

CORPORATE BRANDING STRATEGIES ON LINKEDIN

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Abstract

Nowadays, we can say that LinkedIn has become a key platform for the strategic development of corporate brands. LinkedIn offers practical strategies and clear recommendations on how to set the frequency and content of posts to help businesses address common challenges and strengthen their online presence. Organizations can use LinkedIn corporate branding to enhance their visibility, while emphasizing the importance of strategic communication and consistent content in building trust and reputation in the online environment. Corporate branding on LinkedIn represents a strategic process of building a corporate identity in the professional social network environment. The main goal of our work is to provide practical recommendations for organizations that want to better use LinkedIn to build employer branding, corporate reputation, and employee support.

Keywords: LinkedIn, corporate branding, reputation management, employer branding

JEL classification: O360, O350, O140.

INTRODUCTION

Over the past few decades, branding practices have undergone significant transformations, moving away from traditional advertising channels towards interactive digital platforms. In a changing environment, organizations are no longer relying solely on mass communication, but are focusing more on building relationships, trust, and truly engaging audiences. Among social media platforms, LinkedIn has become the leading space for strategic brand management and professional communication. With more than 875 million users worldwide, it provides a professional environment that enables companies to strengthen their corporate image, establish thought leadership, and build reputation through trust-based interaction and expert-driven content. This paper explores LinkedIn's role as a strategic platform for corporate branding, focusing on three essential dimensions: employer branding, reputation management and employee advocacy. LinkedIn is a Web 2.0-based platform that enables interactive communication and supports organizations in shifting from one-way messaging to continuous professional engagement and corporate branding within a business network (Kaplan & Haenlein 2010). It presents practical recommendations that help organizations structure their communication, engage internal stakeholders, and strengthen brand authenticity through consistent and transparent online activity.

1. MATERIALS AND METHODS OF WORK

The primary objective of this study is to examine the role and importance of corporate branding strategies on LinkedIn in building and strengthening an organization's online presence. The study aims to analyze how strategic communication, content quality, posting frequency, and consistency of corporate messages contribute to increasing brand visibility, credibility, and reputation within the professional digital environment. The research is based on the review of scientific and professional literature and uses general scientific methods. The data used in this study were obtained from the global platform Statista and were used to analyze brand positioning within the relevant sector, including a statistical assessment of LinkedIn product market growth. STATISTA provides access to a comprehensive range of international statistics and market data. Comparative analysis is used to evaluate the relationship between strategic content planning and the effectiveness of corporate branding activities on LinkedIn.

2. CORPORATE BRANDING ON LINKEDIN: THEORETICAL FRAMEWORK AND ANALYSIS

Corporate branding on LinkedIn represents a strategic process of constructing and communicating organizational identity within a professional digital environment. In contemporary digital communication, branding is no longer limited to visual identity or promotional messaging, but increasingly involves continuous interaction with stakeholders, positioning of expertise, and reinforcement of organizational legitimacy. LinkedIn enables organizations to systematically communicate through consistent content, professional engagement, and visibility within industry networks. In this sense, the platform functions as a space for the creation of symbolic value, where perception and credibility are shaped through continuous communication. On the analytical side, empirical and conceptual insights from LinkedIn suggest that organizations that maintain consistent communication tend to achieve stronger recognition and more stable relationships with stakeholders. We can divide the future prospects for LinkedIn into two groups. First, an excessive focus on content frequency can lead to reduced content quality and a loss of authenticity. Second, corporate branding results depend in part on algorithmic systems that organizations cannot fully control, which introduces uncertainty into strategic communication planning.

Third, reputation is a broader concept than online visibility and is also influenced by organizational performance, stakeholder experience, and long-term consistency between communicated and actual behavior.

