



Social selling 101

- Leverage your digital influence by enhancing your online reputation

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Digital Marketing Manager

Global Services Marketing

Agenda:

- ▶ What is social selling?
- ▶ Why is it important?
- ▶ How do I get started?
- ▶ What are best practices?
- ▶ What are good examples?
- ▶ Recap
- ▶ Additional resources



What is social selling?

What is social selling?

Social selling is the art of using social networks to find, connect with, and nurture your customers and prospects. It's the modern way to develop meaningful relationships with potential customers that keep you—and your brand—front of mind, so you're the natural first point of contact when a prospect is ready to buy.



72%

of consumers feel
more connected to a
brand when employees
share information
about the company
and its products

[#BrandsGetReal: What consumers want from brands in a divided society](#)

How is Social Selling different than Social Media Marketing?

	Social Media Marketing	Social Selling
Departmental Focus	Primarily marketing and marketing management	Marketing and sales alignment: Marketing enables with content; Sales engages customers & influencers
Audience	Communications to large groups and segments	Connecting, listening and communication to smaller groups of customers – with an emphasis on individual customers' needs
Organization's Liaison	A faceless, nameless corporate account	A human with a face and a name

Social selling by the numbers

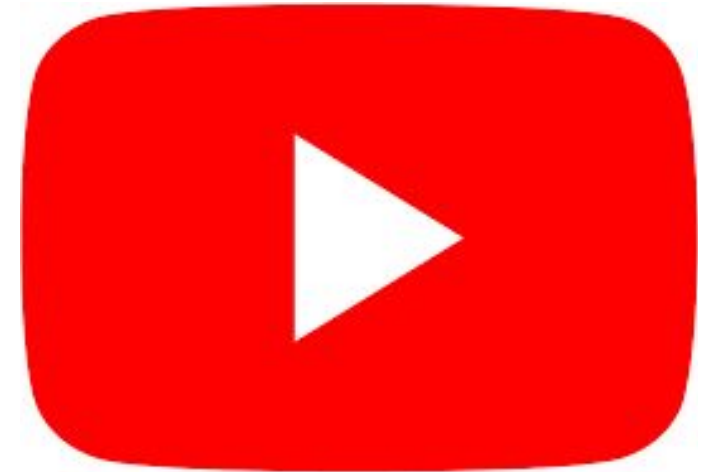
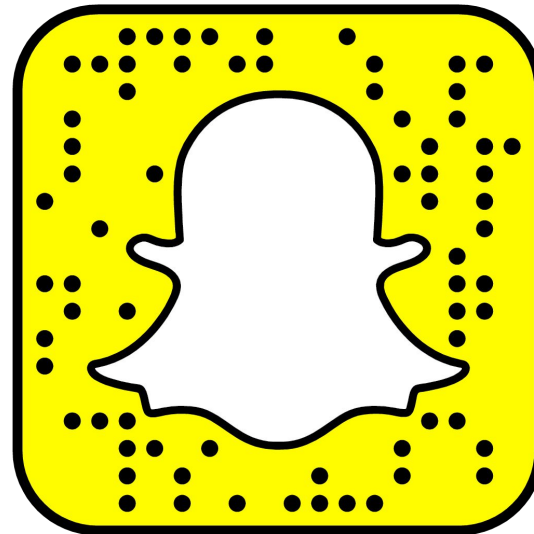
78%
of
social sellers
outsell
peers who don't use
social media

Selling through social media attracts
a **65%** larger volume of customers
and has a **46%** higher customer
retention rate

45%
more sales
opportunities

51%
more likely
to hit quota

75%
of **B2B buyers**
and
83%
of **C-level
executives**
are influenced by
social media when
making purchasing
decisions



LinkedIn by the numbers

660+
million
members

The most used social
media platform among

Fortune
500
companies

It's the **#1** channel B2B marketers
use to distribute content at **94%**

61M
senior level
influencers

40M
in
decision-making
positions

Profiles with
photos get
21x
more **views**

and
36x
more
messages

Twitter by the numbers

67%
of all
B2B businesses are
using Twitter as a
**digital
marketing
tool**

Tweets with images receive **18%**
more click throughs, **89%** more
likes, and **150%** more retweets

