

# Vinyl Fence *Tip*

Practical and Proven Ways to Sell More Vinyl Fences

*From your friends at National Vinyl Products*

## How To Market Your Fencing Company On LinkedIn



Whether you are communicating with other industry professionals, sharing blog posts and photos, or advertising your latest vinyl fencing products, LinkedIn can be a valuable resource for your company.

This article will explore some of the ways you can use LinkedIn to grow your fencing business.

### What is LinkedIn?

Launched in 2003—nine months before Facebook—with a focus on professional networking, LinkedIn is a social media platform that allows its members to connect and share content.

Today, LinkedIn has about 830 million members in more than 200 countries. Although Instagram has more than 1.2 billion users and Facebook has nearly 3 billion, it is important to keep in mind that LinkedIn has a specific focus on business.

However, in terms of setting up a profile on LinkedIn, you will follow similar steps to the other social media platforms. You will need to create a personal profile first before starting a company page. Both are free.

LinkedIn Pages and LinkedIn Profiles serve different purposes, but you can use both to grow your business. Although the profiles are private, LinkedIn users with profiles are able to share their company pages with their connections. That means your connections will be able to view and engage with your business content right away.

Also, you can list your company's page as your employer on your personal profile. That way, when someone visits your profile, they will also be able to see your company page.

### HOW TO MAXIMIZE YOUR LINKEDIN PRESENCE

Here are some tips for getting the most out of LinkedIn for your fencing business.

1. Use high-quality photos, videos, and logos. Low-quality images can make you seem unprofessional or even out of tune with the times.
2. Pay attention to your company description. Unlike Twitter or Instagram, where description space is limited, LinkedIn allows you 2,000 characters to describe your business and what you offer to your customers. (However, you'll want to keep in mind that only the first 156 characters will appear in Google search results.)
3. Use keywords to identify your specialties. The right keywords will help LinkedIn users find your profile. You can only include up to 20 of them in your LinkedIn profile. Find inspiration by visiting the profiles of your competitors and others in the fencing industry to see what they've listed.
4. Visit your profile and page regularly to update information. Just like with any social media platform, it is essential to keep all your information current. After all, if you're not interested in your company page, why should anyone else be?

5. Encourage employees to set up profiles that link with your company page. Keep this step in mind when you add to your staff, and you will attract new connections.
6. Join relevant LinkedIn groups to share ideas and promote your business. Look for other companies in your community and other fencing businesses in different localities with which you'd like to interact. Guard against joining too many groups, however. There is such a thing as over-sharing on any social media platform.
7. Expand your connections. Invite other professionals to connect with you on LinkedIn. Once again, oversharing can work against you. Look for professionals who are relevant to your industry or your role in the community.
8. Share meaningful content. This last tip can be the most effective way to create interest in your company and, hopefully, attract new customers.

## How to build interest by sharing updates and articles on LinkedIn

Here are some tips for getting the most out of LinkedIn for your fencing business.

A great way to interact with other LinkedIn users is with the content you post. This material can range from quick updates to how-to videos to blog articles.

Your objective with this content is to come across as a company that cares about their customers and their community – and, while they're at it, they sell a fantastic fencing product.

Unlike other platforms, such as Facebook, Instagram, and Twitter, where users are primarily connecting with friends and family, LinkedIn users have business-oriented intentions. They often are looking for answers to problems and practical tips to help them in their own workplaces.

In other words, save the photos of your kids and pets for the other platforms. On LinkedIn, business-focused content is the way to go. The good news? You will not be competing for attention with those cute photos of kittens, dinners out, and vacation spots.

According to LinkedIn research, a status update on the site typically reaches 20 percent of your followers. In comparison, the Facebook algorithm favors user content over company content, meaning your business update may only reach 6 percent of your followers.

### CONTENT MATTERS

Consider your target audience and the types of content they will find interesting and valuable. Then develop a strategy for sharing that content. Here are some tips to consider.

- Present yourself as an expert in the fencing industry by sharing helpful articles. Consider topics that show off your company's expertise in fence installation or the advantages of vinyl over other types of fence materials.
- Include a call-to-action that inspires a next step, such as "Read this report," "Watch this video," or "Check out these before and after photos."
- Use LinkedIn data for insights into how many people view each post and the demographics of the users who engage with your posts.
- The professional aspect of LinkedIn makes it ideal for sharing different types of informational content—like long-form articles, white papers, slideshows, and infographics—that might not be as well received on social platforms.
- Re-purpose evergreen content. While fresh content is great, you also can post interesting content from your website and brochures that your connections may find valuable. You can also share helpful resources and blog articles found on other sites and platforms (with appropriate credit to the source).

In addition to these free ways to market your fencing company on LinkedIn, you can also consider paid advertising on the platform. You can purchase Sponsored Content, Message Ads, Dynamic Ads, Text Ads, or a combination of the four types of ads. For details, visit [business.linkedin.com/marketing-solutions/how-to-advertise-on-linkedin](https://business.linkedin.com/marketing-solutions/how-to-advertise-on-linkedin).



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