A Practical Guide to Lead Generation and Social Media

Paul Mosenson, Founder of NuSpark Marketing
What’s the Mission?

- For sales and business development people to find and nurture prospects through social media
- For marketing people to support the sales efforts by providing content, landing pages, and analytics
I Will Try Hard to Avoid Jargon, So I’ll Express Them Now! All Important!

- Deploy
- Conversation
- Listen
- Engage
- Lather. Rinse. Repeat
- Best Practices
- Thought Leadership
- “Hand shake” stock photo

Your challenge: Find the clichés in the upcoming slides!
Today, proper lead generation efforts need to balance “finding” with “being found”

- Finding, aka Outbound: Advertising, trade shows, cold calling. “Hunting for Business”
- Being Found, aka Inbound: Blogs, Content, SEO, Social Media. “Bait for Business”
First, How Inbound Marketing Works

**Process**
- Get Found
  - Publish
  - Promote
  - Optimize
- Convert
  - Test
  - Target
  - Nurture

**Website Visitors**

**Tools**
- Get Found
  - Content Mgmt
  - Blogging
  - Social Media
  - SEO
  - Analytics
- Convert
  - Offers / CTAs
  - Landing Pages
  - Email
  - Lead Intelligence
  - Lead Mgmt
  - Analytics
Social Media Feeds the Funnel Too

Blogging  SEO  Social Media  Email  Pay-Per-Click

Website Visitors

Get Found

Convert

Customers
The Lead Management Funnel

What Does This Look Like

- Capture
- Nurture, Score, Connect
- Deals
- Drive to Website
- Convert via form
- Alert Rep of Buying Behavior

Automation Workflow Designer

Marketing Genius

Alert Rep of Buying Behavior
It’s a 6-Step Process

- Marketing Creates Educational Content
- Marketing Promotes That Content (Ads, Website, Blogs, Social Media, Alliances, Referral Sources)
- Sales People also promote content through social media profiles, conversation and discussion, and social media relationship building
- Prospect Info Captured with Landing Pages optimized for conversions
- Prospects nurtured until they are sales-ready
- Go for the close!
Besides Lead Generation, Social Media Does This Too

- Market Intelligence
- Identification of Business Opportunities
- Build Trust and Credibility with blogs and content
- Market Research
- Customer Support and Feedback
Search Engine Optimization Benefits

Sales and Marketing: Pay Attention!
Google’s Ranking Algorithm includes Social Media links

• Blogs, Content, Video, Tweets, and Social Network updates are all indexed by Google

• Compelling content attracts audiences—generating links to your site. Quality links means higher search rankings
Search and Social Together

- Search marketers who integrate social media show a 59% higher conversion rate (MarketingSherpa Search Marketing Benchmark Survey)
- Social media increases the amount of SEO friendly content on the web
- Social media generates inbound links
- Social media improves the quality of your website traffic
And this means...

- Higher search engine rankings
- More organic search leads
- Higher quality leads
- Increased conversion rates
- More sales.

- Hello!
Check This Out
I’m a buyer with a search for warehouse management software

Warehouse Management - Top Warehouse Management Systems
Manage Processes/Inventory Easily!
www.tecsys.com

Warehouse Management - Software Advice
Warehouse management system (WMS) software manages and automates ... And while some warehouses looked exclusively to best-of-breed solutions in the past, ...
www.softwareadvice.com/.../warehouse-management-system-comparison

Warehouse Management Software (WMS)! Reviews of the
Warehouse Management Software (WMS): Review and compare top WMS software. ... Cashed - Similar - Block all softwareadvice.com results
www.softwareadvice.com/.../warehouse-management-software-comparison

Warehouse Management Systems - WMS
Mar 15, 2011 ... article on Warehouse Management Systems WMS: what they do, do you need one? ... will match the functionality of best-of-breed applications available separately. ... Selecting Warehouse Software From WMS & ERP Providers ...
www.inventoryops.com/warehouse_management_systems.htm - Cashed - Similar

PDF Content

Blog-with links
Google Blog Search; Looking for POVs

Warehouse Management Systems
Labels: Warehouse Management Software, warehouse management systems ...

