

INTRODUCTORY

# AN INTRODUCTION TO LINKEDIN FOR BUSINESS.



A Setup &  
Strategy Guide  
on How to  
Use LinkedIn  
Company Pages  
for Marketing

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### INTRODUCTORY THIS BOOK

Introductory content is for marketers who are new to the subject. This content typically includes step-by-step instructions on how to get started with this aspect of inbound marketing and learn its fundamentals. After reading it, you will be able to execute basic marketing tactics related to the topic.

### INTERMEDIATE

Intermediate content is for marketers who are familiar with the subject but have only basic experience in executing strategies and tactics on the topic. This content typically covers the fundamentals and moves on to reveal more complex functions and examples. After reading it, you will feel comfortable leading projects with this aspect of inbound marketing.

### ADVANCED

Advanced content is for marketers who are, or want to be, experts on the subject. In it, we walk you through advanced features of this aspect of inbound marketing and help you develop complete mastery of the subject. After reading it, you will feel ready not only to execute strategies and tactics, but also to teach others how to be successful.

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**SOCIAL MEDIA**  
Publish content to your social accounts, then nurture leads based on their social engagement.

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# AN INTRODUCTION TO LINKEDIN FOR BUSINESS

Written By Brittany Leaning

Brittany Leaning is HubSpot's Social Media Manager. She is responsible for creating, managing, measuring, and scaling organic social media efforts across HubSpot's various accounts in order to generate leads and grow reach. Brittany is also a regular contributor to HubSpot's award winning Internet Marketing Blog, where she writes about various inbound marketing topics.



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# CONTENTS.

- 07** 4 REASONS TO USE LINKEDIN COMPANY PAGES FOR MARKETING.
- 12** THE ANATOMY OF LINKEDIN COMPANY PAGES.
- 26** HOW TO SETUP YOUR LINKEDIN COMPANY PAGES.



## The Facts.

With over [200 million registered users](#) in over 200 countries and territories, more than [three million companies](#) with LinkedIn Company Pages, and professionals signing up at a rate of approximately two new members per second, LinkedIn is the world's largest professional social network. It's hard not to have LinkedIn on your marketing radar.

According to Mike Grishaver, Product Management & Monetization at LinkedIn, Company Pages provide “a more powerful way to build relationships with your target audience on LinkedIn.” With its emphasis on visual and relevant content, LinkedIn's Company Pages give businesses a more complete set of tools to do effective marketing.

With its affluent and influential membership, LinkedIn represents a valuable demographic for marketers. A user can easily discover the people employed by a certain company, or the various types of businesses a certain person has worked for. So if you're looking to connect with industry professionals and generate leads for your business, it's pretty obvious; LinkedIn should be an integral part of your social media marketing strategy.

Now you must be ready to learn about the ins and outs of LinkedIn Company Pages and how you can use them to grow your business.

# 01

## CHAPTER

# 4 REASONS TO USE LINKEDIN COMPANY PAGES FOR MARKETING.

## 1. Grow Your Reach

Without putting any effort into building your company on LinkedIn, chances are many of your employees are updating their personal profiles to show where they work. Every person that connects with that profile may potentially click on your company name and be navigated to your company page.

Multitudes of users can easily land on your page through simple LinkedIn browsing. Opinions will be formed based on the information you provide. As every employee has the opportunity to promote your company, use this to your advantage.

- 1 Clicking the icon of where a user works will take you directly to the employer's LinkedIn Company Page.
- 2 Roll over a company icon on a user's profile to view a snapshot of general company information. LinkedIn will gather this information from the 'About Us' section of a Company Page, so make sure you include all those details when you're setting your page up.

The screenshot shows a LinkedIn profile for a CEO at HubSpot. The profile includes an 'Experience' section with the following details:

- CEO** at **HubSpot**
- June 2006 – Present (7 years 2 months)
- Description: HubSpot is a modern, inbound marketing system that enables businesses to take advantage of the internet (search engines, blogosphere, and social media sites) to get found by more potential customers and convert higher percentages of them to customers.
- 9 recommendations, including:
  - David Meerman Scott**, Leading Social Media and Marketing Sp...: "I've worked with many CEOs in my career and I can say with certainty that Brian is the one who gets the best out of... View ↓"
  - Tim Macchi**, SAAS Marketing & Sales: "Brian is easily the most inspirational CEO I have ever encountered. He really makes an effort to make himself accessible to... View ↓"

Callout 1 (orange circle with '1') points to the HubSpot logo icon on the profile, indicating that clicking it leads to the company page.

Callout 2 (orange circle with '2') points to a tooltip window that appears when hovering over the HubSpot logo. The tooltip contains the following information:

- HubSpot**
- Welcome to HubSpot's home on LinkedIn! Follow us for regular updates about marketing tips, blog articles, free webinars and more. We pride ourselves for being friendly and helpful. Also, check ... [More »](#)
- Co. Size: 201-500 employees
- Website: <http://www.HubSpot.com>
- HQ: Greater Boston Area
- Industry: Internet
- [Stop following](#) | [Careers](#)

Below the tooltip, a user profile for **David Cancel** is visible, with the text "I make things."

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## 2. Spread Product Awareness

Company pages on LinkedIn provide a section for talking about specific products. While you can create a business page on Facebook where you can describe your various products as a whole and see which friends “like” that page, LinkedIn narrows the field and allows you to add multiple products with images and descriptions, so each stands out.

Not only are consumers learning about the products and services your company produces, they are also able to see how many users recommend them. This form of product awareness is hard to find, and better yet, LinkedIn provides a way for you to measure it.

## 3. Optimize for Search

Did you know that LinkedIn jobs appear in search results and on Twitter? By having a LinkedIn Company Page, you will greatly increase your visibility across the web.

Additionally, LinkedIn is its own search engine for finding jobs and companies, and if you’re not there, you will have missed a great opportunity to be found by a prospect, lead, or potential employee.

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## 4. Generate More Leads

Wait, you didn’t know you could generate leads on LinkedIn Company Pages? Yes, it’s true!

LinkedIn Company Updates allow you to link to your content, drawing in hungry leads in need of good resources. Even better, your Products page has CTA capabilities! A giant, clickable image offering a product with trusted recommendations right below it? Don’t mind if I do!

Are you convinced yet? If you want to grow your company’s reach, awareness, SEO, and lead generation, having a LinkedIn Company Page is a good idea.

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## 02

## CHAPTER

# THE ANATOMY OF LINKEDIN COMPANY PAGES.

**For Marketers:** LinkedIn Company Pages provide excellent opportunities to highlight products and services, tell your company's story, generate leads, engage with your audience, share career opportunities within your company, and drive word of mouth at scale.

**For Your Audience:** LinkedIn's Company Pages are a place to conduct product and service research and learn about company updates, industry news, and job opportunities.

