



# The Ultimate Guide to LinkedIn Company Pages

(How to Create and Grow your Page)





Hi, I'm Jen – The LinkedIn Lead Jen 😊

I'm the LinkedIn strategist and mentor for driven midlife women in business who are ready to move beyond unpredictable word of mouth and marketing that feels messy, draining, or simply not worth the effort.

I help you generate five qualified leads a week from LinkedIn in as little as 30 minutes a day – using a simple, repeatable process that works with your personality, energy, and strengths. Because making LinkedIn work isn't about posting more or trying to be louder than everyone else. You need three things:

1. A profile that positions you as the obvious solution
2. A repeatable method to grow your audience strategically
3. A connection strategy that converts into real clients

If you're missing any of these on LinkedIn, everything falls apart.

It all starts with MAXIMISING your foundations - your profile and company page.

**Should I create a company page if I'm not going to post there?**

My answer will always be yes as it's a brand positioning tool on your profile and we're living in a trust economy. If you have employees they can all link to the page in their experience section which is so much better than a greyed-out logo.

Your LinkedIn company page is a free information hub for potential prospects. It's a chance for you to showcase the behind the scenes of your organisation and give prospects a taster of what it could be like to work with you.

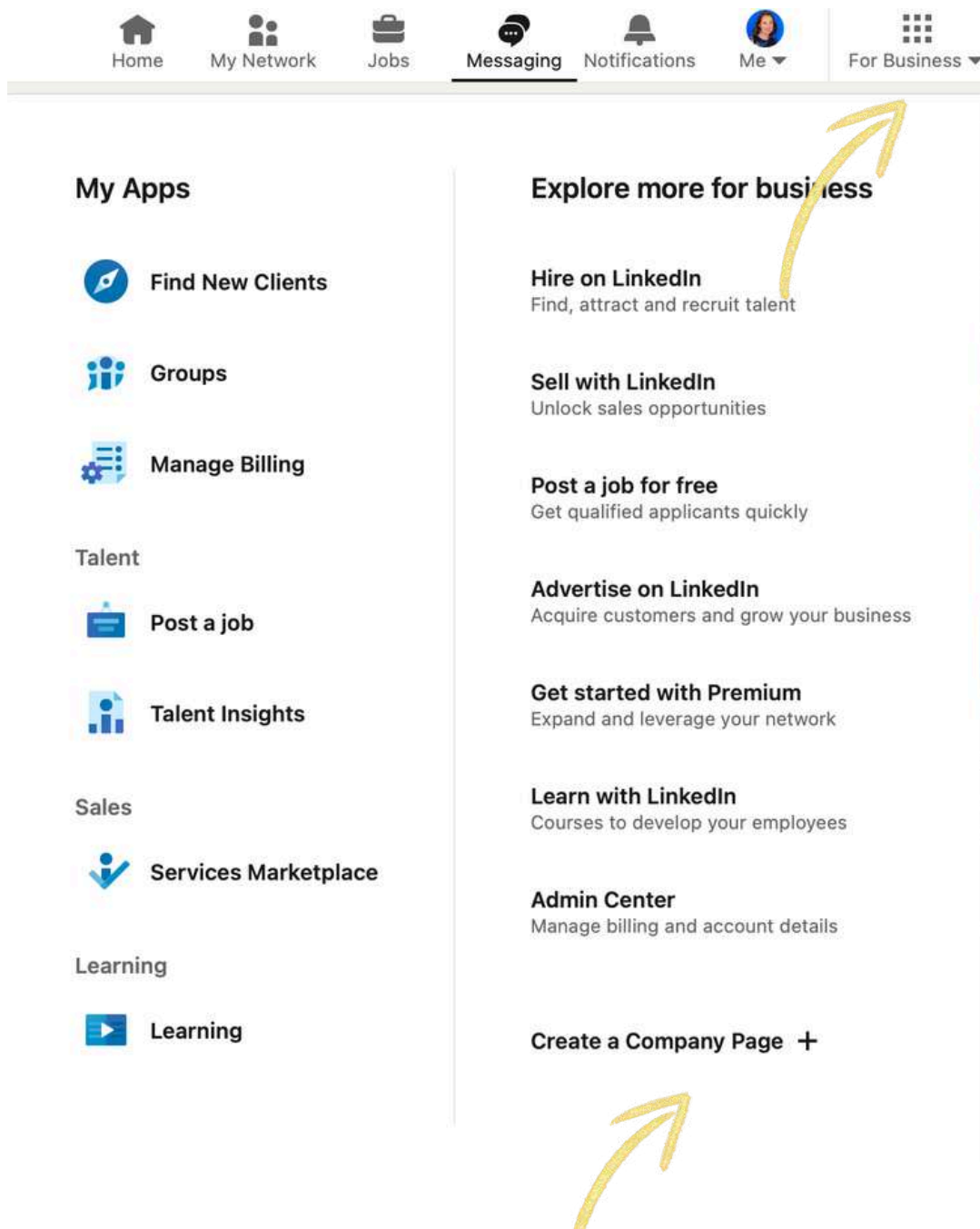
Google indexes the URL of your page so it's another place to be found for free to boost your brand! Let's get yours standing out for all the right reasons...

