



# sX Marketing Guide

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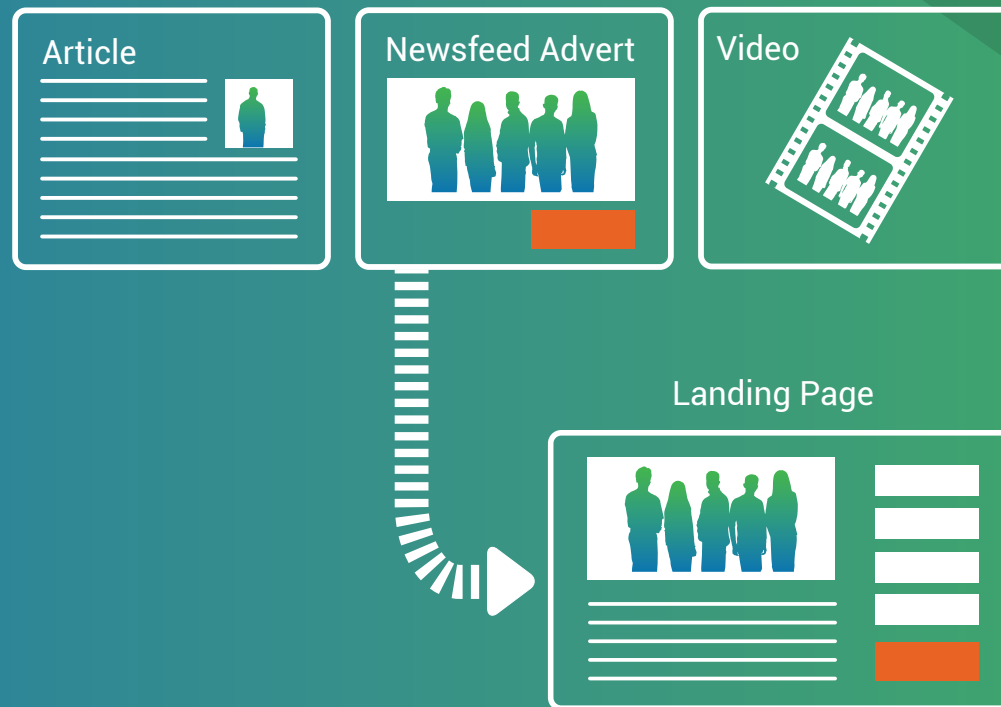


## sX Social 334<sup>©</sup>

Your Guide to the Most Systematic and  
Dynamic Content Creation and Distribution  
Strategy using Automated Social Media

# sX Social 334<sup>©</sup> =

Three (3) content items, posted three (3) times a day on social media, over (4) four weeks



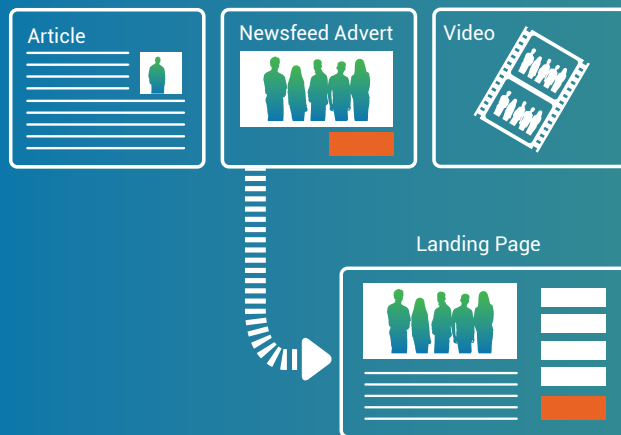
This document is best viewed on a PC screen or Tablet.

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# sX Social 334<sup>©</sup>

## The Ultimate Content Distribution Strategy



### Introduction

The most common questions we hear are; “How do I get our company’s name out there, almost from scratch? “We’ve got little or no social presence, so what do we do?” or “How do we get traction?”.

It’s no secret, marketing is about putting on a show, but at the same time remaining authentic. In the B2B arena, however you have to remain consistent and on budget, so it can’t all be spontaneous and appear ‘off-the-cuff’.

Well-known business celebrities are telling the B2B community to keep posting on social media, making it all about other people but rendering businesses

virtually hand-cuffed when it comes to promoting themselves.

