

WELCOME HUG
BROOKLYN!



Hi, I'm Markiesha.
@Markiesha20

The Next Social Network



90%

of anything I buy is sourced through social media first.



50%

of shoppers have made a purchase based on a recommendation through a social media network.

1

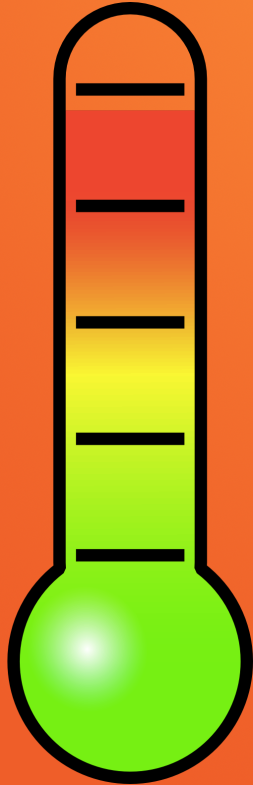
WHY SHOULD SOCIAL
SELLING BE PART OF
YOUR SALES STRATEGY?

The background of the slide is a dark blue-grey color with a repeating pattern of small, light grey lightbulb icons. The icons are arranged in a grid-like fashion, with some appearing slightly larger or more prominent than others, creating a subtle texture.

73%

of sales professionals using social media as part of the sales process outperform their sales peers.

TEMPERATURE CHECK



- HOT! HOT! HOT! Ready to get started today!
- WARM. I like what I hear tell me more.
- COOL. I'm far from convinced.



Today, the buyer has **all of the power**.
With the Internet, we have endless information at our fingertips.

The background of the slide is a dark blue-grey color with a repeating pattern of small, light grey lightbulb icons. The icons are arranged in a grid-like fashion, with some appearing slightly larger or more prominent than others, creating a subtle texture.

57%

of the buying decision is completed before a prospect is willing to talk to a sales representative.



Buyer-Centric



WHAT IS SOCIAL SELLING?

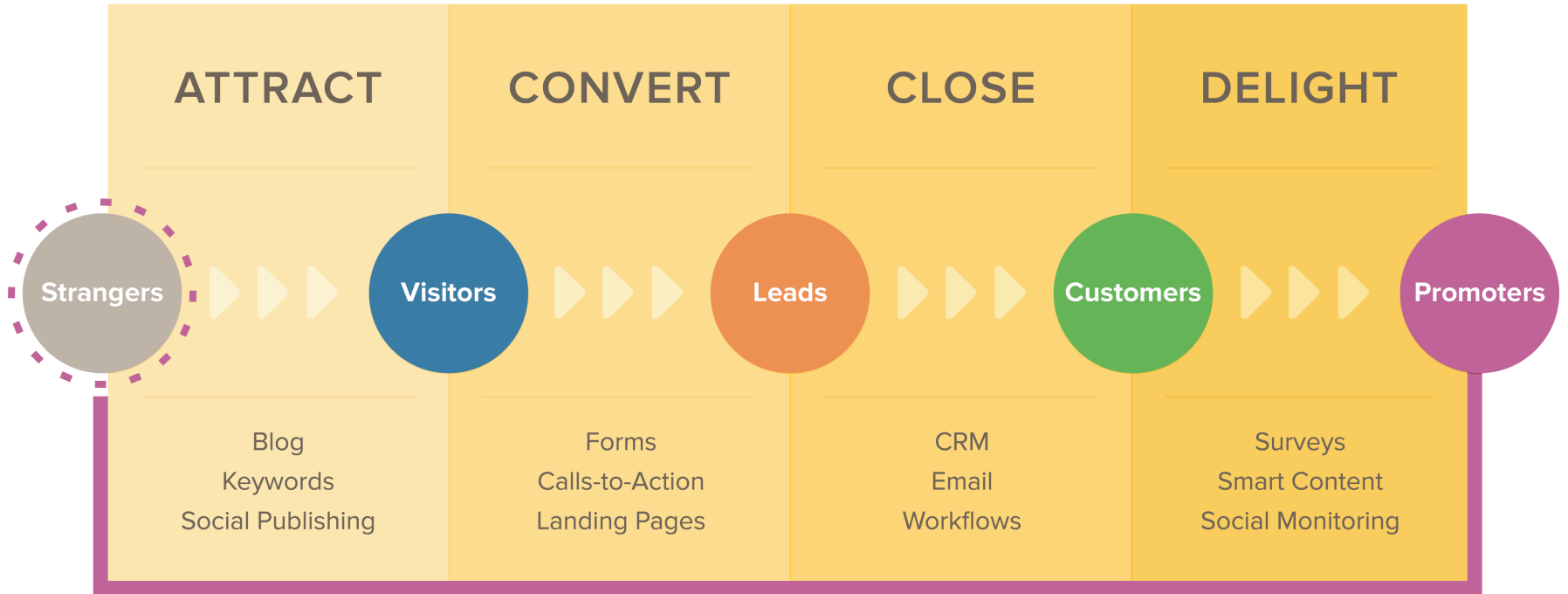
SOCIAL SELLING

is leveraging your professional brand to fill your pipeline with the right people, insights, and relationships.

