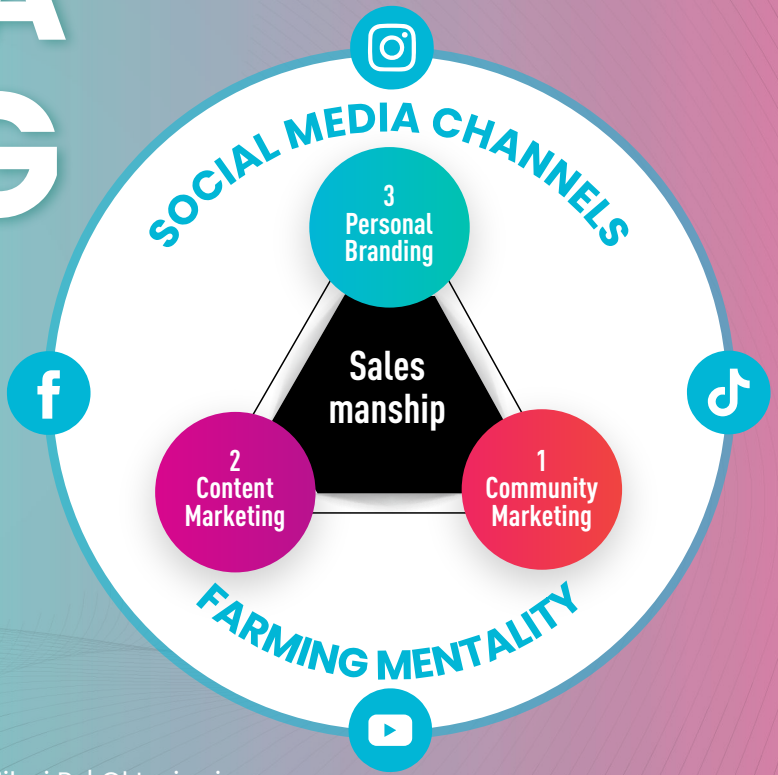
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SOCIAL MEDIA MARKETING

