



Maximizing LinkedIn for Your Business

By Joel Pekay

In another article, I provide effective marketing strategies for utilizing LinkedIn personally. Now, I'd like to share some recommendations that will improve the value of your LinkedIn business page - using these eight simple steps:

- Invite associates, employees, and friends to “follow” your page
- Utilize a logo as the profile picture
- Add a custom cover image that communicates your business message
- Add a simple, easy to understand summary of the services or products your business provides
- Link to your website under the “about” section
- Highlight your service or product specialties or benefits under the “about” section
- Ask your employees to list your business as their current employer
- Author posts to share your thought leadership and share the posts through your personal page

When used effectively, LinkedIn provides an opportunity for positioning and building your business to make it easy for your network including new and potential connections to learn about it.

One important step is to avoid leaving out key details. I am constantly amazed by how many LinkedIn pages omit important details. For example, I was approached by a company that provides website optimization services. When I visited their LinkedIn page, there wasn't a link to their website! They had forgotten to include it. The details matter!

Scuderia partners can train your marketing team to turn your LinkedIn page into a competitive marketing tool for B2B marketing and sales. [Contact us](#) today to learn more.

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Scuderia Partners represents global, national, regional, and local businesses looking to expand in the North American market. We do this by building your brand, prospecting, outreach, sales, and ongoing customer management. Throughout the process, we build a scalable approach for continued success.