

HOW TO **ACQUIRE CUSTOMERS** WITH SOCIAL MEDIA



socialbakers

HubSpot

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INTRODUCTION

The biggest challenge for many marketers today is portraying the business value of social media to its stakeholders. How, for instance, does one convey an interaction's worth to a budgeting director?

Solve that problem, and opportunities will follow.

To get to the bottom of this marketer's dilemma, multiple questions need to be answered first. For example, how do you get your audience to engage with your brand on social? How do you get them from the network back to your website, and what does it take to convert them into a customer once there?

To help answer these questions, HubSpot has teamed up with social media analytics brand **Socialbakers**. Together, we have taken a look at extensive social engagement data in an attempt to figure out how interactivity leads to clear business value - something even the most elementary social-media manager will like to see.

By looking at the social media profiles and websites of thousands of brands, we were able to find a clear connection between social engagement and website visits.

In this ebook we will show you how you can get the highest engagement rates on social using video, why it's essential to optimise your site for mobile and how you can ensure your sales team have what they need to close deals from social.

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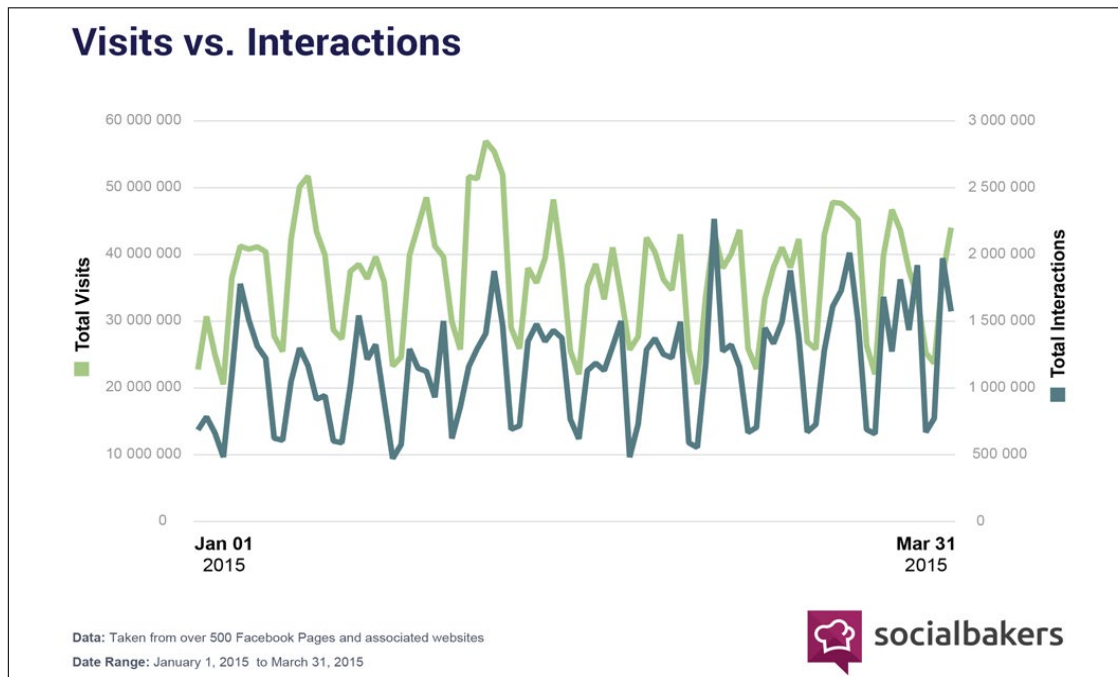


CHAPTER 1:

THE IMPORTANCE OF ENGAGEMENT FOR CONVERSIONS

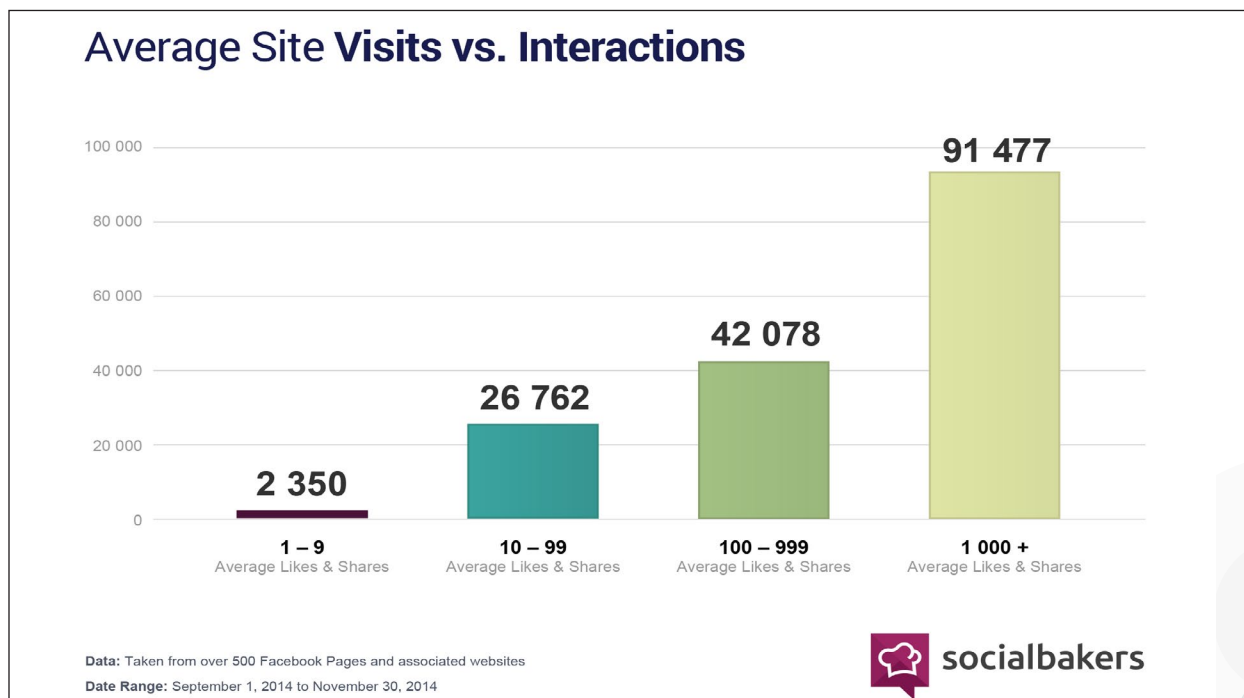


When it comes to social media marketing, most marketers are going to be concerned with driving traffic back to their website and converting that traffic into qualified leads. Through our research, we have found a direct correlation between interaction on the social networks and site visits.



Those drops you see repeatedly are weekends.

The number of site visits rises greatly when interactions hit a certain point, and posts continue to reach new audiences organically.



