

How to Tie PR to Sales

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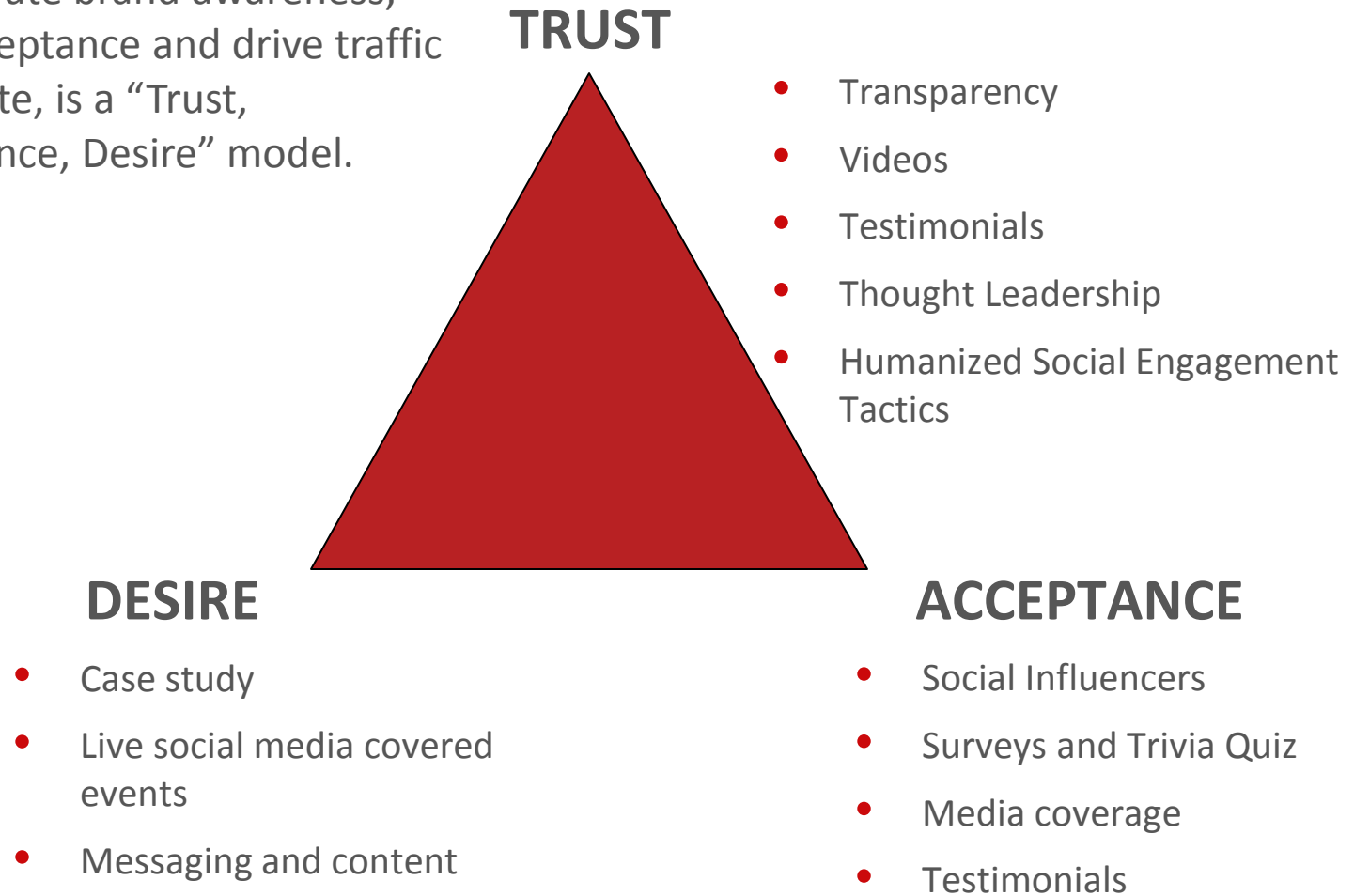
@GaetanAkin

Lead Generation: Exclusivity and Leadership



Trust, Acceptance, Desire

To generate brand awareness, gain acceptance and drive traffic to the site, is a “Trust, Acceptance, Desire” model.



Stats: The Impact of Social Selling

Social selling has become necessary for sales executives to implement in their overall business structure to drive new leads and affiliates. To conduct successful social selling you must be able to inform, educate, listen and influence your perspective buyer.

