



6 BEST SOCIAL SELLING TECHNIQUES TO HELP YOU MOVE THE CONVERSATION NEEDLE

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JACK KOSAKOWSKI



Jack Kosakowski covers Buffer, Crowdfire App and Hootsuite. Here is his LinkedIn profile with info.

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1. BUFFER

Buffer is a great tool to post relevant content about your industry on multiple social channels. Sales people should be using this to find content that is hot off the press, in order to add value to your buyers. Buffer is very affordable and super easy to use. This will help maximise efficiency in the social selling process making you visible and valuable on all channels.

Features

1. Schedule out and automate posts on LinkedIn, Google Plus, Twitter, Pinterest and Facebook.
2. Pull in relevant content through RSS feed (example below).
3. Manage multiple handles inside one platform.
4. Analytics allow you to see what your audience is most interested in (example below).
5. Create custom images real quick to attach to your content (example below).
6. Create tweets within seconds from content URL.
7. Tweets can be repurposed with one click of the button.

EXAMPLE 1: USE CUSTOMISED RSS FEEDS FROM TOP CONTENT SOURCES IN YOUR INDUSTRY

Red Box

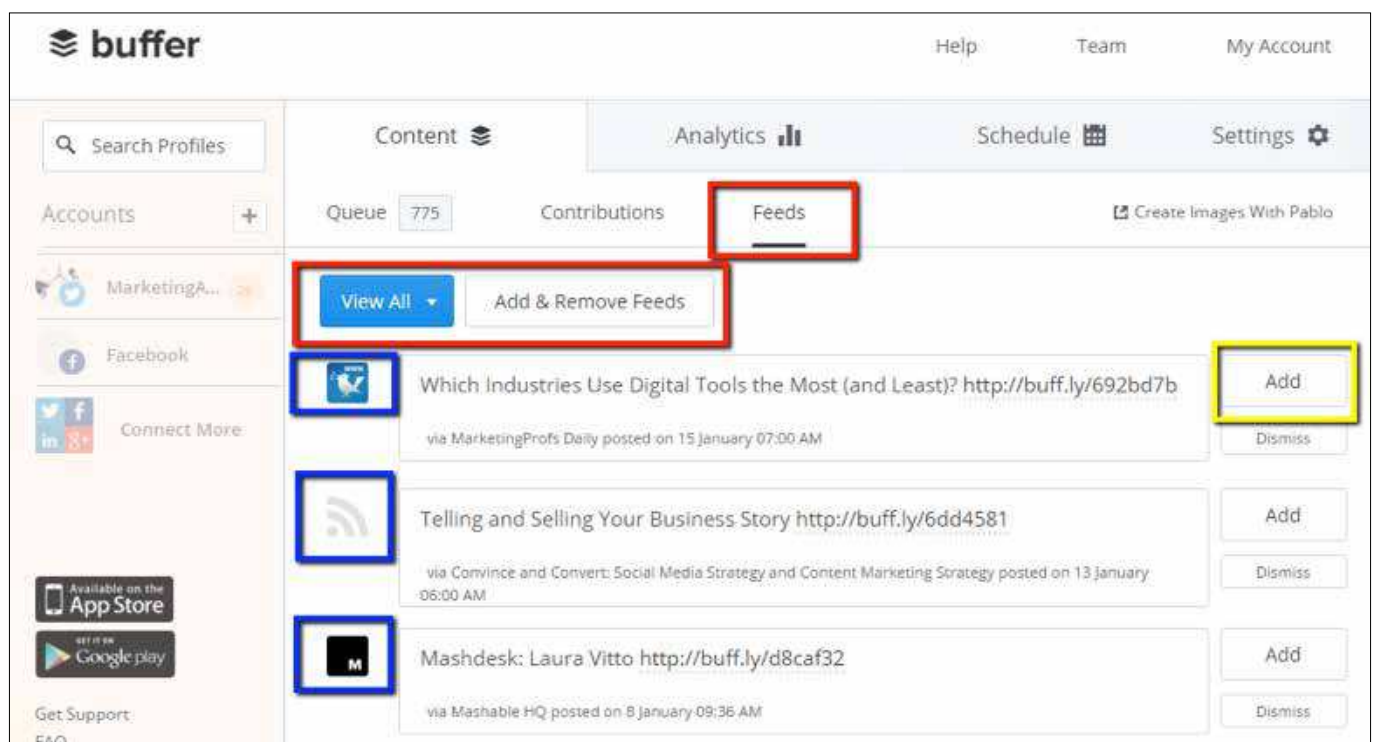
Set up RSS feeds to pull in content sources relevant to industry.

Blue Box

Showing three different channels and predesigned tweets.

Yellow Box

Showing one click functionality to add content to queue.



EXAMPLE 2: MONITOR DATA AND USE ANALYTICS TO UNDERSTAND WHAT WORKS AND WHAT DOESN'T

Red Box

Monitor the most popular tweets over time to understand what your audience finds value in.

