

3 Proven Tactics to Grow Your Small Business with LinkedIn

There are over 30 million small businesses in the United States, but only half of them will make it past five years. Ensure your small business is in the successful half and capitalize on how LinkedIn can evolve your business. Here are three ways to grow your business using LinkedIn:

1. Create & Promote a LinkedIn Company Page

LinkedIn members are 50% more likely to buy once they've engaged with your business on LinkedIn. But they can't connect with you if you don't have a LinkedIn Company Page. Personal profiles don't have the same marketing, advertising, and recruiting features as Company Pages, making them less effective at promoting your business. As you create your page, think about the kind of impression you want to create among potential customers and employees.

Here are some simple ways to get the word out:

- Announce the launch of the Company Page on your personal LinkedIn profile
- Link to your Company Page in the footer of your marketing emails or newsletters
- Embed a [Company Follow button](#) onto your website so visitors can easily follow your LinkedIn Company Page

2. Build an All-Star Team

LinkedIn has helped 75% of job switchers make informed decisions about their careers, making LinkedIn a top recruiting network for entrepreneurs.

Career Pages allow you to target audiences with a personalized look into your company, culture, and [job postings](#). They give you dedicated Life and Job tabs on your Company Page that attract and engage relevant applicants.

In addition to creating Career Pages, have employees share job postings and "day in the life" content as well. This gives visitors a genuine idea of what it's like to work for you and adds to your authenticity. If you have a few employees who lead the pack in sharing content, consider linking them to your Company Page's Life Tab. Watch our video below on how to use the Life Tab to attract the right talent for your company:

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<iframe width="560" height="315" src="https://www.youtube.com/embed/FNPxA4wJWqs?ecver=1" frameborder="0" allowfullscreen></iframe>
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3. Hire Freelancers

You've probably had an employee who took on a task outside of their domain. You might have even done it yourself a few times. While the effort is commendable, learning on the fly can also be detrimental.

Finding the right talent for the task isn't as tricky as it once was, even if you can't afford the [average salaries](#) of full-time employees.

LinkedIn ProFinder lets you post projects, get free proposals, and hire trustworthy professionals all in one place. ProFinder pairs you with local professionals to ensure you have the best [freelance](#) experience. With 172 professional services available on ProFinder, it's easy to find the perfect professional. LinkedIn vets all the professionals on the platform to ensure they are qualified and leverages your network to find freelancers your connections have used.