about inbound
How to use social media to attract, convert, close & delight customers
by Vourneen Taylor
@vourneent #OxHUG

Live Twitter Poll @vourneent

Go to @VourneenT on Twitter

Q. What social platform gives you the most results organically?

- Facebook?
- Twitter?
- Linkedin?
- Instagram?

About me.

Inbound Strategy Workshops
& in-person Hubspot training
for fast growing teams

Other stuff about me…

- 15 years experience in marketing
- Helped onboard 350+ Hubspot customers
- Love travel, coffee, craft beer & watercolour painting!

Slides & Additional Resources.

Available after the HUG!

www.aboutinbound.com/OxHUG

#OxHUG - Hubspot User Group Oxford 23rd August

Download Slides

Download Workbook

Additional resources:

- Social checklist
- Social stats
- Social resources
- Social Tools

You may already have social media tools. But do you use social at every stage of the funnel effectively?

Are there gaps in your social funnel?

6 in 10 small business owners are not able
to track ROI
from their social media activities.

Source: https://www.hubspot.com/marketing-statistics

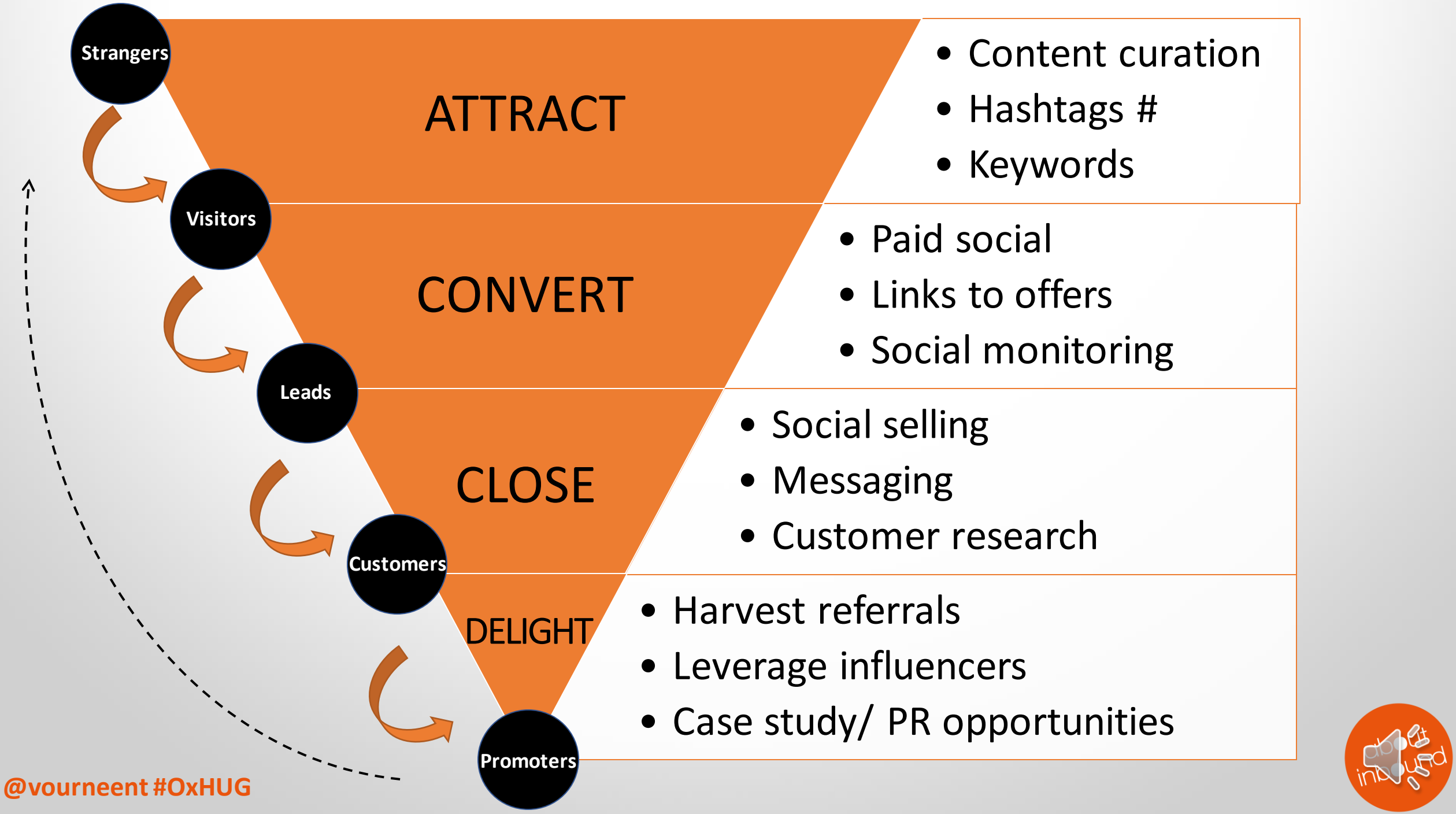
Does your whole team use social across the customer journey?

3 out of 4 consumer turn to social media when considering a purchase.

