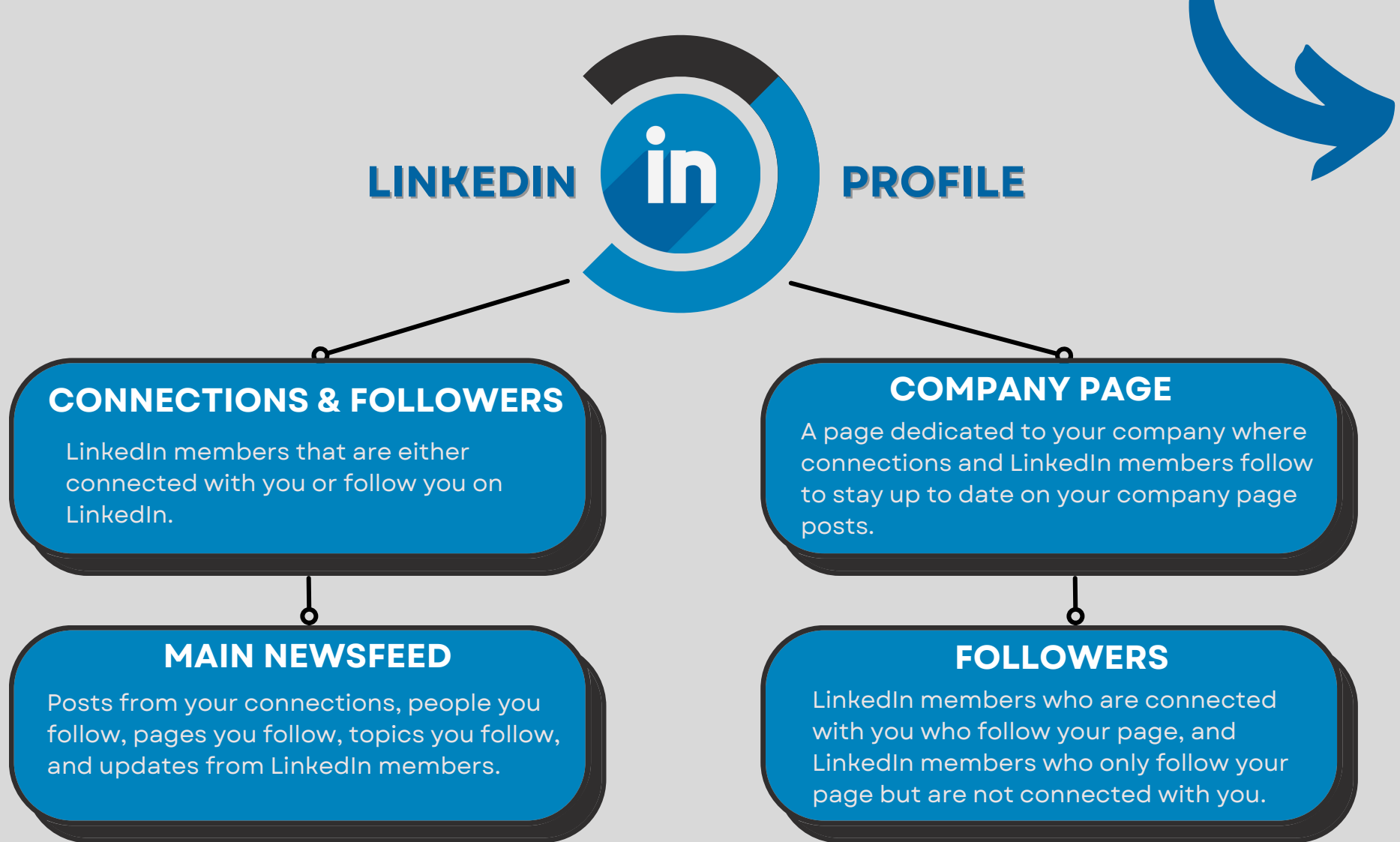




How LinkedIn Works

All you need to know about the structure, features, and how to use them to grow your brand and your business.



Your main newsfeed is independent of your company page newsfeed. What you post on your newsfeed will not appear on your company page and, what you post on your company page will not appear on your newsfeed... UNLESS... you are following the page.

LINKEDIN



PROFILE



MAIN NEWSFEED POSTS

When you post on your newsfeed, you have 3 options:

1. Anyone
2. Connections Only
3. Groups

The best way to generate leads and grow your business on LinkedIn is by building relationships with your network through the content you post.

It is therefore recommended that every time you post, you post the same thing twice. Once for 'Connections Only' and a second time for 'Anyone'.

This way you build relationships with your network and attract new connections/followers.

TYPES OF POSTS

The types of posts you can publish on LinkedIn include:

- Images
- Videos
- Articles
- Celebrate an occasion
- Share that you're hiring
- Polls
- Document (PDF known as a carousel)
- Find an expert
- Create an event

These are either shared with your 'Connections Only', 'Anyone', or 'Groups' depending on the setting you select before publishing your post.

You can share these posts to your pages, groups, or in a direct message to your connections.



COMPANY PAGE NEWSFEED POSTS

When you post on your company page, it is viewed by your company page followers and anyone who searches for topics relevant to what your post is about. Priority is given to page followers on their newsfeeds.

The types of posts you can publish are the same as on your main newsfeed.

If you want your company's page posts to be shared with your LinkedIn connections and anyone on LinkedIn, then you need to share the post to your main newsfeed. first to 'Connections Only' and a second time to 'Anyone'.

SHOWCASE PAGES

You can create Showcase Pages linked to your company page. This is a page that features one product or service your company offers.

It gives you the opportunity to showcase that product or service in more detail.

This page has its own followers. Posting works the same as a company page.

If you want your showcase page posts to be shared with your LinkedIn connections and anyone on LinkedIn, then you need to share the post to your main newsfeed. first to 'Connections Only' and a second time to 'Anyone'.

ADDITIONAL



FEATURES

NEWSLETTERS

You can create a newsletter on your main newsfeed, company page, or showcase pages. Your connections/followers are informed of your newsletter when you create it. When you publish an issue of your newsletter, your subscribers are notified on LinkedIn and the newsletter is emailed to them.

ARTICLES

Articles are also published on your main newsfeed, company page, or showcase pages. To increase views on your article, you must share it far and wide.

EVENTS

You can create an event on LinkedIn (for example: Inform people of your webinar), and you can then invite your connections to the event. You can send 1000 invitations per week.

GROUPS

You can join groups relevant to your industry, products, services, or ideal clients. You can then engage with the group or post in the group to create awareness of you, your company, your products, and your services.



Leveraging LinkedIn for business growth takes time and commitment but, with consistency, it can be done. I have done it since February 2019.

I have created this guide to display and describe what can be done and how but, I realize there may be questions you have or you may want more information.

I am happy to offer you a **Free 45-Minute Online Consultation** to show you all the features in this document live on LinkedIn and answer any questions you may have.

To take advantage of this offer, [download this document](#) to activate the link in the button below, then click on the button to access my online booking calendar to make your booking.

[BOOK NOW!](#)