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Looking at LinkedIn Product Pages

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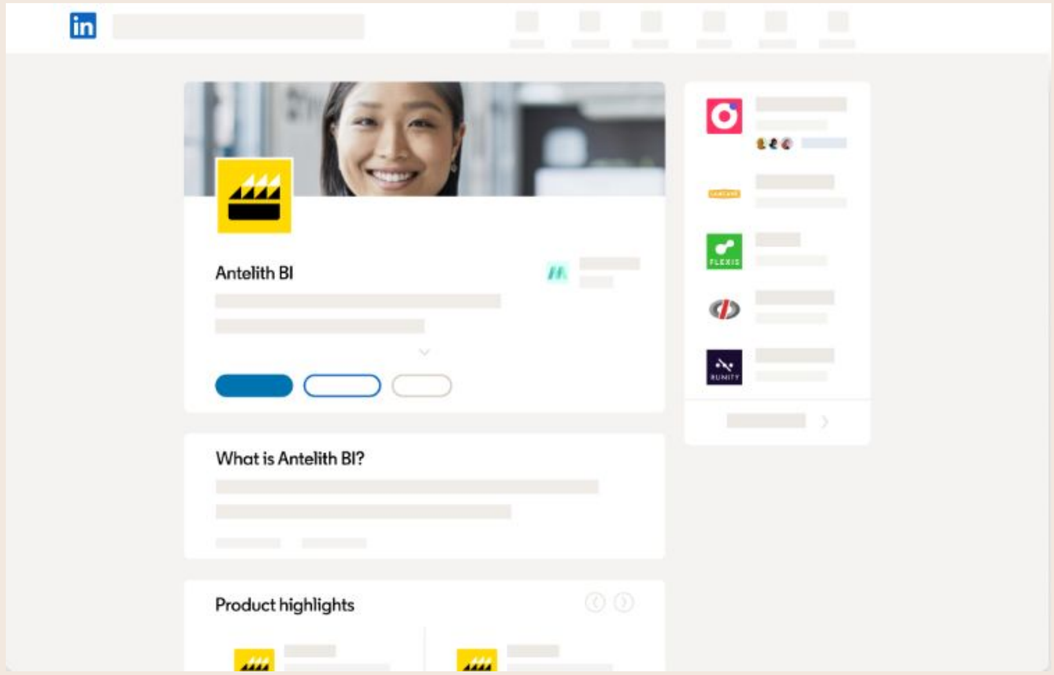
What is a Product Page?

LinkedIn Product Pages are a new part of the LinkedIn Pages ecosystem dedicated to building a trusted community of information around B2B products.

A LinkedIn Product Page is a dedicated space on LinkedIn where businesses can showcase their products and services to a professional audience. They allow businesses to provide detailed information about their offerings, including **product descriptions**, **images**, **videos**, **key features**, and **customer reviews**.



Why Create a Product Page?

A LinkedIn Product Page is a hub for:

- **brands** to **promote their products** and grow their businesses
- product users to **share their experiences** and be recognized for their **expertise**
- buyers to make **confident decisions** about products in a trusted environment.

Product Page Overview

Goal:

- Build a trusted community of experts and advocates around a specific product.

Best Use:

- Bottom-funnel marketing;
  - connect prospects to experts
  - generate leads
  - cultivate ‘Voice of the Customer’ experiences

