

Social Selling

Rocket Fuel for Revenue Growth



INTRODUCTION

On July 20th, 1969, Neil Armstrong took that important first step onto the surface of the moon. This feat of human ingenuity kick-started many other modern inventions and innovations in an era of rapid technological change. The world continues to evolve—and B2B sales and marketing techniques are changing right along with it.

With the rise of social media and the vast Google empire, your organization may need to adjust its marketing strategy to align with the needs and challenges of today's buyer. Just as Apollo 11 penetrated the stratosphere to ultimately land on the moon, modern marketers are social-selling pioneers working to redefine the purchasing process.

In this era of Snapchat, Twitter, and Insta-everything, companies have increasingly embraced social selling as a key component of making their presence known. Cold calls and email batch-and-blasts just aren't cutting it in the modern marketplace, evidenced by the fact that half of all revenue is influenced by social selling in at least fourteen of today's top industries.

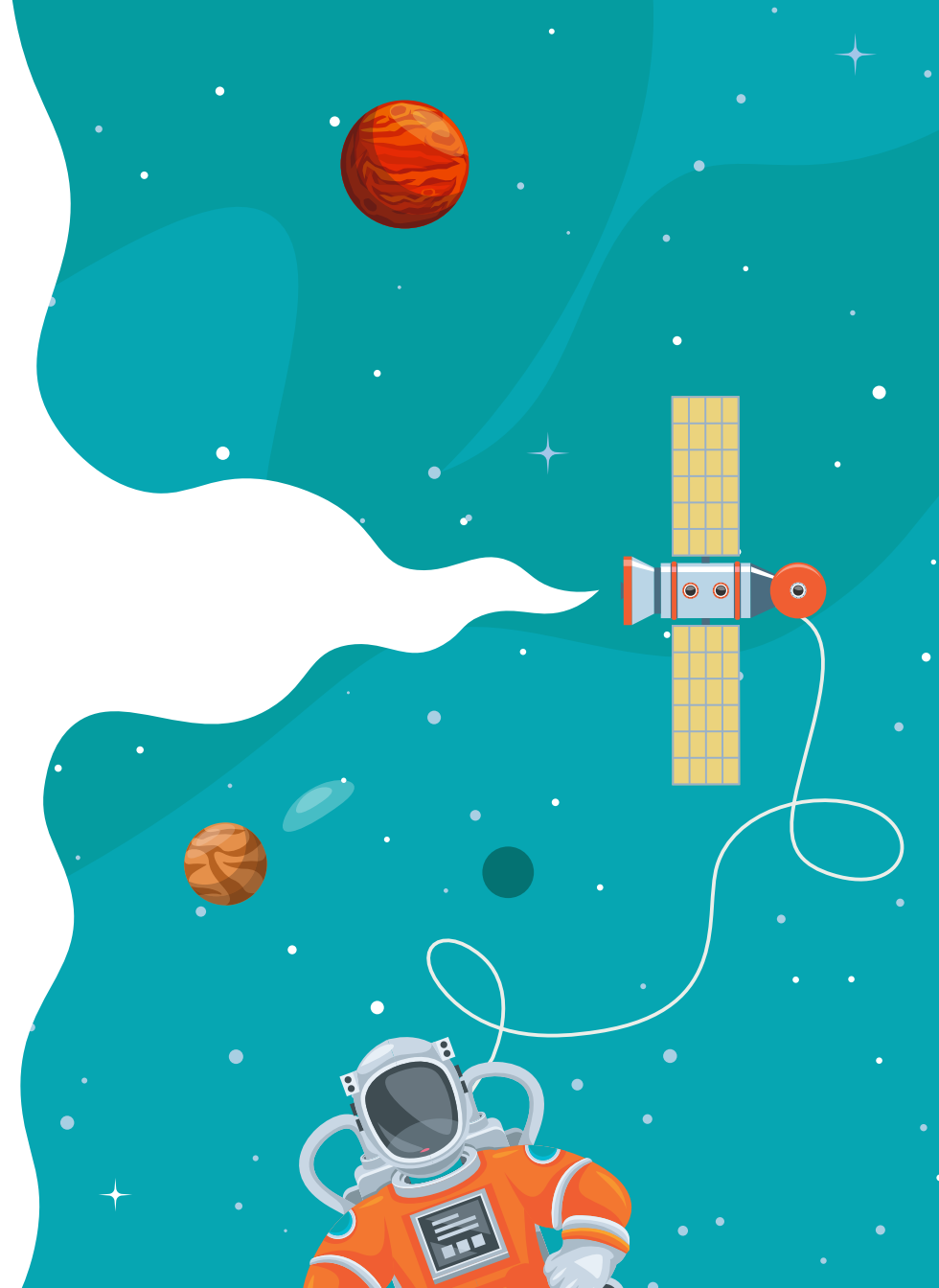
Many organizations have taken to social media to promote brand awareness and increase opportunities, with platforms like LinkedIn and Facebook incredibly effective in connecting with potential buyers. But when you take that first small step (or giant leap) towards a social selling strategy, you must be mindful of your messaging and methodology.