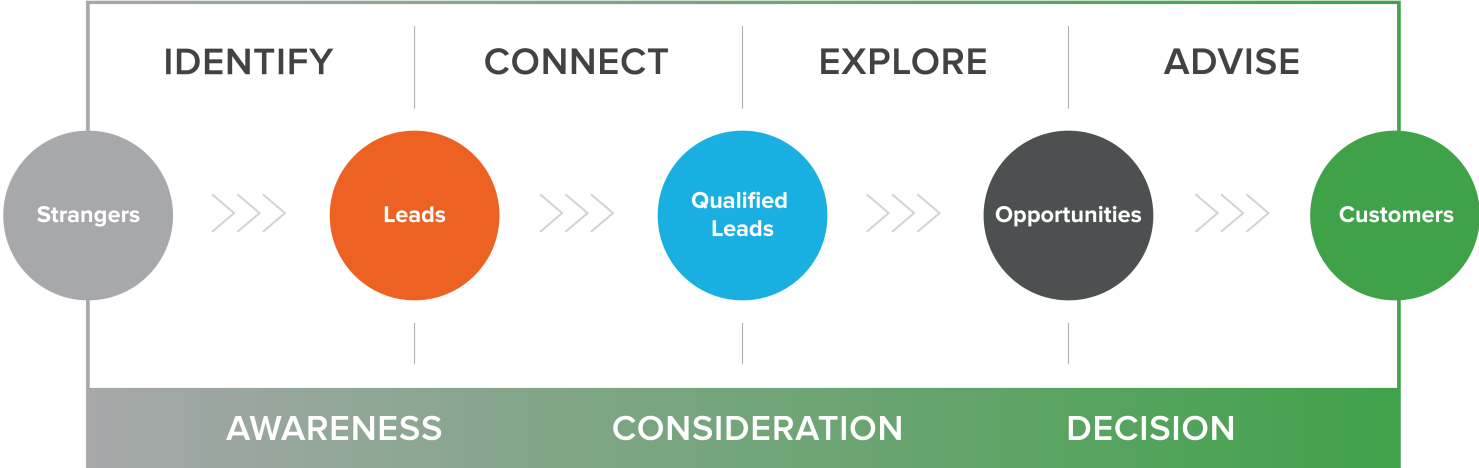


Social selling is about **building trust** with prospects by initiating relationships on social media platforms.

