

CONTENT

X

SOCIAL SELLING

CONTENT

X

SOCIAL SELLING

Why **CONTENT** ?

When I promised to talk about

**LEAD GENERATION & SELLING**

CONTENT  
IS SELLING

## Own observation



## Experiments





AISLE 1200

AISLE 1100

AISLE 1000

SXSW

SXSW

SXSW

1300

1200

1100

KILLER INFOGRAPHICS  
The Visual Communication Agency

icebreaker

SOCK CLUB  
THE LEADER IN CUSTOM SOCKS  
90 DAY TURNAROUND  
MADE IN THE USA

#LUSHLABS

DIGITAL GREECE

THE TIME MACHINE

RUC EXICO

JAZZ Bank

SCAD



# Content of the Conferences



Visitors



Exhibitors  
& Speakers



# Significant Object

by Rob Walker



~~25 cents~~

41 dollars

[Mark Savas]





~~50 cents~~

**62 dollars**

[Meghan O'Rourke]





# Significant Object

**200 objects**

bought  
**US\$ 250**

sold  
**US\$ 8000**

CONTENT  
IS SELLING

THANKS TO  
STORYTELLING

[B2B marketing]

Which leverage is  
**more relevant ?**

**EXPERTISE**

**TRUST**

BUSINESS  
is about RELATIONSHIP

**BUILD**  
**RELATIONSHIP**

CONTENT

X

SOCIAL SELLING

## 2 examples



### **RAJA GROUP**

European leader in logistics packaging distribution



### **HILTI GROUP**

Major construction tool manufacturer and distributor worldwide

# Context

- ❑ **No content online**
- ❑ Disregard by big customers
- ❑ RAJA key accounts not armed enough

WHY NO CONTENT ONLINE  
**SO DANGEROUS ?**

89%

SEARCH ONLINE

BEFORE THINKING OF BUYING

SO BE ONLINE !

**TELL YOUR STORY**

**HOW TO**  
**TELL YOUR STORY**  
**?**

YOU SHOULD REALLY, REALLY

**KNOW YOUR CUSTOMERS**

- ❏ Personal Needs

- ❏ Careers

- ❏ Professional Challenges

{ Persona }

## INTERVIEW

- Customers
- Churned
- Non Customers



Linked **in**

Typeform|

{ Persona }

## INTERVIEW

- Customer Service
- Sales teams
- Industry Experts / Partners



LinkedIn 

Typeform |

{ Persona }

## [TIPS] Tools

- Facebook Audience: Interest & Demographics
- LinkedIn Profils: Interest, Academics...
- Cristalknows.com: Psychology profiling

{ Persona }

CRAFT GOOD CONTENT THAT

**SERVE YOUR CUSTOMERS**

[TIPS] How to

- Try genuinely to help / educate
- Use Cliffhanger & Suspense
- Be Exhaustive & Generous

