



# SELLING IS SHARING: HOW CONTENT CURATION WILL MAKE YOU A SMARTER SOCIAL SELLER

THE COMPLETE GUIDE FROM ANDERS PINK

- WHY IT MATTERS
- HOW TO DO IT RIGHT
- TIPS, TOOLS & EXAMPLES

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TABLE OF  
**CONTENTS**

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INTRODUCTION:

**THE NEW SALES PROCESS:  
CONTENT, CURATION AND  
SOCIAL SELLING**

---

INTRODUCTION:

## FROM MELONIE DODARO

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### **MELONIE DODARO**

Author, [The LinkedIn Code](#)  
CEO, [Top Dog Social Media](#)

I believe it has become clear in the current digital sales and marketing landscape that sharing content is a must in any social sellers daily practice. In case you still aren't sure, there are many statistics throughout this book that should clear up any confusion.

I believe it has become clear in the current digital sales and marketing landscape that sharing content is a must in any social sellers daily practice. In case you still aren't sure, there are many statistics throughout this book that should clear up any confusion.

The news sales process, without a doubt, requires a healthy dose of content curation. That simply means finding relevant and interesting third party content that your target audience will find useful and helpful.

However, sharing content alone isn't enough. You want to truly leverage content curation to increase your credibility, visibility, authority, and build a community that looks forward to the content you share.

So, how do you achieve these goals?

There's several ways that will be covered in the pages that follow, however the first and most important one is to add your perspective to the content you are sharing. Simply sharing a link won't do much without any context and perspective. Tell people what you think of the piece of content you are sharing and share with them why they should read it.

To increase the engagement of the content you share, ask a question... just don't abuse that by asking a question every single time or you will find that over time your engagement will decrease.

There are fantastic tools available and processes you will find throughout this book that you will absolutely want to adopt as a daily practice to get in front of new leads, stay top of mind with prospects and maintain visibility with current clients.

Like any social selling activities, there must be a goal. To me the goal almost always looks like this:

**VISIBILITY + ACTIVITY + CREDIBILITY  
= PROFITABLE RELATIONSHIPS**

Whether you are an experienced social seller or brand new to the concept you will find that today *selling truly is sharing*. You'll also discover how content can transform the way new leads and prospects perceive you. The hard sell online is highly ineffective, sharing content is one of most important pieces to have an effective social selling process.

INTRODUCTION:

## THE NEW SALES PROCESS: CONTENT, CURATION AND SOCIAL SELLING

---

We all know the internet and social networks are changing the sales process. Buyers have access to more information and are doing more for themselves. For example:

- 90% of customer buying decisions start online (Forrester)
- 75% of B2B buyers use social media to research vendors (IDC)

As a consequence companies need to provide helpful online content and information, to build a trust and credibility and to identify and engage with potential customers through social networks. This approach is frequently referred to as **social selling**.

LinkedIn defines social selling as “Leveraging your social network to find the right prospects, build trusted relationships, and ultimately, achieve your sales goals.”

The evidence shows that it's effective:

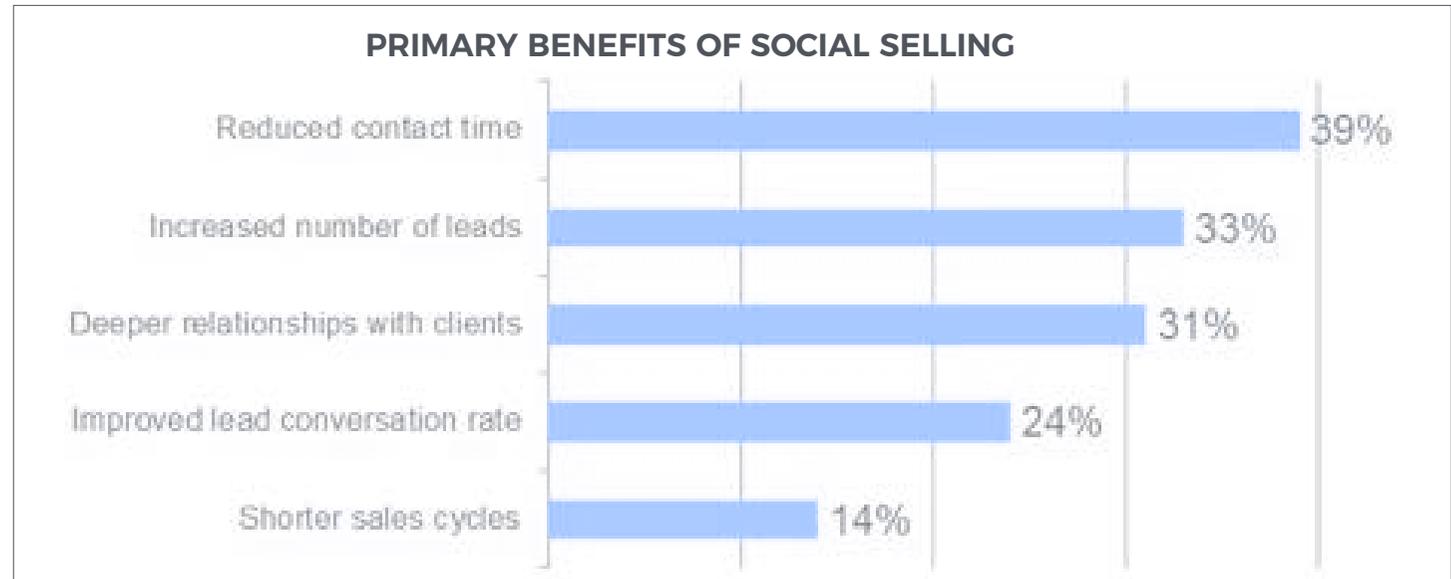
- Social sellers realize a 66% greater quota attainment than those using traditional prospecting techniques (SBI).
- 61% of organisations engaged using social selling report a positive impact on revenue growth (Feedback Systems).
- Companies such as SAP, IBM and many others reported significant sales success from social selling (case studies later in this guide)



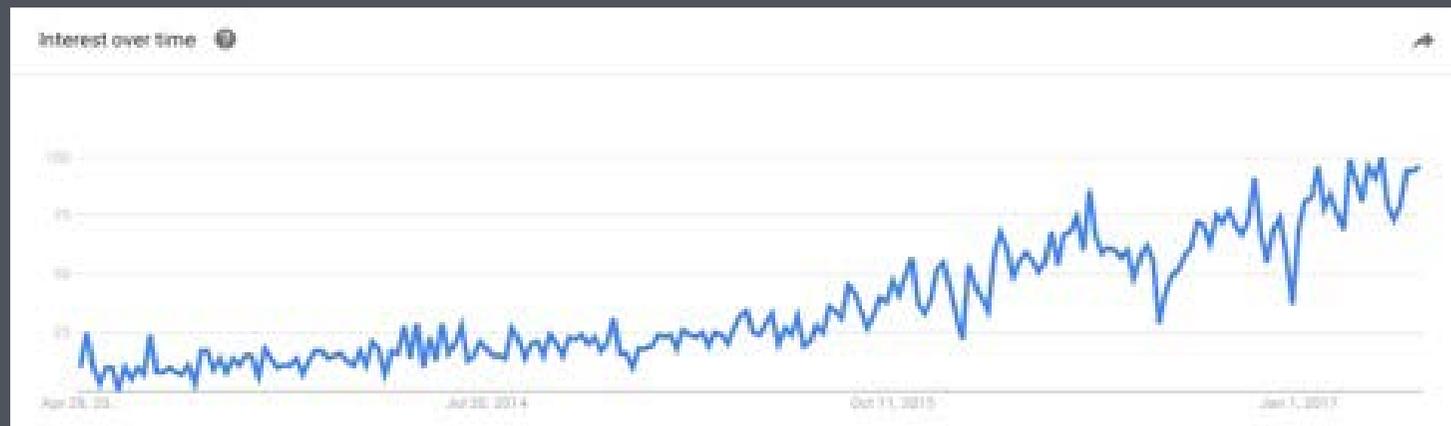
INTRODUCTION:

## THE NEW SALES PROCESS: CONTENT, CURATION AND SOCIAL SELLING

A survey by [CSO Insights and Seismic](#) found that a third of B2B professionals believed that social selling allowed them to generate more leads and build deeper relationships with their clients.



So it's no surprise to see a growing interest in social selling. The chart below shows the volume of searches for social selling on Google over the last 4 years.



INTRODUCTION:

## THE NEW SALES PROCESS: CONTENT, CURATION AND SOCIAL SELLING

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Sharing insightful, helpful content with your audience is a key part of the social selling and marketing process. The benefits include:

- Building your brand, reputation and authority
- Generating trust by sharing and curating from a range of sources, not simply broadcasting your own content
- Providing value to your customers and potential customers
- Converting fans and followers into leads and customers

The role of content in engaging your audience is confirmed in a wide range of studies, for example:

- 67% of top-performing sales organizations support their sales enablement efforts with content (Aberdeen Group).
- 65% of buyers feel that content has an impact on their final purchase decision (Demand Gen Report).
- 82% of buyers viewed between five to eight pieces of content from a winning vendor (Demand Gen Report).



But what content works? Of course, you need to create and share your own original content. That's the primary role of content marketing. But it can't stop there. It is not enough to simply share our own content with your audiences. We also need to curate valuable and relevant content from external sources. The simple fact is that your organisation does not have a monopoly on good ideas and great content. To stay updated and to keep your customers updated you need to find, review and curate content from a wide range of external sources. Being the first to share industry news, surveys, reports, case studies and ideas helps to build your authority and reputation, it also helps you to engage with your audience and generate leads.

But first you have to find quality content, and decide what's worth sharing. This is why content curation plays a key role in social selling.

INTRODUCTION:

## THE NEW SALES PROCESS: CONTENT, CURATION AND SOCIAL SELLING

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### WHAT IS CONTENT CURATION?

We like this definition from [Rohit Bhargava](#), shared by [@robingood](#):



**“A CONTENT CURATOR IS SOMEONE WHO CONTINUALLY FINDS, GROUPS, ORGANIZES AND SHARES THE BEST AND MOST RELEVANT CONTENT ON A SPECIFIC ISSUE ONLINE. THE MOST IMPORTANT COMPONENT OF THIS JOB IS THE WORD CONTINUALLY.”**

**-ROHIT BHARGAVA**

To expand on this, content curation means

- Finding the best content from multiple sources in your sector or niche
- Filtering it so only the most relevant and highest quality content remains
- Adding value to that content with commentary, context, questions
- Sharing it with the right audiences, at the right time, in the right places
- Continuously repeating this process to build ongoing engagement and credibility

### WHY DO I NEED CONTENT CURATION FOR SOCIAL SELLING? ISN'T SOCIAL SELLING ABOUT ENGAGING ON SOCIAL NETWORKS?

Yes, Social Selling is about identifying and engaging prospects on social networks. But what are you going to engage them with? Sharing valuable content is a core part of engaging people online and building relationships. This content can provide insights and help your customers by scanning and filtering relevant content.

A [LinkedIn](#) survey found that B2B buyers are five times more likely to engage with a sales professional who provides new insights about their business or industry.

INTRODUCTION:

## THE NEW SALES PROCESS: CONTENT, CURATION AND SOCIAL SELLING



**“YOUR COMPETITORS  
WILL NOT WAIT FOR YOU.  
IF YOUR CUSTOMERS  
ARE ACTIVE IN SOCIAL,  
THEN YOU CAN BET THAT  
THEY ARE TALKING TO  
LISTENING TO OR TALKING  
TO SOMEONE. LET’S MAKE  
SURE IT’S YOU.”**

**-KEVIN THOMAS TULLY**  
[@kevinttully](https://www.instagram.com/kevinttully)

### WHY SPEND TIME CURATING EXTERNAL CONTENT WHEN WE CAN JUST SHARE OUR OWN CONTENT?

We get it. You’re busy. Why divert time to consider content curation when you could be writing your next post or preparing a mailshot? Here are five reasons you need to look beyond your own content:

1. Talking about yourself is not a way to build relationships. To build trust, and to help your audience, you need to share content from a range of independent sources. Content curation allows you to show independence and a wider understanding of your sector. You can’t just promote your own content.
2. You do not have a monopoly on good ideas. There are many interesting developments taking place outside your organisation. Your network expects you to keep them informed on wider developments.
3. You need to keep yourself informed. Effective sales and marketing professionals need to be top of the latest trends and developments in their sector which means reading widely. So if you are staying updated, why not curate and share your knowledge with your audience? That builds trust, credibility and a pipeline.
4. It’s more efficient than just creating content. Unless you have an army of content marketers, you are unlikely to have the resources to create all the content you need to regularly share fresh insights with your audience. A balance of curation and creation enables you cover a lot more ground and engage with your audience.
5. It helps your prospects. Your aim is to help your customers to be successful. Finding and sharing helpful and insightful content for your audience is a key way to do this. The more you help them, the better your relationships will be.

INTRODUCTION:

## THE NEW SALES PROCESS: CONTENT, CURATION AND SOCIAL SELLING

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### ABOUT THIS BOOK

In this book we look at

- Why we all need content curation to stay smart
- How content curation supports content marketing
- How to use content curation for social selling
- How to curate content in practice: tools and tips
- Case studies and examples to inspire you

We're passionate about staying smart through content curation. We've built [Anders Pink](http://www.anderspink.com) as a curation tool because we needed it for ourselves, and we're very happy to share it with you too. There are lots of great tools out there - we encourage you to explore and find what works best for you. And we'll keep sharing all the tips and curated content we're putting together - we're smarter if we all work together.

Maybe Charles Leadbeater said it best: "You are what you share". By sharing timely, useful, and relevant curated content in your social networks, you'll create a lasting impression with prospects and clients. You'll build better relationships, win more customers - and stay more informed yourself as a result.

*Stay Smart!*

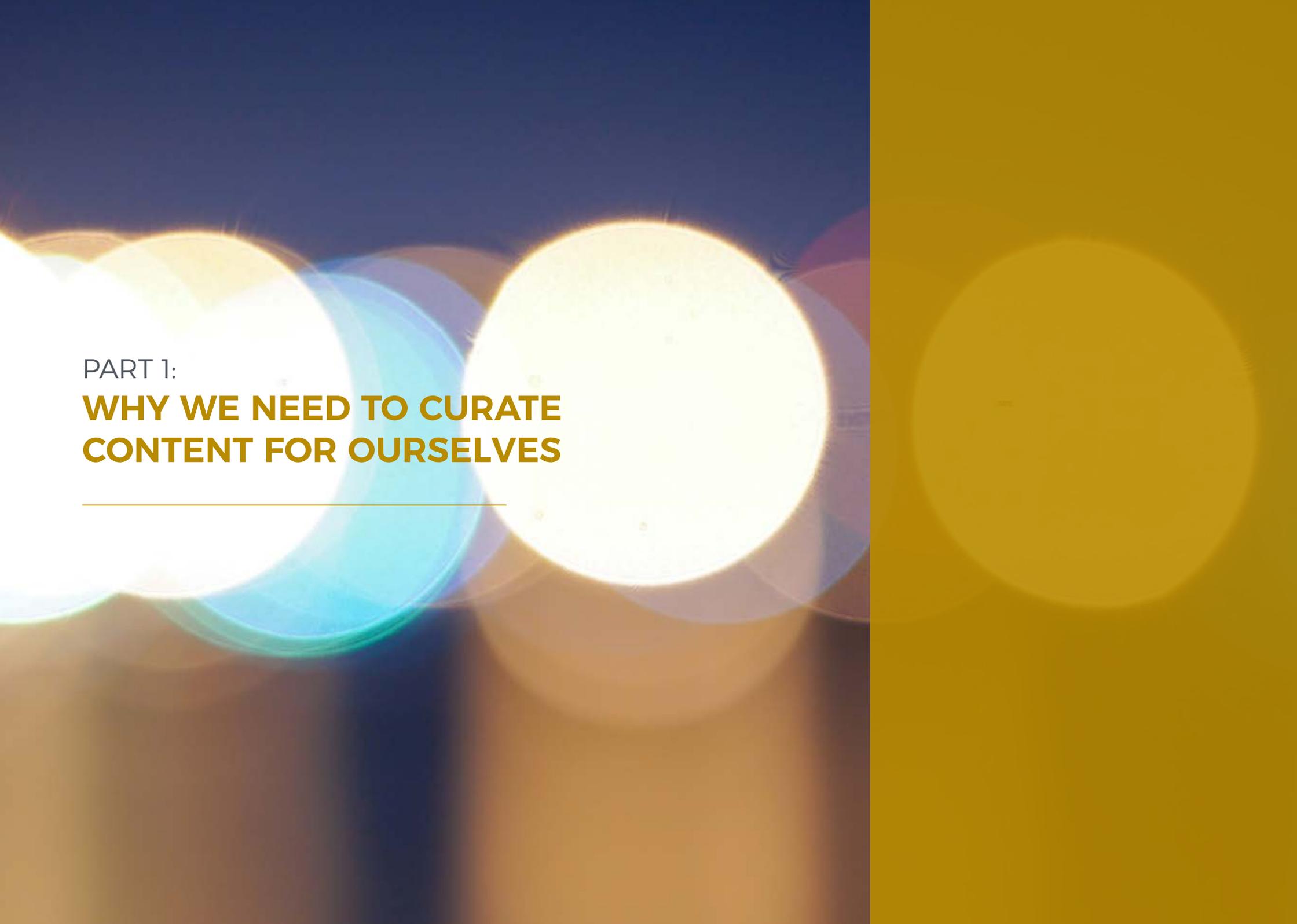


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PART 1:

**WHY WE NEED TO CURATE  
CONTENT FOR OURSELVES**

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## PART 1:

# WHY WE NEED TO CURATE CONTENT FOR OURSELVES



Before we get into the specifics of content curation as part of social selling, let's take a look at why we need content to continuously learn and curate for ourselves as individuals and teams. We can only keep others informed if we're continuously learning and staying smart ourselves. Content matters to our buyers, prospects and wider network. But first, it matters to us as professionals. Here's why.

### 1 YOUR SKILLS HAVE A SHELF LIFE

Whatever your role and level as a sales or marketing professional (or any other role), here's a reality check: your knowledge and skills have a shelf life. Think back on any piece of knowledge, training or skills you acquired 10 years ago, or even 1 year ago. How relevant is that knowledge today? The skills and knowledge that have got you this far in your career are not going to get you or your company to the next stage. Why?

- Models are changing: New entrants such as Airbnb, Uber, Amazon have massively disrupted sectors with different business and sales models

- New marketing technologies, social media networks and sales tools have changed sales and marketing. Cold calling has faded away, if it was ever effective to begin with.
- Technology, automation and AI has changed the core skillsets required. Marketers increasingly need data science skills. Sales staff need social media skills.
- The pace of change. Everyday there is new research, new case studies, new products and new industry developments.
- Buyers trust sales professionals who are knowledgeable about their industry, on top of news and trends. To build authority with your networks and prospects, you need to stay relevant and keep learning.

The Economist recently ran a special report on the [economic imperative for lifelong learning](#) that noted 47% of American jobs susceptible to automation, technology will force change on people and the skills they need to remain employable and effective.

So what do you do? Get smarter, and stay on top. Continuous learning is the only hope for survival. AT&T's CEO Randall Stephenson recently said that every employee needs to spend 5-10 hours a week learning to "stay on top of the firehose of new information". And if they can't stay on top? As he says: "Mark my words, if we don't do this, in 3 years we'll be managing decline".

### Ask yourself: are your skills and knowledge more valuable today than 6 months ago?

This is the key test for all of us, no matter what role or level we're at. We can ask the question of ourselves and of the staff in our organisations. No matter what training or expertise we've gained, or which deals we've closed, we're becoming less relevant every day if we're not keeping pace with change. As Albert Einstein said "once we stop learning, we start dying. And a good 21st century addition for sales teams would be: "If you stop learning, you'll stop earning".

## PART 1:

# WHY WE NEED TO CURATE CONTENT FOR OURSELVES

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## 2 THE BEST SALES PROFESSIONALS ARE LEARNING ANIMALS

Smart companies are seeing the value of continuous learning as a skill in its own right. The Economist focused on the case study of Infosys who have focused on continuous learning as a skill. They also stress the importance of “learning velocity”—the process of going from a question to a good idea in a matter of days or weeks.

Eric Schmidt, now executive chairman of Alphabet, a tech holding company in which Google is the biggest component, has talked of Google’s recruitment focus on ‘learning animals.’ Mark Zuckerberg, one of Facebook’s founders, sets himself new personal learning goals each year.

As a sales or marketing professional your knowledge is critical to engaging in discussions with clients and acting as an expert and source of information. Clients value sales people that can effectively act as consultants through their extensive industry knowledge.

Recency is particularly important in curated content. An article on emerging trends in FinTech from three years ago will not be very helpful to your prospects today. Recency and relevance are vital for continuous learning.

Successful sales professionals keep learning and improving. They stay on top of developing trends in their sector. And they sharpen their own sales skills by reading the latest insights from a range of sources. It’s more than just a good habit. It’s a source of competitive advantage.

It’s particularly important for sales teams be learning animals - they’re the people closest to the customer, and need to be able to spot changes in the market and act fast to stay ahead of competitors. We look at the role of learning in competitive intelligence later in this book.



**“IN A WORLD OF RAPID CHANGE AND INCREASING COMPLEXITY, THE WINNERS WILL BE THOSE WHOSE RATE OF LEARNING IS GREATER THAN THE RATE OF CHANGE AND GREATER THAN THE RATE OF THEIR COMPETITION.”**  
**-TOM HOOD**

## PART 1:

# WHY WE NEED TO CURATE CONTENT FOR OURSELVES

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### 3 CONTINUOUS LEARNING AS SALES PROFESSIONALS IMPROVES YOUR EMPLOYABILITY

These are uncertain times. Job security is not guaranteed. Being employed today doesn't make you employable tomorrow. Every industry is being disrupted and changing:

- In 1984 the average shelf life of a business competency was 30 years. Today it's 5 (2 in tech)
- 89% of Fortune 500 companies from 1955 are not on the list today

(source: <http://exponentialorgs.com/>)

Job security is about having constantly updated skills and experience that are relevant and which makes an individual employable. Job security no longer comes from being employed. Those that succeed in sales and in every other role as the fourth industrial revolution plays out will be the continuous learners. These individuals will:

- always be learning something new and seeking more knowledge
- learn a wide variety of things, not only those related to your current role
- seek new ways of doing things and new experiences
- always be up to date on current and future trends and technologies
- be agile, things change, stuff happens be flexible
- maintain networks, well connected and connect people
- be active and visible on social media both tracking and sharing latest developments

They don't know what they don't know - none of us do in these changing times. But they know where to find out, and that's the difference that makes continuous learners more employable.

## PART 1:

# WHY WE NEED TO CURATE CONTENT FOR OURSELVES

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## 4 SALES TEAMS STAY SMARTER THROUGH COLLABORATION

The challenge for social selling is finding and sharing relevant content with context and commentary better than your competitors, and faster. And if you're trying to do that on your own, you're missing an opportunity.

Nothing is more inefficient than each member of your sales or marketing teams curating on their own, checking the same industry sites, RSS feeds, social feeds, LinkedIn groups etc. Working on your own to filter the world's content for your professional interests would be an endless and lonely task. But we're not alone. We operate in teams. And teams are much better at filtering and curating external content than individuals acting alone, because teams possess Collective Intelligence.

Efficient curation and social selling is about collective intelligence. Sales and marketing team members should collaborate to find, filter and importantly share their curated content. Collectively they can filter more content and discuss the content to sense check trends and developments. Marketing and PR teams can also support the process by providing high quality relevant content that adds value to customers. The key though is developing collective intelligence.

MIT define Collective intelligence as a property of groups that emerges from the coordination and collaboration of team members. This [collective intelligence is a good indicator of potential team performance](#) and a far better indicator of success than any individual's performance. So what sets apart these smart teams and how do they build collective intelligence?

## 1. DIVERSITY

Great minds think alike right? Well actually, they don't. Great minds think differently which is why you need a diverse group of people on your team. The MIT Center for Collective Intelligence have found that diversity of the group was a better indicator of collective intelligence than the IQs of individual group members. [This is true in broader social networks as well](#). We can make better sense of the world when we discuss it and can see different perspectives. It is hard to gain this understanding as an individual.

They also found that [collective intelligence increased if the a group had more women](#), though not exclusively women. This may be explained by differences in social sensitivity, which is related to collective intelligence. Studies show that women tend to score higher on social sensitivity than men. Which leads nicely on to...

## PART 1:

# WHY WE NEED TO CURATE CONTENT FOR OURSELVES

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## 2. SOCIAL PERCEPTION AND SENSITIVITY

MIT's research has found that it is really important is to have people who are socially sensitive, whether they are men or women. As we noted above women tend to have higher levels of social sensitivity.

The research also highlighted the importance of egalitarian norms in a team. Collective intelligence was positively correlated with groups with higher average social sensitivity and equal distribution of conversational turn-taking. In essence where a few people dominated the discussion and there were no stars. In our experience, sales teams work well in this model. Everyone wants to win, but helping each other improves overall performance.

There is also ongoing research into the impact of technology and more remote working on collective intelligence. Initial indications are that equality and sensitivity are equally important with online communication. In some teams, technology allows more people to contribute by sharing articles and ideas, without having to wait for a turn in a team discuss

## 3. SHARING AND SWARMING

No one is as smart as everyone. The best teams have individuals that openly and actively share knowledge. It is hard to read everything or stay updated as an individual but within a team and with the right tools you can leverage members to scan and research the environment and share information.

[Harvard Business Review, in its study on the science of high performing teams](#) found that high performing teams periodically go off individually to gather new information, then bring it back to the team for consideration. Behavioural Psychologist Jens Krause calls this "Swarm Intelligence": It requires people to gather information independently, process and combine it in social interactions, and use it to solve cognitive problems." Krause's research shows that in swarm intelligence, "because people act collectively, they can consider more factors, come up with more solutions, and make better decisions."



**"SWARM INTELLIGENCE":  
TEAMS GATHER INFORMATION,  
ACT COLLECTIVELY, AND MAKE  
BETTER DECISIONS  
-JENS KRAUSE**

## PART 1:

# WHY WE NEED TO CURATE CONTENT FOR OURSELVES

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### 4. JOINT ATTENTION

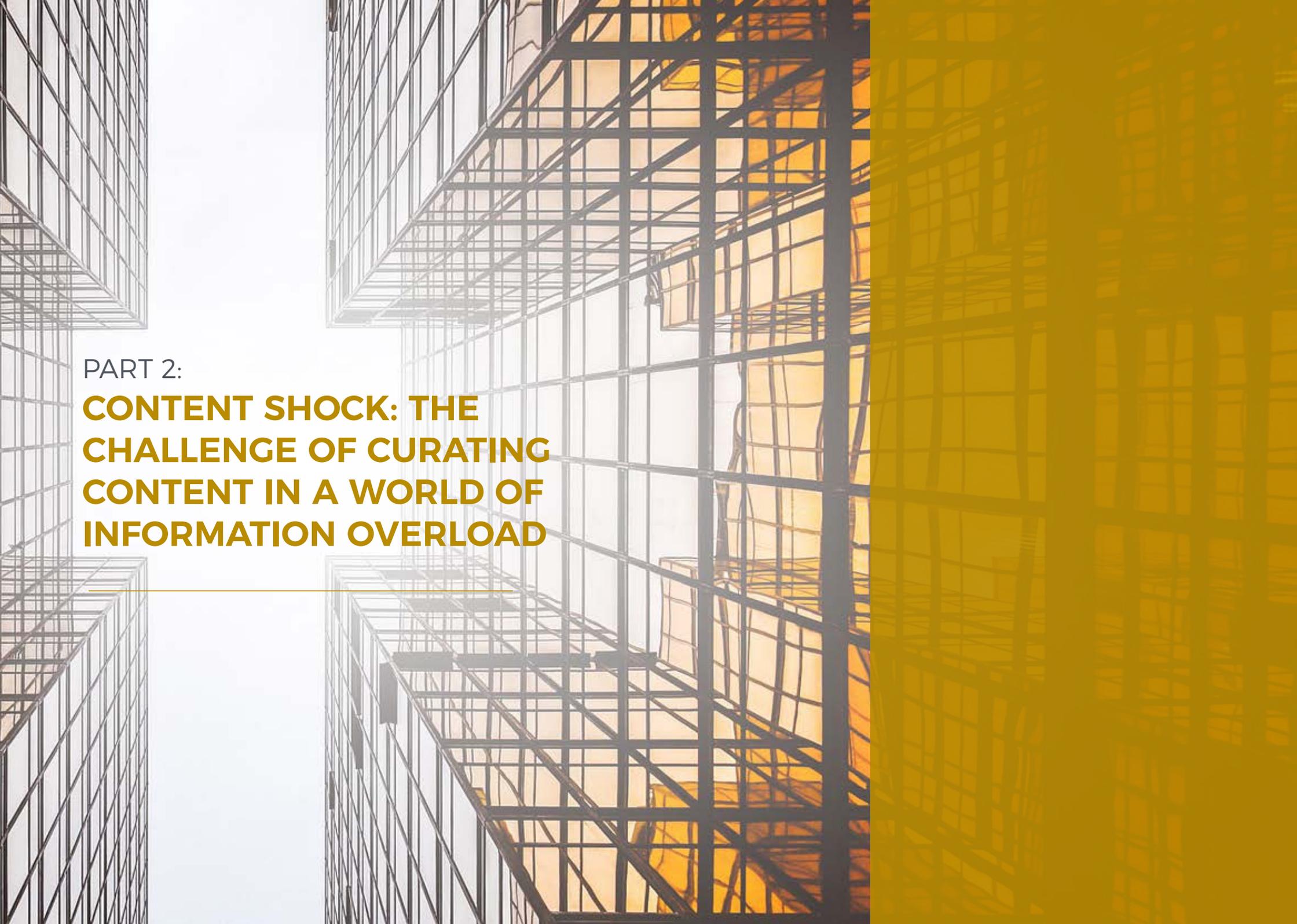
As we noted above it can be difficult to make sense of our environment by ourselves. Joint attention is a cognitive mechanism that enables individuals to curate collectively, to share views, ideas and attitudes when discussing issues together which produces forms of collective intelligence. It produces something which cannot be easily replicated by individual attention.

This does not always mean sitting and spending time together discussing an issue, it can be contributing to a discussion online and bringing in different viewpoints and information. Remote teams arguably need more collective intelligence to build joint attention and cohesion.



### THE PROBLEM: CONTENT SHOCK

So staying on top of trends, developments and external content and sharing it via social selling is much easier if you can tap into the collective intelligence of your teams and networks. It's easier still if your team works together to filter and curate content. But the real challenge is the volume of content we're faced with. Let's look at that challenge now.



PART 2:

**CONTENT SHOCK: THE  
CHALLENGE OF CURATING  
CONTENT IN A WORLD OF  
INFORMATION OVERLOAD**

## PART 2:

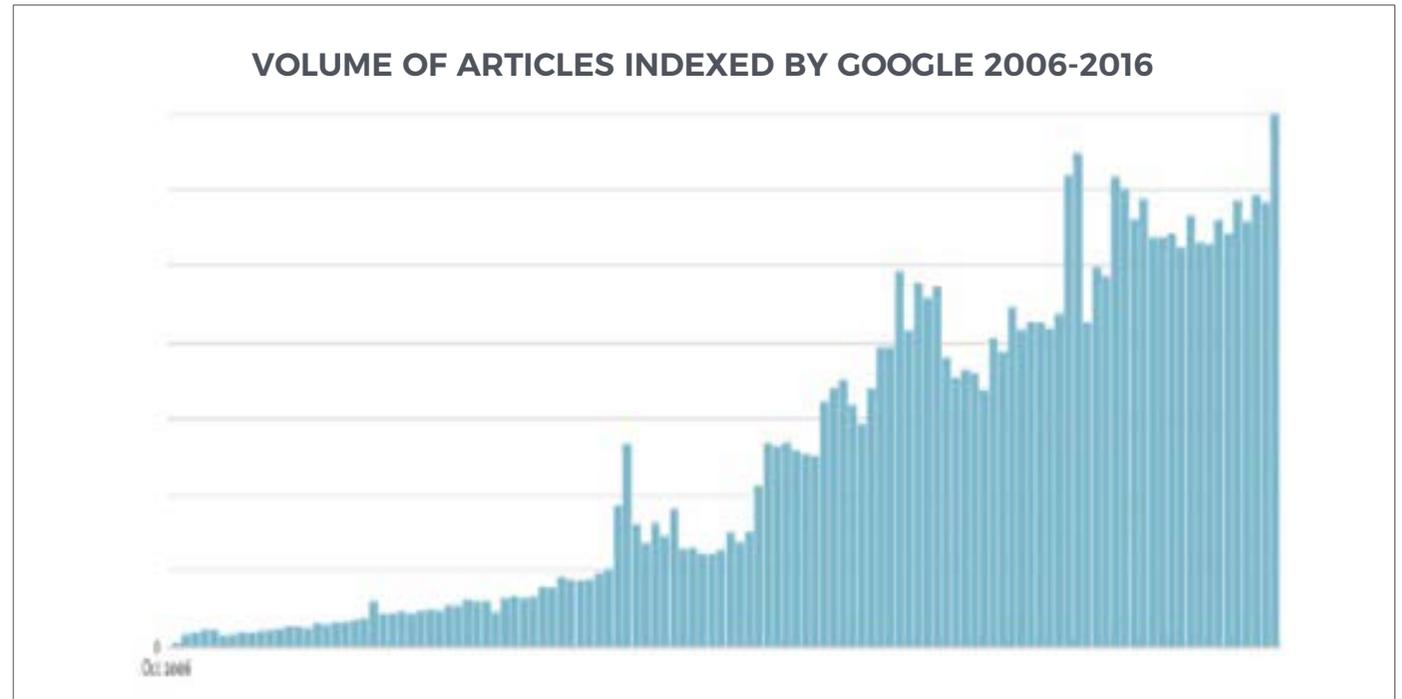
# CONTENT SHOCK: THE CHALLENGE OF CURATING CONTENT IN A WORLD OF INFORMATION OVERLOAD

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So, we all need to look externally and take a drink from that firehose of external content to make sure we're staying smart, as individuals, and in teams. And if social selling was as easy as spending 10 minutes a day checking the latest sources, and just quickly sharing the best stuff, we'd all do it.

But it's not that easy.

- The Washington Post publishes 1,200 articles a day (yes, a day)
- Over [3 million new blog posts are published a day](#)
- The amount of content on the web is expected to increase by 500% in the next 5 years.
- Google indexed 1 trillion articles in 2007, today it has indexed over 30 trillion.



We are in an era of what [Mark Schaefer](#) calls “Content Shock”, where the rate of new content produced significantly outstrips our capacity to absorb it. You could spend your waking life trying to keep on top of all of the new content published each day and never make a dent. If we measure intelligence as the percent of the world’s content we’ve read and understood, then we’re all waking up dumber than we went to bed.

## PART 2:

# CONTENT SHOCK: THE CHALLENGE OF CURATING CONTENT IN A WORLD OF INFORMATION OVERLOAD

## INFORMATION OVERLOAD AND FILTER FAILURE: THE 21ST CENTURY KNOWLEDGE WORKER'S DISEASE

Ignoring all of the recent developments in an industry could be fatal to your career. But so could try to keep on top of everything. What we frequently call information overload has three components:

### 1. QUANTITY

More content is produced than we can keep up with. You already know that's the case. Every day we are exposed to 74 GB of data, according to a report from CNN (also the top shared article on information overload last year).

### 2. TIME

Insufficient time to digest information, analyse, and act on it, especially if you're under pressure to make a decision.

### 3. QUALITY

Often inversely proportional to quality, the needle in haystack problem becomes more pronounced the more information we receive. It becomes more difficult for quality to stand out in the noise.

