

# WHY USE LINKEDIN FOR BUSINESS



## Create awareness and improve brand reputation.

LinkedIn's company page is a great way to tell your brand's story and increase awareness. It is the sole social media platform meant for professionals, making it the ideal place to improve brand reputation. With an average of two professionals signing up on the platform every second, businesses have the opportunity to connect with an ever-increasing number of prospects.



## Generate genuine and qualified leads.

Out of all the social media platforms, LinkedIn is one of the best to generate qualified leads. Along with putting out informative content and driving traffic to your website, LinkedIn can be utilized to personally identify potential leads, engage with them, and convert them into customers or clients.



## Promote your business' products and services.

Using a company page on LinkedIn, any business can reach its target audience. It can be ideally used to showcase your business's core values, talk about your brand's offerings, nurture leads, and improve the visibility of any job opportunities currently available. You should ideally maintain an 80:20 ratio in your content: 80% of your posts should be informative or educational while 20% of them should contain promotion of your products.



## Establish thought leadership.

LinkedIn is a platform that allows you to establish yourself as an industry expert by showcasing the knowledge that you possess. You can position yourself as a leader in your domain by sharing high-quality content like industry-specific articles and webinars, improving your personal profile, participating in LinkedIn communities, and answering questions of people.



## Rank your brand name on Google.

Today, Google is the first way that comes into the minds of people when they have to search for a business. And if you have a LinkedIn page, its link will appear right after your website in search results.

Google is quite into LinkedIn because of its huge networking capabilities which makes it easier to get your LinkedIn page to rank on Google as compared to your website or online portfolio.