

SOCIAL In - A - Box

Top tips from Nuvias
UC on how to grow your
company's online presence.



We have put together a few tips and tricks for how to increase awareness around your company and your key messages. One of the easiest and quickest ways to get exposure to your target audience - is creating a company **LinkedIn page**.

You may be wondering, what are the benefits? How does it work?

Let us tell you 3 key reasons why you should make the move onto Social Media.

- 1 **Differentiate yourself from your competitors.** Use your company description to emphasize how you stand out, share posts about company news, culture and job opportunities to reach out to new hires and convey your values.
- 2 **Improving your ranking in search engines.** Search engines rank LinkedIn company pages highly in the results page. So there will be improved performance in search results as well as increased traffic on your company website, especially if the link is embedded in your posts.
- 3 **Check on what your competition is doing.** **94%** of B2B marketers use LinkedIn to distribute content, making it the most used platform. Monitoring the content strategies of other companies can help you identify trends and opportunities for growth areas in your business.

Not sure where to start? We got you. Keep reading.

The Basics

How to create a LinkedIn company page:

Click the 'Work' icon and 'Create a new Company page'. Go through the steps adding information where required and click 'Create Page'.

Once the page is created you will want to ensure to 'Complete your Page'. Pages with complete information added receive **30%** more weekly views on average. To do this you will need:

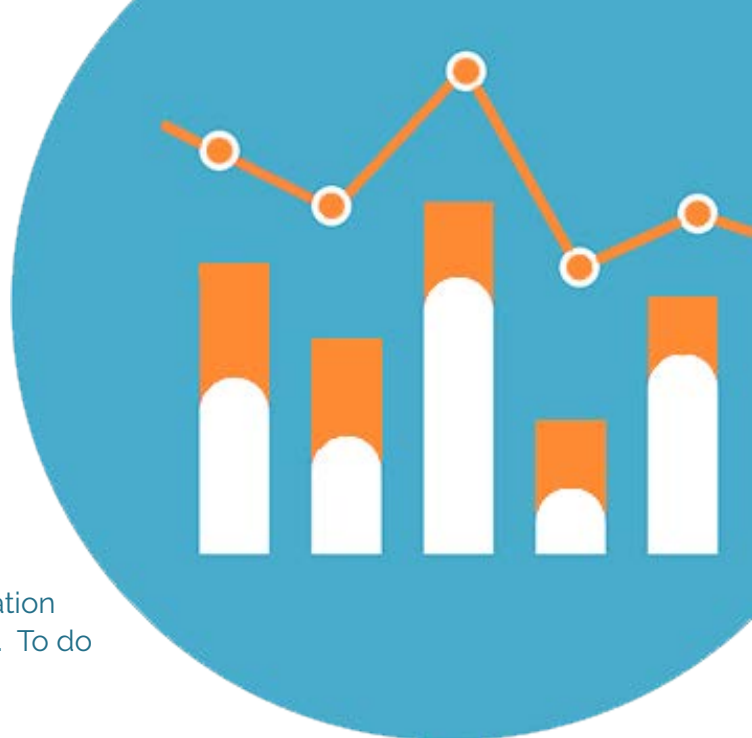
- ✓ **Logo and Banner:** adding these images will bring your page to life, the dimensions for the Logo are 50 x 50 pixels and the banner 646 x 220 pixels.
- ✓ **Overview:** Lead with relevant terms and phrases that describe your organization's mission and purpose.
- ✓ **Organisation Info:** Input your website URL and location, and select your industry and company size.
- ✓ **Call-to-Action button:** Customize your button to align with your goals and track who's clicked in the admin view or in visitor analytics.

Make sure to track your progress:

Using the LinkedIn Analytics tool to analyse your page and social post performance is a great way to track progress and **measure your success**. We know content is key for increasing company page followers, but it is also vital to know which posts are getting your audience excited and engaged. Checking analytics to see which posts work well and which don't, allows you to work towards creating content you know your target audience want to see.

Tools you may find helpful for scheduling content:

- ◆ Hootsuite
- ◆ Later.com
- ◆ Spotler
- ◆ A more **cost effective method** if you're not ready to splurge on a scheduler, is creating an excel file of your schedule that you can save on a shared drive for colleagues to adapt if required.



Follow our key steps below to build an effective online presence and increase your social media following:

1. Invite connections to follow your company page

On company pages you have the option to 'invite to follow'. Allow your employee's with large networks to invite their connections by adding them as an 'admin' to the page. We grew our follower base significantly using this method, with the help of our Senior Leadership Team who invited their connections.

2. Keep posts regular and relevant

LinkedIn states that pages posting at least once a week see a **2X** uplift in engagement - however we recommend posting once daily. The more posts for people to engage with, the more people your content will reach via newsfeeds.

3. Have a company focused post weekly/ fortnightly

Try to have a personalised social post once a week or fortnightly. For instance, charity events, company events or employee of the month. Personalised posts typically receive higher engagement rates than standard social posts about products or promotions.

4. Post at optimal times of day

Research indicates the best days of the week to post updates are Tuesday, Wednesday, and Thursday. The best times to post are in the morning while people are getting up and travelling to work (7 – 8 a.m) and at the end of a typical working day (5 – 6 pm).

5. Create company wide hyperlinked signature

Adding a link to email signatures is a simple way of generating awareness around your LinkedIn page. If you're emailing someone it's likely they already have an interest in your business, so there's a good chance they will be interested in following your page.

6. Use Hashtags in your social posts

By using relevant industry hashtags (we suggest 3-5 per post) this should help to increase the reach of your post and grow your followers, as your content will be in front of more people in your target audience.

7. Sponsor important updates

The free options will only get you so far, Like other social media platforms, LinkedIn gives you the option to advertise updates and expand your reach. You're able to define your audience using criteria to ensure your message is reaching the right people - such as location, company size, industry and job function.

Did you know?

80% of social media B2B leads come from LinkedIn, with the next most effective being Twitter at 12%.

60% of your target audience can be reached if your company posts 20x per month.

50% more engagement can be obtained from a post with a clear call to action, including a link.

(Source: Buffer.com)

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To find out more about the marketing support available, please contact us at:

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