

Hays Writing: Sales Letter for DigitalMarketer's "Social Selling" Small and Medium Business Product

Social Selling: How to Generate Leads and Sales from Social Media

A 4-Step "Skeleton Key" System You Can Use to Unlock the Mysteries of Social Media and Quickly Implement Profitable Campaigns

Are You Sick and Tired of Running Social Media Campaigns Across Several Channels... Without Even Knowing if They're Working?

Maybe you've got multiple active campaigns on Facebook, YouTube, or Twitter...

Maybe you've got a ton of Facebook followers, but little to show in terms of ROI for all the effort you've put into building that fan base...

Maybe you're bombarded online and in person by folks telling you how you've just *got* to utilize Pinterest to "take your business to the next level" – but you haven't even finished implementing your YouTube initiative yet!

(And *that* was going to be the Marketing Silver Bullet, even though... if you're honest about it... you don't really see it happening.)

Honestly, it would be understandable if you've gotten to the point where you're wondering if this whole social media marketing and sales thing is really nothing but a waste of time and money.

You see, there's good reason for your frustration and near-cynicism...

FACT: Under 50% of content marketers even know what an effective content campaign looks like.

That's right... less than half.

That little gem is from a 2016 benchmarks report for B2C marketers by the Content Marketing Institute.¹

And it's not just B2C. The same report finds this is also true for B2B campaigns: when evaluated for knowing how to identify a successful campaign, less than half could put their finger on it! (Actually, the percentages are 43% and 44% for B2C and B2B, respectively.)

Is it any wonder you're confused?

And when you look at creating content versus curating it...

Tweets versus "postings" versus "updates"...

When you start talking about Facebook versus LinkedIn versus YouTube versus...

Well, it's a lot to keep track of. And it ain't cheap, is it?

You *should* be frustrated. Because **tactics like lead generation via Facebook ads are pretty much useless...** without understanding where they fit into your whole marketing, sales, and monetization process.

You simply must have a system, a context within which to launch these campaigns.

Otherwise, you're pretty much throwing time to the wind – and effectively making charitable donations to your social media platform of choice.

But it doesn't have to be that way!

In fact, that's exactly why we created....

Social Selling

"Social Selling: How to Generate Leads and Sales from Social Media" is an **insider's guide to the strategy and tactics any successful business needs** to generate leads and sales from organic social media.

It's the same system we've used at Digital Marketer to generate **140,000 Free Leads from YouTube** for a single business...

¹ http://contentmarketinginstitute.com/wp-content/uploads/2015/10/2016_B2C_Research_Final.pdf; see pg. 30 of pdf.

Or get a **198% ROI from Twitter advertising**.

It's the process we use to **match products and markets** via irresistible offers, utilizing proven marketing psychology principles.

It's how we cut through the fog of uncertainty that so often surrounds social media selling – so we can drive leads and convert them.

It looks something like this:

[Insert infographic for “social success cycle” here...]

Simple, right?

But make no mistake: this is more than just an infographic. It's powerful information that can transform your understanding of social media... and your business.

At Last... A Simple and Scalable Process for Choosing the Right Social Media Channel to Generate Leads and Convert Them

In marketing it's not wise to rely solely on your “gut” to pull off effective campaigns. Not when your business (or your customers') is on the line.

Instead, you need to figure out how to build a reliable system – one that's bigger than your intuitions. *A system that yields profitable results whether you feel particularly inspired or not at any given moment.*

And that's certainly true with selling via social media.

Well, we've perfected that system. And we're going to lay it all out for you.

In the Social Selling system, you'll learn these **4 steps to social selling mastery**:

- The Social Success Cycle: What it is, how it works... and why you can easily master it
- The Value First Strategy: Why this is the heart and soul of your social media campaigns, and why it's critical to implement this process *before even thinking about social media tactics*
- How to Choose the Best Social Media Channel for Your Business: So you cash in on the fact that not all social media channels are alike (and you only need the one that's best for your business!)

