

How to Explode Your B2B Lead Generation with Facebook

25 Must-Use Secret Tactics to Maximize B2B Lead Generation on Facebook:

- **Generate sharable content**
- **Drive relevant visitors**
- **Engage potential leads**
- **Convert to paying customers**



Why writing this ebook? Well, for a long time it was thought that Facebook is mainly for B2C companies – Coca-Cola, BMW, Dunkin Donuts, etc. No longer. It is my belief that no B2B company can afford to ignore Facebook channel as a way to find, engage and convert clients by posting and promoting content that is like-worthy, comment-worthy and share-worthy. Stay tuned, I will show you how.

However, before we start, let's just get a few important things out of the way:

“Facebook is for personal stuff...”

I hear you, pal, however at 900 million users going on a billion you can ignore this platform at your own peril. After all, buggy whip manufacturers probably thought that an automobile was just a fad that'd go away.

**“I heard about this Social Selling.
So how do I sell on Facebook?...”**

You don't sell on Facebook. Sorry.

**“If I am not selling on Facebook,
then what the #&^\$% am I doing here?”**

Awesome question, glad it came up. Here is what you do:

Your objective on Facebook is to extend your reach and engage the largest possible number of people who could be your clients:

... by getting them to like your page (and therefore making your posts appear in their feed)

... by convincing them to provide their email to you on your page

... by driving visitors from Facebook to your landing pages

You do that by providing engaging, relevant, timely, visual, “like-able”, share-worthy, valuable and helpful content. To start, let’s focus on several aspects of the platform. Specifically, how to monitor, post, engage, and promote.

= Monitor =

1. Now go hit that “Like” button...

It is prudent to explore the platform before diving right in, don’t you think? So go research what people and organizations that matter in your universe already do on Facebook. Make a list of:

- Your current clients
- Your prospective clients
- Your competitors
- Authoritative bloggers in your industry
- Organizations that are complementary to yours (i.e. addressing a different need of the same market/audience as you).
- Gurus, Mavericks, Role Models in your industry. Don’t know where to start? Pick a few top conferences and industry events – go through the list of speakers and keynotes and presto! – you have your list.

Once you do that, several things will happen:

- You will be up-to-date to what they are up to (pan intended).
- You will also see what they are doing on Facebook and can borrow their strategies.
- You can also comment on their posts – this is the best way to get noticed as long as your comments add to the original post and are valuable to the audience (don’t hijack posts with links to your site – very bad form).
- You will be able to use your Facebook news feed to uncover and engage with relevant content and not just baby pictures, food, travel trips and cute cats your friends post.

2. Use Facebook search

The sad truth is that Facebook's search sucks. There is no Advanced Search feature, you also can't pin point your query, and certainly you can't run deep and sophisticated searches on all 900+ million Facebook members. And that's ok...

Because you still can turn up useful and actionable insights. For example, I am interested in Chief Information Officers:

... not only can I find relevant organizations and associations:



and profiles:



CTOs on the Move

I can also turn up actionable insight that can help me engage potential clients today:



Now I can reach to Anne – over Facebook, or directly over email to congratulate her on her appointment and ask about her IT challenges.

= Post =

3. Showcase Your Users



Showcasing your users, or real people (i.e. not photoshopped models or stock photos) is an excellent tactic.

CTOs on the Move

You essentially kill two birds with one stone: show that you are human (1) and not too self promotional (2). I know this is about B2B however there is plenty we can learn from B2C companies. For example, Dunkin Donuts seems to be doing a particularly good job with featuring its customers:



So think whom YOU could feature: current clients, bloggers, business partners. Not only it is good karma, not only it is one of the better ways to show you are NOT self-promotional. It is also one of the sneaky ways to use Facebook because you know what? Once you post their face on your page, guess what they'll do? Of course, they will share it with THEIR followers, driving traffic to YOUR page. Get it?

4. Post “like-able” share-worthy content

Can you imagine the a “serious” and “corporate” McAfee is sharing highly engaging content like that?:



Just remember we are NOT selling here anything... not now, we are not.