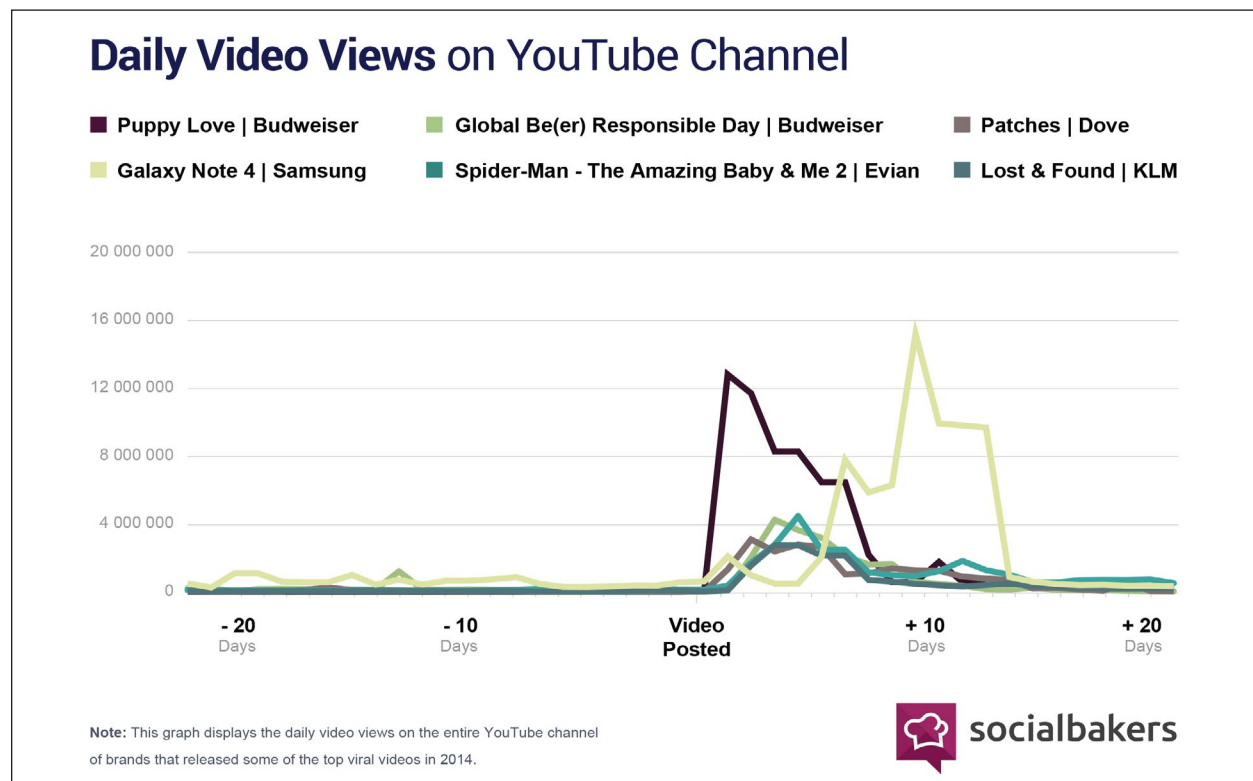
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It's clear to see how closely aligned social engagement is to driving high quality traffic back to your website, but what is the most effective tactic marketers can deploy for high engagement and interaction on social media?

Audience Acquisition: A Marathon, Not a Sprint

When it comes to seeing success with social, you need to develop your available audience with shareable content, excellent social customer care, and visibility-building promotions. However, it's important not to put too much emphasis on self-promotion or on going 'viral'.



Looking at the chart above we can see that after 2 weeks, the effects of virality dissipate to nothing.

Companies who use social media for purely self-promotional purposes will never grow an engaged audience over the long-term because they don't provide valuable or educational content. Their followers are unlikely to stick around or share that content with their own networks.

Similarly, focusing solely on trying to go viral will only reap short-lived results.

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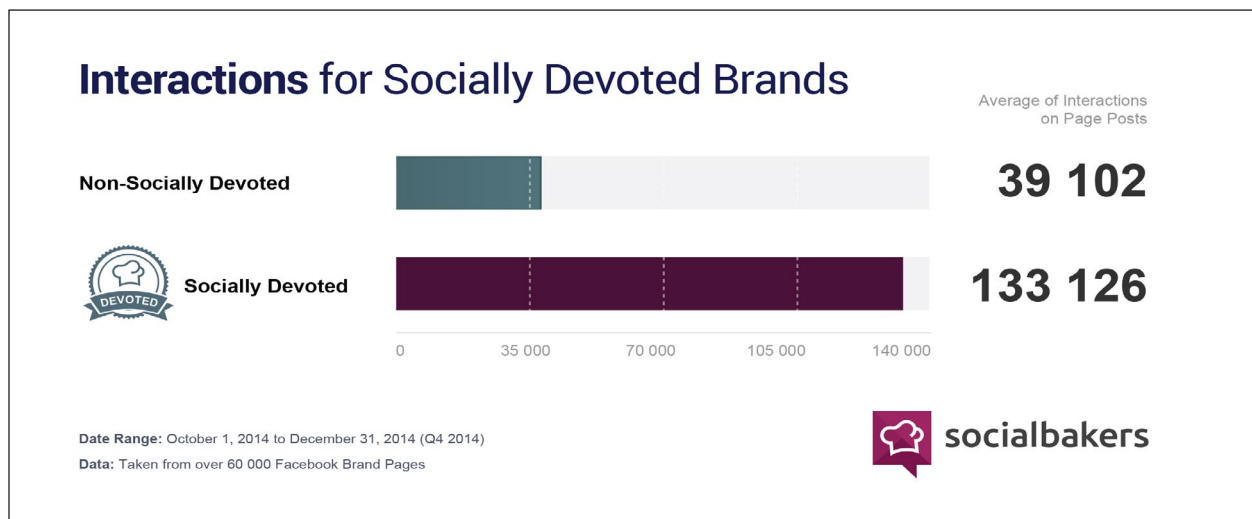


Because building an audience is a **long-term investment**, it doesn't make sense to look for immediate results. Instead, see how engaged your audience is from the start.

Think of engagement as existing in two forms: **Outbound (Post) Engagement** and **Inbound (Care) Engagement**. You can attract, excite, and engage audiences with published content, but talking with your audience on social is an incredibly underutilised source of engagement. By being attentive and providing excellent, consistent, round-the-clock social customer care, brands can experience **3.4x the engagement** of less-responsive brands.

The chart below shows the difference in Interactions between [Socially Devoted](#) brands and non-Socially Devoted brands.

*Socially Devoted brands are defined by Socialbakers as answering at least 65% of a high volume of questions.