{ Copywriting }

# PROCESS TO PRODUCE - **STEP 1**

List your Customers  
Major Topics



Breadcrumb  
by Sub Topics



Vote &  
Prioritize

{ Copywriting }

# PROCESS TO PRODUCE - **STEP 2**

Sub Topic N°1



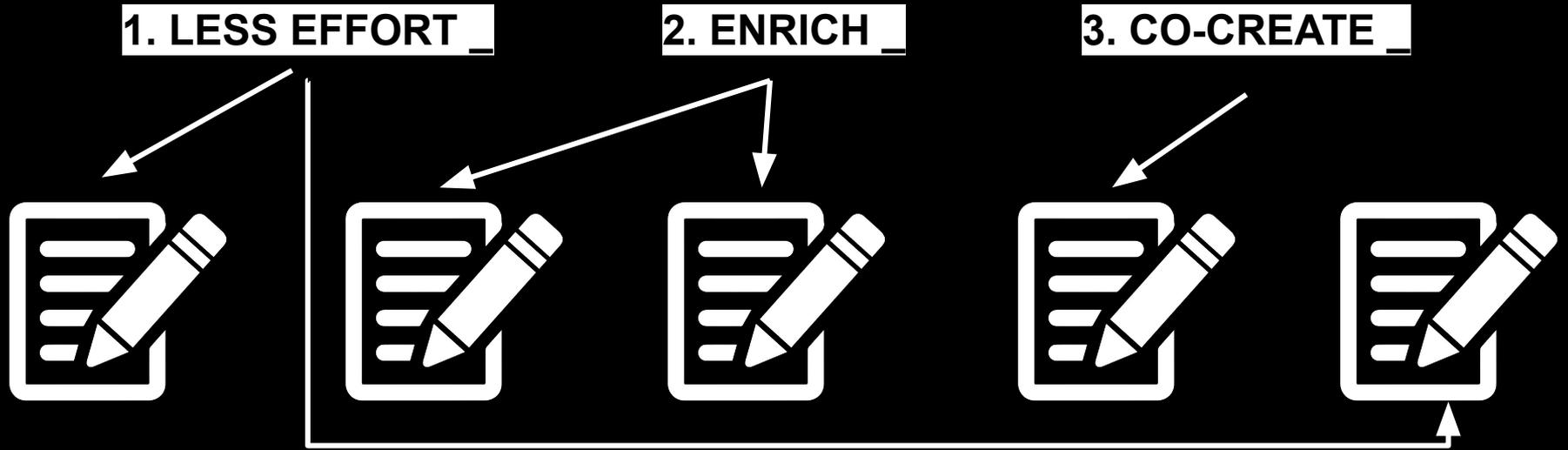
Map All Content



From Beginner  
to Expert