Blue Box

Monitor RTs and likes to see what content your audience is sharing as advocates.

Yellow Box

Clicks are the best indicator of true value and what drives your audience from a content perspective.



EXAMPLE 3: CREATE CUSTOM VISUALS TO GET MORE ENGAGEMENT ATTRACTING ATTENTION FROM BUYERS USING PABLO FEATURE

Red Box

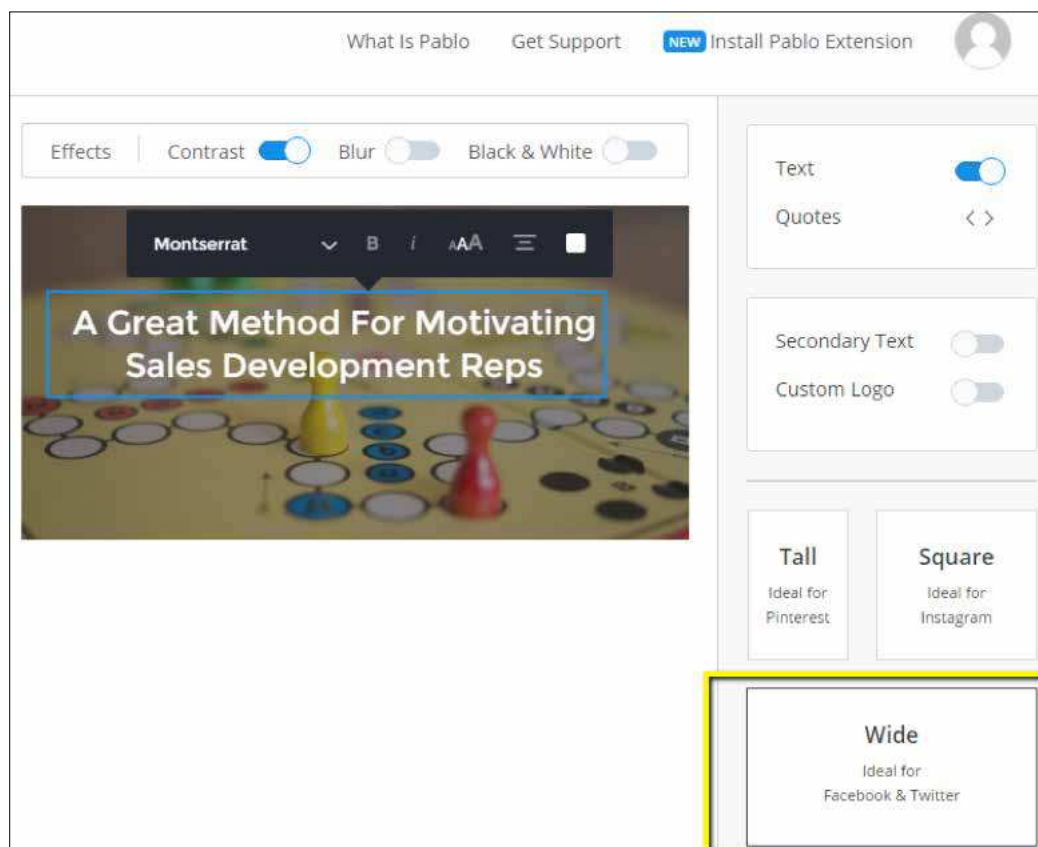
Go to a page with content and use custom photo to add text, clicking Pablo button.

Blue Box

Customise text into image inside of Buffer's Pablo feature using content headline.

Yellow Box

Choose post size to fit social channel to the audience you are sharing it.



2. CROWDFIRE APP

Crowdfire is one of the best tools and most affordable for social selling technologies. It has many features and functions but from a sales perspective it is great for building a targeted audience. The functionality allows sales to target geographically as well if you are selling in territories. The tool can be used for Twitter and Instagram currently.

Features

1. Social tool used to manage and build a targeted following for Instagram and Twitter.
2. Monitor targeted keywords and hashtags.
3. Monitor targeted keywords and hashtags in geo-targeted locations.
4. Publish social content (not recommended for Twitter).
5. Automate direct messaging to new followers (not recommended).
6. Clean and monitor new followers, unfollowers, inactive followers and highly engaged non-followers.
7. Copy other handles such as competitors, brands or any other handles relevant to your audience.

