

## BUILDING A SOCIAL MEDIA QUOTA

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**Salespeople use social media to provide value to prospects by answering open-ended questions, responding to comments and by sharing content throughout the buying process – from awareness to consideration, until a prospect is ready to buy. Social selling is the new sales model or sales 2.0.**

2

## Social Selling Facts and Stats

- Fact: 91% of B2B buyers are now active and involved in social media.
- Fact: 84% of senior executives use social media to support purchase decisions.
- Fact: 78.6% of salespeople who leverage social media to sell outperform those who don't.

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Successful and effective social selling is both outbound prospecting and inbound marketing.

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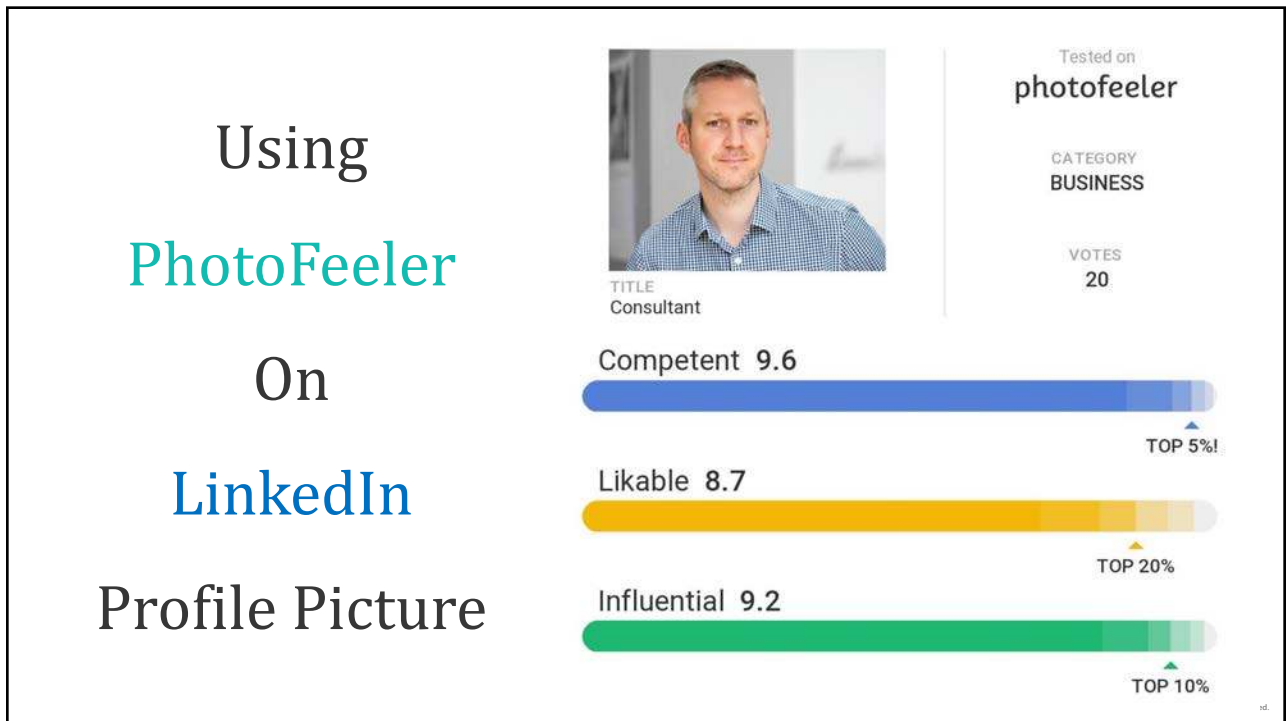
**Inbound Marketing**

The second half is progressing to the relationship-building process. This requires you to share valuable content that will attract qualified prospects and make them come to you.

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photofeeler FAQ Blog [Login](#) [Signup](#)



BUSINESS

20 VOTES

COMPETENT	5.7
LIKABLE	4.6
INFLUENTIAL	5.7

## What are your photos saying about you?

Stop guessing, start testing. Choose your **business**, **social**, and **dating** photos using the world's #1 photo testing tool.

TEST MY PHOTO

Already using Photofeeler? [Login](#)

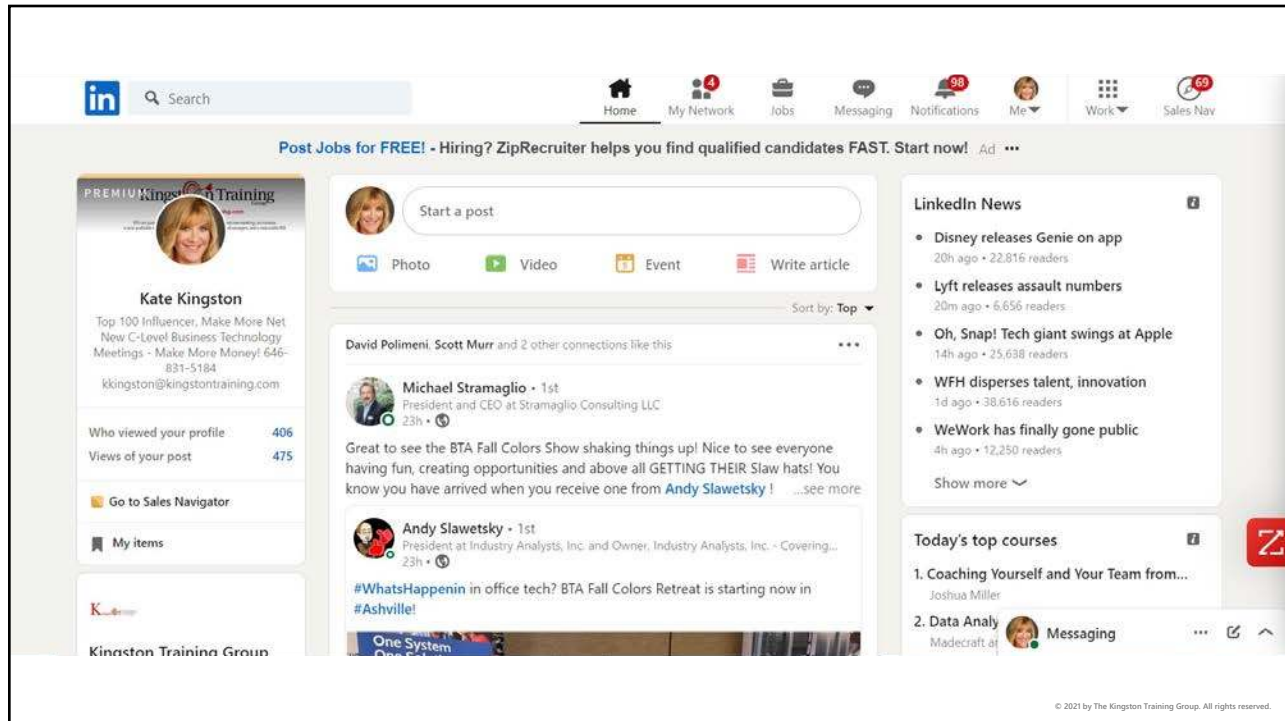
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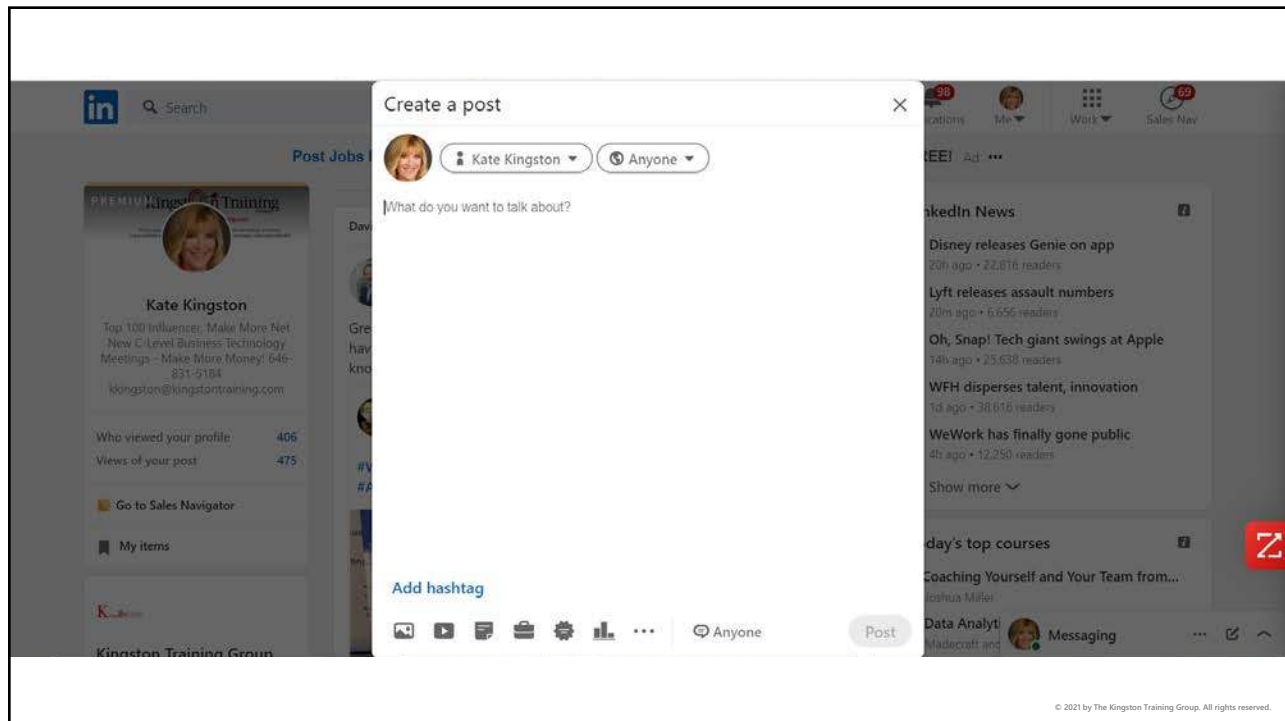
# POSTING FOR PROSPECTING ON LINKEDIN



