

CREATING THE PERFECT



COMPANY PAGE

AN EBOOK FROM SAGEFROG MARKETING GROUP



Introduction

Your LinkedIn Company Page is an important online tool, attracting prospective customers and employees. As such, it is a vital 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 guide, which features tips LinkedIn has contributed, along with some visual examples we've gathered from top-performing Company Pages. So, flip on through and find some inspiration.



To your marketing success,

A handwritten signature in black ink that reads "Mark". The signature is fluid and cursive, with a long horizontal stroke at the end.

Mark Schmukler

Managing Partner
Sagefrog Marketing Group, LLC

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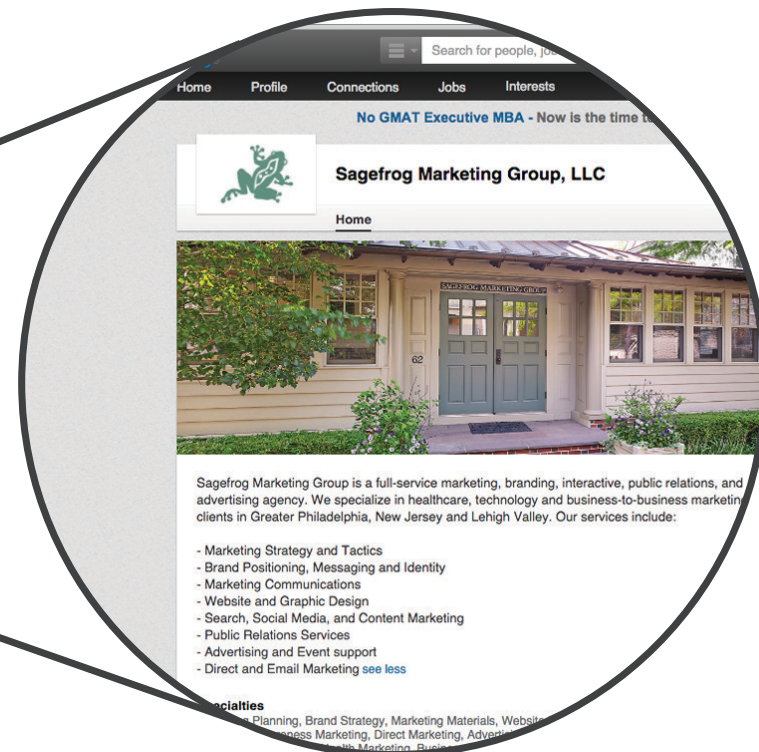
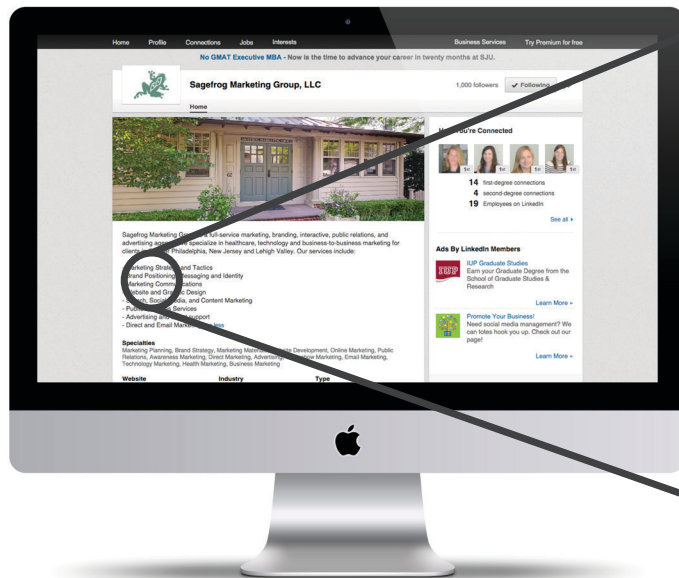
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1

Company Overview

Make it easy for the right people to find your Company Page by adding SEO terms in the description and 'Specialties' sections.