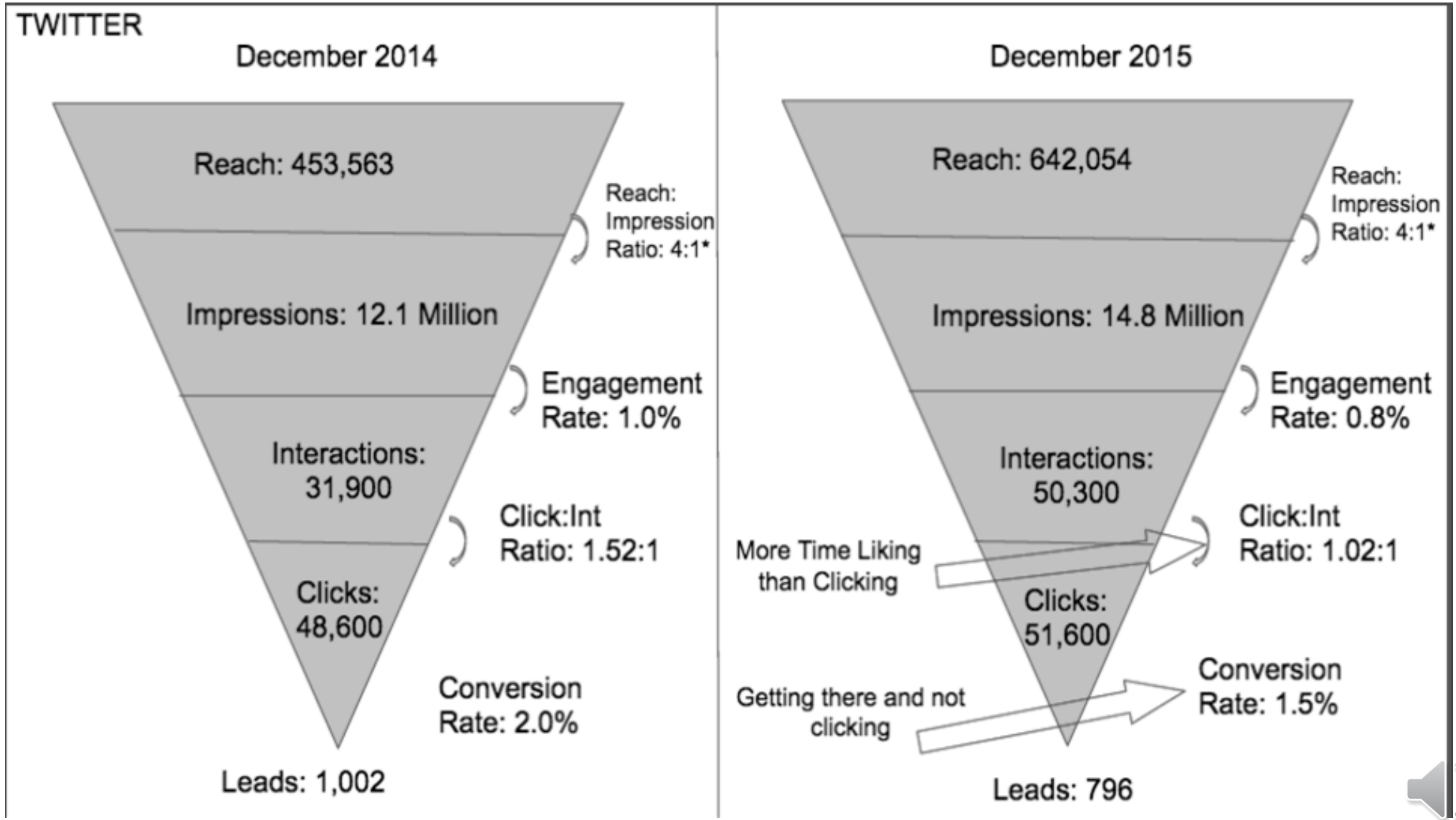
→ Customer service

→ Company updates

Source: https://www.hubspot.com/marketing-statistics



@vourneent #OxHUG


TWITTER
December 2014
Reach: 453,563
Reach: Impression Ratio: 4:1*
Impressions: 12.1 Million
Engagement Rate: 1.0%
Interactions: 31,900
Click:Int Ratio: 1.52:1
Clicks: 48,600
Conversion Rate: 2.0%
Leads: 1,002
December 2015
Reach: 642,054
Reach: Impression Ratio: 4:1*
Impressions: 14.8 Million
Engagement Rate: 0.8%
Interactions: 50,300
Click:Int Ratio: 1.02:1
More Time Liking than Clicking
Clicks: 51,600
Conversion Rate: 1.5%
Getting there and not clicking
Leads: 796

ATTRACT
Strangers
Visitors
Blog
Keywords
Social Publishing

ATTRACT

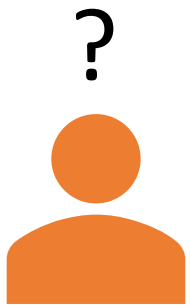
ALL ABOUT ATTRACTING THE RIGHT TRAFFIC.
WE WANT THE PEOPLE WHO ARE
MOST LIKELY TO BECOME LEADS,
AND, ULTIMATELY, HAPPY CUSTOMERS ☺

STOP, WAIT…

first you need to think about is **WHO** you want to attract?

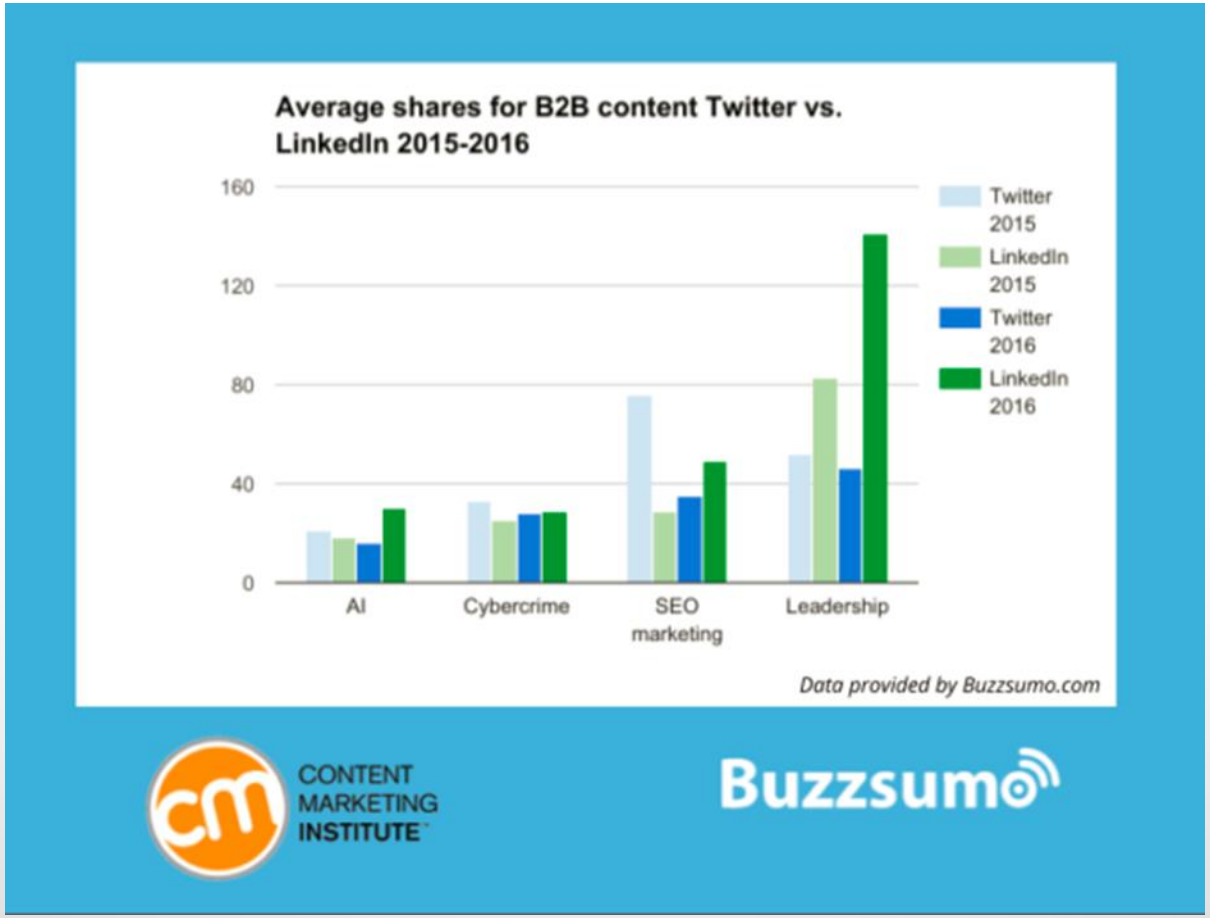
YOUR BUYER PERSONA

- When do they check social media?
- From what device?
- From what location?
- What languages do they use social in?
- What content format do they prefer?

