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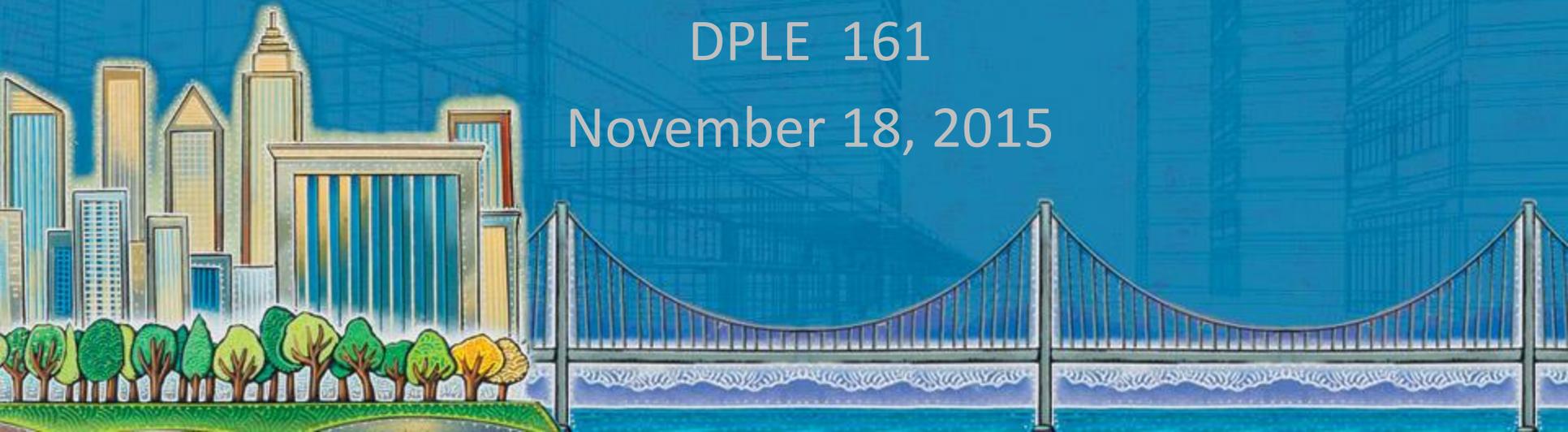
DIFFERENT WORKS

Social Selling: Building Relationships in a Social Media World

RLI Design Professionals
Design Professionals Learning Event

DPLE 161

November 18, 2015



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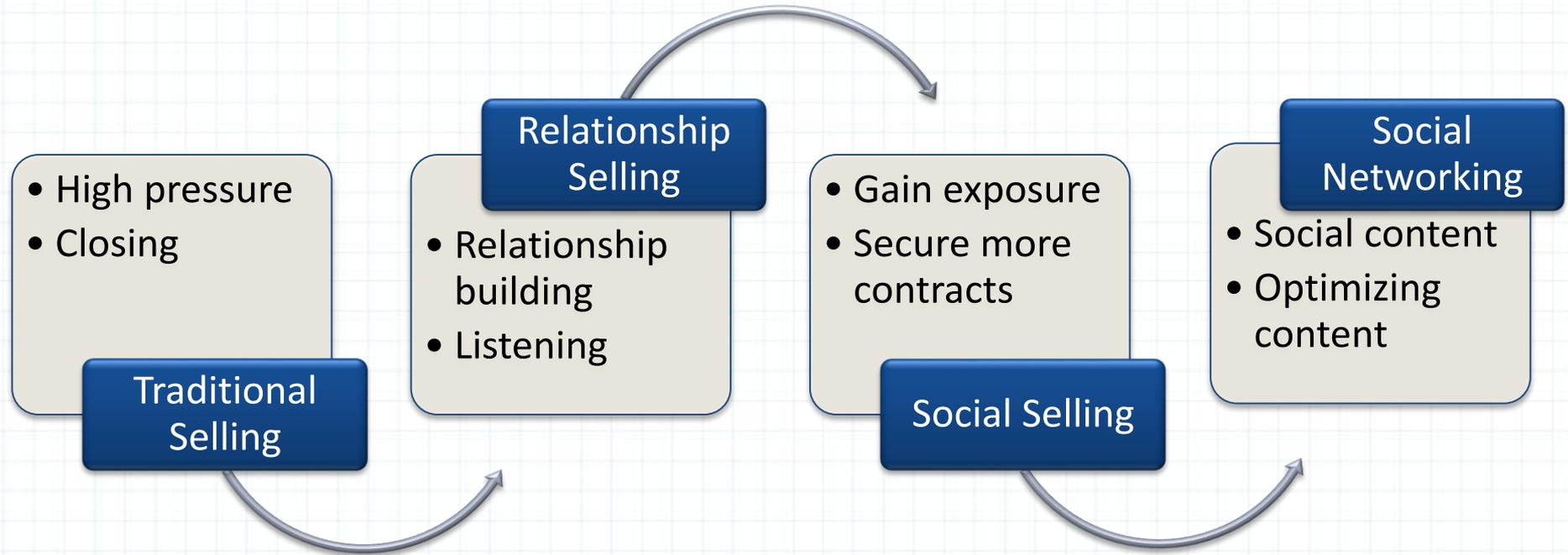