Now have a seat, as we walk you through all the components of a LinkedIn Company Page.

## What's on a LinkedIn Company Page?



HOME



PAGE INSIGHTS



CAREERS



FOLLOWER INSIGHTS



PRODUCTS



EMPLOYEE INSIGHTS

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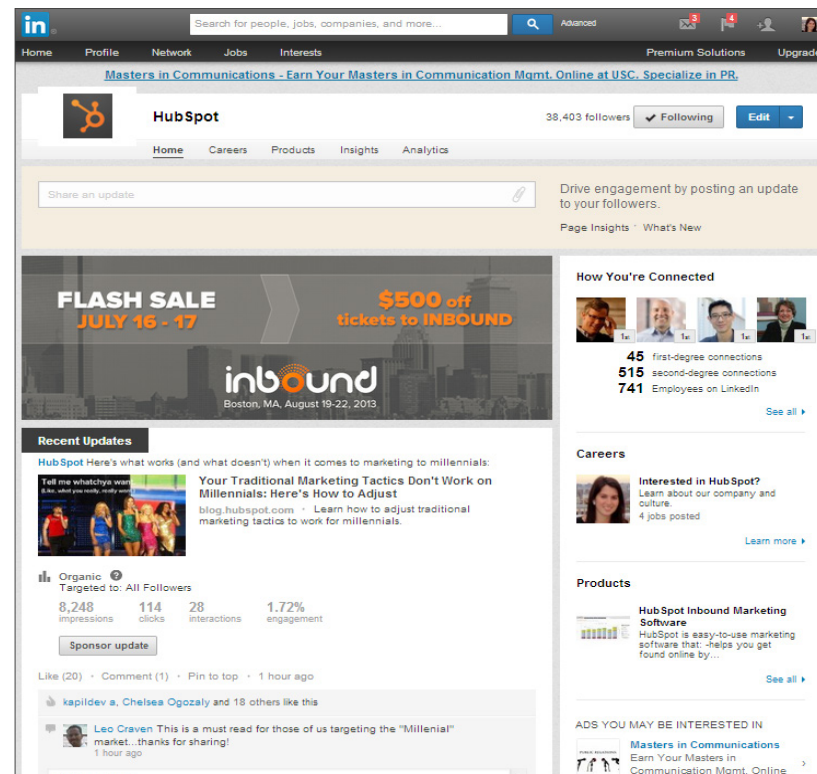


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The Home Page space is incredibly important for giving off a good first impression. Why should someone become interested in your company? When was the company founded? By whom? Has your company accomplished anything noteworthy since its first days?

In addition to your 'About Us' section, the Home tab includes company updates, job postings, and new hires. This feed is your company's way of communicating important messages to your audience.



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The first thing a user will see when visiting your company page is your customizable cover image. Use this space to share major company information such as an [upcoming conference](#) (check out the HubSpot example below) or product launch.



This image is what will welcome users to your page, so make it pop. Pick an image that represents your company or brand well to impress your audience right away.

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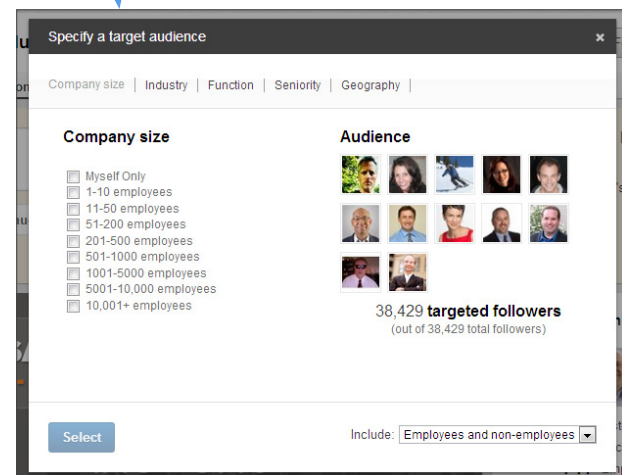
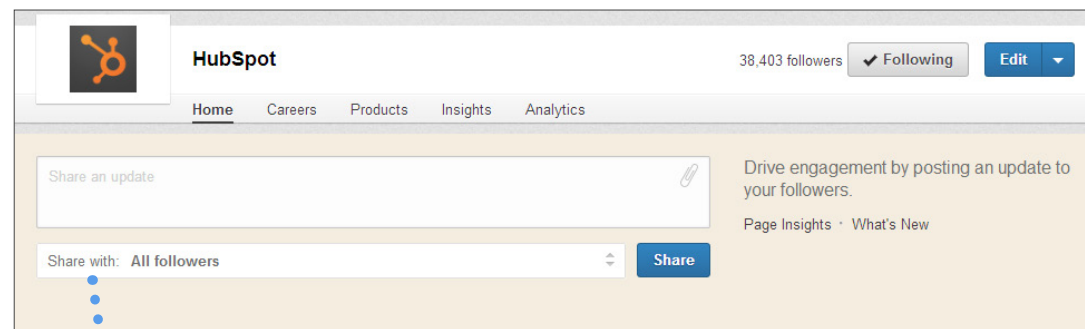


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## Home: COMPANY UPDATES

When logged in as a Company Page administrator, you will see a box for you to post updates at the very top of your company page. These posts will appear in your ‘Recent Updates’ feed and serve as your company’s way of communicating important messages to your audience. This content that links back to your website will help generate leads and grow your business.



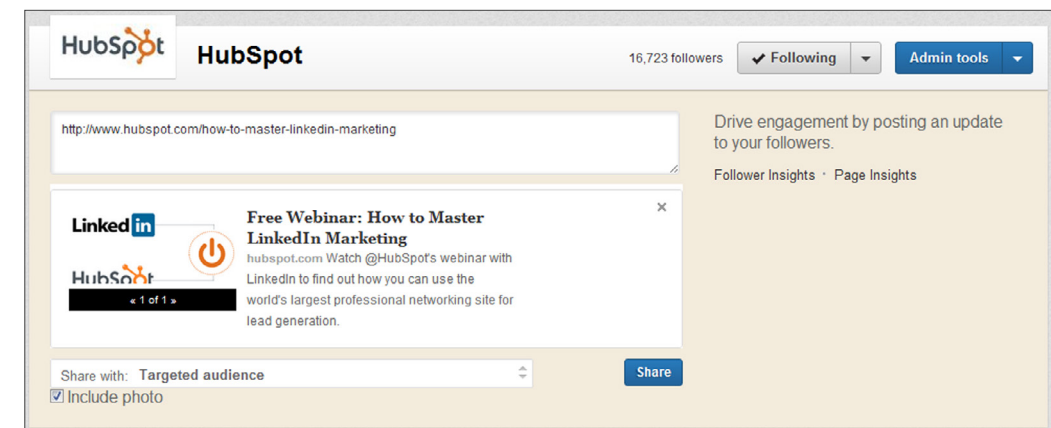
Try targeting your updates to a specific group of people based off:

- Company Size
- Industry
- Function
- Seniority
- Geography

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Are you missing your “attach a link” button? Don’t worry, you can still attach a link, it just appears differently. If you wish to post a piece of content or an article, just paste the link into the post box and wait for a preview box to pop up. Once the preview has revealed itself, you may delete the link from the post box and start typing your commentary.



