

# Getting started with your new Products and Services Tab

As an authorized administrator of your Company Page, you can use this how to guide to build out your Products and Services Tab off of your Company Page on LinkedIn, add or edit content at any time.

To get started simply navigate to your company page on LinkedIn by either searching by company name or entering the URL into the address bar. Your Company Page follows the following URL format:  
<http://www.linkedin.com/company/YourCompanyName>

Once on the company page, click on the Products and Services Tab. Click the Edit button to add or update content on your Products and Services Tab.

## Editing the Default Page

Once you are in edit mode, you'll see the default audience page template. This is the template that you can use to provide content regarding your products and services to your default audience segment. Think of your default audience segment as the audience most likely to access your page frequently.

You will see that you can also create 4 additional audience segments. Please see below for additional details.

There are 4 steps to creating your Products and Services Tab:

- Listing all your Products & Services, describing them
- Selecting your featured products, for each audience segment
- Defining additional audience segments
- Soliciting and showcasing recommendations

## Step 1: Listing all your products and services, describing them

You could start out by building out the full roster of your products and services. Think of this as an exhaustive directory of all your products. For each product or service that is on this list, you will need:

- Product/Service Name:** This is mandatory and could be up to 100 Characters.
- Product/Service Image:** This needs to be in one of 3 formats PNG, GIF or JPG and of size 120 X 80 pixels.
- Product/Service Description:** This is mandatory and could be up to 2000 Characters.
- Up to 8 Bullet List Features:** You could have up to 100 characters per Feature.
- Members to Contact for More Information
- YouTube Video:** YouTube Video URL of form <http://www.youtube.com/watch?v=>
- Product URL:** You could link to additional product details on your company site



## Step 2: Defining your messaging, selecting your featured products for each audience segment

### 1. Logo

Provide your logo in one of the following formats and mark this page as an approved, official showcase of content relating to your Products & Services.

- What you'll need: An image to be in one of 3 formats: JPG, GIF or PNG and in 2 sizes, 100 X 60 and 50 X 50 pixels.

### 2. Company Products & Services Overview

Summarize your product branding message for your audience to help prospective customers better understand what you offer and which products are relevant to them.

- What you'll need: Up to 2000 characters of text only. Use this to anchor your portfolio of products/services to your audience with no additional formatting.
  - i. Module title: 100 characters with no additional formatting
  - ii. Module Text: 2000 characters with no additional formatting

### 3. Up to 3 Large Promotional Banner Items

Use this to reinforce your messaging to your audience. Visitors will be able to scroll through this carousel of banners to better understand your Products & Services' value proposition.

- What you'll need: 3 images in one of 3 formats - JPG, GIF or PNG formats and of size 640 X 220 pixels
- Each banner needs its own destination URL. URLs could be off LinkedIn.

### 4. List of 5 products/services to be "Featured Products":

For each audience, you can decide on which of your products are the most relevant, the most interesting. This needs to be a subset of your directory of products/services offerings and each of the 5 featured products must have a full product page.

- What you'll need: List of up to 5 featured products.

**5. Featured Video** – You could provide a video for increased interactivity and engagement to bring your product brand to life. You could use your video to highlight awards won, recommendations received, customer interviews or to provide a sneak peak at what's to come, in terms of new products. Your video could be of any length.

- What you'll need: YouTube video URL in the form of <http://www.youtube.com/watch?v=.....>

**6. Offer Slot** – Optional. You can use this to promote a special offer to followers of your company on LinkedIn.

- What you'll need: Offer details described with up to 500 characters
- Offer needs associated URL

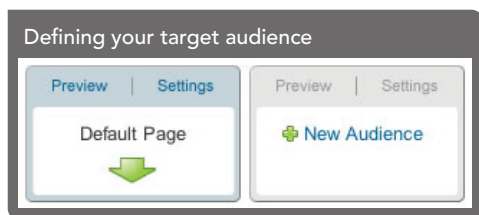
Click the "Publish" button in the upper right hand side of your screen to publish your Products and Services Tab.

**Note:** Once you click "Publish" your new content will immediately be visible. If you find an error or want to change the content after viewing it, simply click on "Edit" again.



### Step 3: Creating additional audience segments

Your Products and Services Tab can be set up to deliver tailored content to specific audience segments. When visiting members' profiles indicate that they belong to a particular segment that you have defined, a customized version of your content will be served up. In the event that a member profile does not correspond to one of the audience segments that you've defined, content defined under your "default" tab will be served up.



### Identifying your Target Audiences

Return to the "Edit" mode of your Company page (per the instructions above). At the top the page, you'll see the page management section. Click on "+New Audience" to begin the new custom targeted page.

You can define your audience based on 4 criteria: Function, Industry, Seniority, and Geography. You can designate different Products & Services Pages that resonate with different audiences who may be interested in your company's products. Here are some suggestions for how to use three common targeting options:

#### Job Function

Different positions often require different messages. You can target by any of our 18 broad job functions such as Sales, Finance or Human Resources.

#### Industry

When targeting people who work in a certain industry, be careful not to inadvertently leave out industries that fit your target audience, resulting in a much smaller target audience than you'd like.

**Tip:** Use the LinkedIn Advanced People Search <<http://www.linkedin.com/search>> feature to help you identify the right industries to target. Search for a job title or keyword that's common for your target audience. Then look at the "Filter By" section to the left of the search results to see a list of industries relevant to your search. For example, if you're trying to target "nurses," an obvious industry is "Hospitals & Health Care." With Advanced People Search, you'll discover that nurses also fall into two other industries: "Medical Practice" and "Health, Wellness, and Fitness."

#### Geography

Create different versions of your Products & Services Page by geography if your product offerings vary by location. If you narrow your audience to the city level, note that this will decrease your target audience dramatically for that version.

### Customizing targeted Content

When you create a new targeted page, content will automatically be copied from your default page as a starting point. You can then customize content for each audience targeted page according to the instructions above.

Once you publish a targeted version, you will first see that particular version appear. However, after you navigate away from the page, you will see only the page that is targeted to your personal profile. To view any of the other targeted pages, return to Edit mode, select that version and then Publish.

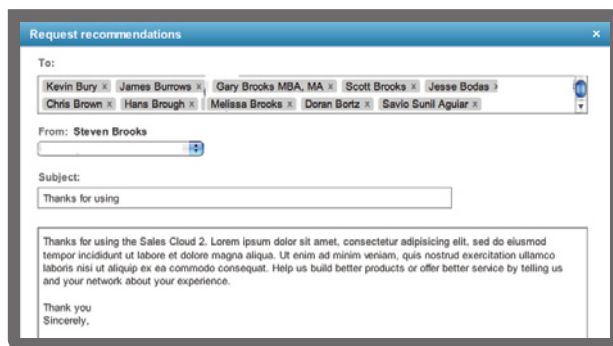
### Adding Administrators and Help

You may assign additional administrators who will be able to edit your Products & Services Tab. To assign additional administrators, visit the Overview Tab of your Company Page. (Note: Administrators must be LinkedIn members, but do not need to work at your company).

### Step 4: Seeking Recommendations

The more people who recommend your products and services, the more likely it is that word-of-mouth buzz about your company will spread.

You can invite people to recommend your products and services directly from the Products & Services tab on your Company Page, using the "Request Recommendations" button.



When your products receive a recommendation they will appear on the relevant product page and will be shown to network connections of the recommendation's author. They will appear in the activity stream on the home page of the member making the recommendation. They will be propagated via network updates to the author's network connections. You will have the ability to delete recommendations that you are not comfortable with. You will also have the ability to respond to recommendations.