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## How to Build Your Social Selling System with LinkedIn and Twitter



**Mindi Rosser**

**July 18, 2017**

**We'll be starting soon!**

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# Your moderator for today: Mike Moran



- Former **IBM** Distinguished Engineer
- A senior strategist at 
- A senior strategist at  **Revealed Context**  
A CONVERSEON COMPANY
- Senior Strategist at  **SoloSegment**
- Author of three books on Internet marketing
 






- Founder of 



@MikeMoran



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## How to Build Your Social Selling System with LinkedIn and Twitter



Mindi Rosser


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# Click on the tabs



The screenshot shows a webinar interface for "How To Build Your Social Selling System with LinkedIn and Twitter" hosted by Biznology. The main content area features a "Thanks for joining!" message, a profile picture of Mindi Rosser, the webinar title, the Biznology logo, and the date "July 18, 2017". Below this is a "We'll be starting soon!" message and contact information for @biznology. On the right, a sidebar contains a top navigation bar with icons for Off, Off, Screen, File, Video, and More. Below this is a "Chat" tab selected, with sub-tabs for People, Poll, Q&A, and Handouts. A blue banner prompts to "Connect Chat with Twitter" with a "Learn more" link. Below the banner is a "View Past Chats" link. At the bottom of the sidebar is a chat input area with a "Type your message here..." placeholder, a "Post" button, and a "Tweet" button. A yellow arrow points from the top of the page to the "Chat" tab in the sidebar.

**How To Build Your Social Selling System with LinkedIn and Twitter**  
Hosted by Biznology

**Thanks for joining!**

 **How to Build Your Social Selling System with LinkedIn and Twitter**   
**Mindi Rosser** July 18, 2017

**We'll be starting soon!**

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**Chat** People Poll Q&A Handouts

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Type your message here...

Q&A    0 **Post** **Tweet**

# Your speaker for today: Mindi Rosser



- Social Media Business Strategist at



- Marketing Content Manager at



- Blogger at



@MindiRRosser



mindy@theconversioncompany.com



219-427-4996



Get this feeling when you hear  
the term “Social Selling”?

You're not alone.



# What's in it for you?

By the end of this webinar, you will:

- Understand exactly what social selling is -- and what it's not!
- Design your personal brand on LinkedIn and Twitter
- Develop your social selling system



# What is social selling for?

# 75%

Of business-to-business (B2B) buyers use social media to research vendors

--IDC Social Business Study, February 2014

# What exactly is social selling?

Social selling is effectively using social media to connect with prospects and buyers.  
It's really that simple.



“Social selling expands on the age-old basics of getting to know your customers and meeting their needs.”

