

LINKEDIN
COMPANY PAGES

2014

A gold ribbon award badge is positioned over the number '0' in '2014'. The badge has a white border and contains the word 'BEST' in white capital letters at the top. Below the text is the LinkedIn logo, which consists of a white square with a lowercase 'in' in a bold, sans-serif font.



Thank you for nominating the businesses and organizations that have inspired you this year! We're excited to learn from and celebrate the 10 Best LinkedIn Company Pages of 2014!



INTRODUCING THE BEST LINKEDIN COMPANY PAGES OF 2014!



Dell



Evernote



Hootsuite



L'Oréal



Luxottica
Group



Marketo



The Nature
Conservancy



Procter &
Gamble



Tesla Motors



Wells Fargo



Dell


By leveraging Sponsored Updates and its robust targeting capabilities, Dell is able to reach beyond their followers and share their valuable content with even more of their target audience.

Tip: Sponsor your best content to reach even more of the world's professionals directly in the LinkedIn feed.




 **Dell** Sponsored
For decades, IT security has been viewed as an inhibitor for business. That doesn't have to be the case -- learn why better security is better business: <http://dell.to/1sNoQEA>



 **Dell** Sponsored
How would a chocolate factory grow and thrive with our end-to-end solutions? Get a flavor for the vision here: <http://lnkd.in/bq5e2FA>

Dell Solutions for Smooth Success
youtube.com • Henry uses unique Dell IT solutions (mobility, security, big data, and cloud) to help his chocolate business grow. So he's free to focus on the tough stuff. Or in this case, the sweet stuff.