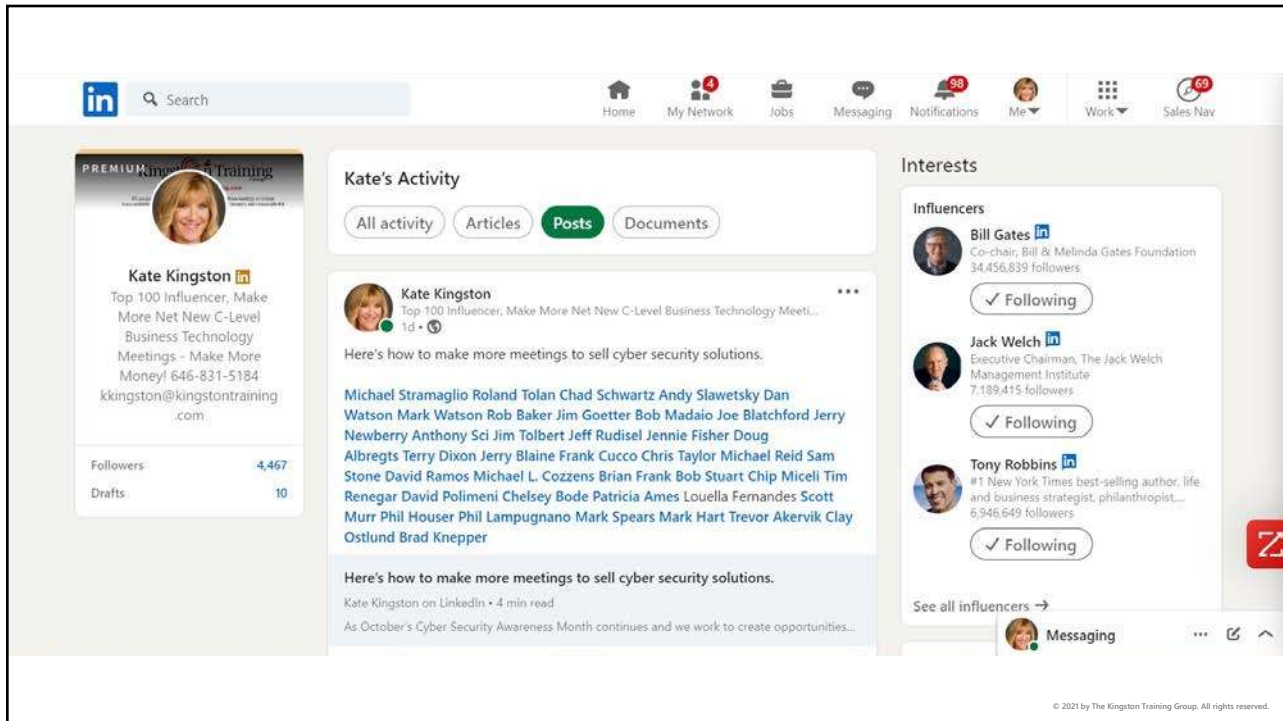
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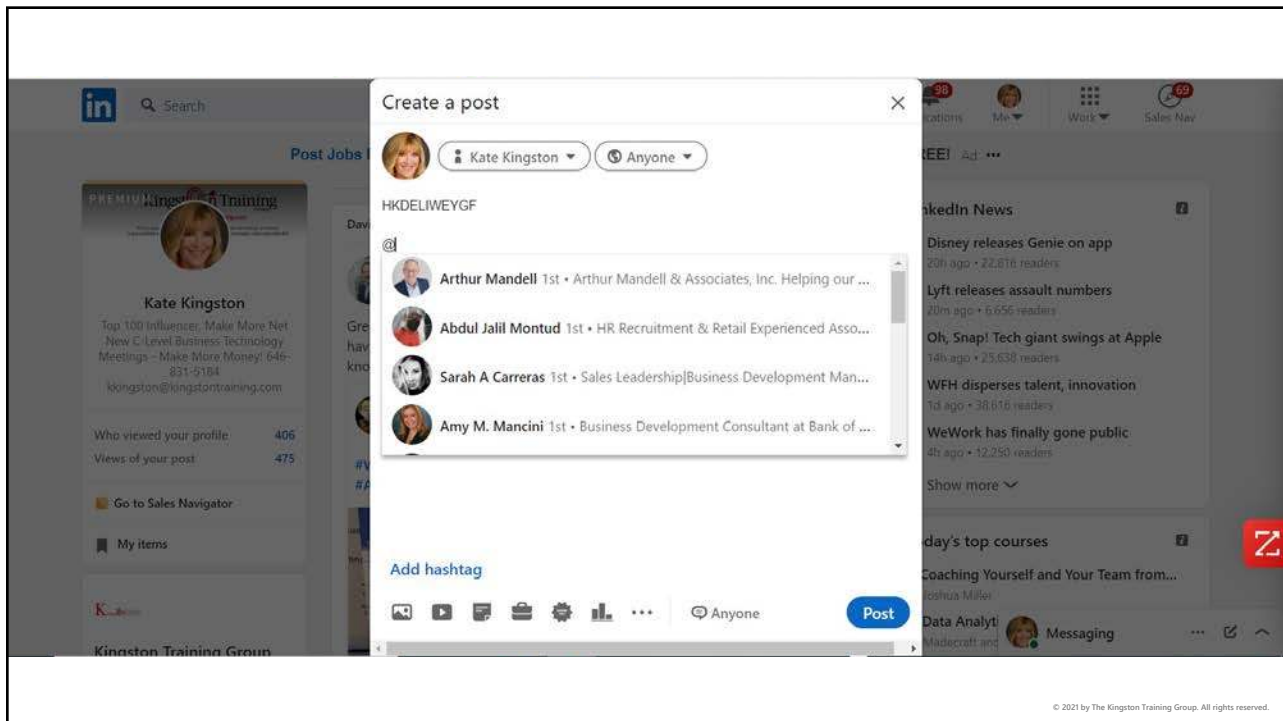
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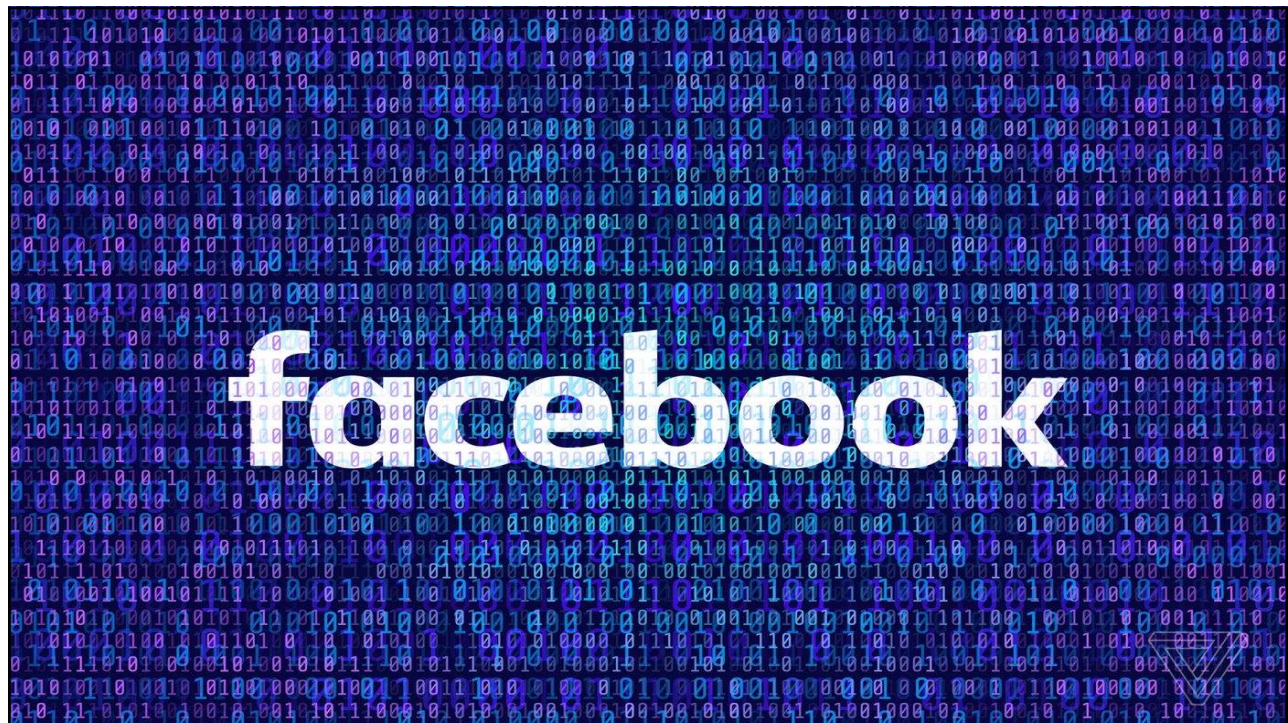
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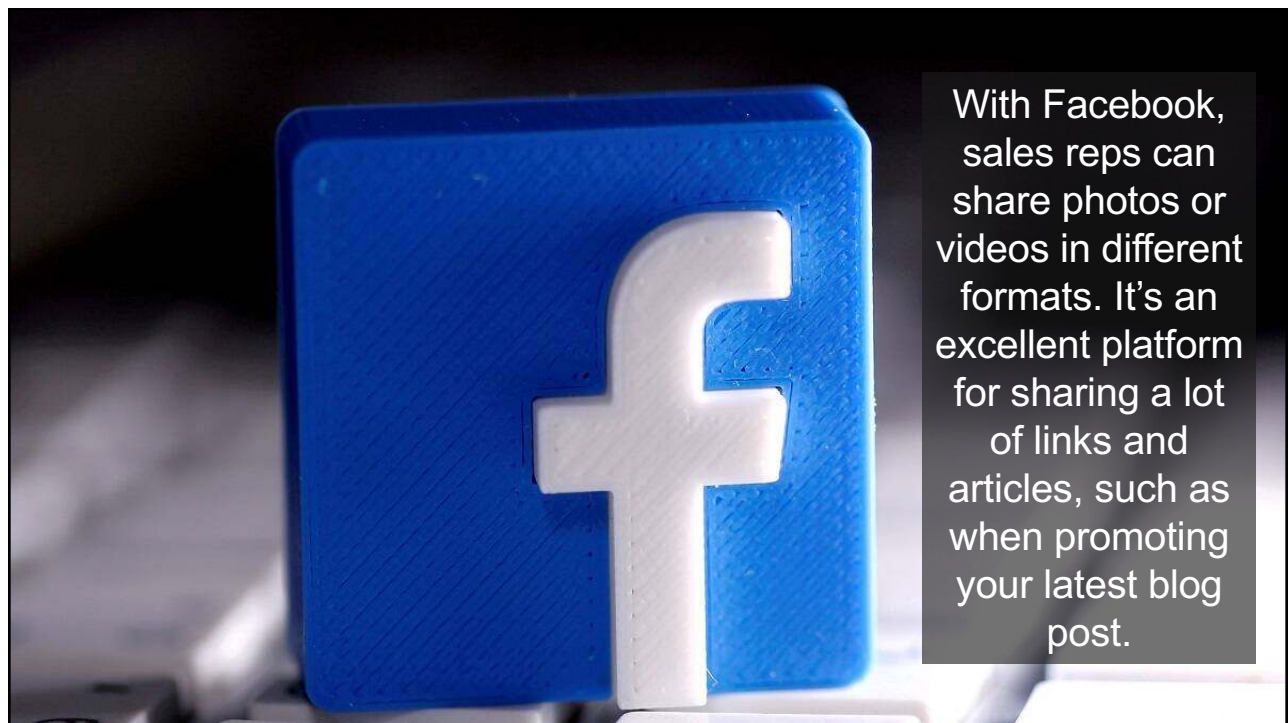
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## Benefits of Facebook for business

- **Share basic information about your business. ...**
- **Share pictures and videos from your business. ...**
- **Talk to existing and potential customers. ...**
- **Provide customer support. ...**
- **Raise brand awareness and promote positive word-of-mouth.**

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**Customers who like a business on Facebook are 79% more likely to make a new purchase than non-fans.**

**Facebook is also useful in the B2B realm—73% of people say they use Facebook for professional purposes.**

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# POST DAILY BUSINESS MOTIVATION QUOTES

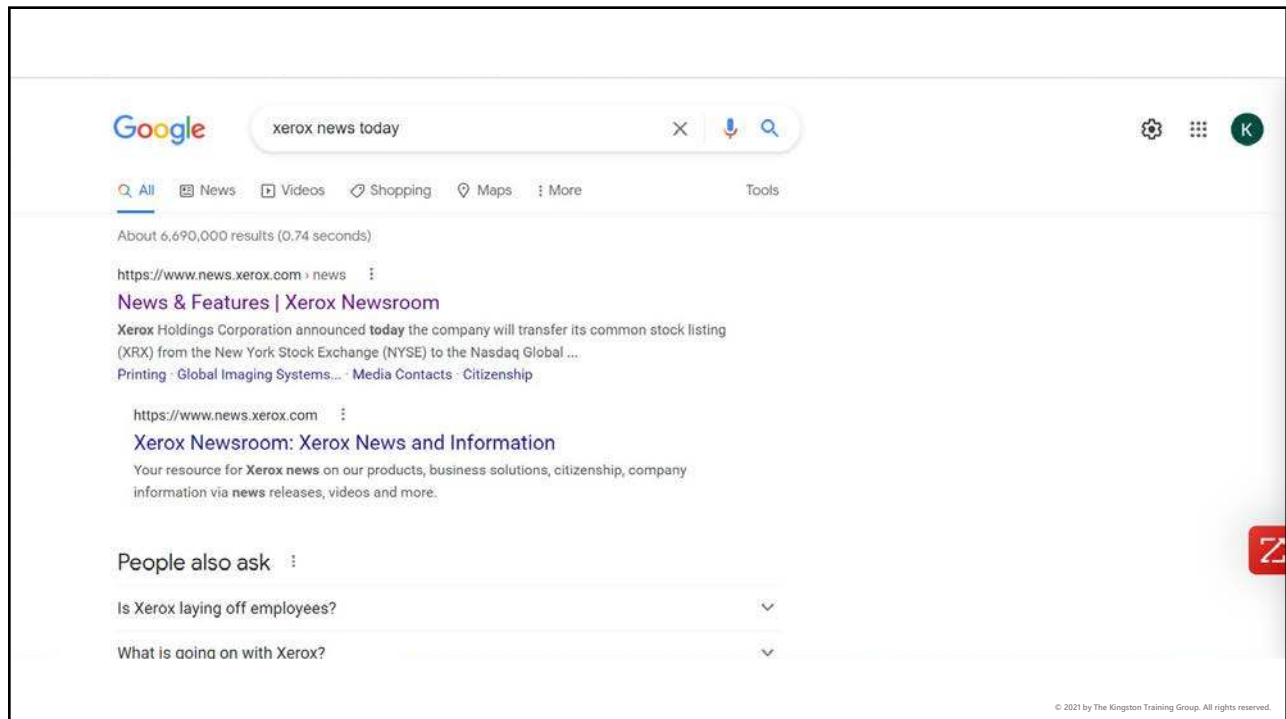


Every company's greatest assets are its customers, because without customers there is no Company.

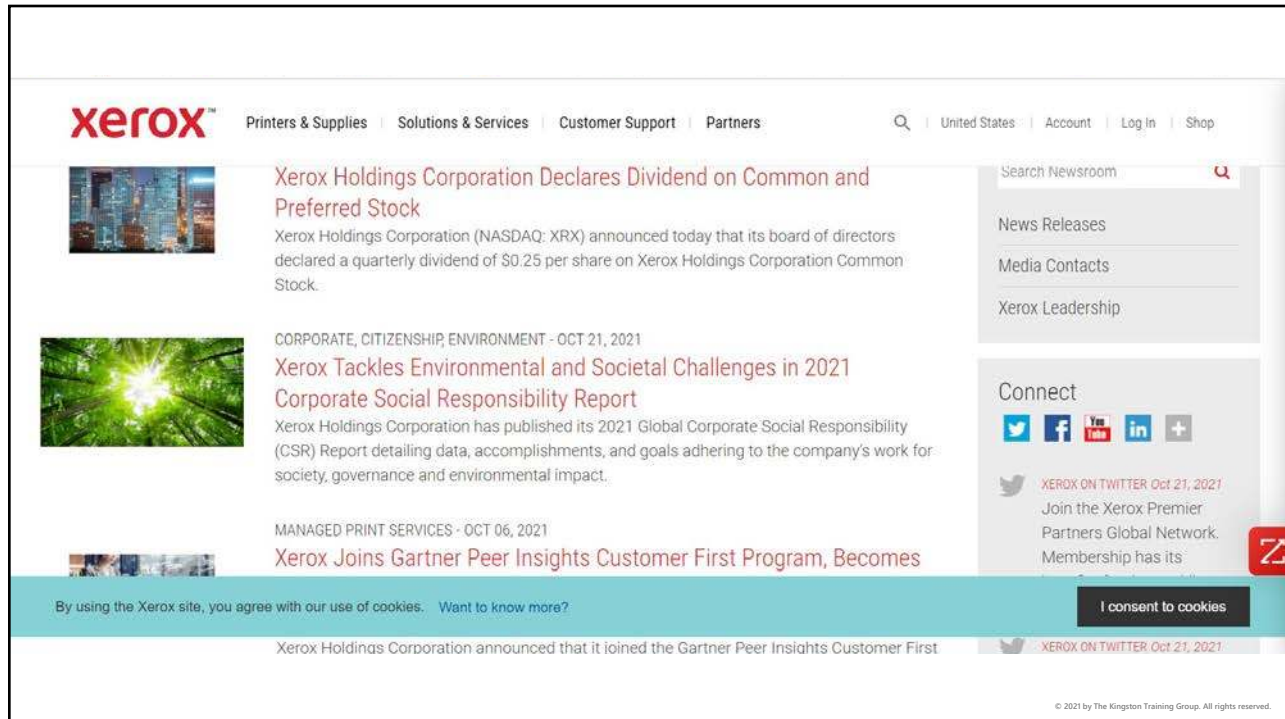
– Michael LeBoeuf

www.checkmark.com

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“ Good company to deal with, saved us lots of money on the same machine we wanted top buy from a different company, it pays to keep your existing vendor honest, JR Copier offer a lower cost for the service and lower cost of the equipment (on the same equipment), very pleased with the change

**Chuck Smith**  
Mastercraft

“ I use JR copier for all my Repair and service needs on my copiers and printers. They literally service any machine we've had over the past 10 years. We learned from working with Rafael and Pete that we don't need to spend tons of money with the big companies to achieve the same goal. Thanks guys!

**Branden Berchem**  
Home Construction

## CUSTOMER TESTIMONIALS

“ Dependable and prompt service each and every time we have called them. Reasonable rates and friendly technicians are just an added bonus.

**Maggie Mae**

“ Very happy with the service that was provided and called before they were coming out! Strongly recommend this company!

