

Your company



www.linkedin.com/companies

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LinkedIn® Company Pages

Powered by the InPages platform

Your company and the world's largest audience of professionals

Tens of millions of professionals are following more than a million companies on LinkedIn. Who are these followers? They are job seekers, employees, potential customers, purchasing managers, current clients, or interested observers. They follow companies to stay in the loop on new developments, compare products and services, track potential business

opportunities and keep an eye out for job openings. Members are notified of such developments via network updates or e-mails.

When members want to know more about your company, they look to your Company Page on LinkedIn.



What's your Company Page?

It's your company's profile of record on LinkedIn and a powerful way to speak to these millions of professionals through word-of-mouth recommendations and trusted testimonials.

It's an opportunity to reveal the human side of your company. Provide a peek at the individuals behind the brand, and highlight how members use your products in their daily lives to solve real problems. In short, your Company Page offers tools for you to bring your brand to life.

It's the central hub for your brand.

Through your Company Page, you can manage all facets of your brand: your company brand, your employment brand and your product brand.

It's your engagement tool.

Bring your brand to life by showcasing your most glowing recommendations, your standout products, your best employees, your company culture and hiring practices.

It's how you grow your business virally – through word of mouth.

Let your employees and customers become brand ambassadors and spread the word about your company through network-aware testimonials and recommendations.

It's a rich source of analytics.

Gain insights into who is interested in your company and which other companies they are following.

Why create a Company Page?

Create your Company Page as your company's interface to millions of professionals on LinkedIn. LinkedIn members want to find out more about your company, hear of job openings, discover what your company culture's like, and get recommendations from their network on products that may be best suited to their needs.



What is this company really like?

Who has recommended their products and why?

Should I work for them?

Make your presence felt

Your Company Page provides you with an anchor on LinkedIn – the place to go to whenever any member wants to learn more about your company, your culture, your products and services. You can ensure your company puts its best foot forward and provides the most relevant and tailored messaging – depending on what LinkedIn members are looking for.

Grow and engage your followers

Your company already has a following of committed, interested and engaged members. Your Company Page provides a wealth of tools for increasing engagement among your followers via breaking news, blog posts, Twitter updates, YouTube videos, special offers and more.

Benefit from the buzz about your products

Nothing beats word-of-mouth recommendations for generating new business. And when it comes to making buying decisions, recommendations from friends, peers and colleagues hold far more weight than the marketing messages on your corporate website, or a testimonial from a stranger. Each time a LinkedIn member endorses your products or services, their recommendation becomes visible to all of their connections and could spread virally. When you promote and curate these recommendations, you have a showcase of the most credible, authentic endorsements of your products.

Promote your employment brand

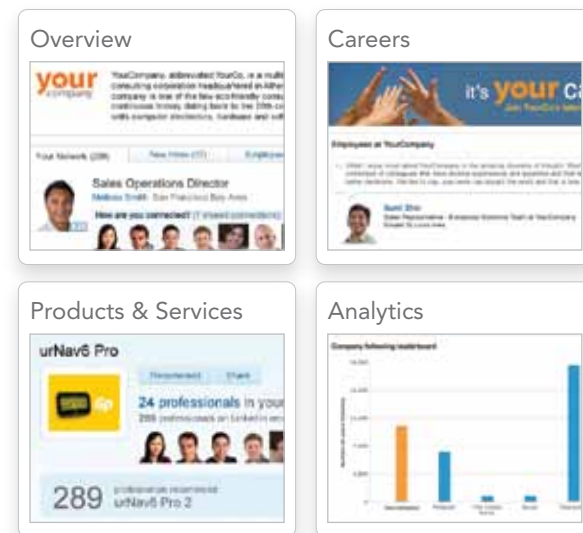
Savvy job seekers, especially passive seekers, turn to LinkedIn for professional insights. The Careers Tab will be one of the first places they look to before responding to a recruiter or researching a potential job opportunity. By investing in a premium LinkedIn Careers Page, you can shape their understanding of your employment brand through video, images and customizable content modules.

What kind of content is on your Company Page?