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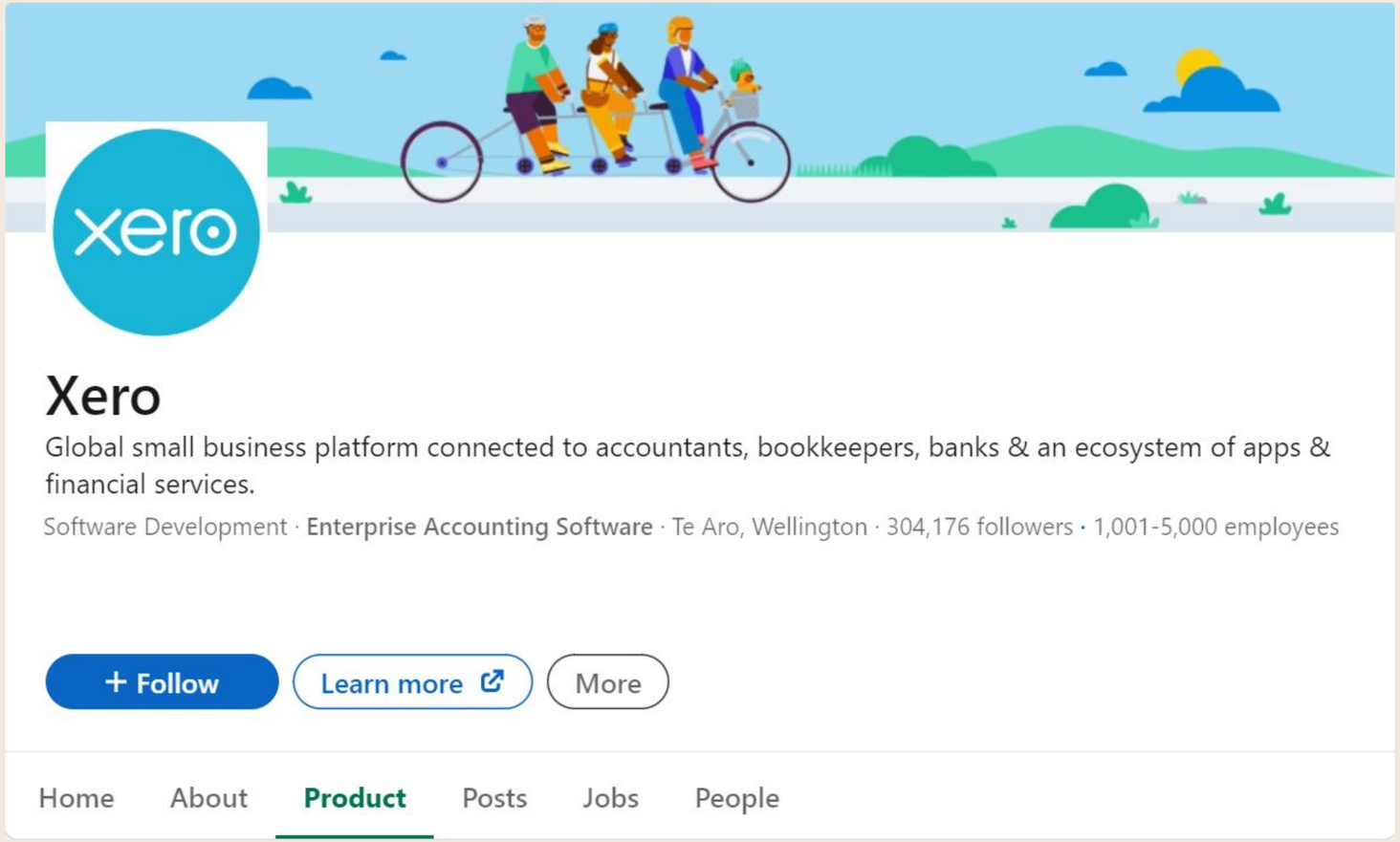
How a Product Page Tab Appears



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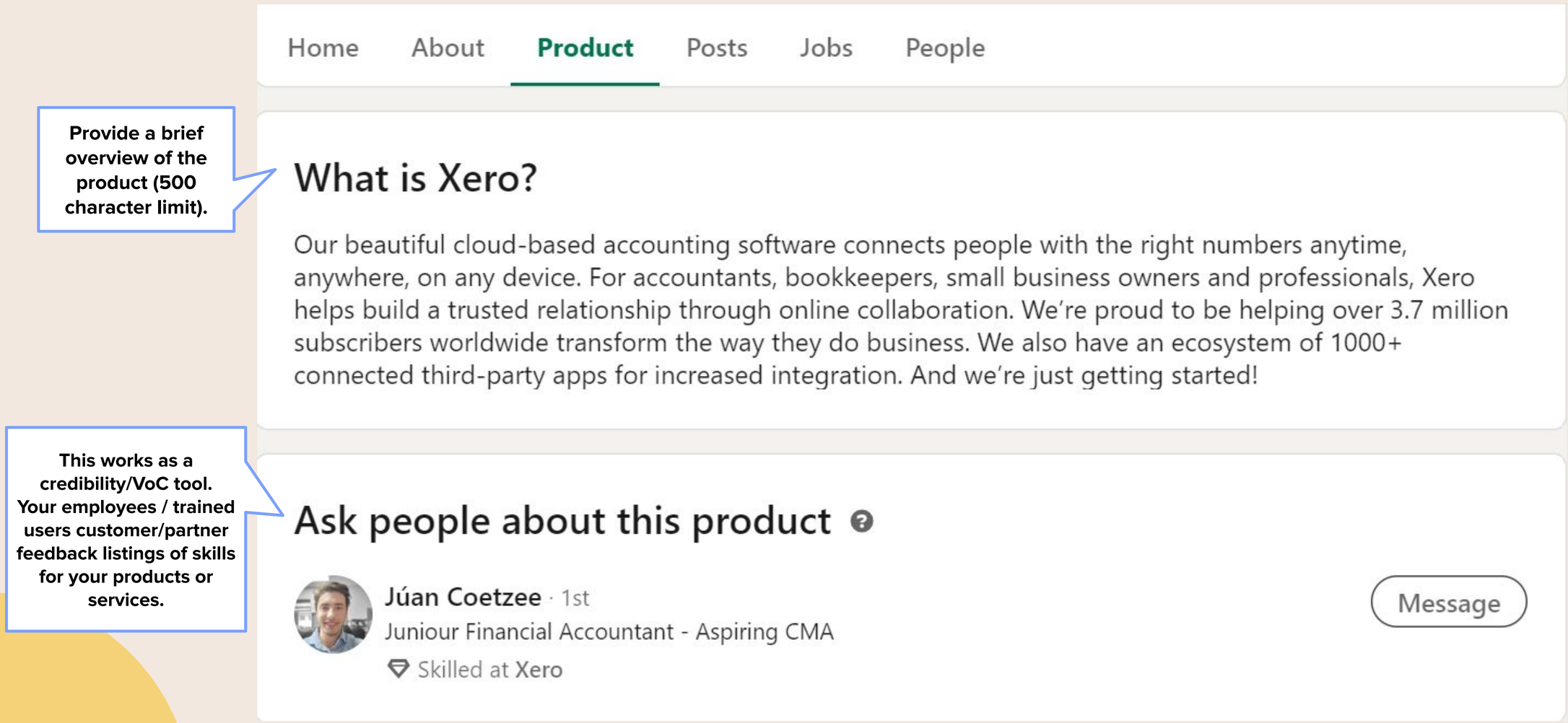
How a Product Page Tab Appears

Provide a brief overview of the product (500 character limit).

