

STRATEGIC SALES MANAGEMENT

Sales Intelligence and Analytics

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Learning Objectives:

After going through this module, you should be able to:

- Understand the meaning and role of Sales Intelligence
- Learn role of data for Sales Intelligence
- Define and create Ideal Customer Profile (ICP) using Sales intelligence
- Learn to apply data-driven approaches to selling: Basic and Advanced
- **Use Social Media for lead generation**

Social Media for Lead Generation

Social media lead generation

- A lead refers to any information that you can use to identify someone interested in your products or service.
- Social media lead generation is the process of collecting new leads using social media.
- Generating leads on social media can benefit both B2C and ~~B2B~~ marketers as it helps you identify the social media audiences that are interested in your business.
- This gives you the necessary leverage to target them with relevant content and offers and then convert them into paying customers.
- Social media amplifies your lead generation efforts by helping you raise brand awareness, drive website traffic and improve community engagement.

Social Media for Lead Generation

Social media lead generation

- Businesses that use the proper social media lead generation strategies are likely to build better brand awareness and boost sales conversion.

75% of B2B buyers and **84% of C-level executives** have incorporated **social media** as a **“key strategy”** in the “vital roles” of the business-related decision-making process.

- International Data Corporation (IDC)

Social Media for Lead Generation

Social media lead generation – How ?

Launch compelling lead magnet offers

- The right incentive can often compel people to freely share their information with you.
- For this, you'll need to create enticing lead magnet offers that people want.
- This could be anything from a research report to a free tool.
- You could also offer discount codes, case studies, webinars, whitepapers and more.



Social Media for Lead Generation

Social media lead generation – How ?

Share testimonials as social proof

- Customer stories and testimonials can give you the social proof you need to acquire new leads.
- Showcasing how clients have benefited from your products and services to demonstrate your brand value.
- According to Wyzowl, two out of three people are more likely to buy something after watching a testimonial video that demonstrates how a business, product or service has helped someone like them.



Social Media for Lead Generation

Social media lead generation – How ?

Create targeted ads with special offers

- A **paid social media advertising strategy** is highly effective for generating leads on social media.
- With this strategy, you can use the highly specific targeting options of paid social ads to show your audience offers that are tailored to capture their interest.
- Try promoting content on specific subject matter, special discounts and limited-time offers on your products and services through these ads.

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choose your subscription

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Digital

Introductory offer
12 weeks for only ~~US\$55~~ US\$25



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- ✓ Podcasts, audio editions and films
- ✓ Subscriber-only newsletters
- ✓ Exclusive digital events

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Social Media for Lead Generation

Social media lead generation – How ?

Set up sequential retargeting ads

- Retargeting can further amplify your social advertising and lead generation strategy by helping you reengage lost prospects.
- Say someone clicked on your first ad and scrolled through the landing page but never submitted a form. You can retarget them with ads that encourage them to finish the signup process.
- You can also retarget people who've landed on your website through search or through other referral sites. Or you can even retarget people who regularly read your blog posts but haven't subscribed to your newsletter.

Social Media for Lead Generation

Social media lead generation – How ?

Leverage social media sponsorships

- Instead of using paid ads, you could also attract leads from the social media content that your target audience is already consuming.
- Consider sponsoring shows, content and YouTube channels that are popular with your target audience.
- That way, you can get a reputable content creator to talk about your brand, product or service even for just a couple of minutes.
- Content creators and influencers help provide a form of social proof, and can often connect your sponsorship message seamlessly into their content, helping it reach audiences who might otherwise actively click away from an ad.

Social Media for Lead Generation

Social media lead generation – How ?

Host a virtual event or social media conference

- Virtual conferences and events are a great way to attract a highly relevant audience while establishing your expertise and authority in the field.
- That means they're also great for generating leads or social media, especially since people ~~will need to provide~~ their info to sign up or join the conference.

