

# Social Prospecting Workbook:

## HOW TO USE SOCIAL MEDIA TO FIND NEW LEADS



◀ **blu**leadz ▶



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# What is Social Prospecting?

As an inbound marketer, you already understand the importance of social media as part of your marketing strategy. There's currently over one billion monthly active users on Facebook and over 300 million monthly active users on Twitter; there's more potential now than ever before in using social platforms during the sales process, which is something that smart marketers leverage to get their name out there, spread their content and draw more people to their site.

This is the foundation of social prospecting – the art of scouring the social web, identifying potential prospects for your business, engaging with them, driving them to your site and getting those potential prospects to your sales team.

Did you know that you're 4x more likely to make a sale if you have a personal connection with a buyer? Let these social prospecting tips help you form the connection you need to close more deals!

You've already got your fans and followers in your social networks. Now it's time to check out everyone else.

Social media has become a cornerstone of modern marketing. It puts marketers in direct view of users - and potential customers - in a way that traditional marketing never could. Social sites like Facebook, Pinterest, LinkedIn and Twitter function on user interest. Users follow and share content based on things like interest, industry and location; prospecting through social media with targeted content can help you grow not just your audience base, but your business as a whole.

Creating powerful social media content, tailored to audience interest and relevance, isn't the most straightforward thing to accomplish, however. Certain types of content work best on certain social media platforms, and there are general guidelines you should always consider before putting your content out there to the world.

# About This Workbook

Prospecting with social media platforms is about so much more than monitoring keywords or pumping out content; it's about engaging people that may or may not know what your business can do for them and growing reach through audience participation.

Every piece of shared content will introduce your business to new potential followers. With more followers, of course, comes more business. Social media is just as important a component of inbound marketing as SEO and content creation.

In this interactive workbook, we identify the most effective ways to find potential prospects on Twitter, Facebook, LinkedIn, Pinterest and Google+, and offer a structured approach to creating content for these social media giants. We hope you can use the forms in this workbook to get started with social prospecting and generating qualified leads online - potential buyers ripe for the picking.

Every form in this workbook includes:

- Short preparatory work to make prospecting legwork easy
- Visual instructions on how and where to find prospects
- Pro tips that will help you get the best results with your prospecting efforts
- Prescriptions (Marketing Rx) for success
- Take-home exercises for follow-up prospecting

*42% of sales reps say social prospecting is the most difficult part of the sales process. Use this workbook to ease that process.*

# Getting Started

To get started with any one of these worksheets, you'll need:

- A social profile for that network (this workbook covers Twitter, LinkedIn, Facebook, Pinterest and Google+)
- Keyword phrases that people use to find you in organic search
- Tailored, no-fluff content related to those keyword phrases, intended to inform, aid or entertain target audiences

All set to go? Good. Fill in the worksheets on the following pages to learn how to make social media prospecting work for your business, and expand your audience in an organic, interest-based way.







## [ 1 ] Prep:

The first step in creating awesome and purposeful social content that audiences will flock toward is understanding not just who *your audience* is, but who *you* are. This applies to prospecting through Twitter just as it does for any other social media site.

Write down the **top three keyword phrases** that people use to find you on search. You'll be able to use these keywords (and the content based on them) to draw prospects back to your website based on interest, need or a service you offer.

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**Pro tip:** Remember, Twitter posts have a 140-character limit! Shorter keyword phrases work best when used in character-limited content.

Once you've got keywords figured out, write down **three pieces of content** that are related to the search results of your keyword phrases. This content should be aligned with your services or products, as well as the needs of your customers.

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## [ 2 ] Get Started:

To start really getting the ball moving, head on over to Twitter and type in your keywords and hashtags using any combination you would like.



**Pro tip:** Mix and match keyword phrases both with a hashtag and without a hashtag to get the most diverse results. When searching through social media, not all of the terms your users search for will be uniform. Seeing how you stack up with keyword variations is essential to gaining traction on Twitter (and any other social site, for that matter).

**Please Note:** Twitter has a couple of options to sort your search results (see below). It automatically shows you the “Top” search results. If you’d like to see more results, click “All” at the top of your search. Just to the left of your search results, you can click “People” to see other profiles, instead of tweets, that match your search.

Based on resulting profiles, identify **five Twitter users** that could be potential leads for your business, then follow them! If they’re turning up in your keyword/hashtag search, there’s a good chance they’ll be able to use your content and share it on their own Twitter account; they could potentially turn into customers if you target them right.

