



HOW TO CREATE THE PERFECT LinkedIn COMPANY PAGE



Big Ideas. Big Results.

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INTRODUCTION

Your LinkedIn Company Page is an online beacon for both prospective customers and prospective employees. As such, it is a truly unique space on the web, one that blurs the lines between knowledge-sharing platform and relationship-building tool.

To help you make the most of your LinkedIn Company Page, we've put together this visual guide, which features several "Pro Tips" that LinkedIn has contributed, along with some visual examples we've gathered from top-performing Company Pages.

So, flip on through and find some inspiration. And if you'd like a text-only version of LinkedIn's tips, refer to the checklist that came with your download.

Thank You!

P3 Agency

www.p3-agency.com

1.800.515.9422

ABOUT THE P3 AGENCY

The P3 Agency is a national Brand Development and Marketing Services Agency founded in 1990 and based in the Tampa Bay area of Florida. Sean McKeon and his team at P3 are responsible for helping their clients generate the necessary leads and sales needed to drive new business. P3 offers a free consultation to answer any questions you may have about developing a powerful brand image and a marketing process for increased results.

You can reach Sean and the team at P3 by web, email or phone:

www.p3-agency.com | contact@p3-agency.com | 1.800.515.9422



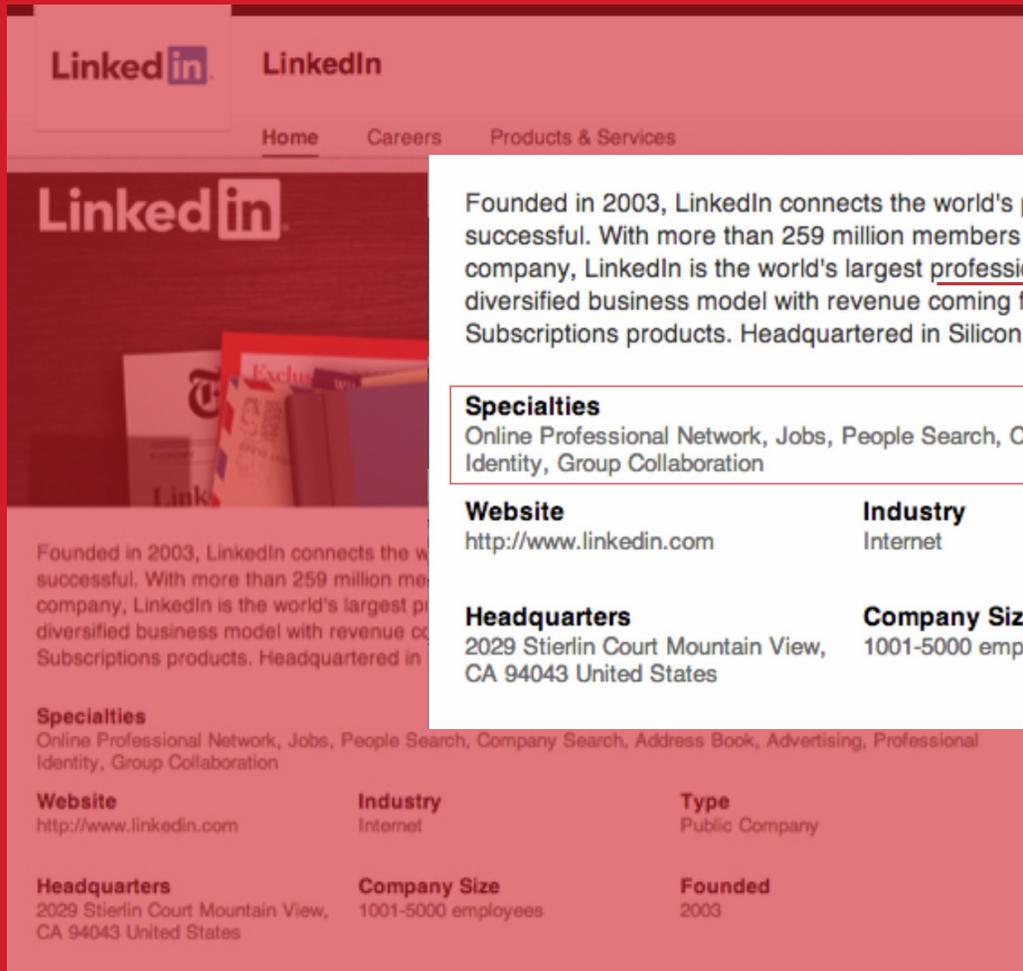
Sean McKeon
CEO / P3 AGENCY



1 Company Overview

“Make it easy for the right people to find your Company Page by adding SEO terms in the description and ‘Specialties’ sections.” -- **LinkedIn**

