



Advertising
Specialty
Institute®

4 Steps to Optimizing Your LinkedIn Business Page

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Should I have a Personal Profile Or a Company Page?

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YES!

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**Spend 15 minutes
Mon - Wed - Fri**

**Personal Branding
Personal Profile**

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**Spend 15 minutes
Tue - Thu - Sat/Sun**

Business Branding

Business Page

29.97M

Source: Hootsuite Digital Trends Report 2022

Of the 185 million users in the US, the daily active users (DAU) on LinkedIn account for **16% or about 29.97 million** users.

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It's **NOT** Too Late!

Do you want
more
credibility?

Do you want
more
visibility?

Do you want
more **lead**
generation?

You're missing out on followers, connections, employees & leads.

This is your opportunity to reach a professional audience! Creating a LinkedIn business page is just smart but **you need these 4 things** in place first:

Your personal profile must be older than 7 days

Your personal info must match your company info (first & last names must be the same)

Your personal profile must be listed as "Intermediate or All Star"

The LinkedIn company page must have an email domain unique to your company

The key to optimizing your LinkedIn Company Page is to **fill out all fields** with the necessary information—this makes it more searchable... on LinkedIn!

Your business page will be indexed for SEO on Google!

FOUR TASKS

Fully Completed Page

Get 30% more views!

Define Page Purpose

Company Culture? Industry News & Trends? Training Resource?

Keep Images Current

Cover photo (backdrop) & logo

Add Page Admins

Great tool for sharing the workload

According to LinkedIn:

While there's no magic number for Page followers... **Pages with 150 followers grow more followers 9x faster** than Pages with less than 150.

According to LinkedIn:

**Companies who post to their page WEEKLY
grow followers:**

7x FASTER!

than Pages that post monthly.

According to LinkedIn:

Companies who **post to their page DAILY**
grow followers:

8x FASTER!

than Pages that post weekly.

BEST PRACTICES

Call to Action Button

Align with Goals, Customize, Track

Create the Conversation

Post 1-2 x per week

Engage in Conversation

Likes are weak sauce. More Comments!

<https://business.linkedin.com/marketing-solutions/linkedin-pages/best-practices>

Call to Action Button

Edit

Custom button On

Add a custom button to drive business actions through your LinkedIn page

Header

Page info

Buttons

About

Overview

Workplace

Commitments

Locations

Leads

Lead gen form

Community

Hashtags

Featured groups

Manage languages

Button name*
Learn more

URL*
http://www.equipmentzone.com

Button Preview

Equipment Zone
Equipment Zone is an Epson Dealer who's installed DTG printers in ALL 50 states. We're BIG on service & training! #DTG
Printing Services · Franklin Lakes, New Jersey · 179 followers

+ Follow Learn more

Edit

Custom button On

Add a custom button to drive business actions through your LinkedIn page

Header

Page info

Buttons

About

Overview

Workplace

Commitments

Button name*
Learn more
Contact us
Learn more
Register
Sign up
Visit website

Button Preview

Create Conversations!

**Company
Culture.**

MANIFESTO!

**What do you
stand for?**

**Updates,
news, trends
PROOF or any
recognition**

**Give value &
Insights
TRAINING!
Less hype
more help.**



**HOW
WILL
YOU
STAND
OUT?**



Share insights — NOT Information

BE ENGAGING!

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MANIFESTO

Competitive Advantage

What do you stand for? Your purpose!

Different is Better

Being better is fleeting. Be different!

We Solve Problems

Eliminate friction. Simplify the complex.

Who Do We Serve Best

Local business owners? Non-profits?
Schools? Automotive? Financial?

Don't forget your team! Do you have employees?

30% of a company's engagement on LinkedIn comes from employees!

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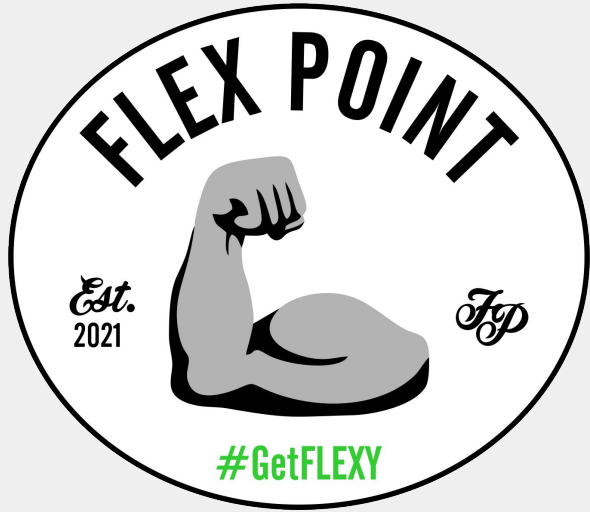
**You do not merely want to be
considered the best of the best.
You want to be considered the
only ones who do what you do.**

Jerry Garcia, The Grateful Dead

Thanks!

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FLEX *point*
A Social Selling System

Marketing is based on **TRUST**. Not tricks!

Please follow me, JGR and FLEXpoint on LinkedIn. Or, email me at:
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