

HOW TO USE SOCIAL MEDIA TO FIND NEW LEADS

SOCIAL PROSPECTING WORKBOOK:



The Facebook logo icon, a white lowercase 'f' on a dark blue background.

Facebook

The LinkedIn logo icon, a white lowercase 'in' on a dark blue background.

LinkedIn



Twitter



Pinterest

The Google+ logo icon, a white 'G+' on a red background.

Google+

What is Social Prospecting?

As an inbound marketer, you already understand the importance of social media as part of your marketing strategy. With more than one billion monthly active users on Facebook, and over 230 million monthly active users on Twitter, smart marketers know there's more potential than ever to use social platforms to get their name out there, spread their content, and draw more people to their site. Hey, it's your job to make people aware of what your company can offer, right?

Right. So that's why smart inbound marketers practice social prospecting – the art of scouring the social web, identifying potential prospects for your business, and engaging them to draw them to your site and get those potential prospects to your sales team. You've already got your fans and followers in your social networks. Now it's time to check out everyone else.

About This Workbook

This social prospecting workbook will teach you the fundamentals of how to listen to social media conversations in order to generate leads for your business. It's beyond monitoring keywords. It's about engaging people that may or may not know what your business can do for them.

We've identified the quickest way to find potential prospects on Twitter, Facebook, LinkedIn, Pinterest, and Google+. We hope you can use the worksheets to help you get started with social prospecting.

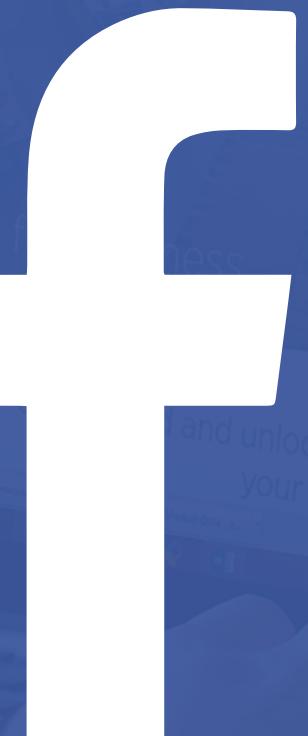
Every worksheet includes:

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

Getting Started

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

- A social profile for that network.
- Keyword phrases that people use to find you on search.
- Organic content related to those keyword phrases.



Facebook

1 Preparation

Write down the top three keyword phrases that people use to find you on search. You'll be able to use this content to draw prospects back to your website.

- 1.
- 2.
- 3.

Write down three pieces of content that are related to the search results of your keyword phrases.

- 1.
- 2.
- 3.

Write down 3 long-tail search queries that are created from those keywords.

- 1.
- 2.
- 3.

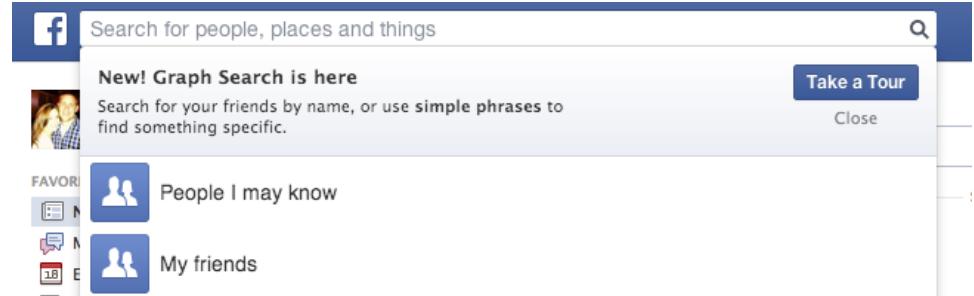
Definition:

Long-tail keywords are search queries composed of 3 or more words that are more specific than the keyword alone.

Example: "HubSpot" (not long-tail) vs. "inbound marketing software" (long-tail)

2 Get Started

Sign into Facebook and type your long-tail search queries into Graph Search and see what comes up.



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

Notes:

Identify three pages could potentially have leads for you and "Like" them.

- 1.
- 2.
- 3.

Identify three groups could you join that prospects could potentially be in & join them.

- 1.
- 2.
- 3.

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 in the group where you can add value with your content.
- "Liking" content that others are sharing in the group.
- Sharing your own content and posing your own questions to the group.

TAKE-HOME EXERCISE

Spend 20 minutes a week:

- Scanning the pages you've "liked" for any opportunity to join the conversation (*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*)

Marketing Rx

If possible, subscribe to the pages' or the groups' RSS feed (if enabled) so you don't miss any relevant content.



LinkedIn

1 Preparation

Write down the top three keyword phrases that people use to find you on search. You'll be able to use this content to draw prospects back to your website.

- 1.
- 2.
- 3.

Pro tip: Remember, more business-focused keywords are favored on LinkedIn.

Write down three pieces of content that are related to the search results of your keyword phrases.

- 1.
- 2.
- 3.

