

# Using Social Media for Sales Success

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# Road Map...



- What does it mean to me?
- How can Face Book Help Me?
- How can LinkedIN help me?
- To tweet or not to tweet?
- How can I become the expert?
- Do sales blogs matter?



# What does social media mean to the ad sales rep?

- You must go to where “they” are.
- You must be present to win
- If you want to win the game, you have to play the game
- ABC, Always Be Closing.... Always Be Chatting
- The ultimate networking opportunity

# FaceBook For Success

- Get a profile for personal and one for business.
- Or, make a choice.
- Become fans of all the companies you sell to and more.
- Start your own FB FP for sales.
- Get active. Interact and win.



# Selling Status Updates



Joe Zee shows you how to break the bonds of dated fashion rules: pair black and navy, dress down, wear black to a wedding, and more!

March 16 at 5:31pm · Share

98 people like this.



ELLE

Sponsored: Tell us why you're an Active Natural and enter for the chance to win an Aveeno-sponsored garden beautification event, a spa gift certificate, Aveeno products, and an exclusive screening of an Independent Spirit Award-winning film in your town. Enter now at <http://www.elle.com/Aveeno>.



March 16 at 4:45pm · Share

55 people like this.



**Cely Lico Castillo** Because my skin gets hurt with harsh chemicals and my babies are just like me so we are blessed girls after discovering the amazing line of Ravenously Natural s products

March 16 at 5:18pm



**Cely Lico Castillo** Sorry I meant Aveeno Natural s. My baby hit send before I could fix it (android keyboard. Did it:?)

March 16 at 5:20pm



ELLE

[http://www.elle.com/Pop-Culture/Celebrity-Spotlight/Emma-Roberts-Dior?cid=sm\\_fb](http://www.elle.com/Pop-Culture/Celebrity-Spotlight/Emma-Roberts-Dior?cid=sm_fb)



**Ticket to Ride: Emma Roberts**  
[www.elle.com](http://www.elle.com)

# Selling FB tabs

The image shows a screenshot of a Facebook page for 'Us Weekly Style Party'. The page header includes the Facebook logo, a search bar, and navigation links for Home, Profile, and Account. The main content area features a large advertisement for Sony with the text 'SONY make.believe' and a photo of two women at a party. The left sidebar contains navigation links for Wall, Info, News, Poll, Videos, Photos, Style Party, and Twitter, along with a '410,557 people like this' statistic. The right sidebar includes sections for 'You and Us Weekly', 'Create a Facebook Page', 'People You May Know', and 'Sponsored'.

facebook 8 1 3 Search Home Profile Account ▾

Us Weekly ▸ Style Party Like  
Magazine

**SONY**  
make.believe

410,557 people like this

Wall  
Info  
News  
Poll  
Videos  
Photos (9)  
Style Party  
Twitter  
More ▾

You and Us Weekly  
5 friends like this.

Create a Facebook Page  
Share your business or products with Facebook users for free. Create a page in just a few minutes.  
Create a Page

People You May Know See All

Jason Wilcox  
Heath Holland and 48 other friends are mutual friends.  
Add as friend

Adam Rohr  
Bill Leis and 21 other friends are mutual friends.  
Add as friend

Sponsored Create an Ad

Are you a Warrior? Chat (53)

Sony Cyber-shot® DSC-TX7 Photo Gallery from

# Selling Product Premiers/Events

The image is a screenshot of a Facebook page for 'Wired iPad'. The page layout includes a top navigation bar with the Facebook logo, search bar, and links for Home, Profile, and Account. The main content area features a large yellow banner for 'WIRED' with a smaller image of a magazine cover below it. The central focus is a product advertisement for 'Wired Reader on the iPad', which includes the text 'Reimagined. Redesigned. Remarkable.' and an image of an iPad displaying the magazine cover. To the right of the iPad is an 'Available on the App Store' badge. Below the iPad is a 'Create a Facebook Page' section with a flag icon and a 'Create a Page' button. Further down is a 'People You May Know' section listing David Jenkins and Bob Miller. At the bottom, there are 'Sponsored' and 'Chat' sections.

facebook 8 1 3 Search Home Profile Account ▾

Wired ▶ iPad Like  
Product/Service

**WIRED**

**Wired Reader on the iPad**  
Available Now ▶

Available on the App Store

Reimagined.  
Redesigned.  
Remarkable.

**WIRED**  
1 MILLION WORKERS.  
90 MILLION IPHONES.  
17 SUICIDES.  
THIS IS WHERE YOUR GADGETS COME FROM. SHOULD YOU CARE?

You and Wired  
7 friends like this.

Create a Facebook Page  
Share your business or products with Facebook users for free. Create a page in just a few minutes.

Create a Page

People You May Know [See All](#)

David Jenkins  
Erica Ashley and 45 other friends are mutual friends.  
[Add as friend](#)

Bob Miller  
Beth Bradley and 9 other friends are mutual friends.  
[Add as friend](#)

Sponsored [Create an Ad](#)

I ♥ Windows 7 Chat (50)

# The LinkedIn Limbo

- How high of a bar do you set?
- Be realistic, engage at will.
- Join groups.
- Form groups if none exist.
- Do NOT be a poser.
- Soft sell for success.
- GET recommendations
- Build your profile!



# The LinkedIn Limbo



- Go live examples....

# To Tweet or Not to Tweet?

- Make a promise and keep it
- Nobody cares about your cat
- When you tweet, tweet with purpose
- Keep it simple
- Share articles
- Be original, be you.



# Become the expert

- Be seen, be herd, beware.
- Experts are not always the smartest...  
YIKES! Are you for real?
- Read, read, read.
- Noise to quality ratio. Keep the noise low.
- Invite people to join your eList



# Take Aways...

- Great idea if updated
- Noise to info ratio
- Keep it fresh, keep it simple
- Become an industry resource
- Work it, work it!!
- Go to them and they will come to you
- Get involved and get rewarded
- Do not be a poser

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