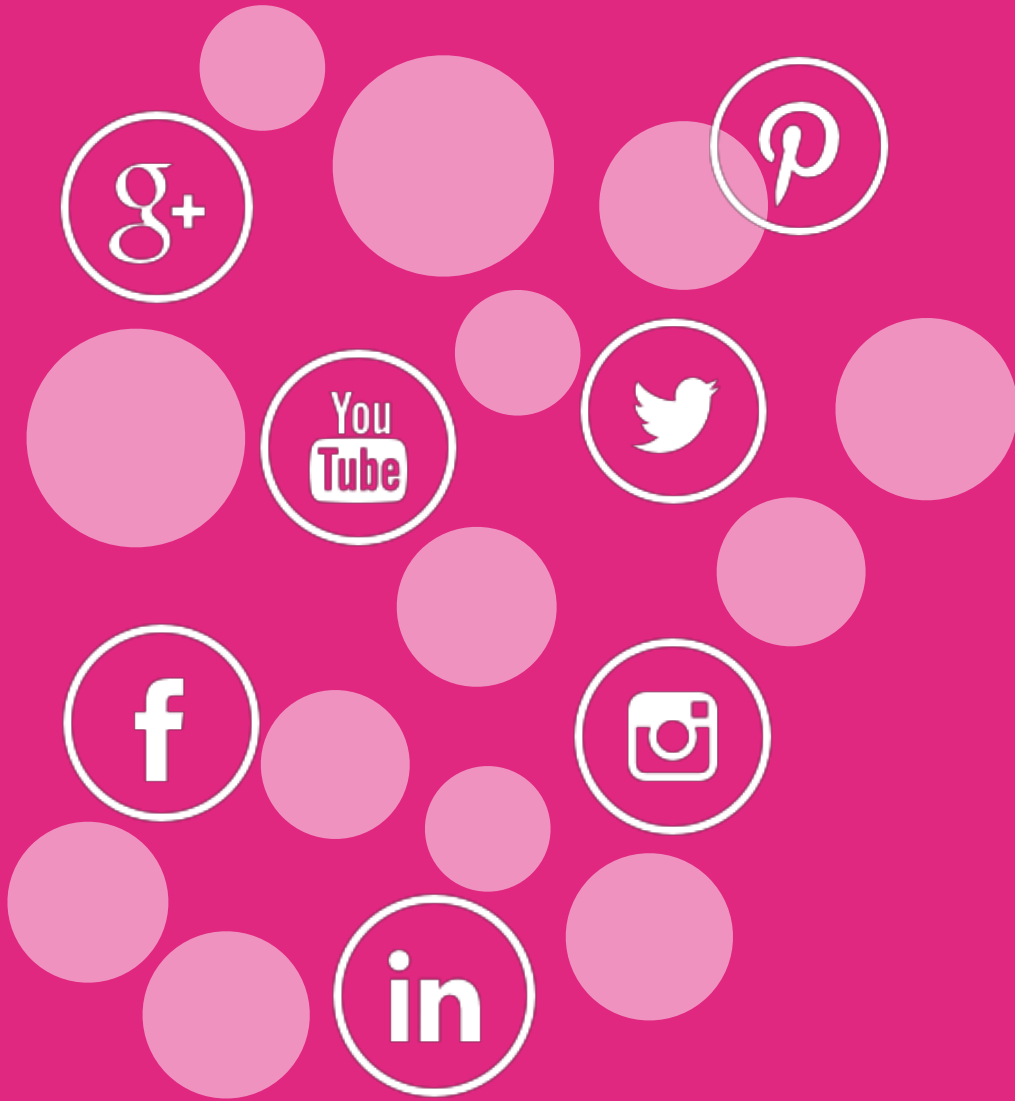




How to
DEMONSTRATE YOUR EXPERTISE USING
SOCIAL MEDIA

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When you're positioning yourself on social media, the first step is to demonstrate your expertise. Nowadays, consumers are being bombarded with messages. There are more choices available now than at any time in history. They're looking for answers, but it's difficult to figure out which solution is going to be right for them.