**Ada Leonard**  
Monarch Inc

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# PICTURES FROM PARTNERSHIP REVIEWS



CRISS  
CROSS

HARD  
COPY

★ Trustpilot  
★★★★★

RIBBON

POP  
OUT

CENTER  
STAGE

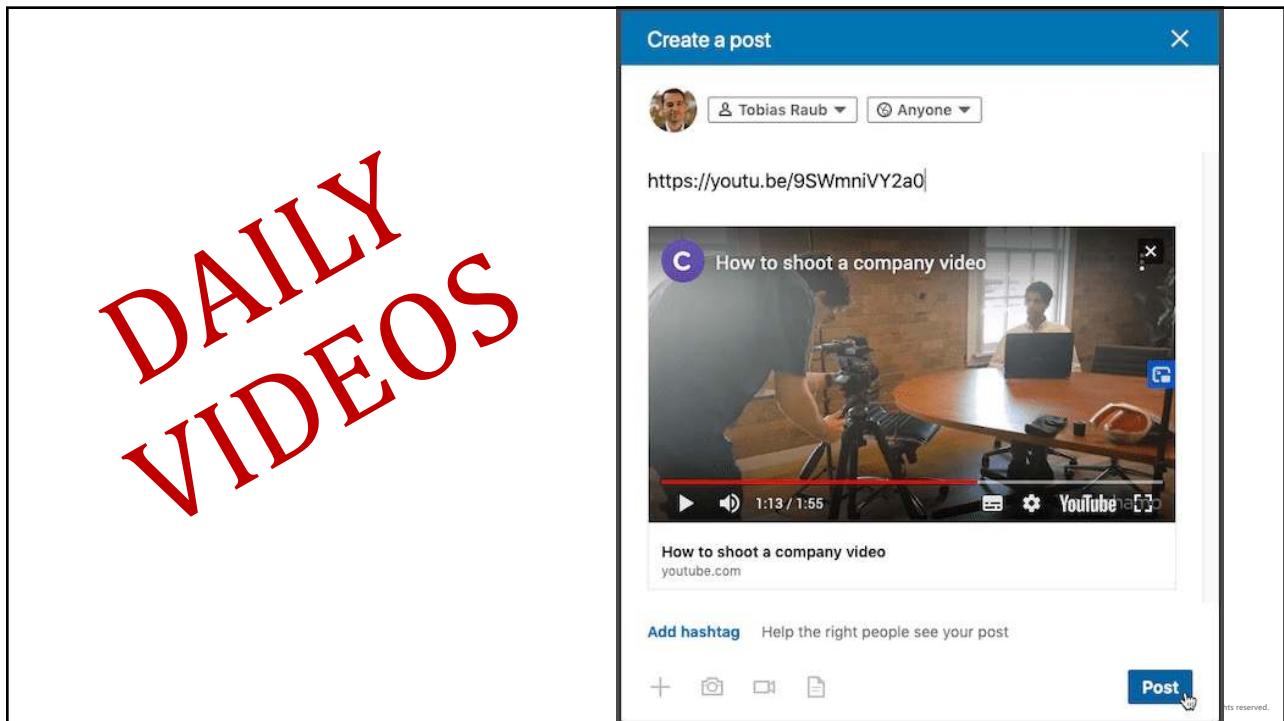
DE

SLIP 'N  
SLIDE

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	Thumbnail	Transcription	Meta Description	Embed
<b>Vidyard</b>	Yes, add personalization to thumbnails, gifs or just simply swap the image.	Yes, transcription of your video with a paid account.	Add a meta description in your player settings. This will then be pulled into your embed code.	You can embed a responsive Vidyard video to any page but you must have a paid plan.
<b>Wistia</b>	Yes, you can add gif thumbnails or simply change the thumbnail.	Available, but you'll need to pay extra. Automated captions with 80% accuracy for .25 per minute. Professional captions \$2.50 per minute with 99% accuracy.	As you upload your video you have the chance to enhance your title, tags and meta description.	You can embed a responsive Wistia video to any page. Add customizations after you embed and you won't have to go back and update the code.
<b>YouTube</b>	Select an automatically generated thumbnail or upload your own.	Free options are available, such as uploading your file, typing out your transcript in the video manager tool or use automatic captioning.	YouTube has a description box and that's where you would be as descriptive as possible and use relevant keywords.	You can embed YouTube videos to any page but in order to make it responsive, you must add code to the embed code.

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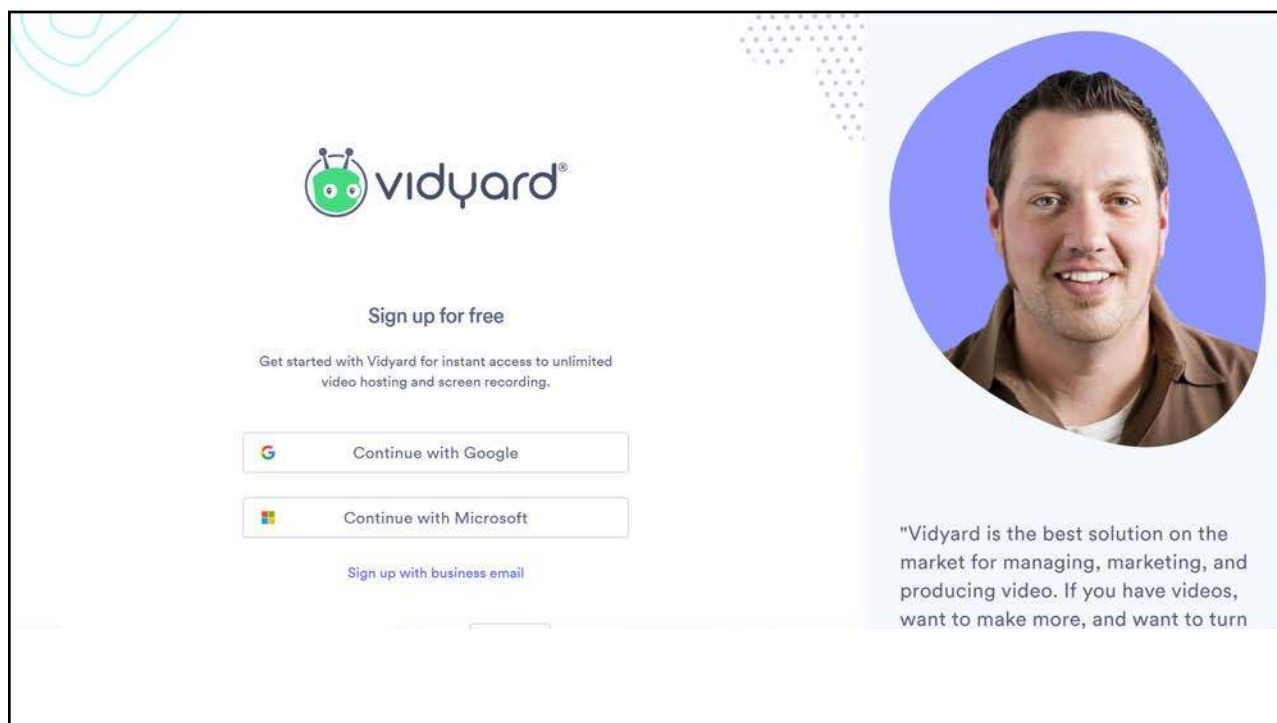
**vidyard** About Vidyard Solutions Resources Pricing Enterprise Login [Request a Demo](#)

## The easiest way to record and send videos

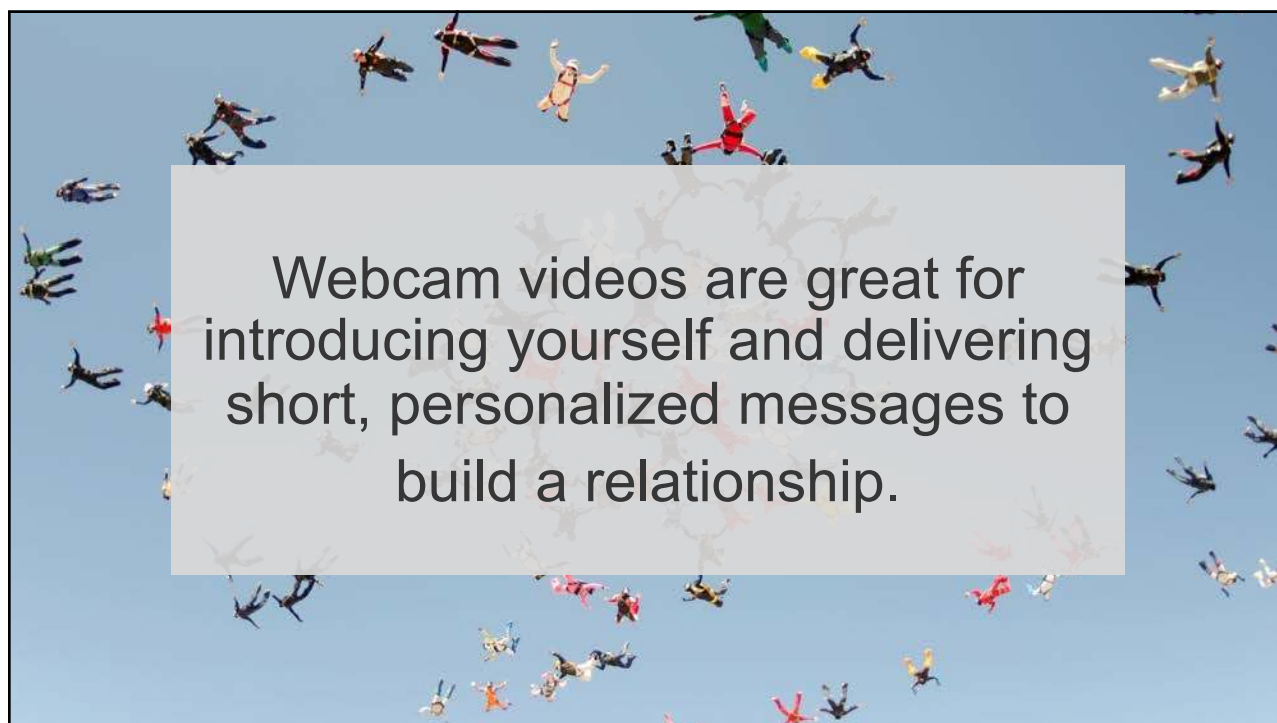
Vidyard helps you create engaging presentations for clients, onboard new customers, keep your teammates in the loop, and more—all with video.

