

LinkedIn For Small Business

REACH A PROFESSIONAL AUDIENCE ON LINKEDIN



Ecommerce



Web Development



Branding



Email Marketing



Film & Photography



Education



Crowdfunding



Digital Marketing

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E: hello@2h.media

People First Marketing

Using transparency and communication to build business relationships.



What You'll Learn

1. What is LinkedIn
2. Why it's important
3. Getting started
4. Creating a Company Page
5. Tips & Tricks
6. Q & A

What Is LinkedIn?

LINKEDIN

It's a **social network** that is actually about networking. Post jobs, share your work experience, and extend your reach beyond friends and family.

Why Is It Important To Use LinkedIn?

Deals are not signed on Instagram. Creating a successful network means connecting with real-world influencers.

- Connect with past clients
- Frame your content with a business focus
- Immerse yourself in industry



01

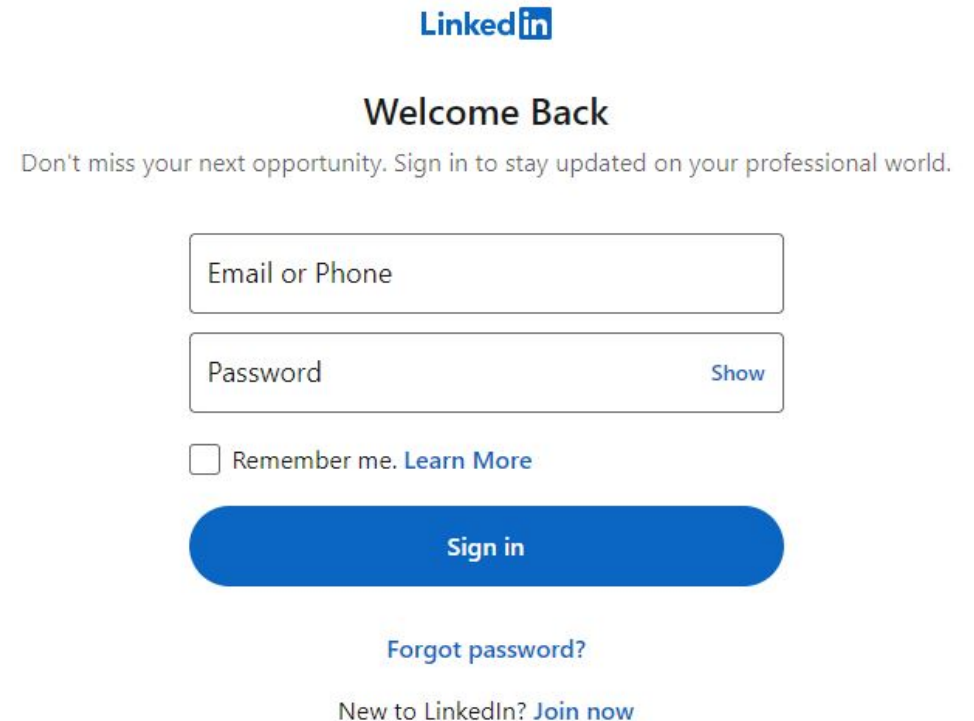
Getting Started

Sign-in To LinkedIn

STEP BY STEP

1. Open a web browser
2. In the search bar enter `www.linkedin.com/login`
3. Sign-in to your account.*

*If you do not have an account, raise your hand.



The screenshot shows the LinkedIn login interface. At the top is the LinkedIn logo. Below it is the heading "Welcome Back" followed by the text "Don't miss your next opportunity. Sign in to stay updated on your professional world." There are two input fields: "Email or Phone" and "Password". The "Password" field has a "Show" link to its right. Below the fields is a checkbox labeled "Remember me." with a "Learn More" link. A large blue "Sign in" button is centered below the checkbox. At the bottom, there are two links: "Forgot password?" and "New to LinkedIn? Join now".

LinkedIn

Welcome Back

Don't miss your next opportunity. Sign in to stay updated on your professional world.

Email or Phone

Password [Show](#)

☐ Remember me. [Learn More](#)

Sign in

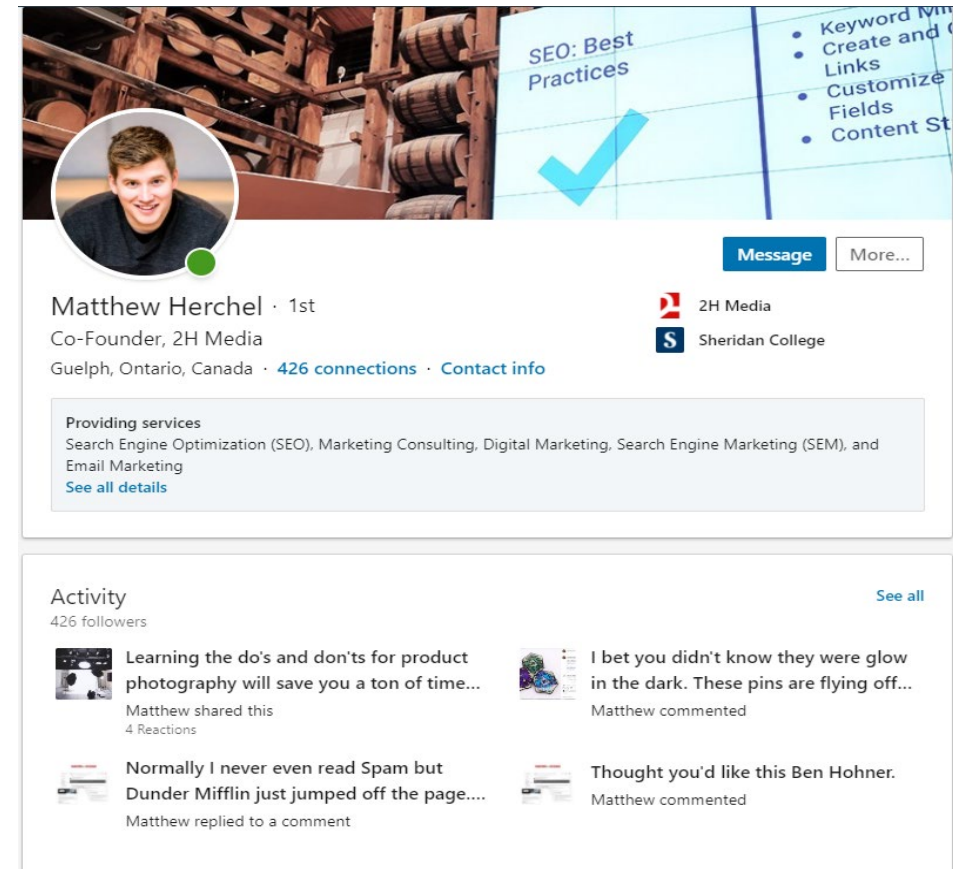
[Forgot password?](#)

New to LinkedIn? [Join now](#)

It starts with you

YOUR PERSONAL LINKEDIN PROFILE

- In most cases, your personal profile will be your first online impression on members of your network.
- Make it your profile. Be authentic, honest and professional.
- You need a personal profile to create a company page.
- Take the time to develop your history.

