

PROFESSIONAL DEVELOPMENT UNIT BUNDLE

COMPETENCY: Prospecting

SECTION: Social Media Prospecting

PDU VALUE: 6 PDUS

LEARNING OUTCOMES:

- Understand How to Maximize Your Prospecting with Social Media
- How to Improve Prospecting Campaigns with Social Media
- Strategies for Growing Qualified Leads with Social Media
- Apply Travel Technology to Drive Productivity
- Measure your Social Media ROI



Why do Professional Development Unit (PDU) Bundles exist?

Whether you're maintaining your CPSA Designation, or wishing to develop your skills in sales, our PDU Bundles are made to strengthen and reinforce the skills you need to help reach new heights in your career.

Maintaining your designation gives evidence of your commitment to the principle of lifelong learning and ensures that your professional sales skills are developed as markets, customers, and innovative technologies evolve.

As the holder of a professional sales designation, you are required to meet the annual Professional Development Units (PDU) requirement. This process ensures that you are up-to-date on the most current issues and practices in sales.

WHAT YOU'LL LEARN FROM THIS PDU BUNDLE:

Learn how to...

- Maximize Your Prospecting with Social Media 4
- Improve Prospecting Campaigns with Social Media6
- Build Strategies for Growing Qualified Leads with Social Media 9
- Apply Travel Technology to Drive Productivity 12
- Measure your Social Media ROI14

SECTION 1:

SOCIAL MEDIA STRATEGY

Material:

- How to Maximize Your Campaigns with Social Media
- How to Improve Prospecting Campaigns with Social Media

If you've been wary of using social media for sales, or using it without too much success, this article will explain how you can maximize your prospecting with social media through Facebook, Twitter and LinkedIn.

Prospecting with Social Media: Facebook

If you want to maximise your prospecting with social media, start by looking at the world's most popular social network. Facebook is a treasure trove of information on your prospects. It's on Facebook that people share insights into their life outside of work - knowledge that can help you find points of mutual interest and connections. You'll also be able to see if you have mutual "friends" - common connections who might be able to make an introduction for you.

Facebook groups are very important for prospecting with social media. Join groups that are related to your product/service or industry. Once you're part of a group, use the opportunity to demonstrate your industry/product knowledge by sharing information, news and offering advice. If someone in a group has a question, try to answer it and provide solutions without linking to your website as links can feel spammy.

You want to avoid being overtly salesy but talk about your product when it's appropriate and ask people to send you a private message if they want more information. That way, they are instigating the conversation. The point of this strategy is to build trust and by using Facebook groups you can become part of a community built on trust. You can also create your own groups related to your product and invite prospects to join. From there you can send targeted messages to those who are active within the group.

Prospecting with Social Media: Twitter

A similar strategy, where you use social media to position yourself as a trusted expert, can be conducted over Twitter. Twitter is great for prospecting since people who are active on usually share things publicly and it's easy to find prospects and relevant topics (hashtags) using the search function.

Search for your prospects and use social listening to understand their views and business pain. Find out what they are tweeting about and join the conversation by using the same hashtags that they use. Tweet out helpful content yourself with relevant hashtags; become a go to resources for industry news and information.

Twitter works differently than Facebook where it isn't appropriate to send a friend request to someone you don't know. On Twitter, it's perfectly acceptable to follow your prospects if they are tweeting about their business from their personal account and you can follow their company account at any time. Engage with their tweets; liking them or retweeting when appropriate.

Prospecting with Social Media: LinkedIn

LinkedIn is by far the most popular social media platform for prospecting. Much has been written about creating a great LinkedIn strategy and you can certainly maximize the return on your time spent prospecting using the platform. Your prospects' LinkedIn profiles include so much valuable information such as common connections, their work history, their education, the groups they are part of and other valuable information such as charitable causes they are passionate about. All this information needs to go into your CRM so that when you finally converse with them you can use them as points of discussion to build rapport.

