



Z O H O



HOW TO USE SOCIAL MEDIA TO DRIVE MORE SALES



Zoho
CRM Plus

Solution guide by
ANEETHA UPENDRAN

How to Use Social Media to Drive More Sales

Lead qualification is, as you know, a typically slow process. You generally have information such as the lead's name, email address, and phone number. You contact the lead by phone, but they do not respond to your call. So you send them an email to inquire about an ideal time to follow up, and, a few days later, receive their reply with a time to chat.

You get to know their business needs, send necessary marketing materials, arrange a demo, and answer their questions. After several calls and emails, you somehow finally convince them to buy the product and close the sale.

But what did you miss?

During your follow-ups, what if you had known:

- The lead's demographics and the best time to contact them?
- Their professional profile, business, and account details before you sent the next email?
- Their preferences, interests, and personal traits?
- A list of competitors' products and features your lead was evaluating when you were negotiating the deal?

Knowing this information at the start would help you have a better understanding of your lead's needs, pitch the sale, and close the deal sooner. So how can you gather details about your leads? And from where?

The answer is **Social Media**.

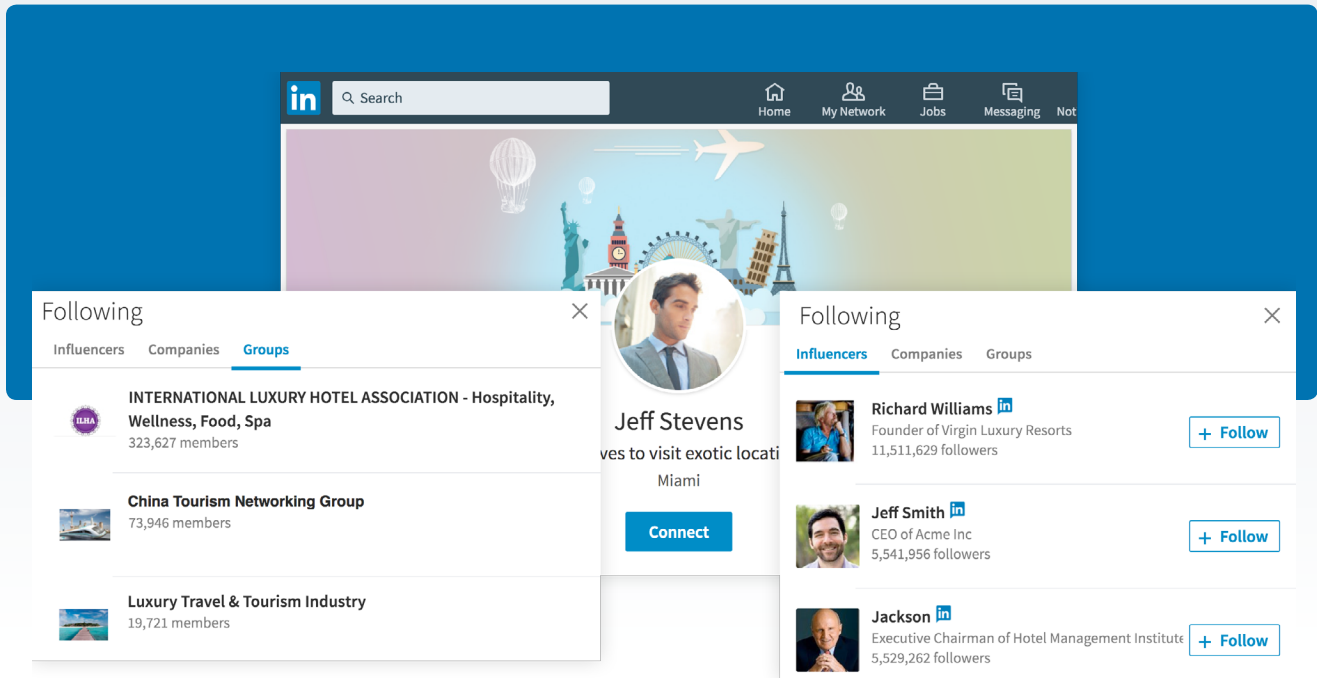
This solutions guide explains how your sales teams can utilize social media channels to interact with leads, understand their needs, and close deals faster.

