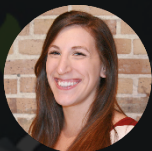# SharpSpring Sendible

Improving Your 'Social' Skills

Lindsey Sherman
Digital Marketing Manager
SharpSpring

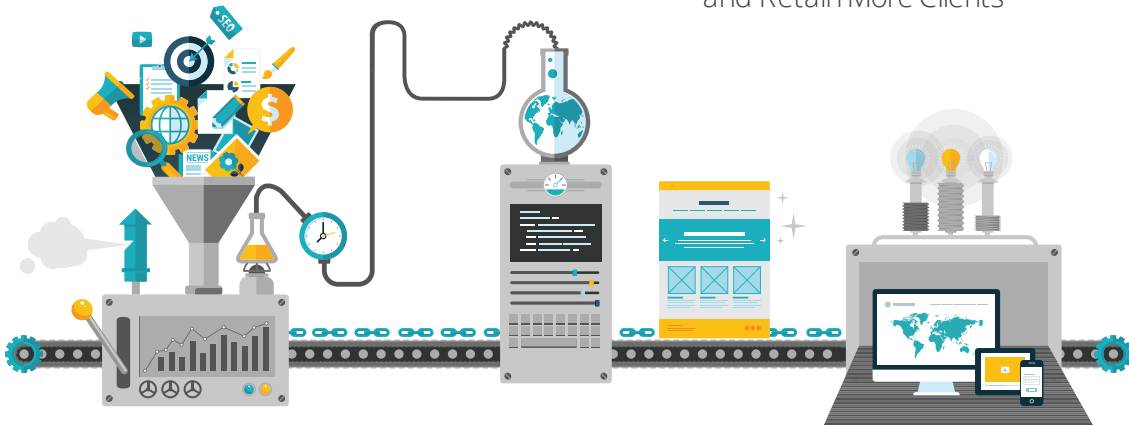**Luke Knight**
Partner Marketing Manager
Sendible

Greetings

Who's In The Audience

- SharpSpring partners & direct users
- Sendible customers
- Businesses considering SharpSpring & Sendible

Why Are We Here?

- Learning from Peers
  – Share marketing best practices
  – Provide real-world success stories
- Today's focus: Using Social Media to Attract and Retain More Clients

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Housekeeping

Questions?

- Phone lines are muted
- Submit via:
  - Chat Box
  - Twitter: #SharpTweet or @SharpSpring

Webinar Recording & Slides

- Emailed after webinar

Webinar Survey

- We need your feedback

Upcoming Webinar

Client Goals You Can Achieve with Marketing Automation

October 19, 2016
11 a.m. – 11:30 p.m. EDT
8-8:30 a.m. PDT
4-4:30 p.m. BST

Greg Budrow
VP Sales and Marketing
Core Integrated Marketing

Future Partner Presenters:

Email Nicole Levy at nicole@sharpspring.com

#SharpTweet live with us

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Introductions

Lindsey Sherman

DIGITAL MARKETING MANAGER | SharpSpring

Lindsey joined SharpSpring as Digital Marketing Manager after honing her skills on the digital teams of global interactive and media agencies. She is responsible for overseeing and implementing PPC, display and social media advertising. Originally from Kansas City and a huge fan of both BBQ and the Royals, she now lives in Florida with her fiancé and their dog, Benny the Jet.

Luke Knight

Partner Marketing Manager | Sendible

Luke has more than 10 years of experience working in marketing roles within the technology industry. With a focus on social media management, Luke enjoys demonstrating the real ROI that Sendible can bring to any business, regardless of its size, location or industry.

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From Social to Sale

Sendible in Partnership with SharpSpring

Poll

Agenda: Driving actionable leads from Social Media

Sendible: Luke Knight

- Sourcing relevant social media content to drive engagement
- Leveraging social media engagement to acquire email leads
- Increasing leads and engagement using social media automation

SharpSpring: Lindsey Sherman

- Developing automated email campaigns to nurture leads from social
- Tracking and scoring leads and showing measurable ROI#

Our Story

- Founded in the London, United Kingdom in 2009.