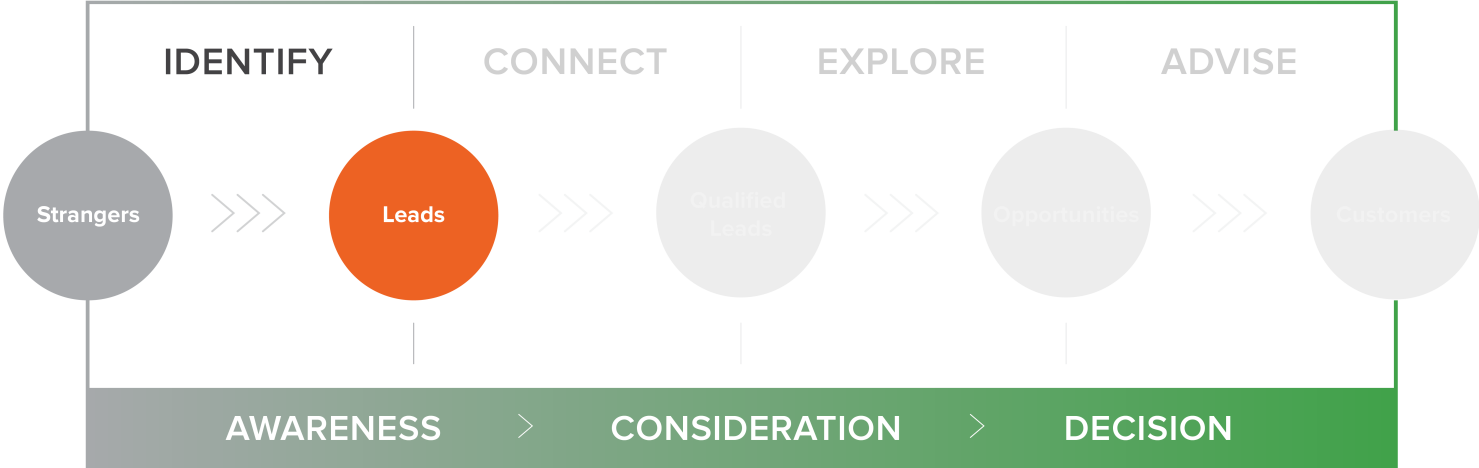
Inbound Methodology



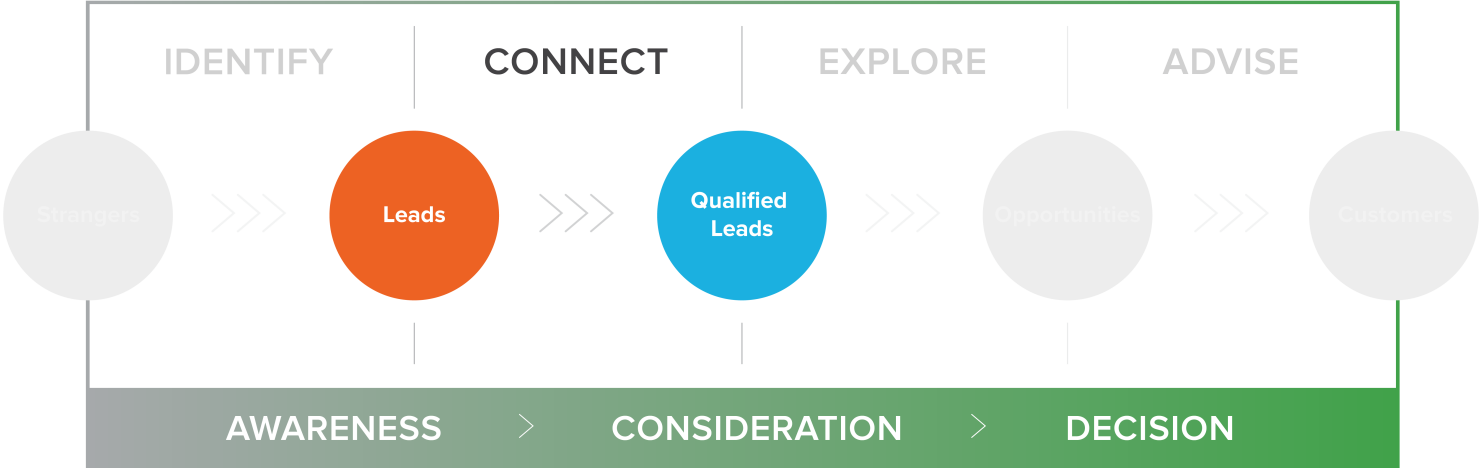
Inbound Sales Methodology



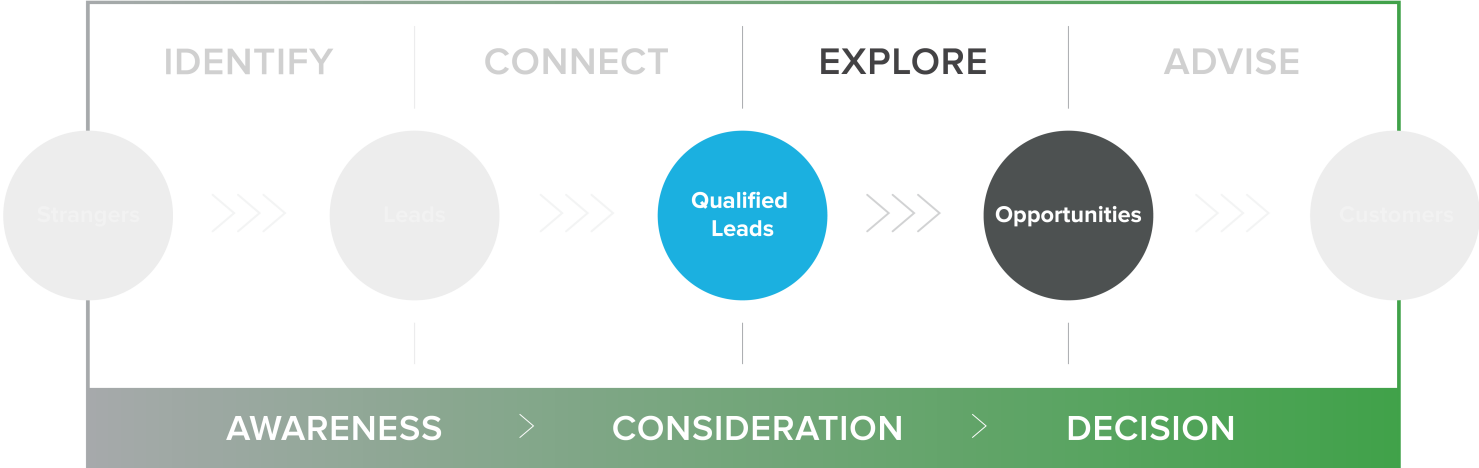
Inbound Sales Methodology



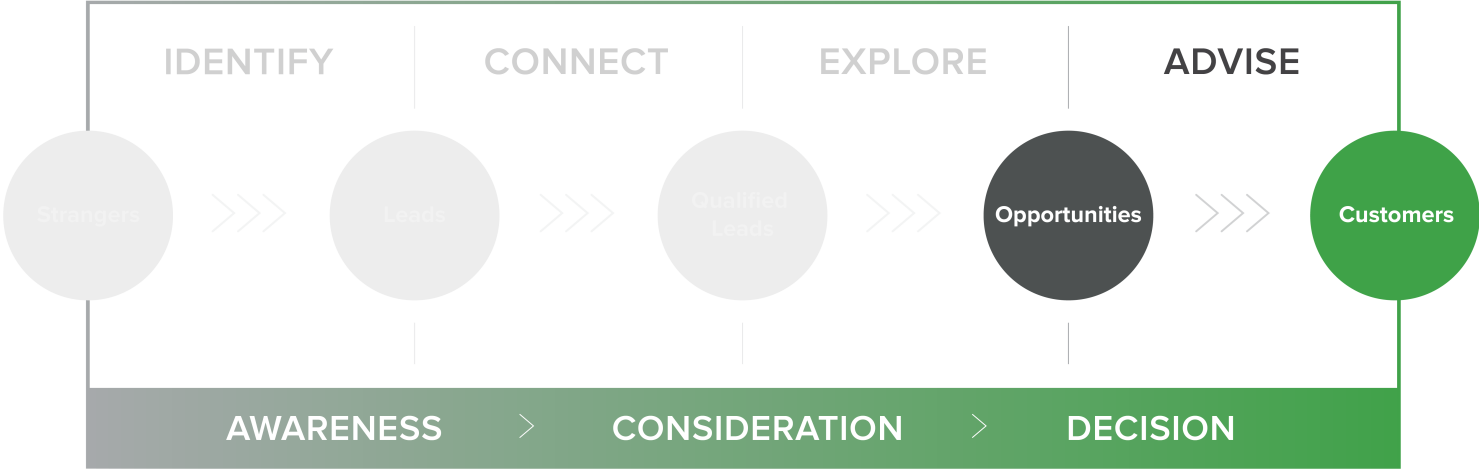
Inbound Sales Methodology



Inbound Sales Methodology



Inbound Sales Methodology






Selling through social channels is the **closest thing to being a fly on the wall** in your customers, prospects, and competitor's world. – Jim Keenan.

The Rise of Social Salespeople

Social media enables
you to meet prospects
where they are.



in Search for people, jobs, companies, and more... Advanced



Brian Halligan 2nd PREMIUM
 CEO at HubSpot
 United States | Computer Software
 Current HubSpot, MIT
 Previous Longworth Ventures, MIT, Groove Networks
 Education MIT – Sloan

Connect Send Brian InMail 500+ connections

https://www.linkedin.com/in/brianhalligan Contact Info


Background

Summary

Enemy of conventional wisdom.
 Friend of Inbound Marketing & Inbound Sales.

Experience

CEO
 HubSpot
 June 2006 – Present (10 years)



HubSpot is a modern inbound software system that enables companies to transform the way they market and sell to match the way humans actually shop and buy.

1 honor or award
 12 recommendations, including:

 **Jennifer Cedorchuk** Principal Account Executive - eCom...
 **All Powell** Principal 3 Account Executive - Silic...

I have had the wonderful opportunity to work with Brian over the last four years at HubSpot. Brian is an amazing mentor who... View

I have known Brian since my interview at HubSpot 5 1/2 years ago. I will never forget my final interview meeting Brian and... View

10 more recommendations

Senior Lecturer

MIT
 2009 – Present (7 years)



I am a senior lecturer at MIT where I teach a class 15.S16 "Entrepreneurial Product Development & Marketing" w/ Paul English, the co-founder of Kayak.

Venture Partner

Longworth Ventures
 September 2005 – June 2006 (10 months)

Sloan Fellow

MIT
 June 2004 – June 2005 (1 year 1 month)



2 recommendations

 **Dharmesh Shah** Founder and CTO at HubSpot
 **Brian Courtney** VP and GM at GE for AC Power Sy...











Brian and I were classmates in the MIT Sloan Fellows Program. Even amongst this illustrious group of smart, successful... View

Brian's passion toward learning is infectious. I had the great fortune of working with him on a number of projects at MIT... View

GUARANTEED VIEWABILITY PACKAGES
 Now available programmatically and cross device

ebay advertising **START NOW**

People Also Viewed

-  **Dharmesh Shah**
 Founder and CTO at HubSpot
-  **Mike Volpe**
 Startup growth executive and angel investor
-  **Mark Roberge**
 Senior Lecturer @ HarvardHBS; CRO @HubSpot; Author of Best Seller "The Sales Acceleration Formula"
-  **Kipp Bodnar | B2B Marketing Author & Speaker**
 CMO at HubSpot
-  **Katie Burkes**
 Vice President, Culture and Experience at HubSpot
-  **Peter Caputa**
 VP, Sales @ HubSpot
-  **Joe Chernov**
 Vice President of Marketing at InsightSquared
-  **JD Sherman**
 Chief Operating Officer, HubSpot
-  **Dan Lyons**
 "Disrupted: My Misadventure in the Start-Up Bubble," a New York Times best seller.
-  **Alison Elworthy**
 VP of Operations at HubSpot

Find the **context** you need on social media.

