



Social-Power Your Business

48* practical tips for propelling your enterprise to social success

A Salesforce.com overview for growing businesses

* Help us make it **50**



Social media is a rocket. Put it under your business.

In a very short time, social media has gone from a 'nice to do' activity to an essential competitive tool. If you're not out there, you're missing the conversations that are shaping your market and your brands.

But many companies are still just paying lip-service to social media. They might start a blog or open a company Twitter account – then just coast along.

It's no surprise that the leaders in almost every market are also the best social media players. And they got there by weaving social media into the very fabric of their brands, touching almost every business process.

This guide is a collection of practical things you can do right away to turn your company into a social-powered enterprise. You may be doing many of them but, chances are, you're not yet doing them all (who is?).

So get going – and don't forget to share your own tips with us*.



*We want your social business tips!

Share your tips for social success in the [comments page](#) or include a tip in a tweet with the hashtag [#SocialSuccess](#) and we'll use our favourite ones on the Social Success website.

Share this



48

ways to social-power
your business

You Tube

Share this
in f t



You Tube

01 Start by listening

If you're new to social, the first step – and most important tip – is to listen. Get on to the social channels where your customers and prospects hang out... then just listen to the conversations. See what they like, what they hate, what they care about and how they discuss their issues. There's no better guide for your social media strategy.

Once you get a sense of the conversations, a social media monitoring and engagement tool like [Radian6](#) makes it easy to listen to all channels (and engage in them) from one place.

02 Create a senior exec social team

Creating a social culture can't be done by one person. Get together senior people from key business units to act as social change agents.

"Your Social Task Force should include people from across your organization that are savvy about social media and knowledgeable about your business goals."

From ['The Little Blue Book of Social Enterprise Transformation'](#)

03 Get your salespeople LinkedIn Premium accounts

After CRM itself, LinkedIn is probably the most powerful sales tool ever invented. If your sales teams aren't experts in it yet, they should be. One of the Premium accounts will help.

Check out the 17 tips in [Anna Bratton's post 'LinkedIn for Sales: an action plan for salespeople'](#). Or her excellent ['Ten Tips for using LinkedIn for sales prospecting'](#).

04 Take customer service to social channels

Customers are talking about you on Facebook, Twitter and other channels. Your service agents need to be there to respond positively.

The [Service Cloud](#) puts social into the call centre and vice versa. For smaller companies, [Desk.com](#) streamlines and socialises the entire customer service operation – and puts it in the cloud.

05 Use your employee's social networks to help recruit talent

Let your people know what jobs you need to fill and ask people to get the word out in social media. You may find the very best people – at a fraction of the cost of using recruiters or running ads.

06 Decide who handles different kinds of social engagement

If everyone's out there on social channels, a single customer tweet could be pounced on by five different people. You don't want that.

Run a short workshop with people from sales, marketing and customer service to carve up the responsibilities so the right people are responding every time.



Have a plan for dealing with negative social media comments

You don't want to be blind-sided by negative feedback – or let things spiral out of control. Get your plan in place now.

Xabier Ormazabal's post ['Six Ways to Deal with Negative Social Media Comments'](#) is essential reading on this issue.

08 Enlist the crowd to guide product development

Use social media monitoring to spot unmet needs. Bounce new ideas around social channels for feedback. Identify the product features that delight (or annoy) users the most. The key is to capture the conversations so you can harvest the insight.

“Organizing and recording the responses received to your relevant questions are a must. Through organization and analysis of the data, insights and trends will begin to arise and can give shape to your future product and service innovation and development.”

Stephanie Gehman, Social Media Examiner, October 31, 2011

09 Write a social media policy for everyone on your staff

As more and more people get out there representing your brand, you'll need some guidelines. Our own [social media policy](#) is posted here as an example.

Kieran Flanagan's post, ['How to write a social media usage policy for your business'](#) will help.

10 Focus your social efforts on a few channels

Success in social is about doing fewer things better. It's good to explore lots of different social channels but focus your efforts on the few that really matter to your brands – the ones where your audiences are hanging out.