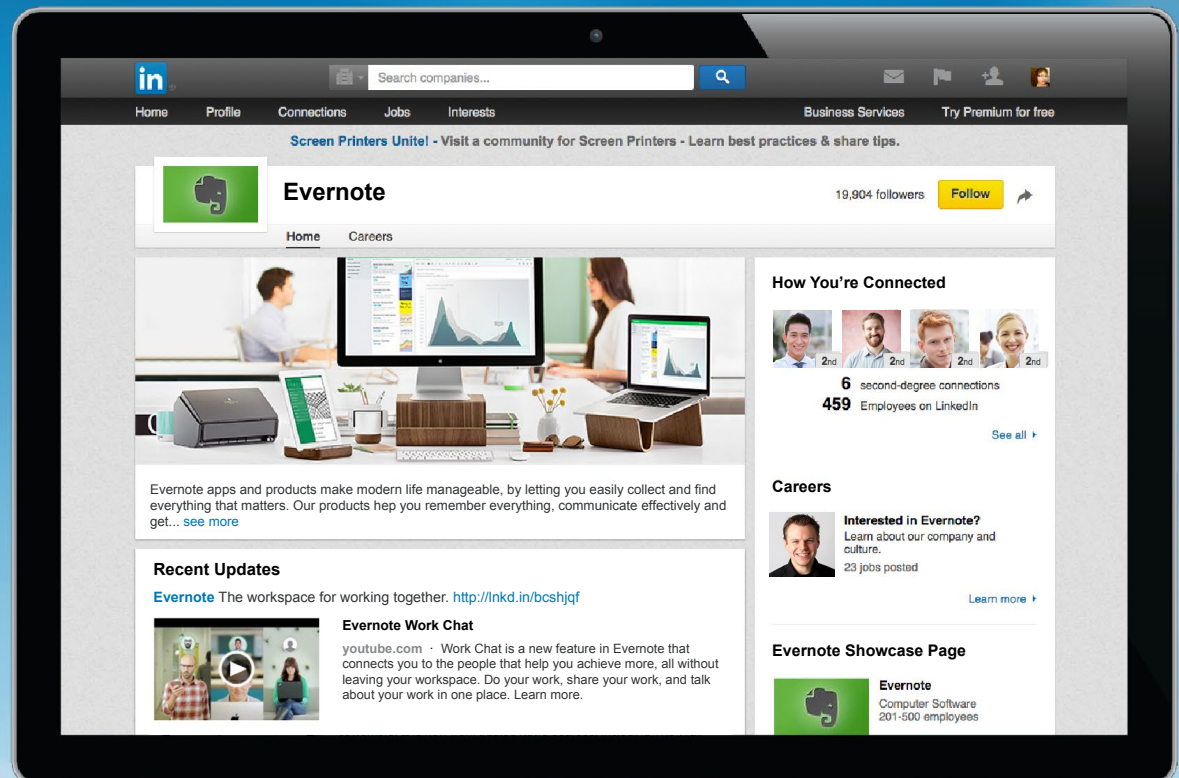
» Visit Dell's Company Page



Evernote

When Evernote released a new feature, they posted an update and pinned it. By pinning this update to the top of their Recent Updates section, they ensured that their Company Page visitors saw the exciting news.

Tip: Feature your most valuable content by pinning an update to the top of your Company Page's Recent Updates section.



Recent Updates

Evernote The workspace for working together. <http://lnkd.in/bcshjqf>



Evernote Work Chat

youtube.com · Work Chat is a new feature in Evernote that connects you to the people that help you achieve more, all without leaving your workspace. Do your work, share your work, and talk about your work in one place. Learn more.

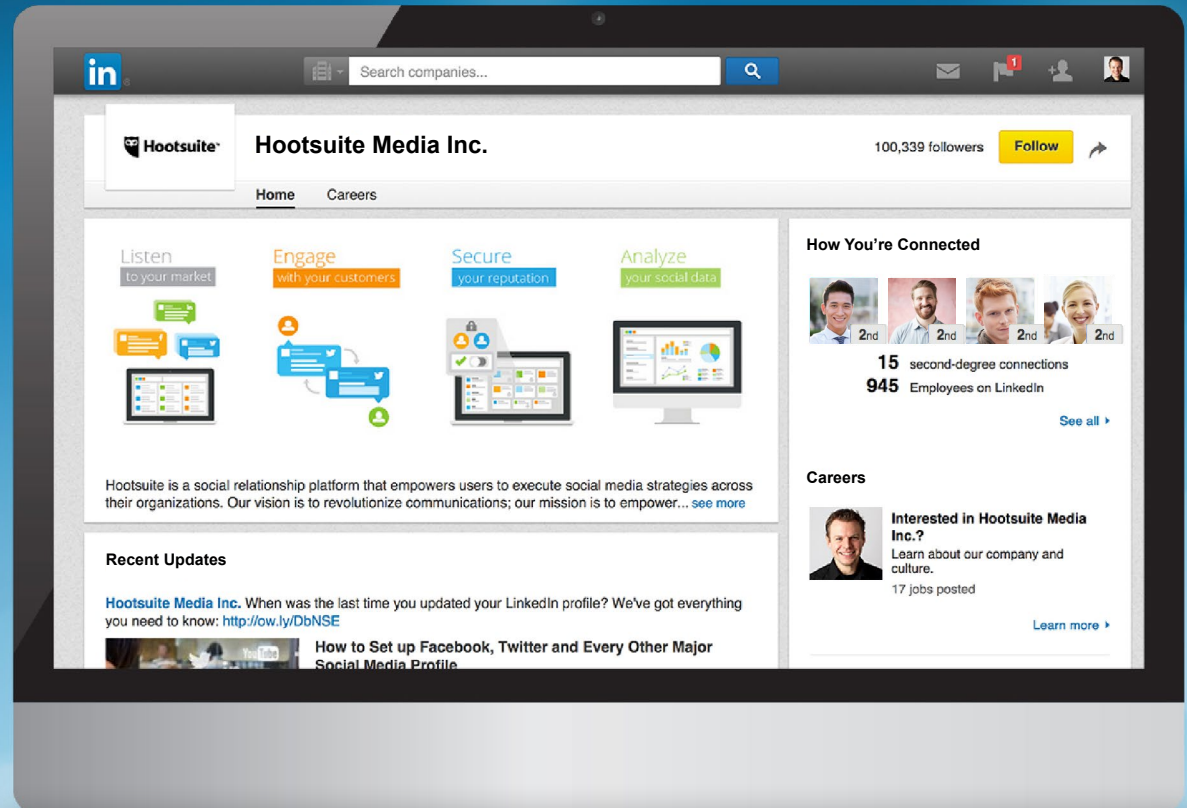
» Visit Evernote's Company Page



Hootsuite Media Inc.