EXAMPLE 1: SEARCH FOR BUYERS GEOGRAPHICALLY FOR KEYWORDS AND HASHTAGS

Red Box

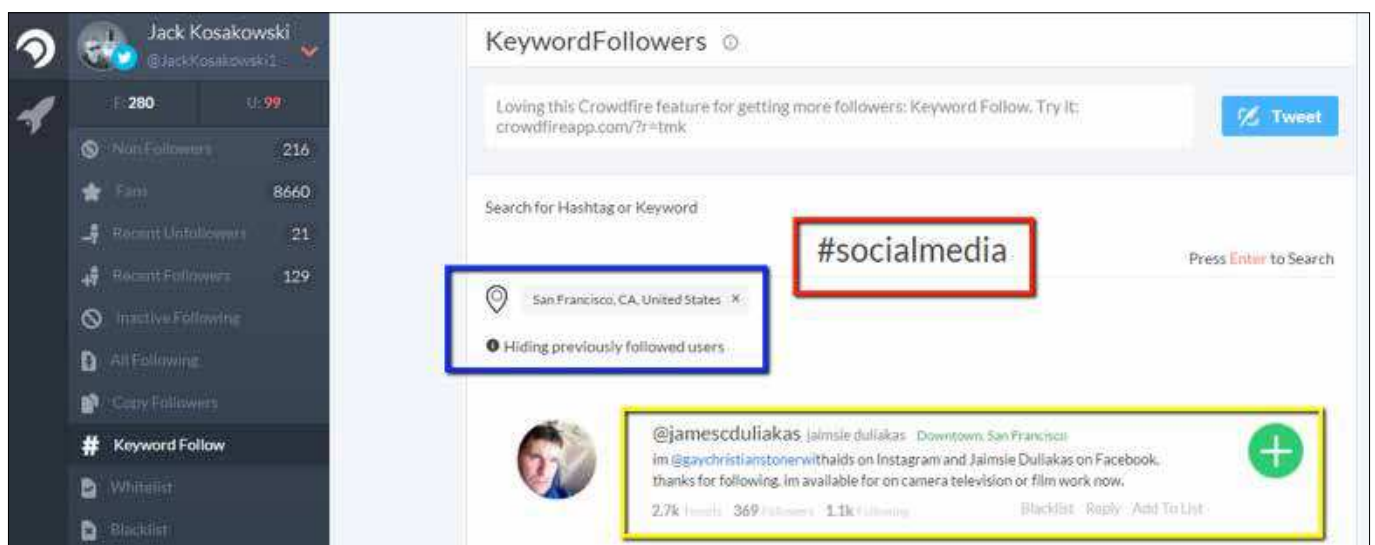
Type in search term or keyword with hashtag to identify engaged users for that term.

Blue Box

Type in city, state or location to identify engaged users in that area using keyword.

Yellow Box

Identify engaged user and leverage data to determine if they fit your buyer persona and follow them directly within the app or add to Twitter list.



EXAMPLE 2: SEARCH COMPETITORS OR OTHERS IN YOUR INDUSTRY THAT ARE INTERESTED IN YOUR TARGET MARKET

Red Box

Type in handle of competitor or thought leaders to identify engaged buyer persona.

Blue Box

Check to see when they were last active to give insight on their social activity.

Yellow Box

Get insight into buyer data and follow them inside app and/or add to targeted Twitter list.



EXAMPLE 3: MAINTAIN AN ENGAGED AND TARGETED FOLLOWING ON TWITTER AND INSTAGRAM

Red Box

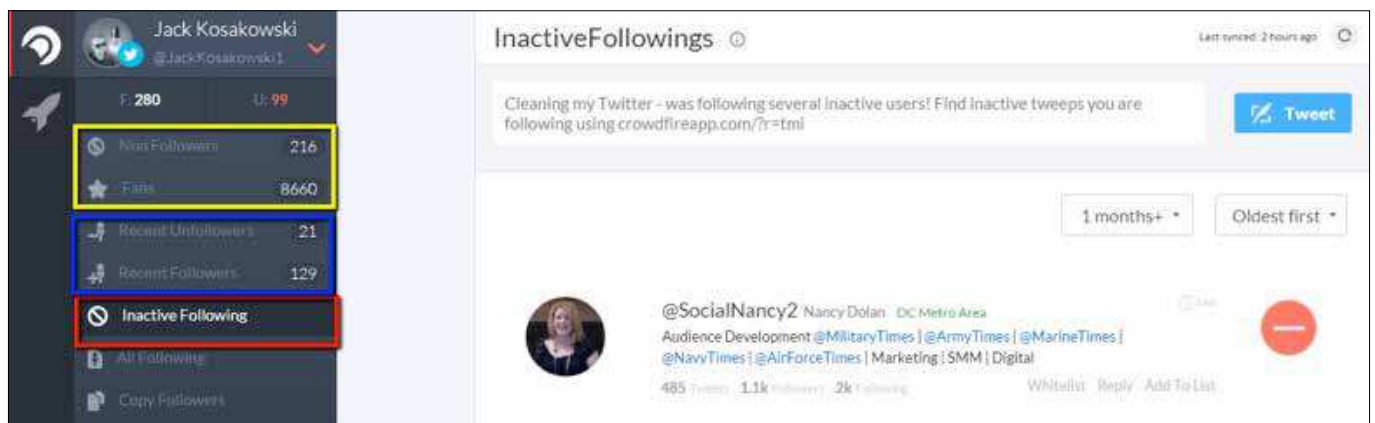
Any users that haven't been active in 30/60/90 days can be monitored through "inactive" status. Keep following super clean with engaged audience only to be efficient with the socially active only.

