

25 Stealthy Techniques to Maximize B2B Lead Generation on Facebook (Part 1)

Why writing this post? Well, for a long time it was thought that Facebook is mainly for B2C companies – Coca-Cola, BMW, Dunkin Donuts, etc. No longer.

So before we start, let's just get a few important things out of the way:

“Facebook is for personal stuff...”

I hear you, pal, however at 900 million users going on a billion you can ignore this platform at your own peril. After all, buggy whip manufacturers probably thought that an automobile was just a fad that'd go away.

“I heard about this Social Selling. So how do I sell on Facebook?...”

You don't sell on Facebook. Sorry.

“If I am not selling on Facebook, then what the #&^\$% am I doing here?”

Awesome question, glad it came up. Here is what you do:

Your objective on Facebook is to extend your reach and engage the largest possible number of people who could be your clients:

... by getting them to like your page (and therefore making your posts appear in their feed)

... by convincing them to provide their email to you on your page

... by driving visitors from Facebook to your landing pages

You do that by providing engaging, relevant, timely, visual, “like-able”, share-worthy, valuable and helpful content. I will show you how.

- Monitor
- Post
- Engage
- Promote
- Generate Leads
- Concepts:
 - o Custom tabs
 - o Lead gen in facebook
 - o Stay-in-facebook

- Facebook ads
- Edgerank
- Best time to post
- Resources:
 - Bufferapp
 - Altuchers' co

Monitor

1. Now go hit that “Like” button...

It is prudent to explore the platform before diving right in, don't you think? So go research what people and organizations that matter in your universe already do on Facebook. Make a list of:

- Your current clients
- Your prospective clients
- Your competitors
- Authoritative bloggers in your industry
- Organizations that are complementary to yours (i.e. addressing a different need of the same market/audience as you).
- Gurus, Mavericks, Role Models in your industry

Once you do that, several things will happen:

- You will be up-to-date to what they are up to (pan intended).
- You will also see what they are doing on Facebook and can borrow their strategies.
- You can also comment on their posts – this is the best way to get noticed as long as your comments add to the original post and are valuable to the audience (don't hijack posts with links to your site – very bad form).
- You will be able to use your Facebook news feed to uncover and engage with relevant content and not just baby pictures, food, travel trips and cute cats your friends post.

2. Use Facebook search

Facebook search sucks. There is no Advanced Search feature, you also can pin point your query, and certainly you can't run deep and sophisticated searches on all 900+ million Facebook members. And that's ok...

Because you still can turn up useful and actionable insights. For example, I am interested in Chief Information Officers:

... not only can I find relevant organizations and associations:



Non-Profit Organization
NASCIO represents state chief information technology executives of governments.

About



National Association of State Chief Information Officers (NASCIO) shared a link.
April 12 · 🌐

NASCIO and NASBO participated in a virtual summit at the University of Maryland on March 29-30 to explore and create a "shared agenda" for budget directors and CIOs. The project is in response to the "new normal" pressures facing governments now and in the future.
www.nascio.org/newsroom/pressRelease.cfm?id=122

chief information officer



Pages



National Association of State Chief Information Officers...