Course Description

You may have heard the buzzword “social selling” which may evoke images of social media platforms such as LinkedIn, Facebook, and Twitter. Is social selling as simple as using social media platforms to expand your sales? Technology allows all of us to brand ourselves and build upon our networks, which leads to more exposure and more contacts. During this webinar we’ll explore how social selling is more than marketing your brand through social media. We’ll learn about how social selling transforms traditional sales techniques to build stronger customer relationships and create more sales opportunities for you.



■ Learning Objectives



■ Where Have We Been?

In the past, we may have...

- Bought databases;
- Mailed to prospects; and
- Waited for calls.

Is your process still similar?



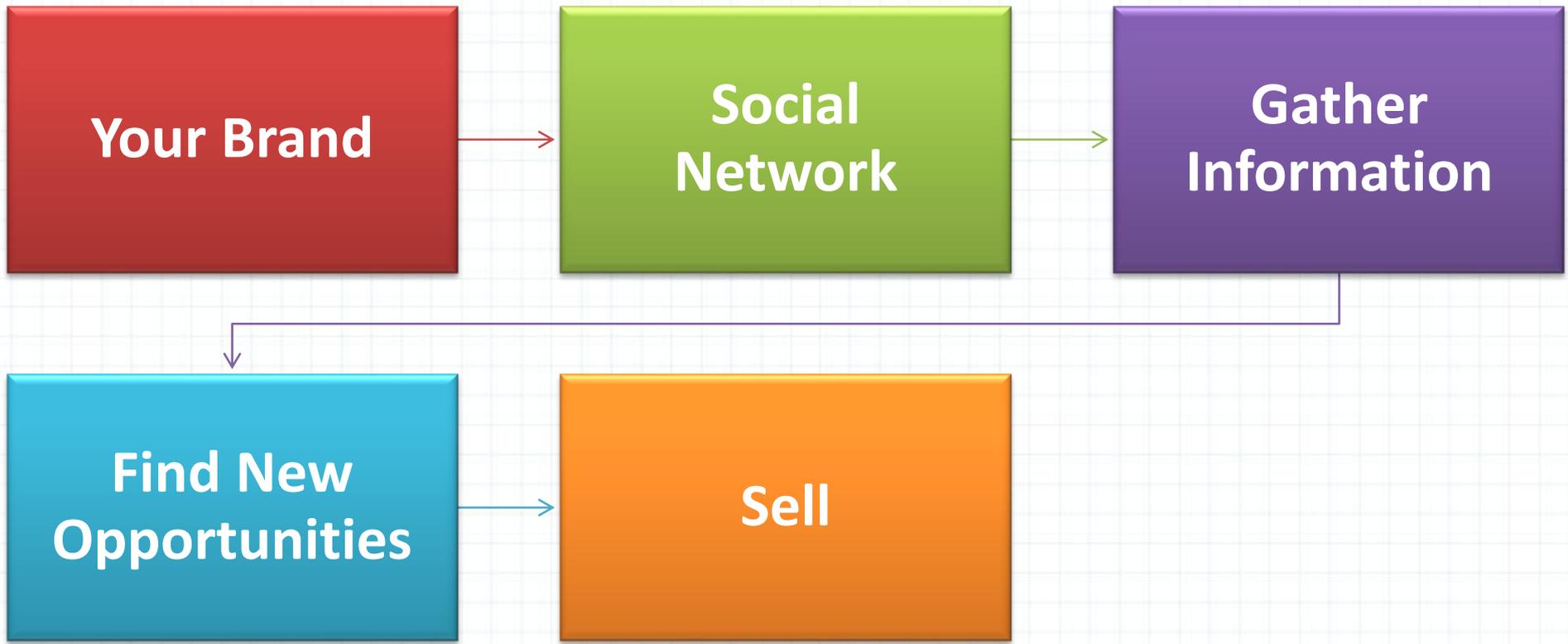
■ Traditional Selling



■ Relationship Selling



■ Social Selling



■ Social Selling

SOCIAL

Nurture relationships