Our strategy helps maintain a consistent presence on the main social networks, especially LinkedIn, allowing you and your staff to post new content as and when you feel it is relevant.

According to the American Marketing Association and Forbes Magazine, we are all subjected to between 4000 and 10,000 marketing messages per day! It takes seven to ten ‘touches’ before your business name or product becomes familiar with an individual. However, only 1-in-3 messages actually get through due to spam programs or they are deleted, missed, ignored and so on.

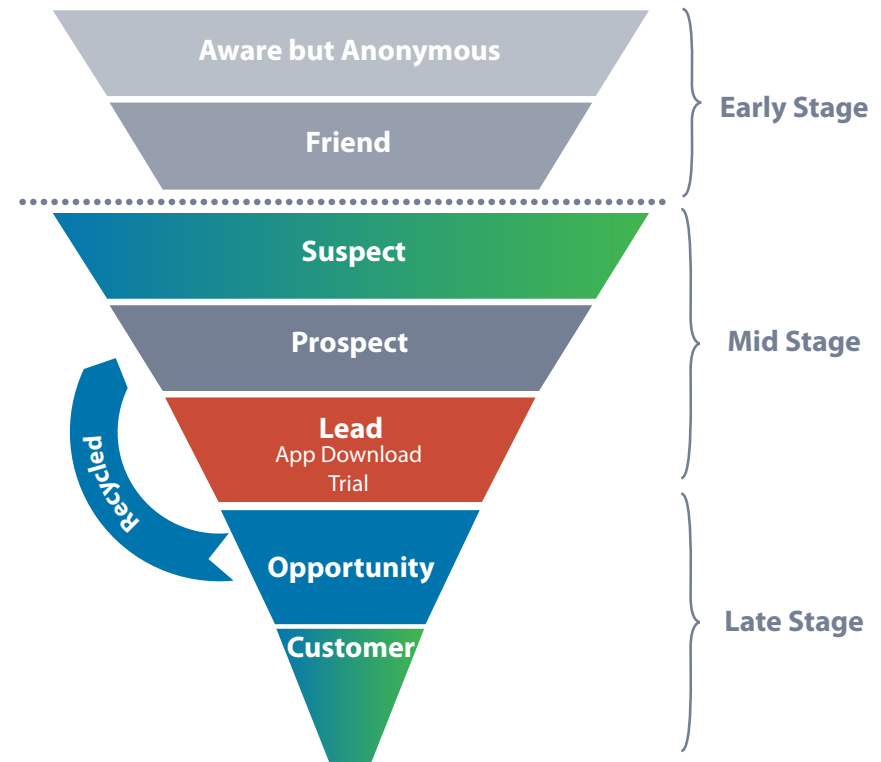
As a minimum, businesses need to send out at least thirty messages to get noticed. As you know, we all consume content at different rates and prefer different methods. Some prefer video, some long reads, some short, therefore a variety of media is required.

You only have to look at your own newsfeed on Facebook or LinkedIn to see how much competition there is for your attention. This is why the sX Social 334<sup>®</sup> strategy blends branding repetition with a variety of content to appeal to different personas.

sX Social 334<sup>®</sup> is a strategy where all the marketing content is prepared in advance, enabling you to make any last-minute adjustments to your overall 'tone-of-voice' before starting the campaign. sX Social 334<sup>®</sup> stands for 'Three items of content, published three times a day (on social networks), over four weeks.

It might seem work-intensive to begin with, but when it comes to budgeting or instructing an agency sX Social 334<sup>®</sup> is quantifiable, as all the costs can be calculated in advance instead of opting for an open-ended agreement with several suppliers. Also, it is likely you already have an amount of content that can be repurposed, so perhaps the overall costs will not be as much as you think.

If you've been around marketing for any length of time you will have heard of the expression the



'marketing funnel' which illustrates and charts the path of a 'suspect-to-prospect-to-lead-to-customer' and the associated flow of activity that helps them through the funnel.

Before a sale can be made, the 'person' has no other option but to flow through the step-by-step funnel segments that convert 'tyre-kickers' to customers and the sX Social 334<sup>®</sup> is the process that gets them

in to the funnel in the first place. Once they're in there, there's a marketing automation structure that needs to be applied, but that's for another White Paper.

sX Social 334<sup>®</sup> is your 'go-to' strategy to kickstart your engagement process using mixed content. Take a look at the next few pages to learn how to approach this strategy.

