

Empower Your Sales & Marketing Team

Master Social Media Marketing in 90 Days



Jump-Start Social Media in 90 Days

You Become the Expert, We're Here to Help.

Social media marketing on LinkedIn offers significant advantages to sales teams in the manufacturing industry. It plays a crucial role in lead generation, boosting brand awareness, and capturing the attention of potential customers.

Marketers in manufacturing are placing a strong emphasis on growing their social media communities. As social search is gaining momentum, 87% of social media marketers predict that consumers will increasingly search for brands on social media rather than through traditional search engines in 2023.

Social media marketing empowers manufacturing sales teams by providing valuable content for sales enablement, showcasing products, establishing leadership, enhancing customer engagement, facilitating industry networking, and leveraging customer testimonials for increased credibility.

Social Media Marketing Can Support Your Sales Team

In 90 Days, Your Marketing & Sales Team Will Successfully:

- ✓ Engage Qualified Prospects: Start the conversation by sharing engaging content, promoting offers, and driving traffic to landing pages or lead capture forms.
- ✓ Increase Brand Awareness and Brand Recognition: Through building a strong social media presence on LinkedIn with compelling content.
- ✓ Get Sales Support and Training: Provide sales teams with the knowledge to engage with their ideal customer profile (ICP).
- ✓ Gain Thought Leadership & Expertise: Build a successful ongoing social media presence on LinkedIn with educational content, industry insights, etc.

Learn How To:

- ✓ Engage qualified prospects
- ✓ Increase brand awareness
- ✓ Attract more website traffic
- ✓ Gain competitive advantage

**Inbound 281**
MARKET YOUR WAY UP



Inbound 281 will facilitate and provide the proper training to support successful outcomes in all the deliverables and training.

Jump-Start Your Path to Growth in 90 Days

We Will Equip Your Sales Team for Success in Just 90 Days

Let us handle the heavy lifting as you become the expert! With our comprehensive support, you'll gain the skillset and foundational knowledge to master social media like a pro.

After 90 days, your sales team will be equipped to generate more sales opportunities, grow your reach on social media, attract new customers, engage with qualified prospects, run LinkedIn like a pro, leverage ideas, and so much more.

Step 1: Set the Foundation

As a team, we will create the following builders to set the foundation and create the necessary platform on which we will help you develop your brand, differentiate your company from competitors, and expand your reach and influence.

- **Creative Brief:** The creative brief is a document that will serve as a blueprint or guide for your marketing campaign and sales team. Its purpose is to provide a clear and concise overview of the project, outlining the objectives, target audience, key messages, and other essential details that will shape the creative execution.
- **Social Media Plan:** The purpose of a social media marketing plan is to outline a strategic approach for utilizing social media platforms to achieve specific marketing and business goals. It provides a roadmap for how we will leverage social media channels to achieve desired business outcomes.
- **Content Calendar:** The content calendar is a valuable tool for social media marketing. It helps marketers plan and organize their social media content in a strategic and efficient manner and ensures that you maintain a consistent presence on social media by scheduling and publishing content at regular intervals.



Step 2: Drive the Results

We will create the following social media drivers to make things happen. These are sales & marketing activities that engage with customers and prospects to generate website traffic, produce quality leads, make connections, and establish relationships to grow your business.

- **8 Social Media Posts:** Strategy and development for eight impactful posts scheduled weekly, each with a direct call to action, serving as future post templates for your team to also post weekly.
- **Branded Design:** Creating a distinct and recognizable social media element that aligns with your brand's look and feel, differentiating you from competitors in the market.
- **Creative Copy:** Crafting relatable, entertaining, or thought-provoking copy to enhance your brand and engage your target audiences, encouraging likes, comments, and shares for wider reach.
- **Sales Training:** Training your sales teams to connect, engage, and build rapport with potential leads through LinkedIn, cultivating meaningful relationships and potential business opportunities.

Does DIY Social Media Make a Difference?

An active online community is critical to success in 2023. Over 90% of marketers are confident in positive ROI with DIY social media strategies.