

BLOGBOOK #2 - 2018

# SOCIAL MEDIA



# SHOULD BUSINESSES HAVE A SOCIAL MEDIA PRESENCE?



**Yann Gourvenec**  
CEO  
*Visionary Marketing*



@y gourven



Yann Gourvenec



Yann Gourvenec



y gourven@visionarymarketing.com

Some think that B2B and social media don't mix well. That is wrong, they perfectly do. It is very interesting to look at this aspect of social media presence. There are many questions that people ask themselves when it comes to B2B and social media. Should businesses have a social media presence? Can a major business avoid being on social networks today? Does it concern businesses in the manufacturing sector too? In your opinion, is Space a trending topic on social networks? All these questions are answered by Yann Gourvenec in this article, during his visit to Thales Alenia Space.

Should businesses have a social media presence?

Most B2B brands are deemed “under the radar”. This means that there are few or no spontaneous conversations on the Web about them. Social Media makes it possible for small hyperactive communities of like minded professionals to engage in passionate discussions about their subjects. It is

important to create conversation and content on social media. Why? Because it can help you motivate your community to discuss different interesting aspects about your company. Possibilities are endless: the future of your business, best practices, the evolution of your services etc. Imagination is the limit.

There is one intriguing paradox in this: the less you'll talk about your products, the more clients will buy from you.

Can a major business avoid being on social networks today?

It has nothing to do with “today”. I have practiced social media in businesses for 13 years now. It seems rather difficult indeed. Besides, it would be a shame to miss all these opportunities offered by Social Media; the most important opportunity being engagement. A company that has no social media presence is a company that is missing out on a lot.



In your opinion, is Space a trending topic on social networks?

I find your question rather strange to be honest. Space is a huge subject on social media and this makes it possible for you to address the general public. Think about Regis McKenna's mantra: "think about your clients' clients". Opportunities abound with such a brilliant topic at hand. Space is a topic that draws the attention of everyone. No matter how old we are, this is something that makes us all curious.

*Space is always an interesting topic that creates curiosity.*

Does that concern businesses in the manufacturing sector?

I have repeated time and again for 10 years that B2B is the future of social media and the manufacturing sector is no exception to this rule. B2B is made up of exciting subjects shared amongst passionate professionals who

are not afraid of bad publicity because they mostly exchange among themselves.

As manufacturing is a technical sphere, there is a huge potential to be extracted from it-exchanging and explaining some technicalities too.

# SOCIAL SELLING: SOCIAL MEDIA AS A VALUE-ADDING PLATFORM FOR SALESPEOPLE



**Diana Mylonas**

*Junior webmarketing consultant  
Visionary Marketing*



@myldiana



Diana Mylonas



Diana Mylonas



Even though he shies away from saying he coined the term social selling, Koka Sexton was indeed one of the pioneers of the term. Social selling is leveraging your social network to find the right prospects, build trusted relationships, and achieve your sales goals. He discusses the

best way to engage and use social platforms, and emphasizes that many sales professionals either lack participation or do not participate correctly on social media platforms.

## The Value of Social Selling

One of the main takeaways from Sexton's idea is that social media should be a value-adding platform, not a sales platform. He stresses that it is not acceptable to present a sales pitch to a client during an initial interaction. Instead, he advises salespeople to build relationships with potential clients by engaging with their social media updates and continuously adding value that would be of interest to clients.

Sexton is confident that sales representatives would thrive with the right coaching from their sales managers. It is for this reason that proper training of both managers and representatives is necessary.

## Building Client Relationships

Koka Sexton's career path is both diverse and impressive. He went from a career in law enforcement to a career in digital marketing. His current position is Digital Marketing Advisor at HootSuite. As an innovative marketer, he created success in each of his endeavors. It is helpful to take Koka Sexton's insight into account considering his professional success. Social Selling studies confirm his notions of the value of social media relationships.

For instance, 90% of top performing

salespeople use social media as a part of their sales strategy. Furthermore, over 10% of sales representatives who use social media have closed five or more deals because they were active on their platforms. According to Sexton, successful sales representatives first connect with individuals whose social media platforms relate to their company. They then begin to understand a client's needs by listening to their thoughts on social media and aim to contribute valuable input. The input given will positively impact the relationship with potential clients, which can lead to sales.

## How is Social Selling Successful?

Below are some more statistics that highlight the significance of social selling.

- 98% of sales representatives who have over 5,000 connections on LinkedIn meet/surpass their sales quota.
- 79% of salespeople who use social media as a tool outperform those who do not use social media.
- 55% of buyers research products/services on social media.
- Social sellers who were engaged generated 38% more new opportunities than those who were not engaged
- 86% of IT buyers use social media to make decisions on technology.

