

Week 2- Day 06 (4 July 2025)

1. What is LinkedIn Marketing?

LinkedIn marketing is the process of using LinkedIn as a platform to promote your brand, business, or personal expertise. It is especially effective for B2B marketing, professional networking, recruitment, and thought leadership.

Benefits of LinkedIn Marketing

- Connect with professionals and industry leaders
 - Generate leads for your business
 - Enhance brand awareness and credibility
 - Share industry-related content to attract followers
 - Target specific industries, job titles, or companies with ads
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2. How to Make a LinkedIn Page

Step 1: Log in to LinkedIn

- Use your personal LinkedIn account.
- A LinkedIn Page is always tied to a personal account.

Step 2: Access LinkedIn Pages

- Click “Work” in the top menu.
- Scroll down and select “Create a Company Page.”

Step 3: Choose Page Type

- Small Business – For organizations with fewer than 200 employees
- Medium to Large Business – For organizations with 200+ employees
- Showcase Page – For sub-brands or campaigns
- Educational Institution – For schools or universities

Step 4: Add Company Details

- Name: Company or brand name
- LinkedIn Public URL: (linkedin.com/company/yourcompanyname)
- Website: Optional but recommended
- Industry, Company Size, and Type
- Logo and Tagline: Logo improves recognition; tagline defines your brand identity

Step 5: Verify and Create

- Check the box confirming you have the right to represent your organization
- Click “Create Page”

Step 6: Optimize Your Page

- Add a cover photo/banner (recommended size: 1128 x 191 px)
- Write a detailed “About Us” section using relevant keywords
- Add company specialties (keywords related to your business)
- Include location(s) and contact details
- Invite employees to connect and follow the page

Date: 30 June 2025

Topic: LinkedIn Marketing – Introduction and Page Creation

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