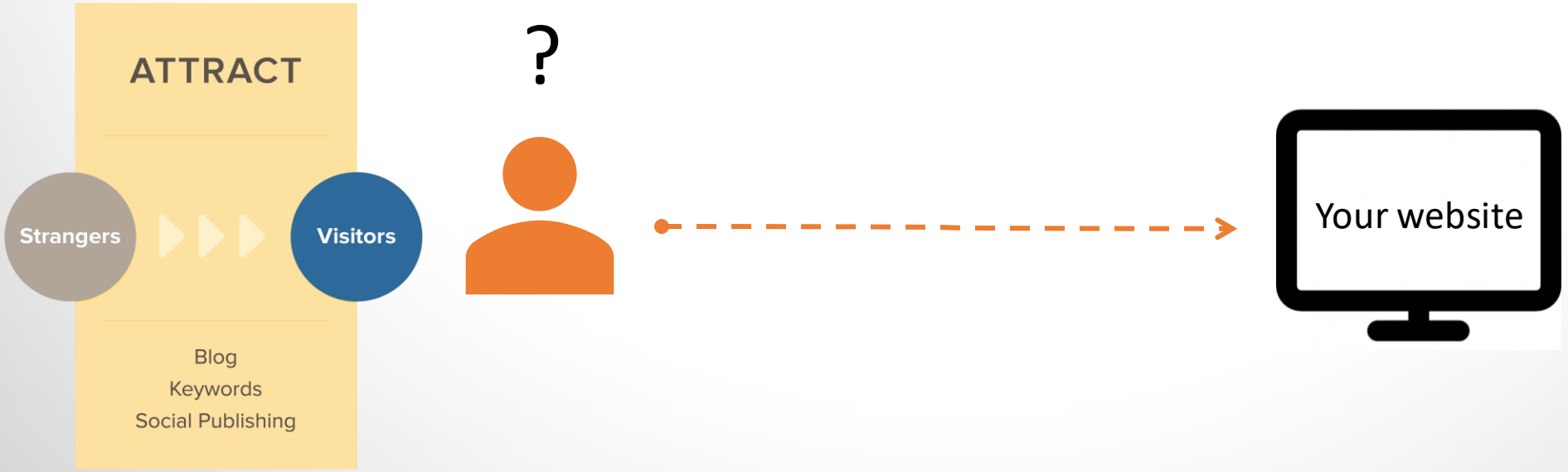


- Where do they hang out online?
- What social channels do they use?
- What type of content do they prefer?
- What hashtags do they use?
- Who are they influenced by?

YOUR BUYER PERSONA



How do we get these strangers to your website?



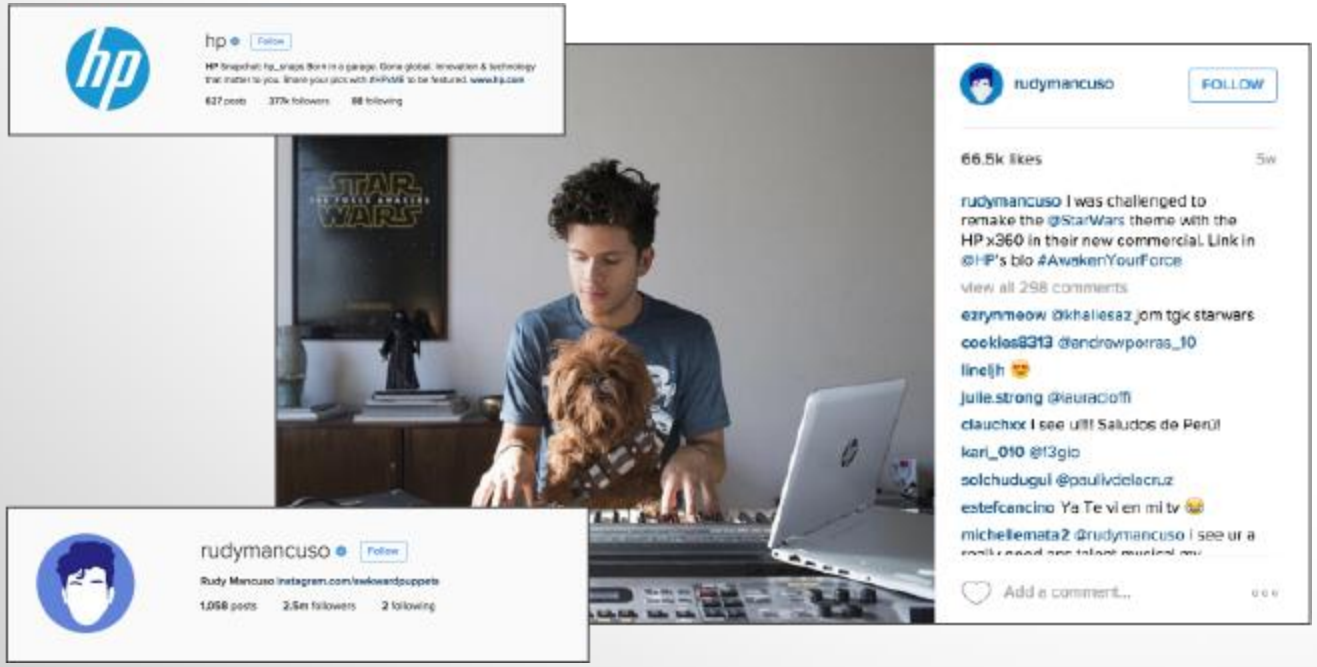
GIVE THEM A REASON TO CLICK

ENGAGE WITH INFLUENCERS TO GET NOTICED

Use tools to research influencers

- Followerwonk
- Buzzsumo

ENGAGE WITH INFLUENCERS TO GET NOTICED



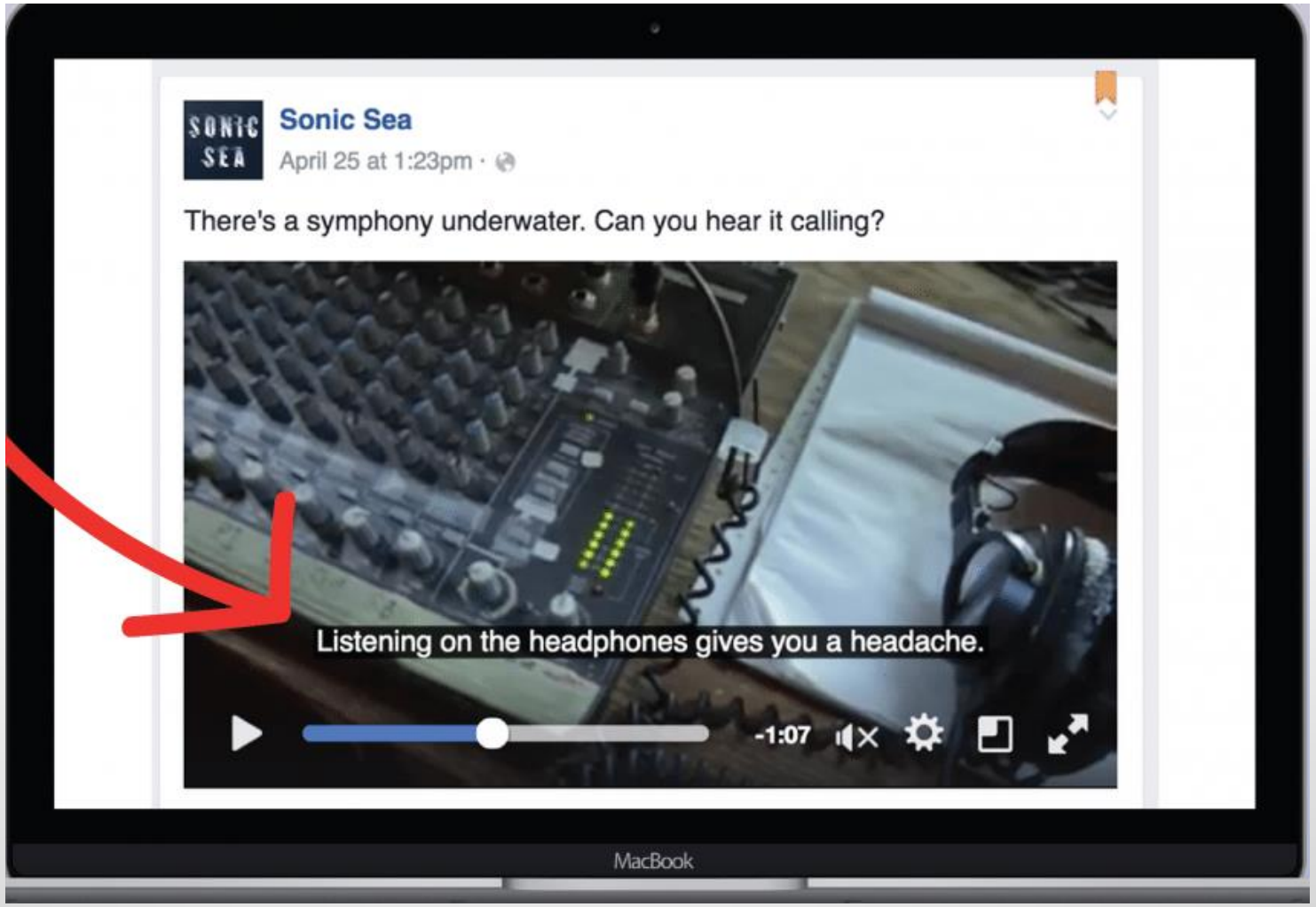
HP partnered with Rudy Mancuso (2.5 million Instagram followers)

