

### Scope

LinkedIn has the power to make connections and help companies lead conversations within their industries. As a company page manager, you are the vehicle that can drive a page to success. Knowing the ins and outs of how to manage your LinkedIn company page will get you on your way. If you already have a LinkedIn company page and are looking for best practices to handle it, the LinkedIn support team at Resource Boxe can help you with all your questions, may it be setting up company page, showcase page, having a structured calendar of post, managing it wisely and optimizing it timely. Or, if you don't have a LinkedIn company page, we'll help you build it!

Our expert team brings together years of experience and supports analytics tools to create a holistic approach towards managing your LinkedIn company page, along with a monthly detailed report of insights and improvements. Studies show that investing in LinkedIn results in great return on investments! So why wait?

### Deliverables

**Review of Your Existing Presence**– We conduct a full audit of your LinkedIn company page, Executives' profiles, Posts, activity, hashtags, back-linking to website, with recommendations on improving reach and engagement.

**Defining goals and Complete setup**– We help finalize your objectives, which could be brand awareness, engagement with existing customers, driving more traffic to website or lead generation. Plus finalizing KPIs which will help us track progress by aligning your goals with specific KPIs. Also, we help optimize your LinkedIn page for SEO, with appropriate keywords placed in your tagline and About sections.

**Content Guidelines and Calendar** – Having your company's editorial and brand guidelines in place will ensure that your content is posted in a regular cadence that your followers come to expect. Resource Boxe offers the industry's leading tools for automating social posting to LinkedIn and other social channels.

**Managing page as Content hub and getting your employees engaged** – By sharing value content, your LinkedIn page becomes a platform to foster conversations about the challenges and innovations within your industry among people seeking to connect and grow professionally. In addition, it's critical to make sure we have an army of brand advocates. LinkedIn participation is especially important for your executives and senior leadership, or anyone who gives voice to your company's thought leadership.

**Analytics** – Making sure we are on track with regard to goals and tracking monthly analytics report (LinkedIn analytics & our KPIs) enables actionable conclusions about engagement, impressions, visitors, and followers.

### Process

1. Initial session with our team and your team to identify existing practices, perceived areas of focus, points of contact, and scope/timing of the project.
2. Provide Resource Boxe team with temporary/timebound access to key resources such as admin access to your company page/showcase page and or Executive profiles per requirement.
3. Resource Boxe team conducts comprehensive Audit and provides report on areas that matter for LinkedIn company page success including executive summary of recommendations.

### Get Started!

[Contact Resource Boxe to set-up an initial discussion and get a custom-tailored quote](#)