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eBook

B2B Sales & Marketing Alignment

The Ultimate Game Of Digital Ping Pong

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Contents

Why Businesses Are Striving For Sales & Marketing Alignment

The modern B2B buyer wants sales and marketing to make buying easier, not harder. To gain buy-in from the whole decision-making group, we need to work together to help buyers advance their purchase, instead of adding to the overwhelming decision paralysis that they often face.

With so much online content now readily available and more decision-makers involved, the buying process is much more complex than it was before. It can quickly change as different decision-makers, each with their own unique needs and motivations, discover new information and put forward alternative options and solutions.

> “The typical buying group for a complex B2B solution involves six to ten decision makers, each armed with four or five pieces of information they’ve gathered independently and must deconflict with the group.”

Gartner: CSO Update 2019: The New B2B buying journey and its implications for sales

Buyers need both salespeople and marketers to adapt quickly to their changing needs and help them to overcome the conflicts and pressures they face. Personalised content and conversations relevant to their pains, interests and challenges now, not a month ago or even a week ago are required.

To meet buyer needs involves a concerted shift. Sales and marketing must truly work together – sharing data and insights, jointly creating content, resources and collaboratively creating a strategy. They need to focus on goals that put the customer at the heart of their plan. And they need to be involved in a constant and open dialogue.

At its essence, it's what account-based strategies focus on: hyper-relevant content, conversations and campaigns that meet the individual needs of target accounts. At the first stage, everyone shares the same data.

At the second stage, both teams alert each other of anything that needs action and proactively share any fresh insights. The final stage the holy grail – is when both teams work harmoniously so that they can target key accounts with the right messages, efficiently.

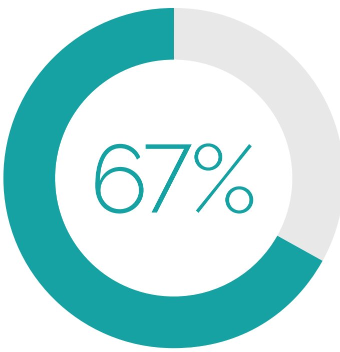
> 'ABM is not a marketing activity – it's a collaborative piece of strategic work that's a true combination of sales and marketing.'

B2B Marketing

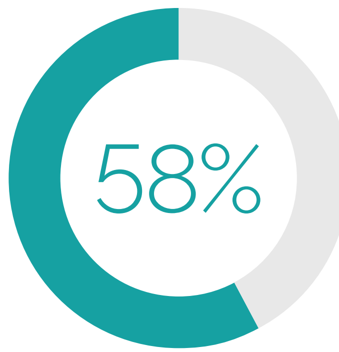
When sales and marketing are highly aligned, the results speak for themselves:

According to LinkedIn research, businesses with strong sales and marketing alignment:

Are 67% more effective at closing deals



Are 58% more effective at retaining customers



Drive 208% more revenue as a result of their marketing efforts

208%

$1TR

In the US alone, marketing and sales teams waste an estimated $1 trillion dollars per year due to a lack of coordination – LinkedIn Art of Winning Report

#1

An effective partnership between sales and marketing is the #1 success factor attributed to achieving revenue goals – Heinz Marketing – Performance Management Report 2017

