




# COVID-19 RECOVERY

In partnership with brilliant red  
digital

The logo for brilliant red digital, featuring the text "brilliant red" in a small, white, sans-serif font above the word "digital" in a larger, bold, red, sans-serif font. The "d" in "digital" is stylized with a dotted pattern.

# COVID-19 Webinar:

Driving Sales for your B2B business through  
Social Selling Excellence

26 February 2021

# Welcome

Declan Murtagh  
Brilliant Red Digital

# Agenda

- **What is Social Selling?**
- **Building an Effective Sales Network**
- **Content Marketing's role in Social Selling**
- **How to Nurture Leads**
- **Creating Brand Advocates to promote your B2B business.**
- **Measuring Social Selling Success**



# Driving Sales for your B2B business through Social Selling Excellence

# What is Social Selling?

- Is Social Selling the same as Social Media Marketing? No
- Is it similar to Social Media Advertising? No
- Is it more related to the sales funnel? Yes
- For many salespeople, it's replaced the dreaded practice of cold calling.



# What is Social Selling?

“Social selling is the art of using **social media** to **find, connect with, understand, and nurture sales prospects**. It’s the modern way to develop meaningful relationships with potential customers so you’re the first person or brand a prospect thinks of when they’re ready to buy.”

(Hootsuite, 2019)

# What is Social Selling?

- Social selling allows salespeople to laser-target prospects and establish rapport within their network.
- Leveraging your professional online brand to fill your pipeline with the right prospects, insights and relationships.
- The ability to add context to a conversation by tapping into the information that social media encompasses.
- Use that newfound intelligence to engage with prospects to enable a better lead generation and sales prospecting process.



# Why Should You Use Social Selling?

- 78% of social sellers outsell peers who don't use social media in the sales process (LinkedIn)
- 39% of B2B professionals said they were able to reduce account and contact research time with social selling tools (eMarketer)
- 89% of top performing sales people say social networking platforms, such as LinkedIn, are important in closing deals and are part of their sales strategy (LinkedIn State of Sales eBook)
- 53% of customer loyalty is driven by a salesperson's ability to deliver unique insight, easily done through social media. (optinmonster)

# Why Should You Use Social Selling?

- Social selling is a softer sales approach.
- Traditional selling is more like a sprint with monthly sales cycles.
- It is more of a longer term strategy and more about building long lasting relationships with buyers.
- More difficult today to simply cold call your way to a sale. Buyers' have more access to information than ever before. They are asking questions, seeking out advice and making their final decisions - all online/ social media.

# Customer Buyer Journey

## The Buyer's Journey



**Prospect is experiencing and expressing symptoms of a problem or opportunity.**  
Is doing educational research to more clearly understand, frame, and give a name to their problem.



**Prospect has now clearly defined and given a name to their problem or opportunity.** Is committed to researching and understanding all of the available approaches and/or methods to solving the defined problem or opportunity.



**Prospect has now decided on their solution strategy, method or approach.** Is compiling a long list of all available vendors and products in their given solution strategy. Is researching to whittle the long list down to a short list and ultimately make a final purchase decision.

# Traditional Selling

## Marketing

- Traditional
- PR
- Trade Shows
- Digital Marketing

## Advertising

- Online Advertising
- Lead Forms
- Inbound sales leads
- Targeting

## Sales

- Lead Nurturing
- Cold Sales
- Sales Meetings
- Face2Face/ Phone

## Account Manager

- Manage client relationship
- Retention through satisfaction
- Upselling

Awareness

Purchase

# Social Selling (Funnel)

## Networking

- Sales team connect with existing and potential customers on Social Media

## Content Marketing

- Sales and marketing teams work to create content that aims to build trust and spread awareness

## Social Selling

- Leads via social media are captured and nurtured across multiple social media channels