You can narrow your search results in the menu on the left by choosing what your relationship is to members of the groups, for instance if you want a category of "Open" or "Members only," or if you want search results for groups that are in one or multiple Languages.

Notes:

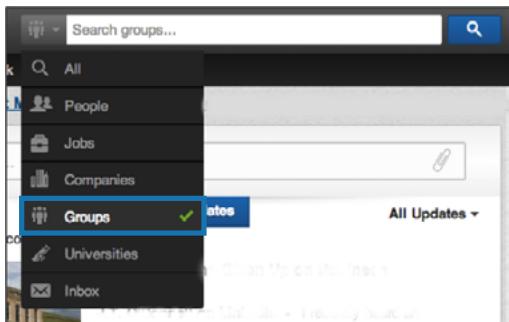
Based on the group's description (and a quick scan), identify five LinkedIn Groups that could have potential prospects for your business and join them.

- 1.
- 2.
- 3.
- 4.
- 5.

 Don't forget:

Some groups are private, so you may need to wait until you are accepted into the group to complete the worksheet.

2 Get Started



Sign into LinkedIn, and to the left of the top search bar, select "Groups" from the drop-down icon menu, which will search all LinkedIn groups.

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 in the group where you can add value with your content.
- "Liking" content that others are sharing in the group.
- Sharing your own content and posing your own questions to the group.

TAKE-HOME EXERCISE

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 the group (*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 to the groups you've joined (*5 mins*)

Marketing Rx

When you find a particular post within the group you want to monitor, you can choose to “Follow Discussion” so you’ll be updated when content for that post is added



Twitter

1 Preparation

Write down the top three keyword phrases that people use to find you on search. You'll be able to use this content to draw prospects back to your website.

- 1.
- 2.
- 3.

Pro tip: Remember, shorter keyword phrases work better for Twitter.

Write down three pieces of content that are related to the search results of your keyword phrases.

- 1.
- 2.
- 3.

2 Get Started

Head on over to Twitter and type in your keywords and hashtags using any combination you would like.



Pro tip: Mix and match searching your keyword phrases with a hashtag and without a hashtag for the most diverse results.

Please Note: Twitter has a couple options to sort your search results (see below). It automatically shows you "Top" results. If you'd like to see more results, click "All" at the top of your search. Or, just to the left of your search results, you can click "People" to only see other profiles, not tweets, that match your search.

Notes:

Based on their profiles, identify five Twitter users that could be potential leads for your business. Then follow them!

- 1.
- 2.
- 3.
- 4.
- 5.

3 Take Action

Now it's time to start sharing the pieces of content you identified earlier. Start engaging with potential prospects 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).
- 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 they may have tweeted to establish thought leadership.

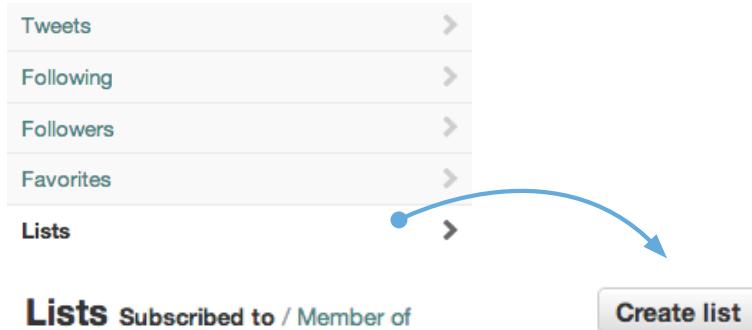
TAKE-HOME EXERCISE

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*)

Marketing Rx

Create a Twitter list of all the potential prospects you've identified to make checking in on them easy for you. Make sure to name your list something that is relevant to your industry. (You do this from your own profile page.)



Please Note: Twitter lists can be public or private. If you make a public list, name it something you don't mind others seeing (so do NOT name a public list "My Prospects" for instance – name it, "[Your Industry] Leaders" or something equally complimentary.) When you add someone to a public list, they get an alert the same way they get alerts for retweets, favorites, and @-mentions. (If you'd rather create a private list, feel free to name it whatever is best for your Twitter usage.)



