

As a leading social networking site for professionals, LinkedIn is perfect for B2B organizations, as the focus is on education, work history, companies and professional interests.

Build Out Your Company LinkedIn Profile

Companies can build a profile on LinkedIn that showcases products, employee networks, blog posts, upcoming events, and status updates. Much like Twitter or Facebook, users on LinkedIn can follow your profile to learn more about your company. You can also post jobs on LinkedIn, making it a great venue for recruiting top candidates. Here are some tips to get started on creating your LinkedIn page:

- **Give a voice to your products:** The new Products page allows you to assign members of your organization to different product offerings so prospects know exactly who to get in touch with. This is a great way to start conversations between top prospects and product managers, sales, and support staff within your organization.
- **Recommendations:** After you create your Products and Services page, you can begin using recommendations. This gives current customers or employees a forum to recommend your products and services to others.
- **Videos:** You can now post videos directly to LinkedIn on your Products and Services page. Place them next to product descriptions to get the most value and visibility.
- **Offers:** The Products and Services page now has a Promo box. This is a great place to include contests, promotions, and discounts. Use this area to drive additional traffic to your website.

Use “Shared Connections” to Make Introductions Into Companies You Want to Target.

One of the primary capabilities of LinkedIn is its ability to connect you to a larger network of people through your own connections. LinkedIn shows you the degrees of separation between you and other LinkedIn users, and lets you connect with those outside of your direct network through introductions. Use LinkedIn introductions as a form of target account marketing by identifying potential prospects and asking your own contacts to introduce you. page to get engagement from our followers.

Build a LinkedIn Group Around Your Company’s Specializations and Core Competencies.

The Groups feature is a great way to demonstrate thought leadership around a specific area – and to gain insight into the pain points of potential customers. Encourage customers to use this as a forum for discussions and assign someone to monitor your group. The monitor should post responses and keep the conversation going. LinkedIn Groups makes it easy for B2B companies to locate potential customers. Simply make a list of keywords that relate to your prospects or the industries you target, and run a search for any LinkedIn Groups related to these keywords. Once you find the right groups, participate in discussions, ask questions and make connections.

Encourage Your Employees to Participate.

LinkedIn is a great venue for your employees to both promote your brand and their own personal brands. Employee contributors should post your company blogs on their LinkedIn status updates and join relevant groups. The more evangelists you have on LinkedIn, the more opportunity you have to become a thought leader in your space.

LinkedIn and SEO

LinkedIn is fantastic for SEO and having properly optimized pages, both company and employee can boost SEO and organic visibility. Encourage employees to optimize their pages by using the following quick tips:

- Include a professional headshot
- Include keywords in job position title
- Link to company blog under “Websites”
- Add Twitter handle
- Claim unique URL and then drop it into email signatures
- Write a summary in the first person and think of it as a “greatest hits collection”. Include keywords and add a bit of your own personality
- Under “Specialties”, include a line list all skills one on top of the other to make your profile easy to read
- Make sure to add plenty of skills in the “Skills” section
- Move recommendations closer to the top

LinkedIn Advertising

Like Facebook Ads and Promoted Tweets, LinkedIn advertising is a great way to get your message across to the right audience. LinkedIn ads work like PPC, and because LinkedIn holds valuable demographic information, this may be a great platform for you to reach your target audience. When you set up a LinkedIn profile, you put in information such as title, role, company, work experience etc, and LinkedIn can use that information to help very specifically target advertising.

- **Create ads that work for your target audience.** When you develop an ad on LinkedIn you will be asked to select your demographics based on role, title, industry, geography, and a variety of other criteria. Remember to think about your keywords when working in each demographic. An ad geared towards a practitioner will be different than an ad geared towards an executive level prospect.
- **Think about your call to action.** As with your ad copy, you want to make sure that your call to action is appropriate to your target audience. If it is a piece of content think about whether your target audience will resonate with that content. Additionally, make sure that you are utilizing one call to action per ad so that you give your prospect clear direction

Other Important LinkedIn Tips:

- Make sure your profile is as complete as possible. Fill out as much information as you can about what you do and why you have joined the site. Although it's optional to add a picture, it's good to be able to put a face to a name and "humanize" your profile.
- Try to get recommendations from others that include positive comments about your company. These comments contribute to social validation about your organization when people view your page. Do this for both personal profiles and for your company profile, as it allows for reviews as well.
- Pay attention to the network updates you receive from LinkedIn, as they share important updates about your connections and can hold the key to new business opportunities for you and your company.
- Use LinkedIn Answers to ask thought-provoking questions or become an "expert" by providing valuable answers and demonstrating thought leadership. LinkedIn Answers are a great way for you to showcase your interests, expertise and problem-solving capabilities to entire networks of people, which can indirectly drive interest in your company and new business
- Promote events on LinkedIn. The events section of LinkedIn allows event organizers to post events and encourages those attending to RSVP for the event. This promotes additional visibility and encourages sharing.