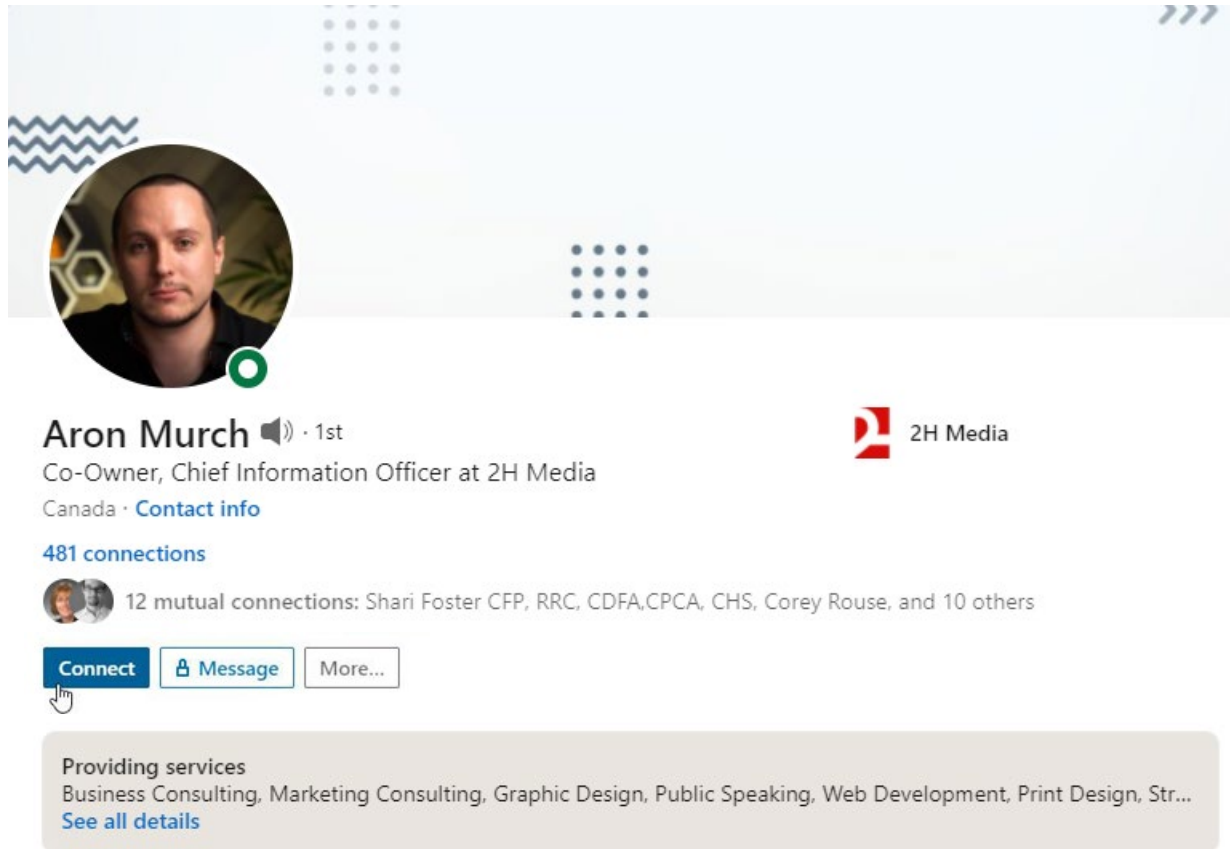




02

Making Connections

Start Making Connections



A screenshot of a LinkedIn profile for Aron Murch. The profile includes a circular profile picture of a man with a beard, a green verification badge, and a blue checkmark. The background of the profile header features a light blue and white geometric pattern. The name 'Aron Murch' is displayed in bold, followed by a speaker icon and '· 1st'. Below the name is the title 'Co-Owner, Chief Information Officer at 2H Media' and the location 'Canada · [Contact info](#)'. The number of connections is shown as '481 connections'. A section for mutual connections shows a small profile picture and the text '12 mutual connections: Shari Foster CFP, RRC, CDFA,CPCA, CHS, Corey Rouse, and 10 others'. At the bottom of the profile card are three buttons: 'Connect' (highlighted with a mouse cursor), 'Message' (with an envelope icon), and 'More...'. Below the buttons is a section titled 'Providing services' with the text 'Business Consulting, Marketing Consulting, Graphic Design, Public Speaking, Web Development, Print Design, Str...' and a link 'See all details'.

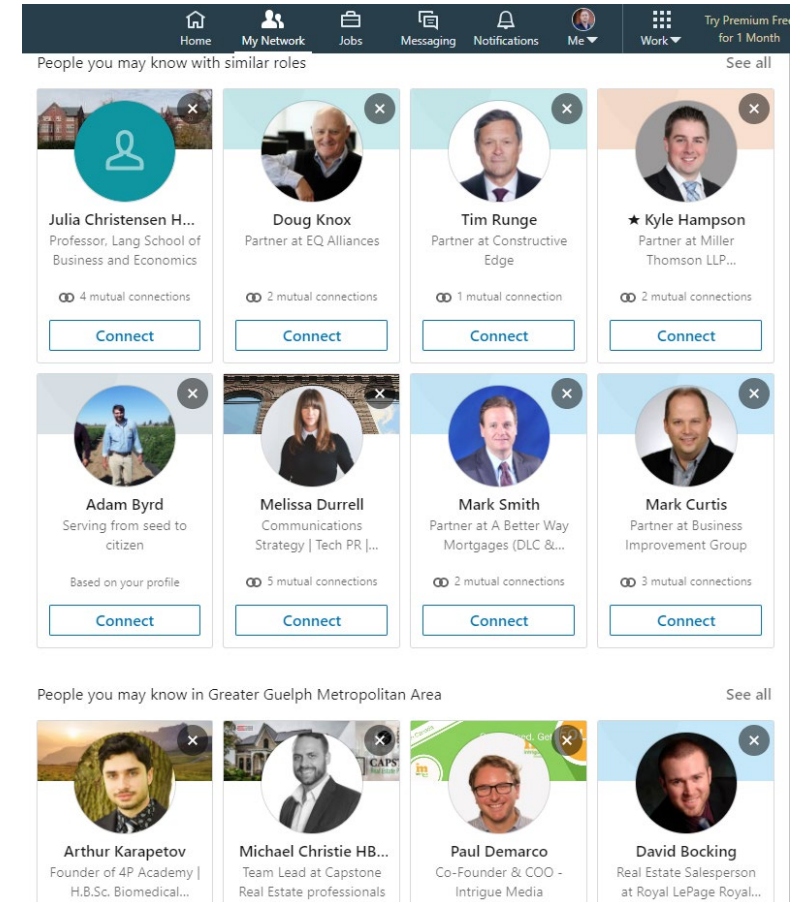
Aron Murch · 1st
Co-Owner, Chief Information Officer at 2H Media
Canada · [Contact info](#)
481 connections
12 mutual connections: Shari Foster CFP, RRC, CDFA,CPCA, CHS, Corey Rouse, and 10 others
[Connect](#) [Message](#) [More...](#)
Providing services
Business Consulting, Marketing Consulting, Graphic Design, Public Speaking, Web Development, Print Design, Str...
[See all details](#)

Keep connecting

PEOPLE YOU MAY KNOW

LinkedIn makes it very easy to connect with other professionals, colleagues, and past clients.