- 54% of social salespeople have tracked their social selling back to at least 1 closed deal. ([Source](#))
- 82% of prospects can be reached via social media. ([Source](#))
- 10.8% of social sellers have closed 5 or more deals attributed to social media. ([Source](#))
- 72.6% of salespeople using social selling as part of their sales process outperformed their sales peers and exceeded quota 23% more often. ([Source](#))
- 80% believe their sales force would be more productive with a great social media presence. ([Source](#))
- 2/3 of companies have no social media strategy to implement in their sales tactics. ([Source](#))

Organic Vs Paid: How to Measure the Success

Although there is success in both organic and paid social media deployment, the key is to run strategic campaigns where you can leverage paid social to increase organic activation to reduce CPA

- Implementing a regular cycle of organic content deployment is a necessity for any organization. Organic content deployment will give users an insight into your brand's voice on social media, why they should follow you and participate in your social stratosphere. **Build trust and consistency.**
- Whether you run paid or organic campaigns, it is imperative that you use social listening tools to identify users and conversations from users on social media that you would like to engage with. Taking this initiative will educate you on what type of content you should create to drive new leads or engagement in general.
- Launching paid advertising campaigns allows you to position your brand, or product directly in the eyes of your target audience. By using analytics throughout your preliminary deployment, you will identify the content that best designates with your target audience. Use paid initiatives to leverage your content and position it in front of your prospects on social.
- Contests and Sweepstakes

Key Insights That Determine Social Growth



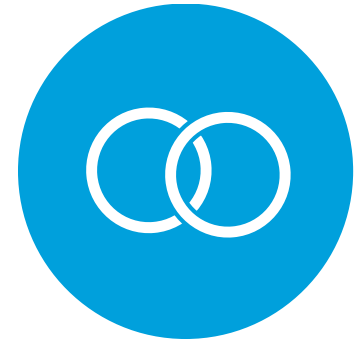
Reach

x



Frequency

x



Engagement

■ Stimulate **shares**

■ Launch **follower** campaigns

■ Editorial calendar creation and deployment

■ Encourage **employees** to **post** more updates

■ Improve **content quality & relevance**

Analytics for Campaign Optimization

Bit.ly Click Measurement

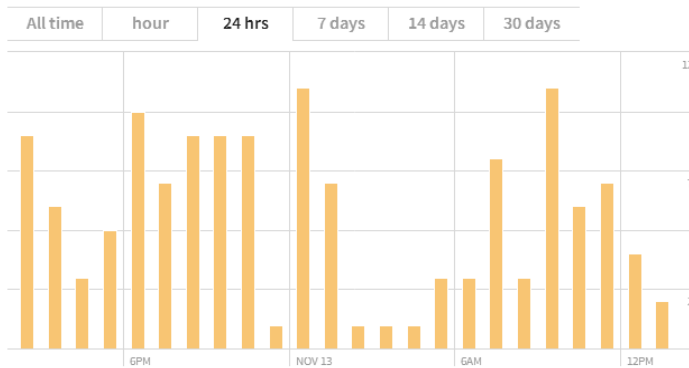


12,306

CLICKS ON THIS BITLINK
(>99%)

6

CLICKS ON OTHER BITLINKS
(<1%)



Device Insight

PLATFORM	SPEND	IMPRESSIONS	TWEET ENGAGEMENTS ?	ENG. RATE	COST PER ENGAGEMENT ?
All campaigns	\$3,838.48	618,534	3,978	0.64%	\$0.96
iOS devices	\$892.41	311,682	1,653	0.53%	\$0.54
Android devices	\$1,416.18	221,548	1,612	0.73%	\$0.88
Desktop and laptop computers	\$1,472.35	84,104	683	0.81%	\$2.16
Mobile web on other devices	\$9.82	730	7	0.96%	\$1.40
Blackberry phones and tablets	\$50.43	475	23	4.84%	\$2.19

Google Analytics URL Creator

CAMPAIGNS URL builder

Use this tool to add Custom Campaign parameters to your URLs.

[BEST PRACTICES FOR CREATING CUSTOM CAMPAIGNS](#)

The URL builder helps you add parameters to URLs you use in Custom Campaigns. When users click one of the custom links, the unique parameters are sent to your Google Analytics account, so you can identify the URLs that are most effective in attracting users to your content.

Using the URL builder

Fill in the form below and click **Submit** button to create URLs for Custom Campaigns for website tracking.

Use the Google Play URL builder tool for mobile app tracking.

