

SOCIAL PROSPECTING WORKBOOK: HOW TO USE SOCIAL MEDIA TO FIND NEW LEADS



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MAR*X* **COMMUNICATIONS, Inc.**

What is Social Prospecting?

With more than one billion monthly active users on Facebook, and over 230 million monthly active users on Twitter, smart marketers know there's more potential than ever to use social platforms to get their name out there, spread their content, and draw more people to their site. Hey, it's your job to make people aware of what your company can offer, right?

Right. So that's why smart PR pros practice social prospecting – the art of scouring the social web, identifying potential prospects for your business, drawing them to your site and getting those potential prospects to your sales team. You've already got your fans and followers in your social networks. Now it's time to check out everyone else.

About This Workbook

This social prospecting workbook will teach you the fundamentals of how to listen to social media conversations in order to generate leads for your business. It's beyond monitoring keywords. It's about engaging people that may or may not know what your business can do for them.

We've identified the quickest way to find potential prospects on Twitter, Facebook, LinkedIn, Pinterest, and Google+. We hope you can use the worksheets to help you get started with social prospecting.

Every worksheet includes:

- Short preparatory work to make the actual prospecting easy
- Visual instructions on how and where to find prospects
- Pro tips that will help you get the best results
- Prescriptions (Marketing Rx) for success
- Take-home exercises for follow-up prospecting

Getting Started

To get started with any one of these worksheets, you'll need:

- A social profile for that network
- Keyword phrases that people use to find you on search
- Organic content related to those keyword phrases

Twitter

(1) Prep:

Write down the top three keyword phrases that people use to find you on search. You'll be able to use this content to draw prospects back to your website.

- 1.
- 2.
- 3.

Pro tip: Remember, shorter keyword phrases work better for Twitter.

Write down three pieces of content that are related to the search results of your keyword phrases.

- 1.
- 2.
- 3.

(2) Get Started:

Head on over to Twitter and type in your keywords and hashtags using any combination you would like.



Pro tip: Mix and match searching your keyword phrases with a hashtag and without a hashtag for the most diverse results.

Please Note: Twitter has a couple of options to sort your search results (see below). It automatically shows you "Top" results. If you'd like to see more results, click "All" at the top of your search. Or, just to the left of your search results, you can click "People" to only see other profiles, not tweets that match your search.

Notes:

Based on their profiles, identify five Twitter users that could be potential leads for your business. Then follow them!

- 1.
- 2.
- 3.
- 4.
- 5.

(3) Take Action:

Now it's time to start sharing the pieces of content you identified earlier. Start engaging with potential prospects by:

- Retweeting some of the content they've shared on Twitter, especially if what they shared is relevant to your industry (remember, these will appear to your followers)
- Clicking "Favorite" for relevant tweets to your industry or tweets you appreciate for being interesting or funny (these will not appear to your followers)
- Responding to any questions they may have tweeted to establish thought leadership

Marketing Rx:

Create a Twitter list of all the potential prospects you've identified to make checking in on them easy for you. Make sure to name your list something that is relevant to your industry. (You do this from your own profile page.)



Please Note: Twitter lists can be public or private. If you make a public list, name it something you don't mind others seeing (so **do NOT name a public list "My Prospects"** for instance – name it, "[Your Industry] Leaders" or something equally complimentary.) When you add someone to a public list, they get an alert the same way they get alerts for retweets, favorites, and @-mentions. (If you'd rather create a private list, feel free to name it whatever is best for your Twitter usage.)

[Take-home exercise]

Spend 20 minutes a week:

- Repeating this exercise and adding more prospects to your list (5 mins)
- Retweeting relevant content for your industry from this Twitter list (5 mins)
- Favoriting tweets from potential prospects from this Twitter list (5 mins)
- Engaging with potential prospects by posing or answering questions from your Twitter list to establish thought leadership (5 mins)

LinkedIn

(1) Prep

Write down the top three keyword phrases that people use to find you on search. You'll be able to use this content to draw prospects back to your website.