5. Post video

Video is one of the most sharable items on Facebook: an interview from a conference, a 30 sec product demo, a funny video tied to the brand or product

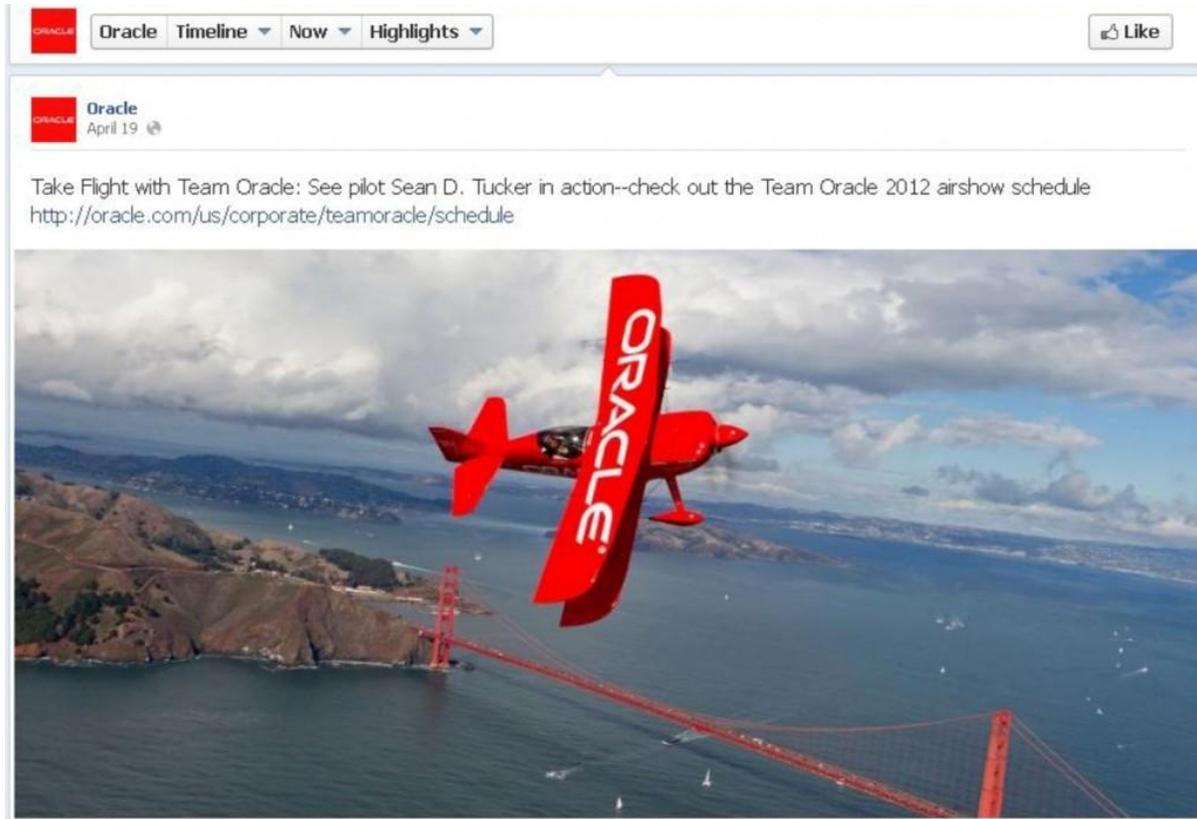


Think of your video content that you can share – an interview with a client that can serve as a testimonial, news coverage, video footage from a conference... the list is truly endless.

6. Share visual content

People are highly visual. If for no other reason than that our optical nerve is 40x faster than the auditory one. If you don't believe me on this one, just think Instagram and Pinterest.

Take a cue from them... or from Oracle:



You can't help but to look at this image! You don't have to be Oracle to find something similarly dramatic, visual, emotional and engaging.

7. Share photos, coverage from events, conferences, webinars



... essentially you can use any event that you hosted, spoke at, attended or sponsored:

This accomplishes several goals:

- You share time-relevant, “newsy” content
- Your organization is featured as a thought-leader (if you or your colleague are speaking at the event)
- Your organization is perceived as “in” if you are associated with respected and well organized event.

8. Share charitable causes, events

Anything that makes an organization appear “human” is good.

