

01

Optimize Your Company and Personal LinkedIn Pages

Make sure your company's LinkedIn page is equipped with a custom URL (as opposed to the standard string of numbers that come with new pages). We also suggest using keywords throughout your description and posts, and [including a Follow button](#) somewhere on your website's contact page.

02

Branding and Imagery on Team Accounts

You can also give your business a stronger presence by asking your team to upload a uniform header image (with branding and contact information) across their own pages. If you haven't done so, a team photo shoot isn't a bad idea, either, and can help you get your team's profile images on the same page.

03

Consistent Posting and Team Buy-In

Your biggest potential for expanded reach on LinkedIn may be right under your nose. Get your team members involved in sharing articles, promoting your events or tradeshow appearances with their followers, and posting **relevant content** to LinkedIn Groups (don't spam them and end up removed by the group owner/manager).

04

Differentiate With LinkedIn SlideShare

LinkedIn's SlideShare gives businesses a unique platform to creating and sharing visual content. Think PowerPoint, but hosted on LinkedIn and fitted with custom CTAs and lead generation form fields. SlideShare automatically transcribes uploaded presentations, giving you a significant amount of SEO juice on top of your conventional publishing.

SlideShare generates 5x more traffic from business owners than other social media channels.

05

LinkedIn Paid Advertising Options

[LinkedIn's paid advertising options](#) are easy to set up and give you a tight grip on who ultimately receives your advertisements. LinkedIn ads can be segmented by location, group, education, experience level, interests and more, helping you put your message in front of only high qualified LinkedIn users.

Sponsored Content, Sponsored InMail and basic text/sidebar ads are the platform's main advertising options. LinkedIn ads aren't perfect and getting traction from them can be a challenge, but they're definitely worth experimenting with.



10 Actionable Items to Expand Your Reach



06 

Use Groups to Join in Conversations With Your Target Audience

Users in your business should join LinkedIn groups related to their specialty and, more importantly, the interests of your target audience. Join groups you know your buyers are communicating in, and use these groups as a forum to learn more about your buyers and join in the conversations. Comment, provide solutions, reply to posters — just don't use groups to sell. LinkedIn *is* a social media platform, after all.

07 

Network With Local Professionals

To make the most out of LinkedIn, also be sure your team members join local groups for professionals in your space. There's a good chance this could lead to information on local events and score your business some highly qualified referrals.

08 

Start Your Own LinkedIn Group

Kicking off your own LinkedIn group is a great way to reach new users in your field and region. You can dictate the subject, scope, groups rules and more. Plus, you'll be able to curate users and moderate posts, meaning no posts by competitors.

09 

Share Content from Leaders in Your Space

Don't use your team's status updates for your own website links or marketing materials alone. Share content from other thought leaders in your industry to diversify your content and add value to your audience's feed. The more share-worthy it is, the better off you'll be, so long as what you're sharing provides value, which brings us to...

10 

Post Content With Purpose

The single most powerful thing a business can do bring in more followers on LinkedIn is de-fluffing their publishing calendar. Help your business stand out by posting content that both differentiates your business from the filler noise on LinkedIn and provides something valuable for readers. Give them a reason to click through.

Videos, infographics, and SlideShare presentations are great differentiating forms of content you can use to stand out from the crowd.



The Social Prospecting Workbook

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