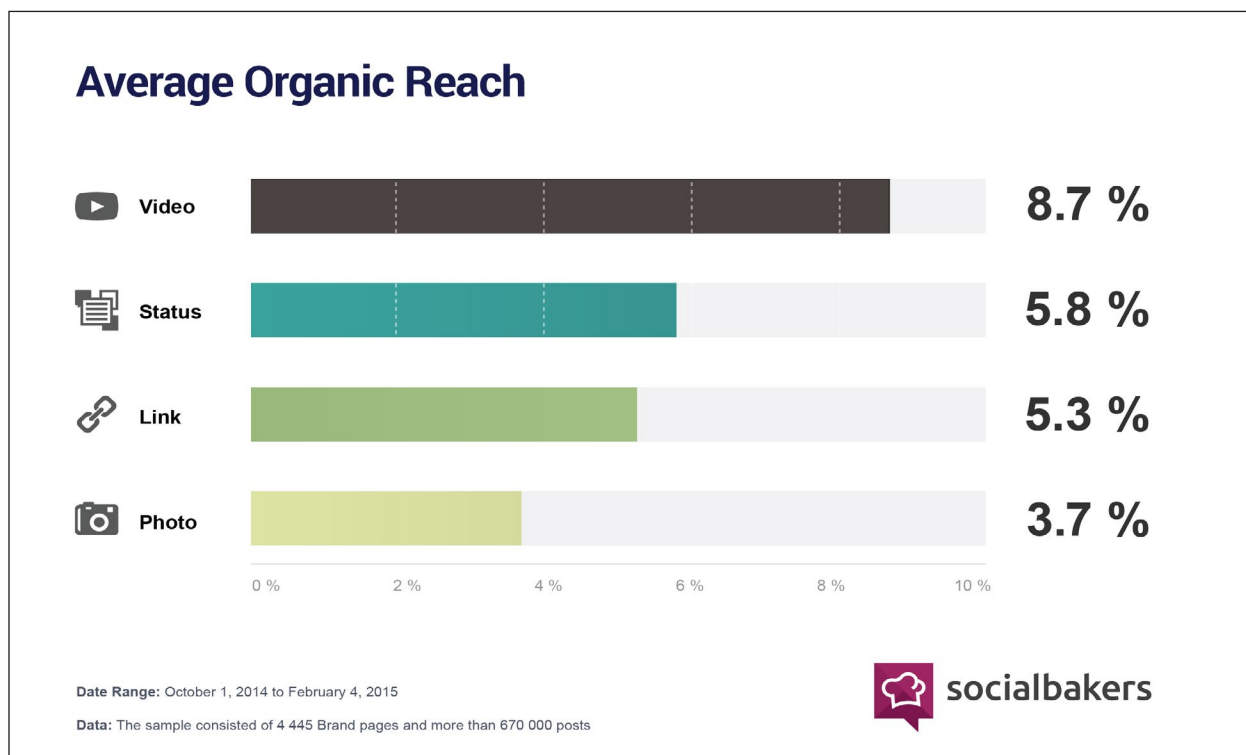


Social Video: The Secret to High Engagement

We now know that getting engagement from posts is extremely important for driving traffic back to our websites, but what can we do to get the most engagement from our social media efforts? The answer to this will differ depending on the network. Recently, however, there has been huge interest in how video is taking over social, so let's take a deeper look at that.

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*The time is ripe for marketers to figure out what kind of **video** content their audiences want to see - and then promote the best performers.*

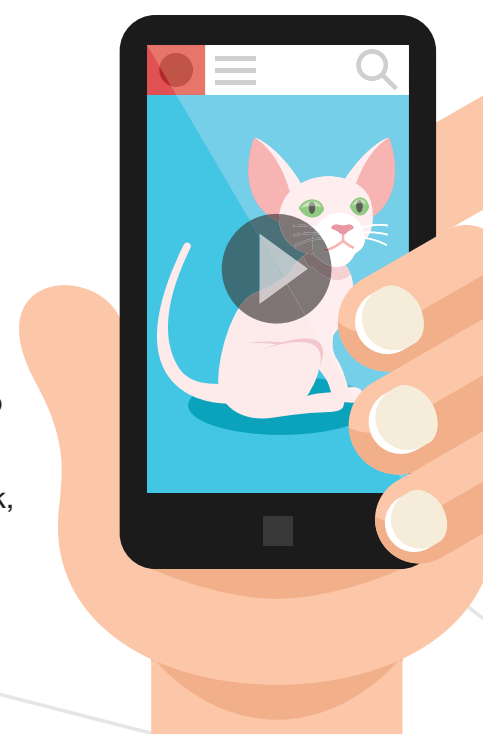
The key, then, is to figure out what kind of videos work best. **Facebook videos are shared 157% more often than YouTube videos** - so shorter, more front-loaded content is best on Facebook and more complete clips are likely better on YouTube or Vimeo.

But it's not just Facebook that is transforming because of social videos: Twitter and Instagram are becoming increasingly video-focused, too. To ensure you are making the most of social video to engage your audience and drive them back to your website, try out these smart video practices:

Tips for Leveraging Video on Social

1. Always post your videos natively

Not long ago, it would have made sense to share a link to a YouTube video on Facebook. Today, that's not true. It's now significantly more effective to publish directly on the network e.g. upload your video directly to Facebook,

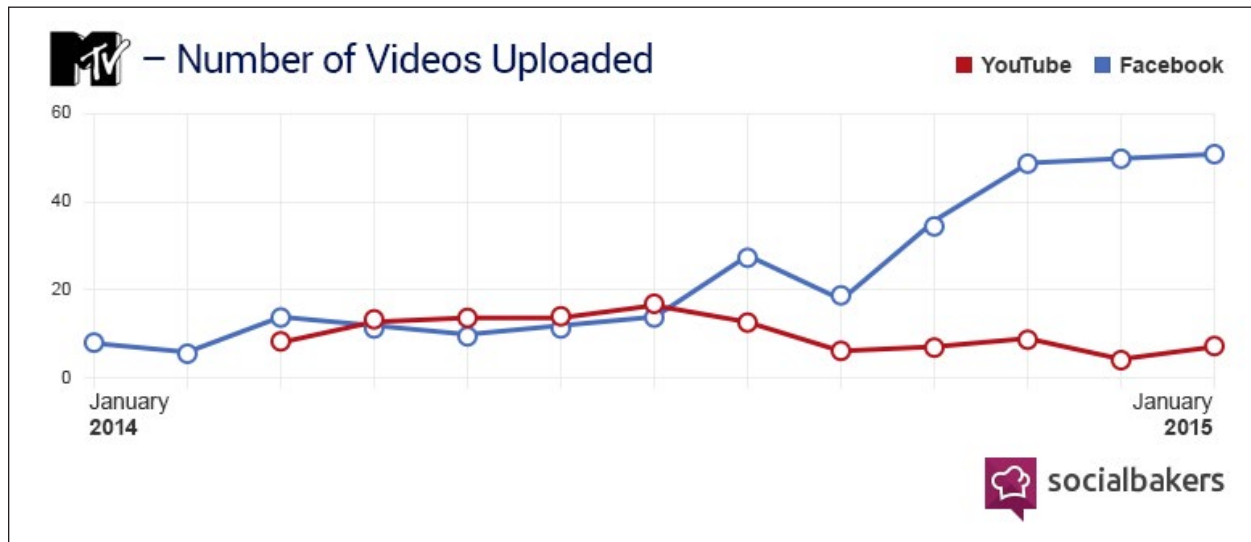


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if you want to get massive engagement. That's because Facebook videos represent only 5% of all posted content, but get disproportionately high engagement.

Another useful tip: Try including dialogue right at the beginning of a video. If people want to hear what's being said, they'll click for sound – and video churn rates show that viewers who make it past the first 5% of a video will be much more likely to make it through the rest.



And while many videos get promoted, there are still far more photo posts being posted on Facebook in total than there are video posts – so there's an opportunity to fill that void with great, engaging video content.

