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Social Selling Tips to Drive ROI

HAT
MEDIA



HELLO

So, my guess is you've downloaded this eBook because you're clever enough to recognise that social selling is where it's at if you want a massive ROI. You know traditional methods just don't cut it anymore and you're looking for effective strategies.

You've come to the right place.

LET'S START WITH SOME FACTS:

1

ROUGHLY

60%

of sales
professionals rely
on social selling

2

ABOUT

75%

of top sales
performers integrate
social selling into
their strategy

A big reason for this shift
is the purchasing habits of
B2B buyers—75% of these
individuals depend on social
media to help them make
their buying choices.

3

33%

have seen a jump
in their leads

AND NEARLY

40%

have noticed
a reduction
in necessary
contact time.

4

OVER

30%

have been able
to deepen their
engagement with
customers.

Sales representatives that are consistently active on social media, on average, see their sales opportunities spike by 45% and are over 50% more likely to reach their sales quota.

WOW

This is why social platforms and the social selling that can be accomplished in these spaces is a boon for businesses across the world. Social selling has the potential to transform a company's profits, brand reputation, and customer loyalty—if it is done right.



So How Do You Do It Right?

Even though social selling clearly works, and many organisations' competitors are actively using the technique to increase revenue, too many businesses are missing out—and it's not for lack of believing. **Four-fifths of business leaders** understand the value of a social media presence, but **only one-third of businesses** have created a social media sales strategy.

So, while marketing and sales representatives may have a social media presence, without a strategy they are missing out on the full potential that social selling has to offer.

The following dives into social selling, including everything from social selling trends to best practices. This information is invaluable to B2B marketers and sales representatives, especially given the fact that roughly two-thirds of B2B buyers base much of their buying decision on a vendor's social content.

The first part of developing a strong social selling strategy is understanding some of the most popular trends that experts expect to see in this digital marketing and sales niche over the coming months.

1 PAID SOCIAL

2011
\$5bn
Global social
commerce revenue

2015
\$30bn
Global social
commerce revenue

Every year the same conversation comes up again – social platforms lower organic page reach and businesses worry about how to reach their audience.

In the past few years it has dropped from double to single digits. And, at this point, organic reach is essentially nil. This is because paid social is creating unreal revenue.

In 2011, social commerce revenue sat at \$5 billion globally.

By 2015, it had jumped to \$30 billion.

This means that, yes, it is time to move away from organic social efforts. Instead, businesses should start more heavily investing in paid social, but also in creating unique paid social for the unique platforms that exist—it is differentiating between the platforms, their unique audiences, and their tools that will create the biggest ROI.

**It's time to move
away from organic
social efforts**

2 THE RIGHT SOCIAL SELLING TOOLS

Social can take over your day.

There are endless possibilities. And while social selling can be one of the more engaging and interesting marketing and sales activities to be involved in, there are other tasks to be completed and duties to be fulfilled.

This means that powerful social selling automation tools will be key. These tools will not replace marketers and sales reps, but instead will augment their activity, taking over low-value tasks and ensuring that no leads slip through the cracks.

Think Sprinklr, Hootsuite, Eloqua, Marketo, HubSpot, and many more...

But the right tools go beyond just the ones that automate social selling. They also include those that can collect valuable data and provide insights. In terms of data collection and analysis tools, the ones that will bolster marketers and sales reps' efforts are the ones that help to unsilo data not just that social platforms provide, but also that the company itself already owns but simply does not fully utilise.





3

THE MERGE OF MARKETING AND SALES

While marketing and sales have always worked closely together and depend heavily on one another, **social selling creates the potential for cross-team collaboration.**

The best results will be produced when marketing develops and distributes content, sales uses this to inject energy into the social conversation, marketing collects, organises, and analyses insights, and the cycle continues and grows stronger, more integrated, and streamlined over time.

What will likely be created out of this partnership is a team revenue. In other words, sales representatives will no longer be the only ones that benefit from reaching and exceeding their sales quota—their marketing partners will share in this.



4

ADDING VALUE VIA CONTENT

When customers, whether in the B2B or B2C category, are on social platforms, they are looking for value.

This value can come in a variety of forms, such as conversations with friends or family, entertainment, an introduction to new ideas, or information about a product or service that meets their needs.

Selling does not add value. Content does. And content that creates value also creates trust—it helps to make a potential customer more open to the idea of a new brand and what it has to offer. So, this is where social selling should always start. This can be seen by the fact that, when it comes to B2B purchases, buyers will read, listen to, or watch multiple pieces of content before they become open to the idea of engaging one-on-one with a sales rep.

