

Social Media Marketing

- Mindset
- Features vs. Benefits
- UVP (Personal & Business)
- Outbound vs. Inbound
- Practical Strategies

MINDSET

we are all in sales

Persuade others to take action

Your boss, employees, prospective clients, family and friends.

Persuading, negotiating, pitching.

Selling objects, services, ideas, point of view, changes, innovations

Don't create something no one wants.



move from selling to solving

You don't want to have to **convince** someone they have a problem.

You want someone who **knows** they have a problem and is **searching** for a solution.

20 shocking stats that change how you sell

- 1 If you follow up with** web leads within 5 minutes, you're 9 times more likely to convert them. Source: InsideSales.com
- 2 The best times to email** prospects are 8:00am and 3:00pm. Source: GetResponse
- 3 The best time to cold** call is 4:00-5:00pm. The second best time is 8:00-10:00am. The worst times are 11:00am and 2:00pm. Source: InsideSales.com and Kellogg School of Business
- 4 Thursday is the best day** to prospect. Wednesday is the second best. Tuesday is the worst. Source: InsideSales.com
- 5 Top sellers use LinkedIn 6** hours per week. Do you? Source: Jill Konrath
- 6 In 2007 it took an** average of 3.68 cold call attempts to reach a prospect. Today it takes 8 attempts. Source: TeleNet and Ovation Sales Group
- 7 The average salesperson only makes 2** attempts to reach a prospect. Source: Sirius Decisions
- 8 Only 2% of cold calls** result in an appointment. Lesson: Find new ways to reach decision-makers Source: Leap Job
- 9 In a typical firm with** 100-500 employees, an average of 7 people are involved in most buying decisions. Source: Gartner Group
- 10 The average salesperson makes 8** dials per hour and prospects for 6.25 hours to set 1 appointment. Source: Ovation Sales Group

SOURCE: BuzzBuilderPro.com

20 shocking stats that change how you sell

- 11 The early bird gets the worm.** 50% of sales go to the first salesperson to contact the prospect.
Source: InsideSales.com
- 12 Email Marketing has 2x higher ROI** than cold calling, networking or trade shows. Source: MarketingSherpa
- 13 Nurtured leads make 47% larger purchases** than non-nurtured leads. Source: The Annuitas Group
- 14 Visuals are processed 60,000x faster** in the brain than text. Lesson: Use more visuals in your presentations. Source: Neo Mammalian Studios
- 15 After a presentation, 63% of attendees remember stories.** Only 5% remember statistics.
Source: Authors Chip & Dan Heath
- 16 The most memorable part of a presentation** is the last 5 minutes. Lesson: End with a bang!
- 17 80% of sales require 5 follow-up calls** after the meeting. 44% of salespeople give up after 1 follow-up.
Source: The Marketing Donut
- 18 91% of customers say they'd give referrals.** Only 11% of salespeople ask for referrals.
Source: Dale Carnegie
- 19 70% of people make purchasing decisions** to solve problems. 30% make decisions to gain something. Source: Impact Communications
- 20 Each year, you'll lose 14% of your customers.** Lesson: Never stop prospecting. Source: BusinessBrief.com

SOURCE: BuzzBuilderPro.com

It's about
listening.



Listen for keywords:

- Dissatisfaction
- Bottleneck
- Challenges
- Stressed
- Issues
- Frustration
- Aggravation
- Overworked
- Headache
- Troubles
- Concerns
- Difficulties

How can YOU help them solve it?

FEATURES vs. BENEFITS

FEATURES

Features **DESCRIBE** the product:

- Custom designed 64-bit A9 chip
- 70% faster CPU performance
- M9 motion coprocessor
- Up to 23 LTW bands supported
- 12 MP iSight camera



BENEFITS

Benefits are the **RESULTS** of **USING** the product:

- Get any answer - instantly
- Never be lost again
- Have your own production studio - create gorgeous pictures and movies on the spot
- Connect with any person in the world



FEATURES

Work 70 hours/wk and never take lunch

4 week course with 80 hours of videos

State-of-the art exercise equipment

BENEFITS

Bring in 2 new clients every week

You'll have a new website in 4 weeks

98% of people lose 10 pounds in the first month
- and keep it off

Ask yourself:

Am I describing it or am I showing the result?

UVP

Unique Value Proposition

What makes YOU special?

Start with one thing...build from there.

It's personal.

YOU are a risk.

You have
to take away
the risk.



Build trust and your credibility.



“*I LOVE this product.*”

Social media presence and reputation.

