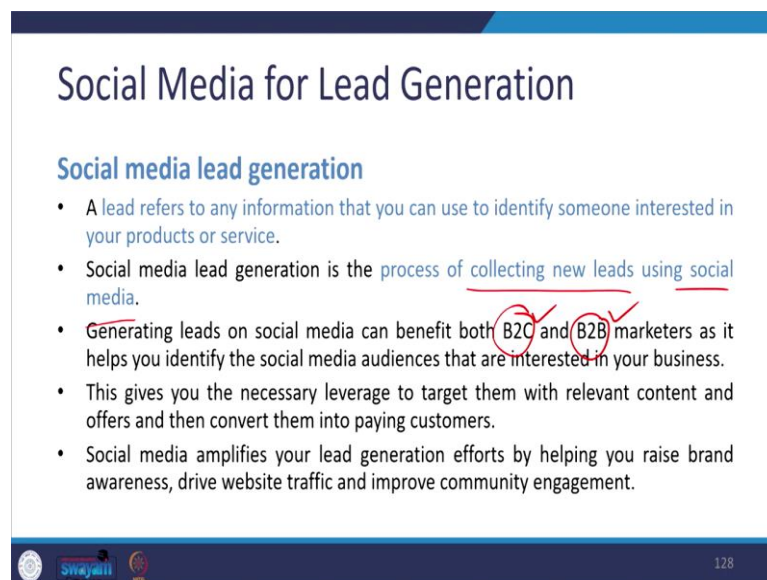


**Strategic Sales Management**  
**Prof. Kalpak Kulkarni**  
**Department of Management Studies**  
**Indian Institute of Technology, Roorkee**

**Lecture - 31**  
**Social Media for Lead Generation**

Now, coming to the last topic from this week is how to use Social Media for Lead Generation. So, there are more than 4 billion people on this planet who are using social media and almost 80 percent of them are daily active on the social media. So, that is why social media is a best avenue for us for sales people to generate qualified leads for our businesses.

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**Social Media for Lead Generation**

**Social media lead generation**

- A lead refers to any information that you can use to identify someone interested in your products or service.
- Social media lead generation is the process of collecting new leads using social media.
- Generating leads on social media can benefit both B2C and B2B marketers as it helps you identify the social media audiences that are interested in your business.
- This gives you the necessary leverage to target them with relevant content and offers and then convert them into paying customers.
- Social media amplifies your lead generation efforts by helping you raise brand awareness, drive website traffic and improve community engagement.

Swayam 128

So, social media lead generation. But before that what is lead? A lead refers to any information that you can use to identify someone interested in your product or service. So, social media lead generation is the process of collecting new leads using social media.

So, we are kind of just using social media as one of the platform to identify leads for your business. So, generating leads on social media can benefit both B2C as well as B2B marketers as it is helps you identify the social media audiences that are interested in your business. This gives you the necessary leverages to target them with relevant content and offers then offers and then convert them into paying customers. So, social media

amplifies your lead generation efforts by helping you to raise brand awareness, drive website traffic and even improving community engagement with respect to your product or brand.

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The slide features a blue header with the title 'Social Media for Lead Generation'. Below the title is a sub-heading 'Social media lead generation'. A bulleted point states that businesses using proper social media lead generation strategies are likely to build better brand awareness and boost sales conversion. A statistic from IDC indicates that 75% of B2B buyers and 84% of C-level executives have incorporated social media as a key strategy in the vital roles of the business-related decision-making process. The slide footer includes logos for Swayam and a page number of 129.

## Social Media for Lead Generation

### Social media lead generation

- Businesses that use the proper social media lead generation strategies are likely to build better brand awareness and boost sales conversion.

75% of B2B buyers and 84% of C-level executives have incorporated social media as a "key strategy" in the "vital roles" of the business-related decision-making process.

- International Data Corporation (IDC)

129

So, social media generation: social media lead generation businesses that use proper social media lead generation strategies are likely to be built better brand awareness and boost sales conversions. Let us just look at this data report from international data corporation. So, it says that 75 percent of B2B buyers and 84 percentage of C-level executives have incorporated social media as a key strategy in the vital roles of business related decision making process.