Blue Box

Monitor those that follow and unfollow you weekly. This will allow you to see if any new followers fit buyer persona allowing you to start engagement. Also, monitor anyone that unfollows you and look for signs as to why they unfollowed you.

Yellow Box

Monitor anyone that you followed and didn't follow you back over time. You can also monitor your brand advocates that you aren't currently following.



3. HOOTSUITE

Hootsuite is probably one of the most popular social media management tools on the market. This tool is geared more toward social media marketing teams with lots of functionality that sales people don't need. The great news is that they have a free version that your sales team can use as a substitute for Tweetdeck. Hootsuite would be suited for a more advanced social user, in my opinion.

Features

1. Manage multiple streams at one time for granular social listening, customisable to your needs.
2. Social listening is good for Facebook; Twitter; Instagram; Google+; LinkedIn; Pinterest and more.
3. Lots of integration partners such as YouTube for posting native videos on a variety of social channels.
4. Enhanced social media marketing analytics (available in paid version).
5. Create content and plan out all of your social posts for Facebook; Twitter; Instagram; Google+; LinkedIn; Pinterest and more.

EXAMPLE 1: SET UP CUSTOMIZED SOCIAL LISTENING FEEDS

Red Box

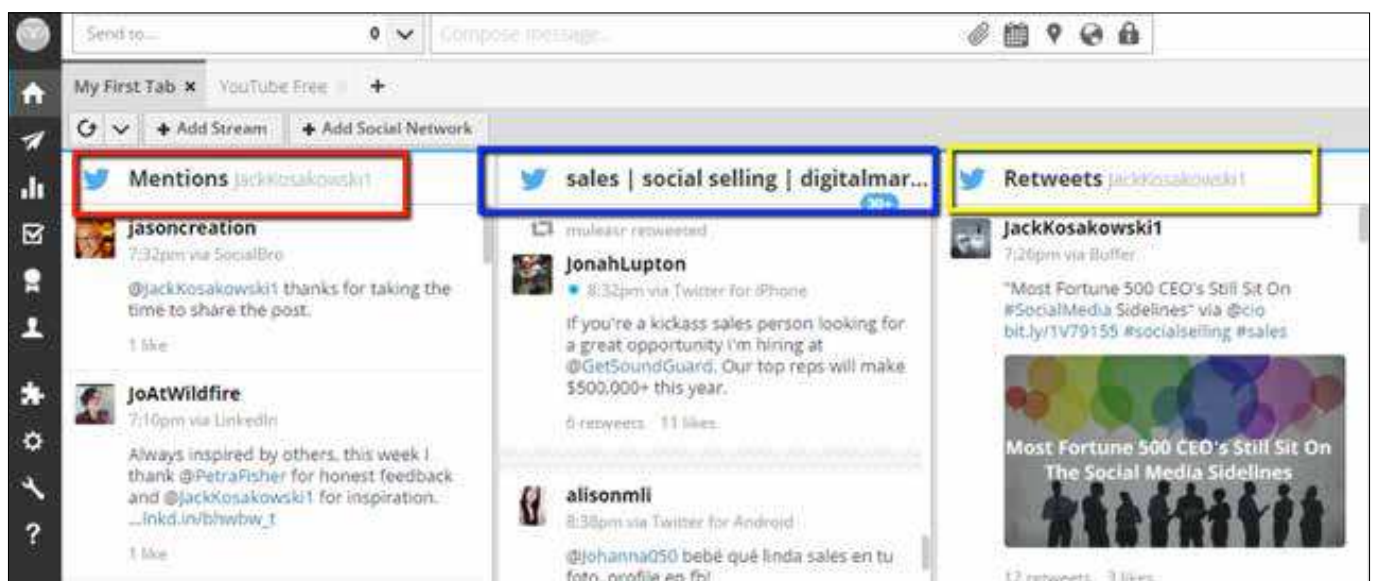
Monitor mentions real time so you can engage with your buyers.

Blue Box

Monitor multiple key terms or hashtags and get engaged real time with buyers.

Yellow Box

Monitor shares and advocates real time to create online conversation.



