

Social Selling

Ultimate Guide to Social Selling to
Grow Sales Pipeline by 3X



Demand.Cloud
by Adiosible

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Social Selling or Old Sales Approach?

You are standing at the crossroad in the middle of the field. On the left, there is a sign “*The old ways of sales*” loosely dangling from the barren tree. A trodden path beneath the sign leads to the campfire in the night. Crows are cawing at you like the alarm, as you approach the tree hole they guard.

Towards the other path hangs a neatly hammered sign saying “*Social selling*”. Sun shines upon it, and you hear laughter echoing in the valley. You notice something else in the distance: the mountain, tall as the sky itself, and people climbing it.

Which way will you go?

The crossroad choice seems pretty obvious, doesn't it? Give crows bread crumbs, grab the notebook they were hiding in the tree as your foundation. Let us take your hand as we walk towards the valley and train you for the mountain climb.

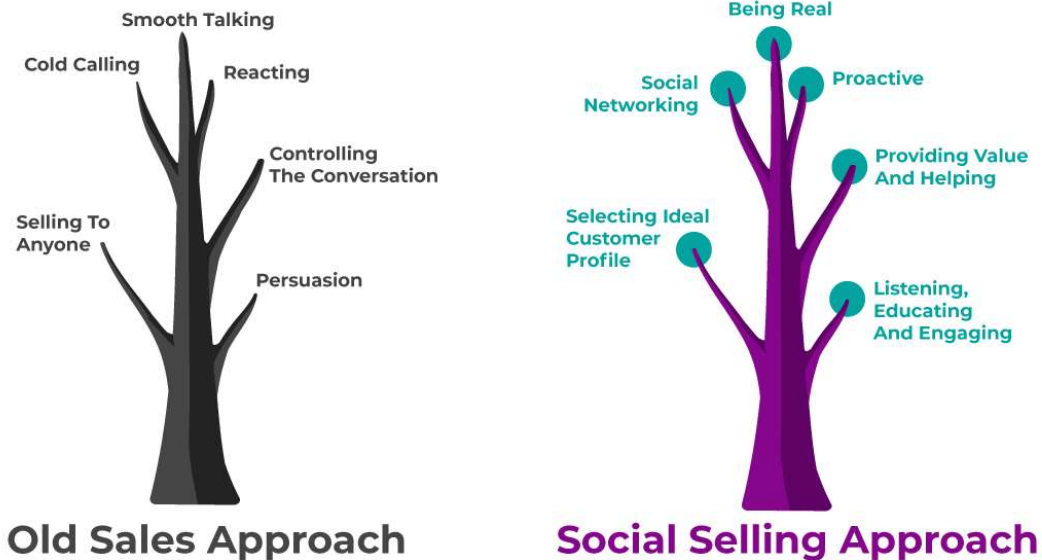
What is Social Selling?

Social Selling definition

Let's start with the basics. Social selling is a lead generation **strategy where you should connect with prospects** and **develop deeper relationships** before leading them further down the sales funnel. In general, it can take place online or offline, but due to recent events, it is more of a social media thing now.

A big part of B2B social selling is constantly **listening, understanding** the prospects' **pain points**, educating, and **providing tailor-made value**. What does this mean for SDRs? Prospects come first – their pain points, worries, and sales reps as company representatives should offer empathy and help in the form of a solution.

Here is how it differs from the old sales ways:



According to [LinkedIn](#), 78% of social sellers outsell their peers who do not use social media.

It is important not to confuse selling on social media with social media marketing and advertising. **Social selling** means direct and **personal interaction with customers** via their social media activity to create a sense of credibility and establish a relationship. **Social media marketing**, on the other hand, means **conducting promotional activities** using the **company's social media accounts** and building brand awareness that way.

As **social selling** is a fairly **complex strategy**, with a web of possibilities and outcomes, we are creating a two-part e-book series so you can easily master your social selling skill to boost sales. Let's first dive deep into how you can measure the effectiveness of selling on social media.