- Click on “My Network” in the menu.
- Start scrolling.
- Click connect for everyone in your professional network.
- Use the search bar to find specific people.

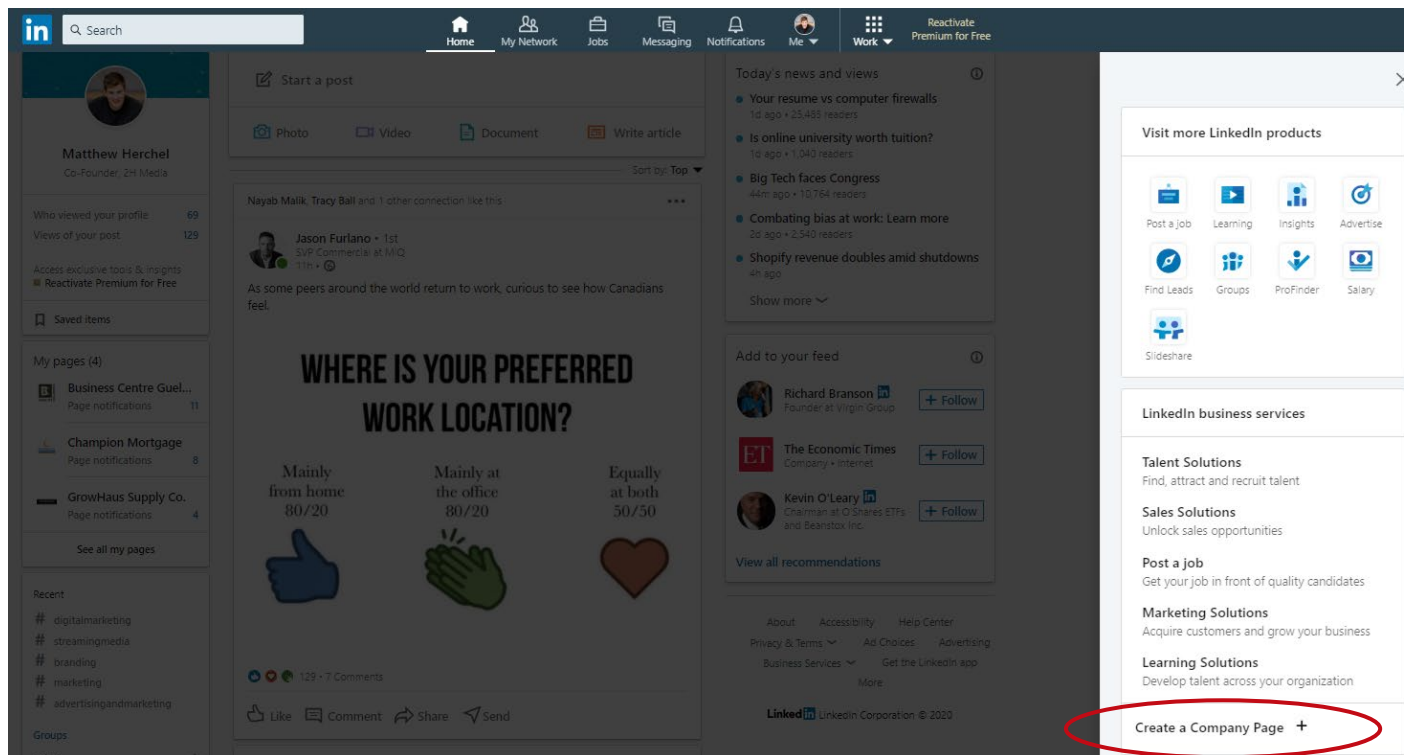




03

Creating a Company Page

Access “Create a LinkedIn Page”



- Click “Work” in the header menu.
- Then click “Create a Company Page”

Create a LinkedIn Page

Create a LinkedIn Page

Connect with clients, employees, and the LinkedIn community. To get started, choose a page type.



Small business
Fewer than 200 employees



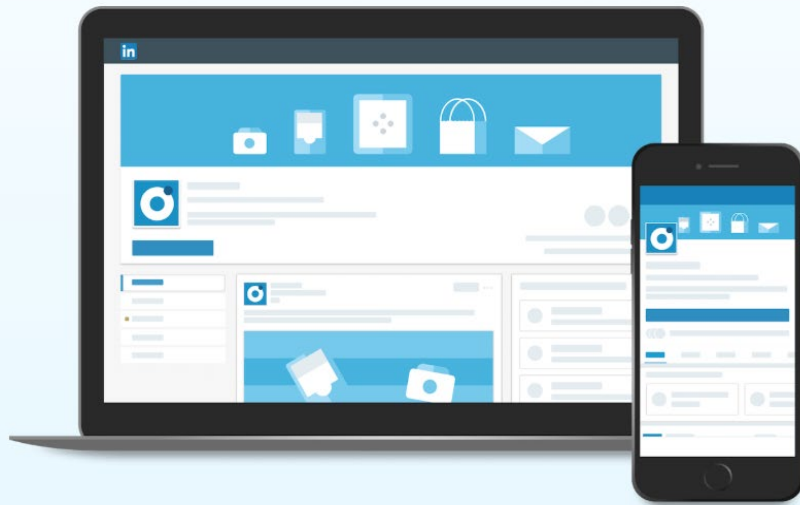
Medium to large business
More than 200 employees



Showcase page
Sub-pages associated with an
existing page



Educational institution
Schools and universities



SELECT THE CORRECT SIZE OF BUSINESS.

- If you have more than 200 employees, congratulations.

Page Identity and Company Details

* indicates required

Page identity

Name *

LinkedIn public URL * ?
linkedin.com/company/

Website

Begin with http:// or https:// or www.
This is a link to your external website.


Company details

Industry *

Company size *

Company type *

Page preview ?



Company name

Industry

Tagline

Input Your Profile Details And Preview

PAGE IDENTITY

How is your company displayed online?

COMPANY DETAILS

What does your company do, and what is its scale?

PROFILE DETAILS

Very basic branding.

* Indicates required

Page identity

Name *

LinkedIn public URL * ⓘ

Website

This is a link to your external website.

Company details


Industry *

Company size *

Company type *

Profile details

Logo


 ITS-logo-primary.png
Upload complete
PNG 50kb x

300 x 300px recommended. JPGs, JPEGs, and PNGs supported.