- How to Utilize Your Chosen Social Media Channel: And you'll be amazed at how straightforward this step is – once the other three are in place!

At the heart and soul of our Social Selling system is our Value First process...

[Insert Customer Value Optimization infographic here...]

At Digital Marketer, this 7-step process is the key ingredient to our success. This is how we market and sell our products... **because it works. Again, and again, and again...**

And when you plug the other three steps of the Social Selling process into this system, you'll be utilizing the exact same procedures and processes that netted us those 140,000 free YouTube leads, and that 198% ROI on Twitter ads that we mentioned earlier.

You'll finally have the *context* in which running a viable social media selling campaign makes sense. And by "makes sense," we mean *it will convert!*

You'll Have a System in Place and Know Exactly Which Social Media Channel to Choose for Driving Traffic and Conversions

Once you understand the "Value First" *system*, it's easy to drive traffic through approaches like blogging, Facebook ads, or email marketing.

And we'll show you the best tactics for Pinterest, YouTube, LinkedIn, Facebook, and Twitter.

And don't worry... with our training and tips for understanding the Social Success Cycle and evaluating which social media channels are the best fit for you, you'll quickly settle on the best place to begin.

So you can focus on what's going to be a clear winner, get busy implementing it... and ignore the rest!

And that's not all. Because we get that every market is different, and so is each social media platform, the Social Selling system is applicable to ANY business.

Again, **this stuff really works.**

And today, you'll get all the training, templates, and tactics that make up the "Social Selling" system, including...

- How understanding **just three words** is the key to building a robust profit-generating system that's guaranteed to transform your business... including your social media marketing.
- Why grasping the 4 action modes of the Social Success Cycle will lay the foundation for your success (You'll be surprised – and delighted – at how easily you can master these marketing habits.)
- The 4-Step process that **generated 140,000 FREE leads** from YouTube
- Why a guru-level insight from marketing legend Jay Abraham may very well change the way you understand and conduct business forever...
- How to turn the words “Before” and “After” into your marketing secret sauce (Seriously, this one tip will help you connect with your market... and get them to open their wallets... like you wouldn't believe!)
- 5 simple steps to outrank your competition on LinkedIn
- Step-by-step training on how to buy access to someone else's email list... and unleash an **avalanche of traffic...**
- The surprising truth about your “traffic problem” (HINT: It may not be as big a deal as you think it is now.)
- How to profit from 7 lessons we learned from running 567 Facebook ad campaigns in one year
- The process you can use to get a massive ROI from Twitter advertising (Silence the nay-sayers claiming it's impossible to sell via social media!)
- How to implement the same principles used by **McDonald's, Starbucks**, and **Amazon** to leave their competition in the dust (and why the same system is just as effective for small- and medium-sized businesses... including yours).

We know this process works, because it's the same one we use every day at DigitalMarketer.

In fact, we know it works so well, that I can confidently offer the following advice...

Do NOT Run Any Social Media Campaigns Until You Get Your Hands on “Social Selling: How to Generate Leads and Sales from Social Media”

Really... don't do it.

There's too much to lose... in terms of time and money, yes. But maybe even your sanity!

This is your business we're talking about.

And we are here to help you prosper. You don't have to figure it out on your own...

You don't have to fail before you succeed.

You CAN get it right the first time!

The process and templates have been built. All you have to do is USE THEM.

And price shouldn't be an issue, because right now you can access “Social Selling” (including all the process maps and templates) for only \$7.

Yep... just \$7.

Literally, you can have one of those fancy coffees at Starbucks, or you can have a winning ad campaign that brings fresh leads and sales into your company not just once...

...but day, after day, after day.

If you're ready to get started, just click the “Add To Cart” button below for immediate access to “Social Selling”...

[ORDER BOX]

[COUNTDOWN TIMER]

[Copy continues with FAQ section, Guarantee, etc...]