

# What does good social influencing look like?

- Influencing leads to engagement
- Influencing leads to traffic
- Influencing leads to mindshare



# SOCIAL INFLUENCING GOALS





# Increase engagement...





# Increase website traffic...



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## Choosing Plants That Fit Your Climate: A Regional Guide

Take a big step toward ensuring success in your garden. Stick with plants that are well adapted to your region's climate.

You May Also Like...

Dependable Perennials T...





# Increase offer awareness...



**ClevelandParkAH**

May 21, 1:38pm via Twitter for iPad

RT @Petplan: Woof! We just paid a pet insurance claim for a Bernese Mountain Dog who swallowed a corn cob. Watch those canines at cookouts!

YouTube

Jackie Umerley  
Had Robotic Bypass Surgery

Cleveland Clinic

Heart Bypass Surgery Recovery Time Improved

Cleveland Clinic

Subscribe 13,545

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Lowe's @Lowe's · 6h

Not sure what plants will thrive in your garden? Build plant-choosing confidence w/ this guide [sm.lowes.com/40CS](https://sm.lowes.com/40CS)

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# Grow retargeting lists...

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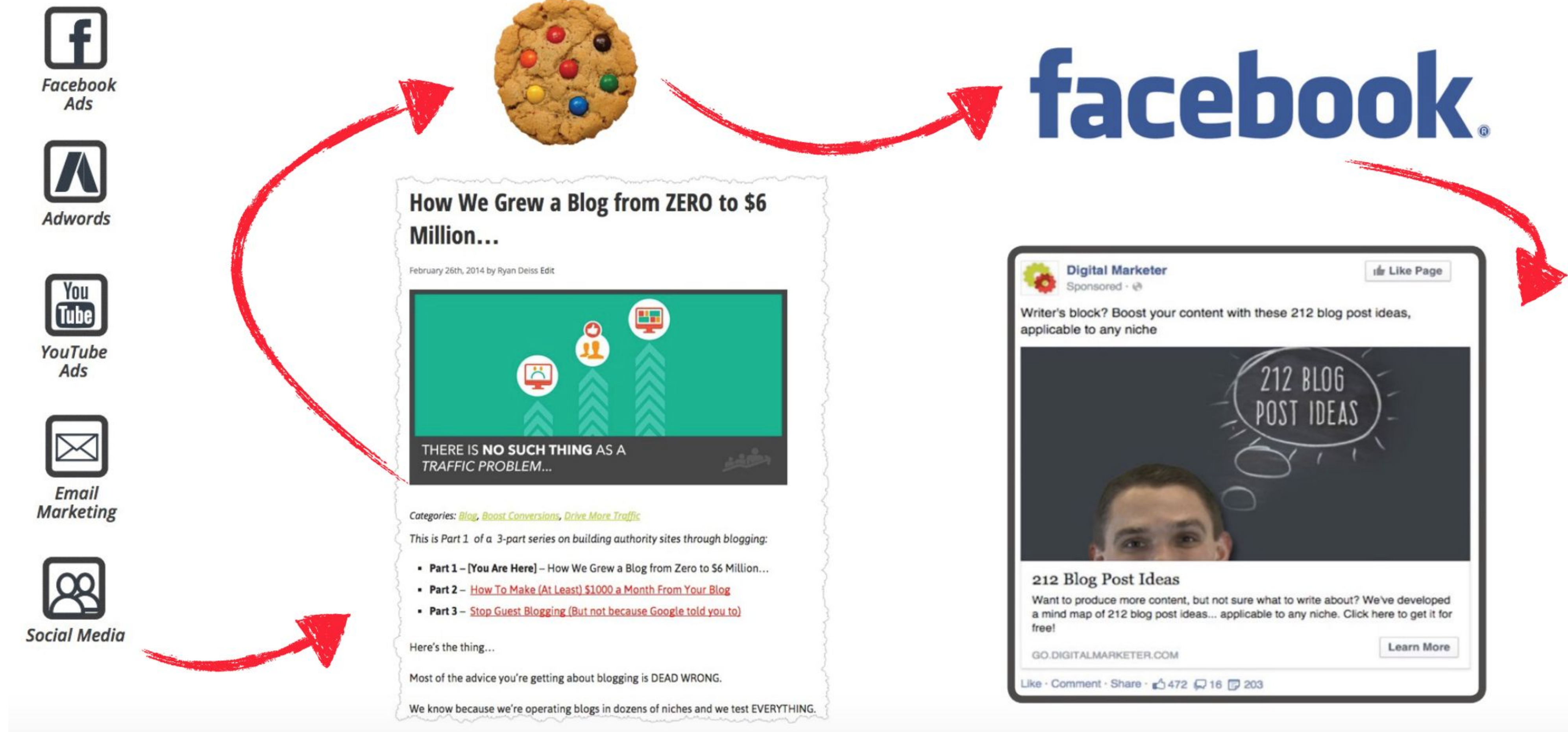
**Dependable Perennials T...**

← →





# Use content segments to retarget with a relevant ad...





# SOCIAL INFLUENCING METRICS





**You're  
measuring...**

- **Site engagement rates**
- **Traffic by channel**
- **Offer awareness**
- **Retargeting list growth**









# EARN MEDIA MENTIONS AND DEVELOP STRATEGIC PARTNERSHIPS





# What does good social networking look like?

- **Networking leads to connections**
- **Networking can move the needle**





# SOCIAL NETWORKING GOALS





# Earn media mentions...



## Cleveland Clinic Nurse Earns MSN and Becomes Certified Case Manager

Kim Conway had an opportunity to become assistant director of care management for Cleveland Clinic, but knew she would need to further her...

AMERICANSENTINEL.EDU





# Develop strategic partnerships...

Cleveland Clinic was mentioned in a post.


 **Mayway Corp.**  
1 hr · 🌐 Like Page

Kudos to [Cleveland Clinic](#) for pioneering herbal therapy in a Western medicine setting. Mayway looks forward to supporting more programs like this with our herbs.




**A Push to Back Traditional Chinese Medicine With More Data**  
Researchers marry modern analytical techniques to centuries-old theories on what makes people sick.  
WSJ.COM | BY SHIRLEY S. WANG

Like · Comment · Share · 🍌 2

 **freekibble**  
May 27, 4:05pm via Hootsuite

Through our partnership with [@Petplan](#) you get a great deal on pet insurance AND they'll donate 500 bowls of food!  
[ow.ly/Nvrvu](https://ow.ly/Nvrvu)

 **Buzzsumo**  
Pro

**Hey!** We're running a free webinar with Canva: 10 Ways to maximize impact with images. 3 p.m. PDT June 2 or 8 a.m. in Sydney June 3. It'd be great if you could join us: [Click here to register!](#)





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# SOCIAL NETWORKING METRICS





**You're  
measuring....**

- **# of inbound links**
- **#/description of earned media mentions**
- **#/description of earned strategic partnerships**









**GENERATE LEADS, GROW  
EMAIL LIST, ACQUIRE  
CUSTOMERS,  
UPSELL/CROSS-SELL  
EXISTING CUSTOMERS,  
INCREASE BUYER  
FREQUENCY**





# What does good social selling look like?

- **Lead with content**
- **Embed offers in content**
- **Retarget with a relevant ad**
- **Relevant ad takes them to a relevant funnel**
- **Lead with a Lead Magnet**