IntelliTrack WMS - Affordable and easy Warehouse management System
4 days ago by ravindra
IntelliTrack WMS is an easy to use warehouse management application with an interactive interface that provides basic functions in all types of warehouses ...

Warehouse Management System Is The Best Business Tool For Stores ...
Mar 21, 2011 by admin
Of the many business tools that ensure successful outcomes, the warehouse management software is important as it involves in recording, controlling and managing the vital logistics function of the organization ...

Dynamics GP Electronic Commerce: Shopping Cart Selection ...
16 hours ago
Perfect, if you have software development budget, please, consider one of the following Great Plains integration options. The first would be creating direct SQL Server Linked Server or ODBC cross platform connection to your ecommerce ...

Open Source ERP Development | Best Computer Software
3 days ago
Postbooks: Postbook is a sister project of OpenMFG, which is manufacturing-oriented software tool. It offers accounting, CRM solution, an integrated purchasing module, and warehouse management ...

http://www.alfct.org/

http://www.mycomputer2u.com/software/
Today’s Buyer Behavior

- Remember now...
  - Online Information is free (mostly)
  - Prospects access information online
  - Sales is no longer the information conduit
  - Marketing is responsible for early/frequent digital communication

- 9 out of 10 business buyers utilize the Internet for solutions to their business problems (Forrester)
Today’s Buying Process

“70% of the B2B buying process happens online”

SiriusDecisions Inc.
Social Media Empowers Salespeople

1876  1982
Sales 1.0

Sales 2.0
OK Let’s move on, and start the process of generating leads for your business with social media
Market Intelligence

Researching your Target Industries and Target Companies
Sales People: Take Notice
If you use an RSS Reader...

Track industries; Track companies; Track Executives

Deliver intelligence via email or feed!
Utilize a Dashboard like Google News

Follow trends, categories, or target companies on Google News.

Create an RSS Feed here as well
Follow a Target Company or Buyer on Twitter

Create a Private List and Monitor any Trigger events by your prospects; such as new products or hires.
Follow Companies on LinkedIn

New Hires!

In the News
Whether it be one fan page or multiple (like SAP), “like” the pages and receive target company news and updates on your own profile.

In the current environment, every organization is challenged to focus on short-term business value while preserving a coherent IT architecture and landscape. Business Suite 7 software can help your organization optimize both your business and IT strategies, increasing performance and reducing costs. SAP Business Suite 7 provides:

- more than 150 functional innovations across the Suite, including an expanded industry-specific footprint
- enhancement packages delivering new innovation in a minimally-disruptive fashion
- a synchronized release schedule for all core SAP Business Suite 7 applications, including SAP ERP, SAP Customer Relationship Management, SAP Supplier Relationship Management, SAP Supply Chain Management, and SAP Product Lifecycle Management
- harmonized user interfaces providing a simplified and consistent user experience
- select analytics capabilities from the SAP® BusinessObjects™ portfolio, providing greater insight
- end-to-end process excellence through the modular deployment of industry best practices and service-oriented architecture (SOA)

Check out these additional resources on Facebook --

If you’re in...

Marketing, Sales or Service - visit the SAP CRM facebook page
HR - visit the SAP HCM facebook page
Finance - visit the SAP Financials facebook page
Procurement - visit the SAP Procure to Pay facebook page
Third Party Social Search Tools

Use tools like Technorati to search blogs and posts on targeted companies, industries, and topics.
Third Party Tools

• Learn instantly about your brand or other brands and industries
• Hundreds to pick from; both paid and free

Addict-o-matic™, Inhale the web - instantly create a custom page with the latest buzz on any topic

Socialmention*
Real-time social media search and analysis.

Radian6

Viralheat

Trackur™
What Next; Content Strategy

The Building Blocks to Make Prospects Interested In You
What Content Does

- Attract Prospects
- Educate Buyers
- Overcome Objections
- Establish Credibility and Trust
- Build Buzz
- Tells Your Story
Lay the Groundwork

- **Your Goals**
  - Complement your business objectives
  - Integrate with other marketing efforts

- **Your Audience**
  - Who are your targets and how do they find solutions?
  - What are their problems and how can you help them?

- **Your Uniqueness**
  - What makes you different vs. competitors?
  - How will you communicate that uniqueness?