## Brand Advocates

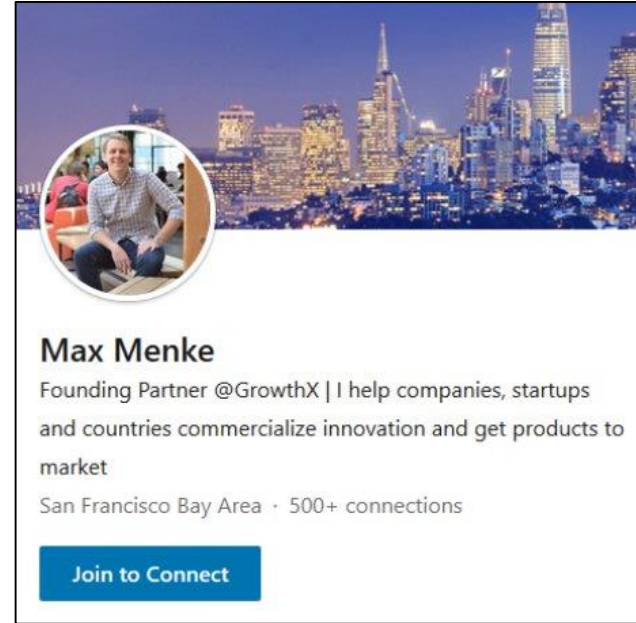
- Sales team encourage their network to share their experiences and recommend on social media.

Awareness

Purchase

# Building a Successful Social Sales Network

- Ensure your personal and business profiles are optimised
- Complete every section as thoroughly as possible
- Convey your and your businesses personality
- Include relevant industry keywords



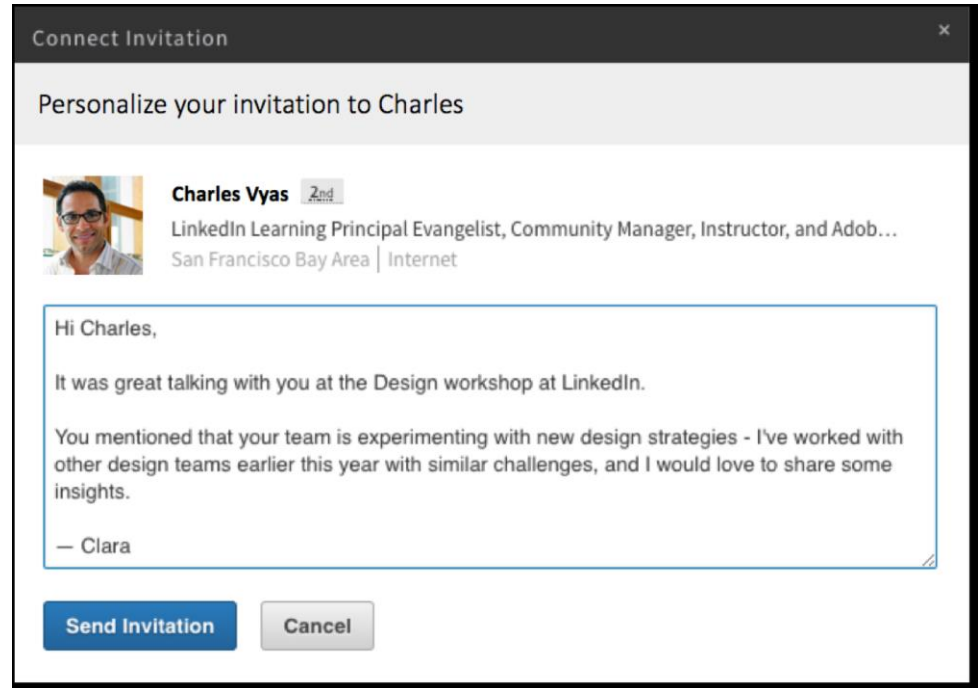
# Building a Successful Social Sales Network

- **Find your ideal prospects:**
  - Who are your customers ?
  - Where do they hang out?
  - What type of content do they like?
  - How and why do they use social media for business purposes?
  - Identify who they follow and engage with on social media.
  - Use social listening tools.
  - **Build Audience Persona's**



# Building a Successful Social Sales Network

- **Connect with existing customers and prospects:**
- Personalise connection requests and offer value
- Connect with people who have engaged with your posts
- Invite email contacts and connections to follow your company





# Building a Successful Social Sales Network

- Find new connections using LinkedIn Search
- Follow and engage with other businesses and individuals
- Engage with relevant content
- Listen and monitor what people are saying with hashtags
- Join and contribute to the conversation in social media groups
- Share content



# Building a Successful Social Sales Network

➤ Choose your social media channels:



# Networking – Example

LinkedIn search bar for "mac group". Navigation icons for Home and My Network are visible. Filter buttons include Companies, Locations, Industry, Company size, and All filters.

