

LAIRE®

WORKBOOK: SOCIAL PROSPECTING

# How to Use Social Media to Generate Leads

# What Is Social Prospecting?

If you're not leveraging the power of social media as part of your marketing strategy, you're losing out on an incredible opportunity to reach more of your ideal audience.

With over 140 million daily active users on LinkedIn and over two billion monthly active users on Instagram, smart business owners know there's more potential than ever to use social platforms to get their brand out there, spread their content, and attract more high-quality leads.

Incorporating inbound "social prospecting" into your marketing plan is a wise move if you plan on generating long-term success for your business.

So, what is social prospecting? Simply put, it's the art of scouring social platforms, identifying potential prospects for your business, and drawing them to your site and into the hands of your sales team.

## ABOUT THIS WORKBOOK

This social prospecting workbook will teach you the fundamentals of how to listen to social media conversations to generate leads for your business.

It goes beyond simply monitoring keywords. It's about engaging with people who might not yet know what your business can do for them. In this workbook, we've identified the fastest way to find potential prospects on LinkedIn, Facebook, Instagram, X (Twitter), and Pinterest.

Every worksheet includes:

- Short preparatory work to make the actual prospecting easy
- Visual instructions on how and where to find prospects
- Pro tips that will help you get the best results
- Prescriptions (Marketing Rx) for success
- Take-home exercises for follow-up prospecting

## GETTING STARTED

To get started with any one of these worksheets, you'll need:

- A social profile for that network
- Keyword phrases that people use to find you
- Organic content related to those keyword phrases

## PREP

Write down the top three things that someone searches to find your business or elements related to your business.

Consider the following: What might be some of the challenges your ideal client faces that lead them to search for answers on Google?

You can use single keywords or keyword phrases that people use to find you via search engines.

You'll be able to use this information to draw prospects back to your website.

1.

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3.

Write down three pieces of content on your website that are related to the search results of your keyword phrases.

1.

2.

3.

### PRO TIP

Business-focused keywords are favored on LinkedIn.

## GET STARTED

Sign in to LinkedIn. To the left of the top search bar, select “Groups” from the drop-down icon menu, which will search all LinkedIn groups. Based on the group’s description and a quick scan of the page, identify five LinkedIn groups that could have potential prospects for your business, and join them.

Don’t forget: Some groups are private, so you may need to wait until you’re accepted to complete the worksheet.

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### PRO TIP

You can narrow your search results in the menu on the left by choosing what your relationship is to members of the groups, for example, if you want a category of “Open” or “Members Only,” or if you want search results for groups that are in one or multiple languages.



## TAKE ACTION

Now it's time to start sharing the pieces of content you identified earlier. Start engaging with potential prospects by:

- Joining in on conversations in the group where you can add value with your content.
- Liking and engaging with content that others are sharing in the group.
- Sharing your own content and posing questions to the group.

