LinkedIn Product Pages Roll Out for Company Pages

LinkedIn officially debuted LinkedIn Product Pages Tuesday, providing a dedicated tab on company pages for companies to nurture conversations about and build brand affinity for their products. The professional network said it already has more than 10,000 LinkedIn Product Pages across the business-to-business software category, with plans to add more industries in 2021. LinkedIn pointed… https://www.adweek.com/digital/linkedin-product-pages-roll-out-for-company-pages/