LinkedIn profile for mac-group.com. The profile banner features the text "Construction | Interiors | Modular" and the "mac" logo. The profile name is "mac-group.com" with "Construction · Dublin 16, Dublin · 15,405 followers". A callout box highlights the text: "20 people from your school were hired here". Below the callout is a link: "See all 147 employees on LinkedIn →".

LinkedIn post from mac-group.com (15,405 followers, 6h). The post text reads: "Despite the pandemic #TEAMmac did not stop delivering excellence in 2020. From the award-winning delivery of One Microsoft Court, the record-breaking delivery of #Ryanair, the fantastic façades at 35 Shelbourne Road and #IntuMerry! ...see more". The post includes a collage of architectural images and a caption: "with Paul McKenna and 4 others projects".

# Social Selling

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Awareness

Purchase

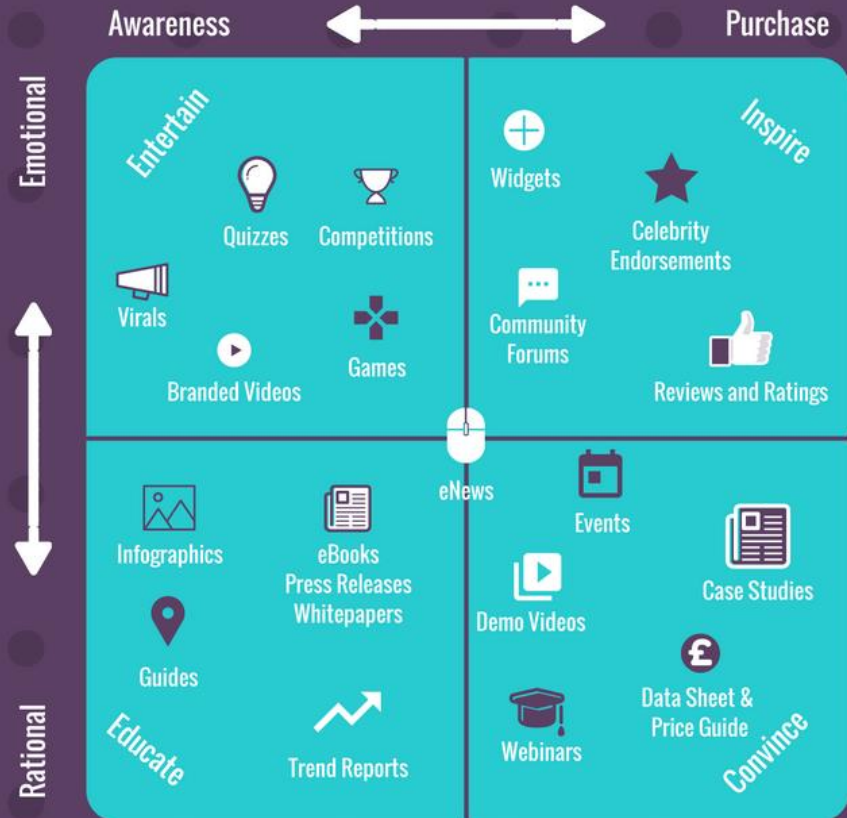
# Content Marketing

“Content marketing is a strategic marketing approach focused on **creating and distributing valuable, relevant, and consistent content to attract and retain** a clearly defined audience and, ultimately, to drive **profitable customer action.**”

