

GUIDE

Social Selling Best Practices



Introduction

If your company has a social media presence, you're already half way to social selling. But without putting the proper strategies into place, your team is missing out on valuable leads. That's because consumers are spending more and more time on social media these days.

In fact, social media now influences 71% of consumer buying decisions. Further more, 76% of consumers have bought products seen in a brand's social media post. As consumers' purchasing has shifted to the digital space, they expect to be able to communicate directly with brands on social media channels.

Because of that, businesses need to pivot to a more targeted outreach on appropriate social networks. Social media platforms typically offer thorough analytics, such as impressions and click-through rates. That data provides insight into your customers' interests and needs. That information can easily be leveraged to refine sales pitches on a more personal level.

This guide will walk you through the tips and tricks you need to know in order to refine your social strategy to seamlessly fit into your sales pitches. Your customers are on social media — it's time to meet them there.



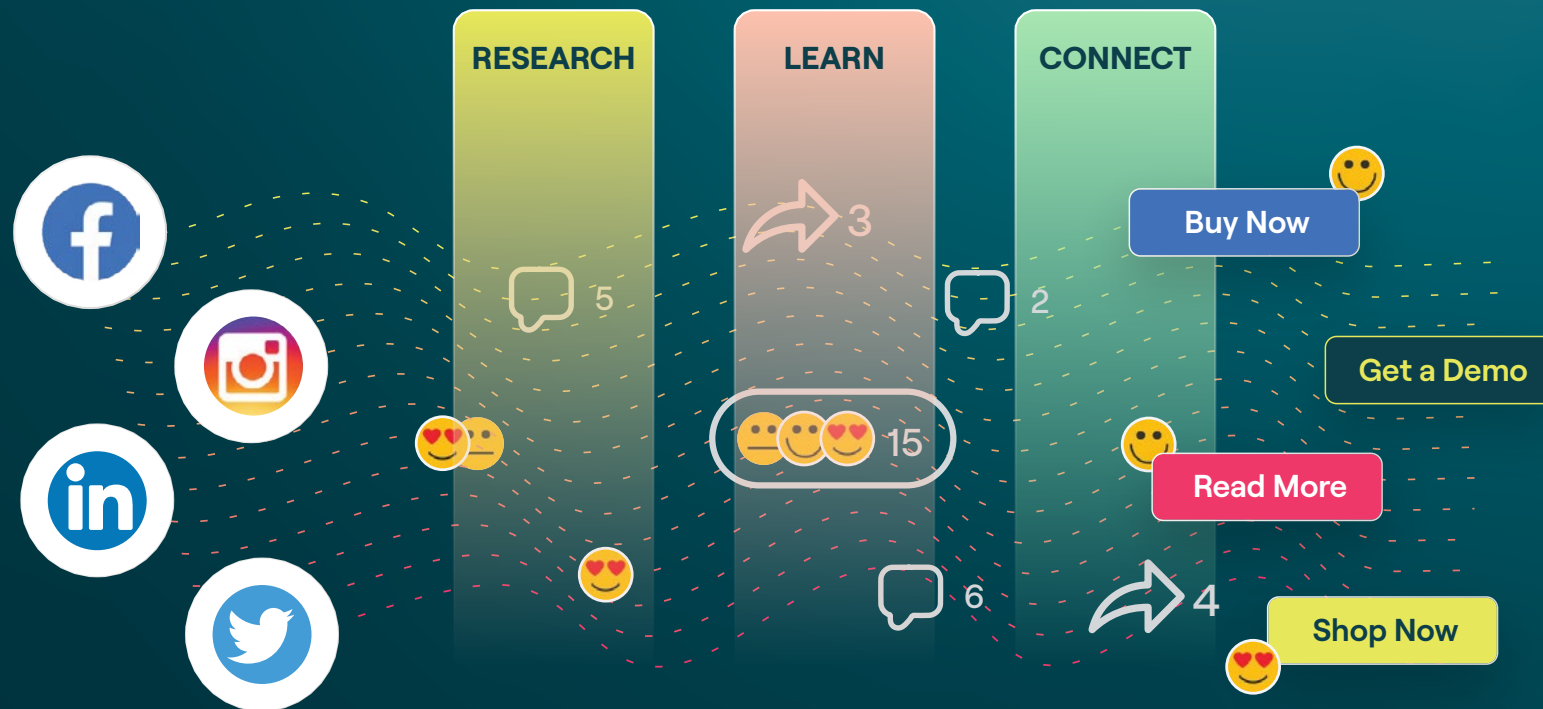
78% of social sellers
outsell peers who don't
use social media.