PRO TIP



The image shows a screenshot of the LinkedIn company page for LinkedIn. The page features the LinkedIn logo at the top left, followed by navigation links for Home, Careers, and Products & Services. Below the navigation is a large banner image with the LinkedIn logo. The main content area contains a detailed description of the company, followed by a 'Specialties' section, and a table of key company information including Website, Industry, Type, Headquarters, Company Size, and Founded.

Founded in 2003, LinkedIn connects the world's professionals to make them more productive and successful. With more than 259 million members worldwide, including executives from every Fortune 500 company, LinkedIn is the world's largest professional network on the Internet. The company has a diversified business model with revenue coming from Talent Solutions, Marketing Solutions and Premium Subscriptions products. Headquartered in Silicon Valley, LinkedIn has offices across the globe. [see less](#)

Specialties
Online Professional Network, Jobs, People Search, Company Search, Address Book, Advertising, Professional Identity, Group Collaboration

Website http://www.linkedin.com	Industry Internet	Type Public Company
Headquarters 2029 Stierlin Court Mountain View, CA 94043 United States	Company Size 1001-5000 employees	Founded 2003

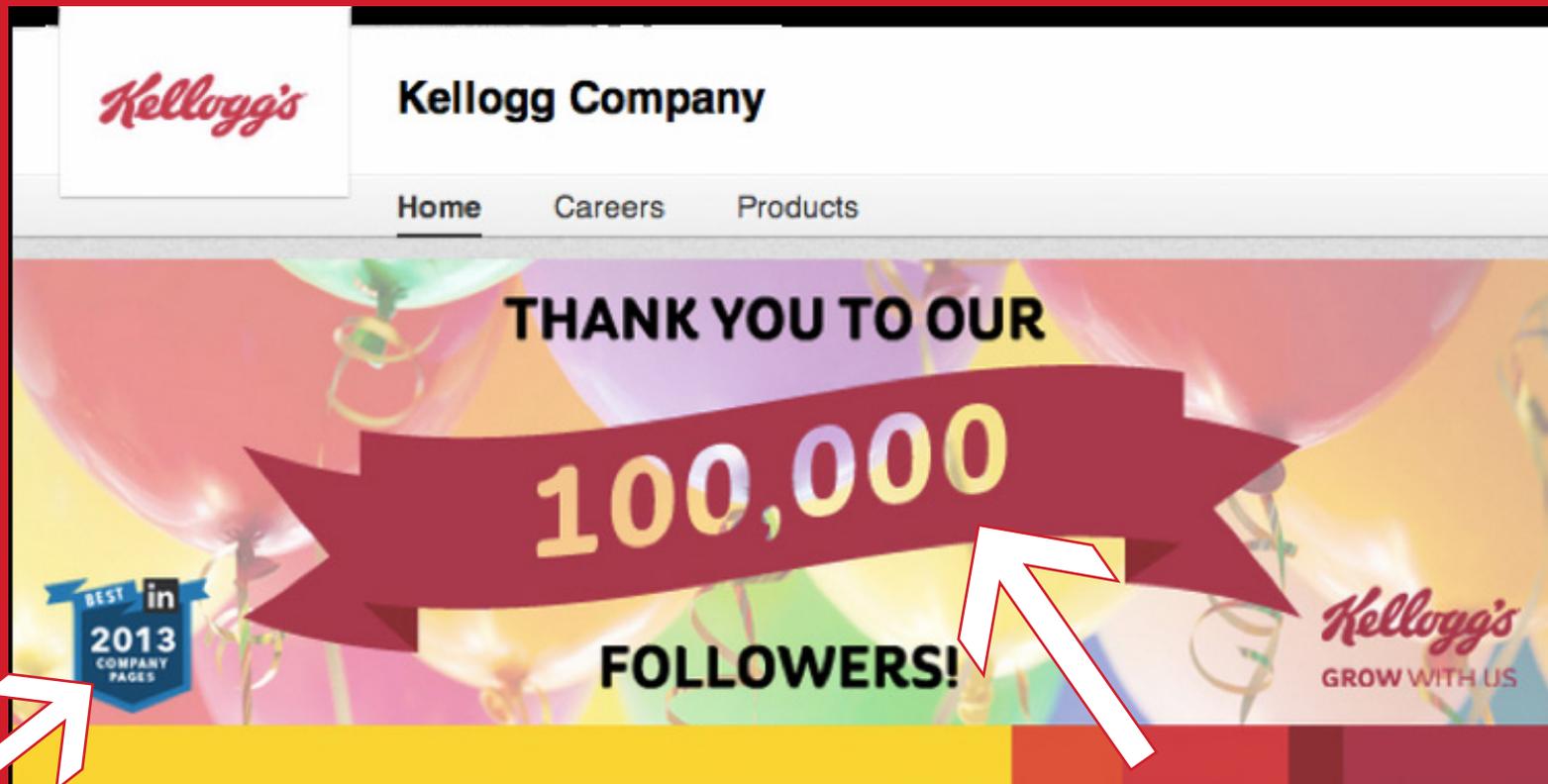
Above: Company overview from LinkedIn's Company Page