Followers, comments, expert status, articles

Google yourself and your company - reviews

Unique Value Proposition - Online

- 1 A clear headline (what you do and for whom)
- 2 A sub-headline (specific result)
- 3 Benefits and/or how to get started
- 3 A (captivating/clear) image

3 SECONDS

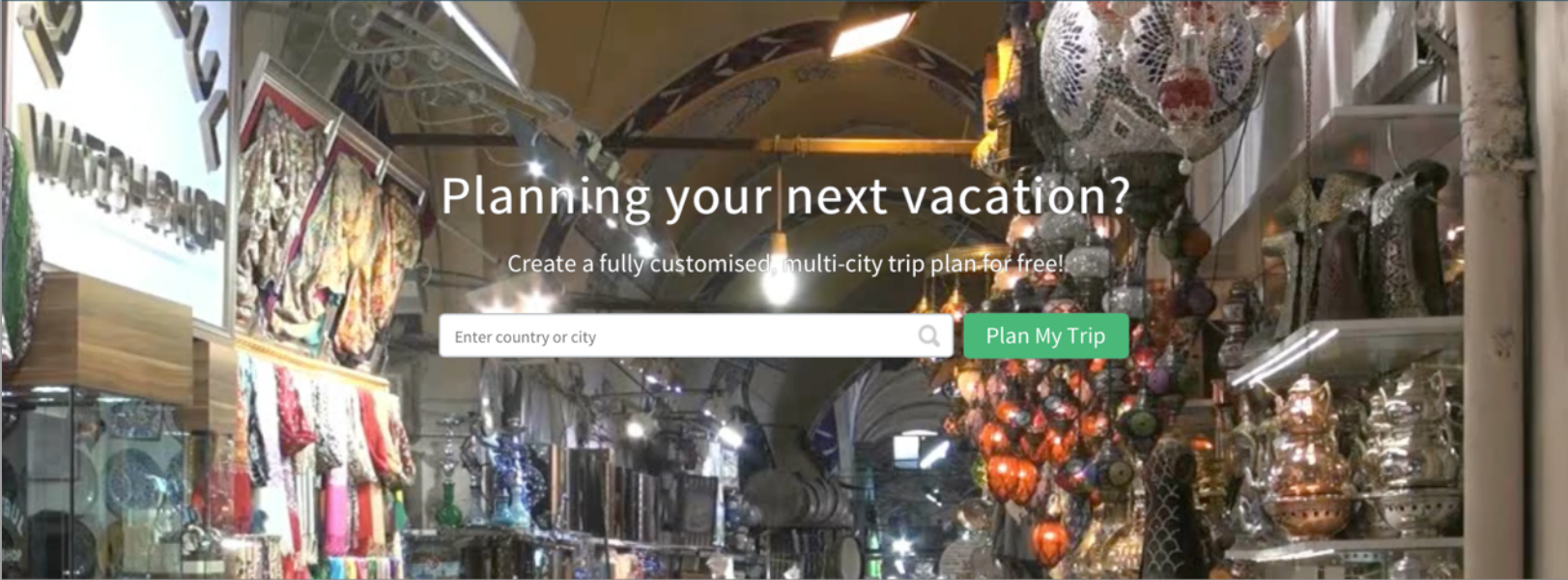


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NEIL PATEL

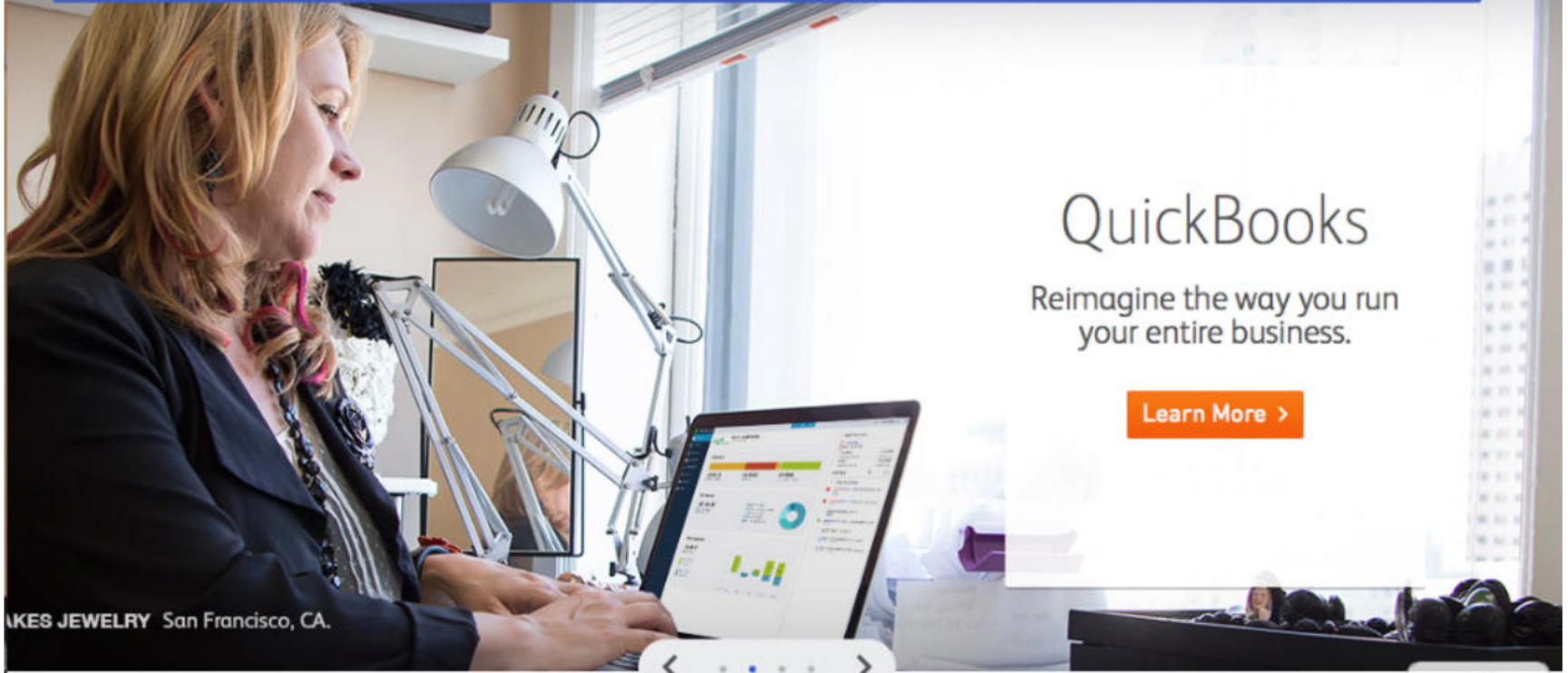
The **ADVANCED** Customer Acquisition **Webinar**

