

SOCIAL PROSPECTING WORKBOOK:

HOW TO USE SOCIAL MEDIA TO FIND NEW LEADS

A Guide to Using Facebook to Improve Lead Generation
and Increase Sales



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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.

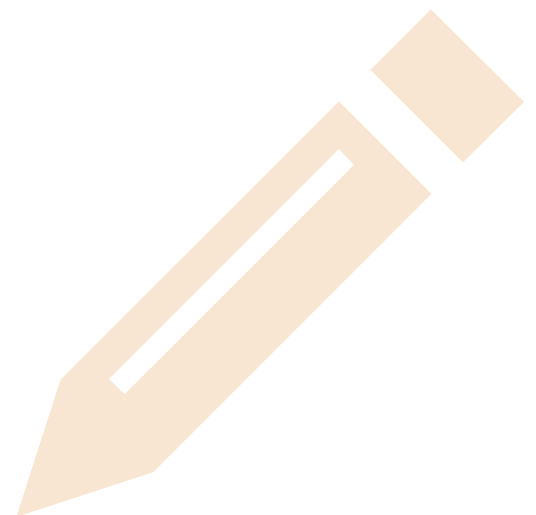
Every Worksheet includes:

- 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



1. Prep:

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. _____

Protip:
Remember, shorter keyword phrases work better for Twitter.

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

2. Get Started:

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

Please Note: Twitter has a couple options to sort your search results.

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

Marketing:

- 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.)

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)

1. Prep:

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. _____

Protip:
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. _____

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.

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.

Protip:

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.

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

Marketing:

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.

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)



1. Prep:

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.

Notes:

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

1. _____
2. _____
3. _____

Protip:
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>

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 on pages and groups where you can add value with content
- "Liking" relevant content on pages that is relevant to your industry
- Asking questions on pages and groups to engage others
- Creating Ads to engage possible ideal leads

Facebook Ads:

With so many people logging onto Facebook everyday it can be easy for your brand's message to get lost. One way to break through this and engage a broader audience is with targeted ad campaigns and boosted posts. Boosted posts help you reach friends of your fans and fans who might not always engage with your brand. Targeted ad campaigns help you reach specific audiences based on demographics, location, behaviors and interests. Both are great ways to reach broader audiences, create awareness with your brand and potentially generate more leads.

Here are four successful components that you should keep in mind when creating a Facebook ad:

1. It should be visual
2. It's relevant
3. It includes enticing value proposition
4. It has a clear call-to-action

Marketing:

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

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)

1. Prep:

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).

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. _____

Protip:

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

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

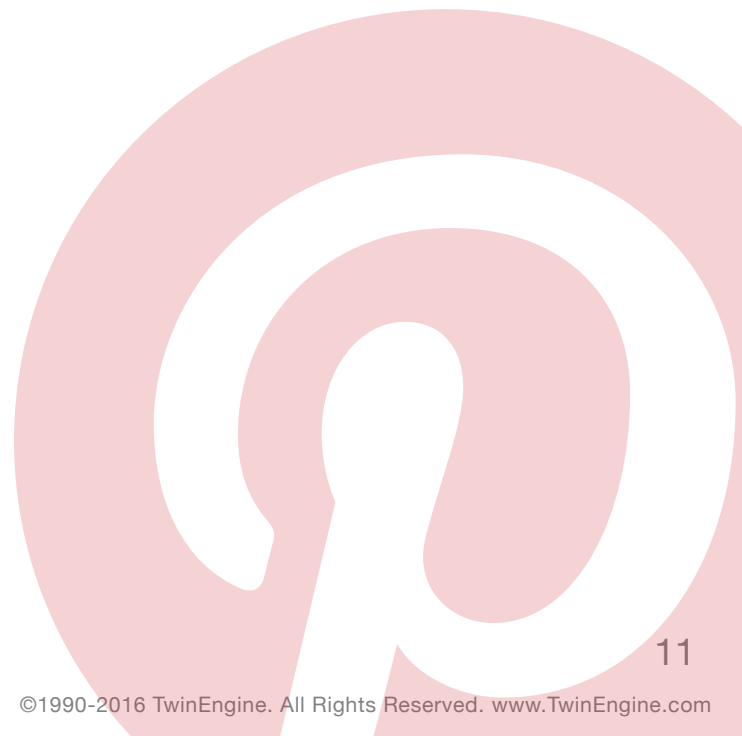
Marketing:

Sign up for PinAlerts to see what's being pinned to Pinterest from your website by potential prospects. You can learn more here: <http://pinalerts.com/index/login>

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)



1. Prep

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.

Notes:

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

1. _____
2. _____
3. _____

Protip:

Get context for your search results by toggling between All, Friends, Family, Acquaintances, and Following.

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 your and your business
- Identify regular contributors in your communities and engage with them through answering questions or providing helpful content

Marketing:

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

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)



ABOUT US

TwinEngine is an award-winning, strategic marketing and creative agency that provides organizations with a way of managing their brand to help them stand out, take off and stay on course.

For over 25 years of success, Winnie Brignac Hart and Lorrie Brignac Lee have been leveraging their twin talents (left brain/right brain thinking) and consulting with companies to help them grow their businesses by delivering strategic and creative solutions to reach their destinations.

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TwinEngine is a certified HubSpot partner. To learn more about HubSpot, check them out at *HubSpot.com*.