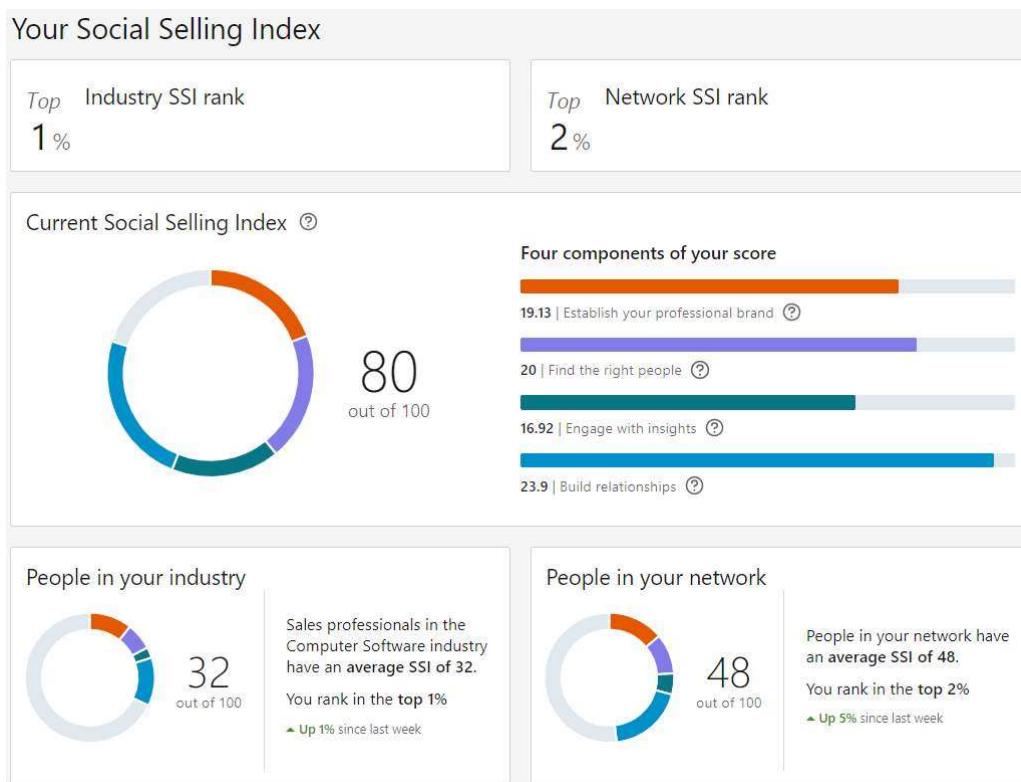
How To Measure Social Selling Success

Before sharing social selling tips, we must emphasize how important it is to track and measure social selling activity. With documenting and tracking, you will know where you succeeded or what needs adjusting to improve selling on social media. Here are the top 8 social selling metrics which will help you out.

#1 Social Selling Metric: SSI

As one of the most popular selling on social media metrics, LinkedIn’s **Social Selling Index (SSI)** proved to be a great indicator of your social selling status on LinkedIn.

LinkedIn found a way to measure how **effective** your **presence** on this platform is by **building** your **brand**, **connecting** with the **right people**, **engaging**, and **establishing relationships**.



The Social Selling Index is free and available anytime, and it is updated daily. If you wish to see your Social Selling Index, click [here](#).

In general, **SSI provides insight** into **where you currently stand within your network and industry**.

LinkedIn's Social Selling Index is **not the ultimate metric** for social selling as a whole, but it does **provide an excellent insight** to start with and measure the success on LinkedIn. As LinkedIn is the best social network for B2B sales, it makes sense that you would want to take a step up in your efforts to generate more opportunities there.

Naturally, the social selling index only works on LinkedIn, and you cannot use it across all platforms and activities. What you can measure instead are the metrics below.

#2 Social Selling Metric: Message Response Rate

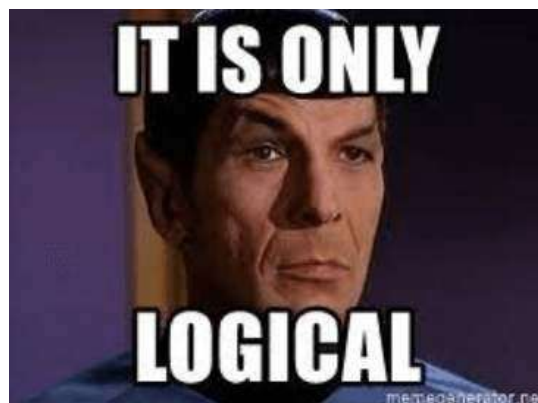
The goal of social selling has always been quality over quantity and to create a more refined path to conversions. Yet the **number of responses** stays vital as it **mirrors your ability to identify an ideal prospect profile** who will respond to you. It's best to track the response rate on each social media account, as it can also indicate your **social skill to approach** the prospect and which platform works better for you.

How to calculate the Message Response Rate:

(Number of messages responded / Number of Total Messages) x 100

#3 Social Selling Metric: The Number Of Warm Leads Generated

Since social selling emphasizes building and nurturing relationships, it is only logical to measure this process.



The ability to start a conversation, engage and warm up qualified leads is crucial for the sales funnel and can **indicate social selling success**. Each **warm lead equals an opportunity to present your product or service**. To achieve this, you need to have a **prior honest and genuine conversation** with the prospect to figure out how you can help them. This warm-up needs to be kept track of as they indicate your skills to conduct the beginning steps of selling on social media.

Warmed-up leads are a vital element for **generating social selling ROI**. Acquiring those types of leads and strengthening the relationship between you and the prospect, will help you during the sales process.

But there is one other benefit. When **prospects** who you build a strong relationship with **become clients**, the **stronger the relationship** is, the **longer** they will **stay** as a client, which will generate **higher customer lifetime value and lower churn rate**.

You can measure warm leads generated by counting the conversation in which you established the relationship, figuring out their pain point, or if they showed initial interest in your company.

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#4 Social Selling Metric: Social Network Growth Rate

Selling on social media is also about **growing** your **network** as much as you can so you can have more **opportunities** to **create warm conversations** and develop a valuable relationship with the prospect. That's why social network growth rate is an important metric to track.

The more suitable people you have on your network, the more reach you will have to create opportunities and succeed in selling. You will have a **greater chance** for your **content to be seen** by a **larger number** of the target **group members** for your business and develop a relationship with them.

The size of the social network plays a massive role in the strategy's effectiveness, but you shouldn't measure it alone. It should be **analyzed** along **with other metrics**, such as engagement rate, to see the complete picture. SDRs who center their efforts around growing their network and not providing value, won't reach the same results like the ones who do both activities.

How to calculate social network growth rate:

Social Network Growth Rate = (Number of new followers / Number of existing followers) x 100

#5 Social Selling Metric: Content Engagement Rate

The **content you share** is the **foundation of selling on social** media. Sharing valuable and relevant, and educational content with your network can position you as an expert in their eyes.

The content with the highest engagement rate is usually the one most valuable to your network. These metrics also show how engaging your audience really is. If the engagement rate is low, you need to get back to the drawing board and think twice about the content you are sharing.