- **Your Measurement**
  - How will you analyze the success of your efforts?
  - Will your plan include KPIs?
What makes you interesting?
Content Tactics

- **Recorded**
  - Podcasts, Webcasts, Webinars, Demonstrations

- **Distributed**

- **Traditional Digital**
  - Email, Newsletters, Website Copy, News & Reports
Previous e-Books from Us!

*Turning Leads Into Quality Sales by Aligning Sales & Marketing*
   Presented by NuSpark Marketing

*Measuring Media the Right Way; Online & Offline*
   Paul Mosenson  
   President, NuSpark Marketing  
   November 9, 2010

*Digital Marketing: The Right Way*
   An introductory primer for B2B  
   Paul Mosenson, President
Q: Where is My Content?

A: Landing Pages or pages of your website that provide a direct link to the content by means of a web form. Once the form is filled out, those leads are sent to your email program/list builder or marketing automation platform.
Landing Pages Best Practices

- Clearly promotes benefits in bullet-point form
- Very relevant to the campaign
- Striking image; bold headline
- Trust copy; testimonials, case studies, alliances
- Strong call-to-action with easily found form or phone number
We can help with all of this content!

White Papers  Podcasts
Blog  Video
eBooks
Webinars  eNewsletter
Articles
Next– Match Content with the Funnel

- Early messages are made to attract attention and “gain permission” to communicate.
- Middle messages are designed to overcome potential objections or offer deeper engagement: educate and inform please!
- Later messages offer reassurance by offering content that supports buyer decisions.
The Social Media Lead Gen Tactics
Let's Find Prospects with Social Media

Contact List Results

<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
<th>Company</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eric Abel</td>
<td>Vice President of Marketing</td>
<td>Outreach Marketing</td>
</tr>
<tr>
<td>Joanna Abel</td>
<td>VP Marketing</td>
<td>FreeWheel Media, Inc.</td>
</tr>
<tr>
<td>Matt Ackley</td>
<td>Vice President of Internet Marketing and Advertising</td>
<td>eBay Inc.</td>
</tr>
<tr>
<td>Leslie Adams</td>
<td>Vice President of Worldwide Marketing</td>
<td>Lexar Media Inc.</td>
</tr>
<tr>
<td>Michael Ahearn</td>
<td>Vice President of Marketing</td>
<td>iLoop Mobile, Inc.</td>
</tr>
<tr>
<td>Rachna Ahlawat</td>
<td>Vice President of Strategic Marketing</td>
<td>Meru Networks, Inc.</td>
</tr>
<tr>
<td>Kamal Ahluwalia</td>
<td>Vice President of Corporate Marketing</td>
<td>Model N, Inc.</td>
</tr>
<tr>
<td>Wasim Ahmad</td>
<td>Vice President, Marketing</td>
<td>Voltage Security, Inc.</td>
</tr>
<tr>
<td>Peter Alexander</td>
<td>Vice President of Business Marketing</td>
<td>Cisco Systems, Inc.</td>
</tr>
</tbody>
</table>
Let’s Start With a Blog

- Blogs attract those who wish to link to you: That means better search engine ranking
- Fresh content keeps your site updated and attracts frequent visitors
- Your content establishes yourself as a thought leader in your industry
- It’s the starting point for social media participation and dialog
Blogging in Action

- Allow commenting, and respond quickly
- Comment on other industry blogs; establish your reputation
- Post frequently so your prospects keep you top-of-mind. In fact, create a blogging editorial calendar
- Include offers for lead generation in your blog sidebars:
What Else about the Blog

- Need to assign a blogging advocate to manage the ideas, content, roles, and implementation
- New blog posts need to be communicated to sales people to utilize with prospects
- Again, without providing relevant, engaging content, social media efforts will stumble
Let’s Find Prospects
Profile Tips

- Include up to three external links (website, blog, free content landing page, RSS feeds)

- Include Twitter stream in your profile

- Promote your content using LinkedIn apps
LinkedIn Groups

- Join up to 50; focus on where prospects are

- You may send messages to group members without adding them to your network

- You may participate in discussion groups; allowing prospects to view your activity, review your profile, and click a link to your website/landing page for lead generation
**Group Tips**

