

Magic in the mystery of Social Media **“SoMe!”**

“80% of companies say that delivering on Facebook Live is critical to their company goals —but 75% of them say they’re having trouble.”



The Mystery of Social Media

“The Ultimate end game is getting more business, for thirty years the principal has been “MEET THE PEOPLE”, Social Media just helps your prospects get to KNIW, LIKE and TRUST you!” - Robert Moloney

I used to work with a guy who would ask me on a Monday morning, “So, how was your weekend?” And at some stage in my reply, he would cut in.... “And back to me!” Social Media is just another form of that **SO**cial **MEDIA**, **SO ME!**

For many Owner Managers, Social Media is something their kids do on their phones, yet they miss the point. Social Media is what they have always



Streaming in a Box Hire from the Laptop Angel!

If you have your own people but just need the latest streaming technology and software



Live Streaming
“80% of companies say that delivering on Facebook Live is critical to their company goals—but 75% of them say they’re having trouble.”



Digital Marketing
Anything online that promotes your business!

Why not?

1

TALK, PLAN OFFER

Keep It So Simple!

KISS

2

MONTHLY OFFER

Social Media, Blog, MailChimp, Website maintenance, Support.

3

ONLINE TRADING OFFER

Getting the full benefit of the LEO Online Trading Voucher scheme.

done themselves, just offline, we are all just noseey Irish after all! So it fits!

How is THAT relevant to getting more business? When I started selling in 1988, I know, the Berlin Wall was still up, it was ten years before Google and the so called World Wide Web had not been launched! How did we survive? Anyway, when I started selling, the Sales strategy was **“Meet the People, Meet the People, Meet the People”** (PComerford BA Systems!)

And if you got in front of enough people, often enough, you got enough business to keep your job!

The more often you dealt with them, kept in touch with flyers, phone calls or service visits, then they got to **“Know, Like and Trust”** you!

Digital Marketing.

How Prospects find you & what they find.

How have you traditionally sold your wares?

Where are your customers? Where do they hang out? Who do they ask for recommendations? How do they know you exist? Why should they buy from you?

How do you “Meet the People”?

How do you get your Prospects to Know, Like and Trust you?

Would it help if you were working for you while you slept?

What have you got to lose from having a chat?:

“How have you always sold? All we are doing here, is bringing that online!”

What is Social Selling?

- **Developing a Reputation:** Building a strong online reputation that showcases your experience and increases your credibility
- **Gathering Intelligence:** Researching social information to prepare for sales conversations
- **Building your Network:** Developing relationships with people who can share information and provide referrals
- **Offering Insights:** Providing meaningful insights that allow opportunities to engage with and influence contacts
- **Using Social Selling Solutions:** Taking advantage of innovative selling solutions such as LinkedIn Sales Navigator

SOCIAL MEDIA EXPLAINED

- 🐦 **Twitter** – I am eating a cake
- 📘 **Face Book** – I like eating a cake
- 📺 **You Tube** – This is how I eat my cake
- 🌐 **Linked in** – My skills include eating a cake
- 📷 **Instagram** – Here's a classic pic of the cake I eat
- 📄 **Blog** – Here's my cake eating experience
- 📌 **Pinterest** – Here's my recipe for the cake

Social Selling Defined:

Leveraging your social brand to fill your pipeline with the right people, insights and relationships.