Hootsuite is very familiar with their audience. By posting updates with helpful tips and insights around social media, they continuously provide value to their followers.

Tip: Share content that is valuable to your audience and answers questions or solves problems they may have.



Hootsuite Media Inc. To help you understand social media videos and increase your chances of getting your videos shared, we have created this complete guide to social videos and where it fits in your marketing plan. <http://ow.ly/EhVn1>



A Guide to Social Video, and Where it Fits in Your Marketing Plan

ow.ly • Here's how to include social videos in your social media marketing plan and how to use social video.

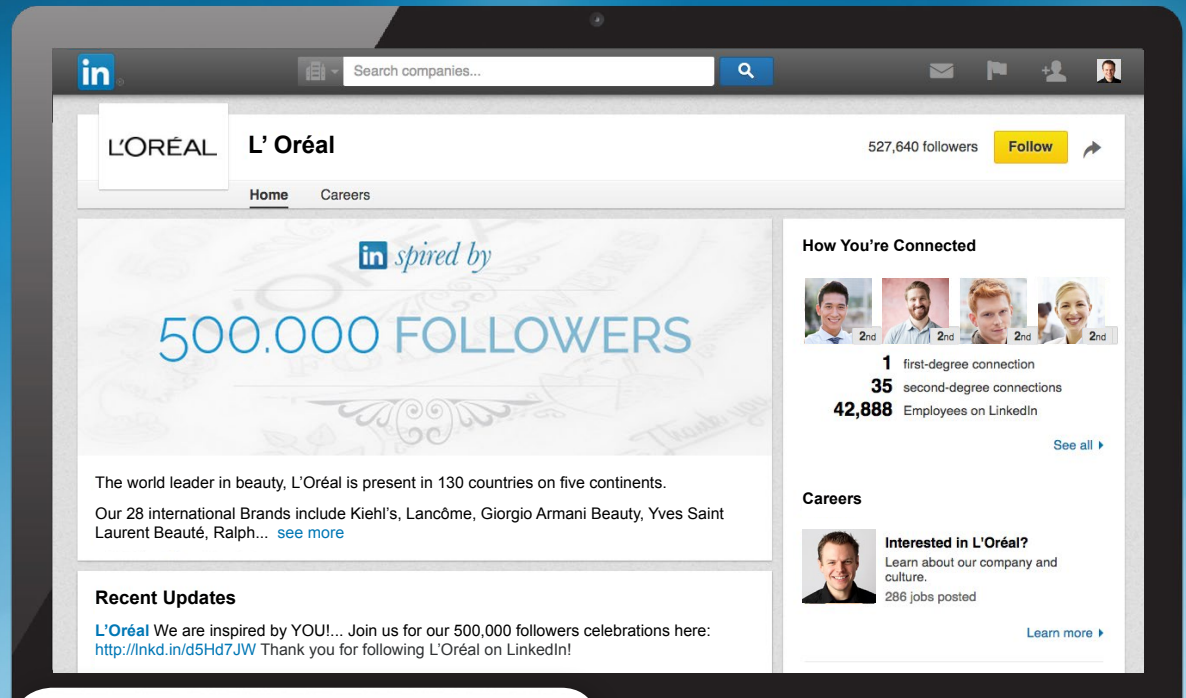
» Visit Hootsuite Media Inc.'s Company Page



L'Oréal

L'Oréal humanizes their brand and sparks conversations by asking questions and celebrating milestones with their followers.

Tip: Start discussions with and among your followers by asking questions, sharing short quizzes, and celebrating company wins.



