

# THE FUTURE OF SOCIAL MEDIA LEAD MANAGEMENT



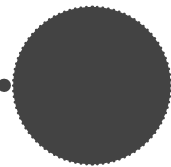
How to Segment &  
Nurture Your Social  
Media Followers

A publication of  
**HubSpot**



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Introductory content is for marketers who are new to the subject. This content typically includes step-by-step instructions on how to get started with this aspect of inbound marketing and learn its fundamentals. Read the introductory guide [Lead Management Made Simple](#).



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### ADVANCED

Advanced content is for marketers who are, or want to be, experts on the subject. In it, we walk you through advanced features of this aspect of inbound marketing and help you develop complete mastery of the subject. After reading it, you will feel ready not only to execute strategies and tactics, but also to teach others how to be successful.

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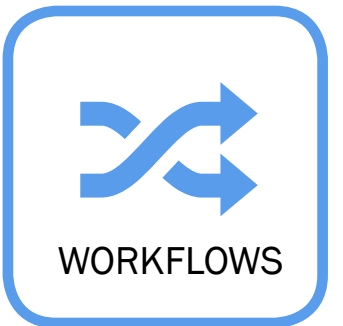
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## THE FUTURE OF SOCIAL LEAD MANAGEMENT

By Anum Hussain

Anum Hussain is an inbound marketer at HubSpot focused on generating leads for the our sales team through top-of-the-funnel marketing strategies – visual and written content creation, social media, and blogging. She is an active writer for the HubSpot Internet Marketing Blog, has previously written for the [Boston Globe](#) and LinkedIn, and also maintains her own blog as a media wizard at [anumhussain.com](#).



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THE FUTURE OF SOCIAL LEAD MANAGEMENT



THE FUTURE OF SOCIAL LEAD MANAGEMENT

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“Businesses now understand the value of social media marketing. How do they take it to the next level?”



Social media was once a shiny new toy. It quickly infiltrated the PR and B2C marketing space. But as more social networks began to appear, and more people began to adopt them, they became an uncontested space for all types of companies to be present on. At first, many businesses hardly knew what to do on social media – just that they needed to be using it.

That has all changed.

44.4% of marketers self-professed either “advanced” or “expert” level social media ability in the [SEOmoz 2012 industry survey](#). Further, [Aberdeen reports](#) that 84% of B2B marketers use social media in some form. [Social Media Examiner](#) even revealed that **marketers spend four to six hours a week on social media**. The statistics clearly highlight that social media has been not only adopted, but also integrated into a business’s marketing methodology.

The question is, where do marketers go next? What more is there to do with the flow of all this social media information.

## CHAPTER 1

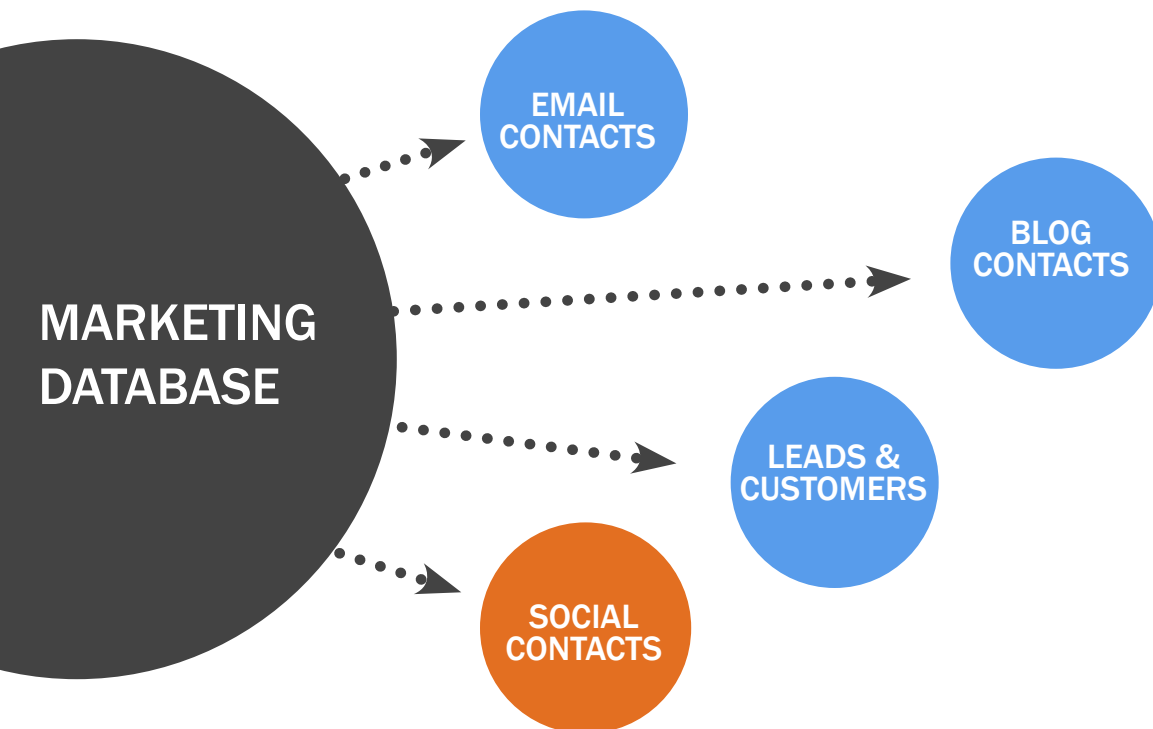
# THE FUTURE OF BIG MARKETING: SOCIAL DATABASE GROWTH



## Social Followers & Your Marketing Database

Your [marketing database](#) is the key to employing social media information into the rest of your marketing efforts and overall strategy.

