



Checklist 13: How to Get More LinkedIn Page Followers?

Project Name: _____

Date: _____

Yes No

Making and creating a LinkedIn company page is the easy part. The real game starts in getting people to follow your page; this is where many business owners require some guidance. Here is a checklist to help you and your business:

First Batch of Tips

- | | | | |
|---|--|--------------------------|--------------------------|
| 1 | Ask your employees to add your page as their workplace if they are on LinkedIn. This will automatically make them followers of your page. | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 | Make use of LinkedIn company follow plugins to put a follow button on your blogs and website. | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 | Carry out the optimization of your LinkedIn page for every search engine. Do this by using a relevant keyword in your description and posts. | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 | Engage with your present connections and page followers as your priority. | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 | Get engaged in various LinkedIn groups. | <input type="checkbox"/> | <input type="checkbox"/> |
| 6 | Promote your page using other marketing channels such as email list, Twitter and Facebook. | <input type="checkbox"/> | <input type="checkbox"/> |

Notes

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7 Add in the LinkedIn share button next to all your website content present.

8 Make use of images in all your page posts.

9 Ask your employees to regularly share your page posts for you to gain maximum visibility.

10 Include a Call to Action at the end of your blog posts, e.g. ask your visitors to follow your company page.

Second Batch of Tips

1 Make sure to add in company widgets to the website's sidebar.

2 Ensure that the content you share is insightful and innovative.

3 Make use of videos and Infographics. Label each with your LinkedIn page as the source.

4 Add in the URL of your LinkedIn to business cards and various other stationery.

Notes

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- 5 Post your page updates when LinkedIn has its busiest hours ongoing for maximum impact. (Monday to Friday, morning or midday)
- 6 Ask your followers questions. These will engage them.
- 7 Sync all your contacts present on LinkedIn through the LinkedIn Connected and then ask of your connections to follow your page.
- 8 Make sure that the first 156 characters of the page description are optimized for search and click-throughs.

Notes