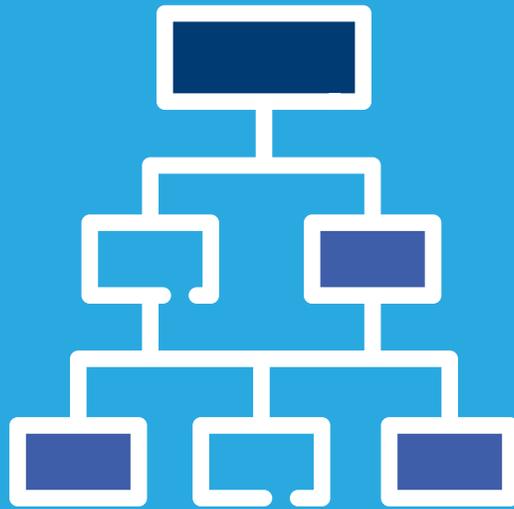




*How to Make*  
**FULL-FUNNEL IMPACT**  
*with Social Media*



## Introduction

It's time for marketers to look at social media in a new way: as a source of intent data.

Traditionally, when marketers think about social media marketing, we think about using social networks to get our message out there. We focus on creating appealing content and getting that content in front of the right people who can amplify our voice on social. We think about reaching our target audience through social advertising.

For the last decade, marketers have thought of social as a top-of-the funnel play within an inbound marketing methodology. We believed that by posting the right content on social consistently and building a community of followers, we will attract prospects' attention and some of them will eventually become leads and customers.

We measured success by using awareness and engagement metrics like share of voice, sentiment, number of shares, replies, clicks, and traffic to our website. We did not connect social media activities to the lead information in our marketing automation or CRM databases and thus, we didn't know how social media is contributing to deeper funnel metrics such as Marketing Qualified Leads (MQL), Opportunities and revenue.

The other perspective to look at social media is think of it as a giant database of user intent that can help us get a holistic understanding of our buyers.

At this point, the world has become incredibly noisy with more and more channels, marketing messages and content competing for your busy and distracted buyers' limited attention.

To illustrate what marketers are up against, consider the following stats:

- The average click through rate for promoted Tweets on Twitter is 0.35% (source [LookBookHQ](#)).
- The average CTR for display ads across all formats and placements in the US is 0.08% (source [LookBookHQ](#))
- 79% of marketing executives say it's a challenge to get and hold the attention of target customers (source [LookBookHQ](#))

In an age where buyers are much busier and more information overloaded than ever before, the only way for brands to be relevant is to listen, really truly listen, before we engage.

User-published content and user activities on social networks can provide us a wealth of information about our potential buyers.

In a quick sweep through someone's social media profiles, you can see their professional interests, whom they're connected to, the influencers they follow, the brands they follow, the topics they are interested in and more. B2B buyers go to social networks like Twitter, LinkedIn and Quora to post articles, interact with brands, influencers, and tweet about the events and conferences they attend.

In addition, as people are sharing your content on social media with their community, clicking on your links, they are giving clues on where they are in the buying journey.

What makes social different from other channels is that social is the only place where people are willing share your branded content with others. This doesn't happen with other types of marketing assets. For example, your audience doesn't show display ads to each other, or send branded email blasts or bid on search terms to tell your friend about your product.

At this point, there is technology to process this unstructured data from social media to help us figure out what our prospects and customers care about, what their interests are and whether they are in an active buying cycle.

By tracking what people are talking about on social networks more broadly in your space and how people are engaging with your owned content on social, you can get a much broader understanding of your target audience — even at the individual lead or contact level. You can use these insights to create the right messaging and content to move your buyers through each stage of the buying journey.

This eBook will break down how to use social media to impact the entire funnel. We will address these topics:

## **I. What Is Intent Data from the Social Web?**

## **II. How to Do Effective Social Listening**

## **III. Social Intent Data Use Cases**

1. Brand Awareness
2. Discover New Prospects
3. Lead Scoring
4. Sales Intelligence
5. Interest Based Segmentation
6. Content Planning
7. Account-based Marketing

## **IV. Measuring Success – Full-Funnel Analytics**

## **About Socedo & Simply Measured**

# I. What Is Intent Data from the Social Web?

Intent data from the social web is the collection of actions people take on social networks that provide insights into topics and products they are interested in.

Now that social media has become essential to our daily lives, we are generating a mind-boggling amount of data through our interactions on social media.

In every 60 seconds, 350,000 Tweets are posted on Twitter, 120 new users sign up on LinkedIn, 4+ million likes happen on Facebook, and 2+ million Instagram hearts turn red ([LookBook HQ](#)).

According to recent survey of marketing leaders by Gartner, [almost 50% of marketers](#) see social networks as a critical source of consumer and business insights.

At this point, social data has been used to detect earthquakes faster than traditional methods, to [predict stock market fluctuations](#) with surprising accuracy. But you can also use social data, in the form of listening, to sense the shifts, seismic and otherwise, in your own industry.

Social Listening Is the Methodology of Using Social Media Data to Understand What Your Target Audience Cares about, so That You Can Communicate with Them in the Most Relevant Way and as a Result, Attract, Occupy, and Hold Their Attention.

With sophisticated social media analytics tools, you can quantify the kind of impression your brand has made on your target audience by mention, sentiment and reach on social media. Listening helps you discover which topics, media types, people, and demographic segments are having the greatest impact on brand awareness. It is your secret weapon for:

- Discovering new audience segments
- Analyzing emerging conversations
- Identifying influencers
- Determining what content to create next

Social listening can also empower you to engage your potential buyers more effectively throughout the buying journey — after they've become aware of your brand.

Leading B2B marketers have begun to use social media data to understand buyer intentions at the individual user level, identify in-market buyers for their product category, target their sales prospects with greater precision, and as a result, achieve meaningful lifts in conversion rates, opportunity creation rates and revenue.

## **Broadly Speaking, There Are Two Types of Social Intent Data:**

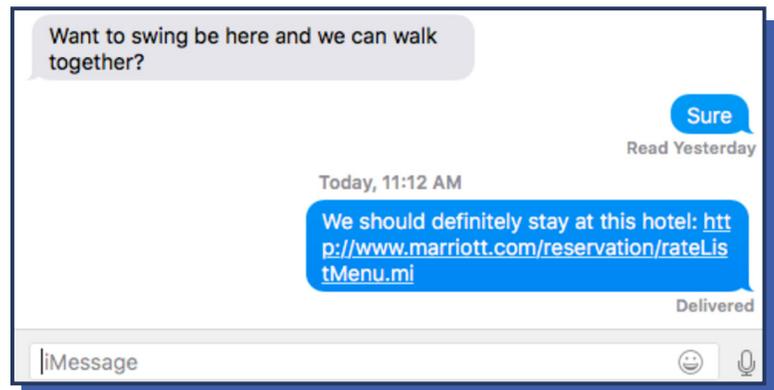
### **1. Data Generated Through Engagements with Your Owned Digital Properties and Content**

There are a lot of insights you can glean from how people are engaging with your owned content on social.

This includes activities such as following your brand on social media channels, and engaging with your Tweets, posts, and videos (i.e. shares, retweets, comments, clicks on URLs).

This also includes actions such as when someone shares one of your website pages / URLs with their colleagues, friends or family privately through email, text message, Twitter Direct Message or chat.

Social sharing of branded content is an especially valuable source of user intent. To fully understand how to engage your audience, you must know what they do with your content through all of social, especially where most sharing happens — through social messaging.



Historically, private sharing of branded content has been impossible for marketers to track. This isn't available through your web analytics tool. URL shortener tools don't provide this data either (they just count clicks). And when it comes to sharing, less than 1% of people use those share buttons on your website.

With recent advances, you can now track content sharing and understand what types and pieces of content are most effective, what your audience cares about, and where your

audience is in the customer journey. With this information, you can be that much more strategic in the pieces of content you invest in and use your content to better move potential buyers through the buying process.

## 2. Data Generated Through Engagements with Others in Your Space

The B2B buying journey does not start on your website. It starts on the broader web when someone recognizes a problem they want to solve and starts to gather information to increase their understanding of the solution space.

[55% of B2B buyers](#) search for information on social media and 84% of CEOs and VPs use social media to make purchasing decisions.

As people go to social networks to do research, they're leaving behind data points that help you identify when someone is showing intent or interest in your product space.

If you knew the following things about the contacts in your marketing automation database, what would you do with this information?

- The influencers your contacts are following or have just followed
- The topics your contacts research most
- The events, news, or keywords your contacts care most about
- Which competitors your contacts are following or have just followed

Of course, you would use this information to figure out what type of content to create and what messages to send to people. You may also use this data to prioritize the types of leads your marketing team send to your sales team.

At this point, there are solutions that can match the contacts in your marketing automation database to their social media profiles and add social media activities onto lead records as soon as leads take relevant actions. As a result, you can listen to your prospects 24/7 and engage with them as soon as they show interest in your space.

## II. How to Do Effective Social Listening

Now, let's take a detailed look at the kinds of insights you can glean from these two types of social intent data.

### 1. Engagements with Your Owned Content – Content Share Tracking

Of all the types of behaviors on social media, sharing is one of the strongest indicators that someone cares about what your brand has to offer.

You invest so much resources on creating content, both on your owned social channels and on your website. Yet, it's not easy to figure out which content to produce and how to drive more web traffic and conversions with social.

The main problem is that most of the sharing happens in private channels like text message, chat, or email.



*According to RadiumOne, 84% of consumers' outbound sharing from publishers' and marketers' websites now takes place via private, dark social channels such as email and instant messaging.*

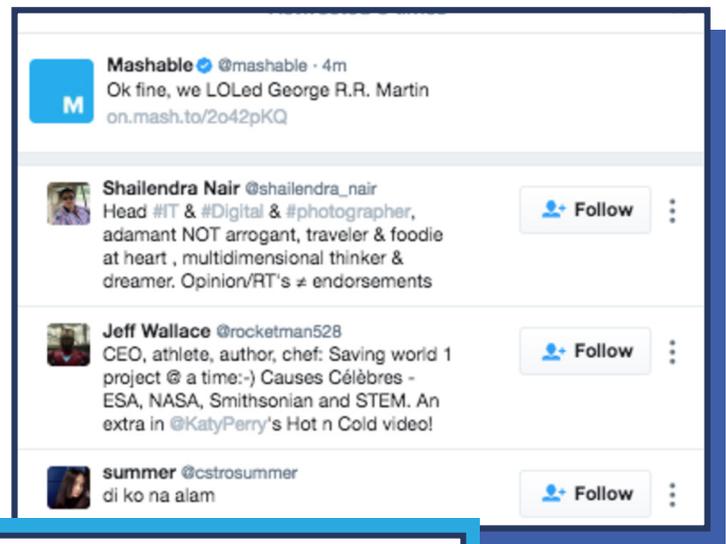
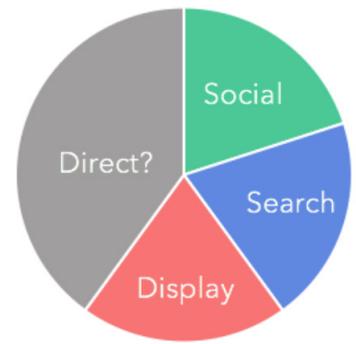
You need to be tracking all the content you create and put out there on social, because your content meets all stages of the customer journey. Instead of thinking about how many clicks can you get, think about what you can learn about your audience based on how they respond to this content.

Web analytics tools, URL shortening tools and even traditional social media analytics tools cannot not give you visibility into the magnitude of this behavior.

