

# Crack The Social Code



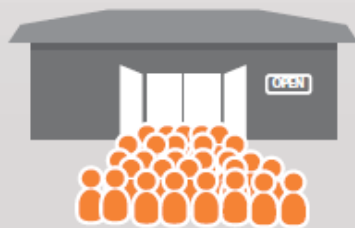
Three keys to getting started.



**Establish  
your presence**



**Engage  
your market**



**Build  
your following**

**e-Business: Social Media**



Felix L. Griffin

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**Crack The Social Code:  
3 Keys To Getting Started  
with Social Prospecting**

**By Felix L. Griffin**



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# SOCIAL MEDIA WORKBOOK:

## USING SOCIAL MEDIA TO GENERATE LEADS

### What is Social Prospecting?

With [more than one billion monthly active users on Facebook](#), and [over 230 million monthly active users on Twitter](#), smart marketers 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. H

Social prospecting – the art of scouring internet (social media), identifying potential prospects for your business, and engaging them to draw them to your site, now convert those potential prospects into loyal customers.

### About This Workbook

This Workbook was created for Entrepreneurs and Small business owners in mind. This social prospecting workbook will teach you the fundamentals of how to listen to social media conversations in order to generate 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.

I believe the methods outlined here are some of the quickest ways to find potential prospects on Facebook, Twitter, LinkedIn, Pinterest, and Google+. I hope you can use the worksheets to help you get started with social prospecting.

Every Worksheet [Social Media Section] includes:

- ♦ Short preparatory work to make the actual prospecting easy
- ♦ Visual instructions on how and where to find prospects
- ♦ “*Expert Tips*” that will help you get the best results
- ♦ **Marketing Tip** for success
- ♦ [Take-home exercise] for follow-up prospecting



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## Getting Started

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 on search
- ♦ Organic content related to those keyword phrases

Wish You Much Success,  
Felix L. Griffin



# Facebook

## (1) Prep:

Write down the top three keyword phrases that people use to find you on search.

- 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.

Write down 3 long-tail search phrase (queries) that are created from those keywords.

- 1.
- 2.
- 3.

**Definition:** Long-tail keywords are very targeted search phrase (search queries) composed of 3 or more words that are more specific than the keyword ( head term) alone.

**Key Word Term / Head Term:** books

**Long tail keywords:** , books for pre-school children

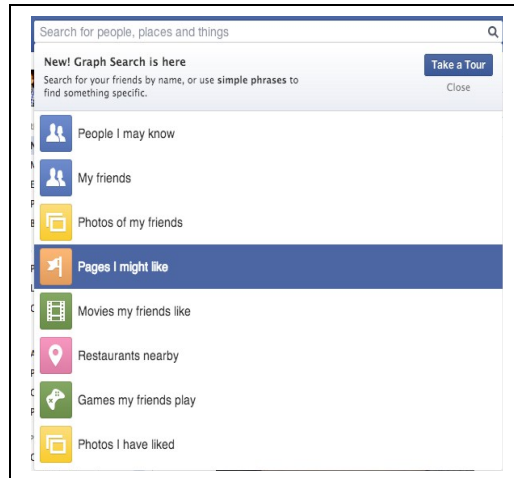
Content targeting **books for pre-school children**, for example, will receive more relevant traffic than content targeting **children's books**

*Example:* [In my business, search terms] “Social Media” or “Web Design” (not long-tail) vs. “Social Media Consultants for Small Businesses” “Social Media Consultants for Churches” or “Web Designers for Small Businesses” “Web Designers for Churches”(long-tail)



## (2) Get Started:

Sign into Facebook and type your long-tail search queries into Graph Search and see what comes up.



*Expert Tips:* If you're not familiar with Graph Search, spend a few minutes and take the tour. Worth it! You can find that tour here: <https://www.facebook.com/about/graphsearch>

### Notes:

Identify three pages could potentially have leads for you and "Like" them.

- 1.
- 2.
- 3.

Identify three groups could you join that prospects could potentially be in & join them.

- 1.
- 2.
- 3.

## (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 on pages and groups where you can add value with content
- ♦ “Liking” relevant content on pages that is relevant to your industry
- ♦ Asking questions on pages and groups to engage others

### Marketing Tip:

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 or 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)





## (1) Prep:

Write down the top three keyword phrases that people use to find you on search.

- 1.
- 2.
- 3.

*Expert Tips:* 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. You'll be able to use this content to draw prospects back to your website.

- 1.
- 2.
- 3.

## (2) Get Started:

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



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

*Please Note:* Twitter has a couple 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 other profiles, not tweets, that match your search.





## Notes:

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

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

## (3) 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 "Favorite" 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

## Marketing Tip :

Create a Twitter list of all the potential prospects you've identified to make checking in on them easy for you. Make sure to name your list something that is relevant to your industry. (You do this from your own profile page.)



**Please Note:** Twitter lists can be public or private. If you make a public list, name it something you don't mind others seeing (so **do NOT** name a public list "My Prospects" for instance – name it, "[Your Industry] Leaders" or something equally complimentary.) When you add someone to a public list, they get an alert the same way they get alerts for retweets, favorites, and @-mentions. (If you'd rather create a private list, feel free to name it



whatever is best for your Twitter usage.)