---

Jon Ferrara

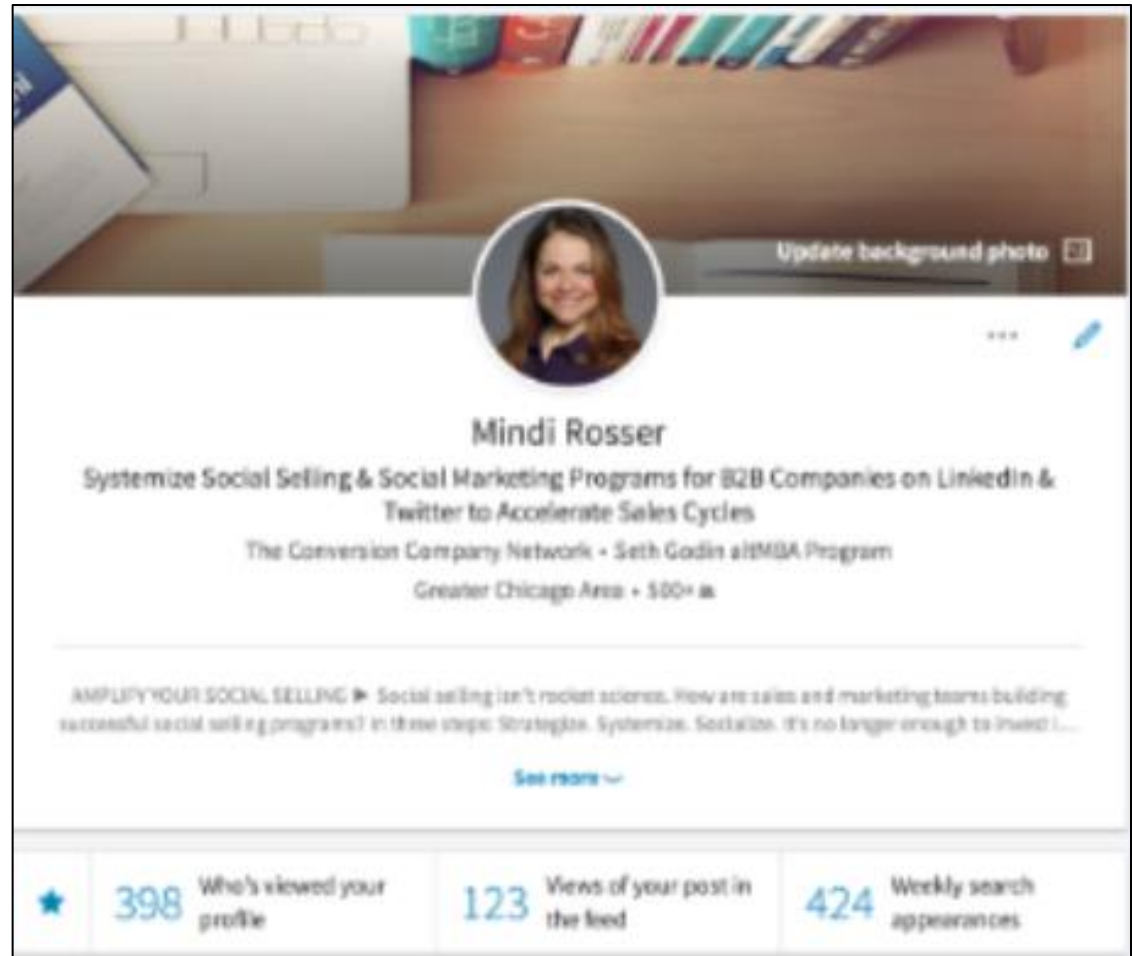
-Ceo of Nimble

# Designing your Personal Brand

# Refresh your LinkedIn profile

Your personal LinkedIn profile is the starting point to becoming a successful social seller

Looking good online is key.



# Optimize Your Twitter Profile

Your Twitter profile must match the messaging and look of your profile.

Create a cohesive brand experience.





