

ULTIMATE GUIDE TO BUSINESS PAGES



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ABOUT US



Yoel Israel

Yoel Israel is the founder of WadiDigital, a LinkedIn-first digital marketing agency with a focus on B2B tech & Cybersecurity startups and enterprises. Yoel is a leader in LinkedIn growth, the official #LinkedInLocalTelAviv host and business strategist with over 8 years in the industry. In 2019 WadiDigital launched Cyfluencer, an in-house platform for cybersecurity influencer marketing at scale, the only one of its kind.



Ayelet HaShachar
Penrod

Ayelet co-leads Cyfluencer, an in-house startup of the WadiDigital Marketing agency, which provides a unique twist on influencer marketing for the cybersecurity community. She has the cool job of working with cybersecurity professionals who are micro-influencers on the LinkedIn platform, providing coaching and feedback to optimize their visibility and professional brand.



Yael Moav

As a co-leader of Cyfluencer, Yael is the anti-marketing marketer who brings her savvy with data analytics and passion for doing good to the cybersecurity space. Yael brings her knowledge of the startup ecosystem to help Cyfluencer scale and lead the development of the Cyfluencer platform. She also lends her eye for quality content to support marketing teams in their marketing strategy.

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Getting the Lay of the Land

Recently, the Business Page section has gotten a make-over which allows for several possibilities to optimize the sections most important to your goals.

According to LinkedIn stats, a complete business page receives 30% more views so be sure to fill out all of the relevant sections pertinent to your business goals.

When a LinkedIn member lands on your company's business page, instead of being greeted with a side navigation bar and the company's post feed, as it was previously, now LinkedIn members will be greeted with the following on the Company's Page "Home Tab" (see image on next page):

- Company Banner
- Logo
- Company Name & Tagline
- Industry, Location, Number of Followers
- Tab Directory
- Brief Preview of:
 - About intro
 - Upcoming events (if applicable)
 - Job Openings
 - Community Hashtags

See next page for full lay out

As you can see the new Home Page layout gives a quick feel for some of the more dynamic happenings in your company and the "Tab Directory" is the new location for expanding different sections of the Business Page features and also includes new features as well.

A results driven, customer service centered tech marketing agency



WadiDigital - LinkedIn Ads & SEO Agency

A LinkedIn focused, tech & cybersecurity marketing agency that is results driven and customer service centered.

Marketing & Advertising · Pardes Chana, North · 6,036 followers



Yael & 13 other connections work here · 17 employees

✓ Following

Contact us

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About

WadiDigital is a LinkedIn-first, digital agency with a focus on B2B tech & cybersecurity startups and enterprises. We are result-driven and customer-service-centered. WadiDigital has a wide range of international clients stretching from San Francisco to Sydney. We serve start-ups, mid-sized businesses and enterprises. We specialize in: 🐫 Lin... see more

See all details

Upcoming events



Casual Conversations in Cybersecurity

Thu, May 20, 3:30 PM IDT

Online event



James Clifford, Alexandre BLANC
Cyber Security and 10 other attendees



Casual Conversations in Cybersecurity

Thu, May 20, 3:30 PM IDT

Online event



Katoria Henry, (She/Her) ☞, Yael Moav
and 1 other attendee

Quick Preview

Recent job openings



PPC Campaign Man...

Israel

Community hashtags

Trending posts in #linkedin



Ask all your questions about marketing, tech, fundraising, and mental health in the workforce. Join Hillel Fuld and me,...

5 people are talking about this

#leadgeneration



15,508 followers

#linkedinlocaltelaviv



81 followers

Now let's break it down a bit more and learn some tips on potential uses and optimization opportunities.

Banner Design

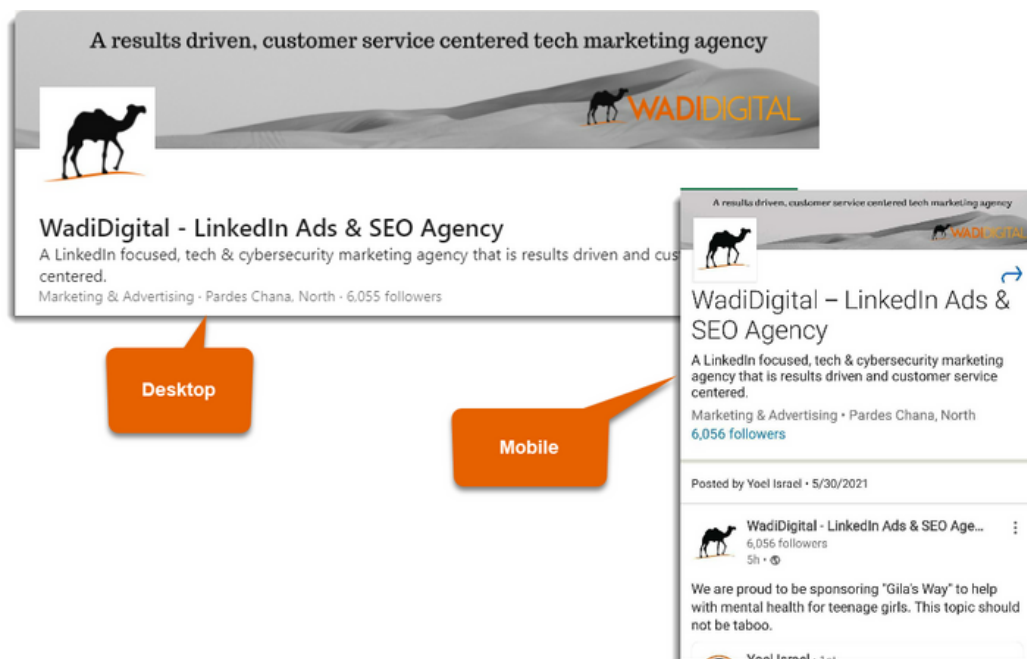
Banner Design depends on what your goal is for the page. Regardless, you want the design elements and text to be short and concise in order to reflect the main message important to your audience.

Specs to remember:

- Cover Image (aka Banner) - 1128x191 pixels
- Logo - 300x300 pixels

Tip!

Remember the company logo on the left will overlay across the banner so be sure your designer knows to adjust for this so the text doesn't get hidden. Also, be sure to check it on mobile as well as the elements display differently! (see image below for reference)



Company Name

While Company Name is pretty straightforward, we have one pro-tip to consider: **add in a brief description of what your company does.**

This helps with SEO searches both within LinkedIn search and other search engines such as Google and DuckDuckGo.

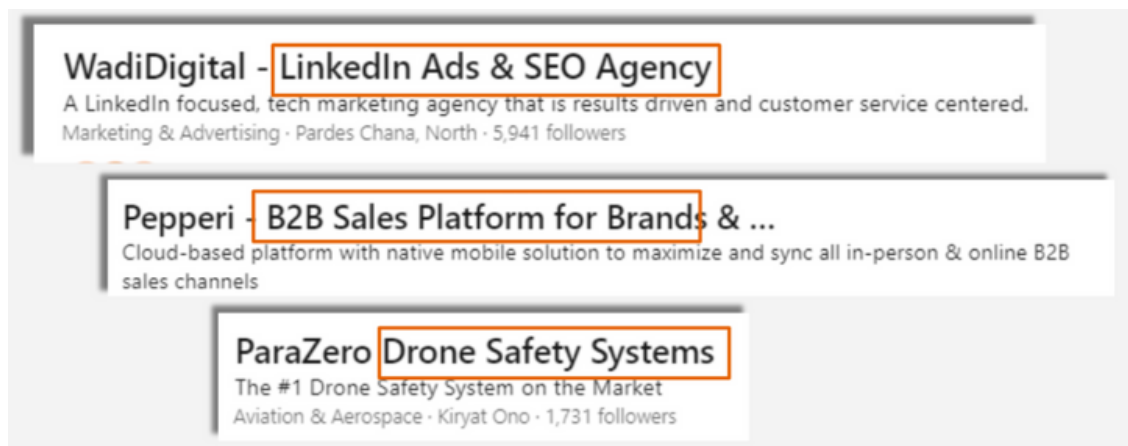
In short, it clearly broadcasts what your company is about.

Remember when your content is seen by LinkedIn members, chances are good that unless you are an established brand such as Intel, McAfee, etc., your company name may convey very little, so utilize the extra characters to help explain more about your brand.

(see image below for reference)

Specs to remember:

- Character limit – 100
- Truncation happens around 35–40 characters, so get your keyword(s) in before



Employee Branding

According to one survey by Adweek, 76% of the respondents stated trust for content shared by an individual was higher than trust for content shared by a brand.

Employee advocacy is a growing arm of more organic forms of marketing, especially via social channels.

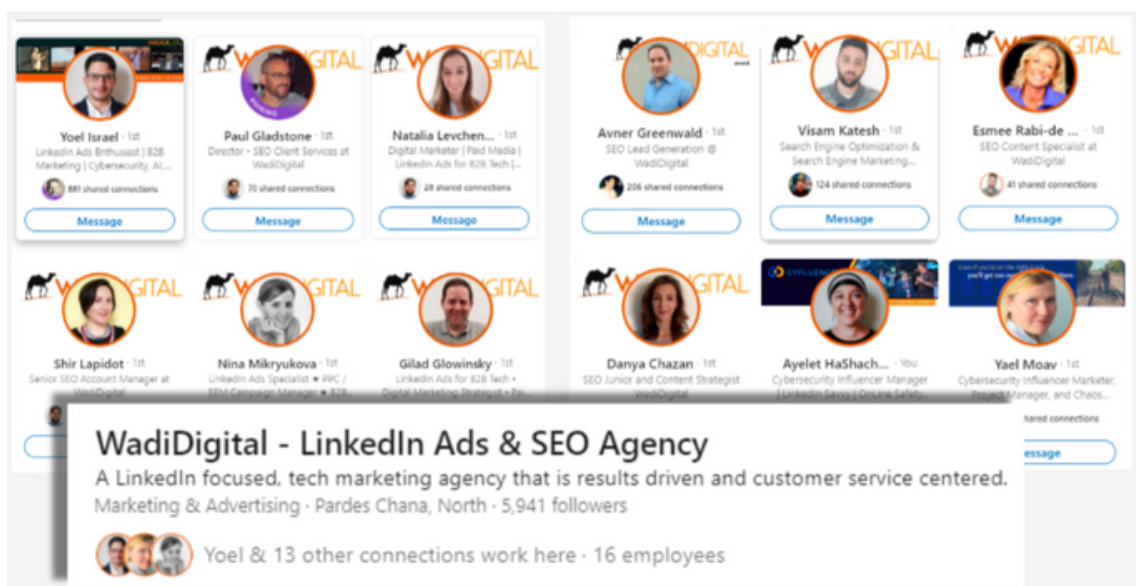
Larger enterprises typically have some set of employee guidelines for online posting but smaller businesses don't always consider providing resources to their employees to have access to.

However, it can reflect well on the company if employees are easily identifiable with your company brand.

Startups and small businesses have the additional advantage to create a perception of a unified front for those who are constantly creating content and engaging on LinkedIn.

One way to accomplish this is through a simple, unobtrusive design to the employee's profile photo design such as a colored ring around the employee's image.

If you're a small company this is easy to do and highly recommended.



If you're a large company this should be optional. Therefore as a large company, you could consider doing it per department for office morale/team building.

Additionally, it's helpful to create a default LinkedIn banner that employees have access to utilize if they do not already have a custom banner of their own. (see image above)

Now let's go through the Tab Directory and dive into each section.

My Company

As the Home page is already discussed above so we'll start with the My Company page.

The My Company tab will display content from other company employees for the User to easily engage with as well as be a central location for the brand to suggest content to share that can either be company created or curated.

