



A VISUAL GUIDE TO

CREATING THE PERFECT
LINKEDIN
COMPANY PAGE

HEAVYDUTY
BRANDING

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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. Thanks!

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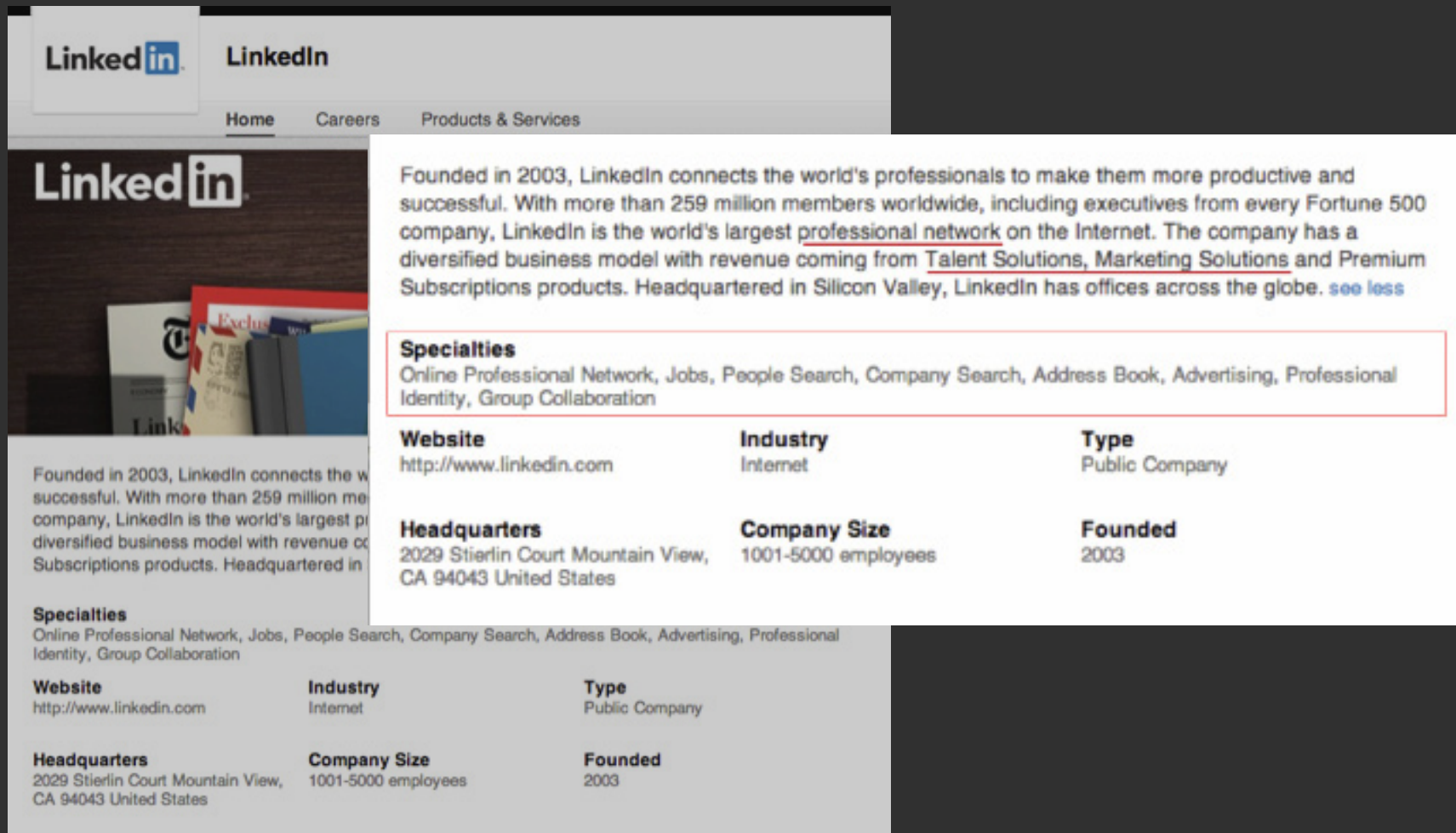
@HDMarkBaker



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 screenshot shows the LinkedIn Company Page for LinkedIn. The header includes the LinkedIn logo and navigation links: Home, Careers, and Products & Services. The main content area features a large image of a stack of books with the LinkedIn logo overlaid. Below the image is a paragraph describing the company's mission and business model. To the right of this paragraph is a 'Specialties' section with a red border, listing various services. Below the 'Specialties' section is a table with three columns: Website, Industry, and Type. Below the table is another section with three columns: 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
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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