- Over 100,000 registered users worldwide.

- Clients include JWT, Amazon and Deloitte.

- Rated a Top 100 Tech Innovation company by the Guardian.

- Only platform providing management of social media, blogging, emails, SMS and 360° brand monitoring & sentiment analysis.

- A robust platform making it easy to integrate with the latest social networks as they become available.
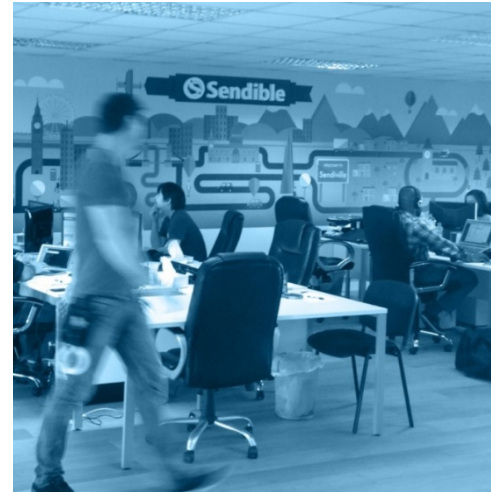
Research & Planning your content

- Who are your targets?
- Which social networks should you use?
- Monitor your competitors?
- What tone is appropriate?
- Do you have clear goals?
- How do you measure success?
- Which content is most appealing?

re·search [ri-surch, ree-surch]
diligent and systematic inquiry or investigation into a subject in order to discover or revise facts, theories, applications, etc.

plan·ning [plan-ing]
a scheme or method of acting, doing, proceeding, making, etc., developed in advance.
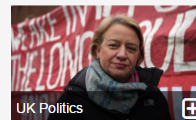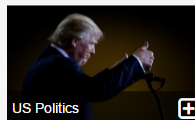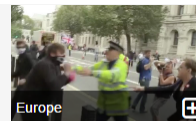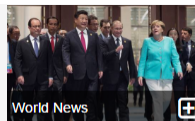
Sourcing relevant content to drive engagement

- Your brain processes visual data 60k times faster than text
- Average consumers concentration span 8 seconds
- The trend from blogs to microblogs to images to videos
- Emotionally connect to images more than video, audio or text
- Convey a story or need, which can carry on a campaign
- #Hashtag culture- tie in with key trends & events to inspire people
- Visual optimisation, optimum time & shareability
- Call to action – tell them what you want them to do
- Capturing the opportunity
- Measure engagement

