

Socializing with Your Prospects & Customers

How to use Facebook to **nurture prospects, convert sales** and **get referrals.**



Facebook is a great tool that can make an impact on your entire marketing plan. From attracting traffic to getting referrals, Facebook has a solution. Let's dive into a few areas where Facebook can make a big difference.

Nurture Prospects

Once you've captured leads, your focus turns to education. This includes staying in front of your prospects until they are ready to buy. There are a few ways to do this with Facebook.

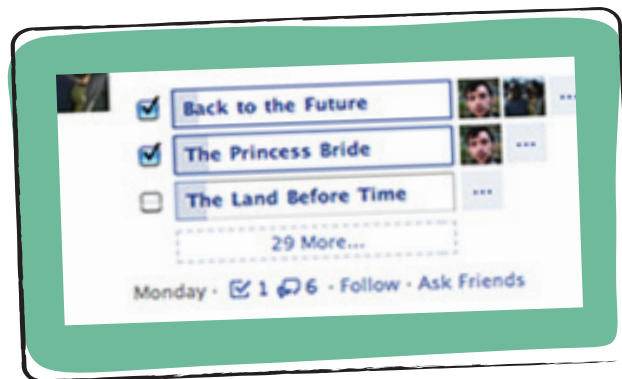
Get into the Conversation

Facebook is a great tool that allows you to stay in the loop. You can find out what customers are saying about you (good and bad) and respond accordingly. You'll be able to reach and impress potential customers with the way you interact with current customers. If they see that you are engaged in the conversation, they'll be much more likely to take the plunge.

Facebook also allows you to have those conversations directly with prospects. You can answer questions, or better yet, have some of your customers answer questions.

Questions

You can get a read on what your prospects are looking for by asking questions. The "Questions" feature on Facebook is great for gathering data, keeping in touch with prospects, and keeping your brand front and center during the nurturing process.



Not only will your questions reach those who have already "liked" your page, they will extend to their friends list and open the door to reaching many new prospects.

Brand Interaction and Social Proof

Brand interaction is a great way to nurture your prospects. The more they see your brand, the more likely they will be to purchase from you. Plus, Facebook makes it easy to use social proof with brand interaction.

The "Like" Button

As more and more people "like" your content, special deals or anything else that shows your brand, your trustworthiness increases. Everyone who "likes" your brand automatically says to their entire friends list that they are on board with you and your message. That's pretty powerful advocacy.

Studies have shown that simply introducing a "like" button to various content types improves brand metrics by 68%. We like that!

Convert Sales

The best way to convert sales is to be ready to sell when your prospects are ready to buy. The idea is to take away the barriers and make it easy to buy whenever they are ready.

Selling on Facebook

Adding a shopping cart to your Facebook page allows you to simply eliminate one potential barrier to the sale. If prospects like what they see while perusing your posts, replies, photos and more on your Facebook page, why not allow them to buy right then? You can integrate your shopping cart with your Facebook page and start taking orders from interested visitors.

Take a look at what Old Navy says on their Facebook page (not literally, but almost): “If you’re in the mood for some stylin’ new shorts—no worries, you can buy right here on Facebook! No need to go to our website. We’re making this easy for you.”

How Do I Do That?

Check your shopping cart’s ability to integrate with Facebook. Some, like Infusionsoft, will have simple instructions for doing so.



Get Referrals

Referrals are pure gold. And so are testimonials. So if you had a way to combine the two, you'd jump, right? Facebook gives us a great medium to collect statements that act as testimonials to strangers and as recommendations to friends. We'll call these statements "micro-testimonials."

Take a look at the example below. Two satisfied customers took a moment to write something nice about a company (Infusionsoft). These micro-testimonials appear on the Infusionsoft Facebook page for all interested prospects to see. These micro-testimonials also appear on the Facebook page of the individuals who wrote them, allowing all of their friends to see.

In the end, the company gets social proof to help interested prospects make the decision to buy, motivation for current customers who are looking for purchase validation and word-of-mouth advertising to all of the customer's friends. Not a bad ROI for 28 nice words strung together in a Facebook post.

