How to Generate Leads with Social Media
# Table of Contents

- **Introduction** ......................................................... 3
- **Build a Network of Strong Ties** ................................. 3
- **Influence Connections for Content Sharing** .................. 3
- **Master Social Conversion** ........................................ 4
- **How Social Media Monitoring Can Help** .................... 4
- **Use Social Ads to Generate Leads** ............................. 5
- **Lead Generation with Social Media Case Study: Teksavvy** 6
- **Conclusion** ........................................................... 8
Introduction

In a 2012 Cloudforce New York session, Jeffrey L. Cohen and Kipp Bodnar, authors of *The B2B Social Media Book*, shared a remarkable statistic: 73% of CEOs don’t believe marketers drive revenue.

Leads fix this problem and can help prove the worth of social media endeavors. Since many B2B companies have long sales cycles, they must use leads as a proxy for sales to determine the success of their marketing efforts. According to Cohen and Bodnar, you shouldn’t buy leads with your marketing efforts; instead, you should seek to buy customers with your marketing efforts. Social media creates a complex path to lead generation, which makes it critical to understand how to generate leads using your social efforts.

This ebook will give you the keys to generating leads using social media.

Build a Network of Strong Ties

Building a relationship with potential customers is a critical first, second and third step. **60% of the sales cycle is over before a buyer talks to your salesperson.** Connections are really about people-to-people. Get to know your potential customers online, make connections, communicate and share information.

In order to create strong ties, you need to have interaction, affection and time, which are all aided by social media. The first step is interaction. You must connect with people online. Build these connections by following and friending prospects. Develop affection with them by providing valuable content and insight that will help them do their job better. And these connections need to be nurtured over time to build these strong ties.

Influence Connections for Content Sharing

Publishing and sharing content online is the single biggest lever to increase lead generation. What should you write about? Well, prospects don’t care about your products. They want solutions to their problems. So the content you create, in an effort to drive people to landing pages and generate leads, has to be helpful. According to a study shared by Cohen and Bodnar, the half-life of a social media link
is three hours. After that, you’ll need to regenerate interest to drive toward a link. One of the best ways to create a content strategy is to follow the 10-4-1 rule. The rule states that your social accounts should drive to:

- 10 links to third-party articles
- 4 links to your blog posts
- 1 link to your landing page

How often do you use the 10-4-1 rule? Base that on the “4.” If you start blogging once a week, you will have enough blog posts to share after four weeks to balance against the 10 third-party articles. The 10-4-1 rule is a good reminder to share blog posts more than once.

**Master Social Conversion**

Social conversion is the idea that you can leverage social activities to improve your conversion rate. If you are sharing content, you want more people to read it and share it themselves. If you want prospects to click on a call-to-action button, you want more of them to click the button. Social conversion can help these things happen at a greater rate.

There are two components to improving your social conversion:

\[
\text{social proof} + \text{strong ties} = \text{social conversion}
\]

The big question in social media lead generation is: How do you get someone to take the action you want them to take? Leveraging the actions of others is one way. This is called social proof.

People want to feel safe when they have anxiety or feel uncomfortable. When it comes to the web, people are always anxious. After all, that’s why search is so popular. People are asking questions and looking for solutions to their problems and anxieties. So keep that in mind when joining in conversations and be the solution.

The other piece of social conversion is building and leveraging your strong ties, which we reviewed above. It is those connections, your strong ties, who provide that social proof that can be used to improve conversion rates.

Find a Tweet that promotes your content and share it with a call to action!
One way to use social conversion is to embed positive Tweets as testimonials. For instance, HubSpot experimented with putting Tweeted testimonials below an ebook call to action. The result was a 27% click through rate increase.

**How Social Media Monitoring Can Help**

Social media is inundated with blatant pitches, advertisements, and cold calls, either in response to posts or out of the blue. These marketers just aggravate folks who have not expressed interest (let alone need). The interruptions are often irrelevant to them in the moment that they hear them.

But there is a time when a sales pitch, connection, or outreach is more than welcome. That’s at the point of need, the moment when someone expresses a desire that your product or service can fill.

Listening at the point of need can help you discover opportunities to help by offering information or expertise — without sales pressure — at the perfect time.

Think about the wording potential customers might use in looking for your product: phrases like “I’m looking for,” “I need,” and “I’m trying to find.” Experiment with your keyphrases to find these inquiries.