With all social media platforms, you need to stay active to gain followers and become known as a trusted industry expert. As with both Facebook and Twitter, you need to make sure you are posting relevant content that speaks to your prospects' concerns and interests and adds value. Aim to share industry-related content two to three times per week. Also make a point to comment on your prospects' posts and engage several times per week.

Like Facebook groups, LinkedIn Groups are great for prospecting since not only can you share valuable information and build trust but they also allow you to connect with third-degree connections if they are members of the same group. Join those relevant to your industry, product or service.

Prospecting has advanced leaps and bounds beyond picking up the phone and placing a cold call to a potential client. The proliferation of social media now blurs the line between one's professional and personal identity. As a salesperson looking to find new clients, this can be highly advantageous.

There are a few ways that you can use well-known social media platforms to improve prospecting campaigns and generate a greater client base faster.

Research the People You Want to Do Business With

The first step and one of the greatest advantages of social media when it comes to prospecting campaigns is the ability to research your potential clients in advance. Find out as much as you can about your prospective client before you introduce yourself so that you know how to customize your intro or conversation. Understand their professional background by reviewing their LinkedIn profile, or find out what kind of articles they share on Facebook. What other businesses do they follow on Twitter? All of these are indicators as to their preferences, and give you a sense of what type of product or service appeals most to them. Even things like hobbies or interests on a LinkedIn profile can be helpful topics for starting a conversation.

Make Connections on LinkedIn

LinkedIn may just be your most useful social selling platform for developing prospecting campaigns. Use it to establish connections with your ideal clients, or ask someone who is a connection already to introduce you.

Think of Your Social Media Pages as Your Bio

Your profiles on LinkedIn, Facebook and Twitter are essentially bios that prospective clients may have access to, so it's important to ensure that all of your pages do a great job of giving the whole picture of who you are, the experience you bring, and how you add value to your industry.

Go One Step Further with Content Marketing

After making sure your social media pages work effectively as a holistic and accurate bio, make them relevant to your target client by creating valuable content that they might find useful. Doing so will not only position you as a thought leader in your industry, it will also serve as a way in which to subtly tie in what your business has to offer.

Retweet and Share Content from Your Prospective Clients

By sharing or retweeting relevant posts of your prospective client to your own network, you can indicate your interest before even making contact.

Introduce Yourself

If after all of these steps you haven't introduced yourself to your prospective client, now's the time. Use Facebook and LinkedIn to find out about industry events that your target client may be attending, and go.

Alternatively, thank prospective clients for making a connection with you on LinkedIn by sending them a quick note with a request to meet or speak further. Make sure that you keep it short, but also articulate what value you will bring through the conversation, and what they as the client will gain from it.

There are no set rules when it comes to using social media for prospecting campaigns, but the possibilities and versatility of several different platforms make now an exciting time to seek out potential new clients.

Video: How to Use Social Selling to Influence your Pipeline

Author: Canadian Professional Sales Association



Watch this webinar with Social Selling Expert, Andrew Jenkins to learn:

- Key tactics and tools to help you better engage with prospects in your sales funnel
- Attract interest from new audiences
- Get a better handle on the metrics which can improve your social media ROI.

[Click to watch now.](#)

PURPOSE: Document your 5-Step Closed-Loop Goals with **S.M.A.R.T** criteria to map out your long term and short term social media prospecting goals, with a plan to achieve your ultimate sales quoata.

- S**pecific – Identify exactly what you want to achieve.
- M**easurable – Set out goals in such a way that you can measure your progress.
- A**chievable – Set smaller, more achievable goals and update them frequently.
- R**elevant – Goals should be relevant and consistent with the other objectives in your life.
- T**ime-bound – Set a specific time frame for completing each of your goals.