CHECK YOUR FREQUENCY

First Message *(Same day)*	5 clicks	10 clicks	4 clicks
Second Mention *(Next day)*	4 clicks	8 clicks	3 clicks
Third Mention *(Next week)*	2 clicks	5 clicks	2 clicks
Total clicks:	11 clicks	23 clicks	9 clicks

First Message Clicks:	19
Additional Clicks From Schedule:	24
Total Clicks:	43

USE VIDEO WITH SUBTITLES

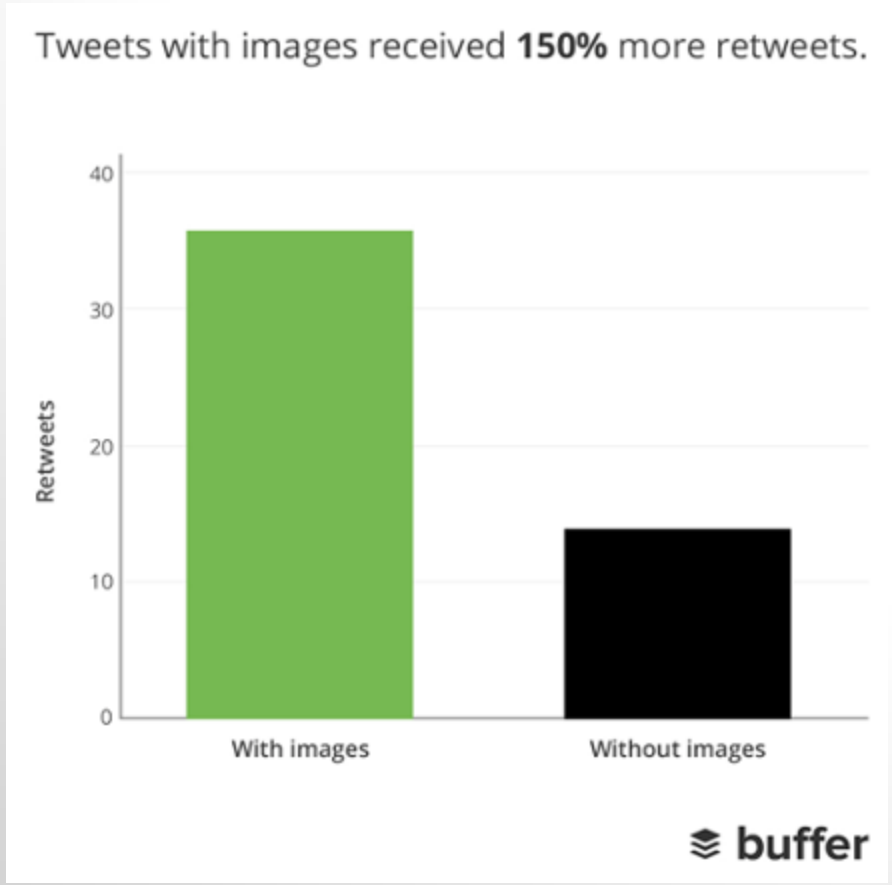


But don't create a social loops!

Tools:

- **Lumen5**
- **Animoto**
- **Powerpoint**

USE IMAGES WITH TEXT



Tools - Canva

USE HASHTAGS #, LINKS AND @MENTIONS WISELY

- Add upto 4 hashtags
- Multiple hashtags don't have the same impact
- Include hashtags & add a link to your pin descriptions
- Upload an image and add a link in the text field

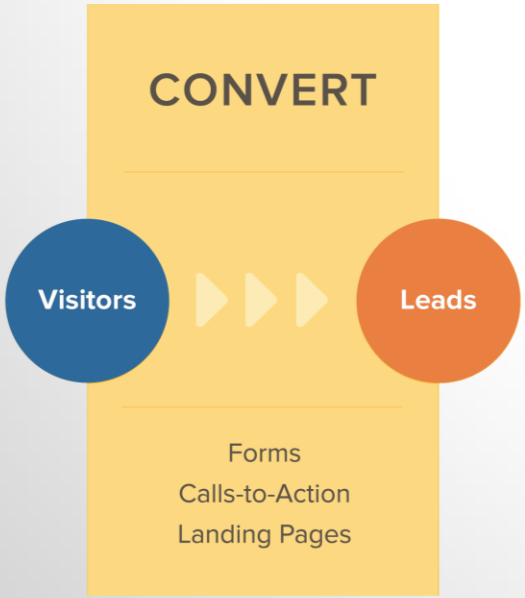
Source: http://www.socialmediaexaminer.com/how-to-promote-blog-posts-using-social-media-guide-for-marketers

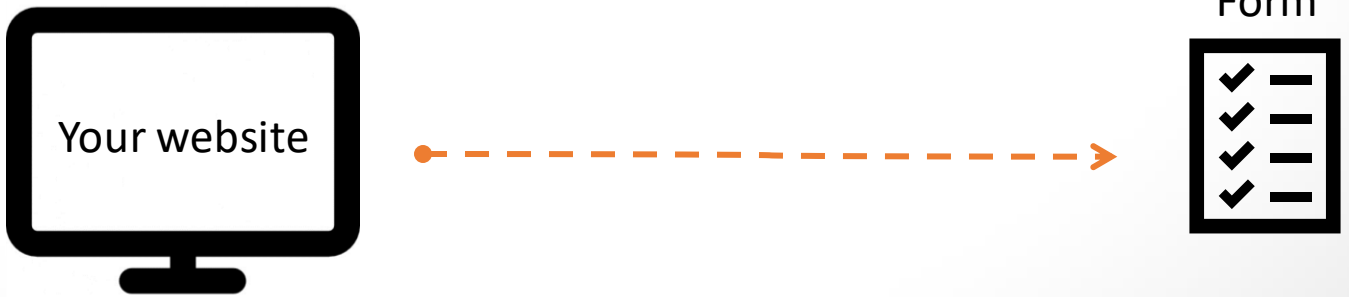
CONVERT
Visitors
Leads
Forms
Calls-to-Action
Landing Pages