Engagement rate shows whether you are providing the right information to your audience. Type of engagement you need to check out is:

1. Likes
2. Comments
3. Shares
4. Saves

How to calculate Engagement Rate:

Engagement Rate (%) = ((Likes+Comments+Shares+Saves) / Total Followers) x 100

#6 Social Selling Metric: Number Of Referrals

One of the main **benefits of selling on social** media is **Word of Mouth**, aka referrals. As you build up your network, show your expertise, and engage with leads, you are being positioned as the qualified person to be recommended and referred to. What's more, people will **bind your company brand to your name**, therefore you will become somewhat of a synonym. You will want to **position yourself** as a **valuable source** of information for them to share with others.

The number of referrals is an important metric to track since it shows the exact state of your skill to gain somebody's trust and provide the right value directly and indirectly to the warm leads connections.

#7 Social Selling Metric: Number Of Booked Meetings

The second most important metric to track – the number of demos booked – **demonstrates the ability to build a relationship** and securely **set appointments** with the prospect. As leads sometimes tend to vanish before the meeting and never appear, this number should be increased after the meeting finishes.

The higher the number of meetings held, the chances are that the higher number of purchases will be.

#8 Social Selling Metric: Average Time Spent Until Conversion

Have you ever wondered how much time passes before your warm leads finally convert and pay for the product or service? If not, it's time that you do.

Analyzing the current time you need to guide prospects through a sales funnel using different social selling activities **shows the average time you spent engaging and building relationships across platforms**, which ultimately led to conversion. You need to keep track of activities such as the average time:

1. Between the **first cold approach** and **response**
2. To **warm up** the lead
3. To **accept a meeting**
4. The average time to **nurture leads**
5. Overall average time up **until the conversion**

Being able to see how much time has passed between the activities in total up until the conversion and in combination with other metrics **points out shortcomings in your approach** and **where you can improve** your approach. Keep in mind that your approach should be timely and balanced so you can have time to build a relationship, but do not take it too long. Time spent until the conversion is best analyzed with other metrics to show what you are doing wrong.

Experts advise: Social Selling Tips To Boost Sales

Now that we've talked about metrics let's talk about tips and tricks of social selling. Selling on social media channels is not only an activity but much more. It is a **strategy** to **find** and **convert high targeted leads**. There are many tips over the internet, but they are all based on these **five basic pillars of social selling**:

1. Finding the **right leads** for your business
2. **Establishing** your **personal, professional brand**
3. **Engaging** with others
4. Providing **valuable content**
5. Building a **relationship** with the prospect.

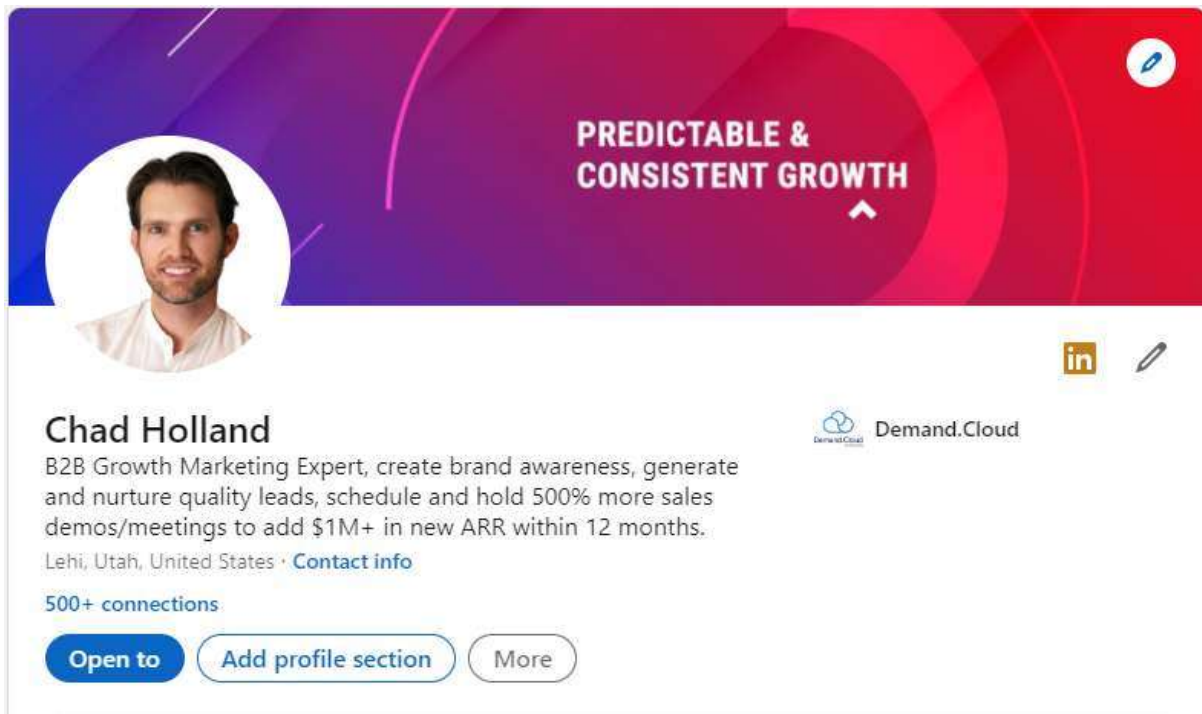
Let's check the tips and tricks from experts around the globe and the ones that proved useful here at Demand.Cloud.

1. Optimize Social Media Profiles For Social Selling

Before building your network and sharing content, you must first **fix** your social media **profiles**. If you ignore this step, you will jeopardize your credibility and most likely waste your efforts on social selling activities.

If we take LinkedIn for example, this is what you need to do:

1. Add profile and cover image
2. Create a catchy **LinkedIn headline** for lead generation
3. Add a **summary**



2. Extend your LinkedIn Network

As a thought leader, you would want your content to be seen and heard by others, right? That is why the first advice is to **extend your social media networks** as much as possible and add the right ideal customer profiles at that.