When you set up your Company Page, you have an active role in deciding what content to highlight, what information to include, and how you speak to specific segments of members who are visiting your page. Your Company Page is viewer-aware, which means you can display different jobs and products to an IT manager in Pharma than you do to a Media sales professional.

Your Company Page is also network-aware, which means members can see who in their network works at your company and who in their network recommends your products.

Your Company Page is made up of 4 tabs: Overview, Careers, Products & Services and Analytics.



Overview

The reception area of your Company Page – the Overview Tab provides a friendly introduction to your brand. When a member visits this tab, they see everyone in their network who works at your company, your company's blog posts and Twitter feeds.

Careers

This section provides you with a unique opportunity to interact with millions of passive and active job seekers on LinkedIn. Any job openings you've posted on LinkedIn will show up here. Investing in a Silver or Gold Careers Page allows you to feature additional content on your employment brand and your company's culture, showcase your best employees and tailor your messaging to target audiences.

Products & Services

Here's your chance to catch the eye of prospective customers by highlighting products or services that are relevant to your target audience. When a member visits this page, they see how many of their network connections recommend your product as well as their recommendations.

Analytics

This tab is visible only to you, as an administrator of your Company Page. Use this to understand the composition of your base of followers – who they are, what they do and which other companies they follow.

Overview Tab

Your company's introduction to professionals

The Overview Tab of your Company Page provides visiting members with a rich, network-aware snapshot of your company.

Members will be able to:

- Follow your company to stay in the loop on key developments, including job openings and other updates.
- Read through a high-level overview of your company.
- See who in their network is employed by your company.
- Access the latest news about your company through your blog posts and Twitter feeds.
- Visit the "Employee Statistics" section to get an analytical perspective on your employees. For example they can see what percentage of your company's employees are in engineering, sales or marketing. Or how your company's employee base has grown over time, as reflected by your employees' LinkedIn profiles.
- Get a quick summary of other key company data that you choose to provide.



Products & Services Tab

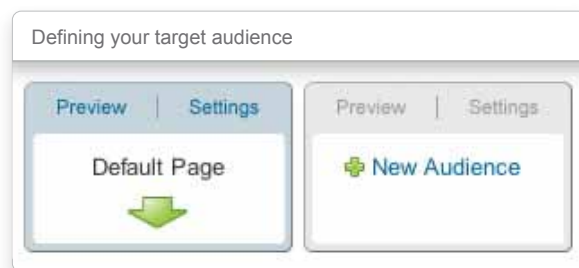
Building your showcase of recommendations

Your Products & Services Tab is the voice of your Product (or Services) Brand. You can use this tab to showcase your best products and services to highly targeted audiences, curate and spotlight product recommendations and engage with prospective and current customers.

Listing all products and services

You can create a directory-style listing that's exhaustive and includes all your product and service offerings. And provide additional content for each product or service – including descriptions, features, images, display banners, videos, and special offers.





Tip

LinkedIn Advanced People Search <<http://www.linkedin.com/search>> can help you identify the right industries to target.

Describing each product or service

Describe your product in detail, while making sure its unique value proposition stands out. Details could include the category that it belongs to. Make sure you capture all of your products' salient features, provide imagery as a visual aid and use video clips for interactivity. You are also encouraged to create special offers unique to members following you on LinkedIn. And don't forget to provide contact details of the people behind the product – such as your product manager(s) or sales people that can help a customer make the right connection.