2. Choose the Right Video Format for Each Network

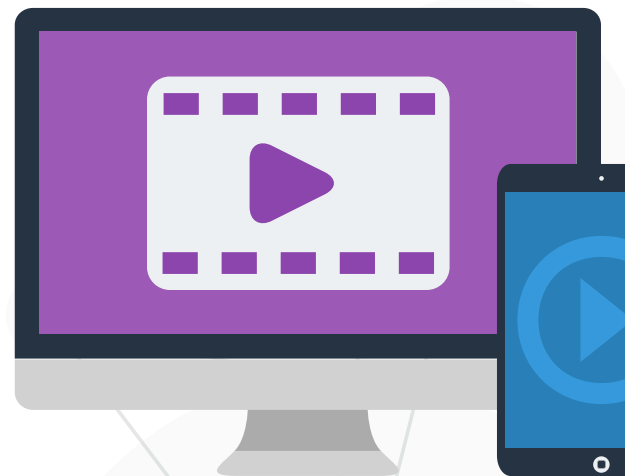
One of the most interesting parts of today's video market is that each network is playing different versions of the same game. It's important to remember each network's unique qualities and limitations.

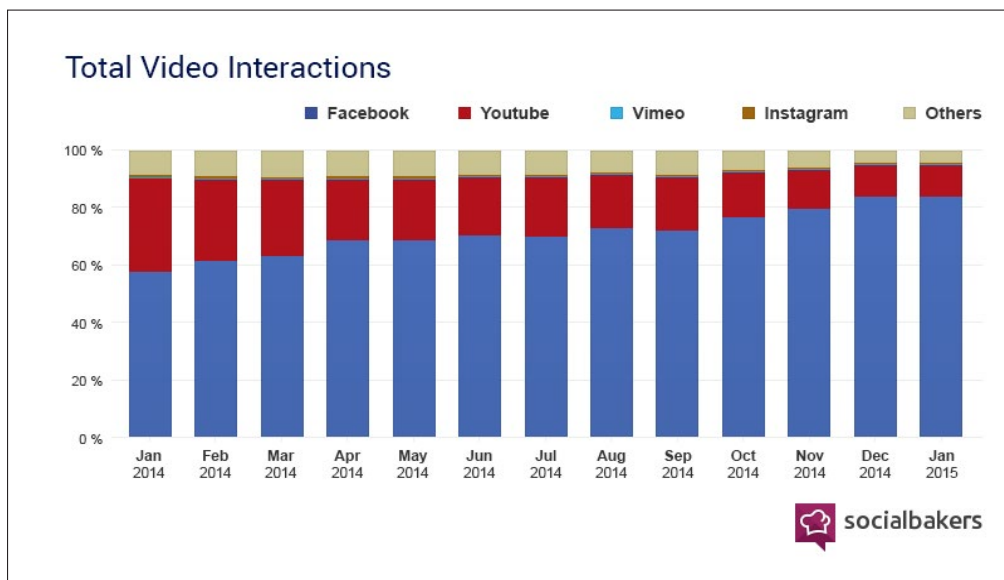
Length

Vines are 6 seconds, Instagram videos are 15, and Twitter mobile videos can be up to 30 seconds long. Each lends themselves to a different type of video.

Another useful tip: Instagram and Facebook videos are great for following a short story (~11–12 seconds) with a CTA and branding (~3–4 seconds).

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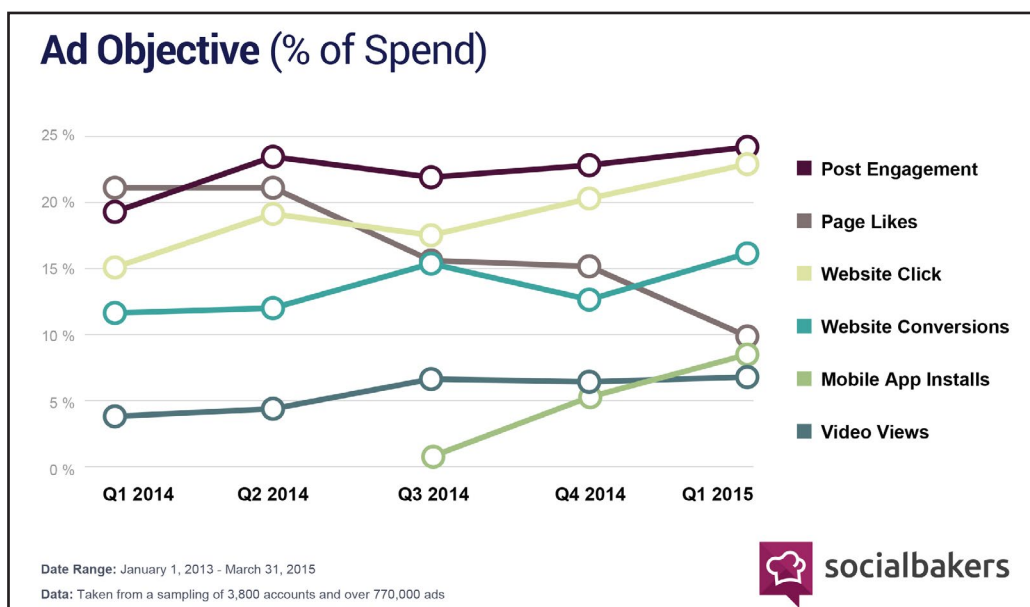


3. Optimise for Social Sharing

For a long time, the focus on social video was all about getting viral success. But virality doesn't do much for your Page in the long term – as we saw earlier, after 15 days, Pages that had viral hits saw their engagement go back to pre-viral levels.

Instead, the key is to make your native videos as SHAREABLE as possible. That means following the tips listed above, and knowing what it is that makes videos so popular on each format. Remember, it's not views that matter – it's engagement.

Once you see what's working organically, you can amplify that reach with some paid advertising.

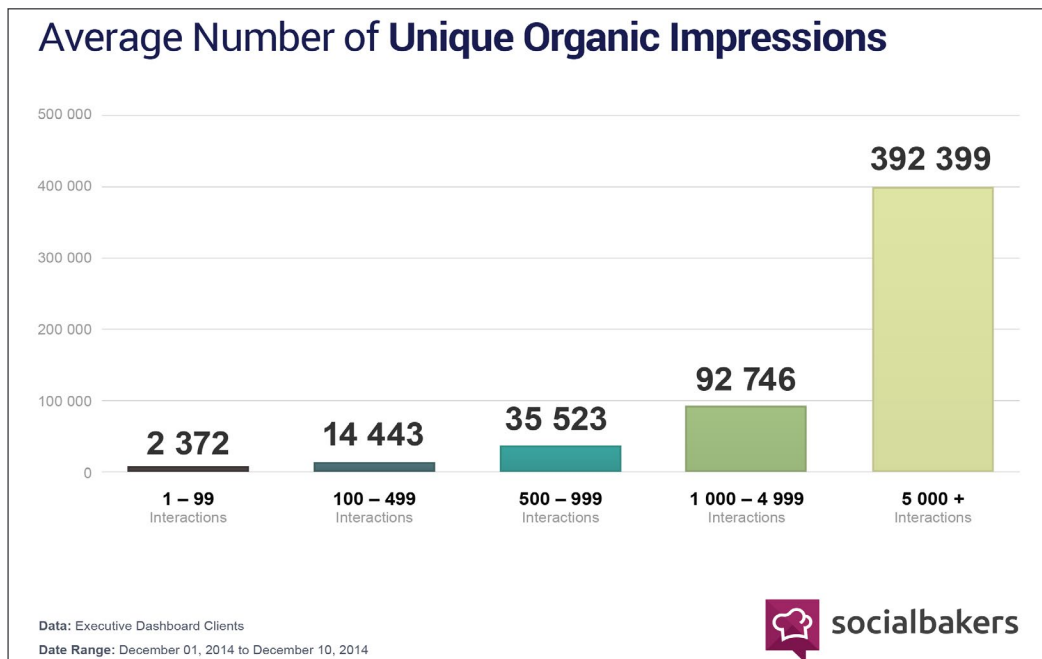


Around 8% of the money put into Facebook Ads in Q1 2015 was aimed at getting Video Views.