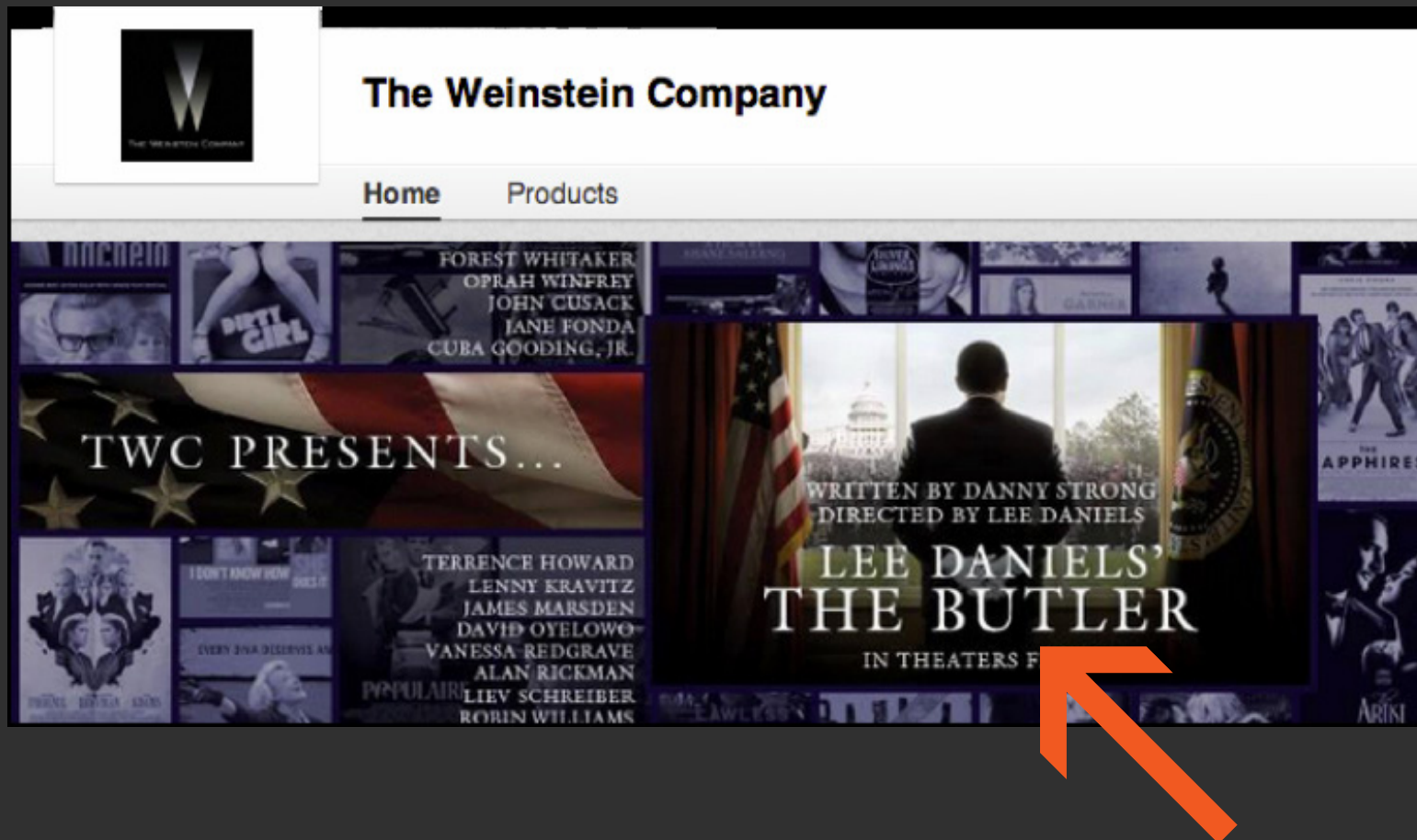
PRO TIP



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

2 Logo & Banner

