

in

LinkedIn Best  
Practices for  
Businesses



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Chapter 1


# Why Should My Business Have a LinkedIn Profile?



According to Hootsuite, **there are 58 million companies on LinkedIn in 2022**, making it a critical platform for your business to connect with others and stand out from your competition.

If you're still wondering whether or not your business should join them, the answer is, simply,

**yes!**



Most businesses should have a **LinkedIn profile** as this social media tool is a crucial part of the growth strategy for companies of all sizes and across industries.



## LinkedIn is a powerful tool.

### → Create brand awareness.

By having a LinkedIn page, you're creating brand awareness for your business — but don't leave it there. Optimizing your posts, creating engaging content, and communicating with your audience creates awareness for a brand that people will love!

### → Grow a community.

By connecting with customers, other businesses, and business owners, you'll be able to grow a community that stands behind your business. Plus, it's essential to ensure your employees (AKA your best brand ambassadors) are connected with your company on social media.

### → Showcase your business.

Don't leave out the details! Now more than ever, your audience wants to know more about your business, including your core values and how you interact with customers. LinkedIn is a great place to showcase your brand's voice, values, and more.



Once you've created a LinkedIn business profile, you may have questions about how you should use it...

Next Chapter:  
**How Should My Business Use LinkedIn?**



Chapter 2

# How Should My Business Use LinkedIn?



## Five key ways your business can effectively utilize LinkedIn:

- 1 Engage With Your Audience
- 2 Share Relevant Insights
- 3 Upload Job Postings
- 4 Post Company Updates & Announcements
- 5 Implement Paid Advertising



# Engage With Your Audiences

Growing an audience on LinkedIn is a great way to promote your business — but you have to engage with your audience to nurture your connections and gain loyal customers.

**Connect with customers, partners, and employees through comments, posts, and more in order to build your community and digital presence.**

By consistently and authentically engaging on LinkedIn, your audience will familiarize themselves with your brand, rely on your brand as an industry-focused thought leader — *and* think about you the next time they need your product or service.





## How Can My Business Engage With Our Audience?

- 👏 Responding to comments on your posts.
- 👏 Answering direct messages.
- 👏 Commenting on posts from your employees, business partners, and others in the industry.
- 👏 Showcasing new employees, promotions, and other company events.
- 👏 Sharing relevant posts from your employees, colleagues, and customers.

By interacting with your audience, you can gain followers, increase brand awareness, and create a stronger connection with your community.

It's also important to note that your employees can connect with your business page by **adding themselves as an employee**.

By asking your employees to update their LinkedIn profiles to include their current position at your company, you can reach more people through each employee's network.

# Share Relevant Insights

Sharing insights and thought leadership is an effective way to **gain credibility** on LinkedIn.

Plus, it allows your colleagues, followers, and business partners to gain industry knowledge, connect with your business, and have conversations that drive engagement.



## What Insights Should My Business Share?

The most crucial aspect to keep in mind when sharing insights from your business is to make sure they're relevant to your business and the specific audiences you are targeting.

**For example:** if you run a hospitality business, your customers are likely to care about the latest contactless payment innovations, which can help improve their businesses.

Don't be afraid to connect with your employees to create these posts — after all, you've hired them because they are experts in your industry. Be sure to speak with your teams to see what areas of the industry they'd like to explore.

By getting different people within your organization to contribute and share their ideas, you'll be able to connect with more people on LinkedIn with a broader range of insights.

**For example,** your sales representatives might each have industry-focused insights to share, while your product team might want to share insights from crowdsourced ideas.

# Upload Job Postings

**Hootsuite reported** that “49 million people use LinkedIn to search for jobs each week,” so adding job postings to your business profile can help you attract more qualified candidates for each opportunity.





## How Should My Business Share Job Postings on LinkedIn?

- 👉 Create and share a regular post with the job application information, a link to the job posting, and any other information an applicant may need.
- 👉 Create a job posting through your business profile. You can upload all job information, including salary range, benefits, and more. Through this post, you can add a link that allows applicants to apply directly on your website or through **LinkedIn's Easy Apply** feature. This also allows your team members to add the job listings to their profiles, which can be especially useful for your hiring and human resources teams.

Both are shareable posts, so either job posting format will effectively spread the word about your job opportunities, drive a wider pool of candidates, and allow your employees to recommend people in their networks.

# Post Company Updates and Announcements

Allow your audience the opportunity to see into your business!

By posting company updates, announcements, and more, your audience will be more invested in your business growth, product updates, and growth overall.





## What Announcements Should My Business Share?

### → New Products

Once everything is approved for new products or services, sharing them on LinkedIn is a great way to promote them.

### → Promotions

Your team members are likely excited about moving up within your company, so be sure to show them your excitement! Use LinkedIn to showcase employee promotions, internal job changes, and similar situations.

### → Your Teams

While focusing on individuals is important, it's also great to showcase your teams. Whether it's a photo from a team retreat or a successful win the entire team is excited about, this is a great way to share news about many of your exceptional employees simultaneously.

