



Social Media and Sales





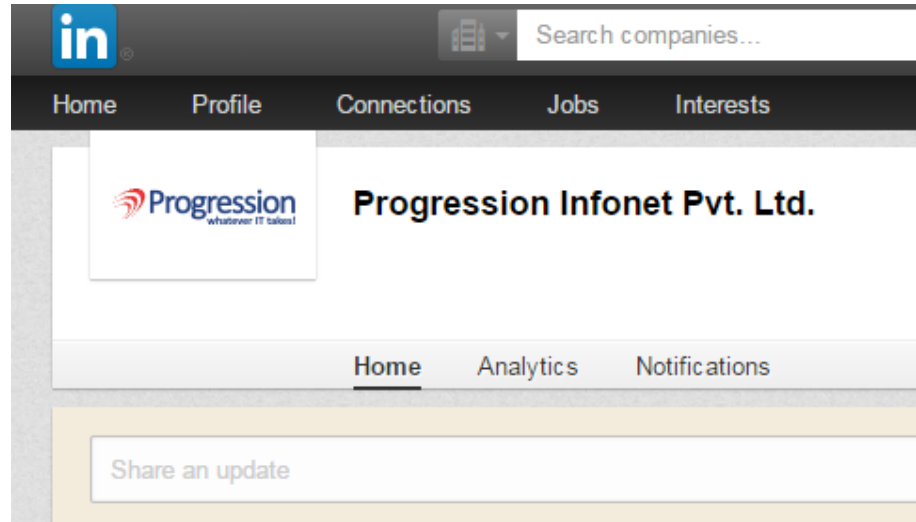
Content

- How to use Social Media to Make Sales
- How can Facebook and Twitter work for you?
- LinkedIn is the place to be!
- Mistakes that you should never do on LinkedIn
- What to do now on LinkedIn?

1. Join a Community and create a persona

How?

- Spend some time with the tool- FB, Twitter and LinkedIn
- Have a likeable and trustworthy persona
- Your online activity decides if I wish to do business with you.
- Quality of your network decides how amiable you are!



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2. Determine the Best Way to Connect with Prospects

Choose the platform wisely

- In general, Facebook is the best place for B2C sales
- LinkedIn is the appropriate platform for sales of B2B products and services
- Twitter can be used for all kind of sales
- Don't restrict yourself to these three platforms. Do talk where relevant conversation is happening



3. Connect

Don't be shy!

- Friend, follow or connect with individuals with profiles that match your clients'
- Conduct a search in each platform or use **socialmention.com** to find people who are talking about your industry or using related keywords
- Comment, retweet, answer a question or share something with them. You can always use the content available on our website.
- You are adding value to their network by talking- and this makes natural for you to follow them and for them to follow you back



4. Build a relationship

Good relationship turns into leads!

- Listen to what they are saying and you should be able to have a meaningful conversation with them
- Once a conversation is built you can tell the prospect about your product and services, something they want



5. Engage in Conversation

Engage... Solve their Problems!

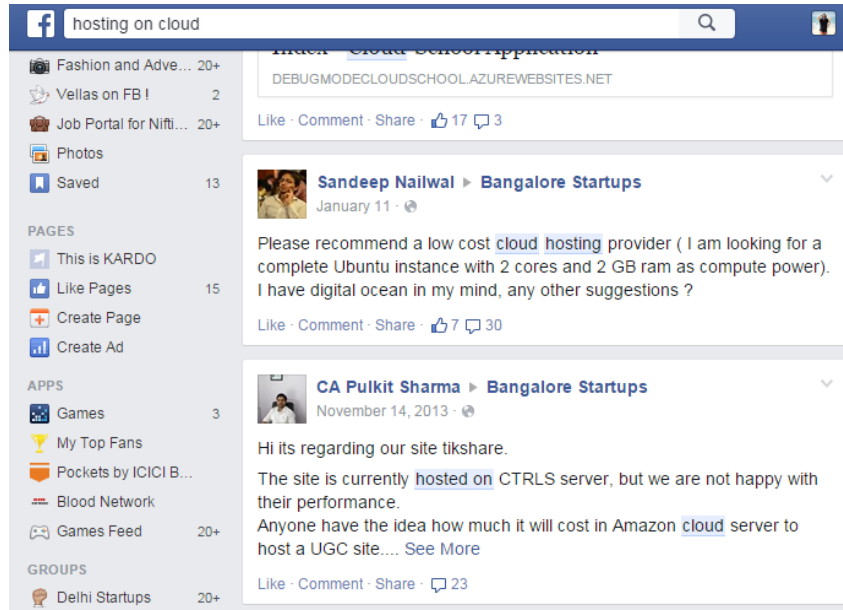
- If you just write them a message with a pitch and a link to your website, they will be uninterested
- You will have to tell that you have a solution to their problem
- Cold Call may not be required if you just listen to what they are saying on social media