2 Logo & Banner

“Keep your Company Page fresh with rich cover images that reflect your company’s accomplishments, events, and offerings.”

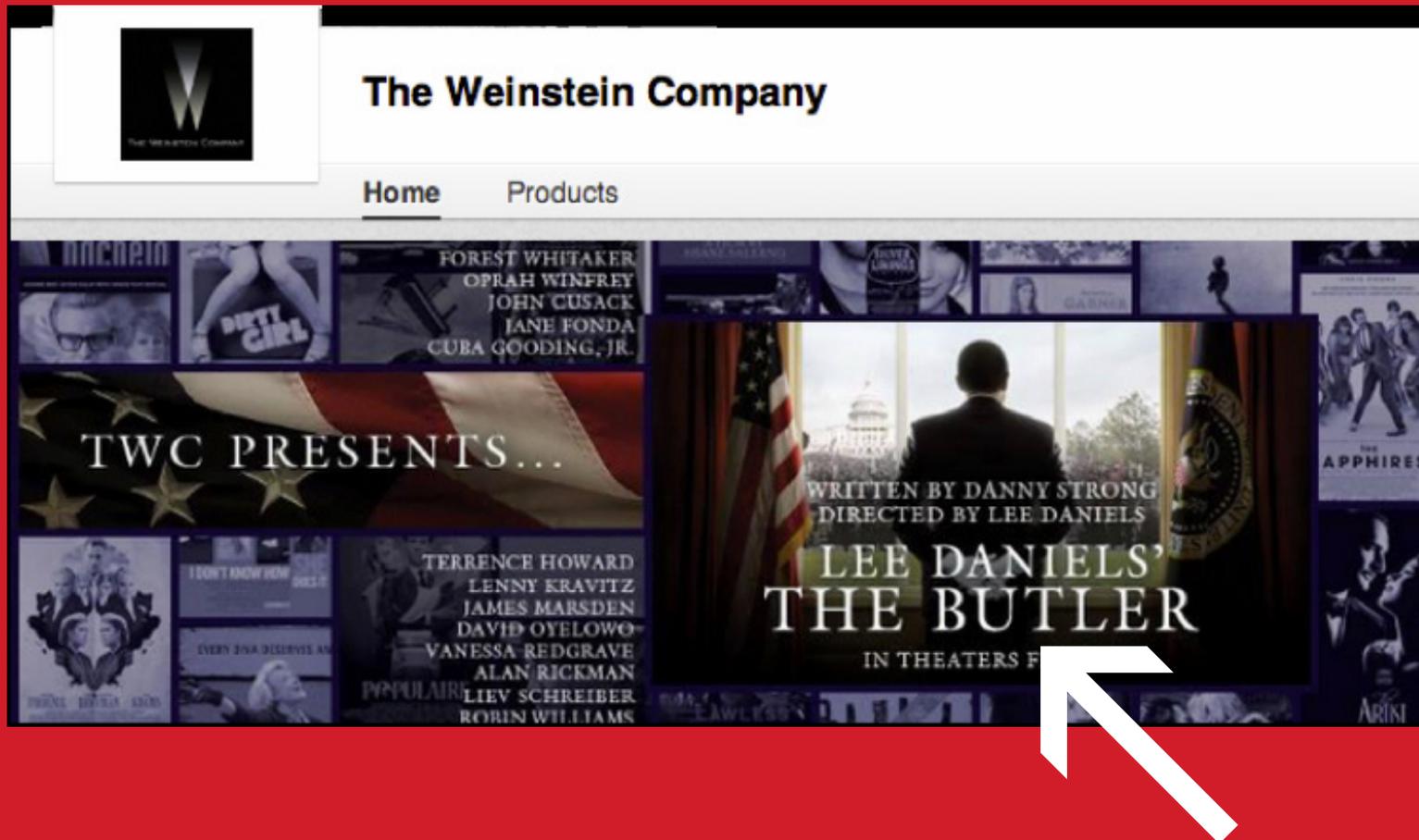