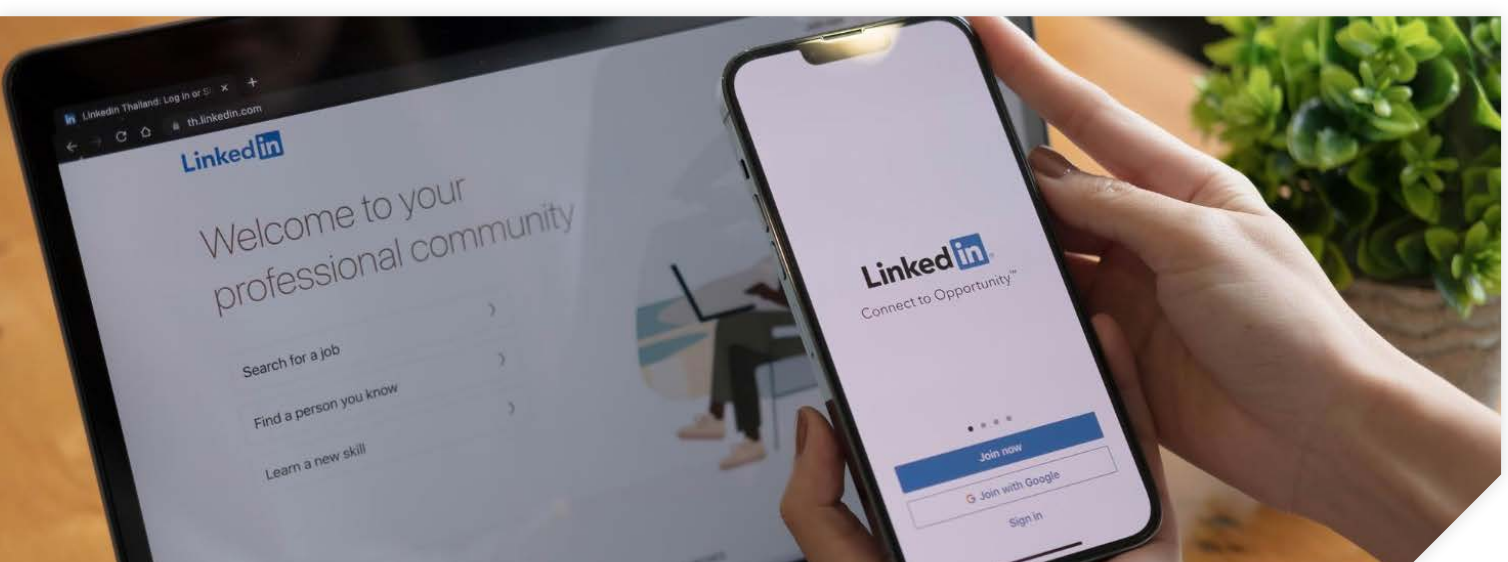
### TIP

When you find a particular post within the group you want to monitor, you can choose to "Follow Discussion." This will notify you when content and comments on that post are added.

### TAKE-HOME EXERCISE

Spend 20 minutes each week:

- Reviewing the content in the groups you've joined (5 mins)
- Commenting and adding value to posts from others in the group (5 mins)
- Evaluating those you engage with the most to see if a connection is a good fit (5 mins)
- Share one piece of organic content with the groups you've joined (5 mins)



## PREP

Write down the top three things that someone searches to find your business or elements related to your business.

Consider the following: What might be some of the challenges your ideal client faces that lead them to search for answers on Google?

You can use single keywords or keyword phrases (longtail keywords) that people use to find you on search.

You'll be able to use this content to draw prospects back to your website.

1.

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Write down three search query phrases that are created from those keywords.

**ex. Keyword:** Social media marketing

**Search query:** Effective social media marketing strategies for small businesses in 2024

1.

2.

3.

## DEFINITION

Longtail keywords are search queries composed of three or more words that are more specific than the keyword alone. Example: "HubSpot" (not longtail) vs "inbound marketing software" (longtail).



## GET STARTED

Sign into Facebook, type your longtail keywords into the search bar, and see what comes up.

Identify three pages that could have potential leads for you and “Follow” them.

1.

2.

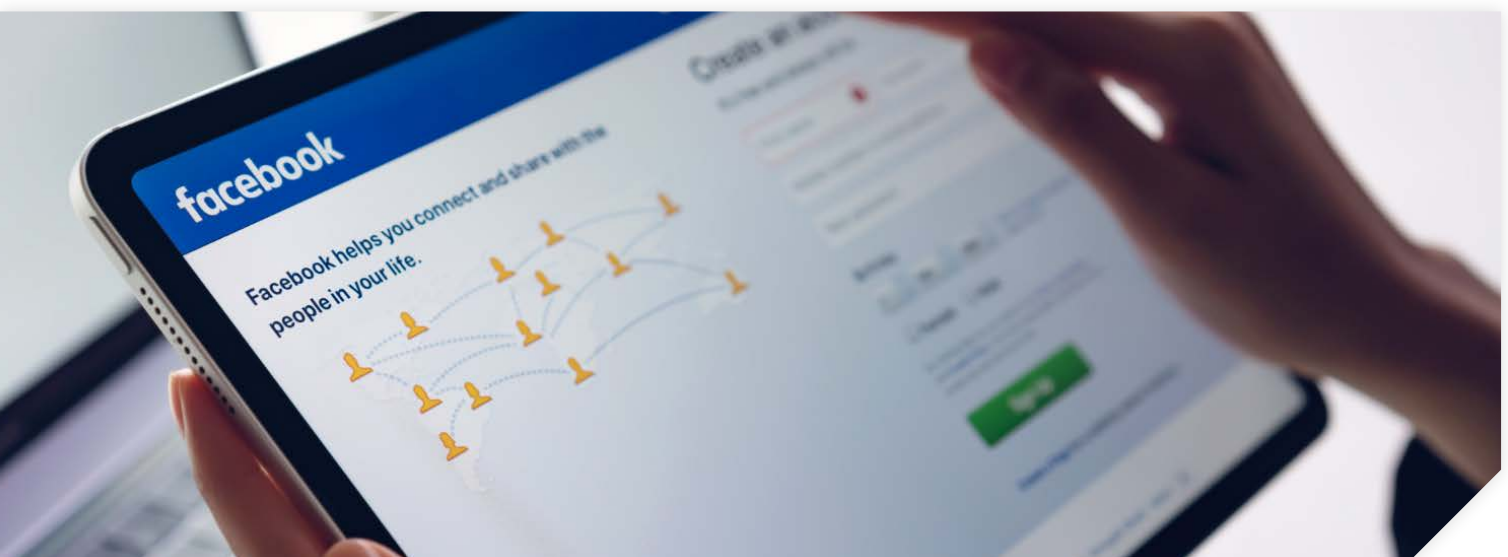
3.

