



SOCIAL SELLING

- ★ Learn how to find new customers
- ★ Discover how to approach them effectively

How to make the most out of social selling?

1. What is social selling?

Social selling means using **social media to interact with your potential customers with an aim of eventually selling your products to them.**

The world of selling has changed since people started doing pre-purchase research online. This research became incredibly significant with the rapid growth of smartphone use. Today people do pre-purchase research right in the shop, taking no more than 10 minutes. As much as **81% of shoppers will search online before making a purchase.**

Naturally, it seems like contacting potential customers through social media would be beneficial. It is: companies that use social selling generate 40% more qualified leads than cold calling. And yet **only 6% of businesses use social media to generate sales**, according to this [QuickSprout report](#), mainly because they don't know what strategies to use.

2. How to generate social sales?

- **Find people that complained online about your competitor's product/service.**

Comment on the post with an offer of your product, explaining that it doesn't have the mentioned problem.

- **Find people that post about a problem that you can solve.**

Comment on their post (a better choice, if you want to make your services known to a wider audience) or send them a personal message offering your product/service. If possible, give away a free sample of what you are offering.

- **Search for people asking for advice in your product category.**

Don't just answer their question - give them more than they are asking for. Not only offering your service, but providing a customer with an exclusive offer, would raise your chances of success immensely.

- **Monitor people asking for advice or reviews of your brand.**

You should be the first one to share your opinion of the brand (a positive one, obviously). Otherwise there is a risk your competitor will talk to your potential customer about their product first, or leave a not-so-good review of your product.

- **Send them further information to help them on the buying journey.**

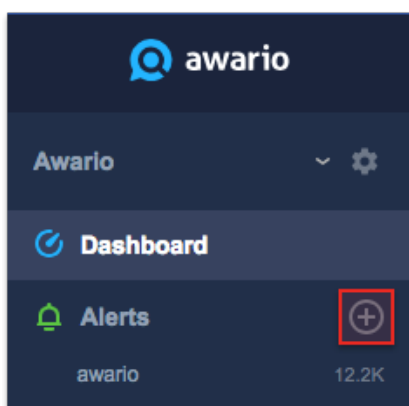
People want to be helped and educated, not sold to. Tell them more about the product category they are interested in and you will get a warmed-up client ready to buy from you in the future.

3. How to do that using Awario?

Awario finds mentions of your competitor's products, of your product category, and, of course, any question or review of your brand. Monitor all of that to be able to react at the right time.

Find your competitor's unhappy customers

1. Click on the + button at the top of Awario's left-hand menu.



2. Add the name of your competitor's brand, company, products as keywords and filter out common words using 'negative keywords' option if necessary (the latter option is in More options; you can also choose locations, languages, and sources of the mentions).

✕

What would you like to monitor?

Enter the keyword you'd like to get mentions of. This could be your own name, your brand, a competitor, a topic, a hashtag, or anything else! If you're entering several keywords, hit Enter after each one.

[More options](#)

3. Refine the search to look for unhappy customers by using [Boolean search](#). Switch to Boolean search by clicking on the Settings icon next to the name of your alert and then clicking *Switch to Boolean search* below all other options.

Alert settings for awario

Alert name ?	<input style="width: 95%;" type="text" value="awario"/>
Keywords: ?	<input +\"@awarioapp\"="" add="" awario\"="" keyword"="" style="width: 95%;" type="text" value="+\" ×=""/>
Website or web page: ?	<input style="width: 95%;" type="text" value="awario.com × Add URL"/>
Negative keywords: ?	<input style="width: 95%;" type="text" value="E.g., Fanta"/>
Languages: ?	<input style="width: 95%;" type="text" value="All"/>
Countries: ?	<input style="width: 95%;" type="text" value="Any"/>
Sources: ?	<input style="width: 95%;" type="text" value="All"/>
	Blacklist resources (4)
Date range: ?	<input style="width: 95%;" type="text" value="All time"/>
Email notifications: ?	<input style="width: 95%;" type="text" value="Never"/>

REMOVE ALERTCANCEL

Use Boolean search for advanced settings and even more precise results.

4. Copy and paste the following Boolean search string, inserting your competitor's name where required.

```
(  
near/3:competitor_name,alternative  
)  
OR  
(  
near/3:competitor_name,alternatives  
)  
OR  
(  
onear/2:struggling,with,competitor_name  
)  
OR  
(  
near/3:hate,competitor_name  
)  
OR  
(  
near/8:terrible,competitor_name  
)  
OR  
(  
near/8:awful,competitor_name  
)  
OR  
(  
near/2:problem,with,competitor_name  
)
```

Change or upgrade this search thing to add problems specific to your product/service (e.g., near/3:competitor_name,broken). To get the most flexibility with this, go to the [Boolean guide](#) and learn how to make searches that fit your wishes perfectly.

5. Get mentions of people that have complained about your competitor's product.

In short, social selling relies on finding clients that are already interested in your product to some extent, building a relationship with them and selling them a product when they are ready for it.

Jump to Awario
to start looking for new sales opportunities