The screenshot displays the Facebook profile of Tata Consultancy Services. The page header includes the company name, navigation tabs for 'Timeline', 'Now', and 'Highlights', and a 'Like' button. The main content area shows a timeline of posts:

- Post 1 (April 16):** A text-based post titled "AGL Energy harnessing 'Big Data' with SAP HANA at SAPHIRE NOW 2012". The text discusses how AGL Energy, one of Australia's largest electrical power retailers, found the answer with Tata Consultancy Services and SAP HANA. It mentions a "data tsunami" of over 2.5 million new smart meters. The post includes a "Continue Reading ..." link and shows interaction options (Like, Comment, Share). A comment from "Wasim Khan" is visible, stating "Wasim Khan likes this."
- Post 2 (April 16):** A text-based post titled "We're sponsoring the 2012 Boston Marathon as part of our commitment to raise awareness of Diabetes and in support of the American Diabetes Association. Good luck to all the runners today!". It includes interaction options and shows 103 likes and 4 comments. Two comments are visible: one from "Anand Kumar" and another from "Sachin Singh".
- Post 3 (April 6):** A text-based post titled "Cricket buffs, have you checked out the Rajasthan Royals official fan page yet? Go ahead, Like. Support the team. They begin the IPL5 hunt today! Halla bol!".
- Post 4 (April 12):** A link post titled "TCS Named the Official..." with the text "For the third consecutive year :)".

Arrows in the image point to the 'Like' button in the top right and the 'Write a comment...' field in the bottom left.

9. Share offers exclusive to Facebook users

This drives usage, especially if you announce that a deal is not available anywhere other than Facebook.

Intel Deals

Awesome Deals

Find the latest and greatest Intel deals here

Intel Deals

Ultrabooks Laptops Desktops Other All Products

Narrow your search >

Manufacturer Processor

Any Any

Dell XPS 15
Dell Home is offering 15.6-inch Dell XPS 15 (L502x) Intel® Core™ i5 Laptop with built-in Multi-touch screen, 1TB HDD, Backlit Keyboard & 9-cell battery starting at \$799.99 with FRFF shipping. Use \$419 instant savings and \$100

10. Share big news

– IPO, merger, a new product launch, appointments of executives, industry awards – anything you’d issue a press release on.