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Since native videos already get better organic reach than other post types, they are more likely to be engaged with, and thus stay present on the News Feed longer. By promoting them heavily, marketers can leverage an already favorable opportunity to get tons of exposure with each video they publish.



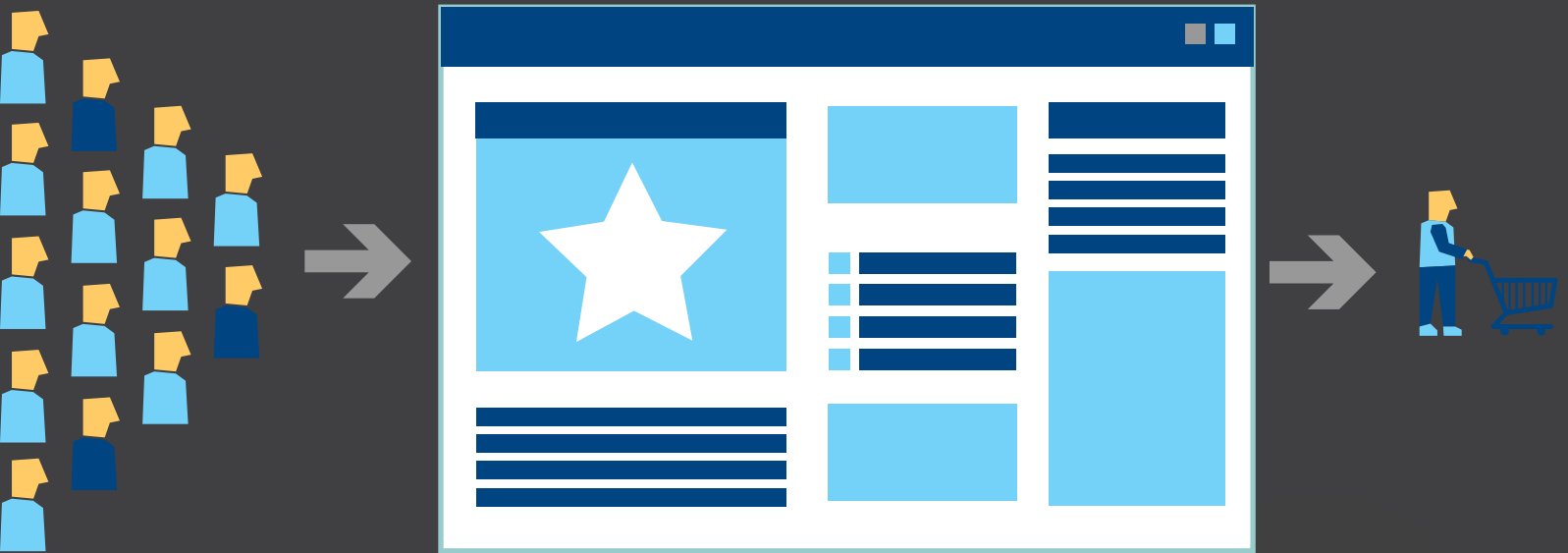
This is why Post promotion works so well - by promoting only the best content, marketers are pushing something that already has momentum, and continues to pick up speed as it goes.

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CHAPTER 2:

OPTIMISE YOUR SITE FOR CONVERSION

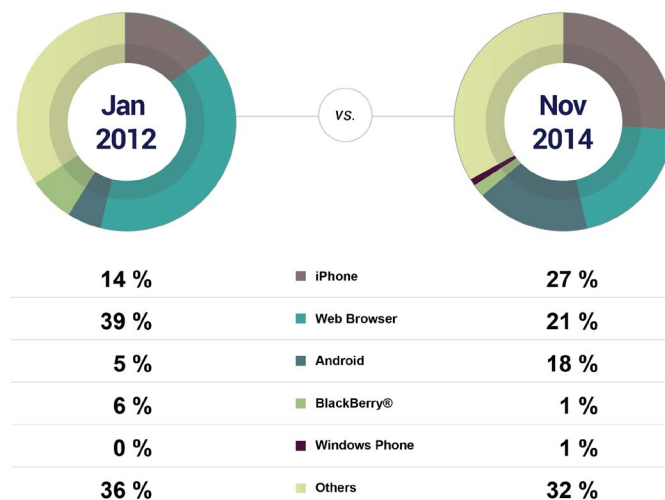


Social & Mobile: Why you need to get mobile

- 78% of US Facebook users access via mobile at least once a month (source= [Unified](#))
- 60% of Twitter users access via mobile at least once a month (source= [Unified](#))
- 67% of users are more likely to purchase a product or service from a mobile-friendly site.
[Google report](#)
- 78% of users want to be able to find what they're looking for on a mobile site in just one or two clicks - [Google](#)
- Brand mentions on mobile increased **14.2x** from 2012 to 2014,
web-based brand mentions were only up **4x** in the same period
- [Socialbakers](#)

People are spending more time than ever using their mobile devices to access the internet -- especially social media sites. In fact, [users spend more time accessing social media](#) from their mobile devices than their desktop.

Source of @ Mentions



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Data: Mentions made of 860 Twitter Pages
Date Range: January 2012 and November 2014



Plus, mobile users tend to share social media content 2X as much as those on a desktop computer.

Even more important to note is Google's recent algorithm update on April 21st, 2015 which penalises you if your website, landing pages, and blog are not fully optimised for mobile. If your site is hosted on HubSpot then you don't need to worry; HubSpot's COS uses responsive design to adapt to any mobile device and fully passes the sniff test on Google's new algorithm

If your site is not on HubSpot, you can use this handy tool from Google itself to test how mobile-friendly your website currently is: <https://www.google.com/webmasters/tools/mobile-friendly/>

When it comes to converting traffic from social into leads on your website, if your site is not mobile optimised, you are going to frustrate your visitor and lose them before they get a chance to convert on your landing page.

Tips for Optimising Your Site for Mobile

In this section we'll show you a few tips for getting your site mobile optimised so you don't lose any potential customers coming to your site via mobile.

1. Employ progressive profiling forms

As marketers, we know that forms are the core of conversion on webpages. However, oftentimes forms are much longer than our visitors want them to be. And because of these limitations, visitors will likely turn to another website that doesn't require such a heavy form experience. That's where progressive profiling comes in.

[With Progressive profiling technology](#), every time a lead fills out a form, you are progressively collecting valuable new information about them while keeping your forms short and easy to complete. This enables you to build up the amount of information, or intelligence, you collect about your individual leads without causing more friction in the conversion process.