This feature is similar to that of Facebook. You might also notice that you can check or uncheck a box that says “Include Photo,” located under your targeting options. If you uncheck this box, the photo will be removed from your link preview once you click “share.”

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As a bonus, 24 hours after you've posted an update, you will see a few different metrics in grey font. These show the number of impressions, clicks, and engagement percentage from your post. You'll find these metrics located on the bottom left of your update, right under the photo preview.

[HubSpot](#) Surprise! LinkedIn Company Pages are about to get a little design makeover. See what's changing so you can properly prepare: ✕



**LinkedIn Launches New Company Page Design: See What's Changing**

[blog.hubspot.com](http://blog.hubspot.com) · Surprise! LinkedIn Company Pages are about to get a little design makeover, the social network for professionals announced on its blog today. But...

Shared with all followers  
 10,833 impressions  
 616 clicks  
 40 shares  
 7.57% engagement

Like (65) · Comment (14) · Share · 2 days ago

 [Katie Brown](#), [Falon N. Mitchell](#), and [63 others](#) like this

 Show 12 more comments

One last tip about company updates: don't forget to engage with your audience. Keep the conversation going by liking and commenting on updates. What makes this even better is that LinkedIn now lets you do interact using your company name and image instead of your individual profile information.

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LinkedIn's cover image capability is awesome, but do you remember what was there when Company Pages first launched? That's right, your company summary, or 'About Us' section. This has been moved to the very bottom of the Home tab, below the page's Company Updates. Just remember, users who are trying to learn about your company for the first time will see your cover image first, then your updates, and will finally have to scroll all the way down to find out more general information. Better make sure your cover image is captivating!

**About HubSpot**

Welcome to HubSpot's home on LinkedIn! Follow us for regular updates about marketing tips, blog articles, free webinars and more. We pride ourselves for being friendly and helpful.

Also, check out our PRODUCTS TAB to see some of our most popular free webinars.

So ... What is HubSpot?

HubSpot is an inbound marketing software company that helps businesses transform their marketing from outbound (cold calls, email spam, trade shows, tv ads, etc) lead generation to inbound lead generation enabling them to "get found" by more potential customers in the natural course of the way they shop and learn.

Since founding in 2006 at MIT, HubSpot has raised four rounds of venture capital from Tier A investors, Matrix, General Catalyst, Scale Ventures, Sequoia Capital, Google Ventures, and Salesforce.com totaling \$85 million. The company has over 7,500 paying customers. HubSpot has several free tools that you may already be familiar with including Website Grader and Twitter Grader.

HubSpot's blog (<http://blog.hubspot.com>) is one of the top 5 marketing blogs, the company has won over 50 marketing awards, and HubSpot has been featured in the Wall Street Journal, the New York Times, TechCrunch, ReadWriteWeb, Mashable, and a number of TV news programs.

**Specialties**  
 inbound marketing, marketing, internet marketing, online marketing, web marketing, software, blogging, SEO, marketing automation, social media, email marketing, analytics

<b>Headquarters</b> 25 First Street 2nd Floor Cambridge, MA 02141 United States	<b>Website</b> <a href="http://www.HubSpot.com">http://www.HubSpot.com</a>	<b>Industry</b> Internet
	<b>Type</b> Privately Held	<b>Company Size</b> 201-500 employees
	<b>Founded</b> 2006	

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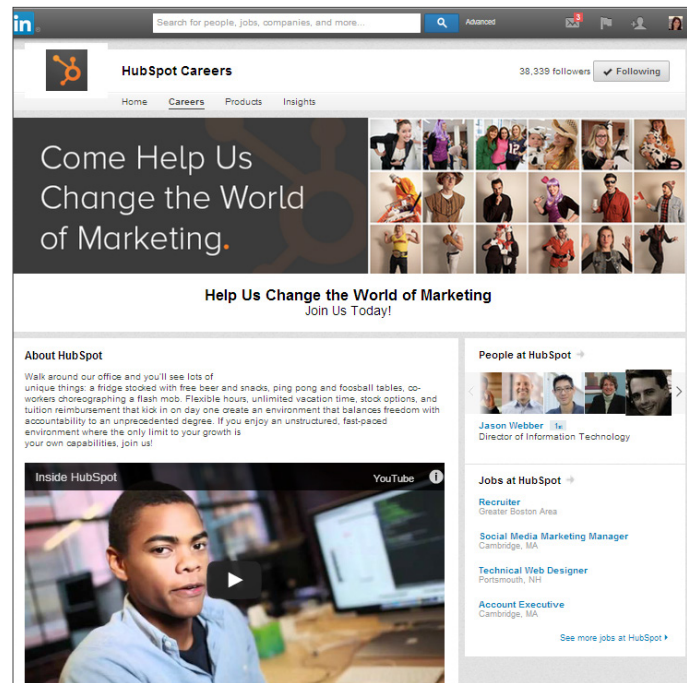


## Careers

Note: this section requires a paid subscription.

If you want to become the company that everyone wants to work for, your 'Careers' page is absolutely essential. Help your audience understand your company's culture and available career opportunities.

In this section, you are able to showcase awards, map out career paths within your company, highlight your best employees, and post jobs that target the right candidates using automated job matching.



Not only can you reach over 200 million professionals worldwide, but you have the ability to see exactly who has viewed your job using real-time analytics. Find out how closely they match your posting based on a 1-10 score, and then dig even further by seeing who the applicant is connected to.