facebook

Search

DIGITAL PR

London Digital PR's Notes

Browse Notes

Friends' Notes

Pages' Notes

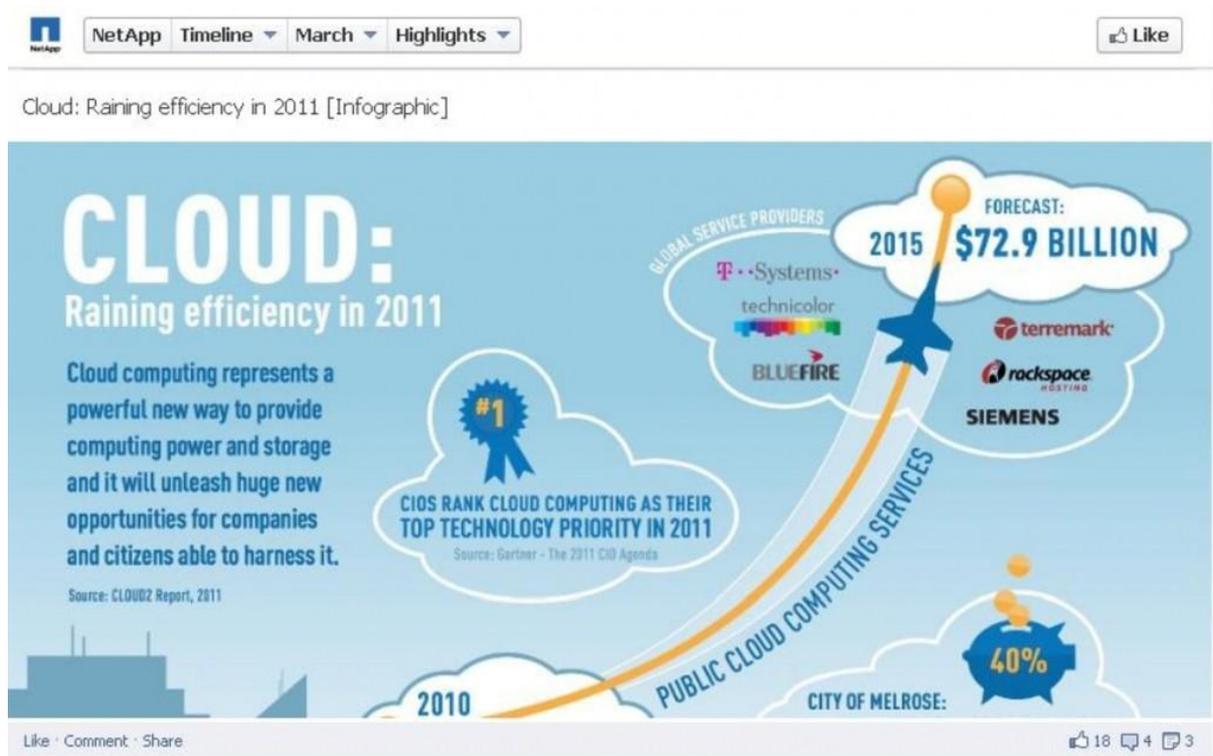
My Notes

Damson Technologies completes merger with Catalytic to become Damson Cloud Limited.
by London Digital PR on Tuesday, June 21, 2011 at 2:35pm

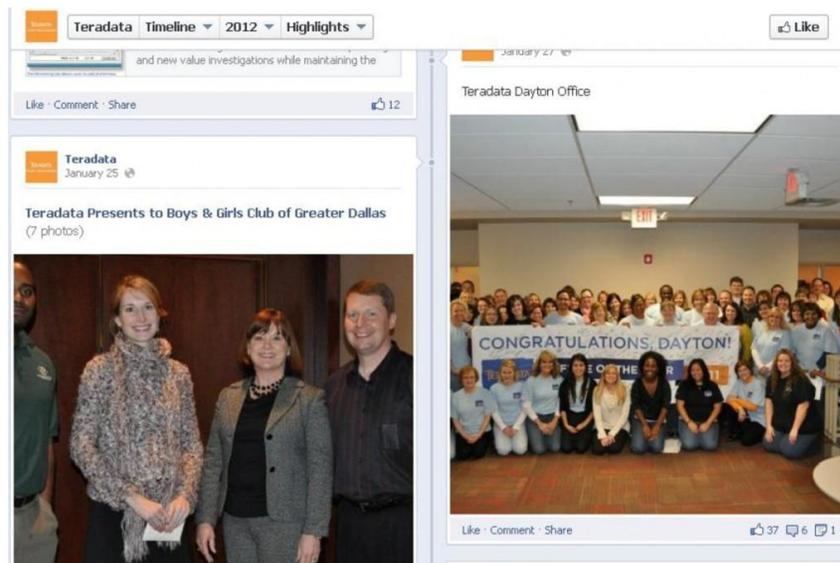
Dublin, Ireland (June 20th, 2011) - Catalytic, a leading London based Cloud Computing consulting firm and leading Google Apps partner, today announced its merger with Damson Technologies, Dublin, a leading Irish Google Apps partner and Cloud technology integrator.

11. Share infographics

Infographics have been overused recently so proceed with caution. At the same time, I am hard pressed to come with an alternative way to present hard data in an easily comprehensible way.



