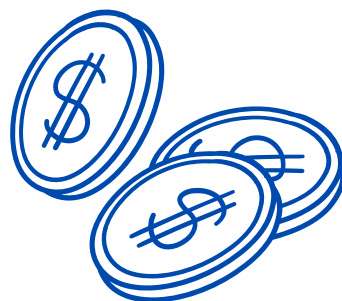


LINKEDIN FOR BUSINESS



**TURN
CONNECTIONS
INTO CUSTOMERS
AND CONTENT
INTO REVENUE**



YOUR BUSINESS GOALS



- **Expand Brand Reach:** Increase company visibility
- **Establish Industry Authority:** Share expertise and case studies
- **Generate Qualified Leads:** Attract decision-makers and prospects
- **Drive Website Traffic:** Turn engagement into visits and conversions

BUSINESS CONTENT STRATEGY

Thought Leadership Articles:

Long-form insights from founders or leadership

Video Updates: Behind-the-scenes, company news, customer testimonials

Data & Case Studies: Share success stories and performance metrics

Employee Advocacy: Encourage your team to share company content

Client Spotlights: Showcase partnerships and customer wins

POSTING FREQUENCY & BEST TIMES

Recommended: 3–4 times per week

Best Days: Tuesday to Thursday

Best Times:

8–10 a.m.

1–2 p.m.



BUSINESS PAGE OPTIMIZATION



Logo + Banner: Consistent with brand identity

Tagline: Clear value proposition

About Section: Who you are, what you do, and how you help

Website Link: Add call-to-action buttons (e.g., Visit Website, Contact Us)

Invite Connections: Grow your page audience

LINKEDIN ALGORITHM TIPS FOR BRANDS

Prompt Engagement: Ask questions, encourage comments

Content Variety: Alternate between text, image, video, polls, and documents (PDF carousels)

Use Hashtags: 3–5 relevant to your industry

Tag Partners or Clients: Extend your post reach

Analyze Insights: Track performance and adjust content



ADVANCED GROWTH HACKS

Employee Advocacy Program: Turn staff into brand ambassadors

Targeted Ads: Use LinkedIn Ads for precise B2B targeting

Leverage LinkedIn Events: Webinars, product launches, Q&A sessions

Lead Gen Forms: Capture leads directly from sponsored posts