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After content is created and shared, it is time to engage the customer.

Marketers and sales representatives should be very cognisant of how they interact. They need to stay on the opposite end of the 'pushy' spectrum. This type of salesy approach puts customers off and leaves a bad taste in their mouth, only hurting the brand's reputation.

What does work, though, is creating a connection.

This connection should be friendly and allow the customer to easily engage, sharing their honest opinions, needs, and desires. It is this information that the sales representative can then use to craft a personalised pitch, directly hitting each of the customer's pain points.

Alternatively, maybe the potential customer isn't a good match. Maybe they need a completely different product or service or simply don't need one at all. If the representative is open to this and even points the individual in the right direction, there is a good chance that that lost lead will refer one of their connections—

this is how you truly harness the power of social media and the network it creates.



6

NURTURING LEADS

Leads aren't just a mix of data and information.

They are unique individuals. They want different information, interaction, and often a different sales approach. This is where the importance of nurturing leads comes in.

While the idea of nurturing is often associated with email, it should be done with social selling. The key to accomplishing this comprehensively lies in ensuring lead nurturing across the various platforms—this is non-negotiable given that, on average, **individuals are active on more than five social accounts**. This nurturing includes the nurturing basics like auto-posting content and asking followers questions. But it also includes the more advanced tactics, such as custom ad audiences and allowing for channel leaps with social QR codes. To help with this, marketing and sales teams should use tools like Salesforce, Marketo, and Eloqua.



As previously stated, it is essential that professionals involved in social selling separate social platforms and create a strong strategy for each one—these platforms are made for different types of engagement and the most successful social selling will take advantage of this fact rather than ignore it.

As an example, let's take a look at LinkedIn. LinkedIn should be the social selling go-to for B2B sales professionals. It has millions of users across Australia and can be treated as a business professional directory—not to mention its **Social Selling Index**.

To successfully use LinkedIn, it takes more than just an optimised profile—although this is non-negotiable. It also requires sales reps to pinpoint active potential clients. If you are targeting LinkedIn users who never sign in, you're talking to the wrong people. Sales reps should then begin interacting with these active users.

This doesn't mean throwing a bunch of information their way. It does mean starting a conversation.

The best way to move the conversation forward is to point them towards the content you have posted that they would find useful. But in order to do this, you need to have posted plenty of content that has started to gain traction. This is the basis of LinkedIn social selling.

It is all about proving yourself as an industry thought leader and reliable source.



7

TREATING EACH PLATFORM UNIQUELY

WHO HAS HAD SOCIAL SELLING SUCCESS IN AUSTRALIA?

Because we all need some inspiration...

While social selling has produced incredible results around the world, Australia is home to some of its biggest success stories. Here is a look at just a few of them:

1

SAP Australia

This enterprise application and software development company has created one of the stronger followings across their social channels, with triple figure followings on Facebook, LinkedIn, and Twitter, as well as an impressive YouTube library that has gained more than 20,000 followers.

The Head of Marketing for the region, Jennifer Arnold, gave credit to the fact that they concentrate most of their energy in three areas: Using employees as social representatives, putting customer needs first, and offering personalised support. These efforts, combined with their move to concentrate less on organic traffic, have allowed SAP to generate increased interaction with customers (i.e. an average of 165 Facebook likes per post).



2

IBM Australia

This tech giant has embraced social selling over the last few years and it has seen the most success by pursuing specific projects under the umbrella of social selling. For example, it decided to become a hub for developers in the Australia and New Zealand. They executed a targeted social selling campaign that reached nearly 2 million social users in the region and achieved a top trending rank on days when live events occurred.



3

Oracle Australia

Oracle has not only developed a social selling solution, they have also pursued the art and science of social selling—and they've mastered it. An example of this can be seen by the fact that the company has well over 3 million followers on LinkedIn and regularly gets high engagement rates on their popular Twitter page.



While these companies all reside under the tech umbrella, it is organisations in every sector that are seeing the vast benefits social selling has to offer.

AUTHOR BIO

Joana Inch enables agency owners to scale at large, get some free time back into their busy lives and focus on what they do best!

As the Co-Founder and Head of Digital at Hat Media - a marketing agency that specialises in content creation and marketing automation, she understands the ins and outs of business and marketing and is passionate about allowing agency founders to move past the hamster wheel and find success in their endeavours.

Joana has been in the industry for 15+ years, has been an owner for 10 of those years and comes from a digital media, search and strategy background. She excels in big picture thinking, cutting through the noise and delivering campaigns on time and in budget.

Have a favourite ski slope? Joana is happy to discuss why yours isn't the best over a Kahlua.



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