

# SOCIAL NETWORKING

Connecting Real-World  
People to Your Social Media  
Marketing

· · · · ·  
· · · · ·

Anna-Vija McCloud





# WELL, HELLO THERE!

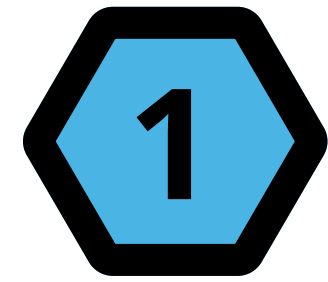
Piccolo is genuinely interested in helping businesses become more efficient, profitable, and confident.

We work with businesses on a full range of services, packages, and products to meet their needs and SCALE their results.



piccolosolutions.com

# TALKING POINTS



**CREATING AND CULTIVATING YOUR  
NETWORK WITH SOCIAL MEDIA**



**STAYING TOP-OF-MIND  
AND RELEVANT**



**INCREASING  
EXECUTIVE VISIBILITY**



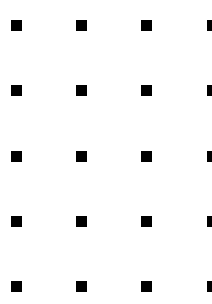
**SOCIAL MEDIA LEAD  
GENERATION**

■ ■ ■ ■ ■  
■ ■ ■ ■ ■



**It's not who you know,  
it's who knows you.**





# 1. WHO YOU KNOW

- Who should you be networking with?
- What groups or "segments" do they fall under?
- How long will it take to build a list?
- What do you DO with your list?

# TARGET PLAN



**Audience**

**Define Your Avatar**



**Referral Partner**

**Same Audience**



**\*Buyer\***



**vs. Gatekeeper**



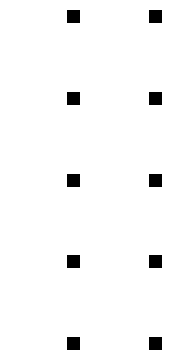


# CONVERTING YOUR NETWORK

**Can you think of an example of how an  
online connection turned into a valuable  
real-world relationship or sale for you?**



# WHAT'S YOUR SYSTEM



**How are you following up with people you meet in person to stay top of mind for future connections and sales?**





# GET STARTED

## Social Media Scalability Worksheet

Take a moment with your group to fill out and discuss your worksheet.

Challenge yourself to think about all your connection activities and how you can \*reasonably\* improve.

**The Rule of 7 is a marketing principle suggesting that customers need to see a brand at least 7 times before making a purchase decision.**





## 2. WHAT TO DO

- Create a system to track progress.
- What do I do with all these people to “network?”
- Increase your quality, not your quantity!
- Use technology to scale your efforts.

# USE SYSTEMS



**Connect**

**Social Media**



**Curate**

**Emails / Value**



**Help**

**Introductions**



# EXAMPLE TEMPLATE WORKSHEET



Take a moment to review the steps of the example follow up template.

Under each step, consider and fill in YOUR OWN version of the step (or keep the one suggested!).

Challenge yourself to think about how not just YOU, but your assistant or team members may be able to help complete these steps!

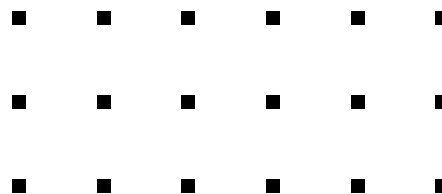
# STEP BY STEP



Gather Cards/Contact Information from Those You Met. Create a Spreadsheet of Contacts to Track Data.



Reach Out to Each Person to Connect on Social Media Platforms.  
[Ex. LinkedIn, Facebook, Instagram]



# KEEP GOING



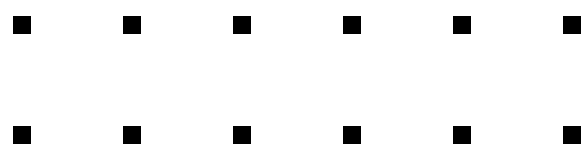
**SEND A MESSAGE TO CONNECTIONS**

**[EX.THANK YOU FOR CONNECTING! IT WAS GREAT MEETING YOU AT X EVENT!]**



**IF THERE ARE ANY CONNECTIONS YOU WANT TO MEET WITH, SEND AN EMAIL TO SCHEDULE A TIME**

**[PRO TIP – USE A CALENDAR BOOKING LINK LIKE CALENDLY TO SAVE TIME!]**





# STAY IN TOUCH

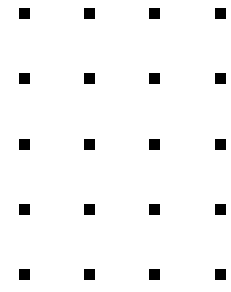
✓ **ACTIVELY** follow up with those you want to connect with NOW:





- Every 1–2 Weeks, 3 Times
- Email Marketing
- Invitations to Events
- Referrals/Introductions






# EXAMPLES



-  30 Minute Call
-  15 Minute Call
-  In Person Meeting
-  Virtual Meeting



Meet Up with Anna-Vija

< September >

| SUN | MON | TUE | WED | THU | FRI | SAT |
|-----|-----|-----|-----|-----|-----|-----|
| 27  | 28  | 29  | 30  | 31  | 1   | 2   |
| 3   | 4   | 5   | 6   | 7   | 8   | 9   |
| 10  | 11  | 12  | 13  | 14  | 15  | 16  |
| 17  | 18  | 19  | 20  | 21  | 22  | 23  |
| 24  | 25  | 26  | 27  | 28  | 29  | 30  |
| 1   | 2   | 3   | 4   | 5   | 6   | 7   |

Meeting duration

1 hour

What time works best?

UTC -05:00 Central Time

9:30 am

11:00 am

# SCALE YOUR TIME

**Controlling your time maximizes your ROI!**



- **Pick your favorite place on each side of town, suggest it in the invitation**
- **Offer SPECIFIC times to meet, not a window / block of time**
- **Consider follow ups in this order:**
  - **Calls**
  - **Virtual Meetings**
  - **In Person Meetings**
- **Offer 30 minutes, not an hour**
- **Invite others to join you at events you already plan to attend**



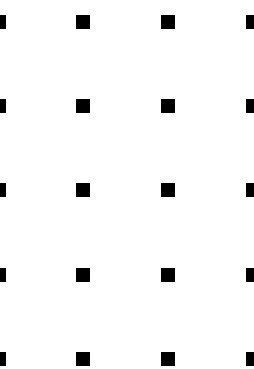
**Cool.**

**When will I have time  
for all this again?**

- **Add Everyone to Your CRM System AND Email Marketing List**
- **Schedule an 30 Minute Block per Week for Outreach and Follow Ups**
- **Post Normally on Social Media (Recommended 2 per Week)**
- **Send Email Marketing / Newsletters Regularly (Recommended 1 per Month)**



**BATCH TIME  
TO SUCCEED**



**You NEVER know where a  
customer is going to come from!**





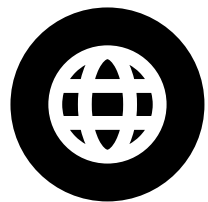
# TECH TO SCALE



# THANK YOU



**615-348-7768**



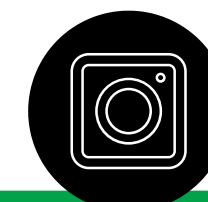
**piccolosolutions.com**



**annavija@piccolosolutions.com**



**bit.ly/AVtimehacks**



**@annavija**