L'Oréal What type of music makes you more productive?
Answer with your LinkedIn profile here: <http://lnkd.in/d/RJRqBE>



Like (92) · Comment (40) · Share · 5 days ago

Federica Galeazzi, Inès Prudent +90

See previous comments

Jane Doe soft electronic
1 day ago

John Doe Electronic
21 hours ago

L'Oréal We just passed 500,000 Followers on LinkedIn—and is the first surprise we have prepared! Thank you for following L'Oréal on LinkedIn!



Inspired by You! Thank You to our 500,000 L'Oréal Followers on LinkedIn #whatinspiresyou youtube.com • Where does your inspiration and motivation come from? As we celebrate 500,000 LinkedIn followers, discover our inspiration canvas...

» Visit L'Oréal's Company Page

Luxottica Group

Luxottica Group does an incredible job of getting the most from their Career Page. Not only do they post job openings, but they also share and upload content that highlights their company culture.

Tip: Attract top talent by leveraging the Careers Page on your Company Page.

WHO WE ARE

Luxottica aims to guarantee its employees the widest possible freedom of choice in exploring the organization. We believe that the real key to the company's success lies in the people's capacity to take on different roles within the organization.

Our headquarters are located in Milan and our career opportunities are all around the world.

Apply now to start a wonderful professional experience in Luxottica: we are waiting for you!

Luxottica Group Meet Anthea Muir, General Manager retail Optical of Greater China. From New Zealand through Australia and Shanghai, Anthea has been working in Luxottica for 17 years and she had 9 different leading roles in the company.

"Luxottica is the place where you can fulfill your dreams" / Meet Anthea Muir

luxottica.com • Are you wondering what being a Luxottica means?

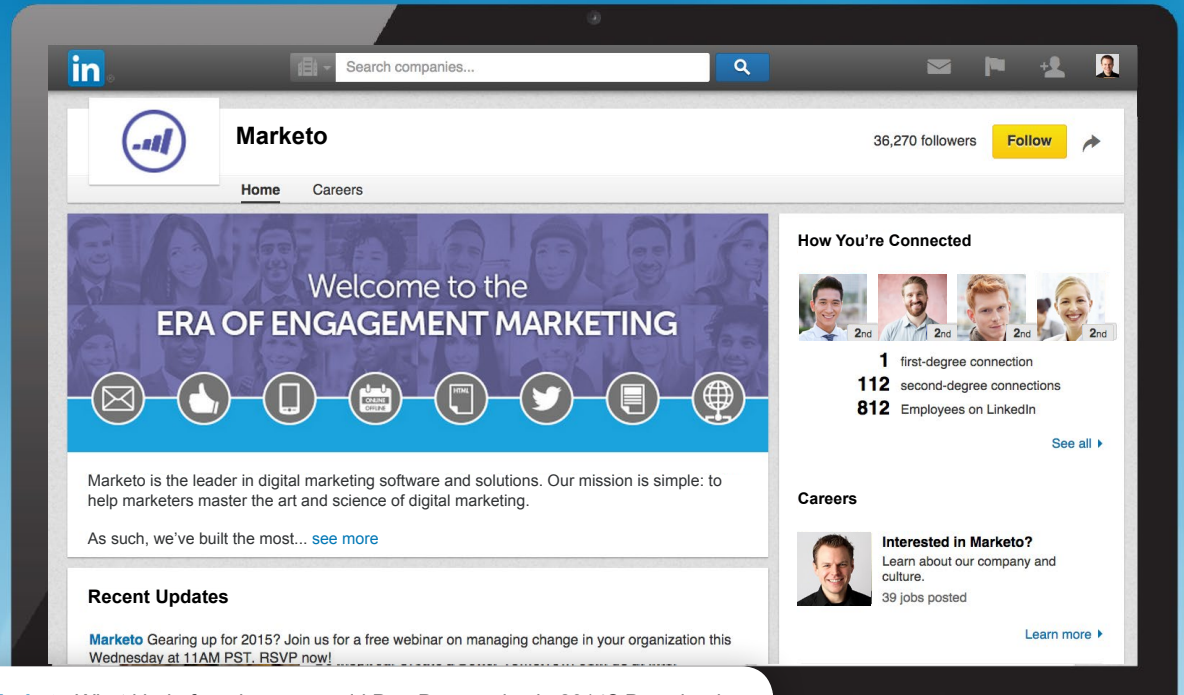
- » Visit Luxottica Group's Company Page
- » Visit Luxottica Group's Career Page



Marketo

When sharing content, Marketo adds additional value by including images or thumbnails that directly relate to the update.