The idea of social selling is growing at a fast

pace. Koka Sexton predicts that social selling is just going to become sales at some point because all sales activities will somehow originate through social networks. Technology is even being used to identify the correct connections for sales representatives.

## Koka Sexton's Take on Social Selling

Here is a Detailed Summary of Koka Sexton's Interview with Visionary Marketing.

My original career path was in law enforcement. I started off as an individual sales rep, and my measurement was based on the number of dials a day and talk time, which I thought were crazy metrics for salespeople to be assigned to. I had a love-hate relationship with marketers. They're very nice people, but what they were doing from a marketing standpoint back in 2010 was limited. They were buying lists from companies and running events that were generating non-qualified people.

I was handed this virtual phone book and told to call through leads and see if there's interest. I knew there was something wrong with that, so I found a way to generate my own pipeline outside of marketing's purview. I did that by leveraging social media. I started understanding how social networks can help me grow as a professional. I gained knowledge

because people were sharing insights, and I learned how to identify, connect, and engage with other decision-makers on these platforms. I became a successful salesperson because I had a higher success rate by connecting with these decision-makers rather than interrupting them with calls/emails.

I made the switch to the dark side when I got my very first marketing role. I say that just because I admire marketers now. I focused on how to implement a program for salespeople to leverage social media and how to measure pipeline in revenue from social activities. As I perfected that, I created something called Social Selling University. It became an education for other salespeople on tactics and activities they should perform on social media. I started gaining a notoriety because I was the only person being as vocal as I was around salespeople.

I was then recruited to work for LinkedIn. I shy away from saying that I created the term social selling. What I will say is that I feel highly confident that I was the original pioneer. The word had been used but never in the full context of what I believed it could be, which was to do salespeople become social with social media? Social selling was confused with e-commerce and a bunch of other things. I took it from an idea down to a b2b application



**KOKA SEXTON**

# **SOCIAL SELLING**

of how do you leverage social media as a salesperson.

I was part of the content and social strategy for the sales solutions division at LinkedIn. The social launch of that product gave me insights around how LinkedIn views the sales audience. I went from working the b2b capacity, to working with the consumer product, to working with the corporate communications team, where I ran social media for LinkedIn globally. I left LinkedIn after the acquisition was announced with

Microsoft. And then HootSuite came along and asked if I would work with them, and I'm a huge fan of HootSuite

I believe that the biggest obstacle for sales professionals using social media is their lack of confidence on how to engage on and use these platforms. This manifests in non-participation or bad participation- where social media salespeople act like traditional salespeople. Social media should be used as a platform to educate buyers in a way that makes them want to have conversations with you. It is not a sales

platform, it is a value-adding platform.

When you get an InMail from someone trying to make a sale immediately after connecting, your reaction is to disconnect. So, now that salesperson has lost you forever. Salespeople need to understand how to build relationships before trying to sell. When you're trying to connect with your network strategically, it's in a sales person's best interest to build their network. You can reach out to IT Directors and decision makers and say something about how fascinated you are with the things that they've shared. It's a low barrier of entry and is inviting in many ways because it drives to the ego of the buyer. It helps the salesperson become more educated on what's happening in that industry. Once you're connected, you can start building that relationship by engaging with their updates. Constantly adding value from some insights you think a buyer might be interested in may make the buyer say "I would love to be involved in something like this". That's when you're able to take it offline.

I think it comes down to training. It's the idea of sales managers being held accountable to how their sales reps behave and teaching them the best practices. Sales Managers are usually looking at the pipeline and revenue numbers, but I believe that sales managers could be amazing coaches to their teams.

I think the next stage of social media where we're finding the largest amount of traction is how we empower our sales organizations to become sharers of information. When we look at the activity of sales professionals, the idea of how do we get them started is just to build this habit of sharing. Feeding the sales teams the right content for them to share through their social networks will help them grow. When I think about the future of social selling, at some point social selling is just going to become sales because all of these activities will somehow be originating through social networks. I think what gets interesting is when we start looking at future technologies. Artificial intelligence, AI type tools that are helping with predictive analytics based on information you may own within your own CRM or what is being found through the larger social ecosystem and identifying these contacts for these sellers to actually get involved with.

# SOCIAL SELLING AT THE HEART OF FACEBOOK MARKETPLACE



**Mia Tawile**

*Webmarketing Consultant  
Visionary Marketing*



@MiaTawile



Mia Tawile



Mia Tawile



mia@visionarymarketing.com

Welcome to the Internet, the land of Marketplaces! We all know Amazon marketplace, Asos Marketplace, or many other platforms dedicated to peer-to-peer selling. For a lot of people, the Internet is the best place to sell products (new or vintage) to other people. It's as easy as 1,2,3 ; just find a popular platform like Craigslist or Leboncoin for our french readers, and post the most convincing image (sometimes even adding some filters to beautify it), with a short description and a price tag. And wait.. until someone makes a move. To try and boost the sale of an old couch, people share their posts on social media. Who knows, maybe one of our Facebook friends has a cousin who needs a vintage couch, right? Now Facebook, that social network we use 'all day everyday' is launching its own Marketplace. In this article, we'll go through the basics of that new Facebook feature.

