

How To Create LinkedIn Company Page To Promote Your Business



LINKEDIN COMPANY PAGE

WHY YOU NEED ONE

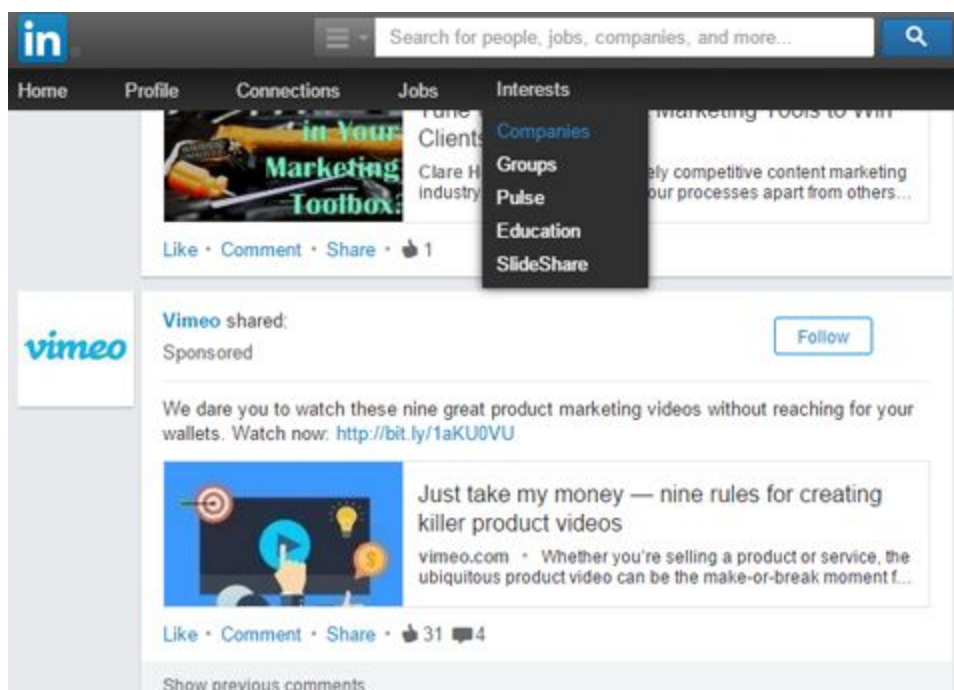
We all use LinkedIn to maintain our professional contacts and profile, but there is always something more you can do with your LinkedIn account.

Interested in setting up a company page?

LinkedIn company pages help build brand awareness by providing a channel to promote your products and services to customers and prospects.

In this article you'll find out how to **create a LinkedIn company page to promote your business**

#1 To get started, **go to Interests at the top of your LinkedIn homepage** and **select Companies** from the drop-down menu.



#2 Click the **Create** button in the **Create a Company Page** box on the right of the screen.

The screenshot shows the LinkedIn interface with a modal form titled "Let's set up your Company Page". The form includes a search bar at the top, navigation icons (Home, My Network, Jobs, Messaging, Notifications, Me, Work, Sales Nav), and three main goals: "Raise brand awareness", "Promote career opportunities", and "Build relationships". The form fields are: "Company Name" (text input), "LinkedIn public URL" (text input with a dropdown arrow), and a checkbox for "I verify that I am the official representative of this company and have the right to act on behalf of the company in the creation of this page.". Below the fields are "Cancel" and "Create page" buttons. At the bottom, there is a link "Are you trying to create a University Page? Learn more".

#3 Enter your company's official name and your work email address.

#4 Click Continue and then enter your company information.

#5 Now you can **type in an overview and detailed description of your company**. Be sure to mention specialties, key products and services and include a sentence or two about what makes your company unique.

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