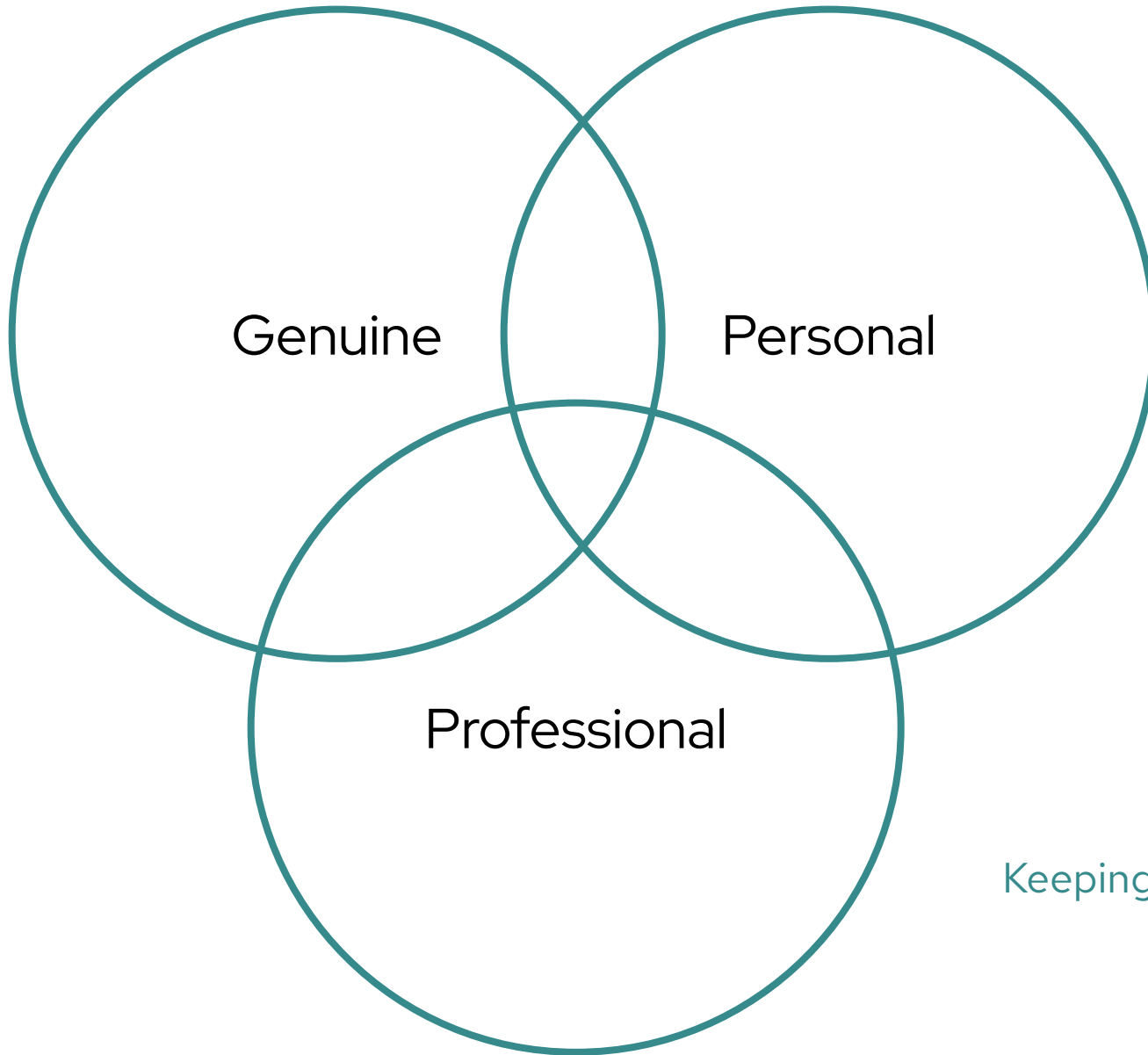
100%
more
engagement
on tweets with
hashtags

54%
of users surveyed
said they took
action after seeing
Brand mentioned
in tweets

10x
more
engagement
on tweets
with videos
and
93%
of **video views**
on Twitter happen
on mobile



How do I get started?



