



# Sales-Driven Social

Integrating Social Media into Your Marketing Mix

Steve Davis, GP of Marketing  
Talked About Marketing



Never speak  
disrespectfully of  
[Social Media],  
Algernon. Only  
people who can't get  
into it do that.

Oscar Wilde

# Design is dead



This mean is titled, Design Is Dead.

It is about the car industry.

It could also describe the lack of variety of Social Media posts by “influencers”, circa 2020s.

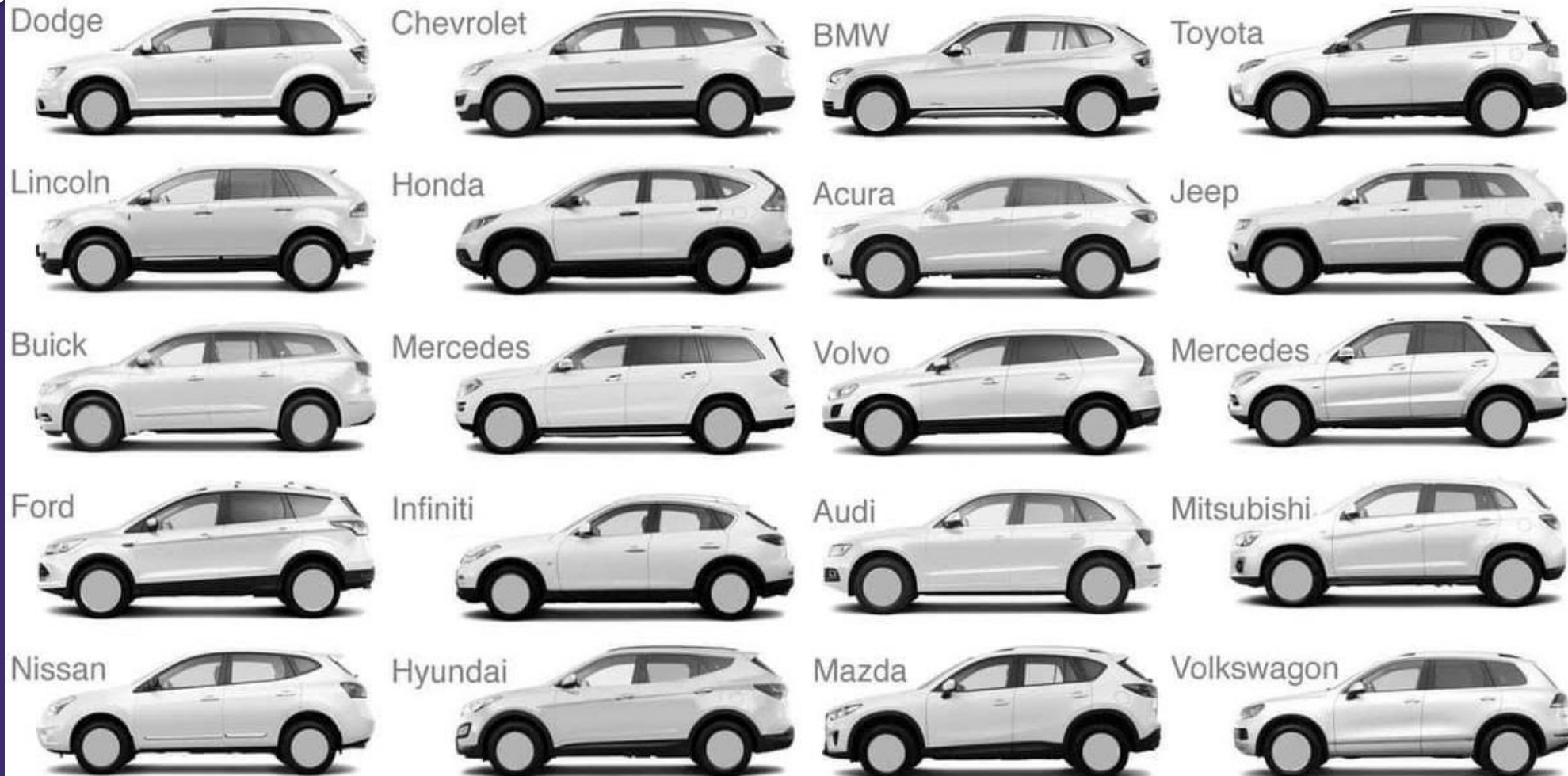


Image: autospies.com 2022, modified by Steve Davis, Talked About Marketing 2023

# Our agenda



- Address the five points promised:
  - The Digital Marketing Formula, Targeting, Sales-centric Strategy, Compelling Content, and Metrics
- Share three, practical workflows for:
  - Content planning
  - Batch production of short-form videos
  - Turning social media users into fans/customers



# 1. Decoding the Digital Marketing Formula

Navigating the post-Covid shifts and the evolving role of social media in sales.

# Social media post-Covid



More of us are being “social”, post-Covid:

- In 2023, global social media user base rose to 4.9 billion, on way to 5.85 billion by 2027.
- Users are not confined to a single platform.
- We engage with 6 to 7 platforms every month.