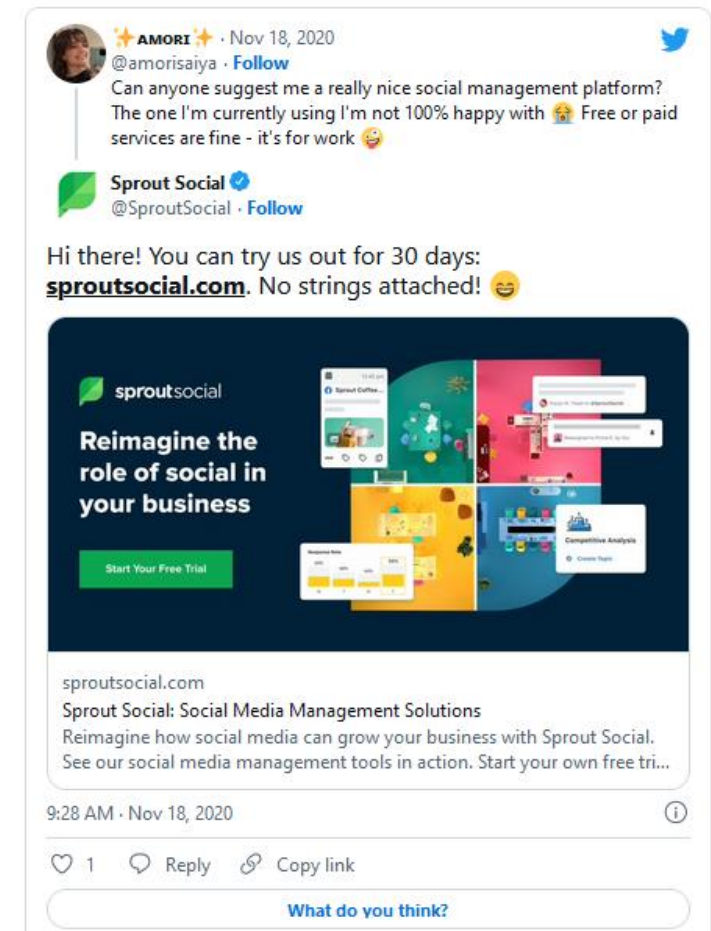


Social Media for Lead Generation

Social media lead generation – How ?

Make the most of social listening

- Look for lead generation opportunities with effective social listening.
- Monitor social media conversations and see what people are saying about a certain topic or a competitor brand.
- This will help you identify any opportunities to generate high-quality leads for your business.



Social Media for Lead Generation

Social media lead generation – How ?

Live video

- Live video is a great way to stimulate engagement.
- It sounds simple but going live on video sends a notification to your followers who can instantly tune in to your video pitch. Other ideas include:
- Live discussion with an industry expert ✓
- Taking live questions, or AMA (ask me anything) around a relevant topic
- Demonstrating some tricks and tips of a specific trade
- Showing how your service or feature works

Social Media for Lead Generation

Social media lead generation – How ?

Host contest and sweepstakes

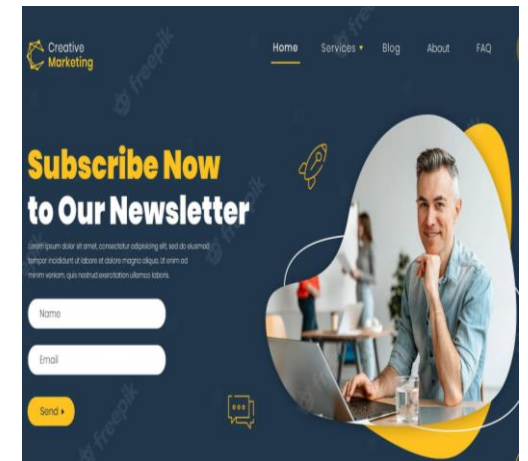
- Everyone loves receiving stuff. Social media ~~contests and sweepstakes~~ are a great way to attract people to participate. It's easy, takes little time, and has the potential to generate leads.
- Contests also help to grow your following, ~~generate brand awareness, jumpstart engagement, and grow your email list.~~
- The classic “like and/or comment to win” is a tried and true way to increase ~~engagement and can be held across any platform.~~
- Tag a friend, photo caption contests, and “vote to win” campaigns are all easy to set up and great for engagement.

Social Media for Lead Generation

Social media lead generation – How ?

Design user-friendly landing pages

- When you **get potential customers to click on your link** and visit a landing page, don't disappoint by providing sloppy websites.
- If someone is expecting to find a certain product, service, or specific information when they click on a link, make sure the landing page is **relevant**. Without corresponding content, it's easy for internet users to close the window and move on.
- Good landing pages are **visually stimulating and scannable**. It should give users a clear path, vision, and should be as accessible as possible.



Social Media for Lead Generation

Social media lead generation – How ?

AMAs (ask me anything)

- Another great way to generate social media leads is by answering questions and be identified as a problem solver.
- Industry AMAs (ask me anything) has become a valuable tool in getting more views and generating engagement.
- It's an effective way for industry experts to show that they're good at what they do.
- Twitter and Reddit typically tend to be the best platforms for AMAs.

Social Media for Lead Generation

Social media lead generation – How ?

Launch a referral campaign

- Referral campaigns can be highly effective in doubling your sales leads.
- These campaigns provide an incentive to your leads for referring their friends and/or colleagues.
- That means the referred people will get to learn about your products or services and potentially become additional leads.



Social Media for Lead Generation

Social media lead generation – How ?

Optimize your profile

- **Provide contact information**

- Relevant contact details should be readily available on every business' profile. Ensure sure you're able to support customer inquiries whether it's by phone, email, Messenger, or any other platform.

- **Create call-to-action buttons**

- Depending on company goals and strategies, having a call-to-action button is a good feature. Have a "Sign Up" button, a "book," "reserve," or "get ticket" action buttons, which are available on all mainstream social media platforms.

- **Add a link to your bio**

- You've probably heard the "link in bio" reference. It's used when more specific tools aren't available. Adding a link to your bio, means you can add a link onto the main landing page of your Instagram, LinkedIn, Twitter, or Pinterest feeds that give potential customers even more information.