TYPE OF GOAL & TIME FRAME

1. Long Term Sales Goal: 3 to 5-year goal

2. Short Term Sales Goal: 1 year goal

3. Weekly Plan: # of sales calls per year = $[A \times 5] \times B \times C$

A=Daily Activity (number of client interactions)
 B=Overall Average Success Rate (avg. number of orders or commitments/avg. number of visits)
 C=Overall Average Value (avg. size of order or gross margin or volume)

4. Evaluate Your Activity: Evaluate your actions after each call

5. Reset Objectives and upgrade the plan: The more activity or greater success rate, the greater the sales volume

SECTION 2:

RELATIONSHIP BUILDING WITH SOCIAL MEDIA

Material:

- Strategies for Growing Qualified Leads with Social Media

One of the most important factors in successfully growing qualified leads through social media is to choose the right channels. Start by understanding who your buyer is, and then investigate which social channels they are using, so that you can target them with your posts. Most social media platforms provide analytics and insights on their users, so you can begin by monitoring this information to ensure it matches the profile of your buyers.

Here are some of the top channels you should consider when you are looking to grow your qualified leads.

LinkedIn

LinkedIn is the most-used social media platform for sales pros in B2B marketing. With LinkedIn, you can post relevant content or updates to drive users to your website, bringing them into your sales funnel, and you can also direct message users that fit your target buyer. One of the biggest benefits to LinkedIn is the ability to target by job title. You can promote content and advertise through LinkedIn, knowing you are reaching the right personas.

Facebook

Facebook is thought of as a channel for consumer advertising and marketing, but the last year has seen a big upturn in B2B marketing use through boosted posts to segmented audiences.

If you determine that Facebook is the right channel to reach your buyers, it is likely that you'll need to spend money to run ads. However, Facebook ads are generally less expensive than Adwords, which will give you more bang for your buck. Facebook has recently added new features, like Facebook live which offers similar opportunities and challenges as Snapchat. Facebook is also a great channel for contests and giveaways, so consider creating contests to capture leads.

Twitter

Twitter is one of the most-used social platforms. There are number of ways that you can advertise and engage your prospects and convert them to leads, but most of it relies on engaging users through meaningful conversations. Scheduled tweets and posts are great for maintaining your presence on Twitter, but these should not replace real conversations. Try hosting a Twitter "event" – this is a virtual event where you can discuss or bring up new ideas or information related to your industry. The CPSA hosts a monthly Twitter chat called #SalesProChat - learn more.

Other Channels

There are a number of other social channels to pay attention to when developing a strategy to generate qualified leads. Instagram may be a great channel for you - for instance, Cisco, a leading IP Networking company, uses Instagram to showcase how it is enabling other businesses around the world succeed.

Quora is an online forum where users can ask questions and other users answer them. Users then vote for the best answers. Because many questions are related to business or specific industries, Quora may be a good channel for you to spread the word about your solutions. Ensure that your answers provide valuable information, as answers that simply push a product are unlikely to be upvoted by other users.

Quora is an online forum where users can ask questions and other users answer them. Users then vote for the best answers. Because many questions are related to business or specific industries, Quora may be a good channel for you to spread the word about your solutions. Ensure that your answers provide valuable information, as answers that simply push a product are unlikely to be upvoted by other users.

Reddit is another online forum where users can discuss specific topics. Reddit is very popular with a tech audience, and so it may be a good channel for generating leads if you are providing technology solutions. Like Quora, users upvote stories, posts, or comments, so ensure that your posts are authentic and informational to get the most exposure.

Snapchat remains a mystery to many sales and marketing professionals. The platform is more resistant to traditional advertising forms than, say, LinkedIn or Facebook. Also the majority teen user-base excludes relevance for many companies such as those in B2B. Yet the platform is setup to offer some really dynamic and personal communication. Snapchat allows you to create multimedia stories that connect with your audience on various levels. The "chat" function is the core of the platform. This means interacting with your audience is easy and direct. Plus it's a face-to-face communication, not just some pre-selected and photoshopped avatar. You get "real time" reaction. This is crucial information that you can't get from a "like" or "double-tap."

Integrating communication strategies for chat-focused platforms like Snapchat will remain a challenge for many sales teams but it is a challenge that must be overcome as the predominantly teen audience of users matures and joins the workforce and becomes consumers.

