



**Your Complete 7-Step  
Checklist for  
Lead Generation &  
Conversion**

[SocialSellinator.com](http://SocialSellinator.com)



Over the past decade I've helped dozens of companies and hundreds of individuals with their digital marketing, social media marketing and social selling. This experience gave me a huge opportunity to measure, analyze, and test the effectiveness of different strategies at scale and incorporate the latest trends.

I've personally created this checklist to give you an easy way to remember the 7 most important things for lead generation & conversion on social media.

- Jock Breitwieser

**#1 Help Your Sales Team Become Subject Matter Experts Through Quality Content**

- Provide your sales team with quality content they will use to learn about specific areas. Train them regularly, and make sure they know exactly how to reassure clients that your brand is the right choice for them.

**#2 Have Appropriate Content Formats for Your Target Audience**

- You can't know what content format will provide you with the best results and there is no single answer to this question, so mix it up with different formats and appeal to a larger target audience. Consider blog posts, images and infographics, quick videos, webinars, quizzes or ebooks

**#3 Adding Value to Conversations**

- Clearly tell your prospects how you help them make/save money, solve their pain and increase their efficiency. Ask about their needs, and propose a solution only you can give them. Provide them with value, and you'll hit the bulls-eye.

**#4 Seek Out Social Media Groups & Communities**

- On Facebook, LinkedIn and Reddit, find the groups where your prospects are. Don't hide that you're a vendor, but don't sell and jump into the conversations with useful information.

**#5 Target the "Shot Callers"**

- Identify the decision-makers and engage with them: C-level managers, mobilizers, and business users.

**#6 Cross-Selling and Up-Selling Through Thought Leadership**

- Establish yourself as a thought leader and showcase that you're an authority who can competently address your target customers' challenges. Show in-depth expertise and propose innovative ideas to inspire and motivate people.

**#7 Don't Limit Yourself to the Online Environment Only**

- There are many more leads online than offline. They're much easier to capture, and they're more affordable to acquire. The challenge is that it's actually harder to convert online leads. Explore business opportunities in the offline world as well, as there are absolutely enough leads to help you meet your sales goals.

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# Sick of Running Your Own Social Media?

Talk to us and we'll show you how to effectively and efficiently run your social media, align your marketing with sales and save you time, so you can run your business.

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