WELCOME
Social Media Success Cycle
Social Selling - verb
Generating leads and sales from existing customers and prospects on the social web.

Social Listening - verb
Monitoring and responding to customer service and reputation management issues on the social web.

Social Networking - verb
Finding and associating with authoritative and influential individuals and brands on the social web.

Social Influencing - verb
Establishing authority on the social web, often through the distribution and sharing of valuable content.
GOALS
SOCIAL SELLING
- Generate Leads/Grow Email List
- Initiate Customer Acquisition
- Cross Sell/UpSell
- Increase buyer frequency

SOCIAL LISTENING
- Manage reputation
- Increase retention
- Reduce refunds
- Identify product gaps
- Identify content gaps

SOCIAL NETWORKING
- “Earn” media mentions
- Develop strategic partnerships

SOCIAL INFLUENCING
- Increase engagement
- Increase website traffic
- Increase offer awareness
- Grow retargeting lists
SEEKER VS ENGAGEMENT
SEEKER CHANNELS...

- Users often come to the channel SEEKING specific content
- Users consume content on the social channel
- Best for Social Influencing and Social Selling
ENGAGEMENT CHANNELS...

- Users often come to the channel to engage with others.
- Users share short form content on the channel and links to longer form content.
- Best for Social Listening, Social Influencing and Social Networking.
Socia
Media
Don’ts...

- Don’t use social media when angry
- Don’t buy followers/connections
- Don’t do the follow/unfollow dance
- Don’t try to be everywhere
- Don’t be a salesman
- Don’t automate (everything)
...GREAT CONTENT EDUCATES, INSPIRES OR ENTERTAINS THE AUDIENCE...
IMAGES
WHAT NOT TO DO
What to do
What not to do
WHAT TO DO
What not to do
WHAT TO DO
WHAT TO DO
Archive

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“So... how do you sell on social media channels?”
“You don’t...”
VALUE FIRST
know.
like.
trust.
HOW DO WE CREATE AN ENVIRONMENT WHERE PEOPLE CAN GET TO KNOW, LIKE AND TRUST US?
80% of Success is Just Showing Up

-Woody Allen
GROWTH
1) Increase the Total # of Members
1) Increase the Total # of Members
2) Increase The Total # of Engagements per Member
1) Increase the Total # of Members
2) Increase The Total # of Engagements per Member
3) Increase the Value of Each Members Engagement
HOW?
RELATIONSHIP
TIME &
PROXIMITY
GREAT MARKETING SIMPLY ARTICULATES THE MOVE FROM THE “BEFORE” STATE TO THE DESIRED “AFTER” STATE.
Distance = Value
People Don’t “Buy” Products
People “buy” Outcomes
So I planned This Great Event But No
Start With Low Commitment Offers → Medium Commitment → All In
Real World Examples

Choose a Traffic Source

Facebook, Twitter, LinkedIn, YouTube, Email Marketing, SEO, Blogging, Social Media, AdWords
Expect most people to say “NO”
Total Ad Exposure Threshold
RINSE & REPEAT

CHOOSE A TRAFFIC SOURCE

FACEBOOK  TWITTER  LINKEDIN  YOUTUBE  EMAIL MARKETING  SEO  BLOGGING  SOCIAL MEDIA  AD WORDS
What if they still don’t show up?
You Got Problems
1) AWARENESS PROBLEM
1) Awareness Problem
2) Offer Problem
The End