# Content Marketing

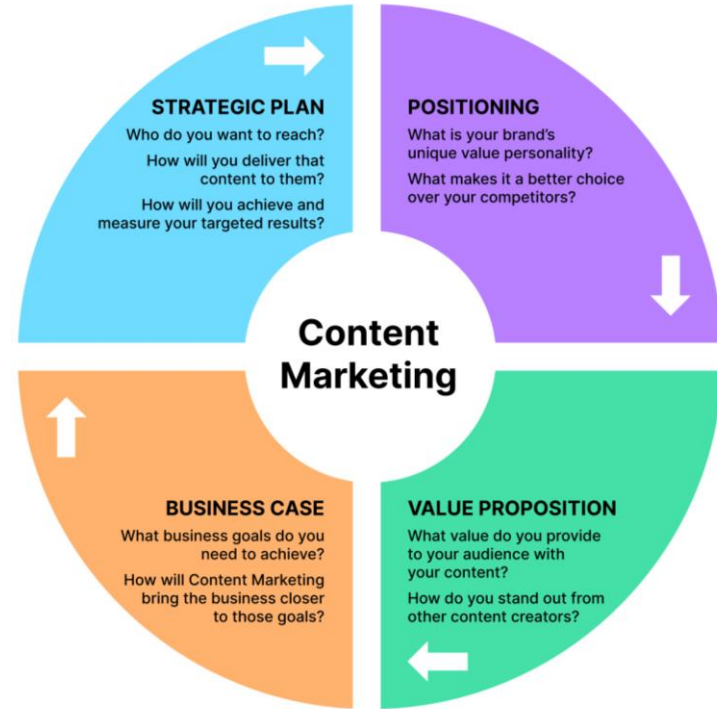
- The four purposes of creating content
- Content should address **needs and interests** of your audience on both a rational and emotional level
- It should help you **engage** with your audience from the very **first point** of contact with your brand through to their **purchasing decision**.

# Content Marketing Matrix



# Content Marketing

- Content marketing is the foundation of Social Selling:
  - Builds Trust
  - Adds Value to prospects and customers
  - Builds deeper relationships
  - Provides insight
  - Positions your brand as experts



# Content Marketing

- Content for every stage in the buyers journey





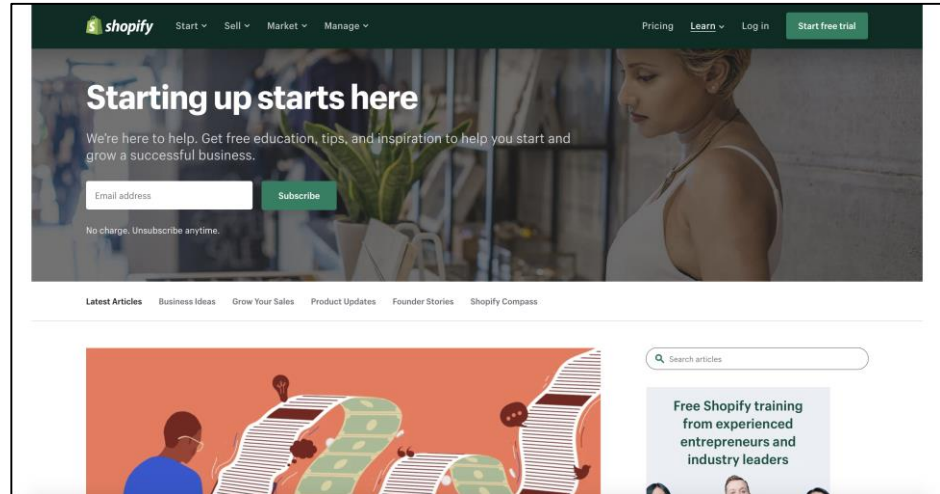
# Content Marketing

# Proven B2B content that works

# Content Marketing

## ➤ Blogs

- Can be linked from Social Media
- Drive volumes of organic traffic
- Very accessible
- Educate your audience



# Content Marketing

- **Whitepaper or eBook**
  - Provide insights or how to for your audience
  - Tailor content to persona or audience
  - Excellent for building trust



# Content Marketing

- **Industry reports**
  - Unique content
  - Stand out from the crowd
  - Position your brand as thought leaders



# Content Marketing

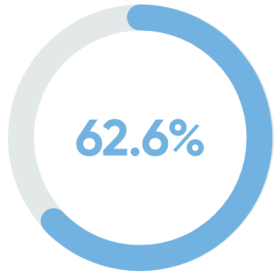
## ➤ Webinars

- Extremely popular in 2020
- Share experiences and insights
- Educate your audience
- Show personality



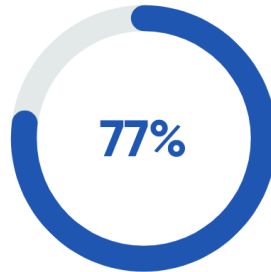
# Content Marketing

## ➤ Case Studies



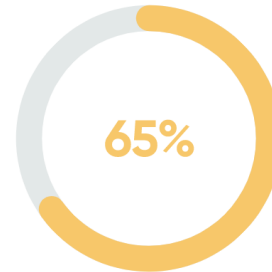
### Of US Agency Execs

cited case studies as the most effective content for lead generation.