In order to position yourself as the ideal solution provider, you've got to stand apart from the competition by proving your expertise. The way to achieve this is to establish yourself as an authority, as a thought leader, and as an expert in your industry.



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HOW TO DEMONSTRATE YOUR EXPERTISE USING SOCIAL MEDIA

SHARE GREAT CONTENT, SHOW GREAT VALUE

How should you demonstrate your expertise? Engage your audience by posting updates that are interesting and relevant. Share with them all the knowledge you have. If you show great value and you share great content, people will see that you're well informed. When they're ready to make a buying decision, they'll want to talk to you.



One way to demonstrate your expertise is through content marketing. Writing and sharing content is an excellent way to prove that you're a thought leader, and LinkedIn is a wonderful platform on which to do this. With the growing popularity of videos, full-length articles and live videos on LinkedIn, it has transformed from being simply a recruitment platform to being a content curation platform. B2B buyers, in particular, want information. They want to hear your take on a particular subject or trend. Sharing your unique voice and perspective is a great way to demonstrate your expertise and to position yourself as a thought leader in your space. People will buy into your message only if they think of you as an authority.

The word authority derives from the word author, so if you want to be an authority, be an author. Authors write. You have to be generating and sharing content.



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SHOW DON'T TELL

People crave fresh content. They're interested in receiving timely, topical, relevant updates, and they want to hear a well-informed, individual take on industry news and trends. Your followers will understand from what you're sharing, and how you're engaging with your audience, that you're an expert in your field.

Instead of telling people what you do, show them. Let them see you in action. You know what they say: A picture is worth a thousand words. If a picture is worth a thousand words, a video must be worth a million words.

DIFFERENT WAYS TO SHARE YOU CONTENT

- Articles/blog posts
- Pictures
- Quotes
- Videos
- Infographics
- Slide deck
- Podcast
- Webinar
- Emails/newsletters

