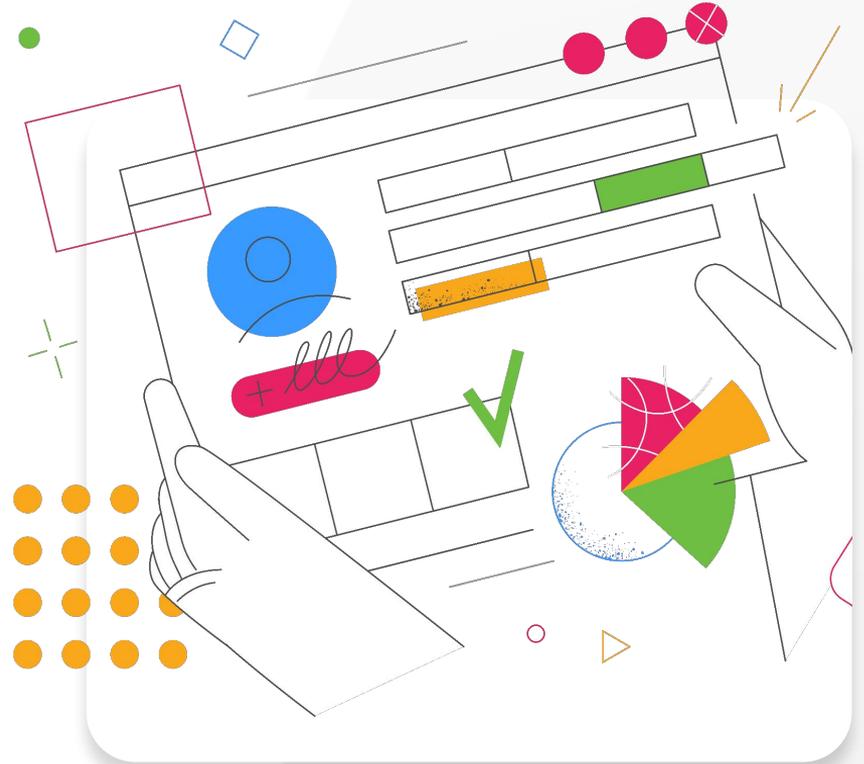**Social Selling At Scale**
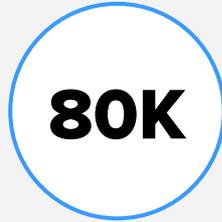
How A Fortune 100 Tech Co Scaled Social Across Its Sales Team

The Results

5M

The reps grew their networks to over 5M contacts.

80K

They shared nearly 80K pieces of content.

9M

Those shares were seen nearly 9M times.

200K

They drove 200K clicks to the client's web properties.

Let us show you why and how....

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Customer Goals
Get sales reps connecting and engaging with buyers on social (aka social selling).

Why

Because companies that utilize social selling — leveraging their networks to engage prospects and build relationships — generate better leads, increase pipeline, boost win rates, and grow deal sizes.

Companies that consistently engage in social selling are *40% more likely to achieve revenue goals*. And when a lead is generated through these practices, it's *seven times more likely to close*. Plus, it can *double pipeline growth.*

Why this Fortune 100 tech company chose EveryoneSocial for social selling:

1 Ensures their reps have relevant content that's approved for sharing

2 Enables their reps to share to multiple networks or schedule posts for later with a single click

3 Provides exclusive insights into whom each rep should engage with

4 Gives the program owners (i.e., the Dir of Enablement) a complete picture of the results

5 Integrates with CRMs and sales enablement and engagement solutions

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Annual Results

The table to the right highlights the outcomes their sales reps drove over the last year.

- The reps grew their networks to over 5M contacts.
- They shared nearly 80K pieces of content.
- Those shares were seen nearly 9M times.
- They drove 200K clicks to the client's web properties.

Needless to say, these outcomes far exceeded the client's expectations and they plan to activate more sellers in the next year.