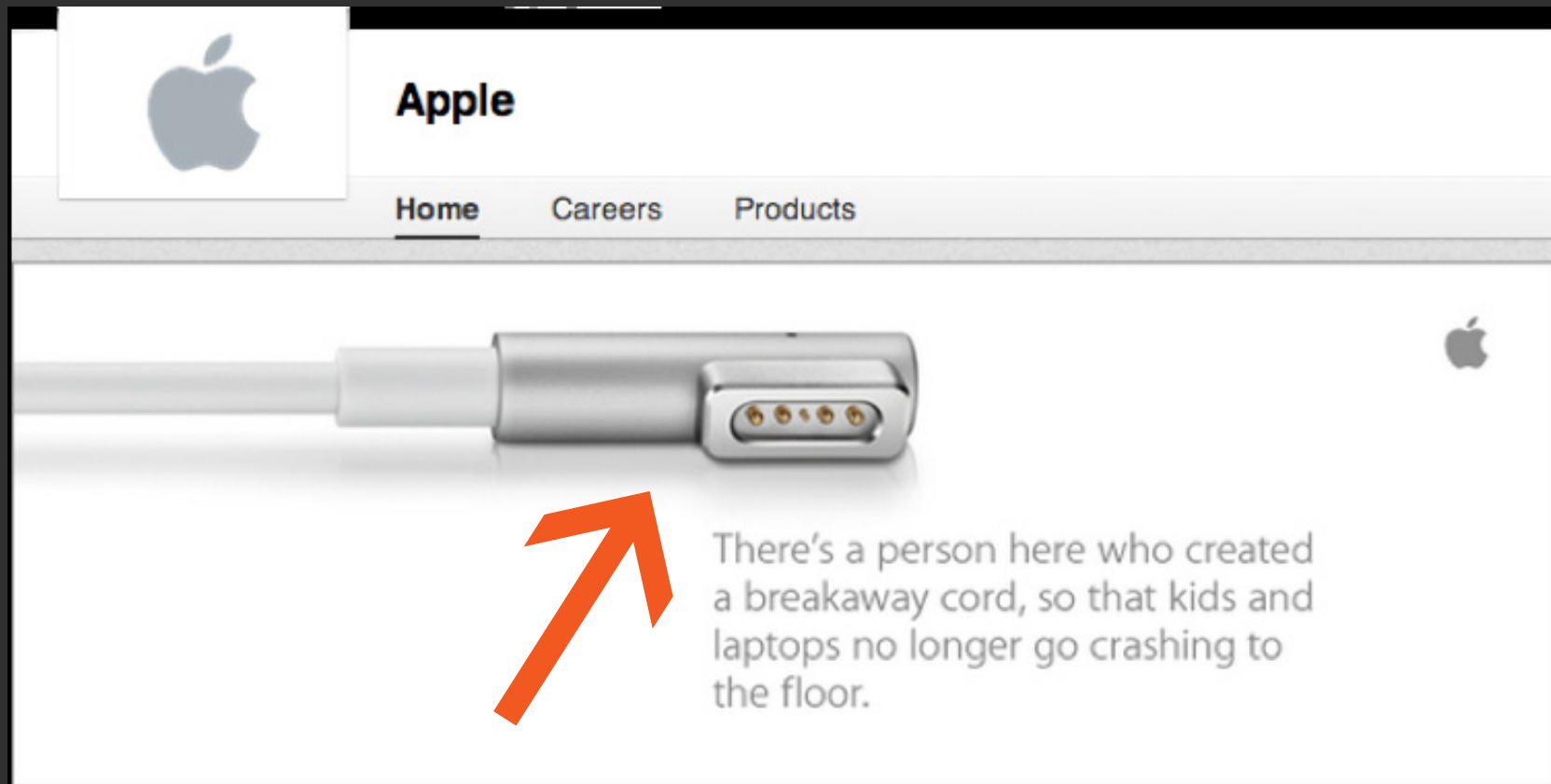
(continued)



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

2 Logo & Banner

(continued)