-- LinkedIn

PRO TIP



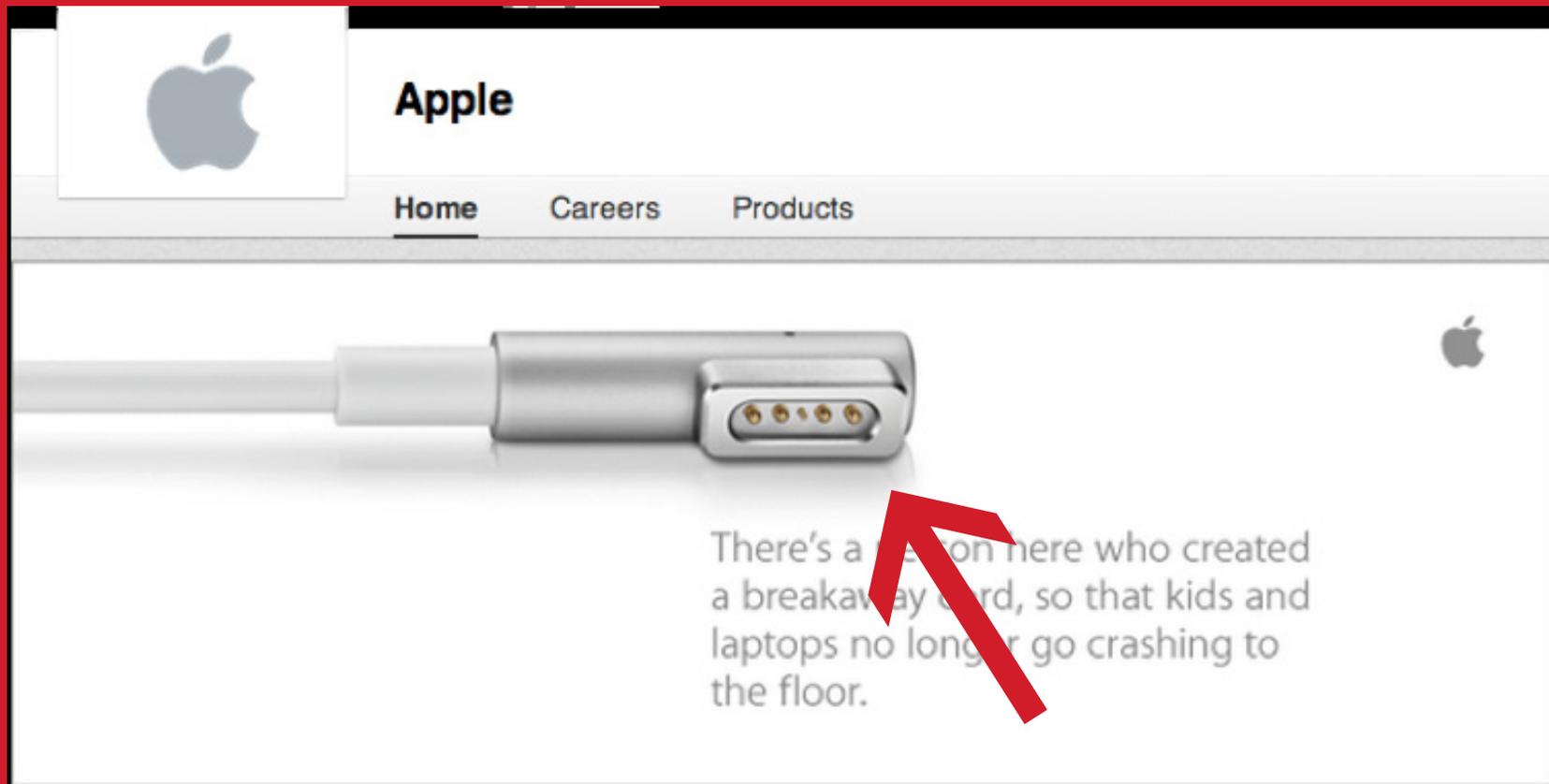
Above: Kellogg's Company Page cover image, which highlights recent accomplishments

