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MEDIA

Master the art of **Social** **Selling**

With Vereigen Media

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INTRODUCTION

If there is one aspect of consumer behavior that the pandemic altered, it is their shopping habits. Customers are buying more things online and through a wider variety of online mediums.

The B2C industry isn't the only one where social selling is gaining traction. B2B enterprises are using social media to market their products and services.

After all, **75% of B2B buyers already use social platforms to inform their purchases.** This strategy allows sales teams to generate leads, nurture potential customers, and stand out from the competition.

Before we get into how to implement a social selling approach, let's define social selling.

Social Selling

The goal of "social selling" is to increase sales by fostering relationships with potential prospects and stimulating conversations with those customers through social media platforms. For example, on LinkedIn, marketing specialists share advice with a targeted audience of firms in a specific area (e.g., eCommerce, SaaS, finance).

Consistent participation on the platform increases their credibility and, eventually, their clientele. This approach allows you to market your business without making your posts look like ads.

Is Social Marketing the Same as Social Selling?

The goal of both traditional social media marketing and social selling is to make a sale. Social media marketing focuses on branding and aiming to reach a wider audience rather than just deal closures. On the other hand, in social selling, you leverage your own personal brand to connect with potential buyers.

To put it simply, social selling is sales-focused, while social media marketing is more concerned with expanding a company's brand. It's setting yourself up as a credible thought leader or industry expert to get more sales.

MAKING THE MOST OF SOCIAL SELLING

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Enhanced Engagement

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Builds Authentic Relationships

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Customer Retention

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Attaining KPIs

Social selling nowadays isn't about pushing your product or service on everyone you talk to; instead, it's about establishing yourself as an authority in your field by demonstrating a depth of knowledge about your prospects' needs.

Enhanced Engagement

Gone are the days of communicating and conversing potential prospects by focusing only on outbound marketing methods. Most modern customers need to communicate with companies differently. Not being able to personalize your messages to each individual makes generating fresh leads from your marketing efforts extremely challenging.

Engaging customers socially is a must for successful sales. Using your social media platforms allows you to connect with present and potential customers in real time. You'll get a wealth of information about what they like, what they need, and what kinds of material are the most engaging to them.

In the long run, more sales volume may result from increased engagement because it helps consumers become more loyal to the company. Social selling strategies center on fostering this kind of contact by providing relevant content and carrying on substantive conversations with potential customers. An audience's loyalty is a direct reflection of the effort to produce high-quality content and cultivate a positive reputation for the business.

Builds Authentic Relationships

Calling someone out of the blue is ineffective because it is intrusive, clichéd, and let's face it – obnoxious. As a result, several sales teams have been searching for a replacement.

With social selling, you can make real connections with prospective clients. Relationship building is crucial to the long-term success of any business strategy. With the help of social media platforms, salespeople can learn a lot about what customers value. If they have this data, they can adjust their strategy to maximize their chances of success.

B2B experts perceive social selling as having numerous additional advantages. Better relationships can be built with prospects because of the authenticity of the engagement and the ease with which they can be targeted. Selecting an effective data analysis tool paves the way for unprecedented levels of personalization in the marketing realm.

Customer Retention

Relationship-building is at the heart of social selling. Customers who feel valued and heard are more likely to stick around.

According to **Aberdeen Group's primary research**, salespeople who rely on social sharing enjoy a 55% renewal rate with their existing clients. And the study also highlights that around 54% of their sales projections end up being accurate. Professionals who employ social selling are also 79% more likely to meet their quota than salespeople who rely on traditional sales and marketing strategies.

Customer retention is the outcome of providing relevant content , communicating personally, and addressing prospects' challenges or worries . These aid in long-term customer retention, a vital component of any business's ability to thrive.

When client retention rates are high, businesses gain consistency and the opportunity to base decisions on complex data rather than guesswork.

Attaining KPIs

In addition, by facilitating conversations with prospects at pivotal moments in their buying cycle, social selling can help you meet your key performance indicators (KPIs) by generating more leads and prospects without the hassle of the conventional qualification process.

For instance, you can identify forums or groups of individuals with similar issues to which you can respond.

Even after weeks of cold calling and lead qualifying, the majority of cold calls are unanswered, especially with decision-makers.

Social selling connects you with buyers who want to hear from you, allowing you to sell more quickly and generate more new leads than using traditional sales techniques.

IMPLEMENTING SOCIAL SELLING THROUGHOUT THE BUYER'S JOURNEY

Your goal should be to have your social presence establish your brand in the eyes of your targeted audience as an expert source of information about your product, service, or industry. You are looking to be the solution to their problems rather than just a buying option.