Any one of these three conditions can cause information overload. When all three strike at once, you have the information overload perfect storm, or to give it its more common name: your average day at work. 73% of Americans say they suffer from information overload every day.

NYU Professor **Clay Shirky** has a more accurate term for this experience: Filter Failure. In his view,



**“IT’S NOT ABOUT TOO MUCH INFORMATION - IT’S TOO MUCH OF THE WRONG INFORMATION. WE’RE LETTING TOO MUCH OF THE WRONG STUFF IN.”**

**-CLAY SHIRKY**

## CONTENT SHOCK IS A SOCIAL SELLING OPPORTUNITY

This creates an opportunity for sales professionals to become effective content curators. Our job as marketing and sales professionals is to help to filter for our customers and networks. They want insights from us. They want us to insulate them from content shock, and bring them the best content. If you can fix your filters, find the best content, and share it with the right people, you are adding value and saving them time. That's the best way to begin any relationship.

That's where content curation meets social selling. Let's take a closer look at how they combine.

PART 3:

**SOCIAL SELLING: WHAT IT IS,  
WHY IT WORKS, AND WHY IT  
NEEDS CONTENT CURATION**

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## PART 3:

# SOCIAL SELLING: WHAT IT IS, WHY IT WORKS, AND WHY IT NEEDS CONTENT CURATION

## THE RISE OF SOCIAL SELLING

We live in a world of social media where people spend more time on Facebook than reading newspapers or industry reports. In this world, everyone in your organization can add value by leveraging their personal brand and online network to inform and help potential customers.

The reality is that the sales professional is not in control any more, if they ever were. Mary Shea of Forrester Research recently summarised how the traditional B2B Sales pro is getting cut out of the process:

### B2B sellers face disintermediation

**92%**

of B2B purchases start with search.\*

**74%**

of B2B buyers say purchasing from a website is more convenient.

**53%**

of B2B buyers find going online superior to interacting with a salesperson.

**75%**

of B2B buyers use social networks to learn about different vendors.

**90%**

of executives won't take a cold call.

Source: Forrester/Internet Retailer Q2 2014 Global B2B Sell-Side Online Survey and Forrester/Internet Retailer Q2 2014 Global B2B Buy-Side Online Survey

\*Source: Forrester's Q4 2012 Global Executive Buyer Insight Online Survey



## PART 3:

# SOCIAL SELLING: WHAT IT IS, WHY IT WORKS, AND WHY IT NEEDS CONTENT CURATION

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How do we work effectively as sales professionals when buyers have so much insight and control? If you're a sales or marketing professional, you already know. You can build your reputation by being helpful, independent and trustworthy in social networks. That's what social selling means.

As we've said, Social selling is defined by LinkedIn as:



**“LEVERAGING YOUR SOCIAL NETWORK  
TO FIND THE RIGHT PROSPECTS,  
BUILD TRUSTED RELATIONSHIPS, AND  
ULTIMATELY, ACHIEVE YOUR SALES GOALS.”**  
-LINKEDIN

### THEY BREAK IT DOWN INTO FOUR COMPONENTS:

- 1. Build a professional brand:** That's about your company brand, but more about you showing your professional brand and authority. Show people what you know by regularly posting and sharing content on social.
- 2. Connect with the right people:** Find prospects who are likely to engage with you. Seek introductions and broaden your network to find them, then focus your efforts on the best prospects (as well of course as keeping your existing customers and networks engaged)
- 3. Engage with Insights.** Share relevant content, be helpful. Demonstrate you have industry knowledge and are on top of the latest trends. This is the key step in building credibility in social selling. And remember - your company blog is not the only source of insights. You must look wider than your own content.
- 4. Build relationships:** One social share won't win a customer. Social selling is a continuous process of building trust and credibility by educating, informing and helping people until they're ready to take a next step with you.

This is a very different approach to the traditional lead generation and sales prospecting processes such as cold calling. It starts with building relationships using social networks and building trust. A key part of the process is engaging your prospects and clients with insights.

We also like [Jill Rowley's](#) take: using social networks (not social media) to do research on buyers, to find them, listen, relate, connect, engage and to amplify their message and what they care about.

**What Social Selling isn't:** Random acts of social sharing, broadcasting your promotional material across multiple networks, or cold mailing and connecting on social without any context or value. That won't work any more than it does in other sales modes. Like all selling, It has to be a two-way conversation.

PART 3:

## **SOCIAL SELLING: WHAT IT IS, WHY IT WORKS, AND WHY IT NEEDS CONTENT CURATION**

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DOES IT WORK? [HARVARD BUSINESS REVIEW](#) RECENTLY SHARED SOME STATS ON SOCIAL SELLING:

**75%** 75% of B2B buyers rely on social media to engage with peers about buying decisions

**82%** 82% said the winning vendor's social content had a significant impact on their decision

**5x** A [LinkedIn](#) survey found that B2B buyers are five times more likely to engage with a sales rep who provides new insights about their business or industry

**72%** [Hubspot](#) reports that 72% of B2B salespeople who use social media outperformed their peers, and more than half of them indicated they closed deals as a direct result of social media

Let's look beyond these headline statistics at some companies who've seen results from social selling.

## PART 3:

# SOCIAL SELLING: WHAT IT IS, WHY IT WORKS, AND WHY IT NEEDS CONTENT CURATION

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## 6 SOCIAL SELLING CASE STUDIES

### 1 INCONTACT



InContact's manager of the sales team decided to experiment with social selling for his sales team. A group of the sales team were trained to use LinkedIn to share content and engage with potential customers, and the others continued without using LinkedIn.

In this case after six months, the sales reps who were using LinkedIn and some marketing automation software to support them had increased the revenue per sale by 122%. The team members previously had little presence on social networks but increased their personal brand awareness. They were also able to find new opportunities and close better sale.

InContact's experience shows how personal social sharing and engagement helped increased sales.

## PART 3:

# SOCIAL SELLING: WHAT IT IS, WHY IT WORKS, AND WHY IT NEEDS CONTENT CURATION

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### 2 SAP



**SAP** say that developing the social selling skills of their sales staff meant they delivered 32 per cent more revenue and were 10 per cent more likely to achieve quota. SAP invested in LinkedIn Sales Navigator to support their social selling. This provided sales reps with an effective way to get in touch with prospects and engage with their customers. Importantly SAP also invested in training and coaching to support the sales staff. Their figures show the impact of training as trained staff were shown to achieve significantly higher sales.

What was also important in the SAP example is that they shifted their approach from 'selling' to 'knowing and supporting' its buyers. This is a significant shift and one which is well suited to social selling.

### 3 IBM



This IBM social selling case study is frequently quoted, as the numbers are so compelling: By using social selling, they drove a **400% increase in sales**. In this case the use of corporate content and corporate social accounts were used to support the sales team. Employee advocacy and collaboration across teams to find, filter and share great content is at the heart of their success.

## PART 3:

# SOCIAL SELLING: WHAT IT IS, WHY IT WORKS, AND WHY IT NEEDS CONTENT CURATION

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### 4 XO COMMUNICATIONS



[XO Communications](#), a leading provider of IP and Data solutions, used a product called [GaggleAMP](#) to deliver content to the sales teams to help them with social sharing and selling. GaggleAMP helped the sales teams of XO Communications use this content to amplify the reach of the business and increased average sales. The approach here was to equip the sales team with content that they could share on their social media channels.

### 5 LOGMYCALLS



[LogMyCalls](#) launched a major content effort called “150 Blog Posts in 50 Days.” The aim was to drive awareness and leads through publishing regular smaller content articles. The company say this initiative drove a [400% increase in leads in 90 days](#). This approach also gave sales staff a wide range of content they could use in their social channels.

## PART 3:

# SOCIAL SELLING: WHAT IT IS, WHY IT WORKS, AND WHY IT NEEDS CONTENT CURATION

## 6 PITNEY BOWES



**Pitney Bowes** started a Social Selling Programme after realising at a sales conference that their buyers were actively using LinkedIn to network and find useful information. They piloted with a group of 6 sales team members and helped to build their credibility a Subject Matter Experts on LinkedIn. They shared a combination of original and third party content with their networks. The initial group saw an increase in opportunities within the first days of the pilot. Social Selling has now been rolled out across every business line in Pitney Bowes globally. Key to success for them was having senior support for social selling, making it easy for people to onboard and try, and measuring and communicating success using a top 10 leaderboard of social sellers seeing results.

Paul Lewis who leads social selling at Pitney Bowes shows how sales has changed to focus on helping on social, not cold calling:

**HELPING NOT SELLING**

The diagram shows two Venn diagrams. The left one, titled "HELPING", has three overlapping circles labeled "Cold Calls", "Sales Demos", and "Qualify Leads". The right one, titled "NOT SELLING", has three overlapping circles labeled "Social Networks", "Educate", and "Engage".

**Paul Lewis**  
@paul\_a\_lewis

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The sales model has transitioned #smlondon

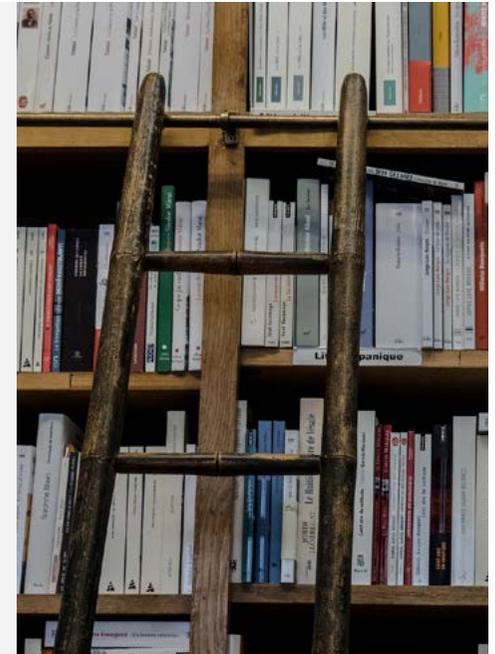
## PART 3:

# SOCIAL SELLING: WHAT IT IS, WHY IT WORKS, AND WHY IT NEEDS CONTENT CURATION

### WHAT DO ALL THESE CASE STUDIES HAVE IN COMMON?

- They established a culture for social selling, with sales leaders sharing by example
- They used [tools](#) to make it easier to find, filter and share relevant content
- They rewarded and celebrated success from social selling
- They supported their sales teams with input from the wider organisation
- They looked beyond their own content to share independent, third party and curated content
- They shared relevant targeted content, going beyond broadcasting to nurture relationships with content relevant to their prospects
- They achieved results and extended social selling based on those results

Social Selling is about being helpful, or as [Lee Odden](#) puts it, being “the best answer” for your audience.



Social selling is not an alternative for all of the other things you do to build relationships. It should become part of the “normal” sales process, as these experts explain:



### **SOCIAL SELLING IS ABOUT SHOWING THOUGHT LEADERSHIP IN AN UNBIASED WAY** -TIM HUGHES [@timothy\\_hughes](#)

“Engaging prospects early and often in the decision cycle is now a prerequisite of modern business, and the battle for attention is fought through subject matter expertise and thought leadership in a non-promotional format.”

Businesses are finding they achieve better results by asking employees to use social networks to research solutions to problems in a way that removes bias...social selling is a reaction that has come about because social media creates a different way to buy.”

## PART 3:

# SOCIAL SELLING: WHAT IT IS, WHY IT WORKS, AND WHY IT NEEDS CONTENT CURATION

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### **SOCIAL SELLING CAN'T STAND ALONE** **-DAVID HUBBARD**

Social Selling must be integrated into the prevailing sales process and be complementary to the prevailing telephone/email selling skills/process. It will fail if it's treated as a standalone selling process, and, it will fail if we try to train sales professionals how to be content creators/marketers.

[@MOutfield](#)



### **SOCIAL SELLING NEEDS TO BE TARGETED, INDEPENDENT, RELEVANT** **-BRIAN O'CONNELL**

[Brian O'Connell](#), veteran social seller for Dell and others, sets out what social selling can become, and how it needs to be done:

"Social selling will become part of selling and become mainstream, the same way that inbound marketing became the norm. It may take 2 years but there's enough evidence that it works to move it in that direction. Already evidence of companies making it work, e.g. Atlassian in software. It will become just normal selling. Right now most people don't know how to do it and equate it with generally sharing content indiscriminately to their networks. To be effective it has to:

- Be targeted - share with the right people
- Have independence - people want objective independent content, not your own company material
- Have context and be personalised - why are you sharing it with this person? Say why
- Be relevant to the individual at their stage in the funnel - hygiene content for top of funnel to retain presence and be consistent, longer form/higher quality for those in mid funnel
- Get engagement that moves towards a conversion."

## PART 3:

# SOCIAL SELLING: WHAT IT IS, WHY IT WORKS, AND WHY IT NEEDS CONTENT CURATION

### GET BEYOND YOUR BLOG: SOCIAL SELLING MEANS SHARING WIDER CONTENT

These case studies have a consistent theme: in each of them, the successful social sales teams shared a broad range of content - not just their own material. Of course, part of what you should share is your own content. But you can't stop there. If all you do is repeatedly broadcast your own blog posts and company content on social, you're just talking about yourself and broadcasting is not a great way to build valuable relationships. It is about being an expert curator in your sector and providing a more rounded view of developments. We also need to share OPC: Other People's Content.

### 5:3:2: SOCIAL SELLING SHOULD BE AT LEAST 50% OTHER PEOPLE'S CURATED CONTENT

You might have heard of the [5:3:2 rule in social media sharing](#), it suggests that you should follow a rule of thumb for the content you share:

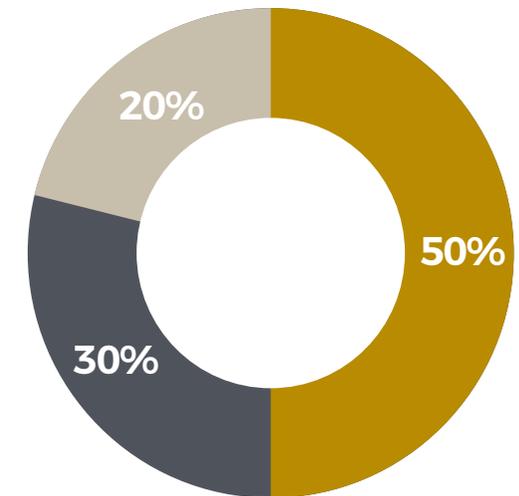
- 50% should be curated from third party sources relevant to your audience
- 30% should be content you've created, relevant to your brand and your audience
- 20% should be content that's more personal: fun, inspirational, human interest

So broadly following that guideline, half of what you share should be curated content. As [Joe Pulizzi](#) put it: "Every time you mention your own product, a kitten dies". (Well, at least try keep the count down to 3 in 10...)

Variations on this include the 70/20/10 and 4:1:1 rule - the same categories in different ratios. You'll find the right metric for you as a social seller, but the experts all agree that the majority of the content you share as part of your social selling efforts should not be yours.

So where do you find that 50% of content that's not about you and your brand, but is relevant to your audience? And how do you find and share it before everyone else does?

Smart content marketers and social sellers find that content through effective curation. Let's look at how to do that in the next chapters.



A photograph of a suspension bridge, likely the Manhattan Bridge, with a yellow overlay on the right side. The bridge's steel cables and towers are visible, and a cityscape is in the background. A few people are walking on the bridge deck.

PART 4:  
**BUILDING SOCIAL SELLING  
INTELLIGENCE WITH  
CONTENT CURATION**

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## PART 4:

# BUILDING SOCIAL SELLING INTELLIGENCE WITH CONTENT CURATION



### WHY SALES INTELLIGENCE MATTERS FOR SOCIAL SELLING

To share useful content in social selling, of course you need to build your own **sales intelligence**. According to Wikipedia sales intelligence is defined as the technologies, applications and practices for the collection, integration, analysis, and presentation of information to help salespeople keep up to date with clients, prospect data and drive business. We would describe it more simply: "Sales intelligence is the outcome of learning, reasoning and understanding."

Your role as a social seller is to build that intelligence in yourself and your team, and share it with your prospects and clients. The more intelligence you share with them, the more valuable and trusted an advisor you become:



**"TO BE A TRUSTED ADVISOR, WHICH IS WHAT ALL SALES PROFESSIONALS SHOULD BE AIMING FOR, YOU NEED TO DO TWO THINGS: BUILD TRUST AND SHARE ADVICE. YOU DON'T NEED TO CREATE CONTENT TO DO EITHER. YOU NEED TO BE AWARE OF WHAT'S HAPPENING IN YOUR SECTOR, CURATE IT (AS A TEAM), AND SHARE INSIGHTS WITH THE RIGHT PEOPLE."**

**-ANTHONY IANNARINO**

Tools, technology and data are all important but the process of learning, reasoning and understanding is key to sales intelligence. All the best sales professionals act as trusted advisors, this requires more than data and information. The more you understand about your customers, competitors and your industry the greater your competitive advantage.

So what does it take to tap into that intelligence? We see three components: Learning, Reasoning and Understanding:

## PART 4:

# BUILDING SOCIAL SELLING INTELLIGENCE WITH CONTENT CURATION

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### LEARNING

The starting point for any learning is becoming familiar with the topic. The best sales professionals are situational learners. A salesperson needs to quickly access and understand key information about their market and their prospects. This does not just apply to new sales professionals, hungry to tap into their new domain. Experienced sales pros have to keep up with rapidly changing markets, just look at travel with the rise of AirBnB and new travel sites. Clients also don't stand still, there are major strategy changes, mergers and new entrants constantly entering the market.

Information can include the latest developments in the industry, the latest content published by a client, what is being shared on social media and the latest stories.

There are a myriad of information sources that sales professionals can check from client sites, competitor blogs to LinkedIn, business publications and social sites. However, checking multiple sources leads to overload and missed opportunities. Using multiple tools, websites and sources adds a layer of complexity which often means the learning doesn't happen. And sales professionals don't have the time to wade through it all. According to CSO Insights "88% of sales leaders believe they have missed opportunities due to information overload".

Ideally the relevant information would be filtered, curated and delivered for sales teams alongside other client information in Salesforce or their CRM. Or at a minimum delivered through a single platform or feed, to save time and stay focused.



### REASONING

Data or information is not enough on its own. Sales professionals need to form conclusions, judgments and draw inferences from this information.

This involves having a consistent stream of information over time to inform your wider view, to place the information in context. One article about big data may be interesting, seeing a constant increase in articles on big data and posts from competitors on how to use big data provides a different perspective. One article or data point is rarely enough.

## PART 4:

# BUILDING SOCIAL SELLING INTELLIGENCE WITH CONTENT CURATION

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## UNDERSTANDING

Discussion, debate and sharing helps us to understand developments. For a sales professional, discussing an issue such as big data with a client can bring a greater understanding of the business context and how it relates to their challenges.

Understanding industry trends, company news, and competitive developments is really the baseline, great social sellers understand the connection between these developments, the customer's needs and their products and services.

Sharing and discussing developments with sales colleagues also creates a better understanding as you can bring together and share what you have been learning. We all analyse trends in different ways, combining our views harnesses our collective intelligence.

## Sales Intelligence: Talk to Buyers About “Why Change”, not “Why You”

[Tim Riesterer](#) of Corporate Visions shares brutal statistic for sales professionals: 60% of buyers will make no decision at the end of the buyer's journey. That's right – 60% of buyers at the end of their journey will do nothing and stick with their current solution. Your biggest competitor is the Status Quo. So the biggest challenge for sales professionals is to help people make a change.

What helps people to make a change? Compelling intelligence. 74% of buyers will give the business to the company that created a reason to make a change, who created the buying decision. So the opportunity in social selling is to help people see why they should change. If you do that, you get an unfair competitive advantage. So before you talk about “why you” (your own promotional content) you need to address “why change” (well reasoned content you surface as part of your sales intelligence).

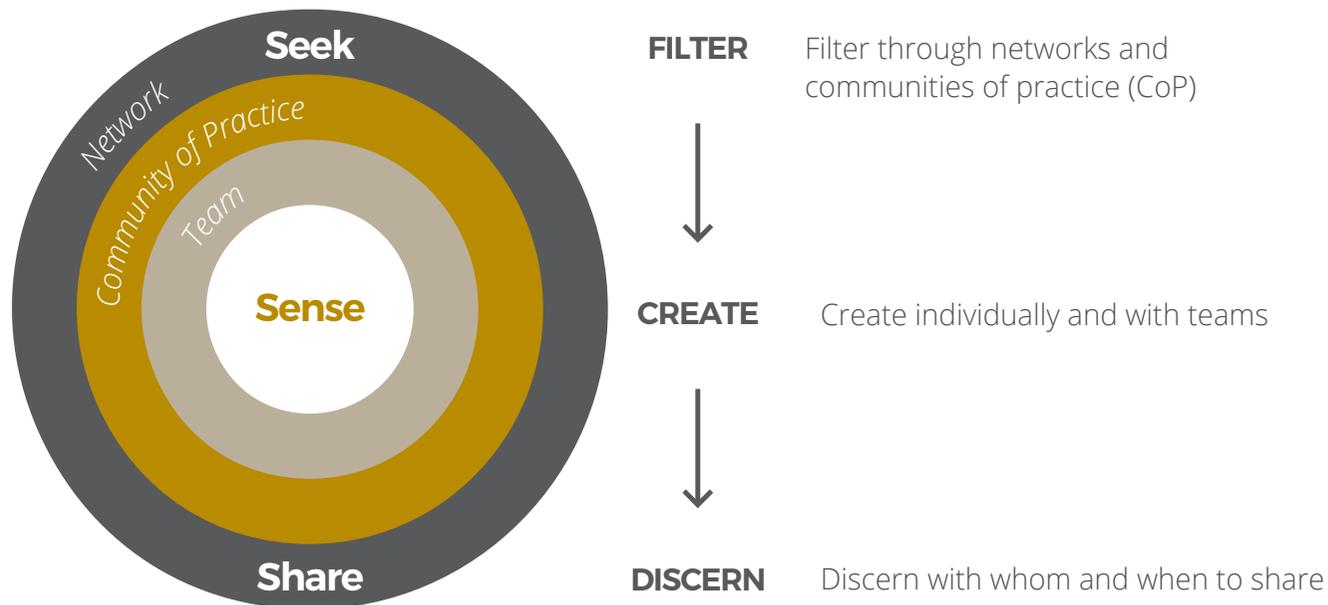
Tim points out what's missing in social selling content strategies. Well researched content helps educate buyers on why change. But most of the content companies generate for sales professionals to share is “why you” content: collateral, brochures, presentations. Product-centric content is answering the wrong question in social selling. It leads to 89% “first call failures” because the conversation is starting in the wrong place. Nobody wants you to send them your presentation as a first engagement. As Tim put it “Sales people are least prepared for the most important moment” in engaging people with the “why change” question. To answer that, you need sales intelligence.

PART 4:

# BUILDING SOCIAL SELLING INTELLIGENCE WITH CONTENT CURATION

A MODEL FOR SOCIAL SELLING INTELLIGENCE: **SEEK > SENSE > SHARE**

One way to combine the approach of learning, reasoning and understanding is to use the “**Seek >Sense > Share**” model. It was developed by [Harold Jarche](#) as a way for individuals and teams to actively build knowledge and intelligence.



Source: Jarche.com

## PART 4:

# BUILDING SOCIAL SELLING INTELLIGENCE WITH CONTENT CURATION

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Let's look at how this approach supports curation-powered social selling:

### SEEK: USE TOOLS TO HELP YOU FILTER

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Seek relevant content for your audience. Easy to say, but as we've seen, hard to do in a world of content shock and filter failure. There is so much content published it can be hard to keep up. You can do this manually and check multiple sites and sources every day - but it's a real time drain. You'll be more productive if use tools such as Google Alerts, RSS readers or dedicated curation tools (like ours) to help seek and filter content.

We expand on the role of technology in filtering later in this book.

### SENSE: WORK AS A TEAM

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Tools and algorithms can help you filter content. But only humans can make sense of it. Before you share content on social with prospects, you need to understand and contextualise it for yourself. That's made easier if you're in a team: Make sense by

- Reading and making notes (which you can share later)
- Asking questions
- Adding commentary and asking others for views
- Challenging and putting forward a different view
- Providing context - sharing why you think this article is relevant

### SHARE: RIGHT PROSPECTS, RIGHT CHANNELS, RIGHT TIME, RIGHT RHYTHM

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You are what you share. Sharing your insights and sales intelligence is what builds your authority as a trusted advisor.

- Share in the right networks with the right audience - we share tips later on
- Add value when you share - include reasoning and commentary
- Build a habit and a rhythm for social sharing

Later we share a range of tips and guidelines for effective sharing on social networks.

Learning, Reasoning, Understanding and **Seek > Sense > Share** are key parts of our 10-step framework for social selling, which we expand on later in this book.

## PART 4:

# BUILDING SOCIAL SELLING INTELLIGENCE WITH CONTENT CURATION



### CONTENT CURATION FOR THOUGHT LEADERSHIP IN SELLING: VIEW FROM **JEFF DOMANSKY**, THE PR COACH

#### *Why does content curation matter to you?*

Content curation is a key part of thought leadership strategies and some social marketing campaigns. Because it can be very targeted and quickly implemented, it's a valuable way to maintain frequency for engagement with target markets.

I think the best curators are curious, lifelong learners themselves. The best curation keeps on giving - it's valuable evergreen content if well planned, targeted and executed.

#### *What tips would you give to people to get started?*

- Study up on some of the leading curators to see how they curate. Robin Good and Maria Popova are two favorites.
- Look at some of the most popular content curation tools and see what people are doing with them. Tool suggestions: Scoop.it, List,ly, Paper.li, and of course Anders Pink. Test drive one or two and keep learning.



PART 5:

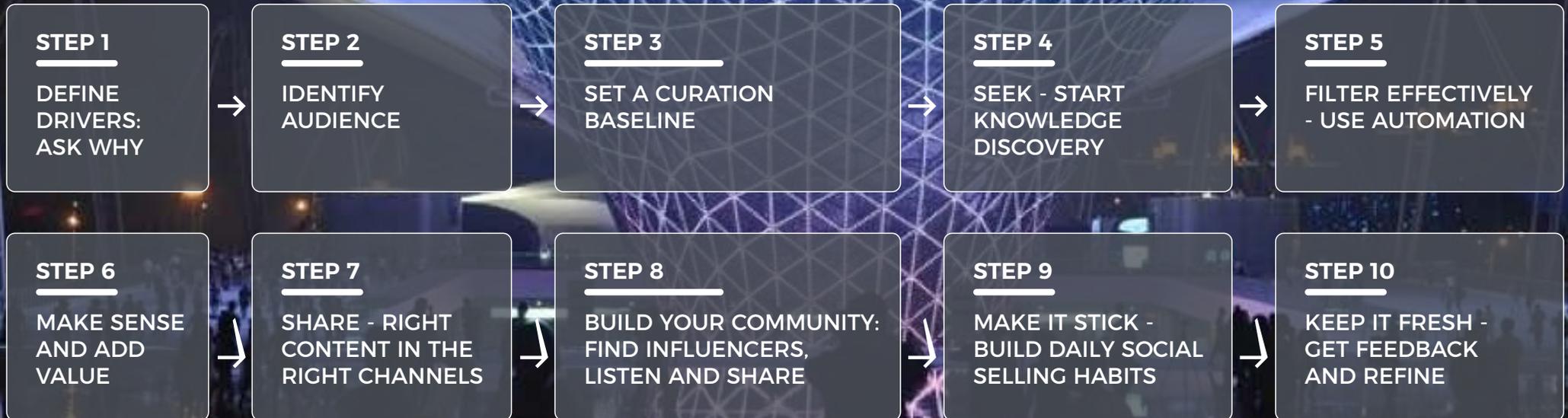
**EFFECTIVE SOCIAL SELLING  
WITH CONTENT CURATION:  
10 STEPS FOR SUCCESS**

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PART 5:

## EFFECTIVE SOCIAL SELLING WITH CONTENT CURATION: 10 STEPS FOR SUCCESS

OUR 10-STEP APPROACH TO BUILDING A SUSTAINABLE SOCIAL SELLING HABIT,  
POWERED BY EFFECTIVE CURATION.



## PART 5:

# EFFECTIVE SOCIAL SELLING WITH CONTENT CURATION: 10 STEPS FOR SUCCESS

### STEP 1



#### DEFINE DRIVERS: ASK WHY

Like any sales or marketing activity, effective curation-powered social selling begins with a why. Before you embark on the time and effort it will take to curate content, you need clear reasons for doing it. Here's a checklist of questions that can help define your approach:

1. Who are we curating content for? Who are the audiences in our networks who need to stay up to date on external news, trends and developments?
2. Can we list the topics they care about?
3. Can we create personas for them? What questions and challenges do they have, where do they look for insights, what type of content do they like and share on social?
4. Where do they hang out? Which channels should we use to share content with them?
5. What content resonates with them? What do they like, share or comment on?
6. Do we have people who could support us in curating content for a specific topic (e.g. a internal subject matter experts, "seekers" who actively bring in external content)
7. Do we have a good pilot candidate topic that we can curate content for initially?
8. Who is going to curate this content? Will individual sales professionals do it for themselves, will someone lead on it for the team, will sales and marketing work together to curate content? All of these models can work - but you need to be clear on who's going to undertake the daily task of curating quality content. Working through these questions can help to assess your readiness and the business case for piloting content curation as a sales and marketing team. It's best to start with a clearly defined audience for your curation efforts as part of a wider social selling approach.

Working through these questions can help to assess your readiness and the business case for piloting content curation as a sales and marketing team. It's best to start with a clearly defined audience and a clear use case for curation.



**TIP:**  
Use the PRISM  
Funnel to  
Guide your  
Social Selling...

## PART 5:

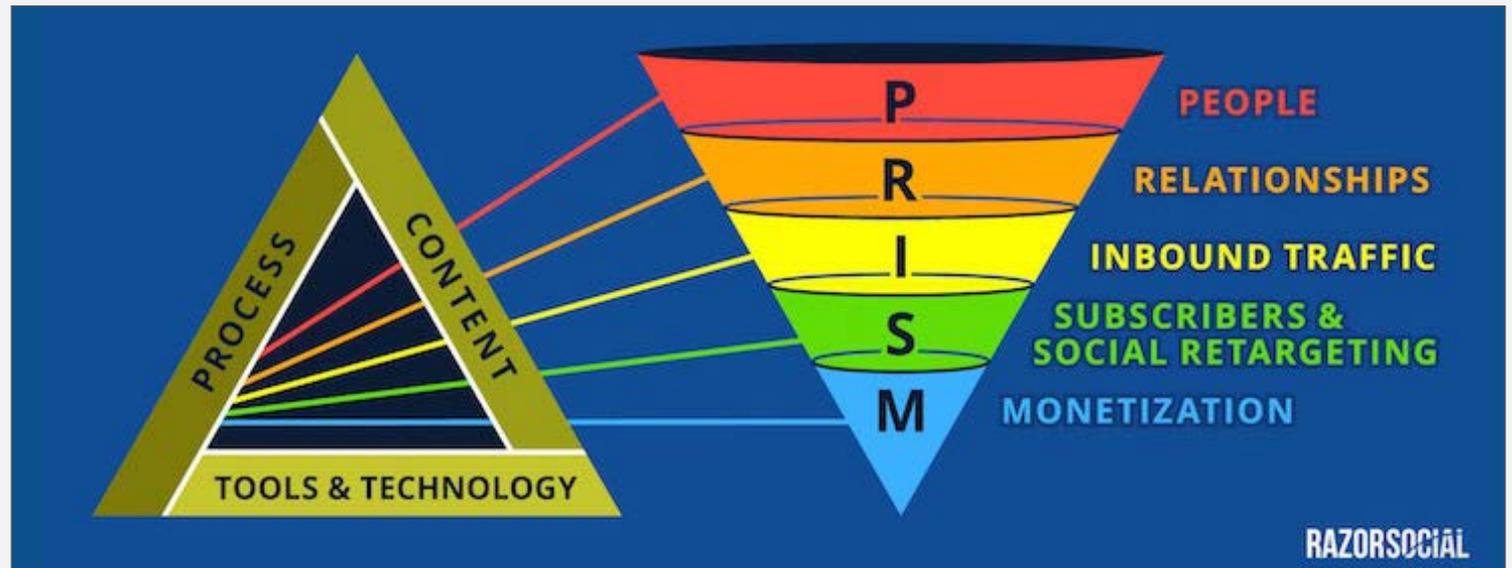
# EFFECTIVE SOCIAL SELLING WITH CONTENT CURATION: 10 STEPS FOR SUCCESS

## STEP 1



### DEFINE DRIVERS: ASK WHY

The PRISM funnel is a useful framework for planning your social selling and content marketing. [RazorSocial](#) define it like this:



PRISM is supported by 3 elements:

### CONTENT:

What you share is what will drive engagement and conversion. As we've said above, you need to combine created content with curated independent content - at least 50% of what you share should be curated from other sources

### TOOLS AND TECHNOLOGY:

Time is limited. Save time with tools to accelerate your content filtering, scheduling your social sharing, and track your results.

### PROCESS:

The best tools and most relevant content won't make a difference if you don't have a solid social selling process and culture in place. We share some tips for this below.

## PART 5:

# EFFECTIVE SOCIAL SELLING WITH CONTENT CURATION: 10 STEPS FOR SUCCESS

## STEP 1



### DEFINE DRIVERS: ASK WHY

#### PRISM AND SOCIAL SELLING WITH CURATION:

##### People:

Define who you're trying to reach. Ask what type of content will resonate with them to define your approach to curation.

##### Relationships:

Developing relationships requires ongoing content that's relevant to them at different stages. Build a pipeline of sharable, curated content combined with your own content plan.

##### Inbound Traffic:

While social selling is focused on specific people, social engagement and building relationships should drive traffic to your site. If you're developing curated round-up posts or reports, include a link to your write up post, drive traffic with a call to action.

##### Subscribers and social retargeting:

Building a subscriber list is a great way to have an ongoing relationship with an engaged audience of followers. Use curated content to drive people back to your social accounts and your site.

##### Monetisation:

Curated content should be driving conversion. Set targets for conversion and monitor which types of curated content, combined with your own created content, drives results. Do more of what works.



**TIP:**  
Ask 3 Questions  
to Stay Focused in  
Social selling...

## PART 5:

# EFFECTIVE SOCIAL SELLING WITH CONTENT CURATION: 10 STEPS FOR SUCCESS

## STEP 1



### DEFINE DRIVERS: ASK WHY

Anyone can find and share content. But if it's not relevant and targeted, you're just adding to the noise. Before you share content with someone, check that it'll land well by asking yourself: what matters to my clients?

#### 1 WHAT ARE THE LATEST TRENDS IN MY SECTOR?

Successful Social Sellers are the first to tell their clients and prospects what's happening in their sector. If there's an emerging trend or development in your sector, an interesting guide or report, or a blog post that relates to their business, you want to be the one sharing it with your clients, prospects and wider social network. If you're not doing it, your competitors will.

#### 2 WHAT'S HAPPENING IN MY CUSTOMER'S BUSINESS?

You don't want your client to have to tell you about their merger, acquisition or new product launch. You want to let them know you've heard about it, and offer something back: congratulations, comments, questions, offer of help, share content that might help them. Show them you're engaged in their business.

#### 3 WHAT'S HAPPENING IN THEIR COMPETITOR'S BUSINESS?

It pays to be a little paranoid. You should be looking at what your own competitors are doing, of course. But successful sales professionals also track what their clients' main competitors are up to. Are they writing interesting content, and your client should be upping their game? Are they launching a new product that provides a challenge or opportunity to your clients and prospects? Add your insights, and you're adding value to the relationship.