Actions	Outcomes
Users	5,177
Total Reach	5,097,251
Shares	79,207
Engagements	120,810
Clicks	217,200
Impressions	8,715,452

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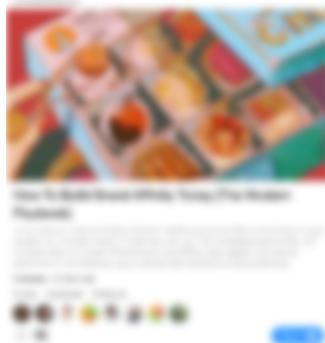
Example Content Shared By Sales Reps

Blog post about new company initiative
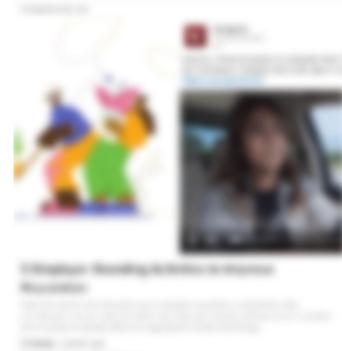
Results
79 shares
424 clicks
539 engagements

Positive press coverage of company

Results
326 clicks
490 engagements

Company press release about expansion

Results
234 engagements

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Top Influencers

As we like to say, everyone can be an influencer because everyone has a network. Every seller, regardless of role or tenure, can be and benefit from being a social seller.

The table to the right gives you a sense of the different types of sellers and the results they generated for this Fortune 100 tech company over a single quarter.

Influencer	Reach	Shares	Engagements	Clicks
Digital Sales Manager	3,595	1,036	68	2,467
Senior Sales Manager	847	483	957	1,051
AI Applications Sales Specialist	3,540	124	290	2,124
Digital Sales Specialist	4,111	55	192	312
Digital Sales Specialist	779	125	40	339
Sales Leader	2,112	184	139	335

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How They Achieved Success

Let's break down how this Fortune 100 tech company leveraged the EveryoneSocial team and platform to drive social selling success.

Leaderboards & Gamification

Program admins work with EveryoneSocial to create custom leaderboards to drive behaviors that enhance social selling.

This includes rewarding reps for sharing certain types of content, driving outcomes (i.e., clicks and engagements), and supporting strategic campaigns.

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Content Newsletters

EveryoneSocial's automated content newsletters ensure sellers don't miss out on important or engaging content they could share with their networks.

In just a few minutes, the client admin set up a recurring newsletter that sends trending posts, group updates, employee-generated content, and more directly to the sales team's inboxes. And no two emails are alike — each employee receives a personalized newsletter filled with content that matches their role and needs.
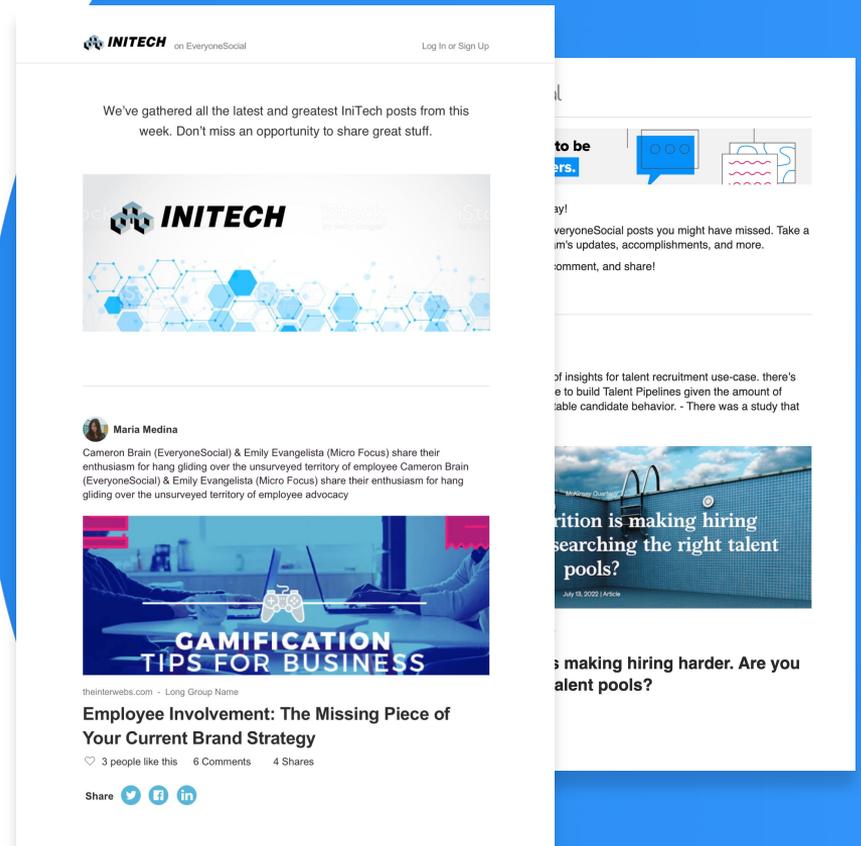
Monthly Enablement Sessions

