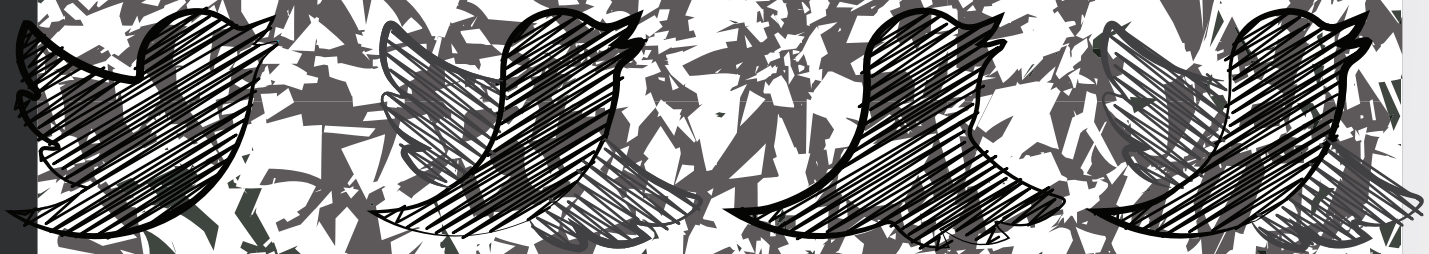
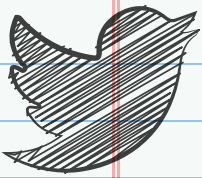




*Social*  
*Prospecting*  
WORKBOOK  
**e**minentSEO  
NEW MEDIA MARKETING EXPERTS





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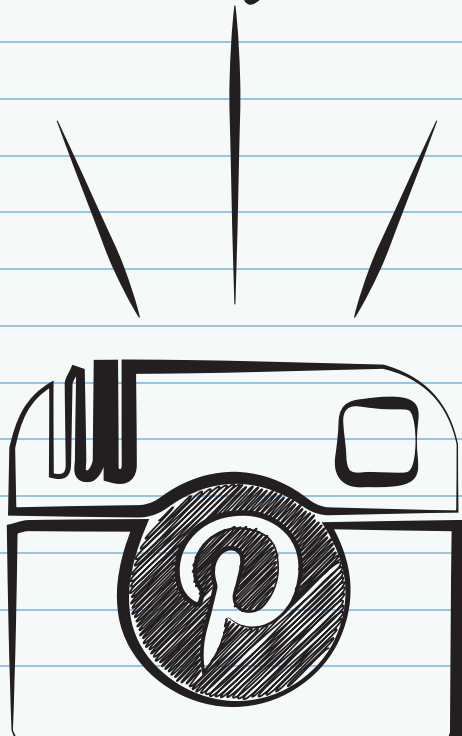
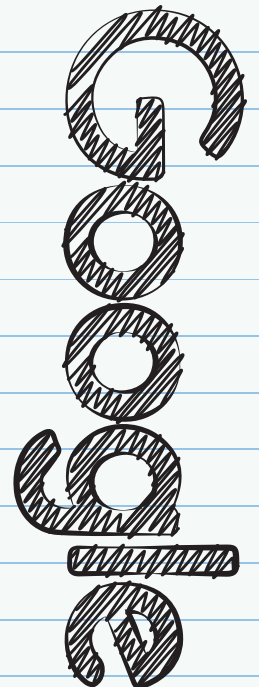
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## What is Social Prospecting?

With more than 1 billion monthly active users on Facebook, and more than 230 million monthly active users on Twitter, smart marketers already know there's more potential than ever to use social platforms to get their name out there, spread their content and draw more people to their website.

That's why experienced inbound marketers leverage a strategy called "social prospecting" – the art of scouring social media, identifying potential prospects for your business and drawing them to your site. You've already got a handle on your managing fans of your brand and followers on your social networks. Now it's time to check out everyone else.

## USING THIS WORKBOOK

This social prospecting workbook will teach you the fundamentals of how to translate social media conversations into leads for your business. It's beyond monitoring keywords. It's about engaging people that may or may not know what your business can do for them.

We've identified the quickest way to find potential prospects on Twitter, Facebook, LinkedIn, Pinterest and Google+. We hope you can use these worksheets to help kick-start your own social prospecting campaign.

### THIS EBOOK COMES WITH SEVERAL WORKSHEETS THAT FEATURE:

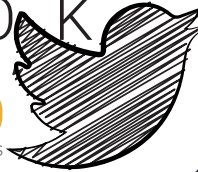
- Short, preparatory work to streamline the prospective process
- Visual instructions on how and where to find prospects
- Pro tips to maximize your results
- Marketing "Prescriptions for Success"
- Take-home exercises for follow-up prospecting

### TO GET STARTED WITH ANY ONE OF THESE WORKSHEETS, YOU'LL NEED:

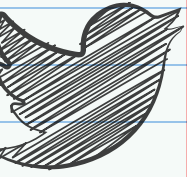
- ✓ A social profile for that network
- ✓ Keyword phrases that people use to find you in search
- ✓ Organic content related to those keyword phrases

*Social Prospecting:*  
**TWITTER**

W O R K B O O K



## Twitter



### PREP

Write down the top three keyword phrases that people search on Twitter to find your username. You'll be able to use this content to draw prospects back to your website.

