

# SELL BETTER

5 WAYS TO USE SOCIAL PLATFORMS TO GENERATE LEADS

SCOTT FISH, 32° DIGITAL

2018 UNIQUE VENUES CONFERENCE – PORTLAND, OREGON

**Welcome to my hometown.**



**Scott Fish**  
**Founder, 32° digital**

**From the city of roses, doing my best to keep  
Portland Weird.**

**Racquetball player, traveler, plays with corgis!**





In the 1970's the average person saw 500 ads per day.  
Now, we see 10X as many – 5,000 ads per day.





# Glasses that allow you to live IRL (In Real Life) and see everything except screens





# Generating more leads with social media

- Create a strong social media lead generation plan.
- Business tactics to employ on social media platforms for lead generation.
- How to use LinkedIn for prospecting and thought leadership.
- How to use Pinterest/Instagram to show off your event space.



# Generating more leads with social media

- 89% of B2B marketers use **LinkedIn** to **distribute content**, making it the second most-used B2B social platform, second only to email.
- **LinkedIn** generates the **highest visitor-to-lead conversion rate** at 2.74%, more than 3x higher than Twitter (.69%) and Facebook (.77%)
- **YouTube** is rated the fourth most **effective B2B channel** marketers use behind Email, LinkedIn and Print.
- The average B2B company is on **6 social media networks**.



(Weirdert & Content Marketing Institute, 32° digital annual report on social media)



# Creating a lead driving social media plan

- 1 Social Media pay-to-play is a reality and it is increasing.
- 2 You need to know and understand your audience.
- 3 Figure out where your audience is most active.
- 4 Must act fast on social generated leads.



# Creating a lead driving social media plan

1 Social Media pay-to-play is a reality and it is increasing.

On average, brands are only reaching 6%-10% of their audience without paying for ads or promoted posts.

Promoted posts with video content are 30%-40% cheaper than image posts.





# Creating a lead driving social media plan

2 You need to know and understand your audience.

You have a story to tell, how can you tell it best to the audience that you want to reach?

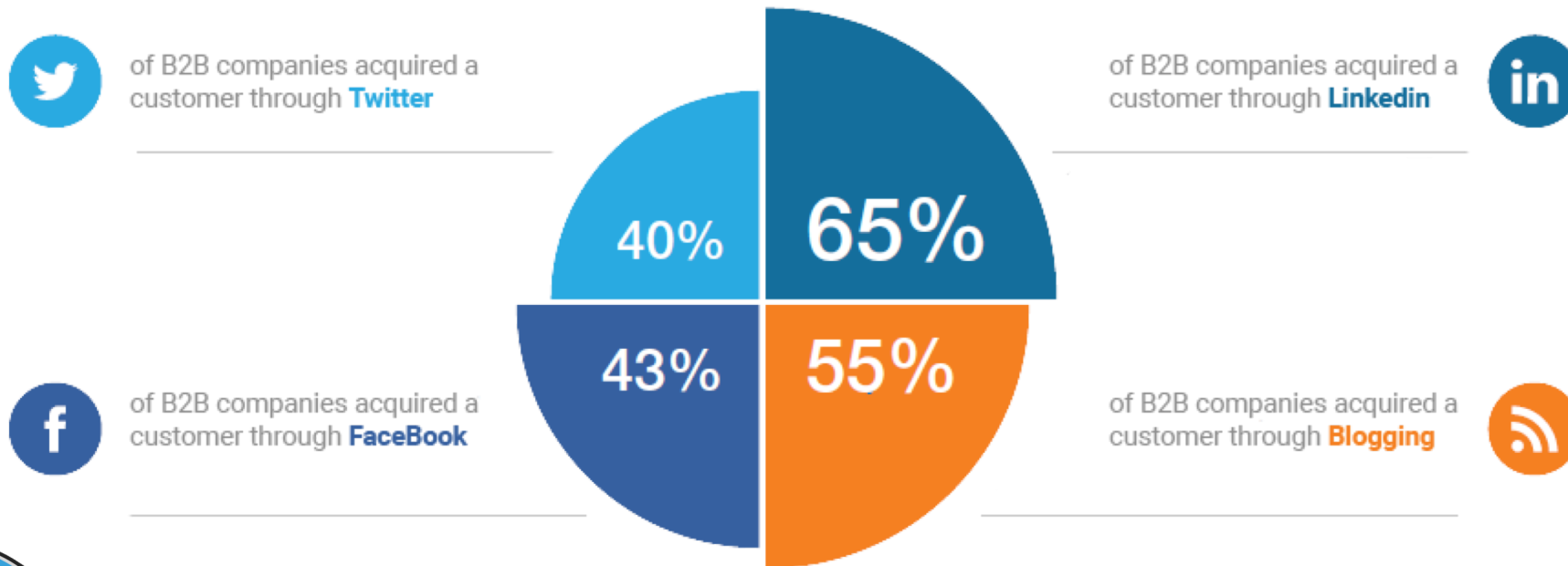
What are challenges that they are facing? How do they measure success?  
What associations are they part of? How do they prefer to interact with vendors? What does their decision timeline look like?