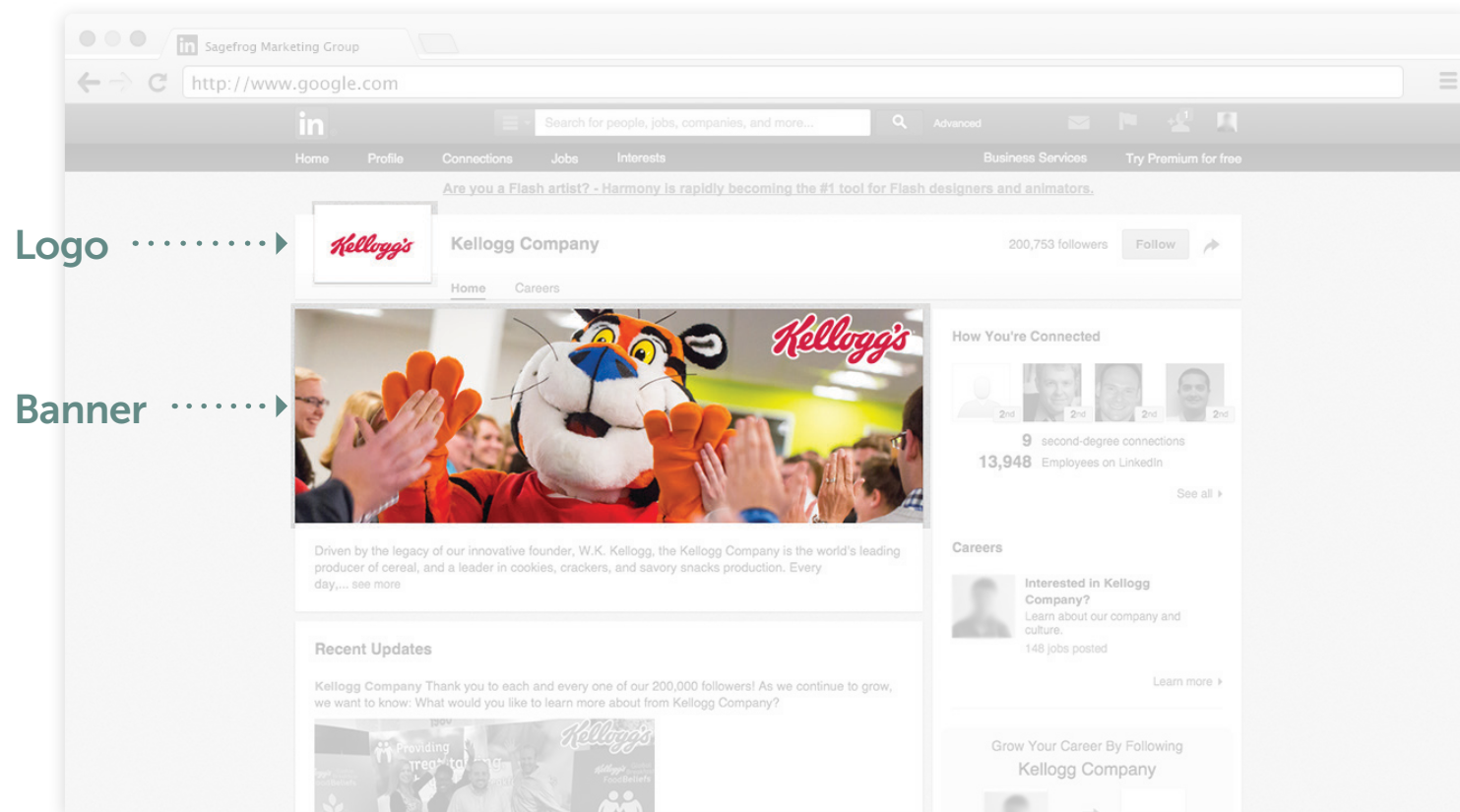
Source: LinkedIn



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Logo & Banner

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