As LinkedIn is the No1 B2B social media network, use it as a base and build other socials around it. You can extend your network by adding second or third connections. The **more connections** you have, the **more you will be able to add other people** since the base of the second and third connections will be enriched.

When you send out LinkedIn connection request messages, pay close attention to the note you are sending. Take time to personalize it as this is a crucial step in building the relationship. There are a couple of things you can use here:

1. Mention mutual contacts
2. Refer to their content piece
3. Emphasize the post you both commented
4. Mention mutual interests, events you attended, or experiences

Overall, try to form a connection by offering **genuine conversation starters**.

An **example** would be:

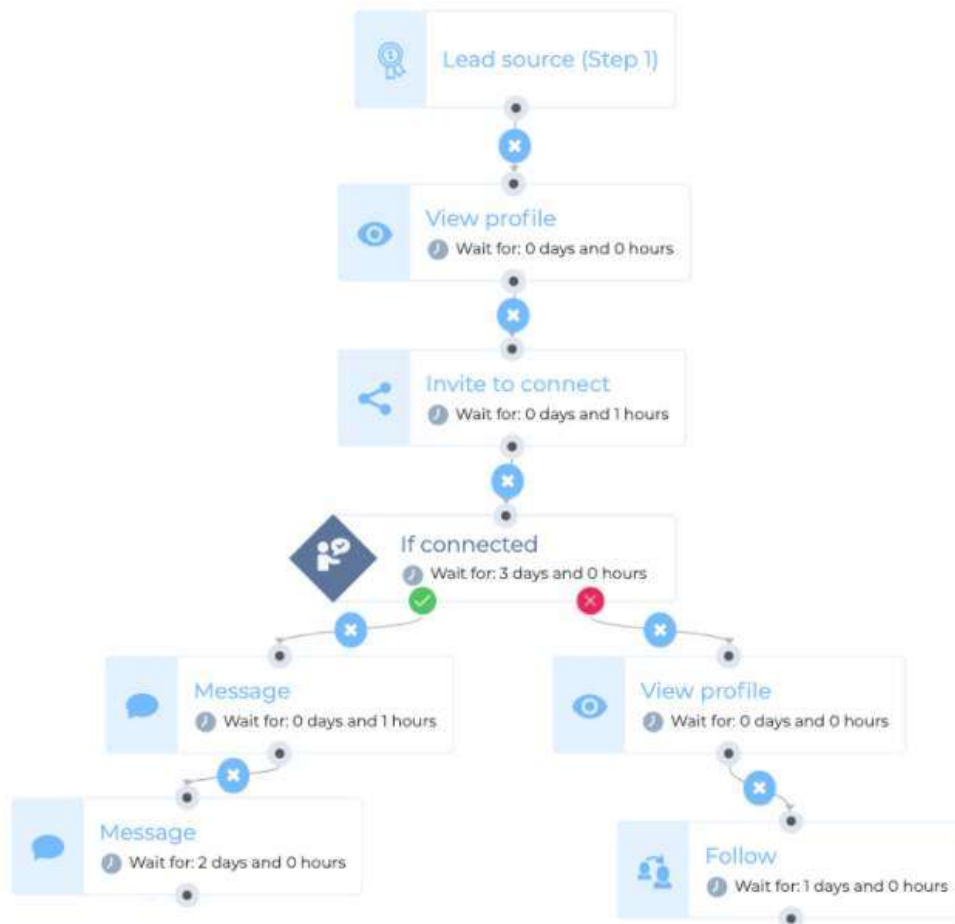
Hey Stephany,

I've noticed that we both attended the "How to define lead generation strategy in 2022" webinar. I saw your awesome profile and wanted to connect and share thoughts and experiences.

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You can **send connection** requests by yourself or you can **use a sales engagement platform** such as [Demand.Cloud](#) to do all the work for you. Here is what a simple, smart sequence for an invite to connect looks like in Demand.Cloud:



3. Build Your Credibility

Your company has an **established brand** and **credibility** on social media. For social selling, you need to do the same. You can build and develop credibility and personal brand **with each post, share, comment, or discussion** on Social Media.



This way, you can showcase your involvement in the industry, demonstrate your expertise and offer value to your prospects. Share your insights, case studies, and success stories. The key here is to **be consistent** and never to forget to **stay active**. **Always be providing value.**

Additional tip: A great conversation starter is to see who liked your post, **scrape the data**, send them a message and ask for their two cents on the matter.

Example:

Hey John,

I've noticed you liked my post on objection handling situations. I was wondering what your experience is in that matter. What objection did you come across the most?

You can also **build** your **credibility** by **asking** for **recommendations** or **endorsements** from your network, be it your colleagues or people from the same industry.

4. Participating & Engaging in Groups

Another way to reach a wider audience is **mingling in** various **social media groups**, and the ones outside them, for example Slack or web-based groups, such as **GrowthHacker** and **IndieHackers**.

All you need to do is **research** the **groups** on every social media channel you use and join them. Once accepted, you can **share** your **posts**, **chat with other members** and **find** your **ICP** there.

This relationship that you've formed with relevant prospects through groups is an important step for nurturing them as prospects and warming them up. You can start with sharing valuable content, and then introduce them with your product or service, product launches.

On LinkedIn and Facebook, you can **search groups** easily **with keyword search** and group filter, whilst Slack groups are a bit harder to find, meaning you would need to Google them. LinkedIn has a vast base of groups, but keep in mind that only some groups on LinkedIn are active, and niche ones at that. Other LinkedIn groups are not active at all.

If you have something to contribute to the group, and you see how you can genuinely interest someone in your product, by all means, do so, but do not copy/paste salesy comments that have no context to the post or prospect's comment alone. It will only irritate other members. Progress in the conversation in a more natural, push-free way.

