

YOUR SOCIAL SELLING CHEAT SHEET

POWER TOOLS

● Research, Prospect & Connect

www.google.com/alerts and www.talkwalker.com/free-social-media-monitoring-analytics-tools table stakes to know what's going on in your market
<https://xiqonline.com> get social insight for people and companies before you meet
<https://xtensio.com/user-persona> or <https://www.hubspot.com/make-my-persona> tools to quickly build your buyer personas
<https://crystalknows.com> uses AI to give you actionable insight for engagement
www.evernote.com automatically OCR-scan business cards & connect on LinkedIn
<https://meetalfred.com> amazing LinkedIn tool for outreach and messaging sequences on autopilot

● Identify & Generate Content

www.buzzsumo.com identify trends/topics/influencers by social platform
www.canva.com super-easy design program to create visual content for your channels
www.contentgems.com content discovery engine to find relevant & timely content
www.hubspot.com/blog-topic-generator when you just can't think of what to write
www.quora.com gives you insight into the questions people have, so you can answer them
www.quuu.co helps share your content by hundreds of social media users in their niche

● Automate

<http://missinglettr.com/> automatically create social content drip-campaigns from your blog
<http://lumen5.com/> let AI turn your blogs into videos
www.gaggleAMP.com share centrally created content with your entire team
<https://business.linkedin.com/elevate> LinkedIn solution to share content, increase reach & engagement across teams
www.hootsuite.com social media management platform
www.buffer.com social media management, staging and content discovery platform

METRICS TO WATCH

LinkedIn

- # of Connections
- # of Followers
- # of Views per Post
- # of Engagements per Post
- # of Visitors to your profile
- Your Social Selling Index (SSI)

X

- # of Followers
- # of Impressions
- Engagement
- Demographics - reach the right audience

Facebook

- # of Connections
- # of Likes
- Reach
- Engagement
- Impressions
- Demographics

Instagram

- Followers
- Audience Growth
- for Biz Account
 - Traffic
 - Engagement
 - Demographics

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PRINCIPLES OF SOCIAL SELLING

1. It's about social, not about selling.
2. Listen more than you speak.
3. Offer what others need, not what you have; be a solution to your prospect's problem.
4. Be consistent – developing trust and relationships takes time; expect 3-4 months.
5. Be a personable, positive, and helpful advisor.



SAMPLE MONTHLY ENGAGEMENT

Week	Monday	Tuesday	Wednesday	Thursday	Friday	Duration
1	LI: schedule 7 posts X: schedule 35 posts Time: 30 min		LI: accept invitations & engage X: follow back and engage Time: 15 min			Time: 45 min
2	LI: schedule 7 posts X: schedule 35 posts Time: 30 min		LI/ X: accept, follow, engage Time: 15 min		LI: new connections Time: 30 min	Time: 45 min
3	LI: schedule 7 posts X: schedule 35 posts Time: 30 min		LI/ X: accept, follow, engage Time: 15 min		X: 15 new connections Time: 15 min	Time: 45 min
4	LI: schedule 7 posts X: schedule 35 posts Time: 30 min		LI/ X: accept, follow, engage Time: 15 min		LI: comment on three group discussions Time: 30 min	Time: 45 min

BEST TIMES TO ENGAGE

(these are general guidelines – it's always best to experiment & find out when your audience is online)

LinkedIn	<ul style="list-style-type: none"> • Tuesday through Thursday are the most recommended days to post • Noon – 5pm most optimal time • 8am – 5pm good to post on weekdays • 7pm to 6am least optimal on weekdays • Saturday/Sunday least optimal days 	Instagram	<ul style="list-style-type: none"> • Monday through Friday strongest days to post • Monday drives the most engagement • 2am, 8am, 5pm most recommended • Good to post nearly any time Monday – Friday • 3pm each day least optimal
X	<ul style="list-style-type: none"> • Monday through Thursday are the strongest days to post • Thursday most recommended • Noon – 3pm good to post any weekday • Least optimal: early morning/late night 	Facebook	<ul style="list-style-type: none"> • Thursday most recommended to post • Wednesday - Saturday strongest days • 9am – 3pm good to post any day • Early morning/late nights least optimal