*Posting your announcements on LinkedIn is a great way to celebrate your employees, share your company's achievements and milestones, and more.*



# Implement Paid Advertising

Once you've optimized your LinkedIn profile, have a consistent posting schedule, and are working on expanding your audience, your business should consider using paid advertising.

This is an effective way to increase your brand awareness, promote specific campaigns, and beyond.





LinkedIn paid advertising best practices are always evolving, but here are a few essentials:

→ Understand the goal of your ad.

Do you want this ad to drive brand awareness, increase website traffic, or attract new job applicants?

→ Create engaging content.

Your advertisement should feature engaging imagery, text, and a captivating CTA to drive results.

→ Analyze and optimize your ad campaign.

Advertisements are meant to be managed, so keep track of your campaign's performance. You can optimize your advertising to reach the most people with these insights.

No matter the size of your business or what industry you work in, paid advertising is an effective social media marketing strategy to help your B2B business grow.



Whether you create a profile from scratch or optimize your current one, here are a few ways to make your business stand out on LinkedIn...

Next Chapter:

**How Can I Improve My Business's LinkedIn Profile?**



Chapter 3

# How Can I Improve My Business's LinkedIn Profile?



## Three key ways your business can improve your LinkedIn business profile:

- 1 Fill out all of the information
- 2 Post consistently and authentically
- 3 Use analytics

# Fill out all of the information.

When you log in to manage your LinkedIn business profile, the platform will prompt you to add specific information to your profile, including:

- Contact information, including your location, phone number, and website.
- A description of your business.
- Your industry.

By including all relevant information, your business profile can reach more people within the industry.



# Post consistently and authentically.

It can be challenging to know exactly what to post, but two of the most important factors are to post consistently and authentically.

By using these two rules, your audience will know exactly who your business is and what they can expect from your LinkedIn page.





→ Use images and videos.

Using aesthetically pleasing visuals can create a faster connection with your audience.

→ Use keywords in your posts.

**Keywords can help you reach your audience** and help readers to understand your post.

→ Include relevant hashtags.

**Relevant hashtags** can get your posts in front of people interested in your content. You can also follow relevant hashtags to stay up to date with industry trends, specific companies, and more.

→ Encourage your employees to engage with the business page.

Whether they share posts from the business page, comment or like posts, or invite their connections to like your company's page, encouraging your employees to engage with the company page can be an effective way to improve and grow your LinkedIn business profile.

→ Share and engage with other posts.

Add to the conversation on relevant posts. For example, a hospitality software service might comment on posts celebrating new hotel grand openings, even if the hotel is not their current client.



# Use your analytics.

Within LinkedIn, there are incredible analytics tools to help you optimize your posts.

Outside of LinkedIn, other analytics tools can help you gain even more insight into your social presence. We recommend **HubSpot's social media** and analytics tools because it works alongside other **marketing tools**, allowing you to keep your marketing strategy insights in a centralized place.





## About LinkedIn's native analytics

- ➔ **Find the most effective post types.** Some posts will work better than others, so it's important to know which posts your audience connects with the most. With this insight, you can optimize your posts and share content that helps grow your audience.
- ➔ **Optimize your posting schedule.** Many LinkedIn posts do well when shared in the morning, but this may not be the case for your industry or audience. Just like with post types, you need to keep an eye on your post statistics. When you know the times your audience is most active, you can revise your posting schedule to connect with them.
- ➔ **Understand link clicks.** LinkedIn analytics also allows you to see and understand your posts' clickthrough rate (CTR). This can help you see which areas of your website your audience is most interested in visiting and which may need to be promoted more through future marketing campaigns.



You can create an incredible LinkedIn strategy that showcases your incredible business and grows your audience.

Final Chapter:

**Who Should Manage My Business's LinkedIn Profile?**



Chapter 4

# Who Should Manage My Business's LinkedIn Profile?





➔ Hire an in-house social media manager.

You can hire an in-house social media manager to run your LinkedIn profile.

➔ Hire an in-house social media team.

Hiring an entire social media team is an effective strategy if you'd like your business to focus on more than one social media platform. This gives your business a wide range of social media knowledge to promote and market your business to your ideal audience.

➔ Partner with an agency.

If you're looking for more flexibility, you can work with an agency to manage your social media, including your LinkedIn business profile. Often, agency experts have multiple people on their team, each with their own social media background — this means you can gain the expertise of many people by partnering with just one agency.

**Don't forget:**

There is no login  
for your business's  
LinkedIn profile.

You must add your  
administrators manually  
to the page.





No matter how you manage your LinkedIn profile, it's crucial to have an ongoing social media strategy that focuses on **optimizing** your profile, **connecting** with your audience, and **driving potential customers** to your business.

## A note from the author:

While social media is important to any business's marketing strategy — we also know it's time consuming.

Instead of worrying about your posting schedule or integrating social media into your other inbound marketing strategies, you can let us handle your digital marketing so you can focus on what you do best — running your business.

[Contact us](#) today to see how we can help you share your business's story on social media.



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**Let's Chat!**