5. Researching the Prospects

When you handpick a prospect to reach out to, and go all social selling on him, stop and prepare. You need to do the research beforehand.

Social media channels alone are a great way to find out more about someone's interests, work, and hobbies, so use them. See **what they are**:

1. **Reading,**
2. **Sharing,**
3. **What they value most,**
4. **What their thoughts and feelings are.**

For example, you can **use Twitter** to **find out about their feelings** and trending topics they casually talk about, **Facebook** for their **interest**, and **LinkedIn** for their **work**. Once you find the necessary information, write it down, and create a personalized outreach based on it, to start building a relationship.

Example:

Hey Mike,

I noticed you openly talked about how patience and long-term planning are crucial for employee retention. Cheers for that, I agree completely. What would you say if I told you that both patience and long-term vision could be easily transferred to employees, so they stay in the company longer?

6. Engage To Nurture Prospects

If creating content is not your virtue, fear not. If we talk about social selling, one of the main **activities**, besides publishing your **posts**, is **liking**, **commenting**, and **sharing** other people's content.

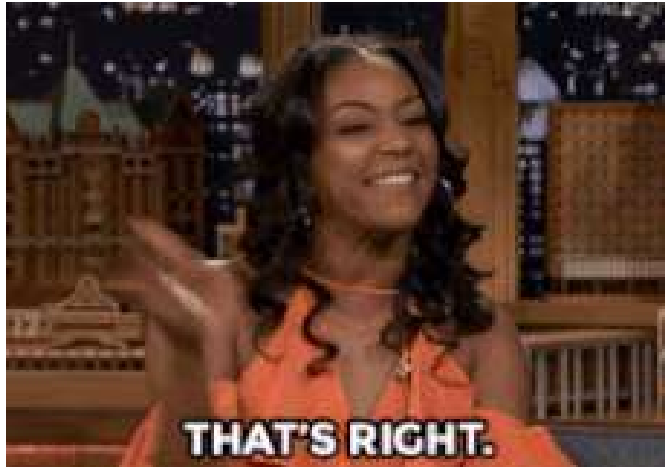
Pay attention to what others are saying. If you have anything to say, **comment** and **engage with your ICP**. Be **observant** – **read**, **listen**, and always **keep learning** since this will give you greater opportunities **to approach your leads**, build relationships and nurture them. Your daily social selling activity should be liking, sharing, or commenting on your ICP's post. When you engage like this, the prospect will see that you are interested in them and be more open to continuing the conversation with you.

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7. Nurture Existing Customers

If we talk about social selling, we simply cannot neglect the existing customers. According to [European Business Review](#), **acquiring new customers is five times more expensive than keeping the existing one**. After all, existing customers are essential for your customer lifetime value.



The **happier** and **more engaged** your existing **customers are**, the **more chances** you will get to **upsell** them and **retain** them, not to mention the higher the average lifetime value is. Even though they are now in the customer success realm, you as a salesperson cannot forget them because of it, so it is important to engage with them every now and then. Since sales folk have a lot on

their plate, they still need to choose where to focus their efforts. That's where individual **customer lifetime value** comes into play and analyzing whether the extra action is needed.

8. Keep It Real – Create Relationships Not Pushing Sales

If we hadn't emphasized enough so far, let's do it again – **build relationships** instead of solely trying to sell. Not a single soul likes being sold something, as everyone ends up feeling manipulated, to say the least. Check it yourself – wouldn't you feel this way?

Instead, ask what they do, **gain full interest** in it, **make a conversation**, and **joke** here and there, **naturally as a human conversation** goes when you first meet someone. Be a real person before pitching. Whether you have the best service or a product out there, your job as a sales rep is to make relationships first.

Social selling experts say that even throughout making a relationship you **constantly need to provide value** to someone to prove your expertise and that is the key to gaining their trust.

After you establish this, **listen** carefully to what their **pain points** are and **reply** to their **exact problem**. How? With a **tailor-made response** to present your product.

In addition, if you are not the best fit, be real with yourself, let it be, and move on to find a better ICP.

9. Personalize With GIFs And Images

Even though it still isn't a popularized approach, it always works. **Finding** the **perfect GIF** or **image** and **putting your face on it** with a custom message will **make** the **prospects loosen up** and make them like you even more.

Here is an example of how you can personalize your GIFs and Images in [Demand.Cloud](#).



10. Keep It Real, But Enjoy The Process

Social selling is about **mingling with people**, **hearing** their **stories**, **learning** about new **experiences** and **trends**. Remember, people come to social media to relax and escape boredom. They always want to see nice things or interesting videos. So to stay on top and succeed, you need to follow it. This means **sharing witty posts** or **videos** from time to time. Find your unique voice in the sea of posts and develop your personal brand.

The key here is to have fun, **enjoy interacting with people** and build an audience that will remain loyal to your brand.

Summary

Sales really did go far from the old ways, and social selling was a natural evolution step as opposed to a pushy, one-dimension approach. That means things got a bit **complicated**, but more **fun**. Here are all the tips formed in one checklist:

1. **Optimize Social Media Profiles** For Social Selling
2. **Extend your LinkedIn Network**
3. Build Your **Credibility**
4. **Participating & Engaging in Groups**
5. **Researching the Prospects**
6. Engage To **Nurture Prospects**
7. **Nurture Existing Customers**
8. Keep It Real – **Create Relationships Not Pushing Sales**
9. **Personalize** With GIFs And Images
10. Keep It Real, But **Enjoy The Process**

When executed together, these tips can improve your sales. You just need to keep in mind that all of the above won't help you if you do not **change** your **mindset**. **Empathy is everything** and the **key to successful social selling**. If you do not genuinely care and do not wish to help others, all the battles are lost.

