



vector  
search group

FIVE SIMPLE STEPS  
FOR CONSISTENT  
MARKETING AND SALES  
SUCCESS



Overlooked, unknown,  
or unused steps every  
marketing and sales  
organization can use to  
grow their  
business.



# Step 1

## *Maximize Your Social Media Presence*



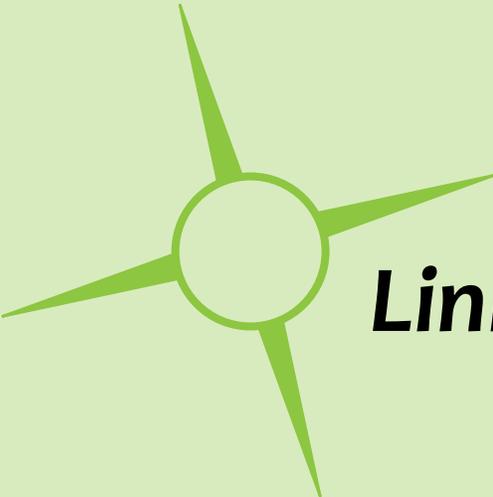
This may sound obvious, but many organizations and individuals rely on just one social media platform. We live in a highly connected but easily fragmented media-driven world where existing on one isn't enough.

At a minimum, have updated information on:

- Facebook
- LinkedIn
- Twitter
- Your company's website

Post regularly

Engage with your target audience frequently



# Step 2

## *LinkedIn Specifics*



For B2B marketing, LinkedIn is the 800-pound gorilla, so you need to have a well thought out message.

Proven strategies include:

- Telling people who you are by having a descriptive banner
- Using the “about” section to explain what you can do to help organizations
- Upgrading to Sales Navigator for enhanced capability to identify target prospects
- Staying on top of LinkedIn’s ever-changing policies
- Getting and giving endorsements
- Building a posting schedule of at least one to two times per week
- Using the “feature” section to highlight your posts
- Tracking your metrics so you can vary your content and posting times to match your target audience’s view times
- Connecting with people in your industry using a personal message not LinkedIn’s stock one
- Sending video and audio messages using LinkedIn’s phone app
- And so much more...



# Step 3

## *Have a Database on Steroids*



Whether you use a third-party database like Salesforce or Zoho One or have a proprietary one, use it effectively.

- Keep it updated
- Get accurate contact information using tools like Zoominfo, Snovio, ContactOut, Lusha, Hiretual, etc. for email addresses and phone numbers
- Segment by keywords, tags, geographic areas, etc.
- Consider purchasing industry specific databases
- Stay on top of design and function changes
- Periodically visit your database's LMS to learn more about and use app integrations



# Step 4

## *Automate, Automate, Automate*



Staying top of mind can be a full-time job, but it doesn't have to be.

Tools that help manage your social media presence include:

- Buffer
- Paiger
- Nuvi
- Zoho Social

Email campaigns can easily be done with:

- Interseller
- Reply.io
- Sendinblue
- Woodpecker
- Mailshake

Two areas of caution: don't overwhelm your contacts with excessive emails, InMails, voicemails, and/or texts and don't violate any terms of use.



# Step 5

## *Stay Ahead of Changes in Your Market Niche*



Change is inevitable. No matter what your industry is, the landscape is constantly shifting. Stay ahead of this by:

- Running nurturing campaigns with your database contacts
- Reaching out not just by email – there’s a reason you have phone numbers and LinkedIn profiles in your database
- Setting up specific keyword and parameter alerts in Google, LinkedIn, LinkedIn Sales Navigator, ZoomInfo, Crunchbase, and other platforms
- Sharing your insights with your contacts and obtaining information from them – it should be a two-way street

# ABOUT PETE



After spending 15 years in sales and sales management, Pete established Vector Search Group in 2006 and has grown it into one of the nation's premier specialty recruiting firms. Focused on senior-level professional to C-suite for marketing and sales positions, VSG caters to late stage start-up to lower mid-market companies valued between \$5 and 150 million.

Working closely with clients as an extension of their companies gives VSG the ability to understand and communicate the “hidden gold” your company offers which would otherwise be missed. This allows you to hire the best sales and marketing professionals who would typically be lost. We have:

- an extensive network of top talent
- a well-tested process that evolves with ever-changing communication methods and AI trends
- M&A assistance for growth or succession planning

## NEXT STEPS

To see how Vector Search Group can help grow your sales and marketing teams, book a 15-minute exploratory call with Pete. Go to <https://calendly.com/vsg/15-minute-meeting-clone> and find a convenient time that works for you.

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