Content Ideas

Your Social Profile

Testimonials

Meet the Team

Industry News

Whitepapers

Blogs

Q&A's

Adverts

Images

Videos

How To

Competitions

Company heritage & values

Infographics

Emoji

Product Releases

Images with overlaid text

Surveys & Questionnaires

Vouchers & Offers

Brochures & Collateral

Hints & tips

Future road map

Memes

GIFs
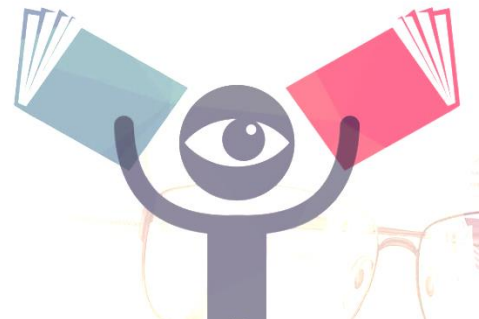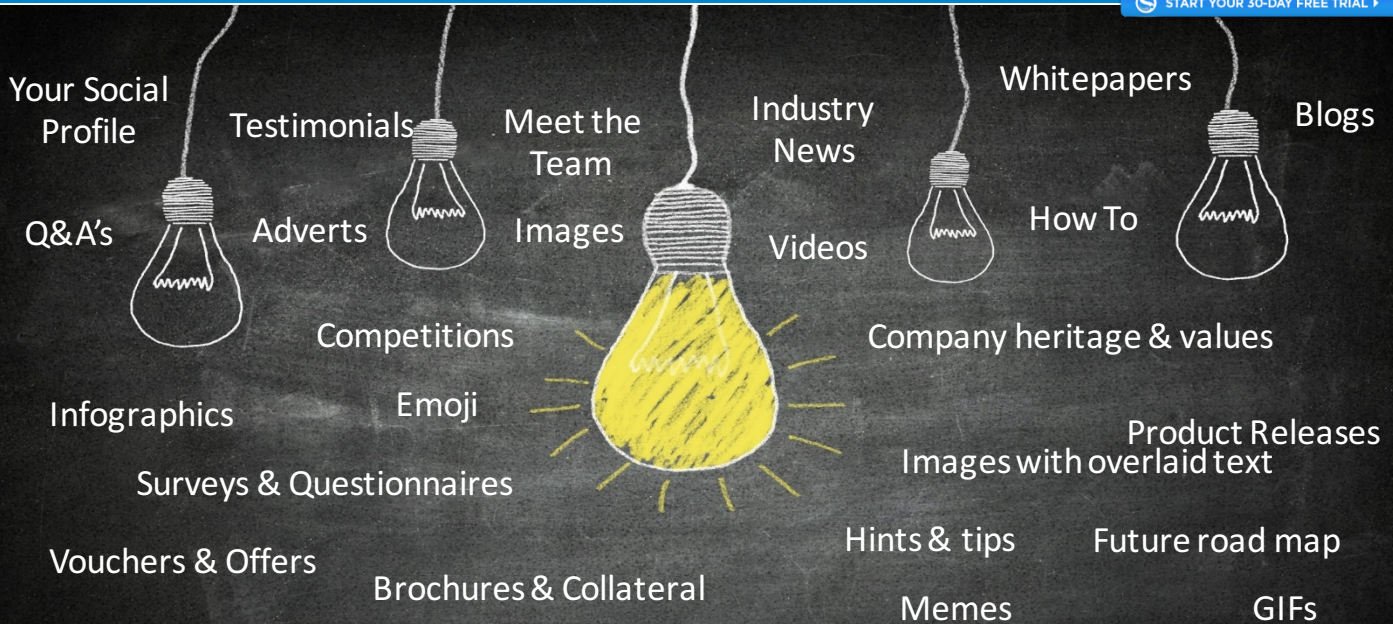
Leveraging social media engagement to acquire leads

- Decision makers consume 5 pieces of content before being ready to speak to sales
- 92% of buyers delete emails/voicemails from those they don't know.
  To overcome this expand your network, use social selling as proven way to start new relationships.
- 72.6% of sales execs using social selling outperformed their peers & exceeded target 23% more
- 69% of sales execs feel the buyer process is changing faster than organizations are responding
- 61% of US marketers use social media for lead generation
- IBM saw an Increase of 400% in sales in a Social Selling Pilot Program

Sources: https://www.cmocouncil.org/content-roi-program-details.php,
https://www.slideshare.net/secret/kFdU767zyWS30G,
http://www.salesforce.com/uk/socialsuccess/social-sales/mini-guide-to-social-selling.jsp, IBM

it's about selling

How to target the right person

- Use keywords to monitor conversations
- Identify the top keywords then engage based on buying signals
- Create bespoke discounts for those interacting with your competitors
- Monitor existing customers for upselling opportunities
- Sharing third party content with own call to action
- Use UTM to track your most effective Social Posts
- Create campaigns from successful/high yielding content

How to capture the lead

- Lead Capture forms
  - Dedicated landing page
  - Simplicity is key
  - Incentivise using content (whitepaper, discount, competition, cheatsheet etc.)
- Pop-ups forms based on exit intent
- Heatmaps to track visitors mouse movements
- IP lookups to find out extra information

Always remember to A/B test landing pages!