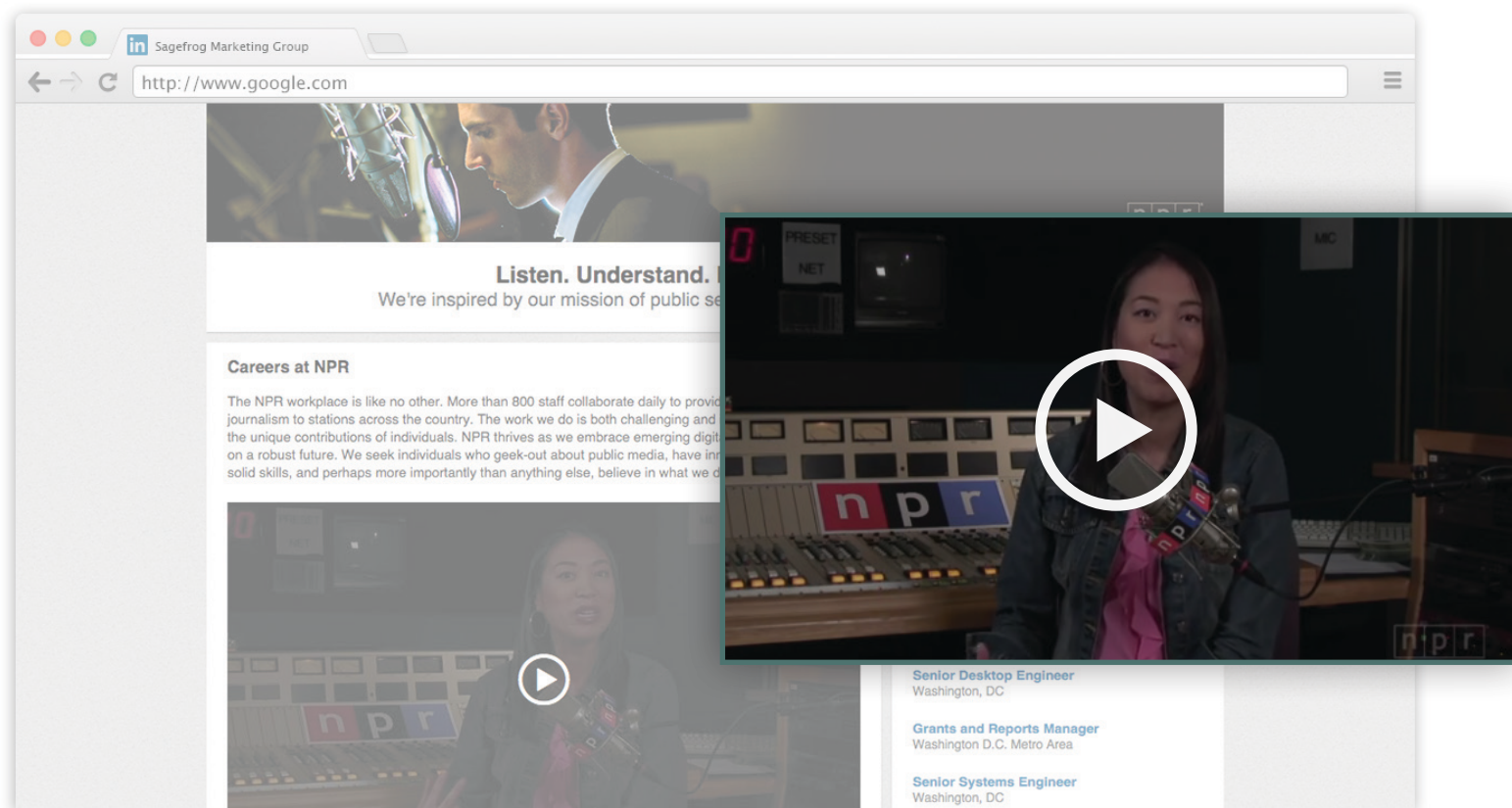
Source: LinkedIn



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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.