- Social selling employs valuable content and tools to make a positive difference in their prospects' lives.
- It emphasizes creation of insightful professional blog posts to help convert a prospect into a customer.
- Social selling strategy must be designed to place your brand first when people think about your industry.
- Maintain your brand presence on social media and respond quickly to comments and mentions.
- Ensure your responses for direct messages from possible clients are sent to you via LinkedIn or any other channel.
- You must focus on satisfied customers and active advocacy for your business domain.
- Create possibilities of word-of-mouth marketing through building rapport with satisfied clients for future business.
- You can attract new leads by generating and sharing referrals across your social media channels.
- Social selling tactics can employ positive case studies to generate a new client base and deal closures.

STEPS TO MASTER THE PROCESS



1. Optimize your social media profile

A well-optimized LinkedIn profile will demonstrate your familiarity with the site and will impress potential clients who stumble across it. Make sure your profile includes the following:

- A recent, high-quality, professional headshot.
- A short (one to two-paragraph) overview of the services you and your firm provide.
- A minimized mention of your previous jobs. Rather than trying to pitch yourself to recruiters, your profile should be tailored to close sales with potential clients.

2. Join Relevant Groups

Research your clients' and viewers' backgrounds. In what kinds of communities do they engage? Learn the norm, and then adopt it. Groups on greater industry scales are also worth joining.

LinkedIn lets you join up to 50 different groups on the site, and there are a bunch of perks to joining. Here are a few for instance:

- You can see what potential customers are talking about and offer a comment when appropriate.
- You can submit your posts or articles to cement yourself as a thought leader further.
- Even if you are not connected, you can send messages to other group members.

In other words, groups allow you to learn from, engage with, and send content to leads in an inbound way. You'll be seen as a community member rather than another salesperson sending an inMail message.

3. Sharing Relevant Content

Sharing engaging content is an excellent strategy to increase your social media following and boost your online presence. This content may consist of original insights and recommendations, as well as any other material you feel is relevant to your audience.

If you're unsure how to get started with content creation, consider how much more value you'd be providing to your prospects by sharing an article you co-authored or a blog post you published instead of a generic industry piece or a blog post that Joe from marketing wrote. This will position you as an expert in your field and prove to your potential customers that you're willing to go above and beyond in your support of them. Moreover, it is an excellent conversation starter.

In order to add value to prospects and increase your reliability and credibility, sharing interesting content on social media is a wonderful idea.

4. Engage in the Comment Section

Make sure to always reply to comments and mentions of your brand made by your followers.

Include questions in your own postings to encourage engagement from your audience; these don't have to be directly relevant to your product or service to be helpful.

As a result of this tactic, you can establish yourself as an expert in your field while also fostering relationships with your followers.

Likes, comments, and shares are simple ways to connect with your audience. But there's more: if your material is insightful and valuable, people are more likely to share it, expanding your brand's audience.

You can indeed utilize technologies that like and comment automatically, but this doesn't help you connect with anyone. They can cause significant harm to your reputation in the business and professional worlds. Human-to-human interactions are unparalleled in the realm of sales.

5. Social Proof

Prospective buyers want assurance that you'll follow through on what you say you'll do, and testimonials from satisfied customers are an excellent way to demonstrate this. Case studies and customer reviews are two forms of social proof that can be used to demonstrate and increase customer satisfaction.

If your product or service is more expensive, prospective clients will look it up online before contacting you. Because of this, brand awareness and social selling are essential for increasing B2B sales. If your product or service is more expensive, potential customers will take their time researching it before getting in touch with you. That's why social proof is so necessary to boost B2B sales.

Clients' positive experiences are a great way to demonstrate your company's expertise and establish a human connection with potential customers. If a prospect relates to a customer testimonial on their feed, they may be more inclined to see the same product solving their problem as well.

6. Collaborating Opportunity

Keeping tabs on social media discussions about your industry might help you identify influential

artists and thought leaders. It's crucial to establish a rapport with these individuals. They can significantly influence how others perceive you.

Your chances of getting support from people in your field will increase if you help them out. Instead of attempting to swoop into an already established group, collaborate with individuals who already have a significant voice in the discussions you wish to participate in.

Social listening will help you find ways to join relevant online communities in a natural way that seems like something other than a sales pitch.

You will also discover individuals who already adore your company and are raving about it on social media channels. They are natural brand advocates. Initiate contact and look for methods to work together successfully.

7. Measuring Engagement

Social selling is a method of marketing that allows you to target potential customers more and gain valuable insight into their requirements. However, some B2B specialists believe social selling is impossible to measure.

There are three actions sales teams should take to establish regular monitoring of a social selling plan to ensure it is heading in the right direction:

- Monitor the number of followers on professional social media profiles
- All engagement parameters for shared content should be measured [For example, every time you post your best type of content, there should be a 10% rise in the engagement metric, which is likes, comments, or shares]
- Determine where your leads are coming from (via Google Analytics, for example).