# Stage One

## 1.0 Plan, Delegate and Get Creative!

This strategy will provide all the content and distribution to last you three to six months. Your exposure on LinkedIn and Facebook will significantly change and most importantly, once you've completed the initial work, you can literally sit back and see what happens.

sX Social 334<sup>®</sup> is designed so that you can delegate segments of the strategy to internal or external resources and ensure everything is complete and up-to-standard before you 'press-the-button' and share with the world.

Bear in mind that each of the 30 Adverts all link to something, such as a brochure, a white paper or any number of items your prospective

customer might be interested in, therefore allow time to create these digital assets.

When you get to the videos, spend some time deciding what your opening sequence will be and your final credits. This will save time and help you to focus on getting the content right in the knowledge that your beginning and ending looks great.

### **Marketing Tip!**

*Demand Generation*; creating content to raise awareness of a brand and product(s) that engages potential prospects, drawing them to the 'top-of-the-funnel' and leading them to an

eventual sale. Sensitivity is required to ensure gated, exclusive content is not treated like Lead Generation.

*Lead Generation*; Creating content that is gated and requires a form to be filled before providing access and states that the company may contact them etc.

## 30 Blogs

Use engaging titles and graphics that include your company logo and branding. Post these to your blog.

Ensure that your blog page has the facility to capture names and email addresses to allow browsers to receive further notifications, but don't confuse this with receiving a lead and instructing your sales people to contact them!

This method is to build your email list and engage with an audience. Some blog ideas could be as follows:

- News
- Reviews
- Interviews
- Business Events
- Infographics
- Polls
- Top Ten Tips
- Business Advice
- Case Studies
- Press Releases
- Events
- Reports
- Slide Presentations
- eBooks

## 30 Podcasts

Remember what it was like listening to the radio? Well, listening 'on-demand' is growing enormously and podcasts are the medium people turn to. There are over 750,000 podcasts stations and some 29 million episodes. Not only that, higher bracket income people listen to podcasts.

Your podcast is your ability to have some one-to-one time with your prospects and customers. Your delivery is all about having a private conversation that compounds the whole process of genuine engagement.

Your podcasts can include the following 'format' to look something like this:

- Personal Opinion
- Interviews with customers
- Interviews with suppliers
- Interviews with industry thought leaders
- Phone ins
- Q&A Sessions
- Equipment Discussions
- Upcoming Events and what to expect
- Post event analysis
- Audio from videos
- Guest podcasts

## 30 Videos

Whether it's professionally filmed or shot on a smartphone, use branded graphics at the beginning and end of the video clips. Include a call-to-action linking to a landing page as described in 30 Adverts.

Your videos can include any of the following:

- Product highlights
- Recorded demonstrations
- Interviews
- CEO Comments
- Funnies
- Recorded Webinars
- Recorded Events (Expo's etc)
- Events
- How to...
- Advice
- A day in the life of...

Make a list of all thirty videos, including their titles, who's going to appear in them, where they're going to be shot and most importantly how long they are going to be. It is advisable to write scripts for each video and 'edit in' subtitles as 90% are watched in silence. This can be achieved in YouTube Manager or editing software like Adobe Premier (Pro or Elements).

# 1.1 Review Your Tone of Voice

It can be difficult to take a step back and review what your team have created as you cannot always get a good feel for how the messages will be received.

The easiest approach is to print everything out in the order which they are intended to be published. We have used some of our own content on the following pages as an example.

## **The Take-away...**

By looking at each of the images being used on a social feed like on LinkedIn, you can immediately recognise any anomalies or errors and importantly garner a feel for your

company's 'tone-of-voice' presented via your branding and content.

For example, we were unhappy with the video graphic shown on Day 1 and so changed the title graphics to make the headings easier and quicker to read.

Instruct your marketing people to provide you with a document to include all the images and banners you are using (similar to those on the next page).



## Day 1

### Blog Articles



The SME Marketing Mismatch



### Podcasts or Downloads

Think outside the **box**  
Think better marketing by ...



www.salesXchange.co.uk

Download our B2B Brochure

### Videos

salesXchange B2B Marketing Solutions

A Introduction by Nigel Maine CEO



www.salesXchange.co.uk

## Day 2



What businesses expect from marketers?



