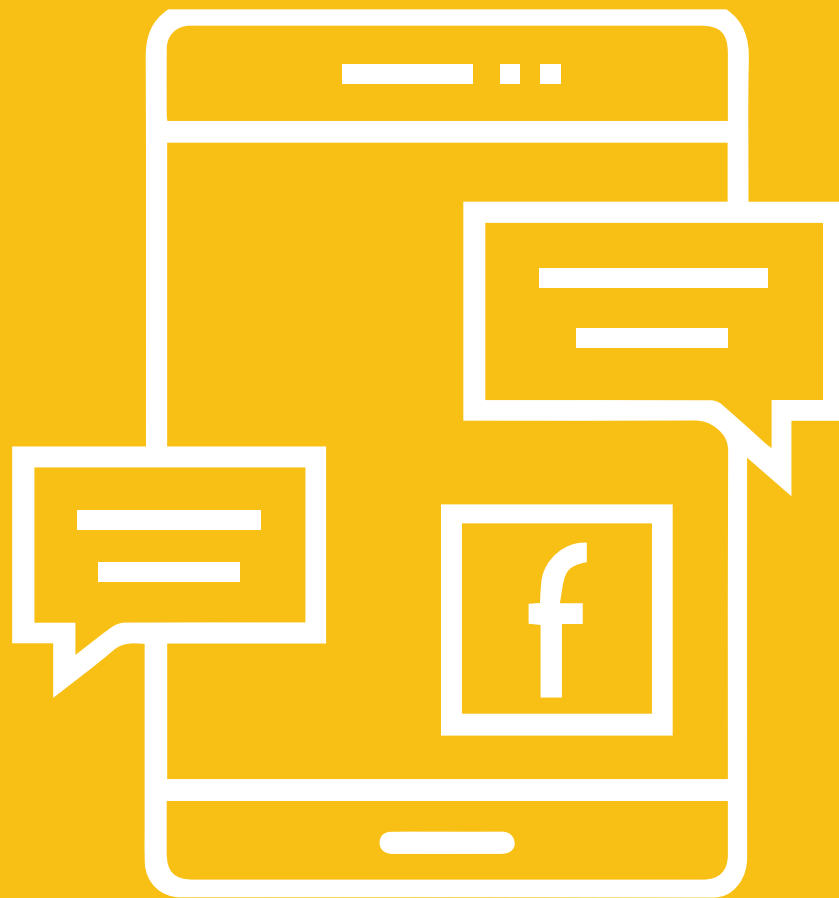


# SOCIAL SELLING WORKBOOK:

HOW TO USE SOCIAL MEDIA  
TO FIND NEW LEADS



ACCELITY  
MARKETING

+

HubSpot

# Table of Contents

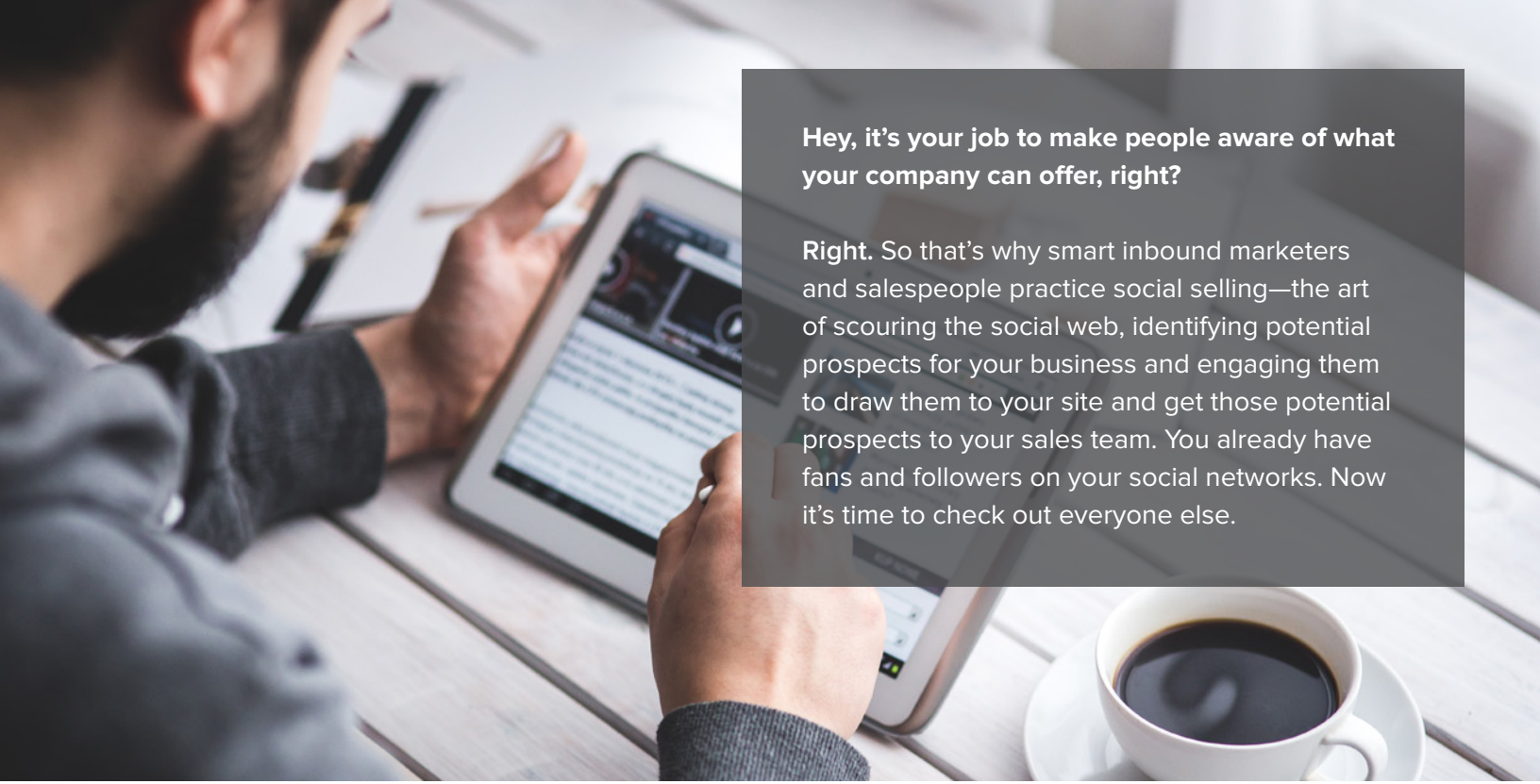
WHAT IS SOCIAL SELLING? .....	3
ABOUT THIS WORKBOOK .....	4
GETTING STARTED .....	4
TWITTER .....	5
LINKEDIN .....	7
FACEBOOK .....	9
PINTEREST .....	11
GOOGLE+ .....	13
ABOUT ACCELITY .....	15

# What is Social Selling?

Social media is crucial to your marketing strategy. With more than 1 billion monthly active users on Facebook, and over 230 million monthly active users on Twitter, smart sales and marketing teams know there's more potential than ever on social platforms.

You can use social media to:

- Get your name out there
- Share your content
- Attract more people to your website

A photograph showing a person from the side, focused on a tablet device. The person has a beard and is wearing a dark grey sweater. The tablet is on a light-colored wooden desk. In the foreground, there is a white coffee cup filled with black coffee on a matching saucer. The background is slightly blurred, showing a desk with some papers and a pen.

**Hey, it's your job to make people aware of what your company can offer, right?**

**Right.** So that's why smart inbound marketers and salespeople practice social selling—the art of scouring the social web, identifying potential prospects for your business and engaging them to draw them to your site and get those potential prospects to your sales team. You already have fans and followers on your social networks. Now it's time to check out everyone else.

# About This Workbook

This social selling workbook will teach you how to listen to social media conversations in order to generate leads for your business. It goes beyond monitoring keywords. It's about engaging people that may or may not know what your business can do for them.

We've identified the quickest way to find potential prospects on Twitter, Facebook, LinkedIn, Pinterest and Google+. Use the worksheets to help you get started with social selling.

Every worksheet includes:

- Short preparatory work to make prospecting easy
- Visual instructions on how and where to find prospects
- Pro tips that will help you get the best results
- Prescriptions (Marketing Rx) for success
- Take-home exercises for follow-up prospecting

## Getting Started

To get started with any one of these worksheets, you'll need:

- A social profile for that network
- Keyword phrases that people use to find you on search
- Organic content related to those keyword phrases

# Twitter

## PREP:

Write down the top three keyword phrases that people use to find you on Twitter search. You'll be able to use this content to draw prospects back to your website.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_



**PRO TIP:**  
Remember, shorter keyword phrases work better for Twitter.

Write down three pieces of content that are related to the search results of your keyword phrases.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_



**PRO TIP:**  
Mix and match searching your keyword phrases with a hashtag and without a hashtag for the most diverse results.

## GET STARTED:

Head on over to Twitter and type in your keywords and hashtags using any combination you would like.