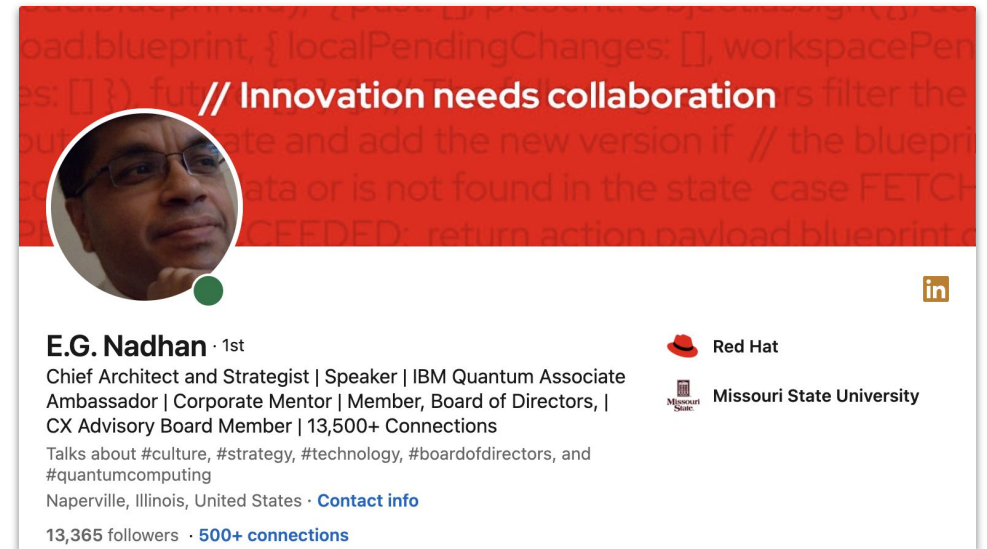
A balancing act

Keeping your online presence accurate to who you are, without being too informal

LinkedIn

In depth overview and steps to update profile

- ❑ Photo should be clear and show at least 60% of your face
- ❑ Add a company approved image as your background
- ❑ Use clear descriptions and keywords in bios, using 1st person helps you appear in search
- ❑ Add a vanity URL that closely resembles your name, can easily be put on business cards
- ❑ Suggested brief description of your company and its mission at end of bio
- ❑ Grow your network by connecting with vendors, customers, partners, industry peers and interest groups
- ❑ Join groups and participate in discussions by posting relevant content
- ❑ Connect with individuals via their profile page and customize your message



