



TSL Academy

Social Media X-Training



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TSL Academy
educate • grow • succeed

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Social Media X-Training Overview



Social Media X-Training



The Social Media X-Training course is a 6-week training and coaching program that includes webinar-based sessions and one-to-one coaching to establish or advance social media/content marketing skills and arm participants with tools, know-how and messaging to establish and grow digital marketing presence, increase the reach of your marketing messages and progress sales leads through the pipeline.

Social Media X-Training



via TSL Academy

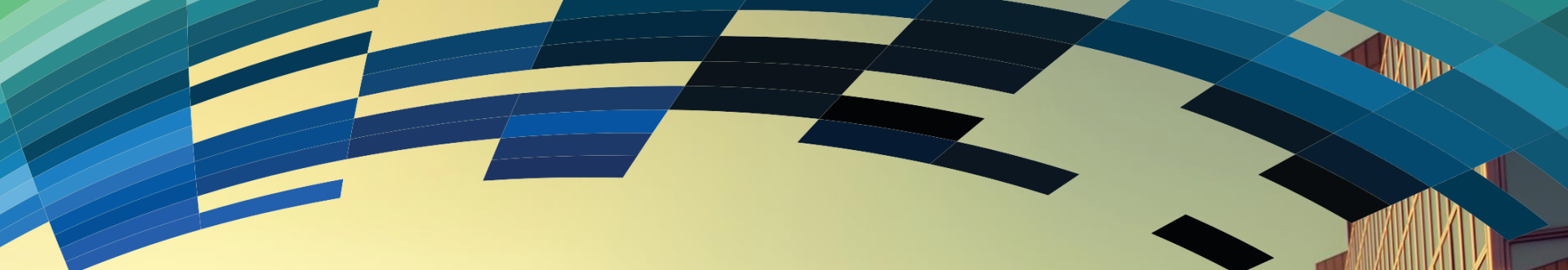
What You Get

- 🎓 Coaching, presentations, recordings and assets delivered via live weekly webinar
- 🎓 Initial analysis and assessment for each student
- 🎓 Live weekly topic overview call and Q&A
- 🎓 Individual assignments and measurements
- 🎓 Personalized feedback to assignments and measurements
- 🎓 One-on-one coaching as often as needed throughout course duration
- 🎓 Access to coaches via email, phone, text and web conferencing

Social Media X-Training



Session	Title	Objective
Week 1	Getting Started with Social Media	Adopt a professional mindset to social media
Week 2	Your Online Profile	Validate your expertise
Week 3	The Art of Networking Online	Grow your network and nurture relationships
Week 4	Engaging with Purpose	Learn the human approach to engagement
Week 5	Forming a Habit of Participation	Form a daily routine for consistent participation
Week 6	Getting Results	Set expectations for success



Channel Enablement & Training



Social Media X-Training



Channel Enablement & Training

Why Train Your Channel?

- 🎓 Amplify your content
- 🎓 Build your ambassadors
- 🎓 Leverage your reach
- 🎓 Socially engaged employees & partners are your best brand evangelists

★ The Social Media X-Training Program helps to empower employees and channel partners by coaching them in learning the right tools and social media engagement skills necessary to become company ambassadors and opportunity drivers. ★

Social Media X-Training



Channel Enablement & Training

Research

- ▶ According to a recent study, [Edelman Trust Barometer](#), **41%** of respondents believe employees and channel partners are the most credible source of information regarding their business.
- ▶ According to a [2014 LinkedIn/Altimeter report](#), in socially engaged companies:
 - ▶ **27%** of employees are more likely to feel optimistic about their company's future
 - ▶ **20%** of employees are more likely to stay with their current company
 - ▶ **57%** more likely to get increased sales leads
 - ▶ **58%** more likely to attract talent

Social Media X-Training



Channel Enablement & Training

Testimonials

- 🎓 “I wanted to thank you & TSL Marketing for the Social Media X-Training and 1v1 workshops you provided to me and the Solutions-II team. The class was very insightful and relevant, especially the one on one training. I now feel more confident using LinkedIn and Twitter and it has helped increase the interactions we are seeing on our corporate website and social media pages. You opened great ways to incorporate social media into our everyday branding & marketing initiatives. I would recommend your class to anyone looking to learn how to use social media effectively!” - **President, Solution Provider**
- 🎓 “THANK YOU VERY MUCH for sharing your knowledge, energy, suggestions, etc. regarding social media. I found the training and time spent very valuable (and fun!) Thanks again.” **Sales Director, Solution Provider**
- 🎓 “I found your insight very useful and plan to continue utilizing your ideas as our company moves forward with our new website and future social media endeavors. Many thanks!” **Marketing Manager, Solution Provider**