11 Get an active blog going

If no single person can sustain the posting schedule, get a team to do a multi-author blog. Your blog is the core of your social program, generating fresh, SEO-friendly content that captures your expertise and gives you something to share in social channels.

“I noticed that some of the biggest blogs in the world had multiple authors... So Social Media Examiner started out with a team of five or ten contributing writers, and eventually grew to over 100.”

From an interview with Mike Stelzner of Social Media Examiner

12 Never ignore people talking about you in social channels

You wouldn't turn your back on a friend complimenting you at a party. Don't do it in social channels either.

“It's important to acknowledge and say thank you when someone mentions you or your brand, retweets, comments or contributes to the conversation.”

Christine B. Whittemore in 'Social Media Business Etiquette Tips'

13 Don't just sell, help

“Yes, social media can be an effective sales and marketing channel, but it's most effective when you turn the tables and make it all about the other person, not all about you. The best thing your company can do in social media is to be helpful to your customers, prospects, stakeholders and influencers.”

From 'The Social-Powered Enterprise' eBook

14 Add interesting milestones to your company's Facebook timeline

If your company has a bit of history, drop in some milestones to add depth and back-story to your brand. Your Facebook presence doesn't have to start on the day you opened your page. Go back and add the top milestones.

“Be sure to spread out the posting of your milestones as those posts will go out to all of your fans. Don't post ten in a row or you may irritate your community with over-posting.”

Andrea Vahl, Social Media Examiner, April 7, 2012

15 Extend social collaboration to partners and customers

An internal social network is an essential for effective collaboration. But don't just limit it to internal people – connect to customer communities and partners too.

“Some companies are actively seeking ways to co-create new products together with their customers or improve existing ones. The idea is to tie customers closer to the company and turn them into brand ambassadors.”

Christoph Schmaltz on Social Business Collaboration

16 Integrate a social program into every marketing campaign

It can be as simple as sharing updates on your campaign content or inviting people to participate in an offer. But make sure social engagement is written into every single marketing initiative.

Share this



17 Pick a handful of social media metrics and track them closely

You don't have to measure absolutely everything. But you do have to decide on the social media metrics most relevant to your strategy and track them using social media monitoring tools like Radian6.

For thoughts on what to track, read 'Social media analytics: the guide to metrics and tools'.

18 Get the CEO involved in at least one social channel

A social media culture starts at the top. Few CEOs have the time to participate every day in many channels. But choose the most important and get the CEO going.

"The most deliberate activity I participate in directly for Distilled is on LinkedIn where I deliberately reach out to people I'd like to hire and connect to influential people in the industry."

*From an interview with Will Critchlow,
Co-Founder of Distilled*

19 Harness the power of the Big Three tools for social selling

Success in social media isn't all about technology – but the right tools can make a huge difference. If you don't have these pieces, start researching them now:

- **Social CRM** – such as our own [Sales Cloud](#) brings social profiles to your customer view
- **Social Monitoring** – to keep an eye on, analyse, (and respond to) key mentions of your brand, products, company through social channels (See [Radian6](#))
- **Social collaboration tools** - tools like [Chatter](#) make it easy for the right colleagues to contribute to a big sale or customer service case

From the 'Mini-Guide to Social Selling'



Put social channels into your emergency communications or crisis management plans

Social channels like Twitter and Facebook can be a great way to get a message out to a wide audience when things go wrong. But to be ready, you need to build them into your crisis plans now.

"During the summer riots, BT's 999 network became overloaded and wait times started to grow. BT used Twitter to send out some messages to persuade people not to call 999 except in emergencies. The tweets were picked up by a number of followers and re-tweeted on. Luckily three of the followers were very influential (including BBC's Jeremy Vine) and the messages were relayed on to their followers. This helped to bring down the waiting time from 40 seconds to zero."

Interview with Jonty Pearce, Editor, Call Centre Helper

Share this



21 Build relationships with your market's top influencers

The people who shape your marketplace are out there in social channels. Make sure you're there, engaging with them regularly and constructively. Don't overtly ask them to help you until you've helped them – by sharing their content, commenting on their blogs and sharing their posts.