So, that signifies the importance of one, why one should look at social media as a platform for generating leads for the business. Then how to do that?


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## Social Media for Lead Generation

### Social media lead generation – How ?

#### Launch compelling lead magnet offers

- The right incentive can often compel people to freely share their information with you.
- For this, you'll need to create enticing lead magnet offers that people want.
- This could be anything from a research report to a free tool.
- You could also offer discount codes, case studies, webinars, whitepapers and more.



130

How can you generate lead from social media? First launch compelling lead magnet offers: what is this? So, the right incentive can often compel people to freely share their information with you. So, for this you will need to create enticing lead magnet offers that people want.

So, this could be anything from research report to a free tool right, you are giving free access for 15 days for a particular software. So, that a particular customer is kind of you know have hands on with that particular software and then take a call, but for this free tool offering is nothing but a lead magnet. So, it is it attracts customer to at least engage with your products initially.

So, you could also offer discount codes, case studies, webinars, white papers and more. So, here is one of the example. So, the Forrester is giving kind of you know predictions report and they are promoting it on their social media handle on twitter. So, that is a one way. So, you can launch compelling lead magnet offers across social media platforms to generate leads, second way to generate leads from social media is to share testimonials as a social proof, right.


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## Social Media for Lead Generation

### Social media lead generation – How ?

#### Share testimonials as social proof

- Customer stories and testimonials can give you the social proof you need to acquire new leads.
- Showcasing how clients have benefited from your products and services to demonstrate your brand value.
- According to Wyzowl, two out of three people are more likely to buy something after watching a testimonial video that demonstrates how a business, product or service has helped someone like them.



The screenshot shows a tweet from IBM (@IBM) dated Nov 8, 2020. The tweet text reads: "Through P-TECH, I discovered Computer Science and found a world of knowledge that I did not know about before." Below the text is a video player with a play button. The video title is "See how P-TECH is preparing Ibissam Ben Abd for a career in STEM" with a link to [ibm.co/3HC3TO](https://ibm.co/3HC3TO). The video has a blue play button and a "Watch on Twitter" button. The tweet also includes the hashtags #NationalSTEMDay and #SheCanSTEM. At the bottom of the slide, there are logos for Swajati and a page number 131.

Customer stories and testimonials can give you the social proof you need to acquire new leads. Showcasing how clients have benefited from your products and services to demonstrate your brand value. And according to Wyzowl, two out of three people are more likely to buy something after watching a testimonial video that demonstrates how a particular business, product or service has helped someone like them.

Here is an example of IBM, right. So, they are using this particular kind of you know sharing the testimonial of their existing customer to build trust among their leads or prospect customers.

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**Social Media for Lead Generation**

**Social media lead generation – How ?**

**Create targeted ads with special offers**

- A paid social media advertising strategy is highly effective for generating leads on social media.
- With this strategy, you can use the highly specific targeting options of paid social ads to show your audience offers that are tailored to capture their interest.
- Try promoting content on specific subject matter, special discounts and limited-time offers on your products and services through these ads.

50% off your first 12 weeks – choose your subscription

**BEST VALUE**

Digital

**Introductory offer**  
12 weeks for only US\$55 US\$25

✓ Unlimited access to web and apps  
✓ Podcasts, audio editions and films  
✓ Subscriber-only newsletters  
✓ Exclusive digital events