This works as a credibility/VoC tool. Your employees / trained users customer/partner feedback listings of skills for your products or services.



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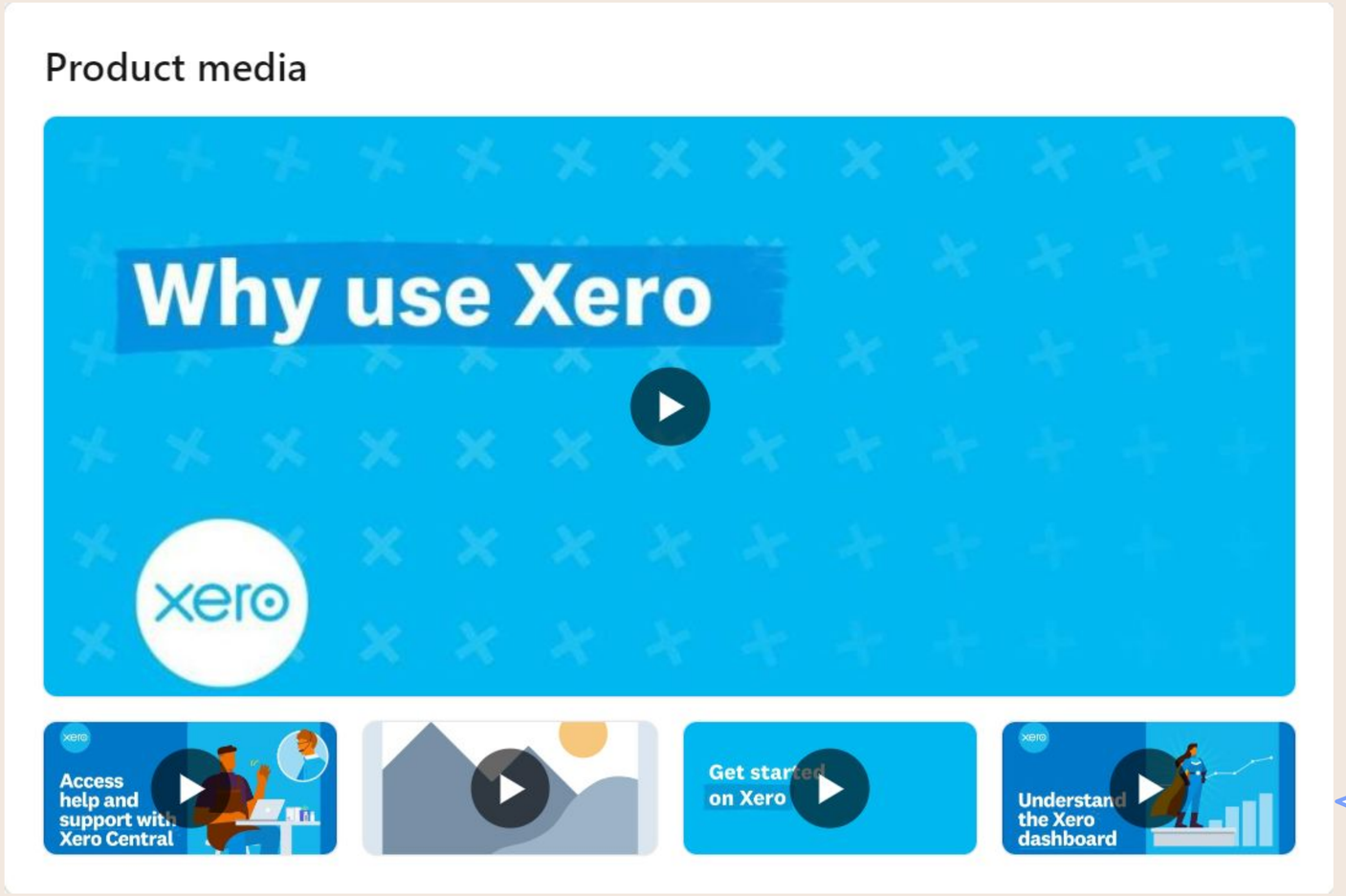
How a Product Page Tab Appears

LinkedIn recommends a mix of 3 videos and two static images, as members respond well to video content.

Suggested video content includes:

- Brand video (ToFu)
- Product demo video (MoFu)
- Customer Testimonial video (MoFu)



Video content should be short and succinct (3 minutes or less), and they should include closed captions for mobile users.

To create consistency with branding and generate engagement, a custom thumbnail image for the video preview frame can be uploaded.