3. EMPLOYER BRANDING THROUGH LINKEDIN

Employer branding is a strategic approach aimed at positioning organizations as attractive workplaces to secure and retain skilled talent. LinkedIn uniquely facilitates this process by allowing organizations, including SMEs, to communicate their corporate culture, core values, and distinctive benefits effectively, despite resource constraints (Monteiro et al., 2020). LinkedIn's dedicated company pages, career sections, and employee storytelling features serve as essential tools for building an employer reputation based on transparency and engagement. Branding is primarily built through long-term relationships, trust, and consistent value creation, highlighting the need for an integrated, forward-looking framework that aligns brand strategy with global market dynamics and stakeholder expectations (Marvi R. et al., 2024). Regularly updated content highlighting workplace culture, success stories, and employee experiences attracts potential candidates and strengthens existing employee loyalty (Singh, 2021). We recommend companies to specifically focus on:

- Regularly updating the corporate LinkedIn page (weekly): Post new job openings, company news, team achievements, and recent awards consistently to showcase an active organizational environment.
- Sharing authentic employee experiences (bi-monthly): Publish engaging narratives or short videos highlighting employee stories, career progression, and genuine reflections of workplace culture.
- Promoting corporate culture and values (monthly): Clearly articulate the organization's core values, diversity and inclusion policies, and corporate social responsibility initiatives to attract value-aligned talent.
- Employee Advocacy program (ongoing): Encourage employees to regularly share positive experiences, company content, and job postings from their personal LinkedIn profiles, amplifying brand reach and credibility.

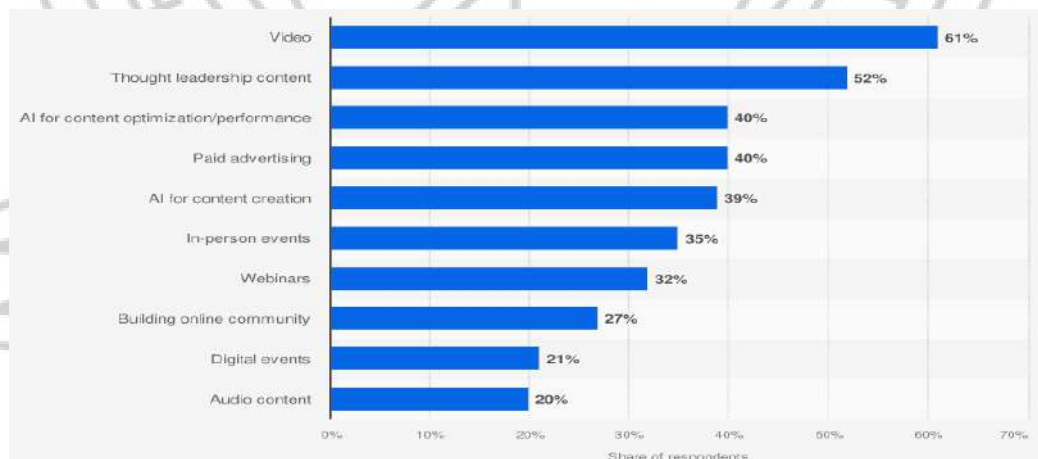


Figure 1: Leading areas attracting organizations' investments in 2025 according to business-to-business (B2B) content marketers worldwide as of August 2024

Source: In Statista, <https://www.statista.com/statistics/1286879/content-marketing-areas-investment-b2b-marketers/>

As of August 2024, approximately 61 percent of business-to-business (B2B) content marketers surveyed worldwide (but predominantly based in North America) included video among the areas attracting more investments from their organizations in 2025 than in the previous year. Thought leadership ranked second, mentioned by 52 percent, while artificial intelligence (AI) for content optimization/performance and paid advertising tied for third, each cited by 40 percent of respondents. AI for content creation rounded out the top five, selected by 39 percent of the participants (Statista, 2026).