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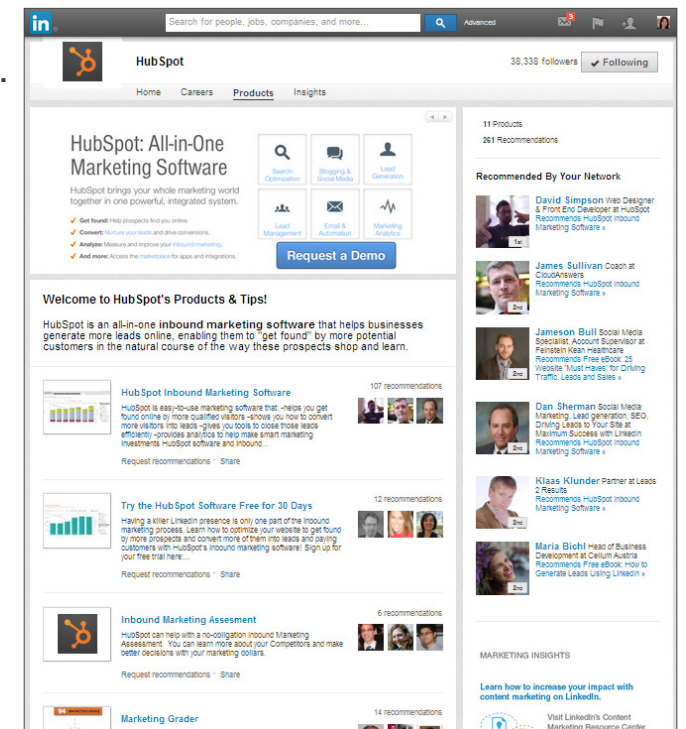


## Products

Your Products tab is a great place to collect recommendations and display what you sell. This tab is especially important because it allows you to drive traffic back to your website's products or services page, which can ultimately drive sales.

70% of people follow links posted by friends and family, which is exactly why LinkedIn Recommendations exist. Users have the ability to see recommendations from trusted LinkedIn members and who these members are connected to. This adds a more personal feel to a brand's products - one that you don't necessarily get from a website.

Your Products tab cover photo is prime territory for a call-to-action. Make the most of this space by optimizing your image for the page. This means using a high resolution photo with a small file size in order to keep the page load time to a minimum.



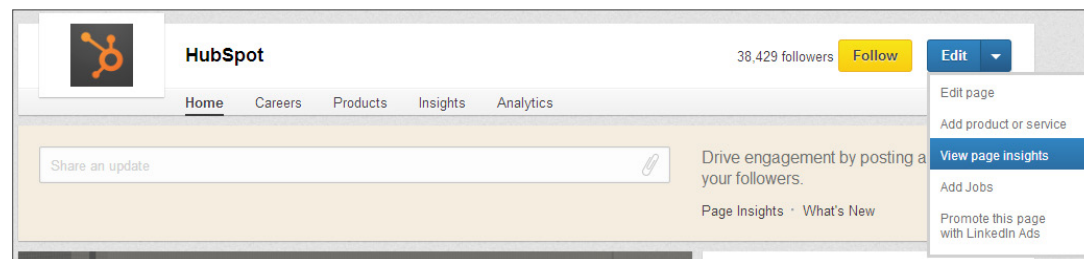
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Page Insights will allow you to track page views and unique visitors on your overall page, as well as each individual tab. LinkedIn also measures how many clicks your products or services have received and the number of members following your company. These insights are really valuable for understanding who's visiting your page and tracking how much traffic you're driving to your website.



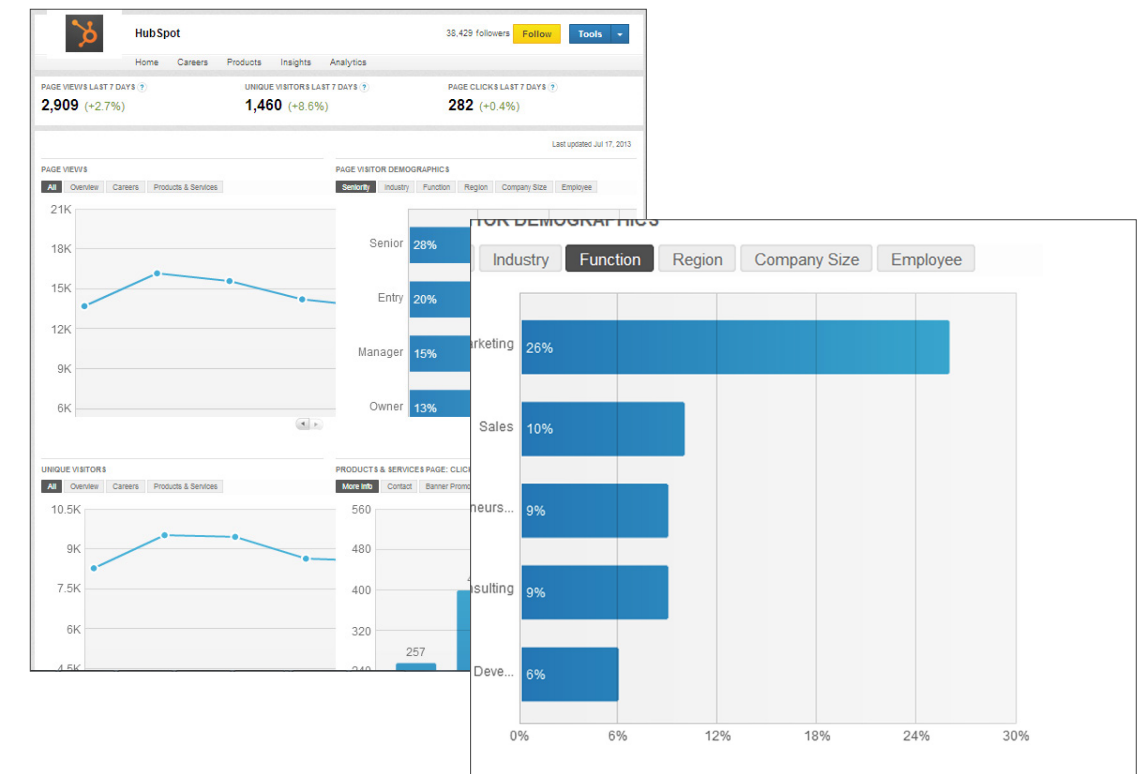
Get to this page from your home tab by rolling over the blue 'edit' menu and clicking on "View Page Insights." Once there, you'll see a dashboard of visitor analytics, including: page views, visitor demographics, unique visitors, products tab clicks, and careers tab click.

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Dive further into your page metrics by clicking on one of the reports within your dashboard.



