

HOW TO ACHIEVE
SOCIAL SELLING
SUCCESS

Build Relationships, Establish
Trust and Drive Sales



INTRODUCTION

In today's fast-evolving B2B landscape, Social selling has become a crucial tool for sales professionals. As buyers are increasingly connected and informed, traditional sales tactics are insufficient. With over 3.8 billion global social media users, consumers are five times more reliant on digital content, leading to extensive online research before engaging with sales representatives.

***Studies reveal that 74% of consumer buying decisions are influenced by social media, with 81% of consumers making purchases based on online recommendations.
(Getroster.com 2024).***

Salespeople are now able to leverage social media to build relationships, build trust, and drive sales. Engaging on platforms like LinkedIn, Facebook, Instagram, and Twitter enhances visibility and helps sales professionals understand customers' needs better.



**Research shows that 89% of top-performing salespeople rely on social networking for deal closure, with 64% more successful in exceeding sales quotas.
(Breakcold.com. 2024)**

Social selling success relies on effective communication, responsiveness, lead generation, and a collaborative environment for salespeople to connect with buyers, ensuring digital competitiveness.

Social selling revolutionizes customer engagement, enabling sales professionals to promptly respond to inquiries and improve customer satisfaction, as 58% of consumers expect prompt responses, emphasizing the importance of active engagement. (Agnihotri, Dingus, & Krush, 2016)

The best practices emphasize the need for social selling success to be based on understanding the evolving needs of today's empowered consumers.

WHY SOCIAL SELLING IS IMPORTANT



- 1. Strengthens Connections**

Enable your businesses to engage potential buyers, build relationships, promote helpful resources, and build trust, making it more valuable than paid advertising.
- 2. Enhances Brand Visibility**

Viral responses demonstrate how effective social presence can boost professional brand recognition by fostering trust and sparking broader conversations.
- 3. Boost Sales**

Integrating your brand into the buyer's journey, with LinkedIn research showing it increases sales quotas by 51% and outperforms non-social media-engaged peers by 78%. (woocommerce.com, 2024)



Social selling aims to make your brand the preferred choice for customers by integrating it into the sales process.



SMART STRATEGIES FOR PLATFORM

Social selling strategies vary across platforms due to distinct environments and audience behaviors.

LinkedIn

A valuable platform for professionals to engage in B2B interactions, build a personal brand, and share industry insights. Utilize Sales Navigator to personalize outreach by mentioning recent posts or shared interests.

Facebook

It is crucial for relationship-building, not just product pitching. Enhance personal brand by maintaining a professional profile, sharing valuable content, actively engaging, and joining relevant groups to build credibility over time.

Instagram

Its visual appeal is perfect for fashion, beauty, travel, and food brands. Build a strong personal brand through authentic messaging, engaging followers, relevant hashtags, and product mentions in compelling content.

TikTok

The growth and engaging format are perfect for targeting younger audiences. Create fun content showcasing products, leveraging trends and challenges. Utilize WooCommerce's TikTok integration for streamlined ad creation and promotion.



PICKING RIGHT CHANNELS FOR SOCIAL SELLING

Social selling strategy effectiveness depends on customer activity on platforms.

TikTok

Gen Z and younger millennials dominate this platform, known for short-form video content, challenges, and trends, with a diverse user base interested in entertainment, humor, and creativity.

- Common age group: 18–29
- Gender: 61.5% female vs. 38.5% male

LinkedIn

Primarily used by professionals and businesses for networking, job searching and industry-related content. It's popular among white-collar workers, executives and B2B audiences.

- Common age group: 30–49
- Gender: 48.3% female vs. 51.7% male

Instagram

The platform is popular among millennials and Gen Z, renowned for its visual content on lifestyle, fashion, travel, and creativity.

- Common age group: 18–29
- Gender: 58.1% female vs. 41.9% male



Facebook

One of the largest platforms caters to diverse demographics, including adults, families, and businesses, focusing on content sharing and connecting with friends, family, and communities.

