



-MARK RYAN

**"What the door is to a house
(a gateway to the human),
a social handle
is to the internet."**

LET'S GO KNOCK ON SOME HANDLES.

SOCIAL SELLING TACTICS 101



TWITTER

Random Twitter Fact

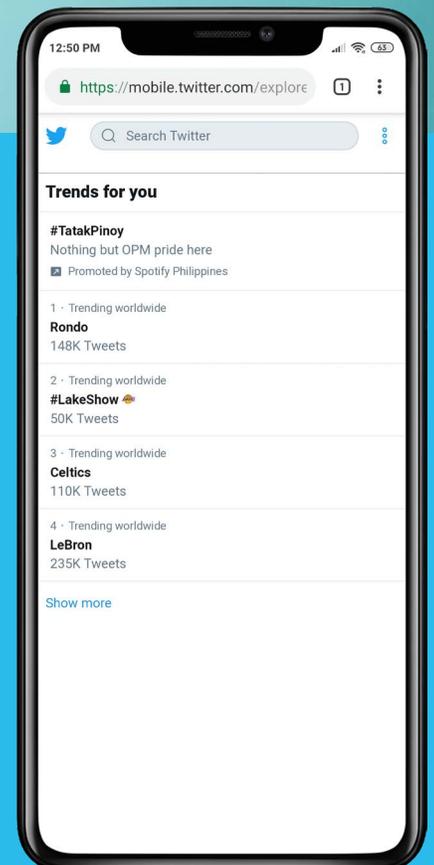
80% of Twitter users are affluent Millennials.

Quick tip

Use Twitter to Listen.

Tactic

Search.Twitter.com and search for words, hashtags and locations. (Be sure to use the advanced search options.) Work this digital cocktail party.



SOCIAL SELLING TACTICS 101



FACEBOOK

Random Facebook Fact

Every 60 seconds on Facebook 510,000 comments are posted, 293,000 statuses updated, and 136,000 photos uploaded.

Quick tip

Use Facebook to connect with groups that can be enriched by our solutions & you. Be interactive, engage, ask & answer questions.

Tactic

Facebook groups (Moms of Los Angeles, Soccer Moms of Santa Barbara, etc.). Create & share content around the interest of those we are going to sell to. Oh, and sell to your friends, family, etc.



SOCIAL SELLING TACTICS 101



INSTAGRAM

Random Instagram Fact

Over 1 Billion people use Instagram.

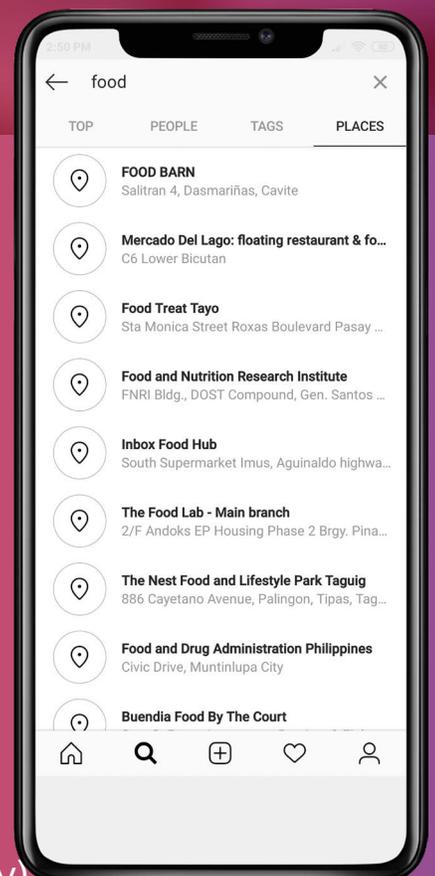
Quick tip

Engage in the Top & Recent Photos. Drop relevant comments; be thoughtful; add value.

Tactic

Leverage places, tags, etc.

Go to places on Instagram and search locations where your target person might hangout (e.g., Best Buy)



SOCIAL SELLING TACTICS 101

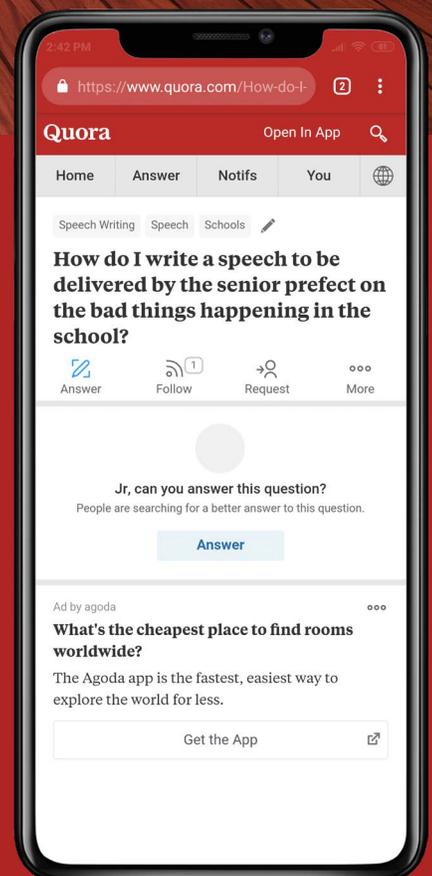


QUORA

Random Quora Fact
Over 325 Million Users.

Quick tip
Become a resource around the topic you're selling.

Tactic
Start an account (we know you don't have one) and start answering questions. This is a question /answer platform. Become the answer guy/gal for what you're selling.



SOCIAL SELLING TACTICS 101



NEXT DOOR

Random Next Door Fact

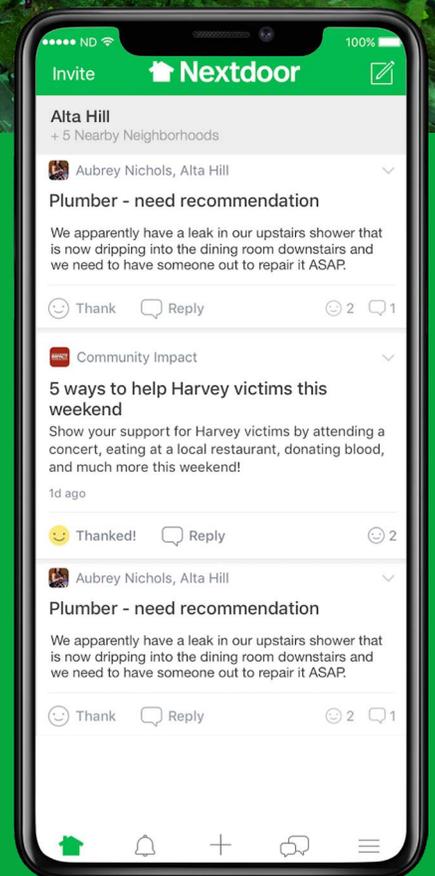
Mark Ryan had no clue what this was until Fall 2018.

Quick tip

Be neighborly. Start by actually caring and wanting to create value. The sale will come.

Tactic

Listen in on what neighbors are saying and become someone that provides solutions for your them. Then close those asking buying related questions.



"Don't ever employ sales or marketing tactics you wouldn't appreciate and happily consume."

Be Human.


-MARK RYAN