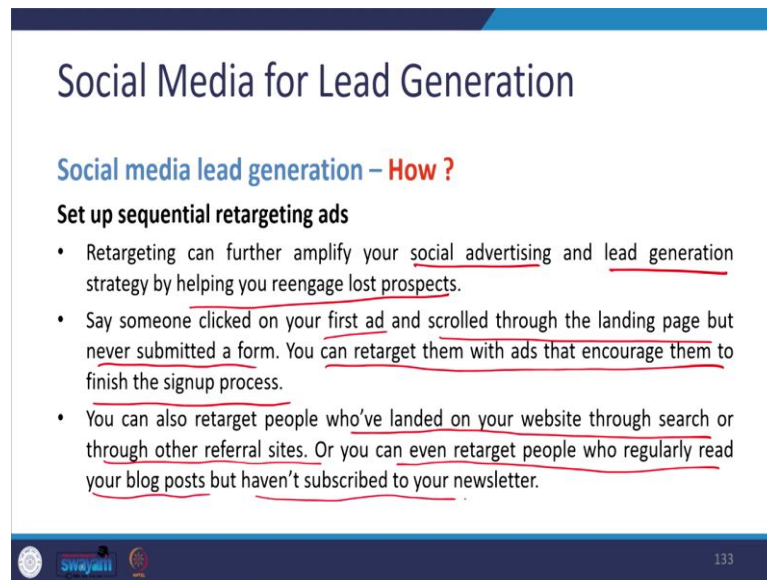
132

Create targeted ads with specific or special offers, a paid social media advertising strategy is highly effective for gathering or generating leads on social media. So, with the strategy, you can use the highly specific targeting options of paid social ads to show your audience offers that are tailored to capture their interest. For example, if you are looking to target industry people in insurance sector, located in let us say Delhi and metro or one or two metro cities Facebook or LinkedIn can allow you to do that.

A very targeted kind of you know strategy to reach out to the only those people who are working in those insurance companies, in those metros, with those demographics like age or gender if you are targeting particularly. Try promoting content on social specific subject matter, special discounts and limited time offers on your products and services through these ads.

This is an example like you know introductory after where you are giving 12 weeks for only kind of you know discounted price to access particular subscription.

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**Social Media for Lead Generation**

**Social media lead generation – How ?**

**Set up sequential retargeting ads**

- Retargeting can further amplify your social advertising and lead generation strategy by helping you reengage lost prospects.
- Say someone clicked on your first ad and scrolled through the landing page but never submitted a form. You can retarget them with ads that encourage them to finish the signup process.
- You can also retarget people who've landed on your website through search or through other referral sites. Or you can even retarget people who regularly read your blog posts but haven't subscribed to your newsletter.

133

Next set up sequential retargeting ads. So, retargeting can further amplify your social advertising and lead generation strategy by helping you reengage lost prospects. So, they have interacted you once on across one of the platform, you have their kind of you know ip address or maybe social profile access to their social profile. And then you in the next of you know re-targeting campaign, you are kind you are actually spending a very particular amount of money so as to reach again to that particular loss prospects eventually.

So, say someone clicked on your first ad and scroll through the landing page, but never submitted a form, you can retarget them with ads, that encourage them to finish the sign up process. So, you can also retarget people who have landed on your website through search or through other referral sites. Or you can even retarget people who regularly read your blog post, but have not subscribed to your newsletter.

So, there are multiple kind of you know options these social media platforms provides us today. Next, how to generate leads another way is to leverage social media sponsorships?

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**Social Media for Lead Generation**

**Social media lead generation – How ?**

**Leverage social media sponsorships**

- Instead of using paid ads, you could also attract leads from the social media content that your target audience is already consuming.
- Consider sponsoring shows, content and YouTube channels that are popular with your target audience.
- That way, you can get a reputable content creator to talk about your brand, product or service even for just a couple of minutes.
- Content creators and influencers help provide a form of social proof, and can often connect your sponsorship message seamlessly into their content, helping it reach audiences who might otherwise actively click away from an ad.

134

So, instead of using paid ads you could also attract leads from the social media content that your target audience is already consuming. So, consider sponsoring shows, content and YouTube channels that are popular with your target audience.

So, the way that way you can get a reputable content creator to talk about your brand, building more trust in your product and service, even for just a couple of minutes as well. Content creators and influencers help provide a form of social proof, and can often connect your sponsorship message seamlessly into their content, helping it reach audiences who might otherwise actively click away from an ad.

So, it is better, it is more like a brand placement, you are placing your content or your product or your kind of service solution in a third party or some sponsored influencers content to attract more qualified leads.


