

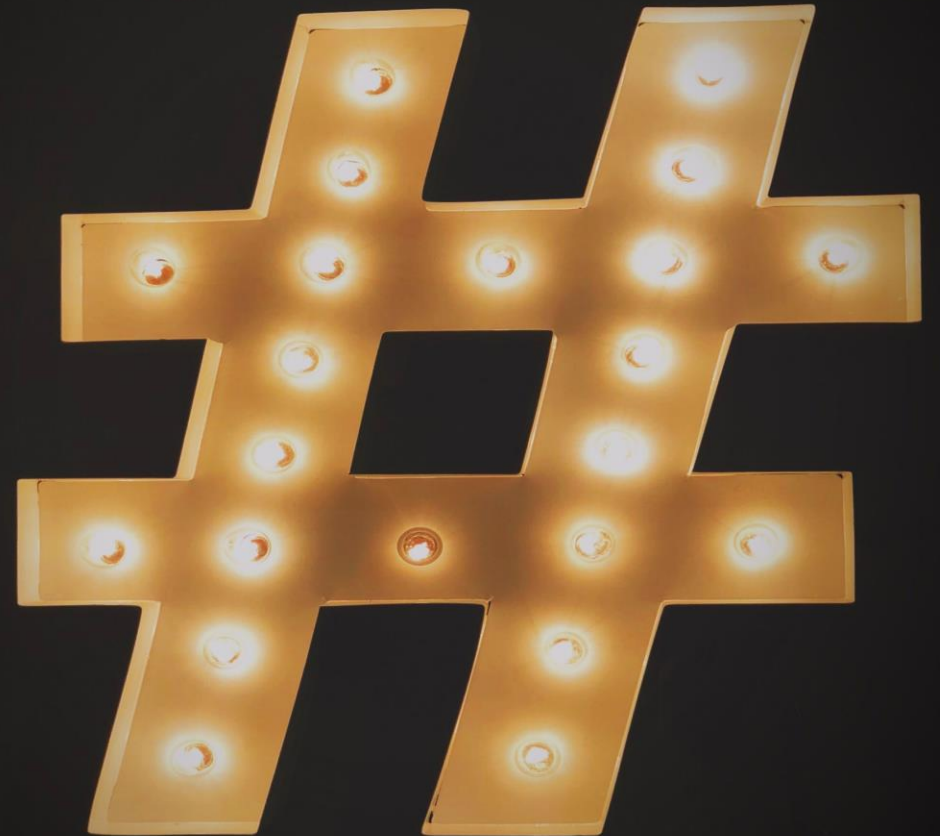
# Supercharge Your Social Selling

50 tips you can implement today to boost results from your social media



# Improve Results

How to find selling situations whether you advertise or not, about taking any interest or signs they need you and deepening the relationship and sharing value upfront.





# So... Why Listen to Me?

31+ years in business

25+ years web marketing

15+ years social media marketing

127+ customer projects online

Business coach & troubleshooter



# Your Takeaways

- ✓ Detect new selling opportunities whether you advertise or not.
- ✓ Discover how to nurture a prospect and be relevant to their problems.
- ✓ Develop awareness of need and uncover signs they'd benefit from you.
- ✓ Deepen your relationship and share massive value upfront.

# Track Results of Existing Social Selling Efforts

- Check landing page stats
- Review Google Analytics
- Check engagement - likes/shares.
- The open rates of emails
- Follow which links get clicked



# Be clear what value your brand represents

- Does content show your value in the best light?
- More than one moan a week is whinging STOBBIT!
- Are your posts "valuable" to your target audience?
- Do you post as your Facebook business page?
- Following/sharing leading industry brands/names?



# Credibility Builds Trust

- Are you seen as a thought leader?
- Can you share relevant/timely info?
- Have you got a library of useful info to share?
- Do you respond quickly to questions?
- Do you have a group that "knows" you?  
(Group can be yours or another you are active in)





# Do you monitor other Brands, your name & your business name?

- Set up Google alerts to notify you of any mentions.
- Monitor key groups/pages be a part of the conversation.
- Become a trusted "name" on Industry forums
- 80% of visitors never comment but still read and act.
- How do you differentiate yourself to the bigger players?



# Follow & contribute to the conversation

- Follow #tags relevant to your industry/brand.
- Answer questions/issues that arise.
- Guide users towards a simple cheat sheet/checklist/guide/FAQs page that answers common questions.
- Personalise your documents, add their name to the guide/title/intro within your marketing collateral.
- Share success stories, celebrate/be associated with success.
- User generated content builds trust; curate useful content from your industry and your customers/followers.





**Respond quickly to  
comments, reviews or  
any engagement from a  
customer or prospect.**

**Negative or positive  
DO NOT IGNORE IT!**

# Use Google My Business Posts

- ❑ Share your expertise on Google search QUICKLY.
- ❑ Customer gets 80+ views p.w. on GMB posts.
- ❑ Share GREAT content when audience search.
- ❑ Build credibility and trust in the search results





## **Regularly pick your top 5 prospects and engage with them offline.**

- Send them a helpful letter.
- Print/send a relevant article "saw this thought of you".
- Send a useful gift or create digital content for them.\*
- Arrange an initial Zoom call.
- Go for a Covid-safe "Coffee".

# Mobile friendly makes a difference

- ❑ Does social content look good on a small screen?
- ❑ Make buttons and links obvious and big.
- ❑ Make all images clickable, esp. products!
- ❑ Make content simple.
- ❑ Caption videos, people watch with sound off.



# Share your social profiles. Be seen... E-V-E-R-Y-W-H-E-R-E

- Email footer signature – with Call to Action
- Use on your printed collateral – use a Call to Action
- Share your hashtags – encourage others to share them
- Mention other ‘influencers’ social profiles on yours
- Ensure GMB and profiles are up-to-date and relevant.





**Feel overwhelmed?**

**Do a littler every day**

**DO NOT IGNORE IT!**