Increasing leads & engagement using social media automation

Campaign Automation
- RSS feeds to syndicate your own content or third party content
- Social automation
  - Auto-follow, auto-welcome, auto-respond, auto-like, auto-unfollow, auto-moderate
  - Automate social posting whilst you sleep (evergreen & high yielding content)
- Segmentation improves the performance of your targeted messages
  - Twitter lists allow you to segment your audience
  - Social CRM increases customer retention

Lead Automation
- Pop up notifications to mobile or email of keyword mentions.
- Identify the sentiment behind brand mentions (positive/negative/neutral)
- Connect and monitor multiple review sites to respond to customer feedback and generate advocates. Blog and new site comments are also a hot source of leads for engagement.

Report Automation
- Automate reports to be delivered to the exact person/team for engagement.

47%

Nurtured leads make 47% larger purchases than non-nurtured leads. Source: [Annuitas](#)

20%

An "average 20% increase in sales opportunities from nurtured leads." Source: [Demand Gen Report](#)

Leads from social media are already engaged in some way and are easier to engage with and nurture over time.

Why Nurture Social Leads with Automation

- Using marketing automation to nurture leads results in an increase of 451% in qualified leads. Source: [Annuitas](#)
- Personalize your content to fit leads' interests
- Nurture leads automatically
- Combine multiple channels

Emails

Text messages

Content pieces

- Gain more insight with after-the-click tracking

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Nurture Your Leads

4 | Days ▼ | after start

send the email ▼ | Enter email name

☐ Or during next available business hours.

Add Action

1. 1 minute after start assign lead owner to **James Davis**.

2. 1 minute after start send a notification to **Lead Owner** when available, otherwise send to **Rick Carlson** via email and via text message.

3. 1 minute after start change lead field **Communication Stage** to value **Demo Requested**.

4. 5 minutes after start send the email "**5 Ways CRMs Drive Sales**".

5. 1 day after start send the email "**[Case Study] The CRM Solution**".

6. 4 days after start send the email "**VPoP SE: SS vs. CRM Comparison Sheet**".