Build brand recognition

Increase followers

Boost customer engagement

Enhance customer loyalty

Create thought leadership

Drive website traffic

Search engine optimization

Generate leads

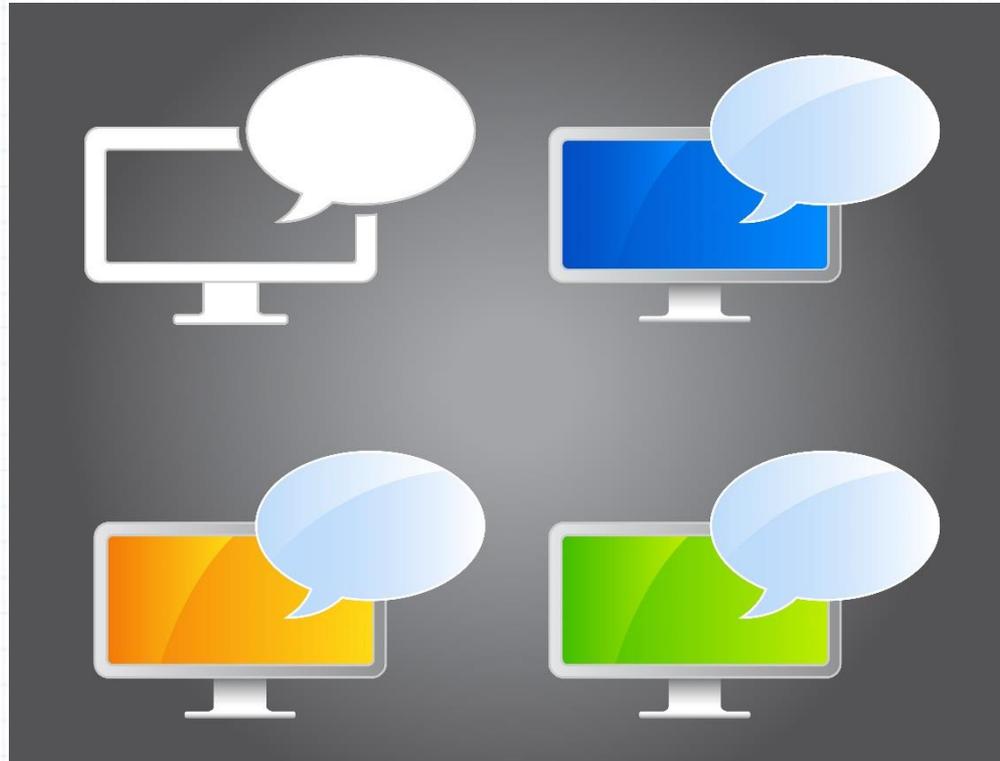
CONTENT



■ Social Media Platforms

Linked in

Instagram



Pinterest

Twitter

facebook

Google+



■ Popular Social Media Platforms

Network

Linked 

twitter

facebook

Share

Pinterest

Instagram



■ Social Media

LinkedIn

- B2B marketing
- Can be personal
- Post articles or start a conversation
- Good tool for professional networking

facebook

- B2C marketing
- More familiar
- Post pictures, events, or links to slides
- Generally more current than a website



■ Social Media

LinkedIn For Businesses

- Receive feedback from target audience
- Attract business clients and generate leads
- Maintain "top of mind" awareness
- Improve reputation
- Drive traffic to website
- Celebrate company milestones



Search for people, jobs, companies, and more...