Social media is unlike any other marketing channel. It is not a one-way conversation; rather, it is a channel build to facilitate real connections. Ensure that the content you share is meant to engage rather than influence. Be authentic and have the lead-capture mechanisms in place and you will stand the best chance of leveraging social media to be successful in meeting your sales objectives.

Video: How to Use Social Selling to Influence your Pipeline

Author: Canadian Professional Sales Association



78% of social sellers outsell peers who don't use social media. Still on the fence about using social selling in your sales role?

Watch this webinar for insight on:

- The evolution of social selling
- Building relationships and generating business leads with social selling
- The top social media platforms for social selling success

[Click here to watch now.](#)

Video: Rethinking Sales: Attract New Leads with Social Selling Webinar

Author: Canadian Professional Sales Association



Did you know that 51% of social sellers are more likely to reach quota? Sales pros who are not active in social media are missing an important opportunity to connect.

Hear from our panel of top social selling leaders on how you can implement social selling techniques to build relationships and increase sales opportunities.

[Click here to watch now.](#)

SECTION 3:

Social Media Tools for Productivity

Material:

- eBook: Travel Technology to Drive Productivity

Video: The 2019 SalesTech Landscape – Tools to help you Sell More, Faster

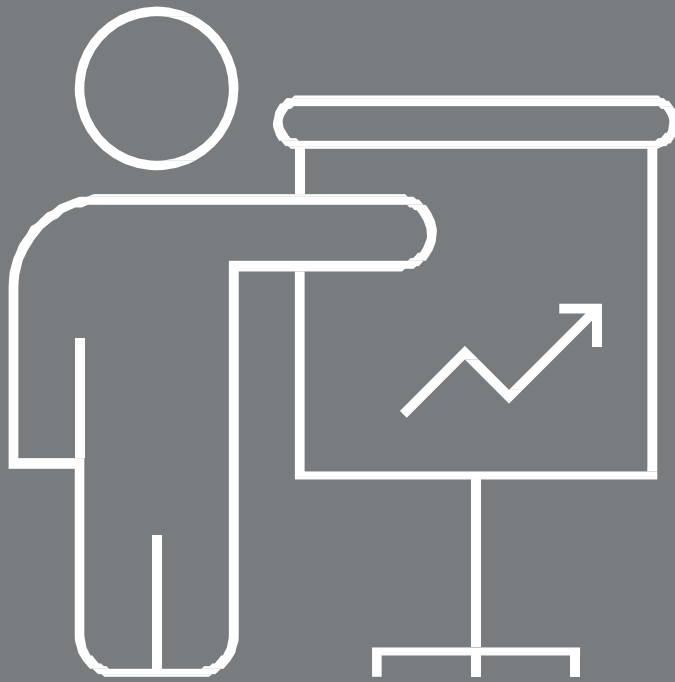
Author: Canadian Professional Sales Association



The sales profession is facing more pressure to evolve and to sell more, faster. However, the reality is that sales people are faced with daily demands like data entry, sales material creation and many other administrative duties that greatly reduce their amount of selling time. This is all part of the reason businesses are now turning to sales technology - to streamline processes and execute sales faster.

View our CPSCA webinar as we explore 5 key components of the modern sales technology stack such as Salesforce CRM, Yesaware and Salesloft, and learn how you can become more productive with the right balance of process and technology.

[Click here to watch.](#)



TRAVEL TECHNOLOGY TO DRIVE PRODUCTIVITY

Surpass Your Sales Goals
by Taking Business Travel
to the Next Level.

Author: Canadian Professional Sales Association

CANADIAN
PROFESSIONAL
SALES
ASSOCIATION

Despite the many great communication technologies available, there is nothing quite like closing an important sale face-to-face with your client, developing rapport and launching your organization a step ahead of the competition. That's why business travel is more critical to sales professionals now than ever. Yet, as a modern road warrior, making the trip from point A to point B as seamless as possible can be a daunting task, only compounded by everyday responsibilities. In order to make your trip as unified as your sales approach, understanding the value and efficiencies business travel can provide your organization, is an essential component to a successful sales structure.