Non-Profit Organization
202 like this · 2 talking about this



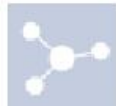
NASA Chief Information Officer

Government Organization
5,065 like this · 201 talking about this



Chief Information Officer

Interest
99 like this



Chief Information Security Officer

Interest
99 like this



CIO - Chief Information Officer

Work Position
2 like this



Federal Chief Information Officer of the United States

Interest
0 like this

Places



Office of Chief Information Officer of Scilla and Charybdis

Bloomfield, NJ
0 like this · 3 were here

See more results for chief information officer ▸
Displaying top 7 results

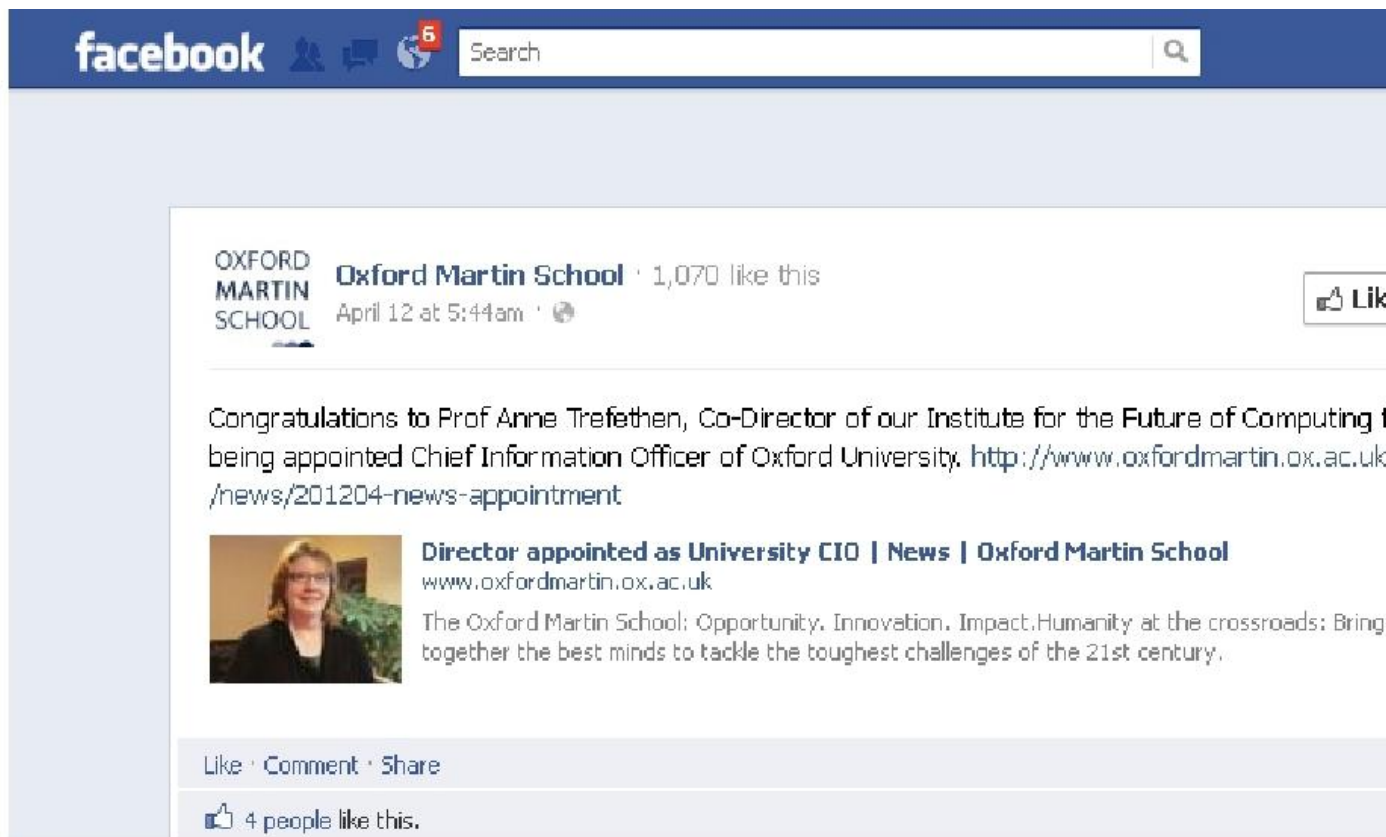
Likes

and profiles:

 Posts in Groups

1000 E ST NW • Washington, District of Columbia • 20004

I can also turn up actionable insight that can help me engage potential clients today:



Post

3. Showcase Your Users



Showcasing your users, or real people (i.e. not photoshopped models or stock photos) is an excellent tactic. You essentially kills two birds with one stone: show that you are human (1) and not too self promotional (2).

I know this is about B2B however there is plenty we can learn from B2C companies. For example, Dunkin Donuts seems to be doing a particularly good job with featuring its customers:



So think who YOU could feature: current clients, bloggers, business partners. Not only it is good karma, not only it is one of the better ways to show you are NOT self-promotional. It is also one of the sneaky ways to use Facebook because you know what? Once you post their face on your page, guess what they'll do? Of course, they will share it with THEIR followers, driving traffic to YOUR page. Get it?