In social, you get out what you put in.

22 Help every salesperson set up a daily social media routine

A few minutes a day dedicated to social media channels can make a huge difference to your revenue pipeline. Create a quick and simple process that helps salespeople find customers, help prospects and engage with influencers.

The Dreamforce session 'Social Sales Revolution: 7 steps to get ahead' can help. It's a great panel of experts speaking frankly about social selling.

Share this



23 Make team task tracking social and collaborative

Give your project teams a fast, mobile and social way to assign tasks and track completion. Check out Do.com, [the cool social productivity app](#) that makes it easy to create and share tasks.

24 Social-power your CRM

The social media activities of your customers and prospects are an important source of insight. Don't isolate it from the single view of the customer that lives inside your CRM system. Make sure your CRM can generate social profiles (or switch to [one that can!](#)).

"Social CRM is about gaining a better understanding of the context of the customer – what are their interests, how committed are they to your brand, are their friends also your customers, what type of assistance or information are they looking for and so forth."

An interview with Mark Tamis, social CRM strategist

25 Use social media to monitor competitive activity

Set up Google Alerts; join key customer forums; monitor Slideshare; follow competitors on Twitter; and use [AppExchange apps](#) to integrate it all into your Salesforce social profiles.

From the 'Mini-Guide to Social Selling'

26 Be quick to own up to your mistakes

Social channels can be brutal to companies that try to hide their errors, make excuses or blame others. If you screw up, be the first to get out there and admit it, with a sincere apology attached (ideally from the most senior person relevant to the situation).

Social channels can also be amazingly forgiving to brands that are honest about their mistakes.

27 If you have an ecommerce site, add ratings & reviews

Social commerce content like reviews add a vital ingredient to your ecommerce site: trust.

"81% of shoppers use consumer reviews in their purchasing process."

Reevoo

Number

28

Earn senior management sponsorship of your social initiatives

That means building a rock-solid business case. Show how social can help fill the top of your sales funnel; and build your search rankings and web traffic; set targets for driving down the cost of customer service by using social channels. Whatever the key drivers are in your business, show how social media can contribute – then set numerical targets.

The article [‘Three Experts Discuss How to Measure Social Media’](#) can help you pick the KPIs that make sense.

29 Follow the social media leaders

There’s a huge amount of best-practice advice and information for any company eager to harness the power of social media. Our own site, [SocialSuccess](#), posts expert interviews, articles and guides. Some great sites include [Social Media Examiner](#), [Social Media Today](#) and [Econsultancy](#).

30 Research every prospect’s social activity before calling

Social media is a massive source of prospect intelligence – but only if you use it. Make social sales intelligence a baked-in part of your sales process. No sales call needs ever be truly ‘cold’ again.

Sales intelligence increases win rates by 17%.
CSO Insights; from [‘The Social-Powered Enterprise’](#) eBook



Share this



31 Get your app developers thinking social, too

Lots of businesses develop their own apps. But not many of them build social thinking into their custom apps. They're missing a big opportunity. You can help by putting social on to the developers' agenda – and by turning them on to Heroku, the [agile cloud application platform](#).

32 Get really, really good at content

Content is the currency of social media marketing. If you're not already producing lots of great thought leadership content that harnesses your company's expertise, you need to start.

The [Content Marketing Institute](#) is a great place to learn more about it.

33 Get your social media presence in your advertising

Sounds obvious but a lot of brands still aren't putting their Facebook page or Twitter name in their advertising. That's missing a big opportunity to attract follows and likes from people who like your brand.

"In a survey of US television viewers, Accenture found that nearly two-thirds recalled seeing a Facebook 'Like' image on television, and one-third actually interacted with a social media service online after seeing a social media symbol on their TV screen."

Patricio Robles, Econsultancy blog, April 17, 2012

34 Hire for empathy

The best social media practitioners are naturally empathetic. When hiring for roles that involve social media participation, make sure empathy is on your list of criteria.

Our friends at SoundCloud have built their team around empathy. And it shows.