HIT THE ROAD

While the allure of digital communication makes virtual meetings and go to conferences an attractive route, the importance of face-to-face contact can often be the difference between closing a sale and pushing your lead to the competition. An astounding 93% of respondents in a recent CPSA study revealed that their clients are typically more eager to spend money with their organization after having a face-to-face meeting.

Although corporate travel is often perceived as a costly function for many organizations, understanding how to optimize spending and efficiency provides sales professionals with the opportunity to convey approachability and gain trust with both new and existing clientele. As our economy fluctuates, companies of all sizes have remodeled their budgets to eliminate areas that do not support growth. As such, companies look to limit, and in many instances eliminate business travel to cut costs, which removes the grey area of whether travel will result in a return on investment.

Contrary to popular belief, corporate travel is essential in the maintenance of existing customers, enables the conversion of new prospects and engages the interest of entirely new clients. Therefore, the reduction or elimination of spending for business travel can significantly impact your revenue.

What would happen if companies were to remove business travel from their corporate plans?

- For every dollar of forgone investment in business travel, companies forfeit up to \$12.50 in incremental revenue. *
- Curbing business travel can reduce a company's profits for years. An average business would forfeit 17% of its profits in the first year of eliminating business travel and it would take more than 3 years for profits to recover. *
- An estimated 28% of current business would be lost without in-person meetings. *
- A decrease of roughly 40% in prospective clients which convert to new customers due to an in-person meeting compared to just 16% without such a meeting. *
- For modern road warriors, business travel is fundamental to building and maintaining a level of commerce that will continue to expand sales opportunities. *

MASTERING MOBILITY

Currently, the business travel community is filled with mobile applications that can make the world of difference while on the road, allowing companies to streamline their travel experience with the click of a button. Many travel businesses like airlines, hotels, car rental companies and even taxi businesses, offer mobile apps that improve access to their services while on the go. Making point to point booking as seamless as possible has become a large part of what makes modern business travel easier than ever.

For those professionals who spend more time on the road than in the office, use these apps to help turn your phone into the most diverse and hassle free travel companion you could ever need.

Here On Biz

Here On Biz is an app for business professionals, bringing together all of your professional contacts into one app. Quickly see which of your contacts are around you, keep tabs your colleagues as they travel about, and get introduced to new professionals of interest in your vicinity.

Around Me

The Around Me application allows users to find nearby points of interests such as restaurants, hotels, theatres, parking and hospitals. It's a good solution for finding client entertainment options in unfamiliar places.

City Maps 2Go

Need access to maps for new cities but don't want to pay roaming fees? Maps2Go offers more than 6,700 maps from around the world and is not limited to city centers, even small towns are covered.

Flight Track Pro

FlightTrack Pro provides updated flights times, terminal and gate numbers as well as terminal maps. Additionally, it forecasts delays based on historical data and it taps into SeatGuru's seat charts to show you leg room and amenities.

Seat Guru

Enter your flight number and consult one of Seat Guru's nearly 800 cabin layout charts, which offer details on legroom, seat-back amenities, recline ability, and proximity to bathrooms.

Mile Blaster

Mile Blaster is a mileage tracker that lets you keep tabs on your points from most major domestic and international airlines, as well as car-rental agencies and hotel programs.

Road Ahead Highway Exit Finder

Road Ahead Highway Exit Finder allows you to find the best highway exit depending on your travel needs.

Uber

Uber is a mobile application that connects travelers with drivers of vehicles for transportation services. Simply download the app to request a ride and you'll receive a text message when your driver arrives. Uber allows you to keep your credit card on file for easy payments and will email you a receipt detailing your trip.

MANAGING TRAVEL EXPENSES

Largely, expense management in respect to travel is misunderstood or misused by corporations, making its role an important area for improvement. Not only does expense management provide the opportunity for visibility into spending patterns and budget allowances, but it also permits for policy enforcement, which aids in the evaluation of how travel decisions are made and how their outcomes can be measured to improve future endeavors. Proper expense management allows companies to complete reviews of travel expense data, maximizing control and increasing compliance, which streamlines and simplifies business functions.