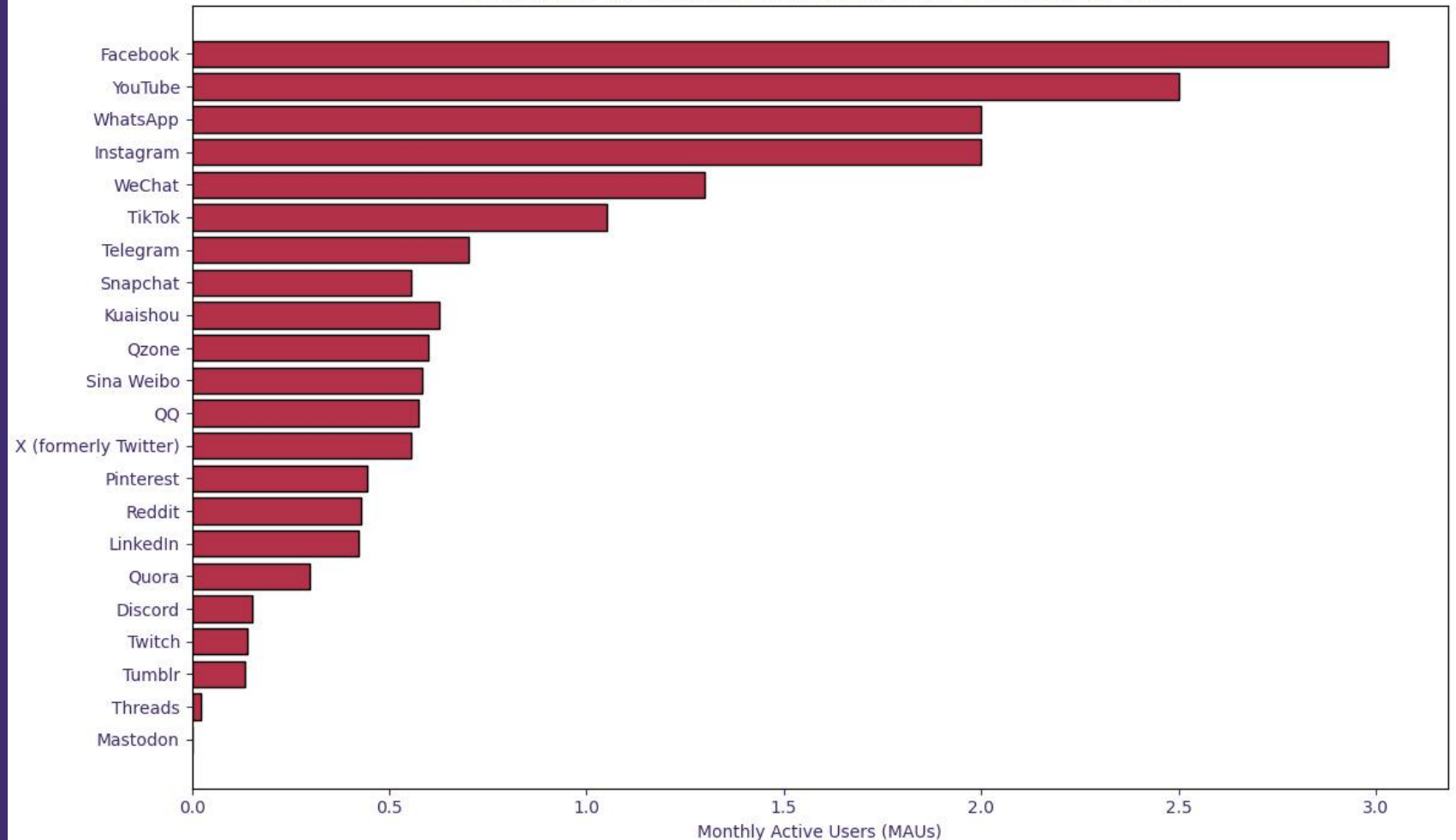
# Social media post-Covid



Facebook remains dominant with 3 billion monthly active users globally.

We spend approx 145 minutes daily on social media.

Social Media Platforms Ranked by Monthly Active Users (October 2023)