When you enter your URL, you need to escape special characters. For example, if your URL contains a string like `foo&=1&3&5&6&9=1`, you need to escape the ampersand, and enter that portion of the URL like this: `foo&=1&3&5&6&9=1`

Step 1: Enter the URL of your website.

Website URL *

(e.g. <http://www.urchin.com/download.html>)

Step 2: Fill in the fields below. Campaign Source, Campaign Medium and Campaign Name should always be used.

Campaign Source *

(preferred: google, facebook, newsletter)

Campaign Medium *

(marketing medium: epc, banner, email)

Campaign Term

(describes the paid keywords)

Twitter Follower Insights

Interests

Most unique interests ?

- 83% NFL football
- 77% Sports themed
- 56% College football
- 45% Baseball
- 41% College basketball

Top interests ?

- 83% NFL football
- 77% Sports themed
- 72% Sports news
- 69% Sporting events
- 67% NBA basketball
- 56% College football
- 45% Baseball
- 41% College basketball
- 41% Comedy (Movies and television)
- 26% Hip hop and rap



BUSINESS TO CONSUMER SOCIAL MEDIA



With millions of consumers online, social media has become a platform for users to share their buying experience and share specific information that give marketers insight on content that will resonate well with them with the ultimate objective of converting social media users to consumers.

B2C: How to Generate Sales Through Social Campaigns

With millions of consumers online, there is always a great opportunity to reach your target audience online, and run strategic campaigns to stimulate sales.

- Once you execute the appropriate social listening to identify your target audience on the social spectrum, remember to treat every impression like it's your first impression. Just like sales in person, each potential consumer must be approached in a sensitive manner.
- Social media is a very visual platform. Statistics show that the highest engaged links, and content on social media are graphics and video. If you are looking to drive people to your website, Ecommerce storefront or product page, brand messaging is not enough. Look into 15 – 20 second videos.
- Collect emails regularly. You have some people that may come from social, but do not make a purchase. Instead they need more convincing so they just enter their email and leave. This is your chance to do research and follow-up.
- Simply having a Bitly tracking link is not enough. Work with your website developer to implement a social tracking pixel and CampIDs. This way in your monthly report you view how many people purchased a product through your social initiatives.

B2C Case Study: The 1U Mobile App (Paid)

Results:


- Launched video campaign that drove more than 6,000 clicks to the waitlist page
- In just 3 months accumulated 31,000+ total page likes to the 1U Facebook page
- Generated more than 13,000+ clicks to the waitlist page on social media
- Achieved 30% conversion rate from people driven to the waitlist page and emails
- Drove 20,000+ signups from social media
- Used custom audience campaign and look-alike audience campaign to activate users.
- Generated more 19,000 views on YouTube in just 3 months.

Post Details

Reported stats may be delayed from what appears on posts X

1U App
September 15 · 🌐

Wouldn't it be terrible if every action in your life was protected by passwords? What would happen if you forgot them? Transport yourself to "Passwordland" in our new video. Want to rid your world of passwords? Sign up for 1U today: <http://bit.ly/Only1UFVideoC>



402,816 People Reached

1,342 Likes, Comments & Shares

789 Likes	667 On Post	122 On Shares
96 Comments	53 On Post	43 On Shares
457 Shares	430 On Post	27 On Shares

27,529 Post Clicks

25,779 Clicks to Play 🎥	566 Link Clicks	1,184 Other Clicks 🎯
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NEGATIVE FEEDBACK

201 Hide Post	4 Hide All Posts
0 Report as Spam	0 Unlike Page


402,816 people reached

Boost Post

Unlike · Comment · Share · 🍷 667 🗨️ 51 🔄 430

1U App
Sponsored · 🌐

Free yourself from password frustration by signing up to get the 1U mobile app!



The 1U Mobile App
1U is an app that completely elim... [Sign Up](#)

1uapps.com


344 Likes · 2 Comments

Like · Comment · Share

Suggested Page

1U App
Sponsored

Eliminate password frustration from your life by being the first to get the 1U app here!



1U App
App Page
33,105 people like this.

Like Page

B2C Case Study: The 1U Mobile App (Organic)

Results:

- The #Only1U Selfie Contest was shared by more than 100 people on Facebook and Twitter.
- The #Only1U Selfie Contest increased engagement by 25% on Facebook
- The #Only1U Selfie Content had over 150 submissions in less than 2 months.
- The #Only1U Selfie Content drove over 1,000 visits from audience who was not following the page at the time.
- The #Only1U Selfie Contest drove 100+ new leads.