FOR SALESMAN





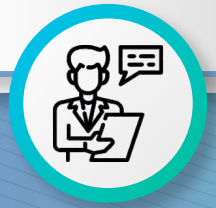
Yuswohady

Gilang Brillian | Isti Hanifah | Wulan Hilmi R. | Oktariani

CONTENT

01

SALESMANSHIP



02

SOCIAL MEDIA CHANNEL



03

COMMUNITY MARKETING



04

CONTENT MARKETING



05

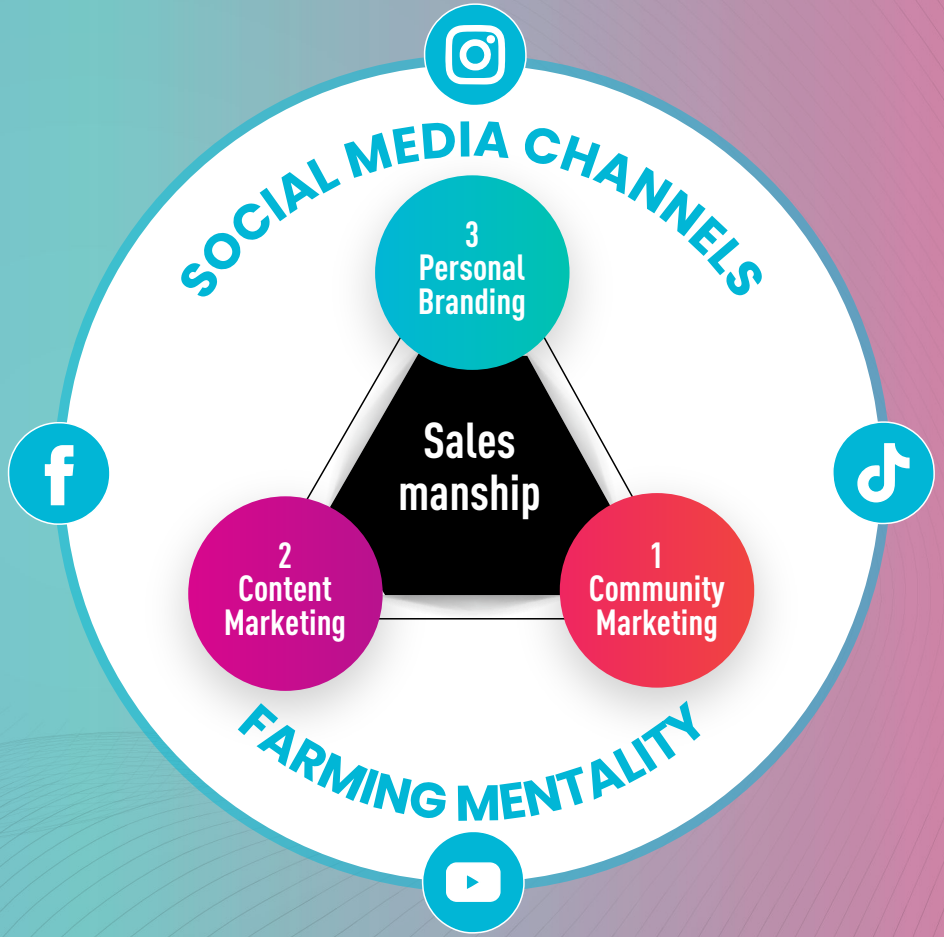
PERSONAL BRANDING



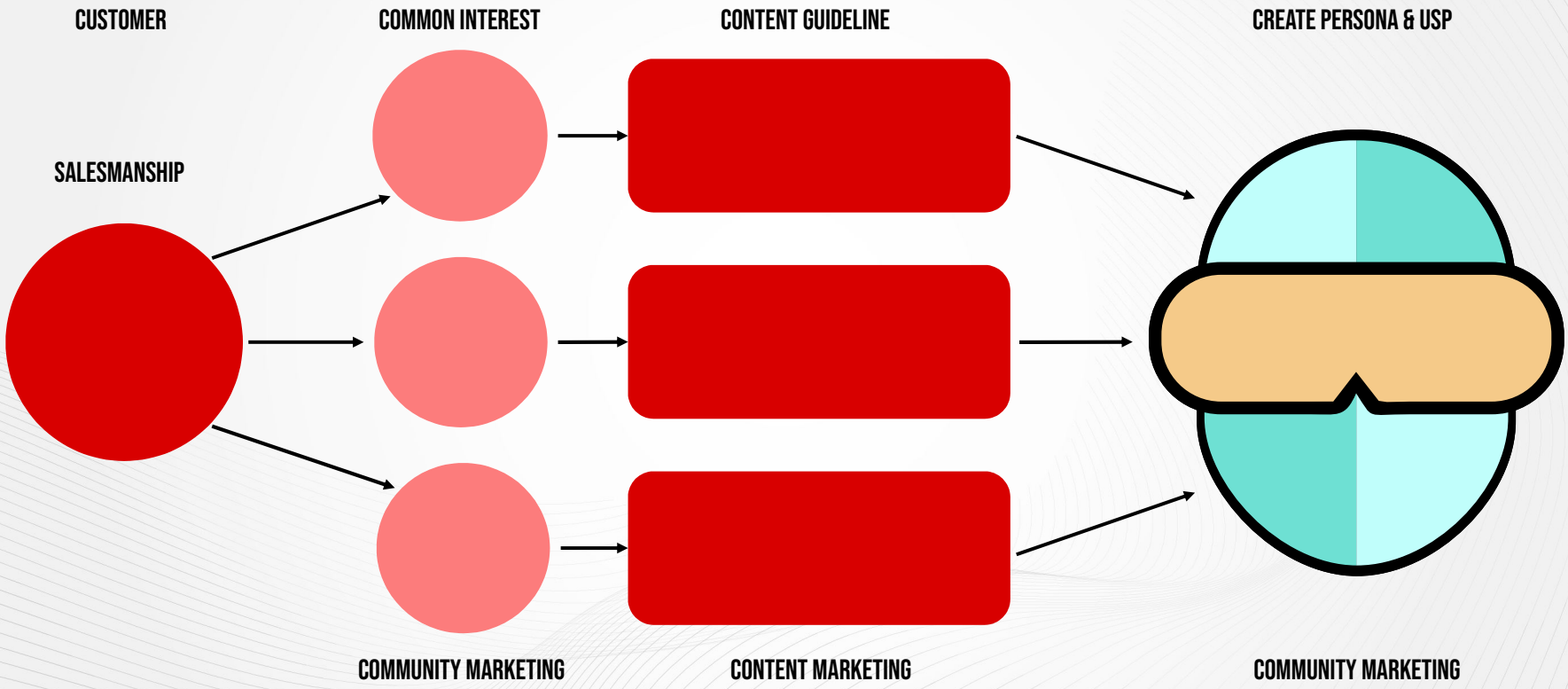
SOCIAL MEDIA MARKETING for SALESMAN

The 3 Principles

1. Pool Prospect into Community
2. Engage Customer with Content
3. Create Credibility thru Persona



