



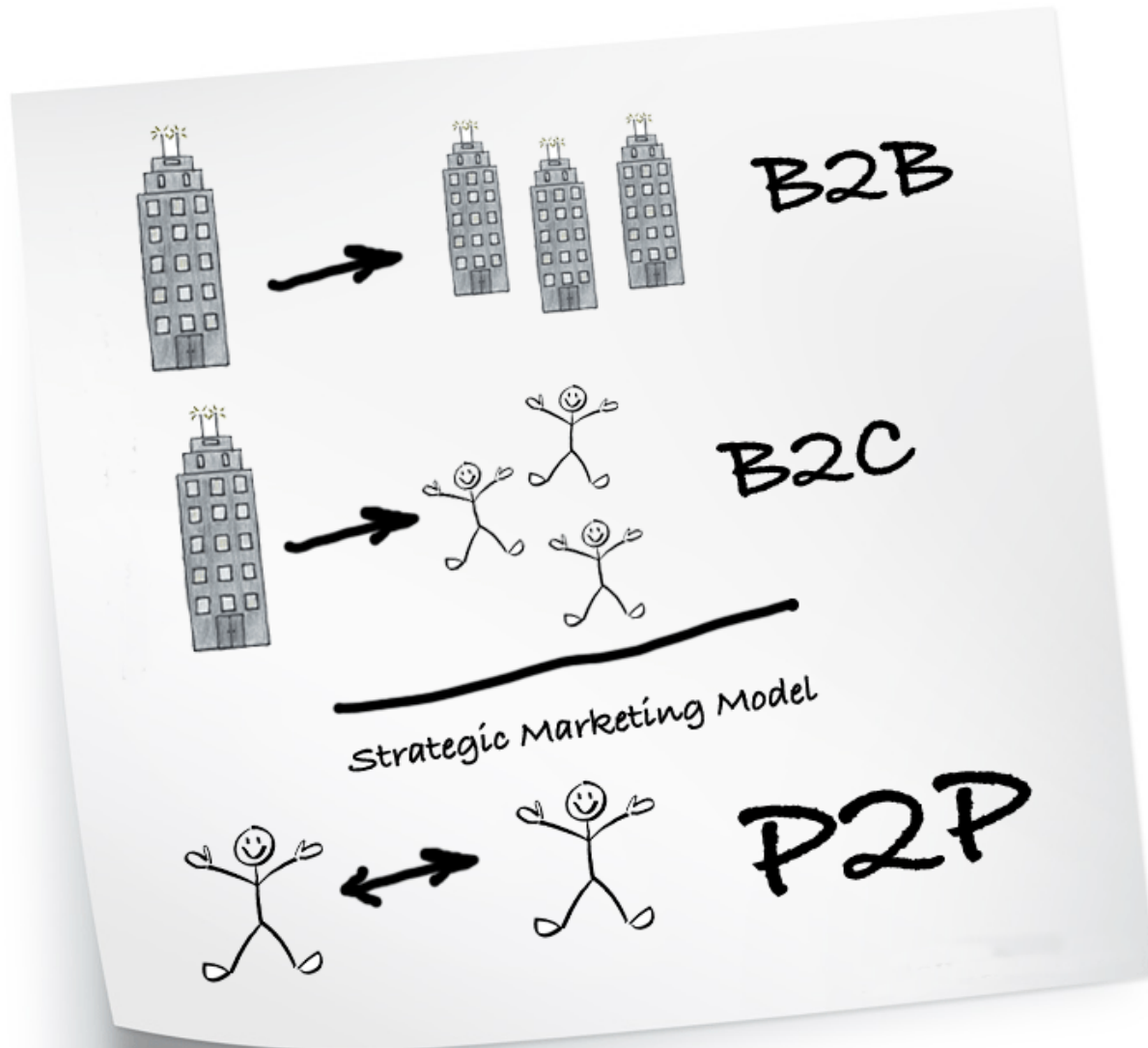
How should you approach Sales on Social Channels?

