

LinkedIn Company Pages



Growing reach and engagement

Be consistent.

Post consistently to a planned content pipeline. 4-5 posts per week seems to work best.

Include a variety of of content within agreed themes consistent with overall marketing objectives.



People first.

Showcase individuals, their expertise, personalities and careers.

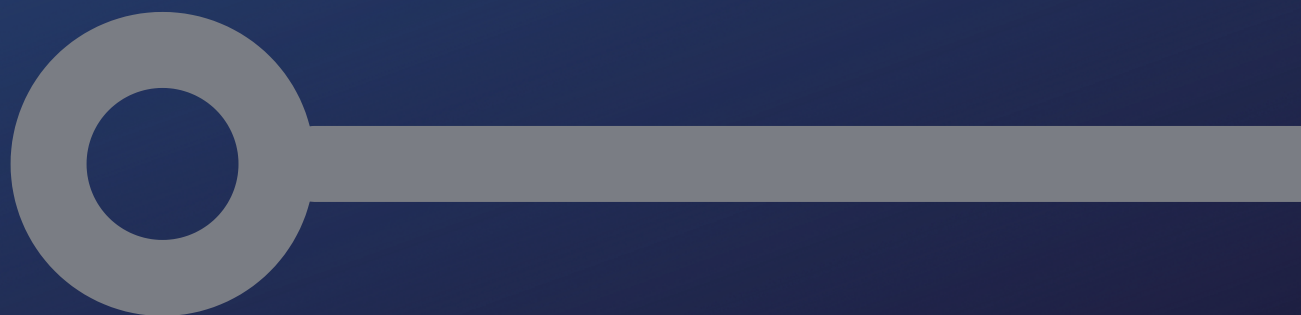
In professional services, people are your product and people content resonates more.



Build authority.

Use LinkedIn activity to highlight regular press coverage of key content within target trade titles.

Adds authority to the content being promoted and press coverage adds reach.



Post for the client.

Invest time in creating *quality* rather than *quantity of content*.

Focus on content that explores the clients' issues and challenges rather than just promoting services.



Maintain a balance.

People, insight, news.

Keep corporate announcements targeted and balanced with other content.



Let's connect

CONNECT

Nurture

PROFESSIONAL SERVICES MARKETING