## PART 5:

# EFFECTIVE SOCIAL SELLING WITH CONTENT CURATION: 10 STEPS FOR SUCCESS

## STEP 2



### DEFINE YOUR TARGET AUDIENCE

The next step is to clarify what you'll curate, and for who.

This is where understanding your target buyers and their community is essential. Building out an understanding of the topics that interest them will help your curation efforts to be more focused. For example, a leadership audience may prefer long form articles from their top 5 favoured sources (e.g. Harvard Business Review, McKinsey, Wharton and so on)

Review the Social Profiles of people you're aiming to build relationships with. Check the type of content they regularly like, share or comment on - LinkedIn and Twitter are going to be the best places to start. You can use tools like Buzzsumo.com to analyze people's shared links - it will give you a good sense of the type of content that gets their attention, which is what should be driving your curation efforts.

You can also just simply ask people. Curating content for Social Selling isn't just about new prospects. It's about keeping your existing clients engaged and informed too. Could you ask some of them for input? Let them know you want to make sure that what you share is valuable to them. You could ask questions like:

- How important is it to actively monitor industry/ sector trends? Which trends/sectors?
- How do you currently stay on top of this information? Which sources do you use?
- Do you subscribe to industry newsletters? Follow blogs? Look at key sites and publications? Which ones?
- Which influencers do you follow?
- Are you a member of industry groups? Which ones?
- How much time do you currently spend searching and reading this type of content?
- How much of it is relevant?
- Do you feel you get too much information, not enough, the right amount?



## PART 5:

# EFFECTIVE SOCIAL SELLING WITH CONTENT CURATION: 10 STEPS FOR SUCCESS

### STEP 3



#### GET YOUR ROLES AND RESOURCES CLEAR

Every sales professional should be sharing content themselves, and personalising it with their insights. But that doesn't mean that everyone needs to play an equal role in content curation across the sales team. Some people are going to be more naturally outward looking than others when it comes to finding and building sales intelligence.

#### Find the "Resource Investigators / Seekers"

Belbin defined resource investigation as a key role in teams and recommended that teams included people who act as resource investigators. These are the team members who go out of the group and bring ideas, information and developments back to the team for discussion and consideration. These people tend to be outgoing, they make friends easily, are good at networking, they are curious and constantly look for new ideas and information. What makes them particularly valuable is they share these new ideas. Thus in your social networks and communities you can benefit significantly from resource investigators. Every team needs them. To use another word from Harold Jarche (and to pander to the Harry Potter fans): every team needs a seeker. In most sales teams, you'll know who this is: the person or people who constantly share insights from the wider market, your competitors. They can be your curation hero and kickstart your social selling activity.

This doesn't mean that everyone else can wait for them to bring in the good stuff. Everyone should be outward looking and staying on top of developments. Seekers can bring in content and others can work together to comment on it, add their take, and make sense of it. Others can then use these insights as a baseline, add their own take, and share it with their network. When you're starting out with content curation, it's helpful to know who's going to take the lead on seeking content. Most teams we've worked with have a lead curator who's the most active in sourcing and flagging insights for their colleagues.

## PART 5:

# EFFECTIVE SOCIAL SELLING WITH CONTENT CURATION: 10 STEPS FOR SUCCESS

### STEP 3



Mary Shea, Principal Analyst at Forrester uses these categories to help you think about where you are and your team are on the social selling journey:

### What kind of social seller are you?

<b>Celebrity</b> 	<ul style="list-style-type: none"><li>• Creates and shares visionary ideas</li><li>• Influences across broad networks</li><li>• Shares thought leadership monthly/quarterly</li><li>• Follows influencers from other brands</li></ul>
<b>Expert</b> 	<ul style="list-style-type: none"><li>• Engages in research and social listening</li><li>• Shares buyer-specific educational content</li><li>• Responds quickly to client and prospect posts</li><li>• Integrates social activities into daily cadence</li></ul>
<b>Social novice</b> 	<ul style="list-style-type: none"><li>• Prefers to use traditional methods</li><li>• Shares pre-curated content</li><li>• Engages in post-program rollout</li><li>• Learns from social selling leaders in own organization</li></ul>
<b>Nonparticipant</b> 	<ul style="list-style-type: none"><li>• Doesn't understand the value of social connections</li><li>• Uses familiar sales tactics</li><li>• Doesn't need social connections to exceed goals</li></ul>

Source: [Embrace B2B Social And Meet Buyers On Their Terms](#) Forrester report

Not everyone on the team needs to be a celebrity, or even an expert to begin with. The point is to get started and move up the ladder as you and your team build experience in sharing content. We like the emphasis on sharing at all levels here.

Use these and the many other examples to kickstart a discussion with your internal teams and external audiences.

## PART 5:

# EFFECTIVE SOCIAL SELLING WITH CONTENT CURATION: 10 STEPS FOR SUCCESS

### STEP 4



### START KNOWLEDGE DISCOVERY

By now you should be clear on why you're curating content for social selling, for who, and in what topic areas and who's going to lead on it. Now it's time to start seeking out that content, what we call knowledge discovery.



## PART 5:

# EFFECTIVE SOCIAL SELLING WITH CONTENT CURATION: 10 STEPS FOR SUCCESS

## STEP 4



### START KNOWLEDGE DISCOVERY

#### KNOWLEDGE DISCOVERY: WHERE TO START?

Obviously, if you know that your target audience has a set of preferred sites and sources, you're off to a great start. You can start to gather lists of those resources in one place to gather content from them.

But often, you will hear "we don't know what we don't know" or a variation on that. Your audience will look to you to find the best sources for them. Here are some tips for starting that journey of knowledge discovery.

#### DON'T START WITH GOOGLE...

The answer for many people is Google. But while Google is an incredibly valuable resource, it's not where you're going to find the latest content. Google is designed to help you find authoritative content, not the latest content or ideas that may be bubbling up. Your prospects and network are looking for the most recent information. Content about trends and competitors that's out of date won't help them. Most new content is not found using Google but using social platforms, tools and specific sites. Social networks have become important content discovery platforms. Over a third of all traffic to major publishers comes from Facebook alone, which is primarily people visiting content their friends have shared. Social has overtaken search as the way most people get their news, according to Shareholic.

## PART 5:

# EFFECTIVE SOCIAL SELLING WITH CONTENT CURATION: 10 STEPS FOR SUCCESS

### STEP 4



#### START KNOWLEDGE DISCOVERY

##### ASK A GROUP: COMMUNITY DISCOVERY PLATFORMS

We've already talked about the power of collective intelligence. There are a range of large networks and community sites that have become important discovery platforms. You may find that these communities are already curating the types of content you're seeking. These include:

#### Quora

If you have questions there is a good chance someone may have already asked them on Quora. You can search for all questions asked on specific topics and see the answers.

#### Reddit

There is no end to the specific interest groups on Reddit where you can discover latest content and ideas.

#### Twitter

The feeds from Twitter can spin faster than a hamster on a wheel so finding relevant content can be difficult. Twitter lists can help you get more control and there are a range of tools you can use to focus on the content being shared on Twitter. For example, you can search for any topic on [BuzzSumo](#) and sort by the most shared articles on Twitter over the last week.

#### LinkedIn Groups

Many of these groups have become overwhelmed by marketers sharing links but there are some good restricted groups where people share interesting content.

#### Pinterest

If you are an interior designer after ideas for small gardens or kitchens or more or less anything then Pinterest is a great discovery platform. Users curate content on specific topics.



## PART 5:

# EFFECTIVE SOCIAL SELLING WITH CONTENT CURATION: 10 STEPS FOR SUCCESS

### STEP 4



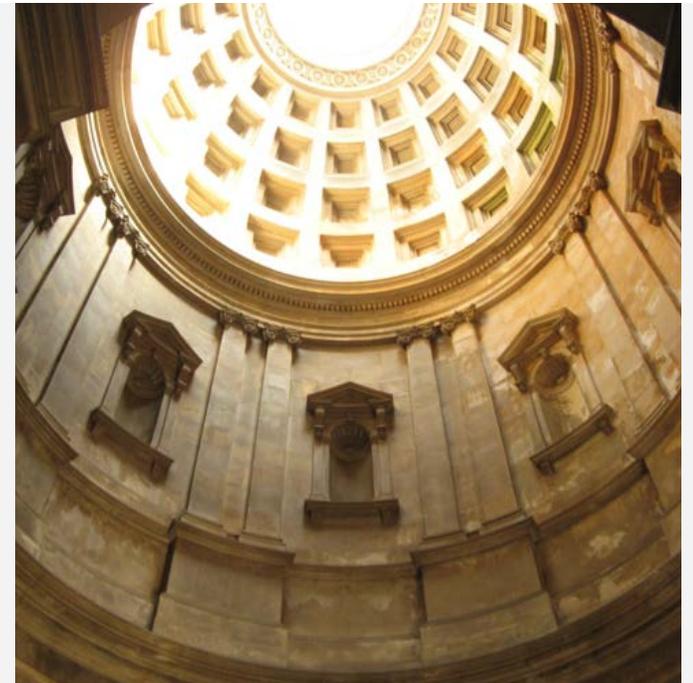
### START KNOWLEDGE DISCOVERY



TIP: Avoid the Echo Chamber:  
Embrace Diversity in Your  
Knowledge Discovery

On the morning of 24th June 2016 many people in the UK were shocked on waking up to find the UK had voted to leave the European Union. In reality it was not such a surprising decision, all the polls showed the result would be very close. The same happened when Donald Trump won the US Presidency. Those results were shocking to many people - more specifically to people who didn't know anyone who planned to vote leave or Trump, even though they transpired to be a majority. Many of us were in an echo chamber, where we mainly heard views that aligned with our own.

The internet is the most powerful source of news and opinion there is. *However, the internet and social networks may actually be reducing rather than enhancing our understanding of the world because of echo chambers.* The danger of knowledge discovery and curation in social networks is that we may only 'friend' people we agree with, in fact we may actively unfriend those we disagree with. This online community will then 'echo' our own views.



This is equally true of our professional networks. We link in with similar professionals that were often trained by the same professional body, we respect the same influencers in our industry and we read the same industry publications. We share similar views and orthodoxies.

## PART 5:

# EFFECTIVE SOCIAL SELLING WITH CONTENT CURATION: 10 STEPS FOR SUCCESS

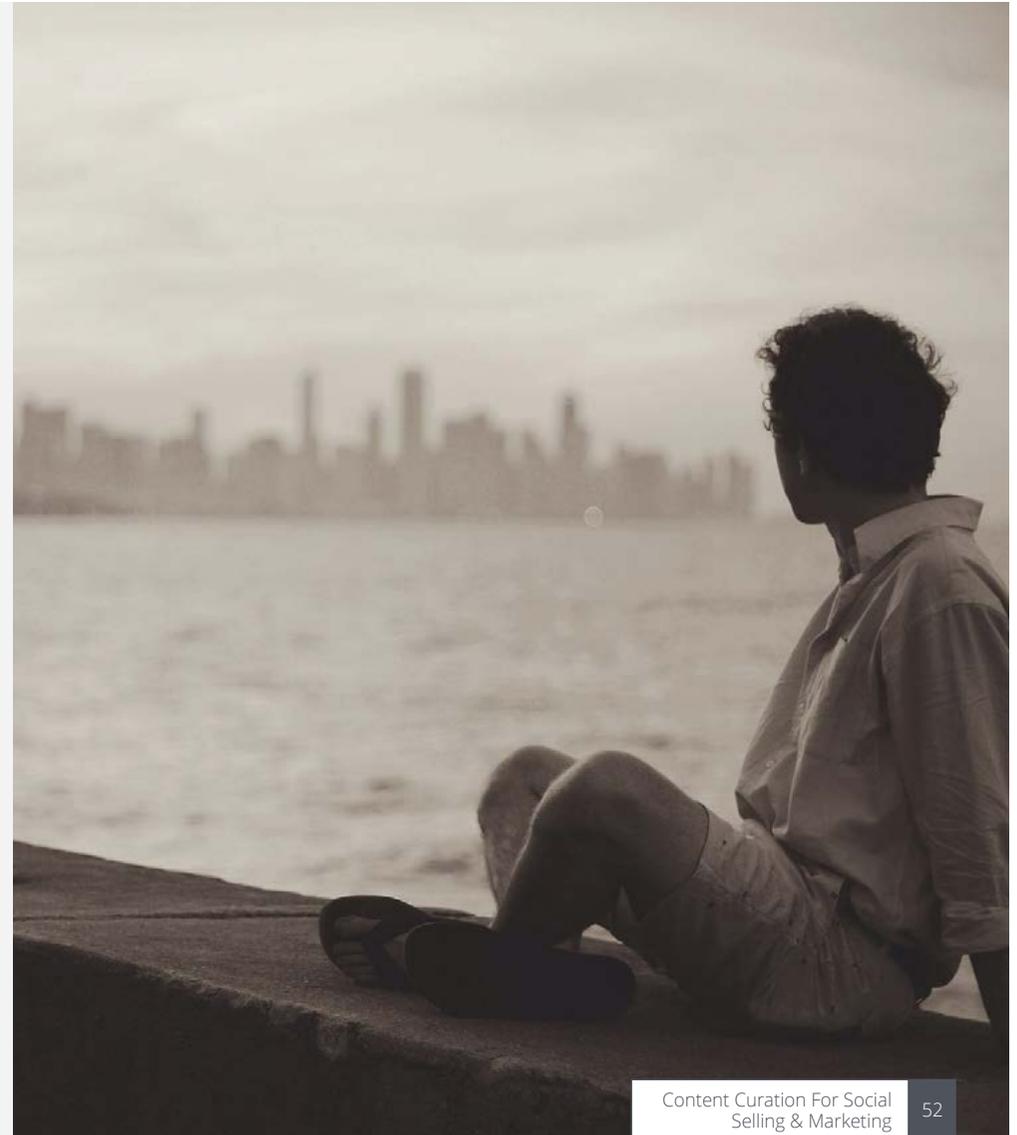
## STEP 4



### START KNOWLEDGE DISCOVERY

#### THREE WAYS TO AVOID THE ECHO CHAMBER IN SOCIAL SELLING

- Be diverse: look beyond the bigger sites and publications for niche content that others may not discover.
- Share early: Don't reshare the same articles that have dominated your network for the past week. Find and share it before your competitors too. Use alerts and filters to discover it faster.
- Be different: Challenge the prevailing wisdom. Ask a question, disagree with reasons, spark debate and discussion. It's a great way to challenge the echo chamber and get engagement.



## PART 5:

# EFFECTIVE SOCIAL SELLING WITH CONTENT CURATION: 10 STEPS FOR SUCCESS

### STEP 5



#### **FILTER EFFECTIVELY: USE AUTOMATION**

You've carefully selected a balanced and diverse set of knowledge discovery sources to help you find great content for your audiences. You're using a range of sites, social networks and platforms to gather content. How are you going to keep tabs on all of this information, and choose the articles that are most relevant to your audience? This is where we get to the core of effective curation: Filtering.



## PART 5:

# EFFECTIVE SOCIAL SELLING WITH CONTENT CURATION: 10 STEPS FOR SUCCESS

## STEP 5



### FILTER EFFECTIVELY: USE AUTOMATION

#### MANUAL FILTERING: IS TIME ON YOUR SIDE?

You could attempt to manually filter. Let's say you're trying to keep on top of Trends in Big Data to share with your network. You could...

- Create a Twitter List that includes key influencers on Big Data, monitor it for relevant content (though bear in mind you'll see everything those influencers share, not just content on Big Data, so that's a noisy list)
- Do a Google Search for the latest content (though Google has indexed 266 million articles on Big Data and counting)
- Create Google Alerts for key terms and check those daily
- Monitor RSS feeds from key industry blogs and publications using an RSS Reader
- Do a daily check of your preferred websites
- Check influencers on LinkedIn and find relevant posts
- Filter out the noise and share the most relevant content

And repeat that task, every day, for all of your networks and audiences. It's easy to see how quickly manual filtering of the web can spiral out of control. The growing volume of content will outpace your ability to filter it. It's just not sustainable at any level of scale or frequency. As Donald Clark has put it:



**“IF YOU’RE TRYING TO DO ALL YOUR CURATION BY HAND, YOU’RE MAKING A MISTAKE. YOU NEED TECHNOLOGY TO HELP YOU...WE’RE IN THE AGE OF ALGORITHMS AND THEY HELP YOU TO FIND CONTENT YOU MIGHT WANT TO CURATE.**

**YOU NEED TECHNOLOGY TO HELP YOU CURATE, BUT THE HUMAN FILTERS ARE REALLY IMPORTANT.”**

**-DONALD CLARK**

## PART 5:

# EFFECTIVE SOCIAL SELLING WITH CONTENT CURATION: 10 STEPS FOR SUCCESS

## STEP 5



### FILTER EFFECTIVELY: USE AUTOMATION

#### AUTOMATED FILTERING: TOOLS ARE YOUR FRIEND

The secret weapon in effective social selling is automation. You need a reliable method to seek out all of the potential content that might be relevant to your audience, and to quickly sift it to decide what's worth curating and sharing.

Here are some tools to help you work smarter in social selling with automation:

#### 1 GOOGLE ALERTS

Set up Google Alerts to keep track of developments in your sectors. Simple and Free, though not always comprehensive and not always the fastest way to track information.

#### 2 SCHEDULING TOOLS

Tools like Buffer and Hootsuite are useful for scheduling a batch of content in multiple social networks. You can build up a library of quality content and schedule where and when you want to share it. Depending on level and package, some of these tools will suggest content to you, though they're not really designed for curation.

#### 3 RSS READERS

Lots of sites still publish content via RSS, so it's important to follow those feeds. Tools like scoop.it, Feedly are good RSS readers. Their limitation is that you only see content from a fixed set of sites and sources that use RSS (and that's not most sites).

#### 4 CURATION TOOLS FOR SOCIAL SELLING

A range of tools have emerged to support social selling which are more full-service content curation tools. Feedly, Scoop.it and [Anders Pink](#), our tool are examples of these. In Anders Pink you can set keywords, domains, RSS feeds and twitter accounts you want to follow, and get a customised briefing on the latest content from the sources you want, refreshed every few hours. We share more tips on how to use it later.

[Here's an example of the latest content from the top 40 sales blogs.](#)

## PART 5:

# EFFECTIVE SOCIAL SELLING WITH CONTENT CURATION: 10 STEPS FOR SUCCESS

## STEP 5



### FILTER EFFECTIVELY: USE AUTOMATION

You can add comments to any article, and then share it directly from the tool to your social networks, or into a scheduling tool like Buffer. You can also set up teams so you can collaborate to find the best articles and highlight them to your colleagues, or invite in your clients. No need to waste time checking 40 different sites. Spend 10 minutes a day and find 3 great articles to share. You'll quickly build a social selling habit and save hours.

The screenshot displays a content curation tool interface with a grid of 12 article cards. At the top, there's a search bar with the text "Sales: Latest thinking from top blogs" and a filter menu with options: "24 hours", "3 days", "1 week", "1 month" (selected), "3 months", and "Follow". Each article card includes a title, a small image, the source, the date, a short excerpt, and interaction buttons for "Add comment", "Share", and "More actions".

- How Your Salespeople Measure Up in the 21 Most Crucial Sales Competencies for Modern Selling** (omgahub.com, 8 days ago)
- Note To Sales People in 2017 – It's Time To Up Your Game** (www.aasalesguy.com, 8 months ago)
- Sales Tech Simplified: An Agile Way to Keep Sales Reps Up to Speed @MindTickle #TOPOSummit** (smartsellingtools.com, 2 days ago)
- The Magic of Establishing Value** (blog.thecenterforsalesstrategy.com, 7 days ago)
- Know if You're Going To Make Quota Before The Quarter Starts** (www.aasalesguy.com, 7 days ago)
- 5 Steps to Effective Consultative Selling - Sales Engine** (salesengine.com, 16 days ago)
- Marketing Should Be On A Different Fiscal Calendar** (www.aasalesguy.com, 13 days ago)
- United Could Have Avoided Dragging Passenger Off Plane** (www.aasalesguy.com, 2 days ago)
- Budget Objections Are Crap** (jbarrows.com, 7 days ago)
- Successful Movie Franchises and the 10 Keys to Impactful Sales Coaching** (omgahub.com, 9 days ago)
- People, Process, and Technology - JBarrows and Learncore** (jbarrows.com, 8 months ago)
- We Need More Mentoring** (www.aasalesguy.com, 4 days ago)
- Closing Takes Practice** (jbarrows.com, 15 days ago)
- Sales Lessons From the FBI's Former Lead Hostage Negotiator, Chris Voss - Salesfolk** (salesfolk.com, 16 days ago)
- 3 Effective Ways Sales Managers Can Optimize Their Time + More** (blog.thecenterforsalesstrategy.com, 12 days ago)
- The Friend Zone of Sales** (jbarrows.com, 21 days ago)

## PART 5:

# EFFECTIVE SOCIAL SELLING WITH CONTENT CURATION: 10 STEPS FOR SUCCESS

## STEP 6



### MAKE SENSE: WORK AS A TEAM

As we've said, content curation for social selling is easier and more scalable if you're working as a team. A sales and marketing team can work effectively together to scan a larger volume of content and flag relevant articles to the right people in the team.

### MARKETING + SALES = SOCIAL SELLING CURATION DREAM TEAM

We all talk about the importance of sales and marketing alignment. Both have a shared interest in keeping clients and prospects engaged and moving through the funnel. Content curation for social selling is a shared activity that aligns sales and marketing:

- Marketing teams can find, recommend and save relevant content for sales teams to share with their networks. They can add a suggested commentary on the content, or share it directly on social.
- Sales teams can use this saved/recommended curated content and personalise with their own insights, and share in their social networks.
- Marketing teams can use curated content as a source of inspiration for new original content, such as round-up posts, analysis of industry trends, and longer form guides.
- Sales teams have more to say to their audiences, and more social touch points, but don't have to invest as much time in finding relevant articles. Curation is a team activity.
- Marketing teams play an active role in supporting social selling by filtering and recommending great content to share
- Curation forms part of the overall content marketing strategy, reducing the pressure to create new content and providing ideas for future posts and original content.

## PART 5:

# EFFECTIVE SOCIAL SELLING WITH CONTENT CURATION: 10 STEPS FOR SUCCESS

## STEP 6



### MAKE SENSE: WORK AS A TEAM



#### TIP: 4 ways to work as a social selling and marketing team

##### 1. Recommend Shareable Articles

The simplest way to add value to curated content as a team is to draw their attention to them. You'll know what content is going to resonate the best with your chosen target audience or colleagues. Maybe there's an article they should share with their prospects, or it's particularly relevant to their key accounts or a sector they're covering. Help them out by getting it to them quickly - they'll do the same for you...

##### 2. Comment on Articles

If you want to engage an audience on social and build a relationship with prospects, you need to do more than just share the original article. You want to make it personal, sharing your views and insights. One way to do that is to add a comment. If you're working in a team, you can add your comments to the article in Anders Pink, so that your sales colleagues can see your take on the article, and use this as a baseline for their own social sharing too. We show you how later.

##### 3. Flag relevant articles to specific colleagues

Individuals in sales teams will be focused on different sectors and prospects. What might be less relevant for you may be gold for your colleague. Curation is a team activity, so if you find articles that could benefit your colleagues, help them out by directing it specifically to them.

##### 4. Save Articles to Lists

Curated content can be evergreen - you can keep resharing it as long as it remains timely and relevant. Also, contexts change - a piece that isn't relevant to a client or prospect today could become ideal for them later. So it's useful to save articles to lists organised by topic and theme. This way, your whole can come back to a saved list at any time to review articles to share and reshare. This is particularly useful for longer form content such as detailed guides, or articles that will remain relevant for a longer time.

## PART 5:

# EFFECTIVE SOCIAL SELLING WITH CONTENT CURATION: 10 STEPS FOR SUCCESS

## STEP 7



### SHARE - RIGHT CONTENT IN RIGHT CHANNELS

You are what you share. The previous sections looked at the importance of seeking out relevant content, and making sense of it before you share it. Where and when you share it is just as important. To maximise your impact, you need to share curated content with the right audience, in the right channels, and at the right time.



#### TIP: You've Got To Bring Knowledge and Ideas to the Table: [Brandon Reglinger](#)

Brandon Redlinger of Engagio did research to see which factors mattered most in enterprise purchasing decisions. The top 3 factors:

1. Knowledge and understanding of my industry
2. Knowledge and understanding of my unique business issues
3. Fresh ideas to advance my business

Sales professionals need to bring all of these to the discussion, whether they find it themselves or a wider team helps. And the place to bring them to the discussion is through social networks.

## PART 5:

# EFFECTIVE SOCIAL SELLING WITH CONTENT CURATION: 10 STEPS FOR SUCCESS

### STEP 7



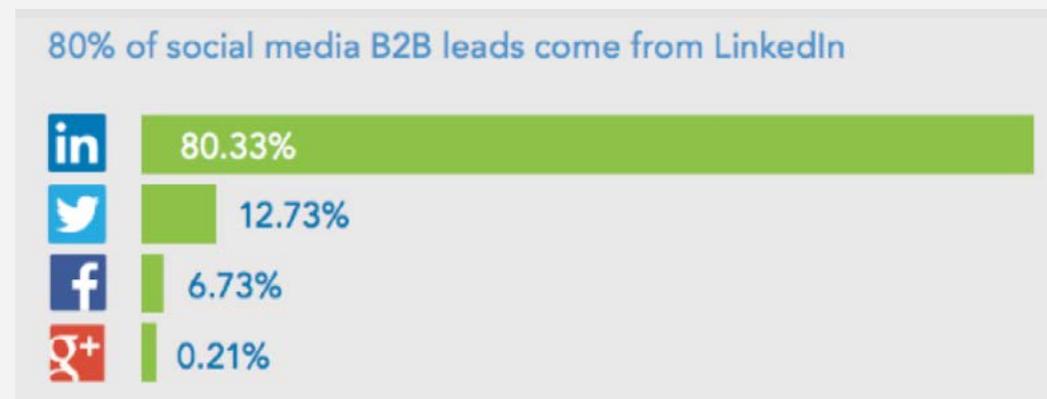
#### THE KEY PLATFORMS FOR SOCIAL SELLING

Let's look at some of the options available for social selling when it comes to sharing, and tips for being effective social selling in the key channels.

#### LINKEDIN



If you're in B2B sales, LinkedIn is going to be top of your list for social selling. [Half of all B2B buyers use LinkedIn as a resource when making purchasing decisions](#). With over 500 million members, building and engaging an audience on LinkedIn is at the heart of any social selling strategy. For B2B lead generation, no other social network comes close:



In 2016, LinkedIn surpassed Facebook and Twitter for social shares of B2B content in many areas, even when that content isn't published at LinkedIn.com. This made LinkedIn the primary social discovery vehicle for topics like Leadership, AI, and SEO Marketing.

## PART 5:

# EFFECTIVE SOCIAL SELLING WITH CONTENT CURATION: 10 STEPS FOR SUCCESS

## STEP 7



### THE KEY PLATFORMS FOR SOCIAL SELLING

[LinkedIn's four pillars of social selling](#), and the metrics they use to calculate your Social Selling Index, are

1. Build your professional brand. Keep your profile up to date, be active in sharing and publishing - we share tips on this below
2. Find the right people: Beyond your current network, you'll want to find people who are likely buyers on LinkedIn. You can do this organically by finding and connecting with people based on your sector and target clients, asking your network for introductions to people you want to connect with, and also by joining groups which we explore below. You can also use LinkedIn's Sales Navigator, a pro tool for building your network with suggested leads, more options for sending email to people you don't have a connection with, and additional features.
3. Engage with Insights - share relevant content. This is where curation powers social selling on LinkedIn and we share tips for it below.
4. Establish trust with decision makers - start conversations and build relationships. This is all about being sensitive in what you share, consistent with your quality and tone, and being responsive to people's questions and needs.



## PART 5:

# EFFECTIVE SOCIAL SELLING WITH CONTENT CURATION: 10 STEPS FOR SUCCESS

## STEP 7



### THE KEY PLATFORMS FOR SOCIAL SELLING

Some tips for making the best use of LinkedIn as a social sharing platform to engage with insights and establish trust:

#### 1 SHARE CURATED CONTENT TO YOUR BROADER NETWORK WITH UPDATES:

When you find relevant content to share publicly, or with just your connections, write a quick update and share it.



You can choose to post to public. Or, if you'd prefer only your connections to see it, you can choose that option too.

Obviously, include the link to the original article. It's good practice to mention the original author too.

Include a comment to add value and personality. Say why you thought it was helpful, along with your key insight. What question does it answer for you, what questions does it raise?

Include an image - posts with images outperform on LinkedIn by X. You can share a graphic from the article, or if you have, use a tool like Pixlr.com to create an image pulling out a key quote or statistic from the article. It helps to signal the key insight to people, along with your commentary.

Frequency: We'd recommend 2-3 shares a day to public or your connections on LinkedIn. More than that and you start crowding out people's feeds. Oversharing gets skipped over. Less is definitely more here - be discerning and share quality articles.

## PART 5:

# EFFECTIVE SOCIAL SELLING WITH CONTENT CURATION: 10 STEPS FOR SUCCESS

## STEP 7



### THE KEY PLATFORMS FOR SOCIAL SELLING

## 2 GET THE ATTENTION OF SEVERAL PEOPLE: MENTION THEM IN YOUR UPDATES

You can also @mention people in an update on LinkedIn. This can be helpful if there's a wider group of prospects whose attention you're looking to get with your update. It can be an effective way of starting a conversation on a topic too:



By sharing this way, your whole network will see it, and the people you've mentioned will get a notification to draw their particular attention to it.

Frequency: As it becomes relevant to prospects and those in your network, but again don't overdo it: mention people 1-2 times a week if there's something particularly relevant to them. If they engage and like, respond or comment, you can move into a private conversation by connecting with them or emailing them.

## PART 5:

# EFFECTIVE SOCIAL SELLING WITH CONTENT CURATION: 10 STEPS FOR SUCCESS

## STEP 7



### THE KEY PLATFORMS FOR SOCIAL SELLING

## 3 CONNECT WITH PEOPLE AND SEND CUSTOMISED MESSAGES

On LinkedIn your goal is to connect with people who can become buyers over time, and add value to those conversations. Using LinkedIn Sales Navigator is a key tool for finding prospects (LinkedIn's premium product). But you can also invite anyone to connect on LinkedIn, whether you know them through a mutual connection or not.

Connecting with someone you don't know can feel a little daunting. How to avoid making it feel like a cold call?

Share something useful: If you're reaching out to an individual, it's presumably because you've done some research and decided they're an important person for you to connect with. So you should have enough insights to share some content they will find useful. An industry report they may not yet have seen, an insight from a competitor's activities, a comment on something their business is doing - this is how you make a good first impression by making it something of value to them.

Add a personalised message: say why you're sharing it with them, what you thought was useful about it. Ask a question - you're trying to build engagement and start a conversation. Ask permission to connect, and to share more relevant content as you find it. You are absolutely not selling here. You are trying to build a relationship, so don't mention your product or services. Your prospect can see that from your profile and do their own research.

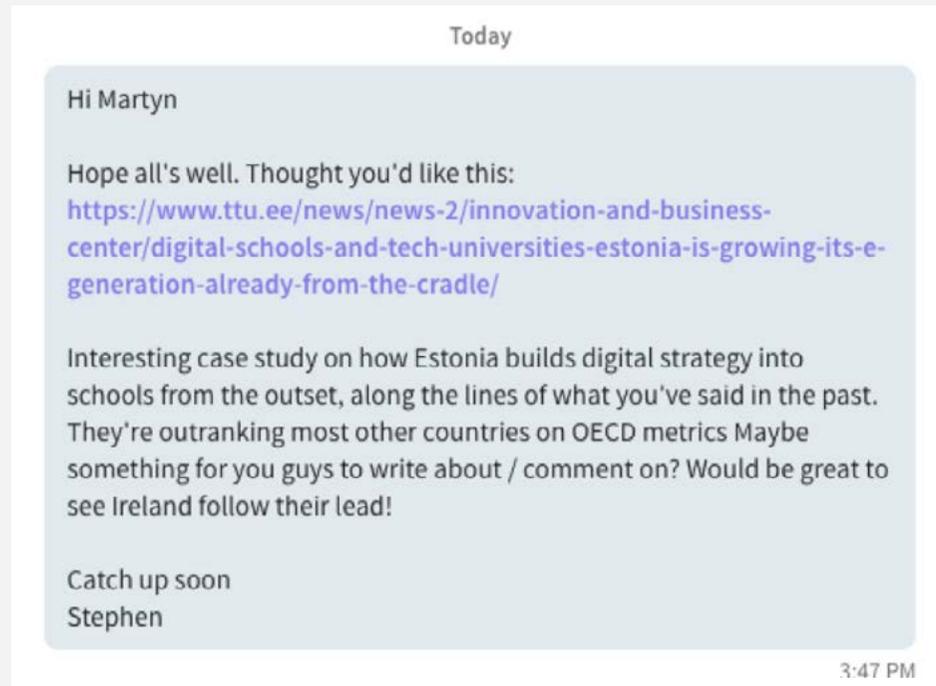
## PART 5:

# EFFECTIVE SOCIAL SELLING WITH CONTENT CURATION: 10 STEPS FOR SUCCESS

## STEP 7



### THE KEY PLATFORMS FOR SOCIAL SELLING



Just one sample - obviously you'll have your own style.

When people respond and connect with you, always thank them, and then regularly share valuable content with them, like you did at the start. You're still not selling - continue to build trust through content, and build a conversation. The right moment in the conversation will come when it's time to talk about how you can help them. Don't rush or force that.

You'll get notifications when people respond to your message. You can be efficient and share the same content to multiple people, of course adjusting your comments to make it specific to each person.

Frequency: As and when you find valuable, relevant content for an individual. But as always, build a relationship, look for feedback, and don't overshare if it's not helping. Note: LinkedIn limits the number of unsolicited messages you can send to those outside your network, but you can increase that by using Sales Navigator.

## PART 5:

# EFFECTIVE SOCIAL SELLING WITH CONTENT CURATION: 10 STEPS FOR SUCCESS

## STEP 7



### THE KEY PLATFORMS FOR SOCIAL SELLING

#### 4 JOIN DISCUSSIONS AND ADD VALUE

LinkedIn Groups are a great way to tap into communities of shared interests and build relationships with prospects. You can [search for groups on LinkedIn here](#). You can join up to 50 groups that match your interests or those of your prospects and customers. Once you're in a group you can

- Start a discussion: Share an article and invite discussion.
- Add to a discussion: Read commentary, join the discussion, share a useful link
- Message individual group members: You can direct message up to 15 members of a group per month (more if you have a Premium account). As always, be respectful and don't overshare, build a relationship first.
- Connect with Group members: When the time is right, invite engaged group members to connect with you personally, but again don't rush this - build trust and be helpful first.

Good group etiquette on LinkedIn (or anywhere else):

- Don't hijack the topic to promote yourself or your company - many groups will have a no self promotion rule. Sharing relevant third party curated content is a great way to show you're here to help, not push your product or service.
- Acknowledge views and comments in group discussions
- Be helpful and responsive - respond to comments and questions
- Add value and build trust with your insights

You can also start your own Group and invite others to join.

Frequency: Post 2-3 times a week.

## PART 5:

# EFFECTIVE SOCIAL SELLING WITH CONTENT CURATION: 10 STEPS FOR SUCCESS

## STEP 7



### THE KEY PLATFORMS FOR SOCIAL SELLING

#### 5 WRITE A POST

LinkedIn Publisher has grown in stature as a publishing platform. Shares of content published on LinkedIn.com nearly doubled from 2015 to 2016 — going from from 31 million to almost 73 million.