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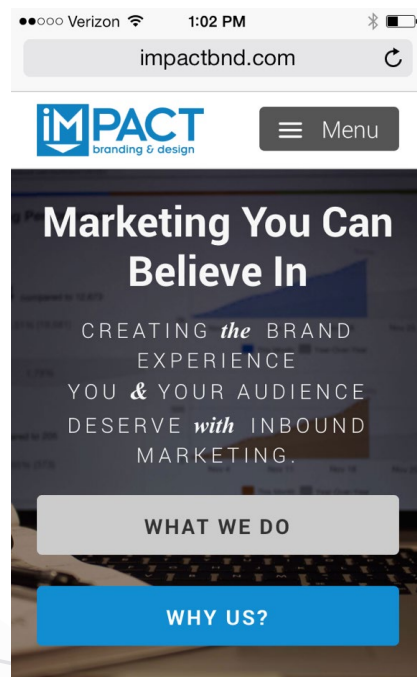
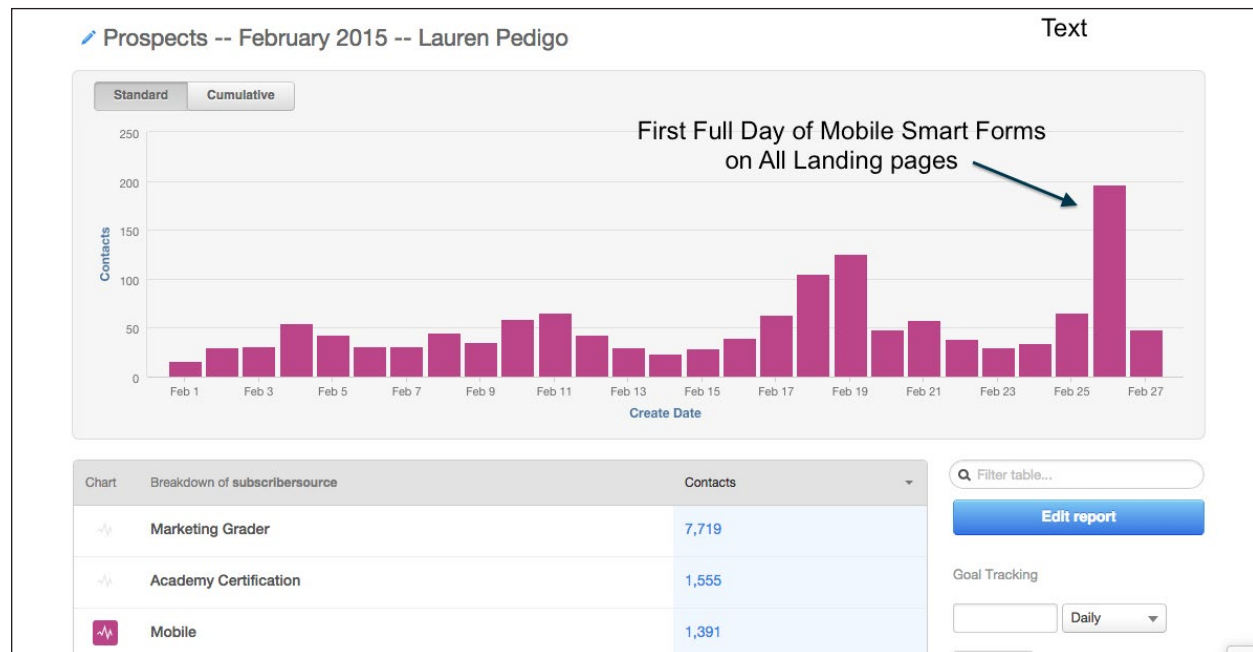


Forms on a mobile device can be even more frustrating. By hosting progressive forms on your web content, you optimise your mobile presence for shorter forms and higher conversions.

Experiment

Using smart forms HubSpot was able to show mobile viewers a shorter, more digestible form than those visiting from desktop. The form was reduced from our standard 12-field form to a 3-field form to reduce the friction of mobile users converting on the page.

The result? 5X more prospects



2. Create Simple Calls-to-Action

When creating CTAs for your website, think about how they will appear on different devices for people clicking through from social on their mobile devices.

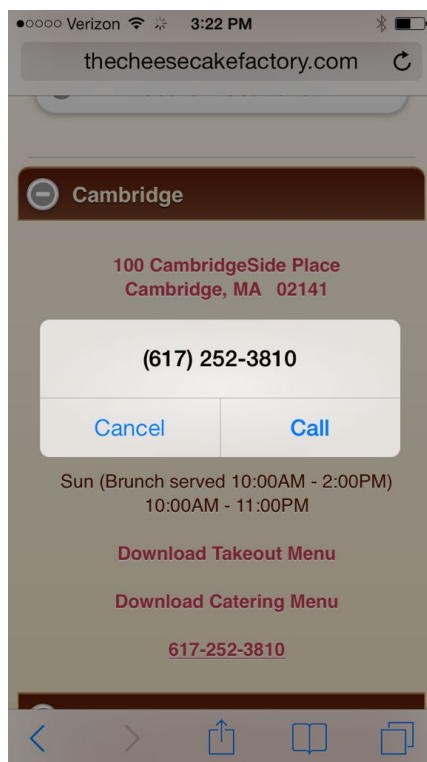
You may not want the most visually heavy design as that could be distracting on the small screen of a mobile device or tablet.

But you do want an image with clear, readable text. That means short, to-the-point CTAs that get your message across quickly with only a few words.

3. Make Your Phone Number Clickable

When someone picks up their mobile phone, they are going to take an action. Whether it's opening an app, searching for a company, or simply texting a friend, they are much more action-oriented when on their phone versus a tablet or desktop computer.

Knowing this, consider how you can get your potential mobile visitors to the point of conversion faster, and make it as easy as possible to do that. One technique is making sure your phone number is clickable on your website. By doing so, your customers do not have to copy and paste or memorise your phone number -- they just click on it and are instantly dialing.



You can make your company's phone number clickable by adding a simple tag in the HTML view of your page. Switch over to HTML View (In HubSpot, this is the button on your toolbar that looks like this `</>`) then format your phone number like so:

`1(888)-482-7768`

Except ... replace our phone number (888-482-7768) with yours.

Note that this is similar to the HTML code for creating a link, it just adds "tel:" and the number.

Remember that the fewer clicks you need to complete an action, the more likely you will have someone complete an action rather than bouncing off your site.

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CHAPTER 3:

MAKING SENSE OF SOCIAL DATA TO CLOSE DEALS





Real-time lead response

- The odds of making contact with a lead increase 100x if called within 5 minutes. (Source: Lead Response Management Study)
- The chances of qualifying a lead are 21x better if called within 5 minutes. (Source: Lead Response Management Study)
- Research shows that 35-50% of sales go to the vendor that responds first. Real-time lead response
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Many marketers don't realise the amount of data that social media provides them for getting their leads over the line into becoming customers.

For example, segmenting your social contacts based on where they're at in the sales cycle is something that few companies are aware they can do. The data is available, all you need is a system in place to filter for it.