# Our digital marketing formula



1

WEBSITE

Solves problems  
Entertaining  
Easy to navigate  
Encourages sharing

2

EASY TRANSACTIONS

Signups  
Enquiries  
Contact info  
Easy social sharing

3

BLOG

4

NEWSLETTER

5

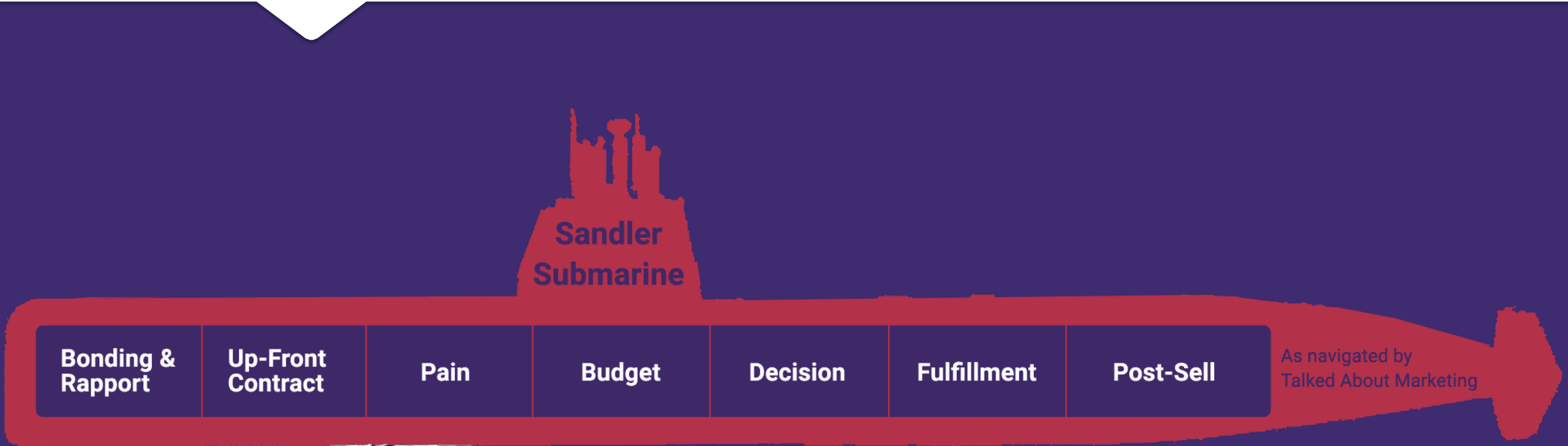
ADS

6

SOCIAL MEDIA



# The Sandler Sales Submarine





## 2. Target Precision

Identifying and tapping into your audience's key engagement points.

# Dealing with Digital Fatigue



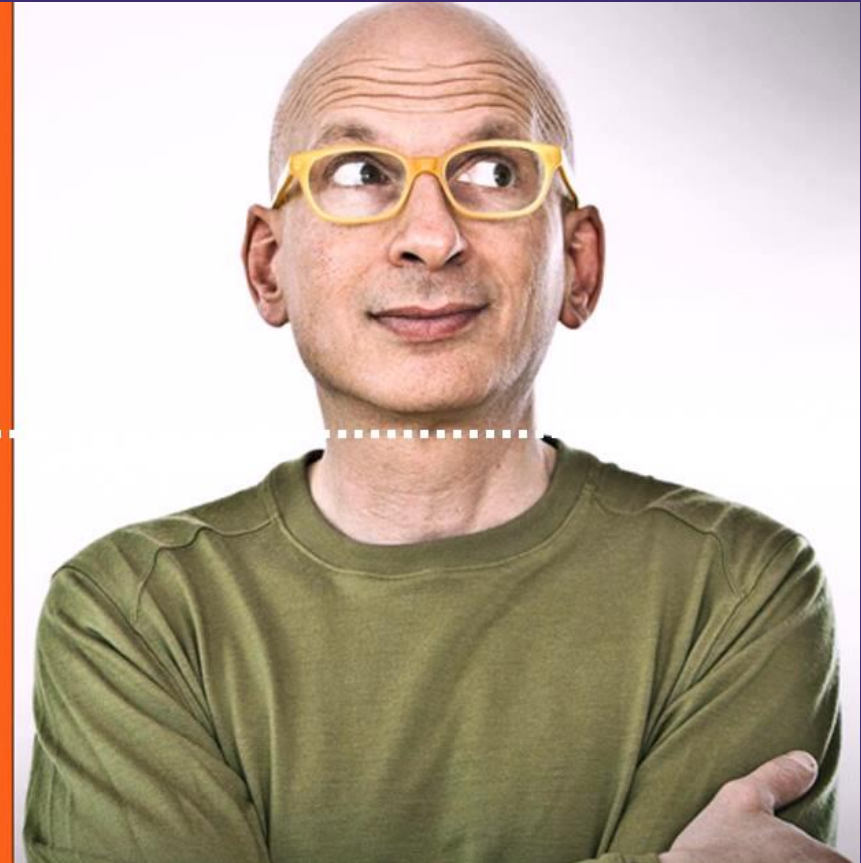
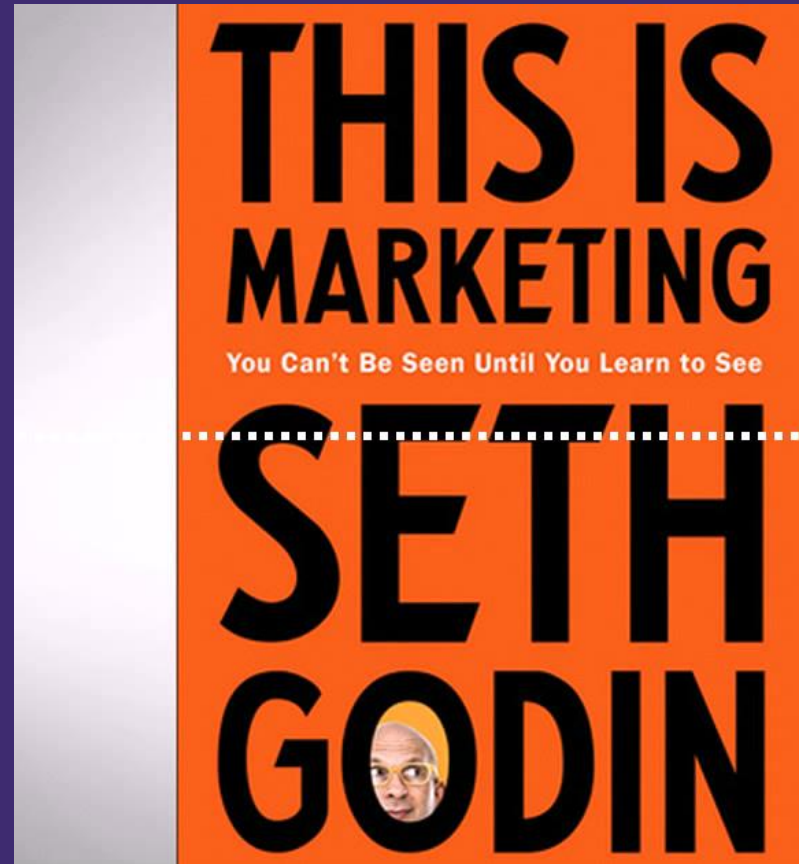
- ❑ Winter Reds 2023, reach down, less cut through.
- ❑ Facebooks Ads necessary, as were reels.
- ❑ Digital fatigue is real and increasing, with people less likely to engage because they're tired.
- ❑ Need to be active as we can but not to "sell".
- ❑ SM is for reference, to bookmark, and to answer questions and pique curiosity.