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User Journey

How a LinkedIn Product Page appears in LinkedIn’s Search Functionality

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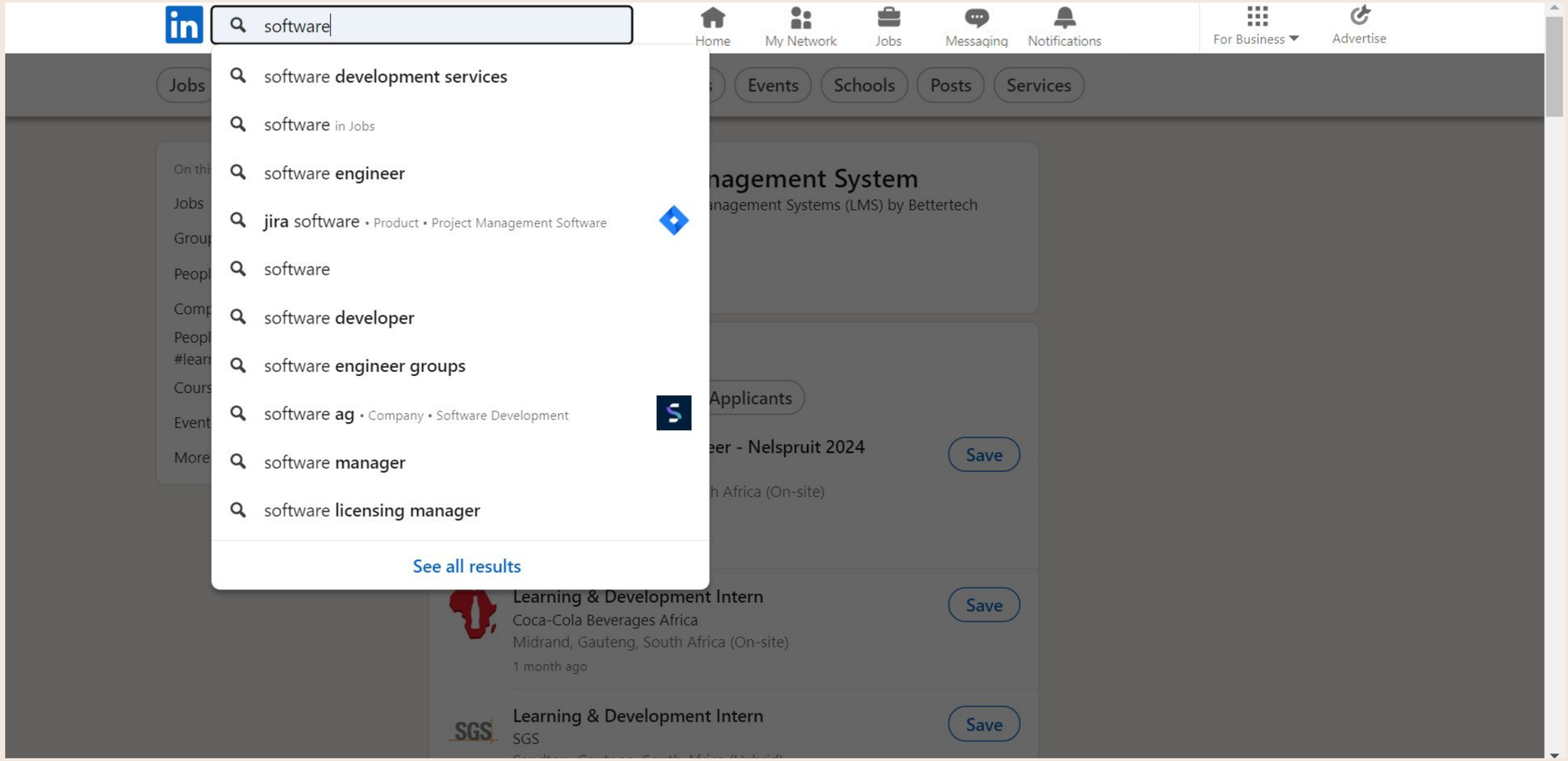
Search Term: Software



