

# LEVERAGING LINKEDIN FOR BUSINESS

## HERRON CONSULTING

### Creating a LinkedIn Company Page will open New Doors for your Business

You put all the effort into your website. You paid top dollar for the perfect copy, SEO that leads clients to your landing page and the perfect branding brings it all together with a pretty bow on top.

Why on Earth would you need a LinkedIn Company page? And what is it doing that your website isn't? With LinkedIn users reaching half a billion\*, having a LinkedIn Company page is more than worth your while.

When you Google search your company name, is it in a top search on Google? It should be! Because when it is, it improves your credibility with potential clients. Having a LinkedIn company page will do that for you.

Not only are you building credibility with a LinkedIn company page, but you are also building trust. By posting often and keeping the page up to date, your followers will see your company updates, making it easier to launch new programs and offers.

By digging into the analytics LinkedIn provides, you can see who is visiting your page and you can draw in more leads. You will already know what products or services they are interested in just by what pages they visited.

For those of you who have employees, they can link their work experience to your business page, so anyone they interact with will see your business name as well. Now who doesn't like a little free advertising? Speaking of free advertising, your business page is tagged every time someone mentions your business in a post or comment.

If you are new to starting your company and are wondering if you need a website, start with a LinkedIn page. You will get more than your money's worth!

To unleash your company's online potential, create your business page by clicking on the Work icon and scroll down to +Create a Company Page.

OR contact us to set up your company page for you at [herronconsulting.org](http://herronconsulting.org) or [valerie@herronconsulting.org](mailto:valerie@herronconsulting.org)

\*As of April 2017, Business Insider