As a marketer, your strongest asset is your database of contacts: email and blog subscribers, leads, customers and evangelists. And you know who has become an essential part of this list? Your social media followers.



By using one unified marketing database, you can add a layer of social media insights to your existing contacts, thus gaining valuable information to target messages, nurture leads and attract new contacts to your business.

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## Comparing Your Social Database to Your Email Database

Your email database consists of contacts who have subscribed to receive email communication from you. They have opted in to receive your marketing resources, announcements and promotions, and (if your email list is healthy) should be interacting with your content by opening, clicking, and forwarding your emails.



Your social media database works in a similar fashion. It consists of followers and fans who want to engage with your brand online. They're retweeting, resharing, and repinning your posts. Clearly, they have an interest in the things that you are saying and the product/service you have to offer.



In this context, the interests and actions of your email recipients and social followers overlap. The act of opting in to receive email updates from a company is very similar to that, for instance, of hitting the 'Like' button on a Facebook page.

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## EMAIL DATABASE







## ACTIONS

-  Opting in
-  Opening emails
-  Clicking emails
-  Sharing emails

## SOCIAL MEDIA DATABASE



-  Following
-  Reading updates
-  Clicking on updates
-  Sharing updates

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## Where Are We Headed?

The future of social media and the key to expanding the size of your marketing database reside with the growth of your social media database. The rest of this ebook will reveal methods to ensure you're riding the social media train and taking social media to the next level, as well as reveal the tools that can help you do so seamlessly.



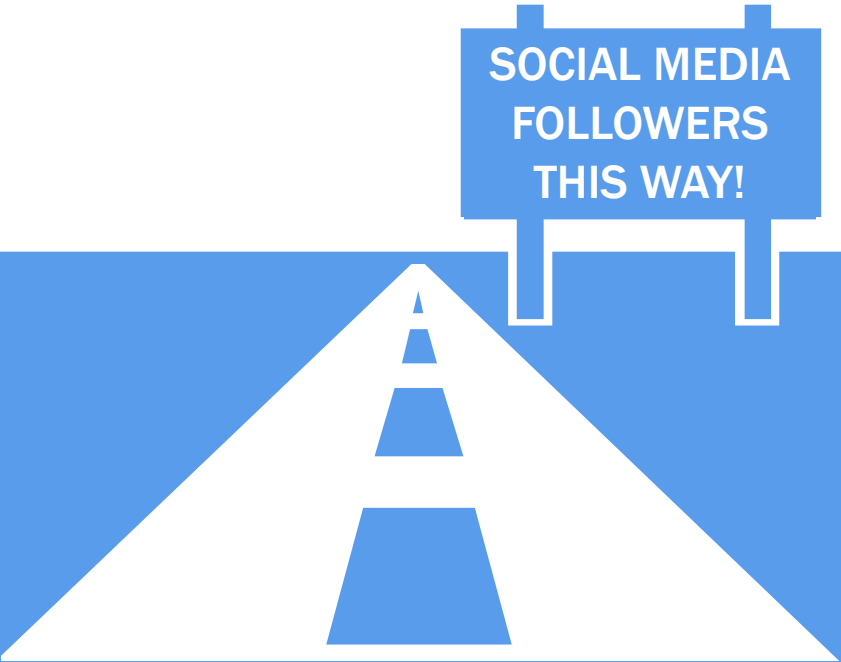
CHAPTER 2

# HOW TO GROW YOUR FOLLOWING AND FIND INFLUENCERS

“Content is the key to increasing the pace at which you attract new social media followers.”

In order to build your social database, you need to build your following. The rate at which your following grows, no matter whether you're a widely known consumer brand or a small software business, continues to be an obstacle. The key to solving this challenge is to find the right type of information to post and who you should share it with.

Content is the key to increasing the pace at which you attract new social media followers. The content you post on social media platforms travels well beyond the current followers you have.







# THE SOCIAL MEDIA MACHINE VISUALIZED

As you can see in the social machine, the best way to increase your own following is to infiltrate that *extended reach*. This is what people forget to consider when building their social growth strategies. There's a reason Facebook newsfeeds are based off its [EdgeRank algorithm](#)!

By thinking about the social media machine in its entirety, you'll increase your following much faster.