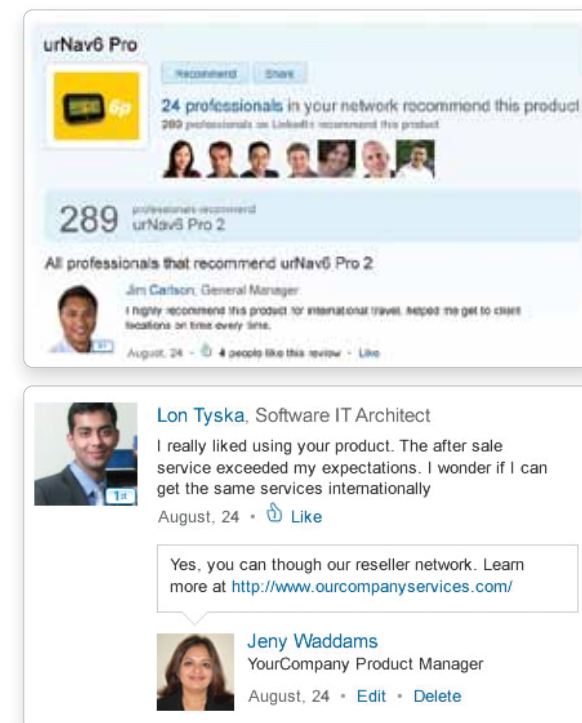
Defining your target audiences

The Products & Services Tab is viewer-aware and network-aware, which means you can customize your message and display relevant content to audiences with very different priorities and interests. That way, you aren't showing the same products to Finance professionals as you are to Pharma industry execs.

You can define up to 5 distinct audience segments for different versions of this tab, based on: industry, job function, seniority, geography and company size.

Featuring products and services

Have your most relevant products under the spotlight and tailor your offerings based on audience segments. Select products from your master "directory" list that you believe will resonate the most with a given audience. Since you can define up to 5 audience segments, each segment can have its own set of up to 5 products or services. And for any given audience segment, you can enhance the appeal of your offerings with up to 3 display banners and a custom video.



Tip

Every chance you get, you can ask: "Are you satisfied with our product? Recommend us on LinkedIn."

Showcasing recommendations of your products and services

Recommendations from fellow professionals impact product and service purchase decisions in a big way. When LinkedIn members visit your Products & Services Tab, they see how many and which of their professional connections recommend your products and services.

Recommendations that you receive spread virally:

- When a member recommends your product, their network connections are notified of the recommendation.
- The recommendation becomes part of the member's stream and is reflected on the member's profile page.
- The recommendation lives on your product page and will be discovered when any of the member's connections visit the page.

You have control over which recommendations are visible on your Products & Services Tab, and you can also respond to members' comments.

Tips for getting great recommendations

The more people who recommend your products and services, the more likely it is that word-of-mouth buzz about your product will spread. Here are some suggestions for getting high-quality endorsements:

- Ask your best customers via LinkedIn's "Request Recommendations" module. You can invite members to recommend your products and services directly from the Products & Services Tab on your Company Page, using the "Request Recommendations" button.
- Seek recommendations as part of all of your customer communications.

Careers Tab

Giving voice to your employment brand

With a Premium Careers Page, you can showcase your best talent, promote job opportunities, provide insights into your company culture and hiring practices and interact with both active and passive job-seekers.

If you have posted any jobs on LinkedIn, they'll automatically appear in this section. If you have a Premium LinkedIn Careers Page, your jobs will be targeted to the individual member viewing the page.



Customizing Content

Your Careers Page is highly customizable, offering a range of content options to bring your employment brand to life. And you could choose to tailor your content and target members based on Industry, Job Function, Seniority and Geography. That way, your message to an engineer in San Francisco can be different from your message to a sales professional in London, yet reflect the same common values and themes that make up your employment brand.

It's up to you to choose which pre-defined content modules to use, and modules that you choose not to use won't be visible to visiting members.

You can also create up to 3 custom content modules, featuring content that is important to job seekers and employees. Here are some suggestions on how you can use these:

- Tell your corporate story
- Describe company culture, mission and values
- List awards, statistics or milestones
- Provide detailed information on locations
- Give details on teams, projects or corporate philanthropy

Your Careers Page includes:

A display banner

A clickable banner spans the top of your Careers Page, directing viewers to the URL of your choice.

Videos

Introduce candidates to your company in a dynamic and lively way. Gold Package customers can include multiple videos targeted to different audiences. Videos must be hosted on YouTube and can be of any length.

Recruiter contact information

Create a direct link for job-seekers to get in touch with your company. LinkedIn members can send free messages to recruiters and other employees featured in this section.

Employee spotlight

Let your employees be ambassadors of your employment brand by sharing their stories and by describing your company culture, in their own voice. Each testimonial links to their LinkedIn profile.

Benefits information

You can select standard benefits from a list and add up to 10 additional benefits.