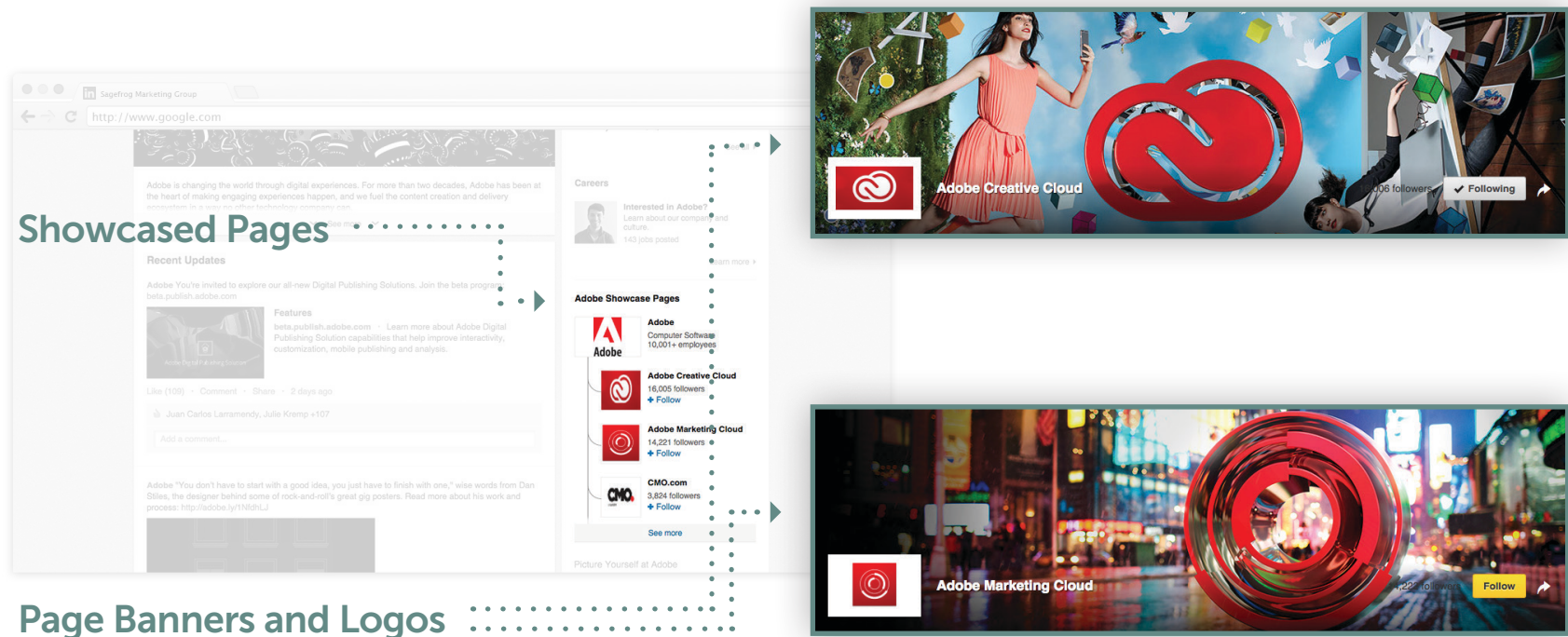
Source: LinkedIn



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Showcase Pages

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



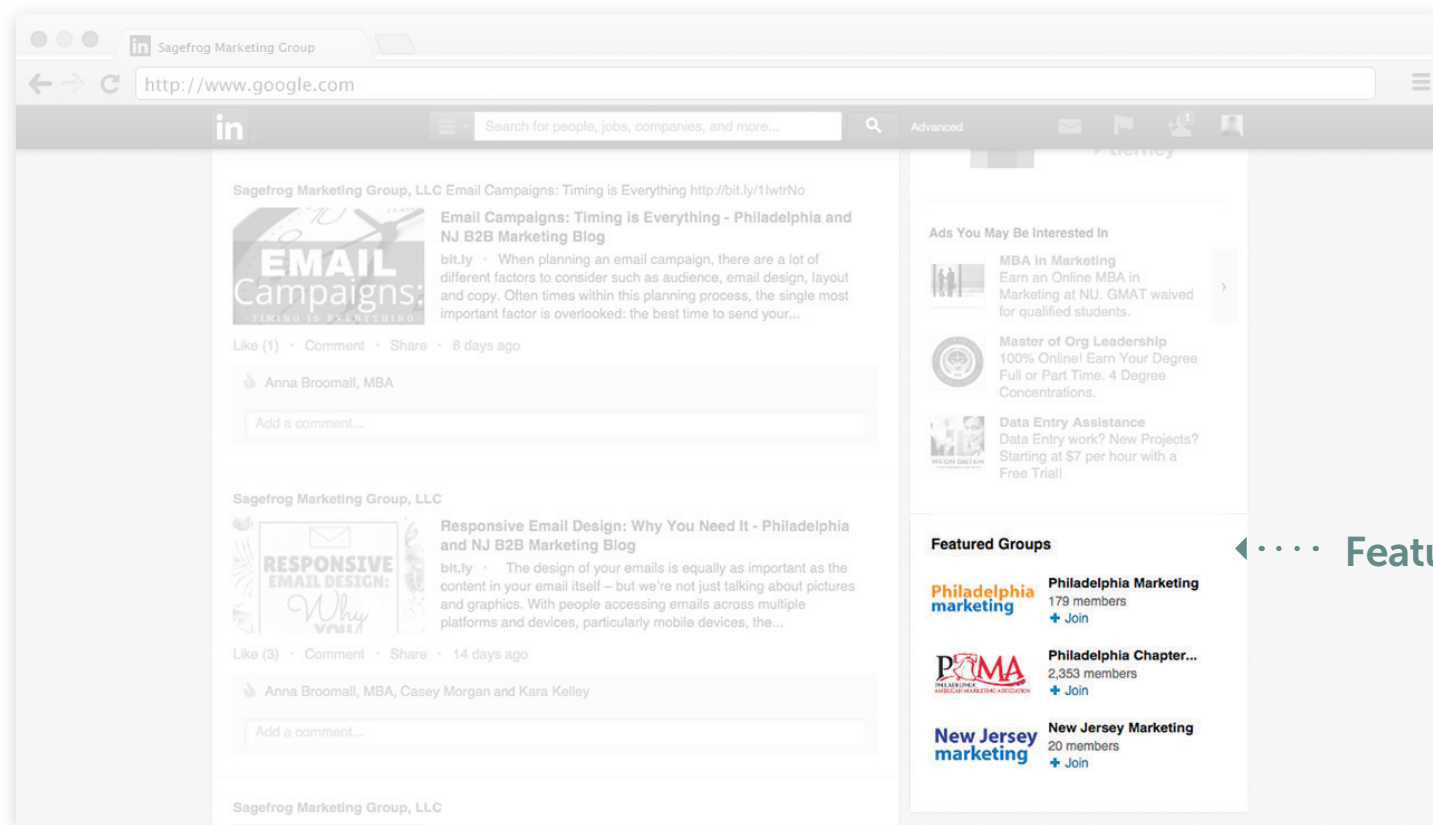
Source: LinkedIn



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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.



← Featured Groups

Source: LinkedIn




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Company Updates

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

Sagefrog Marketing Group, LLC



Grow Your Business with Google and Sagefrog - Philadelphia and NJ B2B Marketing Blog

sagefrog.com · February 11, 2015 – Doylestown, PA Sagefrog Marketing Group, a leading Google Partner, is hosting an upcoming Google event at the Sagefrog Marketing Group headquarters in Doylestown, PA on February 11th from 12:00 to 1:00 pm EDT, and you're...