- Name
- Age
- Location
- Interests
- Role
- Company
- Interests
- and more.



Use content to **build trust** with prospects.

2

HOW TO USE SOCIAL MEDIA TO CONNECT WITH PROSPECTS

HOW TO CONNECT WITH PROSPECTS ON SOCIAL MEDIA

1. Establish your brand.
2. Find the right people.
3. Engage with insights.
4. Build relationships.


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CREATE A POWERFUL PROFILE

- Clear and professional headshot
- Description of your role and company.
- Why do you enjoy selling?
- What are the problems of your potential buyers that your business helps solve?
- What is your buyer-focused Superpower?

in Search for people, jobs, companies, and more... Advanced



David Shepherd 2nd PREMIUM
 Head of Channel Sales at HubSpot - Currently Hiring
 Sydney, Australia | Computer Software

Current HubSpot, Tufts University
 Previous HubSpot, Chitika, Inc., Northwestern Mutual
 Education Tufts University

Connect Send David InMail 500+ connectors

https://au.linkedin.com/in/dshep01 Contact info

Take a look at this example.

Background

Summary

I lead a team of inside Sales Reps to be successful in a highly consultative and evangelical sales process. HubSpot is an inbound marketing software company whose mission is to change the way businesses do marketing by helping them transform their websites into magnets for prospective customers.

HubSpot went public in October 2014 on the New York Stock Exchange under the symbol HUBS. Prior to going public, the HubSpot team raised over \$100 million from investors that include Sequoia Capital, Google Ventures, Salesforce.com, and Matrix Partners.

The main reason I work at HubSpot is that we believe all businesses can become savvy internet marketing machines and we are dedicated to this mission. Hubspot gives you the tools, training, and tactics you need to be successful at attracting more inbound leads from your website. If you want to join our team, please email me directly and check out our Culture Code presentation below.

[+] How effective your site is at attracting quality visitors: website.grader.com

[+] Learn how to use inbound marketing tactics from our university: InboundMarketing.com

[+] Get more free resources about inbound marketing: www.hubspot.com/marketing-resources

I have also been a consistent top performing salesman in the SaaS, internet advertising, and financial services industries. You can learn more about my sales success in the experience section below. I enjoy new challenges and exceeding expectations.

In my free time I enjoy fly fishing, basketball, skiing, surfing, traveling, sales consulting with start-ups, the occasional fictional trilogy, and volunteering.

Specialties: Sales Leadership | Sales Management | Sales Strategy | Sales Hiring | Sales and Marketing Alignment | Lead Generation | Inbound Marketing | Internet Marketing | Blogging | Smartworking | Sales



Culture Code: Creating A Lovable Company

The main reason I work at HubSpot is that we believe all businesses can become savvy internet marketing machines and we are dedicated to this mission. Hubspot gives you the tools, training, and tactics you need to be successful at attracting more inbound leads from your website. If you want to join our team, please email me directly and check out our Culture Code presentation below.

- [+] How effective your site is at attracting quality visitors: website.grader.com
- [+] Learn how to use inbound marketing tactics from our university: InboundMarketing.com
- [+] Get more free resources about inbound marketing: www.hubspot.com/marketing-resources

Corey Beale
 Senior Director of Sales at HubSpot,
 Building Teams and Growing Talent

Michael Pici
 Senior Sales Manager - HubSpot
 Sales Solutions

Peter Caputa
 VP, Sales @ HubSpot

In my free time I enjoy fly fishing, basketball, skiing, surfing, traveling, sales consulting with start-ups, the occasional fictional trilogy, and volunteering.



Avoid the sales pitch on your profile.



What's your **expertise**?

Determine your superpower and use it to build trust with your audience members.

HOW TO CONNECT WITH PROSPECTS ON SOCIAL MEDIA

1. Establish your brand.
2. Find the right people.
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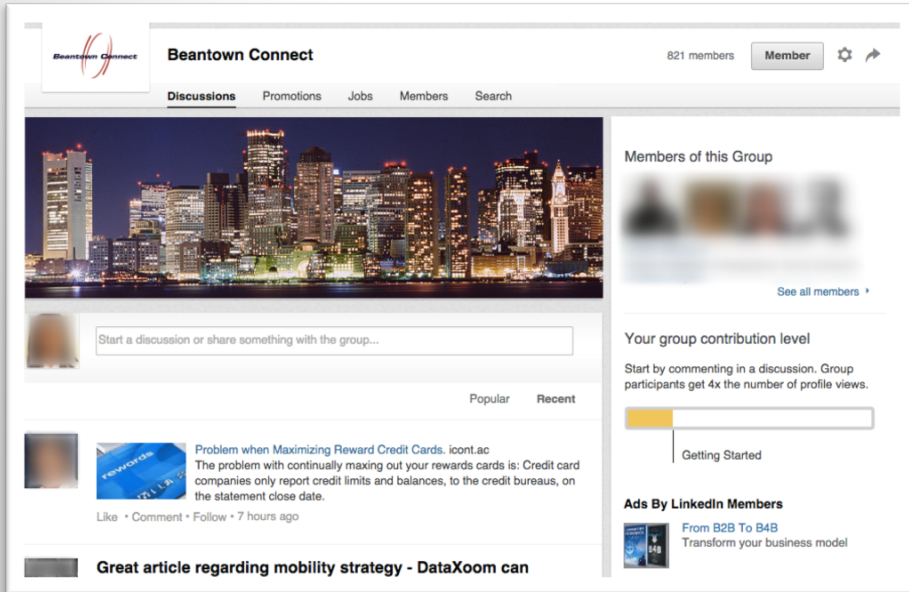
Always seek out **new connections.**