Take Page Visitor Demographics for example. Within the report, you can break down your visitors based on:

- Seniority
- Industry
- Function
- Region
- Company Size
- Employee/Non-employee

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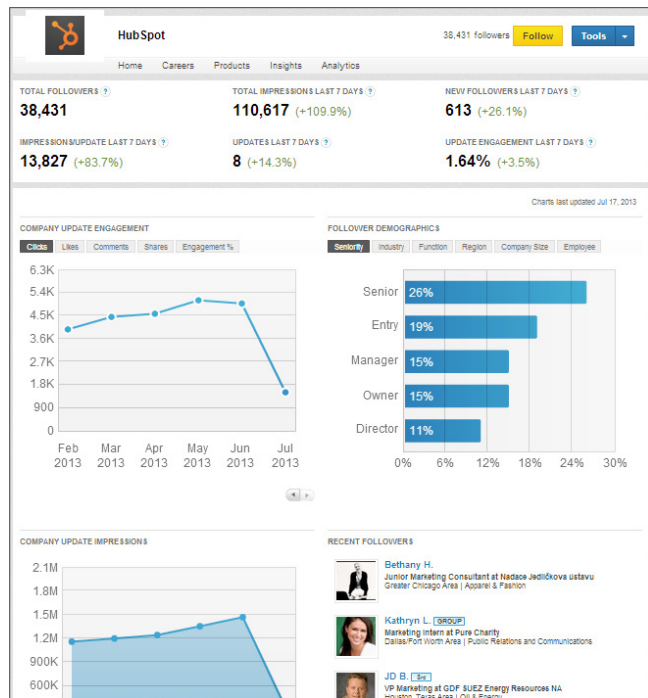


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# Follower Insights

The followers statistics tab will show company update engagement, follower last demographics, company update impressions, and your follower progress including recent users, new followers, and member growth.

With these insights, you are able to take an even deeper dive into your page analytics by viewing engagement by clicks, likes, comments, shares, and percentages.



Similar to your Page Insights tab, you will land on a dashboard full of metrics regarding follower engagement. This analytics section provides a great way to track your Company Page marketing efforts over time.

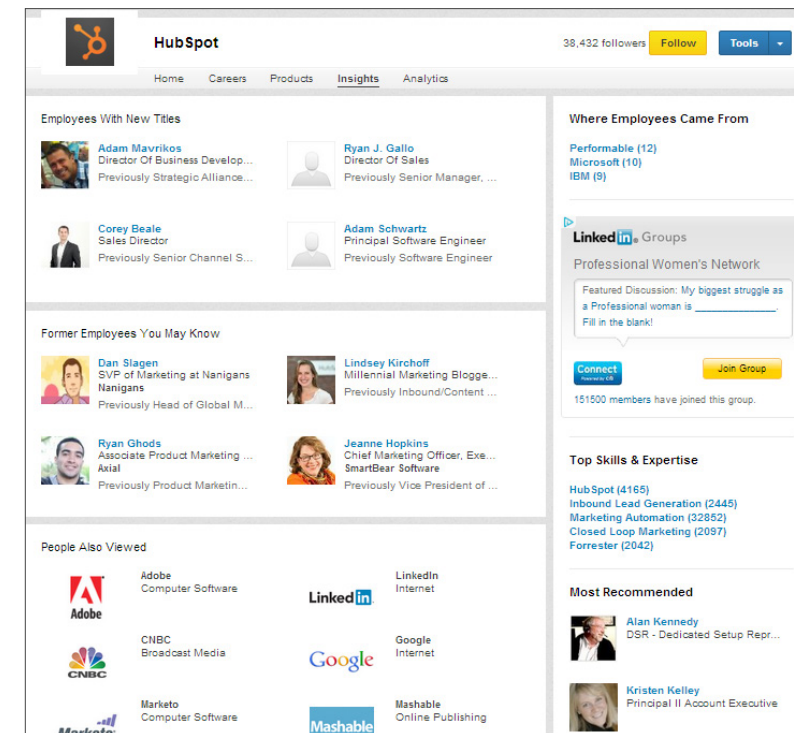
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# Employee Insights

So you understand a bit more about your followers and page visitors, but you'd like to learn more about what makes your business actually run. Who are the people that help make the company function and what are they all about?

With Employee Insights, you can learn exactly which employees have new titles, which have departed recently, which previous companies the employees came from, top skills and expertise these employees have, and which employees have received the most recommendations.



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## 03

## CHAPTER

# HOW TO SETUP YOUR LINKEDIN COMPANY PAGE.

A LinkedIn Company Page is the one page amidst your various social networks that calls for the most professionalism. This is the place to emit a white-collar persona paired with desirable company character. With that in mind, let's explore the next steps to completing your company's profile.

## 1. Include Basic Information

Go to company page and select Edit from the right-hand side. From there, LinkedIn will prompt you to fill in generic information about your company. Be sure to fine-tune the description portion, as this will be crucial in user understanding of your company. Be sure to include your:

- COMPANY SIZE
- SIZE
- WEBSITE URL
- INDUSTRY
- OPERATING STATUS
- YEAR FOUNDED
- LOCATIONS

\* Indicates required field

**\* Company Type**  
Privately Held

**\* Company Size**  
201-500

**\* Company Website URL**  
http://www.HubSpot.com

**\* Main Company Industry**  
Internet

**\* Company Operating Status**  
Operating

**Year Founded**  
2006

---

**Company Locations**  
(Add up to 5 different locations)

**Headquarters**  
25 First Street  
2nd Floor  
Cambridge, MA 02141  
United States

Edit

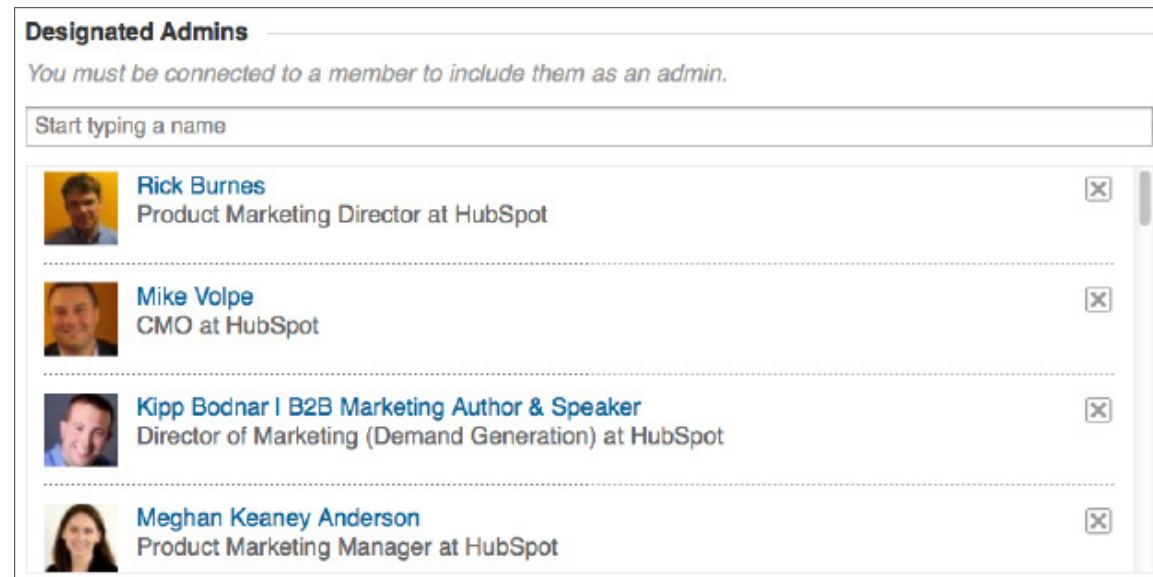
+ Add another location

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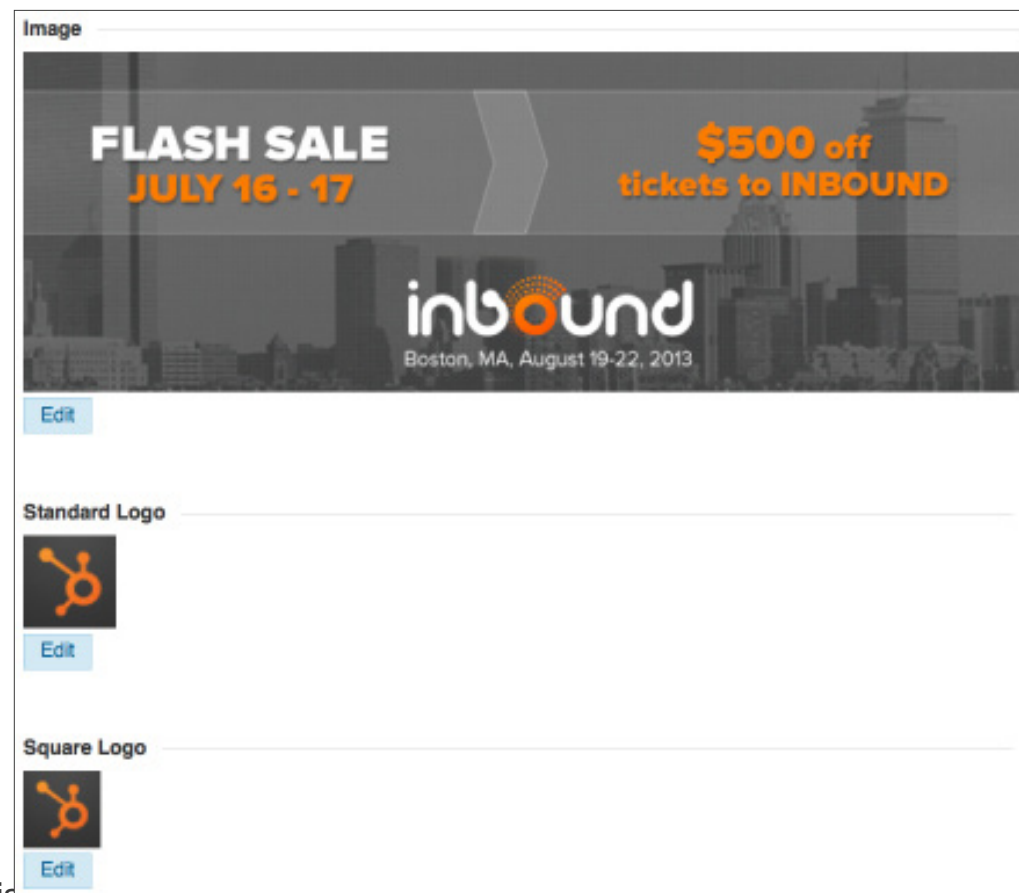


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Next, add your designated page admins. You can choose multiple admins to manage your page, but you must be connected to the member on LinkedIn first.



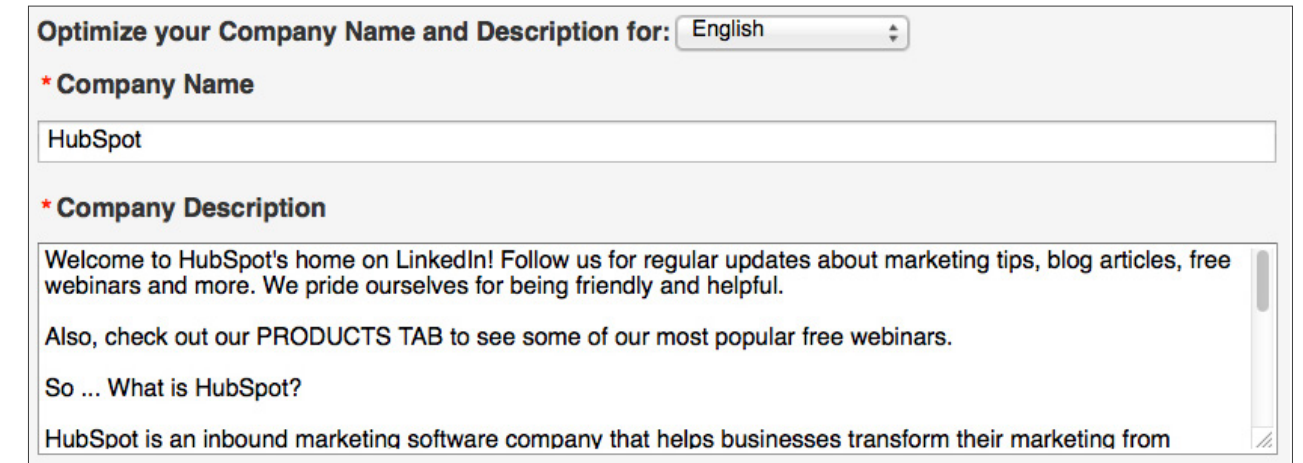
Then add your cover, square, and standard logo image.



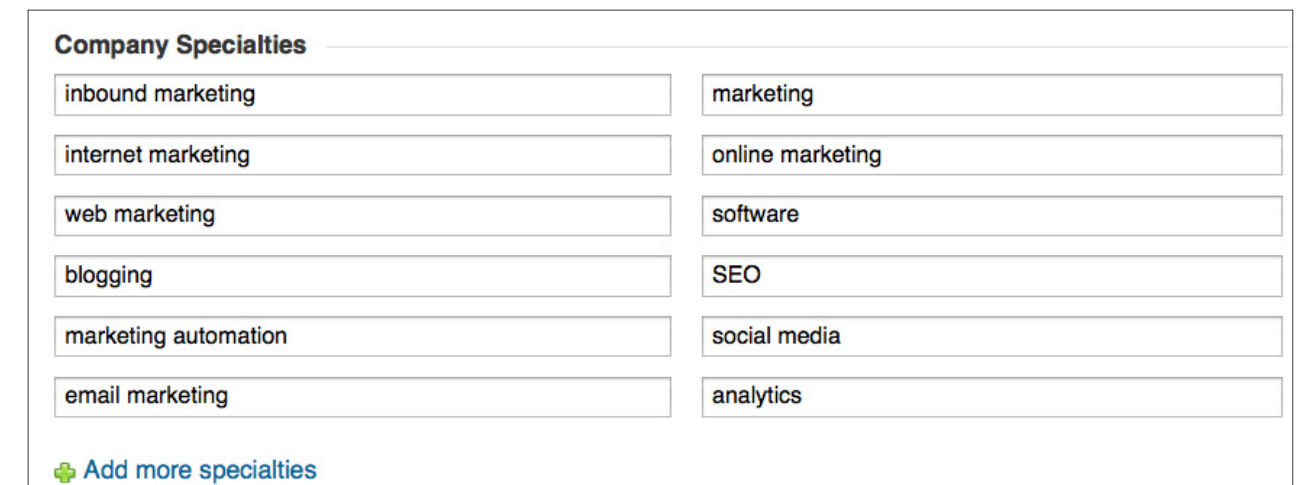
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Include a brief write-up of what your company is all about. Your company description and specialties will show exactly what your company does, while including searchable keywords to optimize for LinkedIn's search feature.