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## [ 3 ] Take Action:

Now, it's time to start sharing the pieces of content you identified earlier (each being tailored around your keywords, services and user interests). Start engaging with potential prospects generated via Twitter by:

- Retweeting some of the content they've shared on Twitter, especially if what they shared is relevant to your industry (remember, these will appear to your followers). For marketing on social media, shared content goes both ways; it benefits your audience by providing value, which in turn grows user trust.
- Clicking "Favorite" for relevant tweets to your industry or tweets you appreciate for being interesting or funny (these will not appear to your followers).
- Responding to any questions you may receive to establish thought leadership. If a user or prospect tags you in a question or comment, speak up! They want to be heard, and knowing that you pay attention to what they have to say can be instrumental in building a qualified user base.

## Marketing Rx

Create a Twitter list of all the potential prospects you've identified to make checking in on them easy. Make sure to name your list something that is relevant to your industry (you do this from your own profile page). Keeping up with what your prospects are saying or engaged in can be indicative of ongoing trends, such as changes in their needs or industry.

**Pro tip:** HubSpot makes creating a list in Twitter very simple with their Social Monitoring Tool. With this tool, you can create custom lists of keywords you're targeting and check them daily.

Show me tweets from:

A Twitter List

Select from @Bluleadz's lists:

Inbound Marketing Experts (50 people)

That contain:

#inboundmarketing

Use commas or tabs

Notify me of matches via:

☒ Email

Olivia Allen (olivia@bluleadz.com)

Recipients will get emails as results are found.

8am & 4pm

☐ Mobile push notifications

☐ Social Inbox

Show advanced search options

Stream name:

Inbound Marketing Ninjas

Create stream Cancel



# Take Home Exercise

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Spend 20 minutes a week:

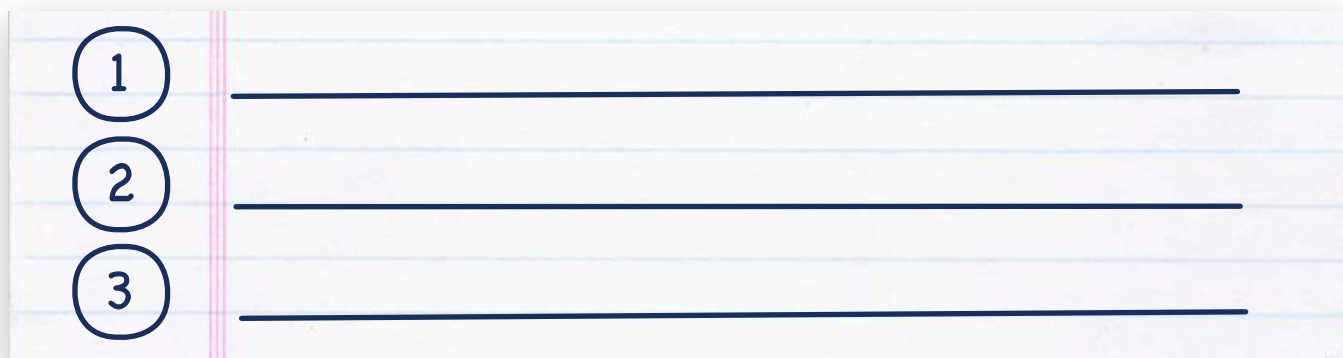
- Repeating this exercise and adding more prospects to your list (5 mins)
- Retweeting relevant content for your industry from this Twitter list (5 mins)
- Favoriting tweets from potential prospects from this Twitter list (5 mins)
- Engaging with potential prospects by posing or answering questions from your Twitter list to establish thought leadership (5 mins)

# LinkedIn

## [ 1 ] Prep

Prospecting for LinkedIn is a bit different than it is for Twitter; all the content rules are changed in this case, as long-form content and professional, topical writing become the name of the game. LinkedIn is the professional's social media network, and all content, keywords and posts must be formatted with that in mind.

Write down the **top three keyword phrases** that people use to find you on search. You'll be able to use these keywords (and the content based on them) to draw prospects back to your website based on interest, need or your service offers.



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**Pro tip:** Remember, LinkedIn is social media for professional circles and industry-based content. Use more business-focused keywords when brainstorming for effective LinkedIn content.

