



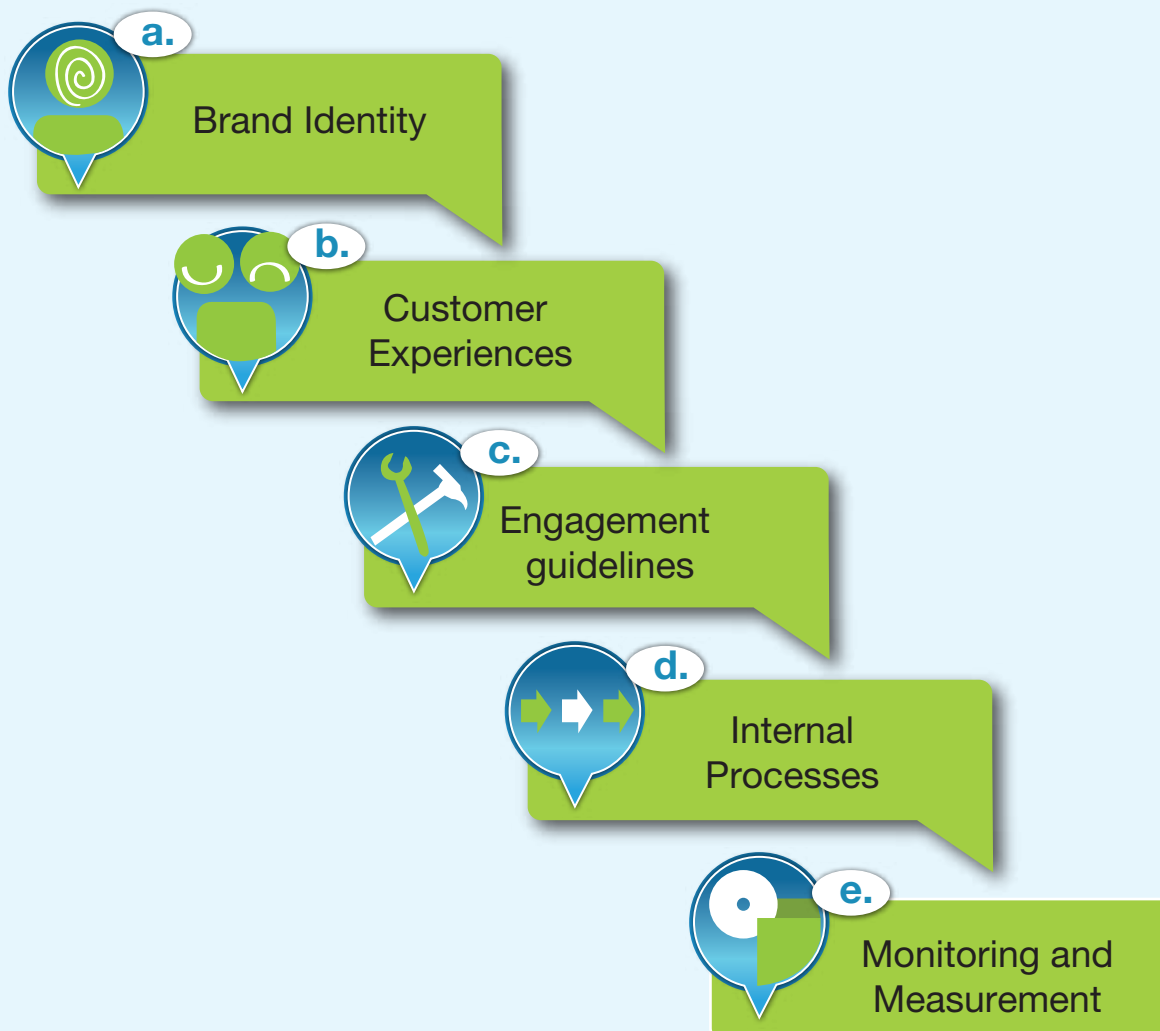
Socially Generating Leads

Tactical Approach
2012

Visualize and Design Your Social Media Approach

1. Present your products/services features in a way that your social customer will want to share them as well.
2. Establish a real time dialogue with your audience helping them make purchase decisions for your products and services.

The A to E of Your Social Tactical Approach





Brand Identity Your brand's personality



Tactical Guideline

Incorporate and customize all social initiatives to your brand's identity (voice, aesthetics, logo...), guidelines, and goals.



NS delivers

Your brand presence over multiple social media networks such as Facebook, Twitter, YouTube, and LinkedIn.



Customer Experiences Your audience's interaction with your brand, products, and services through social media



Tactical Guideline

Bring new leads and engage existing ones through community building loyalty programs and call-to-action activities.



NS delivers

Innovative Social media campaigns using endless options: Games, applications, prizes, pre-sales forms that engage fans, followers and customers.

Relevant information on new leads concluded from these campaigns to be shared with your sales force and resellers' network.



Tactical Guideline

Maintain an organic relationship with leads.

Follow up of leads' profiles, comments, posts, and activities.



NS delivers

A community manager responsible for creating one-on-one dialogues with your leads.

24/7 resources to respond to lead inquiries.

Updates on discounts of your product, and key product differentiators.

Exclusive invitations.

Unique rewards for your leads.

Reports with lead segmentation by region, age, gender, type of comment, and behavioral patterns.



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Engagement Guidelines

Defines the do's and don't's to those involved internally



Tactical Guideline

Community Manager .

Employees, Management team, Vendors, engagement.



NS delivers

Best practices for developing genuine dialogues and fulfill audiences real time expectations.

Guidelines for Staff Social Media interaction aligned to the guidelines of your organization and specific industry

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Internal Processes

Defines work flow interaction, problem solving, crisis management, troubleshoot, and general postings



Tactical Guideline

Setting up a content approval process.

Planning viral activities.

Set up a timely agenda for social media activity.



NS delivers

A practical approval process within the social media team to ensure that posts, and conversations with leads can be delivered in a timely manner and remain within your brand's guidelines.

A strategy for the implementation of each viral activity based on the release of your products, and/or business cycles.

A calendar that shows implementation of campaigns, and reports to better manage your lead generation goals.

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Monitoring and Measurements



Tactical Guideline

Determine what metrics from your leads are most useful to reach your goals and needs.



NS delivers

Social media metrics may include: growth rate of the number of followers and fans, market demographics, engagement information such as: Facebook's "Impressions" and feedbacks for posts, traffic information regarding the web site form requests, number of leads, customer queries, and keyword monitoring.



Tactical Guideline

Set up accounts on social media platforms and create reports.

Monitor and study the behavior of Social Customers in your industry.



NS delivers

An array of options of social media monitoring platforms that will suit your budget and needs, and a report based on the metrics you want.

Report on which social networks (Facebook, Twitter, Google+, LinkedIn) will best suit your brand, most engaging content from your competitors, and a list of successful social media strategies in your industry.

If you have any questions on how your company can benefit from our Social Lead Generation strategy, please contact us on our Customer Service Twitter @Nettingteam or through our live chat in our website www.nettingsolutions.com !