# What are we really selling?



An excerpt  
from the  
book:

*This Is  
Marketing by  
Seth Godin*



# Fostering affinity



“With so many products to choose between, **prospective customers** are interested in finding the one that aligns with their values and identity”.

**Affinity** arises when people know why your brand exists and what it is trying to achieve.”

(Ågren and Ölund 2007)

# Fostering affinity



To unlock the “why” of your brand, here are three questions to find the foundation of your story?

- What customer problems do you solve?
- How do you make customers feel good about themselves?
- What need/problem in society do you solve?

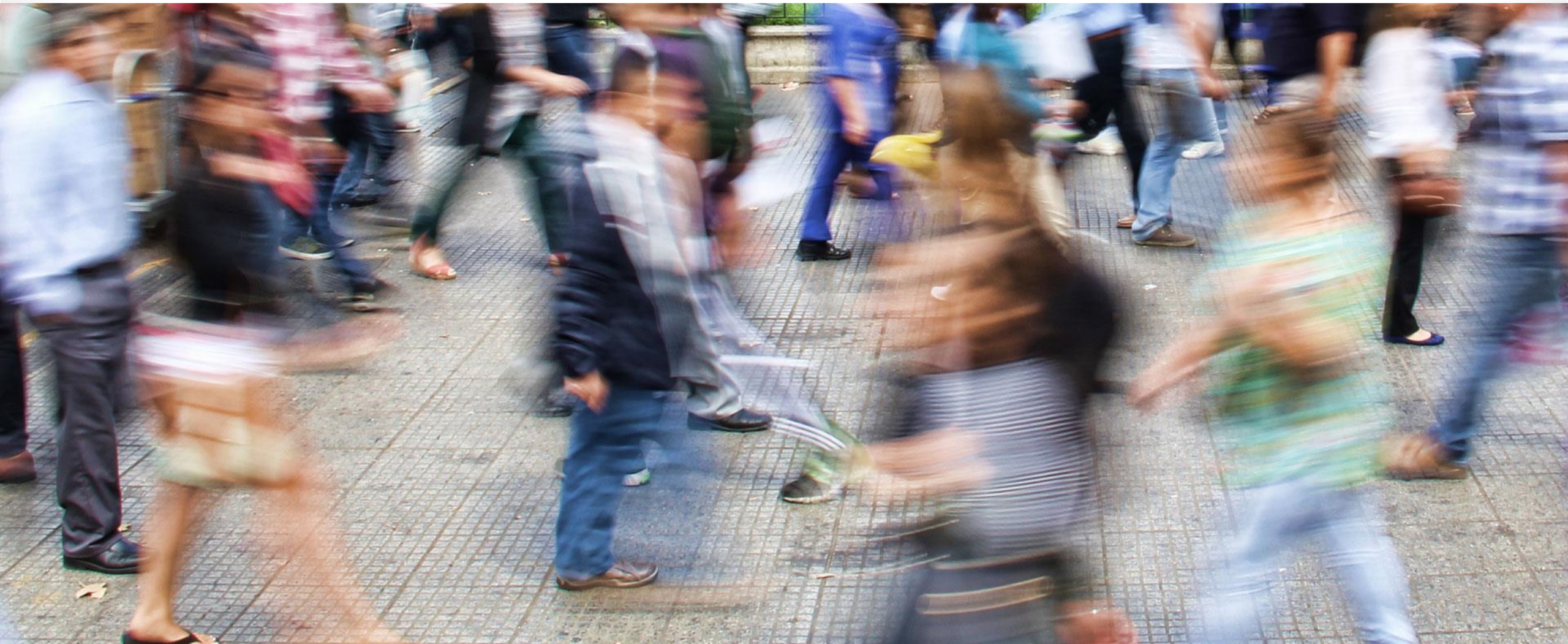
# Exercise



Let's think about our brand story.

1. What customer problems do you solve?
2. How do you help customers feel good about themselves?
3. How do you make a positive impact on the world?