**Please Note:** Twitter has a couple options to sort your search results. It automatically shows you "Top" results. If you'd like to see more results, click "View all" at the top of your search. You can also click "People" to only see other profiles, not tweets, that match your search.



## NOTES:

Based on their profiles, identify five Twitter users that could be potential leads for your business. Then follow them!

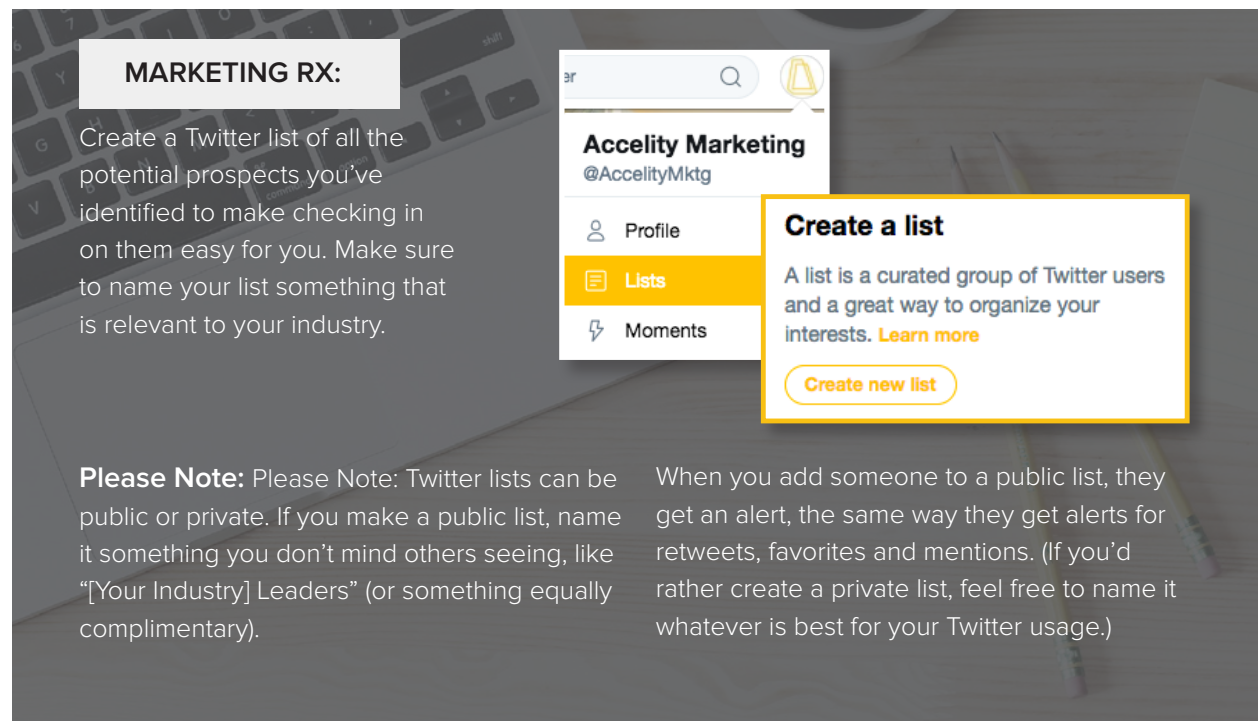
1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

# Twitter

## TAKE ACTION:

Now it's time to start sharing the pieces of content you identified earlier. Start engaging with potential prospects by:

- Retweeting the content they share on Twitter, especially if it's relevant to your industry
- Liking tweets relevant to your industry, or tweets you appreciate for being interesting
- Responding to any questions they may have tweeted to establish credibility



**MARKETING RX:**

Create a Twitter list of all the potential prospects you've identified to make checking in on them easy for you. Make sure to name your list something that is relevant to your industry.

**Please Note:** Please Note: Twitter lists can be public or private. If you make a public list, name it something you don't mind others seeing, like "[Your Industry] Leaders" (or something equally complimentary).

When you add someone to a public list, they get an alert, the same way they get alerts for retweets, favorites and mentions. (If you'd rather create a private list, feel free to name it whatever is best for your Twitter usage.)