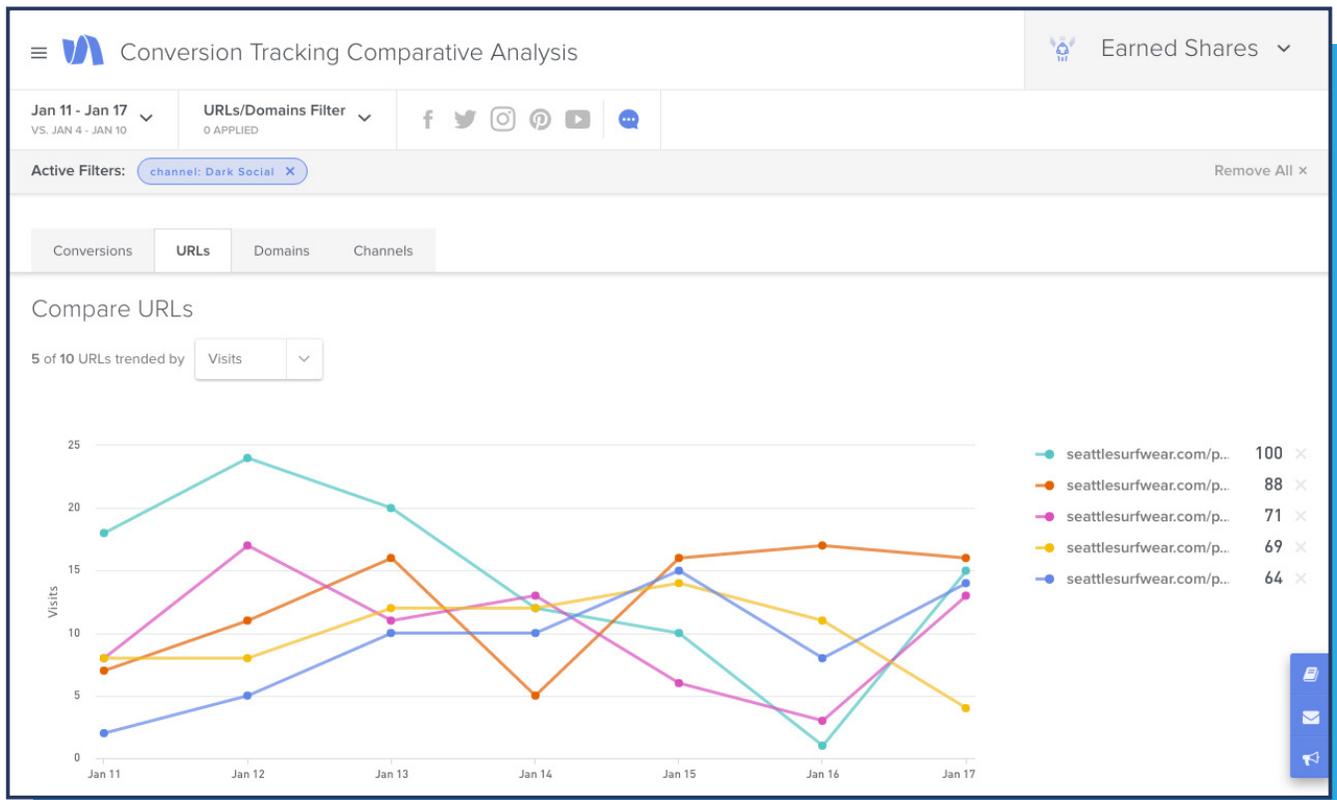
In your web analytics tool, you can't analyze social posts specifically, or see how your web content is shared through social messaging apps, like Facebook Messenger, Slack, and even text messages.

All this activity just gets dumped into the mysterious "Direct" bucket in your web analytics.

You may use URL shorteners, but they just count clicks. And when it comes to sharing, less than 1% of people use those share buttons on your website.



With a solution like Simply Measured, you can track content sharing through private social channels, capture sharing done via address bar copy/paste (the vast majority of sharing), easily segment between owned and earned content sharing. No complex URL parameters or custom report building required.



Plus, content share tracking makes it easy for you to analyze traffic from your social posts and from the URLs people share organically simultaneously.

In addition, you can combine social and web performance metrics to analyze the impact of content through social throughout the funnel, and integrated this knowledge with social analytics and listening for complete analysis of social profiles, content sharing, and audience interactions—from conversation to conversion.

## Here's What You Can Learn and Optimize by Using Content Share Tracking.

### “How Much Traffic, Time-on-site, and Page Views Came from Social?”

CHANNEL	SHARES	VISITS	UNIQUE VISITS	PAGEVIEWS	UNIQUE PAGEVIEWS	AVG. TIME ON SITE	AVG. BOUNCE RATE
Dark Social	568	1.2K	1K	2.3K	1.7K	00:02:55	68%
Facebook	39	679	609	1.2K	879	00:01:26	66%
Twitter	15	1.8K	1.6K	2.8K	2.2K	00:01:43	79%
Pinterest	2	15	14	17	14	00:00:05	87%
Instagram	0	15	14	103	71	00:09:55	27%

Having a general idea of how much web traffic your social media program generates is one thing, but knowing which specific channels and posts are driving web traffic and web behavior is quite another. This information takes you from basic knowledge to fluency in describing the cause and effect of the different social media levers you're pulling.

For instance, do you really know what your strongest social media channel is? Is it not Facebook, as you thought, but text messaging? How much web traffic are you directing to specific product pages, and which social channels are most effective at cultivating this traffic?

Once traffic lands from social, does it stick around or swiftly leave? How can you move towards better bounce rates and longer time-on-site? Are some social channels, campaigns, and/or post types creating “stickier” site traffic than others? With this information, you can highlight troubled areas in your overall digital strategy when it comes to delivering on what you are promising. These insights can open up meaningful, business-impacting conversations between you and the rest of your marketing team.

Knowing the answers to these questions is a major step towards understanding your audience and building content they're more likely to interact with and convert from.

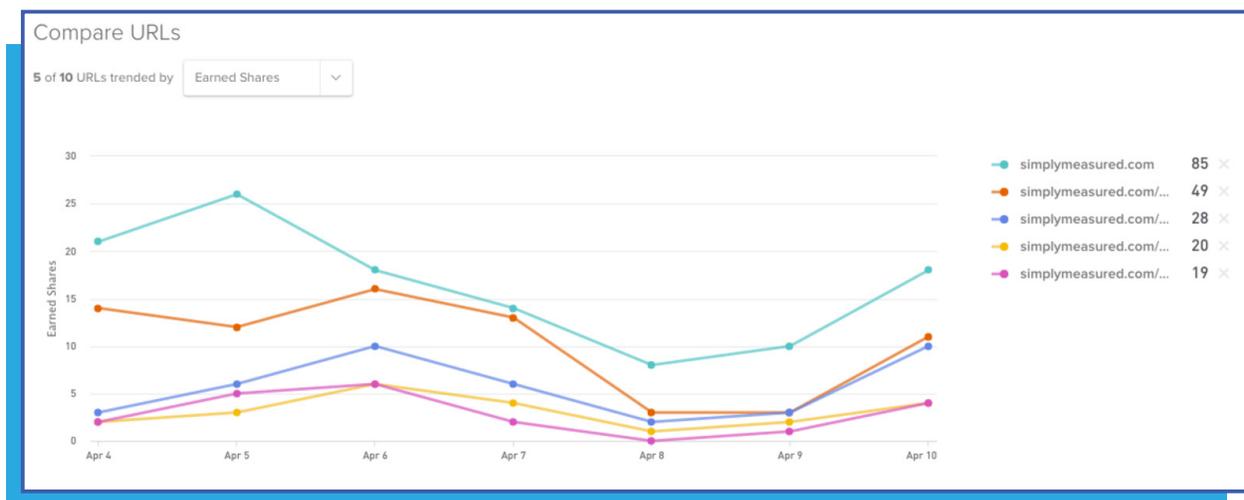
### “How Much Traffic Came from Each Post in Our Latest Campaign?”

Which specific social media posts are driving the most traffic for you? How can you tailor your

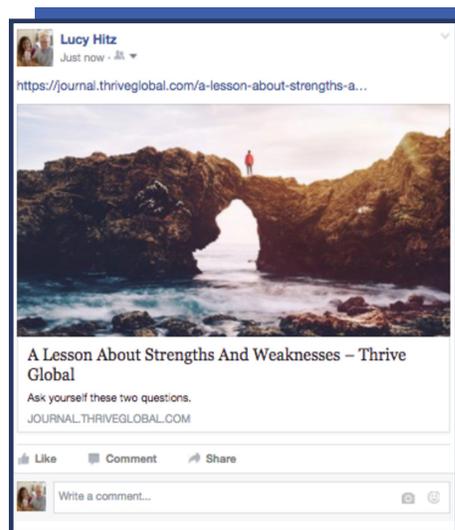
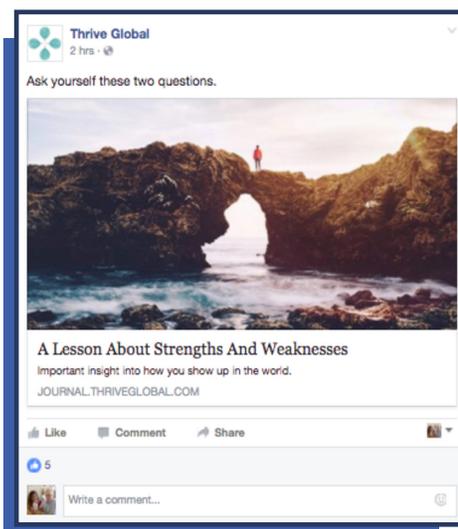
future strategy accordingly, and how will this change the way you think about post copy and visual messaging?

How can you use this to validate strategic risks like investing in expensive video production, an influencer marketing program, or even a new hire?

## “What’s the Traffic Breakdown Between the Urls Shared by My Brand and Those Shared by Visitors to My Website?”



Once visitors from social hit your site, are they sharing the content they find there? What kinds of content on your site are they sharing?



Knowing which pieces of content from your website are being interacted with the most, you'll have new insights about your target audience to help you improve results for future campaigns and product launches.

For example, should you be creating more content like Killer Piece of Content A, which is driving 80% of your traffic from YouTube? Why did that piece of content succeed? Or should you invest more time in crafting highly targeted content for Twitter, which surprised you by driving 40% of traffic to your site from social media—all from URL's shared by your social audience?

Which goals can you set and work towards? How can you transform your social media content to encourage more visits, based on the URL's which generate the most visits now? What can you learn from the way social media users organically share and drive leads to your business when building your owned content?

Pivot your thinking away from "How many clicks can I get?" to "What can I learn about my audience based on how they respond to this content?"

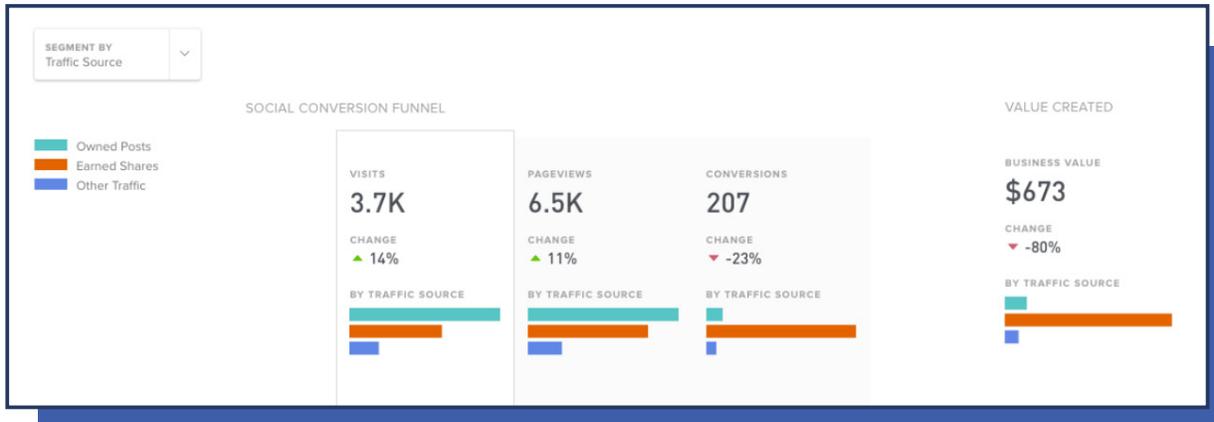
### "Which Channels Do People Use to Share Our Content?"