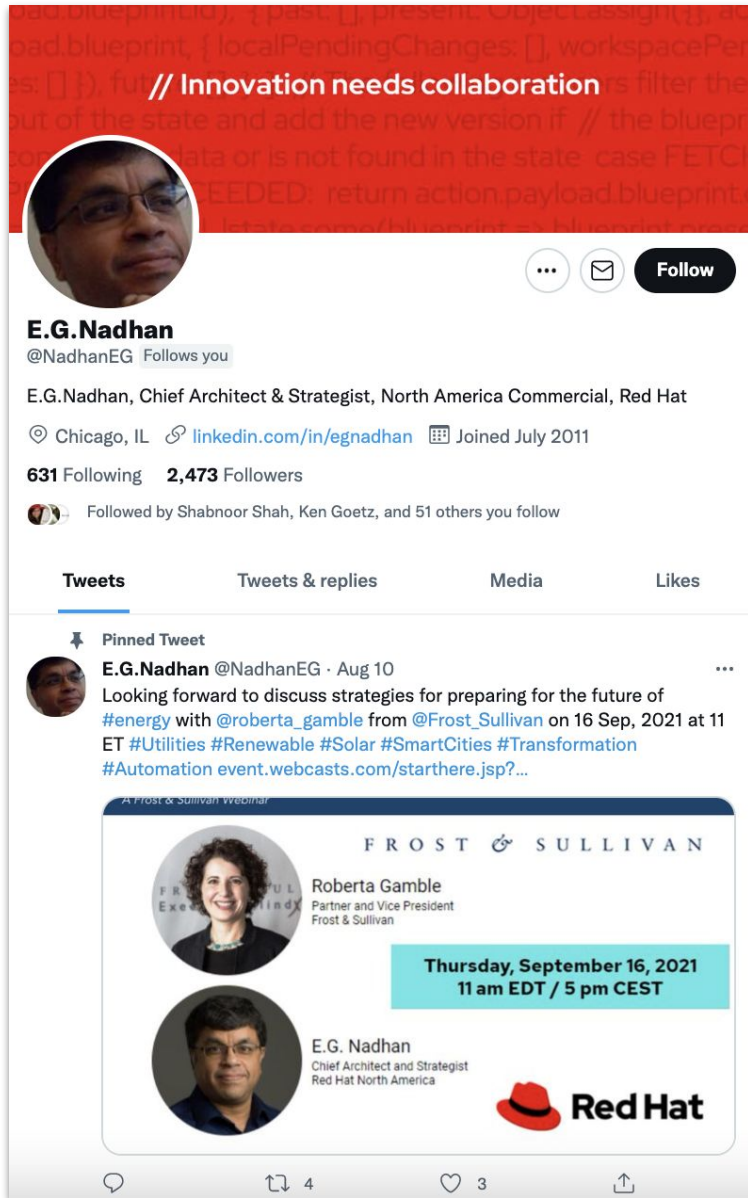
About

I have 25+ years of experience in the IT industry selling, delivering and managing enterprise solutions for global enterprises. As the Chief Architect and Strategist for North America (Commercial) at Red Hat, I work with the executive leadership of enterprises to innovatively drive Digital Transformation with a healthy blend of emerging solutions and a DevOps mindset. I also provide thought leadership on various concepts including Cloud, Big Data, Analytics and the Internet of Things (IoT) through multiple channels including industry conferences, Executive Round tables as well as customer specific Executive Briefing sessions.

Specialties: Business Innovation, Technology Innovation, Cloud Computing, DevOps, Open Source, Social Media engagement, Applications Transformation.

As a Trusted Advisor to CxOs, I work with them to identify their current pain points and define the target state for their enterprises while comprehensively strategizing solution components that cost-effectively meet their business needs. I work with Red Hat Account Teams to inject Design Thinking based techniques to effectively address the business needs of the customer with emerging solutions across Financial, Healthcare, Retail, Energy and Telco industries.

I am an active blogger and have published over 600 posts over a time span of five years in multiple Blogs including Intel, The Enterprisers Project, Red Hat, The Open Group, HP in addition to my blog posts on LinkedIn. I engage in active conversation exchanging comments with various analyst group bloggers from Forbes, Gartner and IDC in multiple posts. I am an active participant in the social media across through Twitter Chats -- @NadhanEG.



Twitter

In depth overview and steps to update profile

- ❑ Establish a username (avoid adding your company name)
- ❑ Photo should be clear, mostly of your face
- ❑ Fill out your bio with 160 characters or less
- ❑ Add a website link to your LinkedIn profile
- ❑ Add a company approved image as your background
- ❑ Follow industry leaders, competition, prospects, partners, etc.
- ❑ Tag authors and publications in your posts
- ❑ Add hashtags to increase reach and engagement
- ❑ Make sure to add an image or video
- ❑ Retweet from your company's and Red Hat's accounts

Facebook

Not recommended for social selling

- Strong emphasis on News, Holidays, and Events
- Groups allow for users with similar interest to interact
- Content is sorted by what you view the most
- Not suggested to use as a social selling tool unless you have researched the channel and found that your target audience is highly engaged on the platform



Best times to post on LinkedIn

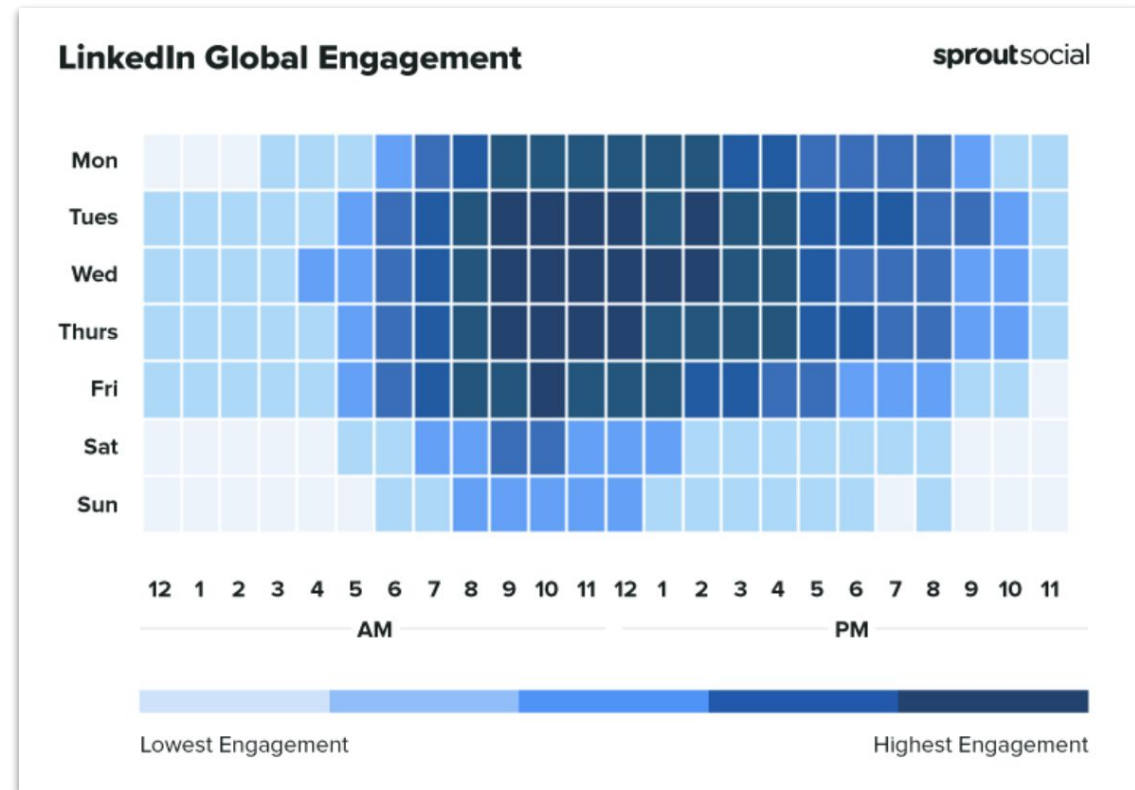
Understand when is best to engage with your audience