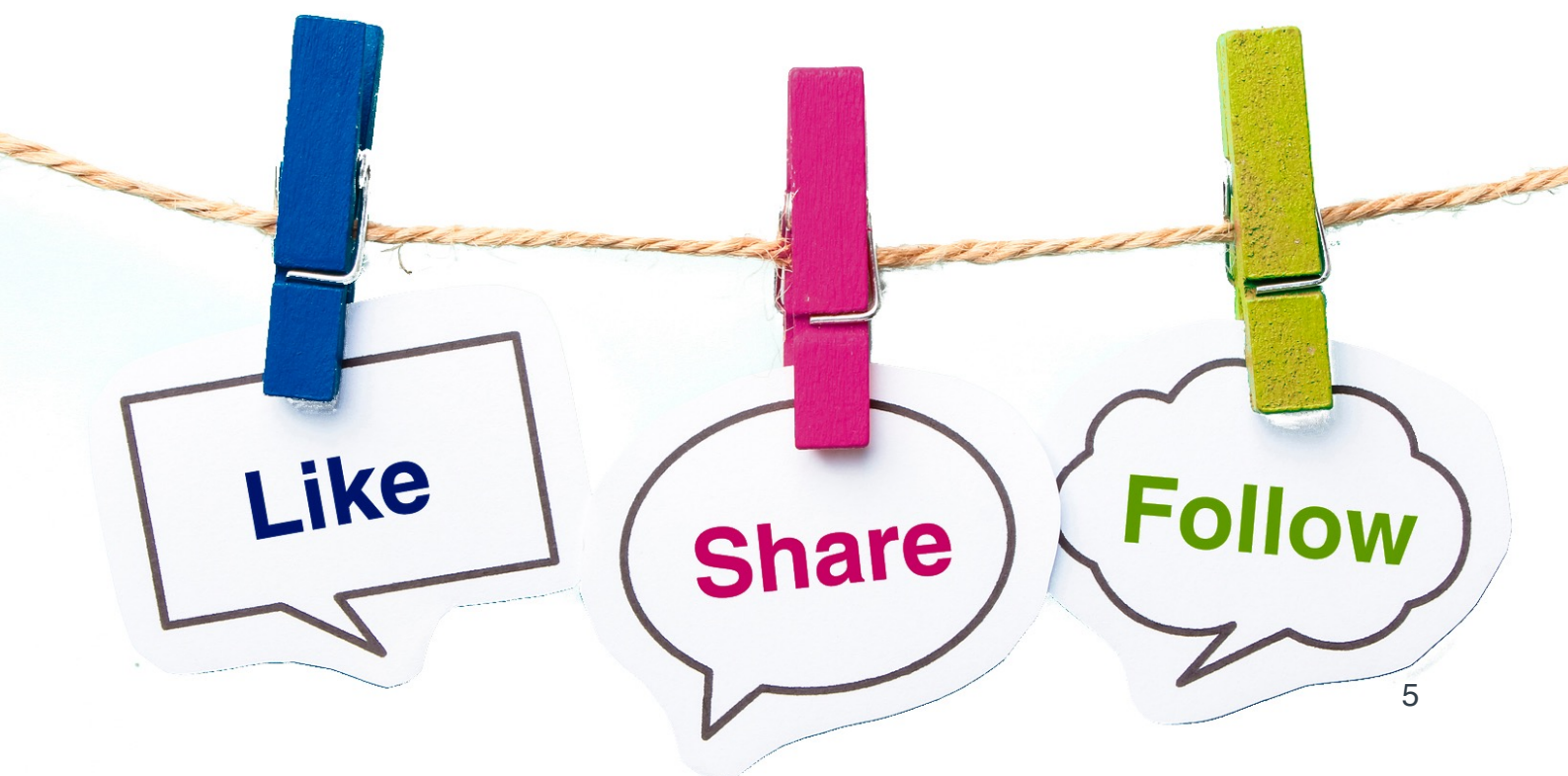


HOW TO DEMONSTRATE YOUR EXPERTISE USING SOCIAL MEDIA

ENGAGEMENT IS KEY

Social media is not a megaphone, and you are not engaged in a monologue. When you use social media, you have the opportunity to be in conversation with the whole world. If you're doing more talking than listening, you're not making the most of this medium and you're not receiving the full benefit.

If you want to share your message with people, you have to be in touch with them in the first place. Accept every connection request you receive. Why? First of all, you want every person on the planet to know who you are and what you do. Second, being open to possibility is an element of being successful in business and on social media. Don't be picky; you can always screen people further down the line. If you add someone as a contact and they immediately send you spam, you can flag the message and unfriend or block them if you wish. But it's in your best interests to start out by forming that connection and giving it a chance to develop into a business relationship.





HOW TO DEMONSTRATE YOUR EXPERTISE USING SOCIAL MEDIA

BE CONSISTENT

Consistency is essential. As a thought leader, it's not enough to make one brilliant post; you have to maintain a presence. Even if it was awesome and everyone went crazy for it, if that was six months ago and you haven't posted anything since, your name is no longer at the top of their minds. In this digital age, with so many voices competing for people's attention, you've got to be consistent to be seen as credible.

There are tools that can help you to maintain that consistency. Hootsuite, for example, allows you to write content in advance and schedule posts around a marketing schedule. This way, you can write when the mood hits you and you're feeling inspired. And, because you're preparing the content way in advance, you can be strategic and deliberately structure the content into a long-term marketing initiative.

JOIN THE CONVERSATION

One key element of gaining credibility on social media is simply being present and available for comment. Don't post and hide. Post and interact. Reply to people's comments. Ask them questions, engage them to keep the conversation going.

Look for opportunities to join conversations in groups on Facebook, Google+ and LinkedIn relevant to your field. Answer people's questions when they're relevant what you are an authority in.



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