digital business podcast range

sales on social







B2B

Business to Business

B2C

Business to Consumer

P2P

Person to Person

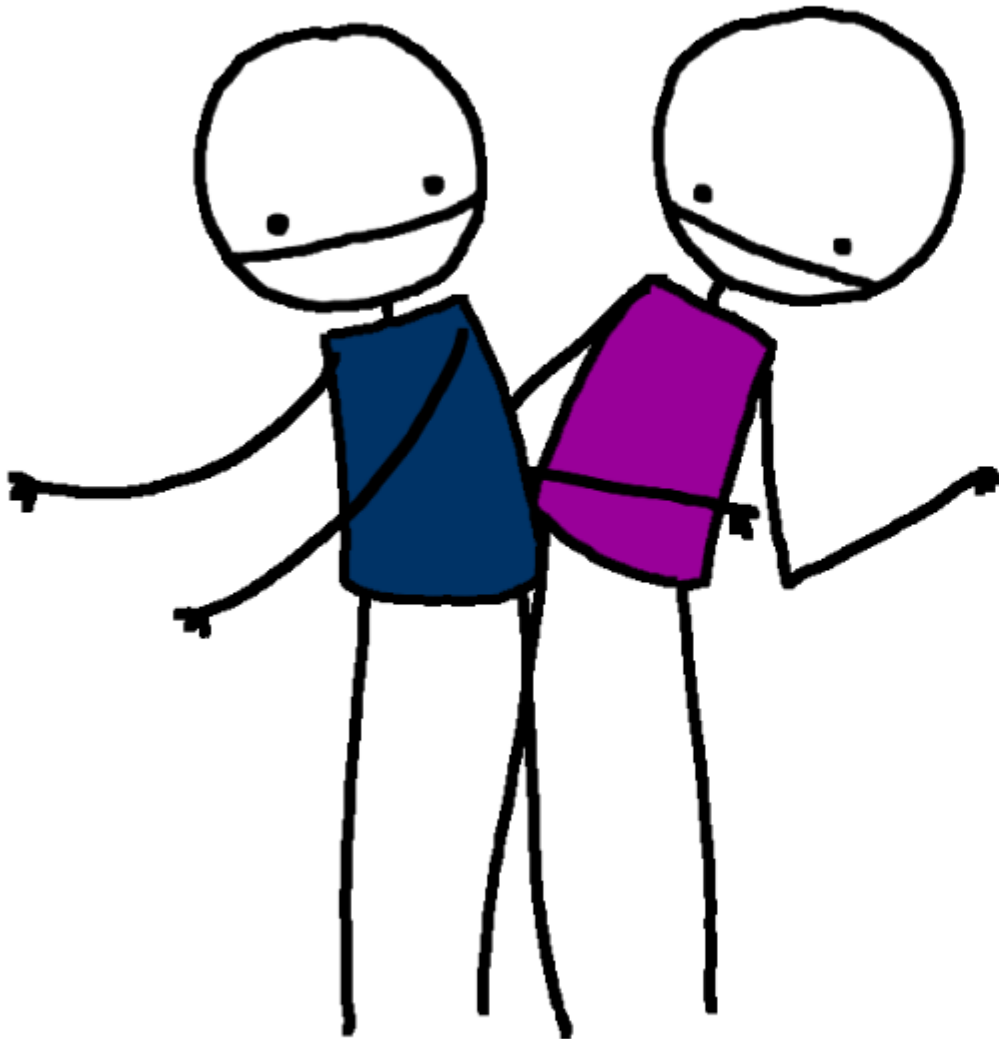
Build Relationships before the Hard-Sell



A head start with sales on Social.

1. Posting useful information that incentives people to interact.
2. Downloads / Infographics / eBooks / Podcasts.
3. Appeal enough to build a users confidence.
4. Competitions to get users engaged.





Engagement &
Monetisation go..

