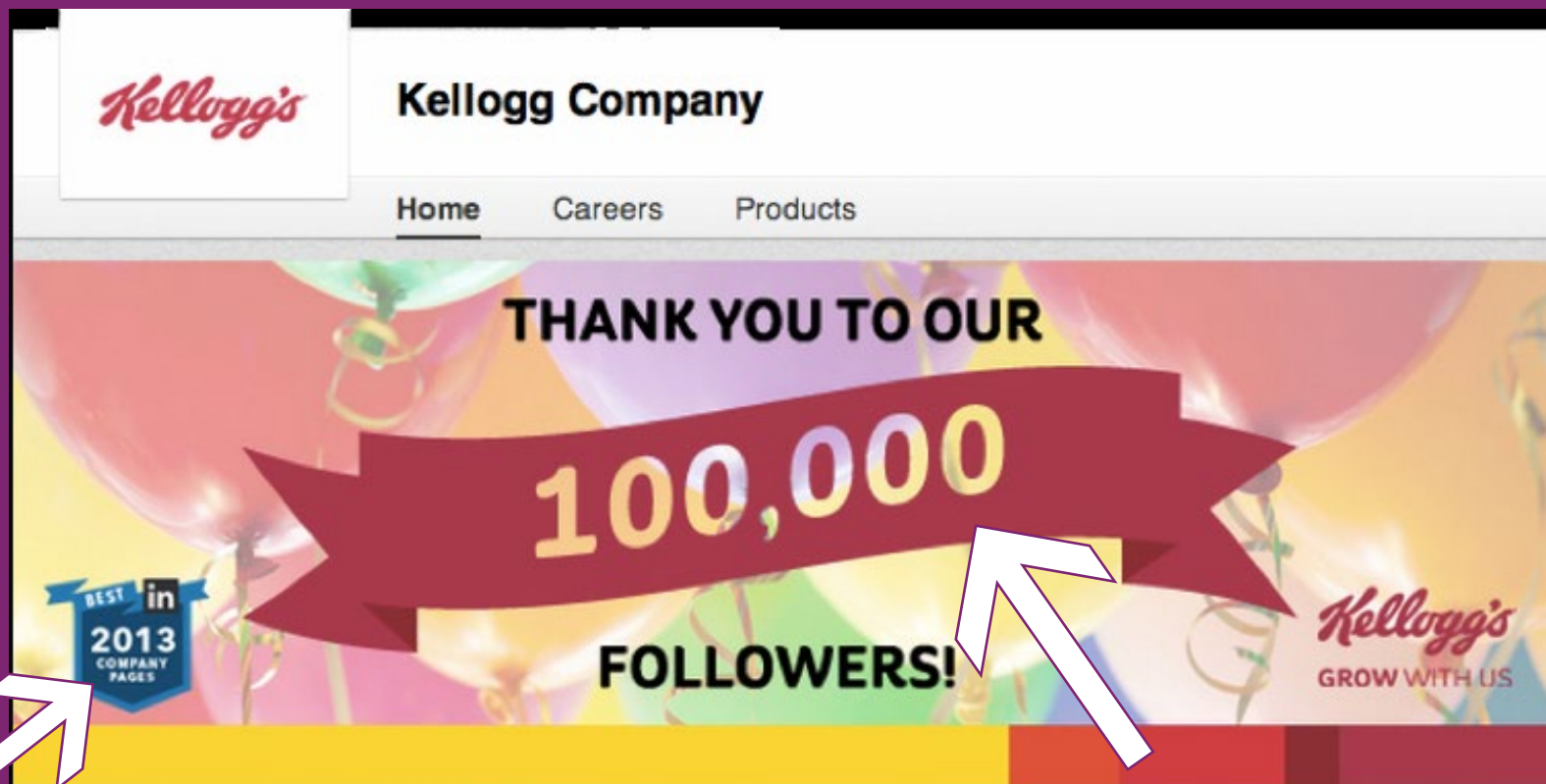
Above: Company overview from LinkedIn's Company Page

2 Logo & Banner

“Keep your Company Page fresh with rich cover images that reflect your company’s accomplishments, events, and offerings.”