- 1.
- 2.
- 3.

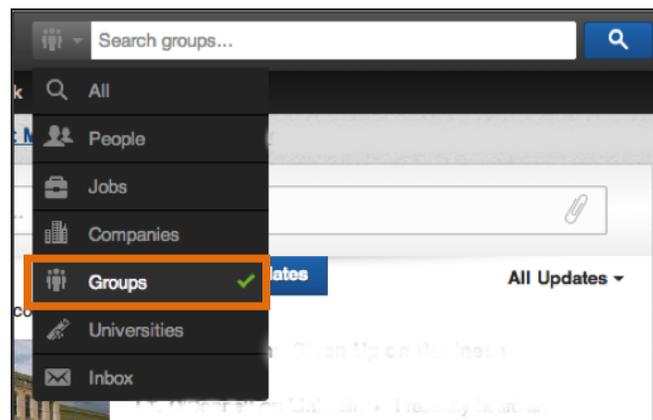
Pro tip: Remember, more business-focused keywords are favored on LinkedIn.

Write down three pieces of content that are related to the search results of your keyword phrases.

- 1.
- 2.
- 3.

(2) Get Started:

Sign into LinkedIn, and to the left of the top search bar, select "Groups" from the drop-down icon menu, which will search all LinkedIn groups.



Pro tip: You can narrow your search results in the menu on the left by choosing what your relationship is to members of the groups, for instance if you want a category of "Open" or "Members only," or if you want search results for groups that are in one or multiple Languages.

Notes:

Based on the group's description (and a quick scan), identify five LinkedIn Groups that could have potential prospects for your business and join them.

- 1.
- 2.
- 3.
- 4.
- 5.



Don't forget: Some groups are private, so you may need to wait until you are accepted into the group to complete the worksheet.

(3) Take Action:

Now it's time to start sharing the pieces of content you identified earlier. Start engaging with potential prospects by:

- Joining in on conversations in the group where you can add value with your content
- "Liking" content that others are sharing in the group
- Sharing your own content and posing your own questions to the group

Marketing Rx:

When you find a particular post within the group you want to monitor, you can choose to "Follow Discussion" so you'll be updated when content for that post is added.

[Take-home exercise]

Spend 20 minutes a week:

- Reviewing the content in the groups you've joined (5 mins)
 - Commenting and adding value to posts from others in the group (5 mins)
 - Evaluating those you engage with the most to see if a connection is a good fit (5 mins)
 - Share one piece of organic content to the groups you've joined (5 mins)
-

Facebook

(1) Prep:

Write down the top three keyword phrases that people use to find you on search. You'll be able to use this content to draw prospects back to your website.

- 1.
- 2.
- 3.

Write down three pieces of content that are related to the search results of your keyword phrases.

- 1.
- 2.
- 3.

Write down 3 long-tail search queries that are created from those keywords.

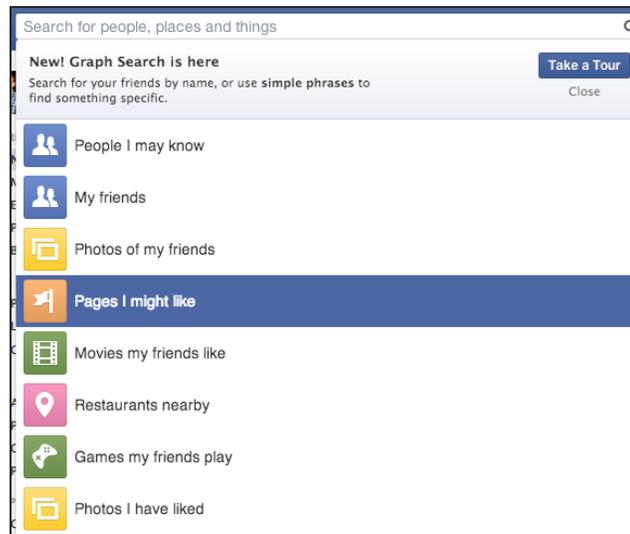
- 1.
- 2.
- 3.

