ATTRACTION CUSTOMERS

Study Notes
# LESSON 1: THE NEEDS OF YOUR TARGET AUDIENCE

## KEY CONCEPTS

- Role of content in social selling
- Content types
- Secondary content types
- Content creation versus content curation
- Content and search

## THE BENEFITS OF THE RIGHT CONTENT

- Developing a personal brand
- Benefits of strong content
- Content for the top, middle, and bottom of the sales funnel
- Social media research

## THE DRIVERS OF RELEVANT CONTENT

- Key questions to ask
- The PRISM funnel
- Factors ensuring relevant content

## TARGET AUDIENCE

- Content strategy for your target audience

# LESSON 2: CREATING AND CURATING CONTENT

## CREATING CONTENT

- Stakeholders
- Best practices
- Content creation: mobile versus desktop
- Content checklist for social selling

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LESSON 1: THE NEEDS OF YOUR TARGET AUDIENCE
Role of content in social selling

You use social media to provide value to prospects by answering questions, responding to comments, and sharing content throughout the buying process – from awareness to consideration – until a prospect is ready to buy. You can warm up prospects and tee up conversations if you post the right content for the right people at the right time. Content for social selling differs from content marketing in that it is specifically shared with the aim to attract, engage, build trust, and ultimately increase revenue.

Content types

The typical content types used in social selling include:

- Blogs
- e-books
- Videos
- Toolkits
- Presentations (e.g. SlideShare)

Secondary content types

It’s important to recognize the importance of secondary content types that can be used also:

- Lists
- Q&As
- Testimonials
- Quotes
- Facts and Stats

Content creation versus content curation

There are benefits associated with content creation and content curation.

Content creation benefits:

- Helps establish you as a thought leader
- Promotes your personal brand
- Drives traffic to your website(s)
- Provides the relevant insight the buyer audience needs

Content curation benefits:

- Keeps you informed
- Provides time efficiencies
- Helps your prospects be more successful
- Helps build relationships
Content and search

Having great content for social selling can have a positive knock-on effect for your website's SEO. To see the benefits, it is important to integrate your content for social selling into your overall SEO strategy. So how do we do this? Firstly, you need to select the content you create and curate in a way that will boost your SEO. The best way to do this is by creating and curating content that contains the keywords you need to boost your search rankings. This will maximize the potential for target prospects to find your content.

Content for social selling can have many positive effects on your website's SEO:

- The more content you have, the more opportunities you have to use keywords that will improve your SEO.
- The Google algorithm favors substantial content, so the more you post, the higher you will rank in organic Google searches.
- Having unique content can yield new rankings and page visits.
- Having strong content can keep users on a webpage longer. Google favors low bounce rates and if users stay on your webpage longer, that will in turn boost your SEO.

THE BENEFITS OF THE RIGHT CONTENT

Developing a personal brand

The measure of who you are as a professional has become as easy to find out as a search on social networks. The best part is that you get to decide what your social media presence says about who you are. You have complete control over what people see and what messages you communicate to the outside world via content curation and creation.

A credible personal brand can be achieved in three steps:

- **Profile optimization.** The first step in getting started with social selling is profile optimization. One of the most basic steps in getting started in social selling is establishing your professional brand on social networks through your online profiles, specifically LinkedIn.

- **Social sharing.** The second step in social selling is sharing. A word of warning: don’t be too 'sales-y'. Everyone loves to buy things, but no one likes to get sold to. The goal is to build relationships by offering advice and expertise, not product-centric messaging.

- **Social engagement.** The third and final step is engagement. Engage with your network about content that they share. Congratulate them about a work anniversary or big accomplishment. Activities such as these keep you top of mind and show that you care about your network.

Benefits of strong content

Strong content helps you to:

- Generate leads
- Nurture leads
- Build your brand
Content for the top, middle, and bottom of the sales funnel

Top of the funnel

Let’s start with the top of the sales funnel. This is where your traffic is coming from and where you can identify new opportunities. You need to focus on having this content optimized for search, so that your website is coming up in the searches you want it to. Look at where your traffic is coming from. Concentrate on areas most conducive to driving conversions and shape your content accordingly. For example, for lead generation, incorporate explicit calls-to-action, such as ‘contact a sales rep’ or ‘download a brochure’.