Identify three groups that are likely to have high-quality prospects and join them.

1.

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## TAKE ACTION

Now it's time to start sharing the content you identified earlier.

- Start engaging with potential prospects by:
- Joining in on conversations on pages and groups where you can add value with your content.
- Liking and engaging with content that is relevant to your industry.
- Asking questions on pages and groups to engage with others.

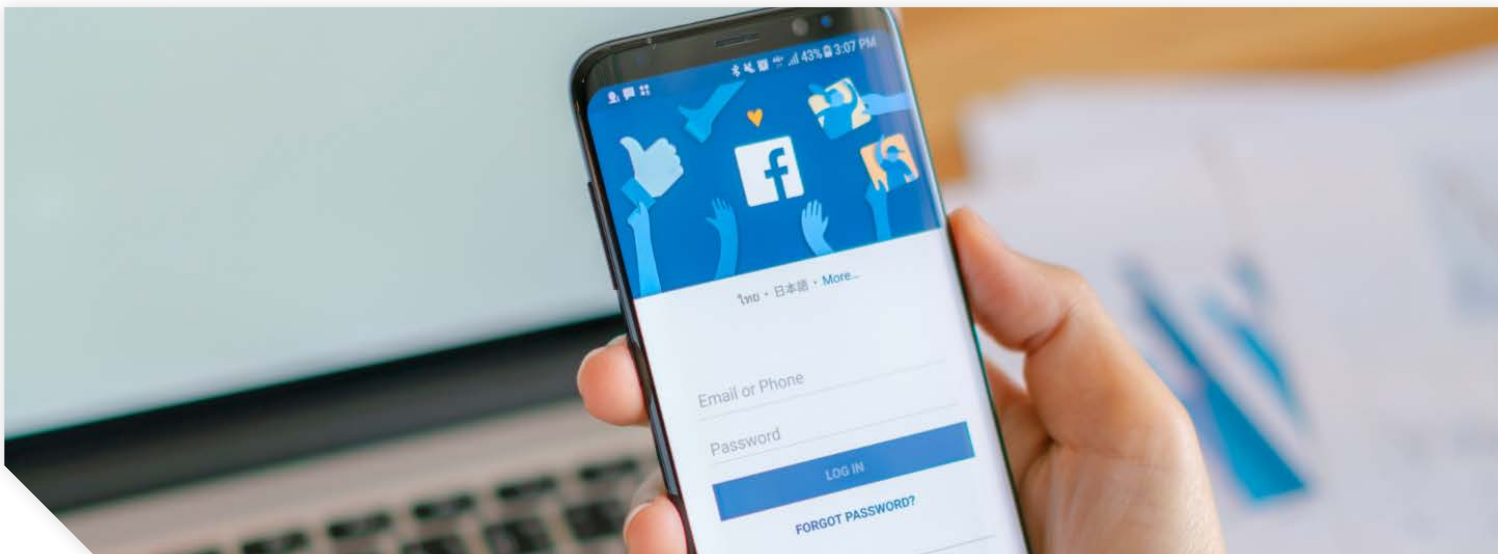
### TIP

If possible, subscribe to the RSS feeds of the pages or the groups you're engaging with (if enabled) so you don't miss any relevant content.

### TAKE-HOME EXERCISE

Spend 20 minutes each week:

- Scanning the pages you've liked for opportunities to join the conversation (5 mins)
- Searching the groups you've joined for opportunities to offer help or content (5 mins)
- Engaging with people from the groups or pages directly on their profiles (if possible) (5 mins)
- Share one piece of organic content to the groups or pages you've joined (5 mins)



## PREP

Write down the top three things that someone searches to find your business or elements related to your business.

- Consider the following: What might be some of the challenges your ideal client faces that lead them to search for answers on Instagram?
- You can use single keywords or keyword phrases (longtail keywords) that people use to find you on search.
- You'll be able to use this content to draw prospects back to your website.

1.

2.