Anyone can write an article on LinkedIn. It's a great place to consolidate your insights, for example in a round-up post on the recent best articles you've seen on a particular trend, or deeper commentary on an article you thought was relevant to your network:



#### "Lifelong Learning is an Economic Imperative": Our Take on The Economist Report

Published on February 9, 2017

Frequency: There's more effort involved in writing an article, and not all sales professionals are comfortable creating content. Should you even be producing content as a sales professional? Opinions vary. Some say that quota driven professionals simply don't have time to write original content, and that's what marketing should be doing. Possibly so - depends on your style, skill, and resources. A short post doesn't have to take that long on LinkedIn. Ideally work with your marketing team to publish every few weeks to establish authority. Short round-up posts referring to relevant articles are faster to write than original content (though of course you should be doing both). You can also republish from your own blog post to create a LinkedIn Article, which you can then share as above. Articles are great on your profile for demonstrating that you curate and create content.

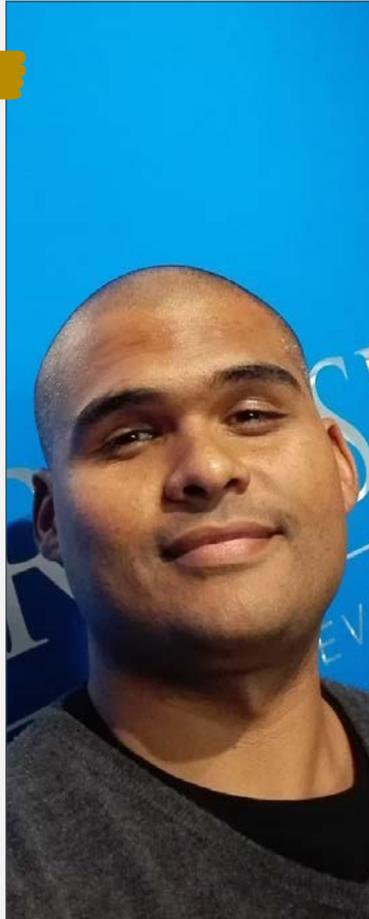
## PART 5:

# EFFECTIVE SOCIAL SELLING WITH CONTENT CURATION: 10 STEPS FOR SUCCESS

### STEP 7



#### THE KEY PLATFORMS FOR SOCIAL SELLING



Social Selling is Human -  
Engage and Be Helpful  
Tips from [@BarryBdotBiz](#)

The main thing I tell my team is to not become too formulaic. I've seen plenty of people try a version of social sales which is so close to 'prospect is at point x in funnel, therefore send message y' - I subscribe to the idea that social sales needs to be truly social.

We're two human beings engaging with each other. Help me solve a problem or teach me something useful and I'll be happy to transact with you. Alternatively, understand when I don't want the long play and just need a problem solved. Don't force me through your process if I'm ready to buy. The trick in knowing the difference between the two situations is really listening to what I have to say and being agile enough to adapt your sales process to my needs.

## PART 5:

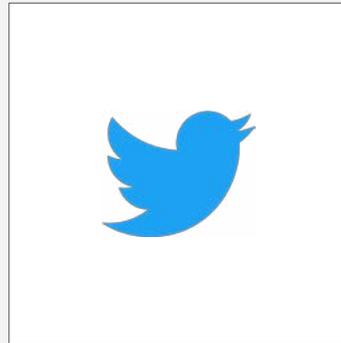
# EFFECTIVE SOCIAL SELLING WITH CONTENT CURATION: 10 STEPS FOR SUCCESS

### STEP 7



### THE KEY PLATFORMS FOR SOCIAL SELLING

#### TWITTER



Twitter is less formal than LinkedIn, and may not seem like a channel for social selling - as [Brainshark](#) put it, B2B buyers don't join Twitter to be sold to. But as a way to keep in touch and regularly share insights, its reach and immediacy makes it a vital platform for social selling. Twitter has over 300 million users and is a great place to share relevant content to your audience.



## PART 5:

# EFFECTIVE SOCIAL SELLING WITH CONTENT CURATION: 10 STEPS FOR SUCCESS

## STEP 7



### THE KEY PLATFORMS FOR SOCIAL SELLING

#### TIPS FOR SOCIAL SELLING WITH CURATED CONTENT ON TWITTER

##### 1. BE CONSISTENT:

If you share once and forget about it, so will everyone else. The volume of content in people's timelines mean that it's easily missed. Sharing the same content multiple times on Twitter is acceptable - consider different days and timezones to spread it out for best effect.

##### 2. PERSONALISE WITH INSIGHTS:

As with LinkedIn, don't just reshare or Retweet - add a comment to make it personal, though the 140 character limit means you need to keep it brief.

##### 3. @MENTION PEOPLE:

Like LinkedIn, you can draw attention to your shared content by mentioning people on Twitter who you think will find it relevant.

##### 4. USE HASTAGS:

Look for well followed hashtags that match the topic of your Tweet, and include them. People following the hashtag will see your shared article too.

##### 5. INCLUDE IMAGES:

Tweets with images get 150% more engagement than tweets without them.

##### 6. USE SCHEDULING TOOLS:

To make it easier to be consistent and stay present on Twitter use scheduling tools like Buffer or Hootsuite to build up a set of reshareable curated content (in Anders Pink you can share to Buffer to build up a library of curated content) You can update your comments. These tools will also let you share to multiple networks at once, though you're better off customising your comments for each network to match the tone and the audience.

##### 7. DIRECT MESSAGE:

You can direct message people who follow you. This is a useful way of engaging them with relevant content and starting a private conversation.

##### 8. ENGAGE AND BE RESPONSIVE:

Respond to comments, thank people for sharing. Social Selling is about conversations, not broadcasting. Replying and messaging are great ways to have two-way conversations on Twitter.

## PART 5:

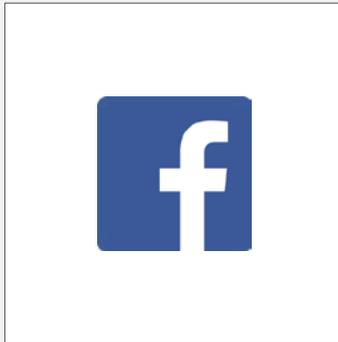
# EFFECTIVE SOCIAL SELLING WITH CONTENT CURATION: 10 STEPS FOR SUCCESS

### STEP 7



#### THE KEY PLATFORMS FOR SOCIAL SELLING

#### FACEBOOK



Although you might think of it less as a B2B platform, Facebook matters for B2B social selling. Your customers and prospects are there too, though the type of engagement needs to be different than Twitter or LinkedIn. At BuzzSumo we analyzed over 800 million Facebook posts to see what generates the most engagement. Based on that, here are our

#### TIPS FOR ENGAGING YOUR AUDIENCE ON FACEBOOK:

- 1. ASK QUESTIONS, SHARE IMAGES AND VIDEOS:**  
Questions, images, and videos were more engaging than all other post types. Videos are most likely to be shared.
- 2. WORK THE WEEKEND:**  
The best day of the week for engagement was Sunday. That's very different from Twitter or LinkedIn which are more workweek platforms.
- 3. GET YOUR TIMING RIGHT:**  
Post engagement was higher whenever there was a lower volume of public posts in people's news feed. There was an inverse relationship between low volume and high interaction, despite low volume periods coinciding with the overnight hours for many Facebook users.
- 4. KEEP IT SHORT:**  
Short posts of less than 50 characters were more engaging than long posts.

## PART 5:

# EFFECTIVE SOCIAL SELLING WITH CONTENT CURATION: 10 STEPS FOR SUCCESS

## STEP 7



### THE KEY PLATFORMS FOR SOCIAL SELLING

#### 5. LINK TO LONGER ARTICLES:

If a post linked to a piece of content outside Facebook, people engaged with it more if the link was to a longer article.

#### 6. POST DIRECTLY AND PERSONALISE:

Personalise your Facebook posts rather than using the same comments and tone you use on LinkedIn or Twitter. , match the tone - it's the reason Buffer requires you to write a separate message when posting to Facebook. Images posted directly to Facebook and not through Instagram were more engaging than images posted to Facebook via Instagram.

#### 7. USE FACEBOOOK LIVE:

To generate an audience with live video

#### 8. TEST GIVEAWAYS WITH YOUR AUDIENCE:

Giveaways generate engagement

#### 9. SHARE 5 TIMES A WEEK:

If you overshare and appear too often in people's feeds, it starts to feel spammy, and it's easy to block

and unfollow you. Experiment with posting regularly, once a day, and try outside business hours to increase engagement. Find the right rhythm for your audience.

#### 10. FOCUS ON EDUCATING, AND WHENEVER POSSIBLE ENTERTAINING, YOUR AUDIENCE:

Facebook isn't a channel for sales pitches. Be social. Humour works well.

#### 11. BALANCE BETWEEN COMPANY AND PERSONAL:

On Facebook in addition to your personal profile, you can create a Company page. You can post and share content from both. Think about your audience: are you connecting with them on a personal basis, or sharing as a company? If you're building a relationship with individuals, you'll likely get a better engagement posting as yourself

#### 12. SEARCH AND BUILD YOUR AUDIENCE:

Facebook's search tool will let you find people who liked your posts and similar ones, followed similar companies.

## PART 5:

# EFFECTIVE SOCIAL SELLING WITH CONTENT CURATION: 10 STEPS FOR SUCCESS

### STEP 7



### THE KEY PLATFORMS FOR SOCIAL SELLING

#### EMAIL UPDATES AND NEWSLETTERS



While it may feel less targeted and more old-school building an email database is still vital for building an engaged audience. Use tools like Intercom and MailChimp for managing your email subscribers and plan regular touch points with them.

#### THREE WAYS TO USE CURATED CONTENT IN EMAIL:

1. Round-up posts: New content is published every day in your industry. Could you do a regular round-up of the key posts, adding your comments to give context and relevance to your audience? We try it weekly with our [Friday Briefings](#). This is a simple curated post that highlights 5 recent and relevant articles on social selling, technology, curation and innovation. If you're filtering content effectively, and saving the best content, it doesn't take much effort to create a weekly round-up post, and share it via email with your subscribers.
2. Breakout articles: Has a key report been shared or a major announcement been made in your sector? An email to your subscribers sharing the news or insight and your thoughts is an effective way to be the first to break the news.
3. Longer form content: Email newsletters are where you can share longer form content that you've written or curated from other sources, e.g. more in-depth analysis of recent developments or future trends in your industry.

One key advantage of emails is that they're opt-in. You have an audience that's subscribed to receive updates from you. You can include promotions and calls to action related to your products and relevant resources.

PART 5:

# EFFECTIVE SOCIAL SELLING WITH CONTENT CURATION: 10 STEPS FOR SUCCESS

## STEP 7

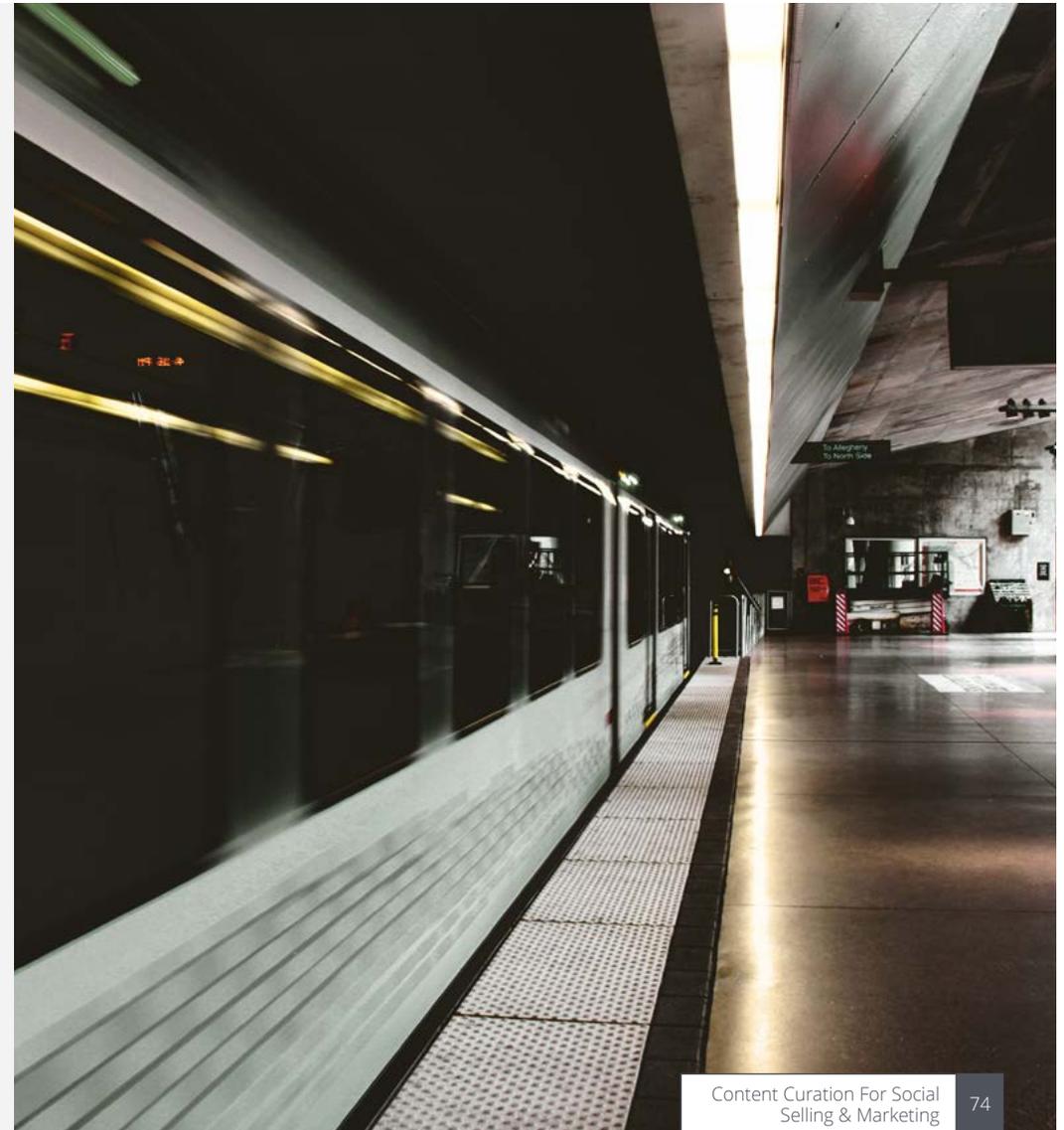


### THE KEY PLATFORMS FOR SOCIAL SELLING

EMBED  
IN YOUR  
SITES AND  
PLATFORMS



To keep an audience engaged, you can embed curated content directly into your website or platform.



## PART 5:

# EFFECTIVE SOCIAL SELLING WITH CONTENT CURATION: 10 STEPS FOR SUCCESS

## STEP 7



### THE KEY PLATFORMS FOR SOCIAL SELLING

#### External: Website Plugin

Your Website/CMS may have a curation widget or plugin that enables you to display curated content. For example, WordPress has an Anders Pink plugin to show either saved articles or live content from briefings. This can be a low effort way of serving relevant content to your audience, though bear in mind if you're showing manually curated content you will need to keep it up to date.

#### Internal: CRM, SharePoint plugins

You're probably using a CRM. The CRM is where your sales team will log the status of existing and prospective clients and opportunities. If you can provide recent, relevant content about these clients in this context, it's a great way of placing curated content right in the workflow and making it easy for them to spot and share relevant content. Many tools including Anders Pink have [APIs](#) which enable integration with third party platforms.

The screenshot displays a dashboard interface for an LMS Demo. At the top, there is a navigation bar with "LMS Demo" on the left, a search bar labeled "Search courses" in the center, and a magnifying glass icon on the right. Below the navigation bar, the word "Dashboard" is visible on the left, and a "Customise this page" button is on the right. The dashboard is divided into several content widgets:

- Housing Market:** A widget with a star icon and a list of articles. The first article is "Comment: Trump could be good for the UK housing market - Mortgage Strategy" from mortgagestrategy.co.uk. Other articles include "UK housing market activity slows for first time since..." and "Here's what will happen to UK house prices if markets crash this year".
- Leadership reading:** A widget with a star icon and a grid of article cards. The top-left card features a yellow duck image and the title "7 Tenets of a Good CEO Succession Process" from hbr.org. The top-right card features a man speaking and the title "Leading Across Boundaries: Respect, Leadership And The Future Of Work" from www.forbes.com. The bottom-left card features a board game image and the title "Why Diverse Teams Are Smarter" from hbr.org. The bottom-right card features a blue background with popcorn and the title "Why Leadership Development Isn't Developing Leaders" from hbr.org.
- eLearning:** A widget with a star icon and a list of articles. The first article is "Learning is Like Fitness" from activatelearning.com.au. Other articles include "5 Reasons Why Online Learning is Valuable" from topx.com, "LMS Roadmap: Continuing momentum into this new year with enhancements and c..." from learn2learn.com, "bike friday" from jarcho.com, "How To Combine Text And Image In eLearning Design" from thelearningcoach.com, "5 Ways to Make Onboarding Training More Engaging with Video" from shifthelearning.com, and "Errors and misconceptions - Learnlets" from learnlets.com.

## PART 5:

# EFFECTIVE SOCIAL SELLING WITH CONTENT CURATION: 10 STEPS FOR SUCCESS

## STEP 8



### **BUILD YOUR COMMUNITY: FIND INFLUENCERS, LISTEN, SHARE AND BE PATIENT**

Social Selling means building a community of people who may include people that some day (probably not today) will buy from you. We like Dan Newman's definition of a successful community: a tribe that will carry your torch for you. If you only carry it yourself, you're just a person. You need people who will amplify what you have to say, sharing your content and making connections for you. This is not just a numbers game. While quantity of followers and people connected with you is vital for social selling, quality matters. You want to build an audience of engaged followers. As David Ogilvy put it, "Don't count the people you reach, reach the people that count".

#### Find Influencers:

Social selling is about building authority and relationships. A key way of doing this is to curate and share content created or shared by people you are trying to build relationships with, every day. Often these people will be influencers in their domain and inside their organisations.

Every sector, niche and prospective client organisation has influencers who people turn to for insights. Find them - a tool like [Buzzsumo](#) can help you identify experts by number of followers and (more importantly) how engaged their audience is.

If you want to get their attention and nurture a relationship, show them you're listening to them. Curate and share their content to build a relationship. They will, over time, share yours and open up their networks to you. Tim Hughes quotes feedback on social selling professional received:: "I'm able to build my knowledge by having you in my news feed". If trust is the currency, that's the gold standard.

But you have to build daily habits to earn that trust. Let's look at that next.

## PART 5:

# EFFECTIVE SOCIAL SELLING WITH CONTENT CURATION: 10 STEPS FOR SUCCESS

## STEP 9



### MAKE IT STICK: BUILD DAILY SOCIAL SELLING HABITS

For social selling to be effective, it needs to be a continuous activity. As we've seen, new content is published daily, effective social sellers need to keep pace with it through regular curation and sharing habits.

Here are three ways to develop sustainable social selling habits, powered by effective curation. You can share them with others, but they have to start with you...

### 1 FIND THE TRIGGER: HOOK SEEKING TO AN EXISTING HABIT

Ask anyone who's been to the gym five times in January and never again: developing new habits and getting them to stick is hard. The key is starting small and keeping it simple.

One technique is to hook new habits to something you already do every day, doing it either with or immediately after the existing habit - what behavioural scientist BJ Fogg calls a [trigger](#) for the new habit. For example, when I pour my first coffee, I'll spend 5 minutes checking for new and relevant content, and share one thing. Or, after I get my seat on the train, I will read one new article from my filtered briefing on Big Data.

How much time should you give to seeking and filtering new content? Beth Kanter, an expert curator, suggests [2 bursts of 15 minutes seeking out new content every day](#).

It's up to you to find the time slot that will work for you, but bear in mind Beth suggesting 30 minutes purely for seeking and saving content that's worth reviewing in more depth, so this is more about scanning than reading.

Automation may help you do that initial seeking in less time as some of that seeking has been doing for you with effective filters.

Also, if you're already you'll want to read relevant articles as soon as you see them, rather than come back later to remind yourself of what you flagged. So could you use that 15 minutes to read three useful articles? If you did that twice a day, you'd read 30 new articles a week, or 1500 in a year (if you take weekends off). Or as Jane Hart puts it: "If you just spend 30 minutes a day, that works out the equivalent of 10 training days a year - that's an amazing amount of time to invest in staying on top of things." Is there a better investment you could make in your own continuous learning and professional development, and in keeping your network engaged?

## PART 5:

# EFFECTIVE SOCIAL SELLING WITH CONTENT CURATION: 10 STEPS FOR SUCCESS

### STEP 9



#### MAKE IT STICK: BUILD DAILY SOCIAL SELLING HABITS

#### 2 MAKE SENSE - 30 SECONDS FOR EVERY ARTICLE

Anyone can retweet a link to an article (and often people do it without even reading the article - don't be one of them). Social sellers make a difference by adding value. If you're investing even 5 minutes in reading an article, and it's relevant to others, it's worth taking the extra few moments to add some value to it. We'd recommend that you try to add value to every article you think is worth sharing to the audiences you're sharing it with.

Again, it's up to you to find a sustainable level of habit and commitment. This can be a 30 second activity per article. Nobody is expecting (or wanting) you to write a full review or summary - just flag the key points, why it's relevant, or ask a question to kickstart a discussion. Complete the sentence: "I'm sharing this with you because..." and you're on the way to adding value and building authority.

#### 3 SHARE: AT LEAST ONCE A DAY, IN THE RIGHT PLACES

Before you build authority, you have to build visibility. That means being present and active every day in the social networks where your audience get their insights. Sharing takes seconds to do, so again it's a good habit to anchor to another one. You may be the type of person who shares as soon as you read something, in which case you can seek, sense and share in one go. Or, you could decide to share at scheduled times during the day, or on a schedule that works for your audience. Once you start sharing valuable content, your audience will come to expect it on a regular basis. So whatever sharing habit you choose, make it simple and easy to stick to.



#### Social Selling

**tip:** Engage your prospects and your audience with one new piece of content a day - but make sure you're sharing with the right audiences and truly adding value. Comment on what you're sharing, say why you thought it'd be relevant to them, ask a question.

## PART 5:

# EFFECTIVE SOCIAL SELLING WITH CONTENT CURATION: 10 STEPS FOR SUCCESS

### STEP 10



#### KEEP IT FRESH: GET FEEDBACK AND REFINE

Let's remind ourselves - you're doing this to help keep your network engaged and bring them useful content they would not otherwise find. So you need to know it's working for them.

#### 1 ASK FOR FEEDBACK:

Get feedback from your external audiences, and your colleagues. Is this type of content helpful, what do you want to see more of / less of?

#### 2 LOOK AT THE DATA:

If you're managing a sales team, you need to know how active your team is on social networks, and what's converting. Many curation tools and platforms including Anders Pink track the quantity and frequency of articles read, commented on, shared and voted on. Be data-driven, and use that information to adjust your approach. Instead of thinking "spray and pray" with your outreach, the true metric is "attention currency" - how much of your time did your prospect "buy" by engaging with your social activity and content. If they're buying your time, that's a step towards buying your product or services.

#### 3 KEEP YOUR SOURCES FRESH:

As we've seen, the quality of your curated content will depend on the sources you choose. Efficient filtering makes it easier to cover a wider range of sources. But these don't stand still. New experts emerge and existing sites may change their focus and be less relevant.



Tip: We recommend a monthly filter review, where you check the sources you're using and add or remove ones. Are your Twitter influencers sharing useful content? If not, prune the list. If you miss them, you can always add them back. Use tools like BuzzSumo to see what domains have the most shared content on a given topic on social media. Are there new sources coming through that you're not tracking at the moment? Now is a good time to add them.

#### 4 CHECK FOR ECHO CHAMBER EFFECT:

As part of a monthly review, check for diversity in your network of sources. If you're seeing too much of the same points of view or the same voices, you may be stepping into an echo chamber, where people are amplifying the same opinions. Bring in diverse sources to keep your network and your viewpoints fresh.

## PART 5:

# EFFECTIVE SOCIAL SELLING WITH CONTENT CURATION: 10 STEPS FOR SUCCESS

## STEP 10



**KEEP IT FRESH:  
GET FEEDBACK  
AND REFINE**



### **BE CURIOUS, ACT NOW, DON'T BE AFRAID TO STUMBLE - VIEW FROM EXPERT SOCIAL SELLER [JOHN PIERCE](#)**

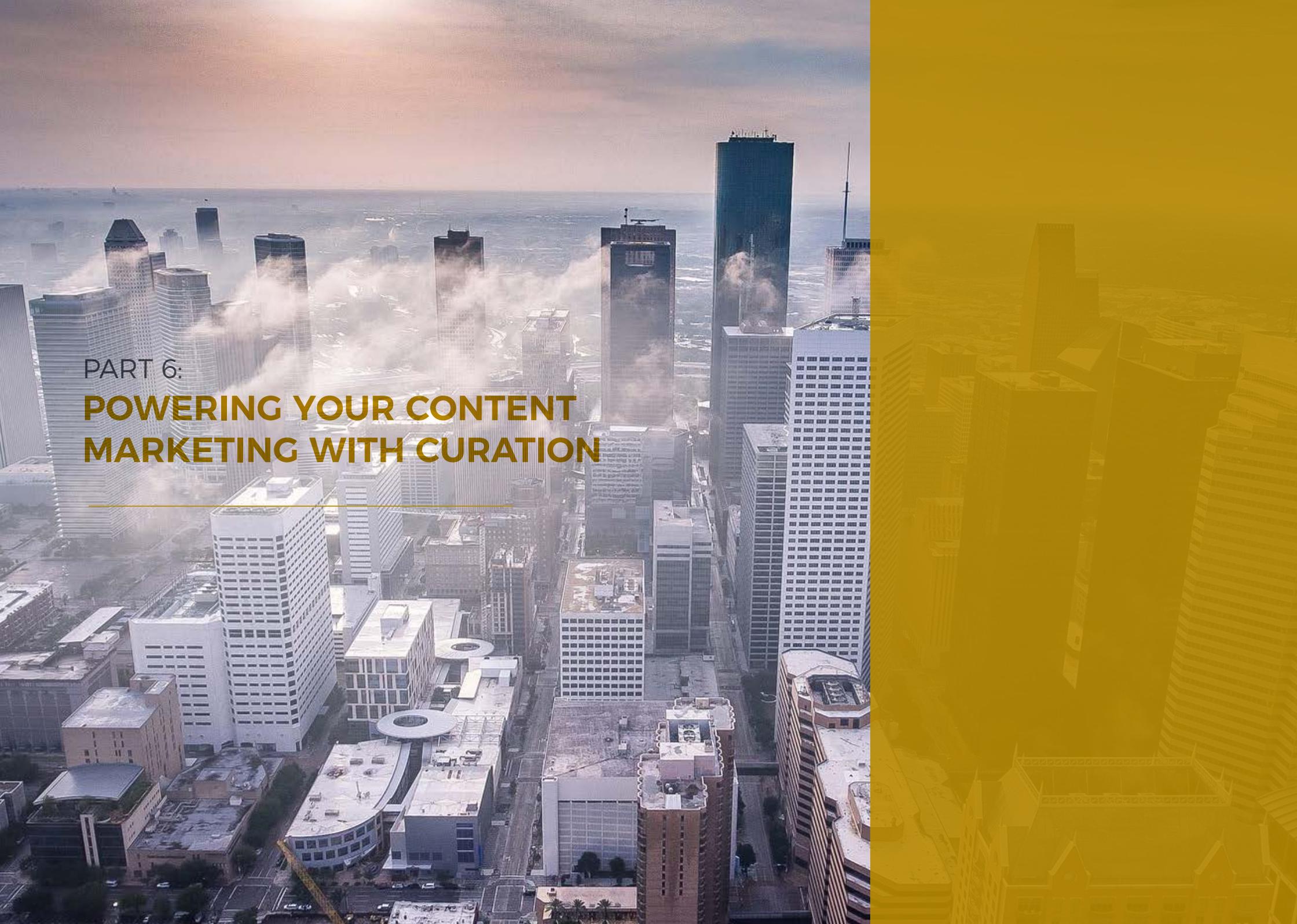
*Why does content curation matter to you?*

Continuous learning is critical for an organization's long term success. It forces an organization to evolve and facilitates the elimination of group think or doing this "as they have always been done".

Content curation on relevant topics spur peer to peer sharing and learning – that is critical to help feed an organization's growth and development. Content curation forces you to do the thing you don't spend enough time doing – separating from the consistent day to day activity to THINK. It facilitates leaps in social and commercial interaction.

*What tips would you give to people to get started?*

- Identify topics that are of interest to you or that you are curious about. There's no reason to curate topics that you do not have a passion for.
- Do a literature search to better understand what content currently exists – while it would be preferable to use an academic institution with access to peer reviewed studies, using google scholar for a quick and dirty search can start the process. My own [ebook](#) is an example of content curation - putting down twenty years of lessons learned in the financial services industry.
- Procrastination kills great ideas - ACT. If content has social value it will thrive, grow, evolve and be spread – if it does not it will have a quick death. Don't be afraid of the quick death, the more you stumble and get up the higher quality your next piece of work will be.

An aerial photograph of a city skyline, likely New York City, featuring numerous skyscrapers. The sky is hazy with some clouds. A large, semi-transparent yellow graphic overlay covers the right side of the image, consisting of various geometric shapes and patterns. The text 'PART 6: POWERING YOUR CONTENT MARKETING WITH CURATION' is overlaid on the left side of the image.

PART 6:  
**POWERING YOUR CONTENT  
MARKETING WITH CURATION**

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## PART 6:

# POWERING YOUR CONTENT MARKETING WITH CURATION

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While our focus in this book is on social selling, all sales and marketing professionals know that content marketing is tightly linked with Social Selling. Content marketing generates original and curated content for social sellers to share. Content marketing is not rocket science, it involves the regular production of quality content to build an audience. However, constantly creating new high quality content is hard work. This is where content curation can help.

Content curation is where a brand or publisher editorially finds, curates and shares the best content related to a specific niche or audience. Typically they enhance this content by adding context, opinions and expertise. In this way content is enhanced and provides added value to the target audience.

## 5 BENEFITS OF CONTENT CURATION FOR MARKETING

Content curation supports your marketing goals in five key ways:

- 1 It supplements your creation of original content and enables you to provide a wider perspective on developments.
- 2 It enhances your position as a Thought Leader. Curated content from high quality third party sources along with your own original content helps position you as a trusted site and as an impartial authority that are not just broadcasting their own topic.
- 3 It adds to your SEO efforts. Curated content is additional content that is indexed by search engines and provides more ways for people to find your site.
- 4 It supports lead generation efforts. Curated content can be used as part of your newsletters, emails, and slides to support your lead generation and nurturing.
- 5 It complements your social media activity. It supplements your social media sharing schedule and helps encourage social media conversations.

## PART 6:

# POWERING YOUR CONTENT MARKETING WITH CURATION

## THE **SEEK > SENSE > SHARE** CURATION APPROACH FOR CONTENT MARKETING

We introduced this model earlier in this book. Let's look at how it supports the content marketer.

### **SEEK: DISCOVER THE MOST RELEVANT AND RECENT CONTENT**

There is so much content published it can be hard to keep up. And if that's true for you, it's equally true for your audience. To help them, you need to constantly curate fresh content. That starts with your own seeking.

You can do this manually and check multiple sites and sources every day - but it's a real time drain. You'll be more productive if use tools to help seek and filter content. Our Anders Pink app allows you to filter and discover content in different ways:

- **Keyword filtering:** at its simplest you can filter all of the latest articles being published every day by keywords. You can simply filter articles on content marketing or combine words for example to see articles about content marketing trends.
- **Your network:** Anders Pink will show you the articles being shared by your network and you can filter these by keywords. For example, you can see what your network has been sharing in the last 24 hours on say marketing.
- **Domain publishing:** Simply enter a domain or a series of domains and the app will show you the latest articles published by those domains. You can also add a further keyword filter so you only see articles published on marketing from say Harvard, McKinsey and other selected sites.
- **RSS feeds:** You can add multiple RSS feeds and the app will show the new articles being added to the feeds. You can also further filter these feeds by keywords.

Our Anders Pink app saves you time by bringing together all of these automated filtering approaches into a single app, so you can review the latest content being published in your areas of interest quickly and easily. You'll find more practical tips for using it later in this book.

## PART 6:

# POWERING YOUR CONTENT MARKETING WITH CURATION

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### SENSE: SELECT AND PROVIDE CONTEXT

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There is a strong human element to content curation. Content curation isn't simply listing or aggregating articles but rather telling a story through curation.

- 1 Always curate quality content: Review the source and make sure that source is an appropriate match for your brand and business. Be discerning. Every piece of content you curate is a reflection on you and your brand.
- 2 Get there first: Share valuable content that people haven't seen so you become the go-to place to find the best content. To build brand awareness and grow a following, you want to be a trend finder, a trend analyst. Or as one expert put it - be the DJ that's playing the great record from the band nobody's heard of yet. Effective content curation highlights amazing content that readers have never seen in a way that adds value and impresses the original source.
- 3 Add value: Instead of just auto-tweeting the headline of an article in less time than it takes to read it, add your own context. Great curation makes the content better by highlighting it in a new way or adding a new element to make it more interesting or shareable.
- 4 Aim to impress the original content authors: If the original content creators are impressed, they are more likely to share your content with their audience. They also may follow you and/or your brand, improving the distribution of your content long term. An optimal piece of curated content not only adds value on its own, it builds a deeper relationship with the source creator.

To impress the original creator, first, make sure to notify them by tagging their handle. Or, if you know them personally, send a quick note of thanks for the valuable content. If you've generated significant traffic by curating their content, show them the curated content in a polite manner. They may be happy to have learned from your lessons.

## PART 6:

# POWERING YOUR CONTENT MARKETING WITH CURATION

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### SHARE: RIGHT CHANNELS, RIGHT FORMAT, RIGHT TIME

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There are many ways to share curated content. These include:

- Summary blog posts
- Social media
- Pinboards, a good way to share images
- Online magazines or boards
- Email newsletters

We share examples of these and more in our case studies and examples section later.

When sharing content think about:

- Sharing content at the optimal times, when is your audience online
- Using SEO best practices to focus on the keywords that drive traffic
- Distributing the content through multiple channels

Good practice rules:

- Link to the content on the original source - and mention the source
- Don't steal traffic, push traffic. Post an excerpt with a link – don't publish the original content in its entirety.

## PART 6:

# POWERING YOUR CONTENT MARKETING WITH CURATION

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### CURATION IS INSPIRATION: VIEW FROM [LEE ODDEN](#), CEO [TOPRANK MARKETING](#)

#### *Why does content curation matter to you?*

Content Curation is an essential exercise for me in tracking topics, news sources and people of interest to my business. I curate content for social sharing as well as for sourcing citations within other types of content. Curation is also very important for connecting with my team on topics of collective interest that we are all tracking for clients and our own professional interests.

The act of Content Curation where you scan article titles helps you quickly stay on top of what's happening in the industry at a very basic level. It can also inspire topics or angles on established topics you hadn't thought of before. Curation can help you source different points of view and expertise for a story you're working on as well as surface new influencers that you might want to collaborate with.

#### *How should people get started?*

To get started with Content Curation, I would recommend creating a list of topics you're most interested in tracking. Then, find a software solution that can do the hard work of aggregating different news and article sources in a way that is organized, savable and shareable.

PART 7:

## HOW TO USE ANDERS PINK FOR SOCIAL SELLING

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## PART 7:

# HOW TO USE ANDERS PINK FOR SOCIAL SELLING

Our [Content Curation](#) tool is designed to make social selling simpler. We make it easier to:

### STEP 1

SEEK AND FILTER  
RELEVANT CONTENT



### STEP 2

MAKE SENSE AND  
COLLABORATE AS  
A TEAM



### STEP 3

SHARE TO SOCIAL  
AND STAY UP TO DATE

In the following pages we show how. Sign up for Free to [Anders Pink](#) to put this into practice and kickstart your social selling habit.