CONNECT WITH THE RIGHT PEOPLE

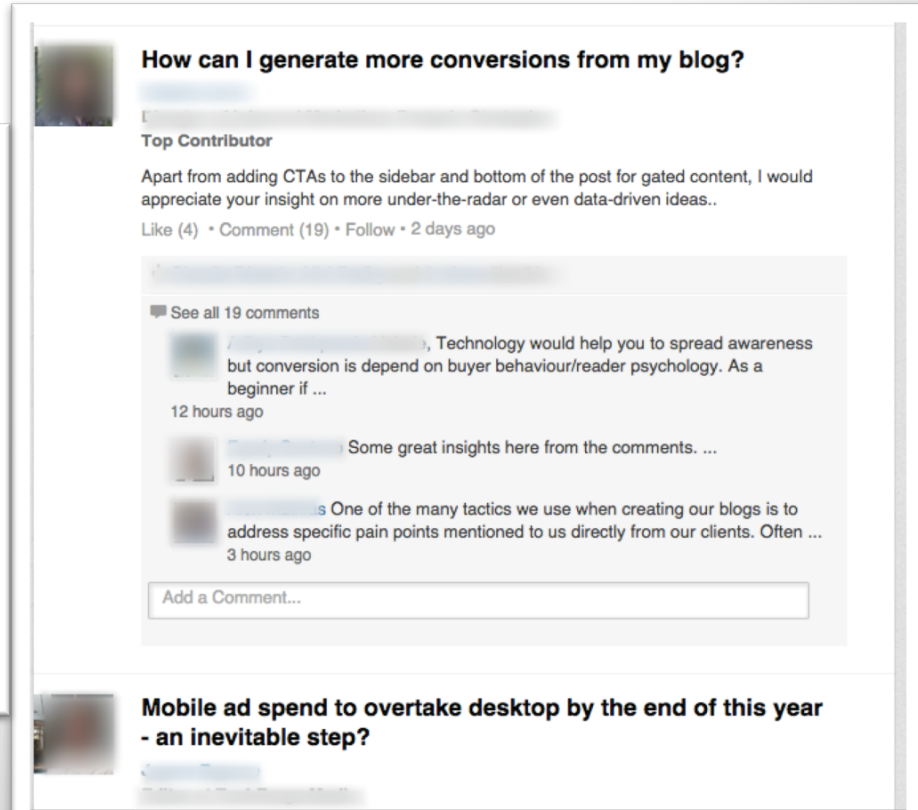
- Connect across multiple networks.
- Connect with followers of your followers.
- Monitor for people who match your personas.
- Seek out your ideal buyers.

Monitor by joining **business groups**.

Ask to join a business group in your industry and start making new connections.



The screenshot shows the LinkedIn group page for "Beantown Connect". At the top, there is a navigation bar with "Discussions", "Promotions", "Jobs", "Members", and "Search". The group has 821 members and a "Member" button. Below the navigation bar is a large image of a city skyline at night. To the right of the image, it says "Members of this Group" and "See all members". Below the image is a text input field for starting a discussion. To the right of the input field is a "Your group contribution level" section with a progress bar and the text "Getting Started". Below the progress bar is an "Ads By LinkedIn Members" section with an advertisement for "From B2B To B4B". At the bottom, there is a "Great article regarding mobility strategy - DataXoom can" link.



The screenshot shows a LinkedIn post titled "How can I generate more conversions from my blog?". The post is from a "Top Contributor" and has 4 likes, 19 comments, and was posted 2 days ago. The post content is partially obscured by a blurred profile picture. Below the post, there is a "See all 19 comments" link. The comments section shows three comments: 1) A comment from a user with a blurred profile picture, dated 12 hours ago, discussing technology and buyer behavior. 2) A comment from a user with a blurred profile picture, dated 10 hours ago, praising the insights. 3) A comment from a user with a blurred profile picture, dated 3 hours ago, discussing tactics for addressing pain points. At the bottom of the comments section is an "Add a Comment..." input field. Below the comments section is another post titled "Mobile ad spend to overtake desktop by the end of this year - an inevitable step?".

A public list by [redacted]

MEMBERS 5,001 SUBSCRIBERS 239

[Subscribe](#)

Tweets >

List members >

List subscribers >

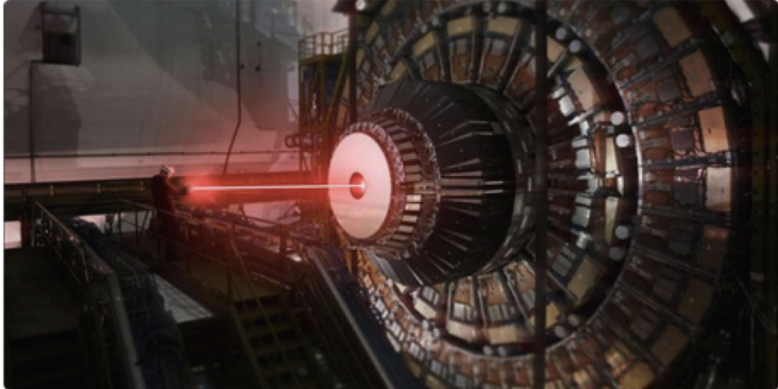
More lists by [redacted]
View all

- Most Engaged Followers
- SMMW15
- SMSS 2014
- Social Media Networks
- Writers
- TheTeam

[Profile Picture] The ability to have access to my important files from any computer or phone is a lifesaver thank you Dropbox... fb.me/3AUpTr6cj [View summary](#)

[Profile Picture] Meerkat Vs Periscope: Tech journalist is a sickly mess | BGR buff.ly/1xTVeIR [View summary](#)