Tip: Make sure the images or thumbnails posted with your updates are relevant to the content being shared, since they further convey your message.



Marketo What kind of card game would Don Draper play in 2014? Download the latest version of Cards Against Marketing Madness before your holiday party weekend begins!



Cards Against Marketing Madness – Marketo.com

marketo.com • If you're battling in the trenches of marketing mayhem, Cards Against Marketing Madness is your game.

Marketo Escape the grim reaper! Don't let these 4 productivity killers be the death of your content marketing programs.



4 Content Marketing Productivity Killers

blog.marketo.com • Being a content marketer is hard. Read on for the top 4 productivity killers and how you can rise above them.

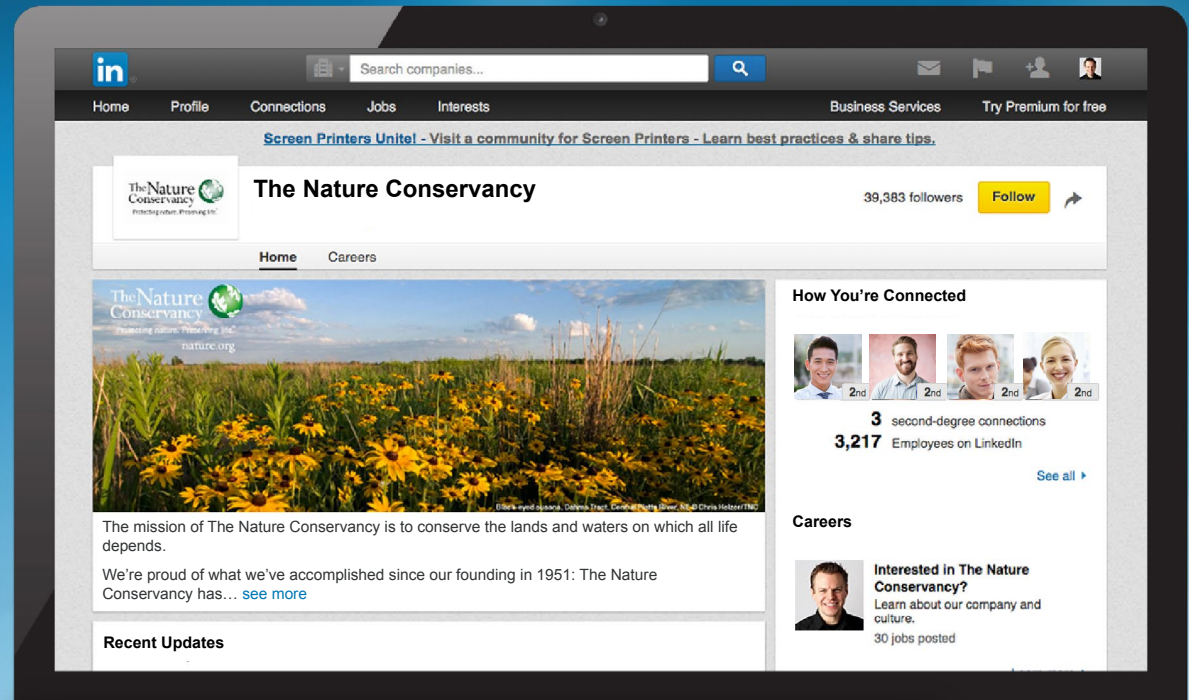
» Visit Marketo's Company Page



The Nature Conservancy

The Nature Conservancy drives engagement and ensures that their content stands out by posting compelling rich media or thumbnails.

Tip: Make your updates stand out by posting images or rich media that is eye-catching.