[Sign Up for Free](#)  
No Credit Card Required

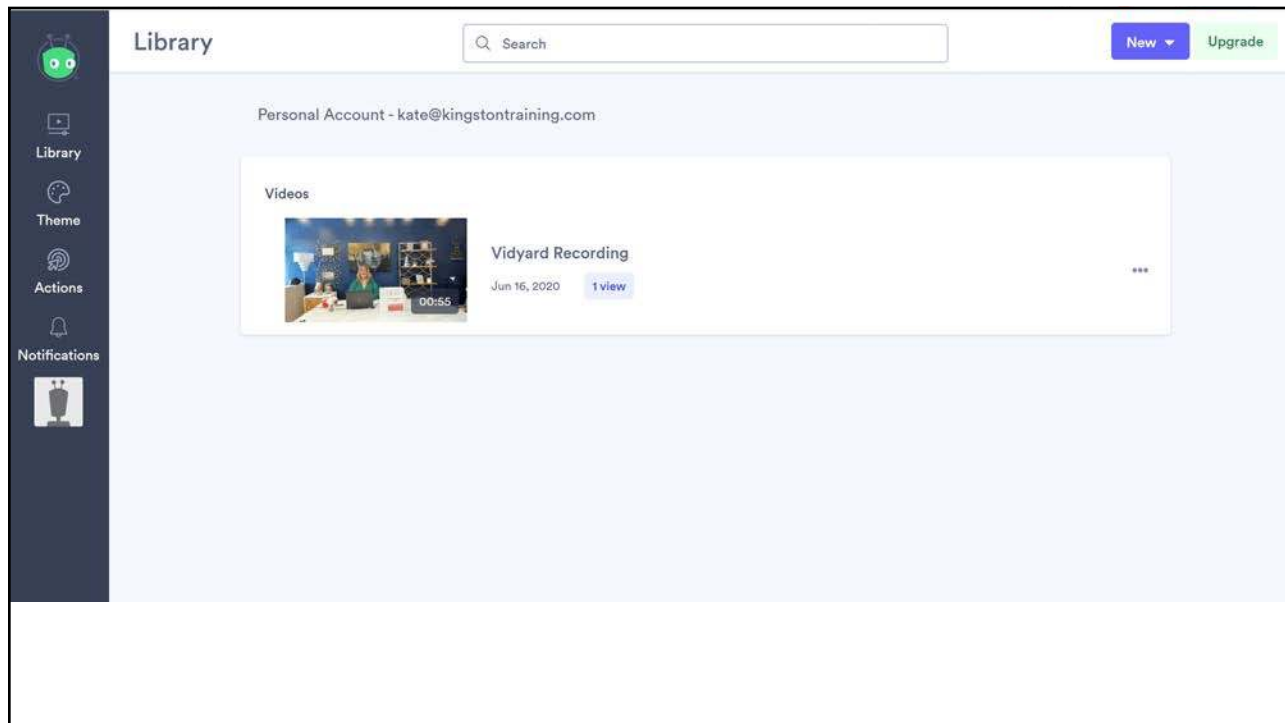
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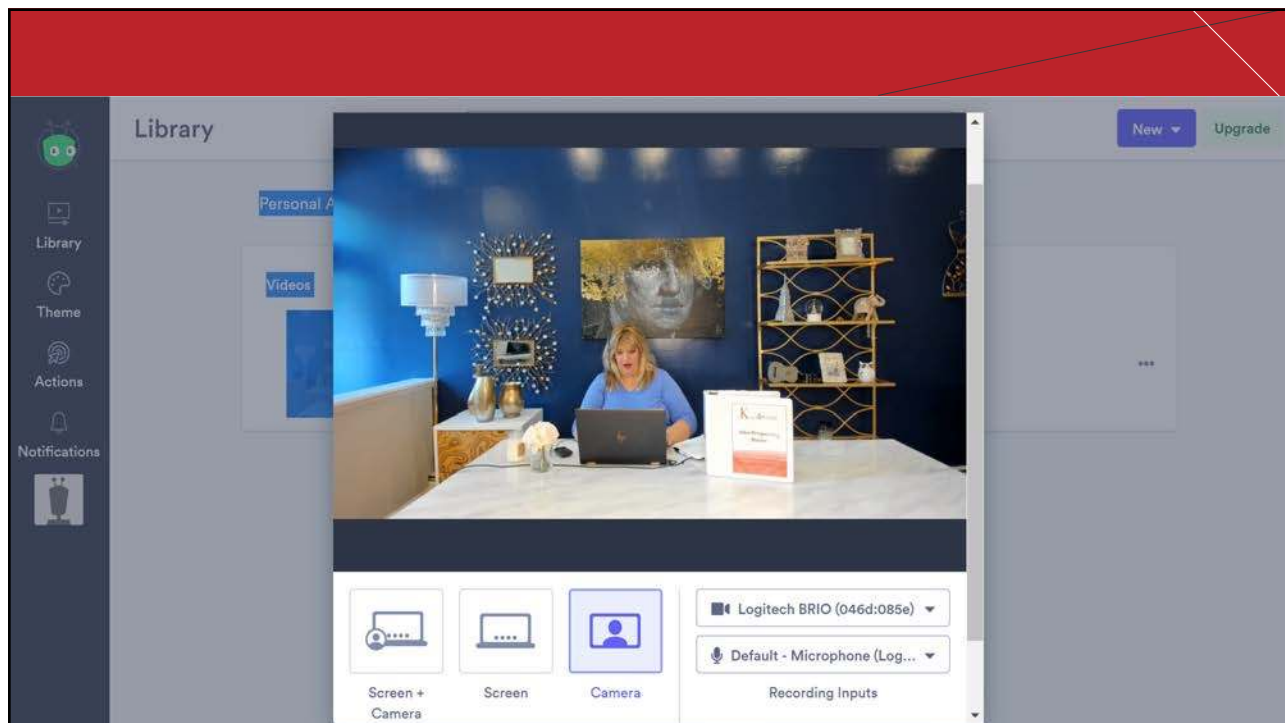
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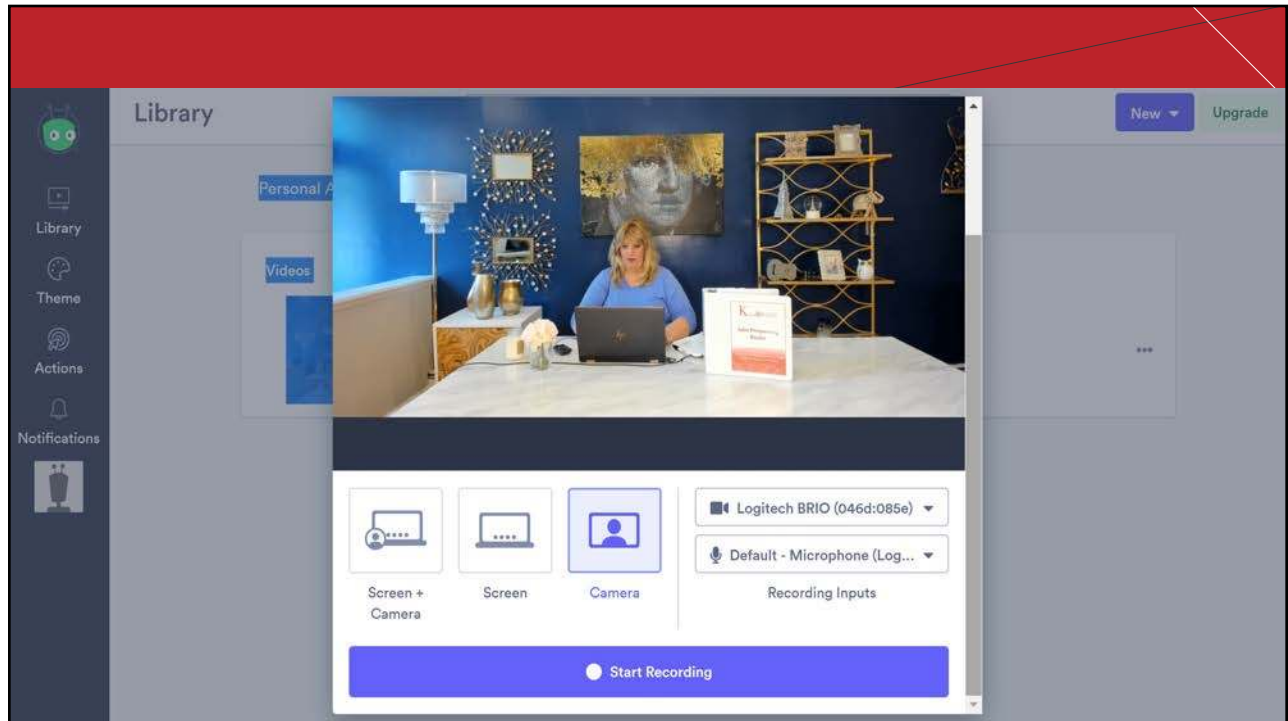


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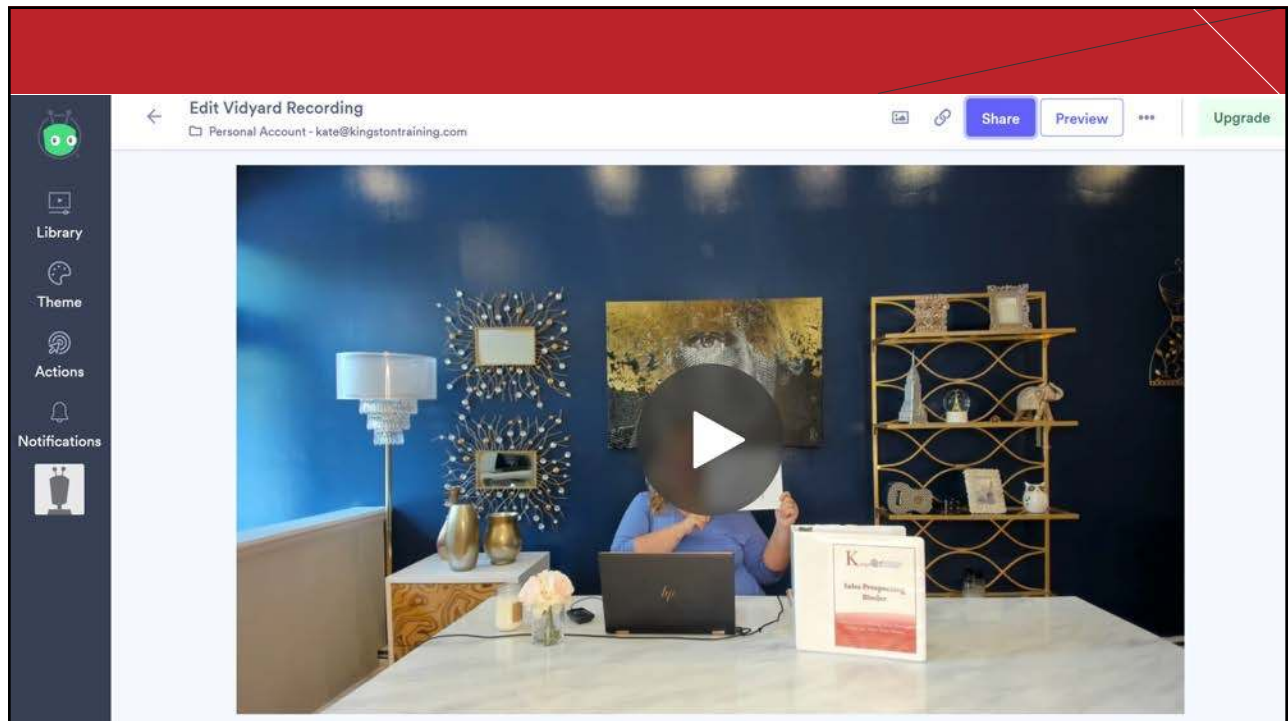


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## VIDEO-FYING YOUR SALES MESSAGE