# MY SuperConnector

## How to set up your Company Page

It's easy I promise!

- Go along top menu bar of your LinkedIn profile
- Go to the 'Work' box to the right of 'me'
- Scroll to bottom of dropdown to 'Create a Company Page'



# MY SuperConnector

## Select the Company Page Option




- You need to select 'Company' for a small business page

FYI

- A showcase page can be used for a stand-alone event like an annual conference or a product like a book
- The educational institution is exactly that - a school or university

### Create a LinkedIn Page

Connect with clients, employees, and the LinkedIn community. To get started, choose a page type.

 <b>Company</b> Small, medium, and large businesses	 <b>Showcase page</b> Sub-pages associated with an existing page	 <b>Educational institution</b> Schools and universities
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You need to fill out the below information (it's a lot easier than setting up a profile!)

Name\*

Add your organization's name

linkedin.com/company/\*

Add your unique LinkedIn address

[Learn more about the Page Public URL](#)

Website

Begin with http://, https:// or www.

Industry\*

ex: Information Services

Organization size\*

Select size

Organization type\*

Select type

Logo

 Choose file

Upload to see preview

300 x 300px recommended. JPGs, JPEGs, and PNGs supported.

Tagline

ex: An information services firm helping small businesses succeed.

Use your tagline to briefly describe what your organization does. This can be changed later.

0/120

I verify that I am an authorized representative of this organization and have the right to act on its behalf in the creation and management of this page. The organization and I agree to the additional terms for Pages.

[Read the LinkedIn Pages Terms](#)

# MY Super Connector

## LinkedIn Company Page Checklist

### Header Section:

- Cover Banner (1,128 x 191 px recommended)

Missing

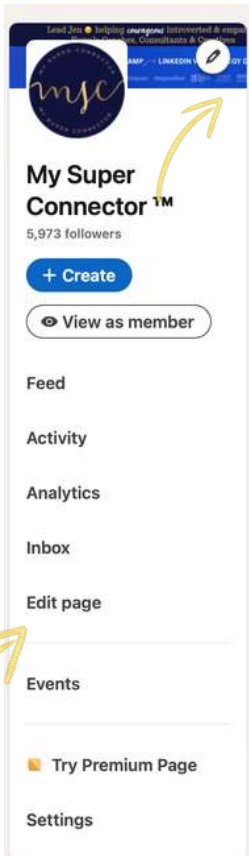
Done

### • Page Info:

- Logo (300 x 300 px recommended)
- Name of business (up to 100 characters)
- Public URL (the name you want your Company Page to show on LinkedIn)
- Tagline (what your company is about, what people can expect from your page)

### • Custom Button:

- Button Name (select from dropdown)
- Button URL



To change your banner  
click on the pencil icon

To get into the back end  
click on 'edit page'



## Lead Gen Form

I love the Lead Gen Form section but you can only set this up if you have a privacy policy on your website. I've had quite a few leads come through this way.

### Edit ✕

- Header
- Page info
- Buttons
- Home
- Featured
- About
- Overview
- Interested talent
- Workplace
- Commitments
- Locations
- Leads
  - Lead gen form**
- Manage languages

#### Personalize your lead gen form entrypoint

This will appear on the Home tab of your page

Headline\*


49/50

Body Copy\*

192/200

Let members know what to expect after they submit a form

#### Preview



### Attract Clients with Super Connector Jen Corcoran

Are you an introverted or empathic female entrepreneur who wants more from LinkedIn? My 4-step PACT™ framework will help you connect with flow and ease to attract ideal clients. Get in touch.

[Get started](#)

## Page Edit Notification

Any time you make a change on your page you'll get a message like this pop up - I would ignore it unless you want everyone to know about the change you've made.

Share your Page edits



### Share your new changes in a post

Keep your followers engaged and increase Page visibility by keeping them updated.



**My Super Connector™**  
5,973 followers



No thanks

Start a post

## Did you know you could send DMs from a company page?

Just like with a Facebook Business Page you can send and receive messages.  
The lovely Edyta below went on to become a client of mine!