4. Post “like-able” share-worthy content

Can you imagine the a “serious” and “corporate” McAfee is sharing highly engaging content like that?:



Just remember we are NOT selling here anything... not now, we are not

5. Post video

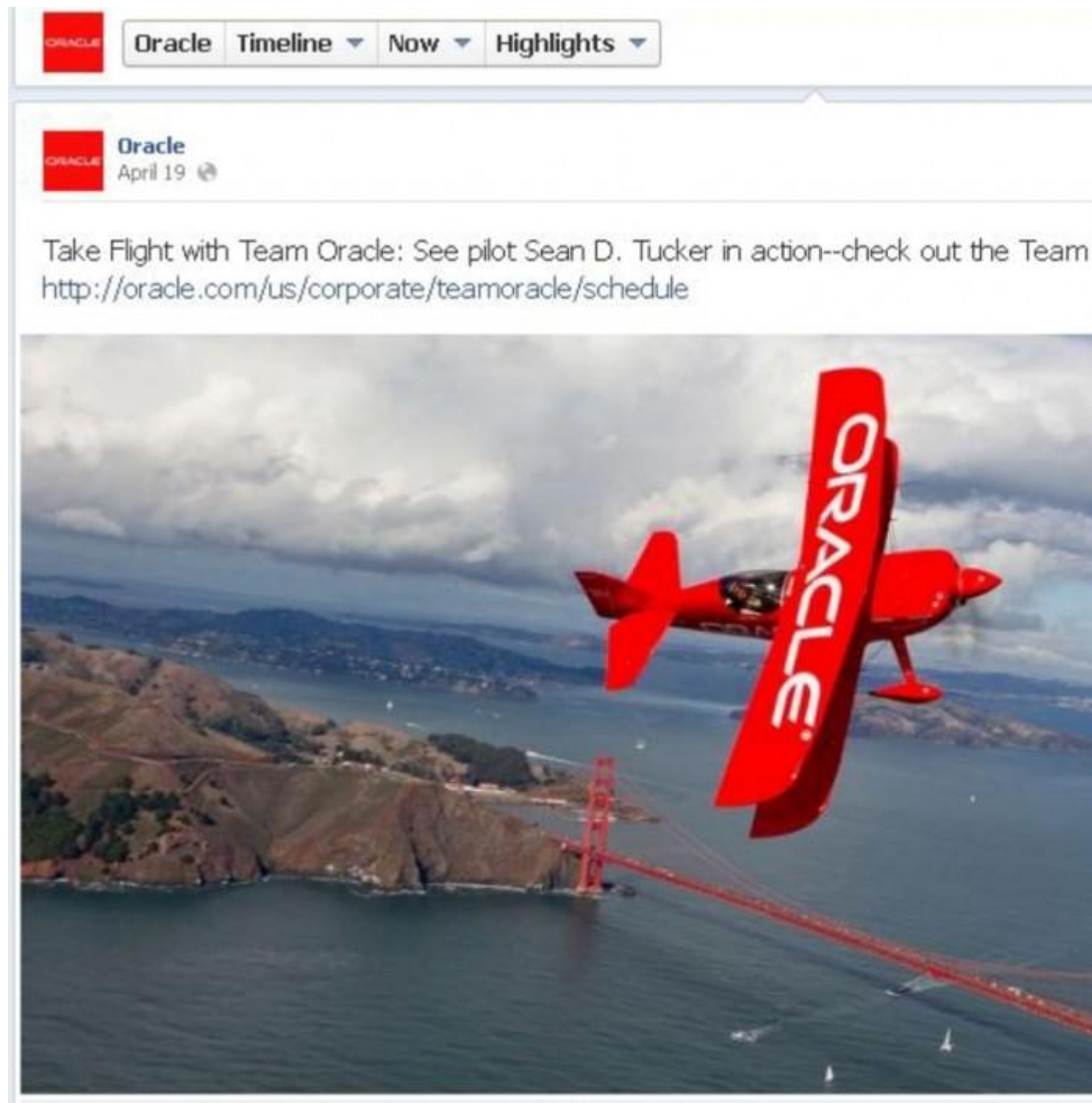
Video is one of the most sharable items on Facebook: an interview from a conference, a 30 sec product demo, a funny video tied to the brand or product



6. Share visual content

People are highly visual. If for no other reason than that our optical nerve is 40x faster than the auditory one. If you don't believe me on this one, just think Instagram and Pinterest.

Take a cue from them... or from Oracle:



7. Share photos, coverage from events, conferences, webinars

... essentially you can use any event that you hosted, spoke at, attended or sponsored:



Fujitsu

Timeline ▾

Now ▾

Highlights ▾



Fujitsu

April 19



Fujitsu America - Reshaping the Data Center Customer Event (7 photos)

Fujitsu-Brocade Reshaping the Data Center — in Sunnyvale, CA.