-- LinkedIn

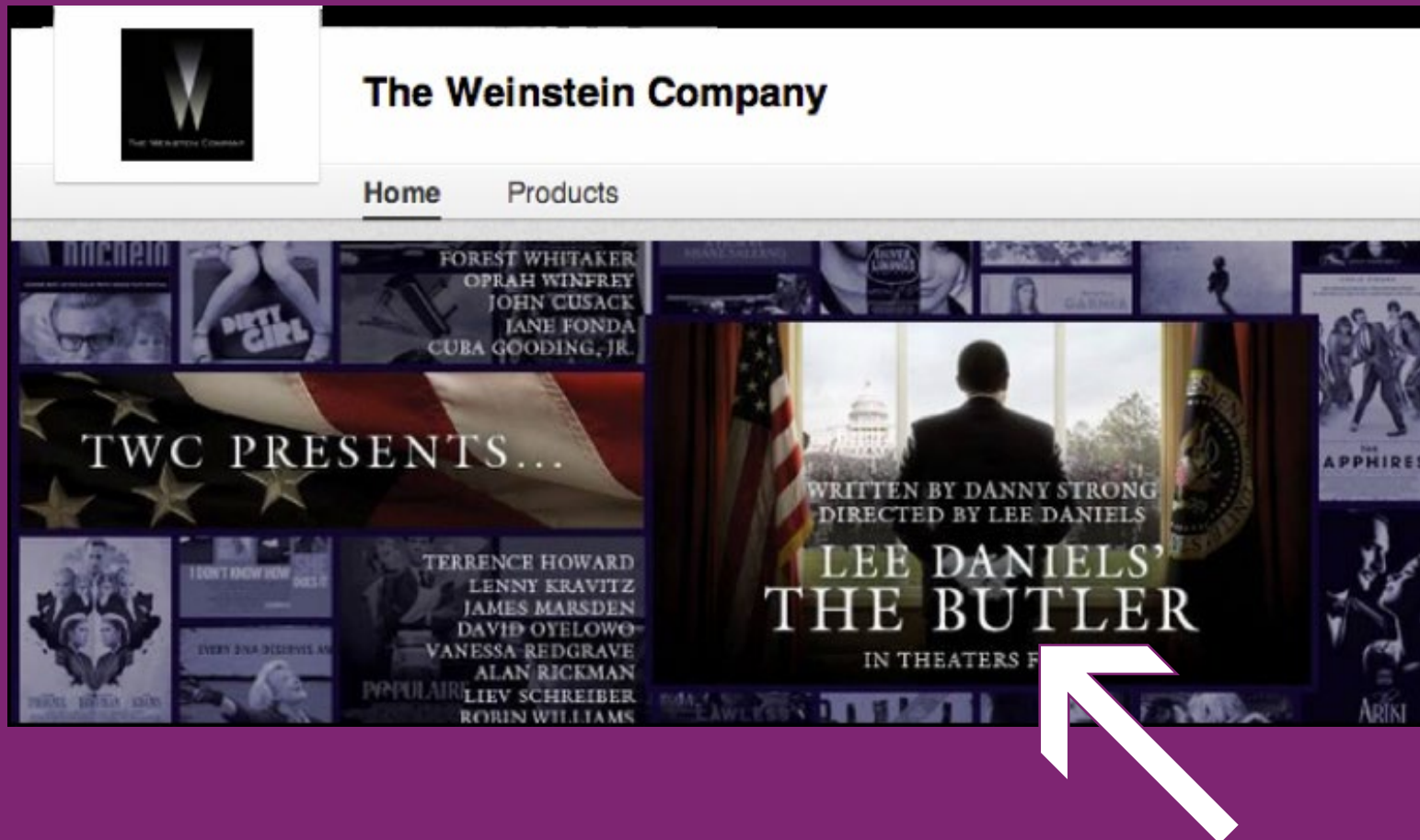
PRO TIP



Above: Kellogg's Company Page cover image, which highlights recent accomplishments