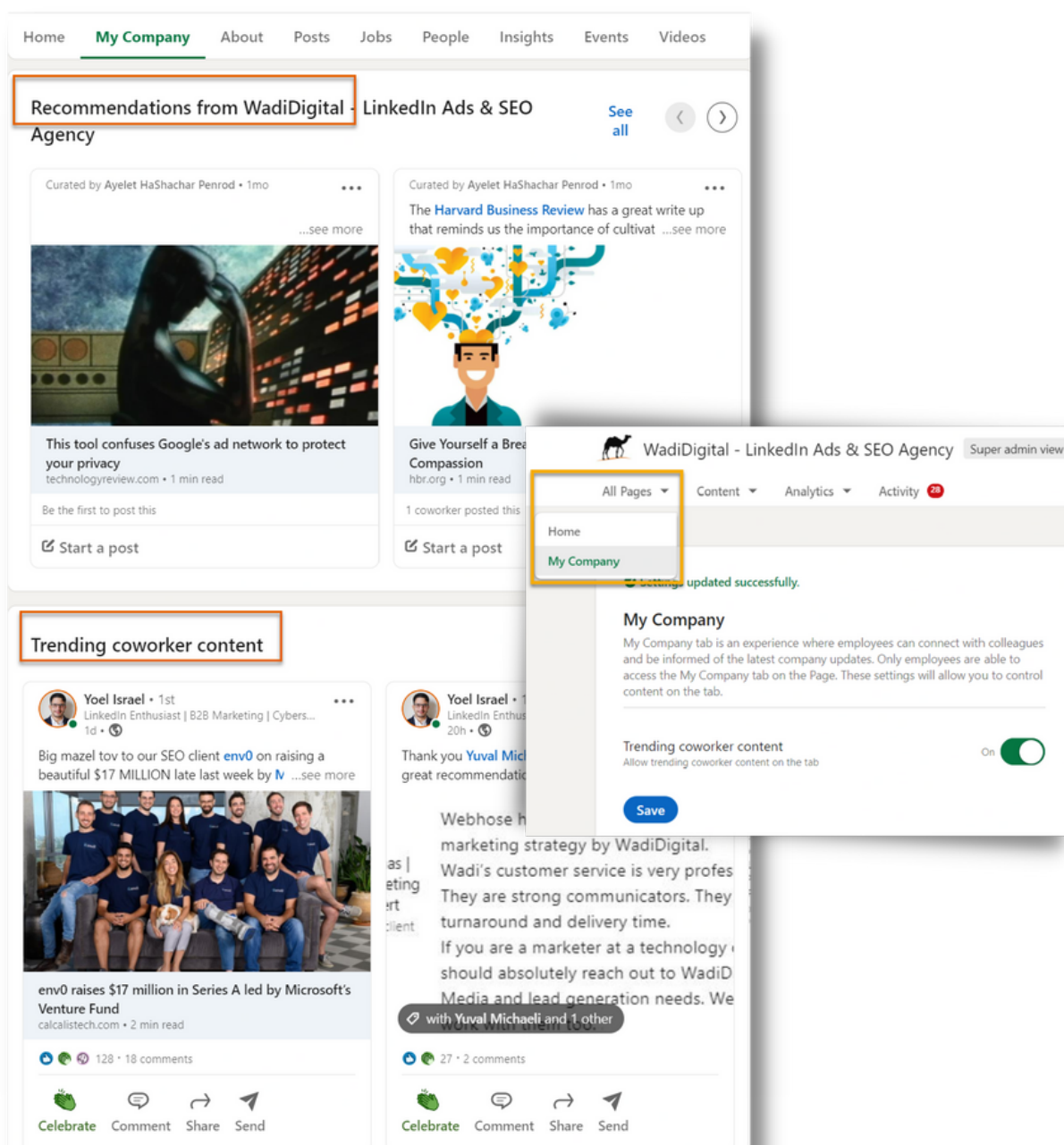
This tab is designed as part of LinkedIn's newly integrated Employee Advocacy tools. *See section "Employee Advocacy" for more insights on how to utilize advocacy initiatives.*

Employees will only see the 'My Company' tab if:

- Their LinkedIn profile is associated as an employee with your Company page
- The Company page has more than 10 associated employees

Also note, this will be the default tab for employees when landing on the Company Page (if the above criteria is met).

One optional feature that a Business Page Admin can choose to display or not is the "Trending coworker content". If on, other employee content will be easily visible and accessible. (see image below)



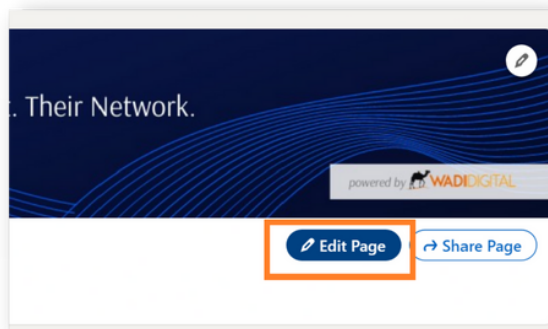
In our experience as a small business currently with 12 employees, we have noticed this feature doesn't seem to evenly distribute content from various co-workers. This may differ for larger companies but that has been our experience thus far. We hope LinkedIn will continue to tweak this feature.

The My Company feature may be turned on/off as a Super Admin by selecting "All Pages" >> "My Company" and toggle to the desired setting. (see image above for reference)

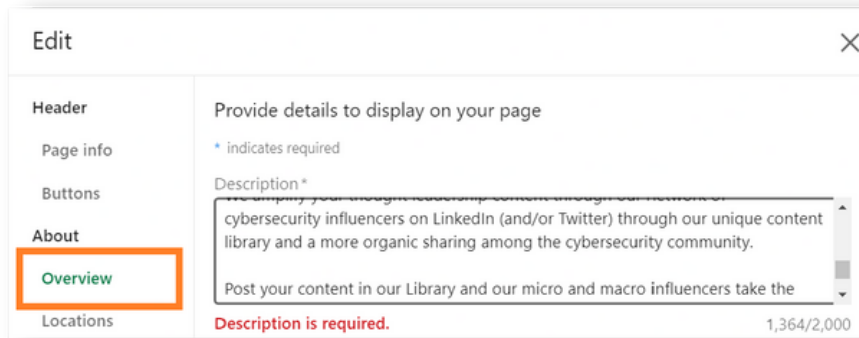
About

The “Name” and “Tagline” sections serve as attention grabbers that should have visitors to your business page wanting to learn more ABOUT your company.

In order to edit this section, go do the EDIT button under your banner image, on the right side. (see image below for reference)



The overview section under “About” is where almost all of the information that will appear in the about section is. First, you will fill in the “about paragraph” text, the “Description”, and then basic information about the company follows. (see image below for reference)



Note: When viewed by a LinkedIn member, this section is collapsed, with the first three lines of text serving as a preview. Therefore, make those three lines count. It should be clear from the first three lines WHAT your company is doing/the problem they are solving.

If the text is bland or full of filler buzz words, the chances of the reader clicking “See More Details” drops. Therefore:

1. Start with the problem you solve, the pain points you address for your target audience. This is your **vision and mission statement**.
2. **Positioning** – Explain what you are doing to solve the problem that differentiates your solution. This ties into number 3.
3. Brief **product description** aligned with your vision and positioning statements.

You have 2000 characters, so LinkedIn is coercing you to be on point and concise.

Other information to add

Still in overview, scroll down to fill in the following fields, which will show under the above block of text when people expand the section.

ONLY include a phone number if you are truly interested in answering calls or responding to messages consistently.

While having precise specialties is important, the impact on search appears to be lower than having those same keywords in your “About” text so we recommend to keep this limited to the most targeted keywords important for your company. (see image below for reference)

The screenshot shows the LinkedIn 'Edit' page for the 'About' section. The left sidebar lists navigation options: Header, Page info, Buttons, About (selected), Locations, Community, Hashtags, Featured groups, and Manage languages. The main content area contains the following fields:

- Industry *: Internet
- Company size *: 2-10 employees
- Company type *: Privately Held
- Phone: Enter a phone number
- Year founded: 2019
- Specialties (up to 20):
 - Influencer Marketing X
 - B2B Tech Marketing X
 - Cybersecurity Marketing X
 - Add a specialty +

After filling in all of the information under “Overview”, click Save and move on to “Location”.

Location

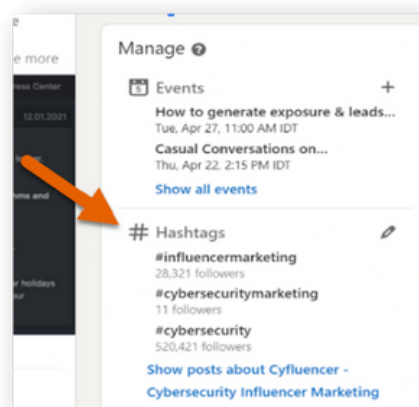
If you have more than one location, say R&D in one country, but marketing in the United States, you may choose to put the city in the US where that is based, so as to show up under that filter geographic searches.

Hashtags

You can select three hashtags relevant to the current focus and strategy for your company.

These particular hashtags are unique in that they allow the company page to see and interact within that particular hashtag thread.

This is good for ensuring your company is engaging in relevant conversations across LinkedIn.



Tip! You can also engage with community hashtags from the right hand side of your admin view. It's a nice extra way to see potentially relevant connections or prospects.

Posts

Getting your company message in front of your audience is important whatever channel you're using. Ensuring your Tone of Voice is defined with your marketing team is an important first step. Once you've established that, keeping a steady and current flow of content is important for staying top of mind with your network.

There are different recommendations on the formula for the right 'mix' of content posts. As with any marketing endeavour, to get the messaging right, you need to define your goals. For some businesses, the goal may be to elevate their company culture to attract talent, while others it's market education, etc.

Whatever your goals, consistency plays an important role but also important is ensuring the content you share provides something your audience finds valuable. According to LinkedIn, even posting just once weekly – but consistently – increases engagement with your content by 2X.

If you're looking to drive brand awareness, aim to create posts that enhance your audience's insights or perspectives in the overall space your company operates in. This can be achieved in a variety of ways that includes educational, analytical, thought-provoking on industry topics, and professional development, among others.

If this sounds similar to content marketing, it is. The difference is some of that content shared may very well be curated from third-party sources, even from other Brands that compliment your services because the aim is to provide your audience with helpful, relevant information so they come to know your brand as being a go-to source.

Combine those curated pieces with your Brand's commentary or perspective why that article/resource is relevant consistently and you've given reason to your audience to stop scrolling when they see posts from your business page.

Posts (con't)

Not all company social posts should be curated, however. It's good to keep a mix.

We like the 3 - 1 - 1 rule as a good weekly rule of thumb.

- **3 curated pieces** that provide industry-relevant topics
- **1 company-created/owned asset** that highlights the business savvy within its space (but not promotional)
- Alternatively this could be alternated with community posts that features employees or company events if your goal is to attract talent
- **1 promotional piece** (you DO have to tell people from time to time what it is your Brand does, after all)

Now that we have an idea of types of content let's talk about types of posts.

Post Types

There are a few different types of posts to consider:

- Curated
- Text only
- Text + Image
- Text w/Document (PDF)
- Videos
- LinkedIn Live

As with any marketing strategy making sure content is created in a variety of styles is important.

There is no 'magic bullet' when it comes to the best type of post to publish. As a business page, however, typically using media whether nice images or videos get better engagement - LinkedIn reports that video in particular can result in 5x more engagement.

Posts (con't)

However, the main key is making sure the content is engaging, informative and useful for your audience.

Targeting Posts

Speaking of which, it's important to note that while the default visibility for your posts is to everyone on or off LinkedIn, there are some options to target your posts more to your main audience – and we're not talking about sponsored posts. This is an organic feature that allows you to set some parameters for the audience you want viewing your content.

However, this targeted audience is based on the number of Followers of your business page so you need to be sure you have a large enough audience that when the parameters are selected there will still be a minimum

audience size of 300, generally this size is 2000+.

The image shows the LinkedIn interface for setting post visibility. A modal titled "Who can see your post?" is open, with a close button (X) in the top right. Below the title, it states: "Your post will be visible on feed, on your profile and in search results". There are two radio button options: "Anyone" (selected, with a green circle) and "Targeted audience" (unselected, with a white circle). The "Targeted audience" option is highlighted with an orange rectangular box. Below the modal, the "Target audience settings" panel is visible, showing various filters: Language (+Add language), Job function (+Add a job function), University (+Add a university), Seniority (+Add seniority), Location (+Add location), Company size (+Add company size), and Industry (+Add an industry). At the bottom of the settings panel are "Back" and "Save" buttons.

