CLEAR VIEW SOCIAL
by profitsolv

The Ultimate Guide to Automating Social Media for Sales Teams

Social media—the land of endless sales possibilities. A world where a single post can generate tens of thousands in revenue just because of a perfect product placement, and the right DM can spark a lasting (and profitable) business relationship.

Let's face it, though. **Effective social selling** can be challenging even for the most experienced sales teams.

It's a common scenario: You spend hours crafting a strategy to attract qualified prospects. You hit 'post,' and then you wait. And wait. Despite your efforts, you don't get as much as a comment, much less a flood of inbound leads.

And as you're trying to balance your social selling with the demands of all the client meetings, strategy sessions, and that never-ending 'ping' of Slack notifications, you might find yourself wondering: how do you make social media work in your favor as a salesperson?

Thankfully, there's a solution: **social media automation.**



Why social media automation needs to be in your sales toolbox

Social media automation involves using software to create, schedule, publish, and analyze your posts across various platforms, all without having to click the post button yourself.

Besides being more convenient than manually posting, it offers serious strategic benefits in terms of visibility, trustworthiness, time-saving, and more.

Gets your brand seen

Social media automation helps with brand visibility by automating the scheduling and **posting of company content** across various platforms. This helps you keep your brand in front of potential clients around the clock so your company is always top of mind.

Automation tools can also optimize posting times so your content reaches the largest possible audience, **amplifying your brand's visibility** without requiring you to be glued to your social media feeds.



Eliminates the stress of thought leadership

Creating consistent, insightful thought leadership content that resonates with your audience can be daunting, especially when trying to **manage social posts across numerous channels.**

Social media automation makes distributing thought leadership content across multiple platforms virtually effortless.

Social automation can help sales professionals achieve thought leadership online by helping them:

- **Curate value-added content**
- **Build queues of articles to share**
- **Leverage AI to create unique (but editable!) captions**

With features like content curation and automated scheduling, you can plan an entire **content calendar** filled with insightful posts, articles, and updates that reflect your expertise. This allows you to establish yourself as an industry expert with little effort.

Leads to more qualified prospects

Sifting through social media to find qualified prospects can be like finding a needle in a haystack. It's not just the volume of potential leads that's a challenge—you also have to identify those who are genuinely interested and in need of what you're selling.

(All this before you even pitch to them!)

When you take advantage of advanced targeting and segmentation features, though, automation tools can ensure that your content reaches the most relevant audience. As a result, you increase the likelihood of engaging with prospects who are interested.

Want to go the extra mile? Using automated analytics and reporting can identify **which types of content** and engagement strategies resonate with your target demographic.

Streamlines the sales pipeline

Moving your prospects from initial awareness to purchase is a complex endeavor that involves nurturing prospects and inspiring confidence in your brand through:

- **Targeted content**
- **Timely follow-ups**
- **Personalized engagement**
- **Clear differentiation from competitors**

But when you pile these tasks onto a packed schedule, it can seem more like a chore than a valuable sales tool—especially during long sales cycles.

Social media automation streamlines the sales pipeline by taking over the routine tasks of content creation, scheduling, and posting so you can focus on what's important: building and nurturing relationships and getting the sale.

Want sales from social media on autopilot? Try these 4 best practices.

Dreaming of setting your sales strategy on autopilot and watching as leads and conversions effortlessly stream in? Social media automation makes it simple, but only when used correctly.

Let's explore four best practices to get the most out of this revolutionary tool.

1. Get to know your audience

Knowing who your audience is, what they care about, and how they engage with content online helps refine your social media efforts.

Our formula for success? Clearly defined audiences + more targeted content = increased engagement and conversion rates!

Getting to know your audience includes:

- **Analyzing existing social media data for engagement and demographic trends**
- **Conducting surveys**
- **Engaging with your audience through social media polls and questions**

Besides highlighting who is interested, social media analytics platforms can give you valuable insight into **when your audience is most active online** and what content they interact with the most. This data, in turn, helps you build a rapport that makes your sales pitch more welcoming and effective.

2. Create a content calendar to keep on track

A content calendar gives you a clear vision of where you're headed and keeps you organized and on course. With a calendar, you can keep posting consistent, relevant, and timely—key factors in maintaining audience engagement and interest.

Additionally, building a calendar helps you strategically plan content around product launches, promotional events, or industry trends. This approach ensures every post has a purpose and contributes to your overarching sales goals.

If you're new to content calendaring, start by:

- **Identifying key dates important to your industry and audience**
- **Planning your content around these dates, incorporating a mix of promotional, educational, and engaging posts.**
- **Setting up alerts to keep you updated on media mentions, tags, and other content relevant to your business.**
- **Organizing your content in a spreadsheet or specialized social media software**

Content calendars can be planned out months in advance, giving you time to coordinate with graphic designers, product specialists, and other team members.

As key dates approach, review your content for timeliness. If an alert shows a positive story about your brand is trending, consider prioritizing it in your feed so you can capitalize on the social media momentum.

3. Use technology to make social media management easy

Leveraging the right tools can transform social media from a burden to a breeze.

For example, software like Clearview Social's **Discover Content tool** syncs up with RSS feeds, industry news, and popular trends and then links with the platform's internal publishing tool to make finding, sharing, and posting content easy.

Furthermore, our **social media automation software** simplifies sharing and maximizes your content's reach through features such as:

- **PeakTime™: Utilizes advanced algorithms to schedule your posts for when your audience is most active, dramatically increasing visibility and engagement.**
- **Social Shuffle AI: Using AI to create captions and intelligently rotate posts, keeping your content fresh and engaging.**
- **Virtual assistant: Makes everything from content discovery to scheduling and analytics as easy as clicking a button.**



All you have to do is upload your content, let the software handle the timing and distribution, and watch as your online presence turns into a revenue-building machine—all without lifting a finger.

You can also use our comprehensive analytics and reporting software to easily get a clear view of what's working. With these tools, you can refine your strategy for better engagement and conversion rates.

They can even track **earned media** value—the amount you would have had to spend on pay-per-click (PPC) to get the same amount of visibility—to provide concrete evidence of **social media return on investment (ROI).**

4. Engage with your audience regularly

By actively engaging with comments, messages, and mentions, you show that you value your audience and gently guide them through the sales pipeline. While social media newbies might feel hesitant to jump into online conversations, there are simple strategies for getting started.

At Clearview Social, we recommend:

- **Promptly responding to comments and messages on your posts**
- **Liking, commenting, and sharing user-generated content**
- **Asking questions**
- **Running polls**
- **Creating interactive content like quizzes**

If you're already swamped with notifications, social media automation can help by customizing alerts so you can receive (and respond to) mentions in a timely manner.

Make social media selling as easy as pie with Clearview Social

Managing social media selling doesn't have to make you want to pull your hair out. Gone are the days of handling everything yourself. With social media automation, the once cumbersome workflow of content creation, scheduling, and engagement transforms into a seamless, efficient process with virtually no effort from you.

Clearview Social provides a comprehensive suite of social media software, including:

- Employee advocacy software
- Social media automation
- Social media AI
- Social media analytics

...to make social selling and employee advocacy simple and effective.

Book your free demo today to see how we can make using social media to promote your company, attract the right prospects, engage and nurture them, and convert them into paying customers as easy as pie.

Get a Free Demo