**Create a list**  
A list is a curated group of Twitter users and a great way to organize your interests. [Learn more](#)

[Create new list](#)

## TAKE-HOME EXERCISE

### SPEND 20 MINUTES A WEEK:

- Repeating this exercise and adding more prospects to your list (5 mins)
- Retweeting relevant content for your industry from this Twitter list (5 mins)
- Liking tweets from potential prospects from this Twitter list (5 mins)
- Engaging with potential prospects by posting or answering questions from your Twitter list to establish thought leadership (5 mins)

# LinkedIn

## PREP

Write down the top three keyword phrases that people use to find you on search. You'll be able to use this content to draw prospects back to your website.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_



**PRO TIP:**  
Remember, more business-focused keywords are favored on LinkedIn.

Write down three pieces of content that are related to the search results of your keyword phrases.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

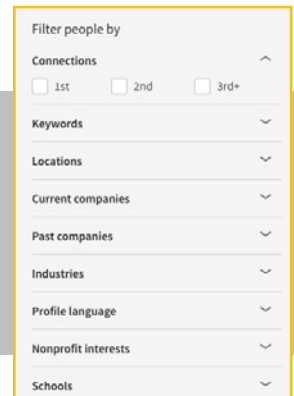
## GET STARTED:

Sign into LinkedIn, and select "Groups" from the Interests section of the drop-down menu, which will search all LinkedIn groups.



### PRO TIP:

When searching for a group in the LinkedIn search bar, you can narrow your search results in the menu on the left by choosing what your relationship is to members of the groups. For instance you can include all groups, only groups you are a part of, or search results for groups that are in one or multiple languages.



## NOTES:

Based on the group's description (and a quick scan), identify five LinkedIn Groups that could have potential prospects for your business and join them\*.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

**\*Don't forget:** Some groups are private, so you may need to wait until you are accepted into the group to complete the worksheet.

# LinkedIn

## TAKE ACTION:

Now it's time to start sharing the pieces of content you identified earlier. Start engaging with potential prospects by:

- Joining in on conversations in the group where you can add value with your content
- “Liking” content that others are sharing in the group
- Sharing your own content and posting your own questions to the group

## MARKETING RX:

When you find a particular post within the group you want to monitor, you can choose to “Follow Discussion” so you'll be updated when content for that post is added.

## TAKE-HOME EXERCISE

### SPEND 20 MINUTES A WEEK:

- Reviewing the content in the groups you've joined (5 mins)
- Commenting and adding value to posts from others in the group (5 mins)
- Evaluating those you engage with the most to see if a connection is a good fit (5 mins)
- Sharing one piece of organic content to the groups you've joined (5 mins)



# Facebook

## PREP:

Write down the top three keyword phrases that people use to find you on search. You'll be able to use this content to draw prospects back to your website.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

Write down three pieces of content that are related to the search results of your keyword phrases.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

Write down three long-tail\* search queries that are created from those keywords.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

\*Long-tail keywords are search queries composed of three or more words that are more specific than the keyword alone.

**Example:** "Accelity" (not long-tail) vs. "inbound marketing agency" (long-tail)

## GET STARTED:

Sign into Facebook, type your long-tail search queries into Facebook Search and see what comes up.



### PRO TIP:

If you're not familiar with the features of Facebook Search, spend a few minutes and take the tour. Worth it! You can find that tour [here](#).

# Facebook

## NOTES:

Identify three pages that could potentially have leads for you and “Like” them.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

Identify three groups you could join that prospects could potentially be in and join them.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

## TAKE ACTION:

Now it's time to start sharing the pieces of content you identified earlier. Start engaging with potential prospects by:

- Joining in on conversations on pages and groups where you can add value with content
- “Liking” relevant content on your pages and your groups that is relevant to your industry
- Asking questions on pages and groups to engage others

## MARKETING RX:

If possible, subscribe to your pages or the RSS feed of your groups (if enabled) so you don't miss any relevant content.

## TAKE-HOME EXERCISE

### SPEND 20 MINUTES A WEEK:

- Reviewing the content in the groups you've joined (5 mins)
- Scanning the pages you've “liked” for any opportunity to join conversations (5 mins)
- Searching the groups you've joined for opportunities to offer help or content (5 mins)
- Engaging with people from the groups or pages directly on their profiles (if possible) (5 mins)
- Sharing one piece of organic content to the groups or pages you've joined (5 mins)

# Pinterest

## PREP:

Write down the top three keyword phrases (with a hashtag) that people use to find you on search. You'll be able to use this content to draw prospects back to your website.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

## GET STARTED:

Go to Pinterest search and type in the keyword phrases with hashtags (and try without hashtags, too).



### PRO TIP:

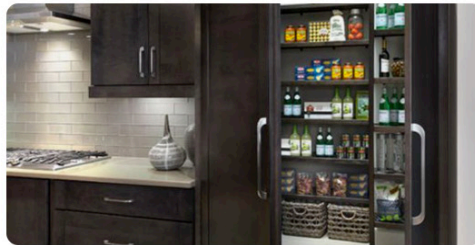
Use the Explore button left of the Pinterest search bar to drill down into specific industries and topics that could be a good fit for you.