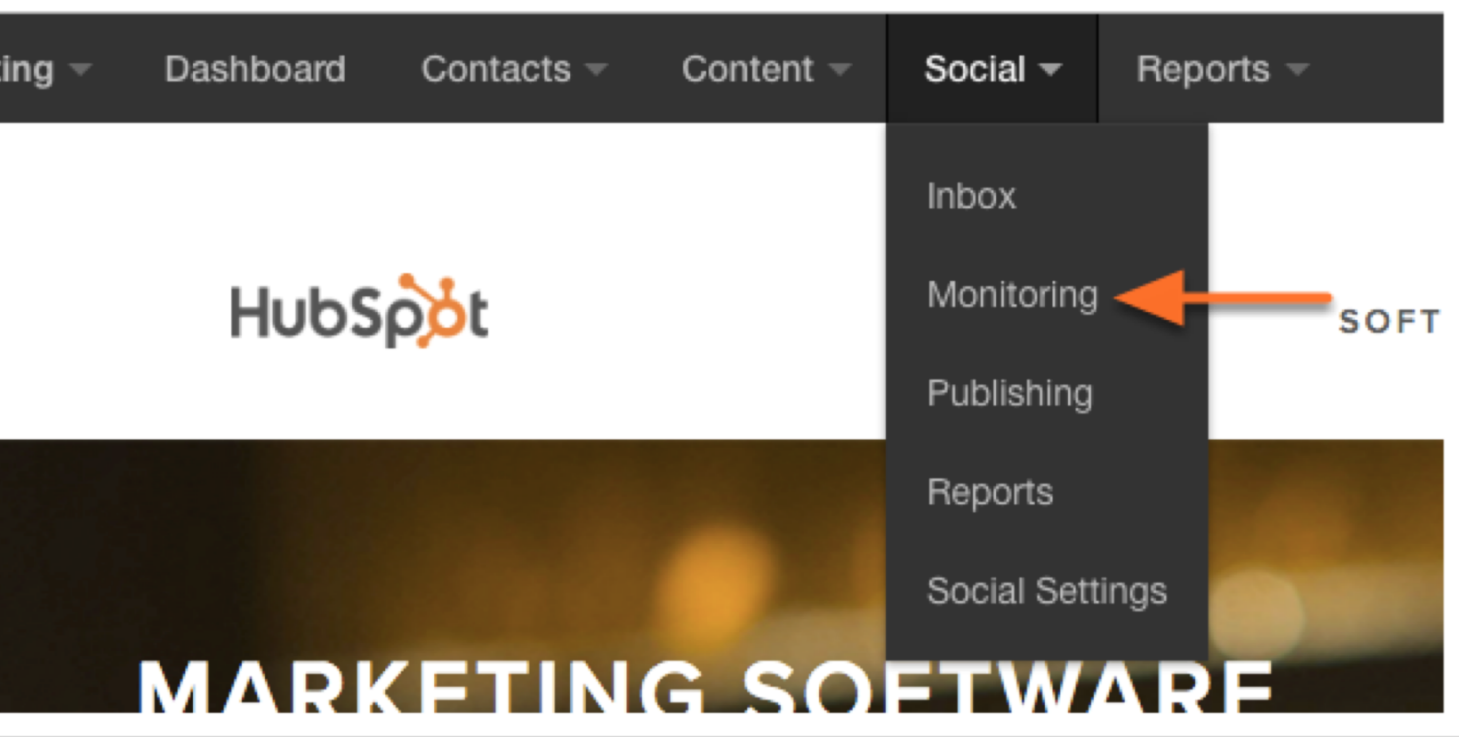
[Profile Picture] CERN researchers confirm existence of the Force | CERN bit.ly/1Hjso4e
#Cern #TheForce



[View photo](#)

Use Twitter lists to **segment audience** members.

As you continue to build relationships with prospects add them to a list.



Use HubSpot to create a **monitoring stream**.

Navigate to Social Monitoring from the Marketing Dashboard.


Social Media [User Guide](#) | [Daily Checklist](#) 🔍 Search for new


[Inbox \(100+\)](#)
[Monitoring](#)
[Publishing](#)
[Reports](#)
[Settings](#)

[Apps & Add-ons](#)
[Follow Me Module](#)
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[Tracking URL Builder](#)

[Publishing Schedule](#)
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Interacting as: 




Gabriel Marguglio
@g_marguglio
+ FOLLOWS YOU

Lead (View Contact)

407 FOLLOWERS 806 FOLLOWING 51 KLOUT

Email
gabriel@destinyg.com

Social History
20 stream matches
12 interactions
[View All](#)



Nick Sal RETWEET

@nextinyum Our mission is to educate and inspire. We hope the #HubPartner100 brought you both. #congrats on all you've done + will do

← Reply 🗨 Retweet ★ Favorite 📧 Forward 🗨 Share 🔗 Link

Using HubSpot to create a **monitoring stream**.

Click on the “+” symbol to add a new monitoring stream.

Show me tweets from:

All of Twitter ▾

That contain:

#Inbound15 × inbound 2015 ×
hubspot ×
Use commas or tabs

Notify me of matches via:

Email
 Mobile push notifications
 Social Inbox

[Hide advanced search options](#)

Required keywords:

Use commas or tabs

Excluded keywords:

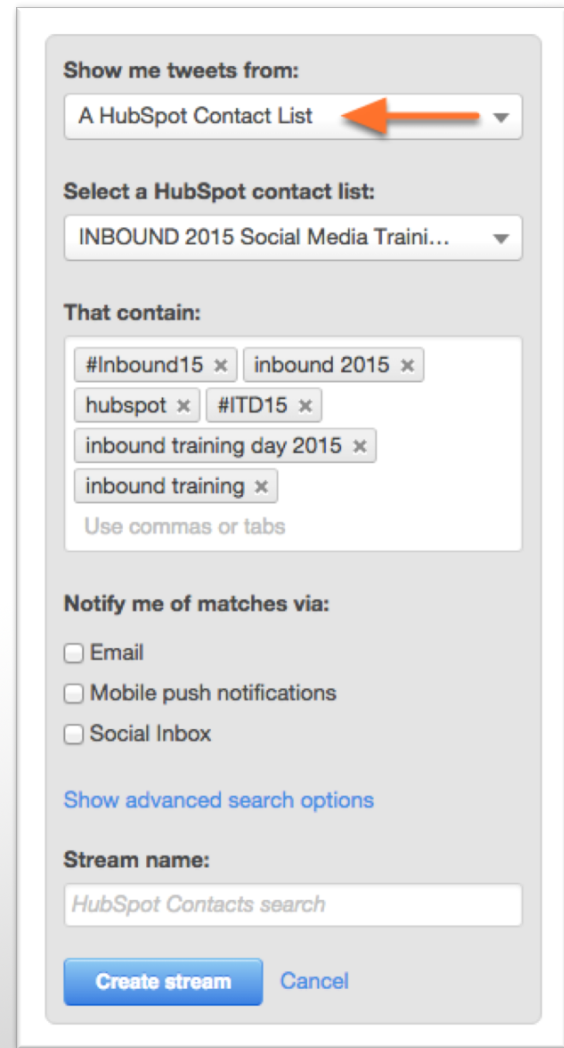
http:// × .com × https:// ×
Use commas or tabs

Using HubSpot to create a monitoring stream.