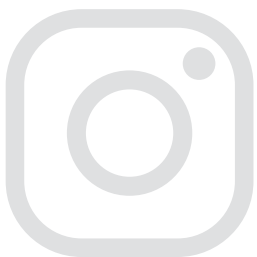
3.

Write down three search query phrases that are created from those keywords.

1.

2.

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## GET STARTED

Log onto Instagram and type your longtail keywords into Search. Toggle between “For you”, “Accounts”, and “Tags” to see different results. Identify three Instagram accounts that could have potential leads for you. Give them a follow!

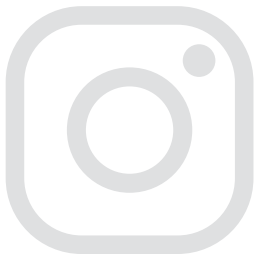
1.

2.

3.

## PRO TIP

Under search, look at the options under “Audio” to see trending sounds — save some of them so you can build your list of audio tracks for future reels.



## TAKE ACTION

Now it's time to start sharing the content you identified earlier. Start engaging with potential prospects by:

- Liking, commenting, and sharing their posts to your story.
- Reaching out to say hello or sending questions via DMs.
- Tagging accounts in your posts when quoting their work or if it's content they'll find relevant or useful to them.

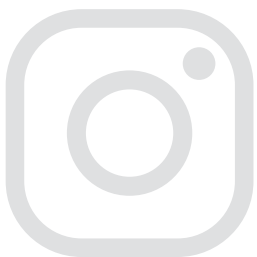
### TIP

Incorporate reels into your Instagram strategy to reach a wider audience in your niche.

### TAKE-HOME EXERCISE

Spend 20 minutes each week:

- Scanning the accounts you've followed for opportunities to join the conversation (5 mins)
- Searching for new hashtags or accounts to follow (5 mins)
- Engaging with posts that are relevant to your business and industry (5 mins)
- Share one piece of organic content to your story and tag a relevant account (5 mins)



## PREP

Write down the top three things that someone searches to find your business or elements related to your business.

Consider the following: What might be some of the challenges your ideal client faces that lead them to search for answers on Google?

You can use single keywords or keyword phrases (longtail keywords) that people use to find you on search.

You can use this content to draw prospects back to your website.

1.

2.

3.

Write down three pieces of website content you have that are related to the search results of your keyword phrases. Think of things you and your business normally talk about and that your website visitors would find helpful.

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### PRO TIP

Remember that shorter keyword phrases work better for X.





## GET STARTED

Go to X and type in your keywords or hashtags in the search.

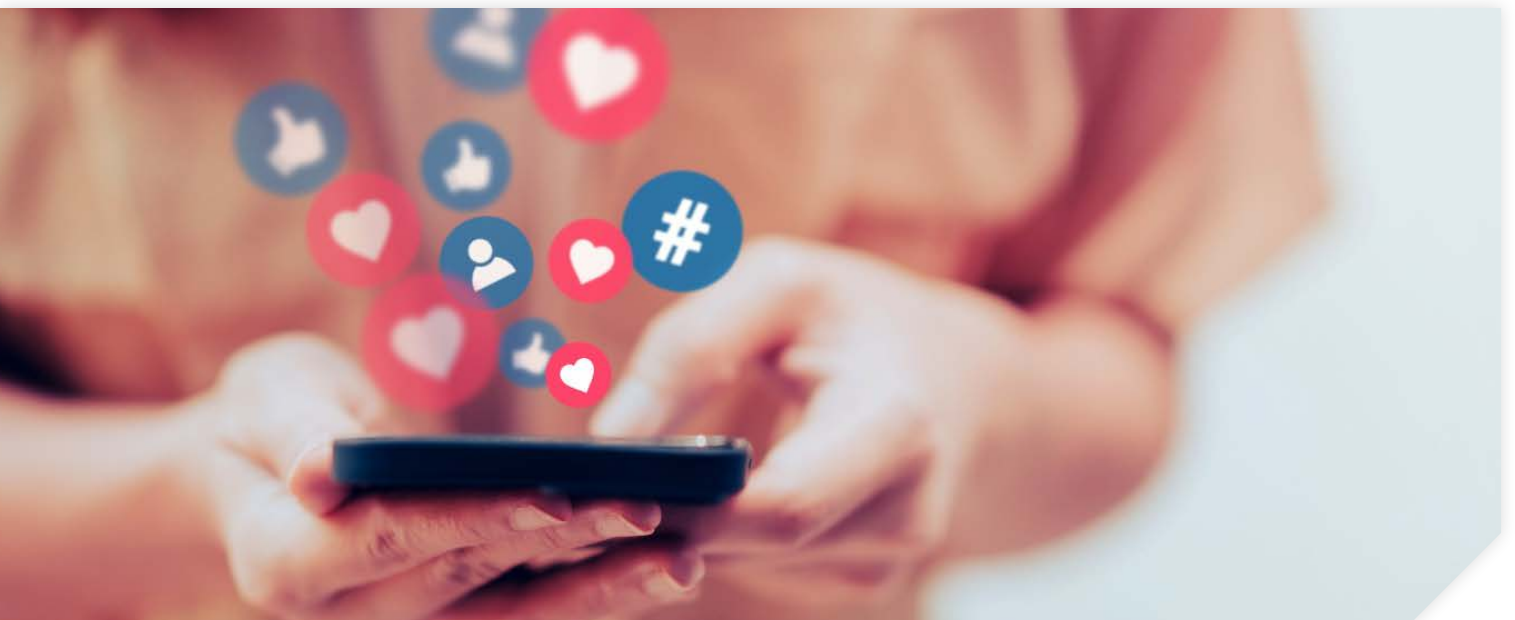
Note that X has a couple of options to sort your search results. It automatically shows you “Top” results, but if you’d like to see other results, click “Latest” at the top of your search. Or, you can click “People” to only see other profiles, not tweets, that match your search. There is also a photo and video option to filter results that contain photos or videos.