Advanced

Home

Profile

Connections

Jobs

Interests



■ Social Media

Pinterest

- Creates a visual feast
- Promotes visual components to services
- Small group sharing
- Ability to update to other social media platforms

Instagram

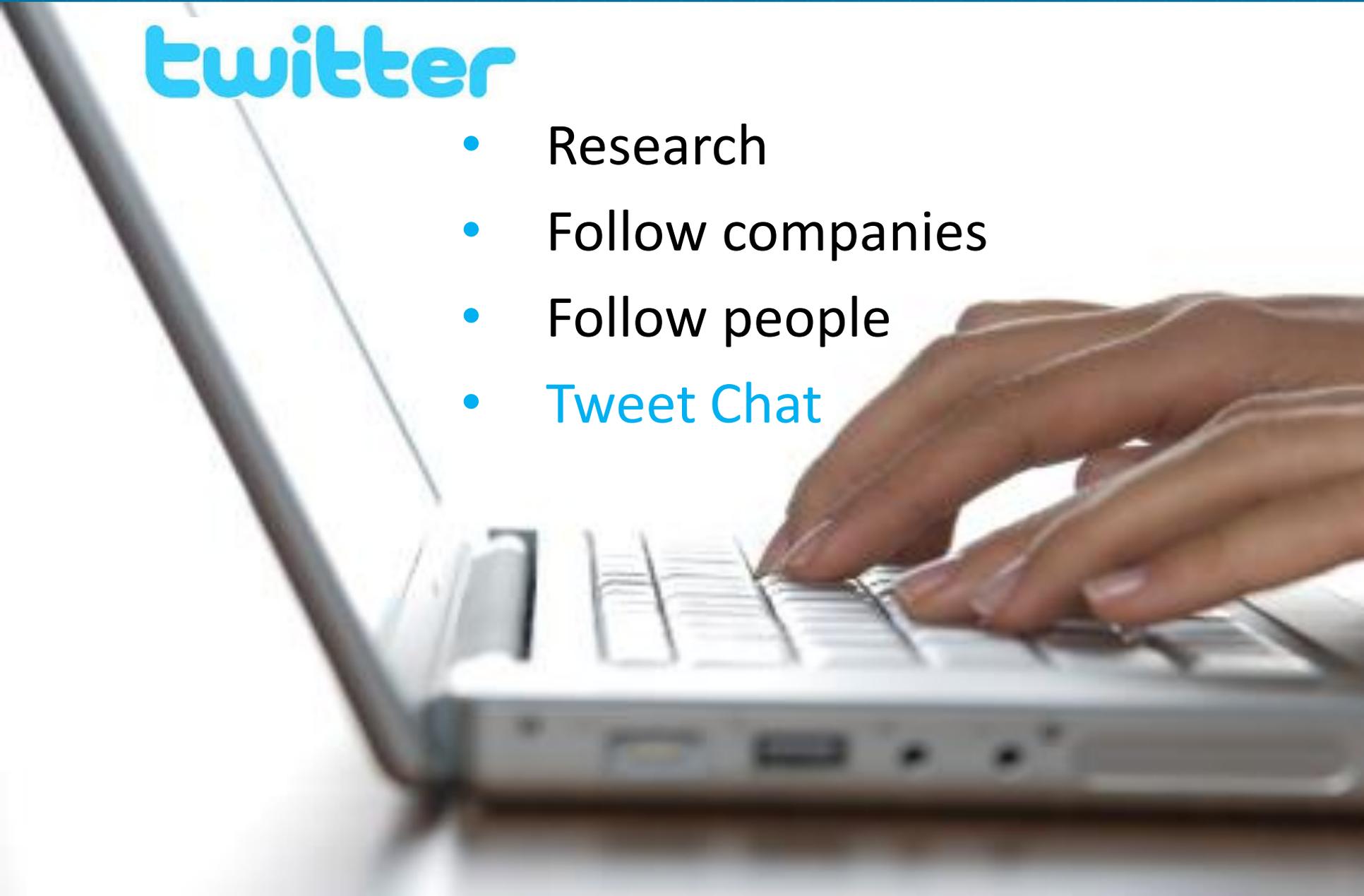
- Visual storytelling
- High engagement
- Consumer driven
- Content is easily sharable
- Can make your business more personal