[LinkedIn](#)

- 1 **What is Social Selling?**
- 2 **What are the Benefits of Social Selling?**
- 3 **Social Selling Best Practices**

1 What is Social Selling?

Social selling is the process of leveraging your team's social media channels to research new prospects, learn about them, and connect with those potential customers online.



2 What are the Benefits of Social Selling?

Drive More Leads

By connecting with leads on social media, you'll have an opportunity to get to know them on a more personal level, giving you higher odds of turning prospects into leads.

Shorten the Sales Cycle

Researching prospects on social media allows for better targeting. That means you can reach out to prospects at the right time in the buying cycle so they move to purchase quickly.

Boost Website Traffic

Anytime you engage with a prospect on social media, you have the opportunity to link to your website and increase traffic.

Own Your Online Reputation

By engaging directly with people on various social networking sites, you can increase brand awareness and build trust, which will positively impact your reputation.

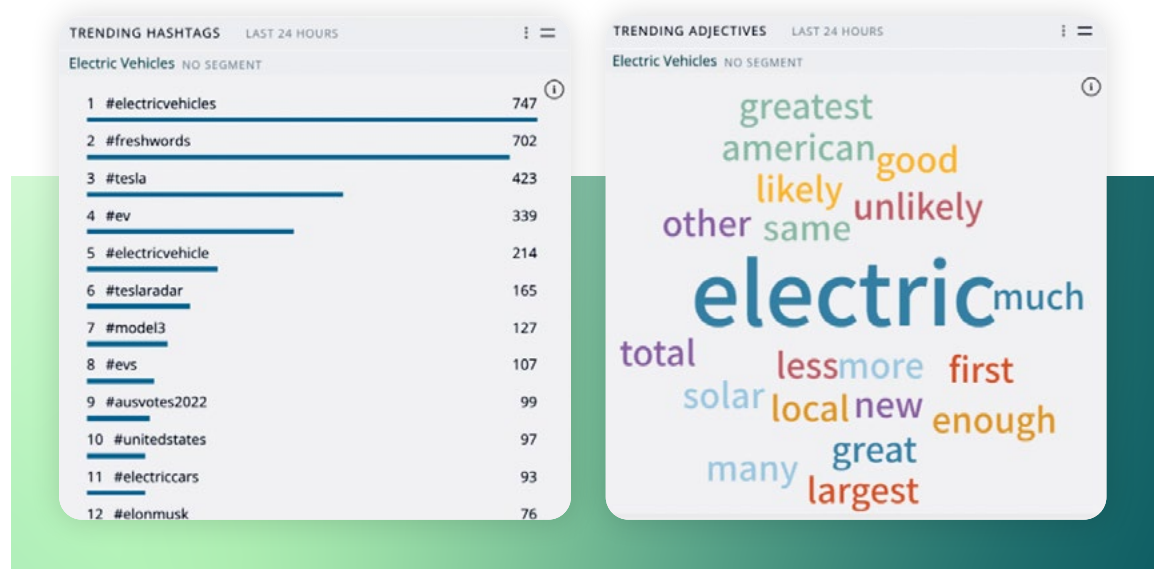
3 Social Selling Best Practices

If you aren't capturing your customers' attention on social, they'll turn to your competition. Here's how to leverage social networks to win and maintain customers.

Listen for Industry Trends

Set up appropriate filters to capture the social media users most applicable to your targeted demographic.

Analyze data pulled into your platform to identify trending topics in your industry/audience.



The trends you uncover can inform valuable data-driven decisions for your business. Take the automotive-focused dashboard above. "Electric" is shown in large text in the trending entity and adjective sections, indicating that it's widely talked about in this audience. This proves consumers are increasingly interested in electric vehicles and OEMs should be paying attention and ensure they're posting about their efforts in that space.



