PART 7:

## HOW TO USE ANDERS PINK FOR SOCIAL SELLING

### ■ ■ ■ STEP 1 - SEEK

#### STEP 1



#### SEEK AND FILTER RELEVANT CONTENT

There are three ways to quickly find and filter relevant content for your audiences in Anders Pink:

- 1 FIND RELEVANT CONTENT FROM TWITTER EASILY
- 2 DISCOVER RELEVANT CONTENT ON ANY TOPIC WITH INSTANT SEARCH
- 3 CREATE A CUSTOM BRIEFING WITH SPECIFIC SOURCES



## PART 7:

# HOW TO USE ANDERS PINK FOR SOCIAL SELLING

## STEP 1 - SEEK

### 1 FIND RELEVANT CONTENT FROM TWITTER EASILY

If you're in sales, you must be on Twitter. Twitter is an incredible resource for finding content to share with your network. However, if you follow a large number of people, your Twitter Feed can get chaotic, with multiple influencers tweeting on multiple topics every minute. The good stuff is in there, but it's buried among the GIFs, RTs and everything else. Great for finding some random inspiration. Not great if you're looking for the most relevant, recent content on a focused topic. You can create a Twitter List, but even then you see everything that your list members share which often can be off-topic.

Anders Pink helps you tame your Twitter Feed in two ways.

### No.1 SEE RELEVANT CONTENT ON THE TOPICS YOU CARE ABOUT

Log in to Anders Pink using your personal or brand Twitter account. We analyze your feed to see which topics you share the most content about, and immediately show you a summary of recent content from quality sites on your home page:

#### Top from your topics

##### Content marketing

[See more](#) [Edit/remove this topic](#)

##### 2 Funnels Are Necessary for Content Marketing

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##### 7 Fundamental Content Marketing Frameworks

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## PART 7:

# HOW TO USE ANDERS PINK FOR SOCIAL SELLING

## STEP 1 - SEEK

### 1 FIND RELEVANT CONTENT FROM TWITTER EASILY

#### No.1...

Click "see more" for any topic to get more content and filter by time period:

The screenshot shows a LinkedIn feed for the topic 'Content marketing'. The feed displays several articles with their titles, source URLs, and share counts. The articles include:

- B2B Social Media – Making a Case for Content Marketing** (linkedin.com, 20 days ago)
- Constant Content: The Silver Bullet for Failing Content Marketing Strategy** (moz.com, 7 days ago)
- 5 Emerging Content Marketing Trends You Need to Know in 2017 - Jeffbullas's Blog** (www.jeffbullas.com, 13 days ago)
- 2 Funnels Are Necessary for Content Marketing** (contentmarketinginstitute.com, 3 days ago)
- Content Marketing KPIs & Metrics: 15 Important Considerations** (www.searchenginejournal.com, 2 days ago)
- How to Use Trello to Streamline Your Content Marketing** (neilpatel.com, 23 days ago)
- What Monty Python and content marketing have in common** (linkedin.com, 10 days ago)
- Content Marketing for Local SEO: How to Easily Leverage It the Right Way** (coachedule.com, 25 days ago)
- How to measure the ROI from your content marketing** (www.illachbullock.com, 14 days ago)
- 6 Content Marketing Strategies Every Small Business Should Steal** (linkedin.com, 7 days ago)
- Top 75 Content Marketing Websites & Blogs For Marketing Professionals** (blog.feedspot.com, 16 days ago)
- The Missing Link to Measuring Content Marketing Success** (www.thesocialmediahat.com, 13 days ago)

You can edit your preferred topics at any time:

The screenshot shows the 'Your topics of interest' settings page. It includes a list of current topics: 'content marketing', 'big data', and 'design thinking'. A new topic, 'driverless cars', is being added to the list. The page also features a 'Save' button and a message: 'We'll bring you the latest and best content for these topics from around the web.'

## PART 7:

# HOW TO USE ANDERS PINK FOR SOCIAL SELLING

## STEP 1 - SEEK

### 1 FIND RELEVANT CONTENT FROM TWITTER EASILY

## No.2 GET A MORE FILTERED VIEW OF YOUR TWITTER FEED

We also bring in articles shared by the people you follow on Twitter (just links to articles, not the photos, weather updates and all the rest of it...). You can see the most recent and most shared articles from your Twitter feed on your home page in "Top from your Network":

**Top from your network** See more

**9 Amazing Visual Social Media Tools to Boost Your Authority**  
www.jeffbullas.com · 2 hours ago · Are visuals a part of your social media marketing strategy? Would you like some tools to help boost your visual social...  
👍 🔄 📄 Share  
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**How to Get Your Writing on the Road to Being Read and Spread - Copyblogger**  
www.copyblogger.com · 17 hours ago · I'm going to let you in on a little secret. It's something the immortals — from Aristotle to Ogilvy to Mamet — have...  
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**Facebook Messenger now supports group**  
techcrunch.com · 8 hours ago · Facebook introduced person-to-person payments within Messenger in early 2015, but today the company announced the...  
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**Elon Musk vs. Henry Ford: Who is the Best Entrepreneur Ever?**  
www.entrepreneur.com · 10 hours ago · In the midst of March Madness, we created our own bracket of the 64 best living, historical and fictional...  
👍 🔄 📄 Share  
Shared by [Entrepreneur](#) and [2 others](#).

Click "see more", and you can filter these by time and topic. Say you want to see only the articles most shared by people in your Twitter network on Marketing in the last 24 hours. Not easy in your Twitter feed, but in Anders Pink just filter your feed by a keyword and time period to zero in on what's getting traction:

**Most shared articles from your network** In the last: 1 hour 3 hours 12 hours 24 hours

Filter by keyword

Filtering by keyword "marketing"

**How to Become an Agile Marketing Machine | Marketing Insider Group**  
marketinginsidergroup.com · 2 days ago · Top brands across industries, from eCornell to Verizon are adopting the nimble and unstoppable approach of agile...  
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sproutsocial.com · 1 day ago · Let's be honest here—Facebook isn't slowing down. There are more than 1.86 billion monthly active users on Facebook...  
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www.adweek.com · 1 day ago · Our timelines on social media are flooded with different marketing campaigns on a regular basis. The majority of this...  
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Shared by [Michael Brenner](#) and [2 others](#).

## PART 7:

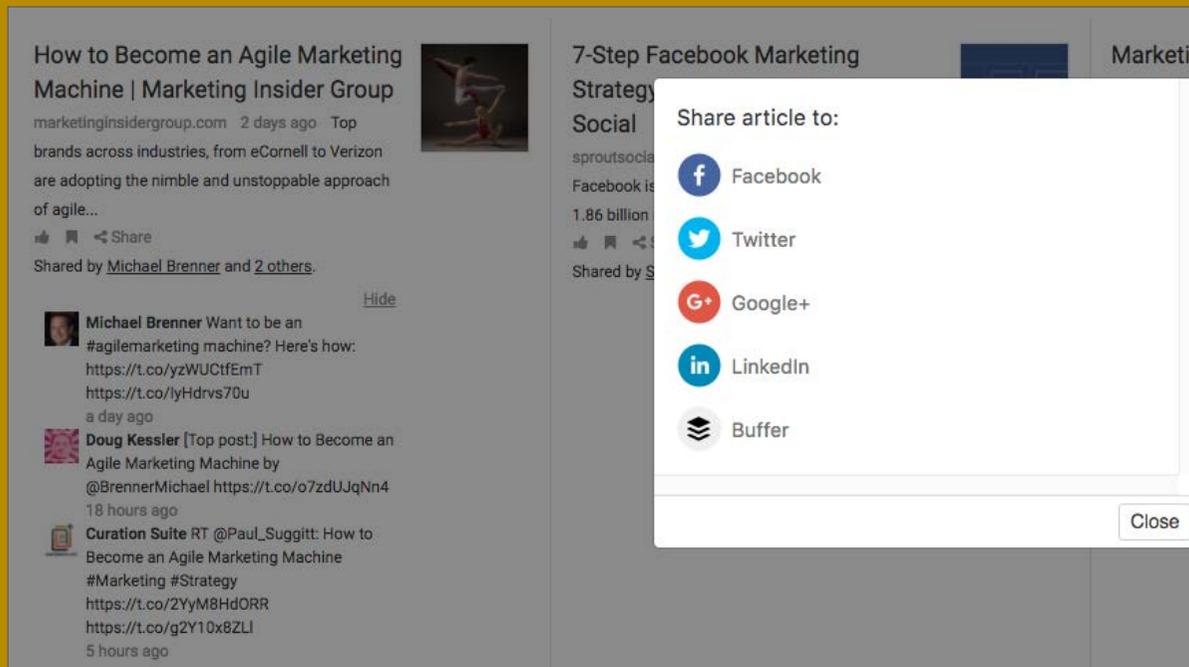
# HOW TO USE ANDERS PINK FOR SOCIAL SELLING

## STEP 1 - SEEK

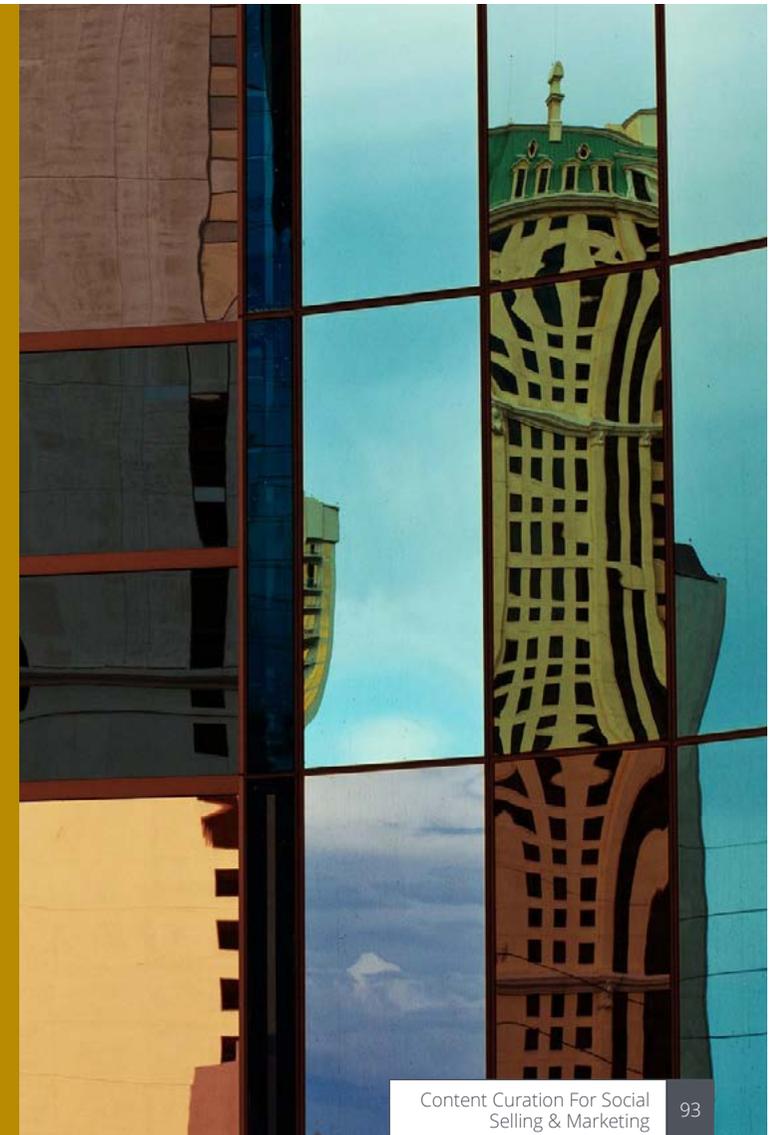
### 1 FIND RELEVANT CONTENT FROM TWITTER EASILY

#### No.2...

Click to see who's shared an article, and share it yourself to social to add your insights and engage your audience.



The screenshot shows a Twitter post titled "How to Become an Agile Marketing Machine | Marketing Insider Group" from marketinginsidergroup.com, posted 2 days ago. The post text describes agile marketing and is shared by Michael Brenner and 2 others. A share menu is open over the post, listing options to share to Facebook, Twitter, Google+, LinkedIn, and Buffer. The background of the screenshot shows another tweet titled "7-Step Facebook Marketing Strategy" by sproutsocial.



## PART 7:

# HOW TO USE ANDERS PINK FOR SOCIAL SELLING

## STEP 1 - SEEK

### 2 DISCOVER RELEVANT CONTENT ON ANY TOPIC WITH INSTANT SEARCH

To quickly find relevant content on any topic, you can also use our discover feature. Just type in any topic and we'll find recent and relevant articles from quality sources for you.

You can then follow that topic to add it to your homepage, follow a related public briefing, or use it as a starting point to create a more filtered custom briefing.

The screenshot shows the Anders Pink search interface. At the top right, there are links for 'Blog' and 'API'. The main heading is 'What are you interested in?'. Below this is a search bar containing 'big data' and a 'Search' button. A sub-header reads: 'We'll find you the latest articles. You can then follow this topic or create an advanced briefing.' Below the search bar, it says 'Showing the top articles from around the web on 'big data'. Clear'. There are two options: 'Follow this topic' (a pink button) and 'Create briefing' (a pink button). The main content area displays a grid of article cards. Each card includes a title, a thumbnail image, the source (e.g., linkedin.com), and the time since it was posted. The articles shown are: 'What Is Big Data? A Super-Easy Intro For Everyone' (21 days ago), 'Big Data At Walmart: How The Mind-Blowing 40+ Petabyte Improves Retail Decision-Making' (9 days ago), 'Firing on All Cylinders: The 2017 Big Data Landscape' (7 days ago), 'Why 'Gut Feel' is better than 'Big Data'' (22 days ago), 'Digital Transformation in Oil & Gas (II) - Big Data and Machine Learning vs. First-Principles: Who will win? (Part 1)' (9 days ago), 'Three Popular Ways to Fail with Big Data' (7 days ago), 'How Machines Make Sense of Big Data: an Introduction to Clustering Algorithms' (15 days ago), and 'Big Data - Brave New World or Snake Oil Redux' (24 days ago). On the right side, there is a section titled 'We've also found some public briefings to public briefings' with three thumbnails: 'Big Data News', 'Big Data Trends', and 'Big Data Advice & Tips'.

## PART 7:

# HOW TO USE ANDERS PINK FOR SOCIAL SELLING

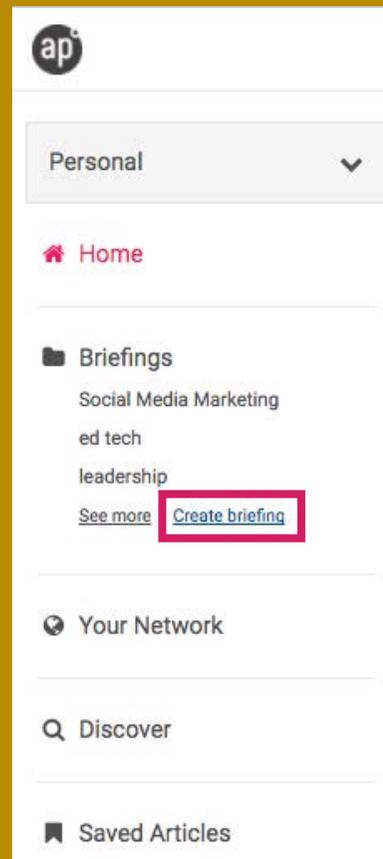
## STEP 1 - SEEK

### 3 CREATE A CUSTOM BRIEFING WITH SPECIFIC SOURCES

Search for Big Data in Google and you'll get 267 million results. As we've said, Google is not always the best source for trending or niche content, but using briefings is a great filtering method and one that's core to our curation tool at Anders Pink. Effective curation is about control and filters. In Anders Pink you can create a custom briefing on any topic, and filter it with any keywords and sources you want. A briefing is a collection of articles on any topic in Anders Pink. Briefings update every four hours to bring you fresh content on your topic from your sources.

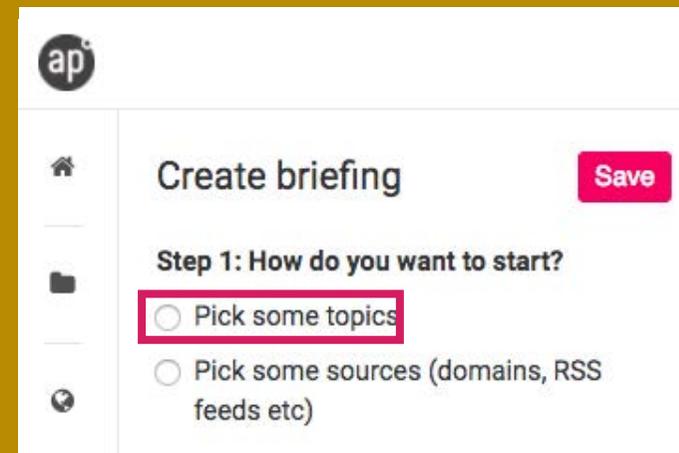
Here's how to create a custom briefing to stay smart your way.

To start a briefing, click "Create Briefing" from the Left menu:



### Step 1. CHOOSE HOW YOU WANT TO START

You now have two options to start off your briefing.



- Pick some topics: enter some topics and refine with additional keywords and sources. Great if you want to get a broad view of content to start with, then narrow down with filters.
- Pick some sources: enter sources you want to see content from or get suggestions, and refine by topics. Great if you know what sites or sources you want to see content from, or are looking for inspiration for sources which you can add and filter by topic.

You can switch at any time.

Select "Pick some topics"

## PART 7:

# HOW TO USE ANDERS PINK FOR SOCIAL SELLING

## STEP 1 - SEEK

### 3 CREATE A CUSTOM BRIEFING WITH SPECIFIC SOURCES

## Step 2. ADD A TOPIC

If you're starting with "pick some topics", just type the word or term and click "add" (or just hit enter on your keyboard). No need for quote marks and it's not case sensitive.

**TIP:**  
The more specific your keyword phrase, the better, e.g. content marketing, situational leadership. Broader terms like coaching and leadership will bring in more diverse results initially, but you can refine them later.

As soon as you add a topic, on the right you will see a preview of the type of articles you'll get in your briefing from quality sources:

## PART 7:

# HOW TO USE ANDERS PINK FOR SOCIAL SELLING

## STEP 1 - SEEK

### 3 CREATE A CUSTOM BRIEFING WITH SPECIFIC SOURCES

#### Step 3. (optional) FURTHER FILTER BY WORDS

In this example we're seeing recent content from around the web on content marketing. It's a popular topic and lots of content is published and shared. To narrow this down, you can add words that must or must not appear in the article title.

Just add any words you want to see in article titles here:

#### Step 3: Further filter by words (optional)

Article titles also must contain one or more of the following words:

tips ✕ how to ✕

See some [useful words to include](#), such as tips and trends.

Click enter or add. Your preview will refresh so you only see articles with these words in their titles.

You can specify words that must not appear in article titles. For example if you don't want to see articles that promote events or conferences, just add those words in the "must not include" field:

Article titles must **not** contain any of the following words:

conferences ✕

See some [useful words to exclude](#), such as jobs and events.



#### TIP:

To save time, choose from our pre-defined list of useful words to include or exclude – just click on the links below the boxes and you'll see them pop up – we've organised them into a few handy categories:

#### Useful words to add

By choosing some words that must be in the article titles, you can make your briefing more focused.

Some useful words to add are [tips](#) and [trends](#)

Some useful groups of words to add are listed below. You can add all of the words in a group, or individual ones.

##### Practical content

[tips](#), [how to](#), [ways to](#), [guide](#), [step-by-step](#), [mistakes](#), [advice](#), [habits](#), [best practice](#), [techniques](#), [case studies](#), [successful](#), [examples](#), [steps](#), [insights](#), [lessons](#)

##### Future trends

[trends](#), [trend](#), [forecast](#), [forecasts](#), [future of](#), [predictions](#), [rise of](#), [revolution](#), [will change](#)

##### Latest news

[news](#), [analysis](#), [update](#), [announcement](#), [latest](#)

##### Financial news

[stock](#), [announcement](#), [stock price](#), [share price](#), [market](#), [investment](#), [acquisition](#), [funding](#), [merger](#), [acquires](#), [acquisition](#), [vc](#), [future of](#), [equity](#), [performance](#), [prediction](#), [analysts](#)

#### Useful words to exclude

By choosing some words to that must not appear in article titles, you can filter out irrelevant content.

Some useful words to exclude are:

[job](#), [jobs](#), [position](#), [event](#), [workshop](#), [webinar](#), [course](#), [conference](#)

You can click on any of these to include or exclude them, or click "add all" to add them to you briefing in one go.

So that's using keywords to filter from a wide set of sites to see the content you want.

You could save your briefing at this point to make it live, and it'll update every few hours. But you can go further to make it even more specific:

## PART 7:

# HOW TO USE ANDERS PINK FOR SOCIAL SELLING

## STEP 1 - SEEK

### 3 CREATE A CUSTOM BRIEFING WITH SPECIFIC SOURCES

#### Step 4. LIMIT YOUR BRIEFING TO SPECIFIC SITES ONLY

You may have some specific sites you like to track, and you only want to see content from them. Or you might want to add a range of specific sites to further refine your briefing. When you start with a topic, you have three ways you can narrow it down to specific sites:

#### 1 Enter any site

Enter the site domain (no need for www or http://). You can also enter any subdomain, e.g. blog.anderspink.com or bbc.co.uk/technology

#### Step 4: Limit to certain sites (optional)

If you want to narrow this down to only see content from certain sites, enter them below, e.g. bbc.co.uk.

toprankblog.com ✕

moz.com

Add

Only show content from our curated list of business domains.

You can enter as many sites as you want. Click add for each one. Your briefing will refresh to show content on your topic (and any keywords you've filtered by) from these domains and nowhere else. No need to check multiple sites any more, you'll get the latest content from them on the topic you want right in your briefing, constantly updating.

See some useful words to include, such as tips and trends  
Article titles must not contain any of the following words:  
[Input field] Add

See some useful words to exclude, such as jobs and events.  
[Input field] Add

**Step 4: Limit to certain sites (optional)**  
If you want to narrow this down to only see content from certain sites, enter them below, e.g. bbc.co.uk.  
toprankblog.com ✕ moz.com ✕  
[Input field] Add

Only show content from our curated list of business domains.

**Suggested sites**  
We've found some sites about content marketing you might want to restrict your briefing to. If you add these, you'll see content only from these.

**Your preview**

- Constant Content: The Silver Bullet for Failing Content Marketing Strategy  
moz.com · 7 days ago · incredible, isn't it? Despite all the fanfare and pageantry that has followed content marketing over the last few...
- What CMOs Need to Know About Data Informed Content Marketing  
www.toprankblog.com · a month ago · Driven by trends in lower performing advertising and changing consumer behaviors, many marketers have embraced content...
- Programmatic Delivery: The Future of Content Marketing and Promotion?  
moz.com · 3 months ago
- The 5 W's (and an H) That Guide Your Content Marketing Strategy  
www.toprankblog.com · 7 days ago · Journalists make excellent content marketers. It's not just because they're used to writing clean, compelling copy. Or...
- The Right Content Marketing Mix: Should You Go Broad or Get Specific?  
www.toprankblog.com · a month ago · Content marketing can sometimes feel like walking a tightrope through treacherous crosswinds. On one side, you have...
- Cracking the Code: 3 Steps to Building Influence with Content Marketing  
toprankblog.com · 3 months ago
- Mobile Content Marketing: Three Crucial Truths for Better Mobile Content  
[Image]
- How to Level Up Your Content Marketing Maturity  
toprankblog.com · 2 months ago
- Add Spice to Your Content Marketing Program with These Tips  
toprankblog.com · 3 months ago
- Hot Content Marketing Topics From Top B2B Brands at #B2BMX  
toprankblog.com · 2 months ago

#### 2 Filter by 100 High Quality Business Domains in one Click

If you're looking for high quality content on business, sales, management and leadership topics, we've created a curated list of 100 high quality sources. These include Harvard Business Review, McKinsey, Wharton, Entrepreneur.com and many more. You don't have to add these individually - you can add them all as sources in just one click:

#### Step 4: Limit to certain sites (optional)

If you want to narrow this down to only see content from certain sites, enter them below, e.g. bbc.co.uk.

Add

Only show content from our curated list of business domains.

Checking this box will bring in content based on your topic from only these high quality domains. It's a quick way to limit your briefing to a set of constantly evolving high quality sites.

## PART 7:

# HOW TO USE ANDERS PINK FOR SOCIAL SELLING

## STEP 1 - SEEK

### 3 CREATE A CUSTOM BRIEFING WITH SPECIFIC SOURCES

#### 3 Get Suggested Sites

Not sure what sites to filter by? We suggest domains to you based on your topic choice:

#### Step 4: Limit to certain sites (optional)

If you want to narrow this down to only see content from certain sites, enter them below, e.g. bbc.co.uk.

Only show content from our curated list of business domains.

#### Suggested sites

We've found some sites about **content marketing** you might want to restrict your briefing to. If you add these you will see content only from these sites and others you add above.

business2community.com	Preview	<b>+</b>
claytonjohnson.com	Preview	+
contentmarketinginstitute.com	Preview	+
entrepreneur.com	Preview	+
newscred.com	Preview	+
forbes.com	Preview	+
moz.com	Preview	+
socialmediaexaminer.com	Preview	+

Click preview to recent articles from any of these sites on your topic:

Preview of recent articles from **business2community.com** filtered by keyword: **content marketing**

#### CPA Content Marketing: Four Examples of Superb Content by Accountants

business2community.com a month ago



#### Template for Developing a B2B Content Marketing Strategy

business2community.com a month ago



#### 5 Ways You are Sabotaging Your Content Marketing

business2community.com a month ago



#### 6 Reasons Why Powerful Content Marketing Is The Only Hope For Start-Ups

business2community.com a month ago



#### 10 Make-or-Break Skills a Content Marketing Professional Needs to Succeed

business2community.com a month ago



#### Why Inspirational Quotes Are Not A Content Marketing Strategy

business2community.com a month ago



■ If you like what you see, just click + to add them as a source to your briefing

## PART 7:

# HOW TO USE ANDERS PINK FOR SOCIAL SELLING

## ■■■ STEP 1 - SEEK

### 3 CREATE A CUSTOM BRIEFING WITH SPECIFIC SOURCES

#### Step 5. BLOCK DOMAINS

There may be sites you never want to see content from. You can block these in this step, just enter the domain name to ensure you don't see content from certain sites and click add or press enter.

##### Step 5: Block domains (optional)

Block articles that come from specific domains, such as job.com

Note: We block a wide range of sites across Anders Pink. But you can override this by just adding them as a source in step 4 above.



##### TIP:

You can combine all of these ways of filtering, so you can use some or all of these filters when you're creating a briefing with a topic:

- Add keywords to include/exclude from article titles
- Add your own preferred sites
- Add our list of curated business sites
- Add some or all of the suggested sites for your topic
- Block domains

You can keep adjusting until you get your briefing exactly the way you want it.

#### Step 6. SAVE AND NAME

Finally just click Save to make your briefing live:

##### Create briefing

  
**Step 1: How do you want to start?**  
 Pick some topics  
 Pick some sources (domains, RSS feeds etc)  
**Step 2: Add your topics**  
Enter the topics that you're interested in, e.g. big data, healthcare, cycling..  
   
  
  
**Finish your briefing off by choosing a name**  
**Briefing name**  
  
**Description (optional)**

Add a name for easy reference and an optional description.

Hit Save, and that's it! Your briefing is now live. It'll update every few hours with fresh content matching your topics and sources.

## PART 7:

# HOW TO USE ANDERS PINK FOR SOCIAL SELLING

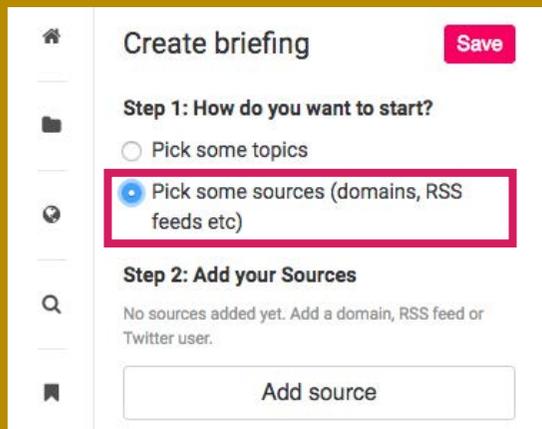
## STEP 1 - SEEK

### 3 ALTERNATIVE WAY TO CREATE A BRIEFING: PICK SOURCES: ANY DOMAIN, TWITTER USER OR RSS FEED.

You can also start a briefing by picking sources or finding inspiration for sources on a topic, and then filter these by topics and keywords if you want.

Click “Create Briefing” from the left menu as before to get started.

### Step 1. CHOOSE “PICK SOME SOURCES”



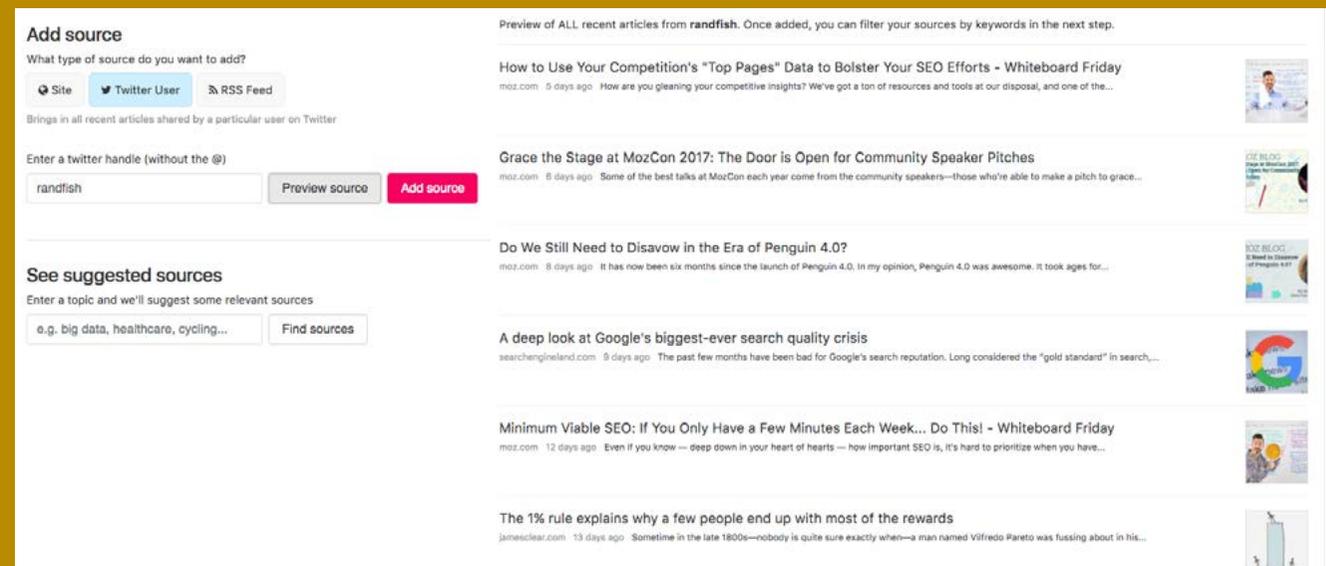
### Step 2. ADD YOUR SOURCES

Click Add Source. You now have two ways of bringing in domains, Twitter and RSS feeds:

#### 1 Manually Add Sources

You can now manually add any website, Twitter user or RSS Feed as a source to your briefing. Just click the relevant type and enter the source.

You can preview recent content from the source by clicking preview. Here we've entered Rand Fishkin's Twitter handle and hit preview to see articles he's shared recently on Twitter:



If you like what you see, just click “Add source” to add as a source to your briefing.

## PART 7:

# HOW TO USE ANDERS PINK FOR SOCIAL SELLING

## STEP 1 - SEEK

3 ALTERNATIVE WAY TO CREATE A BRIEFING: PICK SOURCES: ANY DOMAIN, TWITTER USER OR RSS FEED.

### 2 See Suggested Sources

Let's say you're looking for good quality content on a topic, but you're not sure which sources to use. We help you out here. Type any topic into the "see suggested sources box", click "Find Sources" and we'll find a range of sites, RSS feeds and Twitter users that regularly share content on your topic:

**See suggested sources**

Enter a topic and we'll suggest some relevant sources

content marketing Find sources

All (85) Domains (30) RSS feeds (5) Twitter users (50)

- Site business2community.com Preview source Add source
- Site claytonjohnson.com Preview source Add source
- Site contentmarketinginstitute.com Preview source Add source
- Site entrepreneur.com Preview source Add source
- Site newscred.com Preview source Add source
- Site forbes.com Preview source Add source
- Site moz.com Preview source Add source
- Site socialmediaexaminer.com Preview source Add source
- Site jeffbullas.com Preview source Add source
- Site copyblogger.com Preview source Add source

You can then preview these and add as many as you want to your briefing.

## PART 7:

# HOW TO USE ANDERS PINK FOR SOCIAL SELLING

## STEP 1 - SEEK

3 ALTERNATIVE WAY TO CREATE A BRIEFING: PICK SOURCES: ANY DOMAIN, TWITTER USER OR RSS FEED.

2 When you add these sources, you'll see an unfiltered preview only of the content recently shared from your chosen sites, Twitter users, and RSS feeds.

**Step 2: Add your Sources**

- moz.com
- copylogger.com
- http://feeds.feedburner.com/cmi-content...
- http://www.convinceandconvert.com/fea...
- Twitter User: leeodden
- Twitter User: joepulizzi

**Step 3: Further filter (optional)**

Article titles must contain one of these main keywords:

Article titles also must contain one or more of the following words:

Article titles must not contain any of the following words:

Block articles that come from the following domains:

**Article Grid:**

- How to Make Sure Your Digital Marketing Strategy is Results-Driven** (moz.com, 14 days ago)
- Ranking Multiple Domains to Own More SERP Real Estate - Whiteboard Friday** (moz.com, a month ago)
- Helpful Tips for Doing Search in a Low-Volume Niche** (moz.com, 23 days ago)
- Constant Content: The Silver Bullet for Failing Content Marketing Strategy** (moz.com, 7 days ago)
- Local SEO Spam Tactics Are Working: How You Can Fight Back** (moz.com, 15 days ago)
- Structuring URLs for Easy Data Gathering and Maximum Efficiency** (moz.com, 16 days ago)
- 26 Lessons From Social Media Marketing World 2017** (buzzsumo.com, 14 days ago)
- Do We Still Need to Disavow in the Era of Penguin 4.0?** (moz.com, 8 days ago)
- XML Sitemaps: The Most Misunderstood Tool in the SEO's Toolbox** (moz.com, a day ago)
- Feast Your Eyes on the MozCon 2017 Initial Agenda** (moz.com, 14 days ago)
- How to Get All Your Search Console Data from the API (Plus, Learn How to Use Python)** (moz.com, 6 days ago)
- Announcing the 2017 Local Search Ranking Factors Survey Results** (moz.com, 19 hours ago)
- 7 Easy-to-Forget SEO Steps You Should Take Every Time You Publish by @JerodMorris** (www.copylogger.com, 23 days ago)
- Schema.org Just Released New Restaurant Menu Markup - Here's How to Get Started** (moz.com, 9 days ago)
- SEO ranking factors analysed: The importance of brand relevancy** (econsultancy.com)

You can choose to only see content shared from your chosen domains (i.e. Block anything a Twitter user shares that's not from one of your chosen sites).