2 Logo & Banner

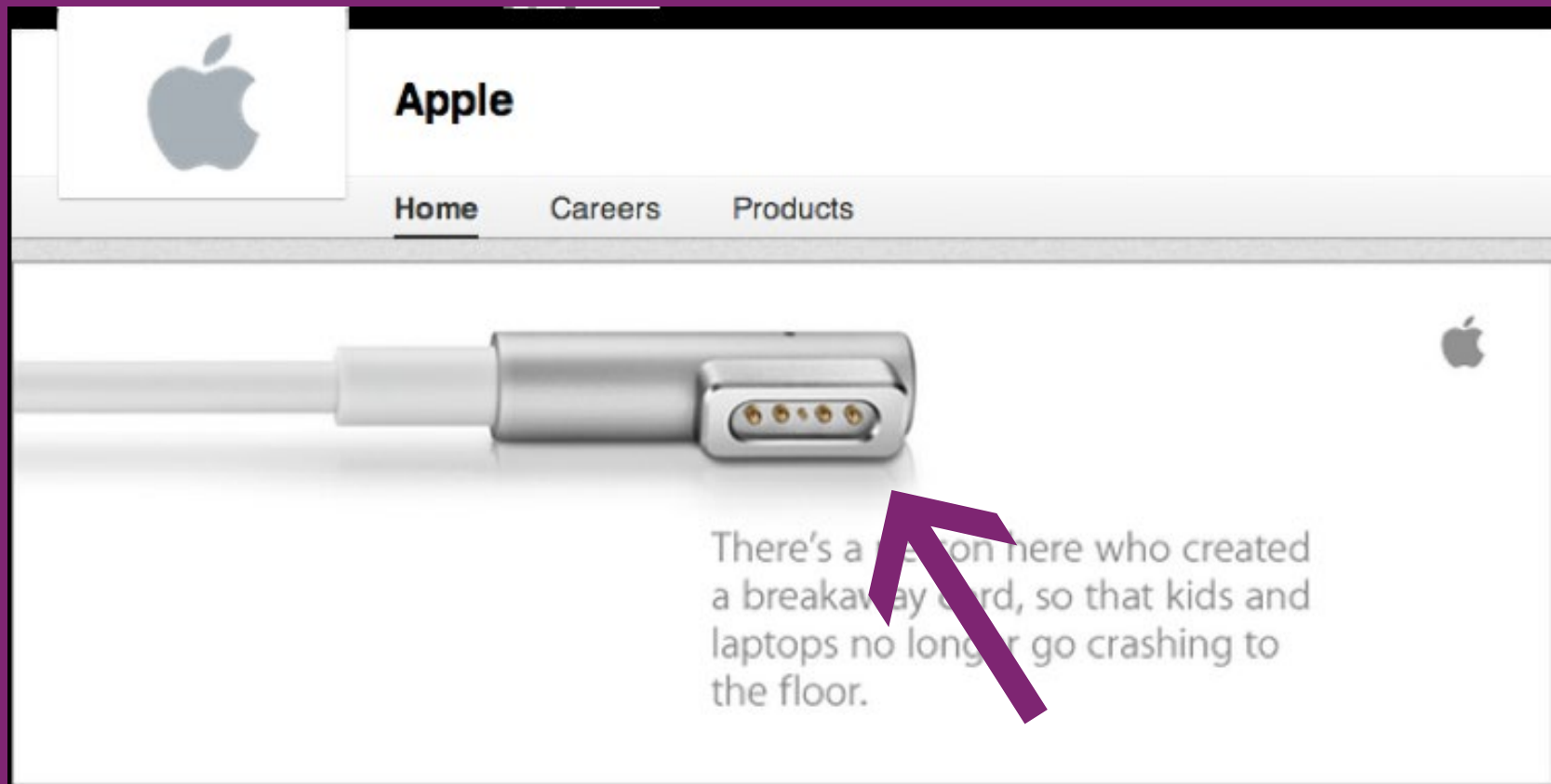
(continued)



Above: The Weinstein Company's cover image, which highlights an upcoming film release

2 Logo & Banner

(continued)