Seek Out Influencers

A social listening tool will show noteworthy accounts posting about the topic at hand.

- These images show various accounts posting about retail-related topics.
- Dashboards may assign influencer scores to various accounts, along with ranking accounts by most reach.
- This allows you to see which accounts would be beneficial to partner up with to promote your product.














MOST REACH

Rising Consumer Prices NO SEGMENT

1	 Cara Castronuova	6,785,714	
2	 Guardian Nigeria	3,287,356	
3	 ReutersAfrica	853,855	
4	 LadyGeek	772,727	
5	 McKinsey	545,847	
6	 DailyNewsZim	421,102	
7	 Nadine McGrath	376,470	
8	 Gilbert Nyambabvu	349,999	
9	 ARISEtv	324,455	
10	 Economy Two	240,000	
11	 WBTV_News	229,996	

INFLUENCER SCORE

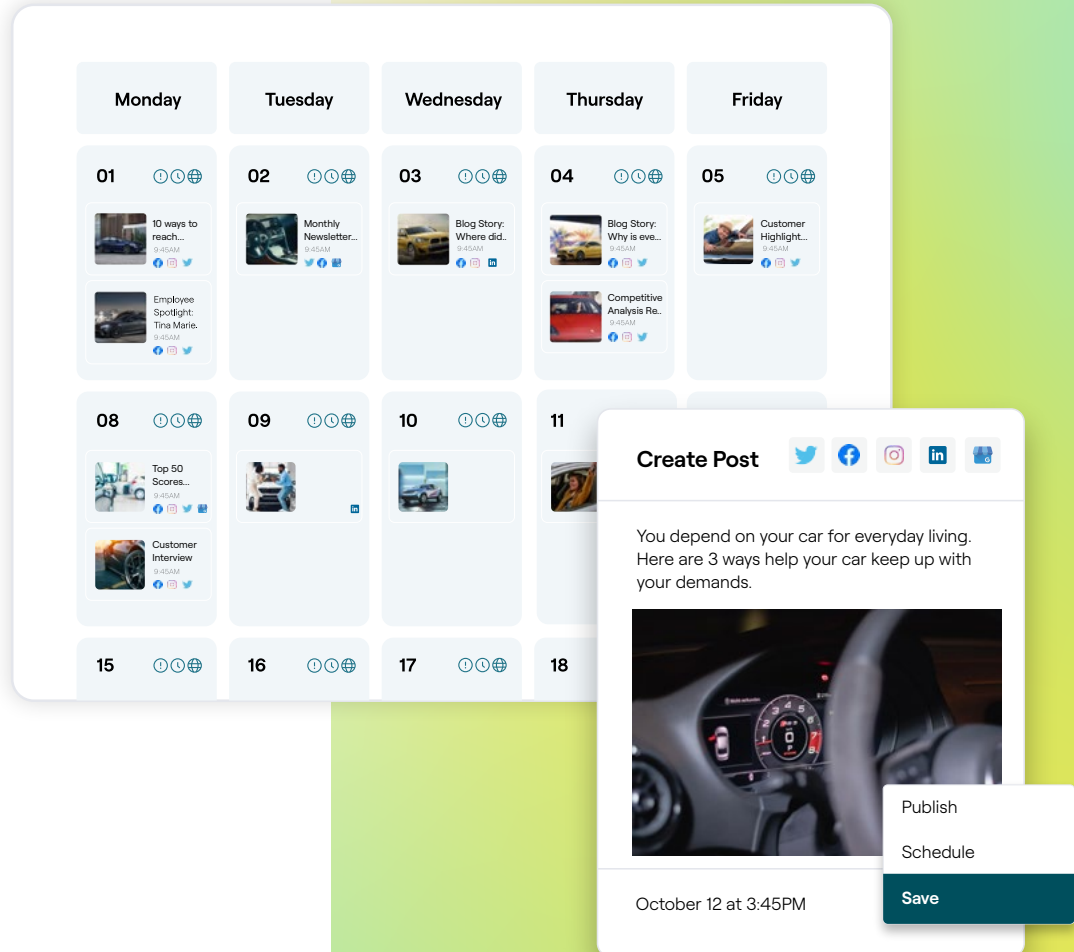
Rising Consumer Prices NO SEGMENT

1	 ReutersAfrica	91	
2	 McKinsey	88	
3	 ARISEtv	77	
4	 DailyNewsZim	77	
5	 WBTV_News	77	
6	 modrnhealthcr	70	
7	 MortarPestleUSA	68	
8	 amaditalks	63	
9	 channelafrica1	62	
10	 justbe_b	62	
11	 TamalBandyo	61	

Publish Relevant Content

Drive customers to your website with powerful content.