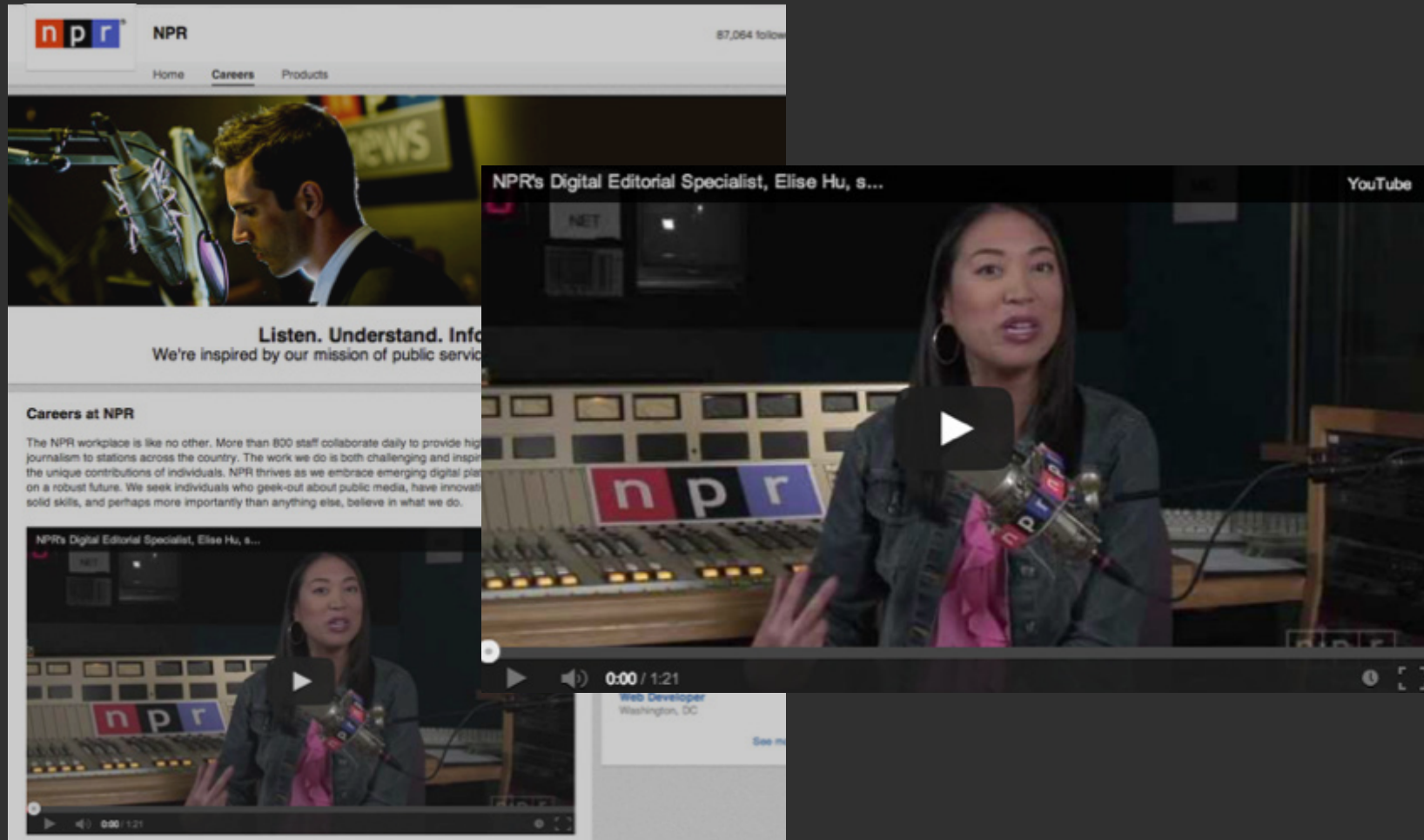


Above: Apple's Company Page cover image, which highlights a product feature