## Explore Trending

Welcome to the best ideas on Pinterest today

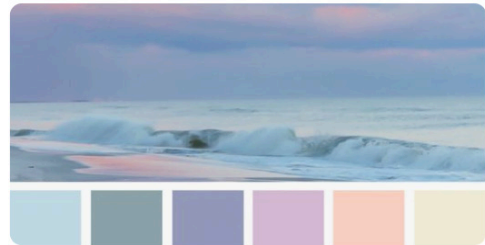
### Trending

- Home
- Design
- Gardens
- Food
- Tech
- DIY
- Education
- Photography
- Health
- Tattoos
- Weddings
- Art
- Quotes
- Holiday & party
- Animals
- Women's style
- Beauty
- Kids
- Travel
- Humor
- Shopping

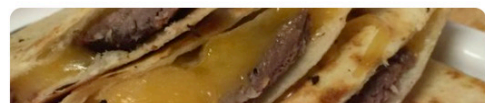


House Ideas

Trending



New in Design



# Pinterest

## NOTES:

Based on Pins found, identify five pinners (businesses or people) that could be potential prospects, and follow their boards.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

## TAKE ACTION:

Now it's time to start sharing the pieces of content you identified earlier. Start engaging with potential prospects by:

- Scanning your new dashboard filled with the boards you follow for any relevant content
- Re-pinning any content from prospects that are useful to your followers
- Adding value by commenting on your prospects' pins

## MARKETING RX:

Sign up for Pinterest Push Notification to see what's being pinned to Pinterest from your website by potential prospects. Learn how to set up notifications [here](#).

## TAKE-HOME EXERCISE

### SPEND 15 MINUTES A WEEK:

- Scanning the boards you follow for new pins (5 mins)
- Re-pinning any relevant content that your prospects post (5 mins)
- Evaluating anyone as a prospect who has pinned something from your website (5 mins)

# Google+

## PREP

Write down the top three keyword phrases that people use to find you on search. You'll be able to use this content to draw prospects back to your website.

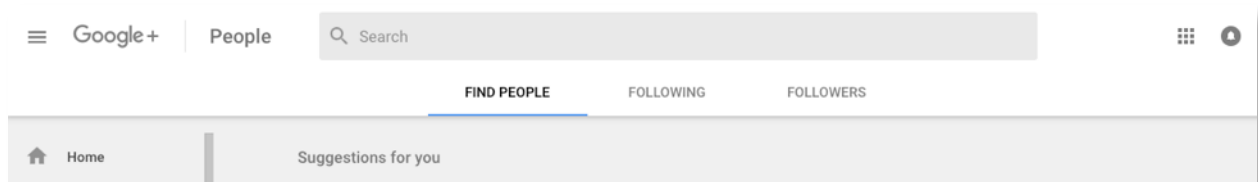
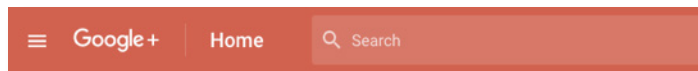
1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

Write down three pieces of content that are related to the search results of your keyword phrases.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

## GET STARTED:

Head over to your Google+ account and search your keyword phrases.



## PRO TIP:

Get context for your search results by toggling between Find People, Following and Followers on the People section of Google+.

# Google+

## NOTES:

Identify three people and pages that could potentially have leads for you and “follow” them.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

Identify three communities that could potentially have leads for you and “join” them.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

## TAKE ACTION:

Now it's time to start sharing the pieces of content you identified earlier. Start engaging with potential prospects by:

- Digging into the pages and people you've followed and adding value when possible through comments
- Liking (“+1”) any content that's relevant to you and your business
- Identifying regular contributors in your communities, and engaging with them by answering questions or providing helpful content

## MARKETING RX:

Save all your Google+ searches for easy access later. (Just bookmark or save the URLs of your searches.)

## TAKE-HOME EXERCISE

### SPEND 30 MINUTES A WEEK:

- Scanning Google+ posts and commenting on one relevant post (15 mins)
- Building relationships with regular contributors in communities by adding thought leadership to content they've shared (15 mins)

# ABOUT ACCELITY

Accelity Marketing was founded in 2013 and is located in downtown Milwaukee, Wisconsin. The agency is a passionate team of experienced marketers, writers and designers. Together, we work with B2B software and service companies to boost online lead generation and increase sales. We create content, execute campaigns and deliver a strong return on investment to our clients every day.