**Say Hello to New Members**

- **Stephen Shively**, Director, Marketing at TNS Rochester, New York Area
- **Mike Cassettari**, Marketing and Sales Executive, Creator Boston Area
- **Karthik M B**, Business development at Planman Stars Bengaluru Area, India
- **Mark Floisand**, COO at Untangle, Inc, San Francisco Bay Area
- **Robert Gould**, Global Marketing Consultant, Driving Meaningful change with top companies Tampa/St. Petersburg, Florida Area
- **Jennifer Parker**, at McCormick & Schmick’s Greater Atlanta Area

**Monitor Group Activity for Participation Opportunity**

- **Maon Freud** started a discussion: Online Customer Communities Best Practices
  - 3 minutes ago • Like • Add comment
- **Lovelace Alice** likes: Success Secrets of Small Business Entrepreneurs - 10 Tips For…
  - 3 minutes ago • Like (1)
- **Lovelace Alice** started a discussion: Success Secrets of Small Business Entrepreneurs - 10 Tips For…
  - 3 minutes ago • Like (1) • Add comment
- **Tomeka Maggi** started a discussion: Your Guide to Solid State Drives: Free!
  - 16 minutes ago • Like • Add comment
- **Nancy Haven** likes: Constructive Tips while Venturing into Small Home Business...
  - 23 minutes ago • Like (1)
- **Nancy Haven** started a discussion: Constructive Tips while Venturing into Small Home Business...
  - 25 minutes ago • Like (1) • Add comment
A wide variety of search variables available to find prospects

It’s advised to pay for LinkedIn to add more search variables, such as company size, group inclusion, and seniority level

Searches can be saved, and emailed when there are updates

Communicate to prospects in a tactful, approachable manner; be respectful and offer sound advice or thoughts
LinkedIn as CRM

Utilize Profile Organizer

Tag connections by category

Place prospects in custom folders

Keep notes of activity
Network with Connections

Review your connection’s connections, and if you find prospects, ask your connection for an “introduction”
Target Prospects with Content from Your Landing Page

Download LinkedIn Toolbar

Or Use Sharing Options from Google Toolbar
Find your landing page that houses your content or blog

- Click the sharing icon in the toolbar
- Comment on the article or content
- Share the content with Connections Groups Individuals Twitter followers
- Ideally, copy page URL to custom bit.ly link or URL shortener for Twitter use and also for tracking purposes
Target Your Message with your Landing Page Link to Specific Connections

Send messages to specific subgroups of your connections: By location, or by industry

(Avoid connections that are “friendly” competitors)

Or post to all connections with a simple status update, with your landing page being the link you attach
Export Contacts to CRM

Here’s a Salesforce example to utilize LinkedIn contacts further:

a. Create a campaign on Salesforce
b. Export LinkedIn connections
c. Import into Salesforce
d. This can work with email and marketing automation too
Let’s Find Prospects
First Step on Twitter

- Optimize Profile
  - Searchable keywords
  - Important landing page or website for Lead Generation

Twitter profile with call-to-action free B2B Marketing Guide
Lists Again

• Utilize the list feature strategically

• Get ready to find and categorize prospects; samples of lists:
  - Industry A prospects
  - Industry B prospects
  - VPs and Above prospects
  - Director and Manager prospects
  - Current clients
Utilize Twitter Advanced Search

Flexible targeting options including:

• Negative keywords
• People
• Places
• Hashtags (#b2b, #marketing, #bmaevent)
• Sentiment or Question tweets
Customize Your Search Results

• Sort through results
• Revise search variables if needed
• Seek out people or companies you wish to target
• Save search
Another search for “cio”

**Advanced Search**

<table>
<thead>
<tr>
<th><strong>Words</strong></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>All of these words</td>
<td>cio</td>
</tr>
<tr>
<td>This exact phrase</td>
<td></td>
</tr>
<tr>
<td>Any of these words</td>
<td></td>
</tr>
<tr>
<td>None of these words</td>
<td>jobs, careers, job</td>
</tr>
<tr>
<td>Those hashtags</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>People</strong></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>From these people</td>
<td></td>
</tr>
<tr>
<td>To these people</td>
<td></td>
</tr>
<tr>
<td>Referencing these people</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Places</strong></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Near this place</td>
<td>new york</td>
</tr>
<tr>
<td>Within this distance</td>
<td>500 miles</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Follow a target of interest

Then save the profile to a custom list as suggested earlier

If he follows you back, you now may engage with DMs or direct messages
Sample Third Party Tools to Find Prospects

Twellow.com - The Twitter Yellow Pages.