EXAMPLE 2: POST NATIVE YOUTUBE VIDEO INSIDE LINKEDIN FOR HIGHER ENGAGEMENT

Blue Box

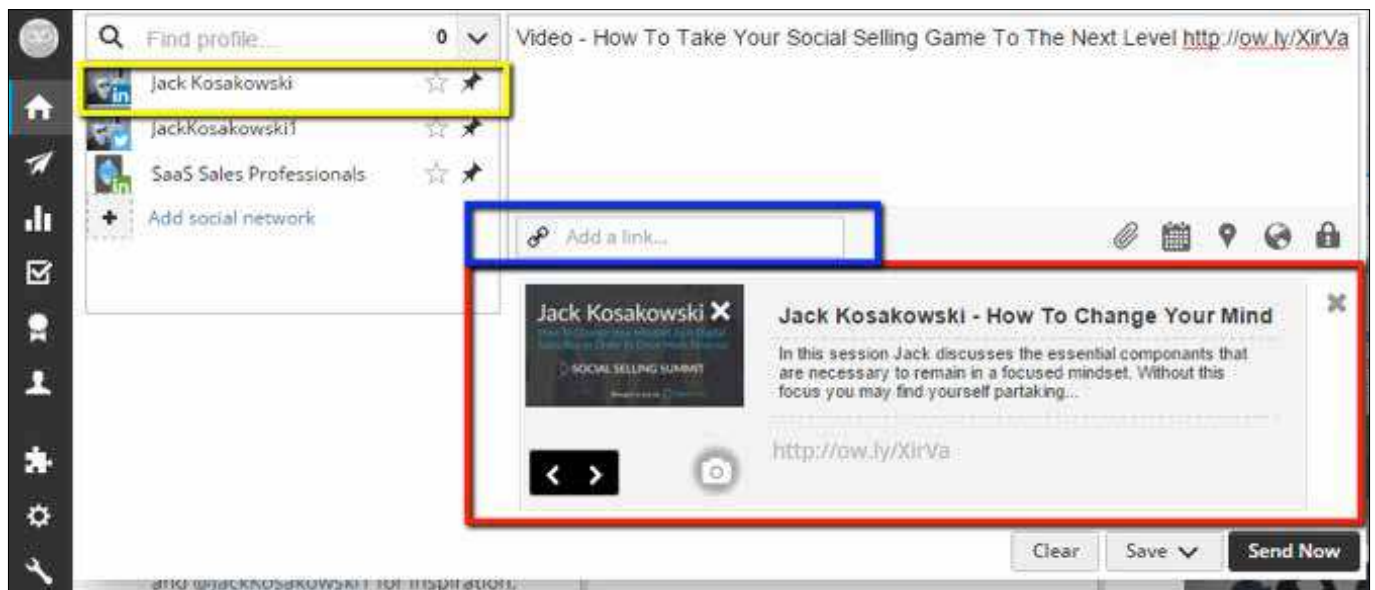
Post YouTube link inside of Hootsuite social posting tool.

Yellow Box

Click on LinkedIn profile to post directly into platform.

Red Box

See preview of what post will look like visually inside LinkedIn natively.



GABE VILLAMIZAR



Gabe Villamizar covers Tweetdeck, Riffle and LinkedIn Sales Navigator. Here is his LinkedIn profile with info.

<https://www.linkedin.com/in/gabevillamizar>

4. TWEETDECK

The way you social listen and engage with your buyers on social media, especially on Twitter, will help you stand out from the crowd and accelerate your sales process. If you're in the B2B SaaS space and you're not actively listening and engaging with your buyer on Twitter, I guarantee that you're leaving money on the table.

Yes, your buyer is on Twitter. The question you ask yourself shouldn't be "Is my buyer active on Twitter?" it should be "Does my buyer have a Twitter account?" If the answer to the latter question is yes, then you should be all over their account and leverage Twitter to build trust and increase credibility with your buyer(s).

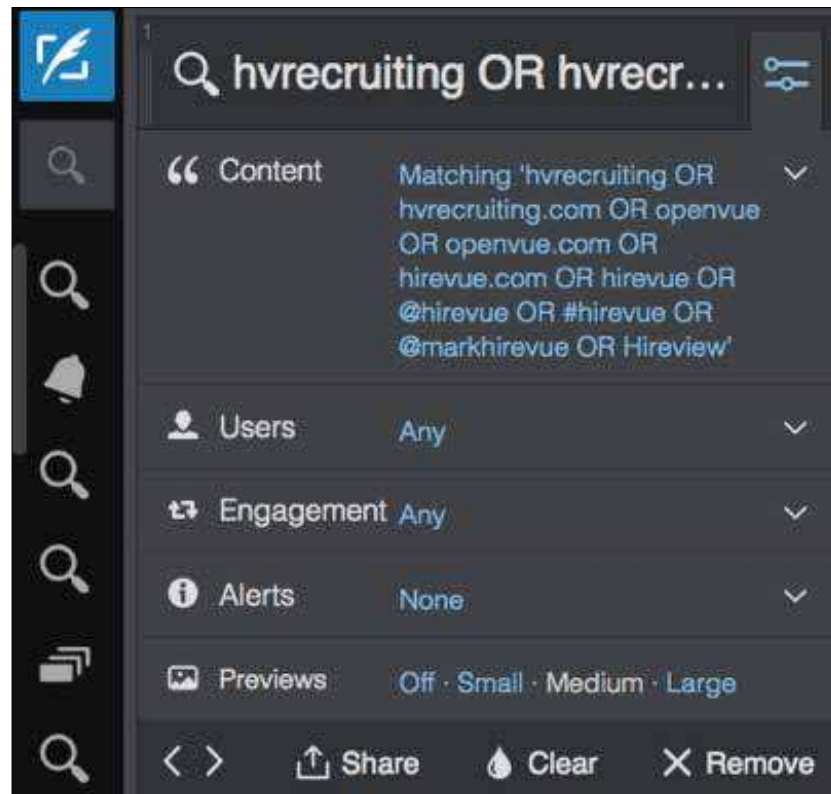
One of my favourite tools for social listening and social engagement with buyers on Twitter is TweetDeck. Social listening should be a huge component in your day-to-day social selling process. The beauty of it all is that TweetDeck is free and Twitter owns it, so the UI is flawless.