Tagline ⓘ

15

Page preview ⓘ



Innovative Thermal Solutions

Mechanical Or Industrial Engineering

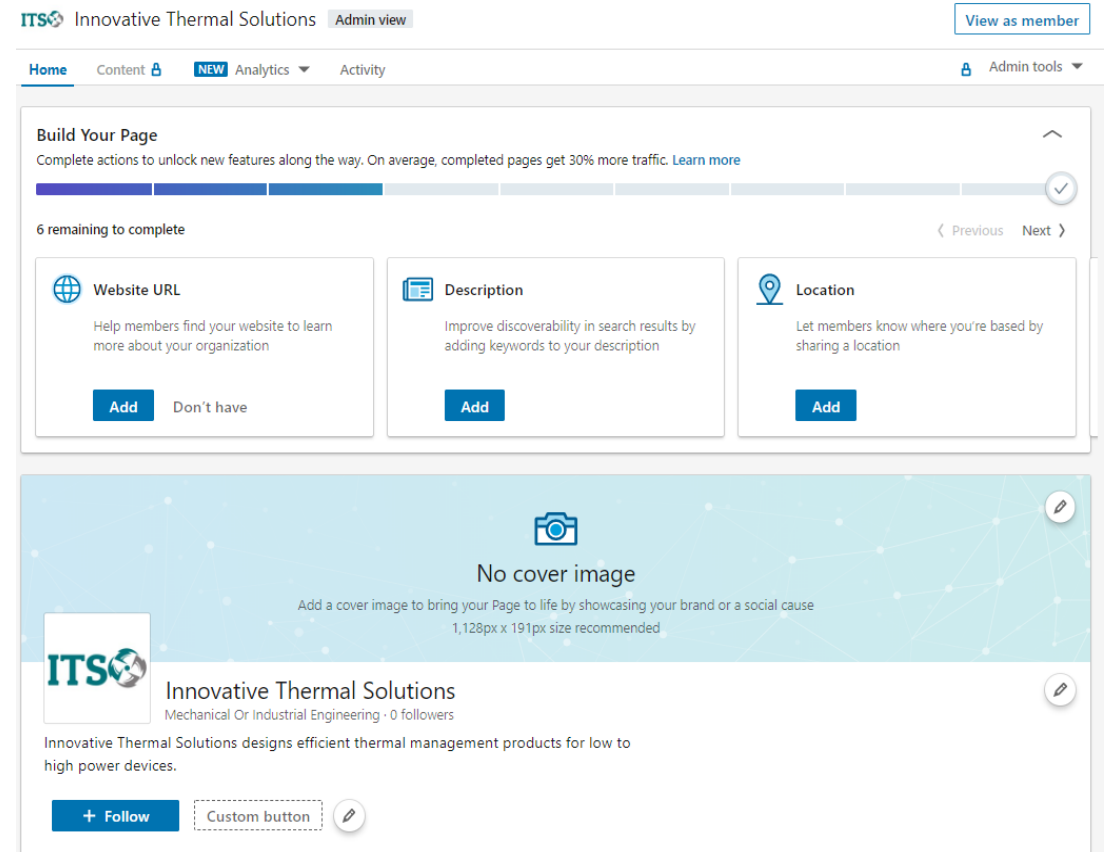
Innovative Thermal Solutions designs efficient thermal management products for low to high power devices.

Your Company Admin View

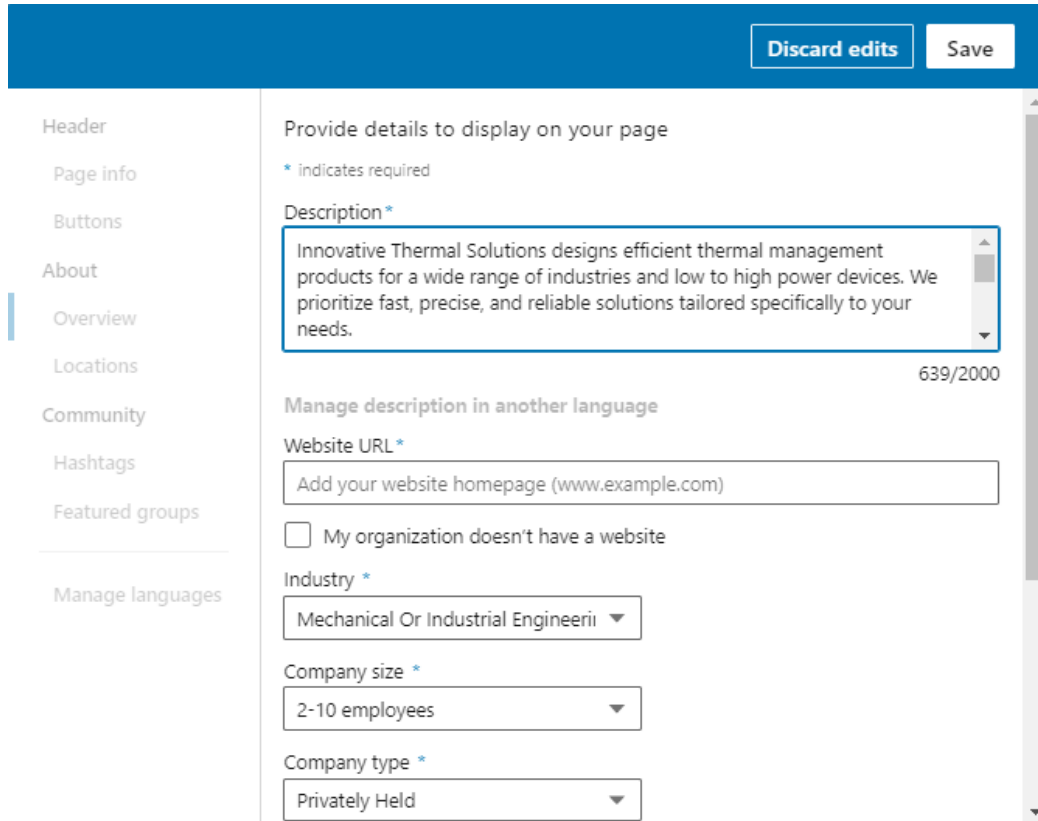
START EDITING WHAT PEOPLE SEE

On this page we will be adding more key information:

- Company Description
- Specialties
- Address



Your Company Admin View



The screenshot shows the LinkedIn Company Admin interface. At the top, there are 'Discard edits' and 'Save' buttons. A left sidebar contains navigation links: Header, Page info, Buttons, About, Overview, Locations, Community, Hashtags, Featured groups, and Manage languages. The 'About' section is active. The main content area is titled 'Provide details to display on your page' and includes a note '* indicates required'. The 'Description *' field is a large text area containing the text: 'Innovative Thermal Solutions designs efficient thermal management products for a wide range of industries and low to high power devices. We prioritize fast, precise, and reliable solutions tailored specifically to your needs.' This text area is highlighted with a blue border. To its right, a character count shows '639/2000'. Below the description, there is a link 'Manage description in another language'. The 'Website URL *' field contains the placeholder text 'Add your website homepage (www.example.com)'. Below this is a checkbox labeled 'My organization doesn't have a website'. The 'Industry *' dropdown menu is set to 'Mechanical Or Industrial Engineeri'. The 'Company size *' dropdown menu is set to '2-10 employees'. The 'Company type *' dropdown menu is set to 'Privately Held'.