Sprout Social

Twitter Hawk - Twitter Targeted Marketing

Followerwonk
What to Tweet, With Sample Ideal Frequency

- **Interesting content from others: 70%**
  Feel free to add your comments, i.e. “good read” or “this is interesting”

- **Your own content: 20%**
  Same as above, but the URL is your landing page for lead generation

- **Your own promotions: 10%**
  Once you establish your content and trust, offer audiences any “sell” messages
Twitter Engagement

- Read your prospects tweets when you can
- Offer responses, replies, DMs, without overdoing it
- Actively build your network
- Tweet regularly
- Suggest other content prospect may be interested in
- Be helpful; Be a trusted advisor
Management and Measurement

- Platforms to manage tweets/followers and schedule multiple tweets

- URL shorteners such as Bit.ly to track tweets

- Programs such as Twitilyzer and Klout to measure your activity and influence
A Summary of Lead Generation Best Practices

- Link you Blog, Twitter, and LinkedIn Profiles to your Fan Page
- Promote Content Updates in your feeds, and utilize links to your landing page
- “Like” your current customers and prospects, and engage with them when content is interesting
- Consider a separate page or iframe to promote your content or offer
- Use Facebook Insights and Analytics to measure social media activity within your fan page
Of course, this is just the tip of the iceberg.

YouTube, Flickr, Quora, and all the rest can contribute to lead generation as well. Depending on a social media plan, we can consider the right targets to reach your audience most likely to be interested in you.
Final Steps

- Measure Landing Page conversions with Analytics
  - Track traffic from specific blog posts, Twitter, LinkedIn, and all social media channels
- Utilize CRMs such as Salesforce to track sales from social media campaigns
- Use lead nurturing tools such as email and marketing automation to transform those marketing leads into sales-ready leads
- Alerts sales of sales-ready leads; ready to close!
By combining custom URL tags made with the Google URL builder, we can track specific content and social media campaigns.

Custom reports with a myriad of metrics and dimensions can be tracked and analyzed.

By measuring goal conversions, married to sales conversions and average sale, we can estimate revenue generated with social media.
What Can Be Tracked

- **Goals**: Track conversions and sales
- **Campaigns**: Pay-per-click, banner ads, email, offline, social media, mobile
- **Ecommerce**: Product pages, purchases, revenue, cart abandonment
- **Site Content**: Top visited pages, events on pages, entrance pages, exit pages
- **Visitors**: New vs. all, geography, browser, mobile, time spent on site, pages visited
Our Values

- We fully immerse ourselves with your marketing goals, target audiences, and culture so that we truly understand your business.
- We focus on 24/7 customer service. We treat every client the same; no pecking order. No matter how large or small, every single relationship is equal in our view.
- We spend your budget like its our own; our goal is to maximize investment—seek the best deals, the best promotions, the best added-value. We strive to drive results like no other firm.
- We will continually optimize and audit to make sure you’re getting the absolute best value.
- We pride ourselves on win–win relationships. By creating professional one-to-one relationships with vendors, we typically get increased value and that means increased ROI for you.
This is what we do:

- Audit each element of your marketing-to-sales process. Those elements include how you generate visits, how you convert them into prospects, and how you convert those prospects into sales.
- Offer strategic recommendations that will make your current e-marketing strategy work better. Based on our analysis, we’ll provide you strategic direction and tactical execution.
- Execute the tactics: research & planning, implementing, measuring. All efforts will be optimized for success.
Contact Paul Mosenson

pmosenson@nusparkmarketing.com

(610) 604–0639

Morton, PA

www.nusparkmarketing.com
Acknowledgements

- Hubspot.com
- Oneforty.com
- Toprank.com
- Social Marketing to the Business Customer, Paul Gillen, Eric Schwartzman
- InsideView
Thank You