PUT NAME ON  
THE WHITE BOARD



HIT THE BULLETS

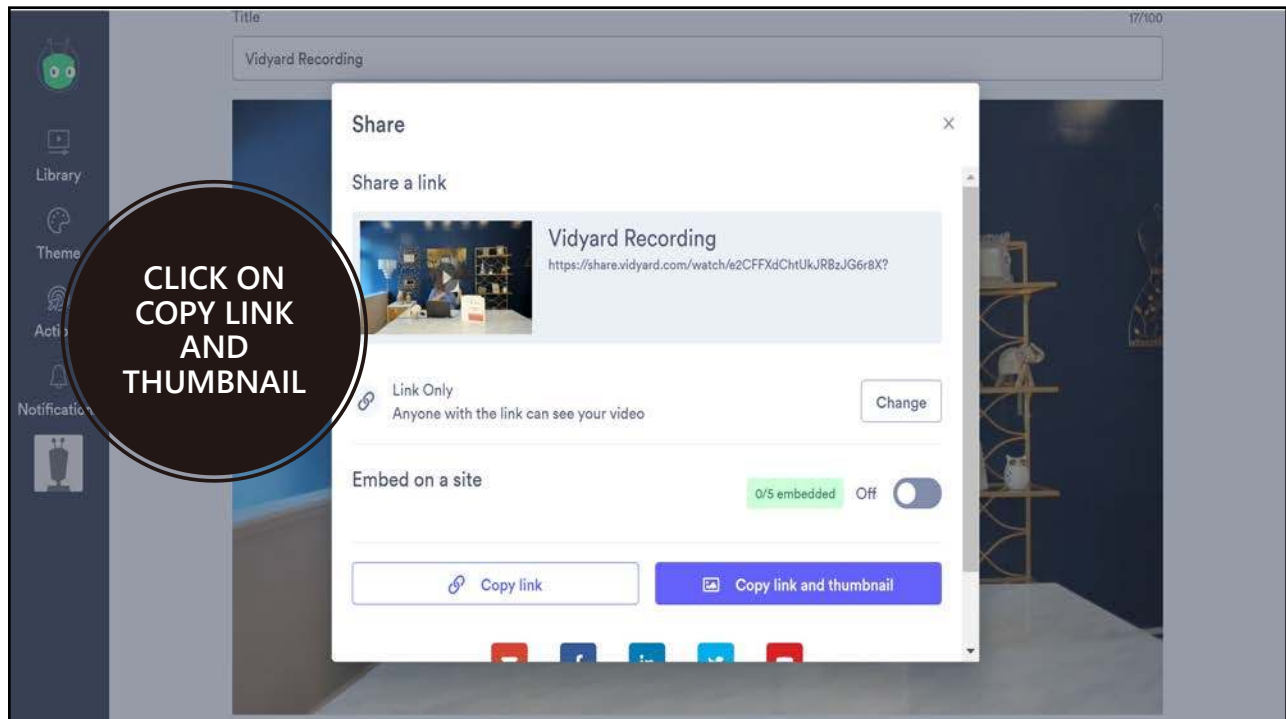


ELEVATOR PITCH

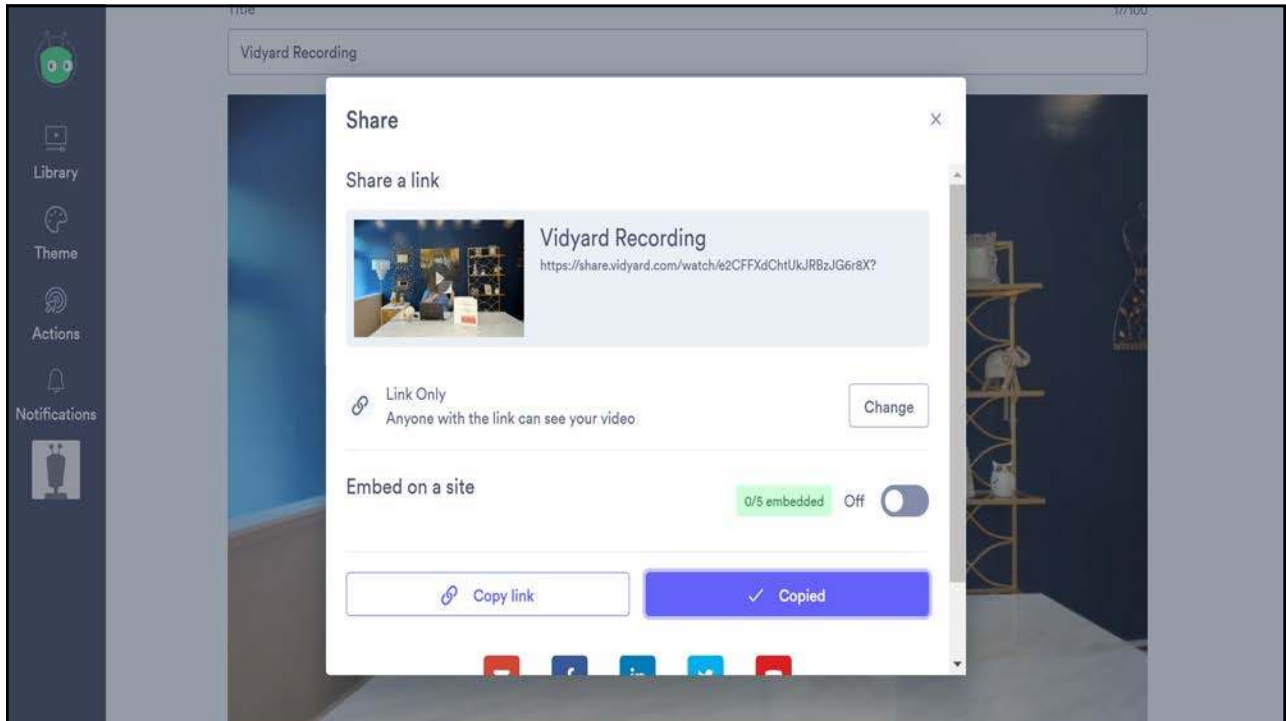


ASK FOR MEETING

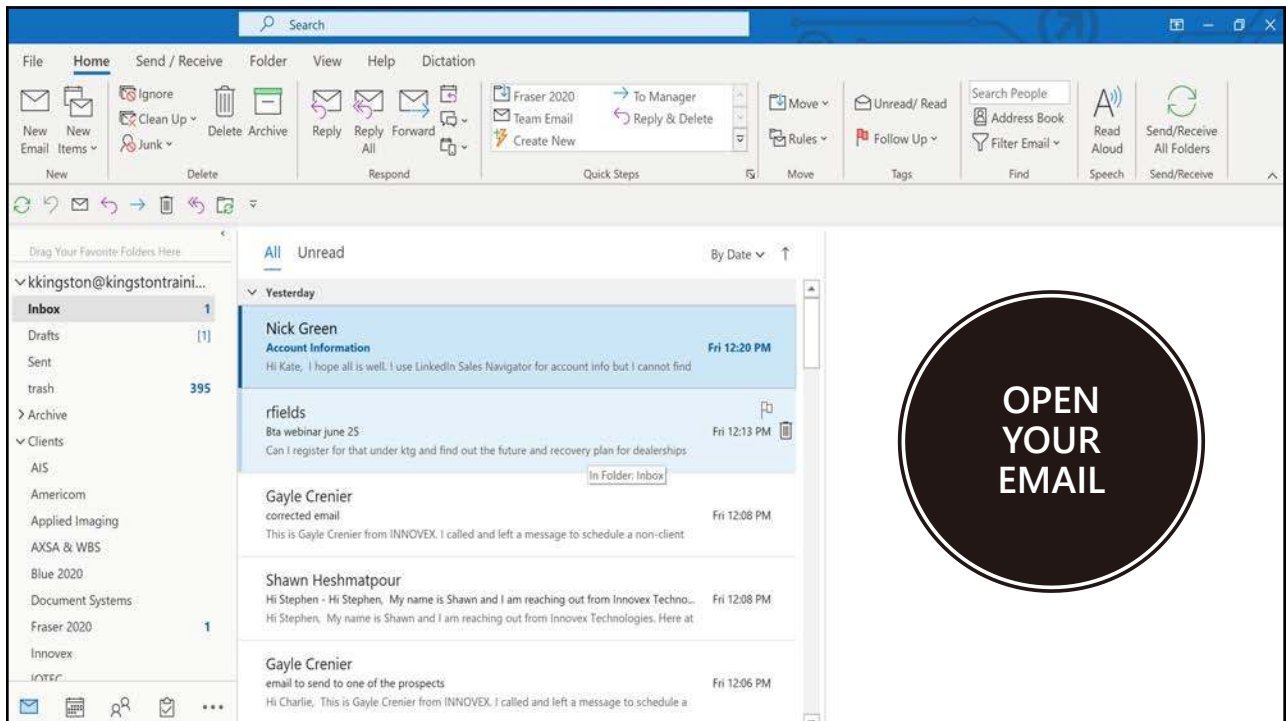
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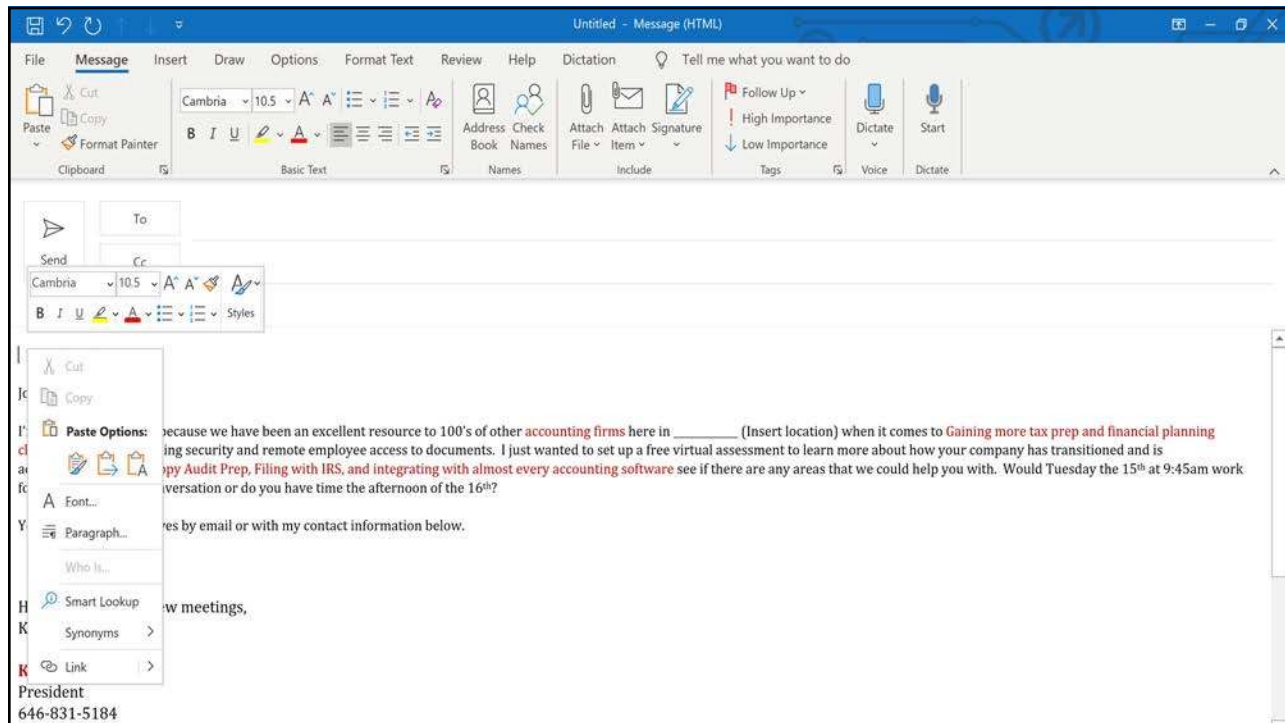
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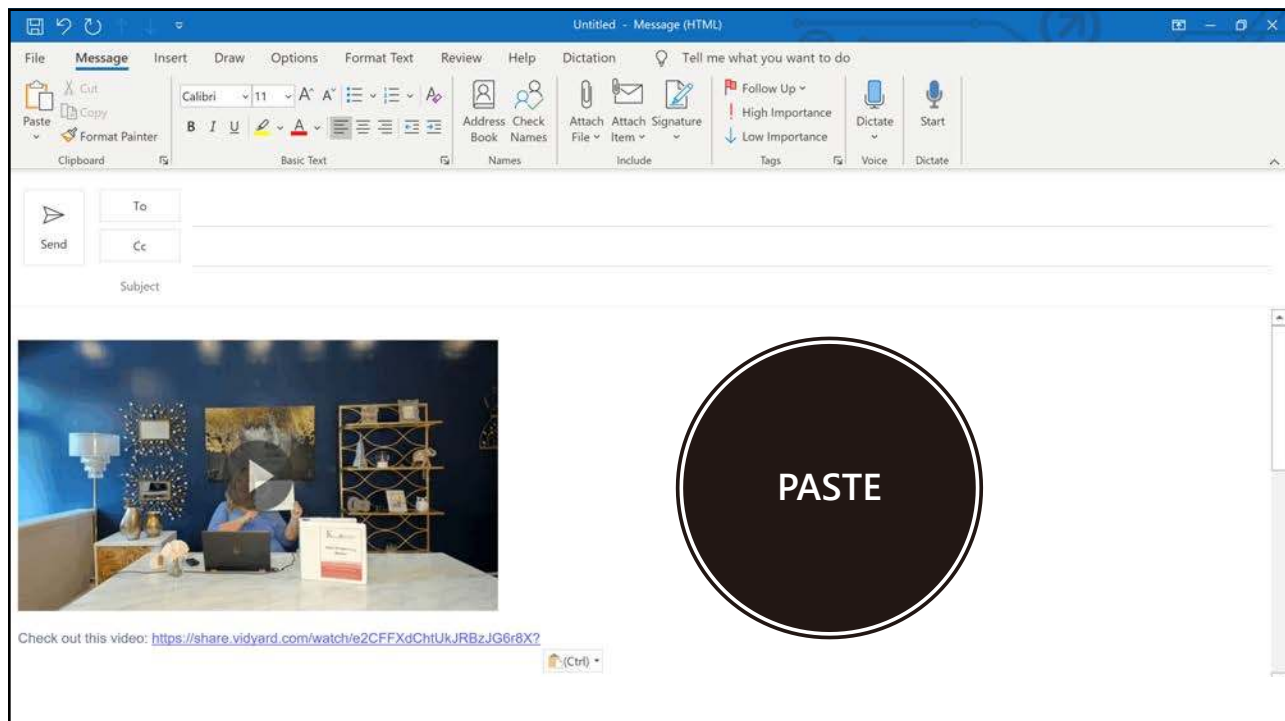
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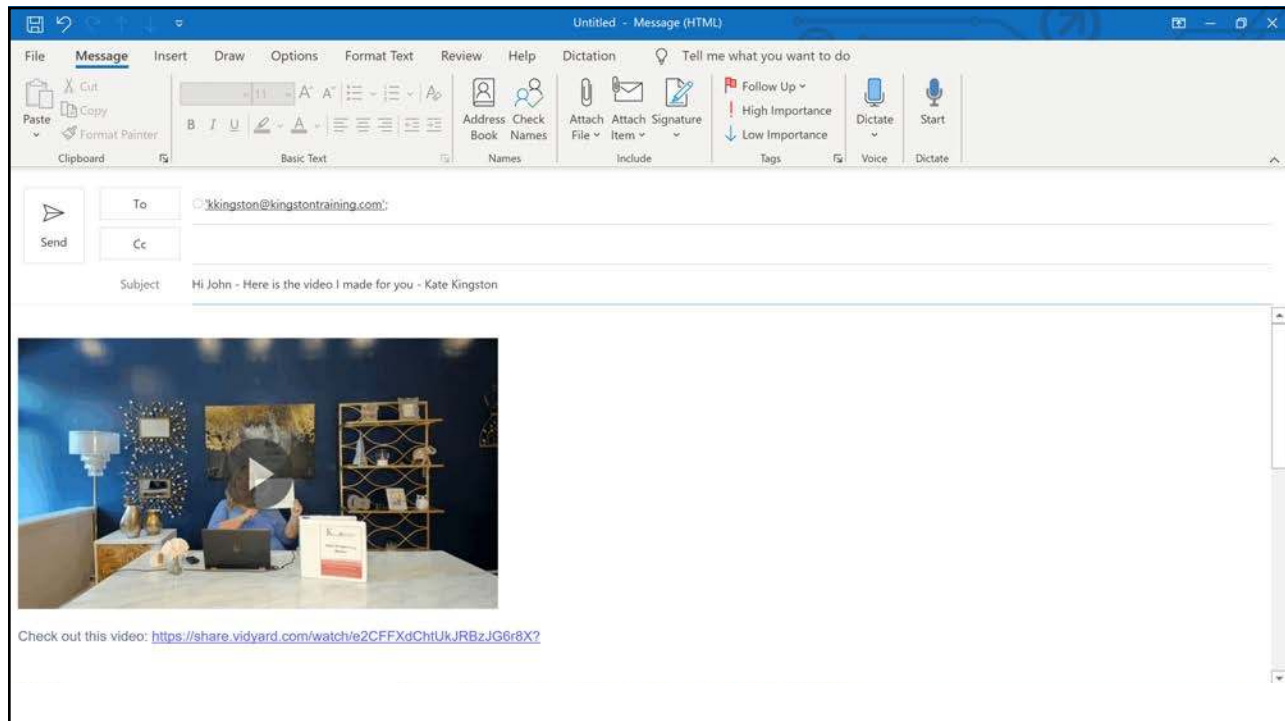
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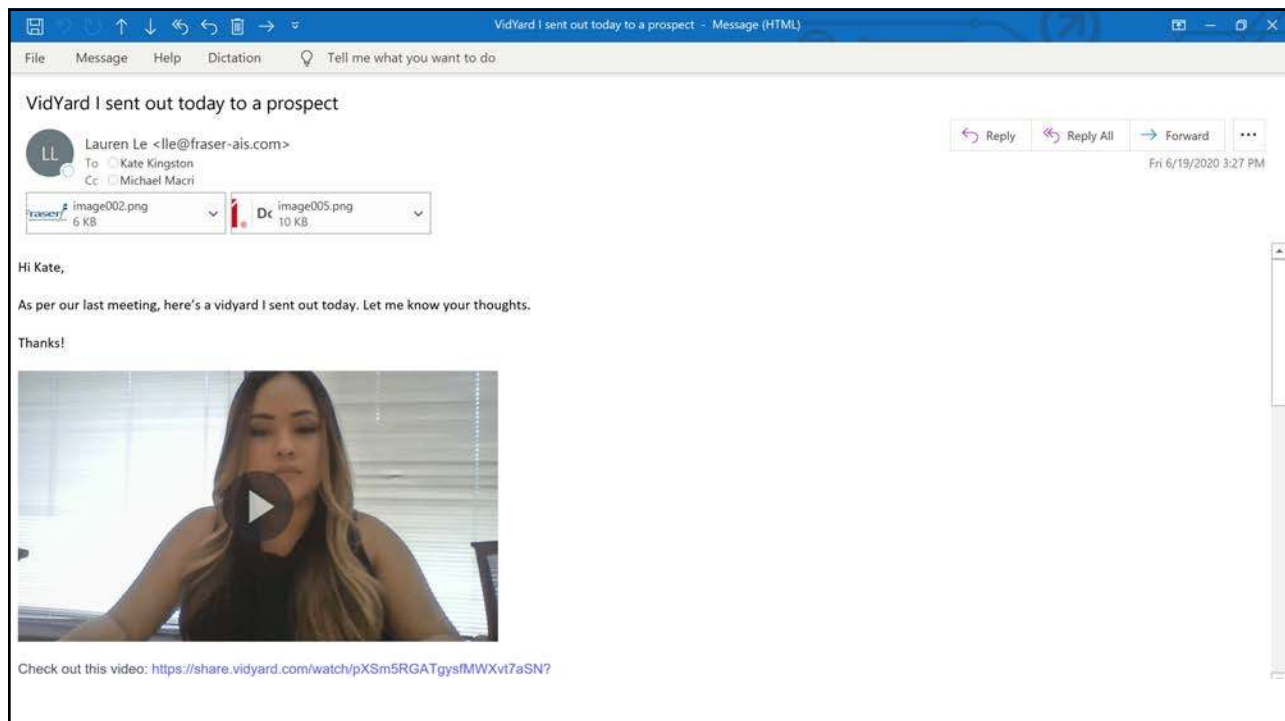
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# SCREEN CAPTURE VIDEOS



—with or without your webcam turned on—can be more versatile, offering a great way to deliver a longer message or to share knowledge.



explain how you can solve their problems,

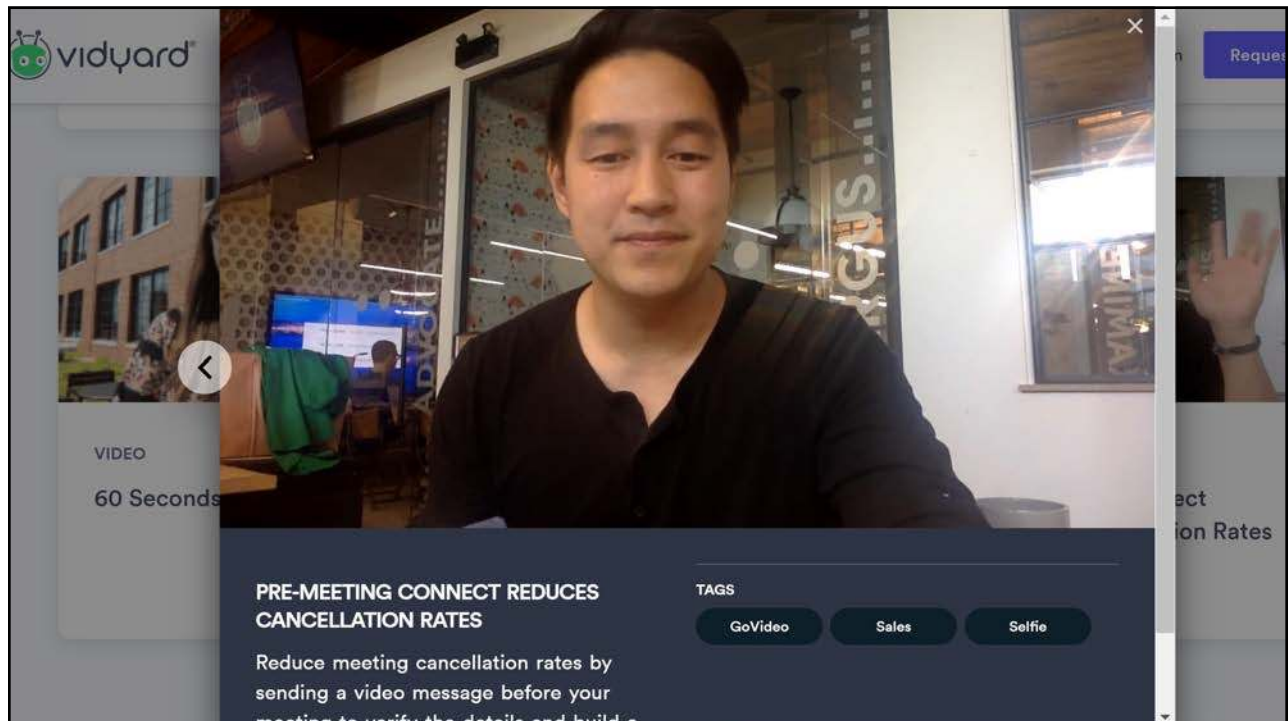


walk them through a contract proposal,



demonstrate your product, and more.

