



Social Media Quiz: See How Your Business Scores?

Social Media provides businesses with a relatively quick, low cost and effective method to generate a new revenue stream. For that reason, businesses are moving quickly to learn how to leverage Social Media to increase their revenue stream. The challenge for many businesses is that with the low barrier of entry to proclaim oneself as a social media expert, there are endless vendors claiming to be experts in the area of social media and they have flooded the internet with clutter and confusion.

The purpose of this survey is three-fold: 1) To see how your Social Media Strategy stacks up against your competitors. 2) To see where the holes lie in your existing sales growth strategy. 3) To provide a tailored plan to get your existing Social Media Strategy converted into a New Revenue Stream!

Simple, Easy To Develop – New Revenue Stream

The following survey will demonstrate that there is a relatively Simple, Easy to Use, Social Media formula that virtually any business can use to generate a new stream of revenue. The Social Media B2B Formula for Success is: Webcast + LinkedIn + Twitter + Facebook + YouTube + HootSuite + Real Time Reporting & Tracking Software.

Through the Effective Design and Execution of this formula any business can begin Electronically Identifying Target Prospects That Have an Interest in their Products and Services and then Convert These Prospects into Increased Revenue.

Rapid Small Business Adoption

With the ease in which businesses can inexpensively generate new leads to grow their sales, virtually “overnight,” it is no surprise most businesses are rapidly moving to take advantage of it.

Primary, Secondary Sites and Carriers

There is little dispute over the primary elements that make up an effective Social Media Sales and Marketing System.

But these primary components alone, regardless of the time and money invested in developing them, for most companies create little incremental revenue until they are paired with effective carriers, integrated with secondary applications and integrated into an application that automates updates.

What’s Missing In Small Business Social Media Systems

These elements, missing from most small business social media systems, is what determines the level of success, measured in terms of increased cash flow, that businesses achieve from their social media investment.

How Does Your Business Measure Up?

Take the Quiz

1. We have a LinkedIn profile @ 90% or Higher **10points**
2. We belong to at least 30 LinkedIn Groups **5 points**
3. We have at least 500 LinkedIn Contacts **5 points**
4. We have reached out via LinkedIn with a request to the Key Decision Makers at each of our Active Customers to join our LinkedIn network **5 points**
5. If our Active Customer Decision Makers have a Twitter Account linked to their LinkedIn profile we clicked their Twitter link and are now following their Tweets **2 Points**
6. We have searched LinkedIn to see which of our customers have a company profile in LinkedIn and we are now following these companies **2 Points**
7. We have added an Application such as SlideShare to our LinkedIn profile and through this application we have added presentations about our company, our understanding of our target industry and market needs and about the products and services we offer **5 points**
8. We have added an Application such as Box.Net to our LinkedIn profile and through this application we have added whitepapers, case studies, testimonials, industry research and offering introductions to our LinkedIn profile **5 points**
9. We have a Twitter Account and have our Twitter Account added to our LinkedIn profile **5 points**
10. We have conducted a search in Twitter for each of our customers and are following the Tweets of each of our customers that have Twitter Accounts **2 Points**
11. We have conducted a search on Twitter to identify target prospects that have a Twitter Account and are now following the Tweets of each of these prospects. **2 Points**
12. We have conducted a search on Twitter to identify each of our key competitors that have a Twitter Account and we are now following the Tweets of each of these competitors **2 Points**
13. We have a Facebook “Business / Product” page which is fully developed providing information about our company and the value of the products / services we offer **5 points**
14. We have a YouTube account and have a video posted **5 points**
15. We have a webcast on a platform that has a built in Social Media Interface to the top Social Media sites and: 1) Creates a banner ad invitation of our webcasts 2) Automatically identifies each of our LinkedIn Groups and Contacts 3) Allows us to post our webcasts to any or all of our Groups and Contacts at the click of a mouse. **10 points**

16. We post powerpoints with voice or video to our webcasting platform on a monthly basis **10 points**
17. We post our webcasts to key social media sites at least twice per month **10 points**
18. We have a blog and we post updates to our blog at least once per week **5 points**
19. We have an RSS Feed system programmed to capture Business Intelligence on our key industry and market segments identifying the pain, problems and challenges faced by our target prospects and customers as well as the changing trends in these business segments **5 points**
20. We have each of our core Social Media Sites integrated into a common backbone that monitors the incoming and outgoing updates into each of our social media sites **10 points**
21. Using our automated Social Media system we post automated updates into our key Social Media sites at least 4x per day **10 points**
22. We send out thought knowledge newsletters at least once per month and at least 60% of the content of our newsletters conveys the latest industry and market news such research on changing trends, new rules and regulations, along with the common pain, problems and challenges faced by companies in our target industry and market segments along with proven best practices for overcoming these current and future challenges. **10 points**
23. We track the clicks to our newsletter in “real time” **10 points**
24. We use our “Real Time” tracking system to make an immediate follow-up call to each prospect that clicks on a link in our newsletter or any email communication **10 points**
25. We track the clicks to our newsletter in “real time” and immediately after a prospect clicks on a link in our newsletter we submit a request through LinkedIn inviting the prospect / customer to join our LinkedIn network. **10 points**

How Did Your Business Score?

