



Advertising  
Specialty  
Institute®

## **4 Steps to Optimizing Your LinkedIn Business Page**

Jay Busselle - FLEXpoint

**Should I have a Personal Profile  
Or a Company Page?**

**YOU NEED BOTH!**

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**Spend 15 minutes per day**  
**Business Branding**  
**Business Page**

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# 29.97M

Source: Hootsuite Digital Trends Report 2022

Of the 185 million users in the US, LinkedIn's daily active users (DAU) account for 16% or about 29.97 million users that log in to the platform daily.

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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 PILLARS

## Fully Completed Page

Get 30% more views!

## Keep Images Current

Cover photo (backdrop) & logo

## Define Page Purpose

Company Culture? Industry News & Trends? Training Resource?

## Add Page Admins

Great tool for sharing the workload





**HOW  
WILL  
YOU  
STAND  
OUT?**



**Share insights — NOT just information &  
remember to:**

**ENGAGE!**

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# Content? Insights?

**Company  
Culture.**

**MANIFESTO!**  
**What do you  
stand for?**

**Updates,  
news & trends**

**PROOF!**  
**Recognition  
that you rock.**

**Give value  
first.**

**TRAINING!**  
**Less hype  
more help.**

# 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?



## Printable

Let's get your logo on the perfect merch. Prepare your brand for takeoff!

Advertising Services · Chicago, IL · 1,262 followers



Mitch & 3 other connections work here · 12 employees

✓ Following

Visit website ↗

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People

Insights

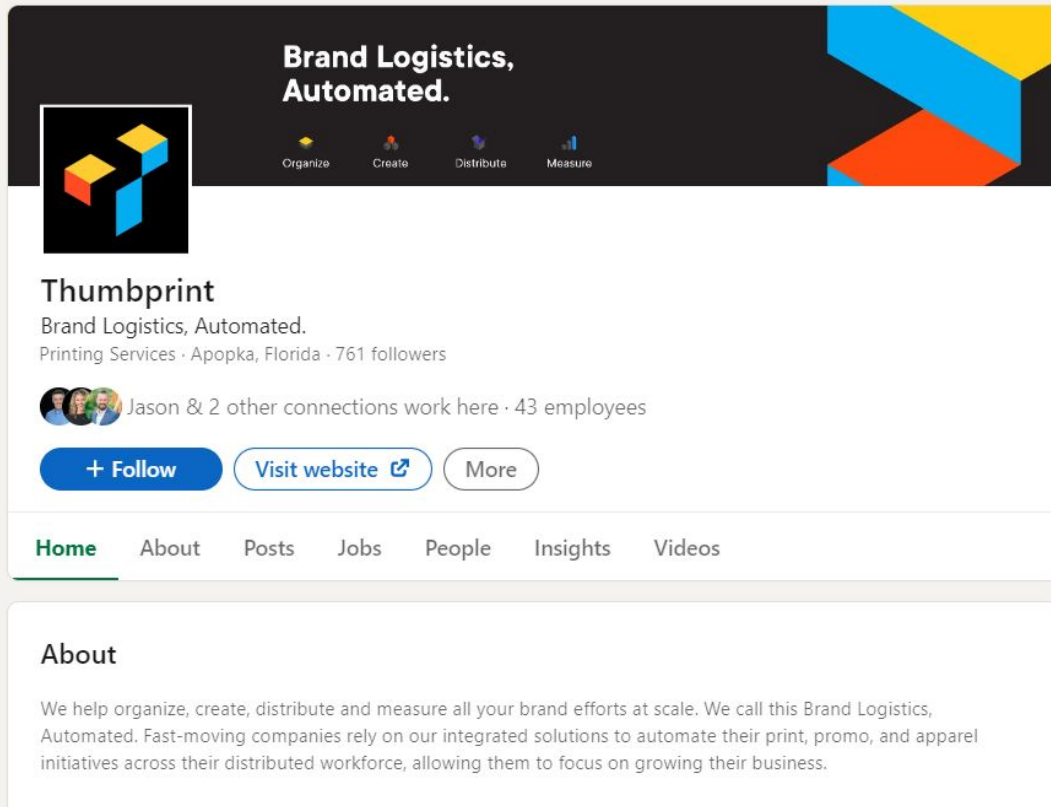
Videos

## About

Every business is a people business; and our team of people is the best in the business.


In fact, we were selected as the #2 Best Place to Work (out of 3000 workplaces) by our industry's top publication.

Here's the article: <https://www.asicentral.com/news/magazines/counselor/september-2019/no-2-printable-promotions-best-places-to-work-2019/>

A screenshot of a LinkedIn profile for Thumbprint. The header features the company name "Brand Logistics, Automated." and a navigation menu with icons for Organize, Create, Distribute, and Measure. The profile picture is a stylized 3D cube logo. The bio states "Brand Logistics, Automated. Printing Services · Apopka, Florida · 761 followers". It also shows "Jason & 2 other connections work here · 43 employees". Action buttons include "+ Follow", "Visit website", and "More". A navigation bar at the bottom has tabs for Home, About, Posts, Jobs, People, Insights, and Videos. The "About" section contains the text: "We help organize, create, distribute and measure all your brand efforts at scale. We call this Brand Logistics, Automated. Fast-moving companies rely on our integrated solutions to automate their print, promo, and apparel initiatives across their distributed workforce, allowing them to focus on growing their business."/>

**Brand Logistics,  
Automated.**

Organize Create Distribute Measure



**Thumbprint**  
Brand Logistics, Automated.  
Printing Services · Apopka, Florida · 761 followers

Jason & 2 other connections work here · 43 employees

+ Follow Visit website More

Home About Posts Jobs People Insights Videos

**About**

We help organize, create, distribute and measure all your brand efforts at scale. We call this Brand Logistics, Automated. Fast-moving companies rely on our integrated solutions to automate their print, promo, and apparel initiatives across their distributed workforce, allowing them to focus on growing their business.



## Brand+Aid

First Aid for Brand Awareness | Promotional Marketing Agency in SLC  
Advertising Services · Salt Lake City, Utah · 524 followers



Renya works here · 13 employees

✓ Following

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### About

Brand+Aid is a full-service merchandise agency catering to the world's most admired companies. We pride ourselves on our eye for quality design and exceptional personal service, backed by a team of passionate, brand-loving fools. We manage company stores, uniform programs, custom product development, trade show displays & give... see more

**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*



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**FASCINATE THEM WITH  
SOMETHING**

**DIFFERENT!**

#ASIShowChicago

**ASI**  
**SHOW**  
CHICAGO

# Thanks!