- Listen for trends to fuel content that is aligned with customer expectations.
- Give customers a sneak peek at upcoming product launches to drum up interest in advance.
- Leverage a platform like Reputation to consistently cross-post on social networks and respond to comments to keep prospects and customers alike engaged with your content.

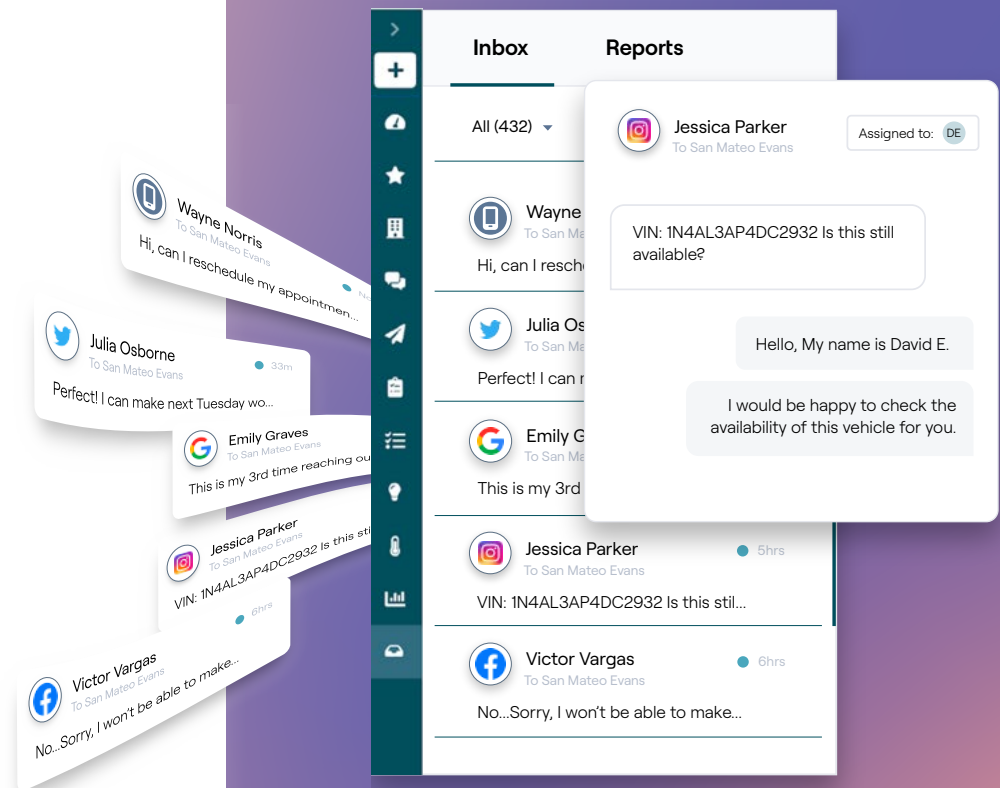


Practice Social Customer Service

If you pivot your sales efforts to social media, your customer service team should follow suit to close that sale.

Here are some social customer service best practices to keep in mind:

- **Respond to all feedback, questions, and comments quickly.** When it comes to social media, timeliness is one of the keys to success. In order to live up to consumer expectation, make sure you have members of your support team monitoring your social media channels at all times.
- **Humanize your interactions.** Have your team address all customers by name to reassure people that there's a real person on the other side of your social media account.
- **Pick the best social media platform for your business.** You shouldn't feel the need to have an account on every platform — that'll stretch your team too thin. Consider where your audience is and make platforms on those accounts.



Take the first step in your social selling journey by leveraging **Reputation's powerful Social Suite** →