Input keywords and select your audience in order to finalize your social monitoring stream.

Monitor a **Contact List**.

Select a Contacts in HubSpot. The social monitoring tool will only show tweets from contacts in this list.



The screenshot shows a configuration panel for a social monitoring stream. It includes several sections: a dropdown for the source contact list, a dropdown for a specific HubSpot contact list, a list of search terms, notification preferences, and a stream name field.

Show me tweets from:
A HubSpot Contact List 

Select a HubSpot contact list:
INBOUND 2015 Social Media Traini...

That contain:
#Inbound15 x inbound 2015 x
hubspot x #ITD15 x
inbound training day 2015 x
inbound training x
Use commas or tabs

Notify me of matches via:
 Email
 Mobile push notifications
 Social Inbox

[Show advanced search options](#)

Stream name:
HubSpot Contacts search

[Create stream](#) [Cancel](#)



Buyer persona helps define the various **buying patterns** of those within your ideal buyer profile.






An ideal buyer profile defines shoppers who are a
good fit for your offering.

HOW TO CONNECT WITH PROSPECTS ON SOCIAL MEDIA

1. Establish your brand.
2. Find the right people.
3. Engage with insights.
4. Build relationships.



Use content to **connect with prospects** in a meaningful way.

The background of the slide is a dark blue-grey color with a repeating pattern of small, light grey lightbulb icons. The icons are arranged in a grid-like fashion, with some appearing slightly larger or more prominent than others, creating a subtle texture.

64%

of buyers said they appreciate hearing from a sales person who provides knowledge or insight about their business.

Identify content that shows your prospects **you care** about their success and tag them in in when you share.





HOW DO I FIND **HELPFUL**
CONTENT?

USE CONTENT TO ENGAGE ON SOCIAL

- Company blog
- Blogs that your persona visits often.
- Google Alerts
- HubSpot Social Monitoring

HOW TO CONNECT WITH PROSPECTS ON SOCIAL MEDIA

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Relationships can last a **lifetime.**

Building relationships with prospects can help you maintain a healthy pipeline and leverage their network to identify new prospects.

The background of the slide is a dark blue-grey color with a repeating pattern of small, light-colored lightbulb icons. The icons are arranged in a grid-like fashion, with some appearing slightly more prominent than others.

87%

of buyers said they would have a favorable impression of a sales professional if they were introduced to them through someone in their professional network.

BUILDING RELATIONSHIPS ON SOCIAL

- Build relationships with many, foster relationships with decision makers.
- Leverage your company network.
- Reach out periodically in order to nurture the relationship.
- Like, share, and comment generously.

3 WHAT TO LOOK FOR IN A SUCCESSFUL SOCIAL SELLING STRATEGY



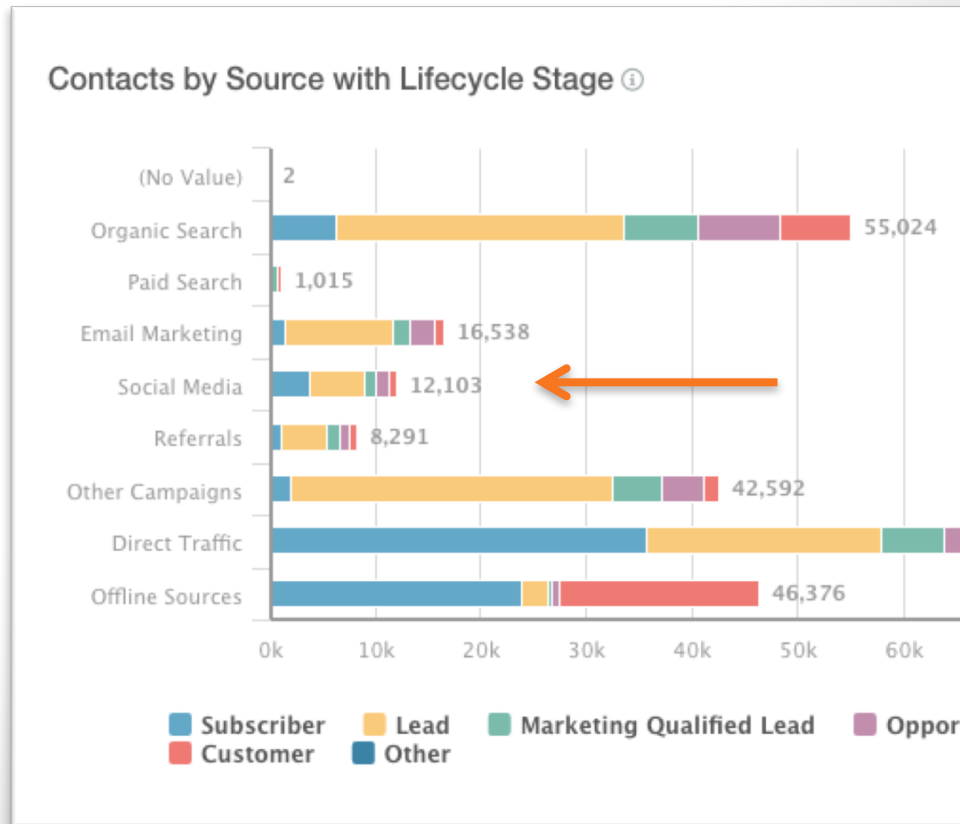
Don't be **vain**.

Ignore vanity metrics such as Klout score, Social Selling Index, Follower count, etc.

SOCIAL SELLING

is leveraging your professional brand to fill your pipeline with the right people, insights, and relationships.

