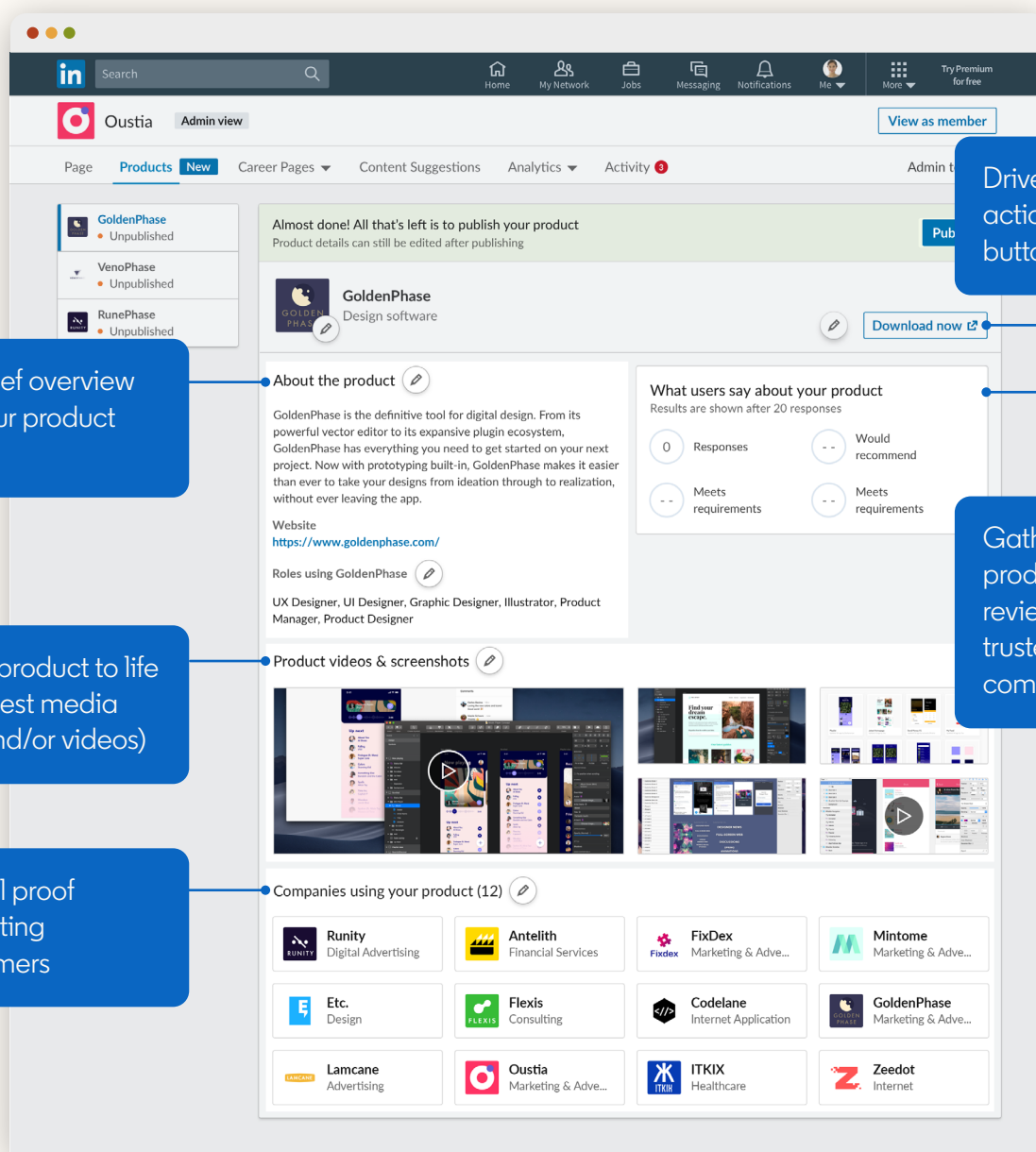


LinkedIn Product Pages

Getting Started Guide

Cultivate a trusted community for your products

A LinkedIn Product Page is a hub for brands to promote their products and grow their businesses, for product users to share their experiences and be recognized for their expertise, and for buyers to make confident decisions about products in a trusted environment. By bringing these communities together, we aspire to build the world's premier marketplace for B2B products.



