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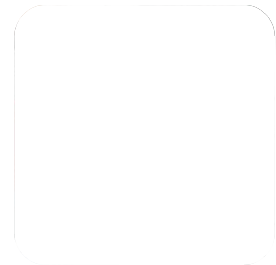
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AI Overview



A LinkedIn Showcase page is a specialized sub-page to your main company page, designed to highlight specific brands, products, services, initiatives, or target audiences. It allows businesses to create tailored content for distinct audience segments, providing more relevant information and boosting engagement without cluttering the main company page. Showcase pages have their own followers, content, and analytics, functioning like a mini company page linked to a parent company. [🔗](#)



Key Features and Benefits

- **Targeted Content:** Deliver niche-based content to specific buyer personas and audience segments. [🔗](#)
- **Audience Segmentation:** Cater to different markets, product lines, or initiatives with dedicated pages. [🔗](#)
- **Brand Differentiation:** Highlight specific brands within a portfolio, such as Atlassian showcasing Jira and Confluence separately. [🔗](#)
- **Enhanced Engagement:** Foster deeper relationships with specific audiences by providing them with relevant updates. [🔗](#)
- **Standalone Functionality:** Each Showcase page has its own followers and content, separate from the parent page. [🔗](#)
- **Strategic Organization:** Keep content organized and easily discoverable by linking Showcase pages under the main company page. [🔗](#)

How to Create a Showcase Page

1. **Access:** your parent Company Page's super admin view. [🔗](#)
2. **Click "Create":** in the upper-left corner of the Page. [🔗](#)
3. **Select "Create a Showcase Page":** from the dropdown menu. [🔗](#)



5. **Upload:** a logo and cover image and complete other required fields. [🔗](#)

6. **Publish:** your new Showcase Page. [🔗](#)

Examples in Practice

- **Atlassian:** A SaaS company with individual Showcase pages for its products like Jira, Trello, and Confluence. [🔗](#)
- **Spotify:** Creates Showcase pages for different target audiences, such as musicians and advertisers. [🔗](#)
- **IBM:** Has multiple Showcase pages for specific products and services, including IBM Cloud and IBM Watson. [🔗](#)

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LinkedIn Showcase Pages

Showcase Pages are extensions of your **LinkedIn Page**, designed to spotlight individual brands, business units and initiatives.

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