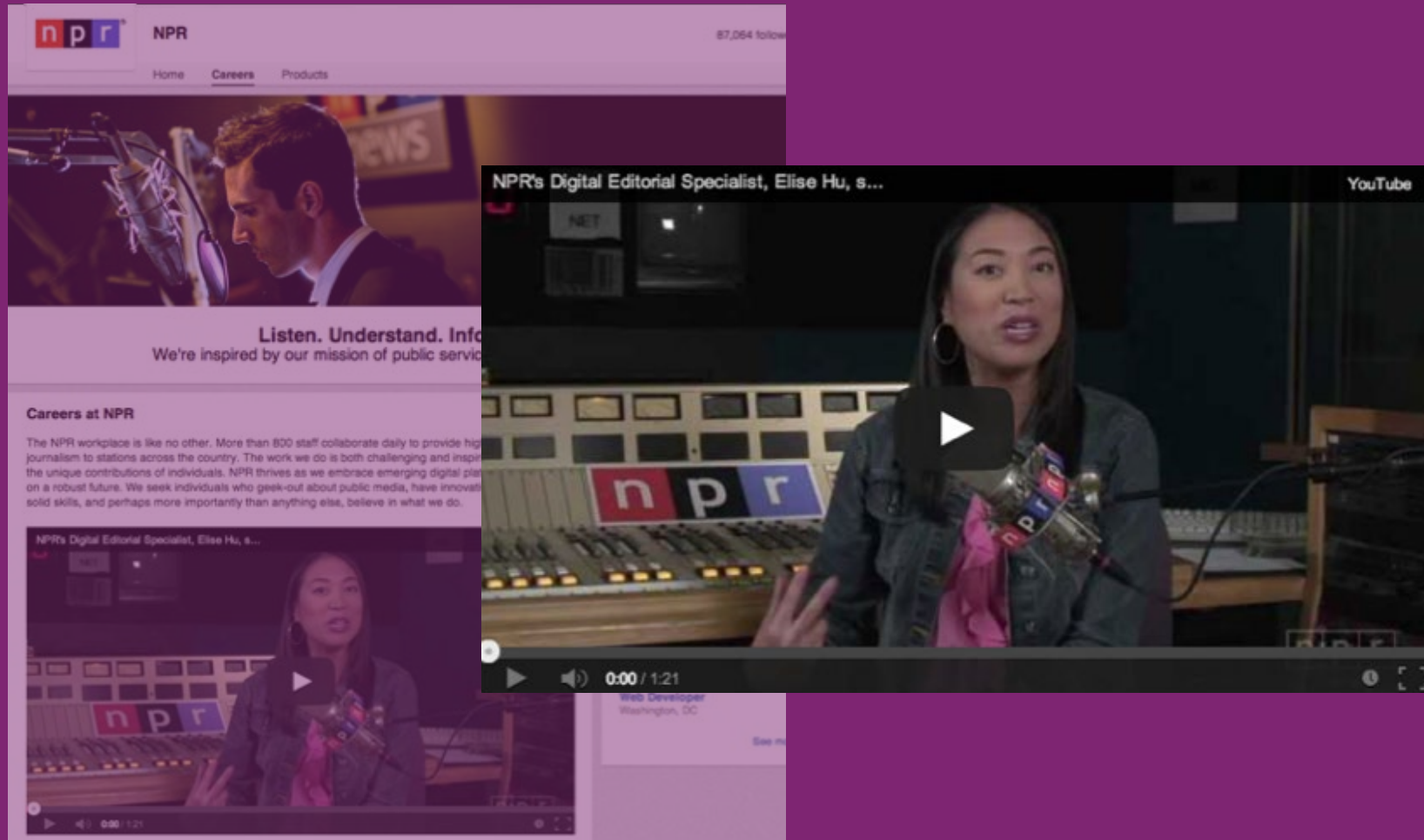


Above: Apple's Company Page cover image, which highlights a product feature

3 Careers Page

“Studies show that a strong employer brand can cut cost per hire by over 50%. Use rich media (like video) on your Careers Page to showcase yours.” -- **LinkedIn**