The Nature Conservancy Coral reefs reduce wave energy by 97% reducing risk of storms, sea level rise to 200 million people. New study; <http://nature.ly/1qAyetC>



The Nature Conservancy The Nature Conservancy and Neutrogena® Naturals want your support in protecting the earth's most precious resource: water. Do you know how much water you use in a day? <http://nature.ly/1uwWsb>



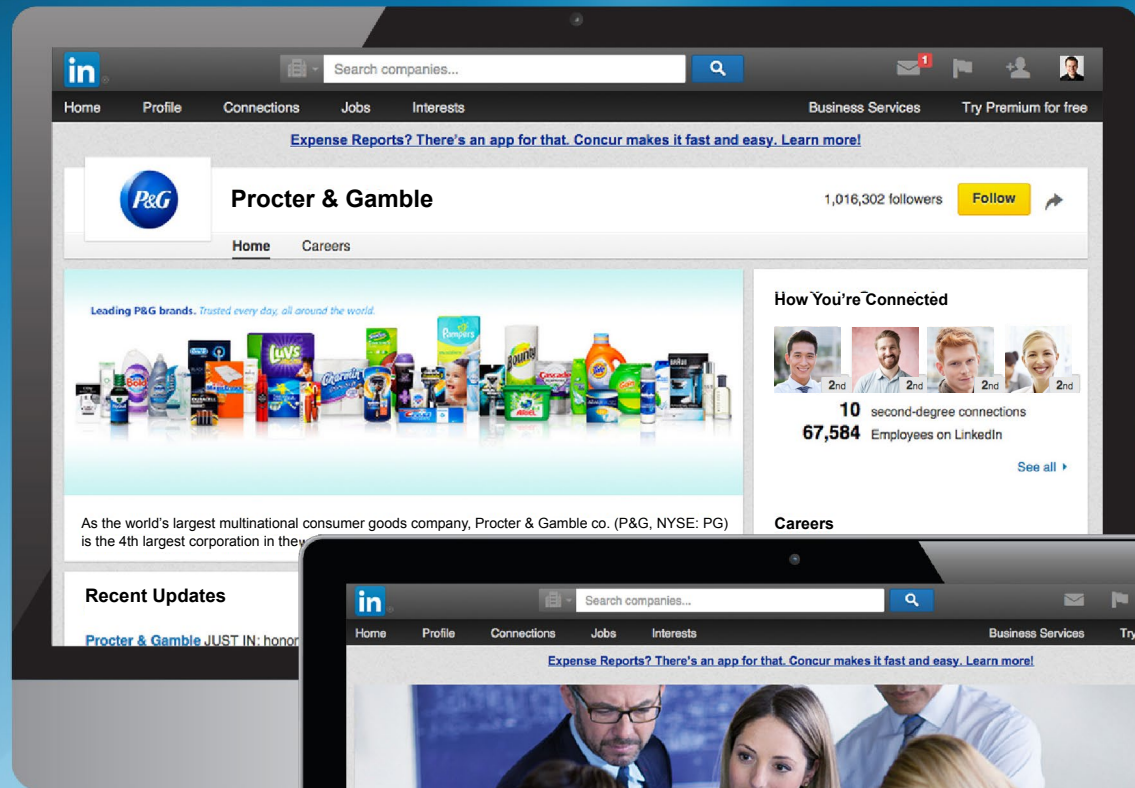
» Visit The Nature Conservancy's Company Page




Procter & Gamble

Procter & Gamble took a step further and created a Showcase Page for their Secret Deodorant brand. With a Company and Showcase Page, they're able to engage and share relevant content with their two target audiences.

Tip: Accentuate different business entities with a Showcase Page.



