



EBOOK

# Building a Successful Social Selling Strategy:

How to Increase Engagement and Fill Your Sales Pipeline with the Right People



# Why Social Selling Should Be a Part of Your Marketing and Sales Strategy

People are spending more time online, be it for work or recreation. With people's lives becoming increasingly digital, genuine, authentic connections are a priority. So what better way to form those connections than to reach out to them through social media?

Social media platforms like LinkedIn, Twitter, and Facebook are great for finding opportunities. It also allows people to self-educate, answer questions, and connect with the brands and solutions they find interesting or relevant to their needs. On the other hand, organizations can provide thought leadership, build a social footprint and share the value and functionality of their services and solutions

With a good social selling strategy, you can:



Educate prospects and clients about your brand, solutions, and services



Become a thought leader in your industry



Grow your professional social network



Leverage your network to offer products and services



90%

of consumers are more likely to trust and buy from a brand recommended by a friend<sup>1</sup>

31%



of B2B professionals say that social selling has allowed them to build deeper relationships with clients<sup>2</sup>

<sup>1</sup>The Importance of Word Of Mouth Marketing—Statistics and Trends. Invespcro.com, accessed January 2022

<sup>2</sup>Social Selling Statistics for 2022. Optinmonster.com, accessed January 2022

# Social Selling Tactics That Work

Social selling is not a one-time event or a standalone sales tactic. You have to leverage your professional brand to fill your pipeline with the right people by building trust and credibility. **Try these tactics to improve your social selling strategy:**



## 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
- Company needs and challenges

Use these insights to connect with each member of the buying group through 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 & Don'ts

Competition in today's market is fierce, and only those who are innovative and savvy will survive in ever-changing conditions. To keep up, organizations need to be more strategic regarding social selling. It is imperative to know what works to engage your prospects and professional network—and, most importantly, beat the competition. **Consider these dos and don'ts when social selling:**



## **Use social selling as part of a multi-layered approach**

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



## **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.

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

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

## **Make false or unverified claims**

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



**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 establishes 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 would be best to determine what success will look like and how you will measure it.



**Post content that can damage your brand**

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.

# The Three 'R's of Social Selling: How to Make Sure Your Messaging Resonates with Your Ideal Customer

How can you gauge if you're targeting the right people or if they're resonating with your message? Social selling can pave the way to better client reach, resonance, and reaction.



## Reach

Social selling is a great way to infiltrate those hard-to-reach prospects, enabling you to bypass gatekeepers and connect with your target audience on neutral ground. This way, you will be able to tear down those invisible walls that keep you from engaging your prospects in a way they are comfortable with. Social selling can also help you spread your brand's message while complying with privacy regulations.



## Resonance

Optimizing your social selling strategy with key data—like intent data—is a surefire way to ensure that your message resonates with the right people. When you are using key data correctly, you will increase the chances of your campaign and messaging's effectiveness since you will be getting the right people with the right message at the right time.



## 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 social media post praising your organization will be perceived as more credible than any multi-million-dollar ad campaign.

# Want to Boost Your Sales and Marketing Efforts with Social Selling?

The B2B buying process has fundamentally changed after the pandemic, and sales strategies are going through a radical shift as social media continues to evolve. Rethink 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.

Need help with social selling?  
We provide solutions!

Learn more about how Televerde can help.  
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