

How to Get B2B Leads on Facebook



in 3 steps

WORKSHEET

The purpose of this printable Worksheet is to help you take action—decide if there is opportunity for your business to generate new customers on Facebook. If yes, the worksheet guides you toward developing a strategy to create more leads more often.



What this worksheet does for you

This worksheet is designed to do one thing:

TAKE FIRST STEPS toward applying the process you just learned—the easy way!

This process is:

1. Solving problems:
Solving unique problems for customers that, when witnessed by new prospects, fosters “can-do” confidence in them.
2. Designing to sell:
Giving customers incentive to tell stories that spread quickly and provoke new customer prospects to contact your business.
3. Creating curiosity in prospects:
Exploiting what customers are already doing on Facebook (ie. sharing photos) in ways that create curiosity and ACTION.

Instructions

In order to take action right now let's discover IF your target market is on Facebook, what they're doing there if so, and how you can successfully provoke prospects to take a step toward exploring your products/services. All successful B2B Facebook strategies start with identifying if Facebook is a viable platform based on existing behavioral traits of your current customers and target market—then formulating a way to take advantage of them.

Once you're certain there is potential you'll be ready to design a strategy that:

1. attracts prospects to your Facebook page via existing customer enthusiasts
2. creates curiosity in your business among prospective customers;
3. provokes new customers to contact your business (become a lead).

Here we go...

Getting B2B Leads on Facebook

You are about to...

- Decide if Facebook holds promise as a lead generation tool for your business.
 - Identify what customers are already doing, interested in doing, learning or seeking out on Facebook.
 - Develop a way to get customers to share photos, stories (content) that creates enough curiosity among prospects to generate inquiries(leads).
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Business-to-business prospects will become qualified leads based on your ability to **create irresistible curiosity in your product/service AND confidence in themselves as buyers.**

B2B customers are not identifying themselves as leads based on what they read or see on social media—no matter how much expertise or thought leadership you might offer. Nor are they buying based on how engaging you are on Facebook.

Prospects *ARE* becoming customers when the business and/or sales rep behind the Facebook page plants the idea of purchasing in their head in a non-threatening yet provocative (direct), irresistible way.

Let's make your business irresistible by dramatizing or “bringing to life” your products/services in ways that **showcase the remarkable experiences your product/services can produce.** (so you can start getting the leads you need and deserve using Facebook!)

Are our customers on Facebook?

Using Facebook's search function, spend 15 minutes identifying the pages of clubs, groups and other organizations that attract your target market and current customers. You can also simply ask existing customers where they participate on Facebook. Jot down the results of your research below. Try to come up with at least 5-8 Facebook pages and/or groups.

Are you having trouble? Or do you want more ideas on where your customers may be congregating on Facebook? Here's a quick way to locate places where prospects are congregating. Remember, for [Steelmaster](#) the lead generation opportunity was, at first, hidden from view.

Let's quickly identify pages, Facebook comment streams and/or Facebook Groups that relate to the problem-solving AND/OR experiential aspects of your product/service.

To help you zero-in on these kinds of Facebook “virtual locations”, jot down the unique problem-solving or experiential aspects of your product/service below.

Now revisit your research approach. Do the above aspects of what you sell produce any obvious ideas? Can you find a few Facebook Groups or pages that are attracting your customers and prospects within the context of the problems your product/service solves or experience it delivers? Jot down what you find below.

What are current customers doing on Facebook?

What activities and actions do your customers display when using Facebook? What can you observe them doing, wanting or craving? Use the above list of locations—where customers are congregating. Look around, observe. Do they enjoy participating in contests, helping each other discover new tips/tricks/ideas, taking free educational courses online, sharing photos and videos, comparing products and services? Jot down the behaviors you observe below.

What can we do (together) with current customers on Facebook?

Your products/services are solving unique problems for current customers. Let's create a way for *prospective* (new) customers to witness this fact through photos, videos, blog posts—some form of dramatizing your unique offering.

The goal here is to give customers incentive to “show off” their success in a way that:

- Plants a seed in the prospects' mind
 (“hey, maybe I could use this kind of product to solve my problem”)
- Gives “can-do” confidence to prospects
 (“hey, that looks simple, affordable and do-able without much risk or hassle”)
- Creates a lead by provoking prospects curiosity about what you sell

Are your current customers using visual media (photos, videos, audio podcasts, blog stories) to document processes or final outcomes that your product/service provides? Think about the example with [Steelmaster](#) where customers are using photos and video to document their construction and assembly process and final products. Jot down your findings below.

If your customers are not currently producing media what would it take to get them to do so? Either way, what incentives (e.g. a contest) could you offer to get them *to start* producing and sharing media—or *produce it more often*?



Here's what's next...

You've reached the end! Nice work. Now, take advantage of everything you just did here to drive sales to your business and help customers too. Take my [online training course](#). Your time is precious. Everything you did today will allow you to make easy work of exploiting “social media places” and conversations that are most likely to help you sell.

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Renowned author, trainer Jeff Molander



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