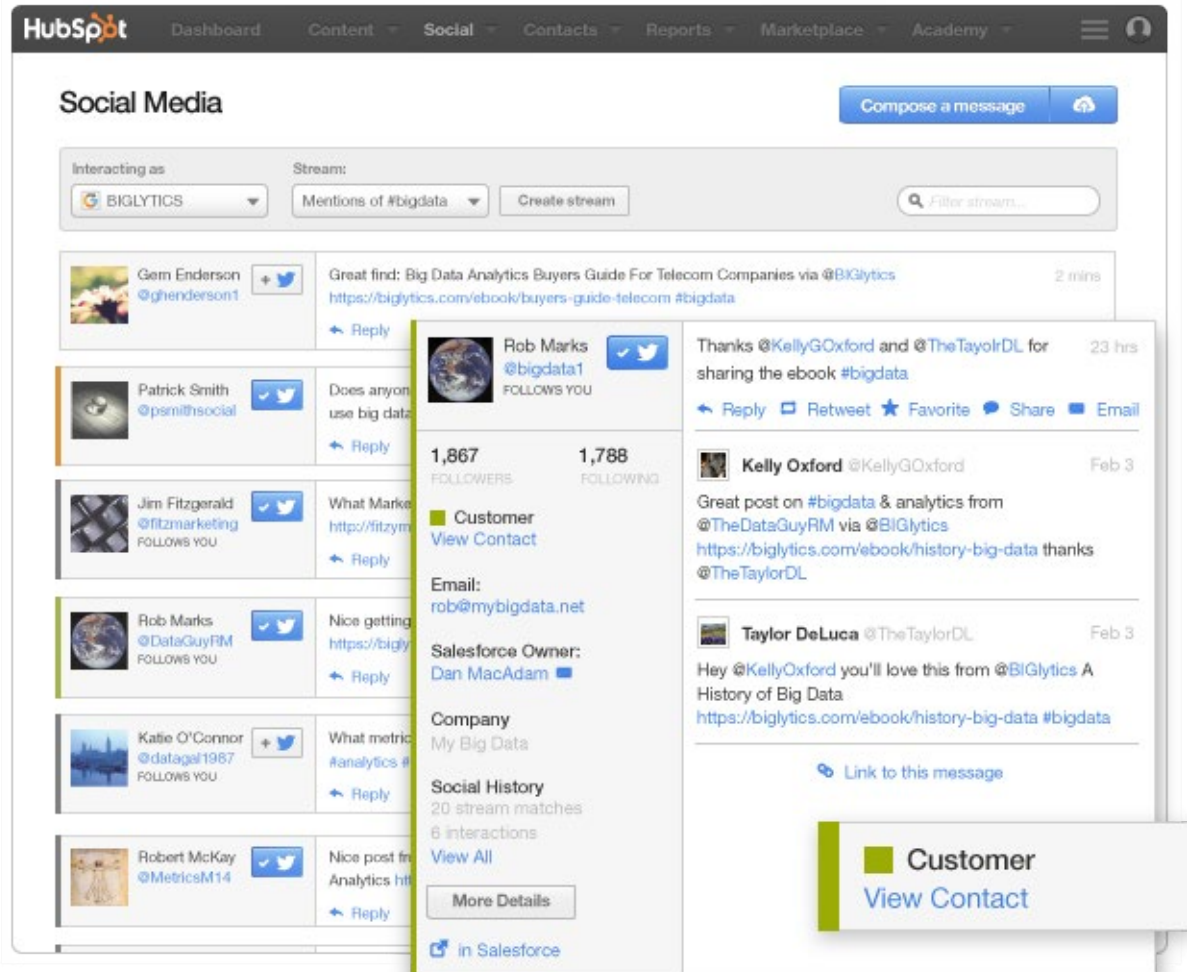
Knowing this information before can help determine who in your company should reach out to them (marketing, sales, or support) and gives them context on the type of conversation they should be having in order to provide the most value.

In this section we'll show you a few tactics you can start to use which will give you the context you need on who your social contacts are and also help arm your sales team with the content they need to close those leads into customers.

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[HubSpot's Social Inbox](#) tool helps to sort through the clutter to bring you the important data -- color-coded -- to make it really easy to spot important social conversations from your prospects, leads, and customers, and use that data to inform your strategy.



Once you have this context on who is saying what about your brand online, you can start to use it in your inbound marketing strategy and send your sales team some really engaged and highly qualified leads.

You can create a stream for each of your sales reps with a list of their leads and quickly and automatically notify them if one of those leads mentions your company name, or any variety of your brand keywords that would indicate interest or intent to hear more from you.

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The example below is a list that we have set up for one of our sales reps which monitors social for a specified list of the reps leads and notifies him if any of them mention the keywords in the list so he can respond straight away.



Ian will get an email immediately notifying him of his lead's Tweet so he can pick up the phone or send an email to initiate a conversation.

You can also set up a monitoring list for purchase-intent keywords and interact with those people who may not even be in your database yet so you can send them to your free trial page or schedule a call with one of your sales reps.

2. Arming Sales with the Right Content at the Right Time

Another way you can ensure your sales reps get the right content at the right time is to set up an automated internal email notification to alert them of key on-site lead behaviour, for example if a lead is on your pricing page.

Showing tweets from:
[INT- I.Byrne's Recycled Leads](#)

That contain:

inbound x inbound marketing x
hubspot x @hubspot x
#hubspot x
marketing automation x
marketing software x
marketing x
Use commas or tabs

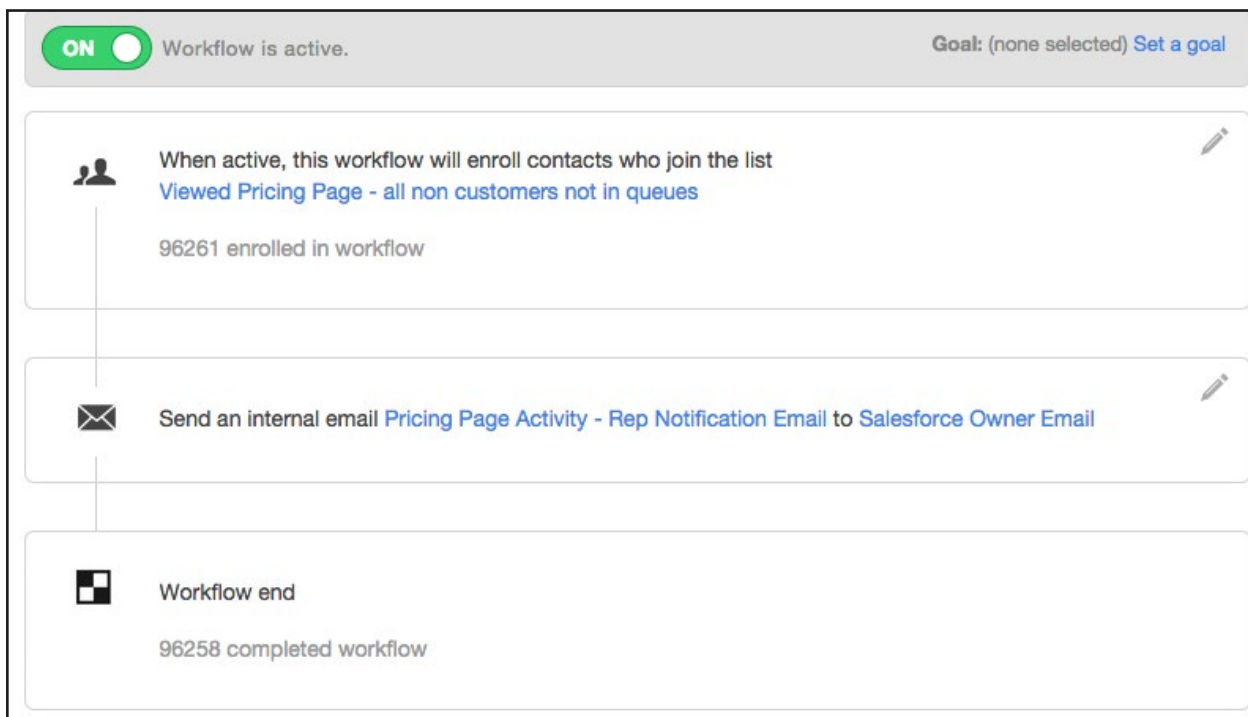
Notify me of matches via:

☒ Email

Ian Byrne (ibyrne@hubspot.com) x

Recipients will get emails as results are found.