8. Share charitable causes, events

Anything that makes an organization appear “human” is good.

The screenshot shows a Facebook page for Tata Consultancy Services. At the top, there's a navigation bar with 'Tata Consultancy Services', 'Timeline', 'Now', and 'Highlights'. The main content area displays two posts. The top post, dated April 16, is titled 'AGL Energy harnessing "Big Data" with SAP HANA at SAPHIRE NOW 2012'. It includes a video thumbnail and text about dealing with a 'data tsunami'. The bottom post, dated April 6, is titled 'Cricket buffs, have you checked out the Rajasthan Royals official fan page yet? Go ahead, Like. Support the team. They begin the IPL5 hunt today! Halla bol!'. A large black arrow points to this bottom post. On the right side, there's a sidebar with additional posts and a 'TCS News & Events' section.

Tata Consultancy Services
April 16

AGL Energy harnessing "Big Data" with SAP HANA at SAPHIRE NOW 2012

How do you deal with a "data tsunami"?

AGL Energy, one of Australia's largest electrical power retailers, found the answer with Tata Consultancy Services and SAP HANA.

That tsunami arrived in the form of over 2.5 million new smart met...

Continue Reading ...

Like · Comment · Share

Wasim Khan likes this.

Write a comment...

Tata Consultancy Services
April 6

Cricket buffs, have you checked out the Rajasthan Royals official fan page yet? Go ahead, Like. Support the team. They begin the IPL5 hunt today! Halla bol!

Tata Consultancy Services
April 16

We're sponsoring commitment to ra American Diabete

Like · Comment · Share

103 people like th

View all 4 comme

Anand Kurn
All people's f
April 16 at 10

Sachin Sing
karo....
April 16 at 2:

Write a comment...

Tata Consultancy Services
April 12

For the third cons

TCS News & Ever

9. Share offers exclusive to Facebook users


This drives usage, especially if you announce that a deal is not available anywhere other than Facebook.

Intel Deals ▾


Awesome Deals

Find the latest and greatest Intel deals here


Intel Deals




Ultrabooks



Laptops



Desktops



Other


Narrow your search >

Manufacturer

Any ▾

Processor

Any ▾



Dell XPS 15
Dell Home is offering 15.6-inch Dell XPS Core™ i5 Laptop with built-in Multi-touch Backlit Keyboard & 9-cell battery starting at \$499.99. Free shipping. Use \$419 instant savings.

10. Share big news

– IPO, merger, a new product launch, appointments of executives, industry awards – anything you'd issue a press release on.

