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Social Sales Link™

Content Types for the Buyers' Journey



Social selling is all about creating content that resonates with your target audience and facilitates the buying process.

As a salesperson, you need to understand the importance of content in driving sales conversations and building relationships with your target clients.

In this guide, you'll learn the different types of content that can help you engage buyers at every stage of the funnel. Whether you're targeting buyers at the top, middle, or end of the funnel, we've got you covered.



By the end of this eBook, you will gain a better understanding of how to leverage content to win over more customers and close more deals. Let's dive in!



5

Elements of Content for Social Selling

1

It resonates with your target audience

2

It creates curiosity

3

It teaches something new

4

It prompts your audience to think differently about their situation

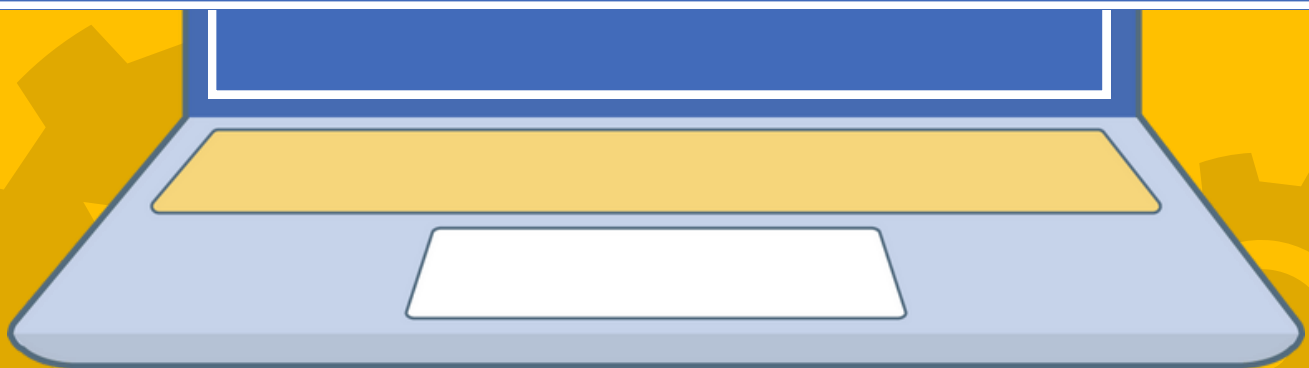
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It creates a compelling moment