Pinterest

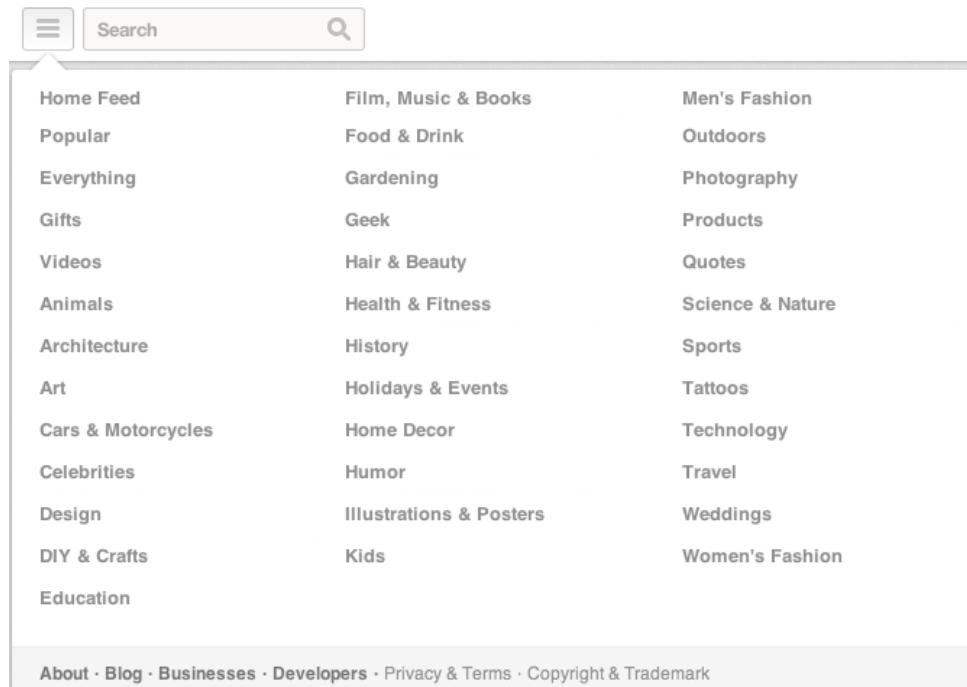
1 Preparation

Write down the top three keyword phrases (with a hashtag) that people use to find you on search. You'll be able to use this content to draw prospects back to your website.

- 1.
- 2.
- 3.

2 Get Started

Go to Pinterest search and type in the keyword phrases with hashtags (and try without hashtags, too).



The screenshot shows the Pinterest mobile interface. At the top is a search bar with a magnifying glass icon. Below it is a grid of category cards. The categories are arranged in three columns:

Home Feed	Film, Music & Books	Men's Fashion
Popular	Food & Drink	Outdoors
Everything	Gardening	Photography
Gifts	Geek	Products
Videos	Hair & Beauty	Quotes
Animals	Health & Fitness	Science & Nature
Architecture	History	Sports
Art	Holidays & Events	Tattoos
Cars & Motorcycles	Home Decor	Technology
Celebrities	Humor	Travel
Design	Illustrations & Posters	Weddings
DIY & Crafts	Kids	Women's Fashion
Education		

At the bottom of the screen are links for "About · Blog · Businesses · Developers · Privacy & Terms · Copyright & Trademark".



Pro tip: Use the left-hand menu of the Pinterest search bar to drill down into specific industries that could be a good fit for you.

Notes:

Based on Pins found, identify five pinners (businesses or people) that could be potential prospects and follow their boards.

- 1.
- 2.
- 3.
- 4.
- 5.

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 to your followers.
- Adding value through comments to pins by your prospects.

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*)

Marketing Rx

Be sure to join Pinterest as a business (rather than a regular user). In your account, you'll have access to Pinterest Analytics. Here you'll be able to see what's being pinned to Pinterest from your website by potential prospects.

You can learn more here:

<https://help.pinterest.com/en/articles/pinterest-analytics>



Google+



1 Preparation

Write down the top three keyword phrases that people use to find you on search. You'll be able to use this content to draw prospects back to your website.

- 1.
- 2.
- 3.

Write down three pieces of content that are related to the search results of your keyword phrases.

- 1.
- 2.
- 3.

2 Get Started

Head on over to your Google+ account and search your keyword phrases.

The screenshot shows a Google+ search interface. At the top, there's a navigation bar with links for '+Maggie', 'Search', 'Images', 'Mail', 'Drive', 'Calendar', 'Sites', 'Groups', 'Contacts', and 'More'. Below the navigation bar is the HubSpot logo. To the right of the logo is a search bar containing the letter 'I' and a blue search button with a magnifying glass icon. A large red callout box with white text is overlaid on the bottom left of the screen. The callout contains a white exclamation mark icon and the text: 'Pro tip: Get context for your search results by toggling between All, Friends, Family, Acquaintances, and Following.'

All Friends Family Acquaintances Following More ▾

Notes:

Identify three people and pages that could potentially have leads for you and "follow" them.

- 1.
- 2.
- 3.

Identify three communities that could potentially have leads for you and "join" them.

- 1.
- 2.
- 3.

3 Take Action

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

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

TAKE-HOME EXERCISE

Spend 30 minutes a week:

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

Marketing Rx

Save all your Google+ searches for easy access later. (Just bookmark or save the URLs of your searches.)

About WSI

WSI is a digital marketing company with a strong international presence. Our Digital Marketing Consultants use their knowledge and expertise to make a difference for businesses all around the world.

Headquartered in Toronto, Canada, we also have offices in over 80 countries. We're a powerful network of marketers who strive to discover, analyze, build and implement digital solutions that win digital marketing awards and help businesses succeed online. Over the last 20 years, WSI has won multiple digital marketing awards for our solutions by adapting to the constantly shifting landscape of the Internet. We take pride in helping businesses make the most of the dollars they spend on digital marketing.

Ready to move ahead and discuss a project with a local Digital Marketing Consultant?

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