

The rise of social selling and how to stand out

Everything you need to know



Our top tips for social selling

01 The rise of social selling

Why you should invest in social selling

This sales technique enables better lead generation and an efficient sales prospecting process. Building and maintaining relationships is easier within the network that you and your customer trust. Social selling enables you to:

- Target the right prospects
- Build and create new trusted relationships
- Be the subject matter experts

02 The social selling opportunity

Finding your happy place with acquisition and retention

Social selling enables you to build a stronger and more meaningful relationship with your prospects and current customers. Keep yourself top of mind by:

- Tagging current customers in content or posts you think they would be interested in
- Publically engage on social platforms and start a conversation
- Use opinion polls to engage your target audience

Build on your relationships using different channels to nurture your prospects and existing accounts, focus on getting the right mix of content through account development and account penetration.

03 Integrating additional channels

Continue the conversation

Buyers use multiple channels and devices to research, browse, and buy products or services. Focus on these three key points:

- Channel integration gives your audience more ways to engage and interact with your brand
- Use social to direct to lead capture forms, focus on building your database with an engaged audience
- Nurture your prospects, share valuable third party content, direct to your own events. Ensure you are providing enough touch points.



04 Your B2B buyer journey

How to mould your B2B buyer journey to win the business

Introduce your social channels and shape your social schedule around the buyer journey. Have a plan of when you will post and share the right pieces of content on your social channels to engage with your target audiences throughout a campaign or lead cycle.

Report on the engagement you're seeing with the content you are sharing, analysing which audiences are engaging with which content pieces so you can successfully plan your schedules on data-driven insights.



05 Content and comms schedules

What, when and where?

Use organic, social prospecting and advertising channels as part of your social selling strategy. Ensure you are being consistent but effective. Don't over-post, find your balance. Set up a schedule strategically. There will always be an opportunity for ad hoc posts and shares, so take advantage of this but keep some structure.

Check out your personas and analyse their pains and gains – your content and comms should be reflective of this. You have the opportunity to be personable, and represent value in your comms, be transparent and honest in what you are communicating to ensure you are building strong relationships.

Book in a virtual coffee with one of our agile marketing experts

brightinnovation.co.uk 

hello@brightinnovation.co.uk 

0207 081 2860 