



5 ACTIONABLE TIPS TO DRIVE MEASURABLE SUCCESS FROM SOCIAL SELLING



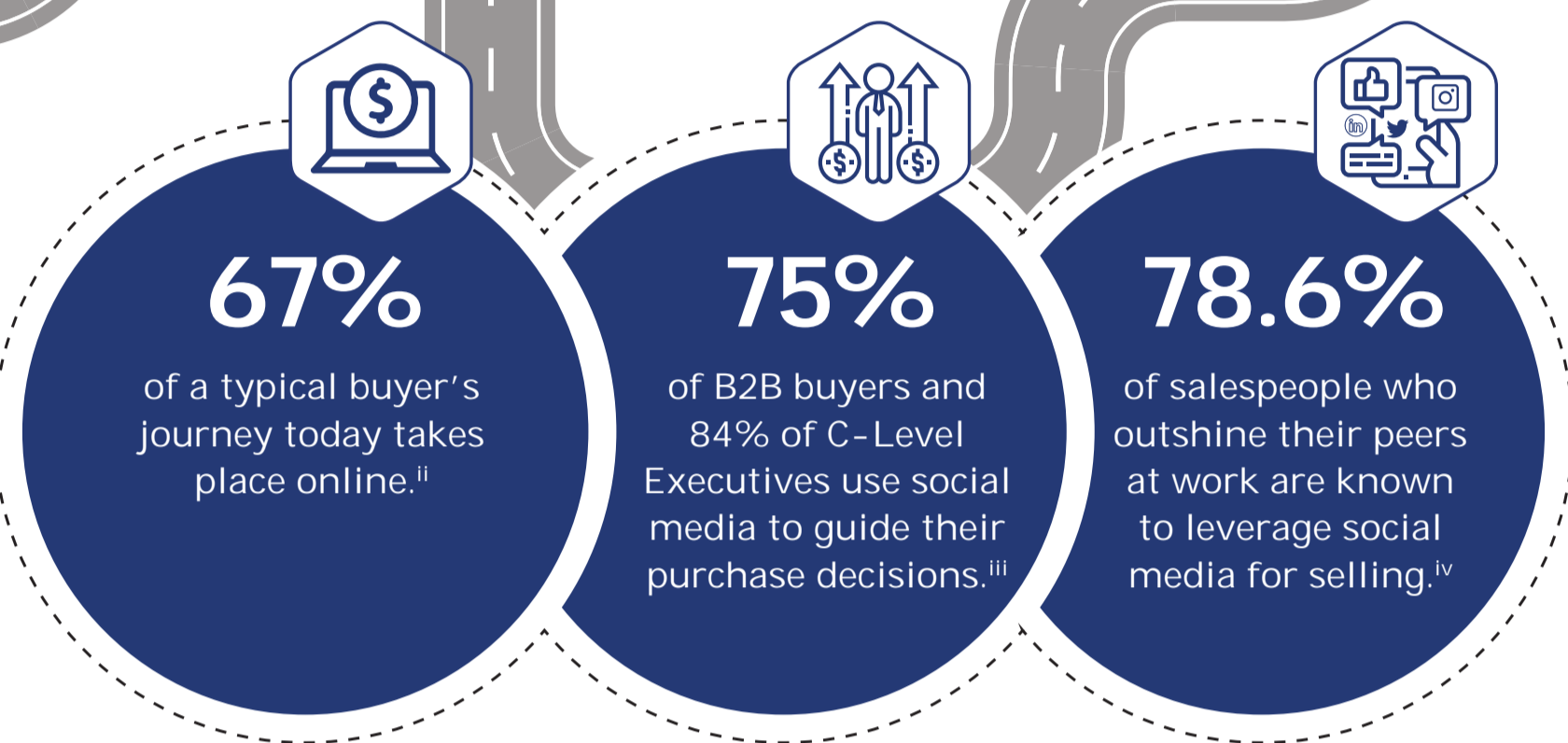
B2B decision-makers confirm that they refrain from responding to cold outreaches.ⁱ

This validates the importance of social selling – a practice fast replacing the dreaded old practice of cold calling!



Social selling essentially refers to leveraging of online social channels to research, connect, interact with and nurture potential prospects and customers.

THE GROWING RELEVANCE OF SOCIAL SELLING IN THE MODERN BUYING JOURNEY



THE 4 RESTING PILLARS BEHIND ALL SUCCESSFUL SOCIAL SELLING STRATEGIES



5 ESSENTIAL TIPS TO FOLLOW FOR SUCCESS IN SOCIAL SELLING

01

INVEST IN BUILDING AND MAINTAINING A POWERFUL & STICKY IMPRESSION

- Build a well-rounded online presence with strategically optimized social profiles & company pages (profile picture, description, credentials and taglines)
- Join relevant groups and forums where your potential prospects hang out
- Leverage powerful social proof in the form of testimonials, referrals, ratings and endorsements

02

STRATEGIZE TO LASER TARGET AND FOCUS WELL ON THE RIGHT POTENTIAL PROSPECTS

- Use combination of manual search and intelligent tools such as LinkedIn Sales Navigator to identify the right set of B2B prospects
- Research the prospects well by analyzing their profile and digital footprint before starting with any communication and request introductions in case of mutual connections
- Reach out with custom invites and engage in regular relationship-building activities such as outreach, liking and commenting

03

PROVIDE REAL VALUE TO ALL WITH AUTHENTIC TALK

- Avoid hard-selling, focus on problem-solving and value addition with your communication
- Demonstrate your expertise regularly with thought leadership content, practical solutions, and case studies, created after careful research via content discovery tools such as Google Trends, Buzzsumo or studying analytics
- Leverage multiple content formats such as social posts, statuses, blogs and infographics at a consistent frequency

04

LISTEN CAREFULLY TO YOUR PROSPECTS' REVEALED PREFERENCES

- Pay close attention to what your potential buyers would want to talk
- Regularly track their posts, comments and interactions online
- Address their concerns and complaints (if any) promptly

05

REGULARLY TRACK YOUR SOCIAL PERFORMANCE NUMBERS AND RESPOND TO THE FINDINGS PROACTIVELY

- Analyze data from your profile or company page analytics to find out what's working for you and what's not
- Adjust your strategy covering messaging, communication accordingly.
- Review your Social Selling Index on LinkedIn and ensure it is always on an upward trajectory.

ⁱ Source (Harvard Business Review)
ⁱⁱ Source (Forrester)
ⁱⁱⁱ Source (IDC)
^{iv} Source (Forbes)