### Of B2B Buyers

cited customer success stories as the most influential content they consumed.



### Of B2B Marketers

ranked case studies among their top 3 most effective content types.



### Positive Response Rate

to cold emails when a famous customer was mentioned in the email.

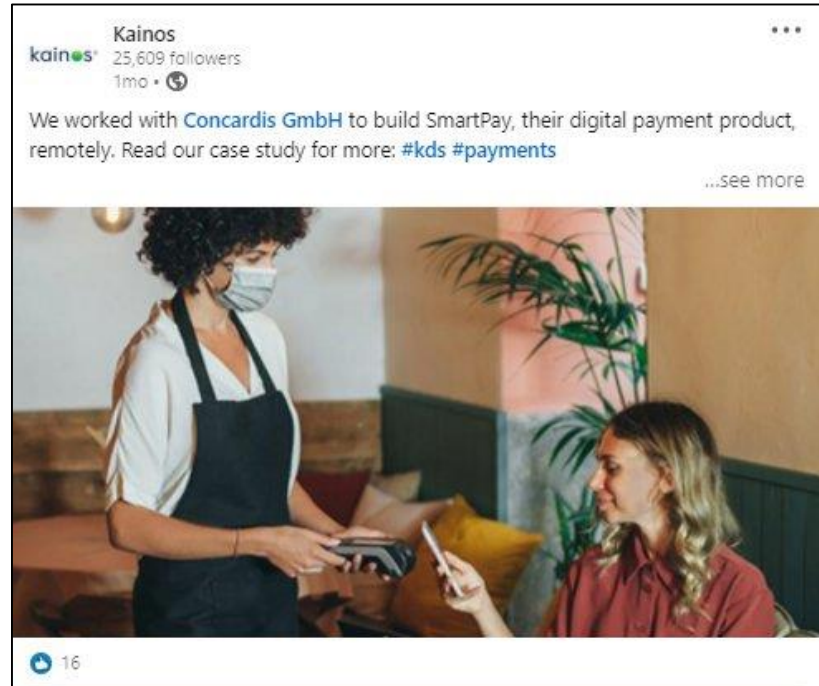
# Content Marketing

- **Templates & Checklists**
  - Valuable content for potential and existing customers
  - Showcase expertise in industry
  - Shareable



# Content Marketing - Example

- Case Study from Kainos
- Worked with their client Smart Pay
- Conveying how they are still working remotely
- Showcasing expertise





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Awareness

Purchase

# Nurturing Leads – Social Selling

“Lead nurturing is the process of developing and reinforcing relationships with buyers at every stage of the sales funnel.”

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# Nurturing Leads – Social Selling

## ➤ Lead nurturing example:

Persona	Job Title	Role	Content Campaign
Marketing Michelle	Head of marketing at a mid-sized company (30 employees).	Manages a small team of marketers and is often stretched for time. She is often judged on lead volume and is always looking for new ways to increase lead quantities.	Content is framed around lead generation or other marketing strategies she may have expressed interest in.

# Nurturing Leads – Social Selling

## ➤ Lead nurturing example:

	Content Offer	Call To Action
Step 1	Learn How to Prove the Value of Your Marketing Efforts	Sign up for a free assessment
Step 2	eBook offer: Generation More Leads with Your Website	Download the eBook
Step 3	Watch a Quick Video Demo of Marketing Software	Watch the video
Step 4	Deep Dive: Email Marketing Made Easy	Request a demo

# Nurturing Leads – Examples



**Workday**  
465,257 followers  
1d • 🌐

+ Follow ...

Want to better align your workforce to prepare for the unexpected? Read this eBook to find out how: <https://wd.inc/3cvKybW>

**Plan Your Resilient Workforce**  
A guide to achieving business agility with strategic workforce planning.

The image shows a LinkedIn post from Workday. The post includes a blue header with the Workday logo and name, follower count, and time. Below is a text-based announcement for an eBook. The main visual is a blue graphic with the title 'Plan Your Resilient Workforce' and an illustration of three business professionals in a meeting.