Here are three strategies/tactics you should be leveraging on Twitter through TweetDeck:

1. ADD YOUR BUYER(S) TO A PRIVATE OR PUBLIC TWITTER LIST AND DISPLAY THEIR TWEETS IN A TWEETDECK NEWSFEED COLUMN.



2. CREATE A NEWSFEED COLUMN WHERE YOU TRACK - USING BOOLEAN SEARCH - WHENEVER ANY TWITTER USER TWEETS YOUR COMPANY WEBSITE URL, HASHTAG, SET OF WORDS, MENTIONS AND MUCH MORE.



3. TRACK YOUR COMPETITORS' TWEETS, MENTIONS AND RE-TWEETS BY CREATING A NEWSFEED COLUMN TO EASILY DISPLAY AND CONSUME THAT CONTENT YOU TRACK. TRACK MORE THAN ONE COMPETITOR AND KEYWORD PER COLUMN BY USING BOOLEAN IN YOUR SEARCH PARAMETER.

Best practice

Have a completely separate browser window with TweetDeck throughout the day in order to social listen effectively.



5. RIFFLE BY CROWDRIFF

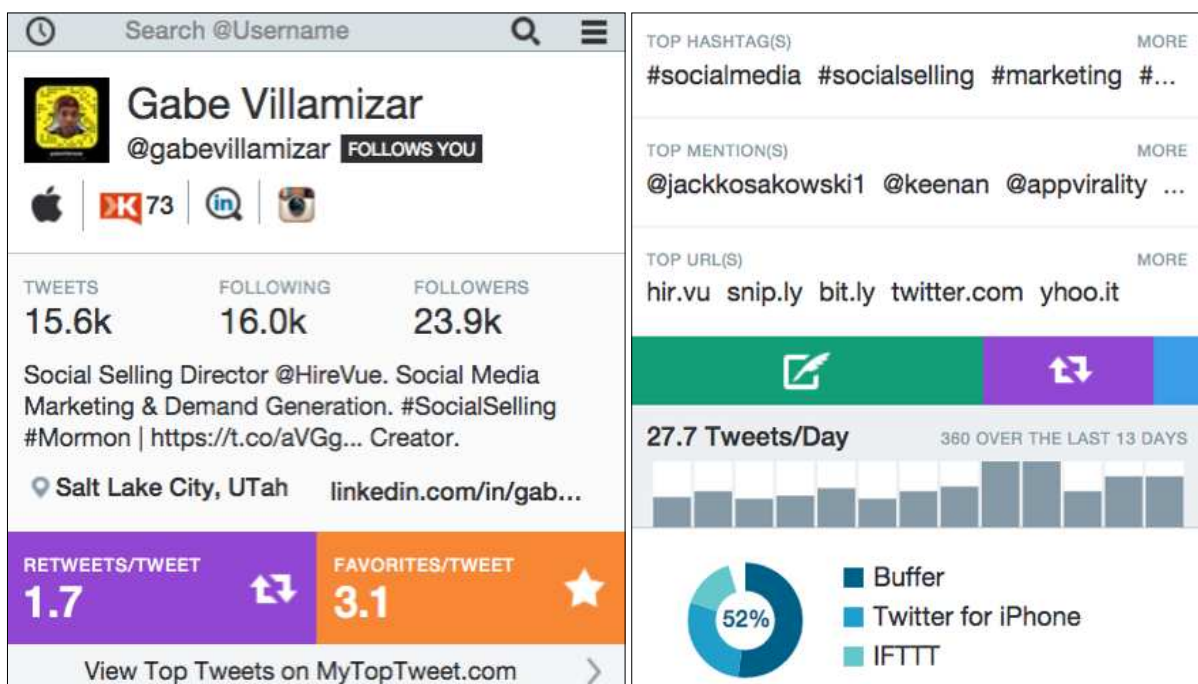
Let's say that you've found your buyer(s) on Twitter. Now what? What's the next best step you should take to engage and move the deal forward? This is where Riffle by Crowdriff comes into play. Riffle is a Google Chrome Extension that allows you to analyze EVERYTHING and ANYTHING on any Twitter user. This extension will help you analyze and decide the "what" and the "how" you should approach your buyer.

