



LinkedIn Showcase

Business Development Best Practices Series

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Like many construction companies, your firm may be known for building projects that cross over a variety of market sectors. Alternatively, you may be wanting to expand your portfolio and position or reposition your company image and reputation as being exclusive to a particular market sector. Finally, your firm may suffer from a lack of awareness in the marketplace that you build a particular market type and you desire to build up that reputation. All of these considerations become more complex when considering your social media strategy.

Additionally, construction firms with multiple offices are often challenged to unify their social media efforts to reflect different regions in a way that is easy to navigate and achieve. For businesses, LinkedIn is a primary platform to showcase your firm on the largest on-line business network in the world. But firms have been struggling on how to convey their service offerings, geographic focus and market sector leadership on a single LinkedIn company page. The result is typically a message that is very generic and lacks impact.

As a result, LinkedIn shifted their structure last year from the typical company page and created “Showcase pages” to solve this common issue. Following are a few examples of best practices for Showcase pages.

Since Showcase pages are designed to show content, you should think of Showcase pages in terms of your customer segments. Consider creating a Showcase page for any dominant market sector you create content for. If a service or office requires different content, or has a different value proposition, it can likely benefit from a showcase page. LinkedIn

showcase pages are focused on four lines of service, insights (consulting), content, training, and analytics. There are other ways you could organize your showcase pages including:

- Services
- Individual Market Sectors
- Client Profiles and Testimonials
- Featured Projects
- Recruiting Employees

The AGC Business Development Forum has decided to take advantage of this new option and shift our LinkedIn group to a Showcase under AGC’s main LinkedIn page in the next month - stay tuned for more info!

If you have not set up Showcase pages for your firm, here are a few tips:

- Access your company page through account with admin permissions.
- At the top right of the page, click the drop down arrow next to Edit, and select Create a Showcase Page.
- Name the page by creating keywords—make sure to keep it short (22 characters or less!)
- Assign an administrator
- Click “Create Page”

About the Author:
Danielle Feroletto, CPSM
President, Small Giants



Danielle Feroletto, MA, CPSM is a nationally recognized marketing and business development expert and president of Small Giants, a full-service marketing agency for the AEC industry.