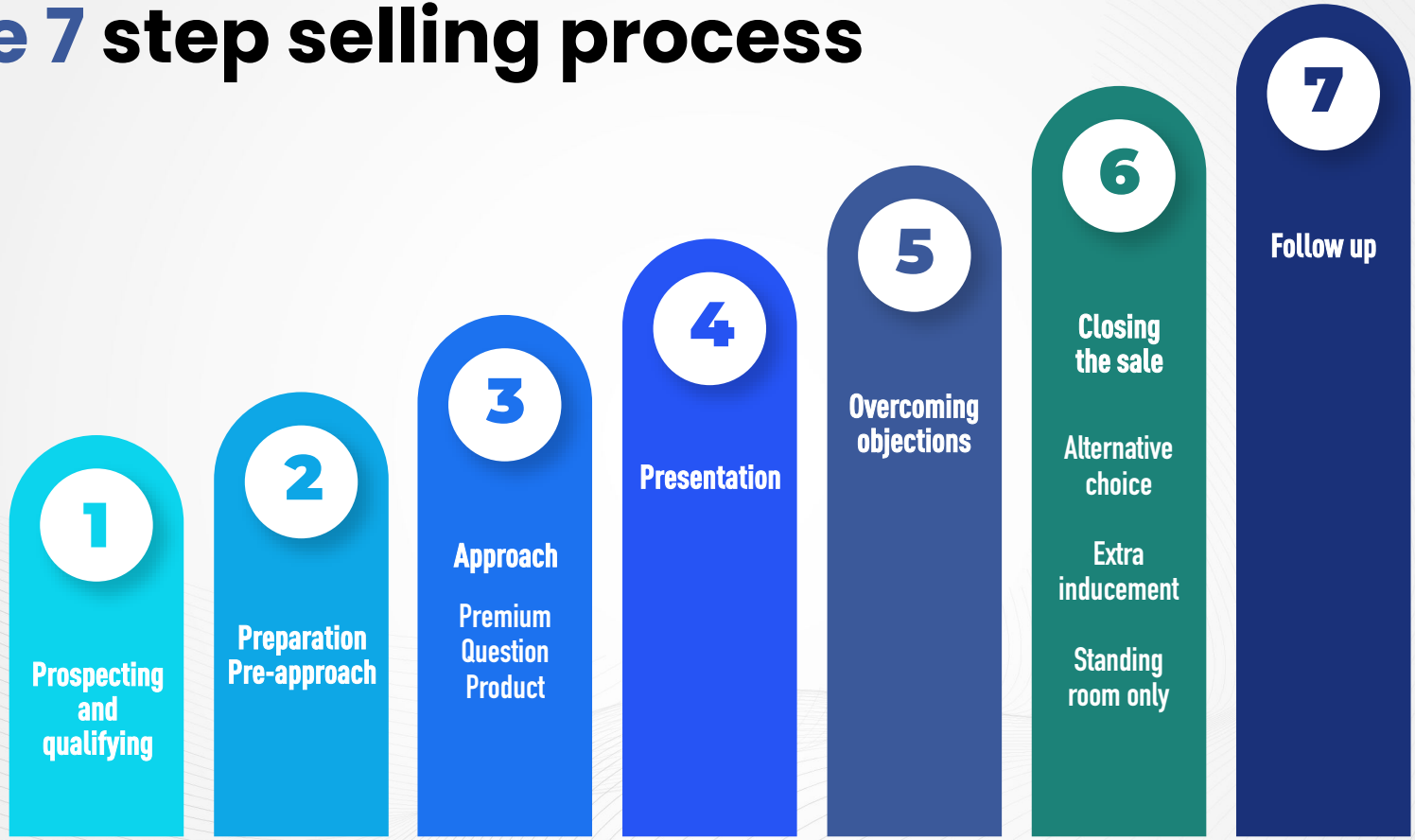
SOCIAL MEDIA MARKETING FOR SALESMAN



01

SALESMANSHIP

The 7 step selling process



REMEMBER THE RULE

from 80 : 20 to 20 : 80

SALESMANSHIP

80 : 20

hard-selling soft-selling

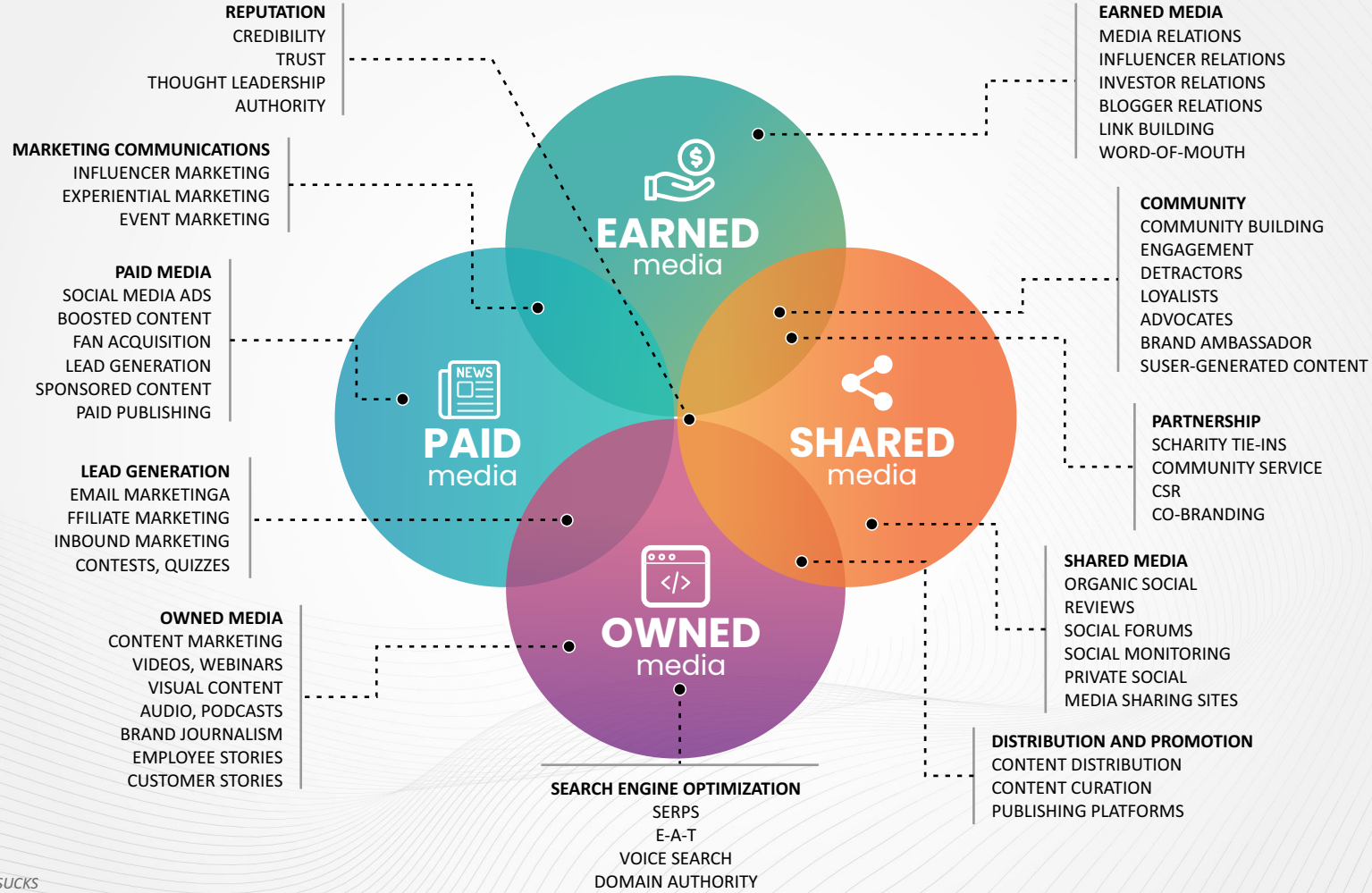
SOSMED MARKETING

20 : 80

hard-selling soft-selling

02

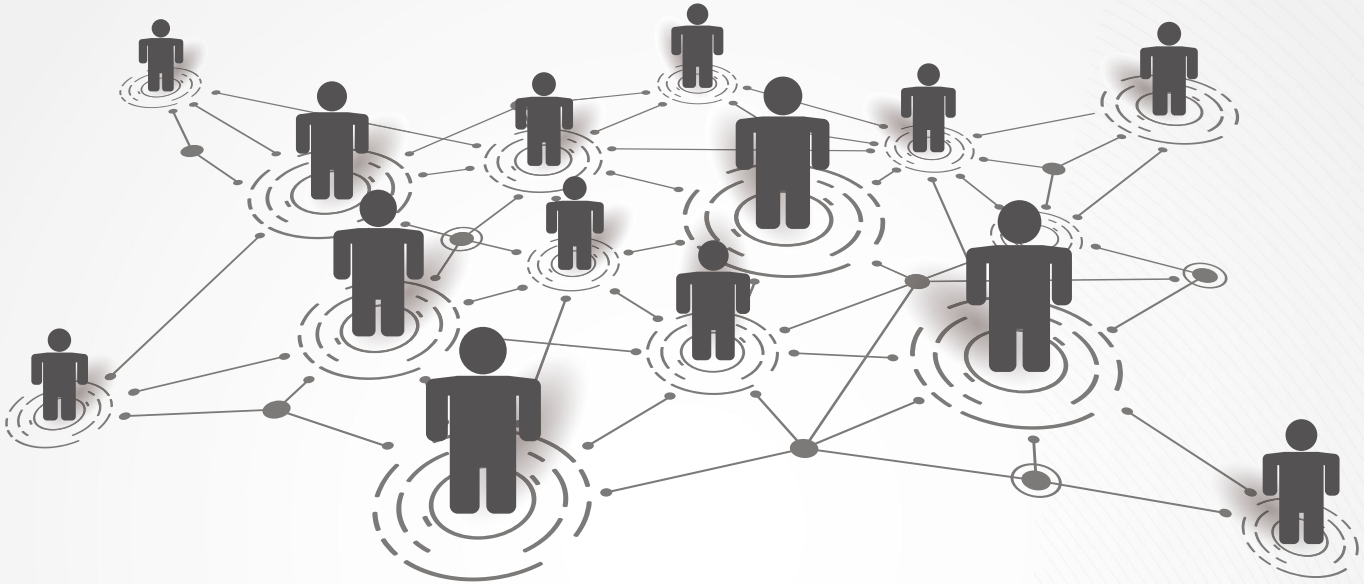
SOCIAL MEDIA CHANNEL



Sumber: SPINSUCKS

03

COMMUNITY MARKETING



Community is a self-organized network of people with common interest who collaborate by sharing ideas, information and other resources