The customer's Digital Sales Specialist, in partnership with EveryoneSocial's Client Success team, hosts monthly enablement sessions for their sales reps.

EveryoneSocial experts share social selling tips and strategies to help the company's sales team get the most out of our platform — and win those deals.
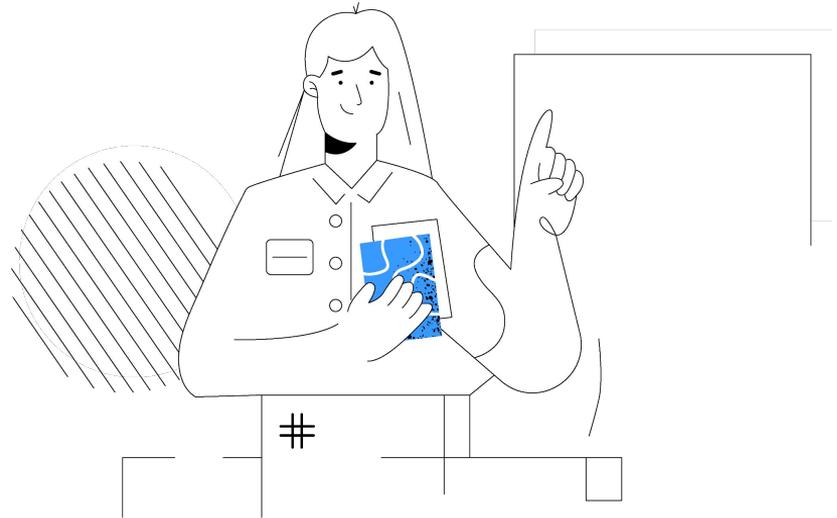
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Supporting Team

We partner with every client to ensure their success. The EveryoneSocial team members shown to the right have supported this Fortune 100 company from launch.

On the client side, the social selling program is lead by their **Director of Sales Enablement & Engagement**, along with a **Digital Sales Specialist**. And they lead by example, often appearing on the EveryoneSocial leaderboard as the result of their own sharing and curation.

Amy Oscarson
Director of Customer Success

Megan Poulsen Stewart
Customer Success Manager

Adam Moore
Enterprise Digital Director, Central

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Give Your Sellers the Edge They Need!

The highest-performing salespeople use social media to share, connect, and engage with buyers, because social isn't only where buyers are, it's also where they prefer to be engaged.

Putting EveryoneSocial in place is a simple and cost-effective way to give your team an edge over competitors and win bigger deals, faster.

Allows reps to authentically connect and engage w/ buyers, where and how they want to be engaged

You're 7x more likely to close a lead through social selling than other tactics

Social Selling can double pipeline growth. Yup, you read that right.

Social selling programs drive increased pipeline, better win rates, and up to 48% larger deals.

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Schedule time with our team to hear how we can help you achieve social selling success!

Schedule a chat