2 Logo & Banner



Above: The Weinstein Company's cover image, which highlights an upcoming film release

2 Logo & Banner

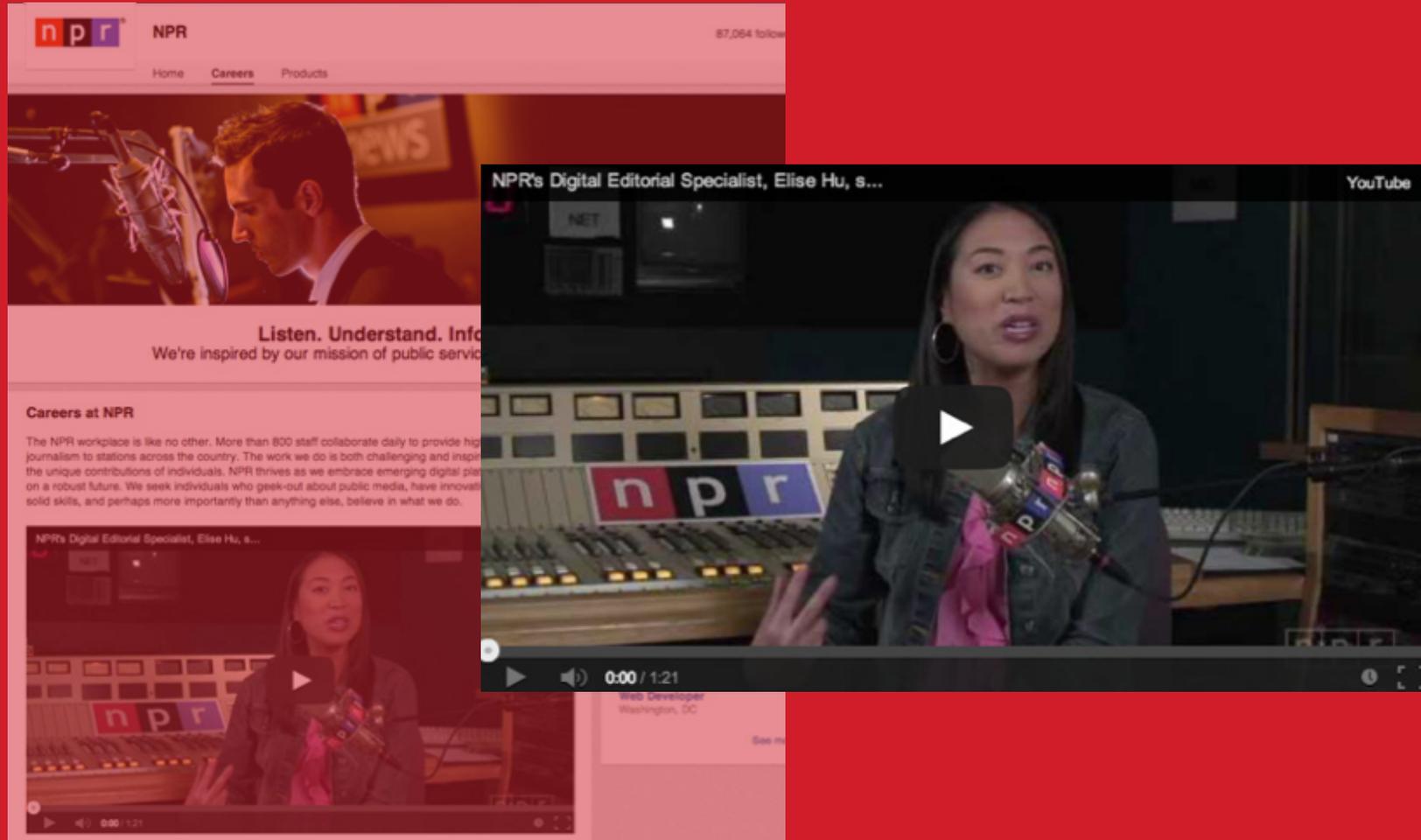


Above: Apple's Company Page cover image, which highlights a product feature

3 Careers Page

“Studies show that a strong employer brand can cut cost per hire by over 50%. Use rich media (like video) on your Careers Page to showcase yours.” -- **LinkedIn**

PRO TIP



Above: NPR's Careers Page on LinkedIn, which features an employee video

4 Showcase Pages

“For business lines or initiatives with unique messaging and audience segments, consider creating a dedicated LinkedIn Showcase Page.”