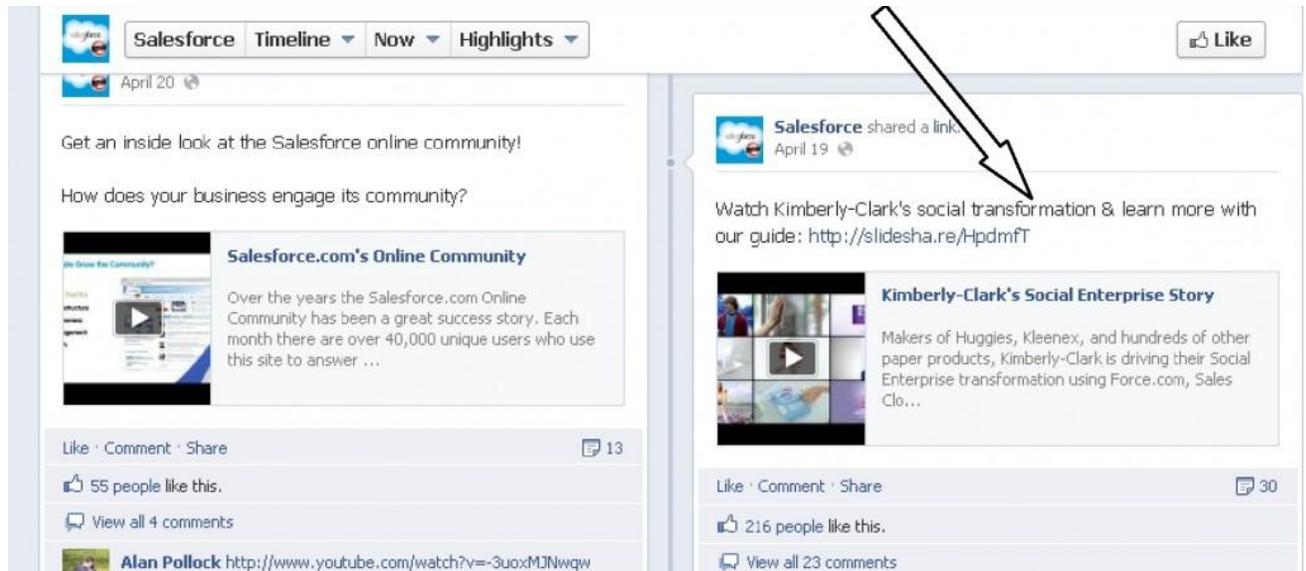
12. Open the kimono



Share office pics, office people – let them see the wizard behind the curtain.

13. Celebrate your clients

Check out this shout out by Salesforce:



Note – start with your client’s name. Notice, Salesforce is not even mentioned! This is so much more powerful where the influence of Salesforce is implied. Talk about “selling without selling”!

14. Take yourself with a pinch of humor

You can wear a suite to a pub, but you wouldn’t behave the same way like you are in a board room, right? So, lighten up... even stodgy, boring, old-school companies started posting jokes and comics on their Facebook profiles.



Sounds a bit like a Hawaiian shirt day <http://www.youtube.com/watch?v=8p8Ni1sXBLk> but they get points for trying. The point remains – if you can find humor connected to what you do and make fun of yourself , then do it! – link to somecards.

Put your Saturday-Night-Live hat on.

= Engage =

Engage your fans, and hopefully – potential clients, on Facebook means getting them to take action you want. It could be “liking” your page, sharing your content with their friends, commenting on your posts, etc.

All this is good... for various reasons:

- If someone likes your page, your posts (may) appear in their news feed
- If someone shares your content with their network, you can get new fans, new clients, incremental brand recognition
- The more your content is shared the higher your EdgeRank and the broader your reach are.

15. Get a response

With this, some of the most engaging posts are (not necessarily in the order of strength):

- Questions
- Fill-in-the-blanks or “provide-a-caption”
- Surveys



The screenshot shows a Facebook interface. At the top, the Facebook logo and navigation icons are visible. Below that, the Oracle logo and navigation tabs (Oracle, Timeline, Now, Highlights) are shown. The main content is a post from Oracle, dated April 20, shared via Spredfast. The post text is: "Of the six superheroes in The Avengers, I would be _____ because _____. <http://bit.ly/i0zakq>". Below the text is a video thumbnail for "The Avengers. Marvel. Oracle. Explore the Superpowered Data Center" with the URL www.oracle.com. The video description is "The Avengers. Explore the Superpowered Data Center". At the bottom of the post, there is a "Share" button and "via Spredfast" text.

Or:



16. “Ask, and you shall receive”

Just merely asking for “likes” increases the growth of your fan base. This can come in many forms:

- “We like you. Don’t you like us?”
- “Like us if you find this post useful/interesting/insightful/funny/cute...”
- “Like us and you will get a free ebook”

17. Offer a giveaway exclusive to Facebook

You can giveaways that are exclusive to Facebook to drive engagement. For example:



18. Deploy like-gates

Like-gate is a feature on Facebook that requires a visitor to your page or tab to “like” it prior to revealing content, giving access to something of value (ebook or whitepaper). Most robust service providers/developers offer that feature (see the list at the end of this article).