CONTENT



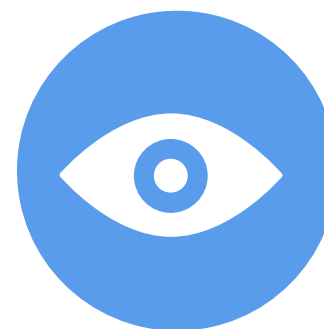
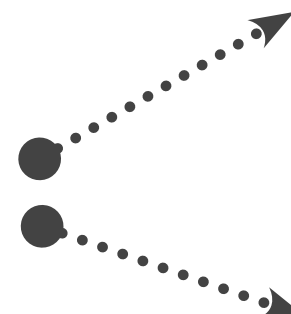
UPDATES



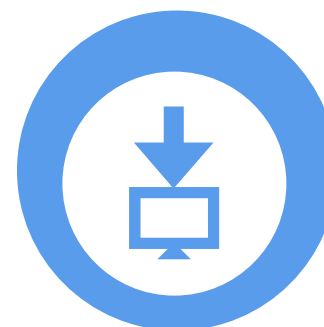
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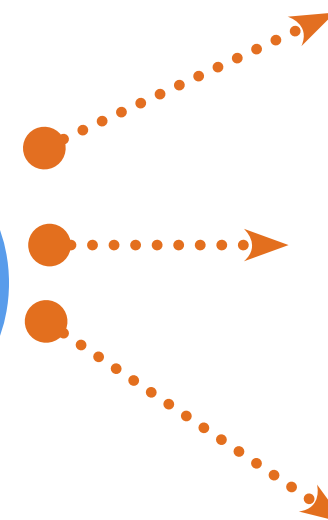


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CONTENT

EXTENDED  
REACH



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SHARE/LIKE/  
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# 6 Ways to Grow Your Social Media Following

While you've heard the various tricks and tips on how to build your following-- content is king, it's a two-way conversation, don't be salesy -- here are a few tips to build upon that basic, but fundamental, strategy. Read through these suggestions and consider how they apply to *your* own brand.



## FIVE SECONDS OF FUN

When people are browsing Facebook, they're often looking for something that will simply give them a good laugh. Something that will make their day, something good enough to share with their friends so that their friends experience that same amusement. Regardless of what your brand tone is, ensure that your fans are actually enjoying the content you share.

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## VISUAL CONTENT

90% of information transmitted to the brain is visual, and visuals are processed 60,000X faster in the brain than text.

Those two stats are pretty telling of the visual content revolution occurring on social media. So you need to think about visuals on every social level. What image are you including in your blog posts or website that will eventually be shown on social? What images are you creating to share on your Facebook page? How are you scripting tweets to tell people you're sharing an image? Invest time in ensuring your images are as great as your messages.



## EDUCATIONAL CONTENT

Even though people are browsing for something quick to understand, they love retweeting or resharing content that makes them look smart. If they learn something valuable from a piece of data or quote your business posted, they will gladly repost it and show off their newly gained expertise to their own networks. That, in turn, will extend the reach of your content.

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## EMPLOYEE NETWORKS

Your employees have networks that you can use as a means to increase your own. Social media users are following your employees purely because of the content they share, industry they're in, or company they work at. Send your employees "lazy tweets," pre-crafted tweets that they can simply copy and paste into their own streams. If they're handed the message, they'll be more willing to share, which will result in a more streamlined effort and help new followers discover the original curator of the message: you.



## FILTER MESSAGES

Failure to respond via social channels can lead to up to a 15% increase in [churn rate](#). Problem is, who *actually* has the time to respond to every social message? Luckily, there are tools, such as the [HubSpot-HootSuite app](#), which allow you to create filters based on user types. This app lets you create a feed of people using certain keywords, thus enabling you to cut through the clutter and respond to the right people.

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## INFLUENCER INTERACTION

One key ingredient in amplifying the rate of follower growth is the *people* sharing your content. Spend time researching who your influencers are, and find ways to mention them in order to incorporate their Twitter handle or Facebook Page in your message. That gives them a reason to reshare or retweet your content and broadcast your brand name to their following. In this way, influencers spread the word about you, helping you earn new followers and possibly leads and customers.

### INFLUENCER [noun]:

*a person with the capacity or power to be a compelling force on or produce effects on the actions, behavior, opinions, etc., of others*

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## Finding Your Influencers

So how do you go about finding who can be an influencer in your industry?

While there is lengthy research and excel work that could be done, the path to finding this target audience shouldn't be that complicated. Today there are tools that should help you get this done in a few easy steps. The [HubSpot Smart Lists tool](#), for instance, can help you create a segment of your social media influencers by sorting through properties like Twitter follower count, Twitter clicks and recency of engagement. See the screenshot below for an example and [get your custom demo of the tool](#) if you are interested in learning more.