PRO TIP



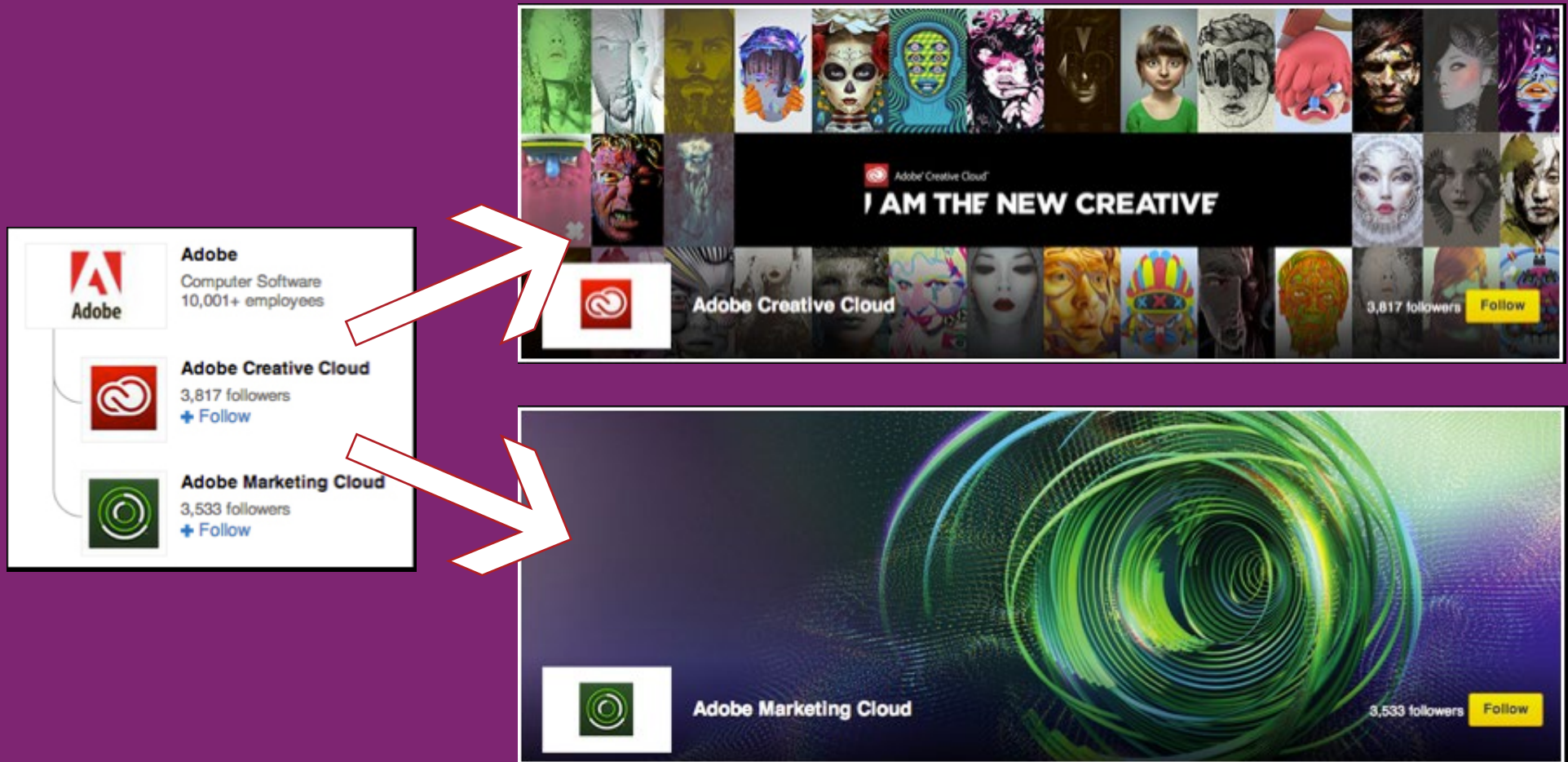
Above: NPR's Careers Page on LinkedIn, which features an employee video

4 Showcase Pages

“For business lines or initiatives with unique messaging and audience segments, consider creating a dedicated LinkedIn Showcase Page.”

