



Setup LinkedIn Account Checklist

- Go to the 'Work' dropdown, select 'Create a Company Page.': Enter your business name.
- Choose the type of page (Small Business, Medium to Large, etc.).
- Add Business Details: Company name, website, and company size.
- Add your logo (300x300px) as the profile photo.
- Upload a cover image that showcases your work or brand (1128x191px).
- Write a short business description about what you do and what makes you different.
- Fill in contact information: phone number, email, and business address.
- Add your industry, specialties, and location.
- Set a custom LinkedIn URL (make it short and match your business).
- Invite employees, customers, friends, and business connections to follow your page.

First Post Checklist

- Write a welcome post introducing your business, what you do, and what sets you apart.
- Highlight your top services or products.
- Add a clear, high-quality photo of your team, workplace, or a recent project.
- If you have a customer testimonial, include it.
- Ask a simple question to invite comments (Example: "What business problem can we help you solve?")
- Keep your post short and easy to read (try for under 200 characters).
- Add your location or service area.
- Use 2-3 relevant hashtags (ex: #BusinessTips, #LinkedInBusiness).
- Proofread for spelling and grammar. If grammar isn't your strength, use a checker like Grammarly.
- Post and reply to all comments and questions—yes, even the tough ones!

People are reading your social media posts - now what?

Off-Ramping Strategy: Getting people from your social media to your website/landing page.

Whilst the the following off-ramping suggestions are not exhaustive, they provide a few starting points to how you may need to think. What is in it for your potential customer, why should they follow your social media or links? Keeping that honest overview in you head at all times can help focus your mind on what you need to do and why.

Don't forget that not everyone sees your business the way you do, and they need convincing to engage with you.

- Optimized Profiles:** Make sure your website link is easy to find on your LinkedIn profile and your branding is consistent everywhere.
- Engaging, Value-Driven Content:** Post tips, videos, or quick insights about common business problems—and mention how your website can help fix them.
- Use Strong CTAs:** Include direct, benefit-focused messages, such as "Download our free guide now," or "Book a free consult today!".
- User-Generated Content and Testimonials:** Share true customer stories, testimonials, and project wins to build trust.
- Paid Targeted LinkedIn Ads:** Target ads to the right people so they see your offer, learn, and visit your website.

Keep your audience's needs in mind. Make it clear why following your page or visiting your site is worth their time. Stay friendly, honest, and always invite new conversations!