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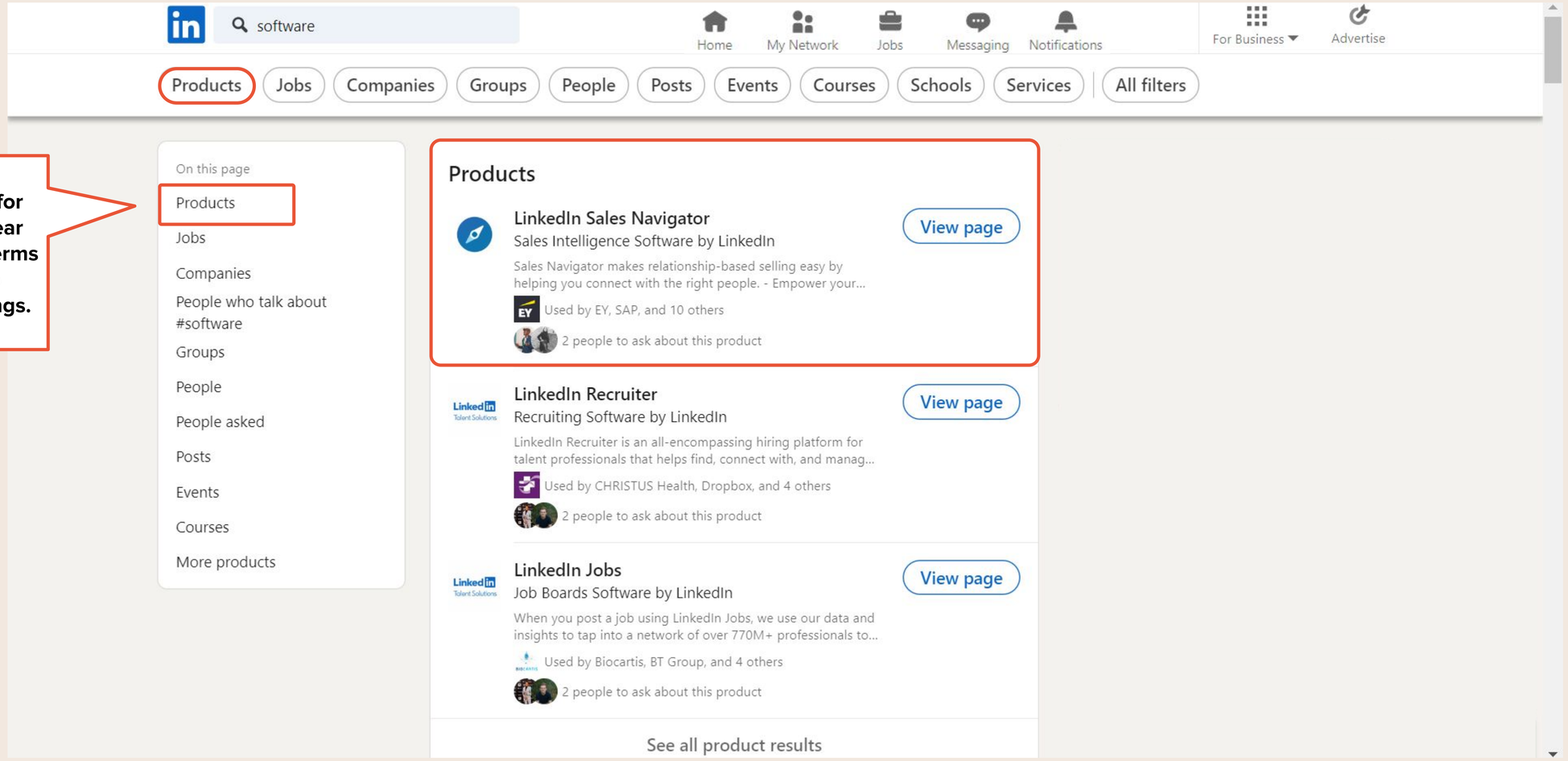
Search Results for Software

Search results for ‘Products’ appear first for search terms that relate to company offerings.



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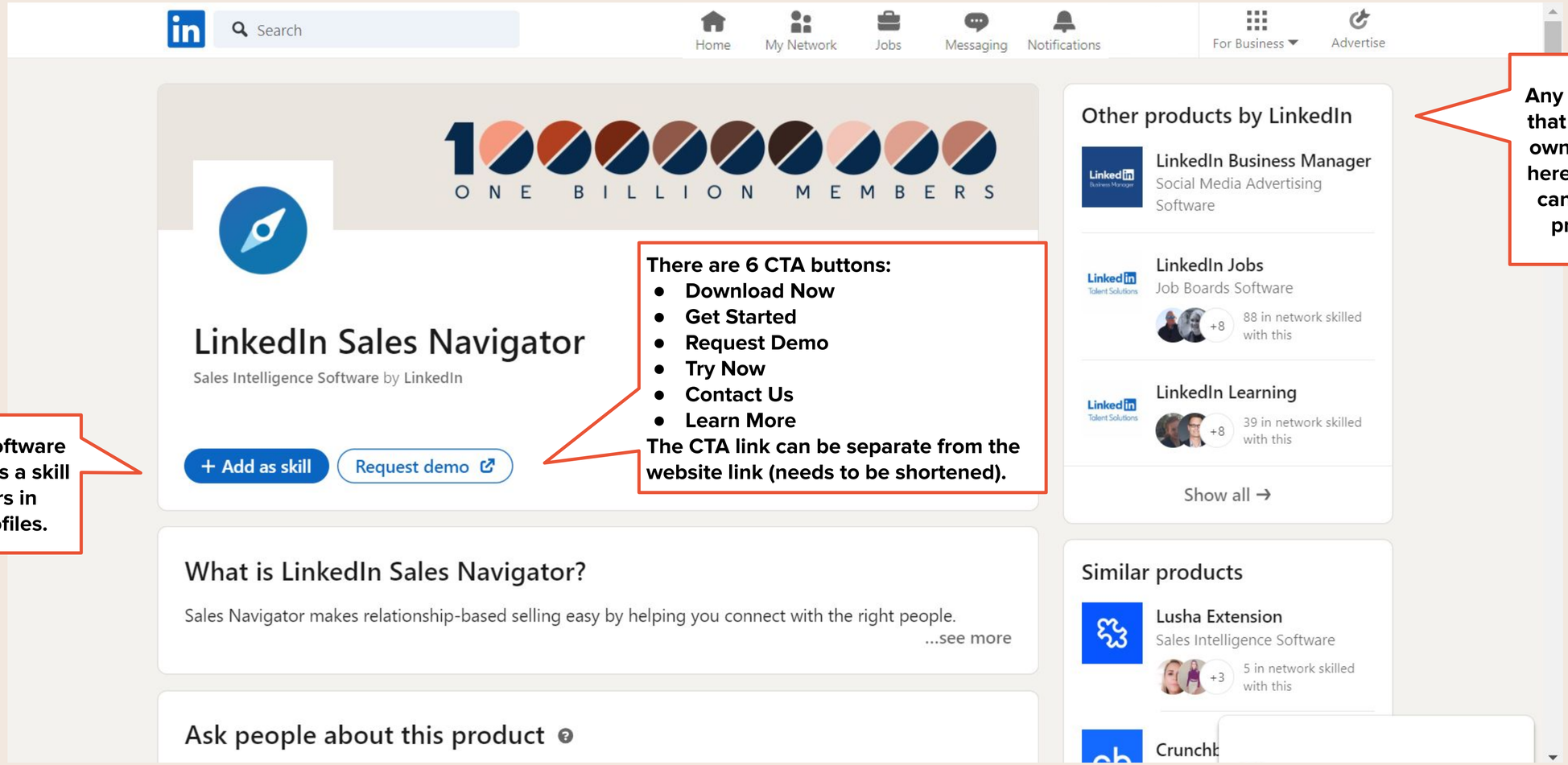
LinkedIn Product Page



