

What role does social selling play in multichannel marketing?

Force24™
Marketing Automation

In partnership with
SoAmpli™
a Force24 company

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Introduction

There's always another channel to explore to engage with customers to create lead generation opportunities.

And by now, you'll be well aware that to connect with prospects and existing clients, there needs to be a clear-cut strategy covering a range of ways to communicate with people in their preferred digital methods.

When it comes to social media, such networks are powerful tools to really help get to grips with understanding your customers, their quirks, and how interested they are, to generate the most ROI.

Enter, social selling!



Step 1 – What is social selling?

You might've heard a lot about its online lead generating capabilities. However, it still might prove to be a bit of an alien concept to many organisations.



It's understandable. Why? Because this form of online communication has often been tarred with the brush that it's too complex and only tech-savvy sales teams use it, or that it requires a huge budget and blasts people with the hard sell – ultimately putting everyone off.

In fact, social selling is quite the opposite.

It's about engaging with prospects to build and nurture relationships through various online channels.

It enables people throughout your business to share useful, valuable content too – helping buyers to make informed decisions before purchasing.

It's not actually about 'sell, sell, sell' either – despite its title.

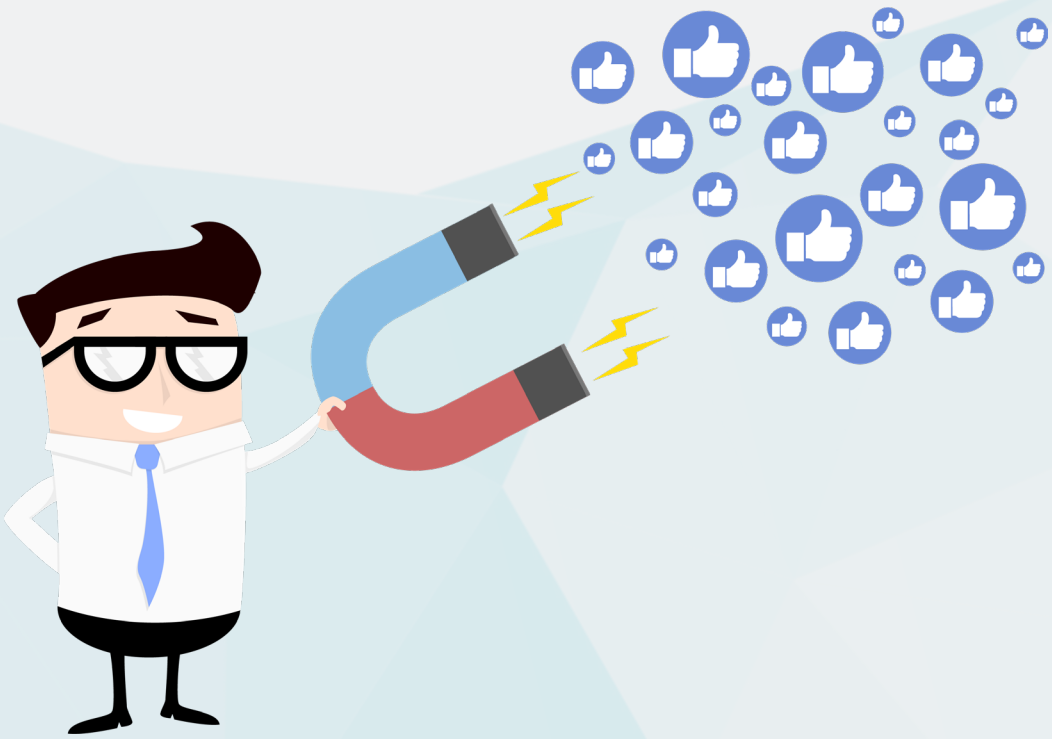
Step 2 - Understanding why you need social selling

Think for a moment about having a brand without social media. That'd be a strange concept in today's digitally-led world wouldn't it?

Why? Because B2B and B2C consumers crave information 24/7. They want to know instantly who they're spending their money with and why – and you need to be in a position to tell them.

They can use your social posts to understand your values, and evaluate how you can make their lives easier. Consumers want a highly reputable service that offers a constant stream of insight and expertise.

And, if your business isn't using social media to effectively communicate, customers will soon find a competitor who is.



Step 3 – The benefits of social selling

When it comes to building online relationships across multiple channels, here are our six reasons why we think you need a savvy programme running throughout:

1. Lead generation

Without new opportunities flowing into your business, it goes without saying that your business will suffer as a result. So, use social tools in your multichannel marketing activity to encourage interest – and follow up with customers and prospects too!

2. Join-up sales and marketing

There needs to be a real connection to take buyers through a faultless journey – and that means bringing key departments together. Social selling can help by feeding key information into the sales team to ultimately shape your marketing messages – not to mention opportunities – and vice versa.

3. Saving time and money

Strong engagement across multiple channels – especially with the aid of a savvy marketing automation platform – can seriously boost a company's in-house productivity. It means that departments can get on with helping leads over the line whilst their social activity does the work for them – salvaging vital resources across the board.

Step 3 – Continued...

4. Thought leadership

Customers want value. They need insight and detail whilst researching your product or service – so give it to them. Use social media as a way of translating expertise and advice to create trust and insight.

5. Be human and personable

A faceless brand can often be intimidating – especially for prospects. So, tailor your marketing across multiple channels to build relationships. Keep conversing to encourage loyalty from your buyers too.

6. Tailor communications via measuring impact

An effective programme offers key insights to figure out which customers are engaging with a particular piece of your content – or what more you should be doing. By evaluating how social posts are performing, you can start to build a picture of what your targets need.

Now we've covered the basics of social selling and its advantages – what next?



Step 4 – Introducing it into my business

The key to rolling out a successful social selling programme lies in mastering the art of developing relationships.

That means interacting with real people, at the right times.

A one-size-fits-all approach often doesn't work across every social channel either, because people expect different styles of communication for each network.

For example, your LinkedIn followers might sway towards more B2B-style language, whereas on Instagram they might prefer to engage with visually-impactful posts.

So, you first need define what you want your tone of voice to sound like. You've got to have familiarity for customers so they build up that trust, but also be willing to adapt how you converse across multiple channels so you can personalise and tailor your posts.



Step 5 – Who would own your social selling programme?

It shouldn't ever be up to one person to own the whole thing, as that could be a huge job even for the savviest of digital aces.

So, it's important that you encourage your employees to embrace the marketing you're putting out there on social media – and continue to get their input.

A great way to achieve this is by introducing an Employee Advocacy Programme into your business. This is a simple way for you to also empower your staff, and enable them to share company content across their social channels for that humanised approach.

Get a smart and slick marketing automation platform to do the work for you too, so you can translate your messages on an enormous scale. You could even foster some 'healthy' team competition with a leaderboard – or similar!



Step 6 – And finally…

Being able to find – and connect – with prospects via your multichannel marketing is a hugely beneficial role that social selling can play for you.

So, remember your strategy and connect sales and marketing teams to offer effective online communications, because otherwise you might as well build high rise flats, and forget the stairs and lifts!

You need to connect EVERYTHING.

Think about what you want to achieve, measure your activity and be human.

Use this method to talk directly to customers across various networks to bolster genuine conversations – and underline to the audience that they come first, before the sale.

When it comes to social selling – can you afford to miss out on the impact it can have on your multichannel marketing, and your bottom line?



Notes



Get in touch

If you want to talk about your marketing call us **0845 272 5990** or email **info@force24.co.uk**

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