

Demographica

We know people

CMO's 3-step guide to the art of social selling

To help CMOs on their journey towards adopting Social Selling as an internal marketing tactic, here's a quick overview of how you can take brand loyalty among your internal stakeholders to the next level and promote brand trust by leveraging LinkedIn best practice.

1. OPTIMISE

Ask your Leaders, Sales Teams and Partners if they:



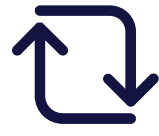
Recognise and showcase important brand moments?

Celebrating the victories and milestones that they contributed towards.



Highlight the best of themselves and the brand you represent?

Sharing and resharing mentions from other employees, executives, and key customers.



Allow for snackable content to be easily accessible and easily shared?

Sharing thoughts and perspectives via a multitude of formats (infographics, videos etc).



Present on LinkedIn Groups? Or have you created your own?

Seeding themselves on LinkedIn Business and actively contributing to discussions.



2. ENABLE

Ask yourself whether you as a CMO:



Gather and distribute testimonials and product/service information.

Sharing relevant and recent case studies of previous work done.



Post behind-the-scenes stories that highlight your unique culture, people and values.

Post brand announcements and promotions on social platforms.

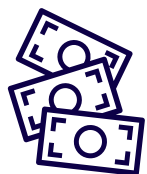


Incentivise and recognise typical and atypical thought leadership contributors within your organisation.

Prioritise thought leadership content creation within your organisation.

3. MEASURE

Do you have the tools in place to measure:



Cost (as a factor of time spent).



The proportion of desired audience engagement reached.



Followers acquired and growth rate.



Click-through-rate.



Unique profile views.



Content interactions and sentiment.



Engagement (sales conversations started).

Visit our website to find out more:
<https://demographica.co.za/>