What does social media give you?

Let's say, you go to the lead's Facebook profile. You can get information about the country and city the lead resides in. With this information, you know the time zone they're in and when to give them a call.

The image shows a Facebook profile for Jeff Stevens. The top navigation bar includes the Facebook logo, a search bar with 'Jeff Stevens', and navigation links for 'Charles', 'Home', and notifications. Below the navigation bar, the profile name 'Jeff Stevens' is displayed along with 'Timeline', '2017', and 'May' filters. There are buttons for 'Add Friend' and 'Follow'. The 'Intro' section lists: 'Global Brand Ambassador', 'Director @JeffStevens', 'Went to Stranahan High School', 'Single', and 'From Miami, Florida' (highlighted with a red box). It also states 'Followed by 5,925 people'. A blue banner at the bottom of the intro section says 'Scott and 100 of your friends have a bio. Add a bio to your profile too.' with an 'Add Bio' button. A post from Jeff Stevens, dated May 25 at 8:00am, reads: 'Today marks 28 years since my Father was killed in a plane crash. I often get the question asked, how do you fly if this happened? Flying is very important to me, every time I step onto an airplane (which is 3-4 times per month), I feel empowered, I feel like I am conquering my fears, I feel a tremendous sense of success. Considering this happened 3 weeks before I graduated high school, it was definitely the worst thing that has ever happened to me, so in my head, the worst has happened, so I have no downside in anything I do in my life!!!'

While on the phone, you're already aware that the person you are engaging with is the CEO and the top decision maker. You can gather the role, profile, and business information from the lead's LinkedIn profile, and their professional skill and industry connections. All this gives you an insight into how you should pitch the sale and provide the right information to the lead.



During your chat, you understand the lead is interested in your product and has started evaluating it. As you're chatting, you can uncover their likes and dislikes by looking at their Facebook timeline, and you begin to establish good rapport with them and gain their trust.

From their recent tweets, you know that your lead is evaluating competitors' products as well. So during the negotiation stage, you email a comparison sheet with the details of your product and that of your competitors, and offer the best pricing possible to close the sale.



Overall, the benefits social media adds to your sales strategy are priceless. You identify potential leads, interact with them, understand their needs and pain points better, and finally pitch the sale. And you can provide the best service possible during each stage of the sales cycle, helping your leads make better purchase decisions.

How to bring social context to your sales?

So you're engaging with leads on social media. Smart move! But now here's the thing: That data is scattered across several platforms. You have to spend more time manually entering it, and that means it's harder to capture inside CRM—and harder to engage with leads.

But what if you had a platform that could give you a contextual view of sales and social media data in one place, with real time updates on the conversations you have with leads?

Well, you can do this with Zoho CRM Plus.

Zoho CRM Plus is an end-to-end customer engagement suite which allows you to automate every stage of the customer journey and provide an incredible customer experience. With Zoho CRM Plus, you can improve operational efficiency, maintain customer satisfaction, and accelerate business growth.

Zoho CRM Plus brings social context to your sales by:

The screenshot displays the Zoho CRM Plus interface for a lead named Jeff Stevens. At the top, a blue banner reads: "Helping you automatically find your lead's or contact's social media accounts and map them with their sales data". Below this, the lead's profile is shown with a "Social" tab selected. The profile includes a "Twitter" section with a "Follow" button and statistics: 11.2K tweets, 488 following, and 2.0K followers. It also lists "Facebook" and "Google+" sections, each with an "Associate" button. The interface is clean and modern, with a sidebar on the left containing navigation options like "Info", "Timeline", "RELATED LIST", "Notes", "Attachments", "Products", "Open Activities", "Closed Activities", "Invited Events", "Emails", "Zoho Desk", "Campaigns", "Social", "Zoho Survey", and "Visits - Zoho SalesIQ".

