

GUIDE

Social Selling with the Hootsuite Ecosystem

Work Efficiently and Drive Revenue



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To succeed in the world of the socially-empowered customer, sales professionals need to leverage social media just as effectively as today's sophisticated buyers. That means not only getting full value for every minute you spend on LinkedIn, Twitter, and a growing number of other social networks, but blending your social selling activities into the processes and platforms that you're already using to drive revenue.

Hootsuite's ecosystem of partnerships and integrations allows you to discover, qualify, and engage with customers on multiple social networks from a single, customized dashboard. Just as important, Hootsuite's open platform makes it easy to weave social media into your regular sales routine, so you can save time and realize greater value from your existing sales tools.

In this guide, you will learn how lead development representatives, account executives, and account managers can use the Hootsuite ecosystem to meet their core objectives.

Social Selling Ecosystem Snapshot

LinkedIn

LeadSift

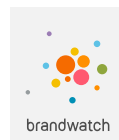
zendesk

Marketo

trendspottr

Funnel

Riffle



nimble

Digimind.

Crimson Hexagon

SILVERPOP

SUGARCRM

salesforce.com

Lead Development Representatives

Lead development representatives (LDRs) play a critical role in the modern sales organization. By connecting with prospects at the early stages of the buying process and gathering information, they can fill the pipeline with highly qualified leads. The more quickly LDRs can acquire, research, and qualify leads, the shorter the organization's overall sales cycle.

Hootsuite enables lead development representatives to listen for real time buying signals on multiple social networks, allowing them to find new leads and identify when prospects are at critical decision-making moments. During the qualifying process, LDRs can quickly consolidate multiple sources of social media intelligence to create a rounded view of their leads, then seamlessly incorporate that information into CRM and marketing automation platforms.

Monitor social media to find better leads

Your future customers are in plain view on social media, talking about their business needs, asking questions about issues in your industry, revealing intelligence about their own companies, and reaching out to their peers for advice. Hootsuite can help you listen for these real-time buying signals wherever your prospects are active, including Twitter, LinkedIn Groups, blogs, and forums.



Twitter search streams

Set up Twitter search streams in your Hootsuite dashboard to persistently look for the keywords and phrases that people in your space use when they are considering a purchase. You can listen for questions about features and costs to find people who are actively shopping for a solution, or for signs of frustration that indicate a business need. Tweets about complementary products and services can also reveal potential customers. For example, messages that include the phrase "Paris restaurants" could identify leads for a travel broker. If you work in a geographic territory, you can filter your streams to only display tweets from people within a specified radius.

LeadSift

Relevant Integration: LeadSift

LeadSift finds and delivers potential leads from Twitter and classifies them by intent to purchase, intent to churn, and other categories. Search by keyword and discover people who are looking to buy your product or replace one of your competitors. Identify "hot" leads and engage immediately from the Hootsuite dashboard.

Qualify leads faster with social activity

Hootsuite's integrations with CRM and marketing automation platforms make it easy to not only generate leads from social media, but to move them rapidly through the marketing and sales funnel. Whether a lead originates from social media or another channel, you can use Hootsuite to enrich the record with social activity that helps progress it through the funnel more quickly.



Relevant Integration: Marketo

Use the Marketo integration to discover prospects on social channels in Hootsuite and easily add them to a lead database in Marketo. Add social activity to an existing lead to increase lead score and qualify it directly from Hootsuite.

Blend social intelligence into CRM for better relationships

Save time and streamline lead generation from social media by connecting Hootsuite with your CRM system, such as SugarCRM or Salesforce. CRM integrations in the Hootsuite dashboard allow you to gather information about a contact's background, interests, and business needs from social media profiles, then push it to new or existing lead records in your CRM, directly from Hootsuite. This will give you a rounded view of your leads that you can access at any point during the sales process, helping you to build stronger relationships.



Relevant Integration: SugarCRM

The SugarCRM integration allows you to easily create new leads in SugarCRM from Twitter or Facebook profiles in Hootsuite.

Account Executives

Successful account executives are consummate networkers who never stop building relationships. Gaining warm connections through shared social contacts is more important than ever for account executives, especially in complex sales where several decision-makers and gatekeepers are involved. In addition, account executives are now required to engage with prospects across multiple channels and to string these scattered interactions together into profitable business relationships.

Hootsuite enables account managers to rapidly expand their professional networks, integrate social media into relationship management, and create a 360-degree view of every prospect.

Leverage social relationships to connect with decision makers

Today, when a decision maker makes contact with an account executive, they are likely more than halfway through their buyer's journey and have formed opinions from their own research. It's critical to reach them at the right time, with the right information, but cold calling into target companies is time consuming and increasingly ineffective. Hootsuite can help you close deals faster by expanding and strengthening prospect relationships through multiple social networks. Remain focused on your prospects, find new avenues for connecting with key stakeholders, and track your competitors' connections to stay a step ahead.



Relevant Integration: OFunnel for LinkedIn

The OFunnel for LinkedIn integration allows you to monitor the most important connections being made in your LinkedIn network, so you never miss an opportunity to connect with someone at a difficult-to-reach account. By creating a customized OFunnel stream within the Hootsuite dashboard, you can cut out the noise in your network and view only the most relevant relationship alerts. For example, you can set up an alert for the next time someone in your network connects with a Director of IT at a company in Singapore with more than 5000 employees.