CONVERT

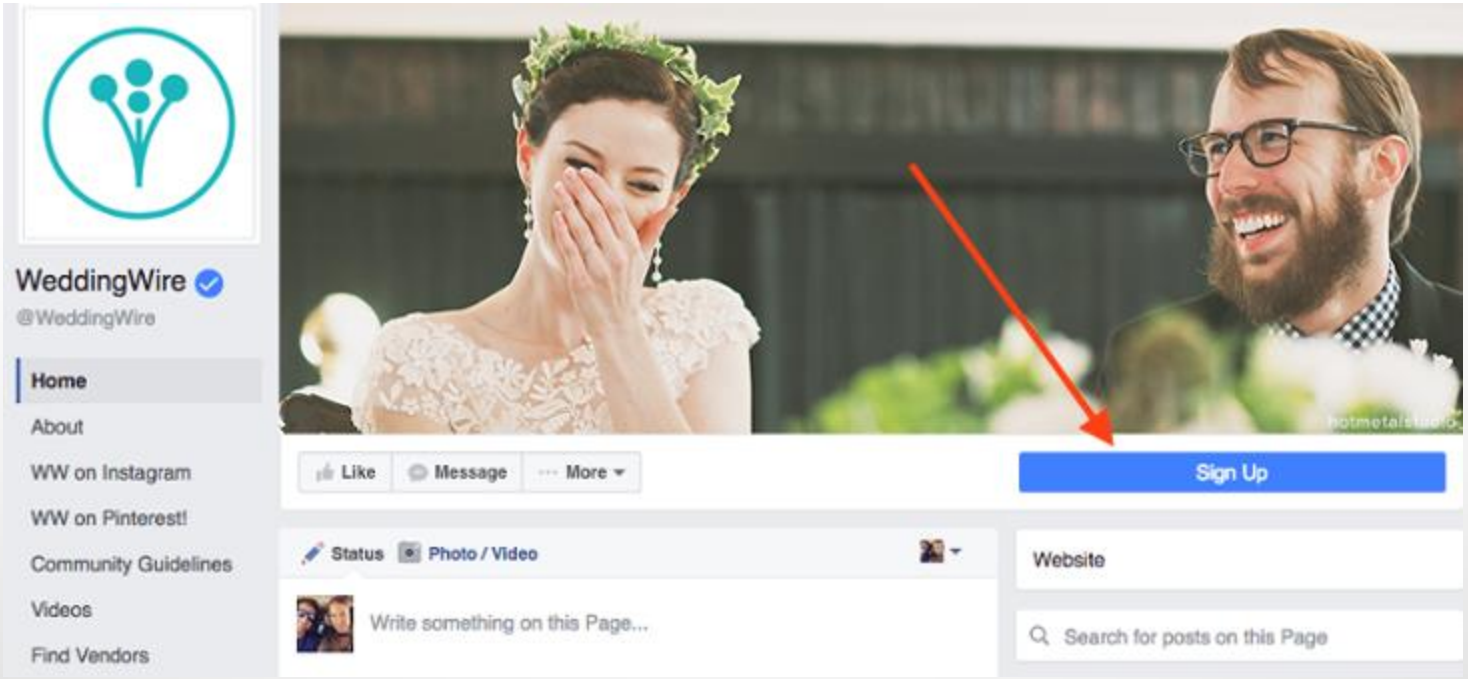
ALL ABOUT MAKING IT EASY FOR VISITORS TO BECOME LEADS BY PROVIDING VALUE. IT SHOULD BE A WILLING EXCHANGE OF CONTACT INFORMATION FOR QUALITY CONTENT.

How do we get visitors to fill out a form to become a lead?



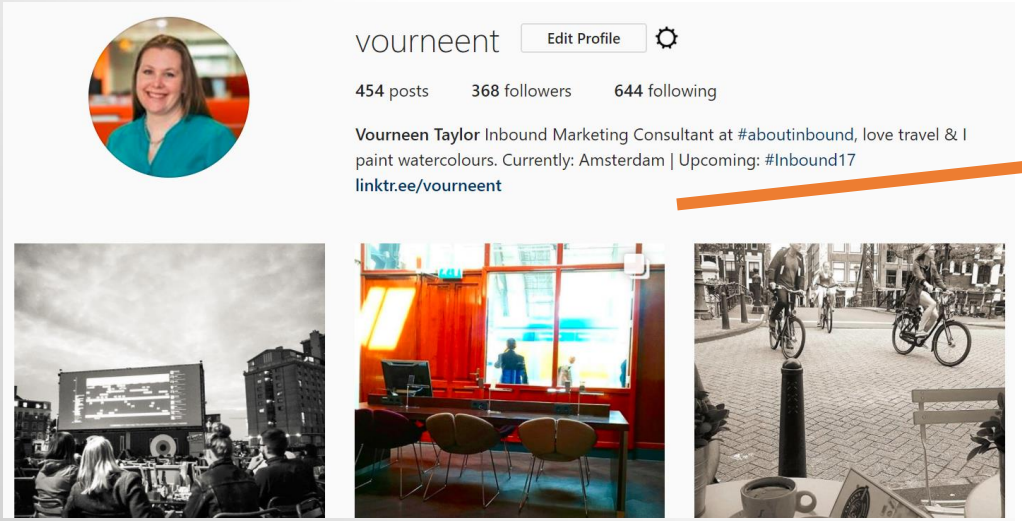


MAKE IT EASY FOR THEM TO SAY YES!



Source: https://blog.hubspot.com/marketing/facebook-lead-generation-tips-ht

USE YOUR BIO PROFILE



linktr.ee/vourneent

@vourneent

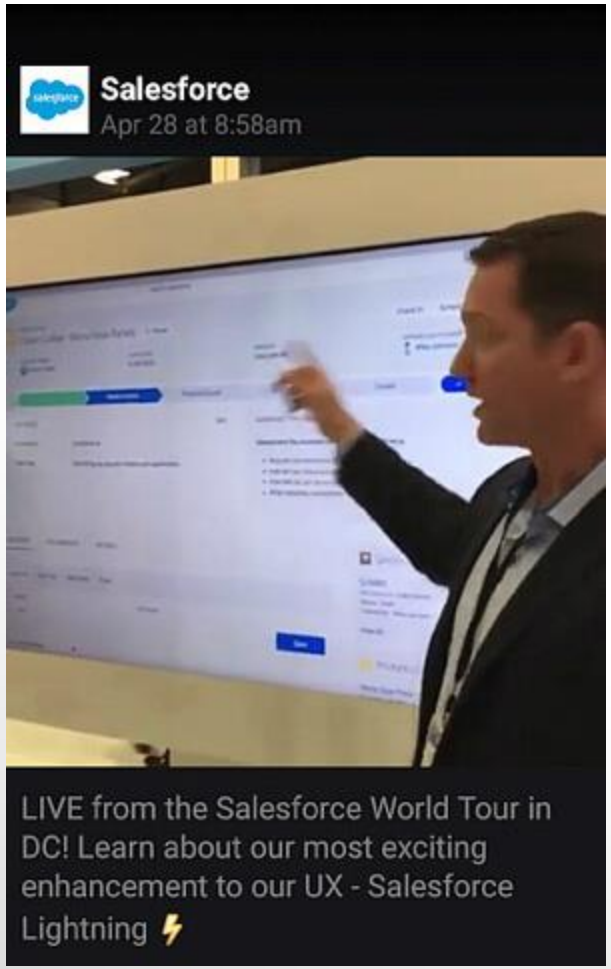
LET'S HAVE A CHAT - BOOK TIME IN MY CALENDAR

ABOUT INBOUND: In-person Hubspot training & inbound consulting

WORDS ABOUT TRAVEL: Travel blog sharing unique experiences, tips & advice

ART BY VOURNEEN - Watercolor prints on paper & clothing

GO LIVE!