With the Riffle Chrome Extension, you'll be able to:

- Scan other social media profiles related to a specific user
- See how much engagement a user gets. E.g. Retweets/likes per tweet, etc.
- View a user's top tweets.
- View the top hashtags the user tweets the most.
- View the top people/brands the user interacts/mentions the most
- Understand which websites and URLs a user tweets the most which should reveal what they like to read, share and the type of content they like to read.
- See how many tweets they do per day/week
- See which platform, app, phone provider or mobile operating system a user shares their tweets from.

The best part about Riffle, is that it's free. After using it for a day or two, you'll love me forever. Trust me. Download this extension today.

Best practice: Once you pull the social data from your buyer via Riffle, try to find three things about them in three minutes or less and include that info in your initial message to break the ice and add value. The best outbound messages or emails include verbiage and context inspired by personal, business and industry backgrounds.



6. LINKEDIN SALES NAVIGATOR

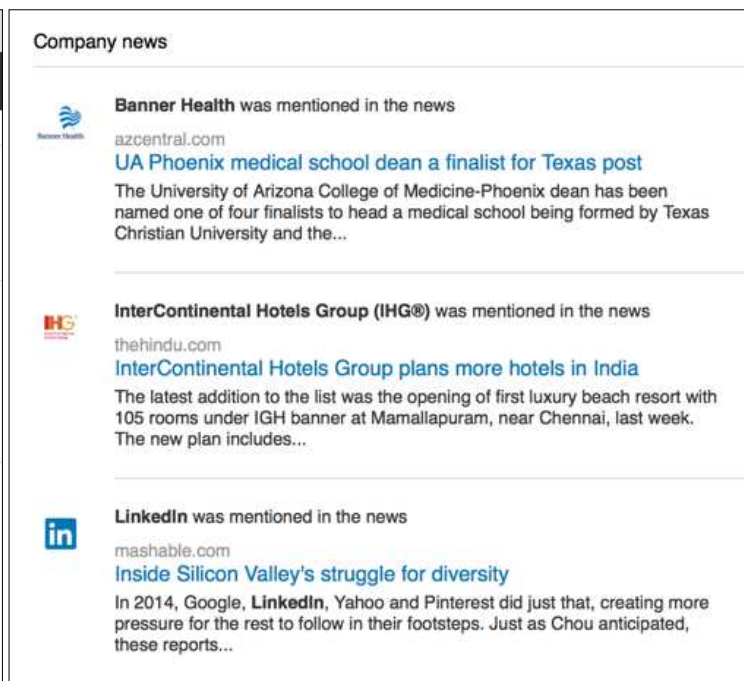
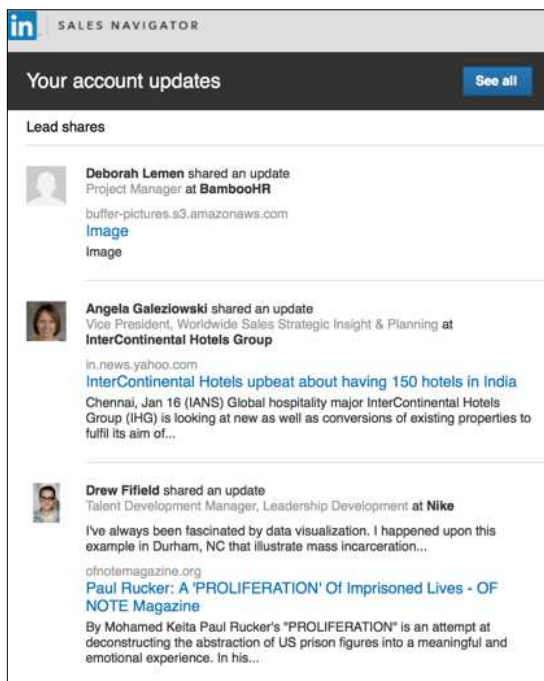
LinkedIn Sales Navigator should be your bread and butter for social selling. After training and coaching hundreds of sales reps in the B2B industry, I've concluded that Sales Navigator sets up THE foundation for social selling success and sales acceleration.

Don't compromise by thinking that Sales Navigator is too expensive. The small monthly cost investment you or your company can provide, will at least pay back a hundredfold if you put the time and effort into it. The free version of LinkedIn only has a fraction of the features and benefits that every sales rep needs in order to be successful in the game of social selling.