Wish to personalize your approach and simplify part of your work around social selling? Check out [Demand.Cloud](#) and enjoy the ride.

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The Ultimate Guide Part 2

You chose your path and decided to walk towards Social Selling, a valley of flourishing prospecting fields, meaningful connections, and better conversion opportunities. Now we welcome you to the camp – The Ultimate Guide Part 2, where we will be discussing how to create a tailor-made Sales Strategy for your business.

Let's jump to the sequel of our shared storyline and prepare you for the mountain climb.

Firstly, let's distinguish why we are all doing this. Social selling is the most effective sales strategy in recent years. Thus, there are many statistics to prove how vast its potential can be:

76% of buyers are ready to have a social media conversation with potential providers.

Social sellers are 51% more likely to achieve sales quotas.

39% of B2B professionals said social selling reduced the amount of time they had to spend researching potential leads.

84% of C-Level executives use social media to make purchasing choices.

To name a few. So what does this mean, and how can your company benefit from it? Well...

1. Social Selling increases brand visibility.

When a sales team shares content and optimizes their social profiles, their networks grow and engage even more. Besides, these actions are free and organic, meaning you do not need to PPC the hell out of them.

2. Attracts more high-quality leads.

As brand visibility improves, so shall the quality of leads. When you have a team of social sellers armed with good quality content, they are educating their network. So, let's take LinkedIn as an example. Firstly, people on this social network are far more interested in education from their field of expertise. Secondly, the more you post valuable and specific content, the more interest you will trigger, and your niche network will grow, aka you will have the opportunity to reach more qualified leads.

3. Improves website traffic.

The more you share content from your company's website, the more people will click on the link. On the other side, they will also search for more information on the web about your company.

4. Gaining respect as an individual and the company.

If you show you know what you are talking about and constantly offer value to your network, you will gain their respect. In addition, prospects aren't easily swayed with any content. You need to provide them with what they do not know – constantly. The more you do, the more respect you will have “on the streets”. Consequently, more people will trust you.

5. Building relationships and gaining trust.

Would you rather talk to a real person or a logo? Of course, the real person. That is why social selling works as you get the chance to build relationships with people. We as a human race wish to feel the connection with the people first and foremost. That is why, apart from posting, you should focus on mingling and chatting with other people. The good-quality relationships you have, the more people will trust you, and that is the true benefit of it all. Do not forget to be honest, genuine, and authentic in the process, otherwise, it will not work.

6. Skyrockets conversion.

Due to gaining respect and building relationships, social selling is also a fantastic way to increase the number of meetings per month – meaning more chances to close the deal and more income to the company.

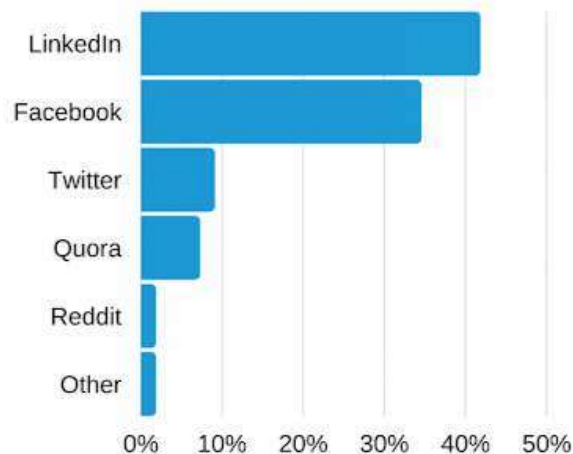
How to Create A Sales Strategy For Social Selling

A **sales strategy** is a **documented plan with activities and metrics** for the sales team to follow and enables them to generate income for the company more efficiently. In other words, if you wish to do social selling, you cannot be sloppy – you must be detailed and organized as your main goal is to convert prospects into customers. In short, here are the **steps** to tailor-make your social selling strategy.

1# Determine Which Social Media Platforms Are Right For You

Most companies use different social media platforms to raise awareness and their presence. When it comes to social selling, you need to do the same. It might be overwhelming, but know this – you **do not have to do everything on every platform possible**, as you might do with your company’s presence. Think about what platform your prospects use the most and start from there. Once you establish your presence, you can use other platforms to connect with the prospects. For instance, here is what social media networks proved to be the most effective, according to DataBox.

Which social network do you have the most success with in terms of connecting with leads?



 databox

Surprise, surprise...

2# Determine Your Goals And Metrics

Social selling doesn't work unless you set goals. Without clear goals and metrics, your random acts of social selling will produce uneven results. Hence, to prevent this and prepare a field for the most accurate social selling describe goals using specific words and KPIs.

Social Selling Goal Examples:

Goal	KPI Metrics
Increase revenue by 20%	– Number of conversions, CLTV
Expand network by 350 connections	– Number of invitations sent; Number of connections accepted
Nurturing existing customers	– Number of conversations with existing customers
Build closer relationships with leads	– Number of warmed-up leads
Improve brand awareness by improving website traffic	– Number of webpages visits (UTM them when posting it)

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3# Determine The Right ICP

We already mentioned in Part one the importance of the right ideal customer profile. So, be selective of who you interact with. In other words, you cannot expect that just everyone will buy your product or service. When prospecting, **find your niche ideal customer profile** and build a relationship with them.

On this mission, you will find out that many tools can help you find who to reach out to.

4# Determine Tools To Support Your Sales Strategy

Many tools can help out your social selling activities. Some might save you time when you do outreach, such as [Demand.Cloud](#), some will help you filter your niche ICP like **LinkedIn Sales Navigator**, or you simply need to keep all your prospects organized, such as [Pipedrive](#).