Monitor the growth of your pipeline



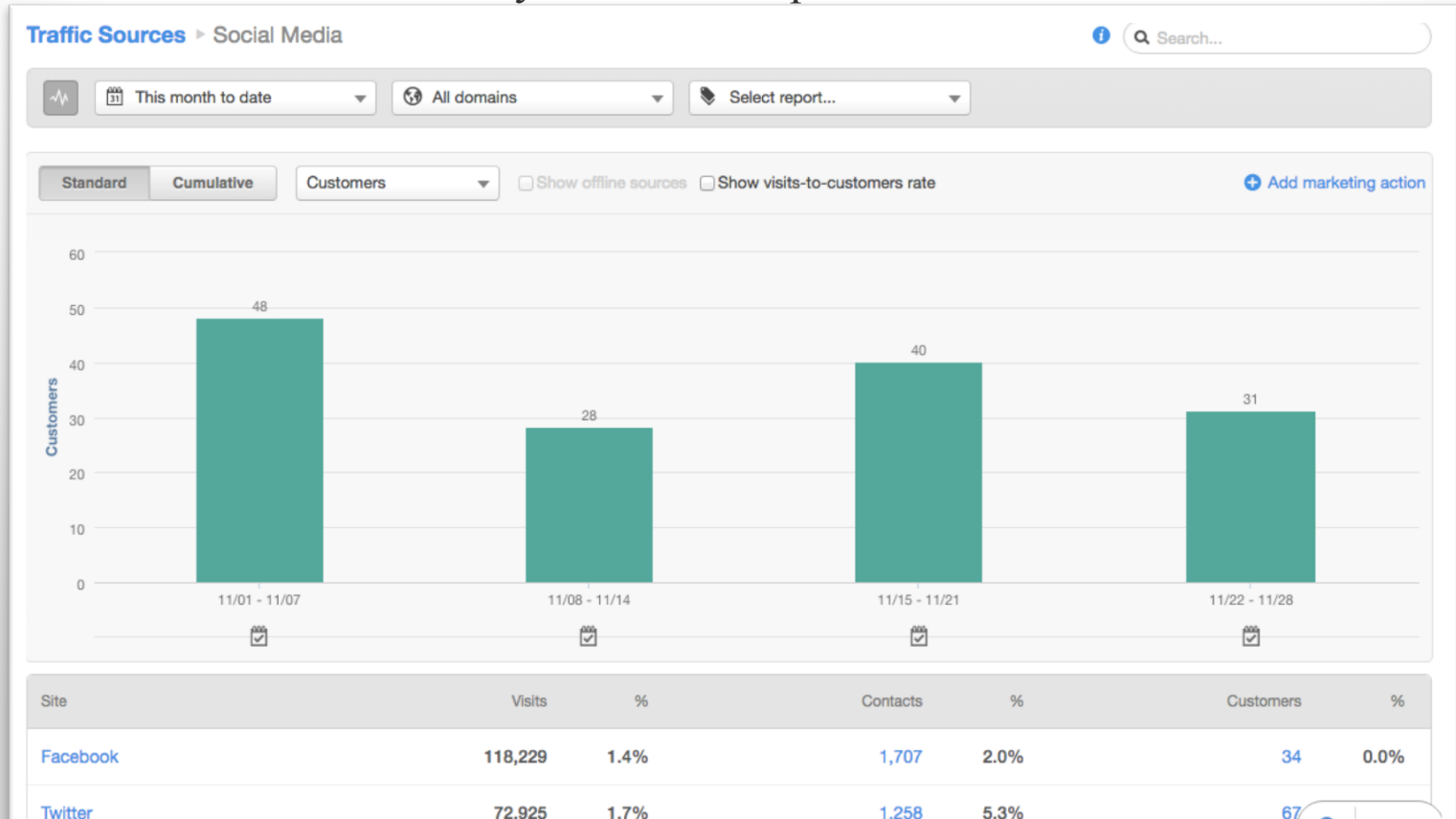
Social selling leaders create

45%

more opportunities than their peers.

Pay close attention to **bottom-line metrics**.

How did your efforts impact the business?

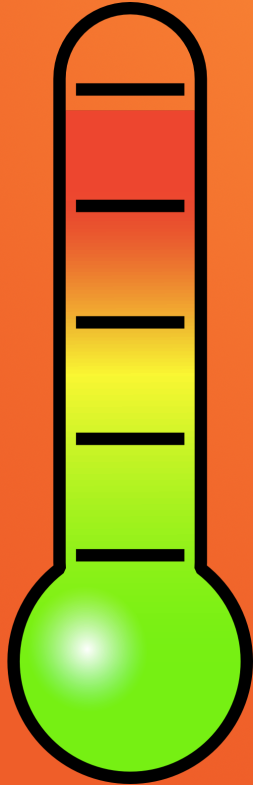




4

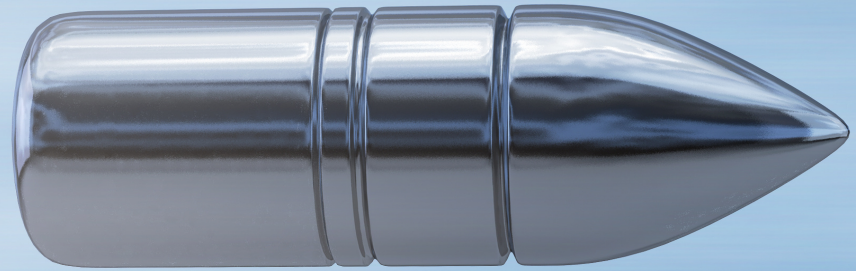
KEY TAKEAWAYS

TEMPERATURE CHECK



- HOT! HOT! HOT! Ready to get started today!
- WARM. I'm going to test this with my sales team.
- COOL. I don't think this is for me.

Social selling is **not** a silver bullet.





An **unstoppable** sales team.



The background of the slide is a dark blue-grey color with a repeating pattern of lightbulb icons. The icons are arranged in a grid and are a lighter shade of the background color.

SOCIAL SELLING IN 10 EASY STEPS

SOCIAL SELLING IN 10 EASY STEPS

1. Find content to share.
2. Share it to your social networks.
3. Check who's viewed your LinkedIn profile, followed you on Twitter, friended you on Facebook, etc.
4. Send a connection request to anyone looked at your profile and appears to be your target buyer.
5. See who's commented, liked, or shared your posts.

SOCIAL SELLING IN 10 EASY STEPS

6. Connect with anyone who has engaged with your content.
7. Check your social inbox to see who's messaged you directly and respond to their messages.
8. Add new members to Twitter lists or business groups.
9. Share content with these new members.
10. Start new conversations.

QUESTIONS?

CONTACT US

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[@HubSpotAcademy](https://twitter.com/HubSpotAcademy)

Facebook:

HubSpot Academy

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**Markiesha
Ollison**

*Valid through 6/2017

THANK YOU.

HubSpot
Academy 