Don't hesitate to give us your opinion.

## Facebook Marketplace: All about social selling

First things first. For those of you who do not know what social selling is (not everyone is a geek), let me explain it briefly. Social selling is the process of making the best out of your social media platforms, to find potential clients to target, communicate with them, and build trust and credibility. All this is done, of course, to end up with a sale.

Facebook noticed that people use its platform to boost the sale of their old couch, so, as they love to do, they created a special platform for it. Facebook is known for trying to dominate your Internet usage, by creating a video platform (to replace Youtube), or an instant messaging app (to replace Whatsapp or WeChat), instant articles, trending topics, and now a buy-and-sell platform known as Facebook Marketplace.

Facebook wants us to be connected to its platform whenever we are connected to



the Internet, and never leave; basically it is centralising everything to reach that ultimate goal.

### Facebook Marketplace: Main features

This new Marketplace has three main features: browsing, selling, and searching the surroundings. In all three, Facebook puts in action all its other apps, like Messenger for example.

Browsing allows you to look around on the app. You guessed right, the relevancy of the listing is based on artificial intelligence. Yes, Facebook knows what pages you like, and what items might attract you. And that is exactly how items are displayed. As we said previously, the aim of social selling is leading to a sale. To encourage you even more to close that couch deal, to sell an old coat, couch, or coffee machine, you just need to post a picture, a description and a price. Users already are Facebook members, so no need to create a new profile.

### Why would people choose to buy or sell on Facebook?

Firstly, and obviously, because people (including myself) spend half their day on Facebook. To be precise, last time I read studies about this, I found that people used Facebook 1 hour per day in total. But it makes



### *Selling your old couch?*

it easier for them to stay on that platform they are very familiar with, and spontaneously decide to check who is selling vintage items.

Trust is also important when buying items online from individuals. Why? First, because you need to know if the image they are posting is real, or they just added too many filters to sell it. Second, because you will probably need to meet this person to get the item. And third, because you will pay this person to get the item. Facebook took advantage of the social part of its platform to build trust between

peers. It even pre-wrote messages like 'Is this item still available?' or 'What condition is this item in?'

I don't like the fact that Facebook follows our every move, and builds its algorithm around it. But who am I to stop it? Everyone does that on the Internet. So, I'll get used to it. In the meantime, Facebook Marketplace is a great idea because it is convenient, trustworthy, and encourages spontaneous shopping. Perfect for social selling.

# TOURISM: INSTAGRAM IS THE NEW STAR



**Claire Sorel**

*Webmarketing Consultant  
Visionary Marketing*



@clsorel



Claire Sorel



Claire Sorel



claire@visionarymarketing.com

In two years only, Instagram climbed up the ladder to become an essential social media platform. It gathers more than 600 million monthly active users and 300 million daily active users. Everyday, 35 million photos and videos are posted on the platform. It's interesting to look at the impact of this platform on tourism.

Users posts:

When users add a photo or a video, we can also write a description using hashtags such as #travel , #travelgram or #instatravel. This allows other users who are researching destinations to come across their posts. In other words, you can inspire others.

**Instagram, a source of inspiration**

Social media and especially Instagram are a real source of information and inspiration. In fact, a survey shows that 48% of Instagram users use this media to choose their next

vacation destination. Moreover, 35% of them use Instagram to discover new destinations. Why do we trust strangers on social media when looking for travel inspiration? The answer is simple: Instagram is seen as a spontaneous platform where people feel close to each other.

Users not only find their next destination, but they also find useful information about where to eat, where to shop and other interesting things to do in a particular place.

**What are the favourite destinations in France?**

A study was made by OpinionWay that answers this question. 52% of French people prefer travelling within the country instead of going abroad, 19% would rather travel within Europe and only 9% we choose to go to the USA.

In France, the most famous spots (and the ones with the most posted pictures) are the French

Riviera (44%), the Ile de France region (16%), the Rhône Alpes region (6%) and Brittany (5%).

Here is a list of accounts you could follow if you're looking for a nice destination:

@beautifuldestinations

@natgeotravel

@beautifulhotels

@travelmehappy

@travel

# FOR FURTHER READING, VISIT OUR BLOG :

<http://visionarymarketing.com/en/blog>



## Contact us

Visionary Marketing  
80 rue Taitbout  
75009 Paris, France

+33 1 40 18 78 34

[contact@visionarymarketing.com](mailto:contact@visionarymarketing.com)

© Copyright Visionary Marketing, 2018

**Visi--nary**  
MARKETING & INNOVATION