



Our 3-step plan to get more followers on LinkedIn and grow your network

Growing your community of advocates and buyers



Know your audience

What sets your LinkedIn presence apart from any other platform is who you are talking to. By growing and nurturing a community of potential buyers, partners, and employees, you can create a powerful audience of advocates who can unlock future business growth.

Get the basics right

We recommend that as soon as you've set up and completed your Page, you start inviting followers. Establishing the foundation of your LinkedIn community can often feel challenging, but you can make great progress through a few simple steps:

Our 3-step plan:

1

Invite your close network

As an admin, you can invite up to 250 of your own connections to follow your organization's Page each month.

2

Turn employees into brand advocates

Encourage your team to list your organization in their work experience, and to invite their connections to follow your Page.

3

Increase reach outside the platform

Add the [LinkedIn follow button](#) to your website, blog, newsletter, and emails so prospective customers and partners can find you.

9x

While there's no magic number for Page followers, we've seen that once Pages get to 150 followers, their opportunity for growth becomes exponential. After this point **Pages grow new followers 9x faster than Pages with less than 150 followers.**

Post content regularly to win

Frequency of posts x post engagement



Greater impressions across your followers' networks

7x

Companies who post to their Page **weekly** grow followers **7x faster** than those that post monthly.

8x

When you post **daily** you can grow your followers **8x faster** than when you post **weekly**.

If you're short on time, or resources, **it's still worth posting regularly.**

Know your audience

Your content checklist

- ✓ Post quality content every day
- ✓ Test different formats of content
- ✓ Share content which encourages likes, comments, and shares
- ✓ Increase exposure by commenting on relevant content across LinkedIn

Your employee activation checklist

- ✓ Repost your employees' best @mentions and content
- ✓ Repost with 1-2 lines of commentary attached
- ✓ Recognize team moments with @mention shoutouts on your Page
- ✓ Nurture your employee-only community via the [My Company tab](#)



When it comes to growing your brand on LinkedIn, your employees are among your biggest assets. Employees can extend your reach and grow followers for your organization.

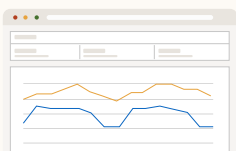
Growing the “right” followers

As well as nurturing your network, you also want to reach new audiences that matter to your business. We recommend checking if your target audiences are reflected in your Page followers, especially when advertising on LinkedIn.

When your Page posts reach these audiences regularly, they are more likely to engage when you have a specific call-to-action.

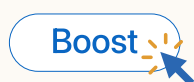
Did you know?

A Page follower is **9x more likely** to engage on an ad than a non-follower.



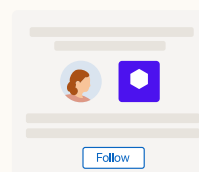
Follower analytics:

Use visitor and real-time analytics to understand who your content is reaching and tailor your posts to engage target audiences.



Audience targeting:

Expand your audience reach by [boosting](#) high-performing posts and targeting based on seniority, industry, and other categories.



Content campaign:

A [follower campaign](#) that targets audiences matching your advertising objectives will enable you to nurture potential customers and partners.



We're excited to see where you take your future growth after learning how to expand your community.



To continue your learning, visit LinkedIn [Pages Best Practices](#) or take our [Marketing Labs](#) course.