



Profitecture Social Media Training & Coaching

Building Social Authority for Business Success

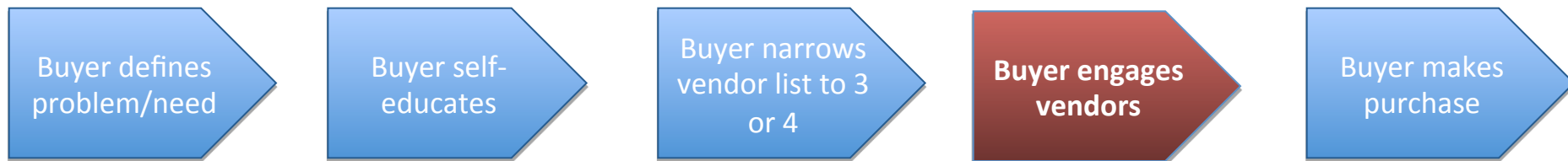


P R O F I T E C T U R E

SOLD: The decision has already been made!



- ❖ Today's B2B buyers are 57% through the purchase process BEFORE they contact a vendor. (Google/CEB Marketing Leadership Council Survey, 2012)
- ❖ Today's buyers are searching online, browsing Websites and YouTube, asking questions in LinkedIn Groups and Twitter, attending events, and getting peer recommendations BEFORE they contact you.
- ❖ 100% of business decision makers use social media for work purposes (Forrester's B2B Social Technographics, July 2013)
- ❖ Today's buyers expect access to subject matter experts. Less than 3 in 10 buyers agree they have as much access to subject matter experts as they need. (ITSMA/CFO: How B2B Buyers Consume Information, 2013)



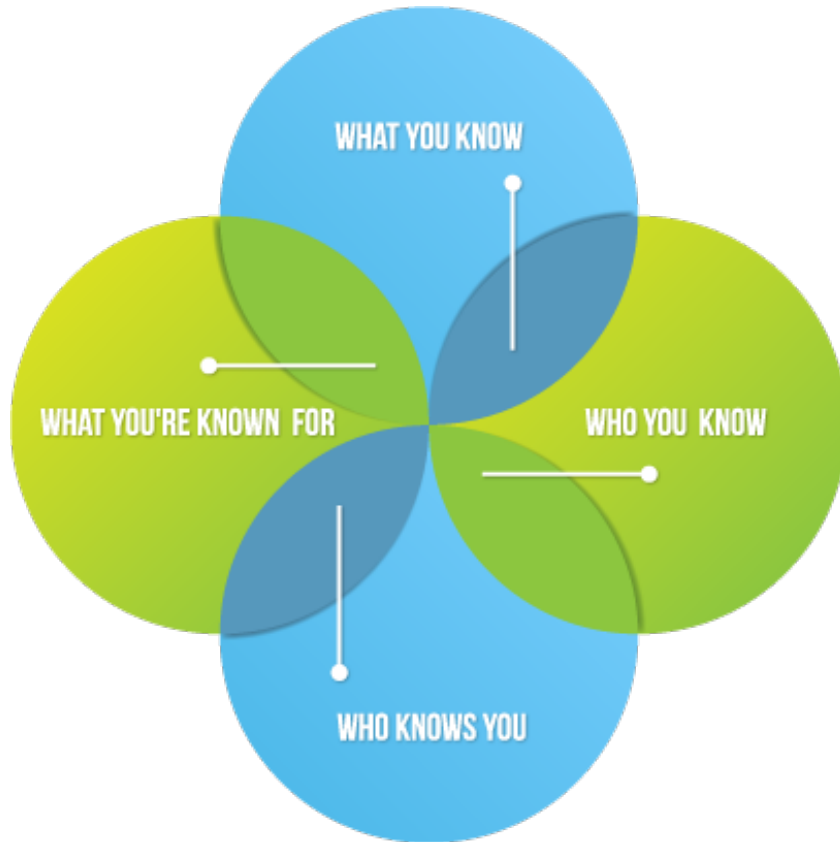
- Online search
- Browse familiar vendor websites
- Search expert opinions via Blogs, Twitter, LinkedIn, YouTube
- Send LinkedIn message to peers for recommendations
- Search or ask advice in LinkedIn Group, Spiceworks, Twitter

SOCIAL AUTHORITY for business success



Illustration:

Who you know and what you know is no longer enough:



Source: [The Social Value Cycle](#) by Paul Doyle

- ❖ Building SOCIAL AUTHORITY is the first step to building relationships and EARNING TRUST.
- ❖ Social Authority is developed when an individual or organization is RECOGNIZED AS AN EXPERT in a given topic or field.
- ❖ SOCIAL MEDIA provides the platform for thought leaders and experts to establish social authority regardless of budget constraints.
- ❖ Social Authority is obtained by REGULARLY PARTICIPATING in online conversations and contributing VALUABLE INFORMATION in an honest, genuine approach.