-- LinkedIn

PRO TIP

The image displays a navigation menu on the left and two Showcase Page cover images on the right. The menu includes:

- Adobe**: Computer Software, 10,001+ employees
- Adobe Creative Cloud**: 3,817 followers, + Follow
- Adobe Marketing Cloud**: 3,533 followers, + Follow

The top Showcase Page is for **Adobe Creative Cloud**. The cover image features a collage of diverse, stylized faces and the text **! AM THE NEW CREATIVE**. It shows 3,817 followers and a Follow button.

The bottom Showcase Page is for **Adobe Marketing Cloud**. The cover image features a vibrant, abstract circular pattern in shades of green and blue. It shows 3,533 followers and a Follow button.

Above: Cover images from Adobe’s two Showcase Pages, which highlight different business lines: Adobe Creative Cloud and Adobe Marketing Cloud

4 Showcase Pages



Adobe
Computer Software
10,001+ employees

Adobe Creative Cloud
3,817 followers
+ Follow

Adobe Marketing Cloud
3,533 followers
+ Follow

Adobe Creative Cloud "I like working in different ways, using a variety of tools and programs that help me get from the first idea to the final work." — David Mascha. #NewCreatives illustrator, digital artist, photographer His creative freedom comes from blending ... more

Adobe Creative Cloud It's Creative Cloud Training Month at KelbyOne. They're offering a different online course every weekday in February. Free. The daily free course is available from 3pm - 6pm PST (6pm - 9pm EST) through Feb. 28th. Get the details: <http://adobe.ly/1xksix>

Adobe Creative Cloud adobe.ly · With the breadth of digital tools available in Creative Cloud, our members have access to applications they've never used before... or never even thought to try. Maybe you're a web designer interested in learning to use our pro video tools; maybe...

Adobe Marketing Cloud Discover how to turn tweets into roars and likes into loves. The latest in the Social Intelligence report: <http://adobe.ly/1d/Ya1G>

Adobe Social Intelligence Report you.tu.be · The Social Media Intelligence report reviews all facets of social media—paid, owned and earned. Adobe Digital Index examined over 131 billion Facebook ad impressions, more than 1 billion Facebook posts and 400 million unique visitors...

Adobe Marketing Cloud Welcome to the Adobe Marketing Cloud page. We'll be sharing news, tips, and best practices to help fuel you be a better marketer. Hit the "Follow" button up above to get the latest updates so you can join the conversation.

Above: Examples of Adobe using unique messaging for each of its Showcase Pages

5 Featured Groups

“Tie all of your LinkedIn communities together by using Featured Groups to show Groups you manage or participate in on your Company Page.” -- LinkedIn

PRO TIP

HubSpot

57,013 followers Following

Home Careers Products

Questions? Call us.
1-888-HubSpot x 1

Email Sites SEO Marketing Automation Landing Pages Analytics Social Media Blogging

HubSpot is the world's #1 inbound marketing platform. Designed to replace the world's interruptive and annoying marketing with marketing people love, HubSpot makes marketing more efficient, effective, and measurable. HubSpot's inbound marketing software is integrated, powerful, and intuitive to use. Nearly 10,000 companies, agencies, and partners in 58 countries use HubSpot's software, services, and expertise to engage with prospects, leads, and customers through social media, blogs, email, landing pages, and more. HubSpot is headquartered in Cambridge, MA, with offices in Dublin, Ireland, and has been recognized by Inc., Forbes, and Deloitte as one of the world's fastest-growing companies. For the love of marketing, learn more at: www.hubspot.com and get your marketing graded at: <http://marketing.grader.com/> [see less](#)

Specialties
inbound marketing, marketing, internet marketing, online marketing, web marketing, software, blogging, SEO, marketing automation, social media, email marketing, analytics, sales

Website http://www.HubSpot.com	Industry Internet	Type Privately Held
Headquarters 25 First Street 2nd Floor Cambridge, MA 02141 United States	Company Size 501-1000 employees	Founded 2006