Add source

Only show content from the domains: moz.com and copylogger.com

You can just save the briefing like this if you want a general regularly updating stream of content from your chosen sources all in one briefing.

## PART 7:

# HOW TO USE ANDERS PINK FOR SOCIAL SELLING

## STEP 1 - SEEK

### 3 ALTERNATIVE WAY TO CREATE A BRIEFING: PICK SOURCES: ANY DOMAIN, TWITTER USER OR RSS FEED.

## Step 3. FURTHER FILTER BY TOPICS AND KEYWORDS

To make your briefing more specific, you can then filter by topic, and additional include/exclude words just like the “pick topics” option:

The screenshot shows the Anders Pink tool interface. On the left is a sidebar for filtering content. It includes a list of sources (moz.com, copyblogger.com, etc.), a section for 'Step 3: Further filter (optional)' with fields for keywords (containing 'content marketing') and words to include/exclude (containing 'tips'). The main area displays a grid of article previews with titles, thumbnails, and brief descriptions. Examples include 'Constant Content: The Silver Bullet for Failing Content Marketing Strategy', 'What CMOs Need to Know About Data Informed Content Marketing', and '2 Funnels Are Necessary for Content Marketing'.

Finally just Save and name it as before.

Finish your briefing off by choosing a name

**Briefing name**

**Description (optional)**

**Save**

And that's it! Create custom briefings to get a really refined stream of content that updates every few hours.

Now, what can you do with it?

## PART 7:

# HOW TO USE ANDERS PINK FOR SOCIAL SELLING

## STEP 1 - SEEK

### 10 THINGS YOU CAN DO WITH CURATED CONTENT

1. Read Articles
2. Filter by Time Period
3. Recommend Articles
4. Save Articles for Future Reference
5. Share to Social
6. Delete Articles
7. Edit Briefing
8. Copy a Briefing as a Baseline
9. Delete a Briefing
10. Collaborate as a team

### 1 READ ARTICLES

Before you share, you have to read the article to make sense of it, and decide if it's worth sharing with your prospects and network (please don't be one of those people who shares without reading - that just adds noise and reduces credibility).

In Anders Pink, you'll see a preview of the article text. Just click on any article title to open it in a new tab/window:

The screenshot shows the Anders Pink website interface. On the left is a sidebar with a search bar and a list of briefings. The main content area displays a grid of article cards. The first card, titled "B2B Social Media - Making a Case for Content Marketing", is highlighted with a red rectangular box. Other visible article titles include "Constant Content: The Silver Bullet for Failing Content Marketing Strategy", "5 Emerging Content Marketing Trends You Need to Know in 2017 - Jeffbullas's Blog", "Content Marketing KPIs & Metrics: 15 Important Considerations", "How to Use Trello to Streamline Your Content Marketing", "Content Marketing for Local SEO: How to Easily Leverage It the Right Way", "Top 75 Content Marketing Websites & Blogs For Marketing Professionals", "The Missing Link to Measuring Content Marketing Success", and "What Works Now: 13 Content Marketing Secrets from Kissmetrics, WordStream, Unbounce, KlientBoost, Close.io & More". Each article card includes a thumbnail image, a title, a source, a date, and a brief preview of the text.

## PART 7:

# HOW TO USE ANDERS PINK FOR SOCIAL SELLING

## STEP 1 - SEEK

### 2 FILTER BY TIME PERIOD

You can filter to see content from the last 24 hours, 3 days, 1 week, 1 month or 3 months in the top right in your briefing:

The screenshot shows the Anders Pink dashboard interface. On the left is a navigation sidebar with a 'Personal' dropdown and a list of briefings. The main content area is titled 'content marketing' and features a grid of article cards. At the top right of the grid, there is a filter bar with options: '24 hours', '3 days', '1 week', '1 month' (selected), and '3 months'. The article cards include titles, source URLs, dates, and brief descriptions. For example, one card is titled 'B2B Social Media – Making a Case for Content Marketing' from linkedin.com, dated 21 days ago. Another is 'Constant Content: The Silver Bullet for Failing Content Marketing Strategy' from maz.com, dated 7 days ago. The grid also includes cards about '5 Emerging Content Marketing Trends You Need to Know in 2017', '2 Funnels Are Necessary for Content Marketing', 'Content Marketing KPIs & Metrics: 15 Important Considerations', 'How to Use Trello to Streamline Your Content Marketing', 'Content Marketing for Local SEO: How to Easily Leverage It the Right Way', 'How to measure the ROI from your content marketing', 'Top 75 Content Marketing Websites & Blogs For Marketing Professionals', 'The Missing Link to Measuring Content Marketing Success', 'What Works Now: 13 Content Marketing Secrets from Kissmetrics, WordStream, Unbounce, KlientBoost, Close.io & More', and 'Upgrading Your Approach to Sales With Content Marketing'.

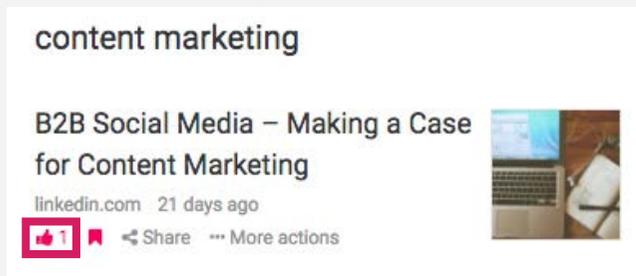
## PART 7:

# HOW TO USE ANDERS PINK FOR SOCIAL SELLING

## STEP 1 - SEEK

### 3 RECOMMEND ARTICLES

Just read something worth sharing? Let others in your team know you recommend an article for them to read and share with their networks. Just click the thumbs up icon:

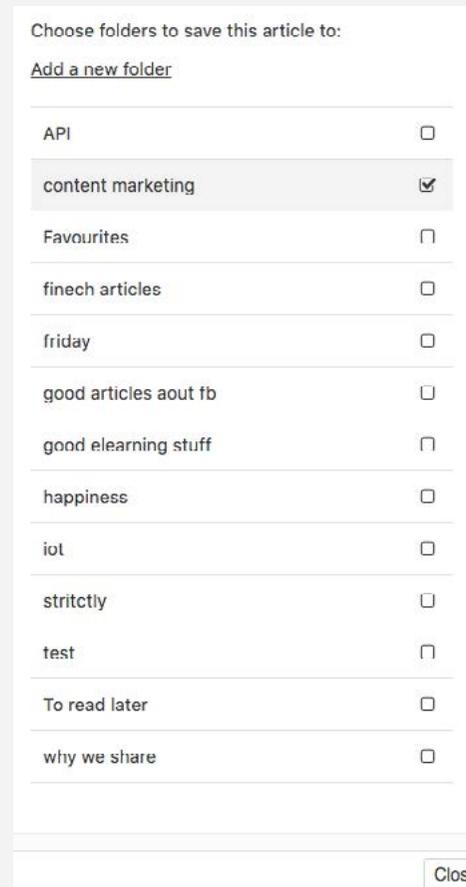


### 4 SAVE ARTICLES FOR FUTURE REFERENCE

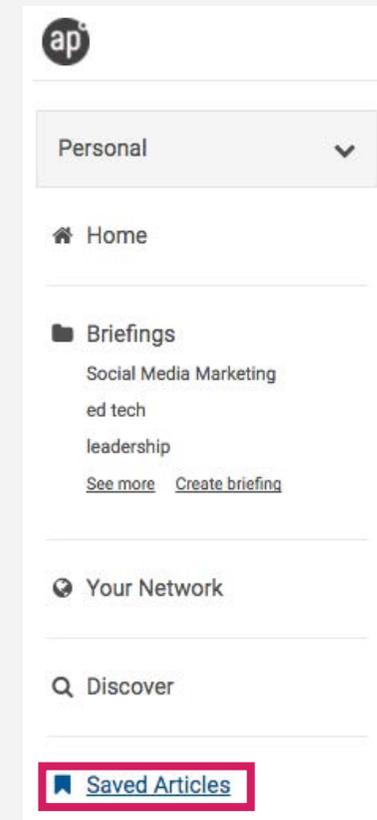
One way to make social selling easier is to build up a list of shareable content. You can reshare and repurpose this content for multiple audiences over time. Articles update every few hours in your briefings. If you want to save an article to make a list for future reference, just click the “save” icon under any article:



You can then create a folder to save the article to, or save it into an existing folder. Then just check the folders you want to save content to.



You can get to your saved articles any time via the “Saved Articles” link on the left menu:



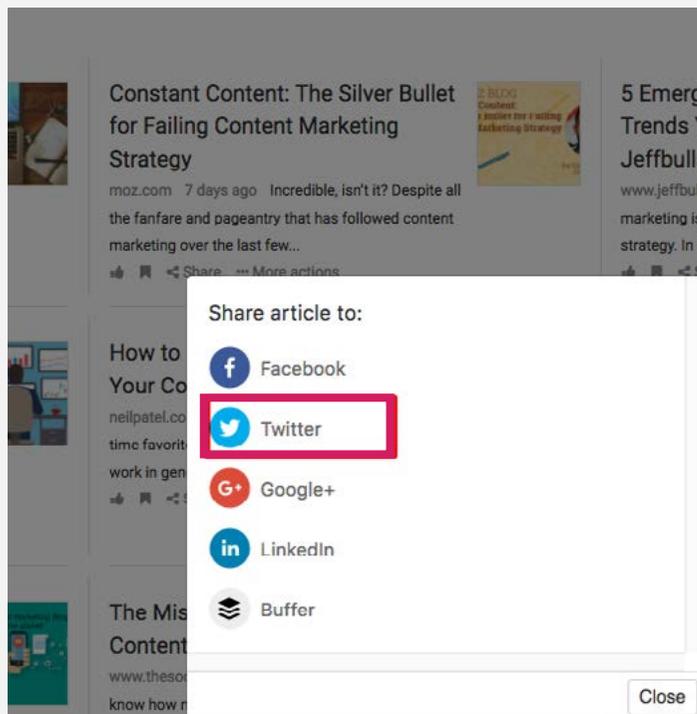
## PART 7:

# HOW TO USE ANDERS PINK FOR SOCIAL SELLING

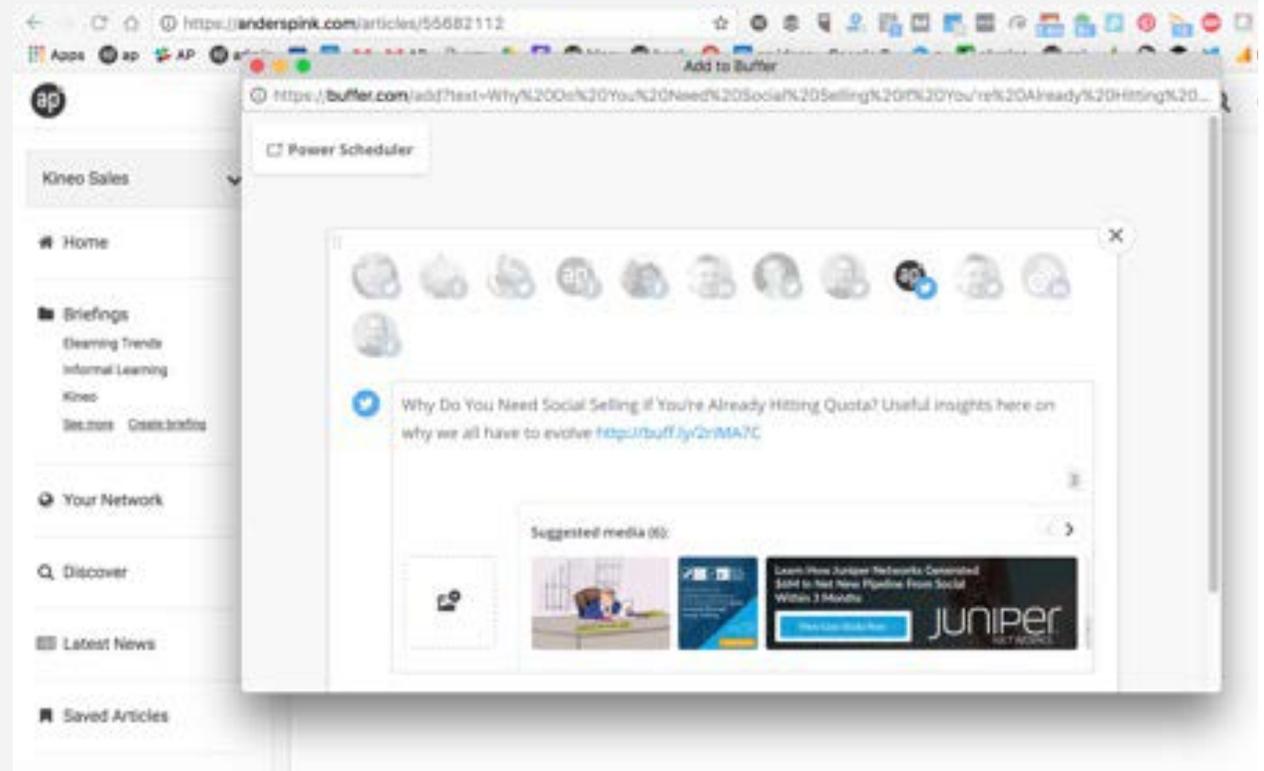
## STEP 1 - SEEK

### 5 SHARE TO SOCIAL

Social selling means sharing articles with your prospects. Want to share an article in your social networks? Click share on any article to post it to Twitter, LinkedIn, Facebook, Buffer or Google Plus:



Choose where you want to share, add a comment if you want to, and post it:



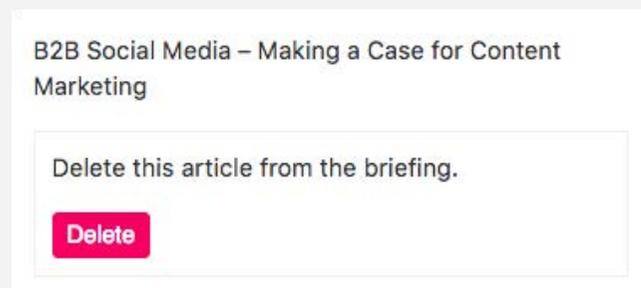
## PART 7:

# HOW TO USE ANDERS PINK FOR SOCIAL SELLING

## STEP 1 - SEEK

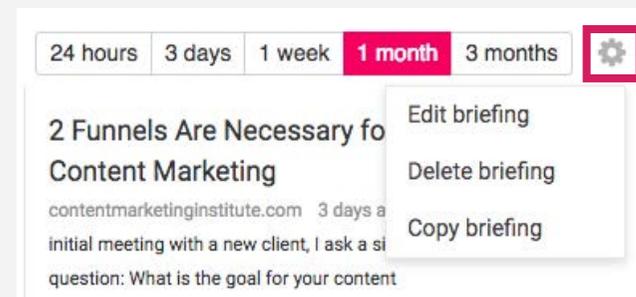
### 6 DELETE ARTICLES

Want to remove an article? Just click more actions and hit delete. And if there's a source you don't want to see any more from, just edit and remove the source.



### 7 EDIT BRIEFING

You can edit your briefing at any time and add/change your topics, keywords, sites and sources. Just click the gears icon in the top right. Then click "Edit Briefing" to adjust your briefing.



### 8 COPY A BRIEFING AS A BASELINE

Say you've set up a briefing on content marketing, and you want to use the same sources for a new briefing on Facebook Marketing in your team. No need to re-create it. Just click the edit icon, choose "Copy Briefing" and you can edit the copy with different keywords and sources.

## PART 7:

# HOW TO USE ANDERS PINK FOR SOCIAL SELLING

## ■■■ STEP 1 - SEEK

### 9 DELETE A BRIEFING

You can have multiple briefings under our various plans, but if you want to delete one, again just click the edit icon and choose “delete”.

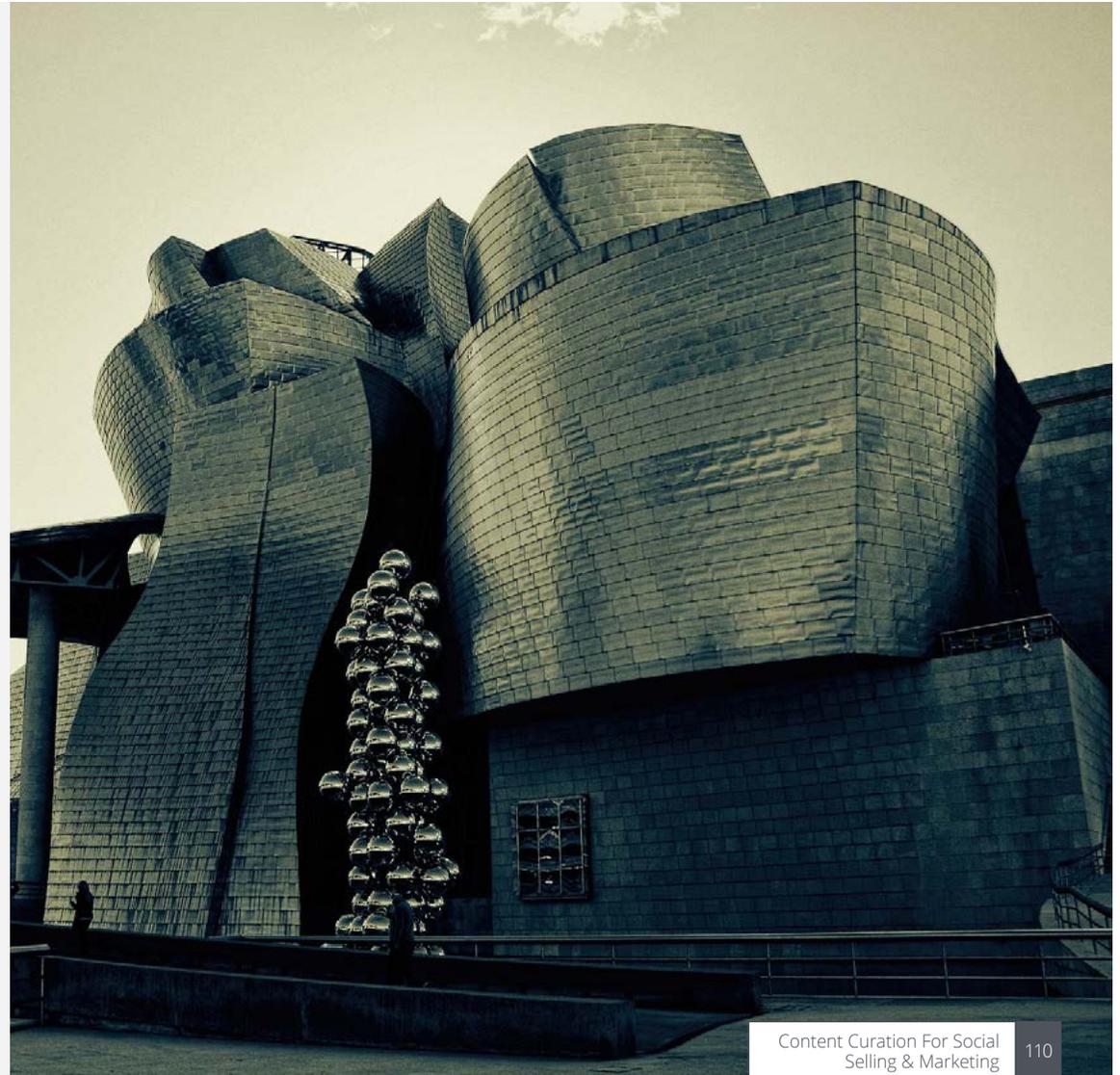
All of this is just using Anders Pink for yourself, in your personal view. But as we’ve said, effective curation means working as a team to leverage your collective intelligence.

Let’s look at how you can curate as a team to stay smart and work together on team social selling in Anders Pink.

### 10 COLLABORATE AS A TEAM

All of this is just using Anders Pink for yourself, in your personal view. But as we’ve said, effective curation means working as a team to leverage your collective intelligence.

Let’s look at how you can curate as a team to stay smart and work together on team social selling in Anders Pink.



## PART 7:

# HOW TO USE ANDERS PINK FOR SOCIAL SELLING

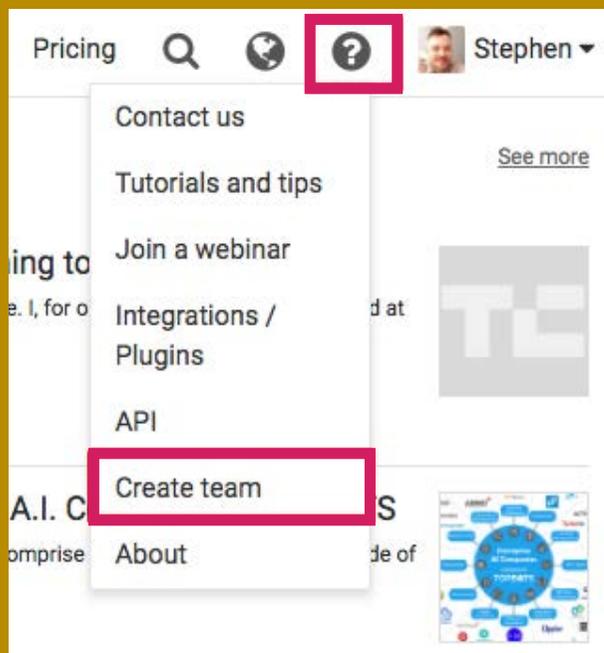
## STEP 2 - SENSE

### STEP 2

#### MAKE SENSE AND COLLABORATE AS A TEAM

You want other people to carry the curation load too. In Anders Pink you can create a team and invite your close colleagues, your community, whoever you want. Here's how:

1 IN THE TOP MENU, CLICK ON THE ? ICON. CHOOSE "CREATE TEAM" FROM THE DROPDOWN:



2 GIVE YOUR TEAM A NAME:

A screenshot of the 'Create new team' form. The text reads: 'Create new team', 'You will be the team owner and can invite other members after you've created the team.', and 'Team name'. The text 'Sales Team' is entered in the input field. There are 'Create' and 'Cancel' buttons at the bottom.

Hit "Create".

## PART 7:

# HOW TO USE ANDERS PINK FOR SOCIAL SELLING

## ■ ■ ■ STEP 2 - SENSE

### 3 INVITE PEOPLE

You can type anyone's email address and click "Invite". They'll get an email inviting them in which will guide them through the process.

#### Team Settings

Team members

First Name	Last Name	Email	Role	Actions
Stephen	Walsh	mycontact@email.com	owner	<a href="#">Change role</a> <a href="#">Remove</a>

#### Invite new user

The user will receive an email inviting them to join your team. If the user already has an Anders Pink account, make sure to use the email address that they signed up with.

[Normal user](#) [Invite](#)

#### Public signup link

You can activate and share a special public link that will allow anyone to signup to your team.

[Enable public signup](#)

## PART 7:

# HOW TO USE ANDERS PINK FOR SOCIAL SELLING

## ■ ■ ■ STEP 2 - SENSE

You can also share a team signup link with anyone. Just click “Enable public signup”:

### Public signup link

You can activate and share a special public link that will allow anyone to signup to your team.

```
https://anderspink.com/join-team/235/5c9631a9c1961fd4a2579549a74b0360
```

Disable public signup

Paste or share the link anywhere you want. You can add users as normal users or make them admins, and manage permissions.

### Team settings

Team name

Admins and owners can do anything in the team. Using the below settings you can control what normal users (non-admins) can do.

- Allow users to create/edit/delete team briefings
- Allow users to create/delete team saved article folders
- Allow users to save and unsave articles from the folders
- Allow users to delete individual articles from a briefing (by clicking the X in the top right of an article)

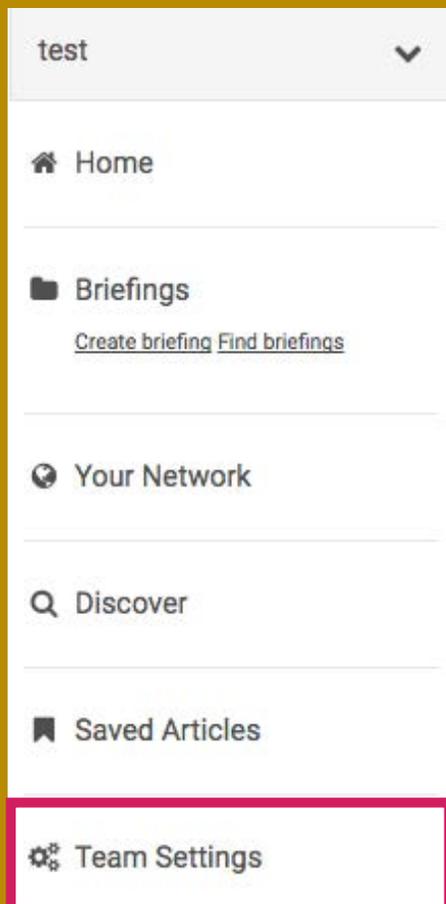
Save permissions

## PART 7:

# HOW TO USE ANDERS PINK FOR SOCIAL SELLING

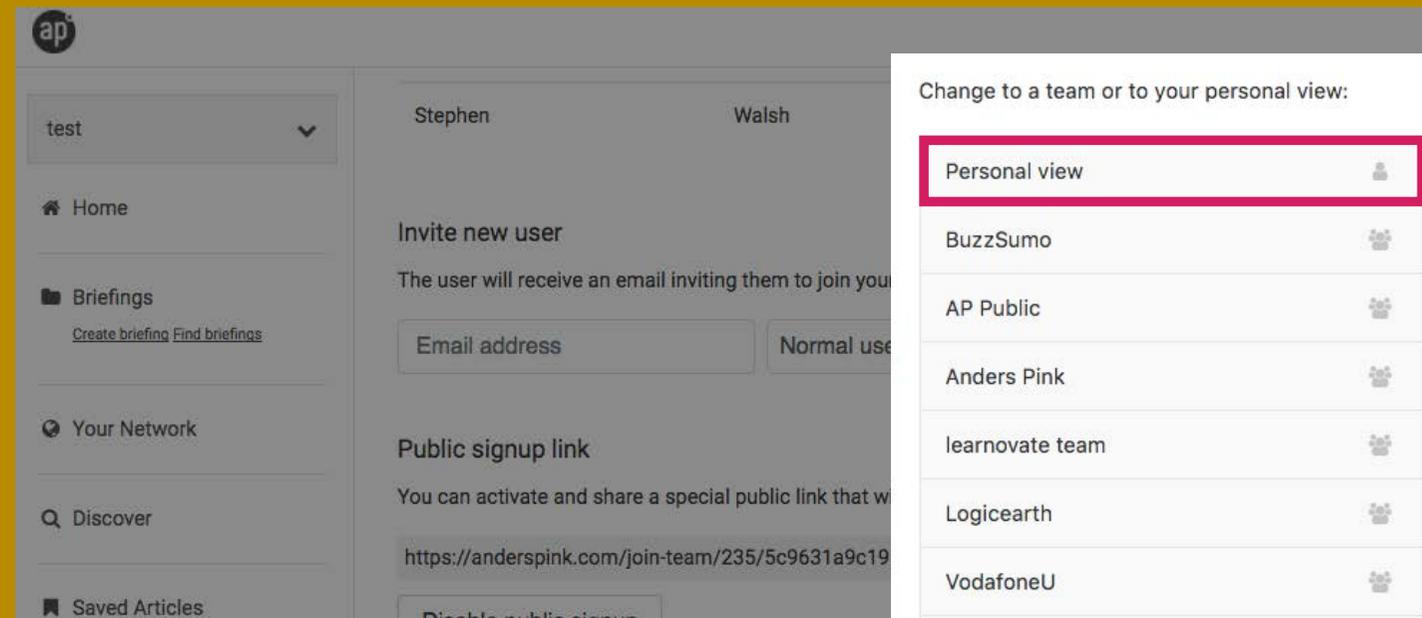
## ■ ■ ■ STEP 2 - SENSE

You can change this and add/remove team members any time via "Team Settings" on the main menu.



Once you've created a team, any briefings you create or follow will be available for everyone in your team. You can create multiple teams (depending on your plan) and switch between them.

You can of course still create custom briefings or follow topics personally. You can switch between your personal and team views using the switcher at the top of the menu.



Now you've created a team, how do you stay smarter together? Here are 5 ways.

PART 7:

# HOW TO USE ANDERS PINK FOR SOCIAL SELLING

## STEP 2 - SENSE

### 5 WAYS TO STAY SMART AND CURATE AS A TEAM

#### 1 RECOMMEND SHAREABLE ARTICLES

In Anders Pink you can recommend an article to draw your team's attention to it. Just click the thumbs up icon under the article:



**L&D Blog » 10 Key Steps to Content Curation Success**  
www.mindtools.com a month ago Albert Einstein  
was a man of strong opinions – and one of them was, "Once we stop learning, we start dying."  
Einstein...

👍 Add comment    ➦ Share    ⋮ More actions

Your team will get a notification and see recommended articles on their team home page. This makes it easier for time-pressed sales colleagues to quickly scan the most recommended articles by the team, and share them with their network.



## PART 7:

# HOW TO USE ANDERS PINK FOR SOCIAL SELLING

## ■ ■ ■ STEP 2 - SENSE

### 2 COMMENT ON ARTICLES

If you're working in a team, you can add your comments to the article in Anders Pink, so that your sales colleagues can see your take on the article, and use this as a baseline for their own social sharing too.

To add a comment in a team in Anders Pink, click add comment and type into the text box, then click enter.



Only people in your team can see these comments. Your sales colleagues can then use the team's views and insights to decide how to add context when they're sharing with their network.

### TIPS:



Add value in comments when sharing with your networks by:

- Context: I thought this article from @influencer was a good analysis of the challenges faced in our industry around innovation. What do you think?
- Answering a question: @John you were asking for a good example of design thinking in action. I saw this article and thought you might find it useful
- Challenge/controversy: I see (competitor) has just published these case studies on financial services and are getting a lot of engagement. I was wondering if you should be considering a similar approach
- Questions and conversation starters: This long-form article from HBR suggests that the best managers are information seekers. I'd be interested in people's views. Do you agree?

## PART 7:

# HOW TO USE ANDERS PINK FOR SOCIAL SELLING

## ■ ■ ■ STEP 2 - SENSE

### 3 FLAG RELEVANT ARTICLES TO COLLEAGUES

In Anders Pink just use the @ symbol in any comment to see a list of team members to mention. If you mention someone, they'll get a notification. This can help to support the rest of your team if there's a trending article they need to jump on and share.



### 4 SAVE ARTICLES TO LISTS

In Anders Pink you can save any article from a briefing or from anywhere on the web to a saved articles for future reference. Just click the "save" icon:



## PART 7:

# HOW TO USE ANDERS PINK FOR SOCIAL SELLING

## ■ ■ ■ STEP 2 - SENSE

Then choose or create a folder to save it to. You can save to multiple folders in your team or personally:

### Content Curation

#### L&D Blog » 10 Key Steps to Content Curation Success

www.mindtools.com a month ago Albert Einstein was a man of strong opinions – and one of them was, "Once we stop learning, we start dying." Einstein...

👍 🗨️ Add comment    🔄 Share    ⋮ More actions

interesting piece, we should do a blog post on curation covering points like these, what do you think @

#### Content curation for agencies - how to get started - Scoop.it Blog

scoop.it 15 days ago When a business hires a marketing agency, they are only interested in one thing: results. Whether it be more leads,...

👍 🗨️ Add comment    🔄 Share    ⋮ More actions

#### Smart Content Curation Techniques to Build Connections and Gain More Audience

lp.expans.in a month ago We need content. We need to share content with people every now and then. Sharing content is part of virtually every...

👍 🗨️ Add comment    🔄 Share    ⋮ More actions

Choose folders to save this article to:

[Add a new folder](#)

- B2B marketing
- content curation
- Good ideas and marketing from competitors
- Influencer marketing
- SaaS Pricing Articles
- sales and service
- SEO stuff
- To Do Ideas

Or choose personal folders to save to:

- API
- content marketing
- Favourites
- finech articles
- friday
- good articles aout fb

Close

Content Curation For Social Selling & Marketing

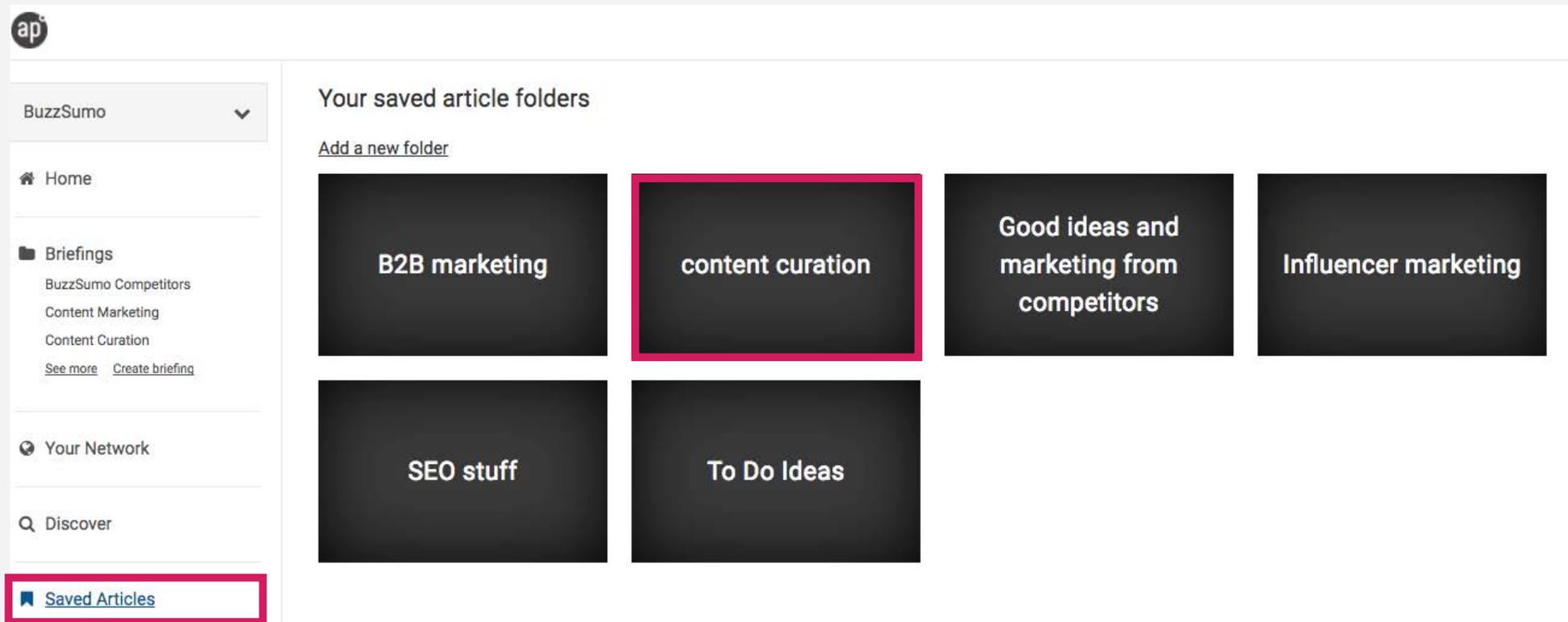
118

## PART 7:

# HOW TO USE ANDERS PINK FOR SOCIAL SELLING

## ■ ■ ■ STEP 2 - SENSE

Your team will get a notification that you've saved the article. Anyone in your team can add to and view saved folders from the "Saved Articles" option on the Left Menu:



## PART 7:

# HOW TO USE ANDERS PINK FOR SOCIAL SELLING

## STEP 2 - SENSE

Click on any folder to see saved articles:

The screenshot displays the BuzzSumo web application interface. On the left is a navigation sidebar with options: Home, Briefings (with sub-items: BuzzSumo Competitors, Content Marketing, Content Curation, and links for 'See more' and 'Create briefing'), Your Network, Discover, and Saved Articles. The main content area is titled 'Saved Folder: content curation' and contains a grid of 15 article cards. Each card includes a title, a small thumbnail image, the source name, the time since it was saved, and a share icon. The articles listed are:

- The 3 Most Effective Content Curation Strategies (contentmarketinginstitute.com, a year ago)
- All Pricing is Relative. How To Make That Work in Your Favor. (saastr.com, a year ago)
- The Seductive Power of the Dark Side [Rented Land] (contentmarketinginstitute.com, a year ago)
- 15 Killer Content Curation Tools (contentcurationmarketing.com, a year ago)
- MEGA list of content curation tools (Mindmap) : Entrepreneur (reddit.com, a year ago)
- Content Curation (wordpress.com, 10 months ago)
- Curate the content curation (list.ly, 9 months ago)
- 5 tools to monitor your social media accounts and mentions (medium.com, 8 months ago)
- 6. Overabundance of Disorganized and Unverified Information (search is broken) – Content Curation Official Guide (medium.com, 8 months ago)
- Pinterest edges into influencer marketing (businessinsider.com, 6 months ago)
- Content Curation, We Can Do Better (quibb.com, 6 months ago)
- How To Curate Content For Learning (anderspink.com, 5 months ago)
- Content Curation & SEO: Do's and Don'ts (intweetv.com, 5 months ago)
- Anders Pink | Donald Clark Interview: Why your LMS is a Zombie, Why you need Curation and AI in Learning (blog.anderspink.com)
- Your Top 7 Tools For Social Media Content Curation (soci.club, a month ago)
- Influencer Outreach: Making Connections for a Successful Campaign (mention.com, a month ago)
- Content Curation is So Awesomely Easy, It's kind of Ridiculous (marketscale.com, a month ago)
- What CMOs Need to Know About Data Informed Content Marketing (www.toprankblog.com, a month ago)
- L&D Blog » 10 Key Steps to Content Curation Success (www.mindtools.com, a month ago)
- How to Tag Mentions Automatically for More Efficient Monitoring - The Mention Blog (mention.com, 8 days ago)

Anyone in the team can view, comment and add to these.