The service/software can be listed as a skill that appears in LinkedIn profiles.

There are 6 CTA buttons:

- Download Now
- Get Started
- Request Demo
- Try Now
- Contact Us
- Learn More

The CTA link can be separate from the website link (needs to be shortened).

Any other products that your company owns will be listed here; each product can have its own product page.

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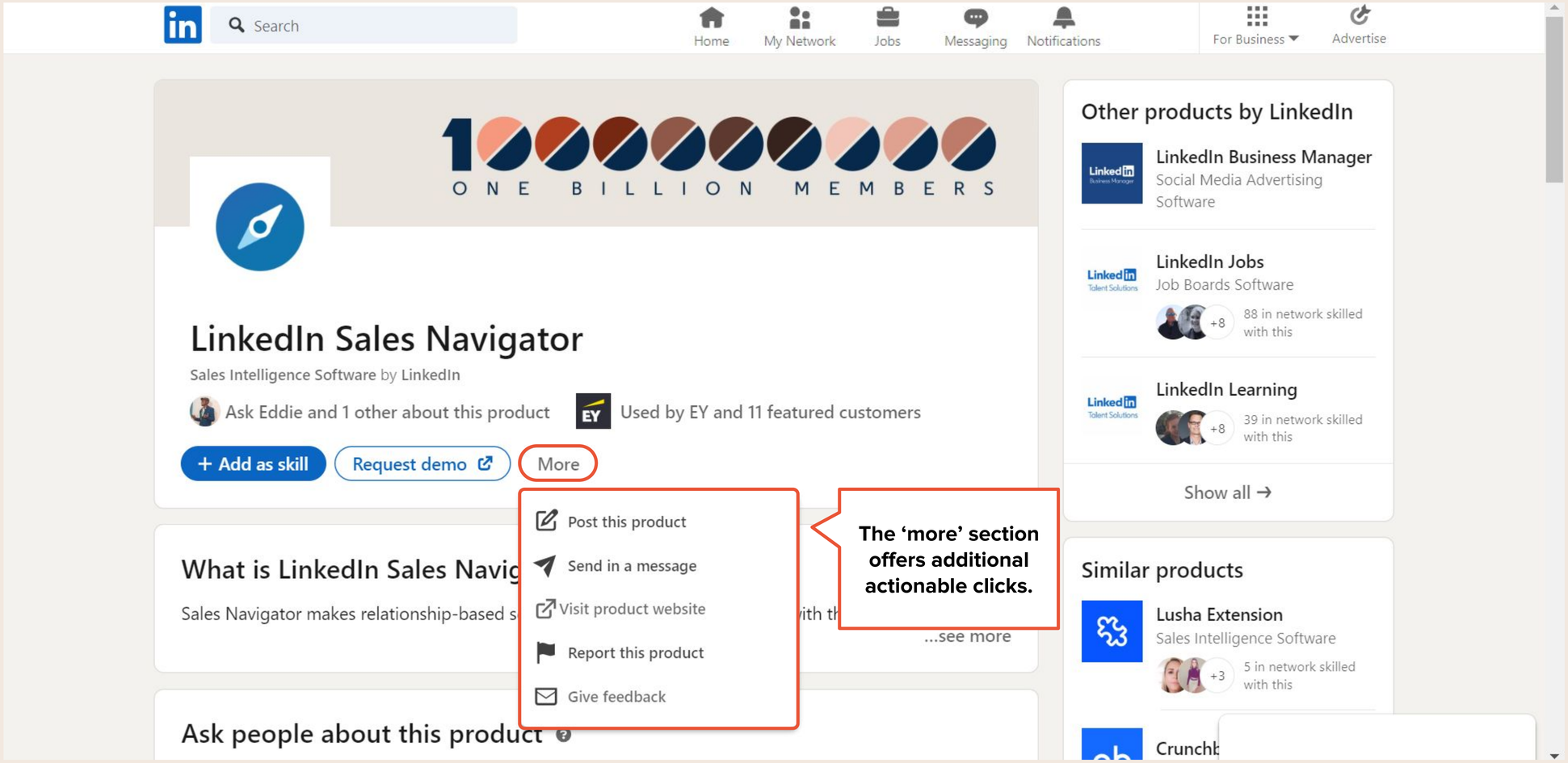
LinkedIn Product Page



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LinkedIn Product Page

What is LinkedIn Sales Navigator?