BUILDING COMMUNITY



"Focus on result for the business"

Output: Traffic, potential leads, community relationship, etc.

"Define activity to engage with customer"

Output: Get the customer's data, Knowing customer needs, etc.

"Define a community that matches our products"

Output: References from coworkers, Trend update in social media about community, Partnership offering, etc.

"Listing of your social object (audience)"

Output: knowing the target segment based on demographic, psychographic, and behavioral approaches

04

CONTENT MARKETING

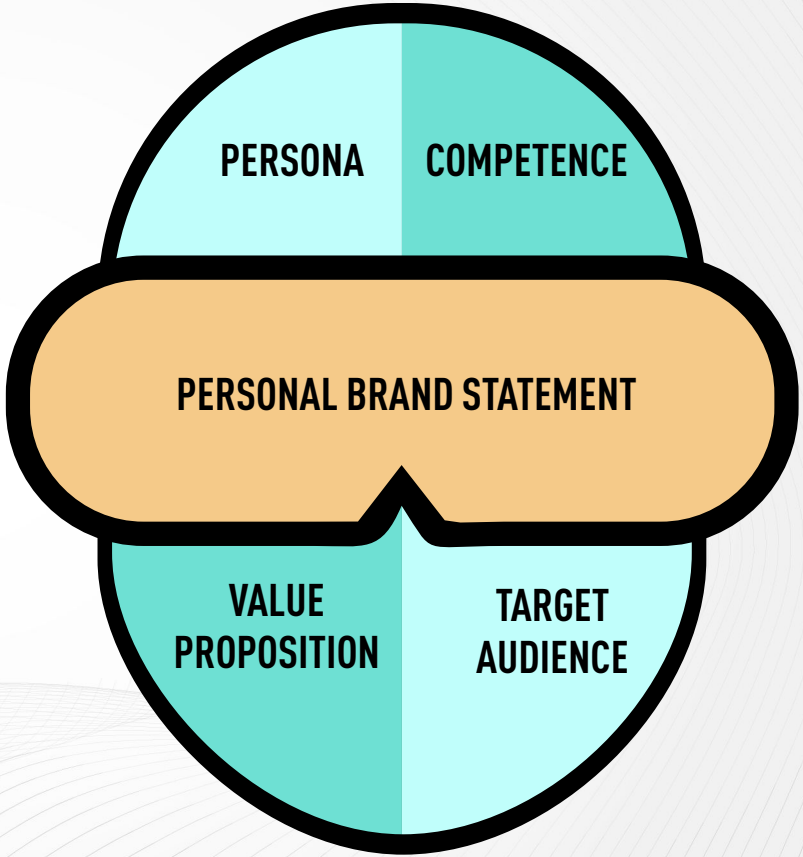


Buatlah *content marketing* yang mampu menggambarkan atau menyatukan antara *product message* yang sudah terkandung *common interest* dengan keinginan atau kebutuhan netizen. Jika hal tersebut dilakukan, maka akan menghasilkan *content marketing* yang *powerfull*.

05

PERSONAL BRANDING

PERSONAL BRANDING MODEL



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