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YES, I WANT NEIL TO TEACH ME HOW TO GROW MY BUSINESS!






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 Feedback

OUTBOUND vs. INBOUND

OLD:

Traditional



Cold Calling
Cold Emails
(SPAM)
Interruptive Ads

NEW:

Inbound



SEO
Blogging
Educational
Attraction

VS

OUTBOUND



VS

INBOUND



Push	Pull
Talking	Listening
Radio, leaflets, TV	Blogs, Social Media
Sales cycle	Buying cycle



How to BUILD a wildly valuable EMAIL LIST

1 Create a special LANDING PAGE that only captures emails

Use an email service like **AWeber** or **MailChimp** to automate it all for you. You can create a Landing Page even if you don't have a website.



2

"BRIBE to subscribe"

Offer your free giveaway as the **ONLY** action to take on your Landing Page. (20% of new visitors should sign up for your freebie and your list.)

Create a free giveaway

It should solve your ideal customer's problem, be an *appetizer* of what you offer - and be irresistible! You are building a relationship with people you are helping. Use your email service to send all the follow up emails automatically for you.

3 Send all traffic to your LANDING PAGE



Use your Landing Page link in your ads, blogs, quest posts, tweets, email signature and more.



4

Market your PAID products to your list

Focus on delighting your customers with your free products and building trust.



When you have paid products, you will have an audience that likes you and trusts you and your products.

For more help on this, check out: yearofaction.com

1. Create a Landing Page/Squeeze Page
2. Create a Lead Magnet/ An appetizer/ Value (Show vs Tell)
3. Create a campaign and send your traffic to your landing page
4. "Jab, Jab, Jab, Right Hook" - Gary Vee Give, give, give, ask Market your paid products to your list

VALUE

VALUE - more than product itself:
customer service
consultant to help them
delivery, maintenance, payment, training

PRACTICAL STRATEGIES

sample questions to ask:

1. What do you do?
2. How does your business make money?
3. How do you make/deliver your product?
4. What errors happen?
5. How do you get new customers?
6. How do you hire, train, fire?
7. What is your biggest challenge?
8. What are you struggling with in your business?
9. What do you wish you could fix or improve?
10. What are you afraid of – worried about?

Sending prospecting email

- 1. Write a compelling subject line**
- 2. Write a brief email with a clear call to action**
- 3. Get feedback, edit, iterate, test**
- 4. Send 25-50 emails a day**
- 5. The next day check the metrics:**
 1. Open rates (15-30%)
 2. Response rates (10-30%) - If below 5%, something wrong
- 6. Adjust and repeat**

Sending prospecting email

- Write a compelling subject line (don't be cutesy - Jon Morrow - Great Headline Tips)

The average B2B buyer gets > 100 emails a day, opens 23% of them and clicks through only 2%

- Keep it short
- P.S. Often it's the first/only thing people read
- Write in a conversational tone - no marketing speak
- Don't write "hello everyone" - make it personal like writing to one person/friend.
- Ask a question in the headline - curious
- The first line of your message - may also be displayed in email inbox
- Use their first name
- Best time: 8 or 9 am Tue and Thu
- Add *Sent from my iPhone*
- Use your signature: Sell in your signature

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