Feel free to DM me on My Super Connector if you want to trial this.

### Buttons

\* indicates required

#### Message button



Allow LinkedIn members to message your Page directly.

[Learn more](#)

JUN 24, 2023



**Edyta Rynkowska, Ph.D.** • 2:19 PM

Hi Jen,

Thanks for pointing out the DMs on company pages. I'm writing out of curiosity how that works.

With best regards,  
Edyta



**My Super Connector™** • 6:30 PM

Jen Corcoran

Yep I've got it 😊



**Edyta Rynkowska, Ph.D.** • 6:31 PM

Yay 😊

JUN 26, 2023



**My Super Connector™** • 12:57 PM

Jen Corcoran



Thanks for testing with me 😊

## Growing Your Company Page Followers

Before you start worrying about content it's important to grow your followers first. LinkedIn themselves say the magic happens from 150 followers upwards.

Each month you'll get a monthly credit and with that credit you can invite 1st degree connections only. With new pages you usually get a credit of about 100 - I'm currently on 250 a month.

The credits do not rollover so on the first of the month you go back to 100 or 250 in my case. You do get credits throughout the month when people follow the page.

There are ways of filtering your invites according to:

- Name
- Location
- Current Company
- School
- Industry

### Grow your followers



16/250 credits available 

Build your audience and reach by inviting connections to follow your Page

[Invite connections](#)

## Filtering by name

This is great if you have a tracking system and want to nurture certain people.

All filters work the same on desktop and mobile.

### Invite to follow



Expand your reach by inviting others to follow your Page. [Learn more](#)

50/50 credits available · Credit refill: March 31, 2026



#### Dionne Smith

1st · Personal Brand & Leadership Coach  
for Women | Co-Founder of Events at  
Bubble & Bounce

Following

0 selected

Unselect all

## Filtering by location

Want to target your connections in a certain area... then do this!

London Area, United Kingdom 1

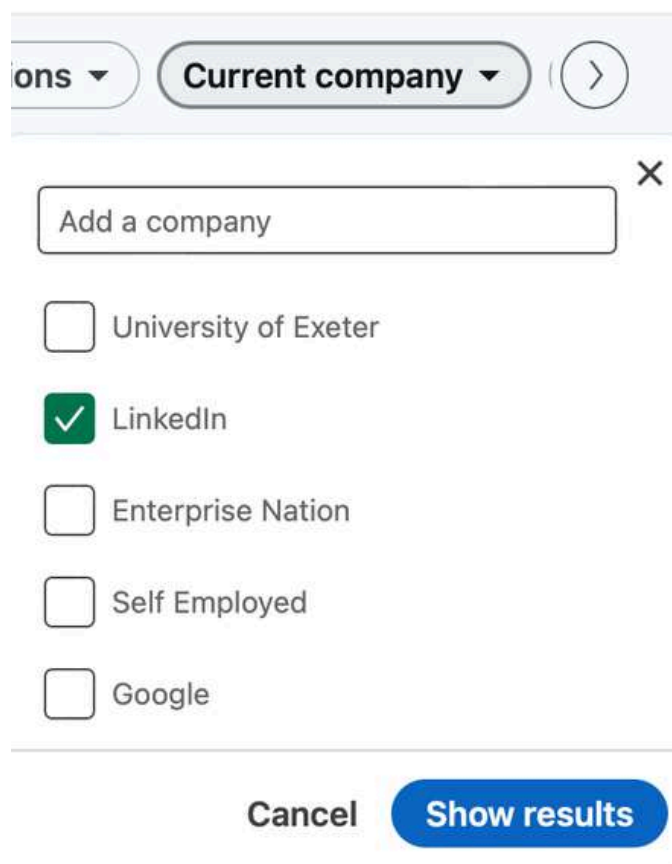
Add a location

- United Kingdom
- England, United Kingdom
- London Area, United Kingdom
- Greater London
- United States

Cancel Show results

## Filtering by Company

Targeting contacts in the same company? Easy peasy.....