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## Social Media for Lead Generation

### Social media lead generation – How ?

#### Host a virtual event or social media conference

- Virtual conferences and events are a great way to attract a highly relevant audience while establishing your expertise and authority in the field.
- That means they're also great for generating leads on social media, especially since people will need to provide their info to sign up or join the conference.



135

Another way is to host a virtual event or social media conference. So, virtual conferences and events are a great way to attract a highly relevant audience while establishing your expertise.

That means they are also great for generating leads on social media, especially since people will need to provide their info to sign up or join the conference. Here you are ultimately getting the data that you required so that you can use that data further in your sales process. So, for example, Search Engine Journal is kind of you know sponsoring the eSummit 2021.

So, they are sponsoring events so that they get that kind of you know brand visibility. Next you can make the most of social listening as well.



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**Social Media for Lead Generation**

**Social media lead generation – How ?**

**Make the most of social listening**

- Look for lead generation opportunities with effective social listening.
- Monitor social media conversations and see what people are saying about a certain topic or a competitor brand.
- This will help you identify any opportunities to generate high-quality leads for your business.

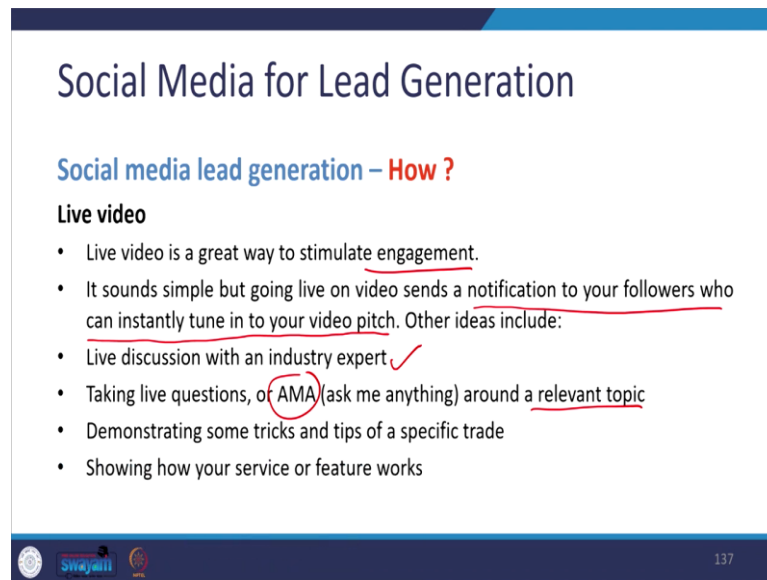
The slide includes a screenshot of a tweet from James (@james) dated Nov 18, 2020. The tweet asks for social management platform suggestions and mentions Sprout Social. Below the tweet is a promotional graphic for Sprout Social's 'Social Media Management Solutions' with the text 'Reimagine the role of social in your business'. The slide footer contains the Swajati logo and the number 136.

You can make the most of your social listening. So, look for lead generation opportunities with effective social listening. Monitor social media conversations and see what people are saying about a certain topic or a competitor or brand.

This is widely used by across businesses nowadays. They are they are not just keeping track of their own, let us say Twitter handles or LinkedIn accounts, they are also keeping track of their competitors or complementary products that are there in the ecosystem as well. So, this will help you identify any opportunities to generate high quality leads for your business.

For example, here that you can try us for 30 days that is what a sproutsocial dot com say that you are giving access free for 30 days and then someone who is kind of you know can anyone suggest me really nice social management platform and all. So, you are actually listening, you are kind of you know looking for those keywords that are coming into the social media and accordingly you can you are you are having the content for those particular needs and requirements. Again, another way is to go through live video.