New Business  
Relaunched  
Revitalised  
& Reworked

www.salesXchange.co.uk

sX Launch for New Business  
We've put together a great White Paper to help you kickstart your sales...

Learn how to plan and execute the perfect new business sales event.

Download Now

The State of B2B Marketing

60 seconds with salesXchange



www.salesXchange.co.uk

## Day 3



4 Books, 7 Years and 1 Message for B2Bs



B2B Marketing  
Reimagined  
Redesigned  
& Reworked

www.salesXchange.co.uk

sX Social 324<sup>®</sup>  
The B2B Content Strategy  
We have perfected the tactics you need to get noticed...

Read our white paper and see why sX Social<sup>®</sup> is a game-changer!

Download Now

Your B2B Marketing Technology Stack

60 seconds with salesXchange



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# 1.2 Landing Pages, Segmentation & Personas

Landing Pages give you the opportunity to ask simple or complex questions depending on the value of the content you are offering and the response helps determine your next step.

An essential factor is to ensure that your new subscriber can 'self-segment' at the time of signing up. This is done by asking specific questions on the form they complete.

For example, it is useless to your company if students are downloading your content and sometime later you attempt to contact them with a new product and realise they're at college or university.

Equally, if you plan to connect with influencers, then write for influencers and if you're planning to sell to CEOs, then write for CEOs.

The Landing Page is your opportunity to include relevant questions in the Registration Box that will allow segmentation and persona-based messages to be sent out in the future.

## Conversion Rate Optimisation

Like a fox follows a scent, so must your browsers. Every link needs to connect to what they're expecting. Make sure there are no blatant changes of content or colour.



Your form is the first opportunity to start segmenting your visitors for future reference, enabling persona marketing

Ensure your main content message appears above the fold (bottom of the screen). This is what can be seen without scrolling down on one of our landing pages.



Content that tells your prospect 'what's in it for them'

Customer logos to demonstrate social proof

Testimonials from customers to support your product. Videos can work even better. If they need to scroll, place a second form to ease the experience.

Provide your contact details!

## Thank You Page

Once the form has been completed, and they have submitted their details, the next stage is to provide a 'Thank-You' page that delivers the items they're expecting.

You can also include additional information such as links to your social media accounts, LinkedIn, Facebook and Twitter. Think about presenting illustrations of other Guides, Reports or White Papers that would be relevant.



Landing Page SaaS providers:

- Mailchimp - [www.mailchimp.com](http://www.mailchimp.com)
- Unbounce - [www.unbounce.com](http://www.unbounce.com)
- ION - [ioninteractive.com](http://ioninteractive.com)

# Stage Two

2.0 Time to get connected...

## Your New and Existing Database

Connect with the names on your existing database. This may take some time, but the objective is for your company to connect with individuals on LinkedIn. As long as they connect with you, they will see your content appearing in their newsfeeds. If you don't have a database, then this will be a good time to invest in one. Companies like MarketScan and Dun & Bradstreet offer various deals based upon the amount of information you need at the time. Choose your market segments carefully, including the size of businesses and decision makers if applicable and if they're available.

An important point to remember is that your posts are displayed to those following you. Therefore, if you have limited followers, it also makes sense for your staff to get busy and start connecting with businesses you want to do business with.

## Social Policy and Advocates

Make sure you have a company LinkedIn Policy along the following lines: -

Make sure every post has a question. The feed algorithm also seems to heavily weight comments, so you don't just want people to passively 'like'.

If you're just posting a link and moving on, you're doing it wrong. Make sure your content is set up to act as the start of a conversation, not as a mere signpost to an article you wrote elsewhere. Also, when you are sharing, provide a short intro to the article so that others can both see that you read it and decide if they want to too.

Use the summary section of LinkedIn to drive a CTA (call-to-action). Include a proper email or link to the "learn more" or "buy now" page on your website. Make sure that people who see your content on your LinkedIn are directed towards one easy action.

Don't invest all of your time and effort in your company page - instead, make your employees your brand ambassadors and the 'face' of your company as people are 10x more likely to engage with employee profiles than with company pages.

Invest in a mini 'employee advocacy boot camp': Get your 5-10 most engaged and representative employees a personal branding strategist and content writer. This expert team will polish the LinkedIn profiles of your employees, make them fit for the digital age and develop high quality, value adding and relevant content, which your employees will post from their profiles.

