LinkedIn Tips to Grow Your Business

1. Use Images
Use images in all your company updates. Images attract more attention to your content, meaning more engagement and increased visibility.

2. Join Groups
Pinpoint LinkedIn groups that allow you to extend your reach, showcase your expertise and stay on top of industry trends.

3. Time Your Status Updates
Experiment with different publish times and days to gauge the way your audience responds.

4. Pin Valuable Content
Pin your most valuable content to the top of your Company Page in the recent updates section.

5. Engage Your Followers
Take the time to thank, respond to and fully engage with your audience.

6. Post Regularly
Best-in-class marketers are posting 3-4 status updates per day, per audience.

7. Monitor LinkedIn Analytics
LinkedIn Publisher analytics shows you how many people are viewing each post, the length of life of each post, reader demographics and the people who engage with your posts.

8. Plan Your Content
Create a content calendar for regular updates about company news, new products and services.

9. Optimize Your Company Overview
Make the most of the Overview tab by giving followers a reason to follow the company page, and include a call to action.

For more Social Media Marketing Tips check out our blog.

CONNECT WITH US  
CUSTOMER INSIGHT GROUP INC.
Social Media Experts