### Lists

Organize and segment your contacts [Tutorial](#)

**Name your list**

**Should HubSpot update this list over time?**

☒ Yes, make a *smart list* ☐ No, make a *static list*

**Describe the contacts who should be in this list**

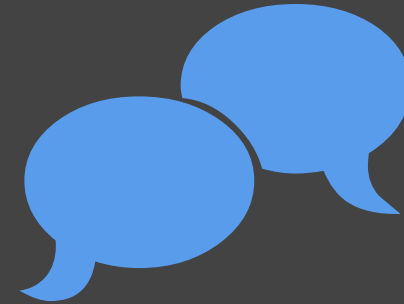
Follower Count is greater than 2500

AND

Twitter Clicks is greater than 1

AND

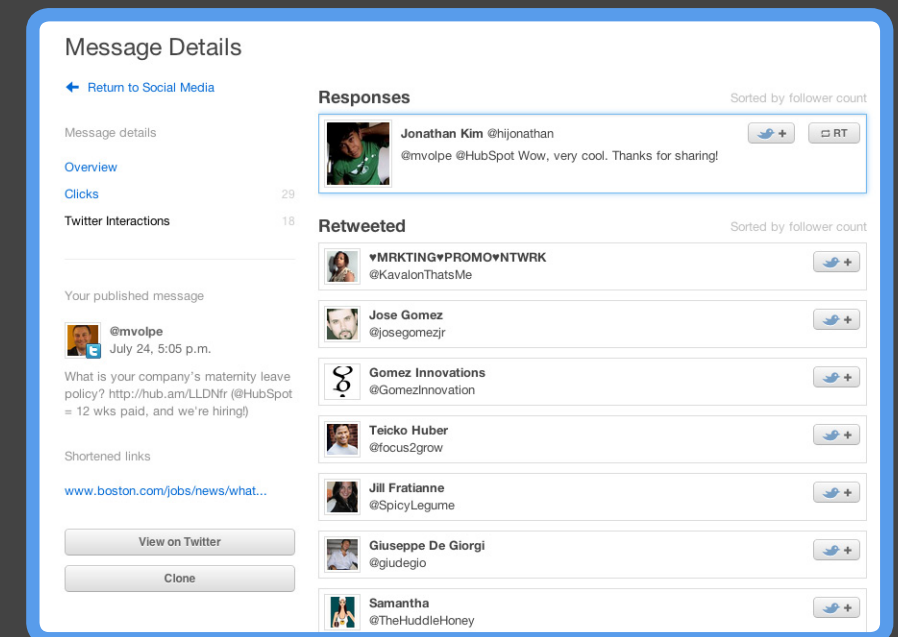
Most Recent Social Click is later than 06/01/2012



# Are you tracking every social interaction with your leads?

HubSpot 3 lets you track every click on a link in a social message and use that data to segment leads and trigger emails.

Welcome to the first social media tracking system of its kind.



REQUEST A DEMO

READ MORE

- ✓ **LOOKUP:** Automatically look up social information for your leads.
- ✓ **LISTEN:** Listen to chatter and track clicks on all of your social posts.
- ✓ **SEGMENT:** Segment your leads based on the social activity.
- ✓ **TRIGGER:** Trigger emails, update profile information, and adjust your lists based on social interactions.

## Encourage Influencers to Share Your Content

After you have identified a list of social media influencers (based on social data and activity), what do you do with it? You should treat these highly engaged social contacts in a different way than your regular contacts. Give your influencers early access to events, releases, or news about your company. What is more, make the social sharing element of your communication even more prominent. For instance, make sure you include social share buttons in your emails.



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### CHAPTER 3

# HOW TO SEGMENT YOUR EXISTING SOCIAL CONTACTS

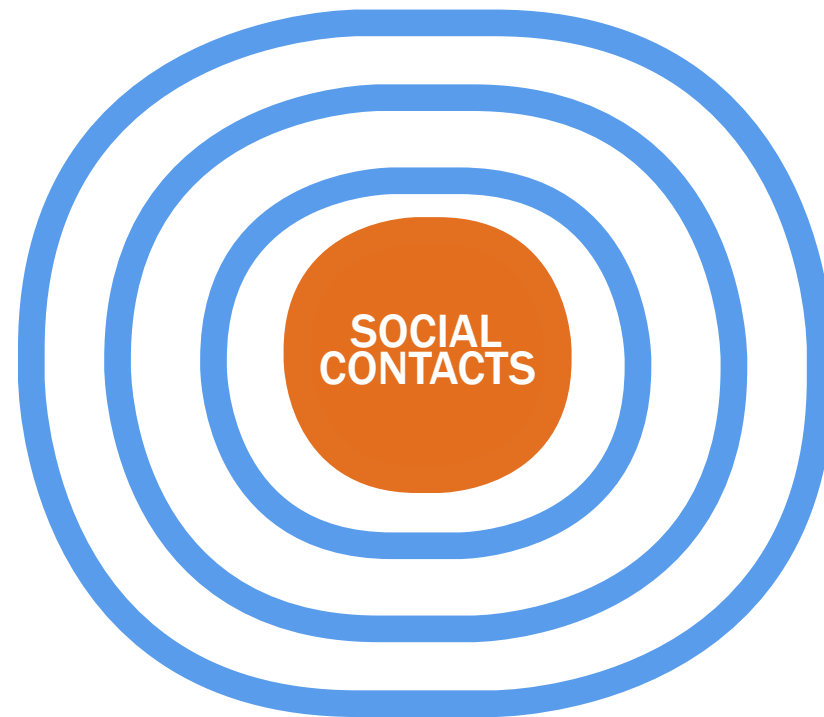


“37% of marketers say a lack of user data is a major obstacle to effective segment targeting.”