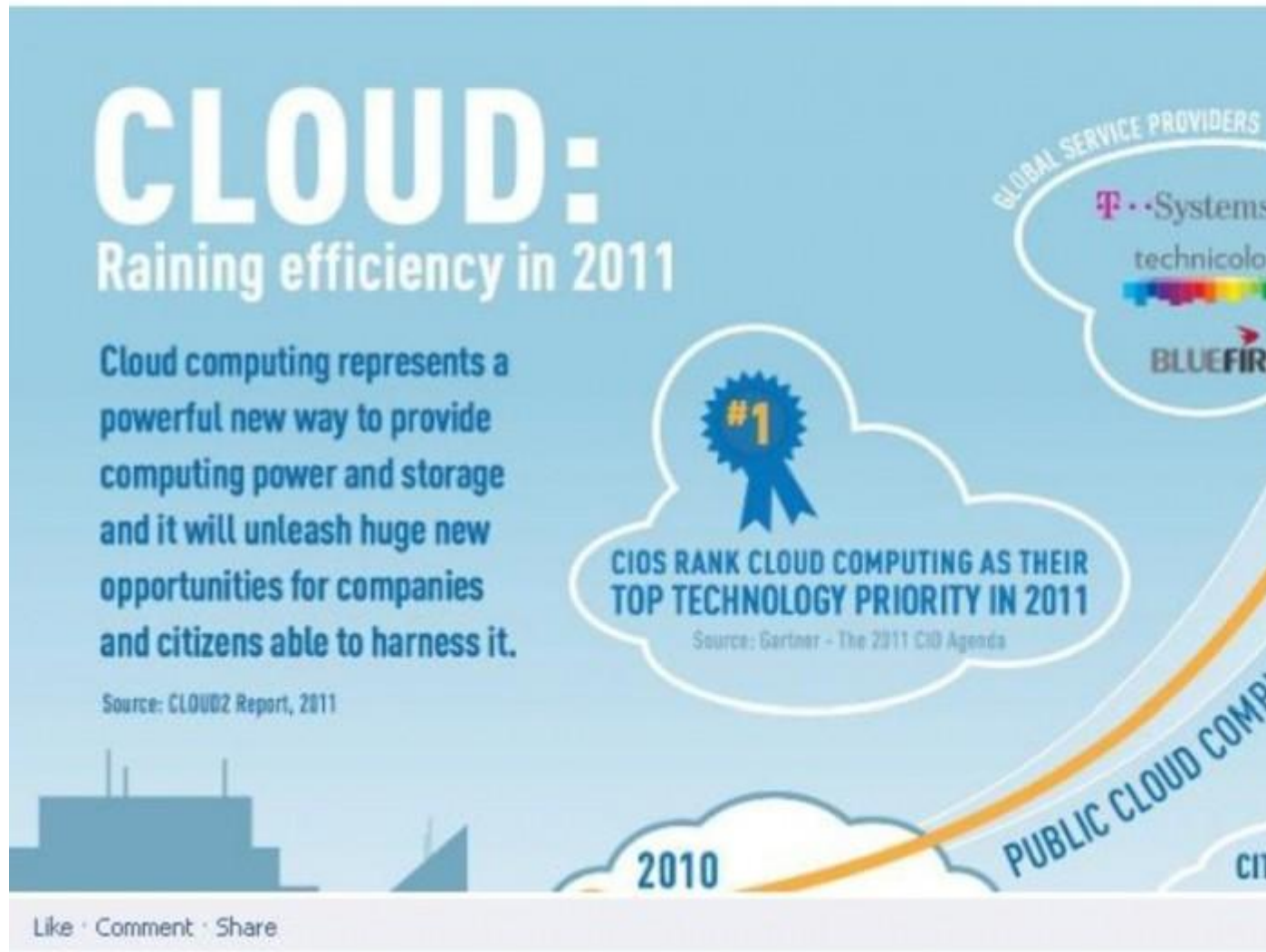


11. Share infographics

Infographics have been overused recently so proceed with caution. At the same time, I am hard pressed to come with an alternative way to present hard data in an easily comprehensible way.

[NetApp](#)[Timeline](#) ▼[March](#) ▼[Highlights](#) ▼

Cloud: Raining efficiency in 2011 [Infographic]



12. Open the kimono

Share office pics, office people – let them see the wizard behind the curtain.



13. Celebrate your clients

Check out this shout out by Salesforce:

Salesforce Timeline Now Highlights

April 20

Get an inside look at the Salesforce online community!

How does your business engage its community?

Salesforce.com's Online Community

Over the years the Salesforce.com Online Community has been a great success story. Each month there are over 40,000 unique users who use this site to answer ...

Like · Comment · Share 13

55 people like this.

View all 4 comments

Alan Pollock <http://www.youtube.com/watch?v=-3uoxMJNwqw>

Salesforce April 19

Watch Kimberly-Clark's new guide: <http://slic>

Like · Comment · Share

216 people like this.

View all 23 comments

Note – start with your client's name. Notice, Salesforce is not even mentioned! This is so much more powerful where the influence of Salesforce is implied. Talk about “selling without selling”!

