How to Acquire New Leads With Social Media

Using your CRM is about not just managing your existing customers but being able to add new customers into the mix. Remember the first time you heard about using social media for business purposes? You probably did not really believe that it could serve your customer. And yet, social media persists as one of the most effective ways to improve your existing customer base and reach out to new customers, too. Read one to learn some of the top ways to bring in new leads with social media.

Monitor Potential Hot Leads

Social media goes beyond customer service or answering questions that relate only to your brand. You can also track trends to learn about data in your product category and industry. These are all valuable for refining new hot leads into your CRM system.

Always Respond on Social Media

In this instant society, customers want a response on social media whether it’s a question or a comment. Make sure you have a social listening plan and set goals for customer service to respond to all of the messages they receive.

Use the Call to Action Button Facebook

Facebook implemented a new feature at the end of last year known as “Call to Action”. This allows a client to book a meeting, sign up, or contact you, among other things. This is a great way to prompt action as soon as possible and begin that important relationship with your new customer.

Use Images on Social Media

Social media is all about sharing content, but it’s critical that you share images within it. Tweets that have photos, for example, are twice as likely to be retweeted by other users (thus getting your name out there to other customers). Increased engagement is likely when you regularly use images.

Use Social Advertising

You need to always be expanding the reach of your audience, but it’s not always easy to do this on social media. Within apps like Facebook, for example, you can generate a lookalike audience that is similar to a specific list that has a lot of value, like your email subscribers. This gives you a new opportunity to broaden your reach and adding people who have similar characteristics to your world.

Use a Custom Audience

Active Audiences can help you reach new customers in addition to customers you already know. You can use specific targets, like a group of people who signed up for last month’s webinar or people who attended a recent conference. When you know what this group is interested in, you can target them with additional information and enhance your existing relationship with ease.

Use these tips to stay on top of social media and effectively get these customers into your CRM for the long-term.