## PART 7:

# HOW TO USE ANDERS PINK FOR SOCIAL SELLING

## ■■■ STEP 2 - SENSE



### Tip: 6 Uses for Saved Curated Content:

Creating saved folders like this can really help to curate content from filtered briefings into resharable content for your team. Here are 6 ways that saving content can help your social selling and marketing:

#### 1. LINE UP SHAREABLE CONTENT FOR SOCIAL:

Marketing teams can save high quality and relevant articles into a “to share with Pharma clients” folder for example, with comments. Sales team members can then share articles from the folder straight to their social networks to help engage prospects and streamline their social selling.

#### 2. BUILD A KNOWLEDGE BASE:

Build a permanent knowledge base for your team on a particular topic.

#### 3. HELP WITH ONBOARDING:

Help new joiners to a team to go back and see saved articles to see what your team values in a topic. Encourage new joiners to the sales team to start social selling from day 1 by resharing relevant content to their networks.

#### 4. SAVE IDEAS FOR INSPIRATION:

Content creation can be inspired by curated articles on a theme. Save articles that you could use as a base for an original post or long form content resource in a specific folder. We include some examples of these later.

#### 5. EXPORT TO OTHER PLATFORMS:

You can display a saved articles folder or live briefing in your website, CRM or other platforms to help engage prospects, and support your sales and marketing teams while they’re working in other tools. For example, displaying recent articles about a client alongside their account information in your CRM. Our [Anders Pink API](#) enables you to embed in this way.

#### 6. CLIP AND SAVE CONTENT FROM ANYWHERE:

If you find an article on the web you want to share and save with your team, you can save it into Anders Pink using our [Chrome Extension](#). Add a comment and recommend it on the way in. 2 clicks to save anything from the web for your team to see and share:

## PART 7:

# HOW TO USE ANDERS PINK FOR SOCIAL SELLING

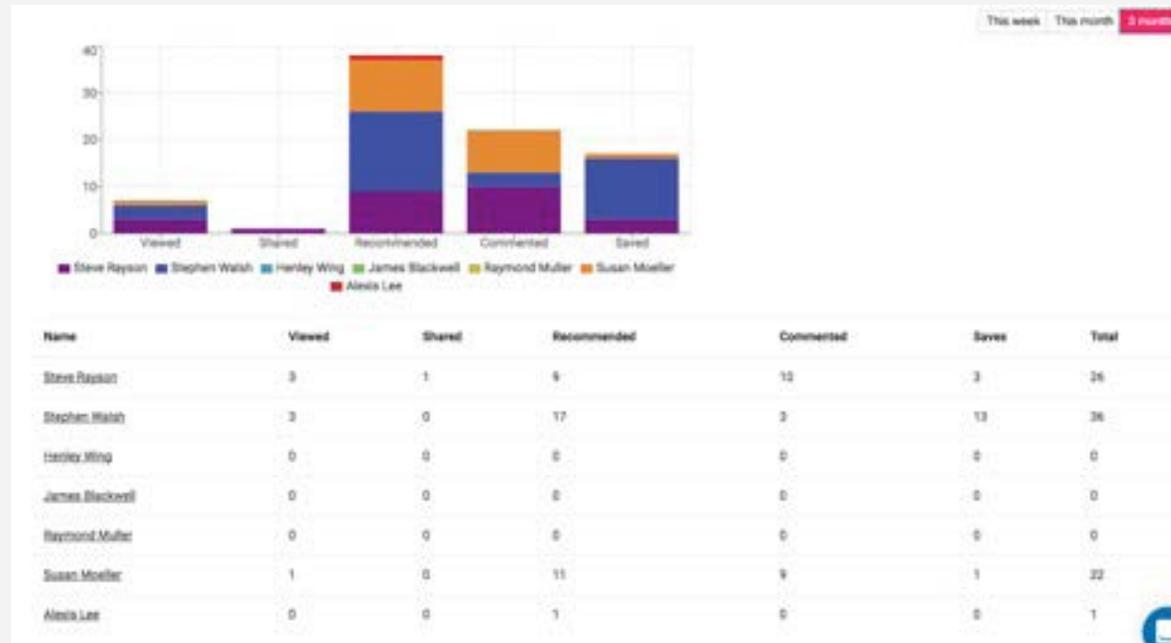
## STEP 2 - SENSE

### 5 TRACK PERFORMANCE WITH TEAM STATS

In Anders Pink you can see how you and the rest of your team are doing on curating and sharing content. Just click "Team Stats" from the Left menu:



You'll see a chart showing the total number of articles viewed, shared, recommended, commented on and shared by your team. Rollover the bars to see a breakdown by team member. You can filter this by time period.



You can also drill down to see activity for each team member. So now you can see who's leading on social selling in your team. Not that you're competitive or anything...

## PART 7:

# HOW TO USE ANDERS PINK FOR SOCIAL SELLING

## STEP 3 - SHARE

### STEP 3

#### SHARE TO SOCIAL AND STAY UP TO DATE

You don't want to miss it when a colleague comments, upvotes or saves an article. In Anders Pink you get notifications right on the team home page. On the left panel, you'll see the latest articles from the team briefings. On the right, you'll see a stream of the latest activities in your team, starting with articles your team has recommended:

The screenshot displays the Anders Pink interface. On the left is a navigation sidebar with 'Home', 'Briefings', 'Your Network', 'Discover', and 'Saved Articles'. The main content area is divided into two columns. The left column, 'Top from your team briefings', lists four articles: 'The Corporation Does Not Always Have To Win', 'Best WordPress Content Sharing Themes 2017 - Viral WP Themes', '5 Ways to Use FOMO in your Marketing', and 'Why You Should Use Content Curation To Support Your Corporate Training - 5 Questions Answered'. The right column, 'Latest team activity', shows a stream of user actions: Stephen Walsh pinned an article, Steve Rayson upvoted an article, Stephen Walsh upvoted two articles, and Susan Moeller commented on an article.

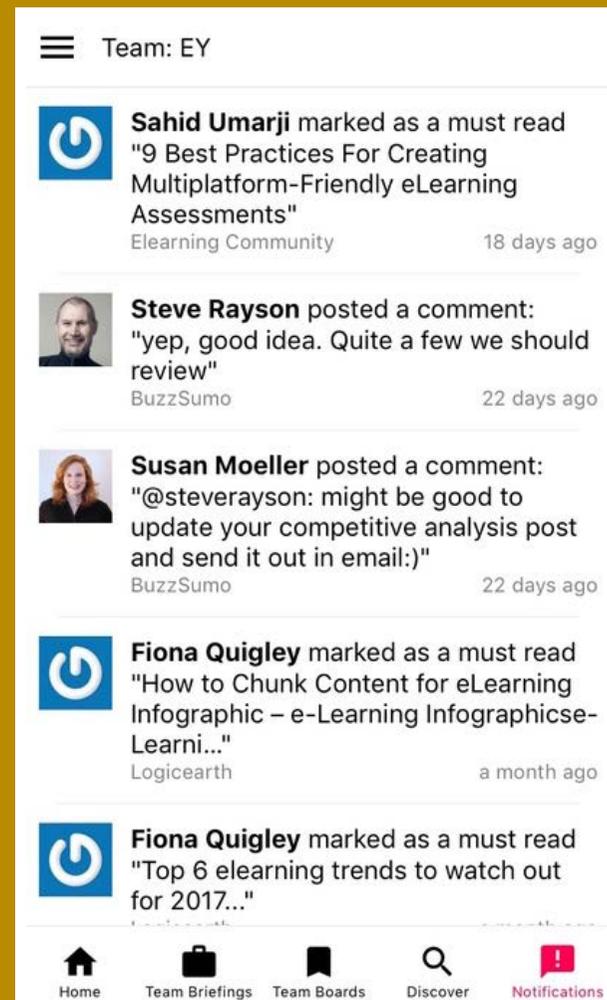
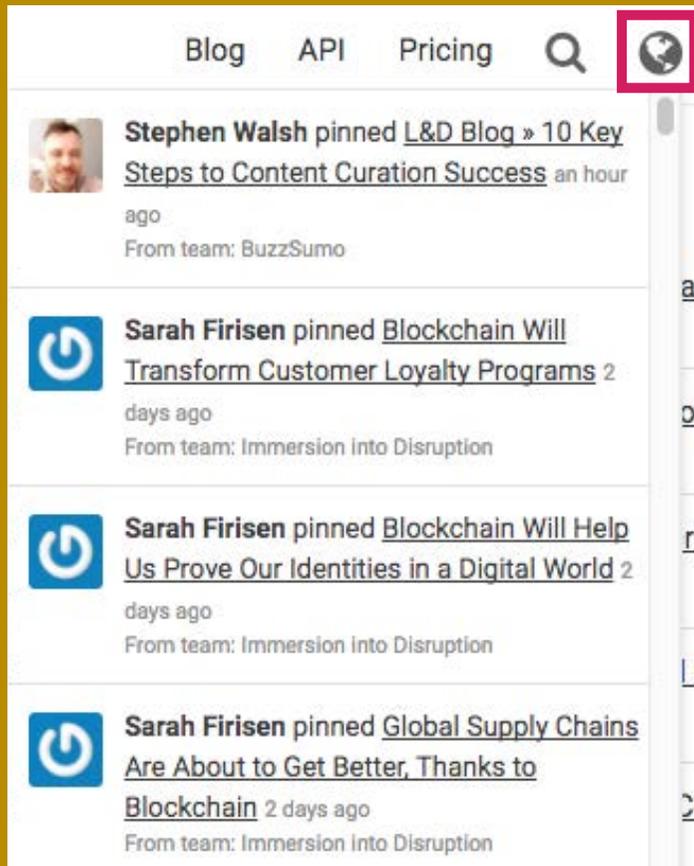
Click on any article to open it, add your comments and join the conversation, and share or schedule it to your social accounts.

## PART 7:

# HOW TO USE ANDERS PINK FOR SOCIAL SELLING

## ■■■ STEP 3 - SHARE

You also get notifications via the Notifications icon in the top menu. It will highlight if you have new notifications, just click on it to see activity across all your teams:



You'll also get push notifications in our mobile apps when team members take actions:

## PART 7:

# HOW TO USE ANDERS PINK FOR SOCIAL SELLING

## ■■■ STEP 3 - SHARE



### Tip: 5 Briefings Every Social Selling Team Should Have

To stay smart every day and power your social selling, here are five briefings you can quickly set up to stay informed as a sales team:



### 1. LATEST ON KEY CLIENTS:

You need to stay on top of what's happening in your clients' business. Set up a client briefing to make that easier.

- Create a briefing and choose "pick some topics"
- Use the client name as your topic
- Optionally filter by additional keywords, for example: announcement, trends, news, launch, merger
- Optionally add specific domains and sources if you only want to see content from certain sites. For example: Add the client's site and Twitter accounts, industry commentator and analyst sites.

Here's a briefing on [Salesforce latest news](#) for example.

### 2. LATEST FROM COMPETITORS

No time to check all your competitors' sites and social feeds to track what they're doing? Pull them all into one briefing

- Create a briefing
- Choose "Pick some sources"
- Add your competitors' URLs as sources, and optionally their Twitter accounts or RSS feeds
- You'll see everything published or shared by your competitors in one briefing

Here's an example of latest articles from [10 competitors in Digital Learning industry](#).

## PART 7:

# HOW TO USE ANDERS PINK FOR SOCIAL SELLING

## ■■■ STEP 3 - SHARE

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### 3. LATEST FROM YOUR CLIENTS'/ PROSPECTS' COMPETITORS

If you can be the first to share an insight with your client or prospect on what their competitors are doing, you're providing intelligence and value.

- Create a briefing
- Choose "pick some sources"
- Add your clients' competitors URLs and optionally Twitter accounts or RSS feeds

Here's a roundup of recent articles from trusted sources on [Google](#), [Apple](#), [Facebook](#) and [Amazon](#).

### 4. LATEST TRENDS IN YOUR INDUSTRY

Keep your team informed on what's changing in your sector, and share insights with your clients

- Create a briefing and choose "pick some topics"
- Enter the main topics in your sector, e.g. "Aviation" and "Airlines"
- Add keywords, e.g. trends, future of, rise of - choose our list of trend words as a shortcut
- Optionally limit to specific sites, e.g. industry commentators, analysts to keep it focused and high quality. You can enter your preferred sources, we also suggest sources to you, or you can build a list from suggestions via "pick some sources"

Here's an example of the latest trends and developments from selected sources in the [automotive industry](#).

### 5. PROFESSIONAL INTERESTS FOR CONTINUOUS LEARNING

We all need to continuously learn and improve our skills. Stay briefed as a team on new ideas to help you, and share what's

- Create a briefing and choose "pick some topics"
- Enter the topic you're interested in learning more about , e.g. "sales"
- Add keywords, such as tips, best practice, case studies. Use our practical content list of words as shortcut
- Optionally limit to specific sites and sources. Or simply add our list over over 100 quality business domains.

Here's a briefing on the latest content from the [top 40 sales blogs](#) for example.

PART 8:

# 60 MINUTE SOCIAL SELLING: A DAY IN THE LIFE OF A SOCIAL SELLER

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## PART 8:

# 60 MINUTE SOCIAL SELLING: A DAY IN THE LIFE OF A SOCIAL SELLER

Here's just one way you can make an impact with 60 minutes of social selling each day to build a habit. If 60 minutes sounds a lot, bear in mind the time you're saving by not searching for content on multiple sites and sources. Search less, share more and increase your social impact.



### 8:30AM

#### 20 MINUTES ON THE WAY TO WORK

Check Anders Pink on Phone:

- 3 articles Recommended for Sharing by colleagues
- Read 3 articles flagged by colleagues - useful comments, thanks @team
- Spot one that's really relevant to a key prospect - share via LinkedIn Messaging directly with her and add your comments
- Buffer the rest up for sharing in wider social networks during the day, adding own comments
- Check "Your Network" - refined Twitter feed in AP, filter by key terms. Find 2 more useful articles
- Share these to your social networks and recommend them to your team
- Check competitor briefings - interesting post from main competitor. Flag to @marketing with idea for doing something different in our next post



PART 8:

## 60 MINUTE SOCIAL SELLING: A DAY IN THE LIFE OF A SOCIAL SELLER



**10:30AM**

**15 MINUTE  
NETWORK CHECK**

- Check LinkedIn for notifications
- Like, share and comment on relevant articles from your network
- Share 1 relevant article in LinkedIn Groups
- Message 3 people with personalised commentary on today's key articles and why they're relevant to them
- Check Twitter for notifications and Direct Messages - share relevant links with them



**2:30PM**

**15 MINUTES WITH  
A COFFEE, A  
LONGER READ AND  
TARGETED SHARE**

- Check saved articles folders on AP. Read that longer report on the sector your colleague saved and recommended.
- Write a comment giving it context for your key clients. Share with them personally on LinkedIn. Offer a call to discuss with key prospects.
- Check your team stats. How are you doing compared to your colleagues? What are they sharing that you haven't?



**5:30PM**

**10 MINUTE WAY  
HOME CHECK IN**

- Check social networks for notifications. Nice comments on your LinkedIn share - respond!
- Check your Anders Pink Network feed, couple of new articles from key influencers getting some shares in your network. Buffer them up for tomorrow - get a head start.
- Check LinkedIn - that prospect would like to talk to you more about the report you shared. Read up on the sector with your trends briefing to make sure you're informed...



PART 9:

**CONTENT CURATION IN  
SOCIAL SELLING:  
70 MORE EXAMPLES,  
TIPS AND CASE STUDIES**

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PART 9:

## CONTENT CURATION IN SOCIAL SELLING: 70 MORE EXAMPLES, TIPS AND CASE STUDIES

Looking for inspiration, or want to share some examples with internal teams and colleagues to kickstart a discussion around curation?

Here are some ways others have curated content for their needs.



### 7 USES FOR CURATED CONTENT IN SOCIAL SELLING

Here are 7 example use cases that you could use to kickstart your content curation planning for a given audience. Several of these link to a live collection of curated content - feel free to use them to bring some inspiration to your audiences.

#### 1 MONITORING INDUSTRY DEVELOPMENTS

We all need to stay on top of what is happening in our respective industries, things don't stand still. If you don't keep pace with changes in your sector, you will render yourself obsolete over time. And of course, your clients, prospects and network are looking for you to keep them smart too with our insights.

Curating the latest content allows your team to stay updated without having to visit multiple sites or follow Twitter lists or groups. For example, here are a couple of curations:

[Latest articles about the construction industry](#)

[Latest articles on driverless cars](#)

By its nature there can be a lot of content so it needs to be easy to scan. Automated filtering can work well for monitoring industry developments. You can then manually curate to source articles particularly relevant to your business. The question to ask about any curated content is "so what?" Does the article present a risk, opportunity, threat, insight for a specific team, customer or colleague? Effective curators add value to content by signalling to the right people and providing context.

## PART 9:

# CONTENT CURATION IN SOCIAL SELLING: 70 MORE EXAMPLES, TIPS AND CASE STUDIES

## 2 TRACK SPECIFIC DEVELOPMENTS

Within an industry or sector, you can curate at the more granular level – subtopic, or region for example. These are more focused. For example: what is the latest on [Facebook Marketing](#) or [Negative Interest Rates](#)?

The screenshot displays a social media feed titled "Facebook Marketing" with a filter set to "1 month". The feed contains ten article cards, each with a title, a brief description, a source, and a date. The articles are:

- 7-Step Facebook Marketing Strategy to Dominate 2017 | Sprout Social** (sproutsocial.com, 2 days ago)
- 9 Keys to Truly Excellent Facebook Marketing - The Mention Blog** (mention.com, 1 month ago)
- 19 Free Facebook Marketing Tools to Increase Organic Reach** (blog.drumup.io, 21 days ago)
- The Queen of Facebook Tells All on Generating Facebook Marketing ROI** (www.toprankblog.com, 16 days ago)
- Facebook for Business: 7 Uncommon Facebook Marketing Strategies** (topdogsocialmedia.com, 7 days ago)
- Facebook Marketing: The Ultimate Guide** (hubspot.com, 7 days ago)
- Facebook Marketing: Next Level Fan Growth Strategies** (udemy.com, 12 days ago)
- 4 Demographic Metrics that can Make or Break Your Facebook Marketing** (socialmediatoday.com, 12 days ago)
- Facebook Marketing – Social Media Marketing 2017 Complete Guide P1** (blogs4all.co.uk, 17 days ago)
- 6 Best Tools for Successful Facebook Marketing | The Marketing Eggspert Blog** (eggmarketingpr.com, 19 days ago)
- Flick The Kumbaya: Navigating Facebook Marketing in the Era of Storyselling - Creative Enabler™ - Luca Cusolito** (creativeenabler.com, 15 days ago)
- 10 Proven Ways To Improve Your Facebook Marketing Strategies** (dannonmorgan.ca, 20 days ago)

These are likely to have less content than an industry briefing but they will be much more focused and relevant.

## PART 9:

# CONTENT CURATION IN SOCIAL SELLING: 70 MORE EXAMPLES, TIPS AND CASE STUDIES

### 3 LATEST THINKING FROM QUALITY SOURCES

To keep staff updated on latest thinking in a relevant area such as say Leadership. These briefings are likely to be more quality controlled, hence you might whitelist only certain domains so you only see content from high quality domains that you know your readers like and trust.

Here is an example briefing on [Leadership articles](#) just from Harvard, McKinsey and TED. Know what sources your network trust. Use tools like BuzzSumo to see what your target audience share. Focus on sharing articles from those sources.

The screenshot shows a social media briefing interface. On the left is a navigation sidebar with sections: Startup Community (dropdown), Home, Briefings (Sales: Closing Skills, Management, Sales & Leadership, SaaS Strategy & Pricing, Sources, Create Briefings), Your Network, Discover, and Saved Articles. The main content area is titled 'Leadership: Latest from TED Talks, Harvard & McKinsey' and features a grid of 15 article cards. Each card includes a title, source, date, and interaction buttons (Add, comment, Share, More actions). The articles are: 'Being a Strategic Leader Is About Asking the Right Questions' (fbr.org, 3 months ago), 'How digital is changing leadership roles and responsibilities | Digital McKinsey' (mckinsey.com, 21 days ago), 'To Be a Strategic Leader, Be Agile and Consistent at the Same Time' (fbr.org, 9 days ago), 'How the U.S. Marines Encourage Service-Based Leadership' (fbr.org, 2 months ago), 'The Type of Narcissist That Can Make a Good Leader' (fbr.org, a month ago), 'Research: How Leadership Experience Affects Students' (fbr.org, 2 months ago), 'Arianna Huffington on the link between leadership and well-being' (mckinsey.com, 2 months ago), 'Adapt Your Leadership Style to the Situation' (fbr.org, a month ago), 'Business Leadership Under President Trump' (fbr.org, 2 months ago), 'Resonant Leadership: Renewing Yourself and Connecting with Others Through Mindfulness, Hope, and Compassion' (fbr.org, a month ago), 'The Insulated Leader' (fbr.org, 2 months ago), 'Leadership, Culture, and Transition at lululemon, Multimedia Case' (fbr.org, 2 months ago), 'Hiring an Entrepreneurial Leader' (fbr.org, a month ago), 'Discuss the difference between management and leadership.' (ted.com, 15 days ago), and 'Leadership and success are both primarily intra-personal dynamics, yet most of us contextualize them as inter-personal. Your thoughts?' (ted.com, a month ago). A final card asks 'Are you usually a leader or a follower? Why is this the case? Do you have any characteristics that make you a good leader' (ted.com, 2 months ago). The interface includes a top filter bar with options: 24 hours, 3 days, 1 week, 1 month, 3 months (selected), and Follow.

## PART 9:

# CONTENT CURATION IN SOCIAL SELLING: 70 MORE EXAMPLES, TIPS AND CASE STUDIES

## 4 TIPS ON NEW PRODUCTS AND TECHNOLOGY

It takes a while until we become proficient in new products. Everyone learns and a collective body of knowledge is built that allows us to all use new tools and technologies more efficiently.

You can curate the latest tips on new technologies, for example the latest [Snapchat tips](#) or the latest [iPhone tips](#). Doing this and sharing it builds your social selling authority on the topic early in the product lifecycle.

## 5 PERFORMANCE IMPROVEMENT TIPS

Can you help your prospects with a tip that will improve their performance? One way to support this is to prompt your team and network to think about new ways to improve what they do.

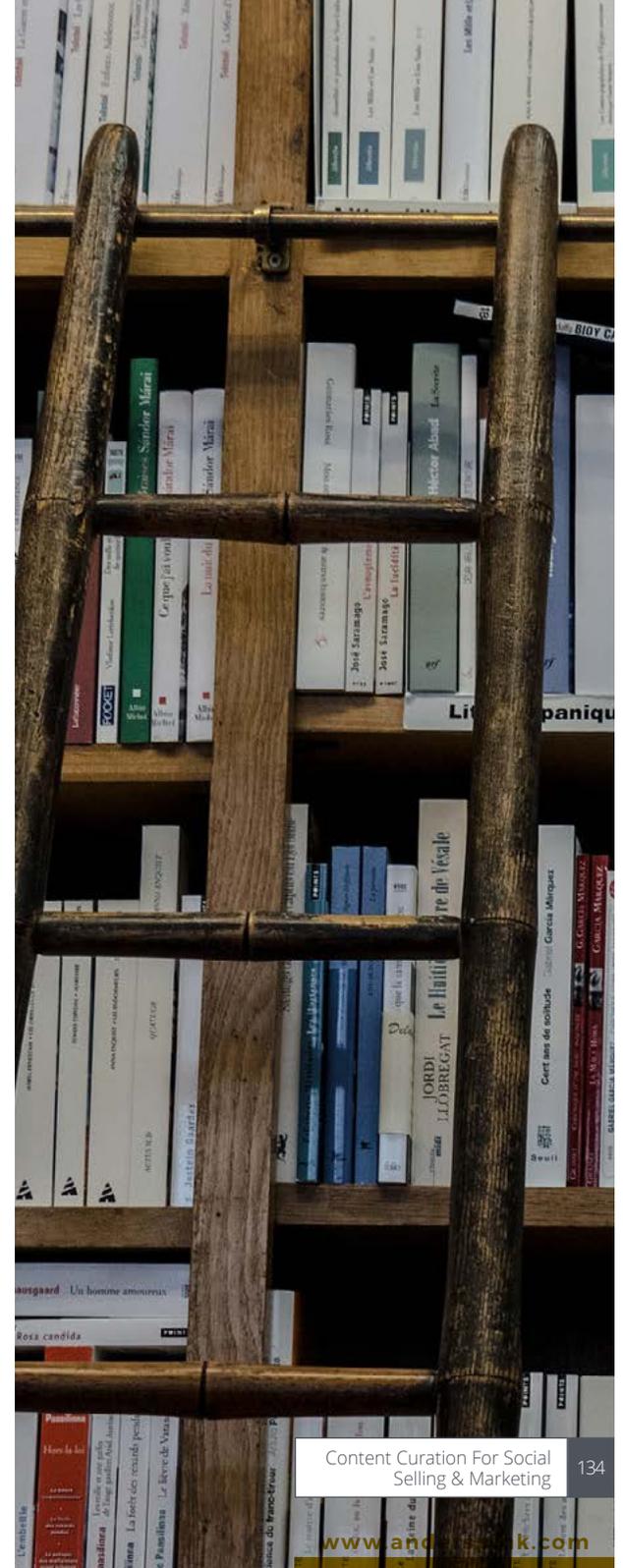
Here is a curation of latest articles on improving team management and another with [sales tips from the top 40 sales blogs](#).

## 6 COMPETITOR TRACKING

We all need to be a little paranoid. What are your competitors up to? What are they sharing? Can you go better, or get there faster?

You can curate their published content, content that mentions them, and content they share into a single briefing.

This content is best started with automated curation, you may add a layer of manual curation on the top to draw attention to any competitor activity which presents a risk or opportunity for you.



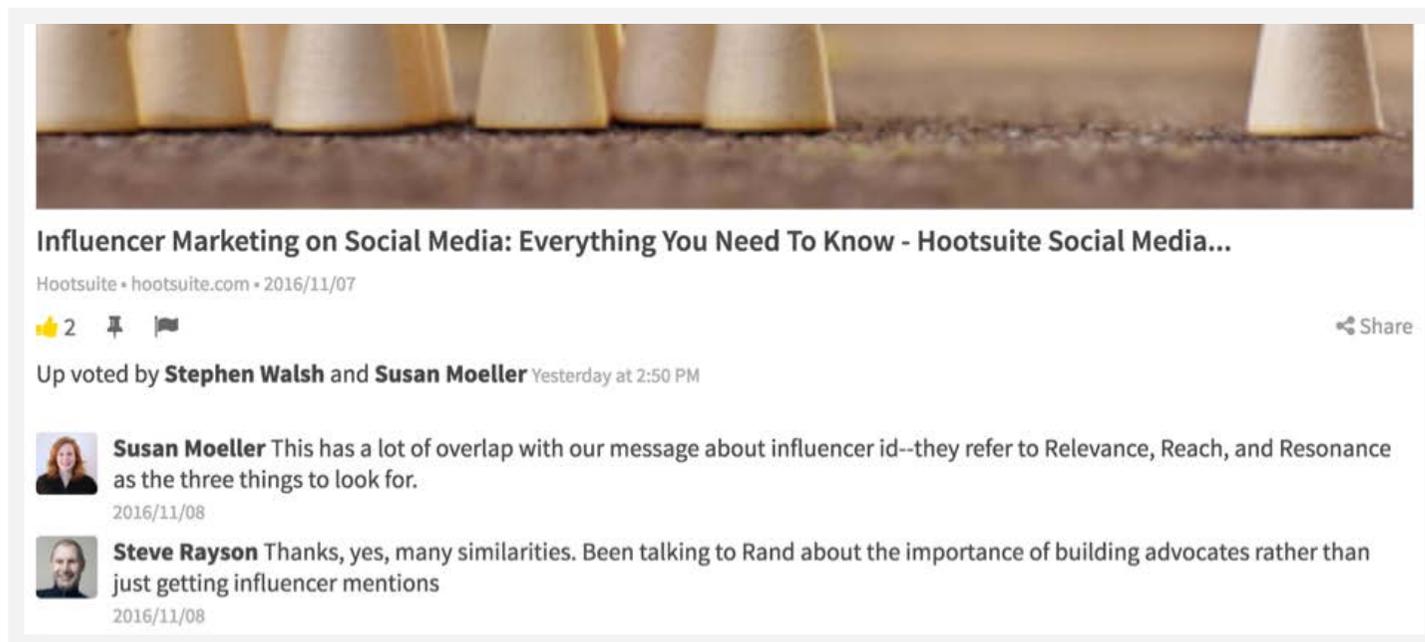
## 7 USES FOR CURATED CONTENT IN SOCIAL SELLING

## PART 9:

# CONTENT CURATION IN SOCIAL SELLING: 70 MORE EXAMPLES, TIPS AND CASE STUDIES

## 7 RESEARCH FOR A PARTICULAR PROJECTS

Say you and your team need to write a new resource on an emerging trend in your industry. Or say your client is aiming to enter a new market segment. Google searches may find good content, but not necessarily the most recent. You can quickly curate the most recent and most authoritative articles, and share views on their relevance to your business. Get your research done more efficiently. Share valuable insights with your clients.



The screenshot shows a social media post with a video thumbnail of wooden blocks. The title is "Influencer Marketing on Social Media: Everything You Need To Know - Hootsuite Social Media...". It is from Hootsuite, dated 2016/11/07. The post has 2 likes and is shared by Stephen Walsh and Susan Moeller. Two comments are visible: Susan Moeller's comment notes the overlap between relevance, reach, and resonance, and Steve Rayson's comment thanks the author and mentions building advocates.

**Influencer Marketing on Social Media: Everything You Need To Know - Hootsuite Social Media...**  
Hootsuite • hootsuite.com • 2016/11/07

👍 2 📌 🚩 Share

Up voted by **Stephen Walsh** and **Susan Moeller** Yesterday at 2:50 PM

**Susan Moeller** This has a lot of overlap with our message about influencer id--they refer to Relevance, Reach, and Resonance as the three things to look for.  
2016/11/08

**Steve Rayson** Thanks, yes, many similarities. Been talking to Rand about the importance of building advocates rather than just getting influencer mentions  
2016/11/08

## PART 9:

# CONTENT CURATION IN SOCIAL SELLING: 70 MORE EXAMPLES, TIPS AND CASE STUDIES

### 10 EXAMPLES OF CURATED BLOG POSTS

Here are 10 examples where the curator has gone further and written a blog post to share their thinking and add context. These were written for sharing externally with a wider audience, to build your brand and reputation by sharing insights your audience.

#### 1 CURATE EXPERT TIPS - SALES EXAMPLE

The Salesforce blog produced this curated article [How 10 Winning Salespeople Spend 15 Minutes Before a Sales Call](#)

This post collects the thoughts from 10 experienced sales people. The content is unique through its curation and provides a valuable resource for readers.

#### 2 CURATE VIEWS FROM YOUR AUDIENCE - EXAMPLE FROM MICHAEL BRENNER

[20 Amazing Examples of Brand Content Marketing Hubs](#) from B2B Marketing Insider

In this example Michael Brenner encouraged his readers to share their favorite brand content marketing hubs. It provides great content but it also develops your relationship with your target audience.

#### 3 EVENT ROUNDUPS - CONTENT JAM EXAMPLE

A curated roundup post should be a must every time you attend a conference. Why keep all those notes you have taken and those insights to yourself. It's a great way to show love for your audience and the people who presented.

You can provide context and add value through your commentary. Here is a good example <http://buzzsumo.com/blog/40-pro-tips-improve-content-marketing-content-jam-review/>

#### 4 REGULAR NEWSLETTER OR COLUMN - SAAS WEEKLY EXAMPLE

You don't need a blog, site or content hub to curate content. Some of the best examples are weekly email newsletters. Here is a good example from Hiten Shah the SaaS weekly which collects together interesting articles each week about SaaS businesses <http://hiten.com/>.

## PART 9:

# CONTENT CURATION IN SOCIAL SELLING: 70 MORE EXAMPLES, TIPS AND CASE STUDIES

### 5 TOOL REVIEWS - IMPRESSION UK EXAMPLE

People are really interested in round-ups of tools, resources, apps, etc. You can do this in an individual post or even create a hub that reviews tools relevant to your audience. Here's an example from [Impression UK on best tools to support PR Campaigns](#).

### 6 LIFE HACKS & PRODUCTIVITY TIPS - EXAMPLE FROM LARRY KIM

Curating top tips to be more productive tend to resonate well with audiences. [Larry Kim is an expert at this](#).

### 7 PREDICTIONS - WALL STREET JOURNAL EXAMPLE

Everyone wants to know the future. Curating the views of experts on their future forecasts or predictions always go down well with audiences. Here's a round-up post of [predictions on Compliance from the Wall Street Journal](#).

### 8 BOOKS TO READ - FT EXAMPLE

Curating reading lists is always effective, for example [10 books every learning designer must read](#) or [Financial Times top books of the year](#).

### 9 INFLUENCERS TO FOLLOW - JANE HART EXAMPLE

A good way to help your audience is to curate a list of influential people on Twitter for them to follow. Here's an example from [Jane Hart of 100 Twitter Accounts to Follow for Learning](#).

### 10 INSPIRATIONAL CONTENT - BUZZSUMO EXAMPLE

Another good method is to review and curate the stand-out content in a specific topic. Here's [Buzzsumo's review of the most inspirational B2B content of 2016](#), and Anders Pink's [review of the best elearning articles of 2016](#).