Hand in Hand

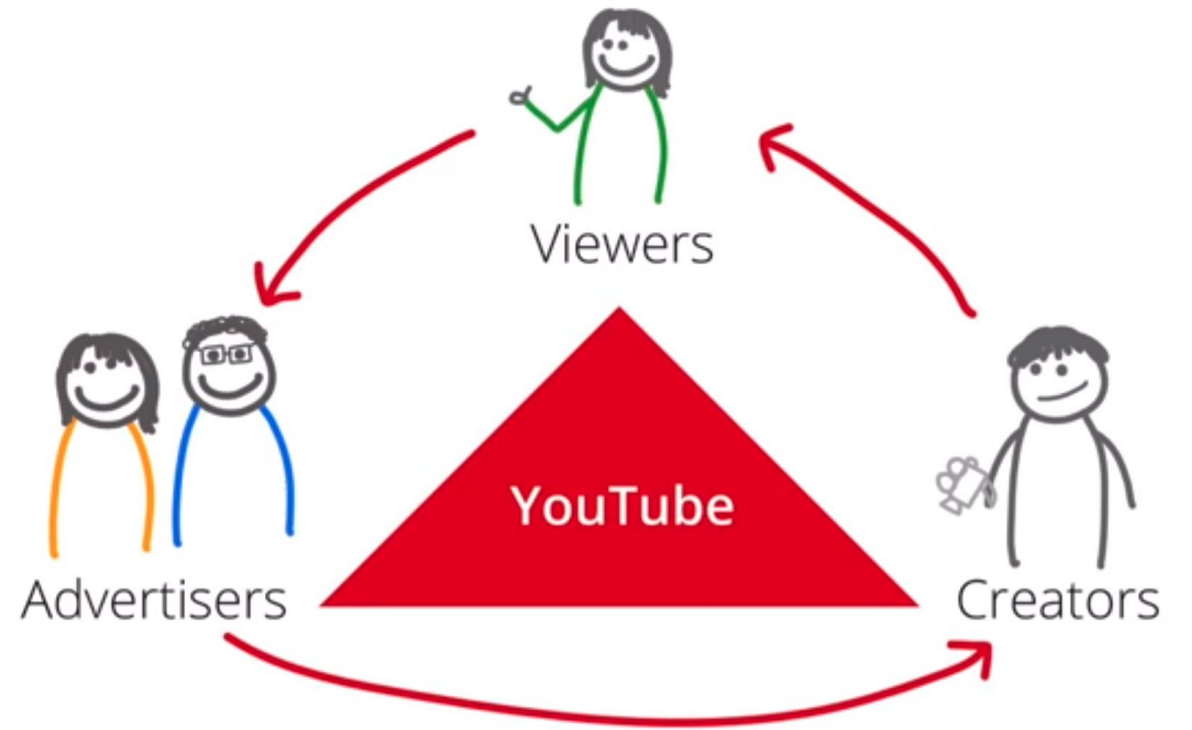
Don't **RUSH** in
to make a **SALE**
via social.