-- LinkedIn

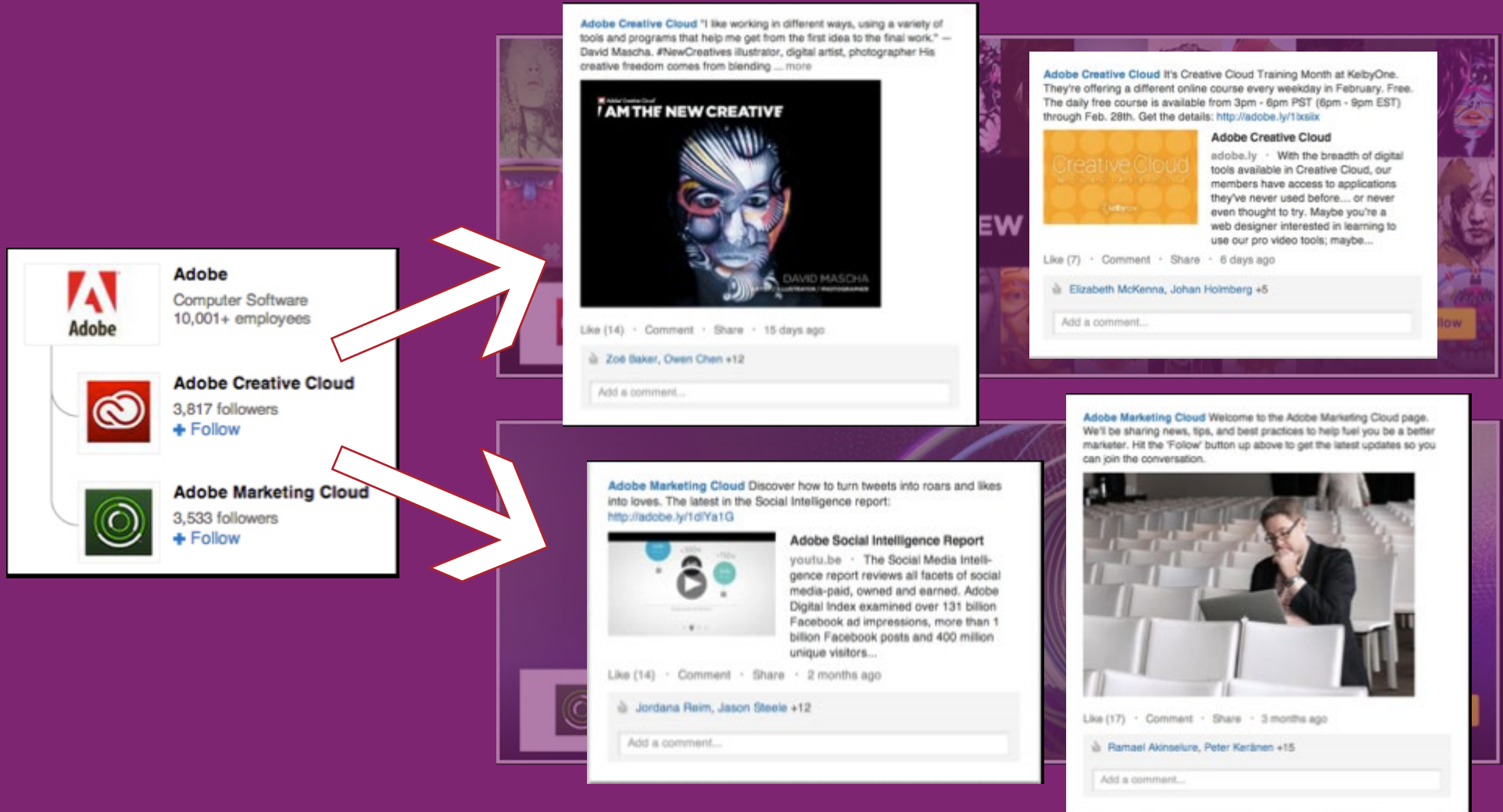
PRO TIP



Above: Cover images from Adobe's two Showcase Pages, which highlight different business lines: Adobe Creative Cloud and Adobe Marketing Cloud

4 Showcase Pages

(continued)



Above: Examples of Adobe using unique messaging for each of its Showcase Pages

5 Featured Groups

“Tie all of your LinkedIn communities together by using Featured Groups to show Groups you manage or participate in on your Company Page.”

-- LinkedIn

PRO TIP

HubSpot

57,013 followers ✓ Following

Home Careers Products

Questions? Call us.
1-888-HubSpot x 1

Email Sites SEO Marketing Automation Landing Pages Analytics Social Media Blogging

HubSpot is the world's #1 inbound marketing platform. Designed to replace the world's interruptive and annoying marketing with marketing people love, HubSpot makes marketing more efficient, effective, and measurable. HubSpot's inbound marketing software is integrated, powerful, and intuitive to use. Nearly 10,000 companies, agencies, and partners in 58 countries use HubSpot's software, services, and expertise to engage with prospects, leads, and customers through social media, blogs, email, landing pages, and more. HubSpot is headquartered in Cambridge, MA, with offices in Dublin, Ireland, and has been recognized by Inc., Forbes, and Deloitte as one of the world's fastest-growing companies. For the love of marketing, learn more at: www.hubspot.com and get your marketing graded at: <http://marketing.grader.com/> [see less](#)

Specialties
inbound marketing, marketing, internet marketing, online marketing, web marketing, software, blogging, SEO, marketing automation, social media, email marketing, analytics, sales

Website http://www.HubSpot.com	Industry Internet	Type Privately Held
Headquarters 25 First Street 2nd Floor Cambridge, MA 02141 United States	Company Size 501-1000 employees	Founded 2006

Featured Groups

inbound marketers
99,983 members
[+ Join](#) ← Click Me!