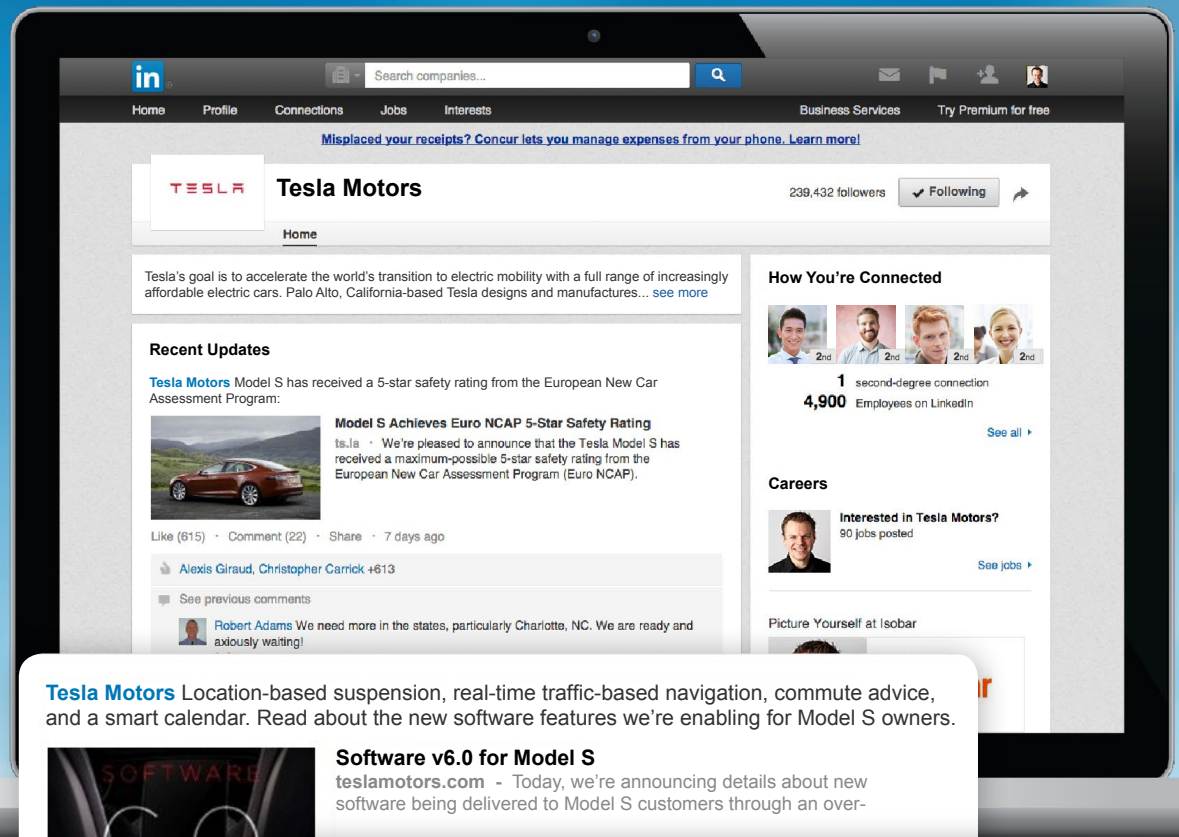
- » Visit Procter & Gamble's Company Page
- » Visit Secret Deodorant Showcase Page



Tesla Motors

Tesla Motors shares their latest announcements and gives a sneak peek of what's to come from their brand on their Company Page.

Tip: Leverage your updates to share exciting news and exclusive content about your company.



Tesla Motors Location-based suspension, real-time traffic-based navigation, commute advice, and a smart calendar. Read about the new software features we're enabling for Model S owners.



Software v6.0 for Model S

teslamotors.com - Today, we're announcing details about new software being delivered to Model S customers through an over-

Tesla Motors Tonight, we announced Dual Motor Model S and Autopilot. Available for order now: 60D, 85D, and P85D. P85D accelerates from 0 to 60 mph in 3.2 seconds. The fastest accelerating production four-door car ever. 60D and 85D provide all wheel traction and gain 10 miles of highway range compared to their rear motor Model S counterparts. Every new Model S has Autopilot hardware. More details to come.



