



Business Growth 3 Ways

HOW TO BUILD YOUR BUSINESS BRAND ON LINKEDIN

Action Items

- Build a company page that clearly brands your business.
- Make sure your company (and it's logo) is reflected correctly in your experience section.
- Post regularly to your company page.
- Selectively share content from your company page to your personal profile.
- Add the business website URL to your personal profile.
- Add media such as an infographic, SlideShare or blog post from your business to your profile.
- Promote your company page through a link on your website and in your email signature.
- If you have employees, encourage them to share content from your business page.
- Engage with people who consume your content.

For more help on how to implement these action items, check out the BG3 online school at <http://bg3.teachable.com/>

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