

1. Record Nr.	UNINA9910811847503321
Autore	Belew Shannon
Titolo	The art of social selling : finding and engaging customers on Twitter, Facebook, LinkedIn, and other social networks // Shannon Belew
Pubbl/distr/stampa	New York : , : American Management Association, , [2014] ©2014
ISBN	0-8144-3333-2
Edizione	[1st edition]
Descrizione fisica	1 online resource (301 p.)
Disciplina	658.8/72
Soggetti	Internet marketing Marketing - Social aspects Selling Online social networks Social media
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Cover; Title Page; Copyright Page; Table of Contents; Acknowledgments; Introduction; Chapter 1. Fishing in Social Ponds: Using Social Media as a Prospecting Tool for Online Sales; Tackling the Ever-Changing Sales Process; The Social Selling Mantra; Where to Go Fish; Social Selling is a Team Sport; Chapter 2. The Social Triangle of Online Sales Success: Bringing Together Social Marketing, Social Commerce, and Social Support; Meeting the Demands of the Social Customer; Capturing the Customer Experience; Taking Shape and Connecting All the Dots Chapter 3. Speaking A New Language: The Ten most Important Rules for Online Social InteractionsRule #1: Be Genuine; Rule #2: Listen, Listen, Listen; Rule #3: Be Responsive; Rule #4: Follow the Leader; Rule #5: Tailor the Conversation; Rule #6: Be Helpful; Rule #7: Identify the Enter and Exit Signs; Rule #8: Maintain the Separation of Professional and Personal; Rule #9: Be Consistent; Rule #10: Admit when you're Wrong; Chapter 4. More than Lead Scraping: The Benefits of Un-Selling in Social Media; Boosting your Online Likeability; Lead Scraping or Lead Generation?; Moving Beyond Lead Scraping

The Truth about Un-Selling Expanding Circles, Influence, and Recommendations; Chapter 5: Tweets, Likes, Comments, and Recommendations: Understanding the Value of Peer-to-Peer Influence in Social Sales; Online Reviews: Word-of-Mouth Marketing on Steroids; Likes, Favorites, Followers, and Other Positive Social Indicators; Blogs, Forums (Groups), and Communities Matter, Too; Chapter 6: Content, Engagement, and Building A Relationship: Pulling the Social Customer through the Online Sales Funnel; Understanding the Changing Sales Funnel; Developing Buyer Personas for your Social Customers
Creating Content to Feed the Online Sales Funnel Mapping Types of Content to the Social Networks to Engage and Build Relationships with Prospects; Chapter 7. Tools of the Trade: Using Online Services and Applications to Help you Find, Track, and Engage Social Customers; Social Information that Matters; Finding Purpose with Social Tools; Monitoring Tools; Influence Trackers; Social Sharing Tools; Content Curator Tools; Applications for Creating Content; Social Influence Measurement Tools; Mobile Apps; Chapter 8. Time is Money: Building Social Selling into your Schedule
Identifying Current Time Conflicts Spending your Time in Fishing Holes, Not Rabbit Holes; Conquering the Social Selling Conflict; Setting Clear Objectives; Designating Blocks of Time; Prescheduling Posts; Limiting your Exposure; Using your Extended Resources; Going Mobile; Chapter 9. Free and not Quite Free: Determining your Budget; Recognizing the Cost of "Free" and Investing in your Success; Deciding how much to Spend to Ramp Up your Selling Game; Support Costs; Program Costs; Tools and Technology; Resources
Chapter 10. Developing your Social Selling Strategy: The Components for a Realistic Social Media Sales Plan

Sommario/riassunto

Companies that aren't selling socially...are selling themselves short.