Based on global engagement

Best times: Tuesday through Thursday 9 a.m.–noon

Best days: Tuesday and Wednesday

Worst day: Sunday



Best times to post on Twitter

Understand when is best to engage with your audience

Based on global engagement

Best times: Wednesday 9 a.m.– 3 p.m.,
Tuesday through Thursday 9–11 a.m.

Best day: Wednesday

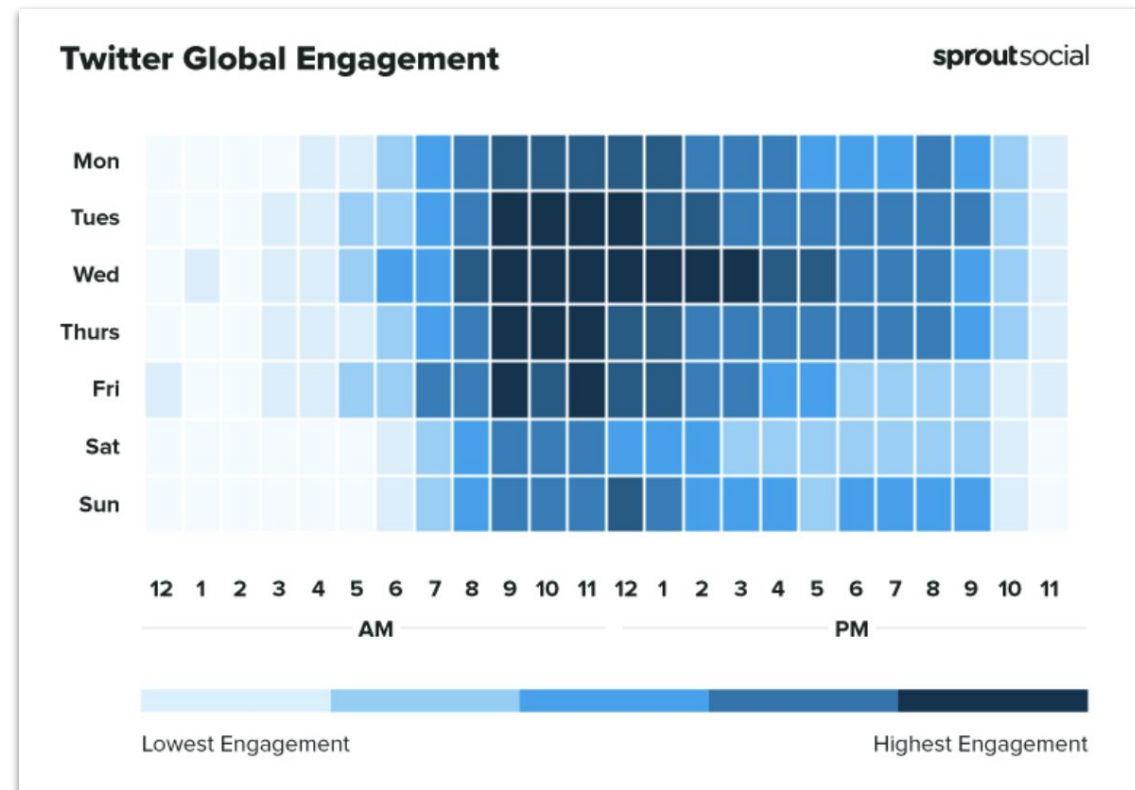
Worst day: Saturday

Based on tech audience

Best times: Monday 11 a.m., Tuesday &
Wednesday 9 a.m., Tuesday 2 p.m.