You could also download your contacts from LinkedIn and upload them to Facebook Business Manager as a custom audience retargeting them on Facebook and Instagram. This helps build a strong trust factor with your audience.



# Stage Three

## 3.0 Start spreading the news...

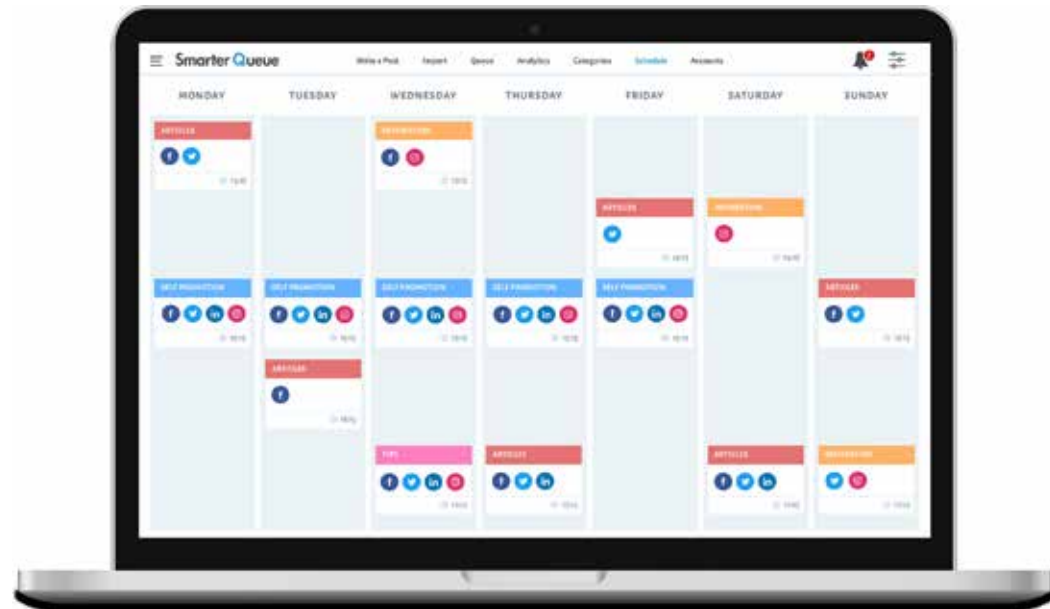
## Post one item, three times a day

By using a platform like MeetEdgar, Buffer, Hootsuite or SmarterQueue all the content and links can be uploaded in advance and then drip released to the social platforms of your choice, i.e. LinkedIn, Facebook Pages and Twitter.

The items can be marked as 'Evergreen' which means you can keep reposting them over any-given period of time.

Starting with the directors' LinkedIn pages, their username and passwords are set up to the automated social systems and each post is automatically published on their accounts. Once your staff can see that you're posting great content, it makes sense to ask them if you can automatically post to their accounts too. If they refuse, simply ask them to follow the Company Page and share the Company Content when it's published.

You may already have your 5-10 most engaged employees 'on-side', but there's no harm including everyone else. Also, encourage your advocates to find external content they can curate and share on the company page. This increases advocacy as you're helping share knowledge and therefore becoming thought-leaders for your industry.



## 3.1 Getting Automated

When talking about 'Automation', it's not just one product or piece of software, but a group of products that makes up your internal SaaS Platform, which is intended to make money for your company. Think of Marketing Automation SaaS as the money-making machinery necessary to keep your business moving forward.

One factor to bear in mind, like any machinery, it needs a mechanic to ensure it operates smoothly and efficiently.