Top of the Funnel Content

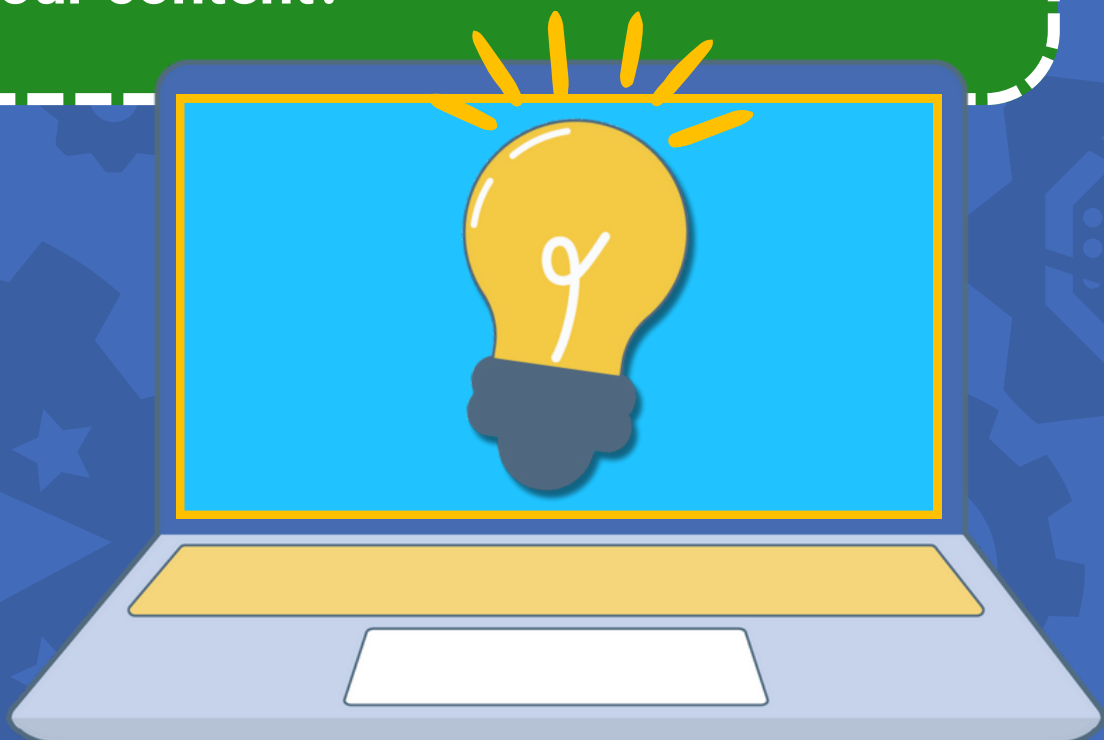


1

Content that starts new conversations

This is content that engages your prospects even before they realize they need your product or service. This way, you can be the one to educate and guide them to the next level. To create effective content at this stage, you need to consider two things:

- a. Who are your potential customers currently buying from?
- b. What content are they researching before they come across your content?



2

Content that creates curiosity

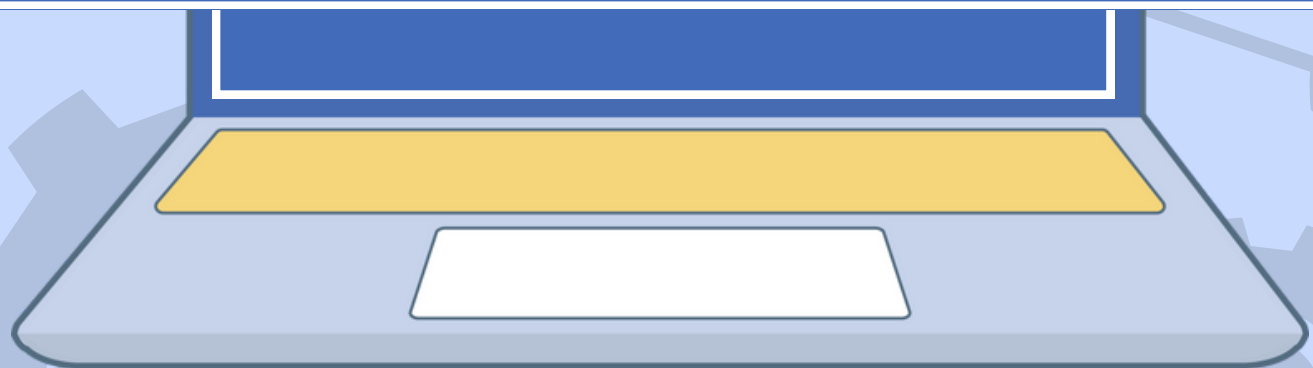
These are the types of content that can make prospects reconsider their current situation. After all, if they believe that what they are currently doing is sufficient, they are unlikely to purchase from you.

Therefore, it's vital to get them to think differently about their situation and show them that change is necessary for improvement.





Mid-Funnel Content



3 Content that offers social proof or case stories

These types of content feature stories about how your customers have benefited from your products or services.

Such content has the potential to help your target audience empathize with your clients and envision themselves benefiting from your solution, particularly if they are facing challenges similar to those of your clients.



4

Content that specifically overcomes objections

This type of targeted content involves turning customer objections into opportunities. When faced with objections, like price concerns, record them, devise solutions, and craft content addressing these issues.

This proactive approach not only readies you for objections but guides customers toward understanding the rationale behind your choices and offerings.