This is a high-level overview touching on multiple facets of social selling. Let this be your guide to implementing a successful social selling strategy at your organization.



WHAT WE'LL EXPLORE

- ✓ Fundamentals of social selling
- ✓ Messaging techniques
- ✓ Practical tactics you can apply
- ✓ Social selling Dos and Don'ts
- ✓ Changes in B2B buying and selling processes
- ✓ How to optimize your social selling strategy with intent data
- ✓ Lead scoring and alignment
- ✓ The 3 R's of social selling



THE NITTY-GRITTY

A social-selling strategy enables you to:

- **Educate prospects and clients** about your brand, solutions, and services
- **Become a thought leader** in your industry
- **Grow your professional social network**

An effective social selling strategy is well-planned, well-executed, and offers value. This means you need to share relevant content with your intended audience that educates and inspires. By using strategically-created content that provides value, you will generate a robust social footprint that can be identified by prospects.

Your strategy should include personal content that humanizes your brand, industry content that speaks to your credibility as a subject matter expert, and branded content that drives prospects and clients to your website.

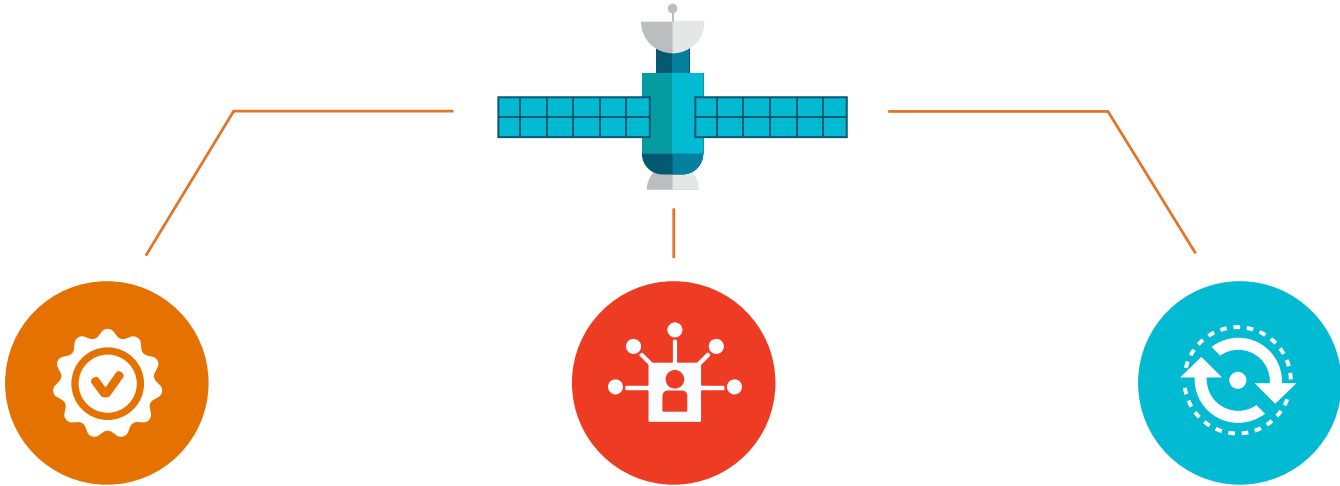
However, social selling is not just about serving up

content all day. The most crucial component of social selling is to engage your prospects and professional network. This means using social connectors such as likes, comments, and messages to start a conversation. Using these connectors will help you build trust and establish familiarity with your brand—so you can create healthy, meaningful relationships with your prospects.