Identify five X users that could be potential leads for your business. Give them a follow!

- 1.
- 2.
- 3.
- 4.
- 5.

### PRO TIP

Mix and match your keyword phrases with a hashtag and without a hashtag for the most diverse results.



## X (Twitter)

Note that X has a couple of options to sort your search results. It automatically shows you “Top” results, but if you’d like to see other results, click “Latest” at the top of your search. Or, you can click “People” to only see other profiles, not tweets, that match your search. There is also a photo and video option to filter results that contain photos or videos.

Identify five X users that could be potential leads for your business. Give them a follow!

1.

2.

3.

4.

5.



## TAKE ACTION

Now it's time to start sharing the content you identified earlier. Start engaging with potential prospects by:

- Retweeting some of the content they've shared on X, especially if what they shared is relevant to your industry (remember, these posts will be visible to your followers).
- Clicking "Favorite" for relevant tweets to your industry or tweets you appreciate for their content or humor (these will not appear to your followers).
- Responding to any questions your prospects may have tweeted to establish thought leadership.

### TIP

Create an X list of all the potential prospects you've identified to make checking in on them easy for you. Make sure to name your list something that's relevant to your industry.

X lists can be public or private. If you make a public list, name it something you don't mind others seeing — steer clear of naming a public list "My Prospects", for instance. Instead, name it something like "Thought Leaders", which will indirectly compliment anyone you add to that list!

When you add someone to a public list, they get an alert the same way they get alerts for retweets, favorites, and @-mentions.

If you'd rather create a private list, feel free to name it whatever is most useful for you.

### TAKE-HOME EXERCISE

Spend 20 minutes each week:

- Repeating this exercise and adding more prospects to your list (5 mins)
- Retweeting relevant content for your industry from that list (5 mins)
- Favoriting tweets from potential prospects from that list (5 mins)
- Engaging with potential prospects by posing or answering questions from your X list to establish thought leadership (5 mins)



## PREP

Write down the top three keyword phrases (with a hashtag) that people use to find you on search.

You can use this content to draw prospects back to your website.

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## GET STARTED

Go to Pinterest search and type in your keyword phrases with hashtags. Give it a try without hashtags too. Based on the pins you've found, identify five Pinterest accounts that could be potential prospects for you and follow their boards.

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### PRO TIP

Use the “Ideas for You” and “Popular on Pinterest” suggestions in the search section to get inspiration on posts and who to follow.



## TAKE ACTION

Now it's time to start sharing the content you identified earlier. Start engaging with potential prospects by:

- Scanning your new dashboard filled with the boards you follow for any relevant content.
- Re-pinning any content from prospects that are useful to your followers.
- Adding value through comments to pins by your prospects.

## TAKE-HOME EXERCISE

Spend 15 minutes each week:

- Scanning the boards you follow to see any new pins (5 mins)
- Re-pinning any relevant content that your prospects are posting (5 mins)
- Evaluating anyone as a prospect who has pinned something from your website (5 mins)

## WANT MORE THAN A SELF-GUIDED WORKBOOK?

Book a free, 20-minute consultation with LAIRE CEO and co-founder, Todd Laire, to assess your current social media strengths, where you can improve, and what steps to take next.

**TALK TO TODD**