FROM THE ADMIN VIEW

- Click the “Add” button in the box labelled “Description”.

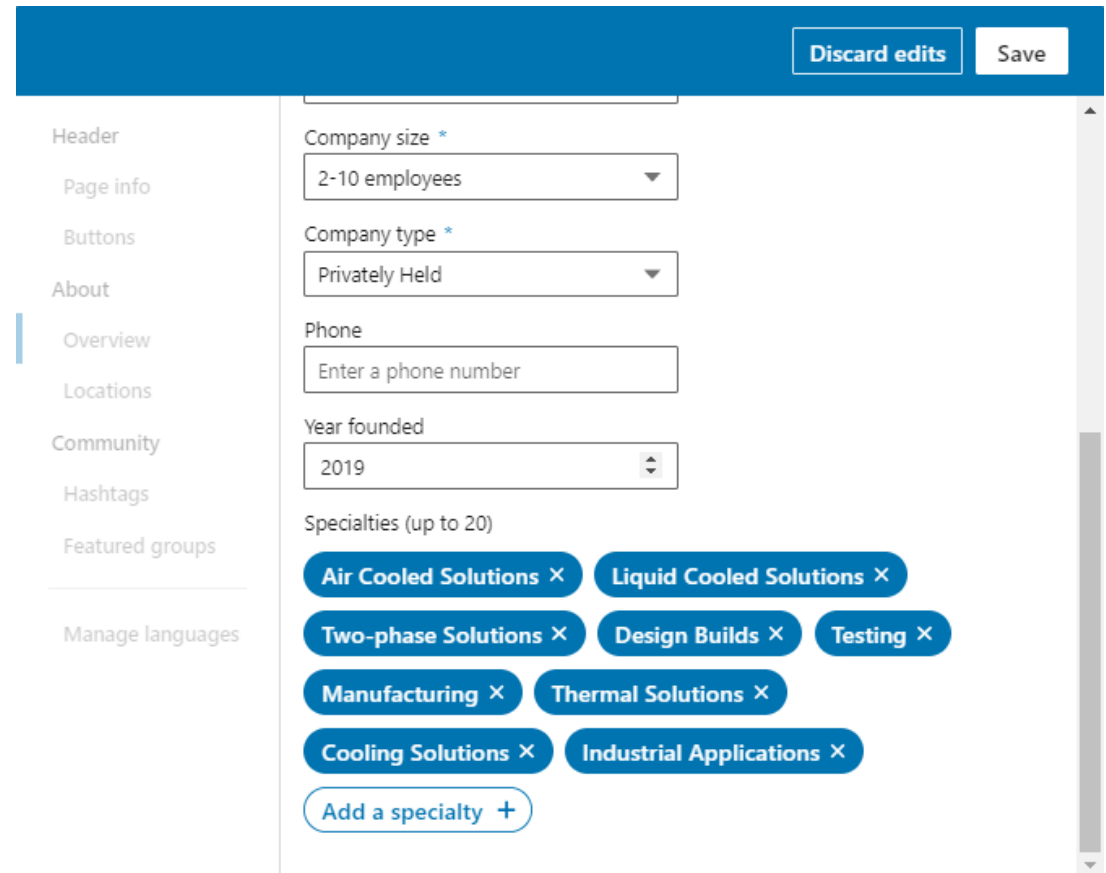
ENTER YOUR COMPANY DESCRIPTION

- Aim for a minimum of 500 characters.
- Write your description like an executive summary or elevator pitch; try to capture how you solve problems and how you are differentiated.

Specialties

Scroll to the bottom of the page, and you will find the Specialties section.

- Specialties are keywords that help people find your business.
- Add up to 20 keywords.
- Make specific to your business.
- When you are done, click “Save”.



The screenshot shows a user interface for editing a business profile. On the left is a sidebar with navigation links: Header, Page info, Buttons, About, Overview, Locations, Community, Hashtags, Featured groups, and Manage languages. The 'About' link is highlighted. The main content area is titled 'Specialties (up to 20)' and contains several dropdown menus and a list of specialty tags. The dropdowns are for 'Company size *' (set to '2-10 employees'), 'Company type *' (set to 'Privately Held'), 'Phone' (with a placeholder 'Enter a phone number'), and 'Year founded' (set to '2019'). Below these are ten specialty tags, each in a blue pill-shaped button with a close icon (X): 'Air Cooled Solutions', 'Liquid Cooled Solutions', 'Two-phase Solutions', 'Design Builds', 'Testing', 'Manufacturing', 'Thermal Solutions', 'Cooling Solutions', and 'Industrial Applications'. At the bottom of the list is a button labeled 'Add a specialty +'.

Discard edits Save

Header
Page info
Buttons
About
Overview
Locations
Community
Hashtags
Featured groups
Manage languages