 **Definition:** Long-tail keywords are search queries composed of 3 or more words that are more specific than the keyword alone.

Example: "Public Relations Agency" (not long-tail) vs. "Connecticut-Based Public Relations Agency" (long-tail)

(2) Get Started:

Sign into Facebook and type your long-tail search queries into Graph Search and see what comes up.



Pro tip: If you're not familiar with Graph Search, spend a few minutes and take the tour. Worth it! You can find that tour here:

<https://www.facebook.com/about/graphsearch>

Notes:

Identify three pages could potentially have leads for you and "Like" them.

- 1.
- 2.
- 3.

Identify three groups could you join that prospects could potentially be in & join them.

- 1.
- 2.
- 3.

(3) Take Action:

Now it's time to start sharing the pieces of content you identified earlier. Start engaging with potential prospects by:

- Joining in on conversations on pages and groups where you can add value with content
- "Liking" relevant content on pages that is relevant to your industry
- Asking questions on pages and groups to engage others

Marketing Rx:

If possible, subscribe to the pages' or the groups' RSS feed (if enabled) so you don't miss any relevant content.

[Take-home exercise]

Spend 20 minutes a week:

- Scanning the pages you've "liked" for any opportunity to join the conversation (5 mins)
 - Searching the groups you've joined for opportunities to offer help or content (5 mins)
 - Engaging with people from the groups or pages directly on their profiles (if possible) (5 mins)
 - Share one piece of organic content to the groups or pages you've joined (5 mins)
-

Google+

(1) Prep

Write down the top three keyword phrases that people use to find you on search. You'll be able to use this content to draw prospects back to your website.

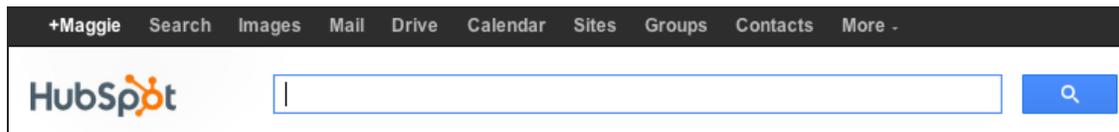
- 1.
- 2.
- 3.

Write down three pieces of content that are related to the search results of your keyword phrases.

- 1.
- 2.
- 3.

(2) Get Started:

Head on over to your Google+ account and search your keyword phrases.



Pro tip: Get context for your search results by toggling between All, Friends, Family, Acquaintances, and Following.



Notes:

Identify three people and pages that could potentially have leads for you and “follow” them.

- 1.
- 2.
- 3.

Identify three communities that could potentially have leads for you and “join” them.

- 1.
- 2.
- 3.

(3) Take Action:

Now it's time to start sharing the pieces of content you identified earlier. Start engaging with potential prospects by:

- Digging into the pages and people you've followed and adding value when possible through comments
- Liking ("+1") any content that's relevant to you and your business
- Identify regular contributors in your communities and engage with them through answering questions or providing helpful content

Marketing Rx:

Save all your Google+ searches for easy access later. (Just bookmark or save the URLs of your searches.)

[Take-home exercise]

Spend 30 minutes a week:

- Scanning Google+ posts and commenting on one relevant piece content (15 mins)
 - Work on building relationships with regular contributors in communities by adding thought leadership to content they've shared (15 mins)
-

about us



MarX Communications is the B2B public relations agency that gets the right people talking About You. We create visibility, credibility, and yes, sales leads.

We are emphatically not your everyday public relations agency. We are senior-level PR specialists who know what we're doing – and do it all ourselves. We don't pitch the B2B public relations business and then leave you at the altar with junior level people to pick up the pieces. At the end of the day, what you see is what you get... and more.

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