Here are a few epic tips and tricks you can do on LinkedIn Sales Navigator:

TIP 1

Receive daily, weekly or monthly notifications from your buyers, straight to your email inbox from leads that you save or from "saved searches". These notifications include what content they share; job change alerts; work anniversary; birthdays or anybody else that enters or leaves the search criteria that you saved.



TIP 2

LinkedIn Sales Navigator was designed for sales professionals that sell either on a specific territory/region or by simply targeting buyers by industry, function, and seniority level. Whatever your case might be, you can set and adjust 'Sales Preferences' in order to see and target your exact buyer based on your selection, which can include region, industry, function and seniority level.

Sales preferences

Region	Industry	Function	Seniority level
<input type="text" value="Enter a city, state or country..."/>	<input type="text" value="Start typing an industry..."/>	<input type="text" value="Start typing a function..."/>	<input type="text" value="Start typing a seniority level..."/>
New York, US <input checked="" type="checkbox"/>	Computer Software <input checked="" type="checkbox"/>	Business development <input checked="" type="checkbox"/>	CXO <input checked="" type="checkbox"/>
Dallas/Fort Worth Area <input checked="" type="checkbox"/>	Human Resources <input checked="" type="checkbox"/>	Finance <input checked="" type="checkbox"/>	Partner <input checked="" type="checkbox"/>
		Human resources <input checked="" type="checkbox"/>	VP <input checked="" type="checkbox"/>
		Marketing <input checked="" type="checkbox"/>	Director <input checked="" type="checkbox"/>
		Operations <input checked="" type="checkbox"/>	Business Owner <input checked="" type="checkbox"/>
		Sales <input checked="" type="checkbox"/>	

TIP 3

Once you've identified your buyer(s) on LinkedIn Sales Navigator, the Lead Recommendations are highly accurate in terms of other people that are similar to them (and other decision makers also) that you should also be targeting and reaching out to. Having said that, CEB's research shows that the B2B buying process now involves 5.4 decision makers or perspectives. LinkedIn Sales Navigator will save you a ton of time identifying your 5.4 buyers per account.

The screenshot displays the 'Lead recommendations at HireVue' section in LinkedIn Sales Navigator. At the top, there is a horizontal carousel of three lead cards. The first card is for Chip Luman, COO & Co-Founder at HireVue, located in the Greater Salt Lake City Area. The second card is for Ben Martinez, VP People & Culture at HireVue, also in the Greater Salt Lake City Area. The third card is for Eric P. Nelson, SVP of Sales at HireVue, located in the Miami/Fort Lauderdale Area. Below this carousel, the main profile of Mark Newman is shown. He is the CEO & Founder at HireVue, using video and predictive analytics to build and coach the world's best teams. His current positions include CEO, Founder at HireVue, Board Member at HireVue, and Board Member at RoundPeg. His previous positions include Founder, Chief Innovations Officer at HireVue and CEO at HireVue. He is a graduate of the University of Utah - David Eccles School of Business. To the right of Mark Newman's profile, there is a section titled 'How You're Connected + TeamLink™' showing a connection between 'You' and Mark Newman, both at HireVue. Below this, there is a 'Send Message' button. At the bottom of the screenshot, there is a section titled 'People also viewed'.

Lead recommendations at HireVue

Chip Luman
COO & Co-Founder
Greater Salt Lake City Area
Save as lead

Ben Martinez
VP People & Culture
Greater Salt Lake City Area
Save as lead

Eric P. Nelson
SVP of Sales
Miami/Fort Lauderdale Area
Save as lead

Mark Newman
CEO & Founder at HireVue | Using Video & Predictive Analytics To Build and Coach The World's Best Teams
Sandy, Utah · Computer Software

Current positions
CEO, Founder at HireVue
Board Member at HireVue
Board Member at RoundPeg

Previous positions
Founder, Chief Innovations Officer at HireVue
CEO at HireVue

Education
University of Utah - David Eccles School of Business

How You're Connected + TeamLink™

You

Both at HireVue

Mark Newman
Send Message

People also viewed

TIP 4

With LinkedIn Sales Navigator, you have access to 300M+ member profiles. This even includes people outside your network. For example, if you're using the free version of LinkedIn and you visit a profile that is outside of your network, you won't be able to see their profile photo, experience or even their full name and other important social data that you need to move the deal forward. Sales Navigator will give you 25 profile unlocks per month if you're using the team edition. Imagine what it would be like to have access to literally 300M+ members? The possibilities are endless.



Out-of-Network Profile Unlocks

Get access to 300M+ member profiles, even those outside your network.

- Unlock profiles from your search results to gain visibility into sales prospects beyond your 3rd degree connections.
- Up to 25 profile unlocks per month.

Only available in Team edition.

[Upgrade now](#)

Best Practice

There's a Google Chrome extension called Connectifier. Download it to uncover additional profile data and social data from basically any LinkedIn profile you visit. It's free!