Intelligently suggesting the best time to contact your lead

RELATED LIST +

Notes

Zoho Projects

Attachments

Deals

Open Activities

Closed Activities

Invited Events

Cases

Leads

Sales Orders

Purchase Orders


Emails


Invoices

Zoho Desk

Campaigns

Social

←  **Jeff Stevens - Zylker Travels** Send Email Edit Create Button ... < >

Contact Owner **Charles Stone** 

Email **jeff.stevens@zylker.com**






Phone **+1-305-973-5555**


Title **CEO**

Territories **Central** Assign







HIDE DETAILS ^


Contact Information

Contact Owner	Charles Stone 	Lead Source	Website
Account Name	Zylker Travels	Contact Name	Jeff Stevens
Email	jeff.stevens@zylker.com	Vendor Name	Zylker Associates
Phone	+1-305-973-5555 	Title	CEO
Other Phone	+1-305-973-6666 	Department	Central Zone
Mobile	+1-305-973-1111 	Home Phone	+1-305-973-2222 
Assistant	William Hennings	Fax	+1-305-973-4444





Best time to Contact Today
1:10 PM In 6 hours and 11 minutes 


Providing consolidated profile information of your lead







Home Posts Messages Monitor **Connections** Collaborate Reports Zylker      

 **Jeff Stevens** ... x Contact

Social Networks

-  **Jeff Stevens**
-  **@JeffStevens**
-  **JeffStevens**
-  **JeffStevens**

Personal Info 

-  **jeff.stevens@gmail.com**
-  **+1-305-973-5555**
-  **+1-305-973-1111**
-  **zylkertravels.com**
-  **Miami**
-  **A travel freak who loves to visit luxury resorts and locations**

Interactions **CRM Info** **Twitter** **Google+** **Instagram**

Contact Information

Last Name **Stevens**

Account Name **Zylker Travels**

Email **jeff.stevens@zylker.com**



Lead Source **Website**

Phone **+1-305-973-5555**

Mobile **+1-305-973-1111**

Show details

Owner Details

Owner Name  **Charles Stone**  **online**

Email **charles.stone@gmail.com**

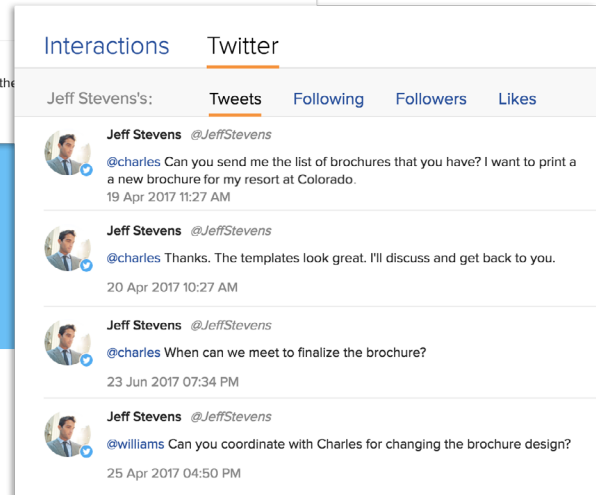
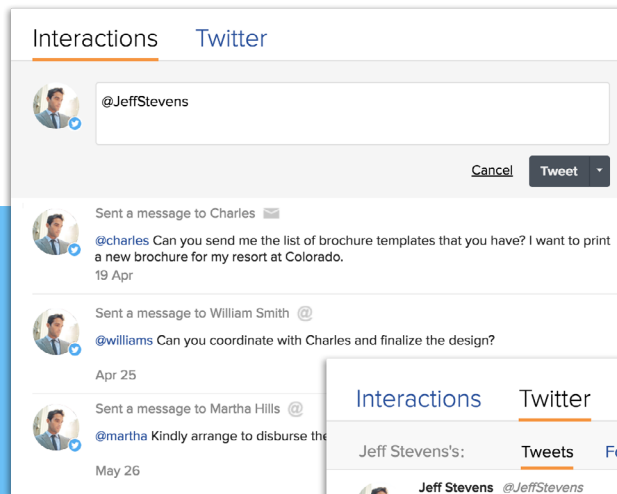
Mobile **+1-305-973-5050**