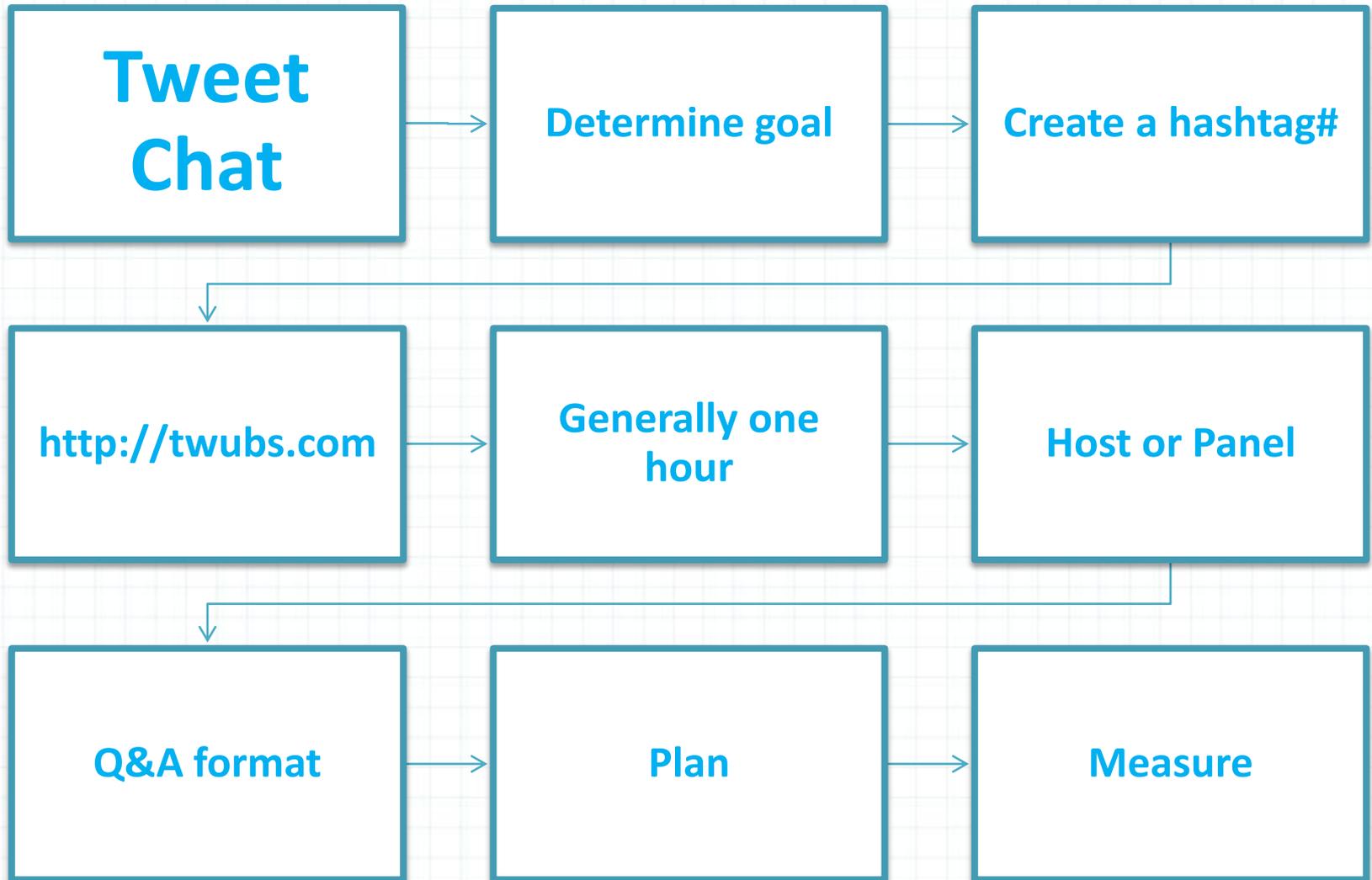
■ Social Media

twitter

- Research
- Follow companies
- Follow people
- Tweet Chat

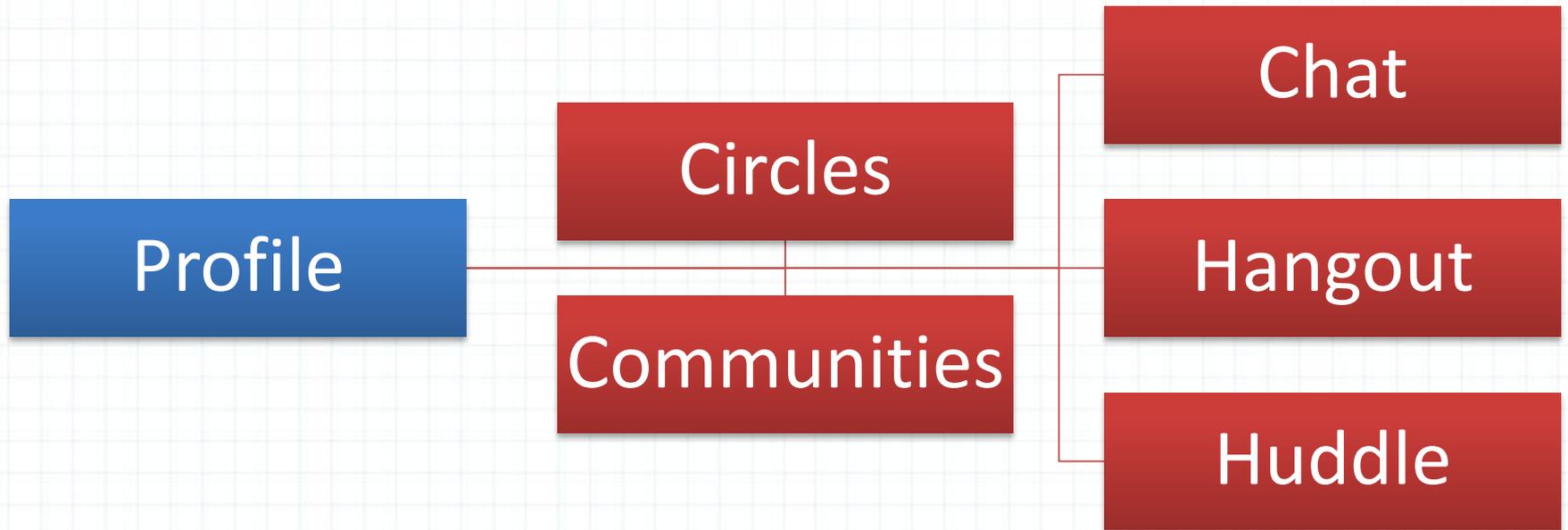


■ Social Media



■ Social Media

Google+



■ Promote Your Expertise

Share
articles

Post
seminars

Link to
webinars

Share
relevant
content

Highlight
projects

Feature
awards and
rankings

Add photos



■ “Multiply” Your Presence

Optimize

Content

Images or photos

Hashtags and usernames

Specific groups or users

Share, tweet, follow

Optimize image size

Videos

Limited number of characters



■ “Multiply” Your Presence



■ “Multiply” Your Presence



- Visually engaging
- Appealing to target audience
- Supported by other engaging content

Infographic

Chart or diagram used to represent information or data

- 65% of the population are visual learners.
- Publishers who use infographics grow in traffic an average of 12% more than those who don't.



■ “Multiply” Your Presence

Do I Need A Blog?

- Tumblr
- Drupal
- Blogger
- WordPress

A blog is a social media platform intended to promote



■ “Multiply” Your Presence

Do I Need A Blog?

- Who’s going to read it?
- What’s my blog’s purpose?
- What content can I incorporate?
- How does my blog increase search engine optimization?
- What else can I use my blog content for?