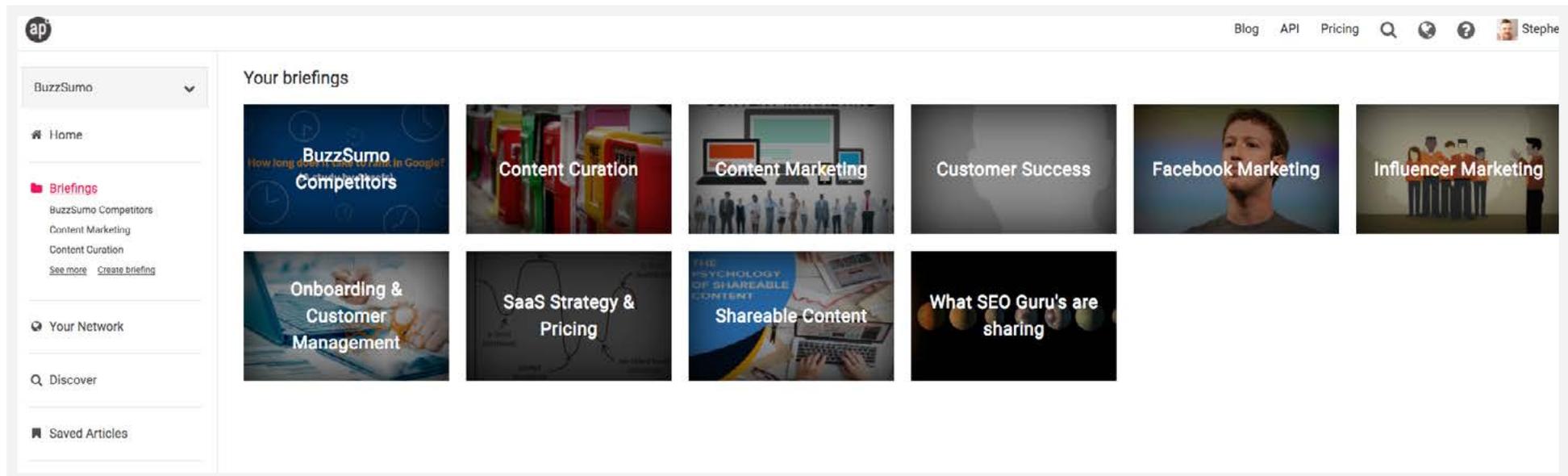
## PART 9:

# CONTENT CURATION IN SOCIAL SELLING: 70 MORE EXAMPLES, TIPS AND CASE STUDIES

### 4 EXAMPLES OF CONTENT CURATION IN TEAMS AND PLATFORMS

#### 1 COLLECTIVE INTELLIGENCE THROUGH CURATION - BUZZSUMO TEAM

BuzzSumo is a virtual team spread across 4 countries. The team needs to stay smart and informed on a range of content marketing topics. They used Anders Pink to set up custom briefings on topics that matter to them. These include Content Marketing, Facebook Marketing, Content Curation, Content Marketing, and SaaS Strategy and Pricing.



## PART 9:

# CONTENT CURATION IN SOCIAL SELLING: 70 MORE EXAMPLES, TIPS AND CASE STUDIES

The team also wanted to track its competitors. They set up a briefing pulling in the domain names of its competitors into a single briefing, so they'd see any content shared on social by competitors. They can filter this by time to see what competitors are sharing in the last 24 hours, 3 days or further back:

The team use Anders Pink to discover relevant content in these topics, with daily email digests. When a member of the team comments on an article, the others get a notification in the app. They use the app for micro-conversations about relevant pieces of content, and how they relate to their business goals. They also save relevant articles for future reference.

This way the team use their collective intelligence to curate, contextualise and save relevant articles without spending a lot of time trawling the web.

## PART 9:

# CONTENT CURATION IN SOCIAL SELLING: 70 MORE EXAMPLES, TIPS AND CASE STUDIES

## 2 POWERING TEAM SOCIAL SELLING WITH CURATION

Turbo Marketing Agency provides services and support to clients in the automotive industry.

“Content curation is an integral part of our content marketing strategy here at Turbo Marketing. Now that posts on Twitter and Facebook have a life expectancy of a few hours, it would be impossible to produce enough quality content to be present in the newsfeed of our audience throughout the day.

Initially, content curation was meant to be primarily a social selling tool for us here at Turbo; but the side effects of sifting through massive amounts of content each day to make decisions on what to post or not ended up dramatically increasing the knowledge and skill sets of our team as a whole.

Content curation also allows us to educate our clients and prospective automotive dealers about the possibilities offered by the changes in technologies in a cost effective way that builds credibility for our organization. We

are slowly but surely positioning ourselves as the people who are helping car dealers figure out what they should have on their radar or not.

Now I won't lie, content curation is a lot of work and could take a lot of time if we didn't have the right tools. I was blessed to stumble on a cloud-based tool called Anders Pink. The tool allows us to follow existing or custom briefings pertinent to our industry. All content created in the last few weeks and powerfully current.

The screenshot shows a content curation dashboard for the 'Automotive Industry'. At the top, there are filters for '24 hours', '3 days', '1 week', '1 month' (selected), and '3 months', along with a 'Follow' button and a settings gear icon. The dashboard displays a grid of six content cards, each with a title, source, date, and a brief description. Each card also includes social media interaction icons (like, comment, share) and a 'More actions' menu.

- Card 1:** 'Italy's MotorK, a company that offers' by techcrunch.com, 20 days ago. Description: 'MotorK, an Italian company that offers a number of digital products to the automotive industry, has raised \$10 million...'
- Card 2:** 'Auto Industry Resorts To Biggest Incentives Ever To Slow Decline In Sales | Zero Hedge' by zerohedge.com, 10 days ago. Description: 'This industry will explode in the next few years. Investors, keep a close eye on it! In a few days, automakers arc...'
- Card 3:** 'President Trump Remarks During Visit to Detroit Michigan – Auto Industry Focus – 2:00pm Live Stream...' by theconservativetreehouse.com, a month ago. Description: 'President Donald Trump delivers remarks today in Detroit Michigan. President Trump is holding an event at the American...'
- Card 4:** 'The Auto Industry Is About To Drive Off A Cliff, Again | Zero Hedge' by zerohedge.com, 9 days ago. Description: 'The Trump Administration has threatened to withdraw US protection for NATO countries that don't spend 2% of their GDP...'
- Card 5:** 'Is This The Sound Of The Bottom Falling Out Of The Auto Industry? | Zero Hedge' by zerohedge.com, 21 days ago. Description: '47 hard drives and over 600 million pages of information reveal massive spying program targeting Judges and Prominent...'
- Card 6:** 'EPA Pulls Back Sound Policy Judgment at Behest of Auto Industry' by ucsusa.org, a month ago. Description: 'Today, EPA Administrator Scott Pruitt rescinded the determination that the EPA standards for 2022-2025 arc...'
- Card 7:** 'Disruptive trends that will transform the auto industry' by mckinsey.com, 18 days ago. Description: 'Technology-driven trends will revolutionize how industry players respond to changing consumer behavior, develop...'
- Card 8:** 'Comparing Tesla To Competing Automakers Is Meaningless' by seekingalpha.com, a day ago. Description: 'The Tesla Inc. (NASDAQ:TSLA) short cover rally continues, and quite frankly, it does not surprise us. There was a...'

## PART 9:

# CONTENT CURATION IN SOCIAL SELLING: 70 MORE EXAMPLES, TIPS AND CASE STUDIES

I am surprised each day to catch different individuals in the organization discuss with agility topics outside of their normal field of expertise but relevant to our business. Our organization is now seeing with fresh eyes challenges and opportunity within our industry that we were blind to just a few months ago.

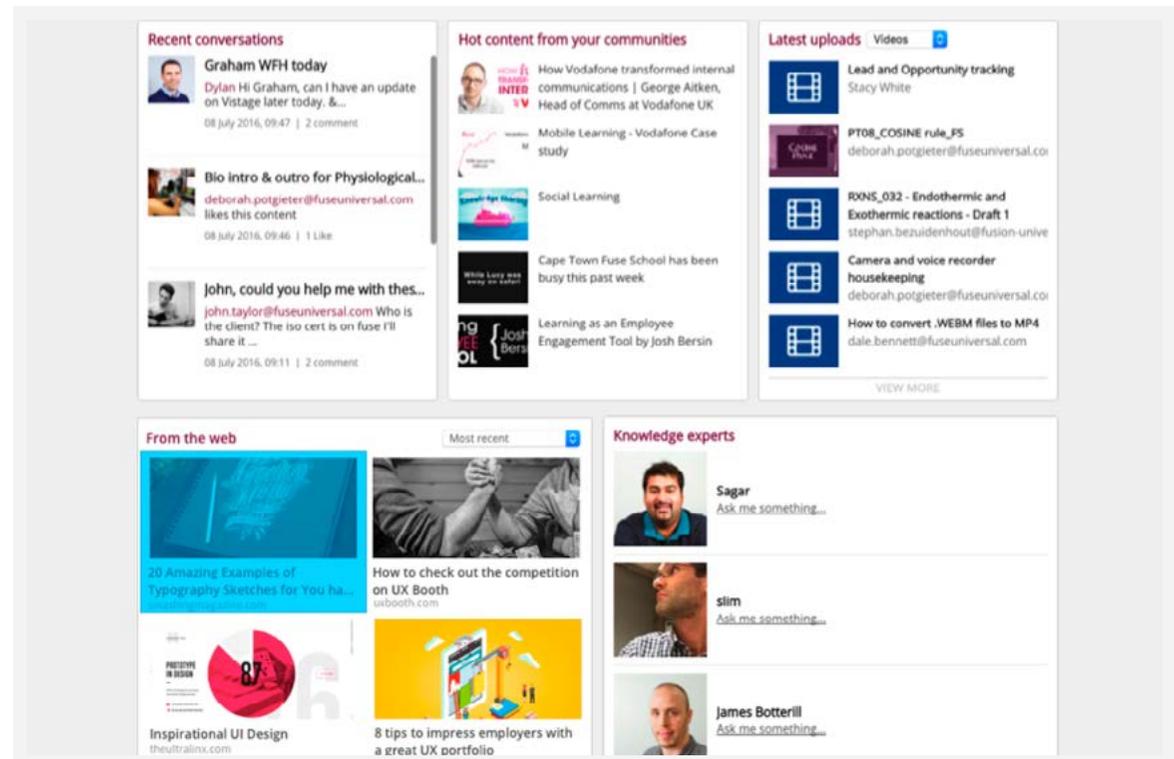
If I had one tip to give people starting on the content curation journey, it would be to subscribe to this service. I don't know how we would do it without what we affectionately call "ThePink!"

Sean Cassy, co-founder of [Turbo Marketing Solutions](#)

### 3 KEEPING CONSULTANTS SMART IN THE RIGHT PLACE: CURATION WITHIN A SOCIAL PLATFORM

A leading global consultancy firm wanted to keep its consultants informed about key trends in topic areas of interest to them. They wanted to make it easy for their consultants to discover this content without needing a separate login or platform.

Using their Social Platform, they integrated curated content (from Anders Pink). The curated content displays in a "From The Web" area within their learning platform, making it easy for consultants to discover and digest recent and relevant content alongside other updates, content and resources. The briefing updates every few hours, ensuring there's always something new to discover.



## PART 9:

# CONTENT CURATION IN SOCIAL SELLING: 70 MORE EXAMPLES, TIPS AND CASE STUDIES

### 4 CURATION BEYOND THE ORGANISATION: START-UP COMMUNITY

Teams don't have to be inside one organisation to curate and collaborate.. Collaboration and curation can of course happen across communities and groups with a shared interest or passion. Often it's what binds those communities together

For example, the [Start-Up Community](#) (run on Anders Pink) is a free and open community. Anyone with an interest in start-up business, growth hacking, SaaS products and entrepreneurship can join. It has a set of core briefings to help everyone stay up to date. Members can flag, save, comment and share articles.



**How to Build a Blog to Over 1 Million Monthly Visitors - BrandonGaille.com**

Brandon Gaille • brandongaille.com

👍 2 📌 1 🗨️ 1 ↩ Share

Up voted by **Steve Rayson** and **Stephen Walsh** 2016/07/17

Flagged as a must read by **Steve Rayson** 2016/07/17

 **Steve Rayson** Really good blogging advice, particularly on driving traffic.  
2016/07/15

 **Ian Chew** @steverayson: I agree, some solid advice combining different tools (SEMRush etc.) in his strategy.  
2016/07/18

Over 2000 articles were upvoted, saved, or commented on during 2016. We used that data to create a curated blog post, which listed the [most popular articles of 2016](#). And then, of course, shared it with the community :-)

## PART 9:

# CONTENT CURATION IN SOCIAL SELLING: 70 MORE EXAMPLES, TIPS AND CASE STUDIES



### 24 MORE TIPS ON CONTENT CURATION FROM THE EXPERTS

So to practice what we're preaching, here's a curated set of tips and advice from content curation experts. Thanks for all the great insights from our curation heroes...

#### 1 ROBIN GOOD – THINK OF YOURSELF AS A TRUSTED GUIDE

[Robin Good](#) argues that good curators are trusted guides “who offer valuable information, in the form of articles, courses, tutorials, video, podcasts or in other formats, on a specific subject-matter and who have earned, over-time, deep-trust from their readers, followers and fans.”

These curators differentiate themselves “because they openly and publicly share their discoveries and know-how without asking anything in return.”

#### 2 TIFFANY MONHOLLON – START WITH YOUR AUDIENCE’S NEEDS

Content strategist [Tiffany Monhollon](#) recommends thinking deeply about your intended audience and determine what topics and content would be most relevant for them. “It’s important to start with your audience in mind. What topics and content formats that relate to your business will they find meaningful?” Is it industry trends and statistics, practical tips and how-to posts, case studies or the latest news such as product launches or acquisitions? Relevance is king in curation. Know your audience and curate what they care about.

## PART 9:

# CONTENT CURATION IN SOCIAL SELLING: 70 MORE EXAMPLES, TIPS AND CASE STUDIES

### 3 CLAY SHIRKY – INVOLVE YOUR AUDIENCE AND COMMUNITY

As Tiffany has rightly argued your focus when curating content should be on your audience. NYU professor, [Clay Shirky](#) argues that curation “isn’t just about information seeking, it’s also about synchronizing a community.”

This is a really powerful point. Curation like content is about building and engaging with your audience. It’s not about what you think is valuable – it’s what the community values. Thus you need to determine whether the content you are curating is relevant and helpful to your audience, and refine. Ideally you want to elicit feedback on the content, make it easy for them to comment, discuss or simply upvote. This engagement will give you a much better sense of what curation that is working.

### 4 CAROLYN COHN – ADD VALUE TO CONTENT

Carolyn, Chief Editor of [CompuKol Communications LLC](#), makes a great point: “You don’t want to simply copy someone else’s content with an attribution line. You want to add your voice to it.” This is more than giving your viewpoint. “You must consistently add value to the curated content that you have chosen to share with your target audience.”

It is important to provide context, you can also voice an opinion, as part of adding value to the content. It’s not just what you share, it’s why you’ve chosen to share it.

### 5 MARISSA BURDETT – SPARK CONVERSATIONS WITH YOUR AUDIENCE

[Marissa](#), Director of Marketing and Community Engagement for [UpContent](#), also stresses the [importance of engagement](#). She recommends that you use curation as a springboard for discussions with your audience. If you share a post, ask questions and provoke a discussion around the content. Also jump into relevant conversations. Good curation is a conversation, not just broadcast.



## PART 9:

# CONTENT CURATION IN SOCIAL SELLING: 70 MORE EXAMPLES, TIPS AND CASE STUDIES

### 6 PAUL CHANEY – USE CURATION TO COMMUNICATE INDUSTRY NEWS

[Paul Chaney](#) points out the value of curation in communicating industry news and trends. If you are on top of the latest news in your industry and communicate relevant news and trends you can become a trusted source for industry news. Everyone appreciates good industry news curators as they provide a valuable service saving other people time.

### 7 JOSHUA DORKIN – NEVER BE AFRAID OF LINKING OUT

[Joshua Dorkin](#), CEO of [BiggerPockets](#), says they have “never been afraid of linking out to other platforms, as we believe that Google and other search engines favor those platforms with a philosophy of sharing vs. hoarding.” One of the ways Joshua built up goodwill and traffic to BiggerPockets was to follow Paul’s advice above and create a page dedicated to industry news. Joshua says we curate content “from dozens of outside sources and highlight our favorite stories of the day.”

### 8 AARON ORENDORFF – USE VISUAL CURATION

[Aaron](#) highlights the potential power of curating images. People love images. There are many ways to curate images and Aaron highlights the way brands capitalise on image curation by using the photos taken by their customers while using their product.

### 9 ROHIT BHARGAVA – CURATE CONTINUALLY

[Rohit Bhargava](#) makes the point that a content curator is someone who continually finds, groups, organises and shares the best and most relevant content on a specific issue online. The most important word here is “continually.”

In the same way that content marketing is about building an audience over time with consistent content, so good curators build an audience through regular curation. It is not good enough to curate content for a few months and then take a break. You are responsible for keeping it relevant, fresh and engaging, so people keep coming back. Therefore think about the time you can commit and how much you can curate before you start your curation, it is not a project it is something you do continually.

As Jay Baer says “content curation is a long and winding road”. And speaking of Jay...

## PART 9:

# CONTENT CURATION IN SOCIAL SELLING: 70 MORE EXAMPLES, TIPS AND CASE STUDIES

### 10 JAY BAER – CURATE CONTENT THROUGH SHARING

You don't need to build a curated blog, use Pinboard, build a content hub or even create an Anders Pink briefing (we're slightly partial to that option). [Jay](#) correctly highlights that content sharing is a great way to curate content. And as Jay points out: it works. "25% of tweets contain links, but [56% of retweets contain links](#)."

### 11 MATTHEW COLLIS – CURATE FROM A WIDE RANGE OF SOURCES

One of the key benefits of content curation is that you save the reader time in having to search the web. However, they will rely on you to review and draw on a wide range of sources. Thus [Matthew](#) emphasises the importance of curating from a broad range of sites and sources. This is also why our keyword searches on Anders Pink search across every website, though you can limit and search just a selection of say 20 sites if you prefer. However, the more you limit your sources the more you may miss something.

And on the topic of content sources ...

### 12 ROSS HUDGENS – LEVERAGE “UNDERGROUND” CONTENT

[Ross Hudgens](#) shares great ideas for stand-out content curation. He recommends that you look beyond the more mainstream sources of content that others will find and share. Surface lesser known but highly relevant content from sources that others might not think to check. As he puts it, you want to be the hippest content DJ on the block: "Share valuable content that people haven't seen so you become the go-to place to find the best content...you want to be a trend finder."

This is why we don't restrict our Anders Pink keyword searches to any specific domains or RSS feed, we'll bring you the most recent and relevant content from any source. So if Scientific American just shared an article about Content Marketing, you can be the first to find it – because others curating that subject are less likely to find it. You may have to skim through a few more articles if you use wider sources but you can also uncover some gems.

## PART 9:

# CONTENT CURATION IN SOCIAL SELLING: 70 MORE EXAMPLES, TIPS AND CASE STUDIES

### 13 BETH KANTER – MAKE CURATION A DAILY HABIT

[Beth Kanter](#)'s blog is full of great content curation advice. She says that you need to form a daily curation habit. She recommends you spend:

- 15 minutes twice a day seeking – finding new content that may be worth curating.
- 30 minutes making sense of it – analysing, saving what's relevant
- 15 minutes sharing it – adding value and commentary, and sharing with the right groups

If that seems daunting, think about how tools can help you....

### 14 ADAM MONAGO – USE TOOLS TO ASSIST IN YOUR CURATION

[Adam Monago](#) highlights the importance of using tools to help find and filter content to curate. Tools can include RSS readers, Twitter lists, Scoop.it and tools like Pocket to save content to read later. We would also suggest Anders Pink as an all in one tool, where you can use a combination of RSS feeds, Twitter lists, domains and keyword searches to filter and find content in your area. We will find and aggregate content for you on any topic to reduce your time searching and enable you to spend more time evaluating content.

### 15 STEVE ROSENBAUM – THINK OF CURATION AS PART OF THE CONTENT VALUE CHAIN

[Steve Rosenbaum](#) highlights the importance of curation in the content value chain. "Creators, distributors, aggregators, and curators are all economically essential parts of the value chain." There is so much noise and content that there is a need for aggregators and curators. You will not visit hundreds of sites to find the content you want but through the use of aggregators and curators you can filter content effectively from a wide range of sources.

### 16 ERIK FISHER – USE TWITTER CURATORS

[Erik](#), Social Media Manager at Social Media Examiner uses a private list of people who are good curators on Twitter. Thus he can then review what the curators are sharing on Twitter.

You can also do this on Anders Pink by simply entering the Twitter handles of good curators and AP will bring together all the content they are sharing. Here is an example of [what SEO gurus are currently sharing](#) on Twitter. You can also filter this content by keyword if you want.

## PART 9:

# CONTENT CURATION IN SOCIAL SELLING: 70 MORE EXAMPLES, TIPS AND CASE STUDIES

### 17 JANE HART – PRUNE YOUR TWITTER FEED

Twitter is likely to be one of your main curation sources. But the more people you follow, the more noise in your feed. [Jane Hart](#) recommends you actively review what they've shared in the last 2 weeks. Was it relevant to your professional interests? Was it useful? If not, it's time to drop them to let you focus on others. You can always add them back if you miss them.

### 18 AZZAM SHEIKH – BUILD CURATION RELATIONSHIPS WITH INFLUENCERS

[Azzam](#) recommends developing influencer relationships to help you create curated content. You can actively seek input from influencers into curated posts. Lee Odden is a great example in how he works with influencers. He builds relationships with experts in marketing and then gathers and curates their input into posts that examine specific issues facing the industry.

### 19 MATT HEINZ – HIGHLIGHT CONTENT FROM PARTNERS AND INFLUENCERS

[Matt](#) points out that while you are curating you can also make an impression with the people you care about. Show them you're paying attention by sharing their latest content and commenting on it.

### 20 DERRIC HAYNIE – USE LINK RETARGETING TO BUILD YOUR AUDIENCE

One of the potential issues with content curation is that you are driving users to someone else's site. So if you share a specific post on social networks the user goes to their site not yours. [Derric Haynie](#) has a neat solution for this. He recommends you use Rebrandly for link retargeting. [Rebrandly](#) is an advanced URL shortener and anytime someone clicks on a link set up via Rebrandly to go to someone else's site, they will be added to your custom audience as if they had visited your own. Thus you can include this audience in your retargeted ads. Also if people clicked on the link from Twitter, you can run Twitter retargeting ads, if Facebook you can run Facebook ads.

### 21 HEIDI COHEN – CREDIT THE CREATOR

[Heidi Cohen](#) makes the important point that "content curation gives credit where credit is due." You should always let your readers know who created the content and link to them.

## PART 9:

# CONTENT CURATION IN SOCIAL SELLING: 70 MORE EXAMPLES, TIPS AND CASE STUDIES

### 22 MARC ROSENBERG – REGULARLY REMOVE OLD CONTENT

[Marc Rosenberg](#) makes the valid point that we find it easier to add and publish content than we do to remove old or outdated content. He recommends regularly reviewing and removing old content. At AP we remove old articles from briefings automatically but if you save something it is in your saved board forever unless you remove it. Time for some spring cleaning?

### 23 KIERAN FLANAGAN: LESS IS MORE

[Kieran Flanagan](#) makes the vital point that less is more in curation. Your audiences don't want you to share 100 articles on Growth Hacking. They want you to share only the best ones, and add your insights. It's about being discerning to save people time, and build your credibility.

### 24 BRITTANY BERGER – DON'T FORGET CONTENT CREATION

Finally [Brittany](#) makes the point that with all this curation you are doing you probably know a lot about the topic at hand. Thus do regularly create your own original content for your audience. Curation provides inspiration for long form, original content.



## PART 9:

# CONTENT CURATION IN SOCIAL SELLING: 70 MORE EXAMPLES, TIPS AND CASE STUDIES

## 25 SOCIAL SELLING EXPERTS YOU SHOULD FOLLOW, AND A TIP FROM EACH OF THEM

So as our final tip in this book: We were only able to write it because we've been guided and inspired by so many experts in social selling. Here's a list of 25 who make a great contribution. You should follow them - we do :-)

### HOW WE PICKED THEM:

We used the [BuzzSumo influencer tool](#) to identify the social selling experts who are well followed, have an engaged audience who share their content. We reviewed their social activity to identify who shares focused content on social selling, and who in our view are sharing valuable, original content, as well as sharing and adding value to other people's content (as that's what social sellers should do...). That's not to say many others aren't doing that too – [let us know](#) who else you'd add to the list.

### WHAT DO THEY HAVE IN COMMON?

Putting this list together was a bit like attending a masterclass in social selling, since everyone on the list (as you'd expect) is very good at it. Couple of common characteristics:

- They all engage with their audiences. They reshare their content, they reply to questions and comments. They're not just broadcasters.
- Great LinkedIn profiles – detail on their experience and how they can help you

- Active bloggers – as you'd expect, they're frequently publishing content in a range of formats
- Active LinkedIn authors – many of them repost blog content or write original content on LinkedIn. This makes sense given how LinkedIn has become the main B2B publishing platform, and it's where they engage their audiences
- Great curators and sharers – they share other people's content on social (often each others'). As one of the gurus puts it – 70% of what you share should be other people's content.
- Podcasters – several run podcasts, a great format for bringing your personality through to your audience
- Several book authors – still a great way to establish credibility in a domain.

## PART 9:

# CONTENT CURATION IN SOCIAL SELLING: 70 MORE EXAMPLES, TIPS AND CASE STUDIES

### THE TOP 25 LIST

(RANKED BY NUMBER OF FOLLOWERS):

#### No.1

■ 190k followers

#### **TIM HUGHES**



Tim Hughes was one of the early pioneers of social selling and co-founder of [Social Experts](#). He regularly shares practical insights for bringing social selling into your team – starting with the CEO.

Start with: Tim's [great book on Social Selling](#)

#### No.2

■ 185k followers

#### **NEAL SCHAFFER**



A leading author on all things social, Neal has written [3 books on social media and social selling](#). He helps followers with tips and tools on social selling and employee advocacy. Great insights on building your personal brand too – you don't get to 185k followers without doing that right.

Start with: [Why Social Selling Should Come Before B2B Marketing](#)

#### No.3

■ 106k followers

#### **MELONIE DODARO**



Melonie is the founder of [TopDog Social Media](#). She helps her followers stay on top of social selling with great insights on using LinkedIn. Her book *The LinkedIn Code* is a must read for B2B social sellers. (See a pattern here? Long form, authoritative content...

Start with: [The LinkedIn Etiquette Guide: 20 do's and don'ts](#)

## PART 9:

# CONTENT CURATION IN SOCIAL SELLING: 70 MORE EXAMPLES, TIPS AND CASE STUDIES

### No.4

■ 98k followers

#### **BRIAN G BURNS**



Want the truth about social selling? You can handle it, and you should listen to Brian's [Brutal Truth podcast on social selling](#). Entertaining, and great guests sharing their own brutal truths on social selling.

Start with: [Sales People: Don't Ask and You Shall Receive](#)

### No.5

■ 65k followers

#### **KOKA SEXTON**



He ran social media at LinkedIn, and leads the Social Selling Lab at Hootsuite. Creds enough for you? Ranked top of the [Forbes list of social sellers](#), Koka also shares social selling insights on Twitter [@socialselling](#) which has another 25k followers. Doubling down, Koka...

Start with: [How to Drive Business With Social: Tips from A Social Selling Expert](#)

### No.6

■ 59k followers

#### **DAN STEPEL**



Dan's matra is "Approach every new connection like your next best friend and not your next sale". Follow that advice, and follow Dan for great insights on social selling and building your network.

Start with: [An introduction to Social Selling](#)

### No.7

■ 43k followers

#### **LINKEDIN FOR SALES**



Ok – a company rather than a guru. But LinkedIn is the main platform for B2B social selling, so it makes sense that their social selling account is worth following (even if it's on, um, Twitter). Full of practical tips for making the most of LinkedIn and following their social selling model.

Start with: [The Four Pillars of Social Selling](#). Great model to get started with social selling on LinkedIn.

## PART 9:

# CONTENT CURATION IN SOCIAL SELLING: 70 MORE EXAMPLES, TIPS AND CASE STUDIES

### No.8

■ 41k followers



#### **KEN KROGUE**

Ken founded [Inside Sales](#), a great lead generation platform. He takes a no-nonsense approach in sharing tips on what really works for lead gen and social selling. He's also a big advocate of continuous learning for sales teams to stay smart and find great content to share on social.

Start with: [How To Prevent Sales Training Decay.](#)

### No.9

■ 40k followers



#### **JILL KONRATH**

Jill's earned her reputation as a sales guru through numerous books, presentations and (of course) client success. Her site has a great range of [free sales tools and resources](#) for all stages of the process.

Start with: [Social Selling Strategies to Find More Customers](#)

### No.10

■ 40k followers



#### **JACK KOSAKOWSKI**

Jack's the co-founder of Creation Agency and is a prolific thinker and blogger on social selling: and how to make it pay off for sales teams – we particularly like how he thinks in terms of teamwork for social selling.

Start with: [7 Key Components to Produce Social Selling ROI](#)

### No.11

■ 37k followers



#### **SHANE GIBSON**

Shane was ranked in the top 5 of Social Selling influencers by Forbes. He wrote [Sociable: How Social Media is Turning Sales and Marketing Upside Down](#). Check his Twitter account and his podcast on selling which has been going since 2005.

Start with: [The Art of Asking Questions](#) (podcast)

## PART 9:

# CONTENT CURATION IN SOCIAL SELLING: 70 MORE EXAMPLES, TIPS AND CASE STUDIES

### No.12

■ 36k followers

#### **JILL ROWLEY**



Jill helps startups and larger businesses grow through social selling and digital transformation. She's been writing about the role of AI in sales, and a great person to follow if you want to stay on top of the tools and tech that's becoming more of the social selling landscape. We just attended a fantastic debate that she led on social selling. She really knows this stuff.

Start with: [AI will Reinvent Sales, and Sales Professionals](#)

### No.13

■ 33k followers

#### **PERRY VAN BEEK**



Perry hails from the Netherlands. As the founder of [Social One](#) he helps sales teams make more impact with their social selling on LinkedIn.

Start with: [LinkedIn Cheat Sheet](#) (need to signup to download – worth it for tips to make the most impact with your profile)

### No.14

■ 27k followers

#### **NANCY NARDIN**



If there's a queen of sales tools, Nancy Nardin's wearing that crown. Founder of [Smart Selling Tools](#) she shares great advice on the right tools and tech for social selling teams.

Start with: [5 Ways to Stand Out from Other Sales People](#)

### No.15

■ 25k followers

#### **KEVIN THOMAS TULLY**



Kevin has been a social seller long before we were all calling it that. He's a prolific blogger sharing practical tips for sales pros to help work social selling into your daily routines.

Start with: [The Only Social Selling Workflow You'll Ever Need](#)

## PART 9:

# CONTENT CURATION IN SOCIAL SELLING: 70 MORE EXAMPLES, TIPS AND CASE STUDIES

### No.16

■ 17k followers

#### **KEVIN KNEBL**



Continuing and concluding this miniseries of Kevins, Kevin Knebl is a regular speaker on all things social selling. Check out his book on the [Social Media Sales Revolution](#).

Start with: [Kevin on how to use social media in business](#) (video)

### No.18

■ 13k followers

#### **BARB GIAMANCO**



Like several on this list, Barb's got a great book on Social Selling – [The New Handshake: Sales Meets Social Media](#). She runs Social Centred Selling, supporting social selling teams. Another avid podcaster, blogger and generous sharer.

Start with: [Should Sales People Create Their Own Content?](#)

We really like the 70/20/10 rule in here – 70% of the content you share on social selling should be external third party content, don't just promote yourself. [Here's a variation on that theme.](#)

### No.17

■ 14k followers

#### **PHIL GERBYSHAK**



Phil's podcast on [Selling with Social](#) where he interviews sales professionals is a great addition to your social selling playlist. His company [Vengreso](#) helps sales teams with social selling bootcamps and support.

Start with: [You Can Do Better Than "Congrats on the New Job. I Hope You're Well"](#).

### No.19

■ 12k followers

#### **MIKE ELLSWORTH**



Mike's the founder of [Next Phase Selling](#). He shares plenty of content on the rise of social selling, what it means and what it doesn't. He also shows his expertise on future technology with his posts at [FutureRant](#).

Start with: [Is Social Selling Past Its Freshness Date?](#) (Spoiler: Nah.)

## PART 9:

# CONTENT CURATION IN SOCIAL SELLING: 70 MORE EXAMPLES, TIPS AND CASE STUDIES

### No.20

■ 10.5k followers

#### **BRYNNE TILMAN**



Brynne's another one of the team at Vengreso and a social selling pro in her own right. Her book, The [LinkedIn Sales Playbook](#) is full of tips for social selling on you-know-where.

Start with: [13 Bad LinkedIn Messages, and One Good One](#)

### No.21

■ 10.5k followers

#### **TIM BOND**



Founder of [Network Sunday](#), Tim's focus is on collaborative social selling for tech companies. Is that you? But even if you're not a tech company (is there another kind?) Tim's tips will help your social selling. And he's not afraid to take a contrarian view...

Start with: [Social Selling Isn't Very Social, Is It?](#) Like Barb's post above, Tim makes the point that you have to get beyond sharing your own content and actually help people learn from the market by sharing a wider range of content.

### No.22

■ 9k followers

#### **JAMIE SHANKS**



Jamie's bringing the sales world from analog to digital. Another published author, do check out [Social Selling Mastery](#). His company [Sales for Life](#) provides training and a great set of resources for social sellers. A great site to bookmark.

Start with: [How to Create A Social Selling Routine](#) (Ebook) – simple but effective way to build social selling habits.

### = No.22

■ 9k followers

#### **MIC ADAM**



Mic is another European expert, based in Belgium. He helps businesses grow through social selling with his company [Vanguard Leadership](#). Another regular sharer with insights on social selling via LinkedIn.

Start with: [How To Ignite Your Social Selling Via Your LinkedIn Company Page](#).

## PART 9:

# CONTENT CURATION IN SOCIAL SELLING: 70 MORE EXAMPLES, TIPS AND CASE STUDIES

### No.23

■ 6.5k followers



#### **ANDREW JENKINS**

Andrew's a principal at [Volterra](#), who help clients grow their social media and social selling presence to get results. He's a regular blogger on how to engage, curate and get results through social selling.

Start with: [Listening for Leads: Turning Social Data into Dollars](#)

### No.24

■ 4k followers



#### **MATTHEW ROYSE**

Matthew's another of those generous sharers – he curates a lot of great content on social selling, as well as writing his own over at the [Knowledge Enthusiast blog](#).

Start with: [The A to Z of Social Selling](#). C is for Content. But you knew that.

### No.25

■ 3.5k followers



#### **BRIAN O'CONNELL**

Brian's had years of experience at Dell and many other companies running sales teams, making social selling and delivering results. If you want a no-nonsense conversation about social selling in practice, you should [talk to him](#). We did. It helped a lot.

Start with: [What is Social Credibility?](#)

## AN EASY WAY TO TRACK ALL 25 EXPERTS

You could (and should) follow all of these people on Twitter and LinkedIn. But if your social feed is anything like ours, their great insights will be mixed in with everything else, so it's hard to filter it. A Twitter List helps, but you'll still see content from these experts if it's not about social selling. So how about something more focused? Like, maybe, an Anders Pink Briefing?

## PART 9:

# CONTENT CURATION IN SOCIAL SELLING: 70 MORE EXAMPLES, TIPS AND CASE STUDIES

Here's a [Constantly Updating Feed of Everything These Experts Share About Social Selling](#).

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