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**Social Media for Lead Generation**

**Social media lead generation – How ?**

**Live video**

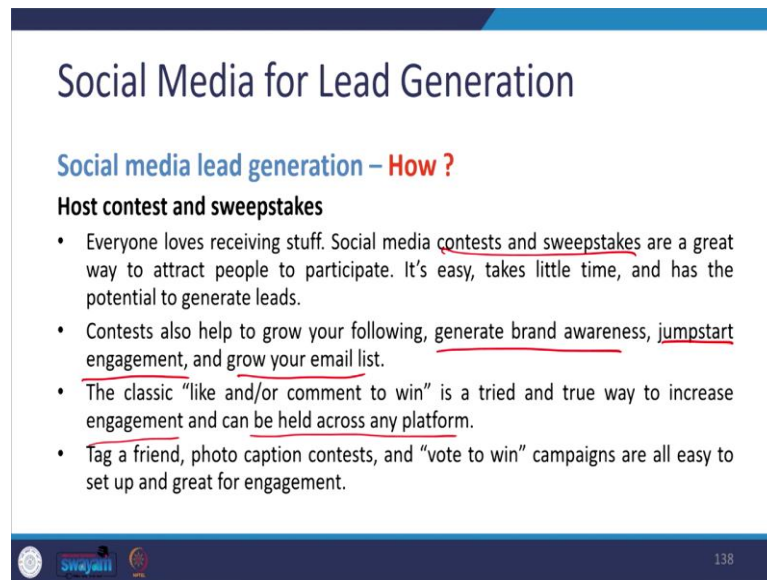
- Live video is a great way to stimulate engagement.
- It sounds simple but going live on video sends a notification to your followers who can instantly tune in to your video pitch. Other ideas include:
- Live discussion with an industry expert ✓
- Taking live questions, or AMA (ask me anything) around a relevant topic
- Demonstrating some tricks and tips of a specific trade
- Showing how your service or feature works

137

So, you can have a live video session, where live video is a great way to stimulate engagement, that is very much important. It sounds simple, but going live on video sends a notification to your followers, who can instantly tune into your video pitch. And then you can have other details include live discussion with an industry expert. So, you can invite any industrial expert and you can sponsor that event.

Taking live questions or Asking Me Anything which is AMAs around a relevant topic right. Then you can have demonstration using some tricks and tips of specific trade and then even you can have show them how your service and feature works.

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**Social Media for Lead Generation**

**Social media lead generation – How ?**

**Host contest and sweepstakes**

- Everyone loves receiving stuff. Social media contests and sweepstakes are a great way to attract people to participate. It's easy, takes little time, and has the potential to generate leads.
- Contests also help to grow your following, generate brand awareness, jumpstart engagement, and grow your email list.
- The classic "like and/or comment to win" is a tried and true way to increase engagement and can be held across any platform.
- Tag a friend, photo caption contests, and "vote to win" campaigns are all easy to set up and great for engagement.

138

Next way or next approach is to host contest and sweepstakes, everyone loves receiving stuff right. So, social media contest and sweepstakes are great way to attract people to participate. And while they are participating you can ask them for their data, like their information account like email, phone numbers and all. So, contest also help to grow your following, generate brand awareness, jumpstart engagement, and grow your email list as well.

So, the classic like or comment to win kind of you know tried and true way to increase your engagement and can be held across any platform. It is the simplest way of running contests right and then maybe you can have other ways like, tag a friend photo caption contest and even vote to win campaigns are all easy way to set up for great engagement with your audience.


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## Social Media for Lead Generation

### Social media lead generation – How ?

#### Design user-friendly landing pages

- When you get potential customers to click on your link and visit a landing page, don't disappoint by providing sloppy websites.
- If someone is expecting to find a certain product, service, or specific information when they click on a link, make sure the landing page is relevant. Without corresponding content, it's easy for internet users to close the window and move on.
- Good landing pages are visually stimulating and scannable. It should give users a clear path, vision, and should be as accessible as possible.



139

Another way is to use, another way is use is to design user friendly landing pages. These are the pages when a particular person clicks on a particular ad, he gets to a particular page where there is a required to log in some information to proceed further. So, when you get potential customers to click on your link and visit a landing page, do not disappoint by providing sloppy websites right, give them some attractive thing.