HubSpot Academy
5,119 members
[+ Join](#)

inbound
462 members
[+ Join](#)


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Above: Sidebar menu showing HubSpot's Featured Groups

6 Company Updates

“Every like, comment, and share increases your reach. Prompt your followers to take action on your updates by asking thoughtful questions.”
-- LinkedIn

PRO TIP



Commonwealth Bank

Home Careers Products & Services

IN A WORD, YOU

Australia's leading provider of financial services including retail, premium, business and institutional banking, funds management, superannuation, insurance, investment services.

We are a business with more than 800,000 shareholders and over 50 years of experience. We offer a range of financial services to help all Australians build and manage their financial future.

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blog.commbank.com.au
ideas.commbank.com.au
plus.google.com/+CommBank
instagram.com/commbank [see less](#)

Website
<http://www.commbank.com.au/>

Industry
Financial Services

Headquarters
Darling Park Tower 1 201 Sussex Street Sydney, NSW 2000 Australia

Company Size
10,001+ employees

Commonwealth Bank Let's settle the debate: where is the most productive workplace... home or the office?

Like (24) · Comment (46) · Share · 9 days ago

[Sara Sutton, Rebecca Manly](#) +22

[See previous comments](#)

[Ka Yi Ho](#) Perhaps this funny video helps settling the debate...
<http://www.tastefullyoffensive.com/2014/01/a-conference-call-in-real-life.html>
1 day ago

[Maxwell Connell](#) There is no question. The workplace has three things working at home can never provide: - Motivation - Sharing of resources (physical or intangible) - Efficiency It is no coincidence that the new yahoo CEO told all work from home employees to return... [more](#)
21 hours ago

Commonwealth Bank Do you have retirement strategy?

[No pension till age 70? | Blog.CommBank](#)
blog.commbank.com.au · There's been plenty of talk about the effect Australia's aging population will have on our federal budget, and for good reason. When the age pension...

Like (17) · Comment (3) · Share · 4 days ago

[Melissa Ryan, Sara Sutton](#) +15

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[Ashlee Anderson](#) I think it's all well and good to keep increasing the age, however we will need to work for longer, automatic insurance within superannuation needs to be extended, if we can work for longer then we need to make sure we're insured for death TPD and IP
3 days ago

[Commonwealth Bank](#) Interesting points, Mic and Ashlee. Thanks for the comments!
2 days ago

Commonwealth Bank Awaken the entrepreneur in your kids by teaching them the basics of good money management.

[Are your kids learning through earning? | Blog.CommBank](#)
blog.commbank.com.au · With the new school year underway and our children back in the classroom, we wanted to take a closer look at how young Australians are...

Like (75) · Comment (5) · Share · 7 days ago

[Ben Callaghan, Naomi Bradley](#) +73

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[Brendan Lonergan](#) Do you have similar programs tailored for persons with a disability? I have worked in the disability sector for the past decade and have come across many people with an intellectual disability who could do with some assistance with managing their... [more](#)
3 days ago

[Commonwealth Bank](#) Great question, Brendan. The Commonwealth Bank Foundation Teaching Awards have given a number of schools working with students who have special needs \$10,000 to tailor special money management programs. A great example of this is the Kintore Street... [more](#)
2 days ago

Commonwealth Bank Trusted mentors and advisors are an important part of career development. Whether it's a formal relationship or just a friendly phone call, who do you go to for advice?

Like (58) · Comment (8) · Share · 1 month ago

[Scott Smith, Umair Zaman](#) +56

[See previous comments](#)

[Tracey Newman](#) I too have a pool of people that I respect who I know will be comfortable in challenging me and are unfailingly kind and generous with their time and assistance.
1 month ago