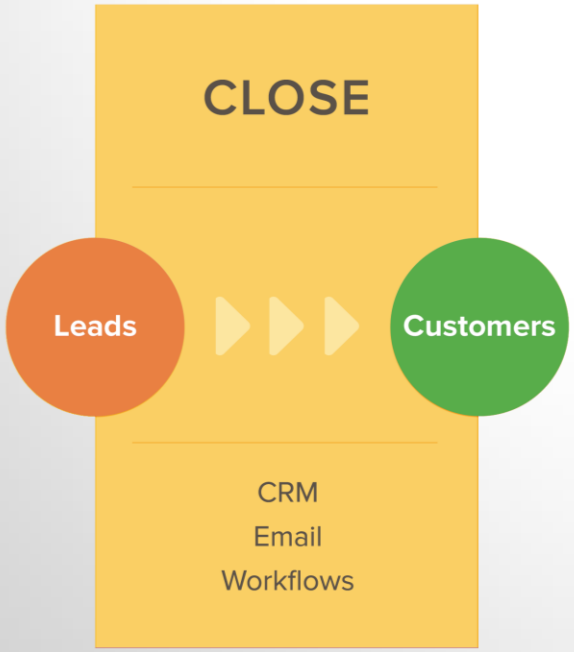
- Alternative to a webinar
- Q&A
- Market research
- Product launches
- Events

CONSIDER PAID SOCIAL

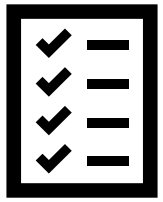
- Sponsored messages
- Snapchat
- Facebook messenger
- Reddit
- Stumble upon

CLOSE

How do we get leads to close as customers?

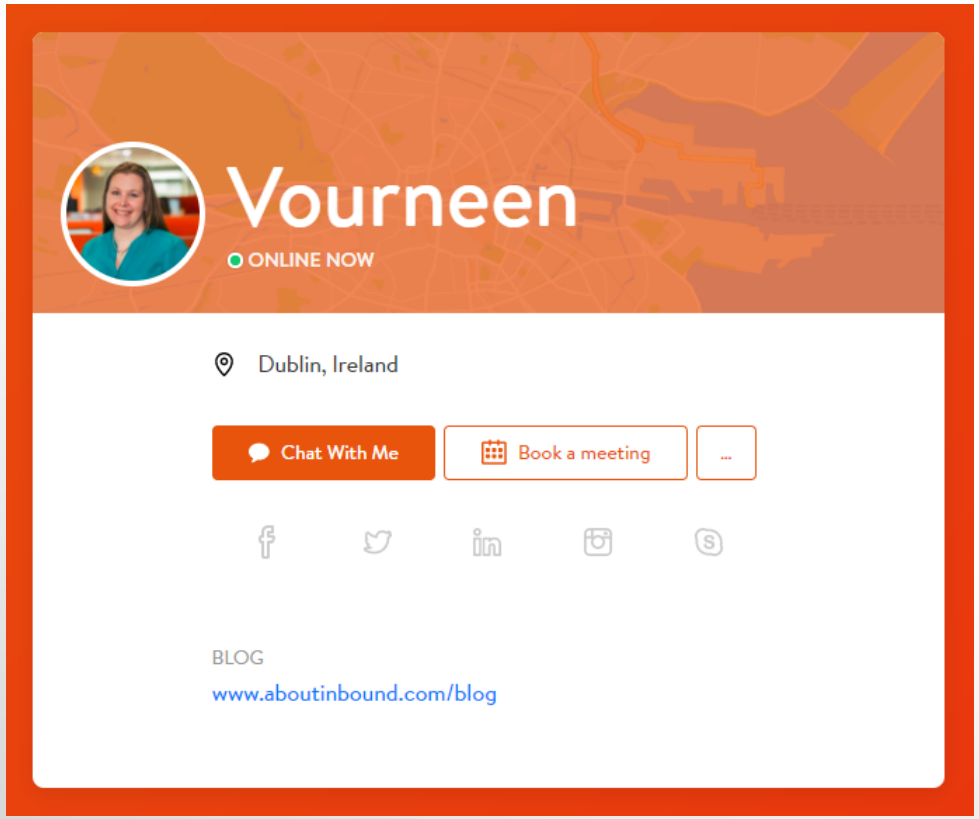


Form



Customer

LINK TO YOUR CALENDAR



aboutinbound.drift.com/vourneen

Get appointments with prospective leads by placing a link to your calendar on social profiles

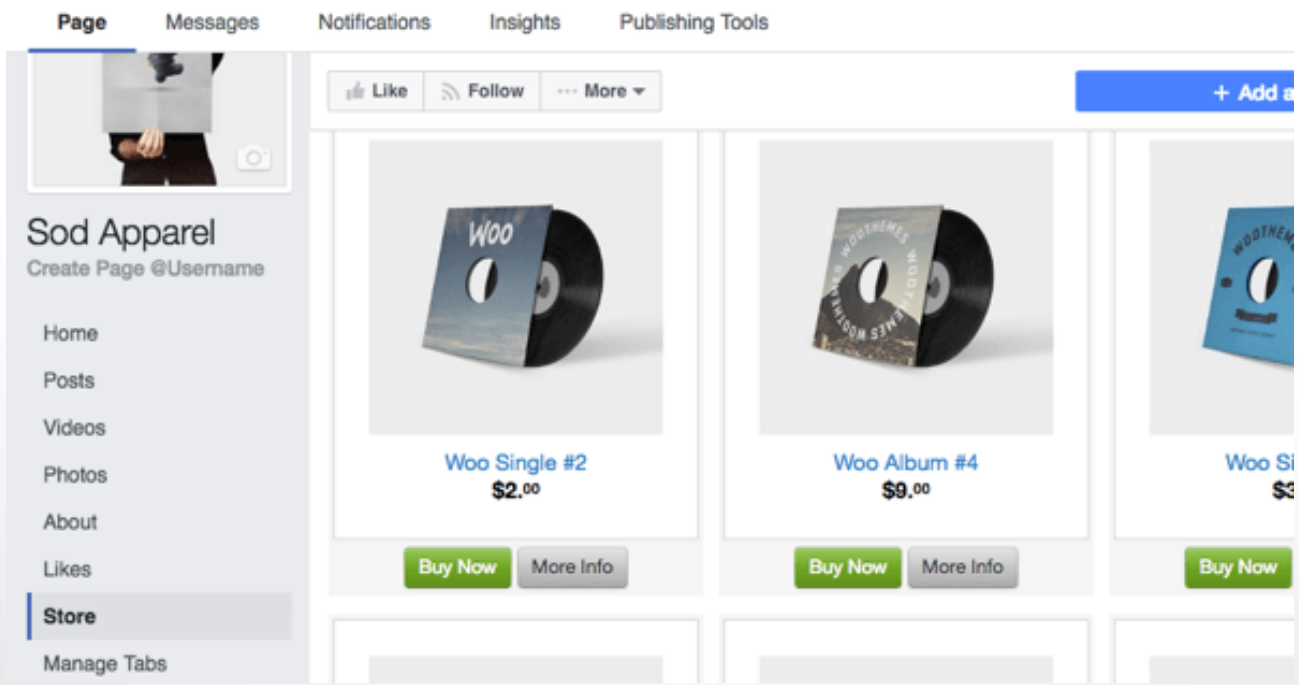
Tools:

- Drift
- Hubspot

INSTAGRAM STORIES

- Include a link to a launch
- Use it as a teaser
- To showcase sneak peaks
- Time-based offers
- Flash sales
- Event signups
- Only lasts 24 hours

MAKE IT EASY FOR PEOPLE TO BUY



INCLUDE A DEMO VIDEO

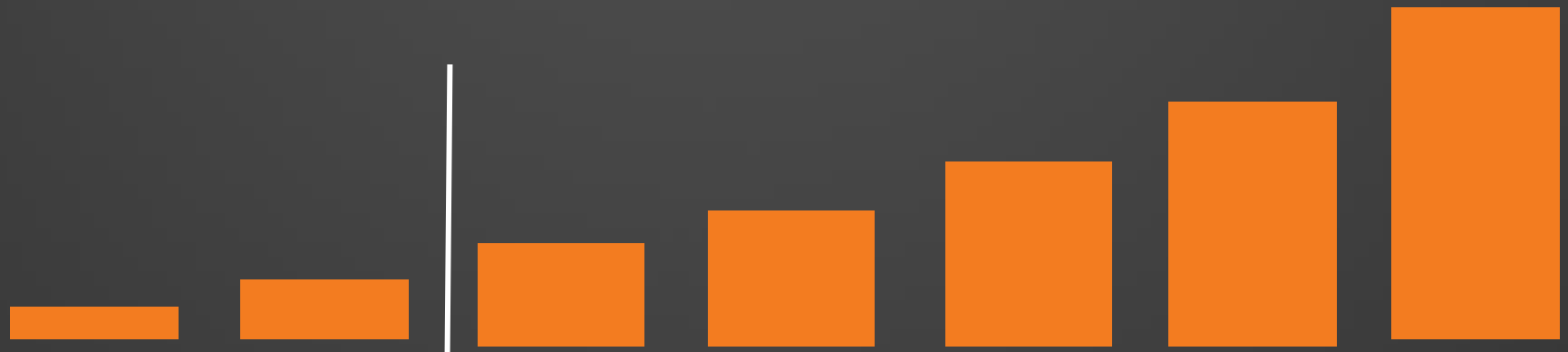
DELIGHT
Customers
Promoters
Surveys
Smart Content
Social Monitoring

DELIGHT

“LOYALTY IS WHEN PEOPLE ARE WILLING TO TURN DOWN A BETTER PRODUCT OR PRICE TO CONTINUE DOING BUSINESS WITH YOU.”

- Simon Sinek

INITIAL
SALE



5-30%

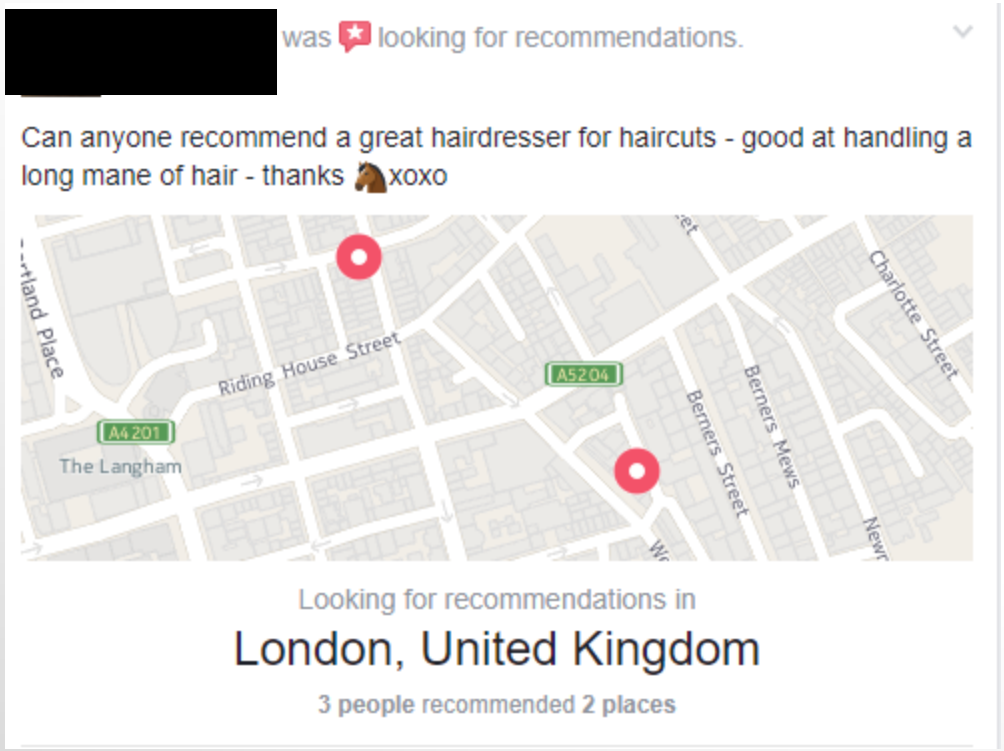
of the revenues come from the initial sale

70-95%

of the revenues come from renewals and upsell.