Middle of the funnel

The middle of the funnel is the conversion phase. This is where the real work begins. You’ve got the audience’s attention. Now you have to keep it. At this point, sales people need to focus on creating and curating content that drives the maximum amount of conversions and that increases website traffic. Using analytics, track the content that results in the maximum amount of conversions (not just engagements such as likes or shares) and continue to share the best performing conversion content. For lead generation, you should gate content behind a signup form to capture contact details.

Bottom of the funnel

The bottom of the funnel is where you make the sale and acquire the customer; and finally, where you continue to support your other sales funnel efforts by delivering relevant news, case studies, and suggestions that reinforce what a great deal or decision the customer made. Again, for lead generation, you should include contact forms and newsletter signup boxes on relevant website pages.

Social media research

The target customer’s journey is fragmented among many channels, so you need to identify how to track and reach them throughout their journey.

- 75% of B2B buyers use social media to support purchase decisions.
- In the final stage of the purchasing process, when stakes are highest, online professional networks are the number one information resource preference of buyers.
- B2B buyers most active in using social media to support the buying process were more senior and had 84% bigger budgets, made 61% more purchase decisions, and had influence over a greater span of purchase decisions than those buyers who did not use social media to support their purchase process.

THE DRIVERS OF RELEVANT CONTENT

Key questions to ask

When you’re putting together content, the key questions to ask yourself are:

- Who are you creating or curating content for?
- What topics do they care about?
- Which channels do they use?
Do we have sources we can use to curate content from?

The PRISM funnel

The PRISM funnel is a useful framework for planning your social selling and content marketing. PRISM is supported by three elements:

- **The first element is Content.** What you share is what will drive engagement and conversion. You need to combine created content with curated independent content.
- **The second element is Tools and Technology.** As a busy salesperson, your time is limited. Save time with tools to accelerate your content filtering, schedule your social sharing, and track your results.
- **The third element is Process.** The best tools and most relevant content won’t make a difference if you don’t have a solid social selling process and culture in place.

When using the PRISM framework, we are looking at People, Relationships, Inbound Traffic, Subscribers and Social Targeting, and Monetization.

**People**

When it comes to People, you need to define who you’re trying to reach. Ask what type of content will resonate with them to define your approach to curation.

**Relationships**

Developing relationships requires ongoing content that’s relevant to people at different stages. Build a pipeline of sharable, curated content combined with your own content plan.

**Inbound Traffic**

While social selling is focused on specific people, social engagement and building relationships should drive traffic to your site. If you’re developing curated round-up posts or reports, include a link to your write up or post, and drive traffic with a call to action.

**Subscribers and social targeting**

Building a subscriber list is a great way to have an ongoing relationship with an engaged audience of followers. Use curated content to drive people back to your social accounts and your site.

**Monetization**

Curated content should be driving conversion. Set targets for conversion and monitor which types of curated content, combined with your own created content, drives results. Do more of what works.

**Factors ensuring relevant content**

Factors that ensure content is relevant and value-driving for your target audience include:

- Anything new happening in my customer’s business?
- Anything new happening in my customer’s competitor’s business?
- The latest updates in my sector
- The latest industry trends
TARGET AUDIENCE

Content strategy for your target audience

You need to build an understanding of the types of content that are valuable and important to your target audience.

Use the online tools available to identify what content your target audience is most engaged with.

Develop a deep understanding of your target buyer audience and their community, and shape your content strategy accordingly.
LESSON 2: CREATING AND CURATING CONTENT
CREATING CONTENT

Stakeholders

You can use a number of stakeholders to help you create content:

- Your online community
- Industry influencers
- Third-party sources

Best practices

When creating content, there are a number of best practices you should follow:

Adopt a consistent tone

It's important to use a professional and consistent tone of voice when you are sharing and curating content to your network.

Keep it short

It is best practice to keep your post copy short and to the point. Like you, your audience is busy and wants to consume content quickly and easily. From a creative look-and-feel perspective, it is always advised to add either an image or a video to your post.

Share video widely

Most web traffic now comes from video. If the objective of your content is to drive website traffic, it is important to create and share a lot of video content to your network.

Use native video

Native video is when you share a video directly to your social platform, i.e. uploading it directly to that platform as opposed to linking to a video from your social profile. Facebook, Instagram, LinkedIn, and Twitter's algorithms all favor native video from a reach perspective. This means that if you upload a video directly onto one of these social platforms, their algorithms will reward the post by helping it reach a greater number of people. It is best practice to use native video as much as possible.