And how does this vary from campaign to campaign, product to product, and topic to topic? Do different audience segments share your content on different social channels? For instance, is an older demographic more likely to share your content on Pinterest or Facebook? How will you tailor your content accordingly?

Is dark social a major, undiscovered channel for your brand? What can you do to increase the shares your URL's receive on this channel, which tends to be closer to home (and the wallet) for people?

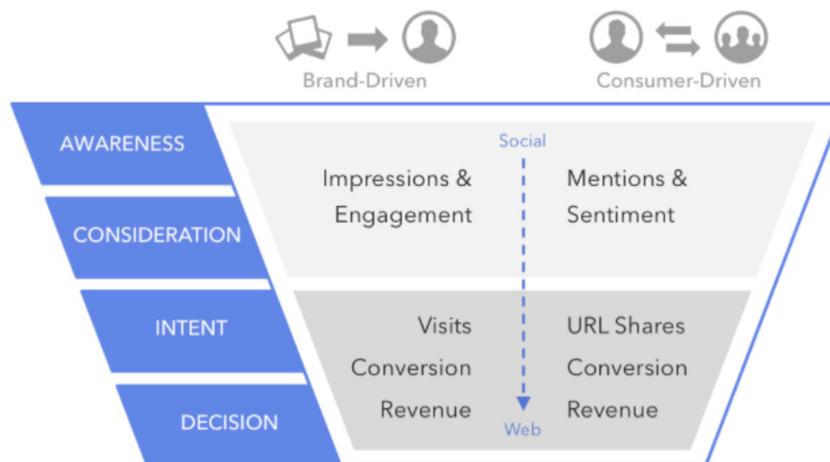
## “How Do I Create More Conversions from Our Content?”



Online marketing is about serving messages and media to your audience at the right times in the right places with one single goal: to move them through the customer journey and drive conversion.

Your content meets people at all stages of the customer journey. How can you use your content as a tool for pushing people one stage further in this journey?

## Social Metrics Matrix



Sometimes, your content is the first time that someone has heard of your brand. Other times, your content is the catalyst for that person becoming a customer. What’s the point of making people aware of your brand if none of them turn into customers? Awareness doesn’t keep the lights on and the water cooler full.

Again, social media data provides an answer. This is where you'll want to get out of the building.

Take a look at how your target audience is interacting with others in your space on social media. This data will help you figure out what they care about and how to get in touch with them and move them through the buying journey.

## 2. Data Generated Through Engagements with Others in Your Space

Socedo provides a [solution](#) that lets you listen to relevant social media activities from the leads or contacts in your marketing automation database.

Socedo uses Twitter as the basis of its intent data because Twitter data is completely public and Twitter allows third parties access to its raw data. As a result, Socedo is able to match individual Twitter profiles and activities to real user identities.

Other than your own social accounts, who else do your leads follow? This information will give you a mix of obvious influencers in your industry, but it will also reveal connections that you may not have realized existed.

### With Social Listening, You Can Learn Things Like:

- Which influencers do my leads follow and engage with most?
- What topics do my leads research the most about?
- What events, news, or keywords do they care about?
- Which communities or professional groups do they belong to?
- Which competitors are they following?

Here's an example of how a provider of business intelligence and data visualization software is listening to their target audience. Their business intelligence solution is a good fit for organizations using SQL server. They are tracking leads' activities around these Twitter handles:

- **@AmirNetz** (An influencer/ technical evangelist who works for one of their competitors)
- **@Gartner\_inc** (an analyst/research firm that has a lot of influence over IT purchase decisions)
- **@GuyInacube** (an influencer in the BI and data analytics space)
- **@Jenstirrup** (an industry analyst and influencer with BI buyers)

- **@Marcorus** (an author and consultant in the BI space)
- **@idigdata** (an influencer in the BI and data analytics space)
- **@SQLServer** (complementary technology)
- **@sqlpass** (a community of data professionals using SQL products)
- @Tableau (a competitor)
- **@techittraining** (Technical IT training services)
- **@HIMSS** (the largest community in the world for health IT/data professionals)
- **@HIMSSAnalytics** (the largest community in the world for health IT/data professionals)

When someone engages with one of these handles, the BI provider has a compelling reason to reach out to that person. For example, they can send someone who engages with a competitor handle an analyst report highlighting their product strengths vis—a —vis the competitor. They can send someone who engages an influencer thought—leadership content they've developed jointly with that influencer.

## Keywords and Hashtags Mentioned

Keywords and Hashtags mentioned is another important set of social intent data that will tell you what topics your leads are researching even if they aren't performing the research on your site.

Social intent data means you also aren't limited to the keywords strictly associated with research. Event hashtags, industry topics or other keywords could all indicate a good fit.

This business intelligence and visualization software provider is tracking these kinds of keywords and hashtags:

- **#GartnerTGI** (Gartner's Tech Growth and Innovation Conference)
- **#Tableau10** (a competitor product)
- **#ThinkDataThursday** (a trending hashtag used to tag posts about BI and data topics)
- **#VizOfTheDay** (a hashtag created by a competitor to encourage people to share interesting data visualizations)

## With Social Media Data Added to Individual Lead or Contact Records in Your Marketing Automation Database, You Will Be Able To:

- Understand the interests of your target audience to inform your content and campaigns
- Identify windows of opportunities to engage with existing leads or contacts in your marketing automation database who have become dormant
- Pass more Marketing Qualified Leads to your sales team or sales development team (SDR) through lead scoring
- Alert your sales team to follow up with valuable leads when they are engaging with your brand or relevant topics in your space.

## III. Use Cases for Social Intent Data / Behavioral Data from Social Media

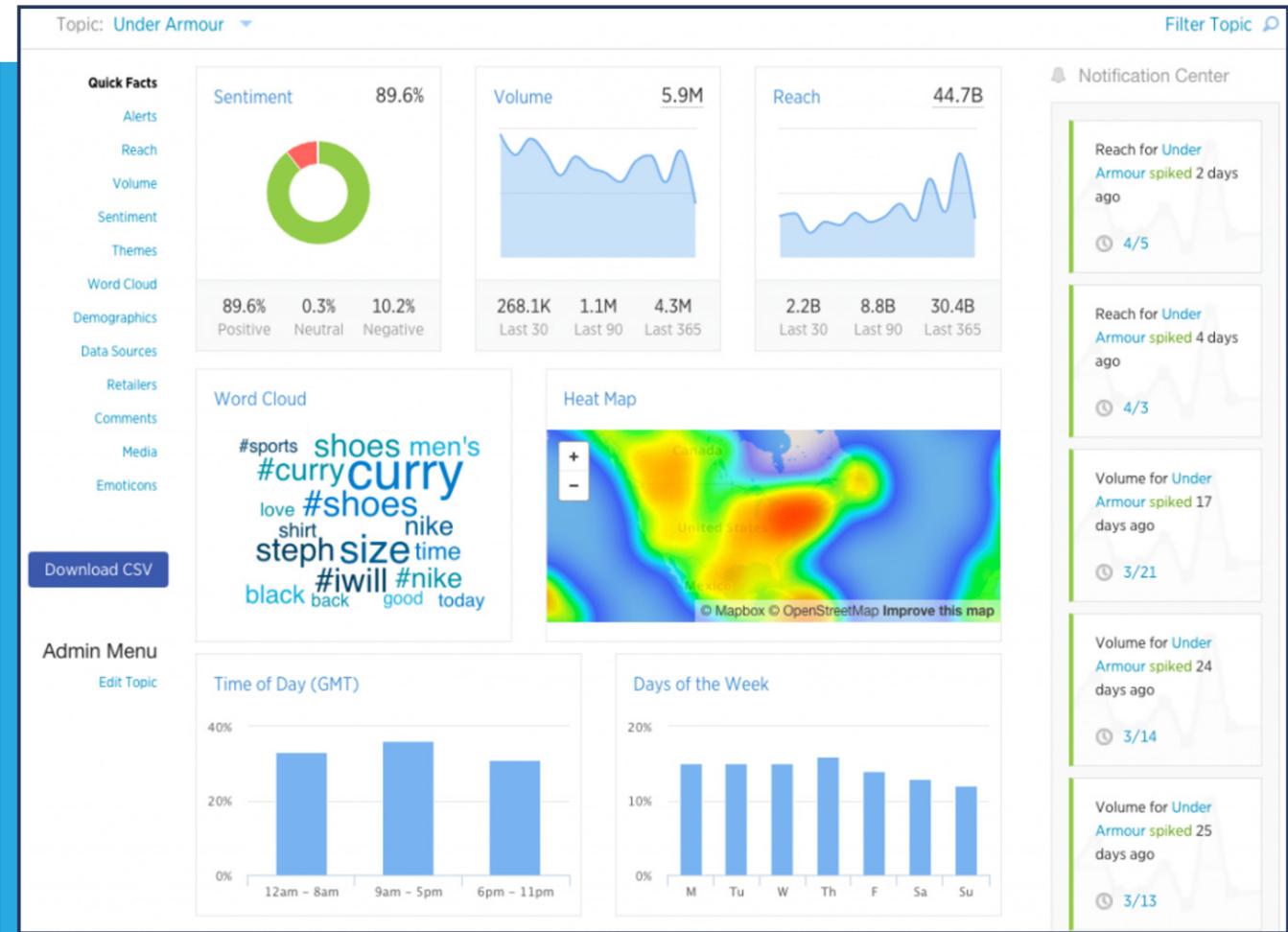
There Are Many Use Cases for Social Intent Data, Across Multiple Stages of the Funnel. They Are:

1. Brand awareness
2. Discover new prospects
3. Lead scoring
4. Interest—based segmentation
5. Create relevant content
6. Provide lead intelligence to your sales team
7. Account—based marketing

### 1. Brand Awareness:

Using a full funnel social analytics solution like Simply Measured, you can identify listen to social media conversations, identify influencers, understand what's resonating with your target audience, and analyze emerging topics of conversation to strategically drive brand awareness.

## Listen to conversation



Ever wonder what your audience is saying about your brand or which new demographics you should be targeting? [With Simply Measured Listening](#), you can monitor topics of interest to:

- Identify influencers. And increase brand awareness.
- Understand your target audience. What they're saying, and where they're saying it.
- Align your content with audience interests. So your messaging is always on—point.
- Measure the success of your campaigns. Both by volume and sentiment.
- Tap into emerging topics of conversation. For help planning future content.

## Identify Influencers

Listening can help you identify influencers who can help you increase your brand awareness and share of voice.

We all have a circle of influence, but we may only be influential about certain topics. The same is true when it comes to social media, and identifying the people who hold esteem in specific areas can be a challenging task.

### Influence Boils down to Three Key Factors:

1. Reach
2. Resonance
3. Relevance Product, Brand, Industry Conversations

The quickest place to start is by looking at the influential folks who are already engaging with your content and talking about your brand.

Listening allows you to look at your most engaged and most followed users. Surface the users who've engaged with your brand the most regularly, and users who've engaged with your brand that have the most followers.

If you want to focus your search around your brand or product hashtags, you can do that, as well. Listening also shows you the users who are posting the most often with your hashtag, the most—followed users, and those who are generating the most engagement with their posts that use your hashtag. This is a great opportunity to identify folks that are *already* your brand influencers.

### Get Outside the Building

We have a mantra on the Simply Measured marketing team that “the answer isn't in the building.”

This mantra pushes us to validate assumptions by listening to actual humans. This is good advice for anyone looking to identify influencers on social media.