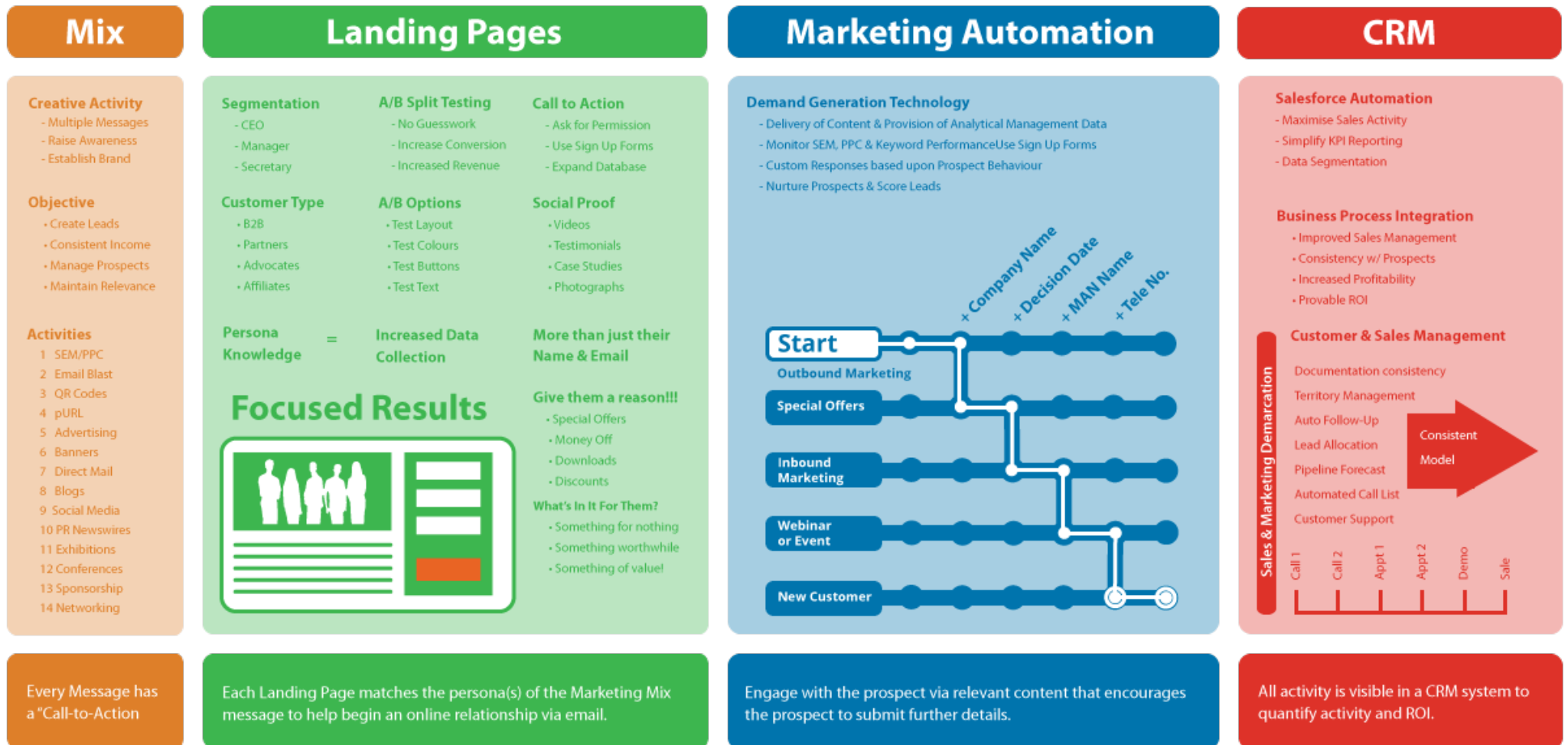
Marketing Automation SaaS Providers:

- Marketo - [www.marketo.com](http://www.marketo.com)
- Pardot - [www.pardot.com](http://www.pardot.com)
- Get Response - [www.getresponse.com](http://www.getresponse.com)



sX Social 334<sup>®</sup> fits in to the 'Mix' section below and via your 'Call-to-Action' links, connects to your Landing Pages. When the form is filled in and the prospect has accessed their document, the information is recorded within the Landing Page platform and transferred to Marketing

Automation (MAP), which will record, score and schedule the next steps of the customer's journey. At a pre-defined agreed time, the MAP will send an API call to the CRM notifying a salesperson to contact the prospect.



# Conclusion

## Why you need to do this?

The first reason is your marketing needs to function like clockwork. The most effective way to ensure this is to plan the sequences and visualise them on a whiteboard or in the form of an infographic so everyone in your team is aware of the various steps.

It is rare that a complete content marketing strategy is presented in its entirety, either because it too much work or simply because marketing companies or departments haven't thought of doing it this way.