3.1. CORPORATE BRAND DEVELOPMENT ON LINKEDIN

LinkedIn offers an exceptional opportunity for companies to develop and strengthen their corporate brands. Effective strategies include publishing expert analyses, industry insights, and case studies using LinkedIn Pulse and other native publishing tools. Employer branding is not a universal concept, but rather varies depending on context, industry, and cultural conditions, which requires tailored communication strategies (Hein et al., 2025). These activities build long-term trust among clients, partners, and stakeholders by reinforcing authority and relevance. These activities significantly increase corporate visibility and credibility, establishing long-term trust among industry peers, potential clients, and partners.

Recommendations for firms include:

- Publishing authoritative thought leadership content (bi-weekly): Regularly create insightful articles and detailed industry analyses to position the company as an expert and thought leader.
- Leveraging visually appealing multimedia content (weekly): Utilize infographics, professional videos, or slide presentations to attract higher engagement from professional audiences.
- Participating actively in professional LinkedIn groups (weekly): Engage meaningfully in discussions, provide expert comments, and respond actively to industry-related topics, strengthening professional relationships and authority.
- Maintaining a structured content calendar (monthly planning, weekly execution): Plan content strategically around industry events, trends, and company milestones to maintain consistency and relevance.

4. REPUTATION MANAGEMENT ON LINKEDIN

Effective reputation management is essential for sustained organizational success. LinkedIn provides powerful tools to actively manage a company's reputation by offering an environment conducive to proactive engagement and transparent communication. Regular sharing of relevant and valuable content, active participation in industry discussions, and responsive management of feedback are critical strategies (Şirzad, 2022). Organizations can strengthen their reputation by showcasing achievements, publishing leadership insights, and responding promptly to comments or inquiries. LinkedIn marketing enhances engagement, improves brand visibility, and strengthens overall digital positioning by making corporate communication more attractive and effective (Agrawal A., 2025). This proactive approach helps mitigate risks, address potential misperceptions, and foster stakeholder trust.

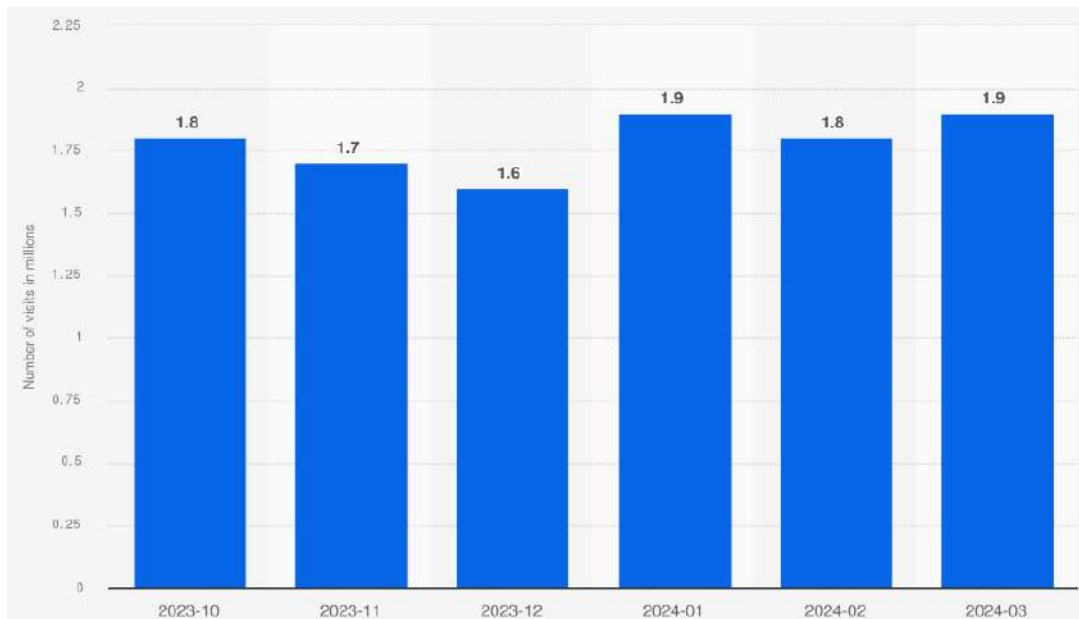


Figure 2: Worldwide visits to LinkedIn.com from October 2023 to March 2024 (*in billions*)