Social Media X-Training



Channel Enablement & Training

Sample Titles of Attendees/Students

- 🎓 Owner
- 🎓 CEO
- 🎓 CTO
- 🎓 COO
- 🎓 CMO
- 🎓 President
- 🎓 Vice President, Operations
- 🎓 Vice President, Marketing
- 🎓 Vice President, Sales
- 🎓 Customer Service
- 🎓 Account Director
- 🎓 Account Manager
- 🎓 Sales Manager
- 🎓 Marketing Manager
- 🎓 MarComm Mgr.



Case Study

Channel Case Study



Results

Adoption success metrics – thru 2017

nearly **4,350**

Coaching & Training program participants from approximately 2,400 companies through 2Q 2017.

highlight*

\$136K per qtr.

On average, channel partners who complete the social media coaching & training program generate **significant additional QoQ supplier revenue**.*

highlight*

198%

On average, channel partners who took part in social media and social selling coaching and training programs, outperformed their counterparts by 198% in terms of revenue generation.*

120

Number of countries with program participants.

With significant participation from all major geographies.

Channel Case Study



Highlights

Top 50 channel partners from social media coaching & training program:

The top 50 firms* in revenue reporting generated an QoQ accumulated amount of **\$114,398,741**; 6.3 Quarters in average after completing the program**.

Each firm registered an average of **3.4 individuals** in the coaching & training program.

Top 25 list, observed a QoQ **increase of more than \$1M each.**

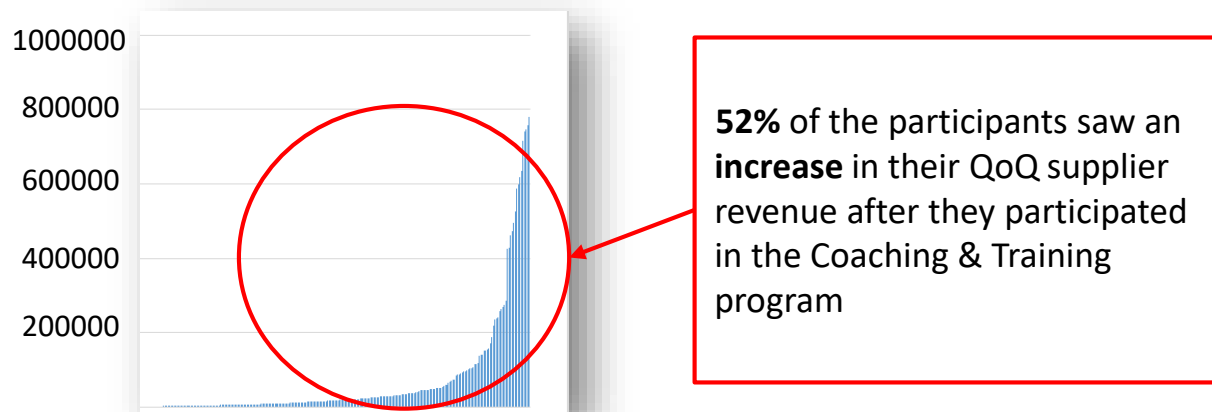
Channel Case Study



Results

Real Revenue = ROI

Analysis shows an average increase in QoQ supplier revenue of \$136K over all 610 Channel Partners that participated in the workshop



Channel Case Study



Results

The Network Effect

- 🎓 Students who graduate from the X-Training tend to be more active socially, sharing a preponderance of vendor content to address the needs of their customers and followers.
- 🎓 X-Training grads figure prominently in channel content marketing programs.
- 🎓 X-Training grads are active at events and share virtually, even when they cannot attend in person.