Now that you've built your following and you've created your social database by targeting social influencers, what do you do with these contacts? Why segment, of course!

84% of B2B marketers use segment marketing in their email campaigns. However, 37% of these marketers say a lack of user data is a major obstacle to effective segment targeting.

That's where the value of a unified marketing database comes into play. Use that data to segment your messaging effectively, and to the right people – those who are already interacting with you and/or represent your persona.



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## Segment Social Contacts Based on Activity

Wouldn't it be great to make your email communication to active social media users and evangelists different from a typical message to your audience? You can go through your email contacts and spend hours referencing all social media accounts to see which email contacts are also interacting with your brand. Or you could just use marketing software (like [HubSpot](#)) that enables you to create a dynamic list of leads who have engaged with you on social media recently. In this way, you're messaging specific people who have interacted with your brand and are more receptive to you. Here's an example of that segmentation might look like:

**Lists** Organize and segment your contacts [Tutorial](#)

**Name your list**

Twitter Engaged in Last Month

**Describe the contacts who should be in this list**

Twitter Clicks	is greater than	1
AND		
Most Recent Social Click	is later than	07/01/2012

[Add "OR"](#) [Save](#)



Of course, segmentation doesn't stop here. There are other options to target the right people from your contacts database based on their social media activity. Let's look at some examples of what that might look like in practice.

1

## TAKE ADVANTAGE OF USERS WITH BIG NETWORKS

If you have a large announcement approaching, try sending an email before the launch to a select group of social influencers. You can setup an email that will be sent to Twitter users with a follower account above XYZ. Acknowledge the fact that you're reaching out to these users because of their large networks and that you're looking for their help to spread a message. You'll make the person feel empowered. And by including social sharing links, you'll start generating buzz around your new announcement with people who *can* actually help spread the word!



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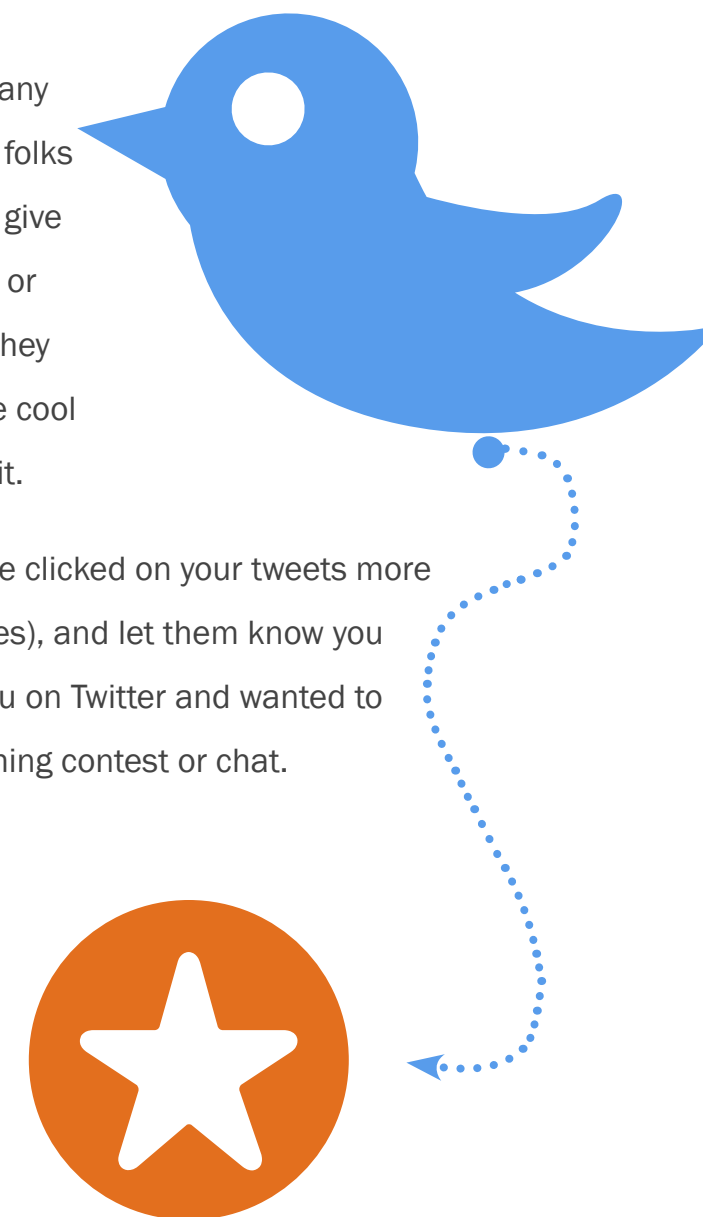


2

## SHARE OFFERS THAT CAN BE REDEEMED ON THAT NETWORK

If you're hosting a Twitter chat or contest or any form of an event on Twitter, reach out to the folks who are already clicking on your tweets and give them the exclusive heads up about the chat or contest. Twitterers might feel left out when they see their favorite brand just gave away some cool swag on Twitter, but they didn't know about it.

