

LinkedIn Marketing Checklist

Are you optimizing your presence on LinkedIn?

Use this checklist to make sure you're leveraging all of the opportunities LinkedIn offers, not only to promote your entry in Mission Main Street Grants®, but also to increase awareness and generate real results for your business in the future.

✓ Optimize Profiles for You and Your Employees

Your company's LinkedIn identity starts with you and your employees. Boost visibility with embedded keywords, job title descriptions, and content links. *See the "Building your Brand with your LinkedIn Profile" guide for more tips.*

✓ Grow Your Network

Connect with a broad range of contacts including colleagues, clients, friends, family, and alumni. Use the search functionality to reconnect with peers and find other relevant business contacts.

✓ Build Your Company Page

Market your business to the LinkedIn community by creating an information hub where visitors can learn about your company. Showcase your products and services and link to your company website and other social platforms. *See the "Marketing for Small Businesses on LinkedIn" guide for more tips.*

✓ Attract Followers

Encourage fellow employees to add their current position at your company to their profile. They'll then be automatically following your Company Page. Integrate your Company Page into company communications and add a Follow button to your website.

✓ Share Company Updates Frequently

Demonstrate value to your Followers by posting relevant, insightful content to your Company Page. Helpful articles, company news, and industry trends all make for great content. Prompt employees and colleagues to share your updates. You can even sponsor your updates to extend your reach beyond your Followers.

✓ Publish Long-Form Content

Establish you or your employees as thought leaders in your industry, and watch the engagement build in the comments. Develop a plan for developing deep dives on topics that matter to you and your business and write in a way that invites conversation. *See the "LinkedIn Publishing Best Practices" guide for more tips.*