Consider AB testing the same post copy using a static image rather than a video, and analyzing which post performs better for you based on your post objectives and overall social media goals.

On LinkedIn:

- Maximum video size: 4,096 × 2,304 pixels
- Minimum video size: 256 × 144 pixels

When sharing links with an image on LinkedIn, the image needs to be 1,200 × 628 pixels. When you share links and articles to LinkedIn, the image preview will be scaled and cropped to fit a box of 552 pixels wide by 289 pixels tall.
On LinkedIn, the maximum video length is 10 minutes. However, the best performing video length is under 15 seconds. Ensure the key message of your video is communicated in the first eight seconds, as the majority of users drop off thereafter.

**Use images**

- Make sure that your image is not text heavy. Best practice for social media is to ensure your image is less than 20% text.
- Be clear. Make sure that the image clearly shows what people will get when they click through to learn or read more.
- Be eye-catching. Choose something bright, clear, or unique to stand out in the news feed.

**Content creation: mobile versus desktop**

The average person will spend 11 years of their lives on their mobile phones. Irish people spend on average six hours per week on social media. Sales people are using these extremely high consumption rates as an opportunity to reach new and current customers.

- When sharing a video or an image that will be viewed on a desktop, you can share a square or a landscape image or video. Square image or video size is 1,080 pixels in width \times 1080 pixels in height. If you upload a landscape (horizontal) image or video, it will be scaled to 476 pixels wide and retain its shape.
- When sharing content that will be consumed on mobile only, it is best practice to share vertical images or videos. The vertical video will fill the user’s screen and typically yields stronger engagement than square or landscape content on mobiles.

**Content checklist for social selling**

When posting content to your online community, ask yourself:

- Is the content relevant to your target audience? Is it something that is connected to your current or prospective new customers’ interests?
- Is the piece of content adding value to your online community? Does the content inform, educate, answer a question, or meet your community’s needs?
- Is the content unique, original, or exclusive content or information that your audience cannot get anywhere else?
- Does the content adhere to best practices? For example, if your videos have audio, they should be subtitled; if you have text on a static image, it should take up less than 20% of the image. Always maintain a professional tone of voice when sharing owned or curated content to your online community.
- Have you identified the optimum time and date to post content to your online community? Use analytics to pinpoint the time of day or day of week that people are most likely to engage with your content and up-weight content posting to those prime times.
- Is the content aligned to the platform you are posting on? People are more likely to read a long-form blog article on LinkedIn than on Facebook. Analyze engagement metrics per content type per platform and shape what content you post on each accordingly.
Content creation tools

Understanding the value of content creation tools and how to use them is important:

- **Canva/Pixlr**: Allows you to easily create beautiful designs and documents
- **RiteTag**: Gets instant grading of hashtags and helps analyze your hashtag use
- **HubSpot**: Inbound sales and marketing software to attract visitors; allows you create nice landing pages that turn your visitors into leads
- **Grammarly**: Makes your documents and posts clearer and mistake free

**CURATING CONTENT**

Types of content curation

The different types of content suitable for curation in social selling includes:

- Case studies
- Expert opinions
- News articles
- Webinars
- Presentations
- Quotations
- Industry blogs
- Ebooks

Content curation steps

The most effective steps in curating content are:

- **Step 1: Seek and filter relevant content**: Carefully select content and understand the core of effective curation filtering.
- **Step 2: Collaborate**: Sales and marketing teams work together to scan larger volumes of content and flag relevant content to the right teams.
- **Step 3: Share across social**: To maximize impact, you need to share the right content with the right audience on the right channel at the right time.
- **Step 4: Analyze and refine**: Analyze the performance of your ads against the objective of each post. Refine your content creation and curation process by doing more of what works, based on what you are trying to achieve within your network.

Content curation tools

Using content curation tools can be a great help. These include:

- Anders Pink
- Social listening tools
- Twitter lists
- BuzzSumo

**Anders Pink**
Anders Pink has a 10-step guide to building a sustainable social selling habit powered by effective curation:

- **Step 1** is to define the drivers and ask why. Before you embark on the time and effort it takes to curate content, you need clear reasons for doing so.
- **Step 2** is to define your target audience. This is where understanding your target buyers and their communities is essential. Building out an understanding of the topics that interest your audience will help to focus your curation efforts.
- **Step 3** is to get your roles and resources clear. Every sales professional should be sharing content themselves, and personalizing it with their insights. But that doesn't mean that everyone needs to play an equal role in content curation across the sales team. Some people are going to be more naturally outward looking than others when it comes to finding and building sales intelligence.
- **Step 4** is to start knowledge discovery. This is when you seek out the content you want to curate.
- **Step 5** is to ensure you filter correctly through automation. This is where we get to the core of effective curation: filtering.
- **Step 6** is to work as a team. Content curation for social selling is easier and more scalable if you’re working as a team. A sales and marketing team can work effectively together to scan a larger volume of content and flag relevant articles to the right people in the team.
- **Step 7** is to share the right content. To maximize your impact, you need to share curated content with the right audience, in the right channels, and at the right time.
- **Step 8** is to build your community. It’s important to find influencers, listen to your customers, and be patient.
- **Step 9** is to make it stick. It is vital that you build daily social selling habits. For social selling to be effective, it needs to be a continuous activity.
- **Step 10** is to keep it fresh, get feedback, and refine. Don’t forget – you’re doing this to help keep your network engaged and bring them useful content they would not otherwise find. So you need to know it’s working for them.
LESSON 3: MATCHING CONTENT WITH CHANNELS
THE RIGHT CHANNELS

Sixty-seven percent of the average buyer’s journey is now completed digitally. Decision-makers consume at least five pieces of content before engaging with a sales rep. Considering this - and the fact that 75% of B2B buyers use social media to make purchasing decisions - having a strong social media presence and strong content for social selling can be incredibly valuable for the modern day salesperson.

Best practices for LinkedIn

There are 590 million LinkedIn users worldwide, with 280 million of these being monthly active users. Sixty-one million LinkedIn users are senior-level influencers and 40 million are in decision-making positions. LinkedIn is an incredibly important platform for salespeople engaged in social selling. LinkedIn is the number one channel used by B2B marketers to distribute content. LinkedIn makes up more than 50% of all social traffic to B2B websites and blogs. Ninety-two percent of B2B marketers include LinkedIn in their digital marketing mix.

Here are the best practices for social selling on LinkedIn and making the best use of LinkedIn as a social-sharing platform:

- **Targeting.** Targeting on LinkedIn is different from other platforms. You can target based on what people do professionally, instead of what they do in their personal lives.

- **Professional network.** It’s important to remember that LinkedIn is a professional network. It’s a place where people from all industries go to build relationships and demonstrate experience and expertise. It is vital to maintain a professional tone of voice when you’re sharing content on LinkedIn.

- **Groups.** Groups are a great way to connect with current and potential customers. It’s important to build a trusted space for thoughtful conversations and meaningful relationships in your group. Empower members to ask questions, exchange knowledge, and create opportunities.

- **InMail.** Another great way to connect with potential customers is by using InMail. InMail is a credible, private, and customized messaging tool that allows you contact any LinkedIn user, including 2nd and 3rd degree connections. When used well, InMail can generate a higher response rate than cold calling or emailing.

- **Influencers.** Like other social media platforms, LinkedIn has some major influencers that are a must-follow. You can also partner with them. LinkedIn influencers can drive a significant amount of relevant reach, engagement, traffic, and conversions.

- **Analytics.** It is very important to analyze all content performance and adapt if necessary. LinkedIn’s native analytics has a lot of information on audience and engagements, and should be used regularly.

Best practices for Facebook

Worldwide, there are over 2.27 billion monthly active Facebook users. There are 1.15 billion mobile daily active users globally. The gender split is quite even, with 74% of women reporting that they use Facebook, versus 62% of men. Facebook can be a powerful source of lead generation for B2B, with 26% of Facebook users who clicked on a piece of content reporting to have subsequently made a purchase.
Making the best use of Facebook as a social-selling platform includes using:

- Innovative ad formats
- Intelligent targeting
- Facebook Live
- Groups
- Influencers
- Analytics

Best practices for Twitter

There are 326 million monthly active Twitter users worldwide. In Ireland, there are 600,000 daily users. Ireland has the 10th highest number of Twitter users per capita in the world. Eighty percent of Twitter users are on mobile devices and 20% are on desktop. So when choosing content to share on Twitter, ensure that it is mobile-optimized.

Making the best use of Twitter as a social-selling platform includes using:

- Targeting
- Hashtags
- @Handles
- Groups
- Influencers
- Analytics

DISTRIBUTING YOUR CONTENT

Automated tools

Google Alerts can help you keep track of developments in your sector. It’s simple to use and it’s free; however, it’s not always the fastest way to track information.