1

Profile

2

Network

3

Engage



Social Authority → Social Engagement

About Profitecture



Profitecture Social Media Boot Camp: Moving from newbie to champion



Boot Camp Goal: BUILD SOCIAL AUTHORITY

Boot Camp Grads

STAGE:	IGNORE	WATCH	REACT	ENGAGE	LEVERAGE
Description:	Unaware or aware but don't see value	Aware and seeking value Consuming information	Actively consuming information	Building Social Authority	Leveraging High Performance Social Media
Activity:	<ul style="list-style-type: none"> No activity 	<ul style="list-style-type: none"> Join social networks Read content 	<ul style="list-style-type: none"> Like/Dislike Share Comment 	<ul style="list-style-type: none"> Grow network Answer questions Share content Initiate posts Engage clients 	<ul style="list-style-type: none"> Support business goals through orchestrated team approach to helping clients and prospects. Networking and nurturing relationships

Social Media Boot Camp: Building Social Authority



WHO: Subject Matter Experts who are new to social media

WHAT: Social Media Boot Camp with personal coach for participant

The **Profiture Social Media Boot Camp** is a step-by-step coaching method that will begin to showcase your expertise and depth of talent more broadly by establishing and growing social value.

Session	Name	Description
1		What is social authority? Why is it important?
2		Who are you? What does your profile say?
3		With whom do I connect? Does it matter?
4		Say something. What to say. How to say it.
5		What are the rules of engagement? Are there specific protocols for sharing?
6		Contribute. How to share your expertise.
7		Forming the habit. What are the tools for integrating into my workday?
8		Track your progress. What metrics are available for easy tracking?



Who is Profitecture?



P R O F I T E C T U R E

Curriculum

Process

Coaches

Platform

Experience

Vision



Profitecture is your (temporary) partner



Yes! Temporary. Our goal is to empower your team to harness the power and capability of social media.

Stage	Who	Coaching Course
Initiate	Marketing	Social Media Policy Social for Events Blogging Essentials Social Video Social Media Crisis Management Social Media Consultations
Activate	Employees, Partners	Social Media Boot Camp
Activate	Executives	Executive Social Media Boot Camp
Engage	Sellers, Consultants, Partners	Social Selling Mobile Social
Engage	Product Managers, Engineers, Consultants, Partners	Engage Blogging Essentials Social Video
Engage	Executives	Engage for Executives Mobile Social

Current programs and measures of success



Profitecture helps unleash organizational talent and harness the power of social media to build social capital and drive revenue opportunities.

Our Solutions:

Profitecture has developed and delivered social programs and strategies for hundreds of organizations and executives around the world.

- ❖ Personal coaching and executive training
- ❖ Tailored engagements and workshops
- ❖ Social media marketing planning and execution
- ❖ Digital strategy and social media integration

Social Media Boot Camps	Social Media Advanced Courses	Strategic Planning & Workshops
<p><i>An 8-week, step-by-step coaching method designed to build social authority by showcasing individual and organizational expertise and depth of talent more broadly.</i></p>	<p><i>Advanced courses build deep understanding and proficiency with the tools and techniques that strengthen social authority, enhance relationships and advance opportunities.</i></p>	<p><i>Half or full-day social media planning and training workshops customized to initiate or boost your team's social authority quickly and efficiently.</i></p>
<ul style="list-style-type: none"> • Foundational social media • Different approaches for different needs & schedules (Hosted, Guided, Self-Paced, Executive-level) • Personal one-on-one coaching (as often as needed) makes a difference 	<ul style="list-style-type: none"> • Blogging Essentials • Engage, Put POE to Work • Deep Dives on LinkedIn, Twitter, Facebook • Strategies for Social Selling, Social for Events, Social for Video • Mobile Social 	<ul style="list-style-type: none"> • Demonstrate thought leadership and develop stronger social ties by delivering value-add service • Uncovers new business development opportunities through joint planning and requirements gathering • Leverages current marketing programs

MEASURES OF SUCCESS:

- ❖ Quantitative: Pre/Post Assessment Analysis
 - ❖ Profile Completion
 - ❖ Network Growth
 - ❖ Participation Frequency
- ❖ Qualitative: Coach Observations and Student Feedback
 - ❖ Success Stories
 - ❖ Identified Engagements



The coaching relationship facilitates continuous progress



Like a social media “personal trainer,” Profitecture coaches set reasonable, attainable and measurable goals for building and exercising your social media acumen.




- ❖ **Trusted Relationship**
- ❖ **Motivation**
- ❖ **Accountability**
- ❖ **Confidence**
- ❖ **Productivity**
- ❖ **Return on Investment**




Social Media Boot Camp Stats



700%

 Average increase in
Twitter usage

200%

 Average increase in
Twitter followers

3,520

Boot Camp Participants through 2Q 2014.
Approximately 1.5 people per company have
participated in a Boot Camp

2,300+

Companies have participated in the Social
Media training courses through 2Q 2014

40% return for advanced
coursework

Through 2Q 2014, Premiere Boot Camp
participants register for additional
coaching and advanced courses in
blogging, engagement, etc.

120 countries

Number of countries with Boot Camp
Participants.

With significant participation from all major geographies.



P R O F I T E C T U R E



Profitecture Clients