How can Facebook and Twitter work for you?

People talk in groups!

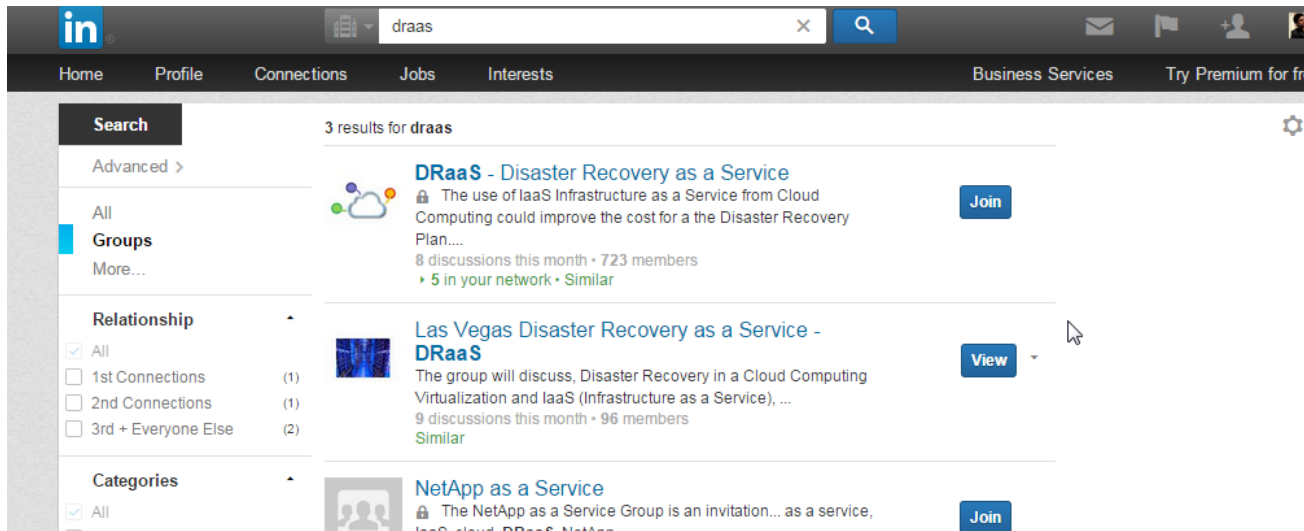
- Not the best platform, but people do seek help from their friends.
- Just a keyword search may work



LinkedIn is the place to be!

Join, connect and talk

- Groups are the places to talk



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Mistakes that you should never do on LinkedIn

No, No!

- Not using a picture
- Putting up a wrong picture
- Skipping a status
- Using Default connection request- Customize your message to make the recipient take notice.

‘I read this article you wrote [and had these thoughts]. I’m also interested in this domain, and I would love to be connected to you,’



The screenshot shows a LinkedIn connection request form titled "Invite Aiden to connect on LinkedIn". It asks "How do you know Aiden?" and provides several radio button options: "Colleague" (selected), "Classmate", "We've done business together", "Friend", "Other", and "I don't know Aiden". Below the options is a text box for a personal note, which contains a message from Lucy to Aiden about a new position at LearnVest.

Invite Aiden to connect on LinkedIn

How do you know Aiden?

☒ Colleague

LearnVester at LearnVest, Inc.

☐ Classmate

☐ We've done business together

☐ Friend

☐ Other

☐ I don't know Aiden

Include a personal note: (optional)

Hi Aiden,

I hope this note finds you well. I just took a position at LearnVest, and since I know you're big into personal finance (remember no restaurant month?) I wanted to reach out and make sure we were connected.

Best,

Lucy





Mistakes that you should never do on LinkedIn

No, No!