Don't just look for the folks who are tagging your brand in every post and already engaging with all of your content (although, as I mentioned above, you may find some valid opportunities there as well). Look for folks who are driving value in conversations that are relevant to your brand, but not ones that necessarily involve your brand.

### Dig into Topics and Categories:

Username	Influence	Interactions	Sentiment	DataRank	Date	Gender	Age	Location	Source
pamela_rf	1,935,588	85,151	👍	33	Jan 10	Female			Instagram
Luke5SOS	7,101,879	82,345		74	Jul 21	Male			Twitter
Yenerys Orta	91	39,889		4	Jan 1	None			Pinterest

With listening, you can discover the most influential and engaged people discussing any topic of your choosing.

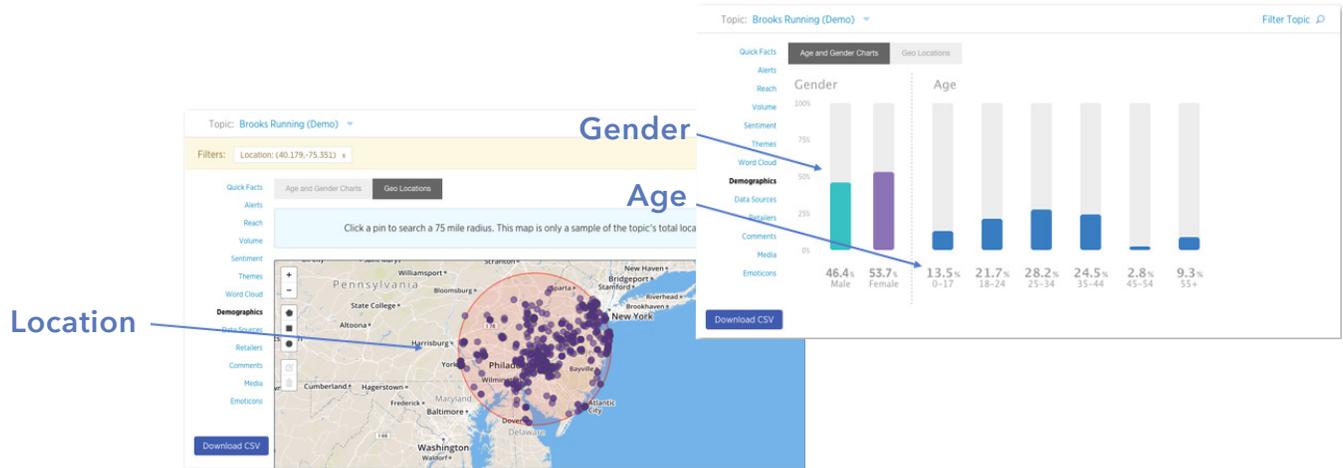
### Filter down to the Most Relevant People:

Username	Influence	Interactions	Sentiment	DataRank	Date	Gender	Age	Location	Source
vicky_gshore	3,033,986	12,563	👍	25	Aug 31	Female			Instagram
natalieevamarie	2,637,064	34,187	👍	31	Nov 23	Female			Instagram

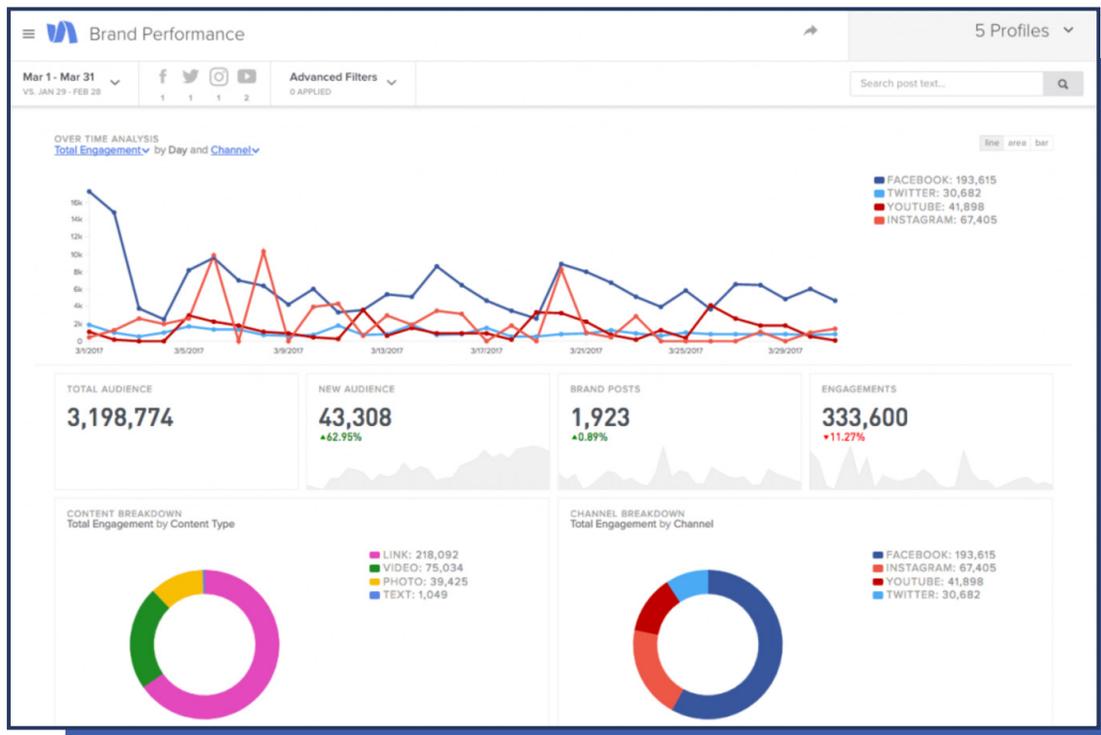
Drill down to the specific themes and demographic profiles that will be the most relevant to your audience. This will help you get the clearest picture of the influencers you want to work with.

## Find New Audiences Based on Demographics and Location

With solutions like Simply Measured, you can quickly view demographics around age, gender, or location, and determine if your target audience is driving the conversation for your business. You can also identify new groups you could be targeting to grow your brand's awareness.



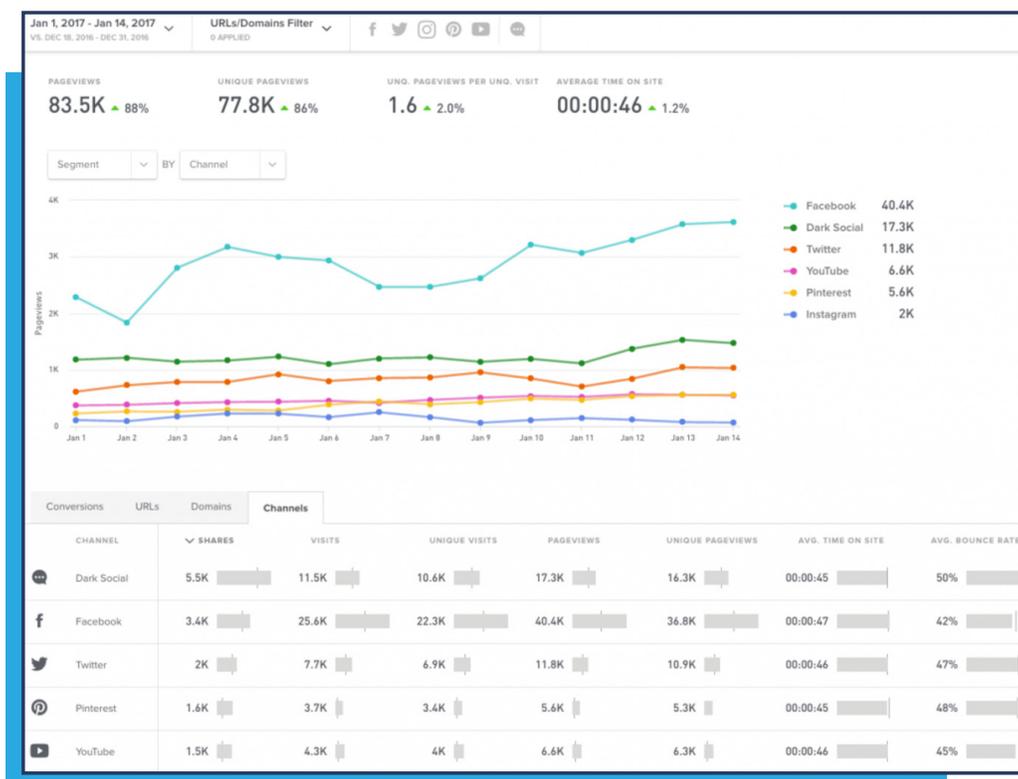
## Analyze Social Performance



With [Simply Measured Social Analytics](#), discover insights to plan and execute your social strategy, then benchmark your performance against competitors and across channels. Simply Measured lets you access your data any way you need:

- **Dashboards:** Slice and dice your data in its interactive dashboards to understand content type performance, campaign success, or benchmark against a competitor.
- **Reports:** Keep your stakeholders looped in on your success with reports. Create effective and efficient reports for your stakeholders and automate their delivery to your inbox or theirs.
- **API:** Social data shouldn't live in a silo. Bring social alongside the rest of your marketing and business data with its API to show the value of your social campaigns in the context of business goals. For example, you can create custom profile groupings for each of your market segments and import it into a custom dashboard either with us or in—house, giving you the ability to pull in every data type, but also giving you the flexibility to customize your metrics and calculation mechanisms.

## Track Content Sharing

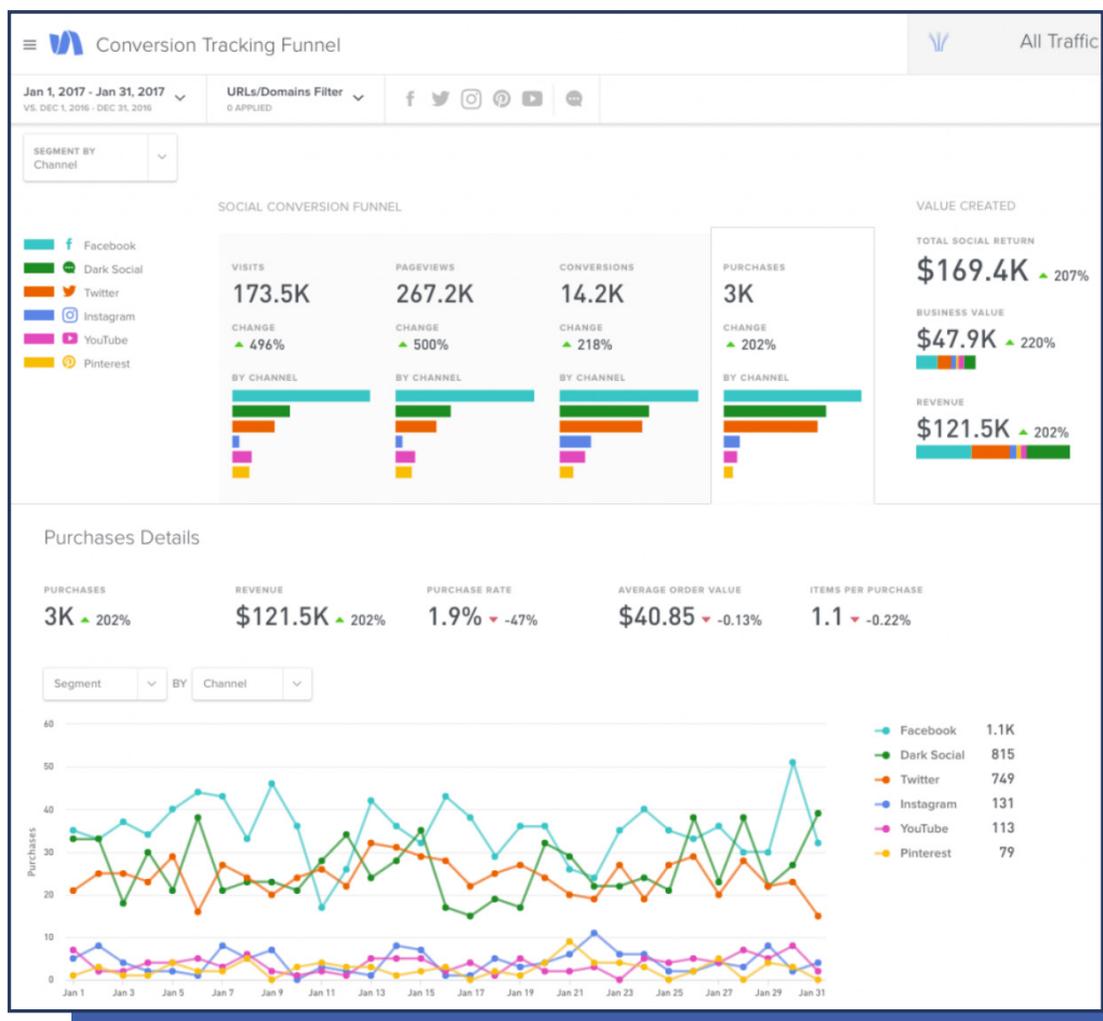


While engagement on your social posts is a good sign of brand health, what you really want to know is how your content is increasing awareness and leading your audience one step closer to becoming your customer.