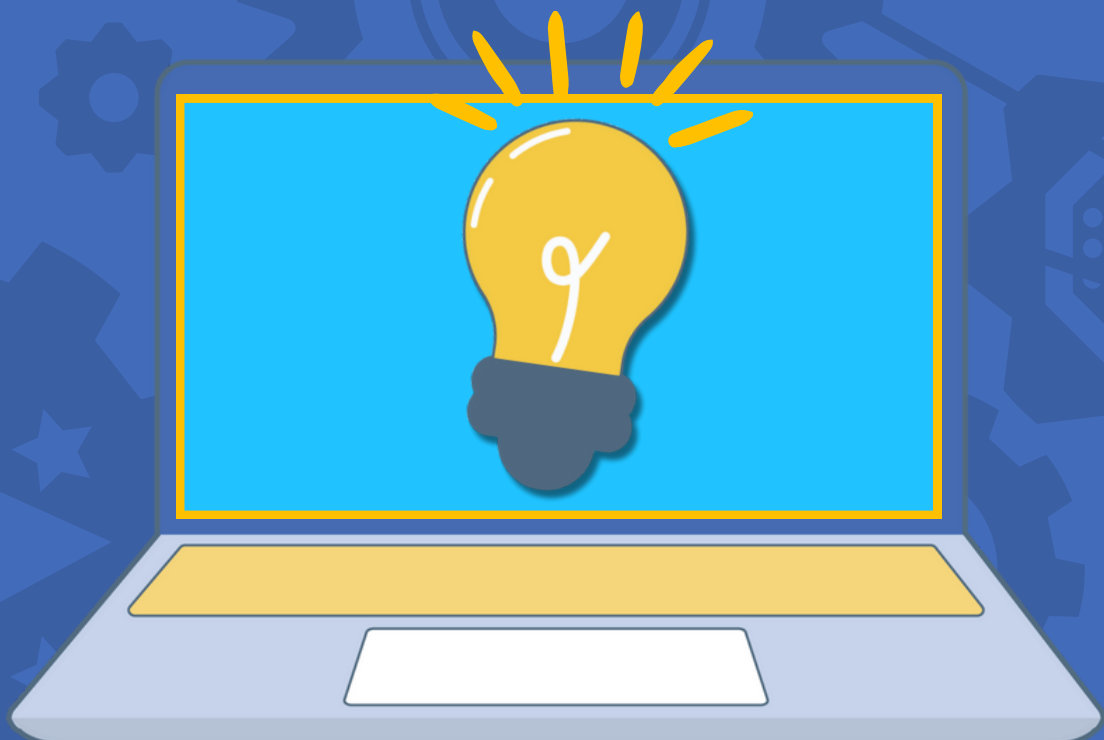


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Content that gives you a competitive edge

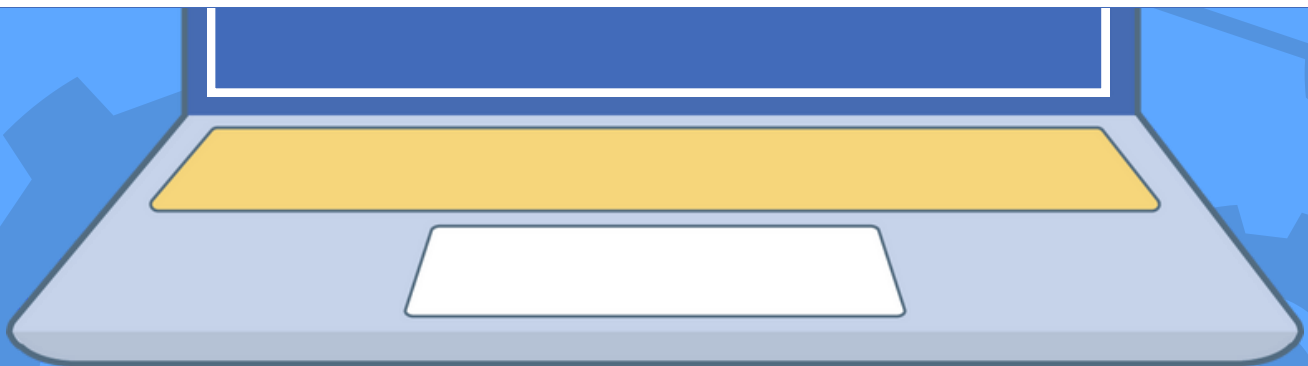
This type of content requires you to put focus on what makes you unique. Whether it's one-on-one coaching or free delivery, emphasize distinctive features in educational content.

Strategically discussing competitors' pain points can reveal risks. While not always for public sharing, use this content strategically in private communication or featured sections to secure an edge.





End of Sales Cycle Content



6

Content that helps your buyers sell you internally

This type of content is designed to assist buyers in advocating for your product or service within their organization.

Create sales-focused or marketing-oriented content for different stakeholders to engage multiple decision-makers. You can use this content for mid-funnel sales as well.



7

Content that helps you to cross-sell other products

Known as "cross-solving," it addresses additional problems beyond the initial sale, aligning with the "land and expand" model.

But remember, the success of this content strategy comes from building relationships and proving mastery in the initial purchase before suggesting more.



Connect with Us!



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