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How do I add a calendar to the end of my video?

Can my code run when an Event shows?

How do I create a Vidyard Event (CTA) that points to a file download?

How can I create a hyperlinked background image in an Event (CTA)?

How do I indicate the duration of a video on the thumbnail image?

Response to Chrome 80 SameSite attribute cookie update

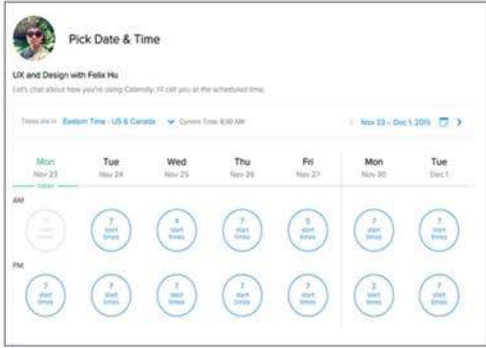
Why am I unable to start a screen recording with Vidyard on my Mac?

How do I add a transition to a Full Screen Custom Event?

## Overview

You may be interested in exploring the possibility of adding a calendar at the end of your Vidyard GoVideo content. This calendar could then be used to easily book meetings with your prospects.

Vidyard does not provide this service directly, but you can use third-party options such as Calendly.



**Table of Contents**

- Overview
- Solution

[Get Help](#)

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calendly.com

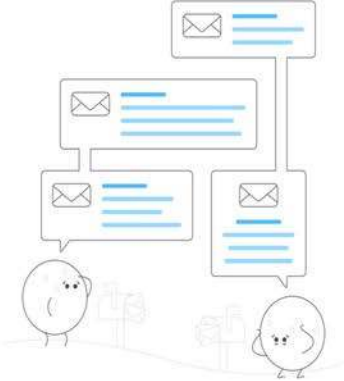
Features Pricing Integrations Solutions For Teams [Sign Up](#) [Log In](#)

Calendly has extended support for free integrations with video meeting tools, Zoom and GoToMeeting, through September of 2020, to help make connecting during the pandemic easier.

## Calendly helps you schedule meetings without the back-and-forth emails

Enter your email [Sign Up](#)

Get started for free. No credit card required.



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## SUBJECT TITLES

- John, here is a video I made for you on how Johnson Law firm can guarantee better case matter collaboration. – Kate Kingston
- John, here is the video I made for the city of West Bethlehem on better serve your residents and budget.
- John, here is a video I made for you on what I know about Johnson's company.
- John, here is a video on what other advertising firms are doing to increase creative brief collaboration

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## TikTok: For Business

### **GROW YOUR BUSINESS WITH TIKTOK NOW**

Reach your target customers and drive results quickly with tiktok ads manager.

With our large audience base and easy-to-use tools, anyone can be a marketing expert.

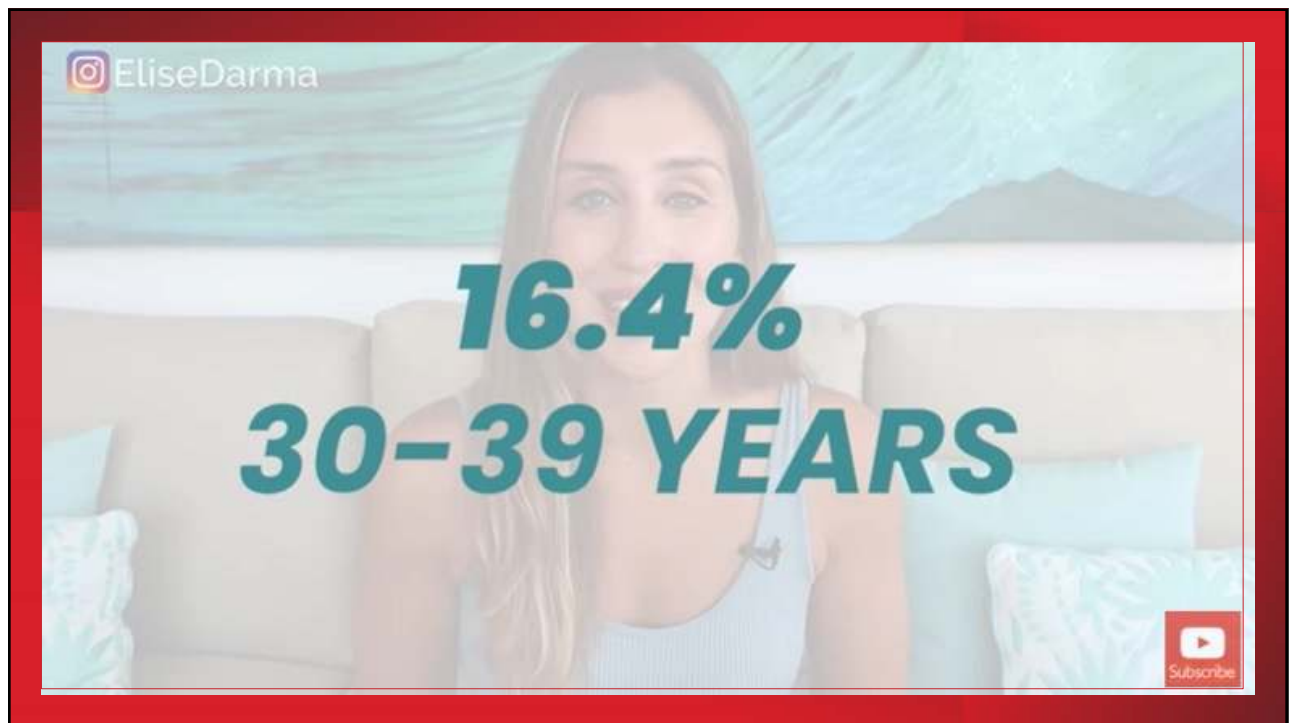
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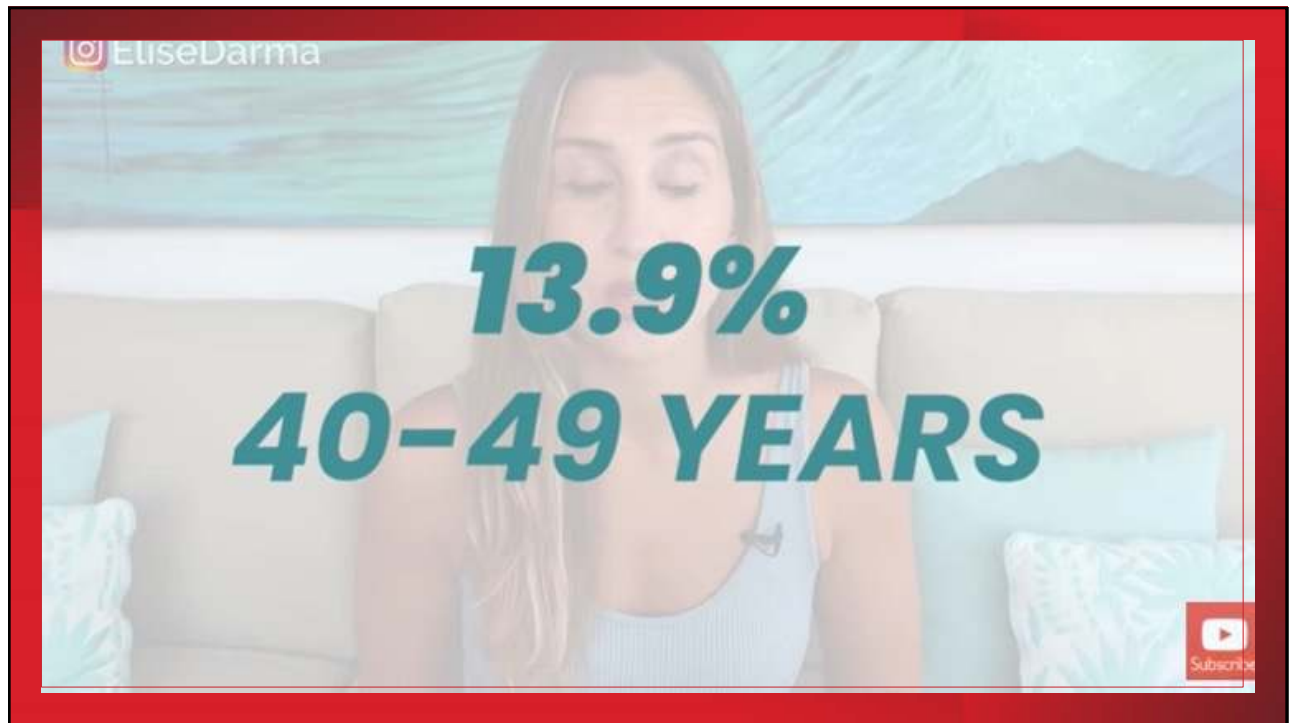