- 1.
- 2.
- 3.

**PRO TIP:** Remember, shorter keyword phrases work better for Twitter.

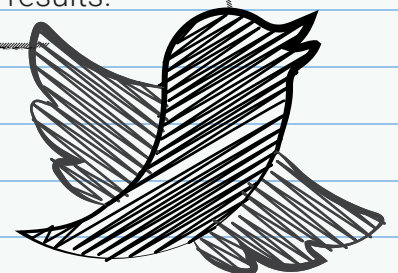
Write down three pieces of content that are related to the search results of your keyword phrases.

- 1.
- 2.
- 3.

### GET STARTED

Head on over to Twitter and type in your keywords/hashtags using any combination you would like.

**PRO TIP:** Mix and match searching your keyword phrases with a hashtag and without a hashtag for the most diverse results.



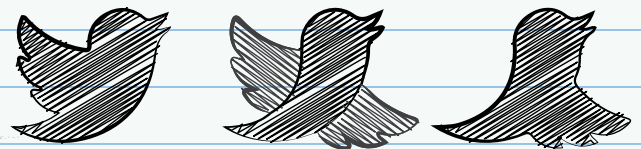
Twitter has a couple of options to sort your search results (see below). It automatically shows you “Top” results. If you’d like to see more results, click “All” at the top of your search. Or, just to the left of your search results, you can click “People” to only see profiles, not tweets, matching your search.

### NOTES:

Based on their profiles, identify five Twitter users that could be potential leads for your business. Then follow them. List their profiles below.

- 1.
- 2.
- 3.
- 4.
- 5.

### TAKE ACTION



Now it’s time to start sharing the pieces of content you identified earlier. Start engaging with potential prospects by:

- Retweeting some of the content they’ve shared on Twitter, especially if what they shared is relevant to your industry (remember, these will appear to your followers)
- Clicking the “like” icon for relevant tweets to your industry or tweets you appreciate for being interesting or funny (these will not appear to your followers)
- Responding to any questions they may have tweeted to establish thought leadership

**>> PRESCRIPTION FOR SUCCESS:** Create a Twitter list of all the potential prospects you've identified. This will make it easy to check in on them periodically. Make sure to name your list something that is relevant to your industry. You can do all of this from your own profile page.

Twitter lists can be public or private. If you make a public list, name it something you don't mind others seeing. For example, do NOT name a public list something too transparent like "My Prospects." Instead, make a habit of naming public lists something complimentary, such as "Industry Leaders." If you'd rather create a private list, feel free to name it whatever you want.

**PLEASE NOTE:** When you add someone to a public list, they get an alert the same way they get alerts for retweets, likes and @-mentions.

## *Take-home exercise*

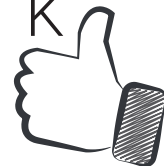
SPEND 20 MINUTES A WEEK:

- Repeating this exercise, adding more prospects to your list (5 mins)
- Retweeting relevant content for your industry from this Twitter list (5 mins)
- Liking tweets from potential prospects from this Twitter list (5 mins)
- Engaging with potential prospects by posing or answering questions from your Twitter list to establish thought leadership (5 mins)

*Social Prospecting:*

**F**ACEBOOK  
W O R K B O O K

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NEW MEDIA MARKETING EXPERTS







## PREP

Write down the top three keyword phrases that people use to find your profile on Facebook.

You'll be able to use this content to draw prospects back to your website.

1.

2.

3.

Write down three pieces of content that are related to the search results of your keyword phrases.

1.

2.

3.

Write down three long-tail search queries that are created from keywords. Long-tail keywords are search queries composed of three or more words that are more specific than the keyword alone. Ex: "inbound marketing software"

1.

2.

3.



## GET STARTED

Sign into Facebook, type your long-tail search queries into Facebook Search and see what comes up. If you need a quick tutorial or refresher on Facebook Search, spend a few minutes to take the informative tour.

### NOTES:

Identify three pages that could potentially have leads for you and “like” them.

1.

2.

3.

Identify 3 groups could you join that prospects could potentially be in and then join those groups.

1.

2.

3.