Phone **+1-305-973-7777**

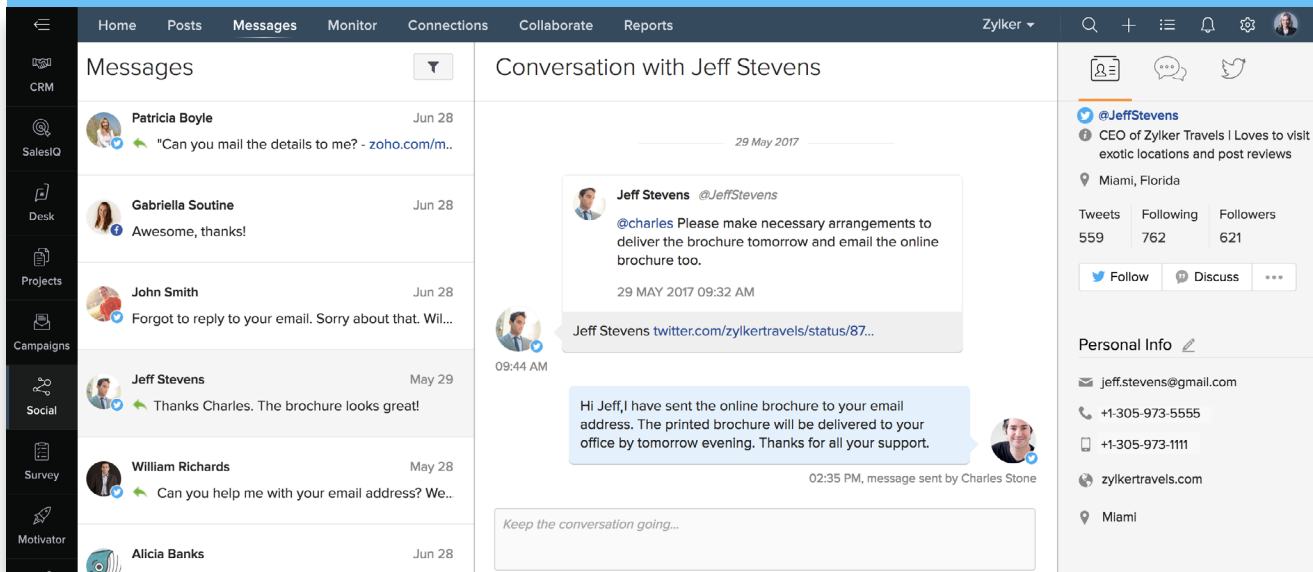
Potential Summary

Potential Name	Amount	Stage	Probability(%)	Closing Date	Type
Workplace - Recurring Business - Standard plan - Yearly Subscription	\$ 1207.50	Closed Won	100	2017-06-15	Recurring Business
Mail Suite - New Businessness - Standard plan - Yearly Subscription	\$ 1330.00	Closed Won	100	2017-06-16	New Business
Social - New Business - Professional Plan - Monthly Subscription	\$ 1380.00	Closed Won	100	2017-06-18	New Business

Capturing all social interactions of your lead in real-time, such as what they tweet, post, or like from the corresponding lead's social media page



Interacting with your lead and sending direct messages to them.



You can also access Zoho Social, click the **Connections** tab, and identify your lead from the list to view what they say about your product or brand, and view their CRM information.

So, you see how Zoho CRM Plus helps you bring social context to your sales.
To learn more, go to

<https://www.zoho.com/crm/crmplus/>

You can also check out:

<https://www.zoho.com/crm/help/social/>

To learn more about the social context in Zoho CRM

<https://www.zoho.com/crm/help/social/social-tab.html>

To learn about the Social tab in Zoho CRM and how to use it.

<https://www.zoho.com/crm/help/social/social-profiles.html>

To see how to set up the social media integration, associate profiles with leads or contacts, add a profile image to a record, remove a profile association, and view Social Related List section.

Visit our blog to find out

[How you can use Social tool that talks to your CRM.](#)

Send your feedback to support@zohocrmplus.com to help us improve further.