Try out some of these technologies to add an additional layer of value to your travel expense management.



Automilez

Automilez allows you to easily track your mileage through the GPS capability on the iPhone, by generating detailed mileage logs after every trip, which allows you to find the most accurate deductions possible.



CheckMyTrip

CheckMyTrip allows users to download and store previous trips and their details right onto their phone through the Amadeus Distribution System. CheckMyTrip allows companies and their business travelers to stay on track of travel budgets based on previous spending patterns.



Trip It

Trip It allows you to manage all your itineraries in one place. It stores flight information, car rentals, hotels and activities for both current and past trips. Aside from the obvious organizational benefits, being able to go back and look at previous trips can be valuable in tracking down expense related details.



Expensify

Expensify allows for a unified tracking all of your expenses from a single app. Once you sync all of your credit and debit cards into Expensify, the app tracks each expense as you go, compiling an easy-to-navigate expense report at the end of your trip.



SAP Travel Expense Report

SAP Travel Expense Report is a mobile application that allows travelers to simplify the creation of expense reports. Through this application, travelers can charge corporate credit cards, save expense reports, expense entries and attachments as well as send expense reports for approval.



Concur

Concur is a leading provider of integrated travel and expense management solutions, that provides easy-to-use web-based and mobile applications that enable companies to control costs and save time. Companies can keep track of and share their travel plans, create, review and approve expense reports, book and even change travel itineraries.

STREAMLINING OPERATIONS

Being in and out of the office regularly can impact operational efficiency, including budget and workload once back in office. In an effort to reduce travel expenses, companies can decrease the number or frequency of travelers sent out of office by using a combination of direct and indirect gatherings simultaneously. Not only does this defer the cost of sending multiple sales representatives, but offering face-to-face contact in conjunction with external conferencing technologies can provide immediacy and make a valuable impression.

Here are a few technologies available to sales professionals to help streamline time spent in office:



Card Munch

Card Munch is a free iPhone application that allows users to snap pictures of business cards, which automatically get converted into contacts. As well, Card Munch will show you LinkedIn profiles for connections you have in common. No manual data entry after conferences and meetings can save you hours of work.



Dropbox

Dropbox is a free online document sharing software, which allows you to share documents, photos and video. Invite others to view any folder in your Dropbox and you can save files straight onto their account. Dropbox eliminates accessibility and file size problems which is often challenging when you work remotely or need to interface with people offsite.



Evernote

Evernote is a group of services designed for note taking. Notes in Evernote can be a group of text, a full webpage, a photograph, a voice memo, or a handwritten note, which can be sorted, tagged, edited, exported and shared as part of one consolidated notebook. It eliminates the need to transcribe meeting notes once back in the office with its export ability, saving you valuable time.



Go To Meeting

Go To Meeting is an online meeting and video conferencing software that enables the user to meet with other computer users in real time. The software is designed to broadcast the desktop of a host computer as it connects to a group of other computers on the internet.



MeIn

LogMeIn gives you easy remote access to your PC or Mac from your browser, desktop and mobile devices. Premium features like file transfer, file sharing and remote printing help you stay connected and productive wherever you go.



Skype

Skype is a free instant messaging service which allows users to speak, see and instant message others through the application in real time. Skype can be used on your phone, computer or even television.



Sign Easy

Sign Easy is the simplest and most convenient way to sign documents and fill forms right from your phone. Get commitments on the spot by eliminating the hassles of having clients print, scan, fax and ship signed paperwork.



Zoom Cloud Meetings

Zoom allows users to merge video conferencing and web meetings into one application. Participants simply join a cloud meeting to access face-to-face screen sharing – anytime, anywhere, on any device.

SECTION 4:

SOCIAL MEDIA METRICS

Material:

- How to Measure your Social Media ROI

By definition, social media ROI, or return on investment, defines the measurement of how effectively your social media campaigns are impacting your audience and ultimately how effective those campaigns are in generating leads and revenue.

