

SOCIAL SELLING GOALS



Initial customer acquisition...

How We Grew a Blog from ZERO to \$6 Million...

February 26th, 2014 by Ryan Deiss Edit



Categories: [Blog](#), [Boost Conversions](#), [Drive More Traffic](#)

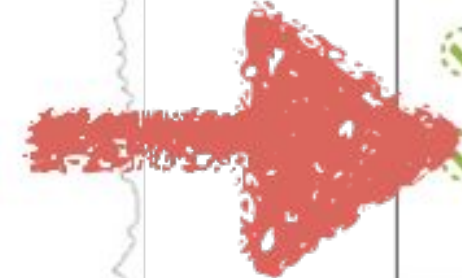
This is Part 1 of a 3-part series on building authority sites through blogging:

- **Part 1 – [You Are Here]** – How We Grew a Blog from Zero to \$6 Million...
- **Part 2 – [How To Make \(At Least\) \\$1000 a Month From Your Blog](#)**
- **Part 3 – [Stop Guest Blogging \(But not because Google told you to\)](#)**

Here's the thing...

Most of the advice you're getting about blogging is DEAD WRONG.


We know because we're operating blogs in dozens of niches and we test EVERYTHING.




DIGITAL MARKETER

THE ULTIMATE LIST OF BLOG POST IDEAS

NEED BLOG POST IDEAS? SIMPLY USE ONE OF THE 212 BLOG POST IDEAS WE'VE PUT TOGETHER FOR YOU... AND NEVER RUN OUT OF IDEAS AGAIN!




DOWNLOAD NOW 

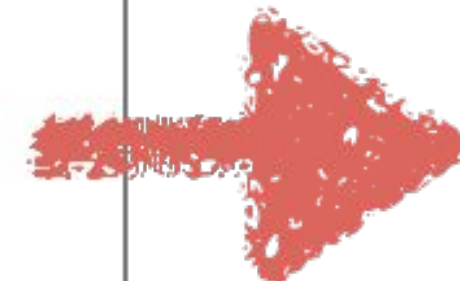
- ✓ 28 LEAD AND SALES GENERATING BLOG POST IDEAS THAT CAMOUFLAGE YOUR SALES MESSAGE AND ESTABLISH YOU AS AN AUTHORITY...
- ✓ 32 BLOG POST IDEAS THAT LEVERAGE OTHER PEOPLE'S CONTENT SO YOU DON'T HAVE TO CREATE IT YOURSELF (THE "CROWDSOURCED POST" IS A FAST, EASY WAY TO CREATE OUTSTANDING CONTENT)...
- ✓ 24 BLOG POST IDEAS THAT CREATE RABIDLY LOYAL FANS (CHECK OUT "THE GUARD DOWN POST" AND "SAQ POST")...
- ✓ PLUS... LEARN THE "IDEA MULTIPLIER" METHOD THAT TRANSFORMS A SINGLE BLOG POST IDEA INTO FOUR...

TC TechCrunch **THE HUFFINGTON POST** **QUICKSPROUT** **Forbes** **MIXERGY**

“ When we need content ideas this is our "go-to" document. I guarantee you'll never be at a loss for words again. **Download it and use it... It works!** ”



Ryan Deiss
Co-Founder & CEO,
DigitalMarketer.com



\$7



Cross-sell/ Upsell...

 **Lowe's** @Lowe's · Jun 2

We've got a guide for almost everything. Including how to take care of your outdoor furniture: sm.lowes.com/43Cp



  10  16  [View photo](#)


Wicker Outdoor Furniture

Wicker outdoor furniture can be cleaned using a hose or pressure washer on the lowest setting. Simply remove the cushions and spray off dirt and spills. If the wicker is especially dirty, use a sponge, mild soap and cold water to wash. Allow the furniture to dry completely. Then apply a paste wax to the frame to keep it shiny and water-resistant. Some types of wicker are weather-resistant, making care easier. Store cushions indoors and keep frames covered during the off-season.


[Shop Patio Furniture Covers](#)



Increase buyer frequency...

 **Hilton Hotels & Resorts**
Yesterday at 10:04am · 🌐



To celebrate a new addition to the Hilton family, HHonors members who book Hilton San Luis Potosi directly will receive 1,000 HHonors points per night through August 31. Book a dream stay in Mexico now: bit.ly/1eAsufm.




