

6 Degrees LinkedIn Company Page Recommendations

Recommendations to improve 6 Degrees PR LinkedIn Company to increase page visibility, engagement and followers.

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Header Image



Header Image Suggestions:

- Use black, red, gray color palate in added elements such as icons, borders and copy
- Keep or Delete copy “How do we do it?”
- **Add in one of the following**
 - Replace existing copy with quote, summary or mission
 - List Services with icons used on website
 - If services tab will not be utilized
 - Add Contact information with vector icons
 - Twitter/Phone/Email

Optimization Company Description

What you post on LinkedIn shows up in search results — both web search results as well as searches conducted on LinkedIn. Luckily, as part of the optimization of your website for organic search, you have already identified your target keywords. Reuse that research, but also leave room for any keywords that might be more relevant for users on LinkedIn.

Action: Start with the keyword research you already did, and update it with target keywords for your LinkedIn presence.

1. **First 156 Characters of Company Description** Optimize first 156 characters for Google
2. **Company Description:** Optimize company description using keywords / add content
 - a. **Add information** What 6 degrees PR services, achievements, the industry and your clients using keywords
 - b. **Copy Suggestions based upon competitor research**
 - Headquartered in Philadelphia, the agency operates offices in New York City, Chicago, and Nashville etc.
 - Recent Awards
 - Client roster / industry sectors
 - Awards
 - [Twitter.com/6Degrees PR](https://twitter.com/6DegreesPR)

The screenshot shows a company profile for 6 Degrees PR. On the left, there are three callout boxes: '156 Characters' with a red 'X' icon, 'Description' with an orange exclamation mark icon, and 'Specialties' with an orange exclamation mark icon. The main content area contains the following text:

6 Degrees is a results-oriented, full-service public relations firm that creates opportunities for our clients to deliver their key messages to target stakeholders. Our clients range from the nation's largest health insurer to emerging publicly traded companies, VC-funded startups, an executive recruiter and a non-profit organization that's one of the world's leading providers of executive education. They each have unique business objectives, and 6 Degrees is narrowly focused on supporting each of them in the most efficient, effective way possible. Whether it's maximizing visibility of a key milestone to attract potential new partners or investors, placing a byline in an influential venue to shape opinion, or creating direct stakeholder communications channels to drive dialogue, 6 Degrees will always recommend only what makes sense.

We leverage a virtual model to provide access to best-in-breed counsel and tactical support when it's needed, without the overhead associated with traditional firms. Our all-senior team – among them MBA's and world-renowned former journalists – has unparalleled industry insights and unique access to the journalists who matter. We've built our relationships with them over years. They trust us to bring them companies, people and ideas that will resonate with their audiences. This creates unique opportunities and results for our clients. Don't take our word for it. Talk with some of our clients and the journalists with whom we work. [see less](#)

Specialties
Communications Strategy & Counsel, Media Relations, Writing, Issues Management, Thought Leadership, Social Media, Media Coaching

Website http://www.6degreespr.com	Industry Public Relations and Communications	Type Privately Held
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Optimization Company Description Specialties

Specialties

Communications Strategy & Counsel, Media Relations, Writing, Issues Management, Thought Leadership, Social Media, Media Coaching

SUGGESTIONS:

- Replace some terms with industry related keywords
 - Keyword examples: Corporate Communications, Investor Relations, Media Relations, Social Media Communications, Life Sciences, Healthcare, Biotechnology, Pharmaceuticals, Biotech, Medical Device
- **Options:** *Ask me about this*
 - Move (3) current specialties to the “Services Tab”
 - Add into about company copy in correlation with adding the terms header image with icons

Company Updates

Focus on sharing relevant and actionable insights about your company and industry.

- 60% of members are interested in industry insights
- 53% are interested in company news
- 43% are interested in new products and services

Posts:

1. Mention companies and individuals to expand reach
 - a. @Chimerix, @WSJ, @_____
 2. Add images
 3. Use link shorteners to track post clicks
 - a. [Bit.ly](#)&[Owl.ly](#) (Hootsuite)
 4. Post to relevant or featured groups
 5. Share relevant and actionable insights about your company and industries
- **Suggested Content topics**
 - Industry news
 - 6 Degree news
 - Client News
 - Job posts
 - Articles written by Employees
 - Tradeshow/Conference updates

Products and Services Tab

Companies Build out products and services page – tend to attract twice as many company followers as those who don't

Products and Services Tab

- **Add your website URL** -This allows a visitor to learn more, plus it helps with search engine optimization
- **Display your Services** -optimize with keywords
- **Banner Images**- Add up to **three** banner images to reinforce your message, specialties & services
 - Embed a link to outside web page or to another social media profile in each banner
- **PR Firms use Service tabs in various ways**
 - [Weber Shandwick](#)
 - [Schwartz MSL](#)
 - [PTM Healthcare](#)
 - [Crossroads Communications](#)

Options:

1. (3) Communications, Strategy and Counsel, Media Relations, Writing, Thought Leadership, Media Coaching, Issues Management, Social Media
2. Cross Promote link to website (client placements) and Twitter
3. Lead generation -- Case Study or develop to landing page with a contact form.

How To Increase Followers

In order to **build followers for your LinkedIn company page**, you will have to run some campaigns such as:

- **Add company link to signature using the LinkedIn [signature builder](#)**
- **Post updates on a regular basis**
- **Notify your employees** to follow your page and that they have linked the company name/logo/link to their position
- **Send out an email** to your existing contact database to follow your page
- **Cross-promote your page** on other social channels, including LinkedIn Groups
 - Join or Create your own
- Use LinkedIn's publishing tools. Slideshare etc.