

## Being Human: Marketing & Social Selling in a Digital World

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- “I am not the richest, smartest, or most talented person in the world, but I succeed because I keep going and going and going.” – Sylvester Stallone
- The new sales process – 57% of the purchase decision is complete before a customer even calls a supplier, and 67% of the buyer’s journey is now done digitally.
- 92% of B2B buyers are willing to engage with a sales professional who is a known industry thought leader.
- If you want to grow your business, you need to realize it’s about relationships and establishing trust, and not about selling. How do we do this? You need to communicate with your customers / audience and express a desire to fulfill their needs to help them overcome challenges they may be facing, or offer pathways to help solve their business problems.
- The 4 E’s:
  - Educate
  - Entertain
  - Engage
  - Emotion
- Be you, and be authentic.
  - People switch off from overt marketing and don’t like the feeling of being sold to, so aim to educate and entertain your audience instead.
  - The goal of your content is to educate and inspire them to trust you, to reinforce your reputation and establish yourself as a thought leader.
- People don’t buy what you do, they buy why you do it.
  - The more a person gets exposed to something, the more they develop a preference towards that thing over time.
  - “Authenticity is when you say and do things you actually believe.” – Simon Sinek
  - Only 3 million out of 660+ million members share content on LinkedIn weekly. These 3 million members generate 9 billion impressions every week. This is a huge opportunity to be visible within your target audience’s ecosystems to develop a relationship.
  - Problem arise when content isn’t create with the 4 E’s in mind, but instead made in self-interest without considering the value for the end user.
- 8 tips to have success with LinkedIn’s algorithm:
  - Be relevant
  - Promote – if you want more people to see your posts, tag them. Tag relevant businesses, people, and use keywords and relevant hashtags.
  - Engage
  - Be more specific – the more specific you are in your content and posts, the better results you’ll see. LinkedIn states that it sees better conversation around niche ideas vs. broad ideas.
  - Timing – best times to post on LinkedIn are 7:45 AM, 10:45 AM, 12:45 PM, and 5:45 PM ET. Monday, Tuesday, and Wednesday are the best days.

- Connect with the right people
- Add value
- Be Personal – when you connect with someone, send them a personal note as to why you wanted to connect
- Sales teams using social selling experience 18% greater pipeline volume and 21% increase pipeline velocity than those who don't.
- Social capital is where someone in your network has a pain point or a problem and they automatically think of you. This comes down to your positioning on social networks and your activity.
- Account Based Marketing (ABM) Strategy Steps:
  - Know your market
  - Account selection
  - Contact identification
  - Research & Content creation
  - Engagement
- Content Funnel
  - Top of Funnel (TOFU) – Content at the top of the funnel facilitate awareness. This type of content helps make prospects problem aware & solution aware.
    - Pain point education
    - Capture Attention
  - Middle of Funnel (MOFU) – Content in the middle of the funnel facilitates consideration. This type of content helps convert problem aware & solution aware prospects into leads.
    - Competitor Analysis
    - Purchase Considerations
  - Bottom of Funnel (BOFU) – Content at the bottom of the funnel facilitates decision. This type of content enables new leads to make an informed purchase decision.
    - Testimonials
    - References
- It isn't about selling, it's about listening and serving.
- “Get closer than ever to your customers. So close that you tell them what they need well before they realize it themselves.” – Steve Jobs