Source: Forentrepreneurs

CUSTOMER REFERRALS



Building a community of loyal fans can help encourage referrals organically

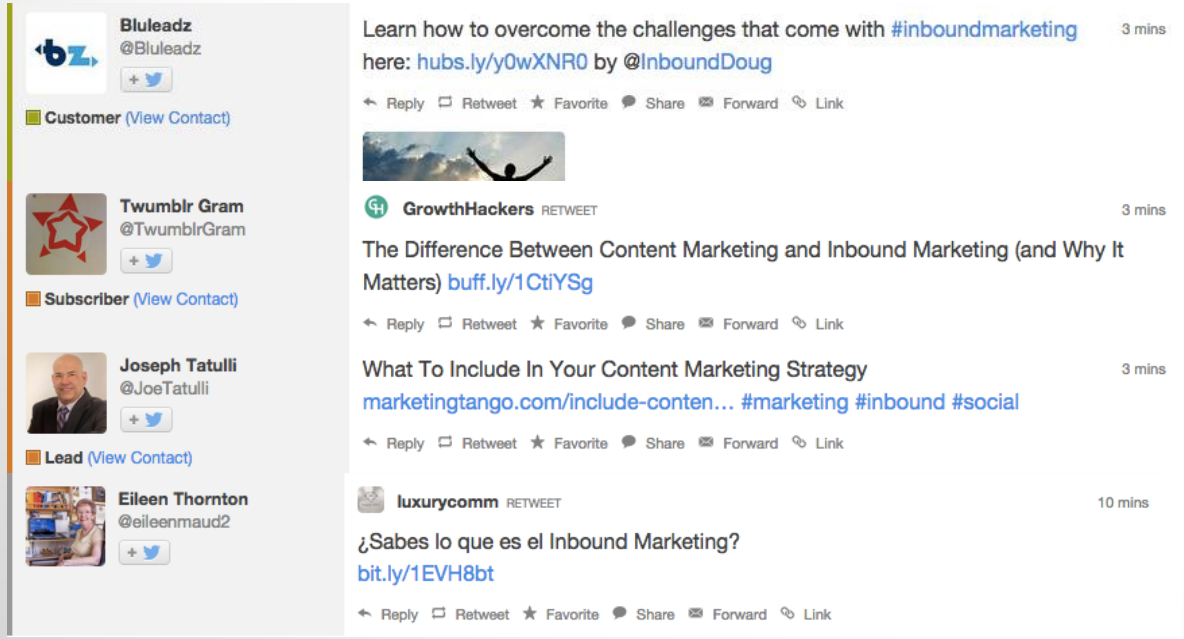
SOCIAL AMPLIFICATION

Just 60 employees can increase your company's reach by

1000%

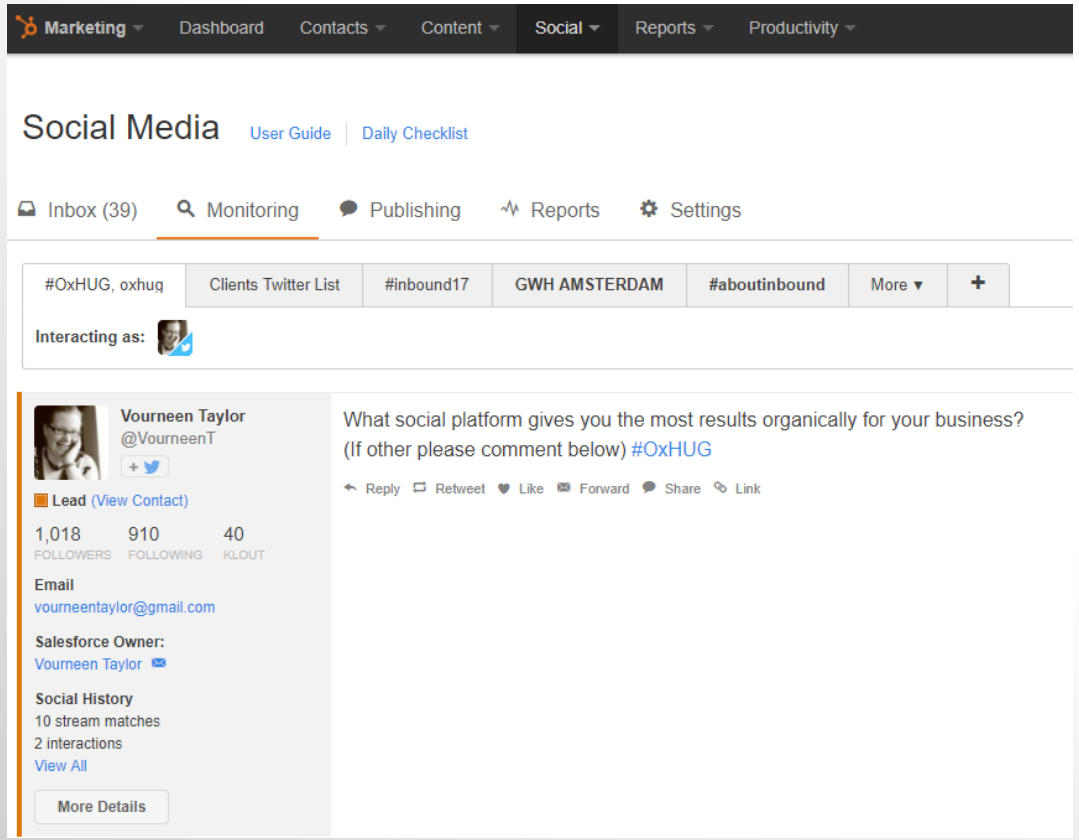
- GaggleAmp

BE PERSONAL



- Thank customers
- Answer questions
- Provide customer support

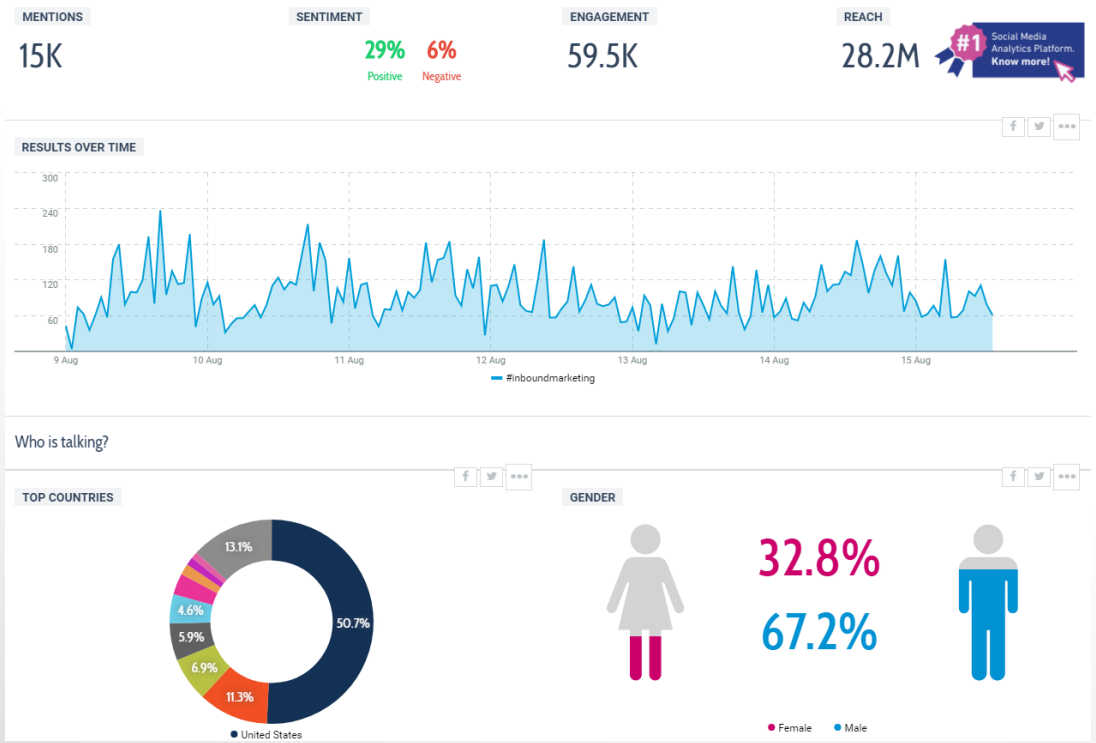
SOCIAL MONITORING



Tool – Hubspot

- Use to track hashtag mentions
- Delight customers
- MQL's/ SQL's
- Any Twitter list
- Any Hubspot list

SOCIAL MONITORING



Tool - Talkwalker

Term:

"Inbound marketing"

- Sentiment
- Engagement
- Mentions
- Reach

Your challenge.

Choose 1 thing
& implement it!

Let me know how you got on ☺

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Additional resources:

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