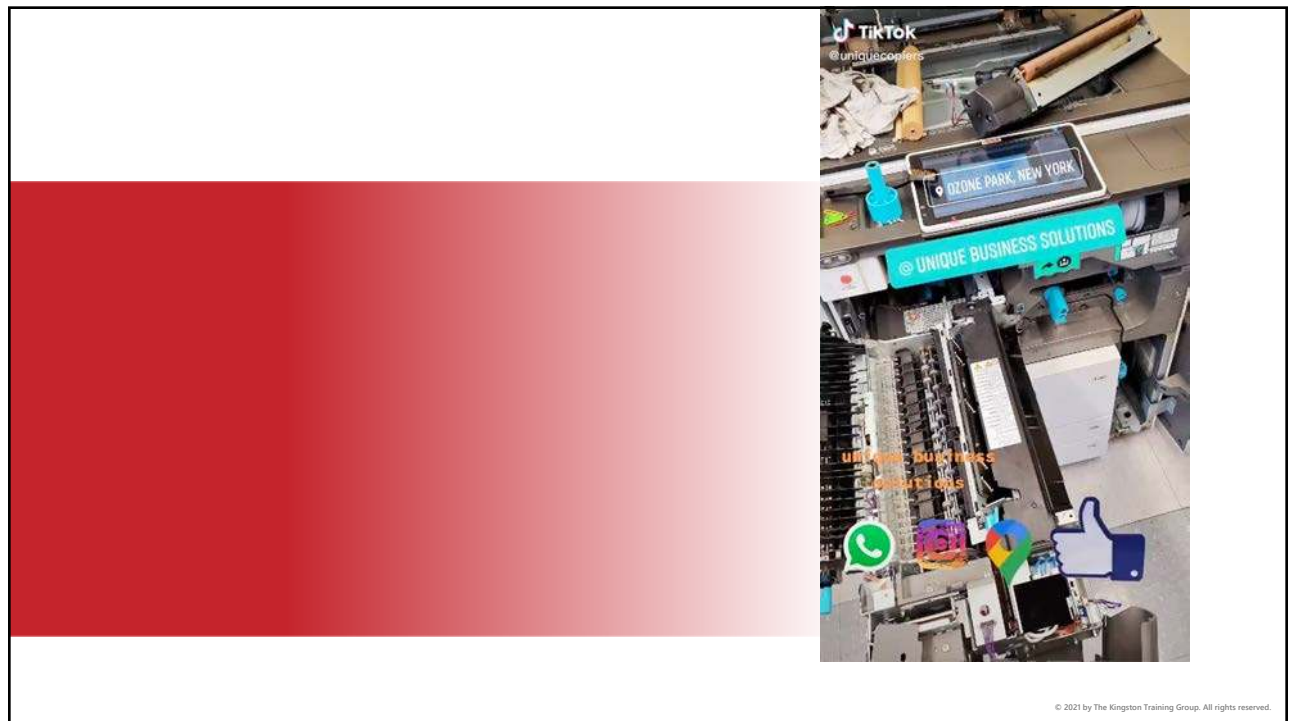
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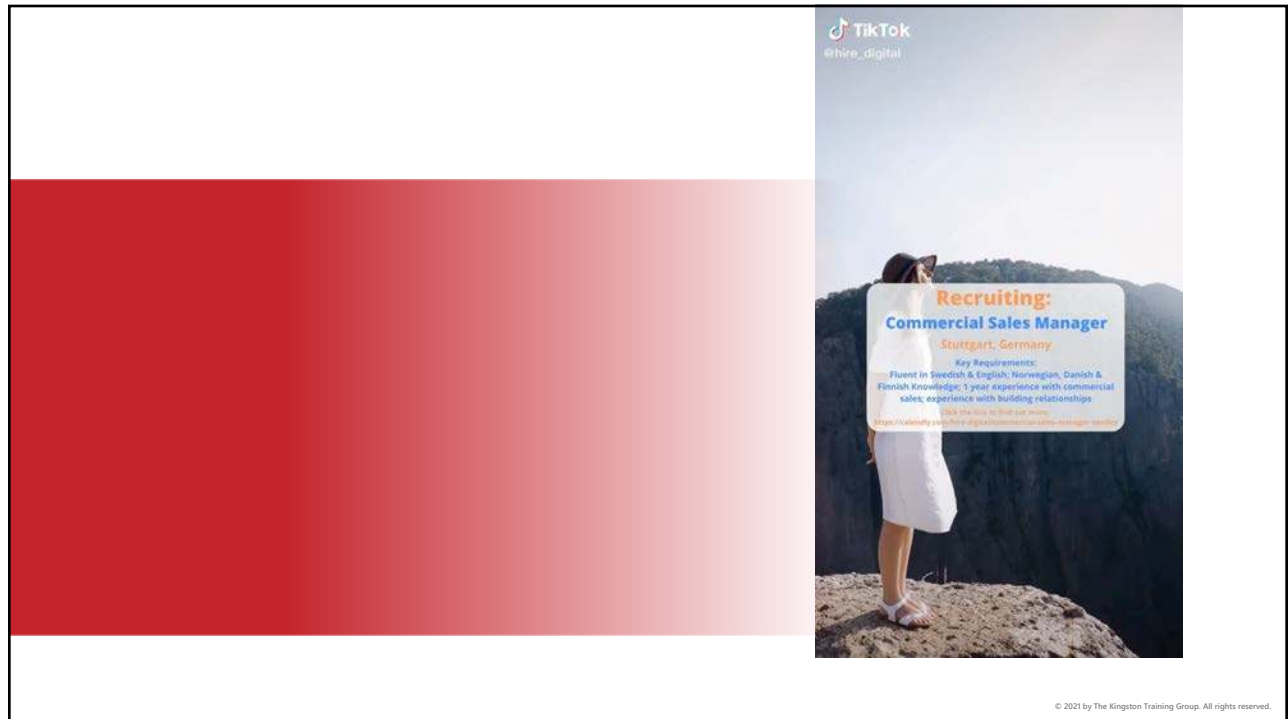
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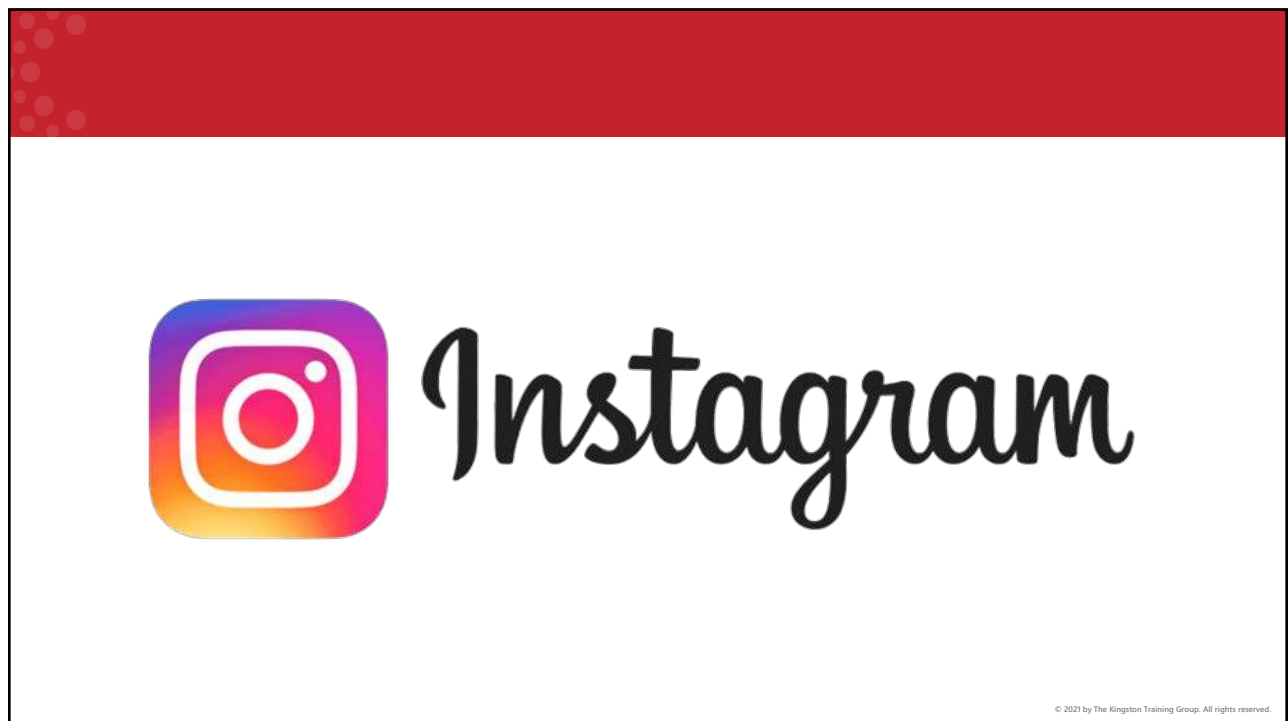


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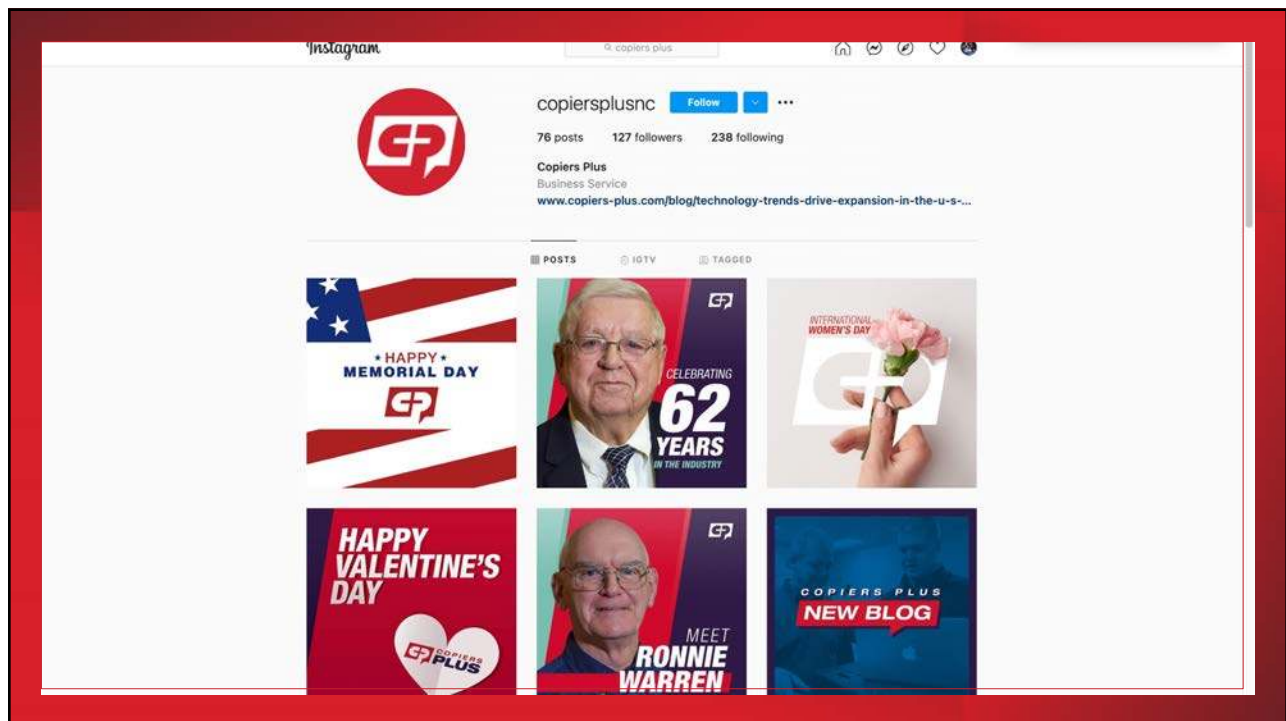
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## What Is Instagram?

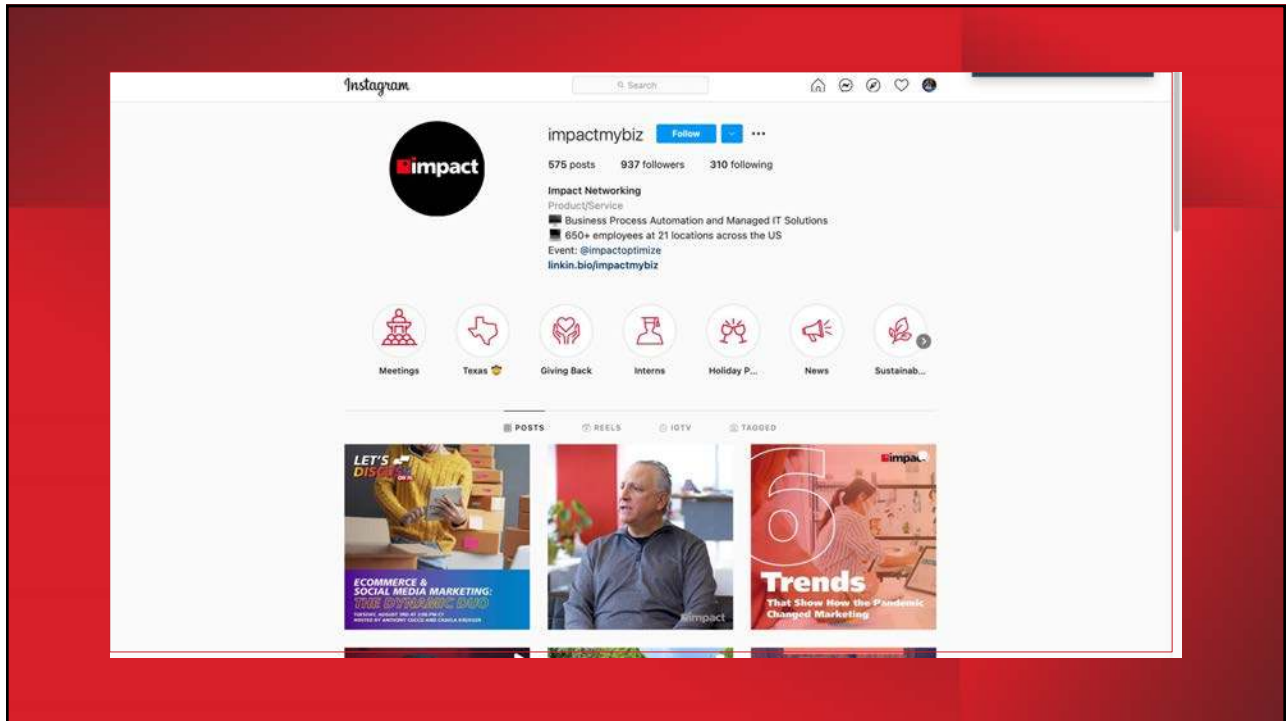
- Mobile-device-only application
- Shoot and edit photos and videos
- Share with the community

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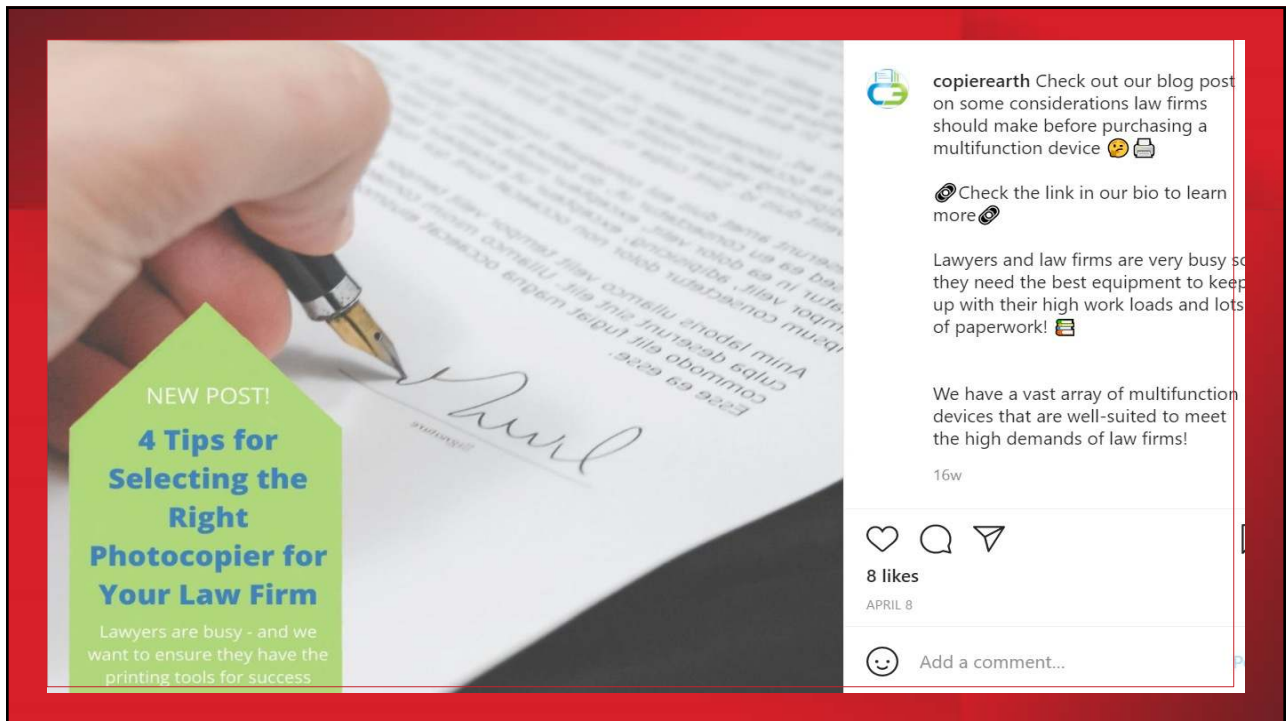
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**Testimonials**

**Camsonic Security System Inc.**  
Very good experience with Copier Earth for the last couple of ears. They provide really good service. Highly recommend!

**Bagal Immigration & Legal Services**  
We are very happy with these guys, they are very professional and helpful.

**Universal Academy**  
I have been using Copier Earth for my office since 8 years now and the service has been great. They are always so helpful and tech support is just a phone call away. I recommend them.

**DPL Image**  
Copier Earth is always friendly and very useful helpers. Good price for leasing or buying a copier from Copier Earth. Printers are very good.