MIND YOUR MESSAGING

A few things for your sales team to keep in mind when communicating via social platforms:



Be authentic and mindful when engaging with a prospect.

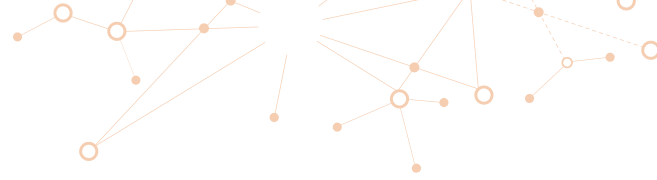
This is not the place to come
in with a cold pitch.

Personal brand matters.

Posts should align with your brand
and help establish your credibility
as a subject matter expert.

Consistency is key.

Make sure that what is
shared is consistent across
social platforms.



TRY THESE TACTICS

LinkedIn's Global Senior Manager of Social Marketing, Koka Sexton, defines social selling as "leveraging your professional brand to fill your pipeline with the right people, insights and relationships." Social selling is not a one-time event or a stand-alone sales tactic, but a series of engagements to build trust and credibility that fosters a personal bond.



Build Expertise

Social media is the perfect venue for prospects to seek out experts for direction and options for possible solutions. When interacting with prospects on social platforms, represent your company as a trusted advisor for client questions, concerns, and purchase decisions.



Personalize your message

Research and take into consideration specific insights such as: company news and latest achievements, organizational changes, and company needs and challenges. Use these insights to connect with each member of the buying group with personalized messaging.



Develop trusting relationships

It takes *people* to build relationships, earn trust and inspire confidence in your product or service. The meaningful and personal connections you have with prospects and buyers creates a memorable customer experience and new opportunities.

SIX SOCIAL SELLING 'DOS AND DON'TS'

DO

**Use social selling as part of a multi-layered approach (ABM, intent, etc.)**

This will boost the conversion rate of your socially-targeted accounts.

**Use facts and reference sources to build credibility.**

This will help establish your reputation as a subject matter expert.

**Think twice before pressing the “send” or “post” button.**

Ask yourself: does this provide value to my prospects, organization, and personal brand?

**Use the same profile picture across all social platforms.**

This works to establish your personal brand and makes you easily recognizable to prospects.

**Practice an account-based strategy with target accounts.**

Know who you're targeting and why.

**Define clear-cut goals and metrics**

It is essential that you determine what success will look like and how you will measure it.

DON'T

**Rely solely on social selling without knowing who you're targeting.**

Logging into Facebook and messaging everyone wearing a suit in their profile picture is not a professional social selling strategy.

**Make false or unverified claims.**

In this age of fastidious fact-checking, this can permanently hinder your credibility.

**Post content that can damage your brand.**

This isn't rocket-science... but social media is not forgiving and it never forgets.

**Post pictures that would be considered 'unprofessional'.**

All images should positively represent your organization and personal brand.

**Waste time browsing on social media.**

Make sure to be strategic with your time and attention.

**Go in without goals in mind**

It is impossible to determine ROI and optimize your strategy without goals and metrics in place.

A NEW DAY FOR B2B MARKETING

Each morning as the sun rises, so does the bar for your sales team to prioritize their time better and serve as consultants in the product selection process. Competition in today's market is fierce, and only the savvy will survive. To keep up, organizations need to be more strategic than ever before with an omnichannel marketing approach.

Prospects now utilize the internet to conduct independent research and consume brand and product info while browsing on social media. All this information works together and ultimately influences their decisions, effectively mirroring how a product is selected and purchased in their personal life. As a result, traditional sales methods are becoming obsolete. Nobody has ever bought a pair of shoes after reading a whitepaper.

Considering that 92% of buyers trust referrals from people they know, channels like Facebook's news feed are increasingly important avenues to promote your brand.

However; while social media mentions, testimonials, and reviews are beneficial means of generating significant interest, you can also produce relevant content and media to be shared across the web (along with your company's brand and message).