Company size *
2-10 employees

Company type *
Privately Held

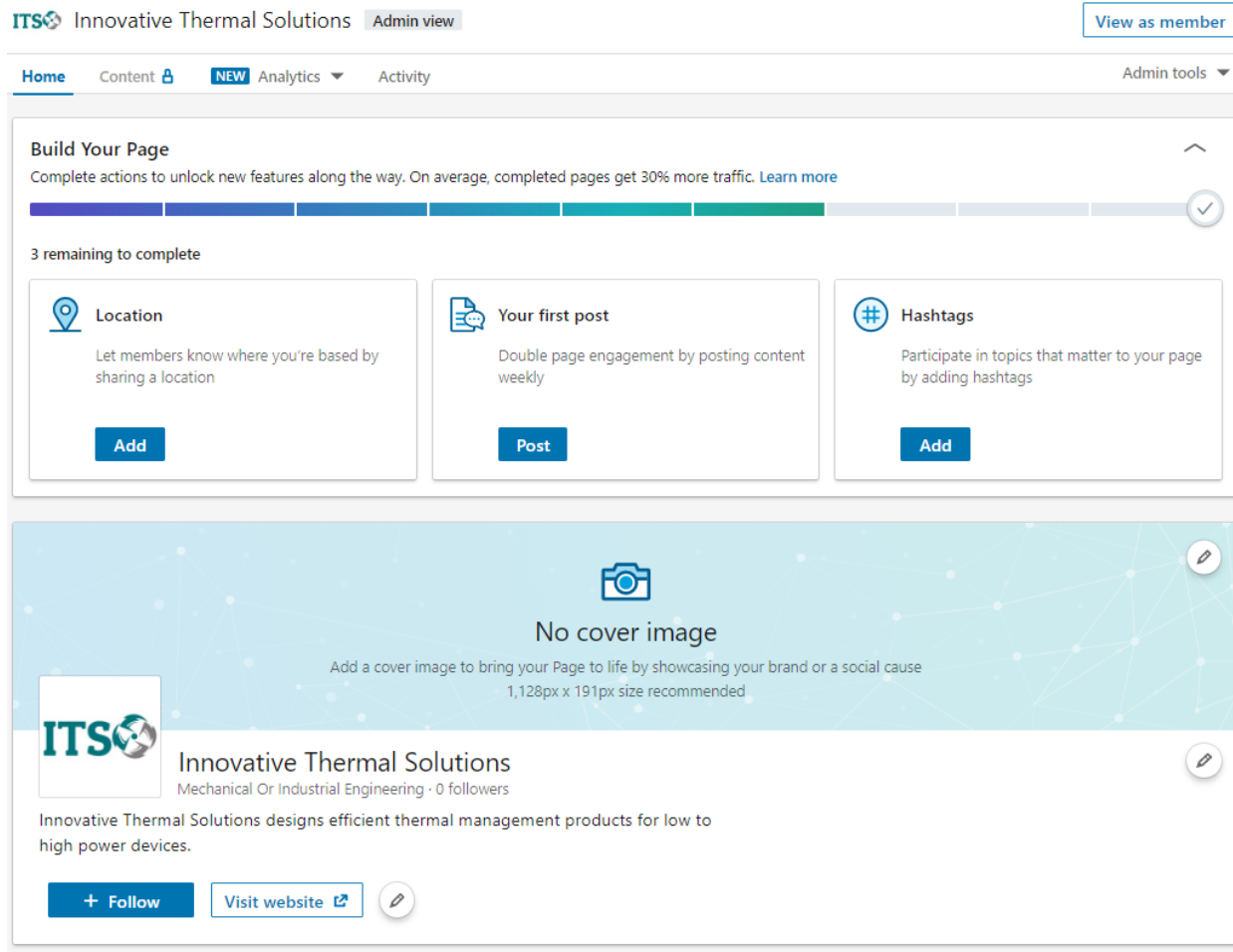
Phone
Enter a phone number

Year founded
2019

Specialties (up to 20)

Air Cooled Solutions × Liquid Cooled Solutions ×
Two-phase Solutions × Design Builds × Testing ×
Manufacturing × Thermal Solutions ×
Cooling Solutions × Industrial Applications ×
Add a specialty +

Back To The Admin Panel

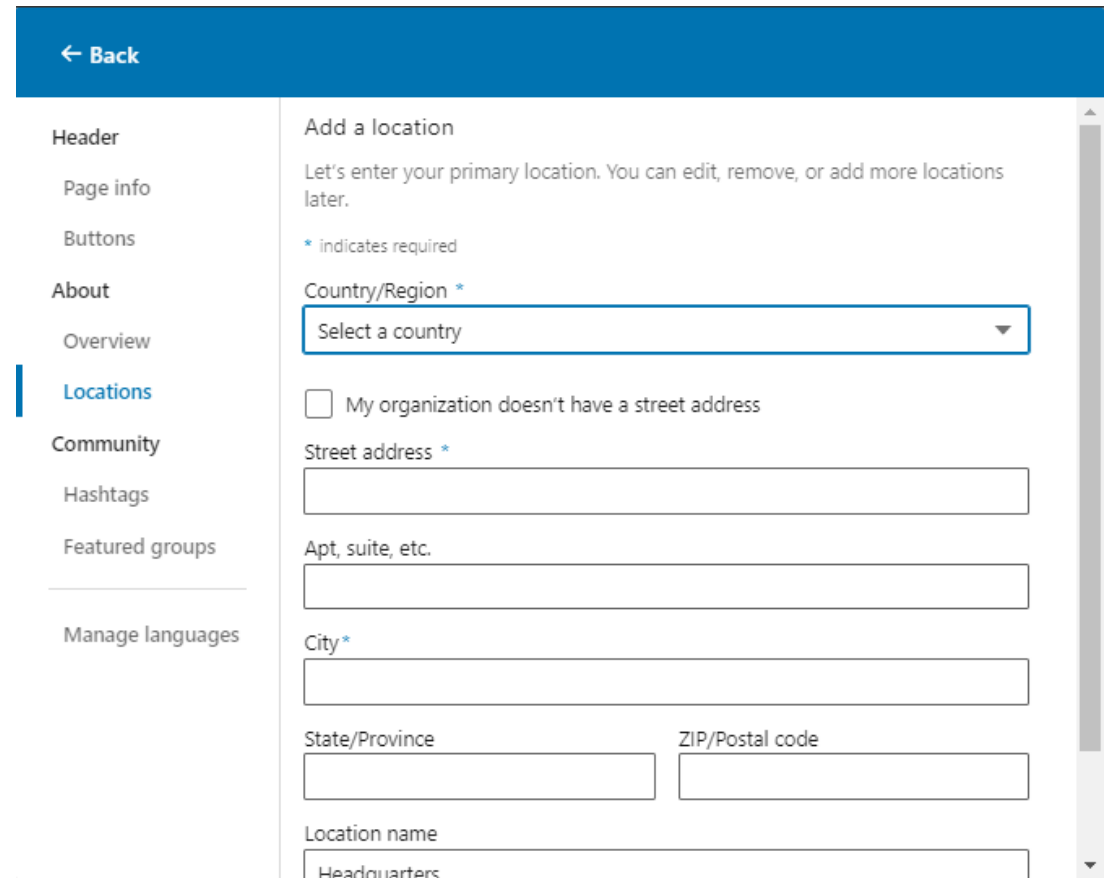


Almost done!

- Click the “Add” button in the box labelled “Location”.

Add Your Company Address

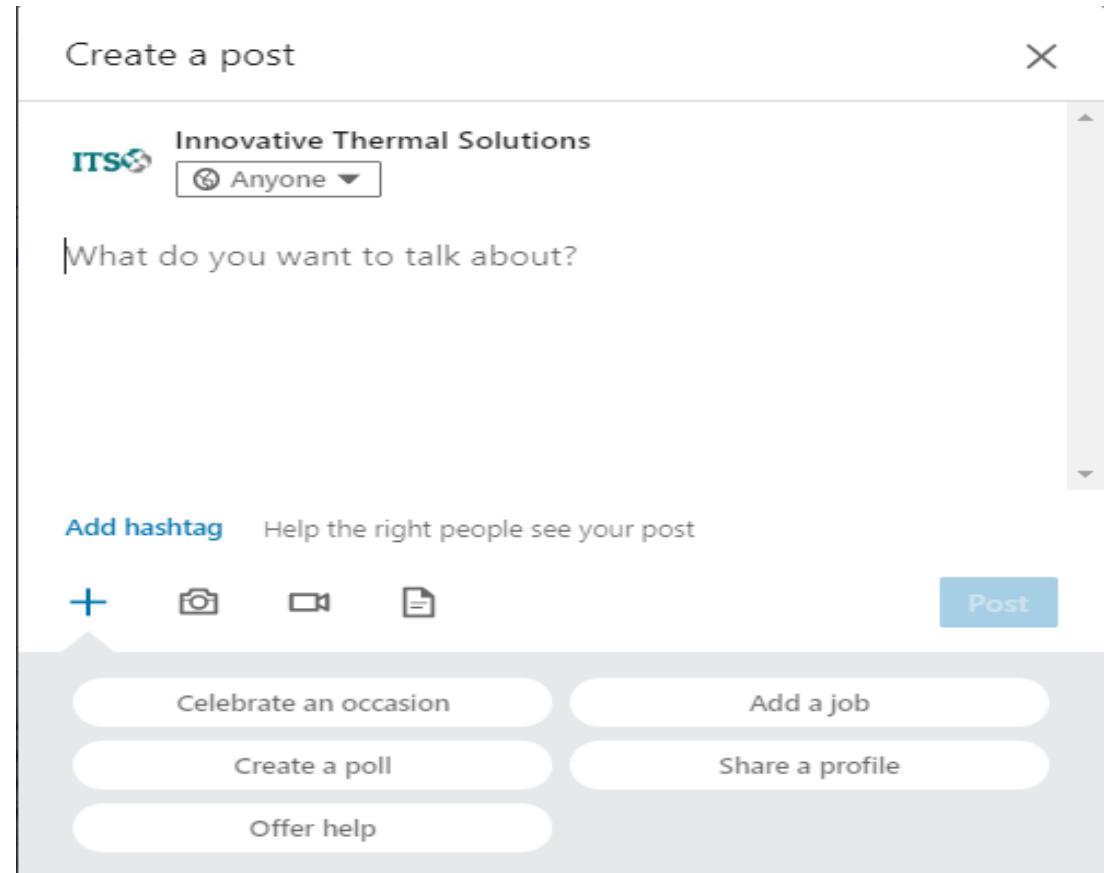
- Take some time to fill in your address details.
- If you do not have a business address, click the box labelled, “My organization doesn’t have a street address”.