Once your target market starts engaging with you, you need to have a clear objective for your

next actions to get them to move through the funnel and in the case of the infographic, move down the path from one section to the other.

The second and relatively unknown factor is addressing the 'Moments of Truth', which was originally coined by the CEO of Proctor & Gamble, A.G. Lafley. These are the stages of realisation we all go through when looking to buy a product or service.

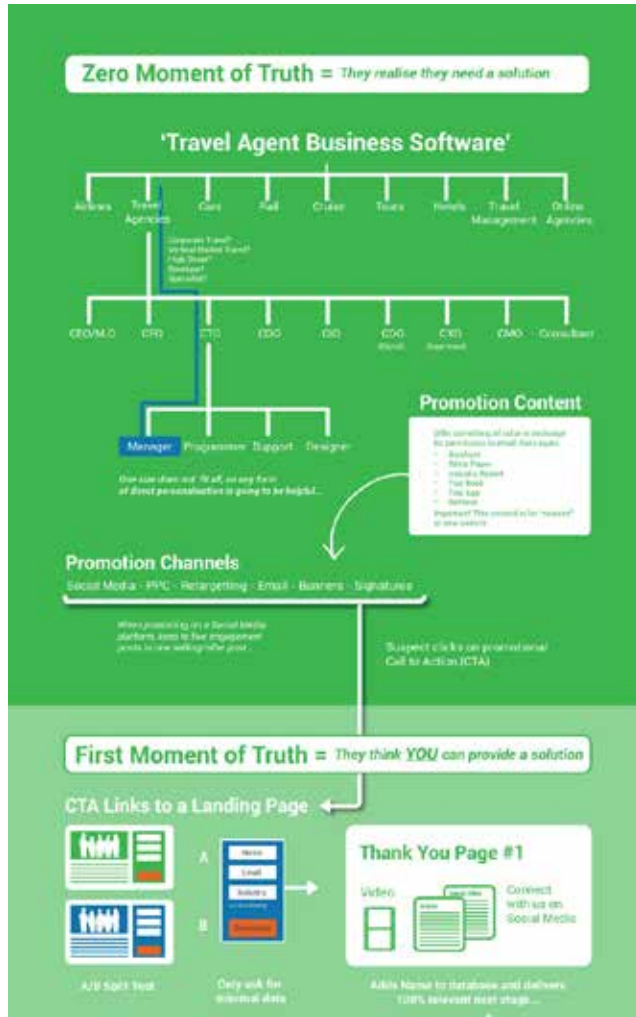
A useful book to read is called 'X: The Experience When Business Meets Design' by Brian Solis which helps explain how business communication has evolved and how we need

to address user design and user experience to ensure our messages actually get through.

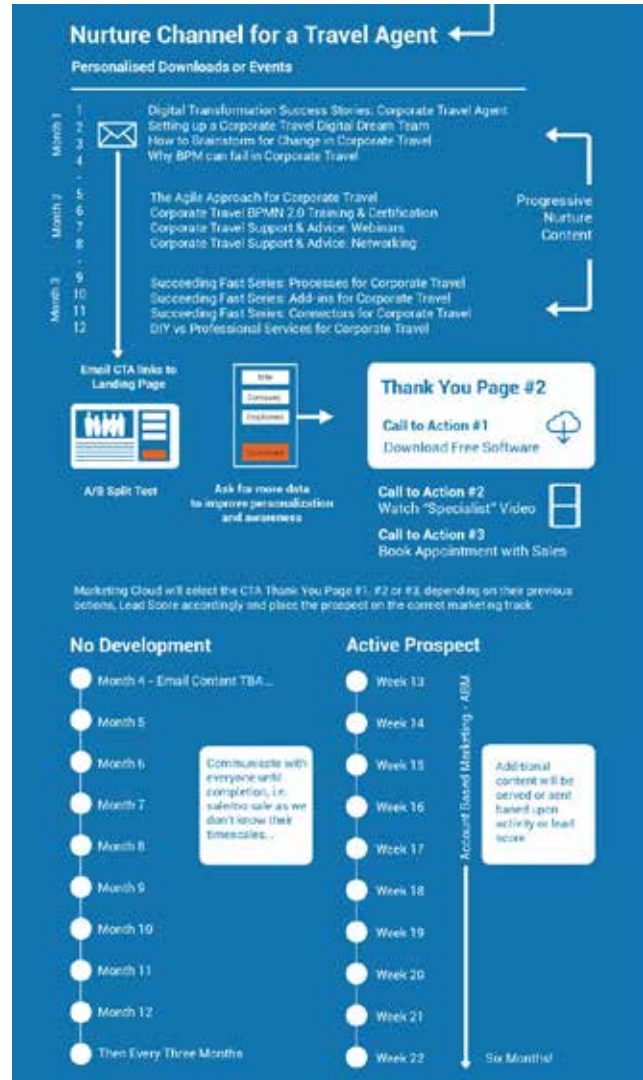
Brian Solis is an interesting person to follow on LinkedIn as he posts some very thought provoking content.



