



Social Selling Best Practices for ISVs



SOCIAL SELLING BEST PRACTICES FOR ISVs

Expert tips and tricks that help you run a successful Social Selling program

CREATE LEGITIMACY FOR YOUR SOCIAL SELLING PROFILE

Social media is meant for people to connect with PEOPLE and NOT a company logo. However, be careful not to get too personal and dive into details like your job responsibilities (unless you are looking for a new job). Make sure to build your profile around your brand. Complete your profile with a professional photo of yourself, a description of the company you work for and how you can add value for your prospects. Don't forget to regularly post content on your feed and to like, share or comment on the posts of the leads you are nurturing.

GIVE YOURSELF A BIG, WARM INTRODUCTION

Have a look at the prospect's profile before you reach out. Be on the lookout for "hooks" that you can use to initiate a conversation. Connections that you have in common might even be able to introduce you personally. If a prospect is outside of your network, look for recent posts that he or she made. You can use those posts to get a conversation started and grab your prospect's attention.

DON'T BE SALESY TOO SOON

Social selling can be a very effective sales and lead generation practice, but it can easily turn against you if not executed well. A sales pitch straight off the bat is a turn off for most people. Build up a relationship first by applying "social listening" to understand the needs of your prospect and provide value accordingly.

DON'T SPAM YOUR PROSPECTS

Avoid flooding people's inboxes with messages when they don't reply immediately. Be patient, leave a couple of days between messages and try to reach prospects using a different channel if they don't reply after your third message. Spot basis telemarketing is a great way to get in touch with prospects who you are not able to reach through Social Media.

GIVE YOUR PROSPECTS A PERSONALIZED EXPERIENCE

Human interaction is crucial to have an engaging, organic conversation. Social selling is not an automated advertisement campaign with standard messages that you blast to prospects. Messages should always be tailored to the person you are sending them to. Take into account the job title of the person you are talking to and engage with prospects in their native language for the best results.

BE AN EXPERT ON THE SOLUTION YOU ARE SELLING

To be able to provide value and educate prospects, you have to know what you are talking about. You might be surprised how much prospects know about the technology you are trying to sell. Always make sure that you know the ins- and outs of your solution and the market you are competing in.

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CREATE EXPOSURE FOR YOUR BRAND

Turn your Social Media profile into an “ambassador” of the brand you are representing. Make sure to include a description of the company you work for and your value proposition. As an ambassador you try to get your name and the brand out there for your target audience to see. Regularly post on your timeline, reach your target audience with posts in groups and engage in discussions.

MANAGE YOUR POSTS WITH A CONTENT CALENDAR

Keeping track of all the posts that you have to make across social media can get messy fast. A content calendar helps you to create a detailed schedule of all the posts that you are going to make, ensuring that you post consistently on your own feed and in groups. Make sure to include a variety of engaging posts linking to assets, your company website, event promotion, expert articles etc.

BE PREPARED TO GO CROSS-CHANNEL

Social Media is a great channel to start off a conversation, but turning a prospect into a customer might demand more. Have other channels readily available to carry on a conversation should you need to. Be prepared to provide additional information through email and to have a phone conversation to explain the value of the solution you are selling.

GIVE, GIVE, GIVE... THEN ASK

People are more inclined to talk to you when you have something to offer, rather than something to ask. When you send out messages to prospects or engage in discussions, always be sure to provide value. You could offer access to premium assets, tools or expert advice to raise prospects' attention and keep them engaged.

FOLLOW THE USER GUIDELINES OF THE SOCIAL MEDIA PLATFORM YOU ARE USING

Violating these guidelines can result in your profile getting blocked and you might not be able to retrieve it. That means you just might lose all the work you put into building up your network!



Disruptive Marketing for Software Vendors

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