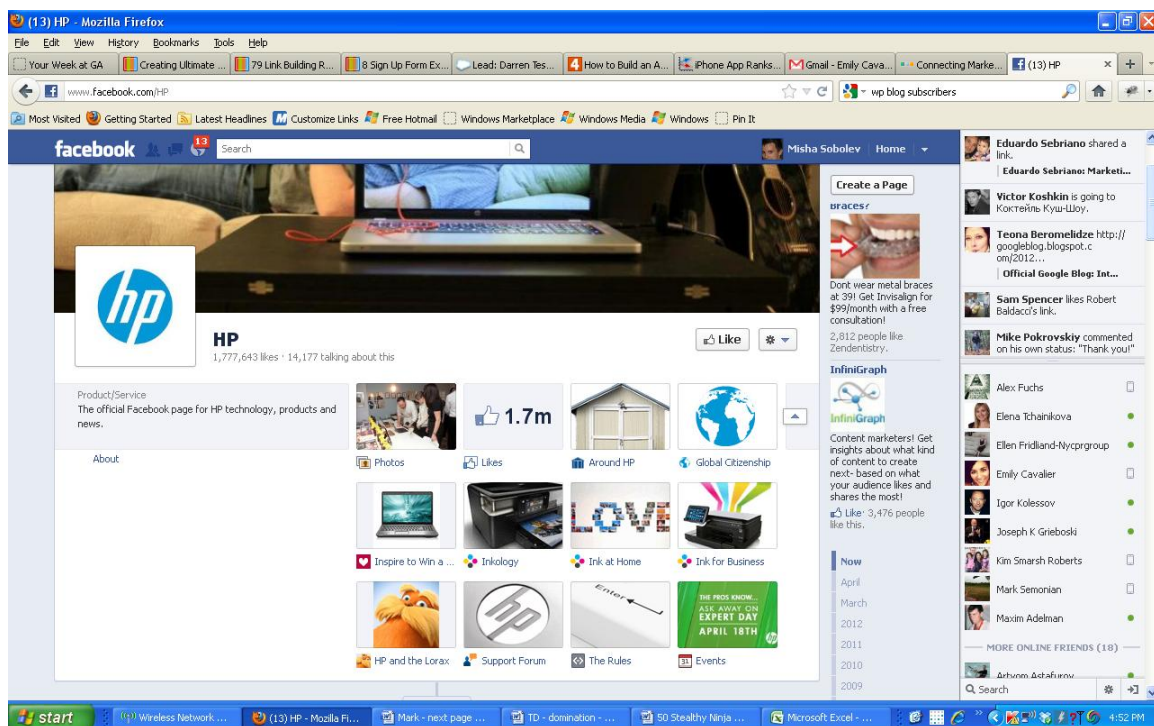
Engage

14. Ask for likes

15. Like-gates

Generate Leads

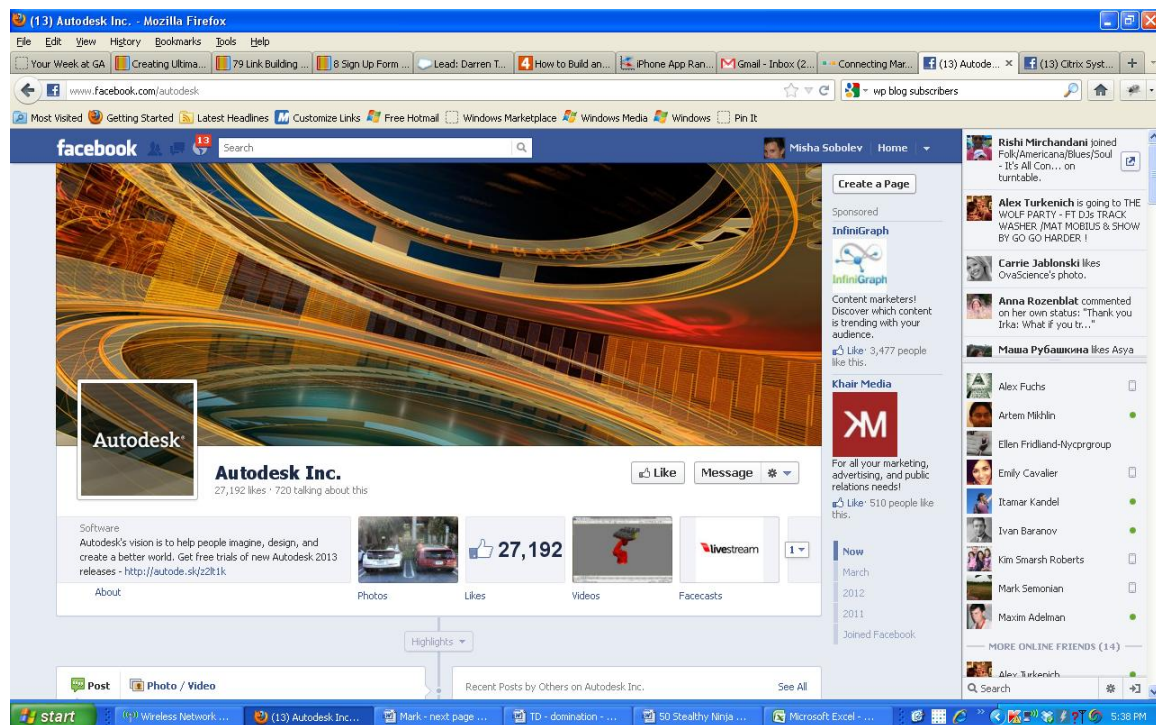
16. Custom Tabs



17. Create a killer cover photo



18. Place holder



19. Pin important stuff to top

20. Claim Your Vanity Url

Claim your vanity url, you need to have 25 likes before you are eligible for one though – eg. <http://www.facebook.com/YourCompanyName> - you can check out how to set one up here