Like-gating is essentially setting up a pop-up like this one that requires visitors to “like” your page before they can get access to desirable free content.

19. Use outbound “friending” on Facebook

This is a bit controversial, so if you are not comfortable, don’t use it.

Facebook stalking, in a good sense of this word, is about identifying a list of people you’d like to connect – potential clients, channel partners, etc. and proactively requesting them to add you as a “friend”.

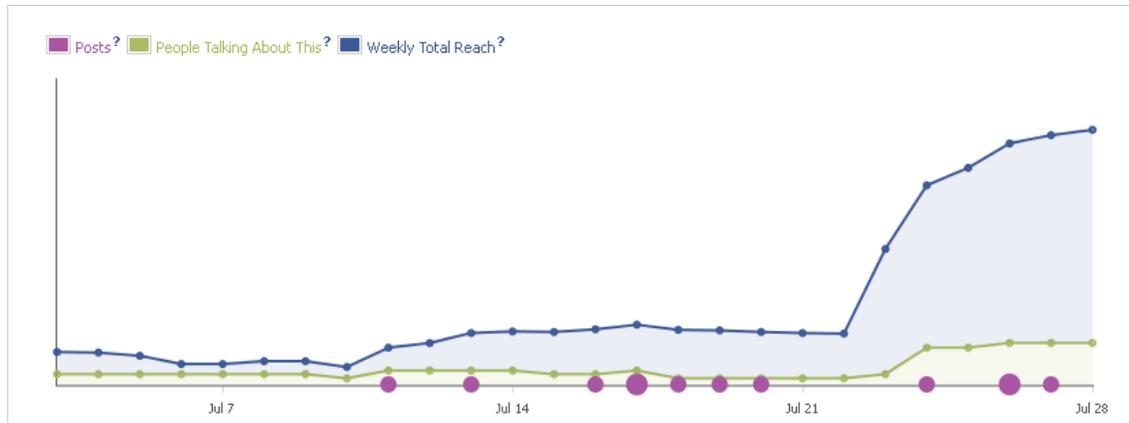
If you don’t overdo it, 5-6 requests per day you will be safe. Just get an intern to identify them.

= Promote =

20. Fire up your personal network (and that of your friends, colleagues, co-workers)

There is a C behind every B, as Gary Vaynerchuk once famously said. So do share your company posts with your personal circle. Chances are you have friends on facebook who are in the same or adjacent industry, who will see you share. Maybe it will get reposted, shared, commented on – all very good things for you.

With this in mind, ask your friends, colleagues, etc. – to share and comment. This tip alone can turbo-charge your Facebook audience growth and give you an almost instant lift.



21. Put Facebook icon/link in signatures everywhere

Ad a facebook icon with the link to your Facebook page everywhere. Did I say “everywhere”? I meant “EVERYWHERE”

This includes, but is not limited to:

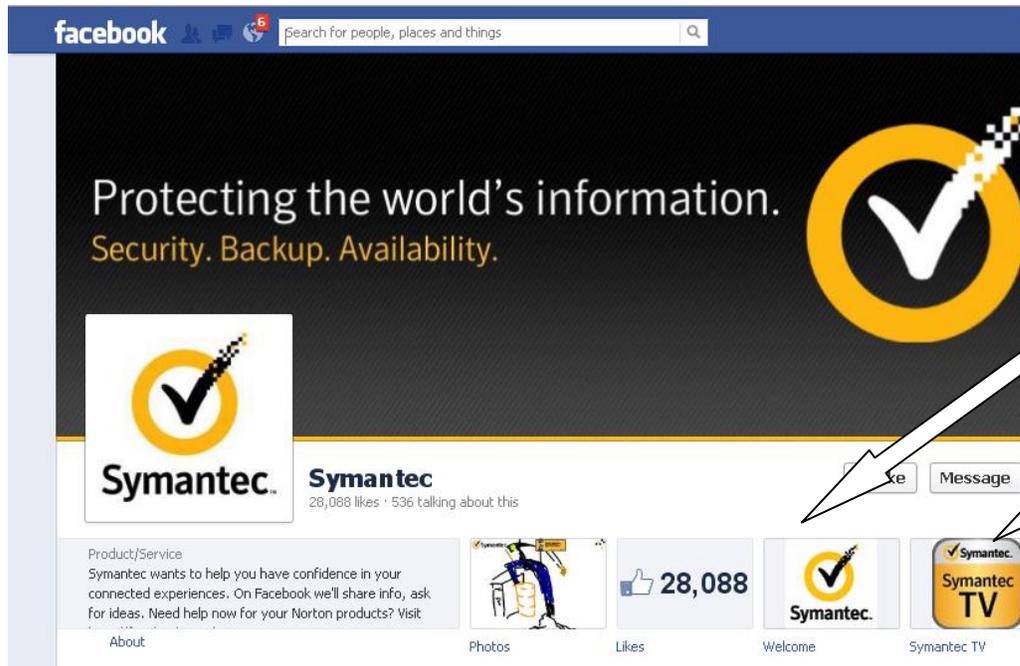
- Your email signature
- The footer of your site
- Your whitepapers
- Your ebooks
- Your landing pages