# Develop Your Social Selling System

# Social Listening

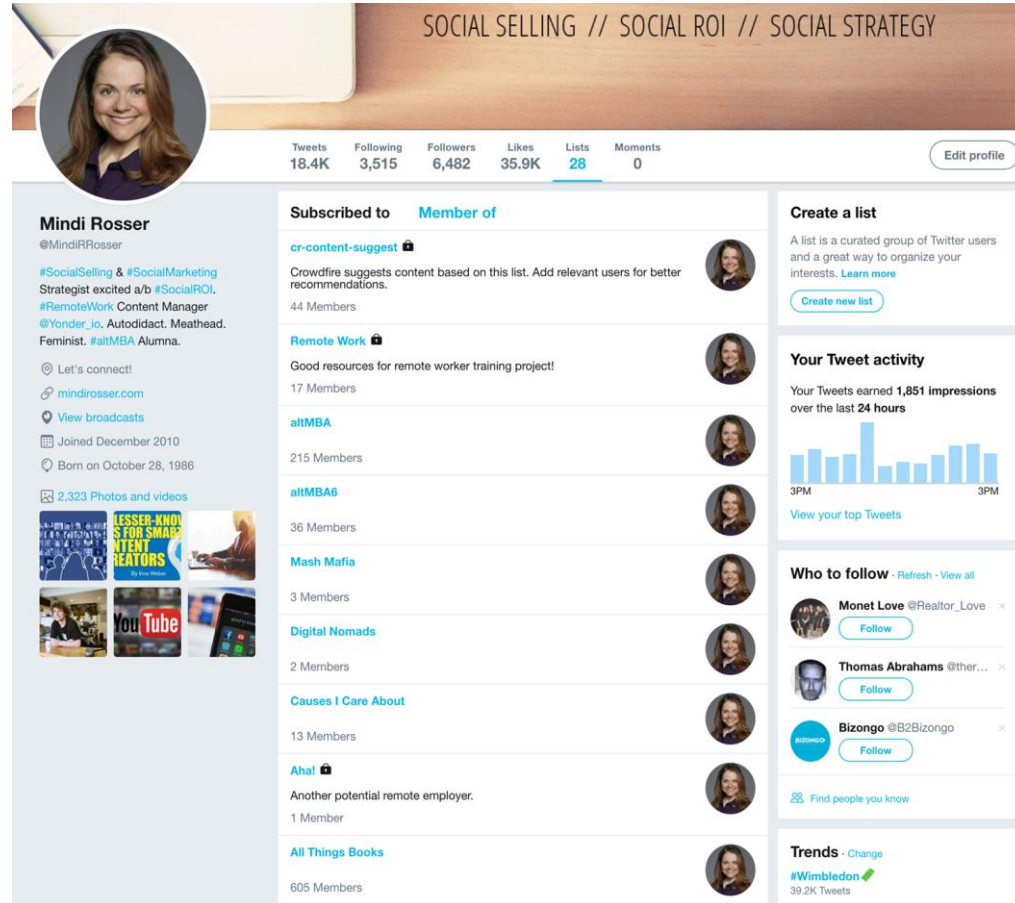
## LinkedIn Social Listening Checklist

- Read through your LinkedIn newsfeed
- Join 5-10 LinkedIn Groups in your industry

- Check your notifications

## Twitter Social Listening Checklist

- Create Twitter lists to follow prospects, buyers, and competitors
- Start using a social listening tool, like Tweetdeck
- Follow hashtags and keywords in your social listening tool



**SOCIAL SELLING // SOCIAL ROI // SOCIAL STRATEGY**

**Mindi Rosser**  
@MindiRRosser

#SocialSelling & #SocialMarketing Strategist excited a/b #SocialROI, #RemoteWork Content Manager @Yonder\_io, Autodidact, Meathead, Feminist. #altMBA Alumna.

Let's connect!  
mindrosser.com  
View broadcasts  
Joined December 2010  
Born on October 28, 1986  
2,323 Photos and videos

**Stats:** Tweets 18.4K, Following 3,515, Followers 6,482, Likes 35.9K, Lists 28, Moments 0

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**Create a list**  
A list is a curated group of Twitter users and a great way to organize your interests. [Learn more](#)  
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Your Tweets earned 1,851 impressions over the last 24 hours  
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**Trends** · Change  
**#Wimbledon** 39.2K Tweets


# Social Engagement

## LinkedIn Social Engagement Checklist

- Comment on one or two LinkedIn updates
- Start or comment on a LinkedIn group discussion
- Respond to every relevant LinkedIn notification


## Twitter Social Engagement Checklist

- Engage with one or two tweets
- Tweet at one or two prospects or customers
- Share or retweet content from prospects or customers



Craig M. Jamieson mentioned you in a reply to Claudia Dieterle 4d


Mindi Rosser yikes! Let me inspect. Apologies!



Social selling often comes across as spammy. Here's how to do it right. #socialselling #socialmedia #b2bsales

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See post analytics



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Congratulate Heather English and 3 others for work anniversaries 5d

See who's celebrating


# Social Gets Personal

## LinkedIn One-on-One

- Send a personalized connection invitation
- Follow up with a personal message
- Get into a beneficial conversation


## Twitter One-on-One

- Tweet at someone and ask a question
- Send a direct message
- Get into a back-and-forth exchange



Craig M. Jamieson mentioned you in a reply to Claudia Dieterle 4d ...


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Social Selling is a two-way conversation.  
Emphasize more  
“social” less “selling.”

## Questions?

Type your questions into  
the Q&A tab!



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Keyword	Searches	Successes		Results		Clicks		Pogosticks	
		Successes	Rate	Results	Rate	Clicks	Rate	Pogosticks	Rate
account based marketing	2	2	100%	2	100%	2	100%	0	0%
color	2	0	0%	2	100%	2	100%	2	100%
abm	1	0	0%	1	100%	0	0%	0	0%
account-based marketing	1	0	0%	1	100%	0	0%	0	0%
low-volume keywords									
<b>Grand Totals</b>	<b>17</b>	<b>3</b>	<b>18%</b>	<b>17</b>	<b>100%</b>	<b>5</b>	<b>29%</b>	<b>2</b>	<b>100%</b>

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**Andrew  
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