Learn More >

Featured Groups

- Inbound Marketers -...**
99,983 members
[+ Join](#) ← **Click Me!**
- HubSpot Academy**
5,119 members
[+ Join](#)
- INBOUND Conference**
462 members
[+ Join](#)

Above: Sidebar menu showing HubSpot's Featured Groups

6 Company Updates

“Every like, comment, and share increases your reach. Prompt your followers to take action on your updates by asking thoughtful questions.”
-- LinkedIn

PRO TIP

Commonwealth Bank

Home Careers Products & Services

IN A WORD, YOU

Australia's leading provider of financial services including retail, premium, business and institutional banking, funds management, superannuation, insurance, investment services.

We are a business with more than 800,000 shareholders and over 50,000 employees. We offer a range of financial services to help all Australians build and manage their financial future.

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- youtube.com/commbankbusiness
- blog.commbank.com.au
- ideas.commbank.com.au
- plus.google.com/+CommBank
- instagram.com/commbank see less

Website
http://www.commbank.com.au/

Industry
Financial Services

Headquarters
Darling Park Tower 1 201 Sussex Street Sydney, NSW 2000 Australia

Company Size
10,001+ employees

Commonwealth Bank Let's settle the debate: where is the most productive workplace... home or the office?
Like (24) · Comment (46) · Share · 9 days ago

Sara Sutton, Rebecca Manly +22

See previous comments

Ka Yi Ho Perhaps this funny video helps settling the debate...
<http://www.tastefullyoffensive.com/2014/01/a-conference-call-in-real-life.html>
1 day ago

Maxwell Connell There is no question. The workplace has three things working at home can never provide: - Motivation - Sharing of resources (physical or intangible) - Efficiency It is no coincidence that the new yahoo CEO told all work from home employees to return...
21 hours ago

Add a comment...

Commonwealth Bank Do you have retirement strategy?
blog.commbank.com.au · There's been plenty of talk about the effect Australia's aging population will have on our federal budget, and for good reason. When the age pension...

Like (17) · Comment (3) · Share · 4 days ago

Melissa Ryan, Sara Sutton +15

See previous comments

Ashlee Anderson I think it's all well and good to keep increasing the age, however we will need to work for longer. automatic insurance within superannuation needs to be extended. if we can work for longer than we need to make sure we're insured for death TPD and IP
3 days ago

Commonwealth Bank Interesting points, Mic and Ashlee. Thanks for the comments!
2 days ago

Add a comment...

Commonwealth Bank Awaken the entrepreneur in your kids by teaching them the basics of good money management.

Like (75) · Comment (5) · Share · 7 days ago

Ben Callaghan, Naomi Bradley +73

See previous comments

Brendan Lonergan Do you have similar programs tailored for persons with a disability? I have worked in the disability sector for the past decade and have come across many people with an intellectual disability who could do with some assistance with managing their...
3 days ago

Commonwealth Bank Great question, Brendan. The Commonwealth Bank Foundation Teaching Awards have given a number of schools working with students who have special needs \$10,000 to tailor special money management programs. A great example of this is the Kintore Street...
2 days ago

Add a comment...

Commonwealth Bank Trusted mentors and advisors are an important part of career development. Whether it's a formal relationship or just a friendly phone call, who do you go to for advice?

Like (58) · Comment (8) · Share · 1 month ago

Scott Smith, Umair Zaman +58

See previous comments

Tracey Newman I too have a pool of people that I respect who I know will be comfortable in challenging me and are unfailingly kind and generous with their time and assistance.
1 month ago

Commonwealth Bank Thanks for the comments, guys. We're glad to hear that mentors are steering your careers in the right direction!
1 month ago