Best day: Tuesday

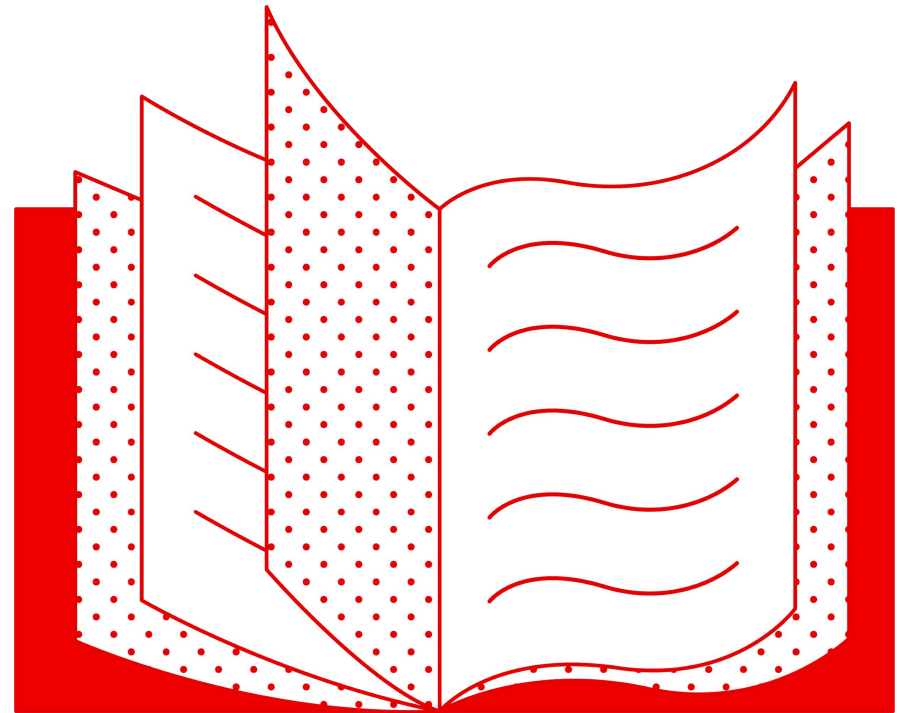
Worst day: Sunday





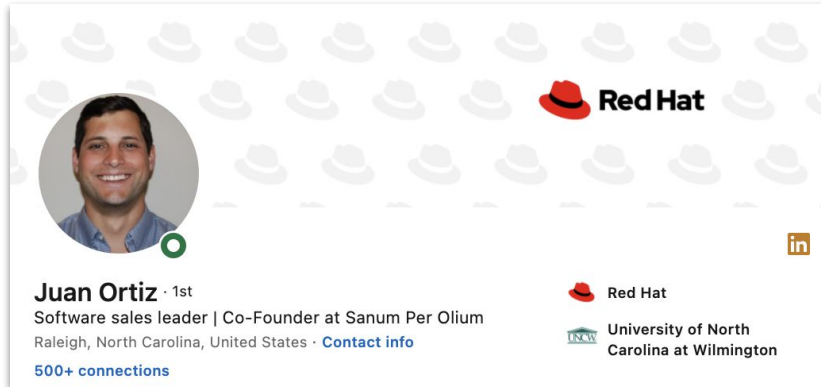
Best practices and recommendations

1. Post unique content and re-share your company's and Red Hat's posts regularly
2. Thoughtfully interact with your network
3. Stay up-to-date on relevant trends in your industry, vertical, and current events
4. Follow relevant industry, vertical, and corporate accounts on social media
5. Commit to at least 15-30 minutes per week



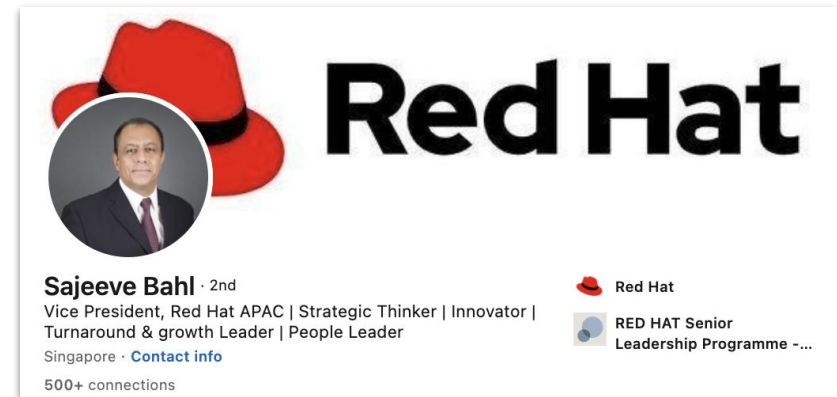
What does good look like?

