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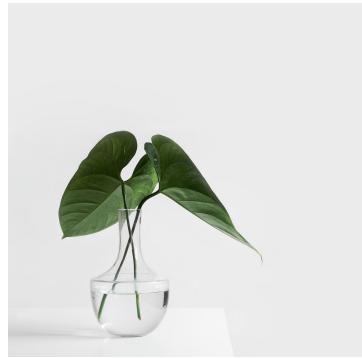
Social Selling: A Proven Strategy for Growing Your Sales



THOUGHT PAPER

OVERVIEW

Frank Moreno is a fractional CMO with over 15 years of experience in marketing. He has a proven track record of success in helping companies grow their business through strategic marketing initiatives.



SOCIAL SELLING

SHOULD YOUR ORGANIZATION BE DOING IT?

In a B2B environment it is imperative that the sales and marketing teams use all the tools at their disposal to develop relationships and drive sales. What is social selling and how much is enough?

Social selling allows your business to zero in on business prospects on social media and build rapport with a network of potential leads. It's a modern way of building relationships and connections — and it's a seriously powerful sales tactic.

According to LinkedIn Sales Solutions internal data:

- Businesses that are leaders in the social selling space create 45% more sales opportunities than brands with a low social selling index.
- Businesses that prioritize social selling are 51% more likely to reach their sales quotas.
- 78% of businesses that use social selling outsell businesses that don't use social media.

More than 22% of audiences are on social media explicitly seeking content from their favorite brands, but the majority of folks are online just seeking connection: 23.9% are there to share and discuss opinions with others, 23.4% are there to make new contacts, 21.7% are there to find like-minded communities and interest groups. The truth is potential customers are seeking out relationships.

Social selling is *not social media advertising*. It's not social media marketing. It's the practice of nurturing relationships as part of your sales funnel. Think: less pitching, more conversations. Social selling is the practice of using a brand's social media channels to connect with prospects, develop a connection with them, and engage with potential leads.

Social selling can be a powerful tactic for helping businesses reach their sales targets — just think of it as modern relationship-building! If your brand has a Facebook Business Page, a LinkedIn page, or Twitter profile, or is active on any other platform, you're already engaged in the basics of social selling.

Any kind of business can use social selling. Whether you're a big corporation or an independent entrepreneur, whether you're selling jet skis or handmade granola, social media can be an incredibly useful tool for nurturing relationships with prospects. Social selling is certainly *not* about bombarding strangers with unsolicited Tweets and DMs. That's spam. Don't do it.

Social selling is also not just about adding new contacts to your list. To successfully turn your social media activity into sales requires *quality*, not quantity. Make your interactions meaningful, and present your brand as having a solution to a problem. When you do that, you're more likely to build trust and loyalty.

CONCLUSION



In B2B, social selling is the new norm. It's about building relationships and trust so that you can add value to your potential customers. A CMO needs to lead his team so that we aren't pushing products but rather being informative and helpful. I enjoy teaching about the tools available to implement a social selling strategy that builds a strong pipeline for Sales.



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