With [Simply Measured Content Share Tracking](#) you can:

- Understand which content resonates with your audience. See which URLs your audience shares on social, both publicly and privately via text, email, WhatsApp, and more.
- Identify which content from social is most effective in getting people to your site. Based on page—views, time—on—site, bounce rate, and more.

## Measure Social Conversions



Driving full—funnel impact from social and content marketing means tracking your social content all the way to the point of conversion.

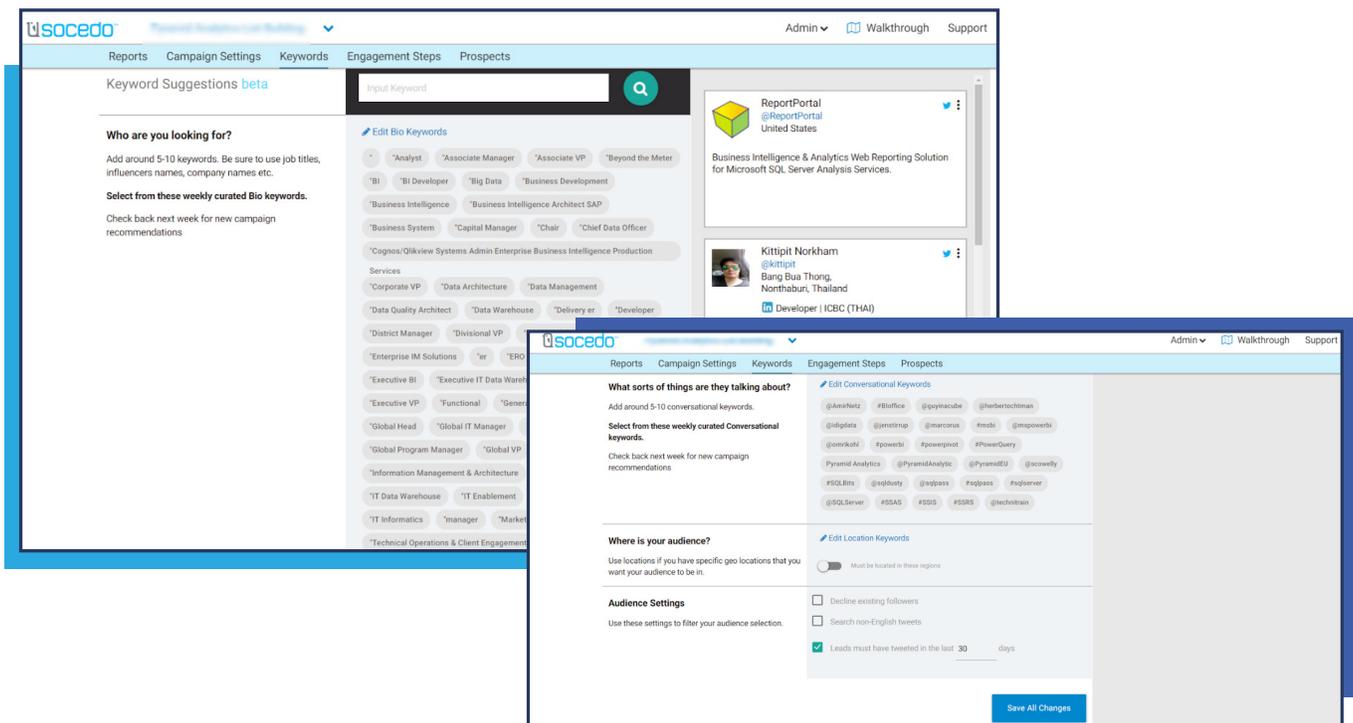
[Simply Measured Conversion Tracking](#) tells you:

- Which content your audience is consuming most
- If that content is causing conversions

Whether it be on—site purchases or form fills, you will be able to track any action on your website, measure the business value or revenue it brought to you, and tie it back to specific social posts and shares.

## 2. Discover New Prospects

You can use social data to discover new potential buyers who may be a good fit for your business. Socedo has a solution that helps you find new prospects based on demographic criteria like job titles / descriptive keywords as well as recent, relevant actions on Twitter. Every new contact comes with social engagement data so you can follow—up with each person in context.



Here are a few ways to build a list of target prospects:

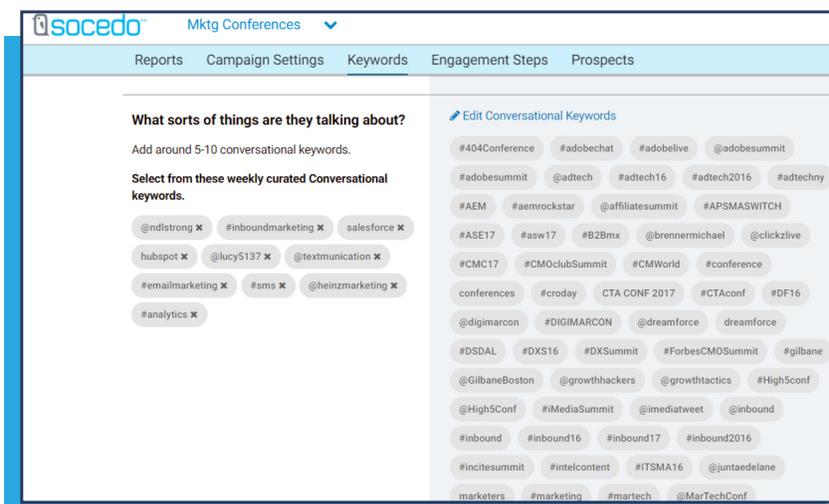
## 1. Find New Leads Based on Major Events in Their Industry

Conferences, tradeshow and other industry events are a demand generation goldmine, not just because your best prospects are all in the same room at the same time, but because conferences create conversations, with thousands of people talking about relevant topics on social media.

The conference hashtag is your secret weapon to extract the most value from all the social chatter. As a business attending or sponsoring an event, the hashtag is your key to identifying and engaging with your target audience.

With Socedo, you can set up a campaign to identify people who fit your target criteria (i.e. role, job description) and have recently tweeted about relevant events / conferences / trade shows in your space. From there, you can export a list of people to your marketing automation platform. Socedo will provide you with the contact info for each person, demographic fields like job title, company, corporate email address, firmographic data on the person's company such as company size and social engagement data so that you can follow up with each person in context.

Here at Socedo, because we sell to B2B marketers, we set up a campaign to track everyone who is talking about major marketing conferences on Twitter.



## Win Customers from Competitors

One of the greatest benefits of social media is that there is a ton of customer data. Who is driving value for other brands that market to customers like yours? How can you mimic these social media influencer programs?

**People/Partners**

**Reach**

**Engagement**

Username	Influence	Interactions	Sentiment	DataRank	Date	Gender
kineticrev	8,805	9,840	👍	79	Feb 14	Male
lgdailyrunners	254,917	5,933		33	Mar 13	None
kineticrev	8,822	5,627		79	Feb 15	Male
womensrunningcommunity	117,919	5,623		44	Feb 25	None

Once you've identified the competitors you want to focus on, you can put these competitors into a campaign in Socedo and the software will help you find the people who just followed or engaged with these competitors.

**Who are you looking for?**

curriculum education Educator Educators elearning  
 Elementary School Teacher employee training high school teacher  
 Human Resources Instructional Design marketing director  
 marketing manager Marketing Vice President Marketing VP  
 middle school teacher Principal school administrator school teacher  
 schooteacher teaching teched training

**What sorts of things are they talking about?**

@Animatron @explee @moovly @MrWideo @powtoon  
 @renderforestcom @ShakrMedia @TheAnimaker @videoeplainers  
 @VideoScribeApp

**Where is your audience?**

Must have these keywords

Must be located in these regions

**Knowledge Base**

- How can I use my competition to find leads?
- Can I find prospects based on keywords in their LinkedIn?
- How to find your audience
- Blog Posts**
- A tutorial for setting up your search criteria in Socedo
- Use Twitter keywords and hashtags to find niche audience your business
- A Deep Dive on Socedo's Criteria Self-Optimization

## Find People Who Engage with Your Technology Partners

If your product is complementary to other products in an organization's tech stack, then you can find potential buyers for your product by figuring out who is already engaging with your technology partners. When reaching out, let these people know how your solution is complementary to the technology they are already using.

For example, a marketing automation system is worthless until the company has populated the database with contacts they want to go after and has clean, complete and accurate information on these contacts. If you sell a data enrichment solution, you would want to target companies that already use a marketing automation platform and say something like



*“We notice that you use [name of marketing automation platform they follow on Twitter], we found that on average, 25% of all contacts in a marketing automation system become out-of-date every 12 months. Do you have an ongoing contact data management strategy in place?”*

With Socedo, you identify people who are following or engaging with any brand on Twitter, including the technology companies you partner with.

## Find People Who Engage with Influencers in Your Industry

Industry influencers are influencers because they are prolific at creating and sharing educational content on social media. They tend to share original research, curate great content and make predictions in their fields. Some of your potential customers are following influencers in your industry.

As mentioned earlier, with Simply Measured Listening, you can monitor topics of interest to identify influencers in your space. With Socedo, you can find people who are following relevant influencers on Twitter and engage with them.



### 3. Lead Scoring – Increase Sales Velocity by Adding Social Data into Your Lead Scoring Model

Lead scoring is critical to figuring out which type of customer is the “right fit” for your business.

Odds are your marketing and sales departments have spent a great deal of time and money answering trying to figure this out. You probably have detailed and accurate answers involving industry, company size, technology use and job title.

But you know that your sales team can call someone who fits your buyer persona perfectly and still end up without a sale. Why is that?

Because there is more to lead scoring than just fit. The lead must also have a need for your product or service and be ready to research and evaluate solutions. Unfortunately, you can't tell whether a lead is ready by scoring them on fit alone. **You also need to track their behavior.**

At this point, most of us understand the importance of behavioral lead scoring in order to have a full understanding of our leads' quality and sales readiness.

You might be nodding your head in agreement. “Yes, we already track lead behavior through website visits, email clicks, content downloads and other engagements with our brand.”

That's an important aspect of behavioral lead scoring. Unfortunately, it won't give you the whole story. By the time a lead reaches your website, they've already done [60% of the research elsewhere online.](#)

For many organizations, only a single digit percentage of leads in a marketing automation database have engaged with a marketing campaign in the last 30, 60 or 90 days. That means marketers can do nothing about the 90 plus percent of leads that are cold in their database.