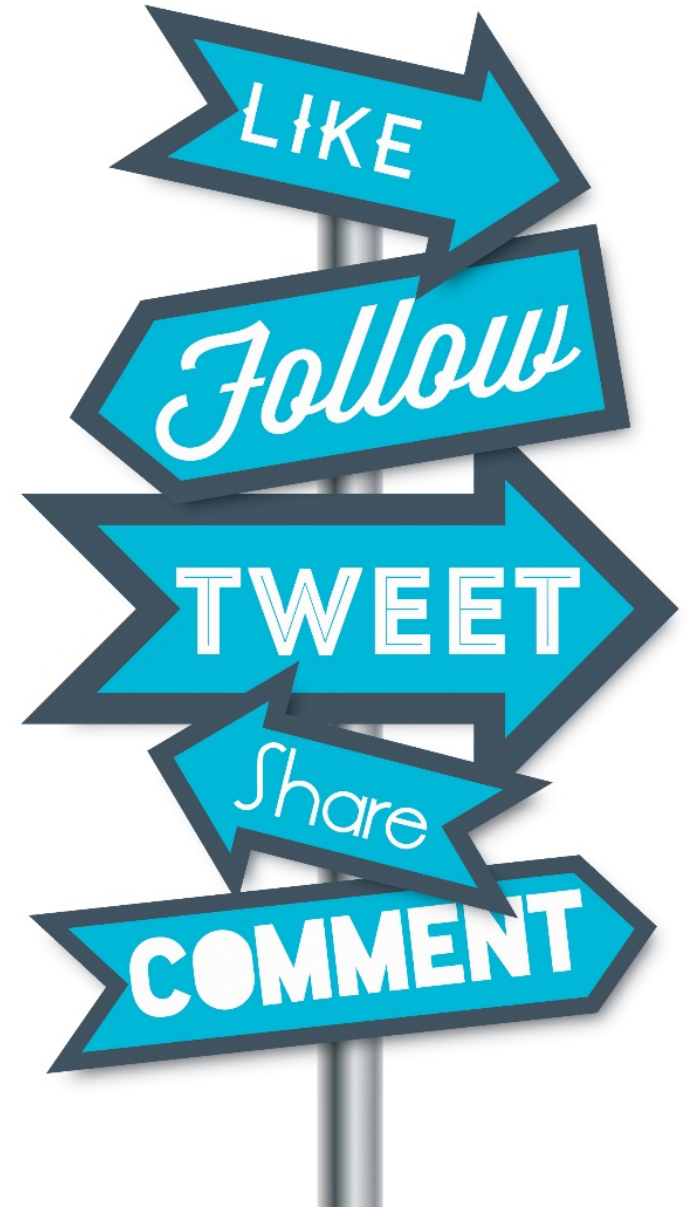
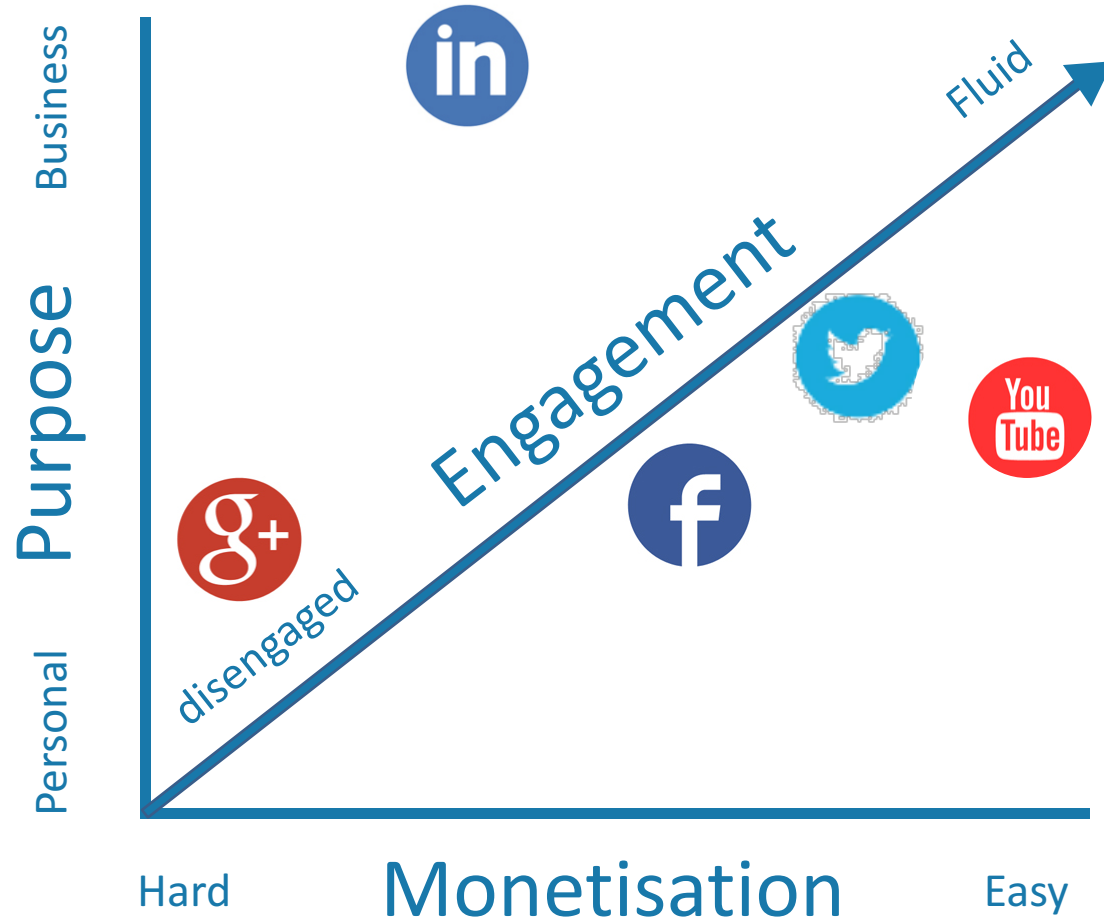




Build Bonds Via

- 1) Good Information
- 2) Incentives & Comps
- 3) Don't Rush the Sale
- 4) Be Honest





Making Money via YouTube

- Get Paid Per View
- Being Endorsed
- Run a Business Page





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