



## Social Media Strategy That Sells

The big debate with social media – do you use it to generate revenue or not? I believe the answer is a very delicate yes, but you have to know how to do it, otherwise people will “hide” you in Facebook and LinkedIn, stop following you in Twitter and ignore you on YouTube. I have the perfect example:

**A woman I know considers herself a social media expert and sells her services as such. The problem is she is a social media bully, posting too often, pushing her “knowledge” on others and generally annoying her friends/followers. As a result, I have had to block / ignore and de-friend her. To think that she uses this same method to promote other businesses is scary and all too common when a business owner doesn’t fully grasp the potential power and nuances of successful social marketing.**

So here you go ... I have taken some of the smartest social media experts, the most successful social media campaigns to date and my own marketing expertise to bring you these seven steps. This article is more of an introduction to the ideas. You can get the full report with an integrated worksheet free. The worksheet is called “The Seven Steps to Turn Social Media Into Cash” and you can [sign up for it here](#).

**Step 1: Create Trust By Listening First.** Don’t jump into social media shouting about your product or service. Treat your relationships on the social Web as if they were in person. Get to know the crowd first and get a sense of the conversation before jumping in.

**Step 2: Add Value.** When you do feel comfortable enough to get into the conversation, make sure you are adding value to it. No one likes to be sold. Once people get a feel for the value you offer, they’ll come to you. You can comment on posts, add information and links that are free and useful to your followers, provide free webinars, offer reports and articles on subjects your followers (and potential clients) would find useful.

**Step 3: Find The Right Friends/Followers:** Sure you can rack up thousands of followers, but how many of them actually fit in your target market? How many will really buy from you? Don’t worry about how many followers you have. Work on finding the right people.

### Step 4: The Conversion Focus

*(this formula is from Tyler Garns at [Infusionsoft](#))*

$$(R-Cg) * (F*Cr*Or*Pr) - h * T = Profit$$

**R** = Revenue per sale

**Cg** = Cost of goods

**F** = Number of followers/friends

**Cr** = Click rate (what % of followers click on your social media links and go to your site)



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**Or** = Opt-in rate (what % of the people that clicked opted into receive info from you via email)

**Pr** = Purchase rate (what % of the people that opted in actually bought from you)

**h** = Hourly rate for your social media efforts

**T** = Amount of time you spend on social media

Remember, no one likes a salesman on Social Media, so don't sell there. Instead, offer valuable content that people want and they click for more and then you take them to your site and ask them to opt-in, it feels totally different to the prospect. You will also notice that this formula takes your social media followers out of social media and brings them into a more traditional marketing paradigm: email marketing that helps build relationships.

*Contrary to speculation that social networking communications would replace traditional email, the amount of time consumers spend exchanging personal email has held steady: 71% of online consumers spent 20 minutes or more weekly exchanging email with friends and family in 2009, the same level recorded in the previous year, according to a new survey from Merkle. – Study by MarketingProfs*

### Step 5: Plan Your Promotions

This is the part that gets everyone stuck: the actual step by step planning and promotions. I am going to give you a few general ideas to consider as your growth strategies.

Here is Tyler's mathematical equation for the application of his formula in Step 4:

$$Sm + Bp + Lc + Fup = $$$$$

**Sm:** Social Media Efforts (don't sell here)

**Bp:** Blog post or sales page with information / offers

**Lc:** Leads captured (they opted in and now you have a qualified lead)

**Fu:** Your follow up that establishes your expertise, a relationship, trust and allows you to close the sale

#### **Idea #1 Social Media Post / Tweet** send to

☞ An article on your blog or site which has the option to sign up for more information/a free report/e-mail information/follow up of some kind

☞ (when they sign up and opt in) dumps them into your automated system with your sales funnel pieces to follow up and close your "hot lead"

#### **Idea #2 Articles You Write** (with a more information plug at the bottom)

☞ submitted to article sites

☞ the "information plug" sends them to more information and a sign up form for more information/a free report/e-mail information/follow up of some kind

☞ (when they sign up and opt in) dumps them into your automated system with your sales funnel pieces to follow up and close your "hot lead"



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### **Step 6: Set Up Your Sales Funnel** (*Automated Drip Marketing System*)

There are many sales funnel options out there but I have to recommend [Infusionsoft](#) for its sheer ability to accomplish anything. The software is so powerful it may be intimidating, but remember you don't have to start full force and they have so many free webinars that you can start by learning how to create one simple sequence and go from there.

### **Step 7: Launch & Follow**

Before you launch your program, test your web form and sequencing and set up the proper links and analytics to track your success (vital to following Tyler's equation).

Also, set up Google Analytics on your site traffic and your blog and for links in your social media, set up <http://bit.ly/> for link tracking

**NOW YOU ARE READY TO LAUNCH and LAUNCH and LAUNCH your new and continuous marketing initiatives / campaigns.**

Set up a plan for adding your tweets and status updates and a structured timeline to follow the success so that you can use the formula in step four to tweak your social media cash flow.

**If you need some help implementing your successful social media cash campaign, please visit [www.MarketMyBusinessNow.com](http://www.MarketMyBusinessNow.com) and sign up for a 15 minute consultation.**