As seen in the image above a variety of parameters may be selected, from language, job function education, location and company size. Given the minimum threshold required, it's possible to make your targeting too specific and then you do not have sufficient audience size, so start with the most relevant parameters first.

Jobs

If your company is rapidly growing, actually paying for LinkedIn Careers may make sense. It's a great way to not just post and share positions, but to attract talent by showcasing your company's culture and story.

However, for smaller companies, you can still utilize the "Jobs" section to post positions for free and, also importantly, demonstrate to your audience that you are growing and how.

While posting positions on your LinkedIn business page is good marketing, as well as HR move, we are aware that some companies, particularly startups, may be tempted to leave up postings that are no longer relevant or to even post without the intention of hiring, in order to give the impression of growth.

We highly advise against such practice! Not only is it deceitful, but job hunters also share information and if they suspect this is the case, it can have the opposite effect on your brand.

To post a job: From the Super Admin view simply go to "Admin tools" on the upper right and select "post a free job". (see *image for reference*)

You can then fill out the basics to begin the quick and easy process. Once you click "get started for free" you'll see a number of cool options.

The image shows two overlapping screenshots from the LinkedIn Admin interface. The top screenshot displays the 'Admin tools' dropdown menu with 'Post a free job' highlighted by an orange box. The bottom screenshot shows the 'Find a great hire, fast' form with the following details:

- Job title: Product Marketing Manager
- Company: Cyfluencer - Powered by WadiDigital
- Job location: Jerusalem, Israel
- Employment type: Full-time
- Button: Get started for free

Jobs



Here you can fill out the job description and add the skills.

These skills are the same as the skills someone lists on their personal profile, so they can be used to quickly determine if a candidate is a good fit as they will be presented as "Candidate X, matches 7 out of 10 skills". (see image below for reference)

← 1 of 2: Job Details

Add a job description

Description *

B *I* U  

Product Marketing Manager needed for...

Add skills

Add skill keywords to make your job more visible to the right candidates (Select up to 10)

Product Marketing × Agile Methodologies × Add skill +

How did you hear about us?

Choose one...

Preview Continue

On this next screen, you can select who the applications should go to as well as set some screening criteria.

You have the option to select if the desired qualifications, some or all, should be mandatory and if not having is an automatic disqualification. You then have the further option to have the system decline them via generic email 3 days after they apply. This gives you time to manually review and override any auto-declines should you want to. (see images below for reference)

Jobs (con't)

← 2 of 2: Applicant Options

How would you like to receive your applicants?

Receive applicants by Email address *

Review screening questions

We recommend adding 3 or more questions. Applicants must answer each question.

Have you completed the following level of education: * ? X

☒ Must-have qualification Ideal Answer: Yes

Add screening questions:

Urgent Hiring Need + Driver's License + Language + Average deal size +

Work Authorization + Work Experience + Education ✓ Location +

Visa Status + Expertise with Tools + Background Check + Drug Test +

Industry Experience + **New** Custom question +

Work Authorization + Work Experience + Education ✓ Location +

Visa Status + Expertise with Tools + Background Check + Drug Test +

Industry Experience + **New** Custom question +

☒ Auto-rate "Not a fit" for applicants who don't meet all "Must-have" qualifications

Automatically send rejection e-mail ⓘ On ☒

Thank you for your interest in the Product Marketing Manager position at Cyfluencer - Powered by WadiDigital in Longyearbyen, Svalbard. Unfortunately, Cyfluencer - Powered by WadiDigital did not select your application to move forward in the hiring process.

Regards,
Cyfluencer - Powered by WadiDigital

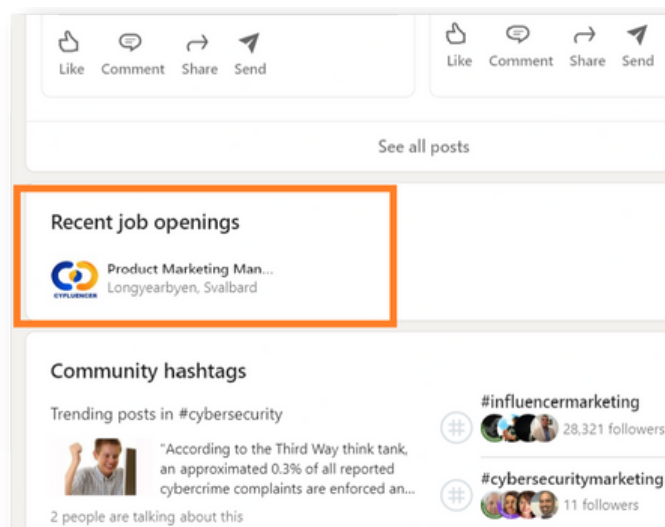
Applicant will receive this message from LinkedIn 3 calendar days after they apply. Should you change your mind, change their rating before the message is sent.

By continuing, you agree with [LinkedIn's job policy](#).

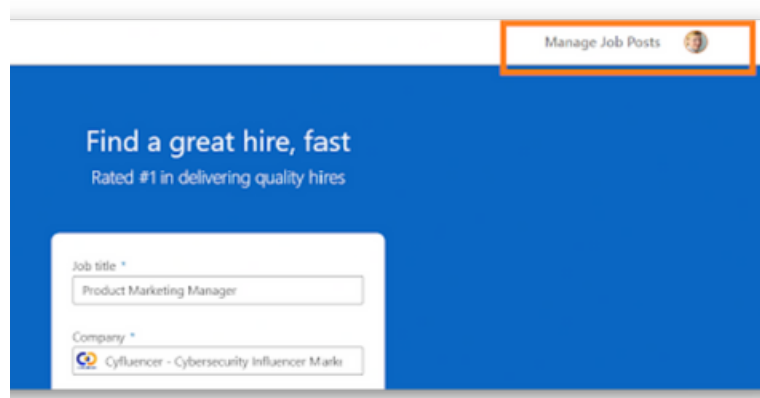
[Preview](#) [Post job for free](#)

And, voila, now between your posts and community sections people can see you are actively growing and hiring. (see image below)

Jobs (con't)

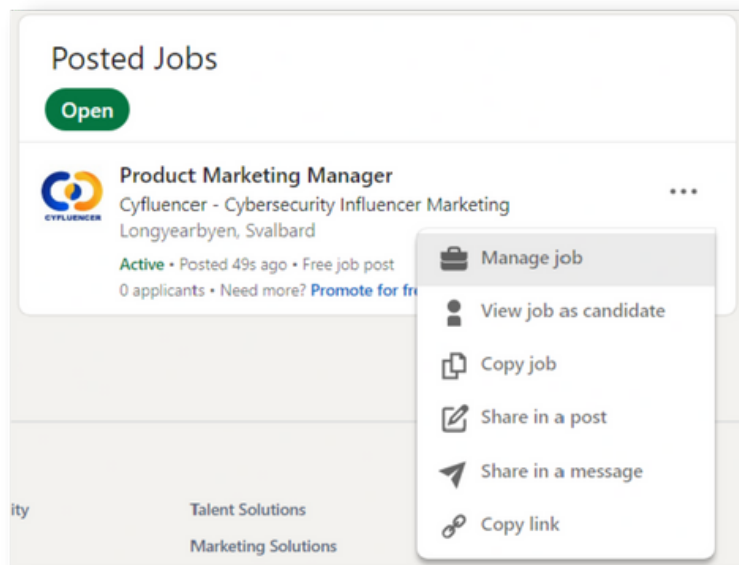


If you want to manage the job post you can then go to the admin tools, select post a new job and then you will see “Manage Job Posts” on the top right.



Alternatively, if you are looking directly at the job ad and are an admin, clicking on the three dots will give you the option as well. Once you're in the manage screen you can “close” the job when ready and it will disappear from your company page. (see image below)

Jobs (con't)

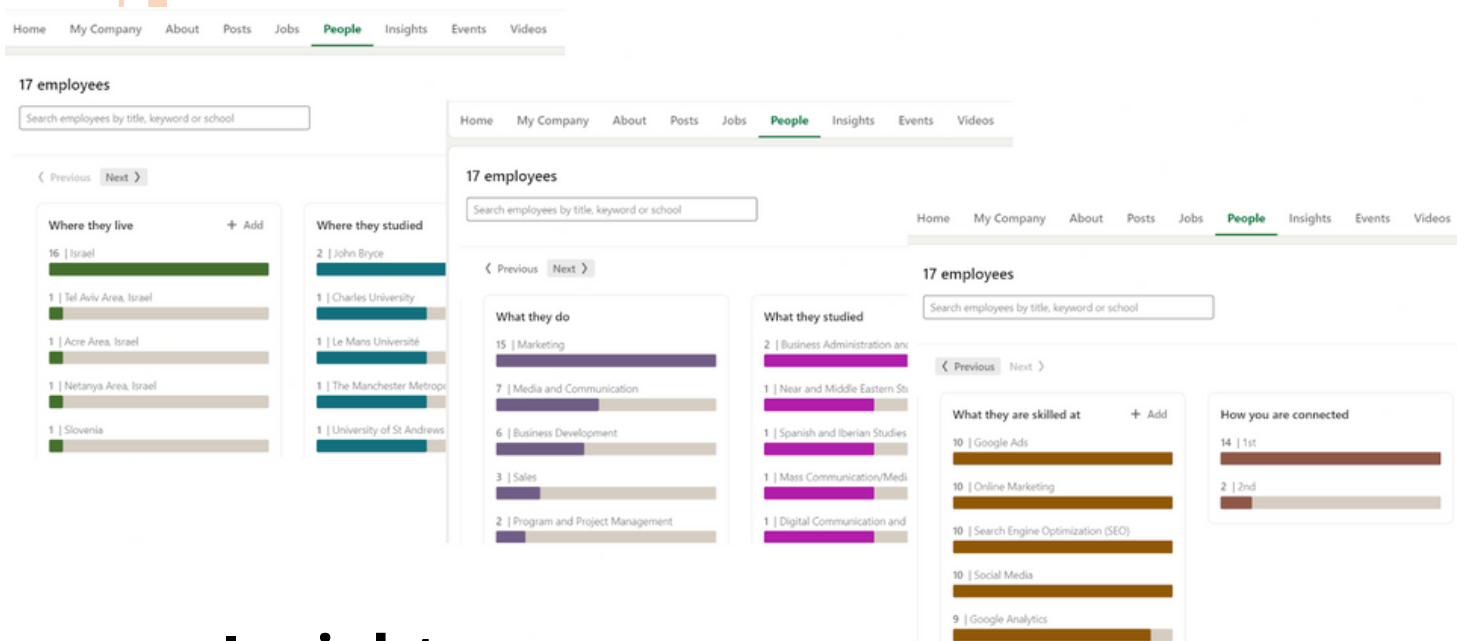


People

The People's tab is generated by LinkedIn based on the profiles associated with the Company page.

This provides insights into the general demographics of employees' Location, Education, Job Roles, Studies, Skills, and Connection Degree (1st, 2nd, and 3rd).

As an Admin there's not much to do here! But it is important to encourage employees to keep their profiles updated as much as possible so LinkedIn Members who visit will have a more accurate view of the awesome employees that make up your organization. (see *image below*)



Insights

If your company has more than 30 employees, LinkedIn displays to visitors of your company page what they call Insights. These insights include data such as:

- A graph showing the change in headcount over the last two years
- The percentage change in headcount for 6 months, 12 months, and 2 years.
- The median tenure of employees



'Total employee count' data is available for all LinkedIn users. However, for premium users, there are additional insights.