Tools like Buffer and HootSuite are useful for scheduling a batch of content in multiple social networks. You can build up a library of quality content, and schedule where and when you want to share it. Depending on the package, some of these tools will suggest content to you, though they’re not really designed for curation.

Lots of sites still publish content via RSS, so it’s important to follow those feeds. Tools like Scoop.it and Feedly are good RSS readers. Their limitation is that you only see content from a fixed set of sites and sources that use RSS (and that’s not most sites).

A range of tools have emerged to support social selling, which are more full-service content curation tools. These include Feedly, Scoop.it, and Anders Pink. In Anders Pink, you can set keywords, domains, RSS feeds, and Twitter accounts you want to follow, and get a customized briefing on the latest content from the sources you want, refreshed every few hours.

Content and email

There is value in distributing owned and curated content through email to your target audience. You can use a subscriber list or email database to do this. Time-saving tools like MailChimp and Intercom can help you manage your email marketing.
Embedding content

To keep an audience engaged, you can embed content directly into your website or platform. There is a lot of value in embedding content:

▶ **SEO.** If the content is SEO-optimized (i.e. using highly ranking search keywords), it will benefit your site and social platform’s SEO and will result in higher organic Google Search rankings.

▶ **Customer experience.** Embedding content on your site or social platform can also improve the user experience. If there is a large amount of content to consume, it is best practice to combine it into one video. Websites with video content as opposed to text-heavy layouts are easier for users to navigate and consume. Embedded content may also result in longer dwell times on sites.

▶ **Traffic-driving.** If the objective of your post is to drive traffic to another site, it is best practice to embed a video into your site or social platform linking to that other site.

▶ **Reach.** Social platforms’ algorithms reward embedded video. So if video is embedded on a site or a social platform, it will receive higher reach.

Importance of blogging

Blogging is important for a number of reasons:

▶ **Thought leadership.** You can position yourself as an authority through owned media.

▶ **Lead generation.** You can use your blog as a conversion channel with clever CTAs.

▶ **Lead nurturing.** It helps you provide ongoing value to customers.

In terms of its impact on digital selling, blogging helps you to:

▶ Expand reach and increase exposure

▶ Establish yourself as an industry authority

▶ Accelerate engagement with customers

There are a number of different types of content that are suitable for blogs. These include:

▶ Industry relevant articles or presentations

▶ Opinion pieces

▶ Case studies for clients

Using plug-ins

There are different ways to use plug-ins effectively:

**Analyze content performance**

You can analyze content performance using plug-in analytic software like Sprout Social. This can add great value. Determine what content works best for you, and continue to create and curate the same types of content to yield similar or greater levels of engagement.

**Increase engagement**

Increase engagement on your content by using share plug-ins. If you’re not subtly encouraging your audience to share your content on social media, your share count will fall short, as will the impact.
your content has on your engagement levels. Be sure to optimize your share buttons to drive as much engagement as possible by placing them in very visible places.

**Drive traffic**

Adding social media plug-ins to your site or email signature will drive traffic to your social channels, which may have a knock-on effect on social content engagements and followings.

**Get qualified leads**

Having a 'sign up' button plug-in on your site or blog is a quick and easy way to get a pool of very qualified leads that you can remarket to. It is also a very user-friendly way of engaging users without them having to complete a sign-up form on another site.
LESSON 4: BUILDING AND ENGAGING YOUR NETWORK
NURTURING

Nurturing leads

Building your network of contacts within the online community and nurturing leads results in increased engagement and sales.

Know the touchpoints within the sales funnel where curated and created social content can nurture your network to support and drive sales.

Growing your online community

You can grow your online community using:

- **LinkedIn Groups.** By actively engaging in different LinkedIn groups where your current and prospective clients are active, you are more likely to connect with these people. You should not only like, comment, and share, but also contribute your own created or curated content to the group and start discussions yourself.

- **Influencers.** Partnering with influencers and getting them to share your content can be a highly effective way of increasing your online community. For best results, get influencers to share a piece of your content to their network or directly ask their community to connect with you.

- **LinkedIn Sales Navigator.** This is an advanced sales tool that helps sales professionals build and nurture customer relationships on the network. It helps you target the right people faster, understand and keep track of key customer leads, and reach and engage with prospects.