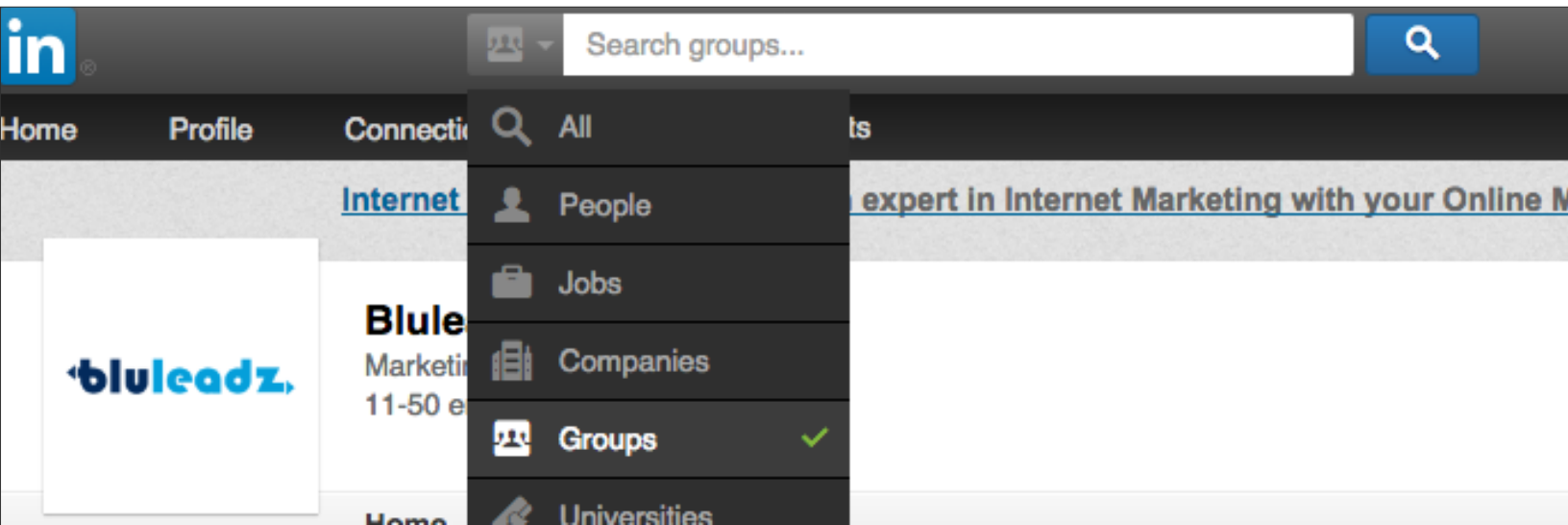
Once you've got keywords figured out, write down **three pieces of content** that are related to the search results of your keyword phrases. This content should be aligned primarily with the needs of your customers, ongoing industry trends or technical developments.



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## [ 2 ] Get Started:

Sign in to LinkedIn and, to the left of the top search bar, select “Groups” from the drop-down icon menu, which allows you to search all LinkedIn groups. Just like the Twitter exercise, input your keywords to identify highly qualified LinkedIn groups and users.



**Pro tip:** You can narrow your search results in the menu on the left of the search results page by choosing what your relationship is to members of the groups. For instance, if you want to search for user groups within your industry categorized as “Open” or “Members only,” or if you want search results for groups that are in one or multiple languages.

Based on the group’s description (and a quick look at who they are and what their industry/interests are), identify **five LinkedIn Groups** that could contain potential prospects for your business and join them. These are the groups you’ll be publishing content for, so choose wisely who you want as your audience.

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### [ 3 ] Take Action:

Now, it's time to start sharing the pieces of professional and industry-tailored content you identified earlier. Start making impressions with potential prospects by:

- Joining in on conversations in the group where you can add value with your content.
- “Liking” content that others are sharing in the group; you can't just blast your own content without sharing or supporting that of other users within your group. Social media is just that: social. You've got to maintain an interactive presence to build a stronger and more qualified user following.
- Sharing your own content and posing your own questions to the group, and actively addressing comments or questions from others within the group.

## Marketing Rx

When you find a particular post within the group that you want to monitor, you can choose to “Follow Discussion” so you'll be updated when content for that post is added. This can open new prospecting opportunities you may have otherwise overlooked. Marketers must stay active with social media for the best prospecting results.

### Take Home Exercise

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Spend 20 minutes a week:

- Reviewing the content in the groups you've joined (5 mins)
- Commenting and adding value to posts from others in your groups (5 mins)
- Evaluating those you engage with the most to see if a connection is a good fit (5 mins)
- Share one piece of organic content within the groups you've joined (5 mins)

# Facebook

## [ 1 ] Prep:

Facebook features what is almost a blend of LinkedIn's formalities and Twitter's urgency. Content on Facebook can swing any number of ways and fall anywhere on the spectrum from insightful to purely entertaining. Videos, infographics, polls and short-form content (not as short as Twitter, mind you) are often seen on business Facebook profiles.