The screenshot shows a web application interface for adding a company location. On the left is a sidebar menu with the following items: Header, Page info, Buttons, About, Overview, Locations (highlighted with a blue bar), Community, Hashtags, Featured groups, and Manage languages. The main content area is titled 'Add a location' and includes the instruction: 'Let's enter your primary location. You can edit, remove, or add more locations later.' Below this is a note: '* indicates required'. The form fields are: 'Country/Region *' (a dropdown menu showing 'Select a country'), a checkbox labeled 'My organization doesn't have a street address', 'Street address *' (a text input field), 'Apt, suite, etc.' (a text input field), 'City*' (a text input field), 'State/Province' (a text input field), 'ZIP/Postal code' (a text input field), and 'Location name' (a text input field with 'Headquarters' entered). A blue 'Back' button is located at the top left of the main content area.

Create Your First Company Post

- Announce your new company page.
- Describe what your company does.
- Remember to tag 2H Media so that we can leave a comment.



The screenshot shows the 'Create a post' dialog box on LinkedIn. At the top, it says 'Create a post' with a close button (X). Below this, the company name 'Innovative Thermal Solutions' is displayed with its logo 'ITS'. A dropdown menu shows the privacy setting is set to 'Anyone'. The main text area contains the placeholder 'What do you want to talk about?'. Below the text area, there is a link 'Add hashtag' and a hint 'Help the right people see your post'. At the bottom of the text area, there are icons for adding content: a plus sign, a camera, a video camera, and a document. To the right of these icons is a blue 'Post' button. Below the text area, there are five buttons for different types of posts: 'Celebrate an occasion', 'Add a job', 'Create a poll', 'Share a profile', and 'Offer help'.

How Your Post Appears

- Your company post appears in your feed along with some basic information such as company name, post date, and follower count.
- From here, people can like, comment on your post, and share it to their personal or company pages.

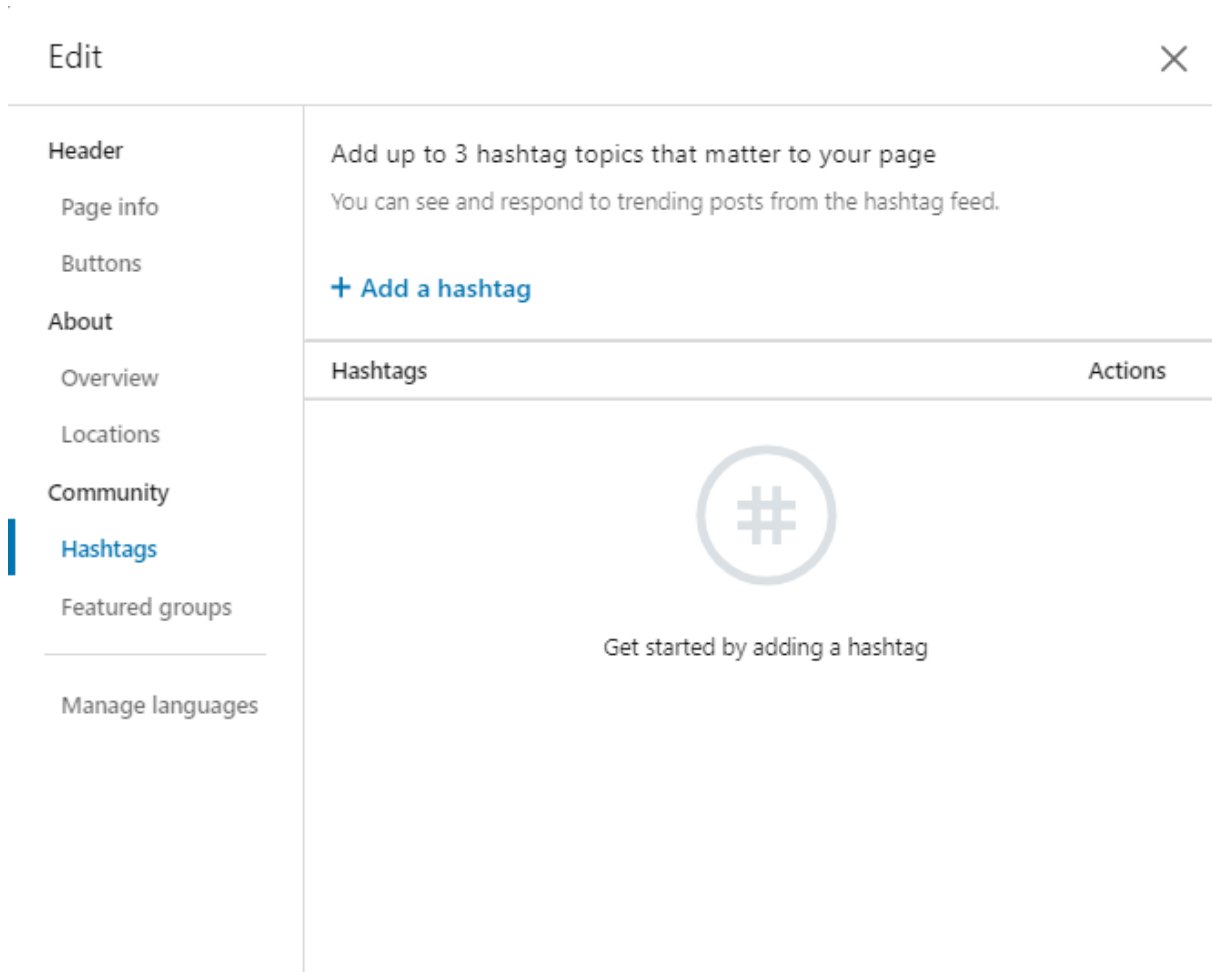
The screenshot displays the LinkedIn interface for a company page. On the left, the 'Analytics' section shows 'Last 30 day activity' with four metrics: 11 Unique visitors (▲ 10%), 2 New followers (▲ 100%), 20 Post impressions (▲ 100%), and 0 Custom button clicks (● 0%). The main area features a 'Start a post' button and icons for photo, video, and document uploads. Below this is the 'Updates' section, filtered by 'Page updates'. A sample post is shown, posted by 'Ahmed Zaghlol' on '3/27/2020'. The post is from 'Innovative Thermal Solutions Inc.' (ITS), which has 11 followers and was posted 4 months ago. The post text reads: '#ITScooling delivers innovative #thermal solutions through designing, qualifying and supplying quality #cooling products on time for #powerelectronics, #electronics and #microelectronics industries.' Below the text are 'Like' and 'Comment' buttons. At the bottom, it says 'Be the first to react' and 'Organic impressions: 143 Impressions' with a 'Show stats' dropdown.