■ “Multiply” Your Presence

Lists

- Top 10 Travel Destinations for 2015
- 5 Holiday Recipe Must Haves

How To's

- Knowledge sharing
- Provides solutions

Checklists

- Serves as a reference guide
- Can drive audience to your content

Guest Blog Post

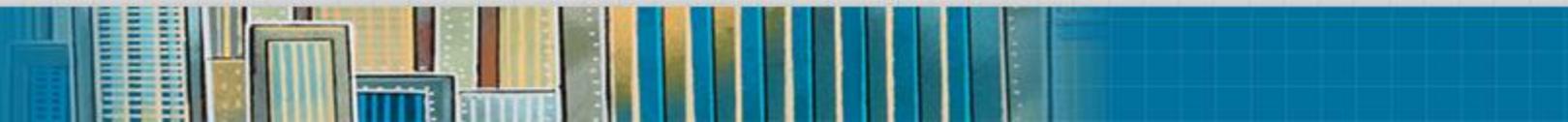
- Provides a fresh perspective
- Exposes your firm to new audiences

Newsworthy Posts

- Connects your audience to industry trends
- Identifies you as an expert

Personal Stories

- Allows your customers to see your human side
- Content should be educational/valuable



■ “Multiply” Your Presence

Sample Blog

- Choose blogging platform
- Build your source list
- Identify content writers
- Create content schedule
- Focus on the customer’s point of view
- Read and reply to comments

[WHAT IS THE DIFFERENCE BETWEEN CASH AND ACCRUAL ACCOUNTING?](#)

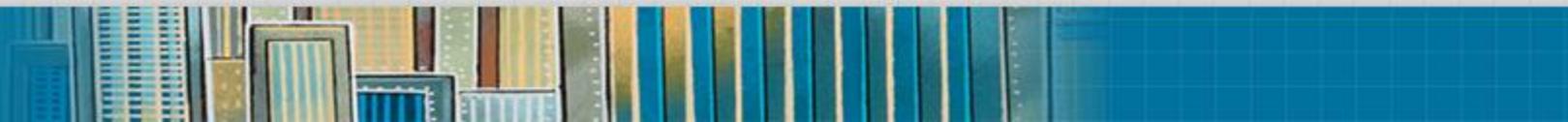
by David G.

August 13, 2015

When comparing cash accounting vs. accrual accounting, the primary difference between them is simply timing or, more specifically, “when” revenue and expenses are recorded. Small businesses and people managing their personal finances often use the cash method. This method accounts for “revenue” only when money is received, and for “expenses” only when money is paid ...

[READ MORE](#)

Source: www.insuremyhomebiz.com



■ “Multiply” Your Presence

E-Newsletters



- Choose newsletter platform
- Define content strategy
- Keep it short and to the point
- Establish frequency
- Comply with CAN-SPAM

■ “Multiply” Your Presence

Have you ever considered a Podcast?

A podcast uses RSS (Really Simple Syndication) technology to:

Subscribe to a feed of any online media content:

- Website
- Blog
- Video
- Music
- Any digital media



■ “Multiply” Your Presence

Why are Podcasts successful?

- ✓ Enables listeners to download audio and/or media files for playback on mobile devices
- ✓ Allows you to share content with customers who prefer to listen to webinars and other media while at work or in the car
- ✓ 78% of audience are social media users
- ✓ 50% of users are age 34 and under
- ✓ Effective when used with Blogs, LinkedIn and your website



■ “Multiply” Your Presence

You Tube

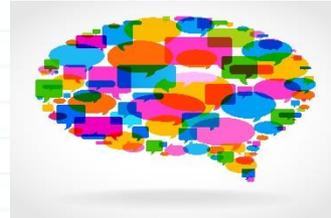
- ✓ Allows you to share content via video with clients and potential customers
- ✓ 74% of audience are social media users
- ✓ Appeals to ages 18-34
- ✓ Easily used with Facebook, Twitter, LinkedIn, Blogs and on your website



■ Final Thoughts

Social selling is about leveraging your brand and social network to help gather:

- *information,*
- *insights, and*
- *connections*



that can be used to help you find new opportunities and build long-term relationships.





Thank you for your time!

QUESTIONS??

This concludes The American Institute of Architects
Continuing Education Systems Program

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