Channel Case Study



Results

The Network Effect



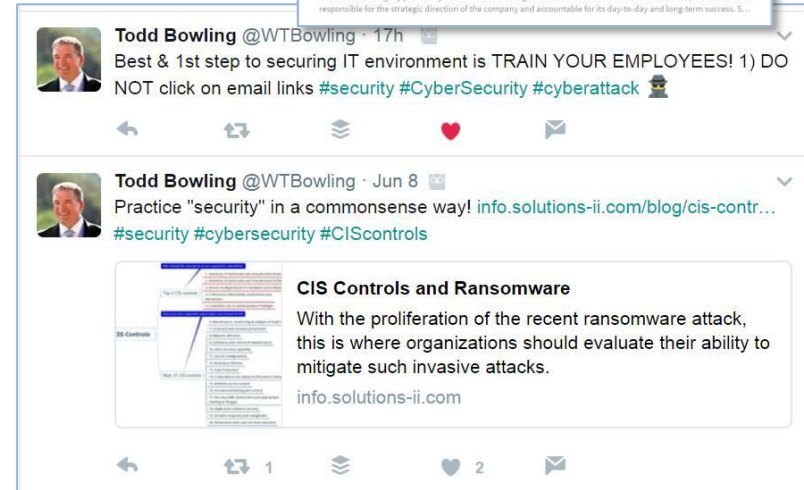
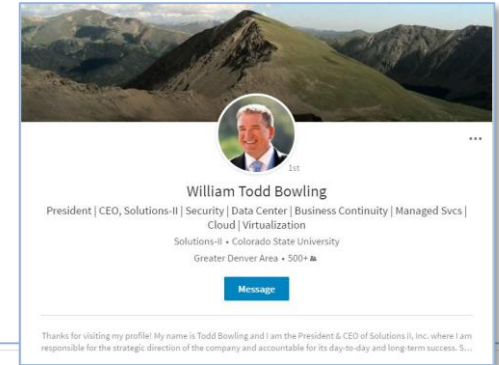
Sean Sullivan, Cloud Services, Syntax

“Double digit increase in leads.”

“Social media supercharged our inbound marketing results. **More traffic and higher quality traffic** was visiting our website.”



andy chew retweeted
Vivian Woodell @Cooperator1 · Nov 5
According to @123chewy of @Cisco the #InternetofEverything will require new forms of collaboration between industries #commsvision #iot



Channel Case Study



Results

Channel Voices



David D'Agostino,
VP of Operations.
Brite Computers

“A lead came through Twitter. As a result of a tweet, the client went to our website and read about our capabilities and contacted us with an order that made **up 50% of the revenue for the month.** “



James Kandrak
President and founder
United Computer Group

“Social media helped us go global. We received an inquiry that resulted in an engagement from a company in France that found us through our participation in a LinkedIn Group... that’s **not something our direct advertising would have brought to us.**”

Channel Case Study



Large Enterprise – A Different POV



Increased Author Reach



by 218%

Increased Followers



by 31%

Increased Impact



by 55%

TWEETER	TWEETS	SENTIMENT			IMPACT	TWITTER			
		POS	NEG	NEU		TOTAL	FOLLOWERS	FOLLOWING	AUTHOR REACH
@agalla	408	11	6	391	58	89	239	1074	1605
@ciscomaria	158	5	5	148	27	50	92	1323	181
@SShuk	154	20	1	133	26	71	149	939	191
@fganzaro	144	2	0	142	26	74	64	2391	215
@Carola164	117	11	1	105	20	19	140	830	124
@ReneeStiekema	27	2	0	25	12	174	156	1260	592
@PascaleJacobs	64	3	0	61	11	136	115	510	92
@yatin_vyas	36	1	0	35	11	104	94	722	283
@JeromeDurand	7	2	0	5	9	110	80	1099	346
@CiscoSarahE	7	0	0	7	8	38	23	3512	8
@kirstie_neill	16	2	0	14	8	25	47	377	18
@sjarlow	3	0	0	3	7	27	20	1546	4
@merjakossi	3	0	0	3	7	45	140	412	182
@Christie202	30	2	0	28	7	54	165	547	82
@pearostr	2	0	0	2	4	6	46	298	2
Total for tweeters	1176	61	13	1102		1022	1570	16840	3925

★ Previous to merging with TSL, the social media coaching & training team worked with more than 300 marketing, sales, events and executive Cisco employees in the EMEA Region. ★



Social Selling



Social Selling



“Social Selling” is a coaching program for client facing teams designed to help nurture relationships with decision-makers and influencers to identify / accelerate business opportunities.