Promote

21. Place holder

22. Place holder

23. Place holder

24. Place holder

25. Place holder

The Reason Why

1. D
2. Fd
3. fadfs

MMMMMMMMMMMMMMMM

4. asdfs

- 1) You can wear a suite to a pub but you wouldn't behave the same way like you are in a board room, right? So, lighten up... even stodgy, boring, old-school companies started posting jokes and comics on their Facebook profiles. Sounds a bit like a Hawaiian shirt day <http://www.youtube.com/watch?v=8p8Ni1sXBLk> but they get points for trying. The point remains – if you can find humor connected to what you do and make fun of yourself, then do it! – link to someecards. Put your Saturday-Night-Live hat on.



- 2) Give away content for contact
- 3) Giveaways exclusive on Facebook.



- 4) Offers for likes
- 5) EVERYWHERE – your email signature, your site, your whitepapers and ebooks, your landing pages – embed “like” everywhere. Be smart about it. Don’t say “like” us pretty please. Say “like us to get exclusive and valuable tips and strategies on...”
- 6) Timing is key Part 1 <http://blog.kissmetrics.com/science-of-social-timing-1/>
 - a. Best day to share something on Facebook – Saturday
 - b. Best time to share – noon
 - c. Best posting frequency – 1 post every other day.
- 7) Timing is key Part 2 – bufferapp
- 8) Add milestones:

(13) Tata Consultancy Services - Mozilla Firefox

File Edit View History Bookmarks Tools Help

www.facebook.com/TataConsultancyServices

facebook

Tata Consultancy Services Timeline Now Highlights

Like Create a Page

TCS crosses \$10 billion in revenues
Yesterday



Like Comment

Now
March
2012
2011
2010
2009
2008
2007
2005
2004
2003
2002
2001
2000
1997
1993
1985
1981
1974
1971
Founded

More Online Friends (16)

Alex Fuchs
Anna Rozenblat
Ellen Fridland-Nycprgroup
Emily Cavalier
Itamar Kandel
Kim Smarsh Roberts
Mark Semonian
Maxim Adelman
Yana Demiyanova

start Wireless Network... (13) Tata Consult... Mark - next page... TD - domination - ... 50 Stealthy Ninja... Microsoft Excel - ... 5:17 PM

(13) Oracle - Mozilla Firefox

File Edit View History Bookmarks Tools Help

www.facebook.com/Oracle

facebook

Oracle Timeline Now Highlights

Like Create a Page

Share via Spredfast

Like Comment

63 people like this.

Write a comment...

Share via Spredfast

Like Comment

111 people like this.

Oracle And the six superheroes appearing in The Avengers include: Black Widow, Captain America, Hawkeye, Hulk, Iron Man, and Thor. Which one would you be, and why? For more, check out the latest issue of Oracle Magazine <http://www.facebook.com/OracleMagazine>

Oracle Magazine

Oracle Magazine offers road maps to help database administrators, developers, an... See More

Page: 9,410 like this

Share via Spredfast

Like Comment

69 people like this.