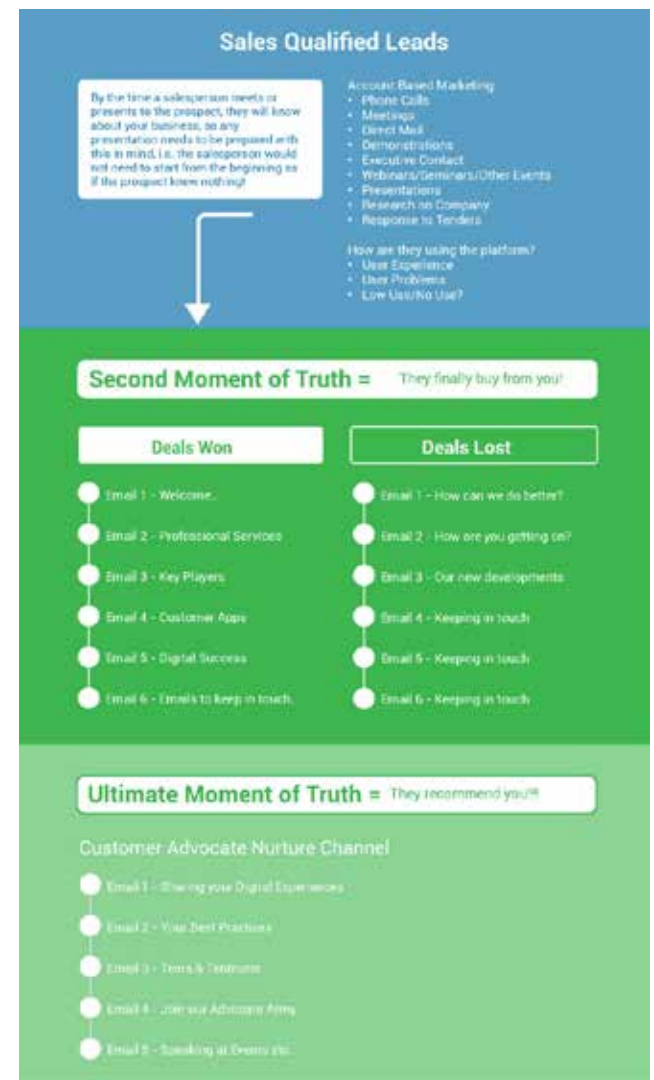
The example below shows the start of the customer's journey once they decide they need something, the accurate identification of the target audience (i.e. The Manager/Influencer) and points them towards the funnel using your Promotional Content to achieve the First Moment of Truth.



A nurture channel needs to allow for any eventuality. You need to plan your prospects' path through your marketing mix, keeping on point and not wasting any opportunity. Their journey will dovetail with your marketing automation platform and CRM.



Your automation systems keep you informed about what happening, but more importantly, they provide statistics about how effective your strategy is that leads to the 'Ultimate Moment of Truth'.



# Contact

## How did you get on?

If you have an existing marketing team and don't need to outsource any marketing, let us know how you got on and how you used or adapted sX Social 334®.

We want to start a new business community that shares ideas, so if you would like some additional exposure, let us know and we'll post your campaign on our LinkedIn and Facebook pages to give you some more coverage.

We'd also love to hear your stats and how many new enquiries you're getting.

## Need some help?

Want to have a chat? Call us on 0800 970 9751

Prefer to email; [info@salesxchange.co.uk](mailto:info@salesxchange.co.uk)

Of course, we'd love you to follow us on LinkedIn or Facebook, just type in salesXchange and you'll find us.



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