5# Determine Your Unique Content Strategy And Product Key Benefits

To keep things clean, organized, and as simple as possible, you can create a separate document to join your sales strategy – a Content Strategy. For example, this can be a document that contains:

1. Type of content you will be posting
2. Posting frequency by days
3. Content format
4. Content distribution groups or channels

In addition, be careful about the type of content you post, as according to Social Spout, 46% of people may unfollow you if your content is too promotional.

6# Determine Social Selling Activities

There are only a handful of social selling main activities you need to perform. You can decide which ones you will use, but you must know that this sales strategy works best if you combine them.

Post

Post your original, educational content, and do it frequently. Consequently, prospects will love it and follow you more. Sharing other people's content for a change will eliminate the potential prospect's perception that you're self-centered.

Reactions

This is a useful social selling activity for the moments when you are short on time or if you do not have anything to contribute. It shows that you are following the prospect even though you are not engaging more actively.

Your comment must not be just a sales pitch. Instead, offer your educational 2-cents on the topic in discussion, and link your content or website page ONLY if it can be applied. In addition, comments are a nifty indicator of your genuine interest, as it shows that you are not solely the "distributor" of your own content, but rather a social being. Speaking of nifty – comments are also free publicity on other people's posts.

Message

Engage with the prospect on a more personal level with DMs. Example:

Hey Bethany,

I've just noticed you reached your 2nd anniversary at SaleChart.

Just wanted to congratulate you on that. How are things going at SaleChart?

Connection request or a Follow

Social experts say that it is best to wait to make a connection with someone until you've had an appropriate reason to. In order to create this "reason" you need to go personal. Therefore, reference their blog post, the content they shared, or mutual connection.

Example of the LinkedIn connection request that will stand out:

Hi Jessie,

Your comment about a couple of sales techniques on Michael's post was quite insightful.

So I wanted to add you as my connection. If you are interested, I would like to discuss it further.

Once you determine the activities, you need to keep in mind that they should always be honest, relevant, and hyper-personalized.

7# Determine Sales Communication Funnel

When you create a sales strategy, every activity has to belong to a certain part of the sales funnel. This applies to social selling, as well.

In other words, you need to establish a valid sales communication funnel to know how to engage and warm up the leads, apart from engaging with their content. As people are naturally different and there is no one-size-fits-all when it comes to social selling, we cannot give you the precise sales communication funnel. However, what we can do is to provide you with a basis to start with.

Stage	Communication type
First contact	<ul style="list-style-type: none"> - Research, - Introduction
Interaction (Warm-up)	<ul style="list-style-type: none"> - Commenting - Liking - Sharing - Experience exchange
Interest	<ul style="list-style-type: none"> - Value 1 - Value 2
Question	<ul style="list-style-type: none"> - Listening to customers pain points, how they handle the situation
Discussion	<ul style="list-style-type: none"> - Tailor-Made Value 1 - Tailor-Made Value 2 - Educational material
Conversion	<ul style="list-style-type: none"> - Ask for review or referral
Nurture	<ul style="list-style-type: none"> - Communication about product effects - Providing help

8# Finishing Up Sales Strategy: Activity Checklist

Phew! That was a lot, wasn't it? we're almost done. Now that you've determined this sales strategy, create an activity checklist you need to do daily. Social selling can take a lot of time during the day, especially since sales reps already have a lot on their plate. Trust us because this sheet will help any salesperson organize daily activities and save a lot of time.

Social selling activities will depend on previous steps defined. Since this is the Ultimate Guide, here is an **ultimate checklist**, which you can use for any platform.

1. Firstly, post a content
2. Secondly, share relevant content
3. Like or comment your prospect's content
4. Take a look at who viewed your profile (if available)
5. Send a connection requests to those who did and personalize your approach if they are ICP
6. Check out who interacted with your content. Additionally, interact with them
7. If people who interacted with your content are not in your network, connect with them
8. Review social media notifications for any birthdays, job change etc and act accordingly
9. Add new leads to your CRM
10. Check on your leads status in CRM and interact with them on social media
11. Respond to any messages
12. Initiate casual conversation with the leads
13. Initiate the connections
14. Engage in existing groups
15. Find new groups and join
16. Lastly, attend events

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Once you start doing social selling, you must constantly provide valuable contributions (unless you are on vacation :). Uneven or infrequent social selling can backfire. Every action matters as long as you do not vanish and appear in a month or two.

Sales Strategy Examples For Social Selling

How does the theory above manifest into reality? Let's take a look at short-form sales strategy examples.

1# Sales Strategy: The One When You Become A Thought Leader

Let's start with the statistics. According to Hubspot, 92% of buyers are willing to engage with an industry thought leader. For instance, if you learn fast, write faster, and like to mingle, this is a perfect social selling strategy for you.

Thought leaders often use social media to share their experiences. Firstly, their posts are always straight to the point and educational – never promotional. Secondly, they act as a kind of influencer in their niche field.

Scenario: For example, let's say you have B2B software *Budgetfy* that scans companies' spending and suggests budget optimization.