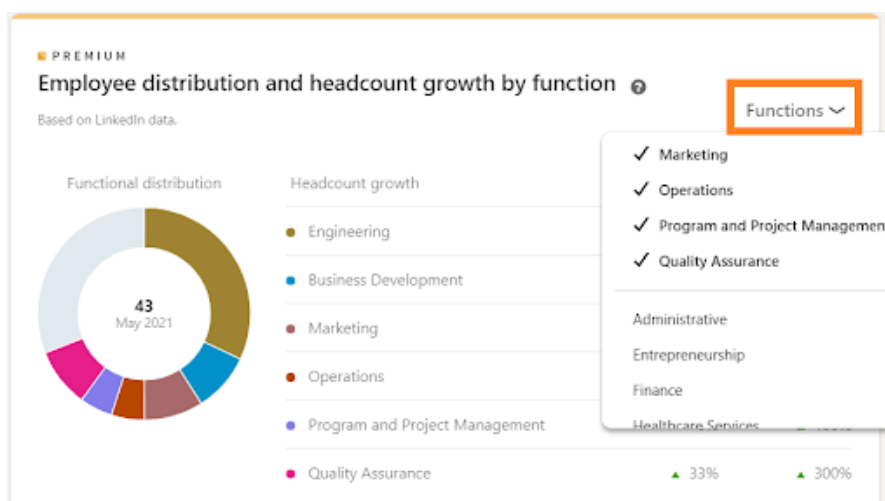
Insights (con't)

These additional insights include:

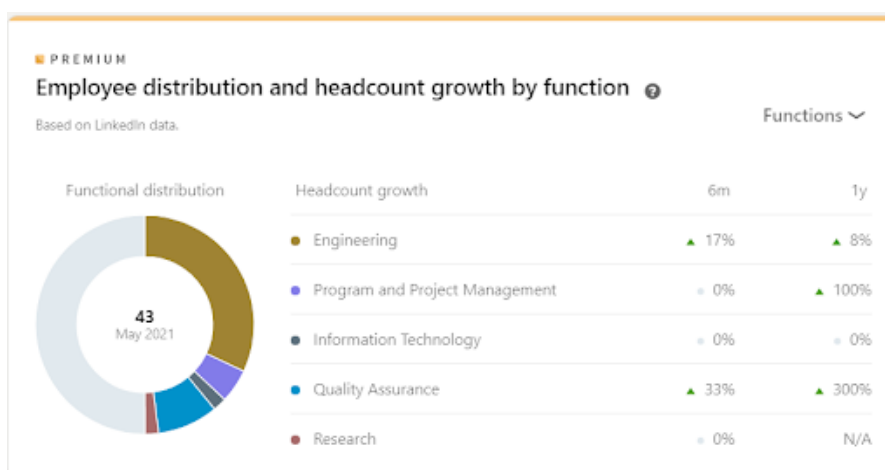
Employee distribution and headcount growth by function

This interactive pie chart allows you to view as many or as little of the roles within the company and their respective percentage of employee makeup. You will also be able to see the percentage change of this role within the last six months and one year.

Simply click on the “Functions” button on the upper right side to select and deselect roles.



You can select only related roles, such as everything under the R&D umbrella, to get the most complete picture of how much of a company is dedicated to a certain area.

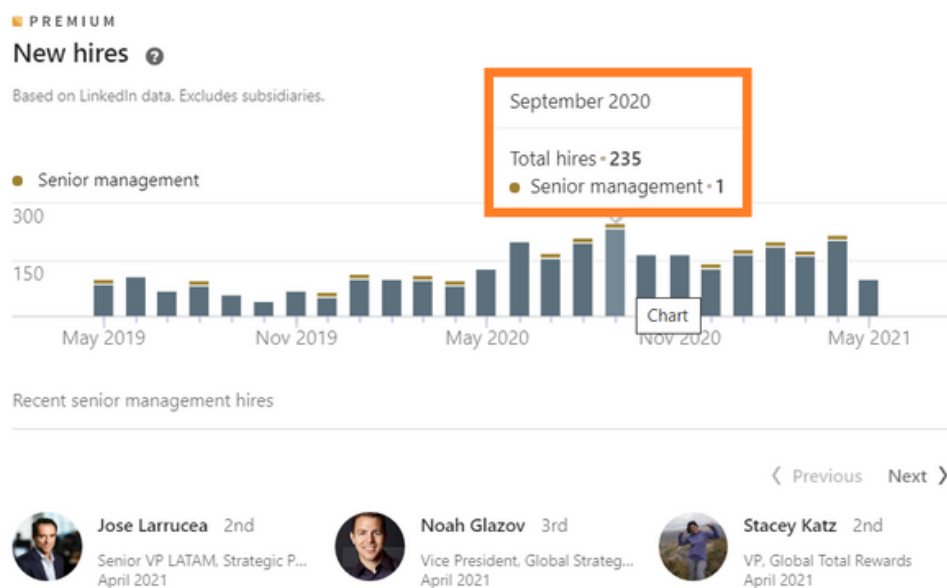


Insights (con't)

These types of insights are relevant to understanding not just if a company is growing, but HOW. For example, many startups begin in R&D, and seeing an uptick in sales and marketing at a specific point in time tells you about their journey.

New Hires

This section shows you, over the previous two years, a bar chart of the total number of hires in a given month, and segments out what number of these were senior management. However, in order to easily view the percentage of the company that is senior management one would need a sales navigator or similar in addition to the regular “premium” account. (see image below for reference)



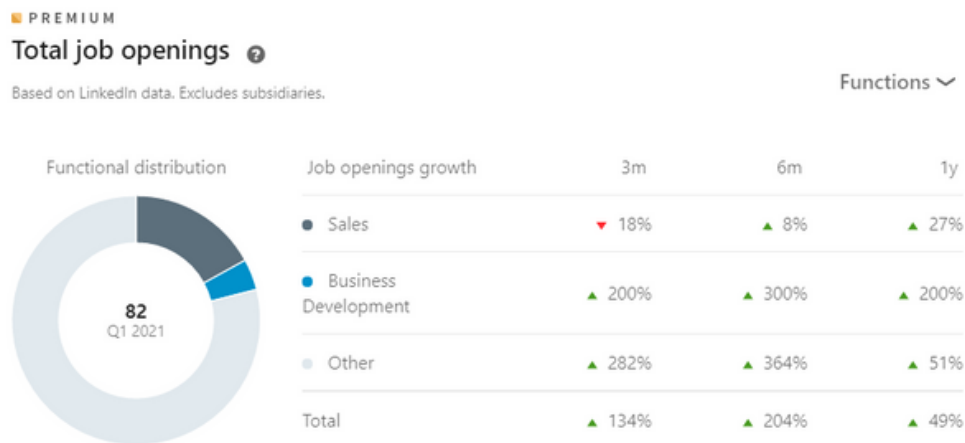
Notable Company Alumni

This section highlights senior management that left the company and allows you to see where they went afterward.

Insights (con't)

Total Job Openings

This section only populates for job postings that were created through LinkedIn and is often unavailable for smaller companies, regardless. Similar to the functions, you can select job roles to display on the chart. (see image)



Events

Event pages are another way to broadcast an upcoming event that can either be in-person or online.

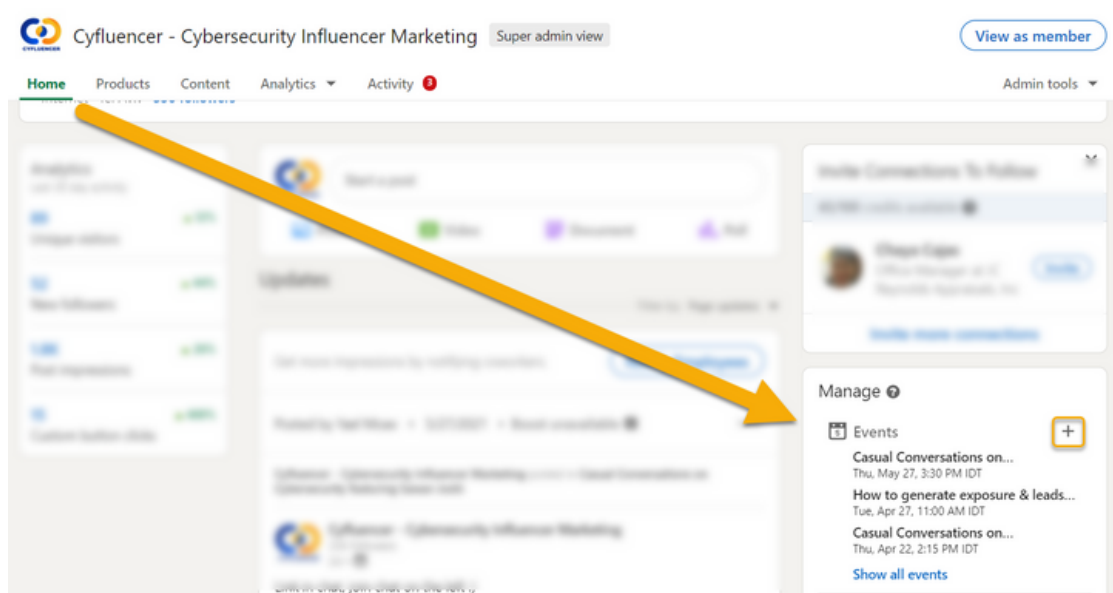
When you're ready to set up an Event page, there are several ways to get started. You may access it either through the Admin View of the company page in the Home tab as well as the Admin Tools dropdown. OR you can create an event from your Member View Home page (provided you are that page's Admin) in your Home tab in the left-side column.

Events (con't)

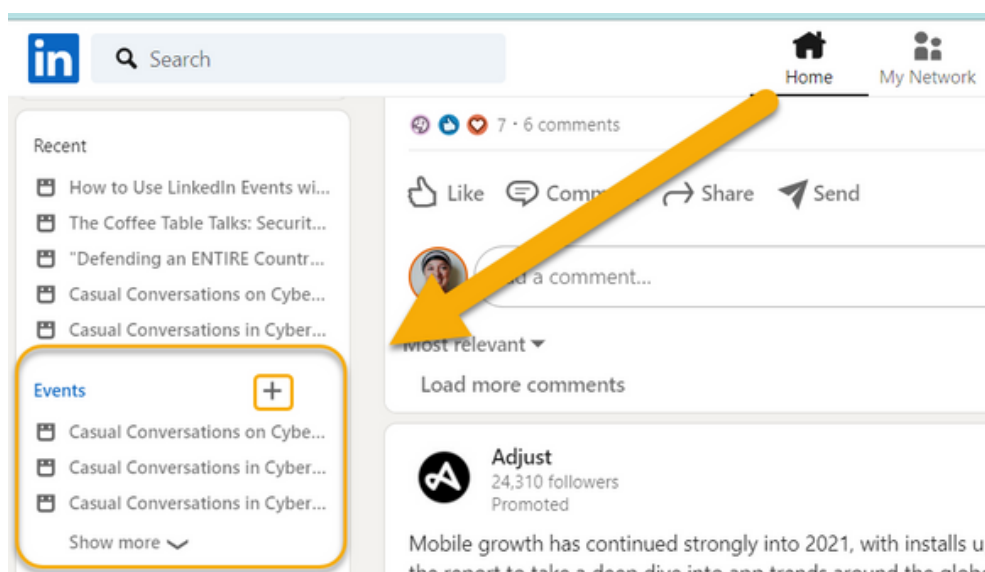
Simply navigate to the Event section and click the "+" icon to create a new event. (see images below for reference)

Note: You must be a Page Admin to create an event on behalf of that organization.

Admin View:



Member View:



Events (con't)

In the Event page set-up, you have space for 2 visual elements: The event banner image and the event logo. (see image below for reference)

- Banner image: 1776 x 444 pixels
- Logo: 400 x 400 pixels



You will need to complete the following fields according to the prompts:

- EVENT DETAILS (These settings may be changed after the event is created except for Organizer):
 - Organizer (this can either be your Name or Company Page you want to be associated)
 - Event Name
 - Timezone
 - Start/End Date
 - Event Description
 - Event Speakers
- SETTINGS (These settings cannot be changed once the event is created)
 - Indicate if the event is Online or Offline
 - Visibility (Public or Private)
 - Broadcast Link

Events (con't)

Points to Note:

Visibility– If an event is set to Private it will be only visible to invitees and anyone else with the event link and will not appear on search results nor recommended by LinkedIn in My Network. Non-invitees will need your approval to attend. Additionally, you have the option to allow Attendees to invite their connections – if this is chosen, the LinkedIn members the Attendee invites will not need your approval to attend.

Broadcast Link – if you are using LinkedIn Live you do NOT need to include a separate broadcast link as it will be streamed through the LinkedIn Live business page.