- Common age group: 30–49
- Gender: 56.3% female vs. 43.7% male

X (Formerly Twitter)

Known for real-time updates, news and short-form content. It attracts a diverse user base including journalists, influencers and consumers interested in current affairs and trends.

- Common age group: 18–29
- Gender: 42.2% female vs. 57.8% male

*Further research through customer surveys and website data can provide a more detailed understanding.
(*Gender data reflects only users who identify as male or female.)*

TIPS FOR IMPROVING YOUR SALES PIPELINE WITH SOCIAL SELLING

- 1. Target Relevant Channels**

Engage with genuine customers, gather their preferences via surveys, analytics, monitor competitors and train sales teams.
- 2. Optimize Your Social Profiles**

A professional content, job title, bio, contact details, industry-specific keywords, hashtags, achievements, and awards to boost visibility and attract potential buyers.
- 3. Personalize Your Outreach**

Avoid generic tactics, and use reference profiles or recent activities to demonstrate thoroughness and foster valuable conversations.
- 4. Relevant Communities**

Actively join groups related to your industry or target audience, seeking insights and connecting with prospects. .



5. Engage Authentically and Be Patient

Build genuine relationships through meaningful interactions, understand audience needs, and offer help without expecting immediate returns, resulting in long-term relationships for sustainable sales success.

6. Share Relevant, Helpful Content

Position yourself as a thought leader by sharing articles, videos, and infographics based industry-specific content and demonstrate expertise.

7. Split Time Between Customers and Competitors

Monitor competitors to get valuable insights of their strategies and customer interactions, enable identification of potential leads or referral sources.

8. Measure and Refine Strategy

Track engagement, lead, and conversion rates to assess the effectiveness, then continue tactics while identifying improvement areas.





CONNECT WITH BUYERS ON SOCIAL MEDIA

There are four primary methods to engage with buyers on social media. Using a combination of these approaches can help maintain an authentic and engaging presence that feels natural.

SHARING

Share content that resonates with your target audience, such as market trends, company updates, and how-to guides, to engage users and establish your authority.

Mix original content with third-party articles for diversity and thought leadership, and add your thoughts when reposting others' content.

COMMENTING

Engaging in popular social media discussions can boost profile traffic and attract new followers. Instead of pitching products, focus on original, thought-provoking comments. Responding to comments on platforms.

REACTING OR "LIKING"

Clicking "like" or "favorite" is a quick way to highlight your brand, especially useful for acknowledging posts with limited time or minimal input.

CONNECTING

Building relationships by becoming friends, followers, or connections shows interest in their content. Personalize messages and target new connections thoughtfully for networking.



BECOMING A HELPFUL RESOURCE IN SOCIAL SELLING

Social selling success relies on consistently offering value to the right audience and platform, sharing insights, offering expertise, and presenting solutions through content like white papers, research studies, videos, case studies, and infographics.

Engage with your network through various channels like tweets, videos, Instagram Stories, blog comments, and forum discussions to engage with influential influencers in your field. Repost relevant content to enrich your feed and foster reciprocal interactions, while giving credit where it's due.

Achieving Social Selling Success

Engaging with online customers can foster relationships and generate leads through effective strategies and social network participation, ensuring your selling approach thrives in the digital realm.

As Jill Rowley wisely stated, "In the sales world, ABC has evolved from Always Be Closing to Always Be Connecting."



GET STARTED WITH EXPERT SOCIAL SELLING

Traditional selling methods are no longer enough to sustain success. Digital tools and techniques are now an essential component of any efficient selling strategy and are revolutionizing sales and prospecting.

At Saniya Imtiaz Pvt. Ltd., we specialize in leveraging the power of social selling to connect you with your ideal clients. Our customized digital marketing solutions are designed to boost your brand's visibility, foster meaningful relationships, and drive measurable sales results.

Don't miss out on the opportunity...



Saniya Imtiaz

Transform your business and achieve sustainable growth.



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