

How should you approach sales on social channels?

Stuart: How should you approach sales through social media?

David: Well, it's a slightly sensitive subject this, making sales on social media, seen as originally social channels were primarily to build relationships with other like-minded people. You have to be careful with the hard-sell approach as really we've identified that it's not really a business-to-business relationship here or business-to-consumer, it's a P2P, a person to person relationship.

So before you even think about anything to do with sales and pushing your products out there, really you want to start building a base of followers, or likes, or subscribers, and actually starting to engage with them properly to build that relationship.

Stuart: So what can be done to improve your chances of selling via social media?

David: There is a few things that can give you a good head start in trying to approach engagement towards the sale and that is throwing information out there that incentivises people to act on it. Things like guides, downloads, infographics, e-books, podcasts. Useful information that people can pick up and engage with and use, but what you are trying to do is to appeal to them enough to be able to start drip-feeding out the sales style of information.

Stuart: So you're using it as a distribution channel as much as a communication channel?

David: That's right, yes. There are other things that come into play here that can help your chances of moving towards the sales orientated, and that's incentives and competition for example. A lot of online channels now actually use certain incentives and exciting competition to actually start to get people engaged and get them to feel like they actually trust you.

Stuart: There's a different link between engagement and being able to sell to people?

David: That's right, yes, again, you shouldn't actually rush in to making a sale using social. This is why primarily businesses get frustrated in the initial phase of this is they have to build that bond, they have to start putting good information out there and giving people incentives as to why they should continue following them before they start approaching sales side of things.

You just give it a little bit of time and a little bit of patience and what you'll find is people will start to like you for the information you're putting out there and they will

be more susceptible to actually hearing about what you have got in regards to your products or services.

Stuart: So, engage before you sell?

David: That's right.

Stuart: Are there certain channels that lend themselves to selling better than others?

David: There are certain channels where we've seen many multi-millionaires made. YouTube is a great example. There are plenty of millionaires that'll be made through YouTube and they become so big that other big companies actually use them to filter their information through to their base. So YouTube is a great place to start to earn money and I am sure we'll do another podcast all around YouTube.

There are other social media channels now monetising themselves. The likes of Facebook and Twitter really using advertising now to other monetisation layer on top of what was originally, primarily, a social channel. LinkedIn is also becoming a lot easier to make money on.

Stuart: You mentioned YouTube is a great sales channel. How do businesses make money through YouTube?

David: Well there is a couple of different categories here. The first one and the big earners really are YouTubers that really put good information out there to a targeted base and their subscribers have gone through the roof. YouTube actually pays them money per subscriber or per view. If they put a video up, for example, and they get 300 million views then they are actually get paid by YouTube.

Stuart: YouTube are buying the content off them effectively?

David: Yes, that's right. They are using those high subscribers to actually endorse their channel and they know that they are bringing the people to that channel. There are other ways and means to earn money on YouTube. Another one, for example, is someone that's got a lot of authority on YouTube and has got a lot of subscribers and other big businesses see benefit in tapping into them to use those people on YouTube to spread their message.

For example, there is very big YouTubers out there that have got lots of subscribers. They're obviously already being paid by YouTube, but they are also being endorsed by the likes of Mac, M&S, other big names that are actually giving them products to actually endorse and review, so they can actually earn a lot of money through that endorsement. The third and final method is really for the day-to-day business and that is to set up a business page on YouTube and to actually promote yourself on YouTube with really good videos.

Stuart: Thank you, David.

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