Red Hatters who excel in social selling



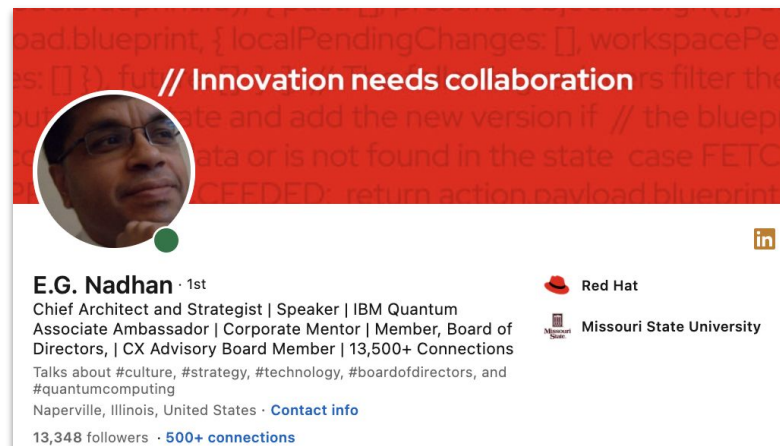
Juan Ortiz

Relevant network and audience, posts news frequently.



Sajeeve Bahl

Descriptive headline and bio, uses keywords throughout profile, regular cadence of activity (news articles, comments, likes, interactions).