35 Create a customer self-service community

Letting your customers search your knowledge base and help other customers increases loyalty while driving down customer service costs. Let your customers post, comment and validate the best solutions (Yes, the [Service Cloud](#) can help).

36 Use social media to crowdsource new content

The crowd is smarter than any single expert. Ask people across a range of social channels to contribute to a piece of content that you'll produce and share.

We did this on the Social Success website with the crowdsourced [Social Media Business Etiquette Tips](#). We asked a single question in LinkedIn groups, Quora, Focus and Twitter – and got over 120 excellent tips to share.

Share this





Write social channels into your Customer Access Strategy

We'll let Brad Cleveland explain why:

"A customer access strategy is a framework – a set of standards, guidelines and processes – defining how customers are enabled to access the information and services they need.

To put effective services in place, you need an up-to-date customer access strategy that answers questions such as: Who are your customers and prospects? How will they want to interact with you? What access channels make sense? What will your service level objectives be? What technologies and skill sets are required?"

38 Mobilise your social team

If you can only engage on social channels from your desk, you'll do it a lot less often. Give your social team and anyone who wants to participate the mobile apps to make it easy to squeeze social interactions into 'out and about' downtime.

Debbie Hemley identified [44 Useful Mobile Apps for Social Media Marketers](#) on [Social Media Examiner](#).

39 Use social collaboration tools to support major sales pitches

Winning big pieces of business often means orchestrating contributions from experts in different departments and disciplines. A social collaboration tool acts like a private social network, making it much easier to marshal resources and focus them on the opportunity. (Have we mentioned Chatter?)

40 Post content on social sharing sites

Don't just lock your valuable content – like videos and presentation slides – on to your website. Post them on content sharing sites like YouTube and Slideshare and you'll reach a wider audience.



41 Participate in LinkedIn Groups

LinkedIn members have created over 1.2 million groups about every topic under the sun. Their Groups Search feature makes it easy to find the groups that are most relevant to you. So get your social team to join the right groups and make constructive contributions – answering questions, participating in discussions and helping people find the right resources.

42 Use real names in your customer service tweets

Ending a helpful tweet with an actual first name makes it much more personal and, makes it much more likely that your customers will connect with you.

“Make every effort to replicate a face-to-face interaction.”

Leon Widrich, Social Media Examiner, April 12, 2012

43 Make performance reviews social and collaborative

Social media tools can dramatically improve the way you manage your workforce, increasing transparency and accountability. The right tools can make goals explicit, progress clear and recognition public.

We’d be remiss if we didn’t mention [Rypple](#) here – it’s our web-based social performance management platform (and it’s pretty amazing).

44 Make all of your marketing content easy to share

People will share your content if it’s good and if you make it easy to do. So include all the right sharing widgets – including Twitter, Facebook, LinkedIn, Google+, Pinterest and any other appropriate channel – on your blog posts, landing pages and marketing content.

45 Use social media to talk about your community social responsibility programs

CSR and social fit like a hand in a glove. There are few better places to discuss your responsibility programs with like-minded people interested in the same topics. Activists use social every day. CSR people should, too.

“Social media has to represent one of the biggest (relatively) untapped opportunities in the history of CSR.”

Natalie Cowan, Econsultancy blog, February 27, 2012

46 Get a Twitter management console

Twitter’s own client may not be the best option for managing your company’s Twitter presence. Tools like TweetDeck and HootSuite let you manage several accounts in one place and separate your Tweet stream into columns for lists, hashtags and searches.

And [Radian6](#) lets you engage on Twitter (and other social channels) in the same place that you’re monitoring them.

Share this



47

Be a guest blogger

.....

Blogging on your own website is important but you should also look for opportunities to guest blog on relevant sites in your market. It puts you in front of new audiences, boosts search rankings and builds bridges with influencers.

48

Stay on top of new social channels

.....

Even if they're not perfect for your brand right away, keep an eye on new social developments by trying out the latest big social thing. Pinterest came from nowhere to become a major player in some markets. You may not ever join in – but if you know what it's all about you can apply the ideas to other programs. Every month, ask a different team member to join a new social channel and report back on how it works and what's interesting.