Set up an email to be sent to users who have clicked on your tweets more than a certain number times (say, three times), and let them know you appreciate the fact that they engage with you on Twitter and wanted to reward them with a heads up on your upcoming contest or chat.



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3

### REQUEST FEEDBACK ON YOUR SOCIAL STRATEGY

The great thing about social media is that it opened up a tremendous feedback mechanism and you now have the opportunity to take advantage of it. Want to collect thoughts about your marketing content? Great. Ask the people who consume it.

If you noticed that someone recently clicked on one of your social posts, you should be able to dive into the details of what content they saw. What did they think of it? Did they notice any opportunity for improvement? It'll make them realize that you're a real person and not just a social brand. They'll feel appreciated and respected when they get the chance to provide you with feedback -- and they might have some awesome suggestions!

#### WHAT DO YOU THINK OF OUR FACEBOOK POSTING FREQUENCY?

- ☐ NOT ENOUGH
- ☒ JUST RIGHT
- ☐ TOO MUCH

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## CHAPTER 4

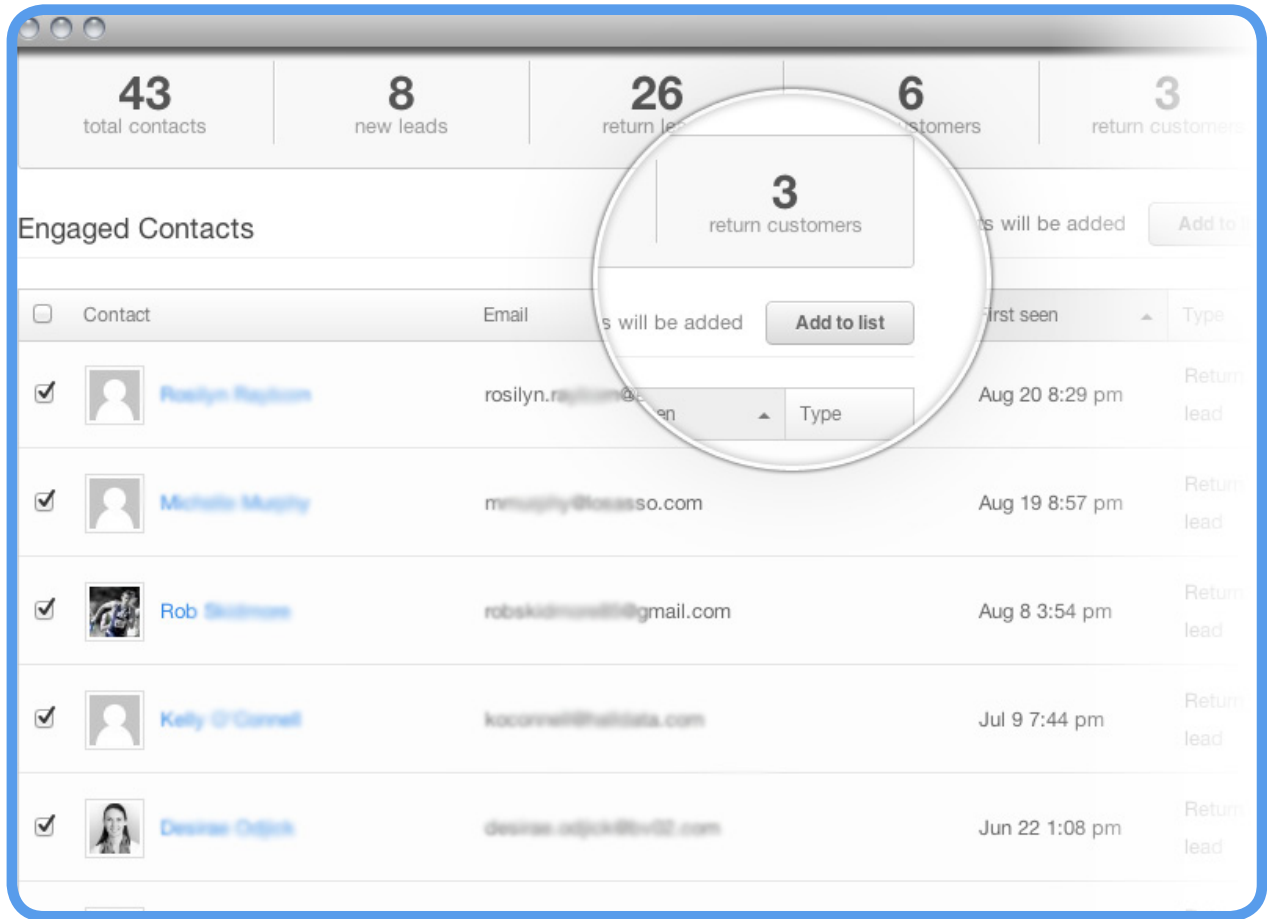
# HOW TO NURTURE LEADS WITH SOCIAL MEDIA





# Nurture Social Contacts Based on Their Interests

You can nurture your social contacts based on their interactions with your brand and general interests. [HubSpot](#) enables you to add social contacts to specific email lists, so that if you spot any patterns in the way they consume and share information, you can instantly leverage that knowledge. For instance, see which of your contacts clicked on a given post and follow up with them with an email on that topic!