Who

🎓 Sales Execs, Inside Sellers, Direct Sellers, Consultants*

* PRE-REQUISITE: Social Media X-Training Graduates OR individuals with demonstrated Social Authority

What

🎓 5 week course: 3 weeks of presentations + 2 one-hour intense coaching sessions

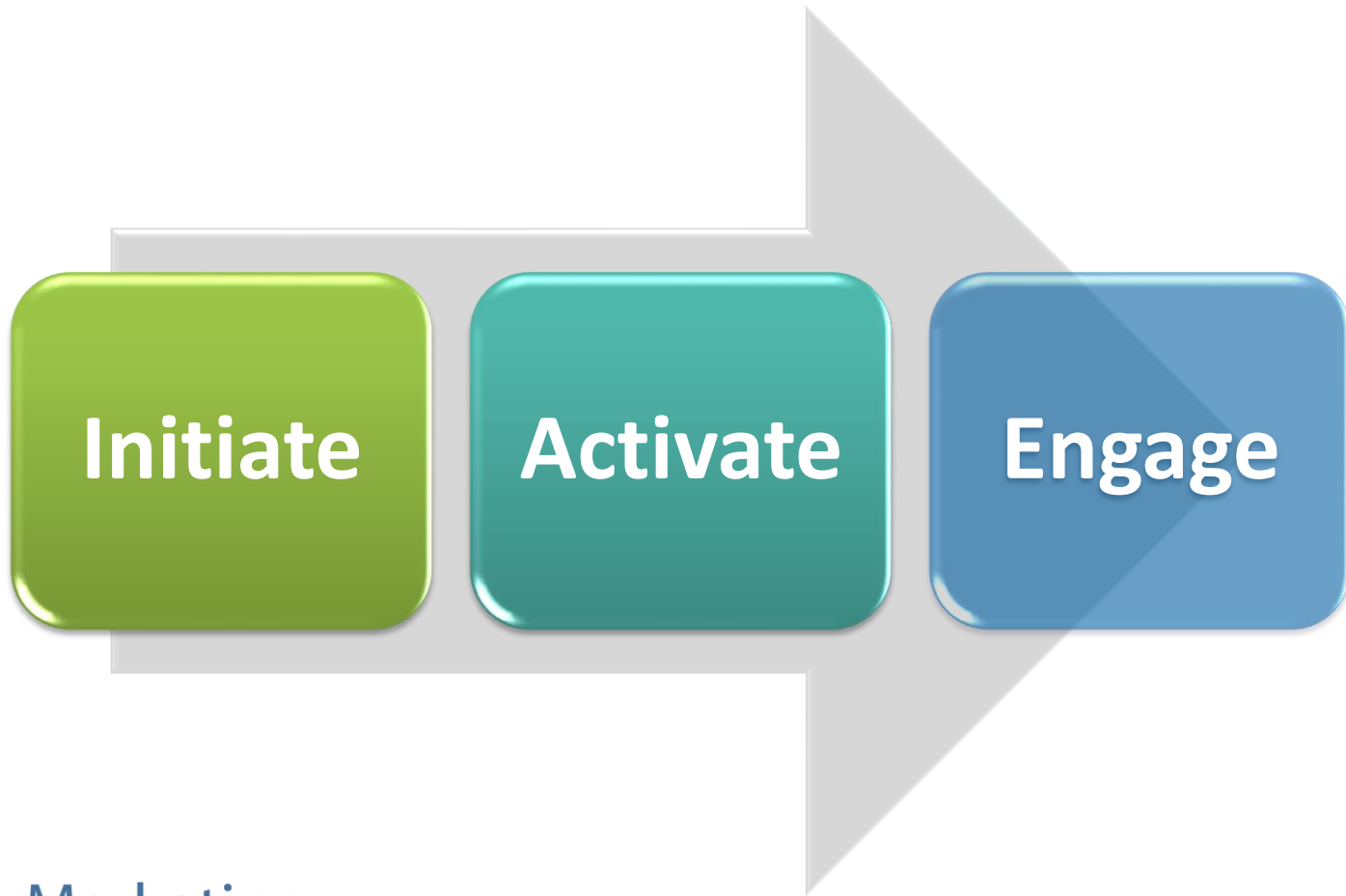
🎓 Personal coaching for each seller as needed