Use the following 4 metrics to help you begin measuring your ROI on social media, so you can continue generating leads and growing your brand!

1. Followers

Determining the number of people who follow each one of your social media platforms, should be the first and most basic way you measure your social media success. The more followers you have, the larger your opportunity to create awareness and increase your ROI.

A simple tool or tracking method for your ROI over time is to keep record of your reach by tracking your month to month growth. Your goals on social media should be to generate new followers, so you can continue to build the success of your social media campaigns.

2. Traffic

An effective way of understanding how well your social media campaigns are in generating interest, is to look at the number of referrals your social platforms are bringing to your website. Google Analytics is a free web analytics service that provides statistics and basic analytical tools for search engine optimization (SEO) and marketing purposes. Keep a close eye on the number of referrals your social media platforms are bringing to your website, and use these metrics to measure how effective your campaigns are overall.

3. Leads

The transformation of visitors to leads is also an important metric to help you understand your social media success. Take a look at the traffic you are generating from your social media platforms. What percentage of the traffic generated from social media has been converted in to leads? This is known as the conversion rate. While this metric is simple, the conversion rate is useful when comparing each one of your social media platforms to each other. For example, compare your Facebook conversion rate, to your LinkedIn conversion rate to analyze the ROI of those channels relative to each other.

How do you track the conversion rate of each channel?

Conversion tracking is a tool on social media platforms, which allows users to extract reports on the actions people have taken after their ads are viewed. By using the conversion tracking pixel tool on Facebook for example, users create a JavaScript code to place on their website. This code places an invisible 1x1 pixel image on the chosen webpage, which sends a message back to Facebook when someone visits or takes an action. You can place these pixels on any page you want to track.

How do you track the conversion rate of each channel?

Conversion tracking is a tool on social media platforms, which allows users to extract reports on the actions people have taken after their ads are viewed. By using the conversion tracking pixel tool on Facebook for example, users create a JavaScript code to place on their website. This code places an invisible 1x1 pixel image on the chosen webpage, which sends a message back to Facebook when someone visits or takes an action. You can place these pixels on any page you want to track.

4. Closed Sales

Lastly, it is important to analyze if your leads are being transferred into paying customer and if so, how many there are. Being able to quantify actual customers, can be a powerful indicator if the time you're spending on social media marketing is actually worth it.

Largely, revenue generation is the ultimate indicator of social media marketing success. Social media is about creating brand awareness, communicating with customers and building loyalty. If your product or service is worth the customer's interaction, you will most definitely see a return on your investment.

Social Media Prospecting

Prospecting Challenge: Become a Social Media Prospecting Expert

Instructions: Now that you have completed reading the articles, apply your knowledge and expertise by answering the following questions.

1. Which one of the questions below is NOT considered a way to improve prospecting with social media?

- Research the People You Want to Do Business With
- Make Connections on LinkedIn
- Retweet and Share Content from Your Prospective Clients
- Leave your profile bio blank

2. What is the most-used social media platform for sales professional in B2B marketing?

- Facebook
- Twitter
- Instagram
- LinkedIn

3. List 4 external conferencing technologies that can provide immediate solutions for sales professionals and help streamline your time spent in office. Also provide an example of a situation when you would use the technology.

External Conferencing Technologies	Example of When You Would Use it
1.	
2.	
3.	
4.	

4. Which of the technologies or social media applications mentioned are you NOT likely to use? Why not? What steps can you take to become more familiar with them?

Answer Key:

#1. d, #2. d, #3. GoToWebinar: To be used for large external group calls when a screen or powerpoint presentation needs to be shared. #4., I.e: LinkedIn: Follow appropriate prospects, share content.



4. List the 4 key metrics that can help you measure your ROI on social media:

**Congratulations, You've
just earned 6 PDUs!**

Track your PDUs [here](#).

Answer Key:
#5., Followers, Traffic, Leads, ClosedSales