

INTEGRATING SOCIAL MEDIA & SALES

Set your objective

- What do you want to accomplish with social media?
- Is your goal “SMART” – specific, measurable, attainable, realistic and timely?
 - What is your measurable objective?
 - What data points or metrics will you use to track progress?
 - Do you have the systems and tools set up to do so?
- Describe how your goal supports to your company’s goal, will be measured and ties to your sales initiatives.

Experiment and do some fieldwork

- Listen and learn from your customer
 - Get out of your comfort zone
 - How can you push the envelope of what’s tried and true in your market?
 - Key words
 - Go to google and do a search for the important phrases your customers use to find companies like yours
- Build relationships and issues awareness
 - Monitor and participate
- Increase your visibility, credibility and improve your reputation
 - Set up alerts
- Customer content increases relevant visitor traffic and page rankings
- Don’t sit on the sidelines, take action
 - What small piece can you implement first as a pilot?
 - How will you learn from your pilot?
 - What will the next steps be?
 - Create your Facebook, LinkedIn, Twitter profiles today

Target Audience

- Who is your perfect customer? Why?
- Where are they engaging in social media? And with what tools?
- What do they know about you or your organization? What resonates with them?
 - Why do people do business with you?
 - How are you unique?
- What key points do you want to make with your audience? What value do you provide to them?
 - Create something interesting and valuable for your audience
 - Focus on your customer’s persona and how you can solve problems for them
 - Think in terms of spreading ideas not generating leads
 - How can you publish something people will want to link to and share?
- What additional research do you need to do to learn more about your target audience’s social media behavior?

Integration

- How does your social media plan support other parts of your overall strategy?
- What follow up steps will you take to turn connections into relationships and business opportunity?
- Do your sales goals include ways to leverage social media?
- Are you implementing website, blog site, or email methods to attract leads and fill the funnel?
- Who will implement and build relationships with influencers?
- What action do you want people to take when they come in contact with your buzz?

Culture

- How do the people in your organization support your social media strategy?
- Are there guidelines for how they can and cannot use social media?
- What fears or concerns do they have? How will you address them?
- How will your organization represent itself via social media?
- Who will develop or repurpose content?
- Who will be the “community” manager?

Capacity

- Who will implement your social media strategy?
- Can you allocate a minimum of five hours per week to your strategy once you’ve passed the learning curve?
- Do you have the most efficient work flow and tasks in place?
- Do you need any outside expertise?
 - Have you considered how you can integrate bloggers into your marketing efforts?
- Will your content updates depend on any other resource or person?
- Who is empowered to respond and under what guidelines?
- How will you address negative comments and perceptions?
- What stories will you share and how?
 - What’s that one thing that everyone who knows you comments about?
 - Every company has something fascinating, unique or funny to share
 - Build your video efforts around that to generate a buzz and increase connections
- What content or information will be used to update or feed the social media sites?
- How will you brand your presence on buzz sites?

FIVE TRAITS OF CONNECTORS

- Develop a true “What’s in It for Them” mentality
- Listen! Curiously listen!
- Ask questions that attract connections
- Getting the sale to close: give ‘em what they want
- Create a memorable experience

Empowering People & Organizations Worldwide