Completely fill out your company's summary section by adding searchable keywords, or "specialties" related to what your company does.



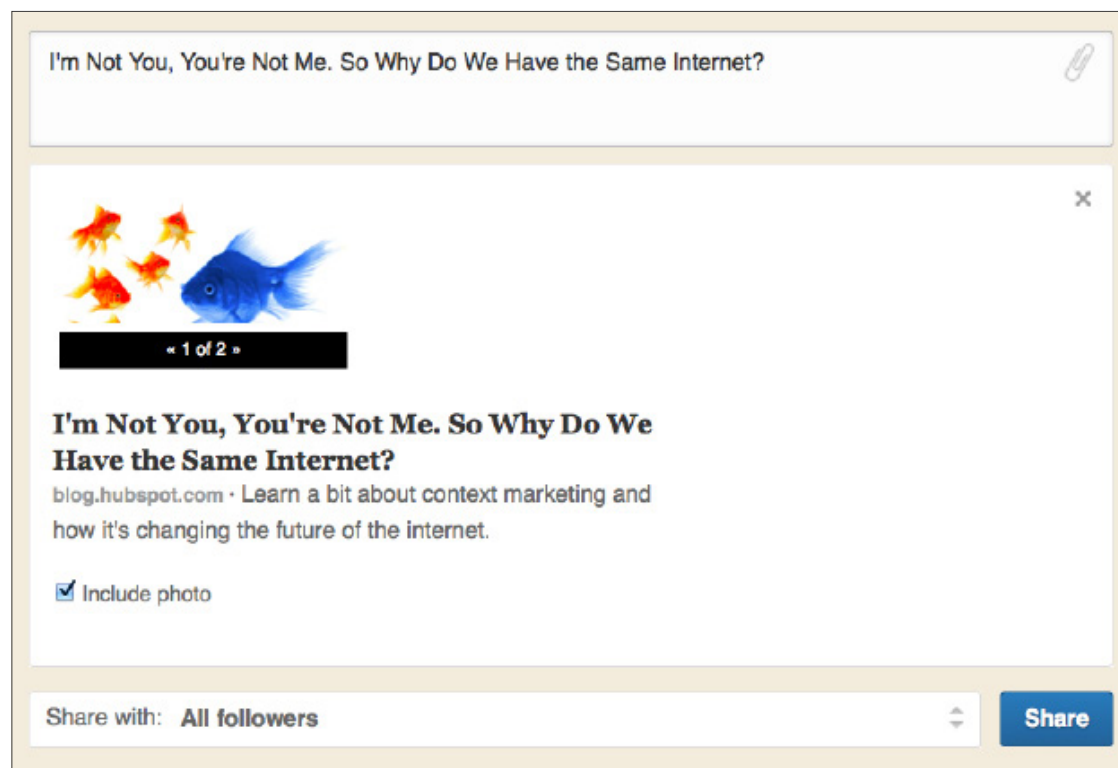
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## 2. Post Updates

If you're currently using Facebook or Google+ for your marketing, you'll discover that posting updates on LinkedIn is quite similar. Your LinkedIn company feed is not strictly for jobs or new hire updates. Promote your new blog posts, ebooks, or webinars on LinkedIn. Your feed should include anything your audience would be interested in.

When posting, you can click into the title and description generated and customize it before posting.



In addition to your usual content, you can also post jobs by clicking on the second tab on your Company Page called “Careers.”

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## 3. Add Products or Services

Heading to the products tab on your company page, click on the Edit button to reveal a drop down menu— this menu changes from tab to tab. You now have the option to “add a product or service.” Do it. LinkedIn will go through simple step-by-step instructions to help you broadcast those services.

- **STEP 1: PRODUCT OR SERVICE?**  
Choose between a product or service.
- **STEP 2: PICK CATEGORY**  
Select a category that best fits your product or service.
- **STEP 3: NAME YOUR PRODUCT OR SERVICE**  
You can add multiple products and services for your company, so just start plugging away. Choose the first from a random list or select from your most popular products, whichever makes the most sense for your business.
- **STEP 4: ADD AN IMAGE OF YOUR PRODUCT OR SERVICE**  
Choose an image that best represents your product or service. Note: Your image will be re-sized to 100x80 pixels.
- **STEP 5: DESCRIBE YOUR PRODUCT OR SERVICE**  
What do you want users to know about your product or service? What sets it apart from the competition? Why would someone be likely to recommend it? Be informative, but don't forget to add some personality!

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#### STEP 6: LIST KEY FEATURES

Use this section to list the key benefits or use cases of your product or service. If you'd like to mention anything regarding your responsibility with the product or service once it's purchased, include that here.

#### STEP 7: ADD A URL FOR THE PRODUCT OR SERVICE

Use this section to link to a location on your website where LinkedIn members can learn more about this specific product or service.

#### STEP 8: ADD A CONTACT FROM YOUR COMPANY

If a LinkedIn member wants to contact your company or learn more about this product or service you can showcase who in your company they can contact. Start typing the name of the contact people in the boxes below. You must be connected to that member on LinkedIn to include them below.

#### STEP 9: ADD AN IMAGE OF YOUR PRODUCT OR SERVICE

Do you have a promotion or special offer for this product or service? Include a title, description and URL where users can click to learn more.

#### STEP 10: ADD YOUTUBE VIDEO ABOUT PRODUCT OR SERVICE

Do you have a YouTube video about this product or service? Add a creative title for your video. Once you've added your title, copy and paste the URL from your YouTube video in the box below it.

#### STEP 11: PUBLISH

This is the fun part! Once you've filled out your information, you're all set to hit the Publish button in the top right corner.