- Skipping the Summary
- Eliminating your volunteer work

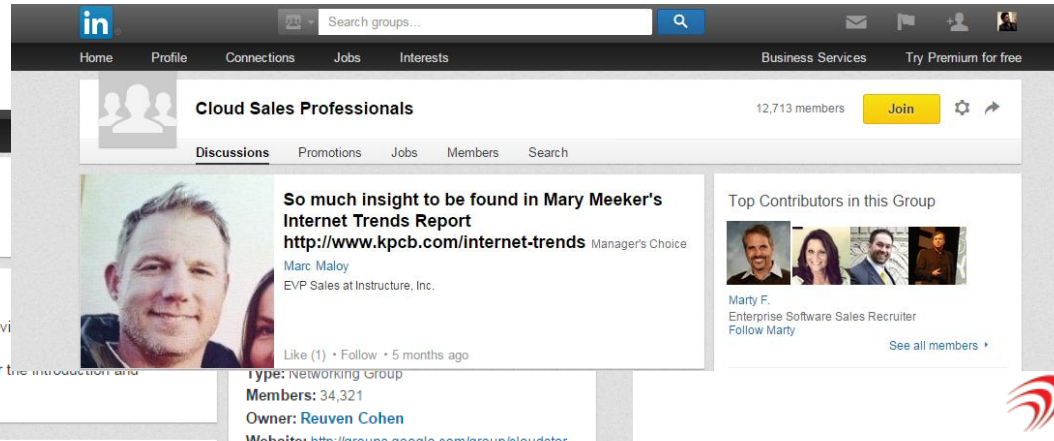
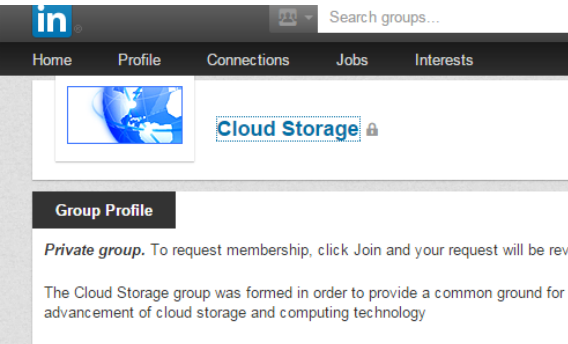


What to do now?

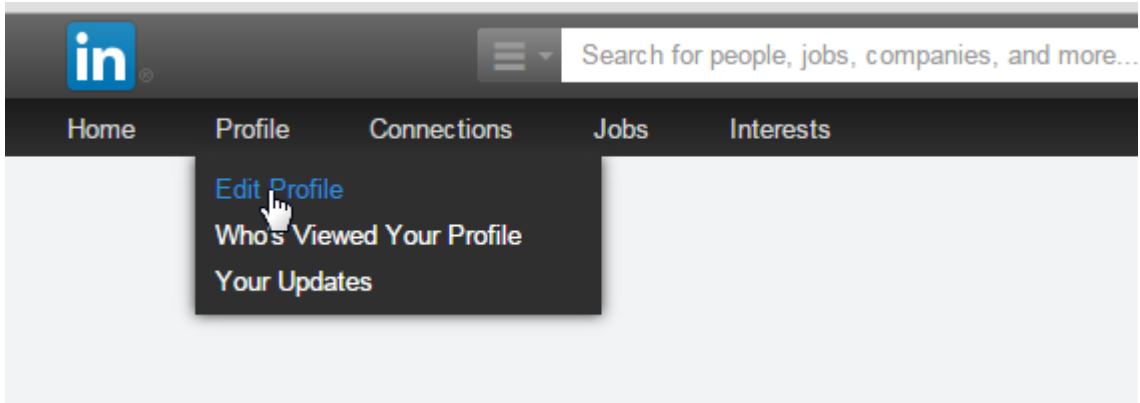
Do this

- Those who don't have it, please set up profiles with full professional details
- Those who have profiles, complete the info. Cover keywords such as Managed Cloud, Managed Services, etc
- Add all the relevant skills to your profiles.
- Share three status updates in the next week (you can always use www.progression.com/blog to start with, or simply share the Company page update)
- Join a community relevant to your line of work.

Two examples:



You can start now!



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Let me know if I can help you

Write to me,

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