

Simplifying B2B Inside Sales over Social Media- *3 Step Framework*

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Step 1: Social Prospecting - Finding Target Audience



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Over [LinkedIn](#) Use Search/ Advanced Search for



People: Network



Companies: Employees




Groups: Members



Posts: Authors, Responders



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Over **twitter**  Do an advanced Search by



Using tweet keywords/ hashtags, bio keywords, location



Useful Tools - Relevante.me, Socedo



Step 2: Pre Targeting- Warming your leads

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LinkedIn



Add him, follow him, visit his profile



Help a prospect for any query/ comment he has posted



Start a conversation sharing information on groups/ posts

Be Helpful but Don't Sell !

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Discover him, Follow him



Like his tweets, retweet his tweets



Share info on areas of his interests over Tweets

Be Helpful but Don't Sell !



Step 3: Engagement- Break Ice & engage personally



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- Once a discussion matures, send private reply/ Inmail to sense the interest
- Keep Pre-targeting



- Send DM
- Keep Pre-targeting

Thank you

For any feedback, please contact me

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