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



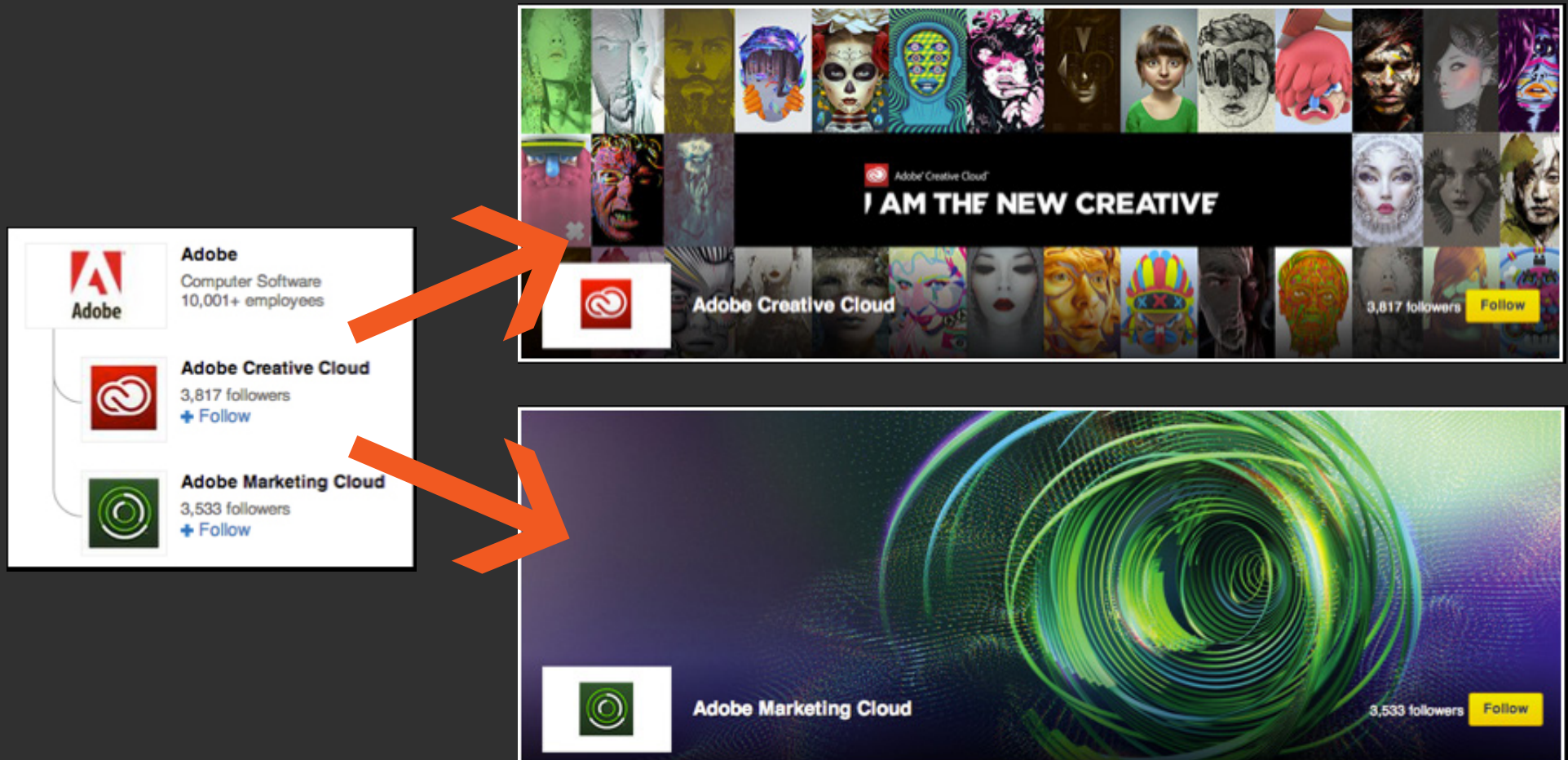
Above: NPR's Careers Page on LinkedIn, which features an employee video