How can you be a better partner with customers?

# Creating a lead driving social media plan

3 Figure out where your audience is most active.

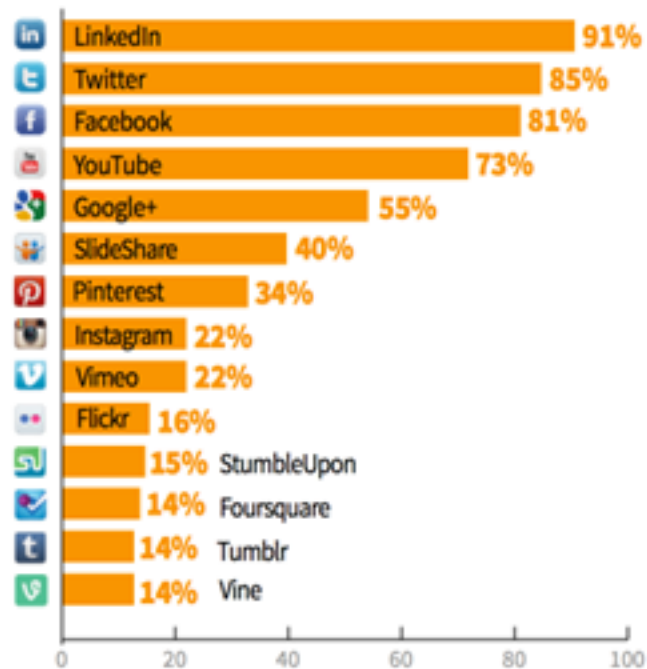




# Creating a lead driving social media plan

## 3 Figure out where your audience is most active.

Percentage of B2B Marketers Who Use Various Social Media Sites to Distribute Content



- ▶ B2B content marketers use an average of 6 social media platforms, up from 5 last year.
- ▶ B2B content marketers are using every social media platform listed here more often than they did last year.
- ▶ Social media platforms that had the biggest increase in use from last year to this year are SlideShare, Google+, and Instagram.



# Creating a lead driving social media plan

4 Must act fast on social generated leads.

**THE NUMBERS** | B2B marketers get more social

**64%**

→ Number of B2B marketers who are using social media marketing\*

**40%**

→ B2B companies that aren't yet tapping into the full marketing potential of social media\*

**85%**

→ Marketers who cite "generating more business exposure" as the top benefit of social media marketing\*\*

**83%**

→ Marketers who cite LinkedIn as the most popular social media channel for content distribution\*\*\*

SOURCE: \*Eloqua, How Do B2B Companies Use Social Media infographic, December 10, 2012; \*\*Social Media Examiner, 2012 Social Media Marketing Industry Report, April 2012; \*\*\*Content Marketing Institute and MarketingProfs, B2B Content Marketing: 2013 Benchmarks, Budgets, and Trends-North America



# Creating a lead driving social media plan

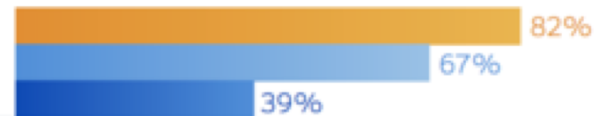
## 4 Must act fast on social generated leads.