Like · Comment · Share

👍 355 people like this. Most Relevant ▾

↻ 13 shares

 Write a comment... 

 **Sheena Caprice** I would love to see what the guest rooms look like. I cannot find photos on the website.
Like · Reply · Yesterday at 11:12am



SOCIAL SELLING METRICS



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

- **# of leads/ Email list growth**
- **Offer conversion rate**
- **Buyer recency/ frequency**



THE LINGO



“VALUE FIRST OFFER”

Appropriate offers to make in social media channels include valuable content, opt-in offers, and deep-discount offers.



FEEDBACK LOOP

A process whereby complaints, praise, and other useful comments found during the Social Listening Phase are routed to the correct person within your organization.



SOCIAL MEDIA BOUNCING

The process by which a social media follower on one channel (Facebook, for example) is exposed to your brand on other channels such as Twitter, a podcast, or your YouTube channel.



SOCIAL MEDIA TOPIC MAP

Designed to increase engagement with your social media connections, a topic map outlines the various subject matter that is “on brand” to discuss on social channels.

For example, H&R Block, a tax preparation company, often posts content about home ownership.



LONG TAIL MEDIA OUTREACH

The process around earning mentions from a higher volume of small media players (bloggers, podcasters, etc.) rather than a small number of large media players like NBC or BBC.



THE METRICS



Applause rate...

Skills to Put on a Resume | 6 Trending Digital Marketing Skills [Sa](#)