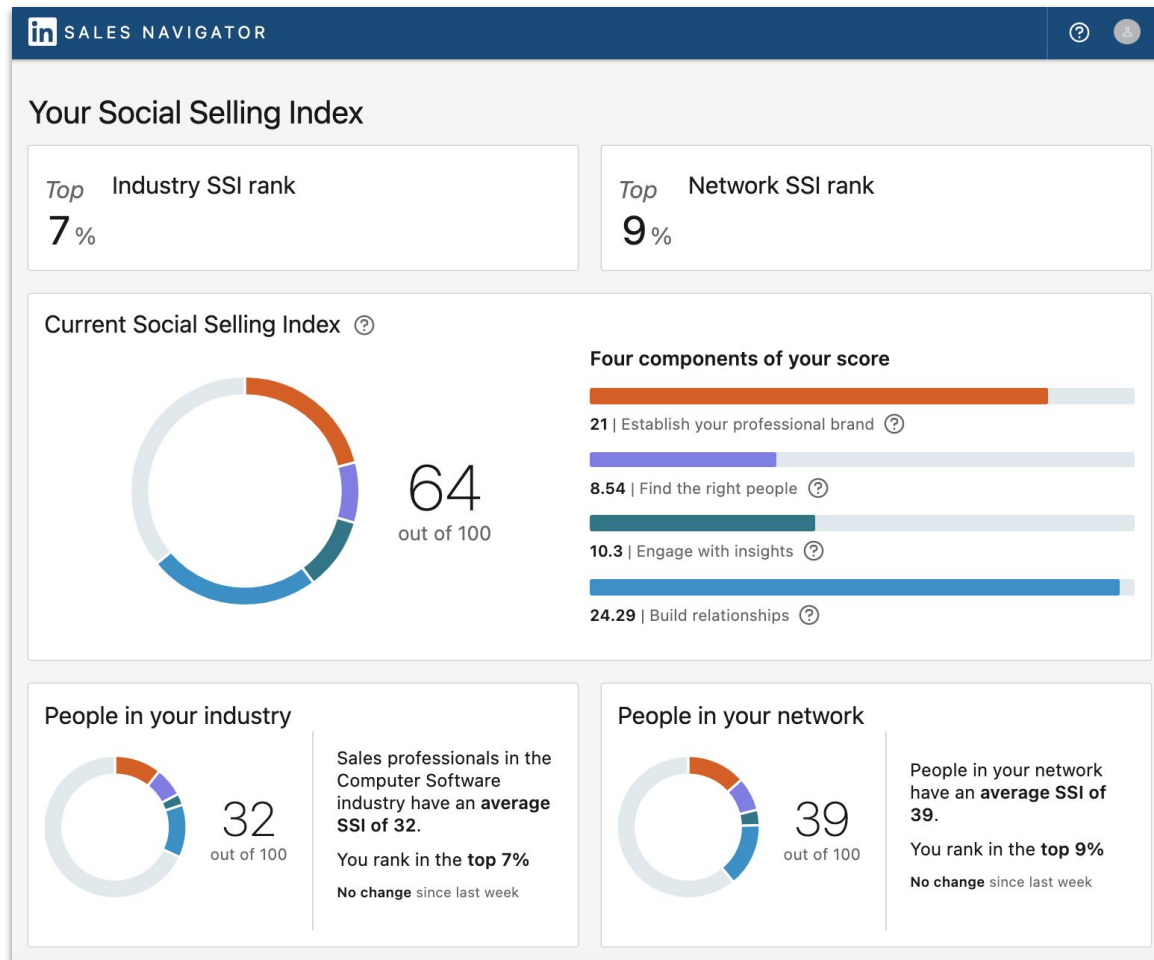


E.G. Nadhan

Thorough job description, expansive keywords in title, posts news regularly, engages frequently + thoughtfully with network.



Measure your success



- LinkedIn algorithm recording your “Social Selling Index” compared to your peers & others in your industry
- Check your score before you begin making improvements to your profile
- Check in regularly to see your progress!



What are Red Hat's social media accounts?



[Red Hat](#)



[@RedHat](#)



[Red Hat](#)



[@redhatinc](#)



[@RedHatPartners](#)



[Red Hat Partners](#)

What are the Services' social media accounts?



[Red Hat Services](#)



[@RedHatServices](#)

Related resources

To aid in posting and editorial calendar schedules

Partner Guide for Co-Branding

- ▶ Red Hat Learning Subscription (RHLS) Free Trial
- ▶ Skills assessments
- ▶ Technical Overview
- ▶ Social media graphics

Social content and repositories

- ▶ Evergreen content
- ▶ New announcements, events, releases
- ▶ [Technical overview social copy](#)
- ▶ [Technical overview graphics + gifs](#)
- ▶ [Digital Training and Certification Messaging Guide](#)
- ▶ [Training IDC study](#)
- ▶ [Red Hat Learning Subscription Messaging Guide](#)
- ▶ [DevOps Transformation Digital Kit](#)
- ▶ [Preliminary exams Messaging Guide](#)

The screenshot shows the top portion of a document titled "Partner Guide for Co-Branding" from Red Hat Training and Certification. It includes a list of links: "WHAT CAN BE CO-BRANDED?", "SETTING UP YOUR CO-BRANDED ASSETS", "ACCESSING LEAD DATA", "HOW YOUR LOGO IS USED", "PROMOTIONAL RESOURCES", and "RED HAT TRAINING CONTACT INFORMATION". Below the links, there is a section titled "WHAT CAN BE CO-BRANDED?" which explains that co-branding is an exclusive partner benefit. It lists the "Red Hat Learning Subscription Free Trial" as one of the assets available for co-branding, detailing the benefits and the process of activating a trial.

Relevant and Red Hat approved accounts and hashtags

Use these when sharing our news and information on social media

Relevant LinkedIn groups

[Information Technology Professionals](#)

[IT, Computer Software & Hardware](#)

[Cloud Computing](#)

[DevOps Professionals](#)

[Software & Technology](#)

[Solution Architects](#)

[OpenShift](#)

[OpenStack](#)

[Virtualization & Cloud Computing](#)

Product and program Twitters

@RedHat

@RedHatNews

@RedHatJobs

@RedHatEvents

@RedHatPartners

@RedHatSummit

@Ansible

@RedHatStorage

@RedHatCloud

@RedHatSecurity

@RedHatGov

@RedHatTelco

Commonly used hashtags

#JBossEAP

#JBossDataGrid

#JBossFuse

#JBossAMQ

#Linux

#RHEL

#OpenShift

#JBossDataVirt

#JBossBRMS

#JBossBPMSuite

#OpenShift

#RedHatMobile

#OpenStack

Thank you!

Contact Amy Walker <walker@redhat.com> with any questions.



[linkedin.com/company/red-hat](https://www.linkedin.com/company/red-hat)



[youtube.com/user/RedHatVideos](https://www.youtube.com/user/RedHatVideos)



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twitter.com/RedHat