### Social Marketing Meets Social Customer Service

*Eighty-four percent of high-performing marketing teams align their social media marketing strategy with other social activities such as customer service.*

#### Percentage Who Use Each Social Strategy

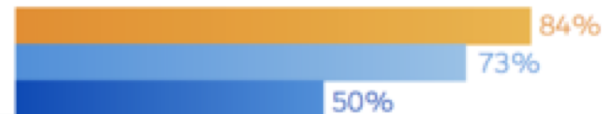
Integrates social media activity into other tools and technology (e.g., CRM)



#### High-performing vs. Underperforming Teams

**2.1x**  
more likely to use strategy

Aligns social marketing strategy with other social activities (e.g., customer service)



**1.7x**  
more likely to use strategy

Social media & Customer service are very blended today.

High performers Moderate performers Underperformers

# Creating the right business tactics for lead generation

It's ok not to have a direct ROI metric.

**AWARENESS**

Broad Facebook, Twitter, LinkedIn YouTube Campaigns.

Track ad spend & engagement that becomes a lead.

**ENGAGEMENT**

Engage existing fans, look a like audiences, retargeting, LI groups, IG/Pinterest Fans/Advertising

Ad spend directly translates to CPL metric.

**SALES**

Direct Retargeting, Email Follow up, FB Messaging Ads, Custom Landing pages for SEO/Social.



# Creating the right business tactics for lead generation

## AWARENESS

92% of customers trust influencer messages more than a brand's.

### Be Aware Of...

- The top influencers in your community
- The hashtags commonly used by your community
- The style of photos shared by the most popular accounts
- Tactics for engagement used within the community

### Build a community around an actionable Tag

- Make it unique to your brand.
- Establish the reasoning behind the tag & it's relevance to your audience.
- Don't leave your community hungry for too long.



#STRICT: Specific, Targeted, Relevant, Innovative, Concise, Thoughtful

unique  
venues  
you belong here



# Creating the right business tactics for lead generation

## ENGAGEMENT

Try using Rich Pins – they allow you to specifically target keyword searches with better Meta Data.

**Instagram's tools are built for a business to thrive.**

Use the right filters and special effects. Instagram is visual – make visually appealing content that will capture potential customer's attention! The most popular and proven to be visually appealing filters are: Low-Fi, Valencia, and X-Pro II.

Instagram's business tools allow you to track website clicks, call clicks, and email clicks. For B2B, these are important! Don't forget to integrate your known demographic data into ads.

Partner with a nonprofit or social cause that will align your venue's space and businesses mission.



Real Life photos vs. product/stock photos receive 30% better CTR in Pinterest.

unique  
venues  
you belong here

# Creating the right business tactics for lead generation

## SALES

80% of B2B marketers say they have a specific social media strategy, but only 32% have it documented.