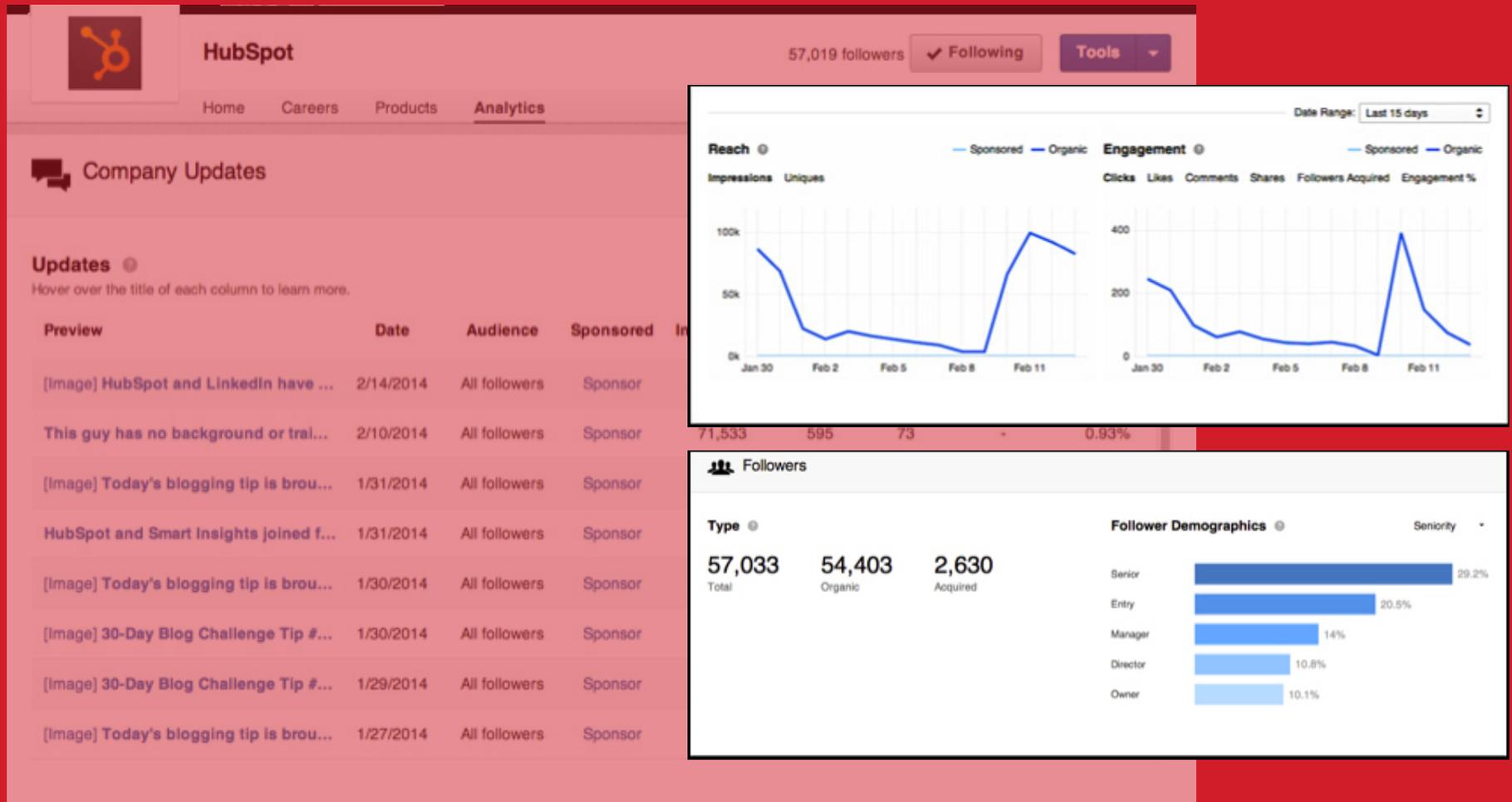
Add a comment...

Above: Examples of Commonwealth Bank using Company Page updates to ask questions and engage with its audience

7 Page Analytics

“Get insight into what’s working and what’s not by using Company Page Analytics to test frequency, topics, and formats.” -- LinkedIn

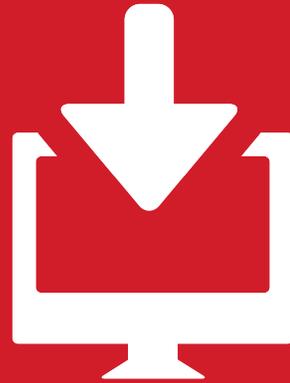
PRO TIP



Above: Example Company Page Analytics (note: some data has been hidden)

ABOUT P3

Founded in 1990, the P3 Agency is a brand development and marketing services agency dedicated to helping our client's achieve top-tier success. Over the years of service we have developed a proprietary methodology for helping our clients develop a Powerful Brand Images and Marketing Systems that creates an endless flow of new business. We encourage you to contact us today to see what could be possible for your business!



Get your **FREE** Marketing Assessment
with a Brand & Marketing Specialist



Big Ideas. Big Results.

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