The Event Page publishes to LinkedIn after you hit 'Create'. If any changes are made to the Event Details portion of the Event page, Attendees will receive a notification of changes.

Publicizing the Event

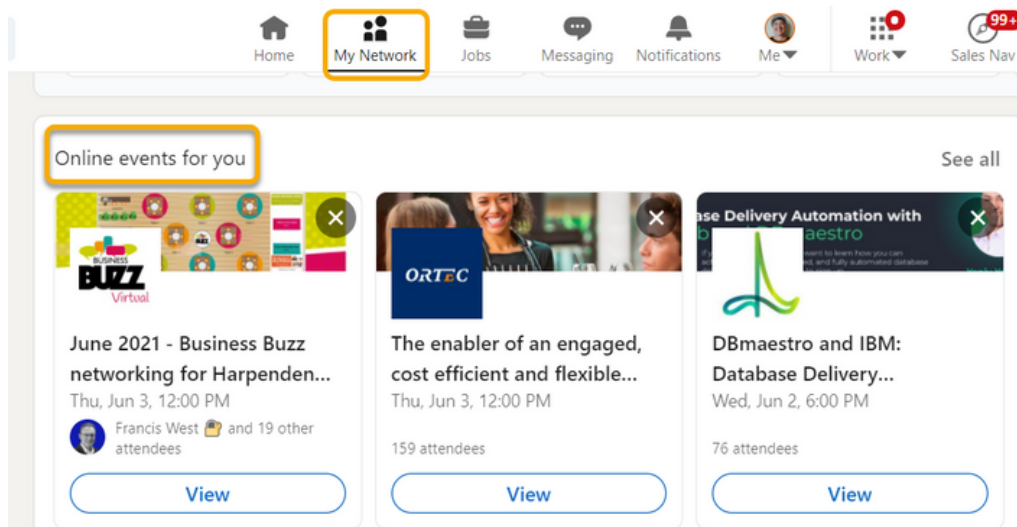
You can promote the event in a few different ways:

- If your Business Page is listed as the Event Organizer, automatically a subset of your Page Followers will receive a notification of the event when it is published.
- That said, Page Followers cannot be directly invited so be sure to also post the event as a Page Post on your Company Page
- As a Page Admin, you may invite your personal connections to attend the event
 - Utilize the Search Filters to quickly find connections who would be interested/benefit the most
- If the Event is Public, other Attendees may also invite their connections so consider making a post to encourage them to do so, if relevant. Also, Private events may allow Attendees to invite their connections but only if this option is turned on by the Event Admin during Event creation

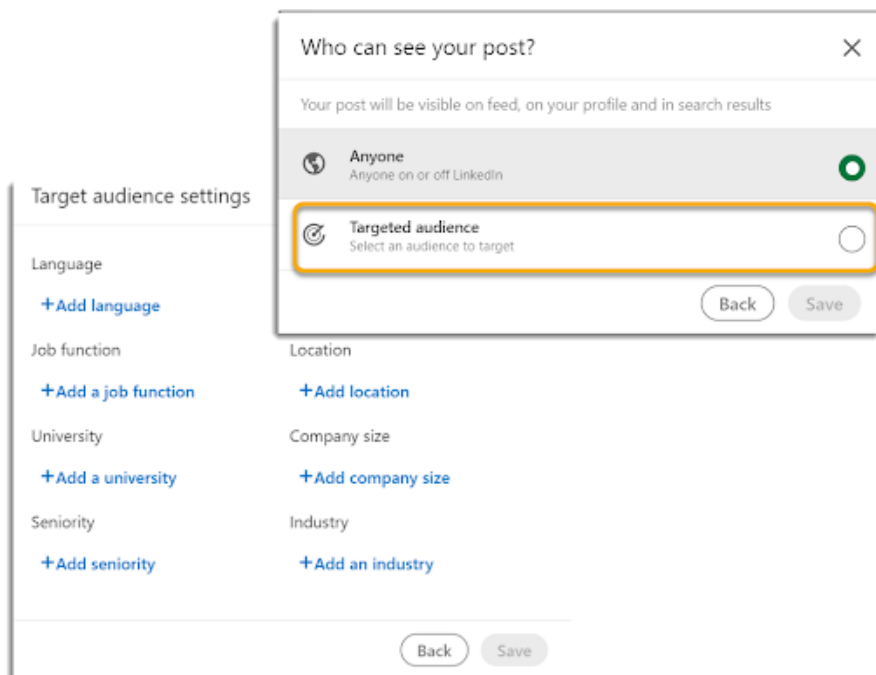
Events (con't)

Events (if Public) are viewable to potential attendees in a few different ways:

- As Recommended Events in the “My Network” section of a Member’s page



- Can appear in Search results
- Share via a Post
 - Note you may target the post to a specific audience BUT the minimum Audience size generated must be greater than 300 Followers as mentioned previously.



Events (con't)

- Additionally, you may use other promotional avenues such as email marketing and paid ads (sponsor a post) to help expand the reach. Yoel Israel shares insights on one strategy with the example of promoting a webinar via your LinkedIn business page: *If you have a live webinar a few weeks out. You may want to post it several times in advance of the webinar, to maximize exposure.*

Here are some suggestions to increase participation rates.

1. Use multiple color banners. You do not want your followers to get bored, so have different colors and banners for the event, to catch more attention.
2. Schedule different days of the week and times to share your posts.
3. Take your top engaged post and sponsor it, bringing the reactions/likes/comments from your organic post to paid media and target your audience who do not follow you.

Videos

Videos are being increasingly used by businesses as a successful alternative or complement to text-based posts. Earning an average of three times the engagement than long text posts, the ability to generate video-based content for or on LinkedIn should not be overlooked.

There is more than one way to create video content for your business on LinkedIn, however. You can:

- Embedded Videos, sharing video content hosted elsewhere, such as YouTube in a post
- LinkedIn Native video, create content either in-app or by uploading directly to LinkedIn
- LinkedIn Video ads, creating a video ad campaign within campaign manager or sponsor an existing video post
- LinkedIn Live, creating a live video event that your followers will be prompted to check out once it is live

Videos (con't)

All of these options have their unique selling points and methods, which should be considered when choosing one or all of the methods as a part of your company's strategy.

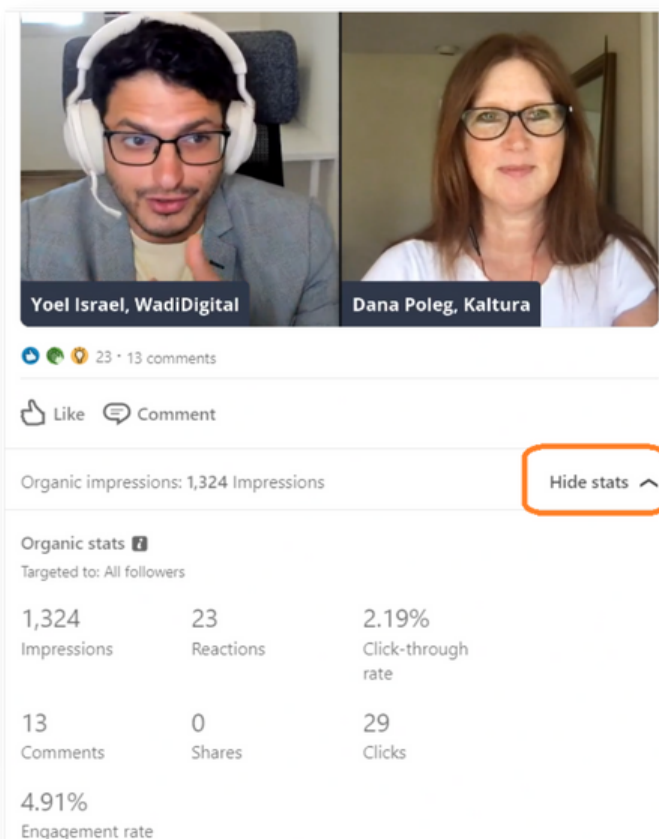
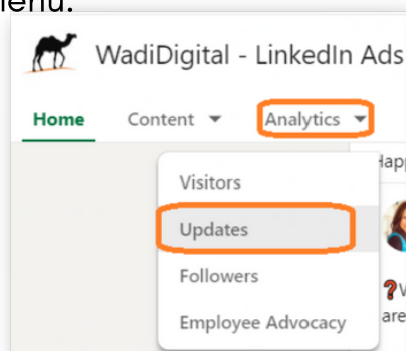
For example, using embedded videos, driving traffic back to your company's YouTube channel, may be a part of the posting strategy, even though typically native video gets more impressions and engagement. This is due to the fact that native videos auto-play as users come across them in the feed, grabbing their attention if they are scrolling quickly.

Note that native videos have a minimum length of three seconds, and a maximum length of 10 minutes.

Video Analytics

Video posts have their own analytics you can view by clicking "view analytics" under the post to expand the section.

Additional analytics can be found by going to your admin dashboard and clicking on "Analytics" and then selecting "Updates" from the drop-down menu.



Video Analytics (con't)

Scroll down the page to find the video post that you are interested in and click on the number of views, in blue.

WadiDigital - LinkedIn Ads & SEO Agency Content admin view View as member

Home Content **Analytics** Activity 99+ Admin tools

Update title	Posted by	Created	Impressions	Views	Clicks	CTR	Reactions	Comments	Shares	Follows
Casual Conversations in Cybersecurity with Katoria Henry Video All followers Boost unavailable	Ayelet HaShacha...	5/20/2021	392	151	1	0.26%	6	5	1	-
Casual Conversations in Cybersecurity All followers Employees notified Boost unavailable	Ayelet HaShacha...	5/19/2021	106	-	0	0%	2	0	0	-
Hillel Fuld & Yoel Israel #LinkedInLive AMA on Marketing, Tech & Raising Money. Video All followers Boost unavailable	Yoel Israel	5/18/2021	49	106	2	4.08%	8	20	0	-

Under Engagement, highlights displayed enable you to see the following statistics:

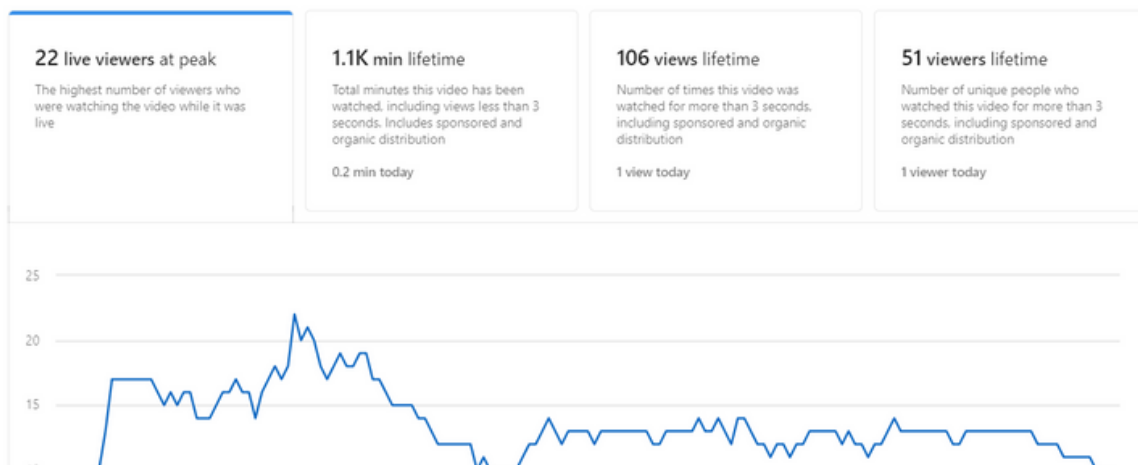
Engagement highlights Excludes reshares

8 reactions	20 comments	0 shares
--------------------	--------------------	-----------------

Video performance

Audience

Live



Native Video - Desktop

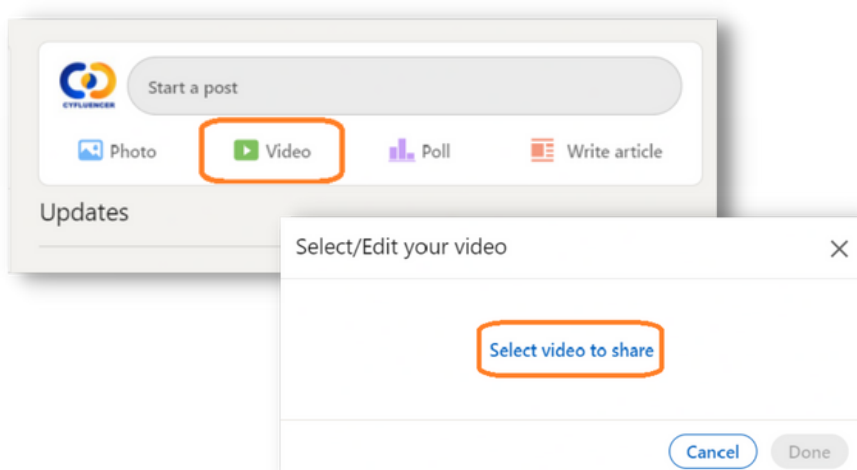
Once you've created content that you would like to share from your company page, you can easily share it as native video content.

