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MARKETING RESOURCES

How To Create a LinkedIn Company Page

Why create a company page?

LinkedIn has become a valuable tool for networking, building relationships, and keeping up with industry news. It's also a great marketing tool for businesses and individuals alike! Having a company page on LinkedIn will allow you to connect with other business owners and community members, while providing a platform to increase awareness to potential customers.

Here are some of the benefits of a LinkedIn company page:

- **Build your credibility.** When potential customers, business partners, or community members see that you have an active LinkedIn page, your credibility ultimately increases.
- **Increase your reach.** A LinkedIn company page enables you to recruit new employees, helps generate new business, leads, and website visits.
- **Stay up-to-date.** Beyond posting your own information, LinkedIn offers a valuable news feed that you can use to keep up with local news and industry trends.

How to Get Started

1. If you have not already, [create a personal account](#).
2. Open [your LinkedIn feed](#) and click the Work icon in the top right corner.
3. Click "Create a Company Page"
4. Select the page type you'd like to create from the following options:
 - a. Small business
 - b. Medium to large business
 - c. Showcase page
 - d. Educational institution
5. Enter your page name, public URL (same as your company name), website, industry, company size, company type, logo file, and tagline.
6. Check the verification box to confirm you have the right to act on behalf of that company.
7. Click "Create page."
8. After creating your page, you can enter further details to build your brand by clicking "Start building your page." You'll be prompted to provide a logo image, description, location details, and more.

Notes:

- If you don't have a confirmed email address associated with your LinkedIn account, you'll be prompted to add and verify your email address.
- Required fields are indicated by an asterisk.

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What should I post?

LinkedIn users often scroll through their feed looking for valuable content to read. Keep in mind that the audience on LinkedIn is quite different than Facebook and other social media sites, and the posts should be different as well. While Facebook and Instagram are often used for personal entertainment, LinkedIn is a network for professionals looking to connect, gain insights, and further their careers.

What is your core customer interested in? Post content that can provide value in some way.

Here are some examples:

- Share articles and/or information related to your business or industry (Fun fact: there's a [Content Suggestions](#) tab within your business profile that provides relevant articles to share based on the interests you select!)
- Share local news and community events
- Showcase the faces of your business (employees, customers, partners, etc.)
- Announce company news and special events
- Post available job openings

Even **posting just once a week** on LinkedIn is valuable. When customers or potential business partners view your company page, they will see that you are an active user and can quickly understand what your company offers and represents.

Fast Facts

LinkedIn now has over **600 million members**

87 million Millennials are on LinkedIn

Companies with complete information get **30% more weekly views**

44% of LinkedIn users take home **more than \$75,000 per year**

Businesses that post weekly see a **2x lift in engagement** with their content

Additional Resources

[LinkedIn Pages: Action Plan for Small Businesses](#)

[LinkedIn Pages Best Practices](#)

[LinkedIn's Top 10 Company Pages of 2018](#)