[digitalmarketer.com](#) - More from this domain

By Digital Marketer - Jan 21, 2016

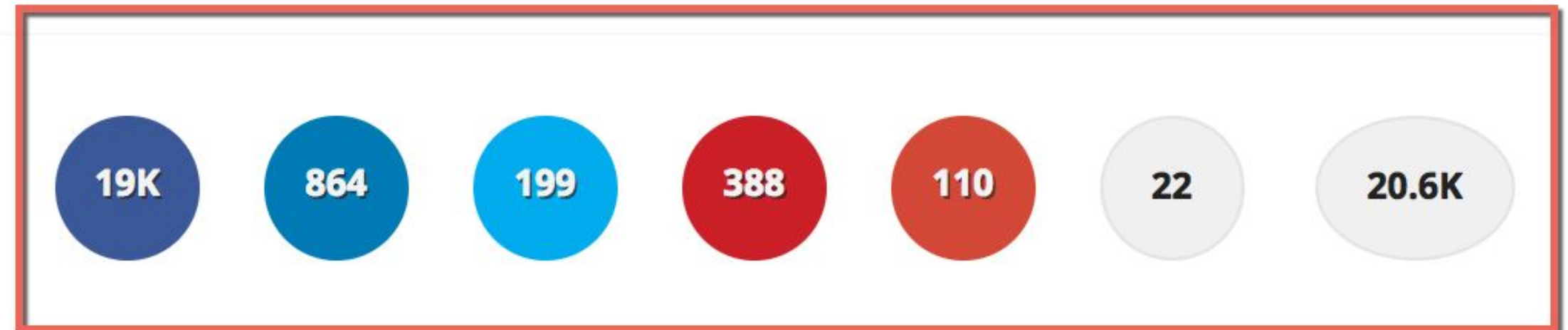
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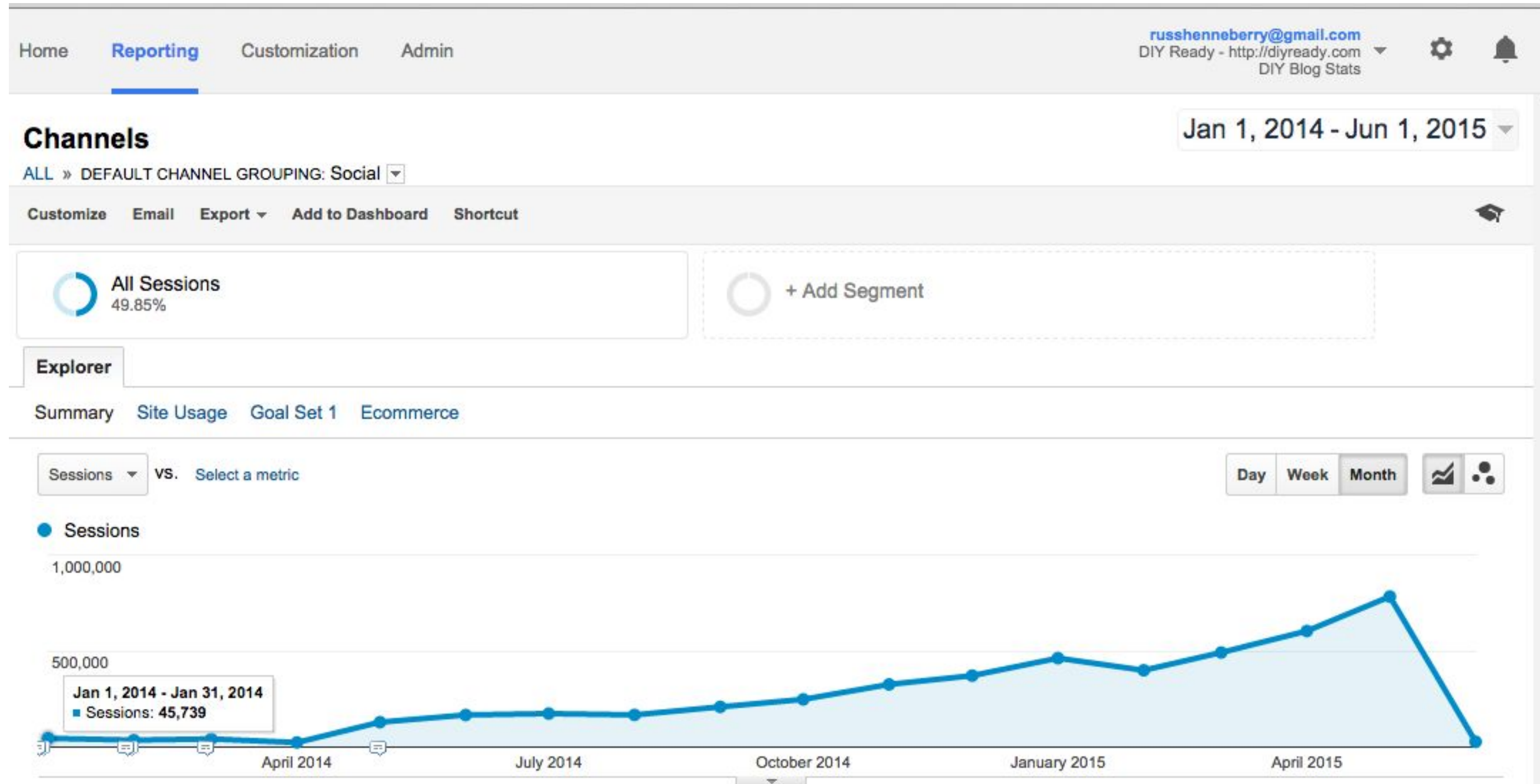
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FACEBOOK ENGAGEMENTS	LINKEDIN SHARES	TWITTER SHARES	PINTEREST SHARES	GOOGLE+ SHARES	NUMBER OF LINKS	TOTAL SHARES ▼
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Traffic by channel...



Conversion from social media...



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The screenshot shows the IKEA USA website's sign-up page for the 2015 catalog. The page features the IKEA logo, a "Welcome!" message, and a "Sign up for the 2015 Catalog now!" banner. Below the banner is a large image of a tablet displaying a living room scene. To the right is a sign-up form with the following elements:

- Buttons for "Sign up" and "Log in", and a link for "en Español".
- "Please send me:" section with checkboxes for "Inspirational emails and updates" (checked) and "Mobile text messages*" (unchecked).
- "Catalog:" section with radio buttons for "Yes, send me the Annual IKEA Catalog", "Digital Catalog", "Printed Catalog", and "Both".
- Text: "Required fields are in bold".
- Form fields for "Email address", "Confirm email address", "First name", and "Last name".
- Form fields for "Country" (set to US) and "ZIP Code".
- A "Submit" button.

Below the main sign-up area, there is a section titled "Want inspiration without the wait?" with a sub-headline "You can download the digital version of the 2014 IKEA Catalog today!" and a link "Download the 2014 Digital Catalog".