**Adverity**  
14,521 followers  
1w • 🌐

+ Follow

The new season of our Bitesize webinars starts on January 28th, with a story on how you can get data from all your marketing sources into a single place, and use it to gain insights and drive growth. 🚀 📅 📄 #marketing #data #ETL

**adverity** SMOOTH WITH DATA **MINI-SERIES | PART 1** **JOIN US!**

**JOSEPH CAPONSACCO**  
Senior Enterprise Account Executive at Adverity

**THE PATH TO SUCCESSFUL MARKETING**  
**ETL | THE DATA FOUNDATION**

📅 16:00 (CET) - 28th January 2021

The image shows a LinkedIn post from Adverity. It features a dark-themed graphic with a circuit-like pattern. The text promotes a webinar series, highlighting the first part titled 'The Path to Successful Marketing: ETL | The Data Foundation' featuring Joseph Caponsacco. It includes the Adverity logo, a 'JOIN US!' banner, and the event date and time.

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Awareness

Purchase

# Brand Advocates

- The customer experience has become one of the most significant factors to help turn prospects into customers and customers into brand advocates.
- Brand advocates are committed and highly satisfied buyers who willingly recommend your business to others based on their own authentic, positive customer experience.
- Cultivate Trust and Communication





# Brand Advocates

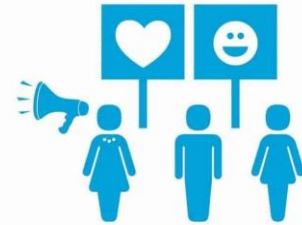


# Brand Advocates

## How to cultivate brand advocates for B2B.

- Focus on the relationship –
  - Start with the fundamentals, good product, excellent customer service, positive consistent experience
- Create content advocates to share on social
- Share success stories (Case Studies)
- Reward and surprise customers
- Empower advocates to tell their own story
- Act on the feedback

### **Brand advocates**



# Brand Advocates - Example



**Ben Maguire** • 2nd  
Managing Director at HMS Spirits Company  
3w • 🌐

Recommendations please. I'm looking for a haulier that can transport our bonded goods across the UK. We have our own WOWGR. Current quotes are x4 higher than usual. Thanks in advance.

#logistics #bonded #transport #haulage



Bonded  
haulage required



**Lloyd White** • 3rd+  
Sales Director at Legacy Brands

3w ...

Companies we use - Wineflow, DHL.

**Trevor Moore** will be able to advise on additional under bond hauliers

Like · 🗨️ 1 | Reply · 3 Replies

Load previous replies



**Ben Maguire** **Author**  
Managing Director at HMS Spirits Company

3w ...

**Lloyd White** 😊

Like | Reply



**Nick Gillett** • 2nd  
Disrupting the UK spirits market with the very best in spirits and liqueurs f...

3w ...

**Brian Davis** is your man Ben depending on what you need and location of point A to B. He can offer full logistic solution and if he isn't the right man he will know who is

Like · 🗨️ 1 | Reply · 1 Reply



**Ben Maguire** **Author**  
Managing Director at HMS Spirits Company

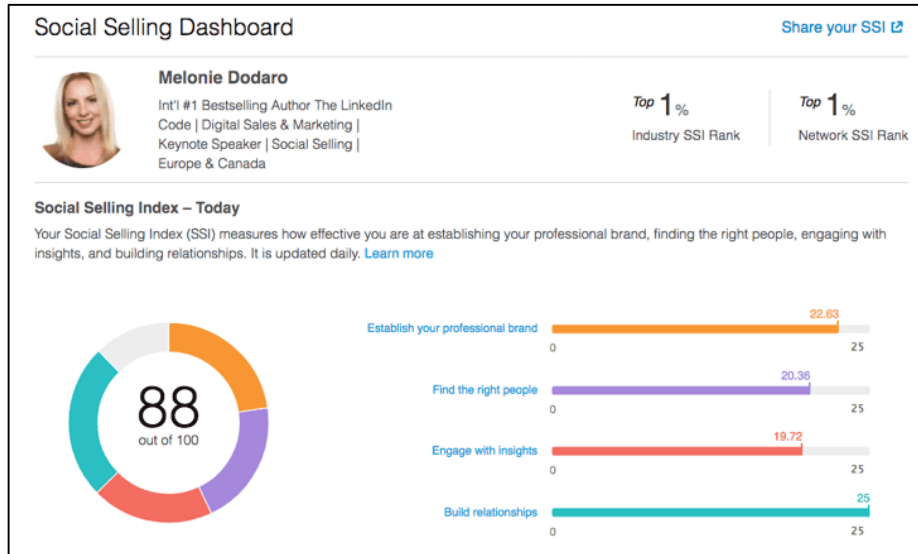
3w ...