Sales Navigator makes relationship-based selling easy by helping you connect with the right people.

- Empower your sellers to master virtual selling, integrate with CRM to capture activities and free up time for selling.
- Strengthen customer relationships by using LinkedIn's network to multi-thread across the organization.
- Acquire new business using Sales Navigator prospect and company updates. Quickly ascertain buyer interest, and identify ways to build rapport.

Intended for these roles

Salesperson | Sales Manager | Sales Specialist | Sales Executive

The 'about' section can also list the target audience of the Product. Up to 10 job functions can be chosen.

Ask people about this product

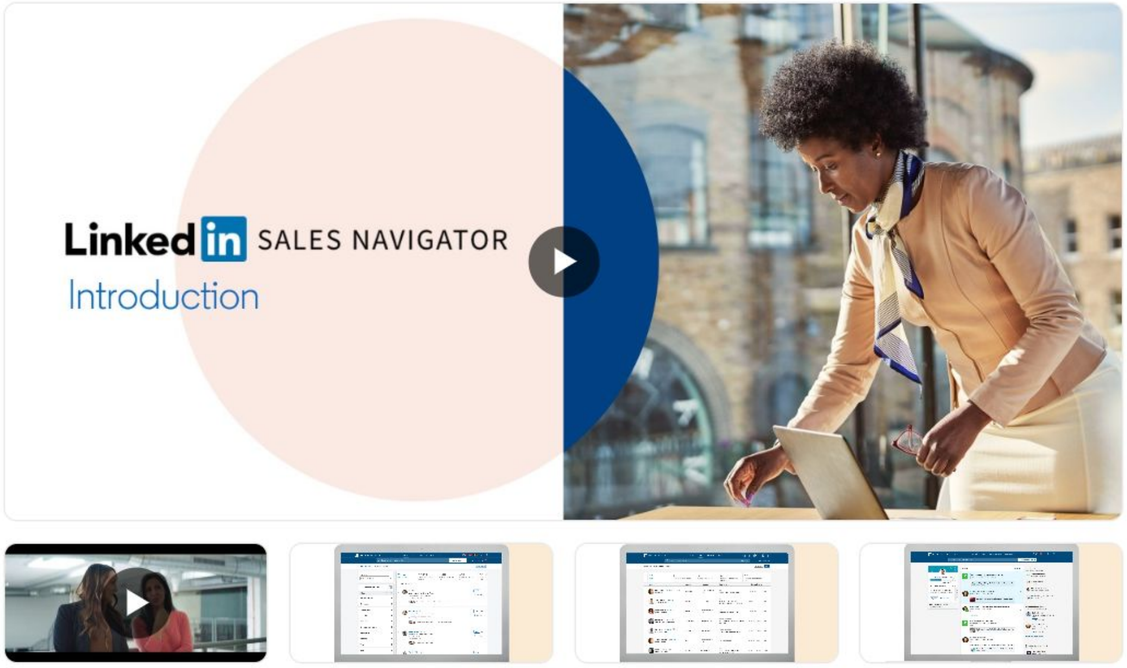
Eddie Kasambala · 1st
Channel Sales Manager @ Microsoft I Business Tech I Solution Driven I Graduate
Works at Microsoft, a company that likely uses **LinkedIn Sales Navigator**

Message

Ibteshaam Martin · 1st
Strategic Development Executive @ Strategy Insights | HR Specialist
Works at Strategy Insights, a company that likely uses **LinkedIn Sales Navigator**