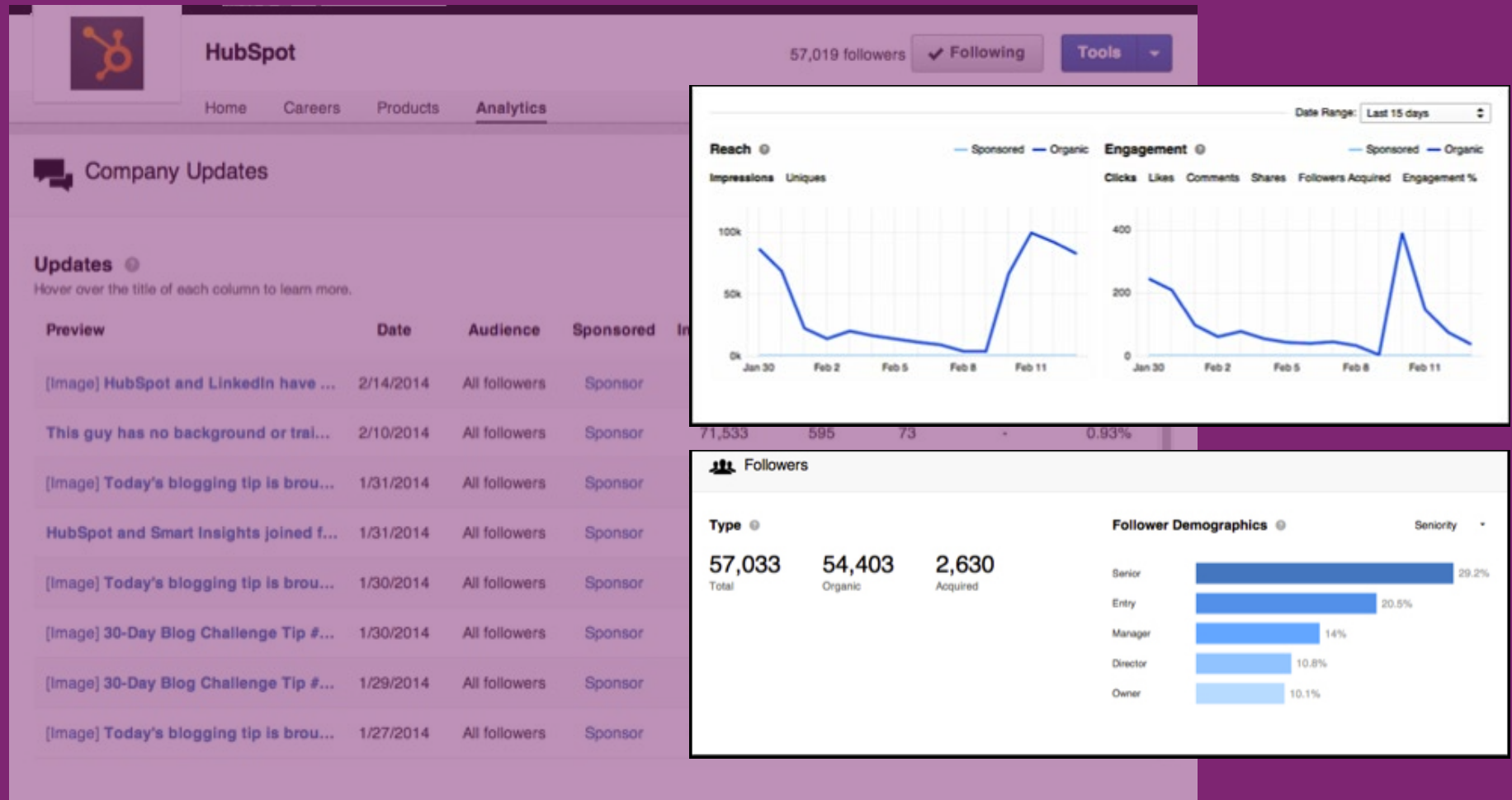
[Commonwealth Bank](#) Thanks for the comments, guys. We're glad to hear that mentors are steering your careers in the right direction!
1 month ago

Above: Examples of Commonwealth Bank using Company Page updates to ask questions and engage with its audience

7 Page Analytics

“Get insight into what’s working and what’s not by using Company Page Analytics to test frequency, topics, and formats.” -- **LinkedIn**

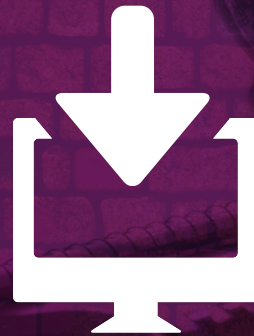
PRO TIP



Above: Example Company Page Analytics (note: some data has been hidden)

ABOUT US

InDigiMar is a full-service marketing agency working with organizations of all sizes to connect with customers utilizing results-oriented versus simply activity based strategies. We offer a full spectrum of services including inbound marketing strategy, website design best practices and effective SEO campaigns.



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