Share a brief overview of what your product is all about

Bring your product to life with your best media (images and/or videos)

Build social proof by spotlighting your customers

Drive valuable action with 6 CTA button options

Gather reliable product insights and reviews from our trusted professional community

An introduction to LinkedIn Pages

We offer three types of LinkedIn Pages, tailored to your needs.

	LinkedIn Page	Showcase Page	Product Page
Goal	Establish brand presence with LinkedIn's professional community	Showcase brands / lines of business under one parent company	Build a trusted community of experts and advocates around a specific product
Best for	Top-funnel marketing: build brand awareness, highlight talent and culture, and showcase thought leadership	Mid-funnel marketing: further educate prospects by spotlighting portfolio of solutions and capabilities	Bottom-funnel marketing: connect prospects to experts, generate leads, and cultivate Voice of Customer
Resources needed	<ul style="list-style-type: none">• Community Manager• Social Media Manager	<ul style="list-style-type: none">• Community Manager• Social Media Manager	Part of Product Marketing Manager's role (3-5 hours for set up, 2-5 hours monthly maintenance)
Examples	LinkedIn Page	<ul style="list-style-type: none">• LinkedIn Marketing Solutions• LinkedIn Sales Solutions• LinkedIn Talent Solutions	<ul style="list-style-type: none">• LinkedIn Campaign Manager• LinkedIn Sales Navigator• LinkedIn Recruiter• LinkedIn Talent Insights

Getting started checklist

☐ Fill out your LinkedIn Product Page

☐ Identify and prepare key stakeholders

It will take a member of your Product Marketing team a few hours to set up and publish the Product Page. Be sure to also make this person a Page admin.

Once the Product Page is published, a member of your Social Media or Community team should regularly check and moderate user reviews and ratings.

☐ Publish your Product Page

Filling out your LinkedIn Product Page

Product name (pre-populated by LinkedIn)

Learn more about how to [request a product name change](#).

Product category (pre-populated by LinkedIn)

Your assigned category is based on LinkedIn market research data. Learn more about how to [request a product category adjustment](#).

Product logo

Upload a logo specific to your product. Use your company logo if you don't have a product-specific logo. Upload a square (1:1) image — any wide or tall image will be automatically resized to fit a square image and might become more difficult to read.

Custom call-to-action (CTA) button

Choose from six options:

- Download now
- Try now
- Get started
- Contact us
- Request demo
- Learn more

Pro tip: Make sure the landing page matches your CTA. For example, if you use a “request demo” CTA, the CTA URL should drive to a page where a member can sign up for a demo.

CTA URL

Paste in the URL of the landing page specific to the CTA. Double check the link to make sure it's working.

Product description

Add 1-2 paragraphs (that fit the 500-character limit) to tell page visitors what your product can do for their business. Descriptions that are clear, concise, and focus on the user benefits will resonate best.

A company with multiple products will receive a “product list” page, where products are listed in alphabetical order.

Website URL

Add your company website URL or repeat your CTA URL — depending on your marketing goal.

Pro tips:

- Use a shorter vanity URL if the actual URL is too long
- To maximize traffic to your CTA URL, repeat your CTA URL
- To drive awareness for your brand or full product portfolio, add your company website URL

Product users

Add the target audience for the product — up to 10 job functions or indicate your product is intended for everyone. Be comprehensive when adding your target users, as this impacts how your product shows up in LinkedIn search results.

Visual assets

Upload five files (videos and images). We recommend a mix of three videos and two static images, as members respond well to video content.

Video pro tips:

- Consider creating a brand (top-of-funnel) video, a product demo video (mid-funnel), and a customer testimonial video (mid-funnel), to cater to all Page visitors who may be either unfamiliar or familiar with your product
- Keep videos short and to the point (in the LinkedIn feed, videos that are 3 minutes or shorter perform best)
- Make sure your videos are in a mp4 format and include closed captions for mobile users
- To drive excitement and interest, ensure the video's preview frame is a compelling image — you can either use the first frame of the video or upload a custom thumbnail image for the video preview frame
- Host your product videos on LinkedIn to ensure optimal user experience

Image pro tip:

Pick simple images that showcase broad use cases as well as top features, such as the product dashboard or app home screen.

Customers

To showcase the full breadth of your product scope, showcase a mix of customers (at least seven) that span various industries and company sizes. Obtain your customers' advance permission to mention their company name and to use their logo.