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👤 Lauren Fries, Samantha Smith +5

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👤 Becky Boggs and Tracy Canonaco



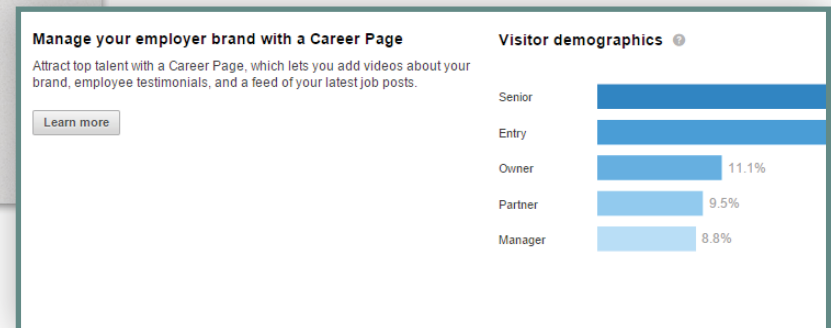
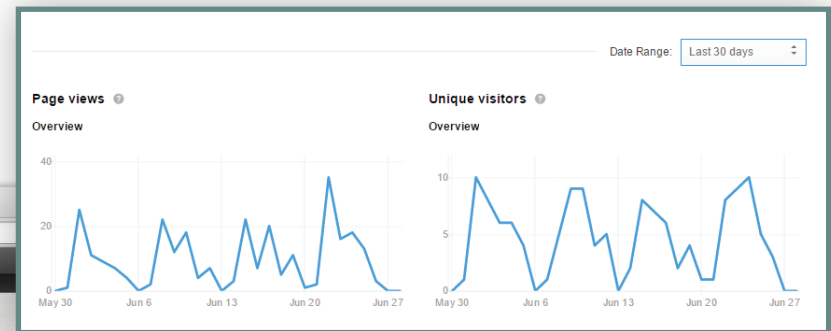
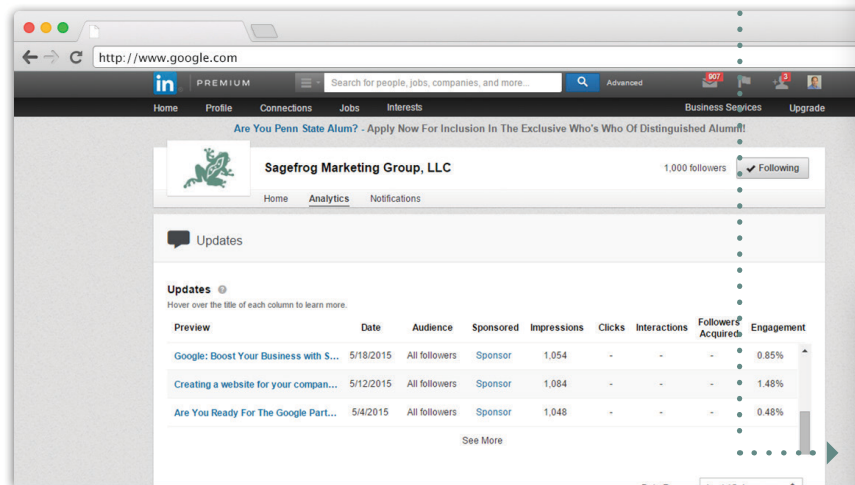
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Page Analytics

Get insight into what's working and what's not by using Company Page Analytics to test frequency, topics, and formats.

Analytic Breakdowns

Analytics Page



Source: LinkedIn



Do you need help building your brand?

Sagefrog Marketing Group, LLC is a full-service branding, digital, public relations and advertising agency with offices in PA and NJ. We specialize in healthcare, technology, and business-to-business marketing.

Contact us and we will leap into action!

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