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## SHARE THE RIGHT CONTENT WITH THE RIGHT PEOPLE

The problem with followers on social media is that you cannot measure the extent to which these fans are actually engaging with your brand. You don't know the specific people interacting with your updates. Allocate a few hours weekly to discovering these people. Look at who is retweeting and commenting on your content, and cross-reference that with your contacts database.

[HubSpot's new social media tool](#) allows you to click on any social message you've sent and see exactly who clicked and/or shared it. (You can even dig deeper and explore the number of leads and customers that resulted from that effort.) Now, instead of sending mass email blasts, you can directly contact and nurture those leads who are actually interacting with your brand.



RIGHT PEOPLE



RIGHT CONTENT

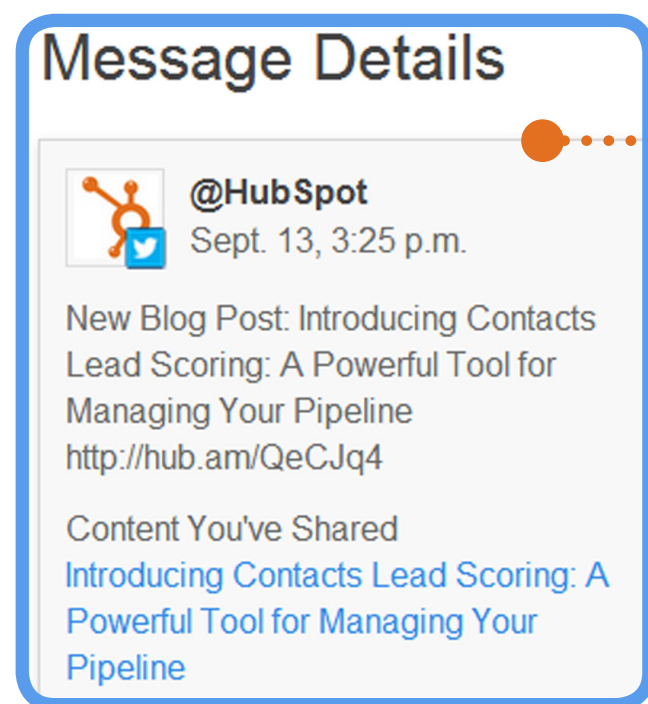
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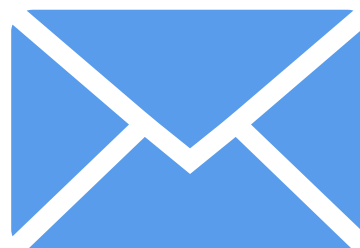


## SEND PRODUCT/SERVICE ORIENTED EMAILS

When it comes to email marketing, your boss most likely wants you to send communication about your product or service. Meanwhile, as a marketer, you likely want to email broader lead generation content in order to boost engagement. Fear not—there is balance between the two, and it comes down to segmentation. When you monitor the people who engage with your social media content, separate them into groups and allow those interested in your product/service to receive more communication about your special deals.



**SEND EMAIL ABOUT LEAD SCORING TO CONTACTS WHO ENGAGED WITH THIS MESSAGE**



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“*Social lead nurturing is any interaction between a company and a lead that is informed by or channeled through social media.*”

In the world of social media marketing, there are two business metrics that you need to be constantly monitoring: the rate at which you grow your following and the rate at which your following gets further involved with your organization.

The key to moving the first metric, the expansion of your social media following, is all about exposing your brand to the extended reach of your existing customers. This will help you grow your social database, provide you with social information to manage that database.

The key to moving the second metric, the conversion of social media followers into engaged contacts, is social lead nurturing—any interaction between a company and a lead that is informed by or channeled through social media.