Message

Product media



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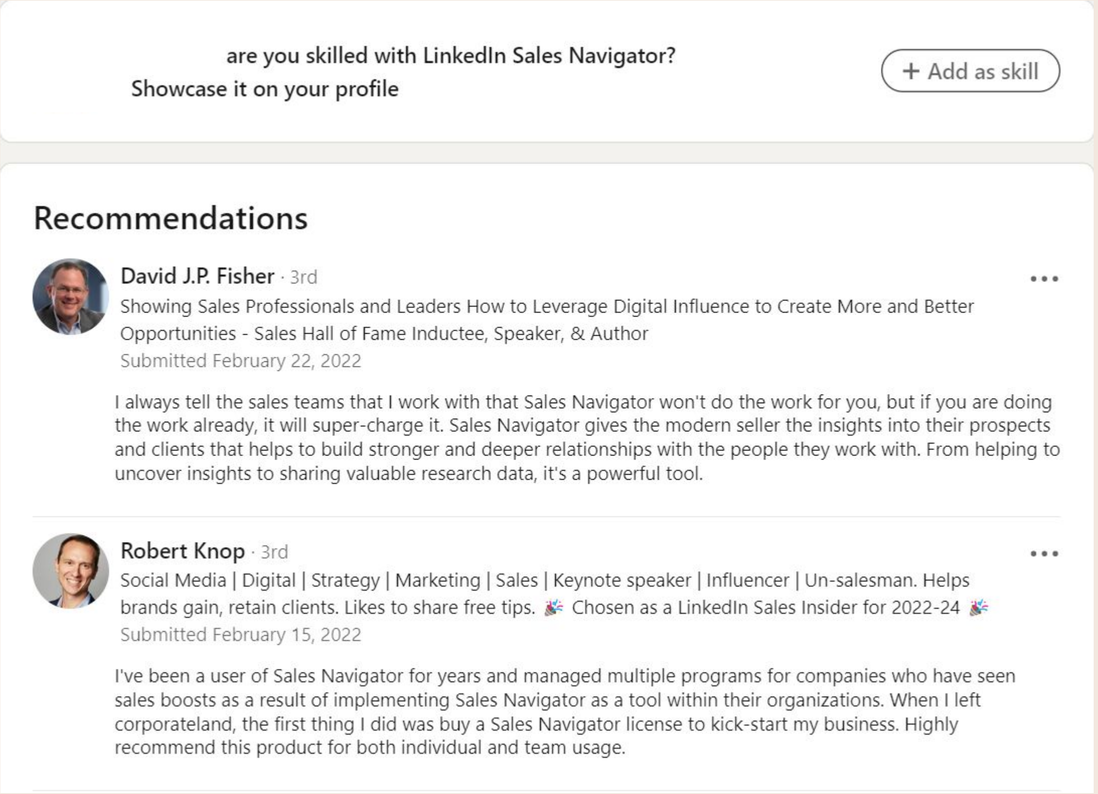

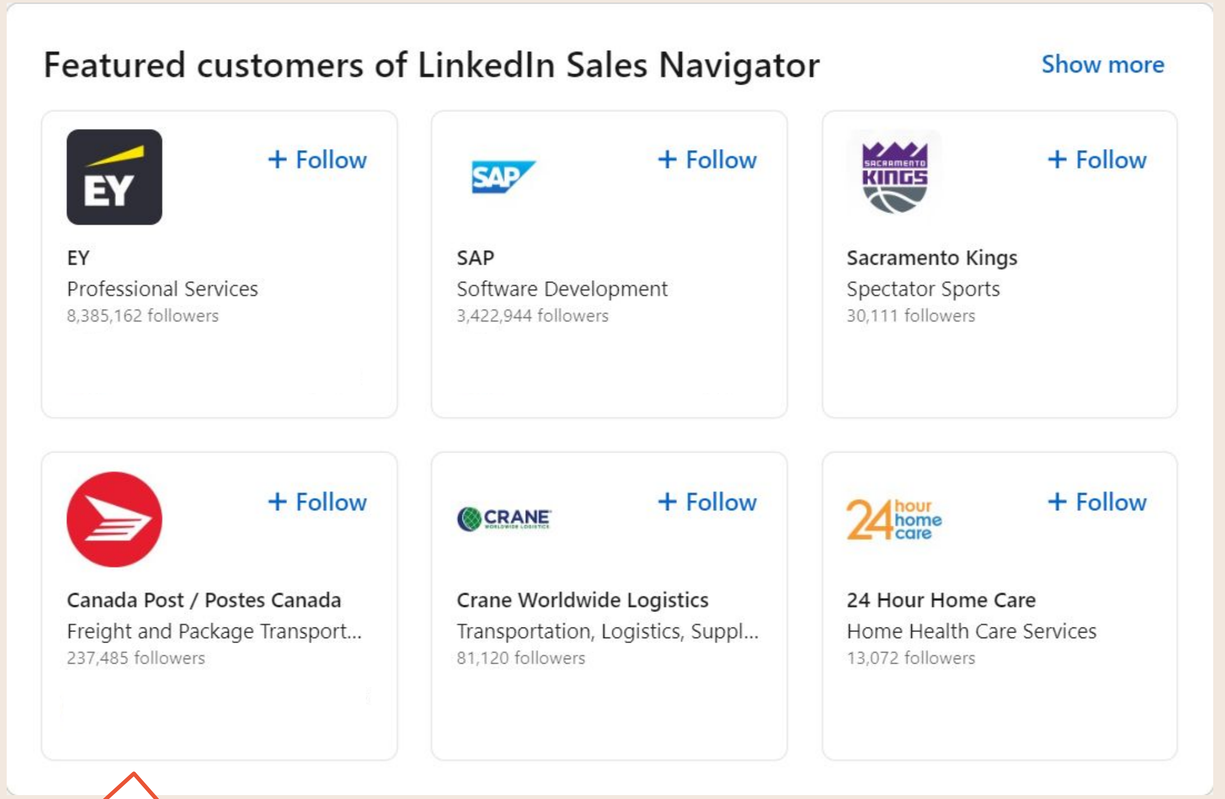

LinkedIn recommends a mix of at least 7 customers (across different industries, different company sizes). Permission to mention their company name and to use their logo is required.

Source: Marketing Solutions. (2022). LinkedIn Product Pages: Getting Started Guide. LinkedIn Business. https://digitaldoorway.co.za/wp-content/uploads/2024/03/linkedin-product-pages-getting-started-guide-v2.pdf