By failing to track the activity a lead performs before they engage with your brand, you're missing out on the first half of their research process! This creates a major blind spot in your lead scoring system and gives your sales team a lot of catching up to do when they finally discover the lead.

Social intent data can help you fill this blind spot.

With Socedo's ability to match leads in a marketing automation system to their activities on Twitter, you can now add relevant social signals to your lead scoring model. By doing so, you can now identify warm leads you would have missed otherwise.

In the previous section, we talked about how to find new prospects based on social media activities, i.e. finding the followers of a key influencer in your industry. Lead scoring follows the same logic: you want to assign value to attributes that indicate someone is showing interest in your brand or product category.

### **Below Are Six Types of Social Data That Should Influence Your Lead Scoring:**

1. **Hot Topics in Your Industry:** Take inventory of the topics your industry is chatting about. While someone talking about #smm might not be actively searching for a social media analytics solution, the odds are higher than if they were discussing the new season of Silicon Valley. Research different topics and keywords and constantly adjust their weight in your lead scoring.
2. **Hashtags of Major Conferences in Your Industry:** Attendees of industry conferences should be a target for your sales and marketing. Even if you aren't attending the conference, your lead's attendance is a strong indication that they are learning about new industry trends and evaluating different solutions. If you are attending the conference, those keywords should be weighed even higher to allow you to engage with other attendees before and after the show.



**3. Engagement or Mentions of Influencers or Complementary Companies:** If you partner with other companies or tend to get a lot of business from users of a specific software, your lead scoring should track mentions of those complementary companies.

For Socedo, we track key technologies in the marketing stack like Marketo, HubSpot, and Salesforce because we know people who mention those companies are the right demographic and they're actively researching or investing in their marketing stack. Mentions of experts in your industry can also be an indication that a lead is doing research on a particular problem.

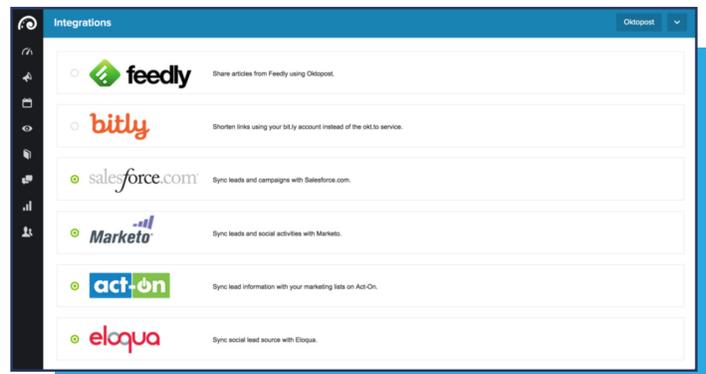
**4. Follows, Mentions and Replies to Your Competition:** Any engagement with your competitors should be an indication that your lead is either evaluating solutions like yours or is already a user. If they are still evaluating solutions, this gives you a chance to convey your differentiators and gives your sales reps a reference point when comparing your value to that of competitors.

Even mentions by customers of your competitor could be valuable. [45% of people](#) will share bad customer experiences on social, giving you a chance to win their business.

**5. Follows, Mentions, and Replies to Your Corporate Twitter Handle and Your Executives' Twitter Handles:** It may sound obvious that engagement with and mentions of your company's accounts should be monitored and scored, but a shocking number of brands fail to respond to social engagement. Follows, mentions, replies, retweets and other engagement could all signify different levels of interest that should all be weighed in your lead scoring.

**6. Clicks to Your Links in Your Owned Social Posts:** You know that someone is paying attention when she clicks on a URL from one of your social posts and goes to your website.

By integrating your social media management platform with your marketing automation platform, you can start to use social data for lead scoring.



*Oktopost — full disclosure, Oktopost is the social media management platform Socedo uses*

With this integration, social data on individual leads — such as the social network, campaign, link clicked, and time of action — can be written onto your lead records in a marketing automation database.

If you think about it, a lot of these social actions are comparable to traditional scored behaviors. Social keywords are not all that different from SEO keywords. A link click to a social post is similar to a link click in an email. A reply or a comment on social is comparable to an email response.

Here’s an example of how you might score social actions and the rationales for them:

	Socedo Sample	My Score	Notes
<b>Behavioral Scoring</b>			
Liked a post		5	<i>interested in that topic</i>
Clicked a link in a post		5	<i>similar to an email click</i>
Clicked a link in my direct message		15	<i>completed my CTA</i>
Followed my Twitter handle		5	<i>subscribing to my content, like a blog subscription</i>
Followed an influencer’s handle		5	<i>engaged in my industry</i>
Followed a competitor’s handle		5	<i>could be considering solutions</i>
Followed a related brand		5	<i>could be ready for my solution</i>
Retweeted my post		10	<i>endorsing and actively engaging</i>
Replied to my public post		10	<i>proactive but not personal</i>
Replied to my direct message		15	<i>personal investment, like a white paper download</i>
Used a keyword:			<i>just like an SEO keyword expressing interest in a topic</i>
Brand keyword		2	<i>my company and any brand names</i>
Competitor keyword		1	<i>a list of my direct competitors</i>
Industry-related keyword		1	<i>an industry topic or an event</i>
Influencer keyword		1	<i>the thought leaders in my industry</i>

To figure out how many points to assign to each keyword and action, you can turn to data to find the answers.

The first step is to get your benchmark close rate (lead—to—customer) for all of your leads. This is the number of new customers you acquire, divided by the number of leads you generate.

Next, you’ll want get some data to help you figure out how many points to assign to each social media attribute. Find out the following:

- How many leads initially came from a specific keyword
- How many leads have interacted with a keyword at any point in their buying journey
- How many Marketing Qualified Leads and opportunities have been generated from each keyword.

- Conversion rates: For each keyword and social action, how likely is it for a lead to move from a lead to an opportunity and an opportunity to a closed won deal?
- How much revenue has been generated from closed—won leads that engaged with each keyword

You may need to run multiple reports in your marketing automation platform to get all this data, but when you put the data side by side, you should be able to see something like this.

Action Taken	Volume	Lead to Opp	Opp Win Rate	Close Rate	Revenue
Visited 10 pages in a month	357	35.4%	62.5%	22.1%	\$ 47,334
Visited any case study	234	34.9%	45.5%	15.9%	\$ 19,992
Visited 5 pages in a month	956	28.0%	44.2%	12.4%	\$ 74,088
Followed @Socedo	1232	26.2%	41.7%	10.9%	\$ 68,221
Visited blog	1495	19.9%	37.8%	7.5%	\$ 59,976
Visited Pricing Page	1998	26.8%	24.4%	6.5%	\$ 79,380
Registered for a webinar	2284	18.4%	33.8%	6.2%	\$ 77,616
Downloaded a whitepaper	591	10.1%	60.0%	6.1%	\$ 14,700
Clicked on Tweet	495	12.0%	50.0%	6.0%	\$ 8,820
Clicked on any email	6350	12.2%	25.4%	3.1%	\$ 112,602
Tweeted @Socedo	167	11.1%	25.0%	2.8%	\$ 2,940
Visited Trial Signup page	3474	15.8%	16.3%	2.6%	\$ 62,622
Visited any web page	12503	11.6%	21.9%	2.5%	\$ 188,748
Tweeted #leadgeneration	751	4.5%	33.3%	1.5%	\$ 3,528

Sample lead scoring analysis provided by Socedo

Now, you can compare the close rates for each of your social attributes to your overall close rate, and assign point values accordingly. Look for attributes with close rates that are significantly higher than your overall close rates. Those are the attributes you want to assign points to.

You should base the point values of each attribute on the magnitude of their individual close rates. It's best to keep the points simple to start, i.e. 1 point, 2 points, 5 points, 10 points, 20 points etc.

### Things to Watch out for When Lead Scoring

When you incorporate social media behaviors into your lead scoring model, you want to be aware of score inflation. Score inflation happens when “active” prospects — those who

regularly tweet about your brand and respond to nurture campaigns — build up lead scores well out of proportion to their actual level of interest or stage in the selling cycle.

Because socially active prospects tend to be very active (i.e. some people use social media automation tools to schedule out tweets on different topics), the lead score of some people can get so high, such as 500 points, as to become meaningless.

One way to fix this problem is to put a cap on how many times social actions can be scored in a given timeframe. Here at Socedo, we only score one social media action per lead per day. When a lead has not been active for a month, we subtract 5 points from their lead score.

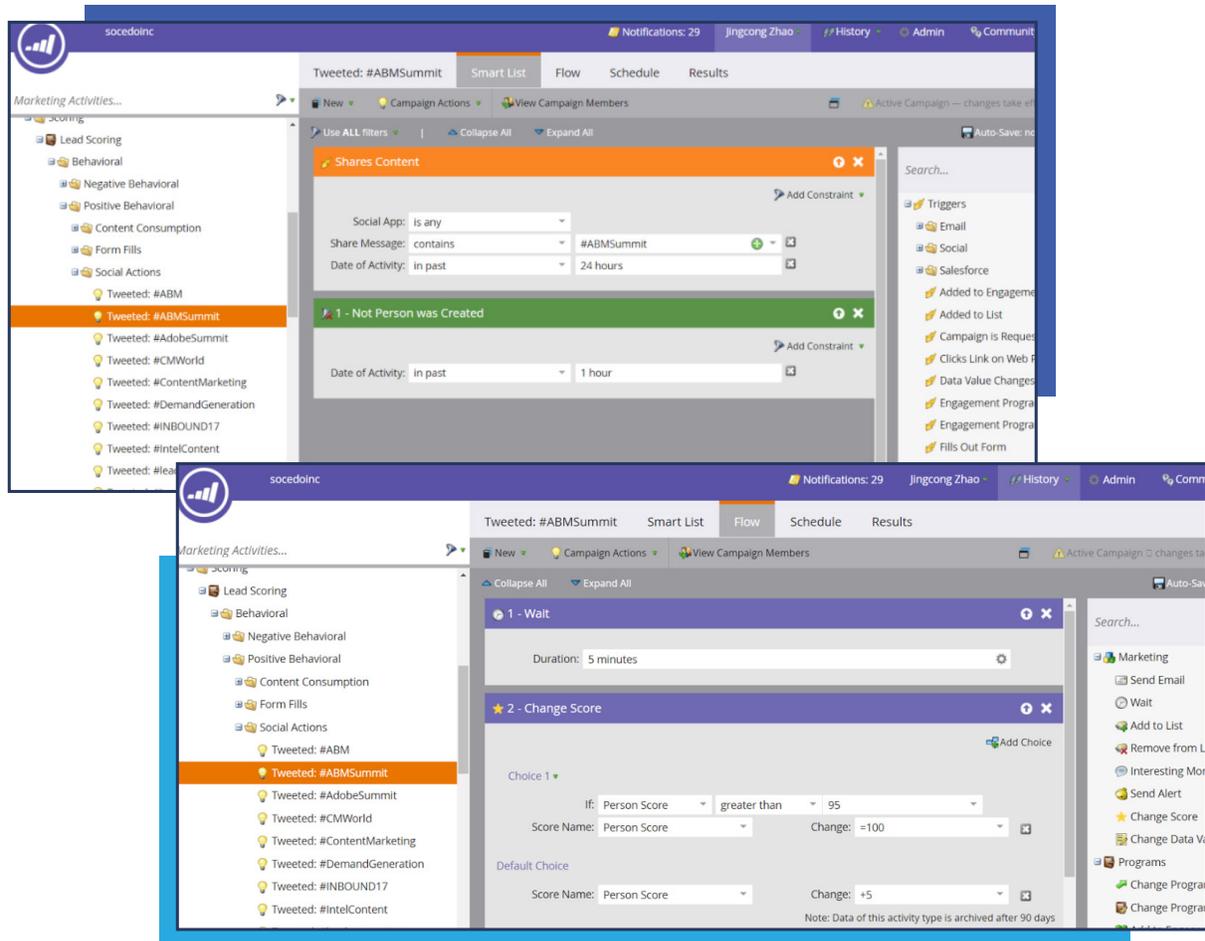
Another elegant solution is to use a system of expiration dates for all positive lead scores. Expiration dates make sense because positive behavior is only truly relevant in a short term. A lead who was very active 6 months ago, for example, isn't very interesting to a sales rep today. Expiration dates can be programmed as follows: add points, wait a certain period, and then remove those same points.