In order to generate qualified leads, one must place themselves in a new customer journey in which the consumer is entirely aware of their expectations.

8. Selecting an effective data analysis tool

Before assembling your social selling technology stack, there are a few things to keep in mind to avoid adding techno-clutter and unnecessary tasks. For social selling to be successful, it must contribute to the company rather than take away.

Consider these questions when choosing social selling tools for your sales team:

- **What are your precise targets?** Do you wish to participate in more conversations while you're in social settings? Share more content? Bring in potential customers? How about expanding into new markets? When you have a clear idea of what you

want to accomplish, it will be easier to determine the resources you'll need to get there.

- **What are you presently using?** Consider both the expertise of your team and the tools at your fingertips. What's working? What doesn't count? And what is it that you really wish you could accomplish? And what would you like to be able to do?
- **Who are your customers and where are they?** If you know where your prospects "live" online and how they like to consume content, you can figure out what tools you need to reach and engage with them effectively.
- **What opportunities for growth do you see?** Tools that have the capability to generate reports can help you improve your social selling strategy by demonstrating which types of outreaches are most successful. You will need a tool with comprehensive analytics if you intend to incorporate social selling into a more significant portion of your overall go-to-market strategy.
- **What about integrations?** Your sales team's last wish is not to have to deal with yet another tool that is incompatible with the rhythm of their sales process. Try to find tools that are compatible with the technology ecosystem you already have.

9. Understand when to take your interactions offline.

The social media contacts you build should be taken offline, and you should add them to your sales funnel, where your sales team will ultimately push them to close the deal. Following up with a phone call is essential when establishing rapport with leads over social media. All such contacts need to be segregated and shortlisted according to their buying potential and should be added to the intent data list. This can help you better understand the prospect's circumstances and pain points, which increases your chances of closing the deal .

GUIDELINES FOR CREATING A POWERFUL LINKEDIN PROFILE

When it comes to promoting oneself, LinkedIn is among the best sites available. With around 875 million active monthly users, connections with potential customers can be mined for gold on LinkedIn.

However, because of the high volume of users, you'll need a well-crafted personal brand to be seen. Thankfully, it's less complicated than it sounds. Get your brand established, your LinkedIn profile optimized, and your social selling plan ready to go with these specific steps:



1. Use a recent, high-quality photo. There is a 40 percent increase in InMail responses when a profile photo is included, as reported by LinkedIn.
2. Your headline should be a sharp selling point, so don't just put your work title there. If you're writing a headline, it can be helpful to address both "who" and "how" queries.
3. Condense your summary into three paragraphs of at most three sentences each. In the first, restate your value proposition; in the second, offer examples of the outcomes you've helped clients achieve. In the final paragraph, you should provide a clear call to action that tells the reader how and why they should contact you.
4. Put up some visual elements that your customer can use.
5. In the section on experience, you should focus on how you helped customers improve their business rather than how many times or how much you beat your quota.
6. Get referrals from satisfied clients to boost your reputation.
7. Join the same groups as your buyers.

The Do's and Don'ts

Do's	Don'ts
Reach out to your mutual connections	Never send a generic request
Create a simple and complete profile	Don't leave your profile incomplete or make it complex
Create a plan and stick to it	Don't go where the winds take you
Share valuable content & engage meaningfully	Don't disrupt the professional ambiance
Maintain a consistent style and tone	Don't use the same style across different social media channels
Participate in groups	Never post without knowing how your brand will perceive in that particular group
Make a great first impression	Never come right out of the gate with a sales pitch
Engage with Leads on a personal level	Lead engaging approach must not be vague or generalized message

Tips & Tricks

- Set a goal for what you want to accomplish with social selling.
- Increase your visibility by maximizing your profile
- Connect with your audience on a personal level.
- Schedule daily time for social media work in your calendar
- Get creative and make something original!
- Make personalized videos for each type of platform that serves a purpose.
- Use a social media tool to Pre-Schedule Your Updates
- Get in touch with everyone who reads your work.
- Analyze your leads' profiles for conversation starters.
- Consider purchasing LinkedIn's Premium/Sales Navigator.

Wrapping it up

Using social selling strategies might help you expand your online visibility and clientele. Having loyal supporters who promote your brand and items is priceless.

Don't get distracted by fleeting fads; instead, keep your eye on the prize. Your ultimate goal on social media should be relationship-building, not gaining a large number of followers.

Marketing professionals may increase lead-gen and brand awareness by implementing a solid B2B content syndication plan. The use of social selling strategies for content like eBooks, whitepapers, blogs, videos, and other types of material may significantly increase the ROI of your organization. [Vereigen Media](#) combines content syndication with account-based marketing to provide you with various business solutions for more leads and increased brand awareness. Connect with us for more details!



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