The screenshot shows a user interface for filtering contacts by company. At the top, there is a header bar with a dropdown menu labeled 'ons' and a selected filter 'Current company'. Below this is a search input field with the placeholder text 'Add a company' and a close button 'X'. A list of companies is displayed below the search field, each with a checkbox and the company name. The 'LinkedIn' option is selected, indicated by a green checkmark in the checkbox. At the bottom of the interface, there are two buttons: 'Cancel' and 'Show results'.

ons ▾ Current company ▾ ( > )

Add a company X

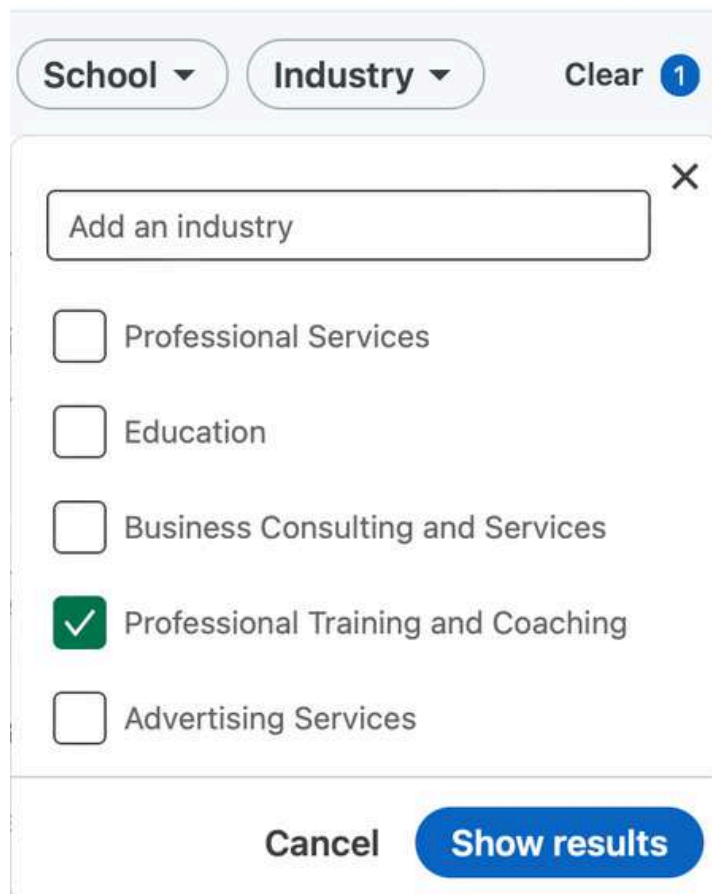
- University of Exeter
- LinkedIn
- Enterprise Nation
- Self Employed
- Google

Cancel Show results

## Filtering by Profession / School

My ideal clients are coaches, consultants and creatives - this is one of the industries I regularly filter for my invites (Professional Training and Coaching)

You can also target by university - maybe you want to reach out to ex alumni?



The screenshot shows a filtering interface with two dropdown menus: 'School' and 'Industry'. A 'Clear' button with a '1' icon is located to the right of the 'Industry' dropdown. Below the dropdowns is a search box containing the text 'Add an industry'. A list of industry options is displayed below the search box, each with a checkbox. The 'Professional Training and Coaching' option is selected, indicated by a green checkmark in the checkbox. At the bottom of the interface, there are two buttons: 'Cancel' and 'Show results'.

School ▾ Industry ▾ Clear 1

Add an industry X

- Professional Services
- Education
- Business Consulting and Services
- Professional Training and Coaching
- Advertising Services

Cancel Show results

# WHAT KIND OF CONTENT SHOULD I SHARE ON MY PAGE?

## Some advice from the LinkedIn Pages Team

- Optimise curated content by adding in your point of view.
- Always include a caption with a clear call to action of about 150 characters or fewer. Some examples are register now, join us for, reserve your spot, share your thoughts, comment below, check out the full article / video here...
- Ask thoughtful questions to engage your audience.
- Always include rich media (LinkedIn recommends uploading images that are 1200 pixels wide by 627 pixels tall).
- Attract an audience by aligning content to your members' needs and interests. Make it about them versus you.
- Make your content snackable and valuable, such as including short stats and quotes.
- Engage members through comments – ask them questions, challenges etc.
- Maintain an editorial calendar if possible but still react to timely events (newsjacking and your point of view).
- Use a variety of content formats (the algorithm prefers a variety of content – photo, video, pdf).



Since 2017, I've supported +700 of midlife women to stop forcing tactics that don't suit them, show up as the authority they already are, and attract warm leads through genuine connection – not icky cold outreach or performative marketing.

My signature **PACT® Blueprint** gives you the structure and clarity to make LinkedIn work sustainably:

- ✦ **PRESENCE** – Position your profile to attract the right clients
- ✦ **ACTION** – Know who to connect with and when
- ✦ **CONNECT** – Build real relationships that lead to opportunities
- ✦ **TRACK** – Stay consistent without overwhelm

You've already done the work to become brilliant at what you do.  
Now it's time for your LinkedIn to reflect that and bring the right people to you.



Learn more at  
[MySuperConnector.co.uk](https://MySuperConnector.co.uk)

*MY  
SuperConnector*