{ Copywriting }

# PROCESS TO PRODUCE - STEP 3

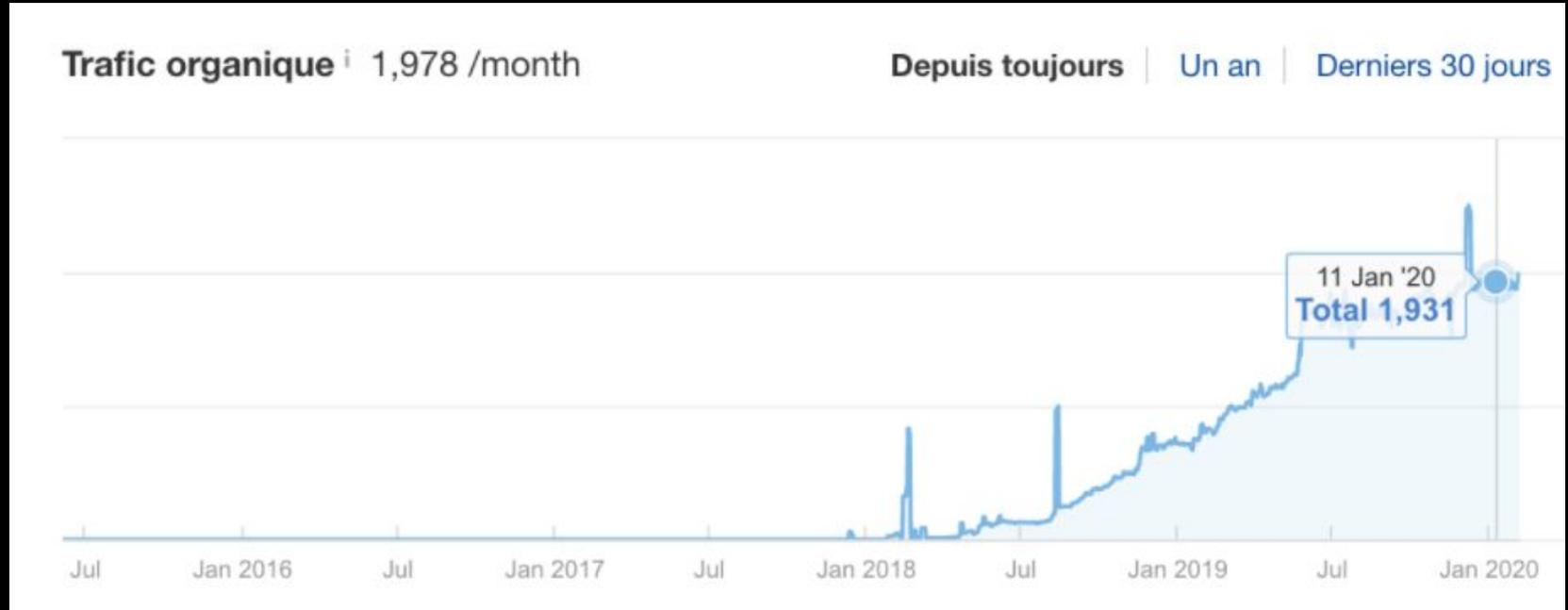


{ Copywriting }

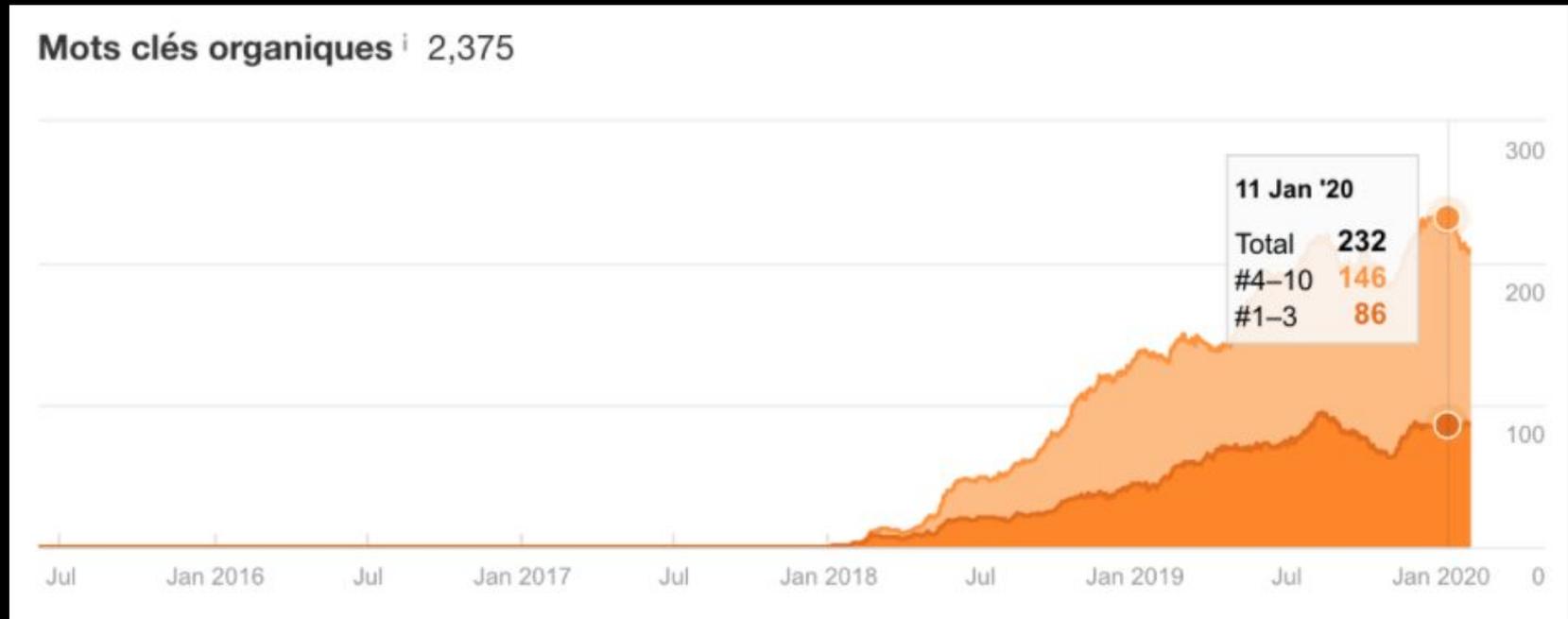
## [TIPS] Agile Methodology / Growth Marketing

- Prep Phase: Design Thinking
- Production Phase: (Scrum) Sprint...
- Test & Learn
- Review, Rating & Analytics