**Your sales team goes beyond the person. Create an ecosystem that is always working to close a lead.**

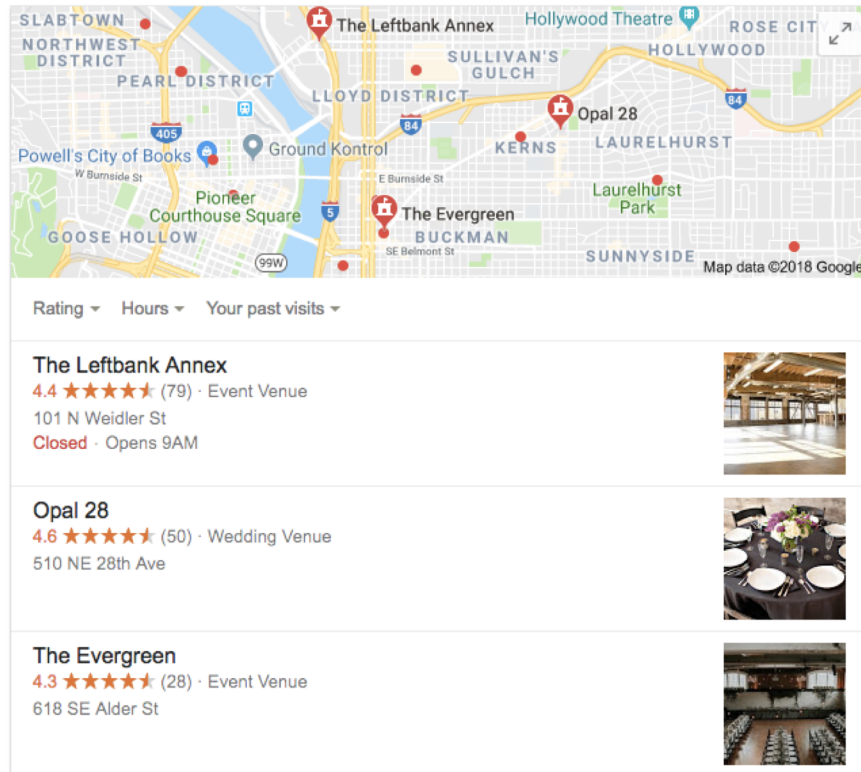
Consider the different keywords that drive searches and engagement in social media and make sure that you have content that addresses each segment.

Immediate response from social leads is critical – a study by Hootsuite shows that most B2B decisions are made within a 24-48 hour window – you need to respond to be part of the conversation.

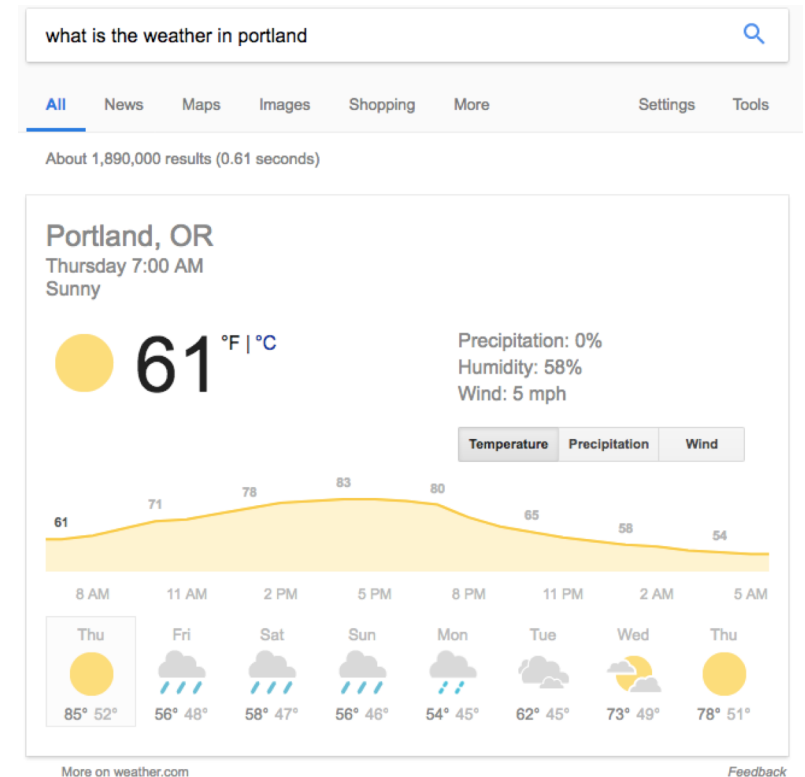
Drip campaigns build a longer pipeline: look at your email integration with social media (custom audiences).



