

# 7 simple tips to help maximise your company LinkedIn profile

Is your firm embracing the digital age? Following our findings\* that 22% of brokers have started to use LinkedIn for the first time this year; we're looking at how to maximise the strength of your company LinkedIn page. It's not just about having a presence, there are many ways to utilise LinkedIn to aid brand awareness, build customer relationships and generate leads.



Head of Broker Distribution at Ecclesiastical, Chris Withers, says: "While it is not a surprise that the trend to use social media is on an upward curve, what isn't so clear is whether brokers are using it in a smart way to engage with customers and boost their business or are simply accessing these platforms to see what others are doing as they are worried about being left behind."

Due to its complexity, the insurance industry is perhaps one of the hardest to translate to social media. Insurance is a necessity purchase rather than a luxury, competing for airspace among a plethora of travel, food and sports related products on social channels. It's also a bit of a hard sell; they are after all 'social' channels and not designed for approaching people about their insurance needs. To top it all off, industry regulation makes it very difficult to be concise, so it's no wonder firms have struggled to embrace it thus far.



A company LinkedIn profile is not too difficult to set up or maintain and unless you choose paid options, it is a free space for brands to make themselves known. But, without a team in place to handle social media messaging, it can feel like a minefield. On that basis we have assembled 7 simple tips to help you maximise your company page, gain new followers and potential leads:

## 1 Personalise your URL

Much like an individual profile, it's important to change your URL so it reflects the name of the company. This clearly signposts your page and will help pull through your LinkedIn page on Google searches for your brand.

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## 2 Gain leads

Create an auto response for new followers inviting them to join your email distribution list. It only needs to be short, sweet and to the point but it's a means of collecting valuable contact details for free. Remember, everyone needs insurance for something.

## 3 Have a LinkedIn day

All colleagues are walking talking advertisements for your firm and you can use this to your advantage. A LinkedIn day can be mutually beneficial for the business and its employees. Share tips on getting the best out of the channel, updates which will set profiles apart and even take photographs which feature your company logo to reinforce the brand.

## 4 Share good news and success

Regular updates are a great way to build a positive perception of your brand among followers. This could be new partnerships, charity days or individual successes. Ask colleagues to share them too, the more shares you get, the further your reach and you never know who might see.

## 5 Avoid hard selling

LinkedIn is simply not the place and people are likely to be turned off by communications of this kind.

"This is not the place for the hard sell."

"This is the place for building a lasting relationship."

## 6 Once it's up, keep it up

Regular updates and posts keep up brand awareness and help you remain front of mind for potential customers. Stay on point- irrelevant content can dilute your messages. Instead post great content and share posts which reflect your company's own views, initiatives and successes.

## 7 Add Twitter

You can sync LinkedIn and Twitter too. If you're worried about managing two accounts, this is a shortcut that will help you keep a presence on both channels with minimal effort. Add your Twitter account to LinkedIn using your account settings. Then for relevant posts, all you need to do is select public and Twitter in the bar at the bottom of your post before you share.

**We hope these tips help you drive awareness and engagement for your brand. Happy posting!**

\*Ecclesiastical Broker Survey March 2017 - base of 250 business placing brokers.