The Maximum Score Possible = 160 Points

- **Social Media Master: 144 – 160 Points**
- **Social Media Advanced: 128 – 143 Points**
- **Social Media Intermediate: 112 – 127 Points**
- **Social Media Moderate: 96 – 111 Points**
- **Social Media Beginner: Less than 96 Points**

Social Media Master: 144 – 160 Points

Congratulations, you are among a visionary group of businesses that search out new and innovative ways to grow your business. You read about cutting edge Web 2.0 technologies and seek to understand and integrate these technologies into your integrated sales and marketing system.

You have the ability to separate through the clutter and confusion that is bombarding the internet regarding social media and extract the data this is most meaningful to your organization based on its unique business needs.

You have effective leadership that can take various thoughts, ideas and concepts and integrate them into a new revenue stream.

Social Media Advanced: 128 – 143 Points

You are eagerly out on the internet learning about new Social Media tools and applications and looking for ways to leverage these tools to gain and maintain a competitive edge.

You have a thorough knowledge of the Primary Social Media sites and you are leveraging them fairly effectively to generate new sales leads.

The areas that are most likely holding you back from having your Social Media system creating significant new revenue are Secondary Social Media sites such as Webcasts with integrated Social Media marketing interfaces and various carriers that turn your Social Media “sites” into a viral marketing “system.”

Social Media Intermediate: 112 – 127 Points

Your understanding of Social Media is developing, you have a Social Media plan and you are executing on your plan.

It is likely that rather than having a Social Media “System” you have various Social Media Sites that are developed to various stages. It is also highly probable that you can and will be making immediate improvements to your social media sites based on the best practices listed in our survey.

You are capable of achieving significant revenue improvements within the next 90-120 days as a result of some minor but important improvements to your existing Social Media structure.

Social Media Moderate: 96 – 111 Points

You are using Social Media, but you either don't have an Effective Social Media Strategy in place or you have an Effective Strategy in place but it is not being Executed Effectively.

In most cases we see businesses that have a series of tactical plans that have been developed by various parties with various levels of Social Media knowledge and experience but the business lacks a resource to convert their tactical plans into a revenue generating Social Media System.

Compass and Roadmap to Greater Social Media Success

For those businesses that are looking for proven methods to increase the success of their Social Media Strategy, the compass and roadmap are listed above. Look into the areas listed above that are missing

from your existing Social Media System, learn how these processes work, and the value they would provide in terms of Increased ROI, and then integrate them into your existing Social Media Strategy.

Interested In Reaching A Social Media Rating of 160 in 1 Week

Outbound Excellence has developed a “Turn-Key” Social Media Offering that evaluates your existing Social Media System, and then within 1 Week will develop your Social Media System, regardless of its current state or rating, to a Rating of 160.

Maximizing your ability to create and maintain a New Social Media Revenue Stream for your Business. Here’s what you’ll receive as part of our “Developing Your Social Media Strategy in Less Than 1 Week” offering:

Social Media Sales Growth - Offering

- Set-Up / Expand: Blog, LinkedIn, Twitter, Facebook, YouTube
- Integrate Social Media System Into A Common Interface: HootSuite
- Program Automated Incoming & Outgoing Updates
- Market Client's Offering Using Social Media System
- Develop and Distribute Press Release to 4 Press Release Sites
- Develop a Webcast / Video To Promote Offering
- Market Webcast via Integrated Social Media Marketing Engine
- Create an HTML eMail - Webcast Invitation & Offering Introduction
- Add Real-Time Tracking & Reporting Links to the eMail
- Source 10k Target Contacts for eMail Campaign
- Send the eMail to Target Contacts & Generate Tracking Reports
- Provide Client with New Target Prospect Information
- Manage this Social Media System for 30 Days
- Provide Full Training and Support

Social Media Sales Growth - Pricing

- Bundled System as Listed Above \$795

Social Media Sales Growth Solutions

The following links include a 1 Page HTML eMail overview of our Social Media Sales Growth offerings as well as a link to a webcast which provides a more detailed look at how the system works as an integrated solution.

1 Page Overview: Social Media Sales Growth System

http://www.outboundexcellence.com/2011_Prospecting_Web30_Cold_Calling_Is_Dead.htm

Webcast: Overview - Social Media Sales Growth System

<http://www.brighttalk.com/webcast/24929>

Website: Social Media Sales Growth Offerings

<http://socialmediab2bstrategies.com/index.htm>

Please feel free to call if you have any questions.

In A Relentless Pursuit Of Excellence ...

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