Goals for 3 months

1. Increase revenue by 10% (Metric: Percentage of revenue, profit rate)
2. Expand network by 400 connections (Metric: Number of invitations sent, Number of connections accepted)
3. Reach 60.000 website visits (Metric: Number of webpages visits)
4. Publish a minimum of 36 posts

Social media platforms: LinkedIn, Slack groups

ICPs

Chief financial officers, Accountants

Content strategy and product benefits

1. **Content format:** Text, video, documents, image, link to website, LinkedIn poll
2. **Content type:** content about budget optimization strategy, metrics to follow, business process optimization, finance trends, liquidity management, financial challenges, budget allocation, financial risk management, finance department digitalization...
3. **Distribution channels:** LinkedIn profile, Slack channels, Website communities
4. **Posting frequency:** posting approximately 5 times a week
5. **Key software benefits:** easy control over company's spending, all invoices in one place, budget optimization recommendations, all-in-one tool, data-driven decisions

Sales communication funnel

Stage	Communication type
First contact	<ul style="list-style-type: none"> - Discovering the content that prospect shared, events attended, company, - Personalized outreach based on previous findings
Interaction (Warm-up)	<ul style="list-style-type: none"> - Commenting, Liking, Sharing, their content- Asking about the experience with the budgeting
Interest	<ul style="list-style-type: none"> - Budget optimization recommendation- All invoices in one place- Data-driven decisions
Question	<ul style="list-style-type: none"> - Asking Listening to customers pain points, how they handle the budget spendings (Example: they do not focus on finding the most cost-effective purchasing because they do not have time)
Discussion	<ul style="list-style-type: none"> - Offering value in the form of a solution and educational material: Budgetfy can recommend the most cost-effective purchasing options - Offering a call to talk more about their business and provide free trial
Conversion	<ul style="list-style-type: none"> - Communication about product effects and providing help
Nurture	<ul style="list-style-type: none"> - Ask for review or referral

Tools to use

- Pipedrive for managing leads
- Sales Navigator for lead search
- Demand.Cloud sales engagement platform to speed up outreach process (outreach campaign, lead discovery, connection requests, view and follow, hyper-personalized cold LinkedIn messaging)

Social selling activities outside of direct messaging

- Post content
- Share relevant content
- Like or comment your prospect's content
- Take a look at who viewed your LinkedIn profile
- Send a connection requests to those who did and personalize your approach if they are ICP
- Check out who interacted with your content and interact with them
- If people who interacted with your content are not in your network, connect with them
- Review social media notifications for any birthdays, job change etc and act accordingly
- Add new leads to Pipedrive
- Use LinkedIn Sales Navigator to find prospects
- Create Demand.Cloud outreach campaign to extend the network
- Check on your leads status in Pipedrive and send them a message
- Respond to any messages
- Initiate casual conversation with the leads that responded to cold outreach

2# Sales Strategy: The One With The Questions, Groups And Events

It is completely alright if you are not a content writer type. What you can do instead is to be active on other levels. Joining groups, asking thought-provoking questions, and starting conversations with the right people is also a nice way to go. What's more, well-thought-out questions in groups, you will attract ideal prospects and start a conversation with them.

Scenario

For example, let's say you have a marketing agency, specialized for generating leads.

Goals for 5 months

- Gain 5 new clients
- Expand network by 1000 connections (Metric: Number of invitations sent, Number of connections accepted)
- Build closer relationships with 100 leads (Metric: Number of warmed-up leads)

Social media platforms: LinkedIn, Slack, Facebook, Quora

ICPs

Marketing managers, Chief Marketing Officers, CEOs

Tools to use

- Sales Navigator for lead search
- Demand.Cloud sales engagement platform to speed up outreach process (outreach campaign, lead discovery and generation, connection requests, view and follow, hyper-personalized cold LinkedIn messaging, Whitelabel for clients)

Content strategy and product benefits

- **Content format:** Text, documents, image
- **Content type:** questions, polls about latest lead generation strategies, asking how people generate leads in specific industries, what they find to be hardest, leads lists etc.
- **Distribution channels:** Slack channels, Facebook groups, Website communities
- **Posting frequency:** Approximately 2 times a week
- **Key agency benefits:** Extension of the company's team, easy communication, creativity, data transparency, offering tailor-made, unique lead generation strategies, good quality leads

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Sales communication funnel

Stage	Communication type
First contact	<ul style="list-style-type: none">- Discovering the content that prospect share- Attend the same events- Personalized outreach based on previous findings
Interaction (Warm-up)	<ul style="list-style-type: none">- Commenting, Liking, Sharing, their content- Asking about the experience with generating leads
Interest	<ul style="list-style-type: none">- Data transparency, good quality leads- easy communication- Good quality leads
Question	<ul style="list-style-type: none">- Asking and listening to prospect's pain points, how they handle lead generation (Example: they have though time to find good quality leads; listings do not work for them)
Discussion	<ul style="list-style-type: none">- Offering value. For example, marketing agency owns a unique lead generation strategy creation process. Consequently, they gather good quality leads.- Offering a call to talk more about their business
Conversion	<ul style="list-style-type: none">- Work in progress
Nurture	<ul style="list-style-type: none">- Talking about results and asking for a referral

Social selling activities outside of direct messaging

- Post questions
- Share relevant content
- Like or comment your prospect's content
- Send LinkedIn connections, follow or add prospects
- Review social media notifications for any birthdays, job change etc and act accordingly
- Organize and document warmed-up leads
- Use LinkedIn Sales Navigator to find prospects
- Create Demand.Cloud outreach campaign to outreach the prospects

Summary

As seen from our examples, sales strategy can help you a great deal with your results, especially if we are talking about social selling. However, keep in mind that we've shortened our sales strategy examples, and you need to be as detailed as possible.

Repeating is the mother of learning, therefore here is what you need to determine for your social selling strategy:

1. **Which Social Media Platforms Are Right For You**
2. **Your Goals And Metrics**
3. **The Right ICP**
4. **Tools To Support Your Sales Strategy**
5. **Your Personal Content Strategy And Product Key Benefits**
6. **Social Selling Activities**
7. **Sales Communication Funnel**
8. **Activity Checklist**

Remember, social selling takes a lot of time. Once you see the first results, you will fall in love with them. Wish to share love, help across the internet, and build relationships with prospects? Try out Demand.Cloud!

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