When working from a desktop, clicking the video button to make a video post automatically prompts you to upload from your device. Note that from the desktop you can only create a post from pre-made content that you upload. On mobile, however, you have the option to create by directly recording.

Once you've created the content and selected the video to post it, you just upload it from your device and then follow the prompts to give your video a title and then create a well-crafted post around it.

One thing you can do from desktop native, is include closed captioning. This is a great way to catch the eye as the video will auto-play in the feed, but without sound. It requires some technical work but you can [create an SRT file](#) and [attach it](#) when you upload your video.

Remember the tips on posting given earlier in this eBook as they are relevant for all types of content.



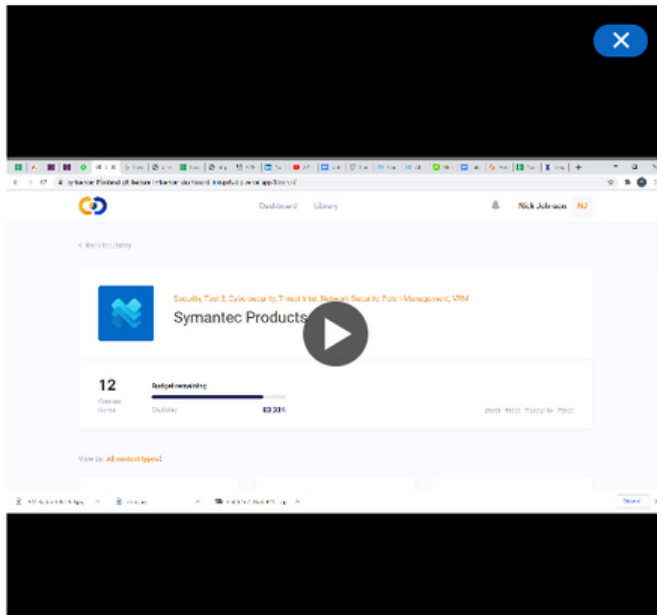
Select/Edit your video



Video title

Most Excellent Cybersecurity Influencer Marketing Platform

58/150



Cancel

Done

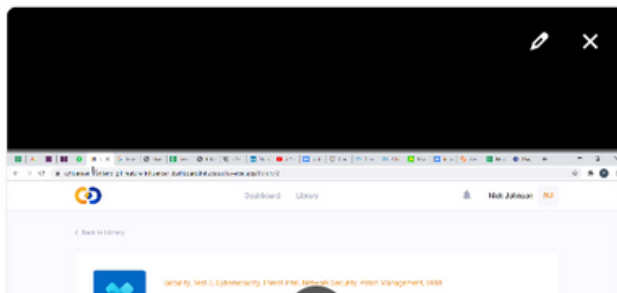
Create a post



Cyfluencer - Cybersecurity Influencer Marketing

Anyone

What do you want to talk about?



Add hashtag



Anyone

Post

Native Video - Mobile

In order to shoot directly to the platform without needing to upload anything, you will need to post from a mobile device. Practically speaking, this type of content likely won't be polished as an edited upload would be, but that is also its advantage as it produces a more authentic feel.

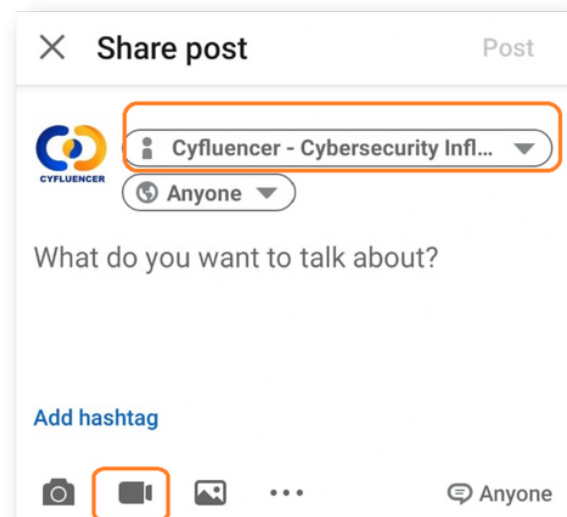
You can do as many takes as you need and add stickers and text if your company is going with a cool casual vibe.

How do you get started?

First, click on the plus on the bottom centre to create a new post.

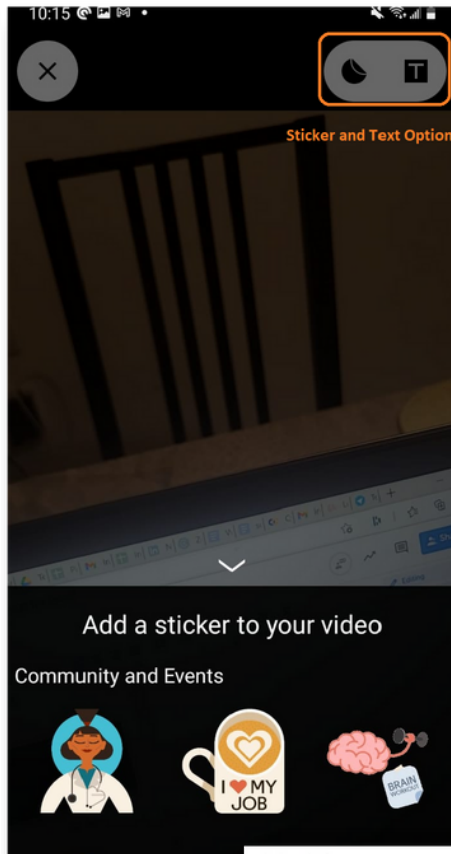


Double-check you are posting as the company and not yourself, and then select the video icon to switch the post format.



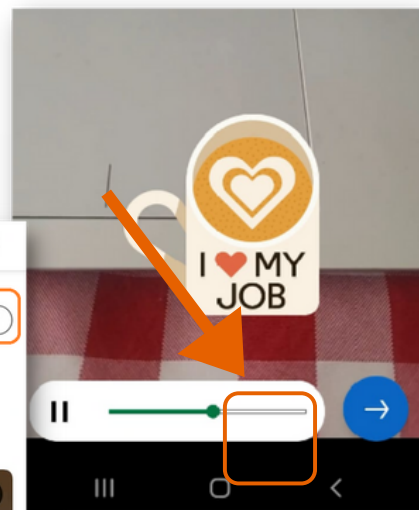
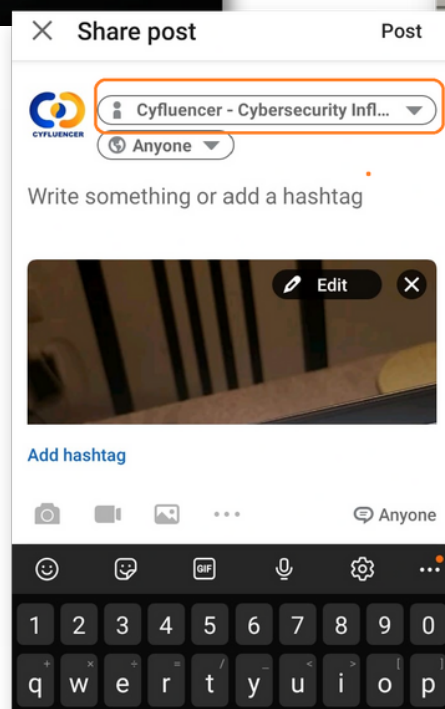
Native Video - Mobile

Then decide if you want to add any fetching stickers or text to your video. Once you select one or both, you can move the items around on the screen so that they are positioned as you like on your video content.



Once you hit the stop recording button you can preview your video. If you are not satisfied with your video you cannot currently edit it, but you can back out and reshoot the video.

If you are satisfied with the video you can tap the forward blue arrow button and then enter any text and hashtags that you would like to accompany the video.



Embedded Videos

Another method of incorporating videos to your business page post is using embedded video which is done by either copying the shortened share link on YouTube or sharing directly through the share to LinkedIn option. However, unlike native videos, it will not autoplay in the feed and you must, therefore, entice the viewer to actually click to watch.

As mentioned at the beginning, determining the goal of your post will help you choose the various options for posting. In this case, the pro of embedding a video from your channel is letting viewers know of and visit your YouTube channel, which is an asset in its own right.

The con is the generally accepted rule that embedded videos receive far less views than native videos.

LinkedIn Live

As access to LinkedIn Live becomes available to all users, it's an excellent opportunity to reach your audience and garner higher engagement. LinkedIn themselves purport that LinkedIn Live get 24 times more comments than native videos.

The requisites are not entirely transparent, but vaguely understood to be that you are already producing engaging video content on a regular basis and that the number of followers a business page has is relevant.

That being said, it is something we encourage all business pages who have a video strategy to pursue. The form for applying is [here](#). If you have not received approval after several weeks, it is likely that you have been declined and may need to work on building your audience with quality followers as well as ensure you have a consistent video release schedule.



LinkedIn Stories

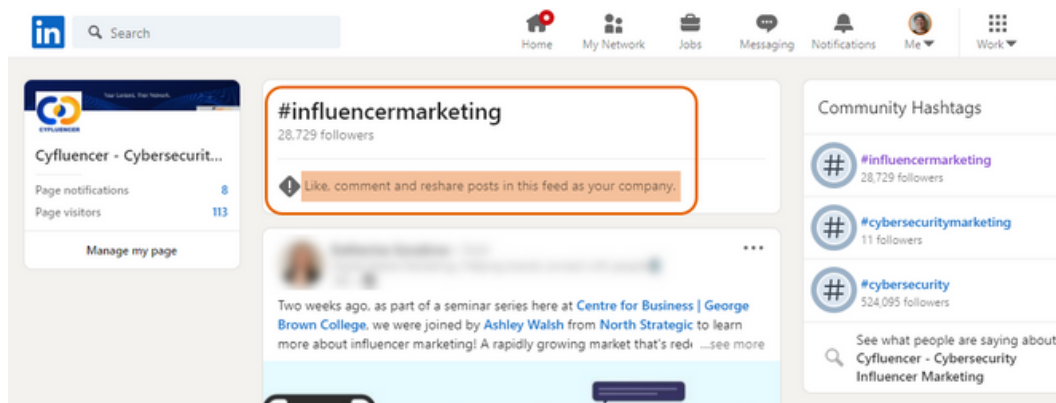
LinkedIn Stories is still gaining traction but can be a really fun format for a company to engage with their followers. Stories are only possible, currently, via the mobile app but you can share an image, make a 20 second video or upload pre-existing content.

Stories are available for 24 hours and you can view their performance in the analytics. For a complete how-to, view this from the [WadiDigital](#) guide to Stories for Businesses.

That wraps up the overview for the various tabs but there are also [Product Pages](#) and [Showcase pages](#) you should also consider, if relevant.

Community Hashtags

As mentioned in the About set-up, these not only help company posts get visibility within those particular Hashtag Feeds but also allow the Company Page to interact with other posts that utilize the same hashtag – in other words, you can engage by commenting or reacting to other posts that use the same hashtag as your Company Page.



It's recommended to review your 3 hashtags every few months to ensure they align with current goals and activity, such as around a new product feature, trending issues in your vertical, etc.