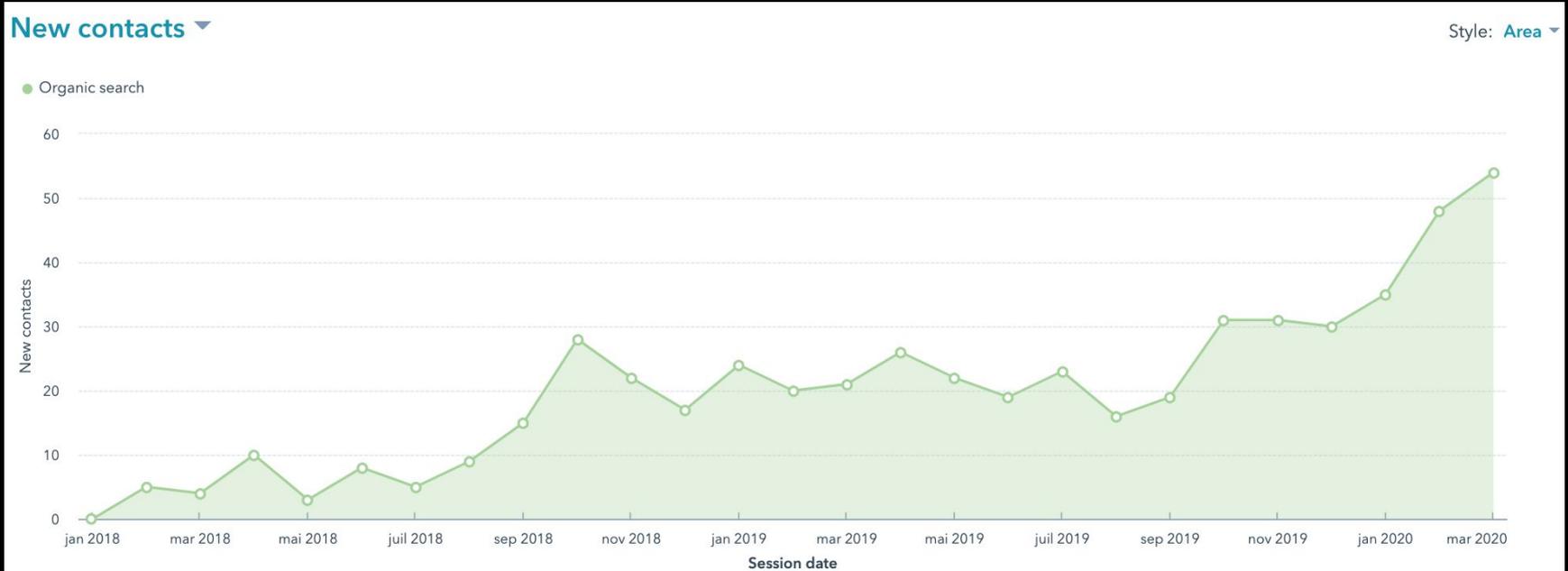
# 0 to 2000 organic visits/day



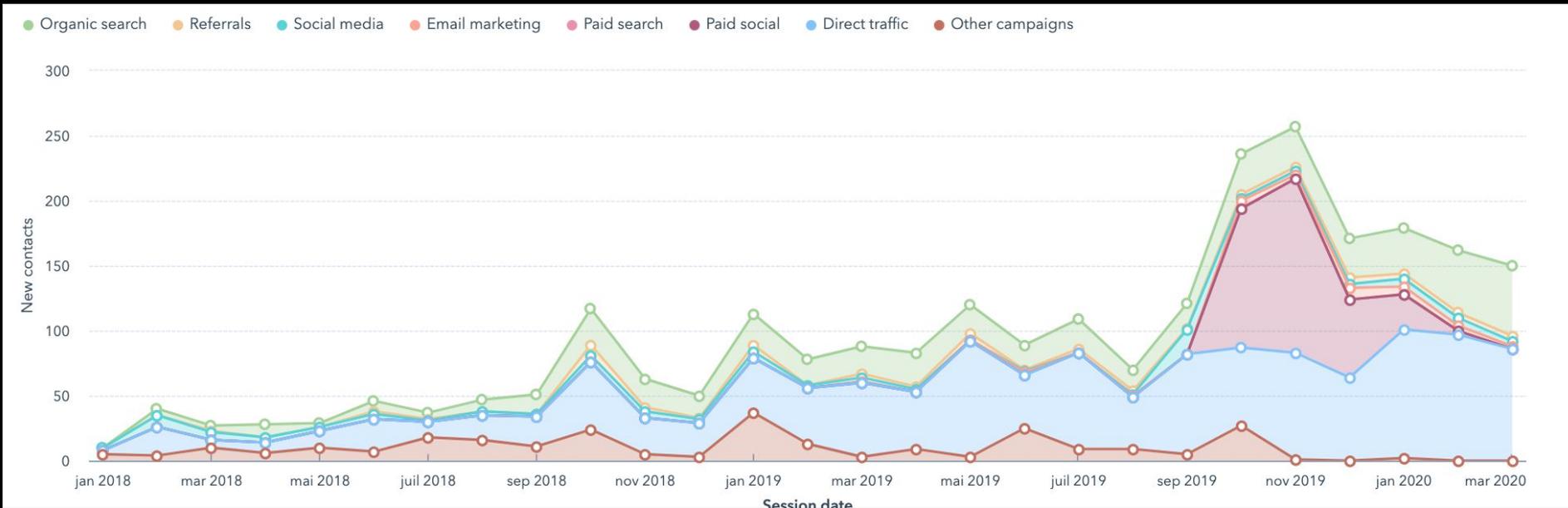
# 0 to 85+ search expressions in top 3



# Up To 60 Leads /day from SEO



# Up To 250+ Leads /day all canal



SOCIAL SELLING ?

# Context

- ❑ **A need to increase the nb of business opportunity / sales rep**
- ❑ **More and more difficult to meet customers** (*even worse after Covid wave 1*)

# INTRODUCE LINKEDIN IN YOUR CONTENT STRATEGY



- Blog
- Video
- **Linkedin Starter Conversation**

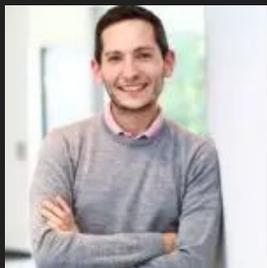
# BUILD YOUR LINKEDIN STARTER CONVERSATION **LIBRARY**

1. By Topics
2. By Context
  - Personal Profil
  - Decision Process
  - Opportunity

# LINKEDIN STARTER CONVERSATION LIBRARY



Trigger	Type	Situations	Examples
Common Contact	Profile	Do you have a common relationship?	
		<p>A. You know this common contact very well, jump on the phone / keyboard and reach out to get an introduction (or at least more info).</p> <p>B. You don't know this person very well. Still ask politely and explain how you think you can help (stay customer centric: Case study you want to share, Excited about their company and you offer a free consulting audit...). Or genuinely ask what's the best way to reach out to your target, the person may offer to help you out of give you their email.</p>	I noticed we're both connected to {name of mutual contact}. How do you know (him/her)?