Social Selling



Session	Description
1	FIND: Why social selling? Techniques for finding the right prospects and influencers for your business
2	RELATE: How to develop a content strategy to effectively relate to decision makers and influencers throughout the buying journey
3	ENGAGE: How to engage with intention to nurture relationships and identify business opportunities
4	PUTTING SOCIAL SELLING TO WORK: One hour of personal coaching to activate and progress individual social selling plans
5	PUTTING SOCIAL SELLING TO WORK: One hour of personal coaching to activate and progress individual social selling plans

Evolution of Social Business



Evolution of Social Business



Marketing is catalyst for Social Media



Social Media Goals

- ❖ Increase Awareness
- ❖ Increase Preference
- ❖ Improve Lead Generation
- ❖ Strengthen Customer Loyalty

Social Media Objectives

- ❖ Increase website traffic
- ❖ Increase leads
- ❖ Improve website visitor to lead conversion rate
- ❖ Improve search ranking
- ❖ Improve online commerce
- ❖ Increase online community members and engagement
- ❖ Reduce marketing costs



Social Media Activities

- ❖ Create and launch company social media accounts
- ❖ Listen and gather market insights
- ❖ Monitor company accounts
- ❖ Contribute and respond
- ❖ Create digital content to share
- ❖ Measure and report

Social Media Measurements

- ❖ Website traffic from social media
- ❖ Lift in conversion rate for website visit to lead
- ❖ Lift in total qualified leads
- ❖ Lift in revenue
- ❖ Lift in brand recognition and preference

Social Media Challenges

- ❖ Limited reach and network

Evolution of Social Business



Subject Matter Experts are the *SECRET SAUCE*

Activate

Execs, Sellers, Product
Mgrs, Customer Svc
Reps, Partners

Social Media Goals

- ❖ Increase awareness
- ❖ Increase preference
- ❖ Showcase thought leadership

Social Media Objectives

- ❖ Increase exec, employee and partner participation
- ❖ Regular engagements
- ❖ Regular blog posts
- ❖ Increase network (reach)

Social Media Activities

- Train executives, employees and partners to:
- ❖ Create and launch individual social media accounts
 - ❖ Craft professional profiles
 - ❖ Listen
 - ❖ Monitor
 - ❖ Network
 - ❖ Contribute and respond (“Engage”)
 - ❖ Build Social Authority

Social Media Measurements

- ❖ % of executives, employees and partners trained
- ❖ Participation frequency
- ❖ Size of networks
- ❖ Number of posts
- ❖ Impressions
- ❖ Level of engagement

Social Media Challenges

- ❖ Loosely defined purpose or expectation for social media participation

Evolution of Social Business



Subject Matter Experts with purpose *THRIVE*

Goal: Social Media Orchestration

Marketing

Social Media Activities

- ❖ Develop guidelines & policy
- ❖ Develop calendar of themes
- ❖ Find and support employees to participate and amplify
- ❖ Connect customers with company experts

Social Media Measurements

- ❖ Lift in traditional marketing metrics:
- ❖ Website traffic
- ❖ Conversion rate for website visit to lead
- ❖ Total qualified leads
- ❖ Brand recognition and preference

Goal: Business Development

Sellers,
Consultants,
Partners

Advanced Social Media Activities

- ❖ Listen
- ❖ Network
- ❖ Identify opportunities
- ❖ Engage
- ❖ Amplify

Social Media Measurements

- ❖ Qualified leads
- ❖ Revenue lift
- ❖ Conversion rate for qualified lead to close
- ❖ Average sales cycle

Goal: Showcase expertise

Execs, Partners,
Product Mgrs,
Engineers,
Consultants

Advanced Social Media Activities

- ❖ Listen
- ❖ Blog
- ❖ Video blog
- ❖ Ask & answer questions

Engage

Why Now?



"Marketing's job is never done. It's about perpetual motion. We must continue to innovate every day." – Beth Comstock





Brian Shilling
VP of Sales & Client Strategy
Phone: 443-992-3847
bshilling@tslmarketing.com