- **LinkedIn Targeted Ads.** LinkedIn advertising allows you to quickly grow your community on LinkedIn. The easiest way to do this is by promoting a post which will drive strong engagement from your target audience. Sponsored Content posts also feature a ‘Follow’ button that users can click to connect with you. You can also run Follower Ads that don’t display any content and are optimized to a target audience of people who are likely to follow your LinkedIn page.

Features of a strong online community

There are certain characteristics of a strong online community that you should aim to achieve:

- **Active conversation within content.** Does participation in your online community involve two-way discussions? Discussions and contributions will lead to increased engagement and value.

- **Customers get real value from content.** Consider how the online community is benefiting your customers or members. Your private online community should be aligned with the most important issues of your customer base.

- **Strong engagement rates on posts.** It is vital to analyze your content performance. If your content is not receiving the levels of engagement you have set out to achieve, you need to change your approach.

- **Customers own and direct the conversation.** This shows that they are engaging with, and getting value from, your content, which is the ultimate sign of success.
**USING INFLUENCERS**

**Identifying influencers**

Influencers are individuals whose names are synonymous with a particular area of expertise. There are various tools you can use to identify influencers:

- **Tweetdeck.** Tweetdeck is Twitter’s free social media dashboard that helps you manage all your tweets. You can set it to display any of your Twitter timeline items, mentions, direct messages, lists, trends, favorites, search results, or hashtags. You can use it to find uses of particular hashtags, which in turn can help you find influencers. You can also search by the number of retweets. People whose tweets are retweeted multiple times are likely to have some influence.

- **BuzzSumo.** You can use BuzzSumo to see who has had content shared the most. It includes an Influencers and Outreach section, which allows you to find, analyze, and follow influencers. You can sort this in many ways to determine who are the most important influencers on social media in your niche.

- **Brandwatch.** Social listening tools like Brandwatch are very effective when identifying influencers for social selling. Using any word as a search keyword, you can listen out to any open source across the internet and find the most influential people talking about your defined keyword. Brandwatch gives you a selection of automatically categorized influencer lists based on your search keyword. Each tab on the dashboard covers a different type of influencer – Top Authors, Top Tweeters, Top Bloggers, and Key Advocates and Detractors, so you can track the most influential conversations wherever they are taking place.

**Reaching out to influencers**

Once you have identified the people who are influential to your business, you need to reach out to them and leverage their power. To do this, follow a number of steps:

- **Connect with influencers.** A good first move is to follow influencers on LinkedIn and connect with them professionally. Consider making yourself known to them by engaging with their content and tagging them in your own content. Following on from this, you could contact them (or their agent) directly via InMail.

- **Conduct a background check.** When working with an influencer (directly or through an agent), it is important to do a background check. Ask the influencer or their agent to provide demographic details of the influencer’s followers. If you are going to partner with an influencer, it is important that you are reaching the right target audience. If the influencer has done any partnership work before, ask if they have any reports on how the partnership performed.

- **Agree roles and responsibilities.** Have a formal meeting, either directly with the influencer or with their agent. Formally outline the roles and responsibilities of both sides and ensure everyone is in agreement with what is expected of them.

- **Create and sign a contract.** Once all roles and responsibilities are outlined and agreed, it is important to create a legally binding contract. Ensure this document is signed by both parties before proceeding.

- **Perform a post-campaign evaluation.** Perform a post-campaign analysis after working with an influencer to see if you reached your engagement and performance targets. This will determine whether or not the partnership was a success.
ANALYZING ENGAGEMENT

Analyzing content performance

Analyzing content performance across different channels will give you strong insight into the different customers that exist on different channels, and the different types of content they consume on different channels.

It will also help you to become a more proactive and effective salesperson on social media. It will allow you to react with agility to the ever-changing needs and wants of both current and future customers.

When you know the types of customers who are on different channels and the types of content they want to consume, you can begin to develop a content-sharing strategy based on who you are trying to reach.

Your social selling strategy may adapt and change, based on the results of your content performance. Analyze the content that is yielding the best engagement rates and do more of what works.

Tools

Tools which help to identify the best performing platforms and content include Google Analytics, Sprout Social, and others.

Important metrics

Here are some of the most important metrics that you can use to find out about the performance of your social content:

- **Reach.** The total number of people who were shown your social content.
- **Impressions.** The number of times your content was displayed in a user’s newsfeed or social media stream.
- **Engagement rate.** This includes CTR, shares, and likes.
- **Negative feedback.** This is the information that will best help you to identify your weaknesses and improve your performance.