Don’t just include an icon with a link. Add a reason why they should connect with you. “Connect with us for _____ (exclusive offers, breaking news, real-time updates), etc.”

22. Generate Leads: Custom tabs with content with forms

The problem with Facebook is that it is always a moving target. As the platform evolves the layout changes (hi, Timeline!), the competition gets smarter, the ads get more expensive, the strategies that work change...

So be prepared to always be learning and prepared for change. One would hope that one thing that would stay somewhat constant and in control of the admin is a Tab.



Use the tabs (see the list of – often, free – providers you can use to set them up at the end of the ebook) to categorize your content, drive traffic to your own website and MOST IMPORTANTLY to your lead capturing tabs.

For example, this page has a tab called “Start Here”



When you click on it, you get to a tab with compelling content and a promise of more if you provide your email. That's an excellent way to grow a visitor into a lead.

The image shows a Facebook post for Brian Moran. The post text reads: "25 Year Old Kid Discovers Perfect 'Timeline Opt-In' Layout and is Giving it Away for Free?". Below the text is a photo of Brian Moran, a cartoon character holding a sign that says "10k", and the logo for "Get10,000Fans.com". To the right of the post is a red arrow pointing down to a form that says "Enter Primary Email" and "Click Here To Get Instant Access!". A white arrow points from the text above to the form. The Facebook interface includes a search bar, a "Get 10,000 Fans" button, and a "Liked" button.

23. Use Facebook ads to drive traffic and get fans and leads

Facebook ads deserve a separate ebook or even a series. Let's just provide some pointers to start:

- The better you can target your audience the higher CTR you will get
- A striking and engaging image is essential for getting visitors to click
- Not split-testing your ads for headline, image, text, etc. is throwing money away
- Use connection targeting ("Jane Doe likes this")
- Usually links that drive visitors out of Facebook underperform. If users are on Facebook they usually want to stay there.
- Better drive visitors to like your page and/or submit an email address for compelling free content.

24. Time your posts

If you had a TV ad would you prefer to air it in prime time before American Idol? Or at 3 a.m. sandwiched between kitchen appliance infomercials? Of course, you would!...

So you understand that timing is important. Without going into details, I'd like to suggest an excellent post that provides details: <http://blog.kissmetrics.com/science-of-social-timing-1/>

However to sum it up:

- a. Best day to share something on Facebook – Saturday
- b. Best time to share – noon
- c. Best posting frequency – 1 post every other day.

25. Automate what you can

It is not easy to stay up-to-date with your posts, comments and shares. Very quickly this could become a full-time job. To make sure you get leverage out of your Facebook time pay attention to the following:

Use free resources

Don't know HTML from LVMH? Not a problem! The following tools will help you get started with Facebook fan pages, tabs and more, oftentimes – for free:

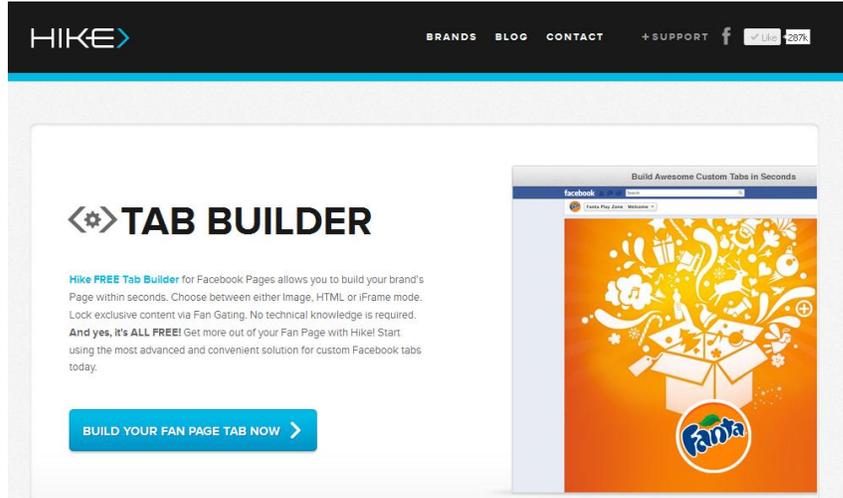
- a. [Pagemondo](#)

The easiest way to customize and design your Facebook Page

- b. [Lujure](#)

Watch the Tour

c. [Hike](#)



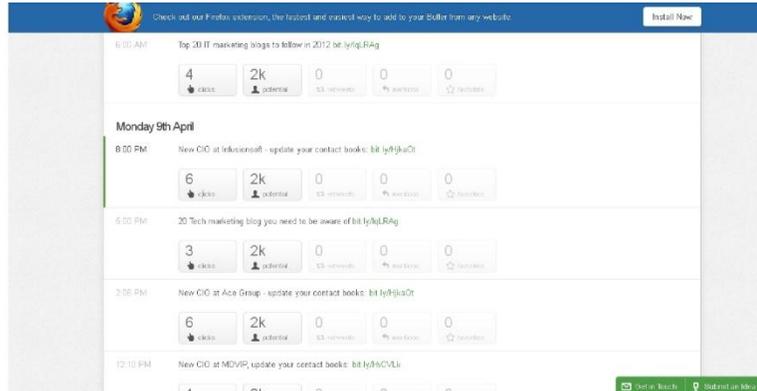
d. [ShortStack](#)



Time

If you are traveling and want to post in the perfect time which happens to be 3:00 am your local time then your Facebook enthusiasm will wane quickly. To fight that, use Buffer – an excellent tool to time your posts. You can actually load them up in bulk and specify what time you want them to appear.

Go [sign up](#) for Buffer now – you’ll love it!



Outsource

There is really no reason to do the grunt work once you figured out what’s performing and what is not. Once you know what strategies, tactics, post types, content brings in fans and leads, breakdown the process into tiny tasks and outsource.

Our favorite spots for outsourcing are:

Fiverr



E lance



CTOs on the Move

[Mturk](#)

The screenshot shows the Amazon Mechanical Turk website interface. At the top, there are navigation tabs for 'Your Account', 'HITs', and 'Qualifications'. Below this, a yellow banner states: 'Mechanical Turk is a marketplace for work. We give businesses and developers access to an on-demand, scalable workforce. Workers select from thousands of tasks and work whenever it's convenient. 288,337 HITs available. [View them now.](#)'

The main content is divided into two columns:

- Make Money by working on HITs:** This section explains that HITs (Human Intelligence Tasks) are individual tasks. It lists benefits for workers: 'Can work from home', 'Choose your own work hours', and 'Get paid for doing good work'. A flow diagram shows 'Find an interesting task' (with a magnifying glass icon) leading to 'Work' (with a gear icon) and finally 'Earn money' (with a dollar sign icon). A 'Find HITs Now' button is at the bottom.
- Get Results from Mechanical Turk Workers:** This section explains how to use Mechanical Turk. It lists benefits for requesters: 'Have access to a global, on-demand, 24 x 7 workforce', 'Get thousands of HITs completed in minutes', and 'Pay only when you're satisfied with the results'. A flow diagram shows 'Find your account' (with a plus sign icon) leading to 'Load your tasks' (with a folder icon) and finally 'Get results' (with a star icon). A 'Get Started' button is at the bottom.

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