#### **4. Alert Your Sales Team When Leads Take Relevant Actions on Social. Enable Them to Have More Relevant Conversations**

To gain the trust of your potential buyers, your sales team and SDRs should be doing detailed research on the prospect and their organization. The insights you can get from social media provides an additional path to connect with customers. By providing your reps with contextual insights about their leads — including relevant social media actions — you can empower your reps to get a better understanding of leads, reach out at the right time and have more relevant conversations.

Here at Socedo, we have been able to generate new business from leads who would be considered completely cold according to traditional measures. We were able to win them over by tapping into social intent data. Here's how we did this step—by—step.

First, we've set up our marketing automation platform to lead score by listening to social chatter in our space. This data goes onto leads' activity logs, as time—stamped actions.

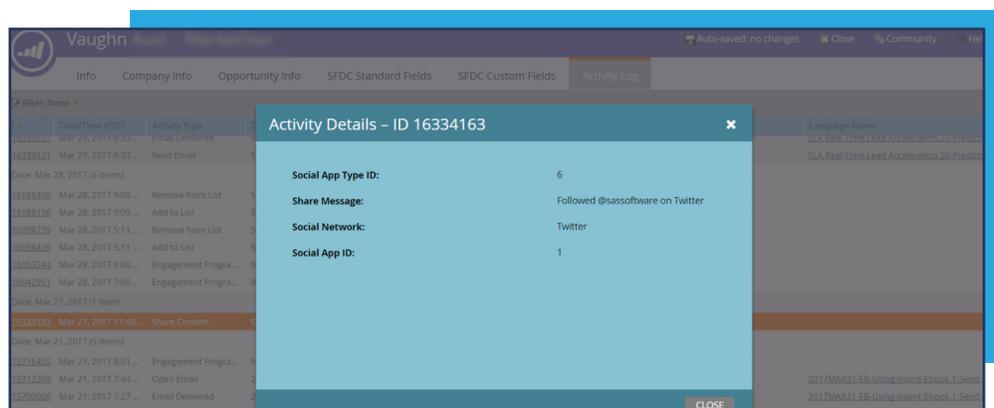


From there, once a lead hits the 15—point threshold, we have a campaign to set up just to listen to the score change and the lead source. If the lead is coming in from one of our content programs or has taken a social action, the campaign sends the lead to one of our Sales Development Reps (SDR). If the lead is coming through a trial signup or a pricing request, a separate campaign sends the lead to an AE.

When SDRs reach out to a lead just minutes after the lead has taken some action to show interest (compared to several days), they are able to convert those leads into opportunities at **about 30% higher than the “bulk leads” we batched over to their lead queues from different sources or segments.**

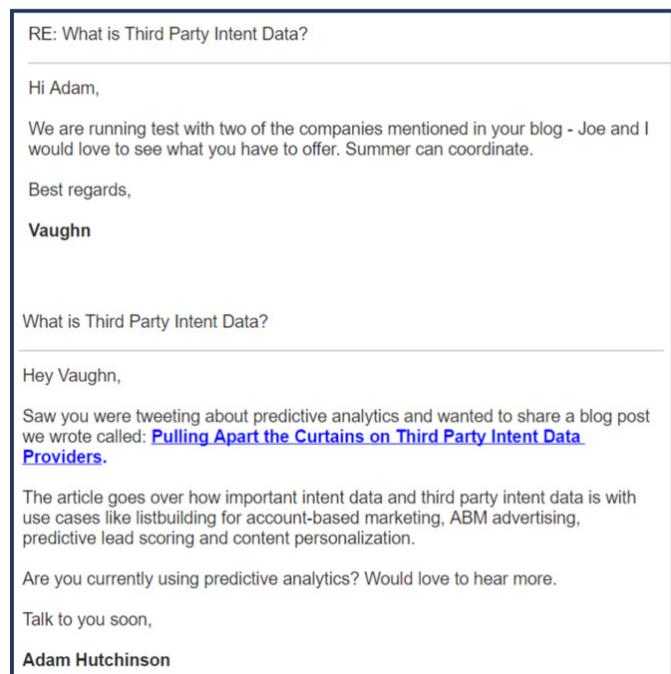
Socedo's SDRs live mostly in Salesforce, so the marketing team has set up [Interesting Moments](#) to record and sync high value actions into Salesforce, to help the SDR team understand key actions from a lead, such as the webinar she attended or missed, the product page she visited, the last relevant keyword she Tweeted, and when she followed our brand handle on Twitter. Having this context around the lead serves as the basis for relevant and personal outreach from a rep.

Here's an example of how one of our SDRs used this type of context to engage and convert one prospect who did not engage with our website or emails into an opportunity.



Vaughn is a senior marketing leader at target company. He was in our general nurture program for a long time and didn't open a single email. Then on March 29th 2017, he followed @SasSoftware (the predictive analytics software).

Because we were listening to a set of keywords that indicate interest in predictive analytics, we immediately sent him an email to ask him if he is using third party intent data and predictive analytics. Vaughn responded right away and requested a demo with us.



## 5. Interest-based Segmentation for Campaigns

Instead of putting your leads into nurture tracks based on their buyer persona (demographic data on the individual and firmographic data on the company), you can put leads into nurture tracks based on what they've talked about on social media or based on their sharing behavior.

You can use social data to identify who should be a member of a particular campaign, whether it's an email campaign or an advertising campaign.

## 6. Use Social Data to Create Better Content, by Listening to the Voice of the Customer

Figuring out what content will resonate with prospects and customers is a major challenge in B2B marketing. [Content Marketing Institute and MarketingProfs's 2016](#) survey found that Lead Generation and Sales are the most important goals for B2B content marketers. [A 2016 Survey from the Content Marketing Institute](#) found that only 30% of B2B marketers feel that they are effective at content marketing.

Traditionally, B2B marketers created content based on the products they want to promote. Now that so much of the B2B decision making process occurs online, content has to be more customer—centric.

The current set of website analytics tools provide some insights, but only on the audience who have already reached your website. Intent data from social media can help you make your content more relevant.

### Analyze Emerging Conversations (And Pivot More Quickly)

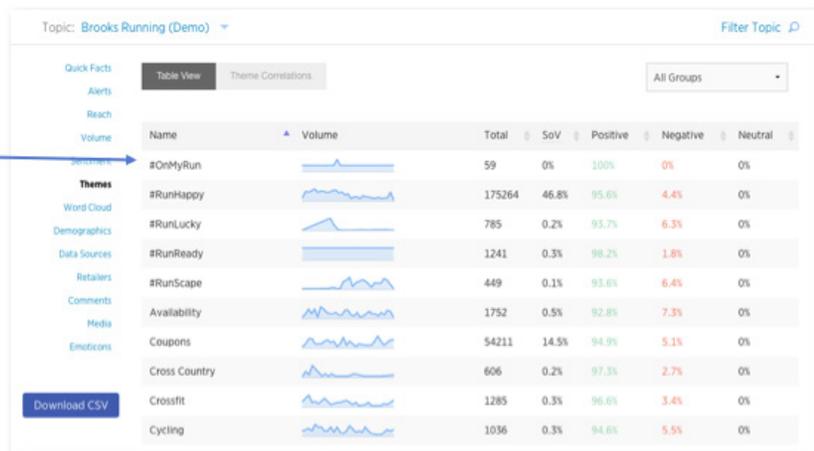
Listening platforms such as Simply Measured helps you understand the themes relevant to your brand and competitors, as well as overall trends. When has your brand experienced the greatest spikes in reach, engagement, and volume? Which tactics and channels have historically worked for you (or your competition), and which have been misses?

Listening also helps you pivot more quickly. Too often, we commit to a campaign and don't pay attention to how it plays into conversations in real time. This prevents us from staying

agile and making quick pivots, modifications, and tweaks as needed.

What's worse, we move on too quickly to learn and document valuable lessons for future campaigns. Don't fall into this trap! Use listening as a research tool, and make sure you're truly internalizing the lessons you're learning around relevant topics and your industry landscape, so you can do better next time.

## Themes

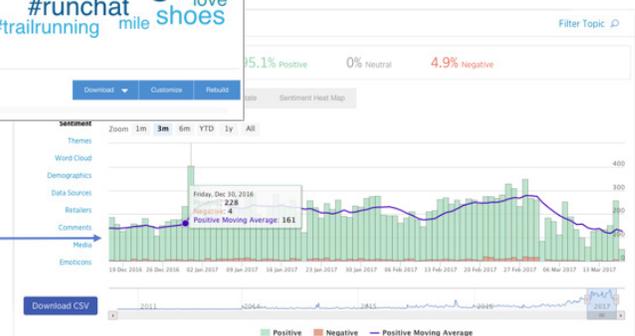


Word clouds can give you a high-level look at which topics are popping up the most mentions relevant to your brand. They can also show you how you're measuring up against competitors in terms of generating conversation. When you find something interesting, perhaps conversation around #nike, for example, you can click on the word to run a keyword search and update the word cloud and entire dashboard around that search.

## Competitors



## Sentiment

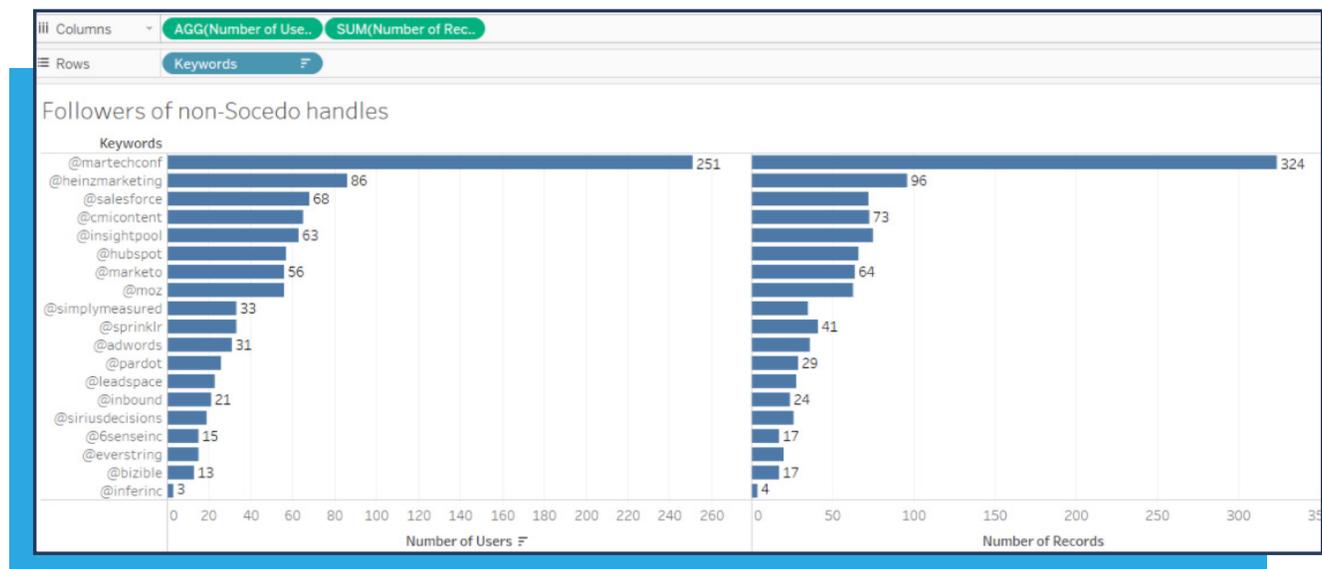


Socedo can help with content planning as well. By tracking engagement with social keywords at the individual lead or contact level, you can answer questions such as:

- What do my leads care about? Who is influencing my leads?
- What topics are my leads researching the most?
- Which keywords are bringing me the most qualified leads and opportunities?