Write down the **top three keyword phrases** that people use to find you on search. You'll be able to use these keywords (and the content based on them) to draw prospects back to your website based on interest, need or your services.

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Once you have your keywords in check, write down **three pieces of content** that are related to the search results of your keyword phrases. This content should be based on with buyer interest, entertainment or information.

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Write down 3 long-tail search queries that are created from the keywords in the previous list.

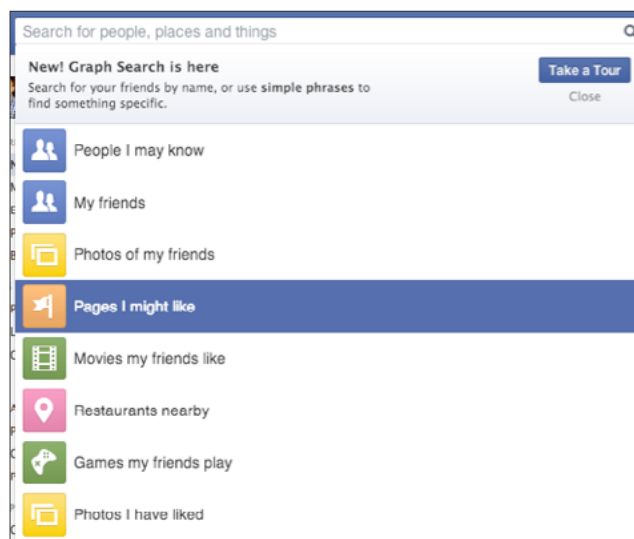
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**Definition:** Long-tail keywords are search queries composed of 3 or more words that are more specific than one keyword alone. These search terms are how users find more specific content relating to their interests or needs.

Example: “marketing” (not long-tail) vs. “inbound marketing agency Florida” (long-tail)

## [ 2 ] Get Started:

Sign in to Facebook and type your long-tail search queries into Graph Search and see what comes up. The results you generate, along with the queries you search for, should be in-line with what you do and your industry. With these pages and followers, you should be able to build a social media audience from the ground-up.



**Pro tip:** If you're not familiar with Graph Search, spend a few minutes and take the tour. It's worth it! You can find the tour here: <https://www.facebook.com/about/graphsearch>

Identify **three pages** from the search query that could potentially have leads for you and “Like” them.

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Next, identify **three groups** you could join that prospects may potentially be in and join them.

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### [ 3 ] Take Action:

Now, it's time to start sharing the pieces of content you identified earlier. Start engaging with potential prospects by:

- Joining in on conversations on pages and groups in which you can add value with content.
- “Liking” relevant content on pages that is relevant to your industry.
- Asking and answering questions on pages and groups to engage other users/businesses within your industry or target industry.

# Marketing Rx

If possible, subscribe to page or group RSS feeds (if enabled). That way, you can start receiving live updates on new posts and won't miss any relevant content you can use in your prospecting efforts.

## Take Home Exercise

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Spend 20 minutes a week:

- Scanning the pages you've "liked" for any opportunity to join the conversation and engage with prospective audience members (5 mins)
- Searching the groups you've joined for opportunities to offer help or content (5 mins)
- Engaging with people from the groups or pages directly on their profiles (if possible) (5 mins)
- Share one piece of organic content to the groups or pages you've joined (5 mins)

# Pinterest

## [ 1 ] Prep:

Write down the **top three keyword phrases** that people use to find you on search (including a hashtag). You'll be able to use these keywords (and the content based on them) to draw prospects back to your website.

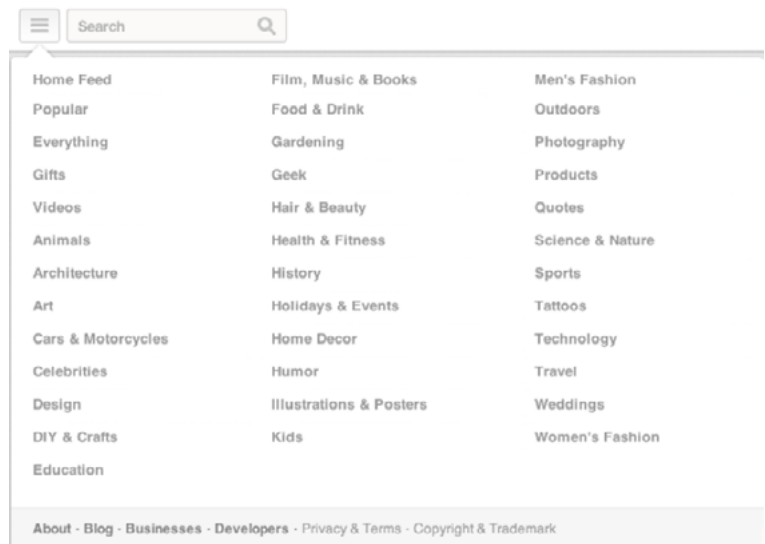
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Once you have your keywords, write down **three pieces of content** that are related to the search results of your keyword and hashtag phrases. This content should be aligned with interests, audience entertainment and search categories.