Model S Design Studio | Tesla Motors

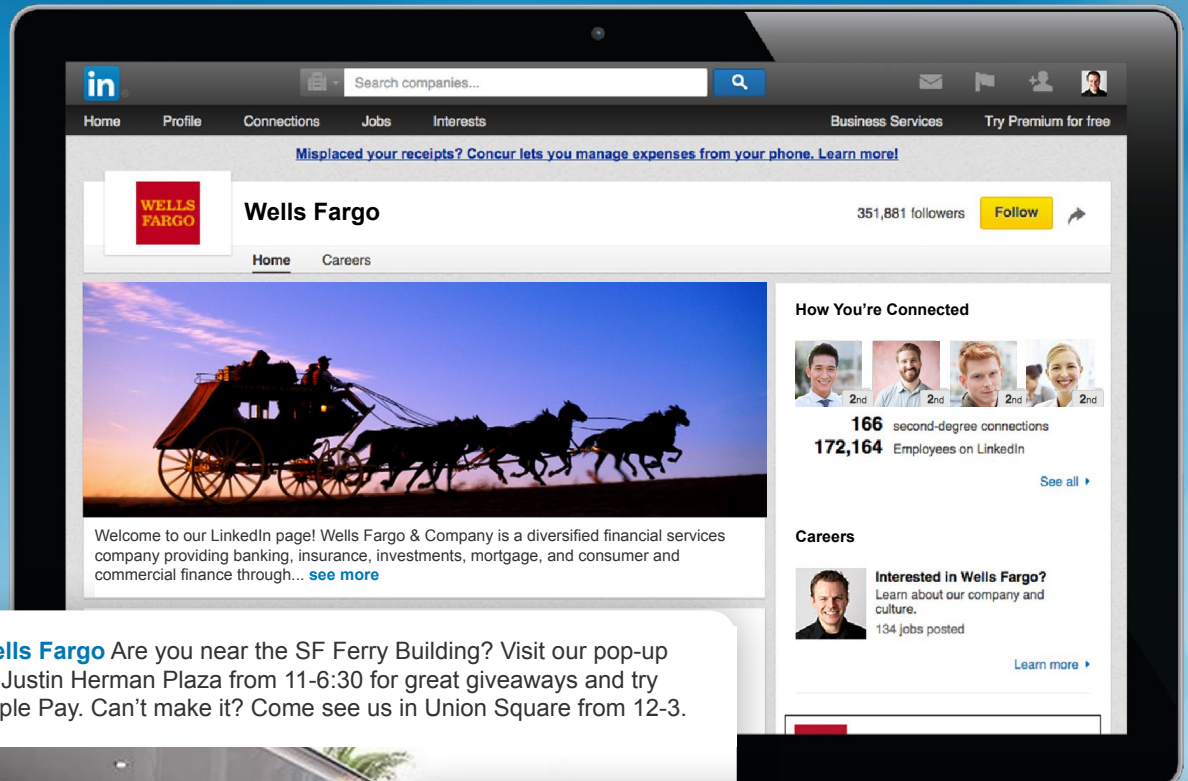
teslamotors.com - Model S is the world's first premium electric sedan. Designed from the ground up as an electric car, Model S provides an unprecedented driving range of up to 300 miles and can accelerate from 0 to 60 in 5.6 seconds without burning a drop of...

» Visit Tesla Motors' Company Page

Wells Fargo




Instead of sharing every update with all of their followers, Wells Fargo targets updates by location to deliver a more relevant and localized experience. Target by company size, industry, function, seniority, geography, and language preference.

Tip: Make your content even more relevant by leveraging targeted updates.



Wells Fargo Are you near the SF Ferry Building? Visit our pop-up @ Justin Herman Plaza from 11-6:30 for great giveaways and try Apple Pay. Can't make it? Come see us in Union Square from 12-3.



Get a great giveaway—
on your lunch break.   

Wells Fargo Turning passion into action, a team in Iowa is helping refugees pave a pathway to success. Read their story.



Banking for refugees and paving a pathway to financial success
stories.wellsfargobank.com - With help from a volunteer, Wells Fargo hired a refugee from Burma to provide specialized banking for refugees

» Visit Wells Fargo's Company Page

Want to take your Company Page to the next level? Try putting the 10 tips from these pages to use, and your page may just land a spot on next year's list!

For even more tips and insights, access all of our Company Page content [here](#).