## TAKE ACTION

Now it's time to start sharing the pieces of content you identified earlier. Start engaging with potential prospects by:

- Joining in on conversations in pages and groups where you can add value with content
- “Liking” relevant content within pages that are relevant to your industry
- Asking questions within pages and groups to engage others



>> **PRESCRIPTIONS FOR SUCCESS:** If possible, subscribe to the pages' or the groups' RSS feed (if enabled) so you don't miss any relevant content.

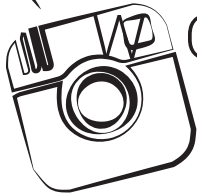
## *Take-home exercise*

SPEND 20 MINUTES A WEEK:

- Scanning the pages you've "liked" for any opportunity to join the conversation (5 mins)
- Searching the groups you've joined for opportunities to offer help or content (5 mins)
- Engaging with people from the groups/pages directly on their profiles (if possible) (5 mins)
- Share one piece of organic content to the groups or pages you've joined (5 mins)

*Social Prospecting:*

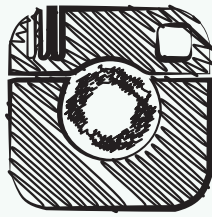
**INSTAGRAM**



W O R K B O O K

**e**minent**SEO**  
NEW MEDIA MARKETING EXPERTS

# Instagram



## PREP

Write down the top three keyword phrases (with a hashtag) that people use to find your profile while searching Instagram.

1.

2.

3.

## GET STARTED

Go to Instagram search and type in the keyword phrases with hashtags (and try without hashtags, too). Consider using the menu options on the Instagram search screen to drill down into specific industries that could be a good fit.

### NOTES:

Based on posts found, identify and write down five Instagrammers (businesses or people) that could be potential prospects and follow their profiles.

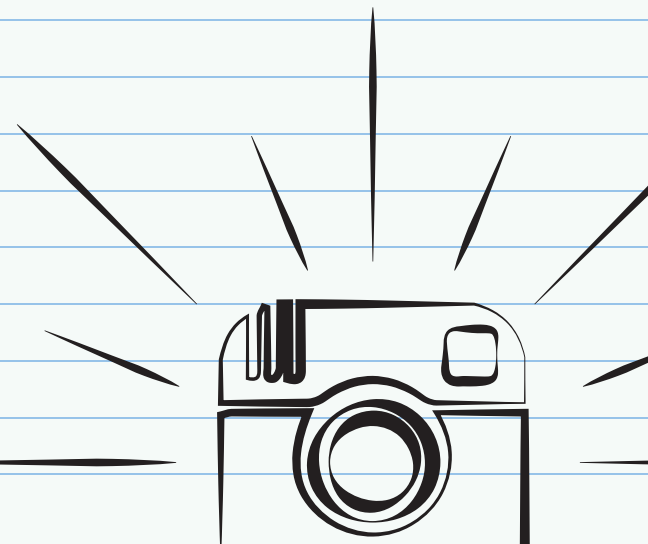
1.

2.

3.

4.

5.



**PRO TIP:** While Instagram does have a web interface, the mobile app will make it much easier to fine-tune your prospecting. For example, when viewing a specific profile, the mobile app will allow you to view “related” profiles by clicking the down arrow next to the follow button.

## **TAKE ACTION**

Now it's time to start interacting with potential prospects. Start your engagement outreach by:

- Scanning through your feed for any relevant content
- Liking posts or sharing using an app like Repost for Instagram
- Adding value through comments to your prospects' photo or video posts

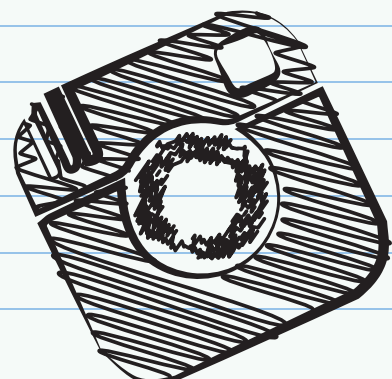
**IMPORTANT NOTE:** Instagram is increasingly becoming one of the most widely used social platforms. However, marketing on Instagram is somewhat limited by virtue of the fact that you can only currently share links in your bio and not on your actual posts (with the exception of paid ads). However, Instagram can still be very effective for prospecting and raising brand awareness, and it has its own unique audience – so it can't be ignored!

## **Take-home exercise**

In addition to posting high-quality photo and video content regularly,

SPEND 15 MINUTES A WEEK:

- Scanning hashtags and suggested posts for potential prospects (5 mins)
- Liking and commenting on industry-relevant posts (5 mins)
- Evaluating anyone as a prospect who has engaged with your posts (5 mins)



*Social Prospecting:*

**P**INTEREST

W O R K B O O K

**e**minent**SEO**  
NEW MEDIA MARKETING EXPERTS



*interest*

## PREP

Write down the top three keyword phrases (with a hashtag) that people use to find your profile while searching Pinterest.

1.

2.

3.