For example, by looking at which handles (brands and influencers) your leads are following the most, you'll have a good sense of the topics, brands and influencers your leads care about.

Below is an example of the keywords the Socedo marketing team is tracking.



A lot of these results, i.e @MartechConference, @CMICContent and @HeinzMarketing were not surprising to us as we know that these are influencers to B2B marketers. But a few results did surprise us.

Prior to this analysis, we did not know that people in our database care about predictive analytics because we don't have any blog posts, e—books, or webinars on the topic. It's interesting to see that people are following some of the hot players in the predictive analytics space like @LeadSpace, @6Sense, and @EverString.

This is an early sign that our audience is thinking about lead and account prioritization and

how they can get higher quality leads through more targeted marketing efforts. This is a sign that we may want to talk more about predictive analytics ourselves.

Another way you can identify new campaign or content ideas is to look at keyword usage alongside their behavioral lead scores.

Here at Socedo, we lead score behaviors such as website visits, email clicks and a few social actions (including followers of the Socedo handle and a few other handles).

Below, we've created a report that just looks at the social keywords we have not incorporated into lead scoring system. For each keyword, we've calculated the minimum lead score for the group that has engaged with the keyword. This is one way to identify the keywords that matter.

This data tells us that if someone engages with a particular keyword, they are also taking other actions such as visiting our website or opening our emails.

Keywords	
#seo,marketo,@marketo	45
marketo,@leadspace,@marketo	35
#abm,marketo,@marketo,4 ways to optimize the middle of the funnel	25
hubspot,@aseemb,@hubspot	25
#b2bmx	20
#inbound,marketo,@marketo	20
#inbound,pardot,@pardot	20
@inferinc	15
#abm,#abmsummit	15
#contentmarketing,hubspot,marketo,@hubspot,@marketo	15
#inbound,#leadgeneration	15
#leadgeneration,marketo	15
@ndlstrong	10
#abm,#contentmarketing	10
#abm,#contentmarketing,#flipmyfunnel	10
#abm,#inbound,demand generation	10
#adobesummit	10
#contentmarketing,@moz	10
#contentmarketing,@simplymeasured	10
#contentmarketing,#inbound,hubspot,@hubspot	10
#contentmarketing,#leadgeneration	10
#contentmarketing,hubspot,@hubspot	10
#contentmarketing,pardot,@pardot	10

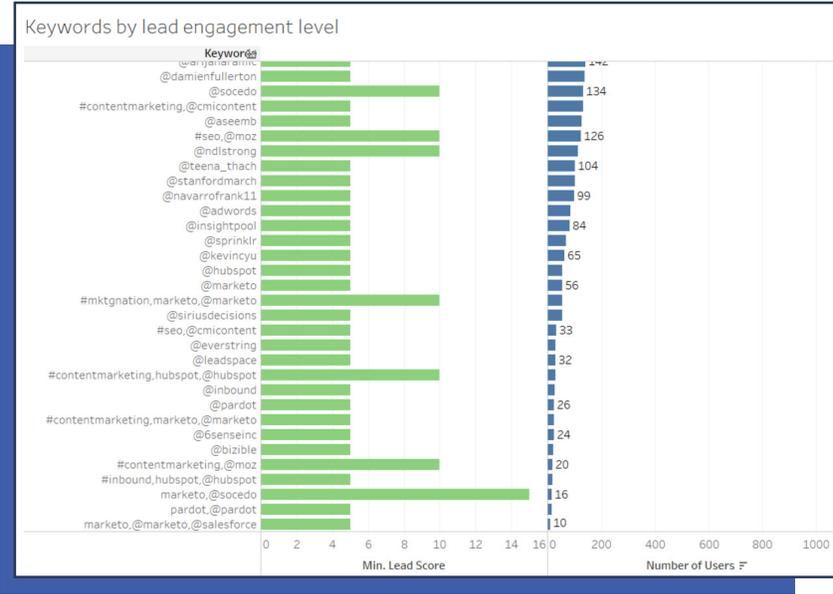
Looking at this data, we were able to identify some new campaign ideas.

For example, every lead who follows @InferInc ( a predictive lead scoring software) is doing something on our website or engaging with our emails, since the minimum lead score for

the group is 15 points. We may want to invest in content about Infer. For example, we could develop a case study about a customer who uses both Socedo and Infer in their marketing stack and share this case study with prospects who follow Infer’s Twitter handle.

We also see that leads who use the B2B Marketing Exchange hashtag #B2BMX had at least a lead score of 20. We chose not to sponsor #B2BMX in 2017. But if we continue to see engagement around this keyword, we may sponsor the conference next year.

Below, we’ve pulled lead score information alongside with keyword usage to give us more context for making decisions.

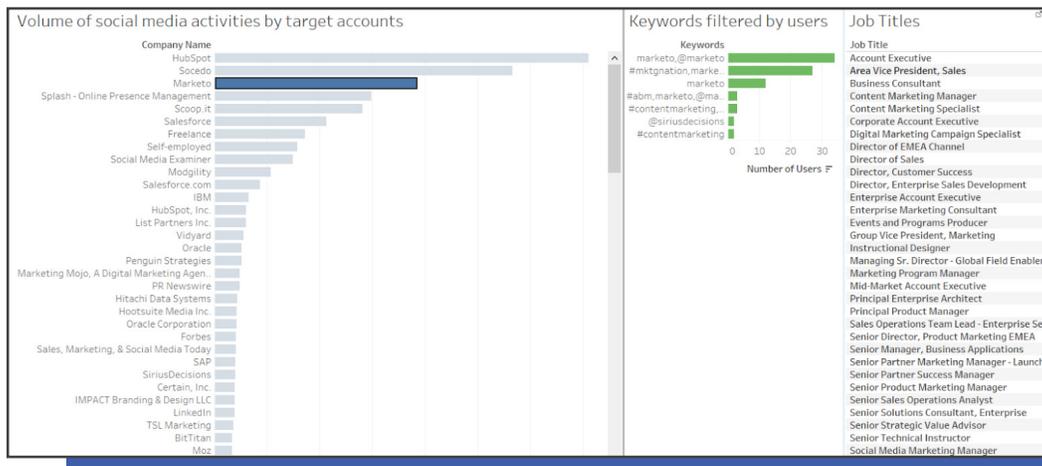


## 7. Gain More Insights into Prospects Interests and Intentions for Abm Programs

At this point, the benefits of account—based marketing are clear. Focusing your resources on a target set of accounts and utilizing specific, personalized approaches to engage decision—makers in those target companies is the best way for your marketing and sales teams to spend their time and hit revenue goals.

One big challenge in implementing ABM programs is that many organizations don't have adequate data on their prospects interest and intentions. To tailor your communications with key contacts in your contact accounts, you need behavioral insights.

With Socedo, you can identify the influencers in your target accounts, see what topics an account cares about the most, and filter that information by job title, role, geography or any demographic fields you already have in your marketing automation database.



## IV. Measuring Success Through the Entire Funnel/ Funnel Analytics

With the right tools in place, you can measure everything from conversation to conversion.

Simply Measured helps you build engaged communities and turn them into customers by combining insights from:

1. What people talk about on social.
2. What your brand and your competitors do on social.
3. What people share through digital word—of—mouth — including through private messaging, and
4. How content shared from your website results in traffic, leads, and revenue.

We achieve this by taking a full—funnel approach to social analytics. You can use Simply

Measured to assess your performance at each stage in the marketing funnel and be intentional about what, when, and where to post in the future to impact each point in your marketing funnel.

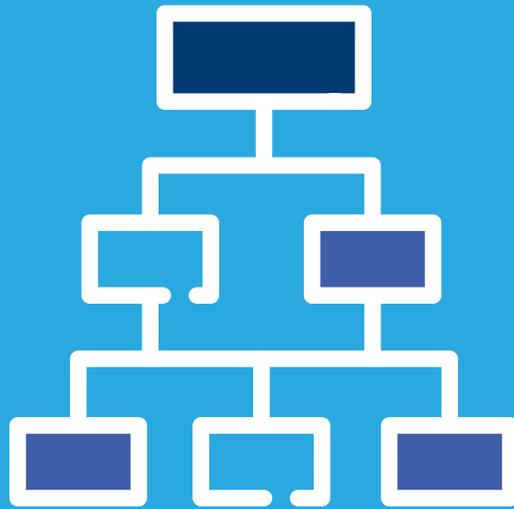
Socedo complements the insights Simply Measured provide by giving you granular, lead—level insights, including:

1. What your existing leads are talking about on social media.
2. How many leads are engaging with you on social.
3. How many leads are engaging with your competitors and partners and industry influencers on social.

At what point in time did each lead engage with you on social, i.e. did the person follow your brand handle and retweet your tweets before or after they filled out a form to register for your webinar?

When social data is added to individual lead records in a marketing automation system, you can now leverage social insights to boost the effectiveness of your social marketing efforts as well as other marketing tactics. In fact, you can create a virtuous cycle.

- For example, instead of putting people into email nurture tracks based on buyer personas and industry, you can create more targeted emails based on people's interests (inferred from their behavior on social) that have a 2X click through rate.
- Instead of spending a ton on broad—based advertising placements, you save media costs and increase click throughs and conversions by serving ads on a particular topic just to those who have shown an interest in that topic.
- By lead scoring social actions, you can identify warm leads who are good candidates for your solution and pass them to your sales team sooner. By taking these actions, you will be able to increase sales velocity and closed—won rates.
- Now that you know exactly how social media is touching buyers throughout the buying journey, your social media team can get the credit it deserves. Your CMO can make the right level of investment to grow your social media presence which then helps you increase brand awareness.



## Conclusion

When there are a million things stealing your buyer's limited attention, you can't win by simply being louder. In fact, by screaming louder and more frequently, you actually exacerbate the problem.

In an era of attention scarcity where buyers expect brands to deliver personalized and relevant content, marketers need to tap into external data sources like social media to listen to their buyers and earn their attention back.

Now is the time for marketing organizations to start using social media data and analytics to make decisions at each stage of the marketing funnel. Start by using social listening to get to know your target audience so that you can create the content that earns their attention. Then, continue to keep pulse on your audience as they move through the buying process and seize on those windows of opportunities to engage.

Now is also time to get a holistic understanding of how social media is impacting your buyer journey by adding social data into your marketing automation system and turning on full-funnel social analytics.

## ABOUT SOCEDO

Socedo's mission is to help B2B businesses of all shapes and sizes better engage and communicate with their customers by utilizing intent data from the social web. Socedo has built out a demand generation system fueled by social media intent data. Socedo integrates with leading marketing automation and CRM systems including Marketo, HubSpot, Oracle Eloqua, Pardot, and Salesforce. Socedo is based in Seattle, WA. Socedo was founded in 2012 by Aseem Badshah and Kevin Yu and is backed by investors including TechStars, Vulcan Capital and Divergent Ventures. Learn more about Socedo at [www.socedo.com](http://www.socedo.com)

Want to Try Socedo?

REQUEST A TRIAL

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## ABOUT SIMPLY MEASURED

Simply Measured *is* social analytics.

We pioneered the practice of social analytics back in 2010, and we're leading the revolution of data-driven social marketing today, enabling brand and agency marketers to generate actionable insights from social data. Simply Measured helps marketers improve results by understanding total impact, from conversations (listening, competitive and influencer analytics) to conversions (content share tracking, conversion tracking).

Thousands of marketers from countries all over the world trust Simply Measured for full-funnel social analytics. Are you one of them?

Want to Try Simply Measured?

REQUEST A DEMO