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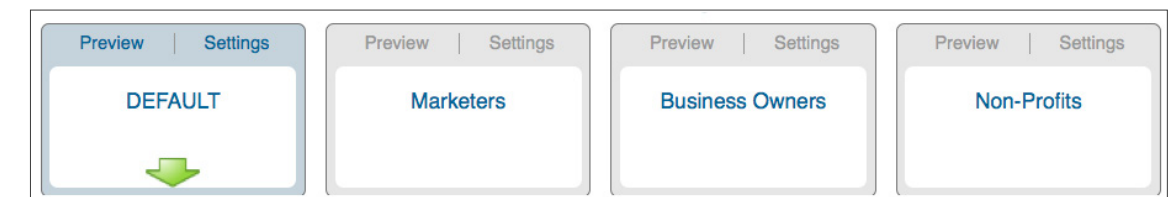
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## 4. Edit Products or Services

When you make your way back to the general Products page to see your published work, head back up to the main product tab, click Edit, but this time select Edit Page from the dropdown. To complete this section, follow these steps:

#### STEP 1: CREATE VARIATIONS OF YOUR PRODUCTS PAGE

Just as HubSpot offers smart calls-to-action that adapt based on user history, LinkedIn also can target your Products page to different segments. You can create versions of this page to be served to custom audiences based on their profile content. For example, you can create a version targeted to people in the U.S., and a different version targeted to members in Europe.



Once you have created a Default version, create different versions by clicking New Audience below. Name your target, choose your targeting characteristics and click Save and Exit to edit your targeted page.

#### STEP 2: DESCRIBE WHAT YOUR COMPANY OFFERS

In the first field add a title (e.g.: World Class Software Products). In the second field add an overview description about your company, products and services. The logo will be pulled automatically from your overview page if one exists.

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### STEP 3: MARKET & SHOWCASE YOUR COMPANY WITH IMAGES

You can drive traffic to your website by adding URLs where you want people to go when they click your images. Add up to three images (640x220 pixels) and URLs, and LinkedIn will create a rotating spotlight module to display on your page. Note: When uploading your URLs, be sure to paste in a bit.ly link to help you track your clicks. The URL you paste into bit.ly should include a tracking token so you can measure your leads through your analytics software.

### STEP 4: FEATURE SPECIFIC PRODUCTS OR SERVICES

Do you want to promote certain products or services above others? As mentioned before, you can include multiple products and services, so choose from your list to feature up to five of your products.



The screenshot shows the HubSpot website's 'Products' page. At the top, there's a navigation bar with 'Home', 'Careers', 'Products', 'Insights', and 'Analytics'. The main heading is 'HubSpot: All-in-One Marketing Software'. Below this, a sub-heading reads 'HubSpot brings your whole marketing world together in one powerful, integrated system.' There are four bullet points: 'Get found: Help prospects find you online.', 'Convert: Nurture your leads and drive conversions.', 'Analyze: Measure and improve your inbound marketing.', and 'And more: Access the marketplace for apps and integrations.' To the right, there are six icons representing different marketing functions: Search Optimization, Blogging & Social Media, Lead Generation, Lead Management, Email & Automation, and Marketing Analytics. A prominent blue 'Request a Demo' button is centered below these icons. At the bottom, a section titled 'Welcome to HubSpot's Products & Tips!' provides a brief overview of HubSpot as an all-in-one inbound marketing software.

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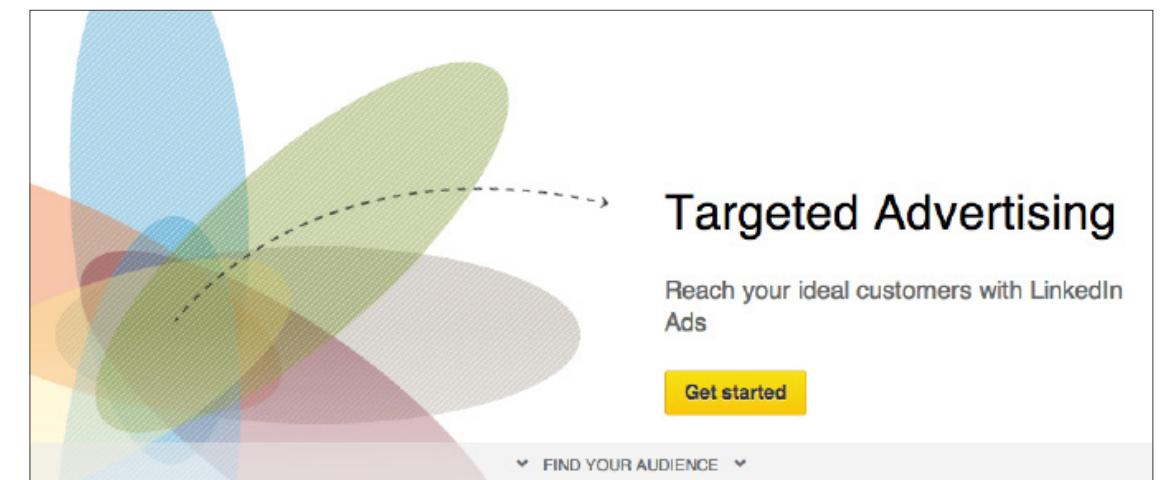


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## 5. Promote

[Linked Ads](#) allow you to promote your Company Page through an ad campaign. This feature is split into four simple steps, which LinkedIn takes you through in a very comprehensible manner. A Common Questions box also appears to the right of this page, so you can truly understand how the feature works.

A LinkedIn ad campaign can help spread the word about your company as you build and integrate inbound marketing efforts into your business platform.



The screenshot shows a LinkedIn advertisement for 'Targeted Advertising'. The ad features a background of overlapping, semi-transparent colored circles in shades of blue, green, orange, and purple. A dashed arrow points from the left side towards the text. The text reads 'Targeted Advertising' in a large, bold font, followed by 'Reach your ideal customers with LinkedIn Ads' in a smaller font. Below this is a yellow 'Get started' button. At the bottom of the ad, there is a small dropdown menu labeled 'FIND YOUR AUDIENCE'.

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## Managing Your Company Page in 10 Minutes per Day.

Congratulations! You have a LinkedIn Company Page! Now you'll need to maintain it.

Once your page is developed, maintaining it takes very little time. It's not like Twitter where you have to post constant updates and pull up multiple streams to monitor and keep the conversation going; posting once a day is just fine for LinkedIn. In fact, if you exceed 3 posts in a day, you're probably posting too often. Instead, focus on posting valuable content that is helpful to your audience. If you post one invaluable piece of information per day, your audience will be much more engaged and appreciative than if you post six boring, useless pieces of content.

Posting, monitoring, responding to comments, and analyzing page statistics should take you no more than 10 minutes a day. If you have all your posts planned out ahead of time, you've just cut those 10 minutes down to 5. That's right, only 5 minutes a day. Do you think you can do it?

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Either write something worth reading or do something worth writing." - **Benjamin Franklin**