Common Interest	Profile	<p>Based on what the person posted/shared (Post, Like and Comment).</p> <p>Based on common Group of Interest, or People followed (you may be opportunistic and join the same group, read a few threads just before engaging the conversation)</p>	<p>. I've just joined the group {name} and realized you're a member too. Is it currently one of your key topic in your current mission? / Do you remember when you joined?</p> <p>. I've been invited to join the group {name} and realized you're also a member. How did you discover this group?</p> <p>. We have been connected for a few months / weeks / days already but I just realized that you and I both {went to the same school, are from the same area, are interested in the same topic, other commonality, etc.}. Judging from your role at {company}, we might be able to help each other out. Glad to explore this opportunity together in the next 2 weeks.</p> <p>a. I'm usually free early morning b. or after 4:30 PM</p> <p>Any preference between a and b?</p>
		<p>A. Mention this common topic of interest or group. Ask a simple question to answer.</p> <p>B. Mention her last Post comment or share and ask to explain more about it, ask her take about the news she shared.</p>	<p>I've read your Post / Comment on {topic / conversation}. Do you think it is a matter more discussed than in the past? / Is it a long time concern for many {title of your target}?</p> <p>I've Liked your Post because I think its a topic that should be address more consistently. Do you time to talk about it in your current role?</p>



# ASK ME YOUR QUESTION | STAY IN TOUCH

<https://www.linkedin.com/in/gaeloizel/>

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## INSPIRATIONS