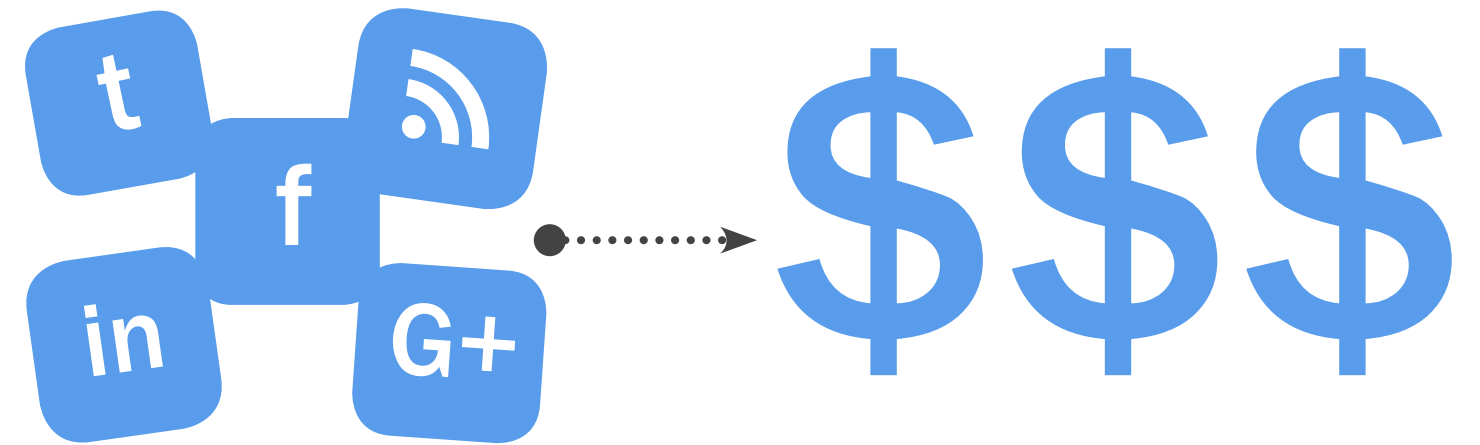
Not only do these two complement each other, but they are both essential for your success with social media marketing.

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## CHAPTER 5

# HOW TO USE YOUR SOCIAL DATABASE IN THE SALES PROCESS



You've learned that the future of social media marketing lies in the intelligent management of your social leads: the ability to recognize influencers, segment groups of users based on their social activity and interests and the timing of appropriate follow-up communication. But how does social impact your sales process?

Marketers are increasingly invested in social media ([59% of marketers report](#) spending six hours or more on it weekly), but they're still struggling to find a reliable way to use social to boost sales.

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## Give Your Sales Organization Social Media Lead Intelligence

The entire social contacts and social segmentation process described thus far in this ebook reveals lead intelligence that can be used by your sales team. Spreading your leads' social information will empower you to perfect your sales and marketing alignment.

Below is an example of the information HubSpot collected about a specific contact in our marketing database. In addition to information about emails received and pages seen, for instance, we can explore what types of social interactions the person had with our company.

Andrew Pitre

[Return to All Contacts](#)

CONTACT DETAILS

- Timeline
- Company
- Contact
- Marketing Grader
- Social Media
- Salesforce
- Analytics
- Email

▼ Timeline

First Seen

Mar 9, 2011

Interactions

175

15 Interactions hidden

Lifecycle Stage

Lead

Since Jun 2, 2012

September

5 Emails

1 Website Visits

[New Ebook] How to Use LinkedIn's NEW Company Pages for Marketing

Tue Sep 11, 2012 at 0:20am

[New Template] How to Easily Create Infographics in PowerPoint

Tue Sep 4, 2012 at 11:43am

[New Webinar] The Science of Facebook Marketing

Tue Sep 4, 2012 at 11:34am

Show all 8...

August

4 Emails

[New Ebook] Step by Step Guide to Lovable Marketing Campaigns

Wed Aug 29, 2012 at 10:51am

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THE FUTURE OF SOCIAL LEAD MANAGEMENT

Here is a demonstration of what a difference social lead intelligence can make on a sales call:

“Hi Anum, I noticed you work in HubSpot's marketing department and thought you might be interested in learning about how our product that helps you do marketing better.

When is a good time to chat?”

VS

“Hi Anum, Thanks for sharing our latest ebook on Twitter! We really appreciate the support. Did you enjoy the read?

Do you have any questions still lingering after checking out that post, and if so could I help clarify or provide further assistance?”

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1

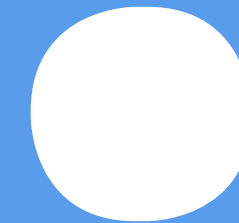
The first call scripted in the role play on the previous page sounds like an average lukewarm call: when the sales rep has some information about the prospect they are calling, but not enough to start a meaningful conversation.

VS

2

The second call scripted in the role play is much more *personalized* and helpful. It shows that the sales person isn't just calling out of the blue. There is a clear reason, backed up by a clear action, and followed by a clear benefit to the lead. Such is the power of social mead intelligence in the sales process!

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# CONCLUSION & ADDITIONAL RESOURCES





“Are you ready for this *next generation* of social media marketing?”



After reading this ebook, you should be fully prepared for the direction in which social media is headed.

Not only have you learned why social following is critical in building up your marketing database, but you also have insights into how to grow that following rapidly.

Not only have you learned about the importance of segmentation and nurturing, but you also know how to slice and dice your social following to increase your reach and push contacts down the sales funnel.

Finally, you have seen some powerful examples of using social lead intelligence to follow up with leads in the sales process.

This is the future of social media management. Are you ready for it?

We hope so.



# START NURTURING YOUR LEADS WITH SOCIAL MEDIA

Segment your social media followers, find influencers, and provide your sales team with social media intelligence today.

Sign up for [HubSpot's 30-day trial](#).



<http://bitly.com/SocialFreeTrial>

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