Metric	Value	Change
Unique visitors	11	▲ 10%
New followers	2	▲ 100%
Post impressions	20	▲ 100%
Custom button clicks	0	● 0%

Post Details:

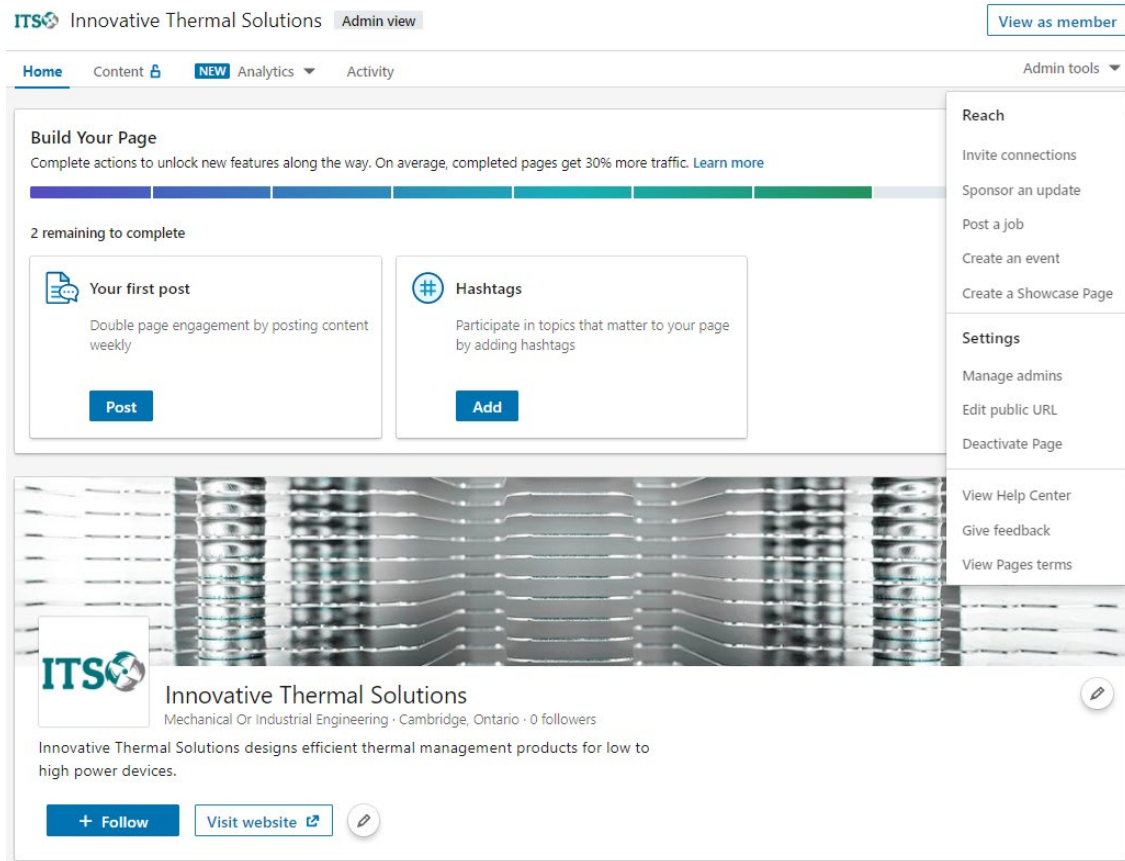
- Posted by: Ahmed Zaghlol
- Date: 3/27/2020
- Company: Innovative Thermal Solutions Inc. (ITS)
- Followers: 11
- Posted: 4mo
- Text: #ITScooling delivers innovative #thermal solutions through designing, qualifying and supplying quality #cooling products on time for #powerelectronics, #electronics and #microelectronics industries.
- Interactions: Like, Comment
- Stats: Organic impressions: 143 Impressions

Follow A Hashtag



- From the admin panel, click the “Add” button in the box labelled “Hashtags”.
- On the “Edit” screen, click the “Add a hashtag” link.
- Add up to 3 hashtags that are relevant to your business.

Adding an additional User



Last steps!

Click “**Admin tools**” in the top right corner of the page. Then, click “**Manage admins**” in the dropdown menu.

Managing Your Admins

Manage admins

Designated Admins

Recruiter Posters

Sponsored Content Posters


Lead Gen Forms Manager

Pipeline Builder Admins

You must be connected to a member to include them as an admin. [Learn More](#)

Add new admin by name...

1 Designated Admin



Matthew Herchel

Co-Founder

Remove admin

You must press Save to save all of your changes.

Cancel

Save changes

- From here you can add new users that can act on behalf of your company page.
- Enter a user in the search bar, and send them an invite (they will also need a personal LinkedIn profile).

Page Complete

[illegible]



04

Tips & Tricks

Supercharge Your Followers

INVITE CONNECTIONS TO FOLLOW

- You get 100 credits per month. Aim to use all of them.
- Whenever someone accepts, you get your credit back early.

Invite Connections To Follow ×

45/100 credits available ?



Benjamin Gates

Treasure hunter and
cryptologist at...

Invite



David Wallace

Chief financial officer
at Dunder Mifflin

Invite



Al McWhiggin

Owner Operator at Al's
Toy Barn

Invite

[Invite more connections](#)

Supercharge your followers

CREATE YOUR OWN CROSS-POSTING

- Alternate between posting on your personal page and your company page.
- This method makes connections that do not follow your page more likely to see your content.



2H Media
185 followers
4d • 🌐

One of our partners, [Aron Murch](#) is showcasing our capability to create 360 product images with a series of posts highlighting some of his history as a designer. As a people-first marketing agency, we believe in celebrating where our team ...see more



Aron Murch
Partner, Branding & Print Lead at 2H Media
4d • 🌐

[2H Media](#) has recently begun offering 360 product images for Shopify. What better way to break in our new rig than going back through some older portfolio pieces? ...see more





Questions?

How do I get the slides?

Visit <https://2h.media>. The slides are on the workshop page.

How do we connect?

Follow 2H Media on LinkedIn.

Specific questions?

Give us a call.

P: 519-835-3009

E: hello@2h.media