Monitor keyword phrases that imply someone is searching for a recommendation. For example:

- “best [product or service]”
- “[your product] vs. [competitor product]”
- “[product or service category] recommendation”
- “new [product or service]”

Collect a list of keyword terms and phrases that are used in discussions in the industry you serve. Don’t just guess these terms; take the time to find out what they are. You might even consider surveying your customers to discover exact terminology they’re using online.

**Use Social Ads to Generate Leads**

Paid advertising on social media, such as sponsored Tweets on Twitter or promoted content on Facebook can help you generate leads. Here are 10 examples of how to do it.

1. Use a Facebook ad to drive traffic to your website
2. Use a promoted Tweet to drive traffic to your website
3. Link back to dedicated landing pages for conversion
4. Sponsor a form on another Facebook Page
5. Create an ad on LinkedIn linking to a lead generation form
6. Promote a strong call to action
7. Promote offer
8. Make it visual for Pinterest pins
9. Advertise on relevant forums
10. Organize ad distribution by target personas

Lead Generation with Social Media Case Study: Teksavvy

Teksavvy Solutions is one of Canada’s leading independent internet service providers, supplying coast-to-coast broadband internet for homes and businesses. Because social media plays such an important role in their customers’ lives, even the slightest lag or outage can cause conversations to come fast and furious. In early 2012, Teksavvy experienced a DHCP outage – after a recent network overhaul there was an issue with the allocation of IP addresses, which impacted a large number of Teksavvy customers. Their technical support calls increased, but their CRM wasn’t capable of capturing all the issues, meaning they couldn’t effectively understand emerging trends. They wanted a cost-effective way to better connect the dots, so that they could keep their customers connected.

Rather than ignoring complaints on public channels, Teksavvy embraces the opportunity to turn the customer experience around. They encourage customers to make issues known so service agents can pick up on these in real-time, and work to resolve them quickly. Teksavvy kept the conversation flowing by extending their existing online forum community, DSLReports, to the broader social web – Facebook, Twitter, YouTube, Reddit, Google+ and their own Wordpress blog. This allows customers to contact the company on their preferred channel.

“If we can answer questions or give customers technical support online before they even have to touch the phone, that helps us and it helps them,”

Teksavvy really prides itself on being transparent, and social media is the perfect medium for the company to prove that.

Pierre Aube, Chief Operating Officer, TekSavvy Solutions
How to Generate Leads with Social Media

says Tina Furlan, Director of Marketing and Communications at Teksavvy. Teksavvy strengthens their relationship with their community by making sure their voices are heard, and by sharing fun, interactive content to maintain the human element of the brand. A resounding compliment to the service they provide is how often loyal Teksavvy customers troubleshoot on the company’s behalf, before they even have a chance to lend a hand. “Salesforce Marketing Cloud allows us to track conversations as they’re happening and if it starts to spiral, we jump in. I’d say 7 out of 10 times we don’t need to jump in; our customers are such advocates, they take care of the problem for us in most cases,” says Furlan. Teksavvy also uses the platform to monitor the moods of their clients, and this sentiment analysis has proven to be invaluable for their customer service and technical support teams.

Since rolling out their social media program in September 2011, Teksavvy has seen tremendous business growth, expanding from 75 employees to over 300 in just under two years. They have always had positive sentiment surrounding their brand but during their growth periods they noticed this positive sentiment started to shift. By actively monitoring public social channels, Teksavvy is able to discover the root cause of problems more quickly, and more people can benefit from crowdsourced solutions, too. They’re now considering adding an incentive, like a discounted rate, for customers who help other customers solve problems online. But the benefits of social don’t stop at customer service. Furlan explains that social media has become “a pure integration through all facets of the company.” Their Marketing department, for example, has had resounding success through social brand promotion. One cause campaign, which donated a dollar to breast cancer for every ‘like’ they received, helped Teksavvy acquire a large female following, when up until then, their market demographic had been male. They attribute over 5,000 new followers to that one social campaign.
Conclusion

If part of your marketing plan involves generating leads, then social media should be part of that strategy. Social media can drive the type of web traffic from those that are actively seeking your information. They may even be ready to buy. Using approaches such as social media monitoring, content creation, advertising and networking, you will be a hero at your organization by bringing in leads like never before.

For more information on Salesforce Marketing Cloud, click here or request a free demo.