**CopierEARTH**

**copierearth** At Copier Earth, we pride ourselves on providing amazing service and solutions tailored to the unique needs of our customers. 😊

Here are some of the testimonials and reviews we've received. If you're interested in a printer, call us and we will ensure to set something up.

#printing #printer #canon #service #copierearth #testimonial #excellence #rent #lease

3w

9 likes  
JULY 8

Add a comment...

59

Google Caten...gust 5, 2018 Infusionsoft Webmail 6.0 - Inbox Facebook Admin.Hosting 0 Notifications Apple LinkedIn Hoovers Bing Google New York Co...of REALTORS

Português

reportei

REPORTS + BLOG PRICING TRY NOW LOG IN

Create Post

All accounts

Content Library Posts

Instagram

**New: How to Schedule Posts on Instagram Feed and IGTV for free**

<https://reportei.com/en/new-how-to-schedule-posts-on-instagram-feed-and-igtv-for-free/>

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## Youtube

**When marketing on youtube, keep this in mind**

- **Create a video that showcases your expertise**
- **Ask questions from fans and create videos to address them**
- **Add fun in your videos**

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Business objective	Social media goal	Metric(s)
Grow the brand	<b>Awareness</b> <i>(these metrics illuminate your current and potential audience)</i>	Followers, shares, etc.
Turn customers into advocates	<b>Engagement</b> <i>(these metrics show how audiences are interacting with your content)</i>	Comments, likes, @mentions, etc.
Drive leads and sales	<b>Conversions</b> <i>(these metrics demonstrate the effectiveness of your social engagement)</i>	Website clicks, email signups, etc.
Improve customer retention	<b>Consumer</b> <i>(these metrics reflect how active customers think and feel about your brand)</i>	Testimonials, social media sentiment, etc.

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## Crafting your content strategy

Determine your content mix and posting cadence on the next two slides.

Use the social media content rule of thirds:

- 1/3 of content promotes business and converts audience
- 1/3 of content shares ideas and stories from thought leaders
- 1/3 is original brand content

Download our editorial calendar template and social media content calendar template (link below) to assist your planning.

- **Related resources:** [Social Media Templates to Save You Hours of Work](#)

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Home / Social Media Marketing Software / Social Media Management Software / Free Social Media Management Software

Overview Highest Rated Easiest To Use **Free** Resources

## Top Free Social Media Management Software

Check out our list of free Social Media Management Software. Products featured on this list are the ones that offer a free trial version. As with most free versions, there are limitations, typically time or features.

If you'd like to see more products and to evaluate additional feature options, compare all [Social Media Management Software](#) to ensure you get the right product.

**Top 10 Free Social Media Management Software in 2021**

Hootsuite | HubSpot Marketing Hub | Zoho Social | Sprout Social | Loomly | Buffer | Agorapulse | Sendible | eclincher | POSTOPLAN

### View Free Social Media Management Software

G2 takes pride in showing unbiased reviews on user satisfaction in our ratings and reports. We do not allow paid placements in any of our ratings, rankings, or reports. Learn about our [scoring methodologies](#).

View all [Social Media Management Software](#) Results: 89

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**Always include Links:** include links to your website or landing page; many social networks let you add a link in your About or other Bio spot and expand your message.

Connect with us

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## Call To Action

To learn more or to schedule a free demonstration in your offices – yes I will come to you

Call to Action



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## Include Photos

Share about any upcoming technology event, promote a new product, customer partnership review, or charitable work that you or your dealership is involved with

About: Beyond the Box · Pets Shop Zappos

Zappos for Good

Get Involved

Be the kindness you want to live in.

Zappos for Good, alongside our partners, have assembled some powerful and sustainable options for helping others. But we can't do it alone. That's where YOU come in.

Get Involved

Give back with Shaq

Zappos for Good has partnered with Shaquille O'Neal to help make Christmas morning special for kids in need who may not otherwise expect the jolly old man to visit them. You can help Shaq's mission remind more children that they matter

Give with Closets for Good

Closets for Good is about bringing the community together to help build a closet for items within local schools and ensure that these closets remain stocked throughout the year for their student population to utilize.

Recycle with Native Shoes

Help us meet our goal of collecting 10,000+ pairs of shoes by sending in your well loved Native Shoes today. By sending in your well loved Native Shoes, you will help to build community playgrounds.

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**Your Posts**  
defiantly show your  
human side but  
keep personal,  
political, or religious  
opinions on your  
personal accounts not  
your business posts

#### Facebook

1. Sends more website referral traffic than any other social media network.
2. Geared toward both news and entertainment.
3. Future outlook places strong emphasis on video content.



#### Twitter

1. Views itself as a news platform as much as a social network.
2. Retweeting and curation are encouraged.
3. Well-suited to brands sharing blog posts or promoting website content.



#### Instagram

1. Highly visual network for static images and short videos.
2. Not optimal for driving blog or website traffic.
3. Best suited for strong visual brands.



#### Pinterest

1. Highly visual that lends itself to strong imagery.
2. Often used to find inspiration for projects.



#### LinkedIn

1. Professional network. The content you share should reflect this.
2. Used heavily for sharing industry articles and general professional content.
3. Launched LinkedIn Pulse in 2015, a built-in content publishing and distribution platform.



CoSchedule

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**Always Provide value**  
bring ideas, motivation, a success  
story, share about solving a client's  
pain points, try verticalizing  
client success stories as well as by  
executive title.

**VALUE**

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## Scheduling Tools

let you plan and schedule your social media posts 1 day, 1 week, 1 month or even 1 year in advance. They do cost money so you can just schedule social media posting and reviewing in your calendar every week. To really accomplish the goal setting up accounts, reviewing other technology sales executive's social media presence to get ideas, and to review and comments that can become potential prospects; the first month might require 1 hour a day – 5 days a week. This time allotment will ensure you can fit it i your busy calendar and still accomplish all your other tasks,

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## Daily Social Media Management Checklist for Sales Success

- **Engage** with people you follow
- **Respond** to all messages - even just a Like!
- **Like and retweet** posts from industry influencers (*hint: use your List!*)
- **Thank** re-tweeters for spreading your message.

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## Weekly Social Media Management Checklist for Sales Success

- **Research** new prospects to follow and engage.
- **Everyone likes a Thank You:** thank any of your new followers with a simple Thank You post
- **Follow 10 new prospects a week:** but don't just follow them, message them and introduce yourself and explain why you're connecting.
- **Schedule & review posts for the coming week:** easy to accomplish by scheduling it into your calendar

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## Once a Month

- **Audit** check your links to ensure they are still working, change up some photos
- **Analyze:** Many social networks have analytics available, and you can create a report to see how impactful you are being

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## Keep these tips in mind

- Keep posts 300-500 words
- Include a featured image and relevant meta description in your post
- Optimize posts to include target keyword
- Make sure you have a call to action
- Make sure you have a social sharing button

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**MAKE MORE  
MEETINGS,  
MAKE MORE  
MONEY  
SALESFORCE  
PROSPECTING  
PROGRAM**

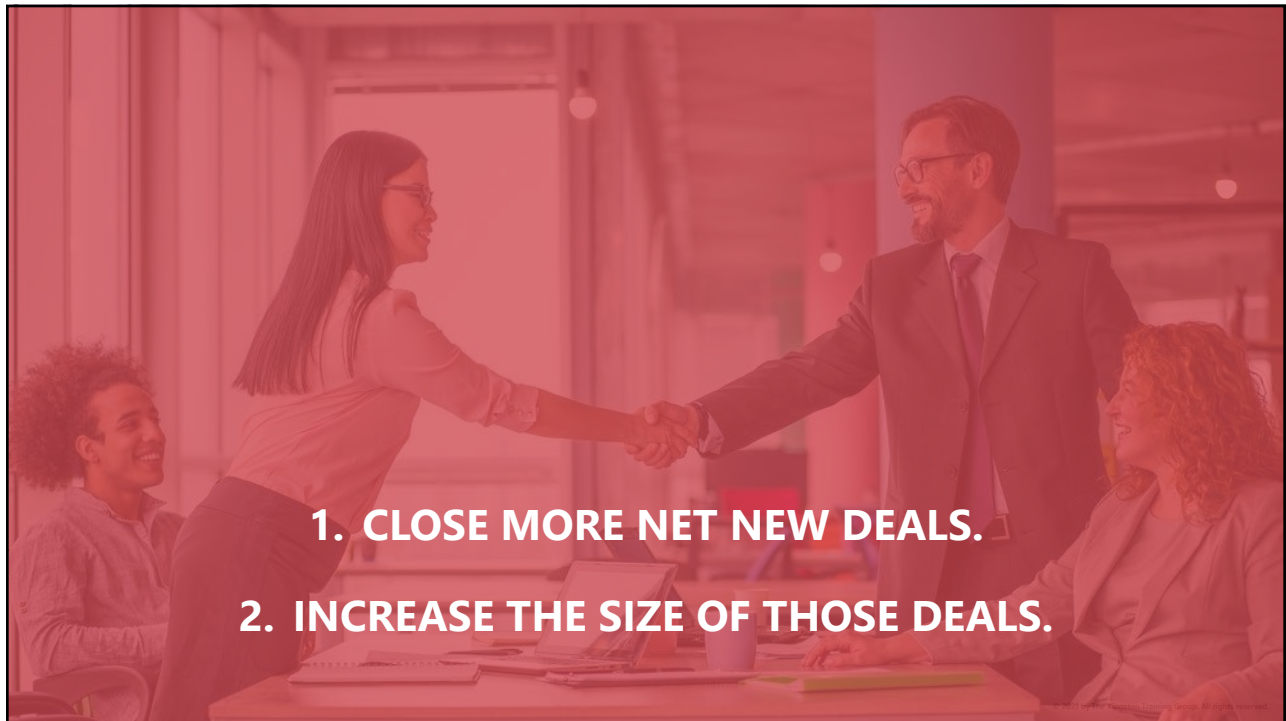
## TO DO LiST

1. **MAKE**
2. **MORE**
3. **MONEY**



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**1. CLOSE MORE NET NEW DEALS.**  
**2. INCREASE THE SIZE OF THOSE DEALS.**

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**We  
Verticalize  
your  
solutions for  
more sales**

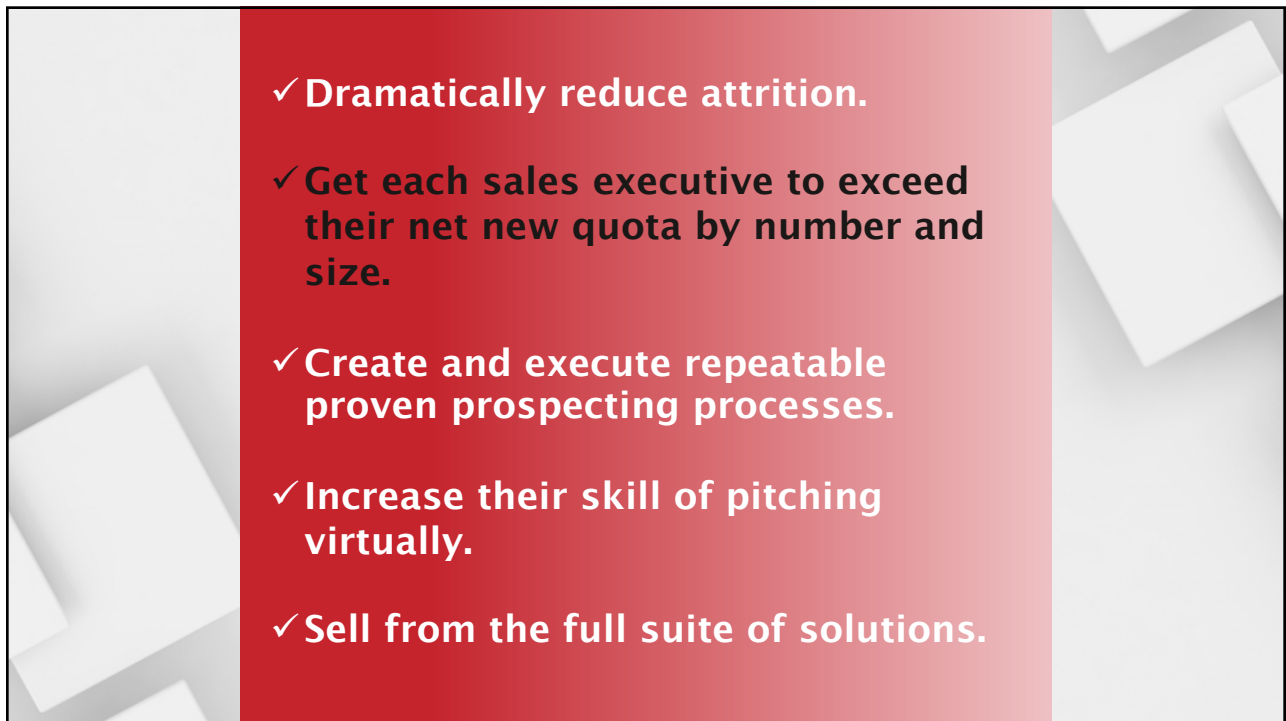
**Our Solutions**

- **Paper Cut**
  - 1) Manage cost associated with every touchpoint of a legal document so that a billable charge can be added and accounted for.
  - 2) Securing case records to accomplish Sarbanes Oxley requirements of 7 years.
  - 3) Secure Print release - allows for sensitive case content to be printed at any device in the network securely and cost effectively.
  - 4) Swipe Cards - which can reduce unapproved printing - reducing technology budget and monitor assuage by end user and for each case throughout the offices and multiple locations.
  - 5) It works with any device.
  - 6) New solutions coming called **Paper Cut Cloud** will accomplish scanning case content and practice date to the cloud and allow you to (OCR) or google search through any of your files to instantly access anything - reducing administrative and discovery task time.
- **Docuware**
  - 1) Digitize case files - for greener and more cost effective archival and retrieval.
  - 2) Controls access retrieval, editing, exporting, modifying, and removing of case files which honors Sarbanes Oxley and can keep data in PDF-a.
  - 3) Encrypt sensitive patent data so it can only be accessed by system administrators which ensures compliance across your practice.
  - 4) Allows for "google" searching through all data to quickly access cases and practice information needed.
  - 5) Can speed up collection cycles and payment records from clients.
  - 6) Works seamlessly with legal ERP or CRM software.
  - 7) Brower based so it works with any device and mobile accessibility- so case content can be accessed at client offices or at court.
- **DRIVVE**
  - 1) Create editable PDF-a files - to expediate actions like interiorities answers.
  - 2) Bate Stamping.
  - 3) Supports secure and confidential printing and only authenticated users can access the case

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**Kate Kingston**



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