# Buyer Personas





# Buyer Personas



To start working out our buyer personas, it helps to think about current customers:

- Let's reflect on current (or likely) customers.
- Picture them in your mind and “sketch” their details in a rough draft of a customer persona.
- Confirm assumptions with social media insights.

# Exercise



- 1. Name / Age / Income.**
- 2. What “problem” or “need” do they have?**
- 3. How do they feel if this “problem” is not resolved?**
- 4. What do you offer that “solves” this problem?**
- 5. What triggering event starts them looking for a “solution”?**
- 6. What makes your enterprise their best option for them?**

# Rank personas



- In small business, we need to use resources wisely.
- List customer personas and then rank them on criteria:
  - Profitability
  - Desirability
  - Time To Decide

# Exercise



Let's look at *Customers you are working with today.*

List all existing customer types you have, and then rank them in by how “attractive” they are to your business.

TYPE OF CUSTOMER	PROFITABLE (1-10)	DESIRABLE (1-10)	HOW LONG TO DECIDE



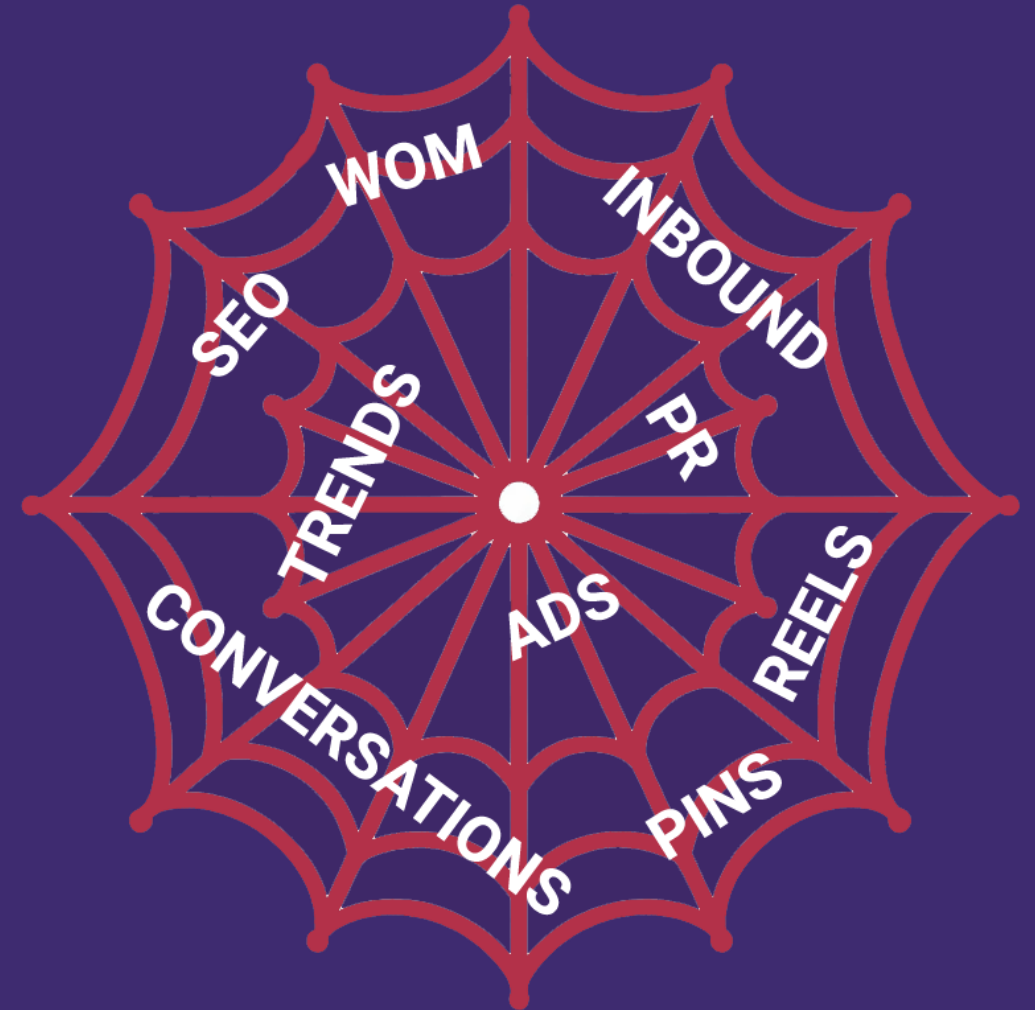
# 3. Constructing a Sales-Centric Strategy

Develop a digital marketing and social media blueprint.