.....

Bonus Tip: Connect with [Salesforce.com!](https://www.salesforce.com)

And don't forget to drop in on the [Salesforce.com Social Success](https://www.salesforce.com/socialsuccess) site.

Share this



Got another social-power tip?

Tell us about it and we'll include you in the follow-up to this book.



Share this



Social-Power Your Business

The Tips Index – Click to view

- [01](#) Start by listening
- [02](#) Create a senior exec social team
- [03](#) Get your salespeople LinkedIn premium accounts
- [04](#) Take customer service to social channels
- [05](#) Use your employee's social networks to help recruit talent
- [06](#) Decide who handles different kinds of social engagement
- [07](#) Have a plan for dealing with negative social media comments
- [08](#) Enlist the crowd to guide product development
- [09](#) Write a social media policy for everyone on your staff
- [10](#) Focus your social efforts on a few channels
- [11](#) Get an active blog going
- [12](#) Never ignore people talking about you in social channels
- [13](#) Don't just sell, help
- [14](#) Add interesting milestones to your company's Facebook timeline
- [15](#) Extend social collaboration to partners and customers
- [16](#) Integrate a social program into every marketing campaign
- [17](#) Pick a handful of social media metrics and track them closely
- [18](#) Get the CEO involved in at least one social channel
- [19](#) Harness the power of the Big Three tools for social selling
- [20](#) Put social channels into your emergency communications or crisis management plans
- [21](#) Build relationships with your market's top influencers
- [22](#) Help every salesperson set up a daily social media routine
- [23](#) Make team task tracking social and collaborative
- [24](#) Social-power your CRM
- [25](#) Use social media to monitor competitive activity
- [26](#) Be quick to own up to your mistakes
- [27](#) If you have an ecommerce site, add ratings & reviews
- [28](#) Earn senior management sponsorship of your social initiatives
- [29](#) Follow the social media leaders
- [30](#) Research every prospect's social activity before calling
- [31](#) Get your app developers thinking social, too
- [32](#) Get really, really good at content
- [33](#) Get your social media presence in your advertising
- [34](#) Hire for empathy
- [35](#) Create a customer self-service community
- [36](#) Use social media to crowdsource new content
- [37](#) Write social channels into your Customer Access Strategy
- [38](#) Mobilise your social team
- [39](#) Use social collaboration tools to support major sales pitches
- [40](#) Post content on social sharing sites
- [41](#) Participate in LinkedIn Groups
- [42](#) Use real names in your customer service tweets
- [43](#) Make performance reviews social and collaborative
- [44](#) Make all of your marketing content easy to share
- [45](#) Use social media to talk about your community social responsibility programs
- [46](#) Get a Twitter management console
- [47](#) Be a guest blogger
- [48](#) Stay on top of new social channels

Bonus Tip: Connect with
Salesforce.com



Share this



About Salesforce.com



Salesforce.com is the enterprise cloud computing company that's leading the shift to the Social Enterprise – helping over 100,000 companies connect to customers and employees like never before. Our social tools include:



Super-charge your sales

- [Sales Cloud](#), for social-powered sales force automation and contact management
- [Data.com](#), B2B sales and marketing account and contact data



Deliver amazing service

- [Service Cloud](#), for social customer service and support solutions
- [Desk.com](#), the social help desk for small businesses



Join the conversation

- [Chatter](#), a secure, private social network for your business
- [Radian6](#), social media monitoring and engagement



Build killer apps

- [Force.com](#), the cloud platform for custom app development
- [Database.com](#), the trusted cloud database
- [Heroku](#), the platform to build social and mobile apps in Ruby and Java



Extend your business

- [AppExchange](#), the leading marketplace for enterprise cloud computing applications



Improve your performance

- [Rypple](#), the web-based social performance management platform

Share this



Let's link up

You can talk to us through social media, of course...



[Twitter](#)



[Salesforce Live](#)



[Facebook](#)



[YouTube](#)



[LinkedIn](#)



[SlideShare](#)



Share this
[in](#) [f](#) [t](#)