Outside links

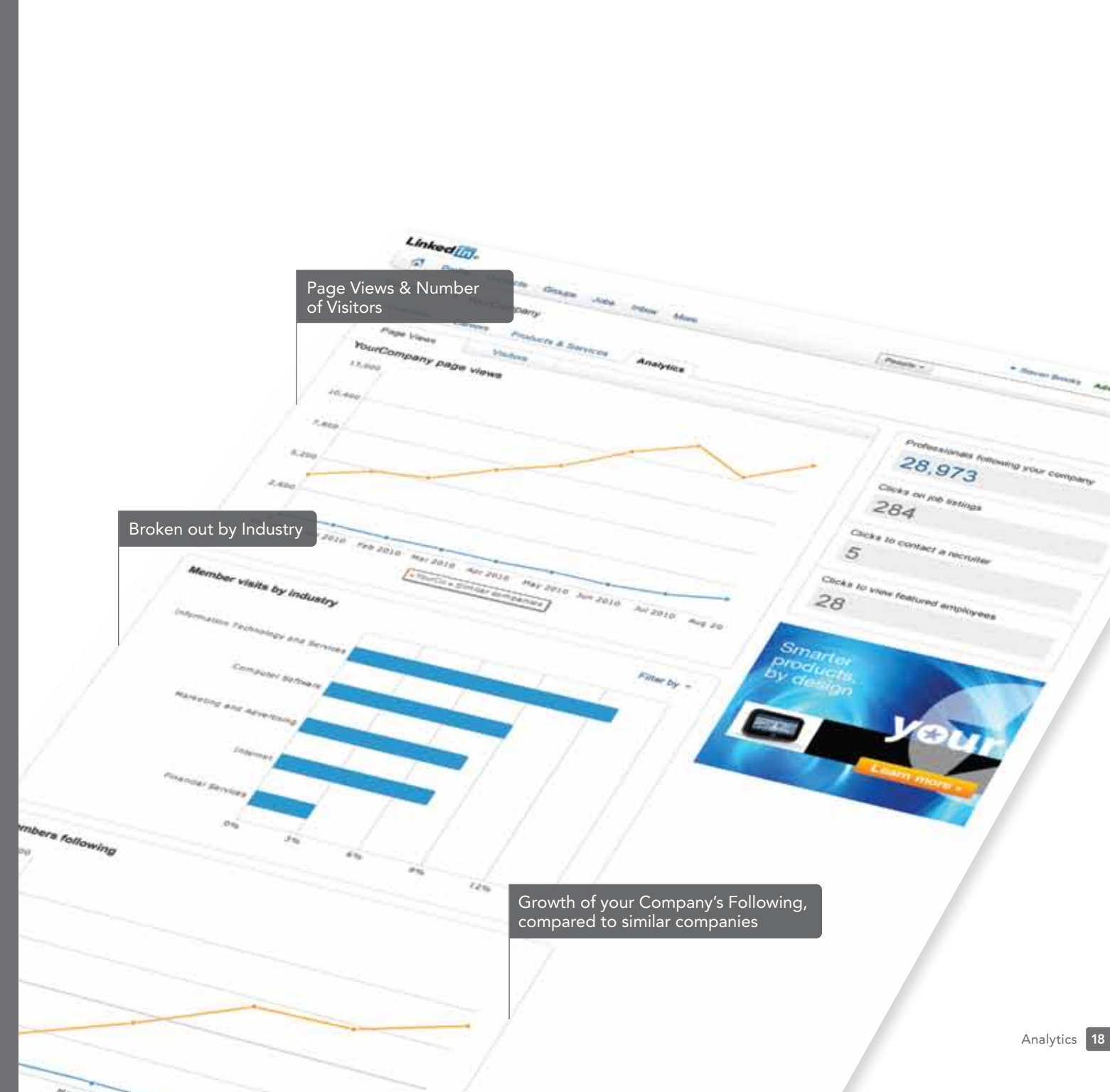
Link to LinkedIn groups, Twitter feeds, content on your company's website, or any other external content.