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## [ 2 ] Get Started:

Go to Pinterest search and type in the keyword phrases with the hashtags from above (try searching with and without hashtags, as well). The results that come up should be indicative of your ideal buyer.



**Pro tip:** Use the left-hand menu of the Pinterest search bar to drill down into specific industries with businesses that could be a good fit for your prospecting efforts. The more specialized you get, the more information you can use to tailor content.

Based on Pins found, identify **five Pinners** (businesses or people, as long as they match your search terms) that could be potential prospects and follow their boards.

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### [ 3 ] Take Action:

Now, it's time to start sharing the pieces of content you identified earlier. Start engaging with potential prospects by:

- Scanning your new dashboard, filled with the boards you follow, for any relevant content.
- Re-pinning any content from prospects that are useful or relevant to your followers.
- Adding value through comments to pins by your prospects.

## Marketing Rx

Sign up for PinAlerts to see what's being pinned to Pinterest from your website by potential prospects. You can learn more here: <http://pinalerts.com/index/login>

### Take Home Exercise

Spend 15 minutes a week:

- Scanning the boards you follow to see any new pins (5 mins)
- Re-pinning any relevant content that your prospects are posting (5 mins)
- Evaluating anyone as a prospect who has pinned something from your website (5 mins)

# Google+

## [ 1 ] Prep

Write down the **top three keyword phrases** that people use to find you on search. You'll be able to use these keywords (and the content based on them) to draw prospects back to your website from Google+.

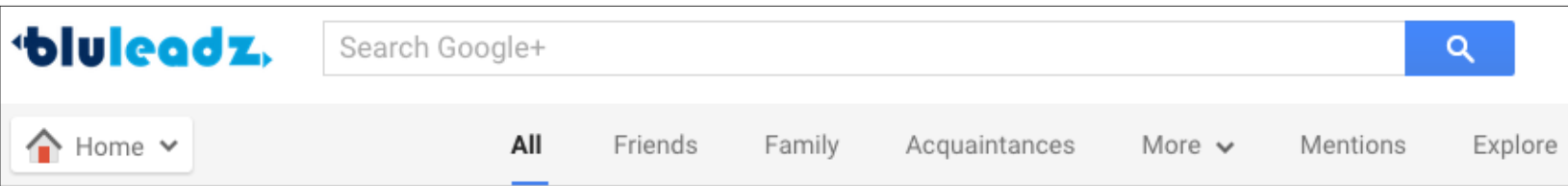
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Once you've got keywords figured out, write down **three pieces of content** that are related to the search results of your keyword phrases. This content should be aligned with buyer industries, circles, interests and needs.

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## [ 2 ] Get Started:

Head on over to your Google+ account and search your keyword phrases, as identified earlier. These results will be much similar to those generated on Facebook: people and pages directly relevant to your industry and search query.



**Pro tip:** Get context for your search results by toggling between All, Friends, Family, Acquaintances and Following.

Identify **three people and/or pages** that could potentially have leads for you and “follow” them.

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Identify **three communities** that could potentially have leads for you and “join” them.

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## [ 3 ] Take Action:

Now, it's time to put your content to work. Start creating relevant Google+ content and engaging with potential prospects by:

- Digging into the pages and people you've followed and adding value whenever possible through comments/interaction.
- Liking (“+1”) any content that's relevant to your industry and your business.
- Identify regular contributors in your communities and engage with them by answering questions or providing helpful content.



## Marketing Rx

Save all your Google+ searches for easy access later (just bookmark or save the URLs of your searches - Google+ makes it that easy to prospect).

### Take Home Exercise

Spend 30 minutes a week:

- Scanning Google+ posts and commenting on one relevant piece of content (15 mins)
- Building relationships with regular contributors in communities by adding thought leadership to content they've shared (15 mins)



[twitter.com/Bluleadz](https://twitter.com/Bluleadz)



[facebook.com/Bluleadz](https://facebook.com/Bluleadz)



[linkedin.com/company/bluleadz](https://linkedin.com/company/bluleadz)



[www.bluleadz.com](http://www.bluleadz.com)