### **[Take-home exercise]**

Spend 20 minutes a week:

- Repeating this exercise and adding more prospects to your list (5 mins)
  - Retweeting relevant content for your industry from this Twitter list (5 mins)
  - Favoriting 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)
- 



**Felix L. Griffin**

# LinkedIn

## (1) Prep

Write down the top three keyword phrases that people use to find you on search.

- 1.
- 2.
- 3.

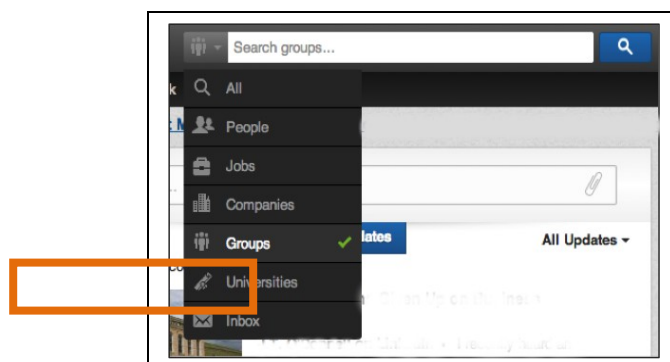
*Expert Tips:* Remember, more business-focused keywords are favored on LinkedIn.

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.

## (2) Get Started:

Sign into LinkedIn, and to the left of the top search bar, select “Groups” from the drop-down icon menu, which will search all LinkedIn groups.



*Expert Tips:* You can narrow your search results in the menu on the left by choosing what your relationship is to members of the groups, for instance if you want a category of “Open” or “Members only,” or if you want search results for groups that are in one or multiple Languages.

### Notes:

Based on the group’s description (and a quick scan), identify five LinkedIn Groups that could have potential prospects for your business and join them.

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

**Please Note:** Some groups are private, so you may need to wait until you are accepted into the group to complete the worksheet.

### (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 the group where you can add value with your content
- ◆ “Liking” content that others are sharing in the group
- ◆ Sharing your own content and posing your own questions to the group

### Marketing Tip :



When you find a particular post within the group you want to monitor, you can choose to “Follow Discussion” so you’ll be updated when content for that post is added.

### [Take-home exercise]

Spend 20 minutes a week:

- Reviewing the content in the groups you’ve joined (5 mins)
  - Commenting and adding value to posts from others in the group (5 mins)
  - Evaluating those you engage with the most to see if a connection is a good fit (5 mins)
  - Share one piece of organic content to the groups you've joined (5 mins)
- 



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# Pinterest

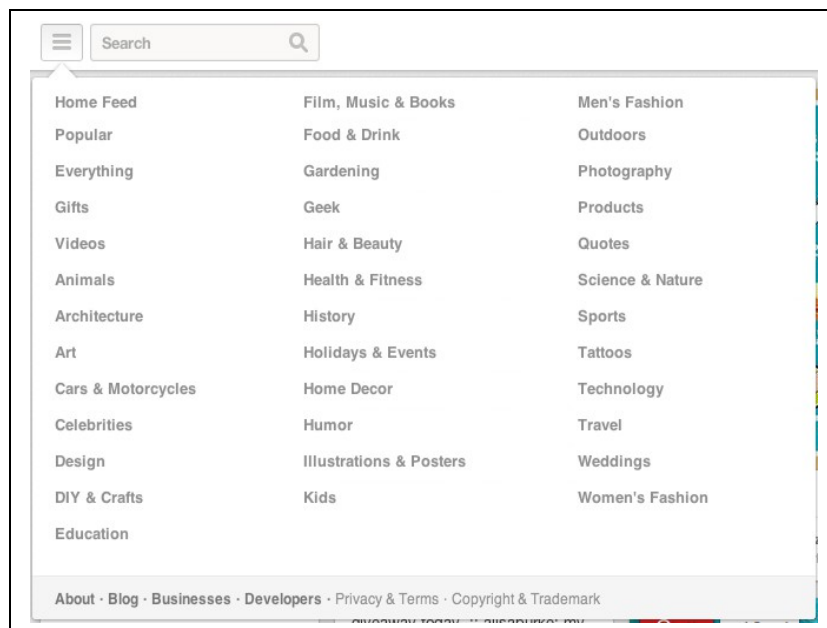
## (1) Prep:

Write down the top three keyword phrases (with a hashtag) that people use to find you on search.

- 1.
- 2.
- 3.

## (2) Get Started:

Go to Pinterest search and type in the keyword phrases with hashtags (and try without hashtags, too).



*Expert Tip:* Use the left-hand menu of the Pinterest search bar to drill down into specific industries that could be a good fit for you.

## 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.

### (3) 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 are useful to your followers
- ◆ Adding value through comments to pins by your prospects

### Marketing Tip:

Sign up for PinAlerts to see what's being pinned to Pinterest from your website by potential prospects. You can learn more here: <http://pinalerts.com/index/login>

### [Take-home exercise]

Spend 15 minutes a week:

- Scanning the boards you follow to see 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)





## (1) Prep

Write down the top three keyword phrases that people use to find you on search.

- 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.

## (2) Get Started:

Sign into your Google+ account and search your keyword phrases.

*Expert Tip:* Get context for your search results by toggling between All, Friends, Family, Acquaintances, and Following.



### 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.

### (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 your and your business
- ♦ Identify regular contributors in your communities and engage with them through answering questions or providing helpful content

### Marketing Tip:

Save all your Google+ searches for easy access later. (Just bookmark or save the URLs of your searches.)

### [Take-home exercise]

Spend 30 minutes a week:

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



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