Analytics Tab

Insights about your followers to build a bigger following

Your Company Page comes with an Analytics Tab, visible only to administrators of your Company Page. This tab is not visible to members. Members only see the Overview Tab, The Careers Tab (with the accompanying employee statistics) and the Products & Services Tab.

Your Analytics Tab is a source of tremendous insights to give you a better understanding of member behavior, including who is visiting your page(s), where are they coming from and how often. You also get to see a comparative snapshot of your company's followers vs. followers of other similar companies.



Discovery of your Company Page

Member discovery of your Company Page, Careers Tab and Products & Services Tab

There are plenty of ways for members to organically discover your Company Page, your Careers Tab or your Products & Services Tab while they're doing research or browsing on LinkedIn.

A screenshot of the LinkedIn search filters for companies. The filters include: Company Name or Keyword (text input), Location (dropdown menu set to 'Anywhere'), Industry (dropdown menu set to 'Choose industry...'), Limit Search to (radio buttons for 'All Companies' and 'Only 1st and 2nd Degree'), Company Size (checkboxes for 1-10, 11-50, 51-200, 201-500, 501-1000, 1001-5000, 5001-10,000, and 10,000+), and Hiring (checkbox for 'Only companies with jobs posted on LinkedIn'). At the bottom, there are buttons for 'Search Companies' and 'Browse Industries'.

Organic discovery of your Company Page

Your Company Page will always appear when a member types your company's name into LinkedIn's search box on their home page or on the Companies home page.

Members may discover your Company Page when they:

- View the LinkedIn profile of one of your employees (Hovering your cursor over a company name brings up a mini-company profile, which links to your Company Page).
- Receive a notification when your products or services are recommended by one of their connections.
- See an open position from your company via a job search, under "Jobs You May Be Interested In" on their home page or through jobs suggested by their contacts.
- See your company under "Companies You May Be Interested in Following" – a recommendation module for members from LinkedIn.
- Follow your company and then receive network updates.

Increasing awareness of your Company Page

You can grow your company followers, multiply the number of visitors and increase your recommendations on your Company Page by taking some simple steps:

- Embed a "Follow us on LinkedIn" button on your company website, careers page or product pages.
- Invite candidates in your hiring pipeline to visit your Company Page (or Careers Tab) for more information.
- Add your Company Page URL (<http://www.linkedin.com/companies/yourcompanyname>) to your outbound e-mails or recruitment and product communications.
- Include a mention of your Company Page in your customer newsletters.
- Promote your Company Page as your showcase of recommendations, via an e-mail campaign or through advertising.

Promoting your Company Page

Advertising your Company Page, Careers Page or Products and Services Tab on LinkedIn

You can use a variety of richly targeted ads in a range of formats to increase your following, promote your products or services and drive a high volume of recommendations.

Text Ads

- Achieve your direct response objectives, promote your Company Page by reaching your exact audience with highly targeted Text Ads
- Start with as little as \$10/day
- Target your audience by Industry, Seniority, Geography, Job Function, Age or Gender
- Pay per click or by impressions
- Stop your ads at any time

Display Ads

- Promote your Company Page by reaching your exact audience with rich, highly targeted display ads
- Generate awareness of your Company Page with standard, IAB-compliant ad units in our clean, uncluttered environment
- Pay on a CPM (cost per thousand impressions) basis



Custom ad formats with rich targeting, designed with your Company Page in mind

Recommendation Ads

- Recommendation Ads enable you to showcase "network-aware" recommendations of your products (or services) to members. When your product has been recommended by a member's connection, they see that recommendation in the ad. When no recommendation from within a member's network is available, you can showcase any recommendation you've received.
- Recommendation Ads can be anywhere on LinkedIn and can help you grow your roster of recommendations. They are particularly well suited to the content on the Products & Services Tab because it resembles the organic content on the page.

Recruitment Ads

- Recruitment Ads allow you to source candidates more effectively by being "top-of-mind" among top active and passive candidates.
- You can target your ads to focus precisely on viewers with relevant professional experience, allowing you to optimize your spend.
- "Come Work with Us" recruitment ads allow you to run ads on your employee profiles on LinkedIn and showcase your employees as your brand ambassadors.