SUBMIT A SELFIE THAT SHOWS US WHY THERE'S #ONLY1U TO ENTER A CHANCE TO WIN AN IPHONE 6!

1. TAKE A FUN AND UNIQUE SELFIE
2. MAKE SURE YOU "LIKE" THE 1UAPP FACEBOOK PAGE TO SUBMIT HTTP://FB.LK/1UAPP
3. ENTER YOUR CONTACT INFO FOR A CHANCE TO WIN AN IPHONE 6
4. SUBMISSIONS DEADLINE IS NOV. 21ST

BE CREATIVE, BE FUNNY, BE YOU!

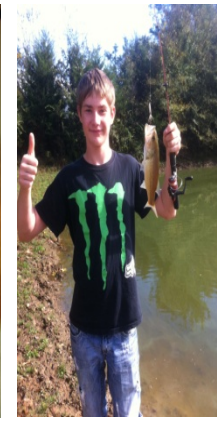
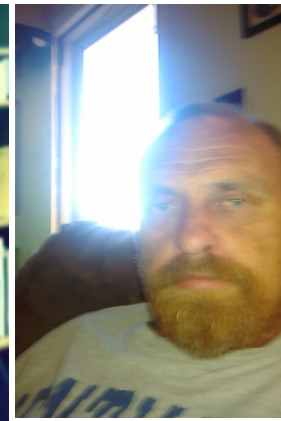
#ONLY1U SELFIE CONTEST

There's Only 1U

WINNER WILL BE SELECTED BY PANEL OF JUDGES & ANNOUNCED THE WEEK OF DEC 1ST 2014

[f /1Uapp](#) [t /1Uapp](#) [i /1Uapp](#)

The graphic features a central image of a hand holding a smartphone displaying the 1U app logo. Surrounding this are smaller images: a man taking a selfie, a woman cheering, and a collage of people. The 1U logo is prominently displayed at the bottom right.





BUSINESS TO BUSINESS SOCIAL MEDIA

More businesses are looking to unlock the mystery of how to successfully launch campaigns that will consistently drive lead generation and how to justify spend to internal executives. With the B2B approach it's important to note that less is more to fulfill your primary objective.

B2B: Lead Generation and Measurement

- Know your audience and the best social media platforms to seed content.
- Understand the importance of Trackable Links, Retraceable pixels and Google Analytics.
- Content is key in any B2B campaigns. Create a series of gated content.
- Remember to make your sales material into easily snackable content.
- Calculate content creation spend with engagement to determine total spend

1:



Use Gated Content To Drive Leads on LinkedIn



WHAT IS AXIAL? FOR DEAL PROFESSIONALS CUSTOMER SUCCESS FORUM SIGN IN

LinkedIn Ad

Ads You May Be Interested In



Whats Your Company Worth?

Quickly estimate any company's value with this easy to use spreadsheet.

Estimate Your Company's Value

Simple, free download gives you a valuation of your business in 20 minutes.



Quickly understand the current value of your business using the industry standard Discounted Cash Flow Model.

Run scenarios comparing how growth rates, interest rates and working capital requirements affect your valuation.

See the effect raising capital, acquiring a company or divesting assets has on the profitability of your business.



"When I needed immediate access to capital and advisors - Axial made that possible."

Jim Lundeen CEO, Ludson Software



"Any business owner who is not using Axial is doing a disservice to themselves."

Brian Ramphal CFO, 7onic Design & Imaging



"Axial enables me to understand my options anytime my business is in need of capital, partnerships, or advice."

Michael Tolmach CEO, bonsmoke



"I've had a very positive experience on Axial. It cuts down on the enormous amount of time it takes to find the right people who can help us grow and finance our business."

Jeff Unger Founder and Managing Partner, Stratitia

First Name*	Last Name*
<input type="text"/>	<input type="text"/>
Title	Company*
<input type="text"/>	<input type="text"/>
Email Address*	Phone*
<input type="text"/>	<input type="text"/>
Company Revenue*	Reason for Valuation*
-- Please Select --	-- Please Select --
<input type="button" value="DOWNLOAD NOW"/>	

B2B Case Study: APPrise Mobile

Results:

- Teamed up with PRSA to launch Twitter chats with key messaging. Generated over 15 solid leads from 3 Twitter chats and over 1,000 forms of engagement.
- Used executives and thought leaders LinkedIn profiles to participate in groups and discussion.
- Used LinkedIn Sponsored Updates and native ads to drive more than 30 leads within a 2 month time frame and converted 35% into paying customers of APPrise Mobile



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