Consider blending broad and niche hashtags that are according to your goal for the Business Page (talent branding; brand recognition; thought leadership, etc). Some of these may include location or industry (broad); along with target audience, brand or product-specific, pain point (niche).

Tip! You can also engage with community hashtags from the right-hand side of your admin view. It's a nice extra way to see potentially relevant connections or prospects.



Employee Advocacy

Employee advocacy is a great way to grow your brand visibility through supporting and promoting the individuals that make up your organization and LinkedIn is quickly creating more tools to enable this right from the My Company pages.

More and more the value of employee advocacy is being realized on social platforms and LinkedIn is no different. One report from LinkedIn found that there was a 30% increase in total engagement for company pages from just 3% of employees sharing company content.

When your individual employees are elevated professionally it reflects back on the company they work for and who knows the product or service better than those individuals who interact with it on a daily basis? Not to mention, the Edelman Trust Barometer report from 2016 and 2020 both shows that a regular company employee is perceived to have more credibility than the CEO from that company.

Features for Employee Advocacy: Content Suggestions, Trending Articles, Recommend to Employees

One feature that is currently best for mid-large companies with employee size of 300+ is the **"Content Suggestions"**. This gives you the ability to curate content to push to your employees for them to engage with, increasing their visibility on LinkedIn and indirectly raising your own company's brand awareness at the same time.

Employee Advocacy - con't

“Trending Articles” is a filter search of curated articles that are trending currently on LinkedIn for you to either share directly from the company page OR recommend to your employees to share.

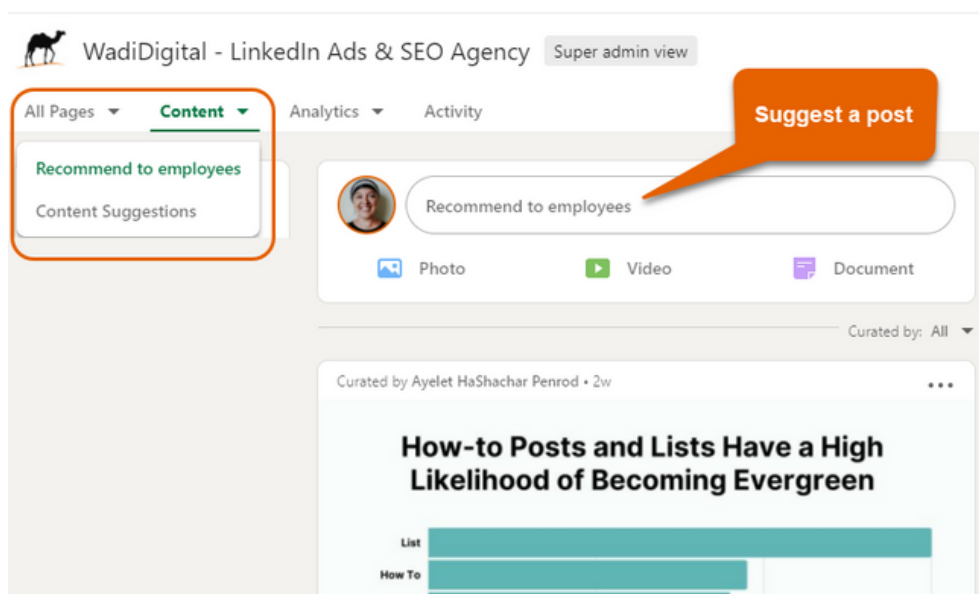
Note: for filtering by Page Followers, it has a minimum estimated audience threshold of 300 Followers who have engaged with your business page in the past 90 days, so you need to have a large *active* following before this will be relevant.

The screenshot displays the LinkedIn 'Trending Articles' section for the 'WadiDigital - LinkedIn Ads & SEO Agency' page. The interface includes a sidebar with filters and a main content area with a list of trending articles. The 'Filter by' section on the left is highlighted with an orange box, showing 'All LinkedIn members' as the selected filter. The 'Recommend to employees' button in the share menu of the first article is also highlighted with an orange box, and an orange arrow points from it to the 'Employees' filter option.

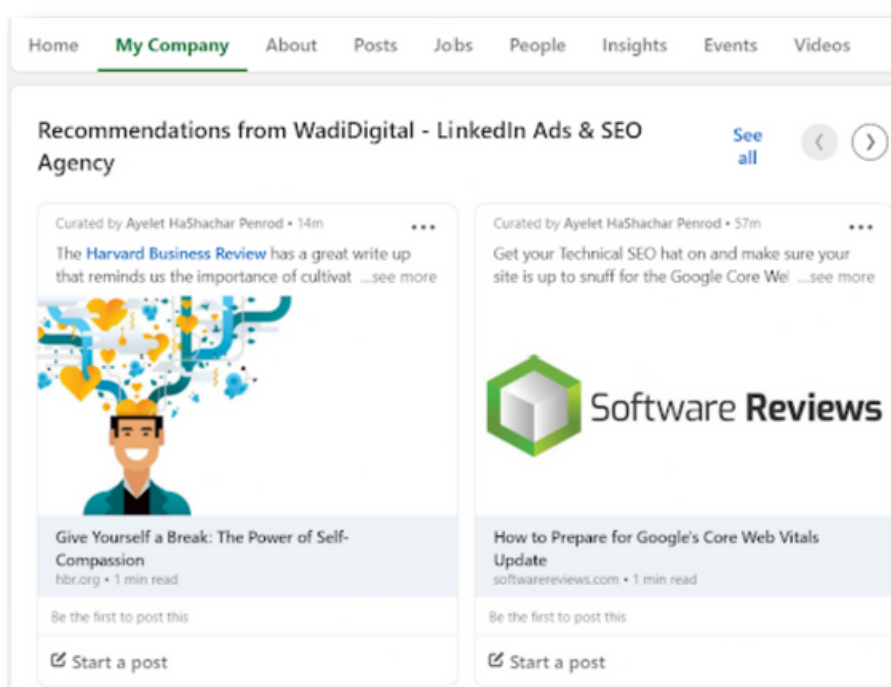
“Recommend to employees” feature is for any size organization and lets your social media team curate and suggest content directly relevant to your company employees. This provides essentially a library of both curated and brand content for your employees to share easily while helping them to be more visible themselves, boosting their professional branding and your company’s brand directly and indirectly.

Employee Advocacy - con't

Getting started, in Admin view, go to Content > Recommend to employees. Then simply insert the curated content piece or branded content, with or without suggested text. Employees have the option to customize text.



Employees can see suggested posts by visiting the Company page as a Member, the view defaults to "My Company" and they can simply click on 'Start a post' to begin editing to share.



Growing your Followers

Building a quality audience and growing your followers is not easy but every step helps.

LinkedIn sees that the typical minimum threshold for Followers is around 150 after which growth becomes more exponential.

First, a completed Business Page profile sees up to a 30% increase in views so be sure you've filled out all the basics for the About along with the other relevant sections.

Apply SEO best practices

Just as the best practice for SEO includes optimizing for Google search results, the same thinking should be applied here. As Google results displays up to 156 characters of your page text in it's results, we recommend including relevant keywords at the very beginning of your company tagline, helping the search engine and its users quickly understand what you're about. For more on best practices, contact WadiDigital or email us at info@wadidigital.com

Post job positions when you have them!

Also, another reason for posting jobs on LinkedIn is it also attracts followers to your page. This is exemplified in an instance where one social media agency reported working with a company doing a massive hiring campaign worldwide with hundreds of positions posted monthly. This led to the business page gaining 100 - 250 followers a week!

This isn't realistic for startups but it is something to keep in mind regarding the importance of posting job positions and keeping them updated as you grow.

Invite people to follow

This includes the simply 'Follow' button on your website as well as the occasional post with the invitation to Follow your page as well as cross posting on other platforms inviting them to get insights on LinkedIn.

Growing your Followers

Also, the simple act of the Social Follow icon on your website and in your email signature. It's all small actions but providing someone the opportunity to act when they are impressed with your brand makes it that much easier for them to join your brand journey.

Engage on company hashtags as your brand

As mentioned in the Hashtag section, you can engage with others speaking on topics relevant to your brand, be sure you set aside time to do that weekly to increase your company's page visibility.

Employee Advocacy.

This is already covered but boosting your employee visibility and promoting them as a professional has positive effects for your company visibility as well, it's a win/win.

Paid campaigns to grow Followers

It's not the fail safe but it can give your company page a boost if you're just getting started. Just be sure to keep it limited so you don't annoy LinkedIn members with seeing your sponsored content too much and make sure you've got it targeted to the most relevant audience.

If you aren't sure how to get the most out of your paid advertising, [get a free review from WadiDigital of your LinkedIn paid ads.](#)

Analytics Overview

LinkedIn is rolling out more and more in-depth analytics which can only help in identifying what works and what doesn't to aid your strategies.

There are two places where you can access page analytics, the top menu and a snapshot with shortcuts on the left hand side. The shortcuts will take you to the analytics views for the following three sections: Update, Visitor, and Follower Analytics.

Under all of the sections in analytics, you can export the data into very clean excel spreadsheets.

The benefit of the analytics is in the analysis and will vary by company due to there being multiple variables in the equation. However, being able to see which posts did better on the following factors can help you tailor your social strategy and messaging:

- Mobile vs. Desktop
- Clicks vs. Engagement
- Impressions vs. Comments
- Unique impressions
- Followers Gained

Cyfluencer - Cybersecurity Influencer Marketing Super admin view

Home Products Content **Analytics** Activity

Cyfluencer - Cybersecurity Influencer Marke...
Helping your cybersecurity thought leadership content shine on LinkedIn
Internet · Tel Aviv · 336 followers

Analytics
Last 30 day activity

89	Unique visitors	▲ 12%
52	New followers	▲ 44%
1.8K	Post impressions	▲ 26%
15	Custom button clicks	▲ 400%

Start a post

Photo Video Document Poll

Updates
Filter by: Page updates

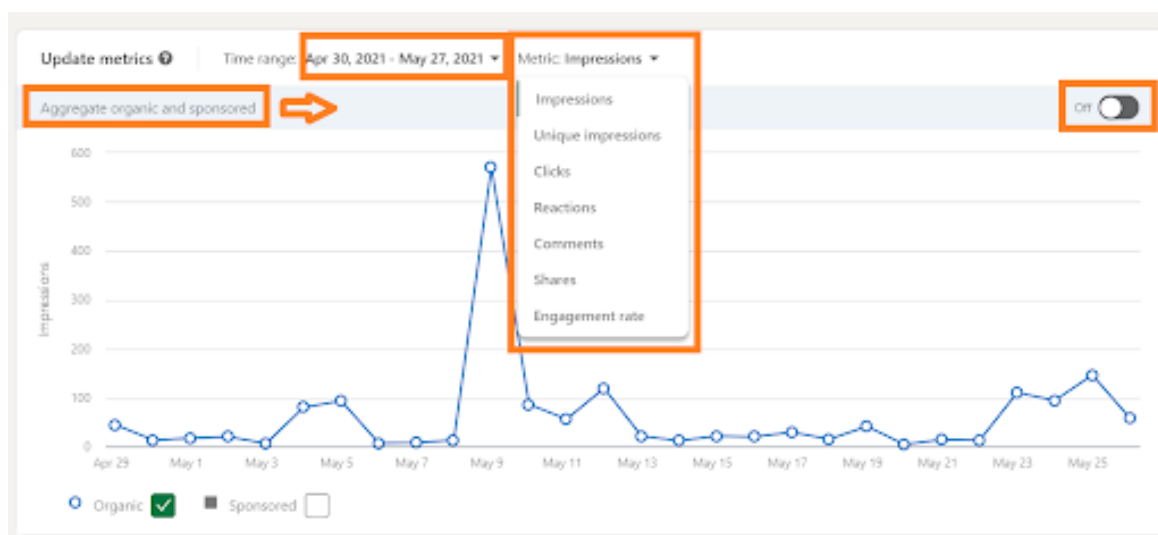
Get more impressions by notifying coworkers. **Notify Employees**

Posted by Yael Moav · 5/27/2021 · Boost unavailable

Cyfluencer - Cybersecurity Influencer Marketing posted in Casual Conversations on Cybersecurity featuring Sawan Joshi

Update Analytics

Aggregated engagement metrics for your organic and sponsored updates over time. You can select the time period and type of updates above the graph, and you can aggregate the organic and sponsored if you so wish.