Get a 360-degree view of your prospects

The most effective way to gain insight into your contacts and their companies is to integrate multiple sources of intelligence. Hootsuite's partnerships with LinkedIn, Twitter, Google+, and Facebook, plus support for global networks such as Sina Weibo, Tencent Weibo, VKontakte, RenRen, and Xing enable you to be present anywhere your leads are active.

Riffle

Relevant Integration: Riffle Twitter Insights

The Riffle Twitter Insights integration for Hootsuite provides an instant and detailed overview of any Twitter account's activity, from their top affinities to the type of mobile phone they use. Even more useful, Riffle can reveal a Twitter user's linked accounts on other social networks, including LinkedIn, Facebook, and Google+.



Relevant Integration: Nimble

Nimble is a contact management integration that helps you nurture stronger relationships with prospects. With the Nimble integration for Hootsuite, you can access the complete communications history between you and a social contact, directly from the Hootsuite dashboard. All of your previous interactions on Gmail, Outlook, and other social networks become visible, giving you vital context for social engagement.

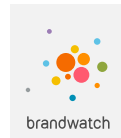
Account Managers

Account managers are responsible for communicating strategically and nurturing long-term relationships with existing customers. They must be highly attuned to the business needs of their clients in order to retain accounts and grow revenue for the company. Effective account managers also serve as a bridge between sales and customer service, ensuring that customers receive necessary resources and support.

Hootsuite enables account managers to gain greater insight into customer needs, stay up to date with rapid industry developments, and provide customers with timely information and strategic content. Account managers can also leverage Hootsuite to make their own subject matter expertise more visible to clients across multiple social channels.

Gain customer and industry insights

As an account manager, you need to be able to identify competitive threats and opportunities as early as possible in order to positively shape customer relationships and the strategic direction of your accounts. By leveraging social media for intelligence, you can gain real-time insights into the issues that matter to your clients and stay ahead of the industry.



Relevant Integration: Brandwatch

With the Brandwatch integration for Hootsuite, customers can identify key insights from 80+ million traffic sources across the web, including major social channels, blogs, forums, news and review sites, and more. Hootsuite provides a single interface for you to monitor and analyze your social mentions to make real-time, informed decisions and take action on them.



Relevant Integration: ForSight by Crimson Hexagon

The ForSight by Crimson Hexagon integration for Hootsuite provides smart engagement capabilities through custom sentiment and demographic filters on owned and earned data streams. In addition to providing direct access to the full Twitter firehose and Crimson Hexagon's in-house data library, it also offers easily customizable social media monitoring of brands and competitors.



Relevant Integration: Digimind

The Digimind integration for Hootsuite was designed to monitor and identify the most relevant conversations about brands and competitors across more than 850 million types of web sources. Analyzing mentions with sentiment analysis and applying filters to the streams allows users to customize their social listening process and engage with their customers from one single interface.

Satisfy customers to drive retention

Customers expect companies to be available and responsive on whatever channel they choose, whether it's via the phone, email, or social media. Hootsuite empowers you to provide the same level of support and professionalism on social media that you already deliver on traditional channels. You can proactively listen to your contacts for any mention of common problems, using a deep listening tool, private Twitter lists, RSS streams, and more. When issues arise, you can respond personally with the best available resources or instantly create a helpdesk ticket for your organization's customer support team through the Zendesk integration.



Relevant Integration: Zendesk

If you want your customers to get the best service available, you need to be able to transfer them seamlessly to your customer service department. With the Zendesk integration, you can create Zendesk tickets directly from your clients' Facebook or Twitter messages.

Find and share content for your customers

Demonstrating subject matter expertise and industry knowledge is vital to becoming a trusted advisor to your customers. With social media, you have a whole new outlet for publicly sharing news, opinions, and insights to enhance your reputation and show clients that you can relate to their business needs. However, one of the key challenges for account managers and other sales professionals is finding enough relevant content to share with their social networks.

You can use Hootsuite to find trending and engaging content that is tailored to your space. For a good mix of content sources, set up your Hootsuite dashboard with a combination of Twitter search streams, RSS feeds, and content discovery apps from the Hootsuite App Directory. When you find an item worth sharing with your contacts, you can share it directly from your stream or schedule it to go out at a later date.



Relevant Integration: Trendspottr

The Trendspottr integration allows you to set up custom searches for trending content, hashtags, and sources, by whichever topic, keyword, or phrase is most relevant to your customers.

About Hootsuite Enterprise

Partner with Hootsuite to accelerate your social transformation



Hootsuite Enterprise empowers organizations to execute business strategies for the social media era. As the world's most widely used social relationship platform, Hootsuite Enterprise enables global businesses to scale social media activities across multiple teams, departments, and business units. Our versatile platform supports a thriving ecosystem of technology integrations, allowing businesses to extend social media into existing systems and programs.

We help organizations create deeper relationships with customers and draw meaningful insights from social media data. Innovating since day one, we continue to help businesses pioneer the social media landscape and accelerate their success through education and professional services.

Request a custom demo today by visiting enterprise.hootsuite.com

Trusted by 744 of the Fortune 1000