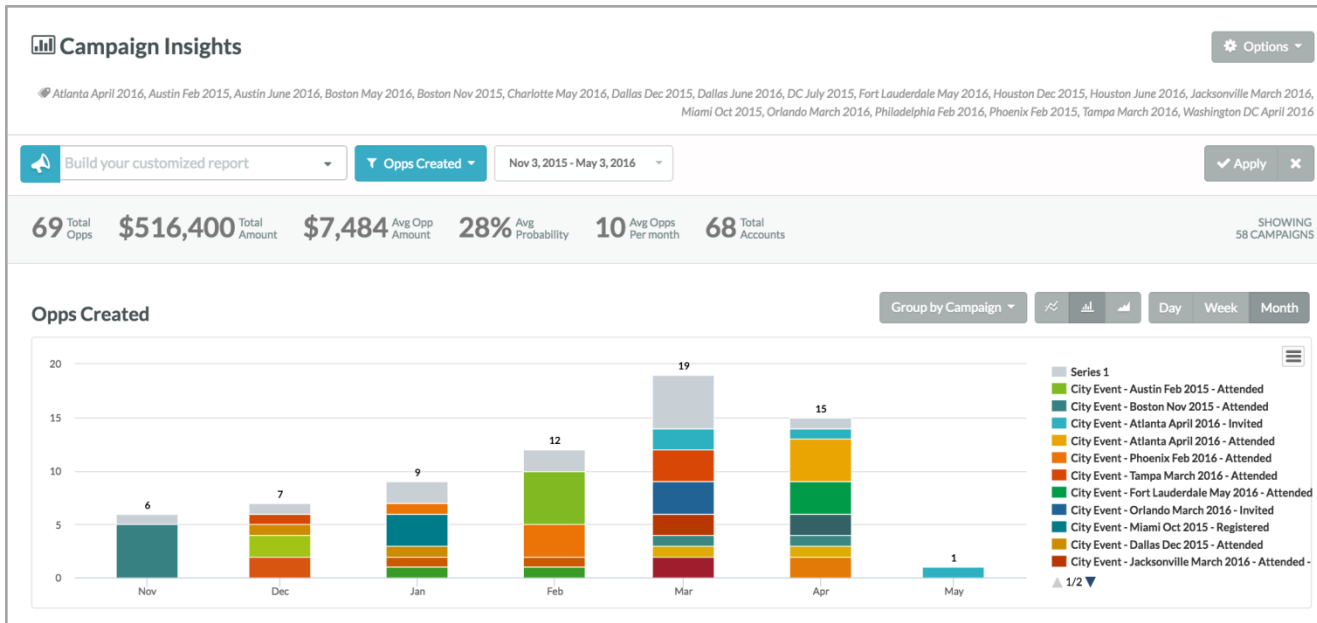⑤Sendible   ⓌSharpSpring

Tracking and Scoring Social Leads

- Lead scoring identifies hot prospects
- Score leads based on fit, engagement, page tracking and completeness of information
- Set 'Decay' to decrease scores during periods of inactivity
- Instantly notify sales people when leads are ready to buy
- Show measurable ROI from social campaigns through powerful analytics

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Automate Campaign Tracking And Reporting Processes

📊 Campaign Insights

⚲ Atlanta April 2016, Austin Feb 2015, Austin June 2016, Boston May 2016, Boston Nov 2015, Charlotte May 2016, Dallas Dec 2015, Dallas June 2016, DC July 2015, Fort Lauderdale May 2016, Houston Dec 2015, Houston June 2016, Jacksonville March 2016, Miami Oct 2015, Orlando March 2016, Philadelphia Feb 2016, Phoenix Feb 2015, Tampa March 2016, Washington DC April 2016

| 🔺 Build your customized report ▾ | ▼ Opps Created ▾ | Nov 3, 2015 - May 3, 2016 ▾ | ✔ Apply ✖ |

69 Total Opps   **$516,400** Total Amount   **$7,484** Avg Opp Amount   **28%** Avg Probability   **10** Avg Opps Per month   **68** Total Accounts

SHOWING 58 CAMPAIGNS

Opps Created

Group by Campaign ▾ | Day | Week | **Month** |

```
20                                    19
                                15
15
                          12
10                   9
          7
    6
5                                              1
0
  Nov    Dec    Jan    Feb    Mar    Apr    May
```

- ☐ Series 1
- City Event - Austin Feb 2015 - Attended
- City Event - Boston Nov 2015 - Attended
- City Event - Atlanta April 2016 - Invited
- City Event - Atlanta April 2016 - Attended
- City Event - Phoenix Feb 2016 - Attended
- City Event - Tampa March 2016 - Attended
- City Event - Fort Lauderdale May 2016 - Attended
- City Event - Orlando March 2016 - Invited
- City Event - Miami Oct 2015 - Registered
- City Event - Dallas Dec 2015 - Attended
- City Event - Jacksonville March 2016 - Attended -
- ▲ 1/2 ▼

→ No more "goal conversion" detective work!

→ Know what works and what doesn't in real time.

→ Create standard reports to run monthly, weekly, daily, etc.

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Poll

Questions?

Continuing the Conversation

With SharpSpring:

Questions?

Email sharpspring@sharpspring.com

Want to see more?

Request a demo on
www.sharpspring.com

SharpSpring Partners:

Got a great success story?

Email ideas to nicole@sharpspring.com

With Luke:

Luke Knight
Partner Marketing Manager - Sendible

Email: luke@sendible.com

Web: www.sendible.com

With Lindsey:

Lindsey Sherman
Digital Marketing Manager
SharpSpring

Email: lindsey@sharpspring.com

Web: www.sharpspring.com

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Thank You

SharpSpring