Without a doubt, the most significant resource for social-sellers is LinkedIn. According to Hubspot's research, LinkedIn generates 3x more conversions than Twitter and Facebook combined. LinkedIn currently has more than 500 million users and 1.8 million groups, giving you exponential amounts of opportunities for networking and referrals. Connecting with prospects via LinkedIn is now one of the most effective and efficient methods to foster relationships, share business interests, and offer service or product values.



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of buyers trust referrals from people they know.

The time has come for a shift in strategy from the old pitch-based sales techniques to data-driven, socially-enabled campaigns.

THE INVASION OF INTENT

We're all-too-familiar with feelings that *"we need more leads in our pipeline"* or *"we're having trouble reaching the right people at the right time."*

Potential opportunities may show some initial interest, but they fall into the 'lead black hole' when the lead goes cold. There are an infinite number of plausible reasons why, (maybe the timing was off, or their internal strategy changed) and this may cause your sales team to deem them perpetually not ready. You probably feel like you've done all you can to reach out, and the ball is now in their court. You might have sent out a couple of emails, had one conversation, and think, "This is it. They know my product—and when they're ready, they will come."

The odds of that happening are probably lower than the odds of a meteor falling out of the sky and striking you as you're reading this article. And this type of thinking hinders your growth efforts.

Social selling platforms like LinkedIn are ideal for prospecting and identifying opportunities. However,



INTENT DATA CAN BE ROCKET FUEL FOR SOCIAL SELLING

At Televerde, we use intent data to increase the quality and quantity of deliverables for ourselves and our clients in three significant ways:

1. **Identify accounts** to prospect into
2. **Identify the right time** to reach out to a prospect
3. **Identify key topics** to cover during conversations with prospects

Implementing third-party intent data into your social selling strategy can help you gain actionable insights into exactly who's in the market and why. It gives you valuable behavior-based data on your prospects, specifically surrounding the actions people at an organization are taking online to link them to an issue or pain point your solution can solve.

Insight into which accounts are in the market enables you to treat all contacts within that account like they are the ones doing the search.

Using information gathered from intent data, you'll have the capability to reach potential customers earlier in

the buyer's journey to educate and guide them towards your solution. It gives you a head-start on potential customers before your competitors even know they're interested.

Use intent data to:

- **Coordinate marketing and sales** when identifying buyer behavior that indicates hotter leads and establishes sales alerts based on these behaviors.
- **Make it easy for sales to sort leads by priority** in the CRM system, enabling them to focus on the most sales-ready leads.
- **Enable salespeople to view the companies in their specific territories that visit your website** and to access the essential contacts at each organization within the CRM system.

If your sales team is the center of gravity for your organization, intent data allows you to pull qualified prospects into orbit; and your social selling strategy enables you to bring new business down to the surface.



THE SALES AND MARKETING STARS ARE ALIGNED

Lead scoring is a vital component of any successful sales or marketing strategy. And with lead scoring, sales and marketing alignment is critical; as both teams must agree precisely what deems a prospect sales-ready. Whether it's by phone, email, or social media—every interaction matters and should be scored accordingly. For example, is there a top-of-funnel interest, or are they heavily engaged and ready for the next steps?

Establishing lead scoring thresholds can help you to identify when marketing needs to continue nurturing a prospect. As a result, your sales team can better prioritize their time and focus attention on closing deals and driving revenue for your organization.

Until recently, marketers have not had the technology necessary to score social activities. Today, there are plugins for most of the popular marketing automation

platforms that allow social intent data to be matched with the leads in your marketing automation system.

The only question is whether you can collect this data in a meaningful way and integrate it into your lead scoring and social selling strategies.



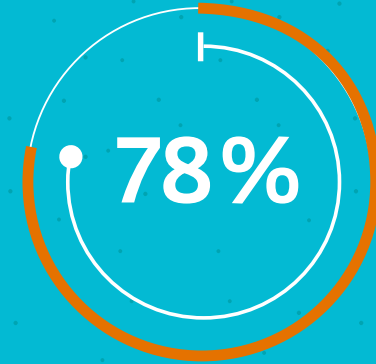
THE THREE R'S OF SOCIAL SELLING

A recent Nielsen study discovered that up to 30% of marketing dollars are downright wasted because the message doesn't reach or resonate with the intended audience. So here at Televerde, we optimize our social selling strategy with intent data as a solution to client reach, resonance, and reaction.

