Social Media Checklist for Sales Success

Social selling is when sales people use social media to find and engage with new prospects, interact with current customers and listen to the competition. Your prospects, customers and competitors are using social media for business. Whether you're B2B or B2C sales, social media savvy is critical to your sales success.



Your social media profiles are part of your personal brand. Be strategic!

- **Choose** 1-3 social networks relevant to your target audience.
- **Profile Photo:** Post a professional profile photo that is recognizable on all your platforms and in real life.
- **Bio:** Share who you are and your expertise, link to your website, add a CTA.
- **Links:** Be sure to include links to your website or landing page; many social networks let you add a link in your About or other Bio spot and expand your message.
- **CTA:** Include a call to action in your bio: Follow Me, Visit My Website, Sign Up for Our Newsletter, Download My eBook, etc
- **Cover Photos** let you display your personality, share an upcoming event, promote a new product, send a key message or share important news.
- **Posts** should be in your voice, on topic and relevant: if you're using social media for business, you may want to keep your personal opinions on your personal accounts.
- **Images** get more views on social media so include photos, graphics, videos, gifs and infographics in your content strategy.
- **Engage** in existing conversations about your category, interests or brand.
- **Twitter Lists** help you organize accounts you want to follow into groups so you can easily monitor their posts. **TIP** Users are notified when you add them to a List so be strategic.
- **Tools** let you plan and schedule your social media posts 1 day, 1 week, 1 month or even 1 year in advance.
- **Provide value** and be useful - follow the 80/20 rule: 80% useful posts to provide information and resources in your area of expertise, only 20% selling your product or service.

- **Handle:** Some platforms allow you to have both a name and a handle; ie on Twitter you could have both your name and your brand name.
- **Pin**: Bios have limited real estate, Twitter and Facebook let you pin a post to the top of your news feed. Pin info you want viewers to know 1st lik a sale, special event or key product feature.
- **Follow** users relevant to your message based on keywords, demographics or hashtags.
- **Set up** your network notifications based on what actions you want to be notified about, and how frequently.

Daily Social Media Management Checklist for Sales Success: 10 - 15 minutes

- **Engage** with people you follow or are targeting (use your Lists).
- **Respond** to all messages - even just a Like!
- **Like and retweet** posts from industry influencers (hint: use your List!)
- **Thank** retweeters for spreading your message.

Weekly Social Media Management Checklist for Sales Success - 15 - 30 minutes

- **Research** new prospects to follow and engage.
- **Monitor** the competition. When you add someone to a List they are notified: you may not want a list of Competitors, but a private list of "Industry Experts" could mask competitors.
- **Welcome** new followers with a simple Thank You post or image and new followers' handle
- **Follow 2-3 new prospects:** don't just follow, message them and introduce yourself and explain why you're connecting.
- **Follow 2-3 new influencers:** introduce yourself and share why you're following them and your common interests; invite them to follow you back.
- **Schedule & review posts for the coming week:** use a tool to plan and schedule posts: holidays, special sales or events, product releases; review scheduled posts to be sure they're still relevant

Monthly Social Media Management Checklist for Sales Success - 5 minutes

- **Audit** your social media profiles and make sure everything is accurate, links work, pinned posts are relevant, photos are current.
- **Analyze** your social media results against your goals, and adjust your strategy as needed. Many social networks have analytics available, or create a report.

Annual Social Media Management Checklist for Sales Success - 15 minutes

- **Set goals** for your annual social media sales and engagement.
- **Create** and annual social media content strategy.
- **Build** an annual social media calendar
- **Evaluate** if you should join a new social media network or leave one that isn't working for you.

Social Selling Facts and Stats

- Fact: 91% of B2B buyers are now active and involved in social media.
- Fact: 84% of senior executives use social media to support purchase decisions.
- Fact: 75% of B2B buyers are significantly influenced by social media.
- Fact: 44% of B2B marketers have generated leads via LinkedIn.
- Fact: 78.6% of salespeople who leverage social media to sell out-perform those who don't.
- Fact: 81% of shoppers conduct online research before making big purchases.
- Fact: 48% of consumers start mobile research with a search engine.

Learn More: 25 B2B Sales Stats That Will Change Your Sales Strategy
https://www.checkli.com/a/checklists/view/409826

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