# The Content Marketing Web



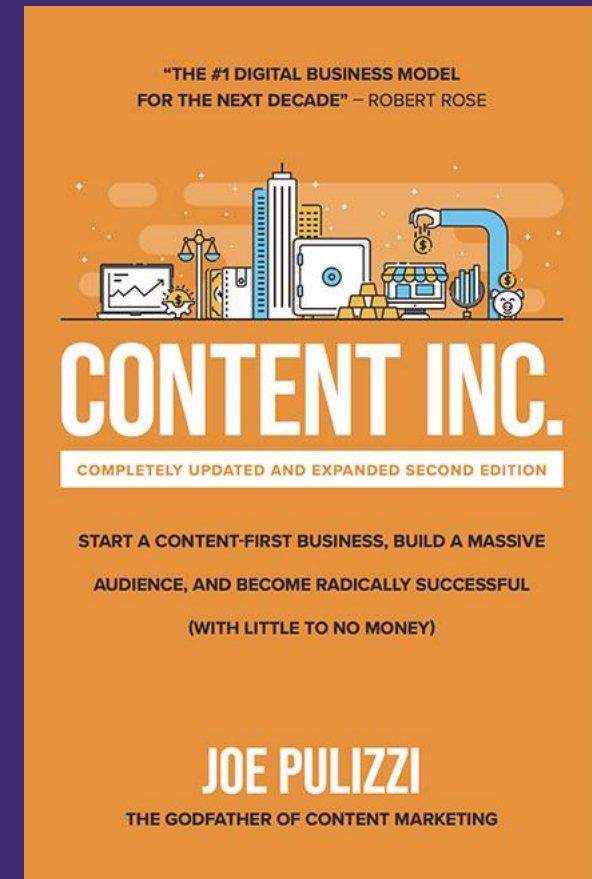
- Our key goal is to complete a sale in the centre of our Content Marketing Web.
- Every marketing activity is like a strand of our web.
- What can you share to lure us in, whether you're a plumber or wedding planner?



# It starts with community



- Joe Pulizzi argues success will come to those who build a community **BEFORE** asking for a sale.
- His 6-step model includes being clear on your “sweet spot” (the tilt you bring to the market), choosing your platform, and then harvesting from your list.



# Content marketing models



- AIDA (Awareness, Interest, Desire, Action).
- Content Funnel.
- Multi-Channel Marketing.
- Engagement through Interaction.
- Principle of Scarcity and Urgency.





# 4. Crafting Compelling Content

Embracing the Inbound Marketing mindset of gaining leads through helpful content.

**We eat the menu!**



Neuromarketing experts, Prince Ghuman and Matt Johnson, discuss the value of “story” from their book, *Blindsight*.

**225 - Blindsight & Neuromarketing**



# Storytelling types / themes



- Williams et al 2020, defined 7 story categories.
- Four of them have particular resonance to small businesses.

# Storytelling types / themes



- **Craft:** Something valuable, lost in world of mass manufacturing.
- **Innovation:** Related to crafted by usually in terms of making something good even better.
- **Origin:** People are curious about the values and consistency of brands.
- **Provenance:** Tap into already established stories.

# The 27 words ...



- People will do anything for those who encourage their dreams, justify their failures, allay their fears, confirm their suspicions, and help them throw rocks at their enemies.
- Blair Warren, The One Sentence Persuasion Course

# Exercise



1. Focus on one of your customer Personas.
2. Write some introductory text to engage THEM on your website home page, following the “27 words” formula.
3. Remember, you don’t need to address each clause.



# 5. Metrics that Matter

Measuring and interpreting your successes in the digital sphere.

# Metrics that matter



- Get over the value metrics.
- Look at quality of DMs and emails: How much are they paying attention to what is said?
- Look for conversations that move forward.
- Remember, SM's strength is Rapport Building.



# Insta metrics



▣ Practical discussion of Instagram optimisation at:

<https://www.socialmediaexaminer.com/582>

▣ Remember:

▣ Impression = was on screen

▣ Reach = was actually seen

▣ Engagement = was liked or commented on



# 6. Content Calendar

Plan content to reduce cognitive load and boost presence and engagement.

# Ingredients for content calendar



- Persona(s): Who are you wanting to help/attract?
- What are their key pain points, interests?
- Select cycle for key content, eg, monthly, weekly, etc.
- Publish to blog/newsletter, amplify in socials, PR.
- Publish, but do not ignore engaging in comments.

# Content calendar segments 1



- Day 1: Blog post naming the pain. Share on socials.
- Day 3: Share blog post in newsletter.
- Day 5: Share testimonial/review via socials.
- Day 7: New blog post on product/service as solution.
- Day 9: Share behind-the-scenes content, eg, in use ...
- Day 11: Engage in any online groups.

# Content calendar segments 2



- Day 13: Share comparison post (video) highlighting uniqueness.
- Day 15: Host live demonstration / Q&A ...
- Day 17: Share case studies, profiles, etc.
- Respond in comments throughout period.
- Repeat cycle or adjust to needs.

## Content calendar segments 3



- This code takes you to a blog post featuring two generic content marketing calendars in full.





# 7. Short video batch creation

Plan ahead and create 30-90 days worth of content in one push.

# Short form video is hot



- Short form video is <60 seconds in duration.
- These videos are 2.5 times more engaging than long-form videos.
- 66% of consumers say they're the most engaging type of social media content, up from 50% in 2020.
- We spend more time scrolling TikTok than watching Netflix.