4 Showcase Pages

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

-- LinkedIn

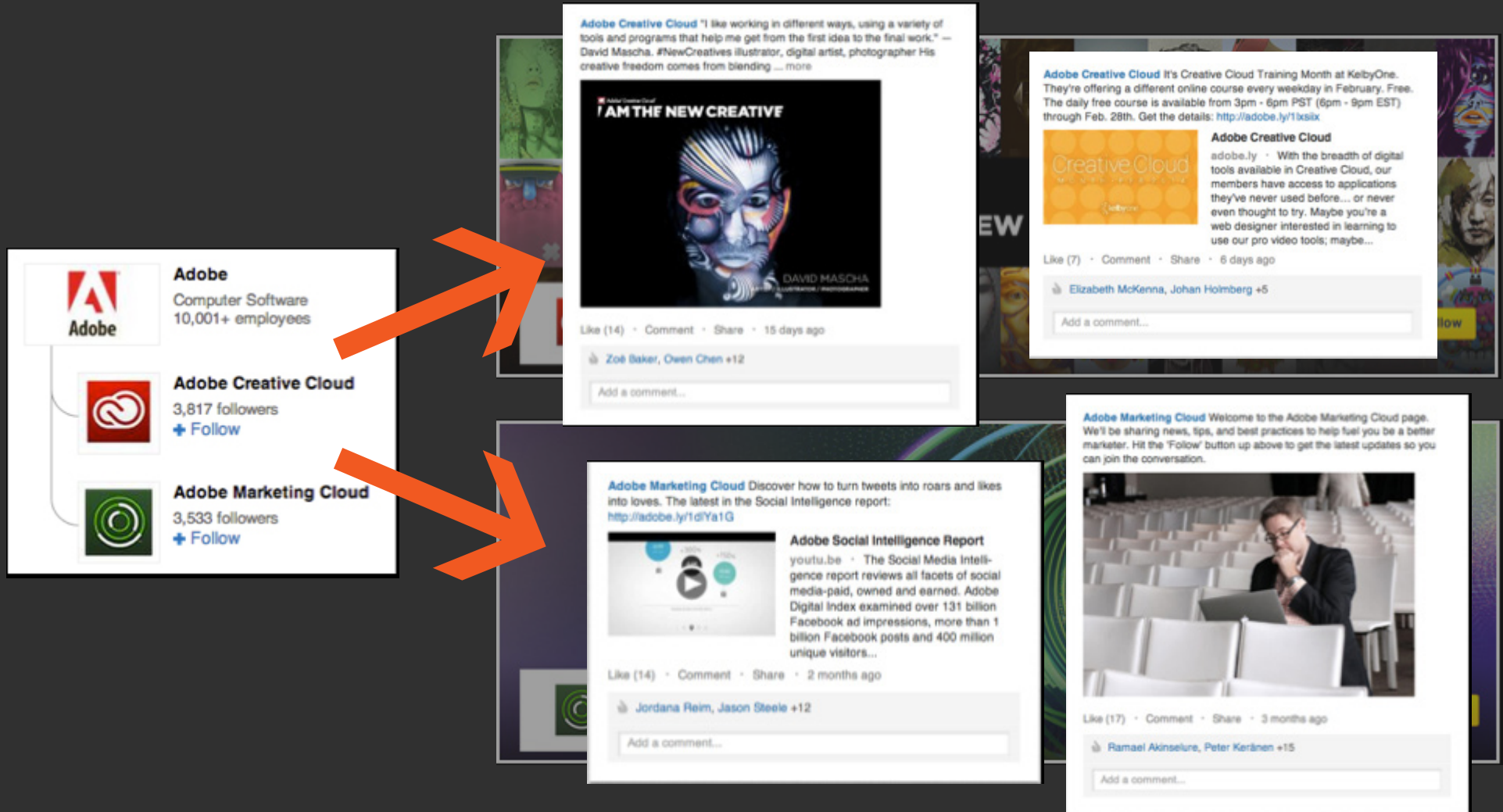
PRO TIP



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

4 Showcase Pages

(continued)



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

The screenshot shows the HubSpot LinkedIn company page. The header includes the HubSpot logo, name, and follower count (57,013). Below the header is a navigation bar with links for Home, Careers, and Products. The main content area features a hero image with three HubSpot employees and a call to action: "Questions? Call us. 1-888-HubSpot x 1". Below this is a row of eight service tiles: Email, Sites, SEO, Marketing Automation, Landing Pages, Analytics, Social Media, and Blogging. The main text describes HubSpot as the world's #1 inbound marketing platform. Below the text is a table with company details.

Specialties	Website	Industry	Type
inbound marketing, marketing, internet marketing, online marketing, web marketing, software, blogging, SEO, marketing automation, social media, email marketing, analytics, sales	http://www.HubSpot.com	Internet	Privately Held

Headquarters	Company Size	Founded
25 First Street 2nd Floor Cambridge, MA 02141 United States	501-1000 employees	2006


The sidebar on the right, titled "Featured Groups", lists three groups: "inbound marketers" (99,983 members), "HubSpot Academy" (5,119 members), and "INBOUND Conference" (462 members). Each group has a "Join" button. An orange arrow points to the "Join" button for the "inbound marketers" group with the text "Click Me!".

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 years of financial services to help all Australians build and manage their future.