Source: *Statista* from <https://www.statista.com/statistics/274052/number-of-unique-visitors-to-linkedin/>

The graph shows a slight decline in LinkedIn traffic from October (1.8 billion) to December 2023 (1.6 billion). In January 2024, there was an increase to 1.9 billion, likely due to New Year's activity. In March 2024, close to 1.9 billion unique global visitors had visited LinkedIn.com. LinkedIn is an employment-oriented online service and social network.

Our specific recommendations are:

- Monitoring and responding proactively to LinkedIn interactions (daily): Quickly respond to comments, questions, or feedback within 24 hours to maintain transparency and demonstrate strong customer orientation.
- Consistent sharing of corporate achievements and positive news (weekly): Highlight company milestones, successes, client case studies, and employee achievements to reinforce a positive corporate image.
- Regular analysis of engagement using LinkedIn analytics (monthly): Assess content effectiveness, identify areas for improvement, and continually refine messaging based on audience insights.
- Involvement of senior management (1–2 times monthly): Senior leaders should publish personal insights, industry analyses, and market trend opinions, fostering trust, authority, and credibility among stakeholders.

4.1. EMPLOYEE ADVOCACY ON LINKEDIN

Employee advocacy involves employees actively sharing and promoting corporate content through their personal LinkedIn profiles. This approach significantly amplifies corporate visibility and credibility. Structured employee advocacy programs extend reach, create genuine engagements, and effectively enhance overall brand perception (Thomas, 2020). Companies implementing structured employee advocacy programs typically provide comprehensive guidelines, training, and support.

Such initiatives empower employees as brand ambassadors, significantly extending the brand's authentic reach and resonance, especially advantageous for SMEs competing with larger corporations.

5. DISCUSSION

Corporate branding on LinkedIn has become a significant element of digital communication worldwide, enabling organizations to strengthen visibility, credibility, and stakeholder engagement through professional content and consistent communication. While frequent posting is often associated with greater visibility, an excessive focus on publication frequency may reduce content quality and audience engagement. Furthermore, branding outcomes are influenced by platform algorithms, meaning that organizational success is partly dependent on factors beyond managerial control. It is also important to question the assumption that a strong LinkedIn presence automatically leads to a stronger corporate reputation. Reputation is shaped not only by online communication but also by organizational performance, stakeholder experiences, and consistency across multiple communication channels. Therefore, LinkedIn should be viewed as one component of a broader corporate branding strategy. Finally, the increasing standardization of LinkedIn communication presents a challenge for organizations. We can conclude that while adopting common professional formats can increase credibility, it can also limit brand differentiation. Companies must balance professional norms with authenticity and a recognizable corporate identity.

CONCLUSION

Corporate branding on LinkedIn is a valuable strategic tool for enhancing organizational visibility, credibility, and reputation. Its effectiveness depends not only on posting frequency but also on the quality, relevance, and consistency of communication. Through strategic storytelling, thought leadership, and active engagement with professional communities, organizations can strengthen trust, expertise, and market credibility. However, sustainable corporate branding requires more than platform presence alone; it depends on aligning organizational values, strategic objectives, and stakeholder expectations through an integrated and systematic approach to communication and reputation management. Timely responses, attentive listening, and regular sharing of results or milestones contribute to shaping a positive public image and strengthening brand loyalty. If leaders themselves are involved in the content, for example through personal posts or statements, the company's communication will become more natural and it will be easier to gain people's trust. Employee advocacy has become one of the most powerful strategies for companies looking to organically expand their reach in recent years. In an environment where people trust people more than logos, the authentic voice of employees carries more weight than any corporate campaign.

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