# Scripting – 10 hooks per type

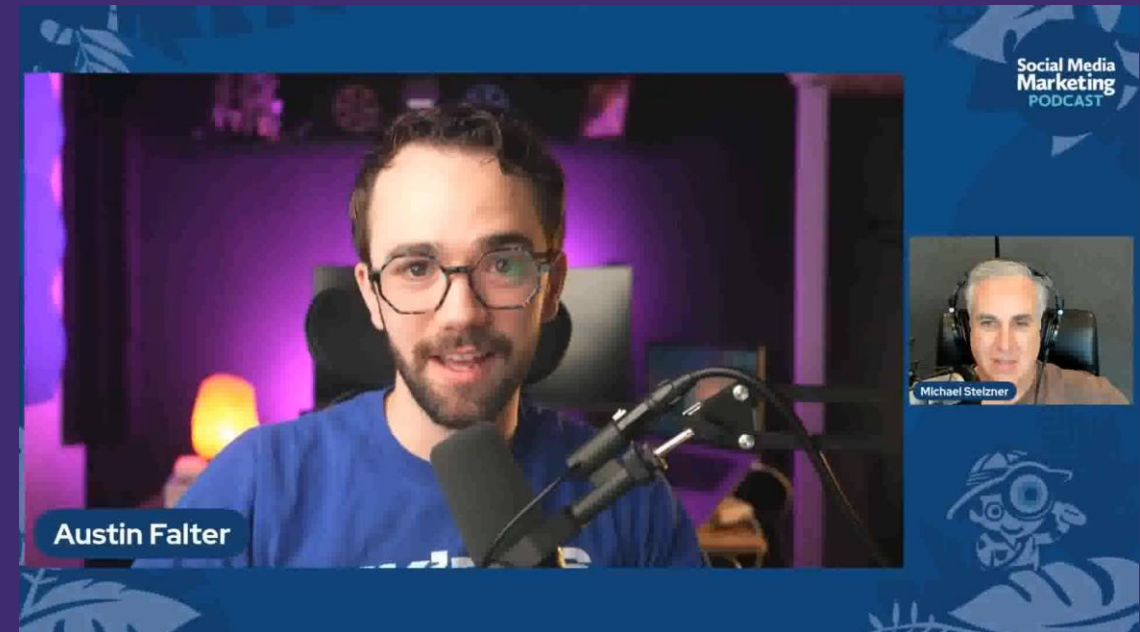


- Industry news updates.
- Frequently asked questions or tutorials.
- Listicles, like “5 Ways To...”
- Green screen commentary on articles.
- Reactions to trending videos.
- Repurposed clips from your long-form content.

# Scripting – hooks



- ❑ LuLuLemon failed to do it before, and may fail again.
- ❑ What's been your biggest mistake in business?
- ❑ 3 reasons Yoga might be better than meditation.



# Filming – push through

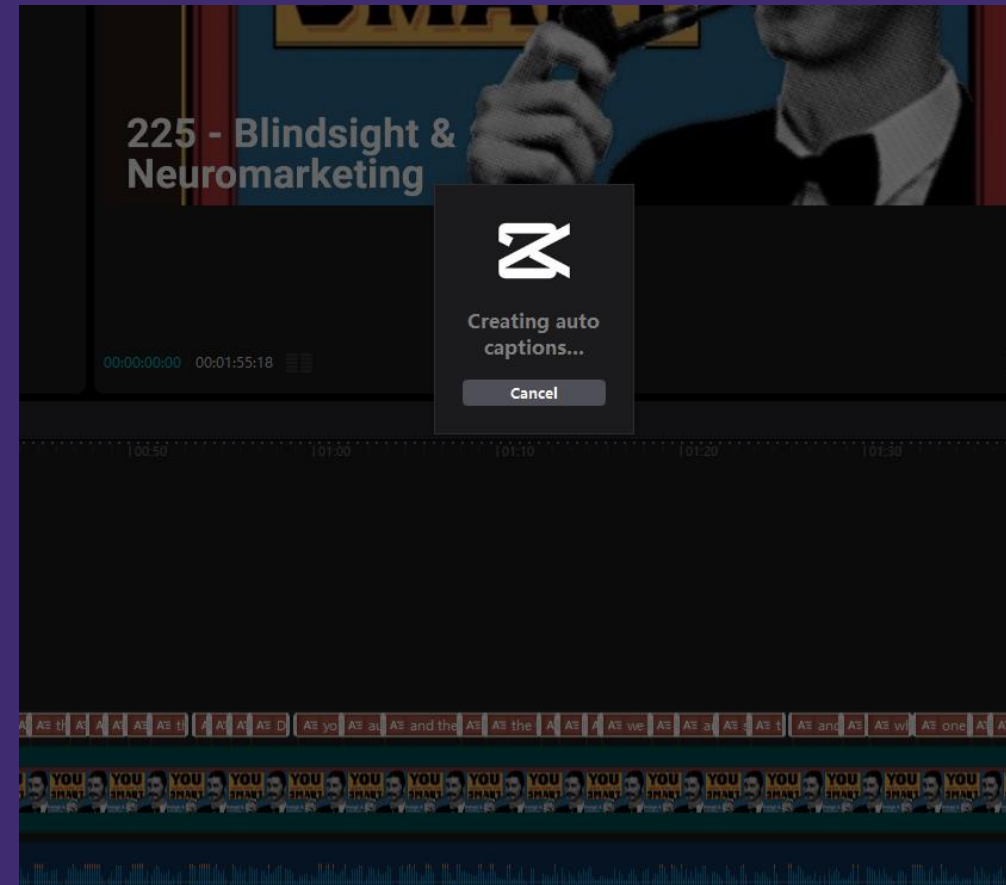


- Once you have 10 video ideas, film in one sitting.
- Simple can be more authentic than “slick”.
- Record sentence by sentence, if needed.
- Lapel mics achieve cleaner sound.
- Direct your talking to them, use “you” very often.