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facebook.com/commonwealthbankbusiness
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twitter.com/netbank
youtube.com/commbank
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... [more](#)
21 hours ago

Commonwealth Bank Do you have retirement strategy?
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 then 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

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... [more](#)
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... [more](#)
2 days ago

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](#) +56

[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

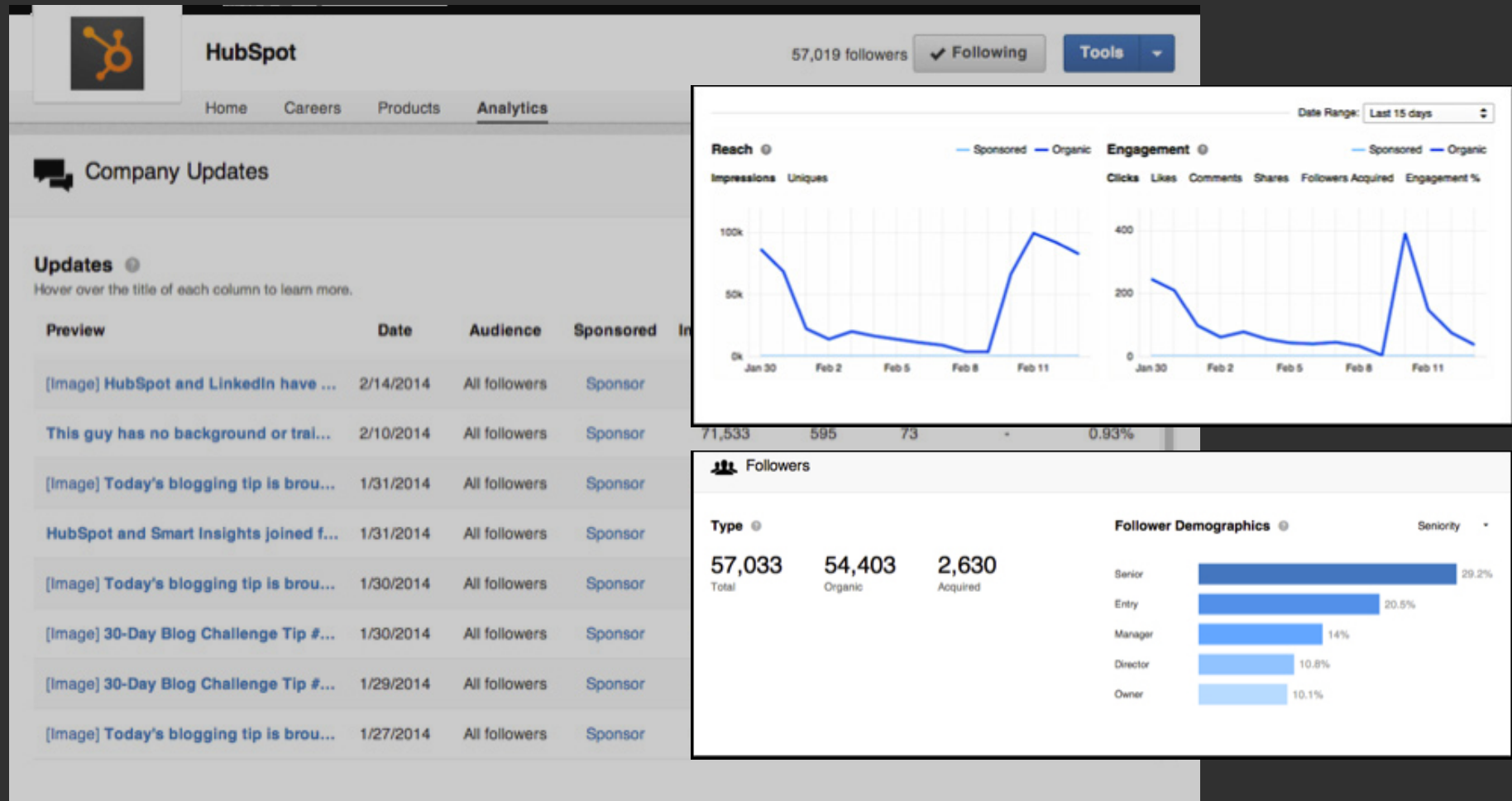
[Commonwealth Bank](#) Thanks for the comments, guys. We're glad to hear that mentors are steering your careers in the right direction!
1 month ago

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)

FLEXING OUR INDUSTRIAL MIGHT

Every marketing firm claims they have a unique process, but in reality we are all very similar when it comes to how we get the job done. What HeavyDuty Branding brings to the table is our extensive experience in branding and marketing industrial/B2B companies.

For more than two decades, we've been creating branding and marketing communications that resonate with audiences and deliver results. We have a vast amount of knowledge, resources and best practices that make us uniquely qualified to tell your brand's story.

You may think that your business's issues are unique to you, however we can guarantee that many other companies suffer from the same problems. At HeavyDuty Branding, we see those problems as opportunities for change that will positively impact your bottom line.

Get your assessment with an inbound marketing specialist

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