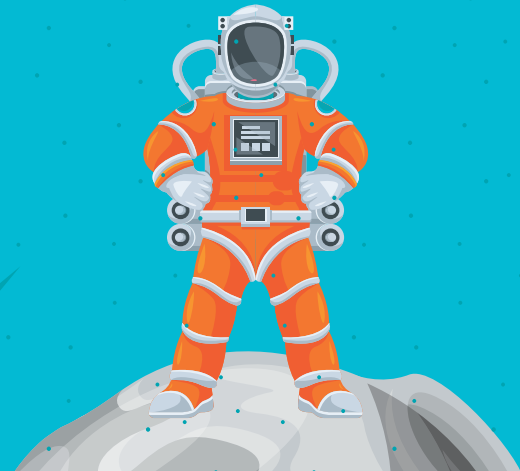
Reach:

Evidenced by the fact that social sellers outsell colleagues who don't use social media by 78%, social selling is a proven way to infiltrate those hard-to-reach prospects. It enables you to bypass gatekeepers and connect with your target audience on neutral territory—allowing you to tear down those invisible walls and engage your prospects in a way they are comfortable with.

Social selling can also help you spread your brand's message while respecting GDPR, GRC, and privacy regulations, as it's getting increasingly difficult to communicate within compliance.



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Resonance:

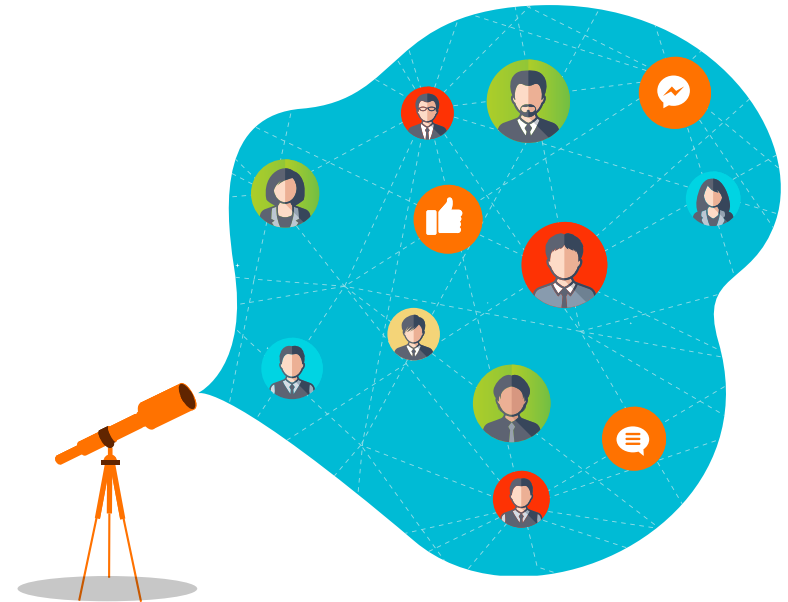
A social selling strategy optimized with intent data is a surefire way to ensure your message is resonating with the right people. Social platforms are a preferred means of communication across the board, and intent data gives you the assurance that you're reaching out to prospects who are likely to convert.

When you are correctly using intent data to inform your social selling strategy, you increase the chances of your campaign and messaging's effectiveness because you're getting in touch with the right people, at the right time, with the right message. It's a work smarter, not harder approach that is especially useful for teams with limited resources.

Reaction:

Social selling gives you visibility into your clients' responses to your products and services on an open and honest forum. And in the eyes of your prospects, an objective Facebook or Instagram post praising your organization will be perceived as more credible than any multi-million-dollar ad campaign.

One way to boost reaction is to encourage employee advocacy on social media as a way to spread your company's message (e.g., life@YOURORGANIZATION posts) and promote your brand. Employee advocacy platforms like EveryoneSocial and Bambu can help you provide company-branded content for employees to share on social platforms easily.



THE TIMES THEY ARE A-CHANGIN.'

In the past few decades, the B2B buying process has fundamentally transformed. Sales strategies are going through a social-media revolution, and it's a matter of adapt or die.

Re-think your sales and marketing strategy and implement social-selling to accelerate sales—and watch your footprint in the market become a force to be reckoned with.

Want to know more? Contact our team today!

[Get in Touch](#)