Aggregated engagement metrics for your organic and sponsored updates over time. You can select the time period and type of updates above the graph, and you can aggregate the organic and sponsored if you so wish.

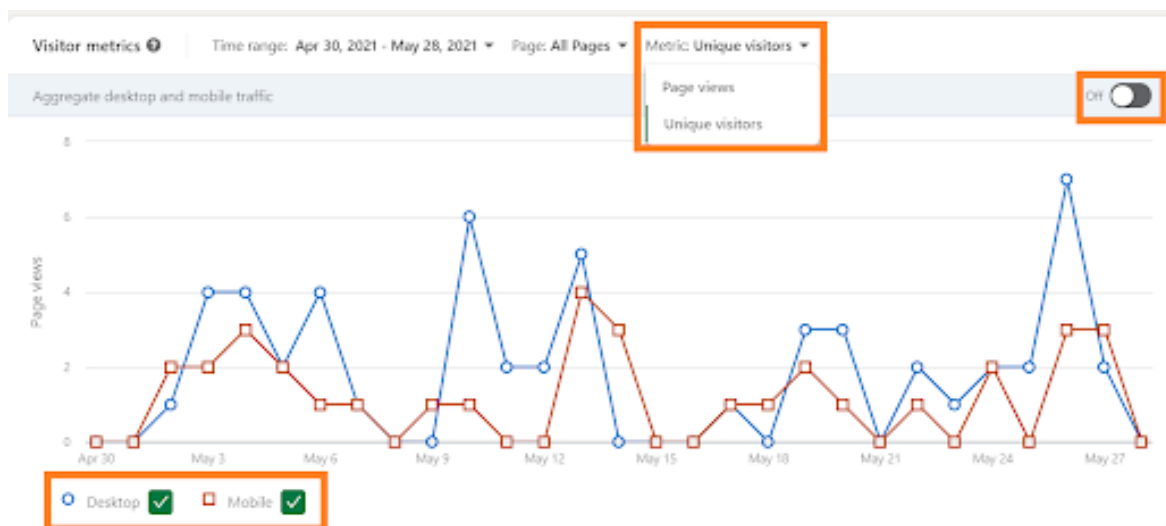
Update engagement ⓘ		Time range: May 1, 2021 - May 22, 2021 ▾		Show: 10 ▾		Show: 10 ▾					
Update title	Posted by	Created	Impressions	Video views	Clicks	CTR	Reactions	Comments	Shares	Follows	Engagement rate
Casual Conversations in Cybersecurity All followers Boost unavailable ⓘ	Ayelet HaShach...	5/20/2021	65	-	1	1.54%	1	0	0	-	3.08%
https://www.linkedin.com/feed/update/urn:li:activity:6790255079119663104 All followers Boost unavailable ⓘ	Yael Israel	5/13/2021	181	-	8	4.42%	2	0	0	-	5.52%
Don't be a yucky marketer. If you have a great cybersecurity product, there is... All followers Boost	Yael Moav	5/10/2021	672	-	20	2.98%	15	5	2	-	6.25%
Influencer marketing webinar summary All followers Boost unavailable ⓘ	Ayelet HaShach...	5/6/2021	106	-	7	6.60%	3	1	0	-	10.19%
MythBusters: What pentesting is (and what it is not) - Help Net Security All followers Boost	Ayelet HaShach...	5/5/2021	112	-	2	1.79%	3	1	0	-	5.36%

Visitor Analytics

Visitor analytics allows you to see the total number of page views and unique visitors over time for desktop and mobile users who are logged in. The unique visitors are calculated daily and are not de-duplicated over multiple days.

You can select to view page views or unique visitors, to view desktop, or mobile, or both, and if you want to aggregate desktop and mobile views on the graph.

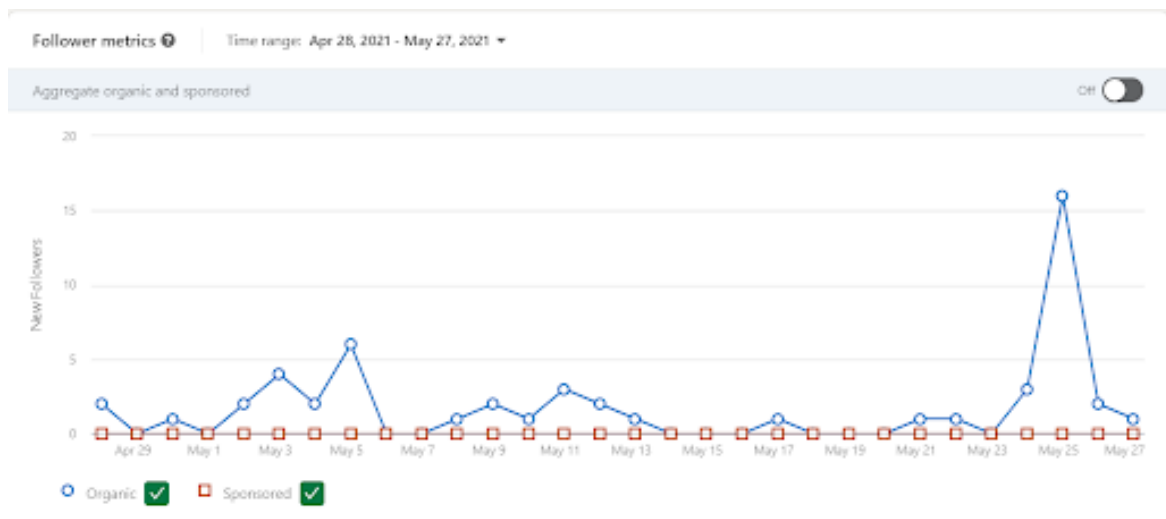
Lastly, you can view visitor demographics by the following categories during your selected time period: Job function, location, seniority, industry, and company size.



Follower Analytics

The Follower Analytics dashboard always displays the total number of followers and how many of those were gained in the last 30 days at the top.

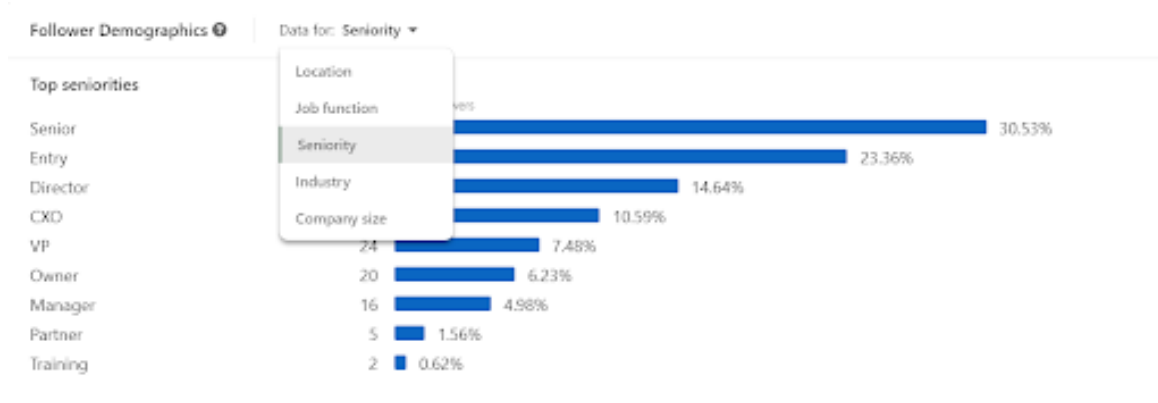
Underneath that bar, you can then see a graph of the number of new followers per day for the time period you choose to select. These followers are divided into those who came in organically or through sponsored ads and content. As with other views, you can see those as two separate lines on the graph or choose to aggregate into one line.



You are also able to view a complete list of all of your followers, with their picture, headline, and the month in which they started following you.


Below that you get follower demographics and can view the percentage of followers by location, job function, seniority, industry, and company size. (see image below)

Follower Analytics - con't



The last section, **Companies to Track**, is meant to provide extra value to see how your posting and engagement stacks up based on those companies that have the strongest overlap of followers as your business page.

While comparing metrics can be interesting, **the real value this particular insight provides is the intel on which companies might be a natural partnership for future collaborations to benefit your shared audience.** One example might be co-hosting a LinkedIn Live or other virtual event and cross promote it to both companies' Followers...you will get a great response.

Companies to track ⓘ		Time range: Jun 19, 2021 - Jul 18, 2021 ▾		Excluded from report	
Company		Total followers	New followers	Number of updates	Engagement rate
 WadiDigital - LinkedIn Ads & SEO Agency	Your company	6,217	123	23	2.5%
 Cyfluencer - Cybersecurity Influencer Marketing		457	63	6	9.89%
 [Blurred]		[Blurred]	[Blurred]	[Blurred]	[Blurred]
 [Blurred]		[Blurred]	[Blurred]	[Blurred]	[Blurred]

More LinkedIn Tips

[Optimizing your Personal LinkedIn Profile](#) [eBook]

[The Ultimate Guide to LinkedIn Stories for Business](#)

[LinkedIn Account Based Marketing \(ABM\)](#)

"We love **people**. We love **marketing**.
We love delivering **success**."

WadiDigital is a full service digital agency and is a leader in B2B Tech marketing.

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- SEO
- Cybersecurity
- Influencer Marketing
- PR
- Social Media

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Information compiled from:

<https://www.socialmediatoday.com/news/linkedin-announces-merger-of-elevate-functionality-with-company-pages/571087/>

<https://business.linkedin.com/content/dam/me/business/en-us/elevate/Resources/pdf/official-guide-to-employee-advocacy-ebook.pdf>

<https://business.linkedin.com/marketing-solutions/my-company-tab>

<https://business.linkedin.com/marketing-solutions/blog/linkedin-company-pages/2020/new-features-my-company-tab>

<https://wadidigital.com/blog/uncategorized/7-strategies-to-use-linkedin-stories-for-business/>

<https://wadidigital.com/blog/linkedin/the-ultimate-guide-to-linkedin-stories-for-business/>

<https://business.linkedin.com/marketing-solutions/blog/linkedin-company-pages/2020/linkedin-pages-and-elevate--better-together>

https://www.linkedin.com/posts/zoebermant_smm-linkedin-growthhacking-activity-6813143984370675714-EayZ

<https://www.youtube.com/watch?v=ORo2jBV8YWc&t=7s>

<https://business.linkedin.com/marketing-solutions/blog/linkedin-company-pages/2019/21-tips-for-attracting-followers-to-your-linkedin-page>

<https://business.linkedin.com/content/dam/me/business/en-us/marketing-solutions/cx/2019/pdfs/linkedin-pages-smb-playbook-final.pdf>

<https://www.edelman.com/sites/g/files/aatuss191/files/2020-01/2020%20Edelman%20Trust%20Barometer%20Global%20Report.pdf>

<https://business.linkedin.com/content/dam/me/business/en-us/elevate/Resources/pdf/official-guide-to-employee-advocacy-ebook.pdf>

<https://business.linkedin.com/talent-solutions/company-career-pages/next-generation-career-pages#s>

<https://everyonesocial.com/blog/employee-advocacy-statistics/>

<https://business.linkedin.com/marketing-solutions/linkedin-live>

<https://business.linkedin.com/marketing-solutions/blog/linkedin-company-pages/2019/the-ultimate-guide-to-improve-your-b2b-content-marketing-strateg>

<https://www.lifewire.com/srt-file-4135479>

<https://blog.hootsuite.com/linkedin-video/>

<https://wadidigital.com/blog/seo/seo-has-a-saying-content-is-king-monthly-content-creation-and-publication/>

<https://business.linkedin.com/marketing-solutions/blog/linkedin-company-pages/2019/the-ultimate-guide-to-improve-your-b2b-content-marketing-strateg>

https://www.linkedin.com/posts/yoeltisrael_events-digitalmarketing-linkedin-activity-6815529506640601088-qYUY/