So, if someone is expecting to find a certain product, service or specific information, when they click on a link make sure the landing page is relevant right. Very specific targeted content, without corresponding content its easy for internet users to close the window and move on, right. If they do not find it appealing they will just close that landing page. Good landing pages are visually stimulating and scannable, it should give users a clear path vision and should be as accessible as possible from their place.

So, for example, subscribe now to your newspaper, our newsletter. Next, aim is ask me anything right those kind of activities are again a good way to generate social media leads. So, another great way to generate social media leads is by answering questions and identified and getting yourself identified as a problem solver.

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## Social Media for Lead Generation

### Social media lead generation – How ?

#### AMAs (ask me anything)

- Another great way to generate social media leads is by answering questions and be identified as a problem solver.
- Industry AMAs (ask me anything) has become a valuable tool in getting more views and generating engagement.
- It's an effective way for industry experts to show that they're good at what they do.
- Twitter and Reddit typically tend to be the best platforms for AMAs.

140

So, industry amas that is ask me anything's has become a valuable tool in getting more views and generating more engagement with your customers. It is an effective way for industry experts to show that they are good at what they do. There are various experts that do this activity routinely, even from business houses as well. So, Twitter and Reddit are the most preferred platforms that are used for conducting ask me anything kind of you know activities or AMAs.


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## Social Media for Lead Generation

### Social media lead generation – How ?

#### Launch a referral campaign

- Referral campaigns can be highly effective in doubling your sales leads.
- These campaigns provide an incentive to your leads for referring their friends and/or colleagues.
- That means the referred people will get to learn about your products or services and potentially become additional leads.



141

Launch a referral campaign is another way to generate leads through social media. So, referral campaigns can be highly effective in doubling your sales leads. So, highly effective and then these campaigns provide an incentive to your leads for referring their friends and colleagues.

So; that means, the referred people will get to learn about your products or services and potentially become additional leads. So, here is an example given by master class, they use that by one give one free, right. So, you buy one kind of you know product and service and you can share that particular referral code with their friends and family and then that is how you are going to get more sales from a particular person.

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**Social Media for Lead Generation**

**Social media lead generation – How ?**

**Optimize your profile**

- **Provide contact information**
  - Relevant contact details should be readily available on every business' profile. Ensure sure you're able to support customer inquiries whether it's by phone, email, Messenger, or any other platform.
- **Create call-to-action buttons**
  - Depending on company goals and strategies, having a call-to-action button is a good feature. Have a "Sign Up" button, a "book," "reserve," or "get ticket" action buttons, which are available on all mainstream social media platforms.
- **Add a link to your bio**
  - You've probably heard the "link in bio" reference. It's used when more specific tools aren't available. Adding a link to your bio, means you can add a link onto the main landing page of your Instagram, LinkedIn, Twitter, or Pinterest feeds that give potential customers even more information.

142

Another way is to optimize your profile, it is the most important part. Provide contact information, like relevant contact details should be readily available on every business profile, whether you are on Twitter, whether you are on LinkedIn. Ensure you are able to support customer inquiries, whether it is by phone, email, Messenger or any other platform for say.

Create call to action buttons, right. So, depending on company goals and strategies, having a call to action button is a good feature. Have a "Sign Up" button, "book," "reserve," "get tickets" subscribe, so which are available on all mainstream social media platforms. So, make use of those call to action buttons, add a link to your bio. You have

probably heard the linked link in bio reference, it is used when more specific tools are not available, right.

So, adding a link to your bio means you can add a link on to the main landing page of your Instagram, LinkedIn, Twitter or Pinterest feeds that gives potential customers even more information. So, if someone wants to know more about you, more about your products and services you can just put that particular button that is link to bio right. And that is where we come to the end of the final topic under this week - 6, that is using Social Media for Lead Generation.

So, just to sum up, in this week we looked at what is the meaning of sales intelligence, and role of sales intelligence.

Later we looked at the role of data within the sales intelligence and then further we define and create and studied how to create ideal customer profile for your business using sales intelligence. And towards the end we looked at various data driven approaches under sales analytics. And then finally, we discussed some ways to include your social media as a platform or best platform to generate leads for your businesses.

Thank you.