# Position Zero is Search: Socially Driven Content



Position 0 is the rich snippet that you often see above other traditional search results.



80% of Google Home voice search results derive from Rich Snippets.


# OK, tell me about Position Zero.

Google crawls pages and determines the best answer, often pulling into the search result much more than the traditional 10 blue links.

This is a huge opportunity for wineries and AVAs to capitalize on rich content snippets to drive more traffic.

**Position ZERO drives VOICE SEARCH.  
Part of your Barnacle Social & SEO Strategy.**




best oregon wines 2018 

[All](#) [Images](#) [News](#) [Maps](#) [Shopping](#) [More](#) [Settings](#) [Tools](#)



About 55,700,000 results (0.49 seconds)

**The 50 Best Oregon Wines for...**

- 2014 Original Vines **Pinot Gris**. Dundee Hills. \$36 at Liner & Elsen.
- 2015 **Gamay**. **Willamette Valley**. \$27 at Park Avenue Fine Wines. ...
- 2013 **Pinot Noir**. Dundee Hills. \$44 at Thelonious Wines.
- 2016 Rainsong Vineyard **Pinot Meunier**. **Willamette Valley**. \$34 at 45th Parallel Wines.



[The 50 Oregon Wines You Need to Drink Right Now | Portland Monthly](https://www.pdxmonthly.com/.../9/.../the-50-oregon-wines-you-need-to-drink-right-now)  
<https://www.pdxmonthly.com/.../9/.../the-50-oregon-wines-you-need-to-drink-right-now>

 About this result  Feedback

## [The 10 Best Willamette Valley Wineries To Visit In 2018](https://californiawineryadvisor.com/best-willamette-valley-wineries/)

<https://californiawineryadvisor.com/best-willamette-valley-wineries/> ▼

Apr 17, 2018 - Chehalem. You have to carve out time to visit Chehalem. Shea Wine Cellars. Shea Wine Cellars is finally opened to the public! Domaine Drouhin. Situated atop the Dundee Hills, Domaine Drouhin offers one of the best experiences in all of Oregon. The Four Graces. Beaux Frères. Trisaetum. Grochau Cellars.

# OK, tell me about Position Zero.

It's very difficult to organically rank above Position Zero – especially with a map listing.

Unique Venues has managed to do it because they are being seen as a category focused result, rather than a specific location result.

A screenshot of a Google search for "university event space". The search results show a map listing for "College Venue Rentals | University Event Venues | Unique Venues" with a URL and a description. Below the map, there are two listings: "The Heathman Lodge" with a 4.5-star rating and "University Place Hotel & Conference Center" with a 3.5-star rating. The map shows several red location pins in the Vancouver area, including Club Green Meadows, The Heathman Lodge, and University Place Hotel & Conference Center.

Google university event space

All Maps Images News Videos More Settings Tools

About 544,000,000 results (0.77 seconds)

**College Venue Rentals | University Event Venues | Unique Venues**  
<https://www.uniquevenues.com/colleges-universities>

Our college and university venues at Unique Venues will earn your event an A+. View campus venues here & contact us for further assistance! 1-877-244-6110.

Rating Hours Your past visits

**The Heathman Lodge**  
4.5 ★★★★★ (1,120) · Event Venue  
Rustic-chic lodging with an indoor pool  
Vancouver, WA  
"Great service, great staff, great food and a great room."

**University Place Hotel & Conference Center**  
3.5 ★★★★★ (733) · Hotel



# Targeting Position Zero With Social Media

**Social SEO** strategies drive better rankings, which means you open your site's social channels up to being able to show up for voice and position zero search results.

- **Titles and Content tags drive a lot of value!**
- **Image optimization & Tagging makes a difference.**
- **Don't forget to build links to your own social profiles!**



# THANK YOU

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