# Editing – cut, cut, cut



- Edit videos in batches.
- Trim dead space and silence, add captions.
- iMovie on Macs, CapCut on Windows or phones allow for easy editing and adding of captions.



# Posting – be everywhere



- Post natively or use tools like Repurpose.io to share the videos across other platforms.
- An effective system beats striving for perfection.
- Aim for emotion, and you won't need Call To Action.
- By planning and creating in batches, you can build your presence for a low cost in time and money.

**Include in pinned profile video ...**



- Why do you post content?
- What's your channel/business all about?
- Who are you and what do you stand for?
- Who is your Audience?
- What problems do you solve for people?
- What makes you credible?

# Short video batch creation



- ▣ This code takes you to a blog post featuring source information from Social Media Examiner.





# 8. Increase engaged followers

How to use the Lauren Petrullo Potty Method to build your followers in 20 minutes a day.



# Boost Instagram followers 1

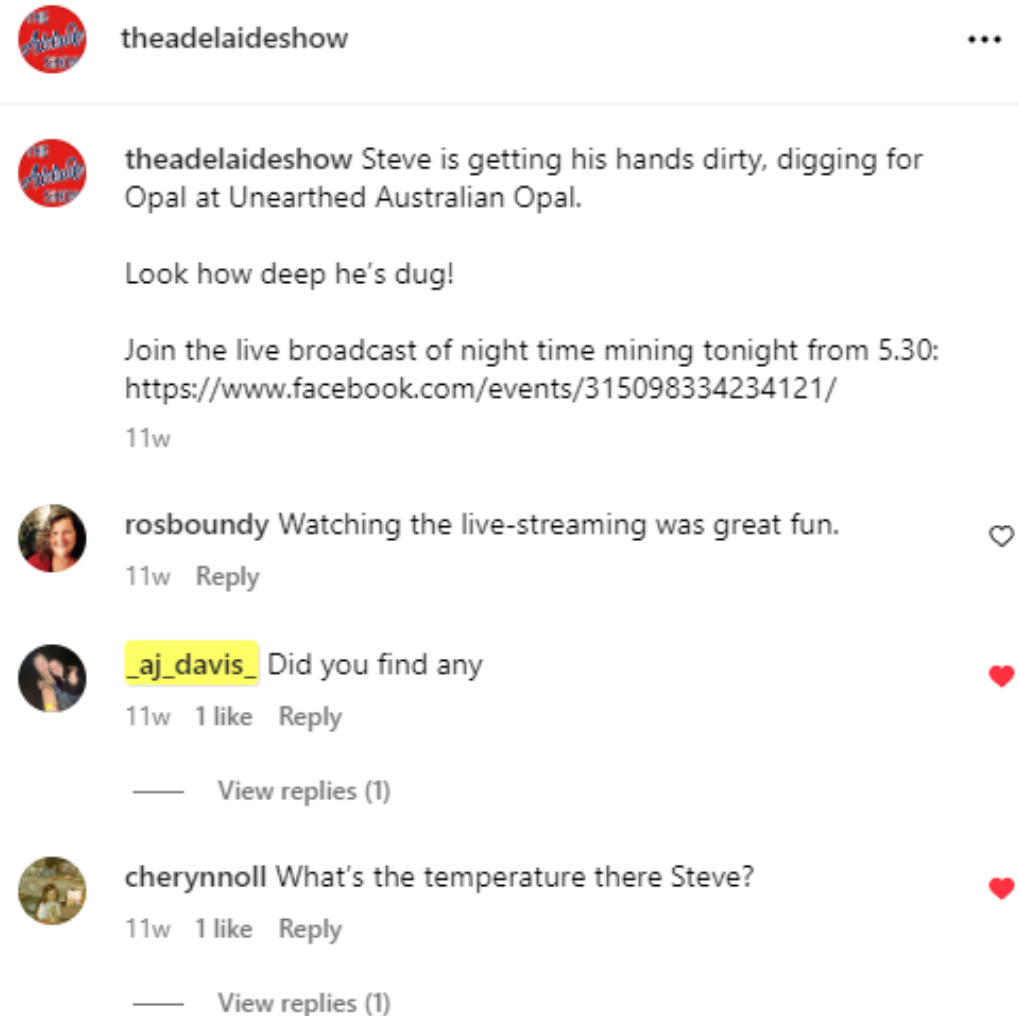


- Lauren Petrullo calls it the Potty Method.
- Ideally takes 20 minutes, three times per day.
- It demands you are posting content of “Value”.
- You then focus on your competitors’ Profiles for users who are active and engaged.

# Boost Instagram followers 2



- Look at recent posts on Competitors' Profiles.
- Look for users who are posting engaging comments and “follow” them.
- Copy username with Google Highlight Chrome Extension.



# Boost Instagram followers 3



- ❏ Don't bulk follow all their followers; most are junk.
- ❏ Give them three days.
- ❏ If they follow back or start conversation, take it from there.



# Boost Instagram followers 4



- ❏ Optimise profile: Say what you do, don't be sleazy, eg, make \$250k in 24 hours.
- ❏ Use story highlights: About Me. Testimonials. FAQs.
- ❏ Listen for sales cues in comments and messages.



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