HOW TO USE SOCIAL MEDIA TO DRIVE MORE SALES

Solution guide by ANEETHA UPENDRAN
Lead qualification is, as you know, a typically slow process. You generally have information such as the lead's name, email address, and phone number. You contact the lead by phone, but they do not respond to your call. So you send them an email to inquire about an ideal time to follow up, and, a few days later, receive their reply with a time to chat.

You get to know their business needs, send necessary marketing materials, arrange a demo, and answer their questions. After several calls and emails, you somehow finally convince them to buy the product and close the sale.

But what did you miss?

During your follow-ups, what if you had known:

- The lead’s demographics and the best time to contact them?
- Their professional profile, business, and account details before you sent the next email?
- Their preferences, interests, and personal traits?
- A list of competitors’ products and features your lead was evaluating when you were negotiating the deal?

Knowing this information at the start would help you have a better understanding of your lead’s needs, pitch the sale, and close the deal sooner. So how can you gather details about your leads? And from where?

The answer is Social Media.

This solutions guide explains how your sales teams can utilize social media channels to interact with leads, understand their needs, and close deals faster.
What does social media give you?

Let's say, you go to the lead's Facebook profile. You can get information about the country and city the lead resides in. With this information, you know the time zone they're in and when to give them a call.

While on the phone, you're already aware that the person you are engaging with is the CEO and the top decision maker. You can gather the role, profile, and business information from the lead's LinkedIn profile, and their professional skill and industry connections. All this gives you an insight into how you should pitch the sale and provide the right information to the lead.
During your chat, you understand the lead is interested in your product and has started evaluating it. As you’re chatting, you can uncover their likes and dislikes by looking at their Facebook timeline, and you begin to establish good rapport with them and gain their trust.

From their recent tweets, you know that your lead is evaluating competitors’ products as well. So during the negotiation stage, you email a comparison sheet with the details of your product and that of your competitors, and offer the best pricing possible to close the sale.

Overall, the benefits social media adds to your sales strategy are priceless. You identify potential leads, interact with them, understand their needs and pain points better, and finally pitch the sale. And you can provide the best service possible during each stage of the sales cycle, helping your leads make better purchase decisions.
How to bring social context to your sales?

So you’re engaging with leads on social media. Smart move! But now here’s the thing: That data is scattered across several platforms. You have to spend more time manually entering it, and that means it’s harder to capture inside CRM—and harder to engage with leads.

But what if you had a platform that could give you a contextual view of sales and social media data in one place, with real time updates on the conversations you have with leads?

Well, you can do this with Zoho CRM Plus.

Zoho CRM Plus is an end-to-end customer engagement suite which allows you to automate every stage of the customer journey and provide an incredible customer experience. With Zoho CRM Plus, you can improve operational efficiency, maintain customer satisfaction, and accelerate business growth.

Zoho CRM Plus brings social context to your sales by:

Helping you automatically find your lead’s or contact’s social media accounts and map them with their sales data
Intelligently suggesting the best time to contact your lead

Providing consolidated profile information of your lead
Capturing all social interactions of your lead in real-time, such as what they tweet, post, or like from the corresponding lead’s social media page

Interacting with your lead and sending direct messages to them.

You can also access Zoho Social, click the **Connections** tab, and identify your lead from the list to view what they say about your product or brand, and view their CRM information.
So, you see how Zoho CRM Plus helps you bring social context to your sales. To learn more, go to

https://www.zoho.com/crm/crplus/

You can also check out:

https://www.zoho.com/crm/help/social/
To learn more about the social context in Zoho CRM

To learn about the Social tab in Zoho CRM and how to use it.

To see how to set up the social media integration, associate profiles with leads or contacts, add a profile image to a record, remove a profile association, and view Social Related List section.

Visit our blog to find out

How you can use Social tool that talks to your CRM.

Send your feedback to support@zohocrmplus.com to help us improve further.