Write down three pieces of content that are related to the search results of your keyword phrases. You'll be able to use this content to draw prospects back to your website.

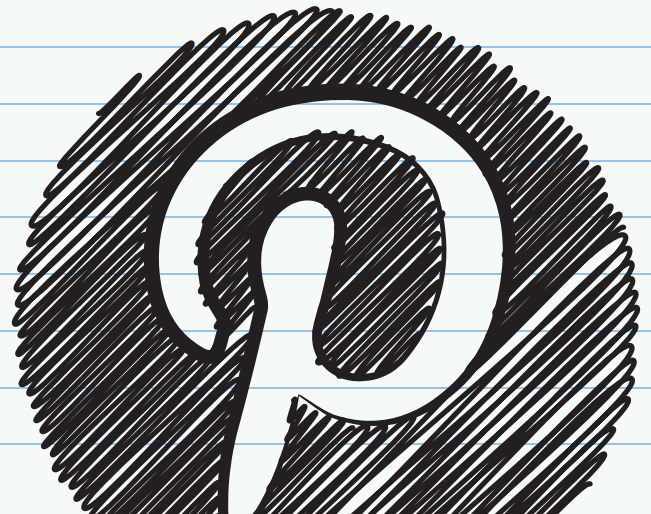
1.

2.

3.

## GET STARTED

Go to Pinterest search and type in the keyword phrases with hashtags (and try without hashtags, too). Consider using the menu options in the Pinterest search bar to drill down into specific industries that could be a good fit.





## NOTES:

Based on pins found, identify five pinners (businesses or people) that could be potential prospects and follow their boards.

1.

2.

3.

4.

5.



## TAKE ACTION

Now it's time to start sharing the pieces of content you identified earlier. Start engaging with potential prospects by:

- Scanning your new dashboard filled with the boards you follow for any relevant content
- Re-pinning any content from prospects that will be useful to your followers
- Adding value through comments to your prospects' pins

**>>PRESCRIPTIONS FOR SUCCESS:** Sign up for the Tailwind app to see what's being pinned to Pinterest from your website by potential prospects.

## *Take-home exercise*

SPEND 15 MINUTES A WEEK:

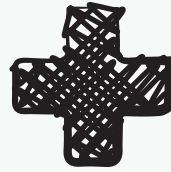
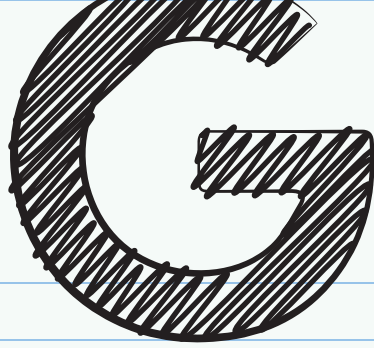
- Scanning the boards you follow for any new pins (5 mins)
- Re-pinning any relevant content that your prospects are posting (5 mins)
- Evaluating anyone as a prospect who has pinned something from your website (5 mins)

*Social Prospecting:*

**G**OOGL**+**  
W O R K B O O K

**e**minent**SEO**  
NEW MEDIA MARKETING EXPERTS

## Google+ PREP



Write down the top three keyword phrases that people use to find your Google+ profile.

- 1.
- 2.
- 3.

Write down three pieces of content that are related to the search results of your keyword phrases. You'll be able to use this content to draw prospects back to your website.

- 1.
- 2.
- 3.

## GET STARTED

Head on over to your Google+ account and search your keyword phrases. You can get more detailed results by toggling between All, Friends, Family, Acquaintances and Following feeds.

### NOTES:

Identify three people and pages that could potentially have leads for you and "follow" them.

- 1.
- 2.
- 3.

Identify three communities that could potentially have leads for you and “join” them.

1.

2.

3.

## TAKE ACTION

Now it's time to start sharing the pieces of content you identified earlier. Start engaging with potential prospects by:

- Digging into the pages and people you've followed and adding value when possible through comments
- Liking (“+1”) any content that's relevant to you and your business
- Identify regular contributors in your communities and engage with them through answering questions or providing helpful content

>> **PRESCRIPTIONS FOR SUCCESS:** Archive your Google+ searches for easy access later by bookmarking each page or saving the URLs of your search results.

## *Take-home exercise*

SPEND 30 MINUTES A WEEK:

- Scanning Google+ posts and commenting on one relevant piece of content (15 mins)
- Work on building relationships with regular contributors in communities by adding thought leadership to content they've shared (15 mins)



# ABOUT US

We are a professional digital marketing firm specializing in website creation, content marketing, link outreach and much more. Our mission is to “clean up” the web with ethical and effective best practices for SEO and site design. That’s why we’re committed to sharing what works for us with the rest of the industry. Visit our website for more helpful resources like these, or if you have questions about taking your digital marketing strategy to the next level.



**800-871-4130**