Thanks Nick

Like | Reply

# Measuring Social Selling Success

Log into your LinkedIn account and visit <https://www.linkedin.com/sales/ssi>



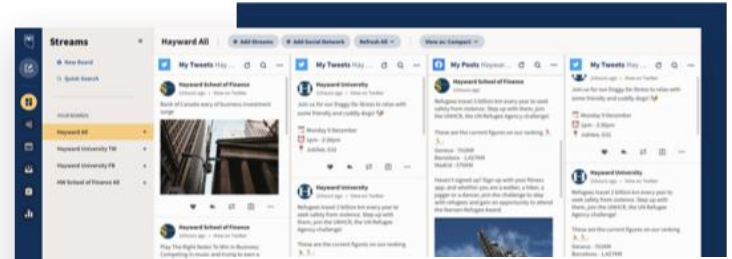
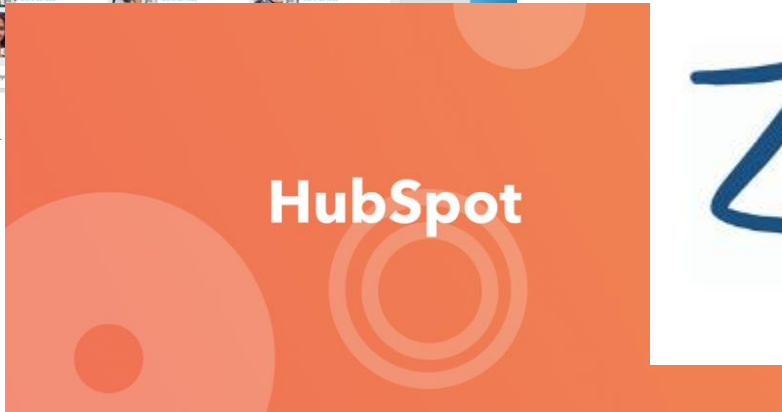
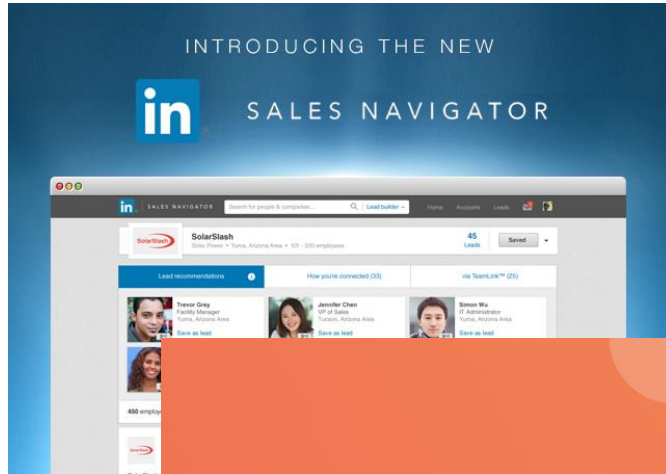
# Social Selling Index (SSI)

- Measures a company's or individual's adaptation of the four pillars of selling on LinkedIn, based on a scale of 0 to 100.”
  1. Professional Brand
  2. Finding the Right People
  3. Engaging with Insights
  4. Building Strong Relationships
  
- LinkedIn claim, the higher the score, the more successful that person or company is at reaching their sales goals

# Social Selling Index (SSI)

- Highly active LinkedIn users:
  - Gain 45% more sales opportunities
  - 51% are more likely to hit their quotas
  - 80% more productive.
  
- LinkedIn claim, the higher the score, the more successful that person or company is at reaching their sales goals

# Social Selling Tools



**Hootsuite**

Zymlify®

# Questions