Here's an example of one that HubSpot uses:



So that once a lead visits our pricing page, the rep receives the following email immediately:

Hey [John Smith](#),

One of your leads has just viewed our pricing page. Here's their info, and I've also included some content below you can use if you want to follow up with them.

First name: [John](#)
Last name: [Smith](#)
Email: john@acme.com
Phone: [555-555-5555](tel:555-555-5555)
Salesforce record: <https://hubspot.my.salesforce.com/>
HubSpot contact record: [View Contact Record](#)


Let me know if you have any questions!

The process is completely automated so your sales team will never miss the opportunity to speak with a red hot lead at the time they are most interested.

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As well as notifying them of the hot lead activity you can also provide them with a list of relevant content within the automated notification email that can be used by the sales rep to further entice the lead to make a purchase.

Collateral: 

3rd Party/Competitive Resources

- [Competitive Intelligence Home: Trends, Positioning, Sales Tools](#)
- [G2 Crowd](#)
 - [Winter 2013 G2 Crowd Marketing Automation Report](#)
- [VentureBeat](#)
 - [The VentureBeat Marketing Automation Index](#)
 - [Index summary page](#)
- [Trust Radius reviews](#)
- [AppExchange reviews](#)
- [Raab & Associates B2B Marketing Automation Vendor Tool Winter 2014](#)
- [Other Analyst Reports](#)
- [Why are we not in the Gartner report? \(Wiki Page\)](#)
- [The 'Yelpification' of the Software Buying Process](#)

HubSpot-Centric Resources

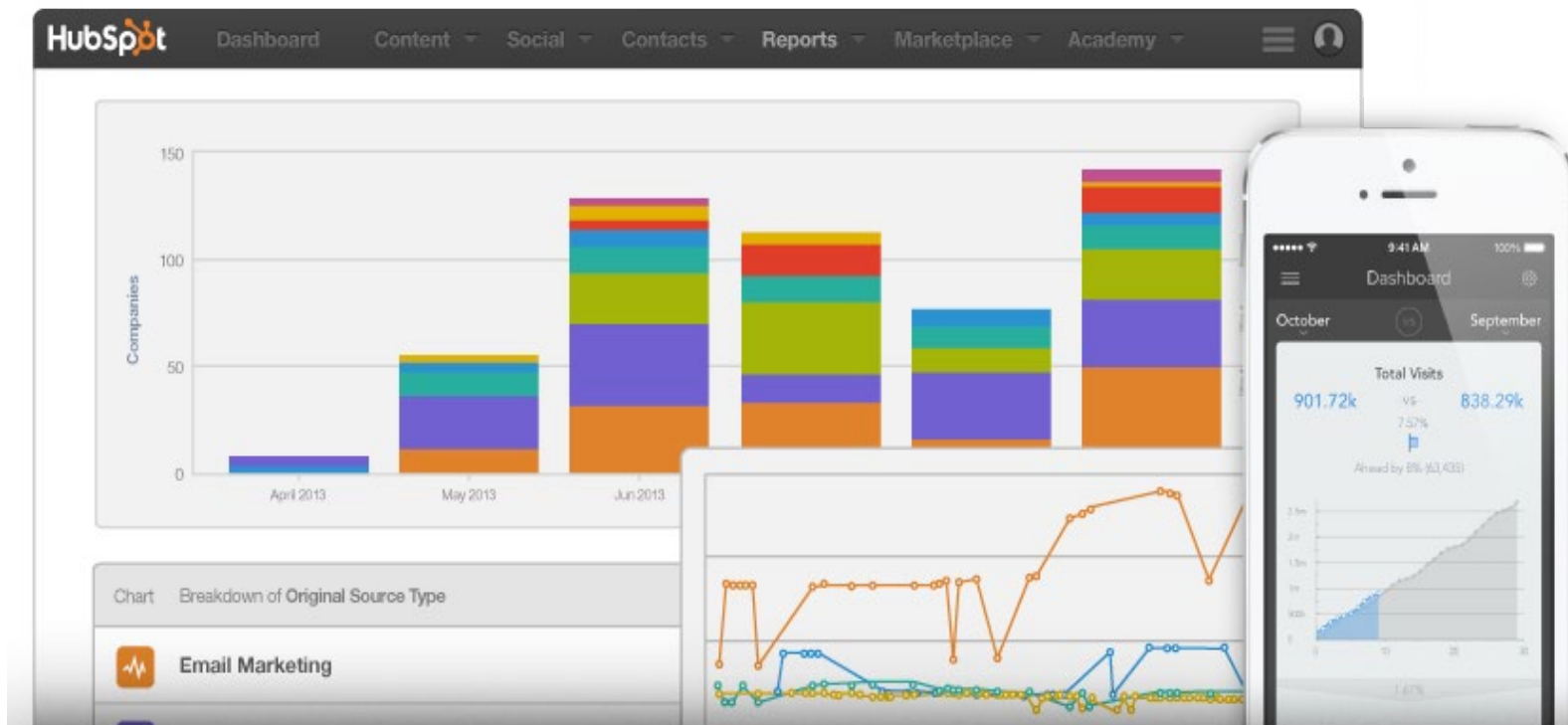
- [HubSpot Overview Deck](#) (Deck to send for decision-maker buy-in or use sections on IMAs and Demos)
- [HubSpot Plans by Feature](#)
- [Opportunity Nurturing Resources](#)
- More [Marketing Offers](#) (kits, checklists, guides, ebooks, etc.)

Armed with this real time social intelligence as well as the relevant sales collateral, your sales team should be able to bring your social leads over the line to becoming happy, paying customers.

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Take a virtual tour of the HubSpot platform



From attracting visitors to closing customers, HubSpot brings your entire marketing funnel into one platform.

For the first time, you'll be able to:

- **Get Traffic:** Create optimised content that attracts visitors.
- **Get Leads:** Set up website lead conversion campaigns.
- **Get Customers:** Nurture leads to the point of sale.

... all in one place.

[GET MY FREE DEMO](#)

Are You *Flying Blind*?

- Reporting the same data back to each department head?
- Neglecting competitive analysis?
- Simply “listening” and not analyzing?
- Ignoring questions from your fans?
- Not going beyond engagement and fan count?

STOP FLYING BLIND ON SOCIAL NOW ➤



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Smarter Social Media Marketing