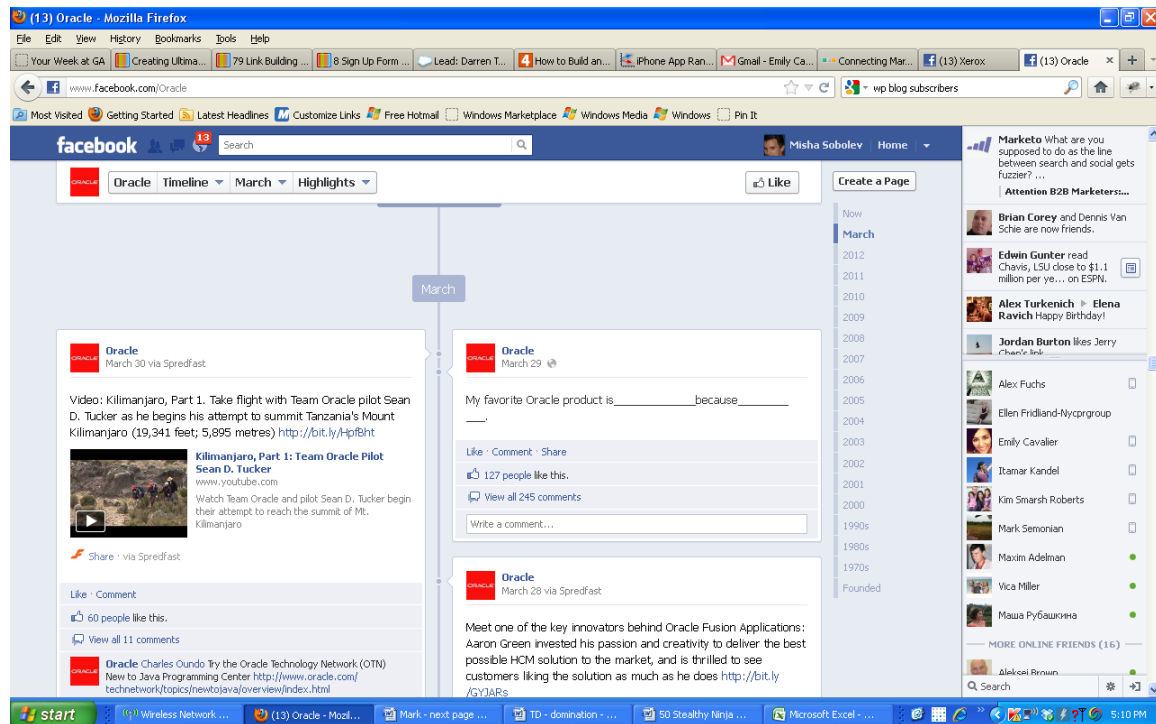
Raffaele Gnoody ;)

Now
March
2012
2011
2010
2009
2008
2007
2006
2005
2004
2003
2002
2001
2000
1990s
1980s
1970s
Founded

More Online Friends (18)

Alex Fuchs
Ellen Fridland-Nycprgroup
Emily Cavalier
Igor Kolessov
Kim Smarsh Roberts
Mark Semonian
Maxim Adelman
Vica Miller
Masha Pybuskova

start Wireless Network... (13) Oracle - Mozl... Mark - next page... TD - domination - ... 50 Stealthy Ninja... Microsoft Excel - ... 5:07 PM



9) Not all content will push visitors to convert on Facebook, so drive traffic to your landing pages

10) Use powerful CTA

11) Facebook stalking – just frigging friend them. Just don't friend a lot of people at once. You can get away with 5-10 a day – get intern on a project to identify them.

///

copyright

1) Facebook's new page design enables you to feature a **851 x 315 pixel** 'cover photo' at the top of your business page. Get creative with it to capture the attention of new page visitors. Just be sure to follow Facebook's cover photo policies by excluding price/purchase information (e.g. "40% off" or "Download it at our website"); references to Facebook features/functions (e.g. "Like," "Share," etc.); contact information such as website address, email, mailing address, or information that should go in your page's "About" section; and calls-to-action, such as "Get it now" or "Tell your friends." Here are some awesome examples of business page cover photos to get your creative juices flowing.

2)

4) Auto-Publish Blog Content

Start populating your page's timeline with content! If you maintain a business blog, you can connect your blog to auto-post links to new blog content you publish. Many blogging platforms like WordPress and [HubSpot](#) automatically offer this feature within its software; you'll just need to turn it on and sync it with your page. *(Warning: Don't put too much emphasis on automation. It's okay to auto-publish some content, but make sure a real human is posting and engaging with your fans, too.)*

9) Create Custom Page Tabs

While Facebook's new page design eliminated the ability to create a designated 'Welcome Landing Page' for new visitors to your Facebook page, you can still create and leverage custom tabs which are accessible via the 'Views & Apps' section of your page (see tip #17). Think of these as landing pages within your Facebook page. Learn how to create custom tabs [here](#), which you can use as calls-to-action to feature anything from case studies to marketing offers to other promotions you're running. *(Note: HubSpot has an app in our [App Marketplace](#) that streamlines and simplifies the process of creating Facebook tabs with knowledge of code required -- the [Facebook Tab Customizer](#). While Facebook's new design no longer allows you to create a designated lead generating welcome page like you might have done before with the Facebook Welcome App, you can use the Facebook Tab Customizer App to create custom tabs containing lead-gen forms so you can convert page visitors into leads ... right within Facebook!)*