

LinkedIn Tip: Company Page Audience Targeting

EXECUTIVE SUMMARY

When was the last time you checked out your business's Company Page on LinkedIn?

The popular B2B social media platform recently updated the look and feel of its Company page section, making it an even more valuable vehicle for generating leads and connecting with industry professionals. Those familiar with the Timeline photo of Facebook won't be surprised to learn that LinkedIn now offers a similar feature for Company pages. This, along with the often-overlooked marketing opportunity of "audience targeting" might mean that it's time to give your page some attention.

Read on for insights about the following and start showcasing your products and services in a very targeted manner. (Of course, before trying any of these ideas, we recommend reviewing your overall social media strategy to be sure you are meeting your goals.)

- 1. What is the product/service tab?*
- 2. How do you create custom targeted product/service pages?*
- 3. What are the benefits of having custom audience product/service pages?*

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What is the product/service tab?

The Services page on LinkedIn is a separate tab of the Company profile that allows a company to showcase its products and services. For each product or service a company lists, it can include an image, a description of the product/service, pricing, a specific contact, and even a product or service video - you choose what to include.

Creating custom targeted product/service pages

What's unique about this section is the option to create dozens of distinct landing pages for specific audience segments for any of your product/service pages.

The first step is to choose from the available targeting options, including industry, job function, and company size. Then, you can write a description for each of your products/services specifically for that audience.

What are the benefits of having custom audience product/service pages?

With so many targeting variables, the number of versions of your products or services you create is almost limitless. Here are a few examples of how to take advantage of this targeting:

1. Do you have a different sales contact for customers in different geographic locations? Set up geographic targets and edit the product description to list the appropriate contact.
2. Are there special features of your services that someone in a related industry would be looking for? Focus your main product description on the broad, more common terms for the service; provide a detailed, feature-rich description for those in the know
3. Do you have special offers you'd like to test out? Try it out with two different levels of management to see if the message resonates

Hopefully we've given you some ideas about how you can take advantage of the custom audience targeting of the product/service pages for your business. Keep in mind that the feature is free and just requires some of your time to get it started. Short on time? [Sales Renewal](#) can help you get LinkedIn – and other Social Media platforms – working for your business.