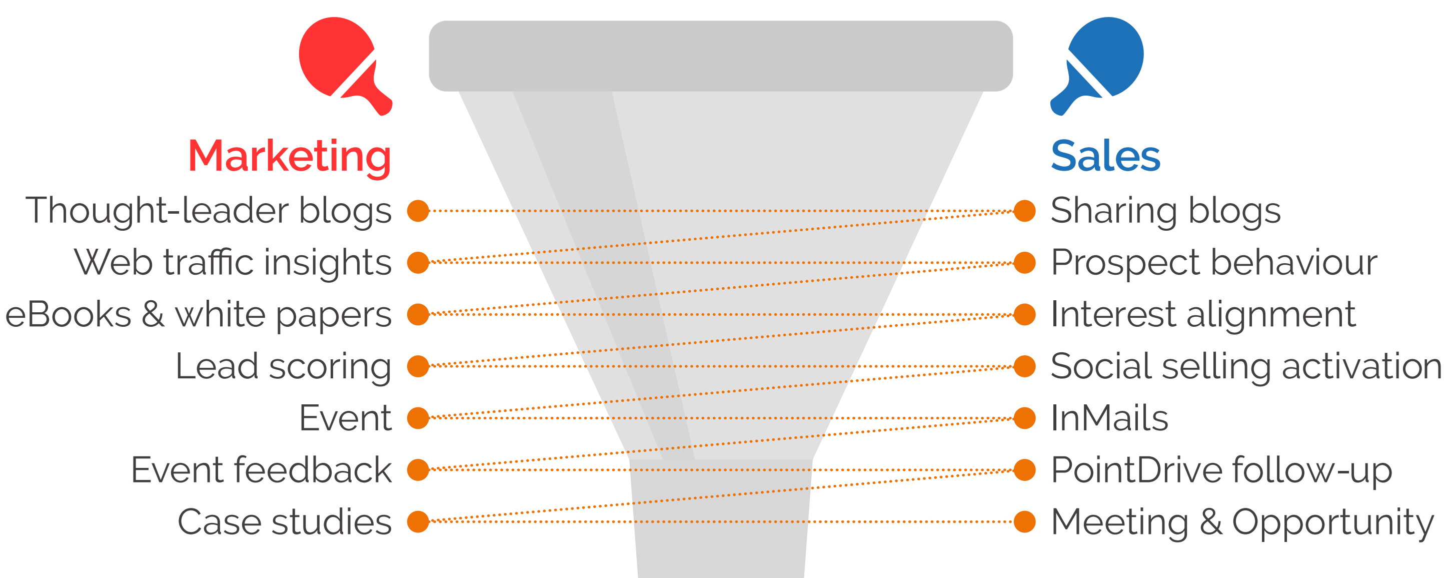
19%

Companies see an average of 19% faster revenue growth and 15% profitability when sales and marketing teams are aligned – Demand Gen 2019 B2B Buyers Survey Report

The Ultimate Game Of Ping Pong. Sales and Marketing Need Each Other In The Digital Era

Even when we know that sales and marketing need to work much more closely than before to gain buy-in from B2B buyers, the questions often revolve around how it works practically.

As you'll see, it's like a game of ping pong. It's backwards and forwards, backwards and forwards between sales and marketing as they share what buyers are discussing, the content they're consuming and any gaps where the business could provide value and helpful information to make the buyer's decision easier.



This dialogue then leads to real, informed conversations with buyers, where sales can instantly send content that is directly relevant to the conversation they're having, now – just as we would text or email a link to a friend if you thought it would help an issue they were talking with you about.

If you take a buyer-centric view to alignment you'll quickly realise that the buyer will flit from your website to a salesperson's LinkedIn profile, to a piece of video content and then maybe to an event.

The point is that buyers will not take a linear journey but one that ping pongs between sales and marketing.

"The new reality is that sales and marketing are continuously and increasingly integrated. Marketing needs to know more about sales, sales needs to know more about marketing, and we all need to know more about our **customers**."

Jill Rowley

The Biggest Challenge In Alignment And How To Overcome It

While a game of ping pong between marketing and sales where the ball moves backwards and forwards as seamlessly as a scene from Forrest Gump is a goal for many, a major challenge often stands in the way: communication.

Communication problems are understandable, as for years sales and marketing have often been speaking in different languages, with their own definitions, processes and KPIs. They also may have different motivations. It's only when we embrace the natural tension and find a common ground through our customers that we can come together.

Lack of communication is the biggest challenge to achieving sales and marketing alignment, cited by 49% in a survey of nearly 1,000 sales and marketing professionals. Broken and flawed processes was the second biggest challenge (43%) followed by teams being measured by different metrics (40%).

Inside View & DemandGen: Cracking the code of sales and marketing alignment, 2016

Strength often lies in differences, not similarities. Each team (and person) brings different perspectives, ideas and experiences, which you can use to positively challenge the status quo and think creatively about how you can help solve your customers problems.

By understanding and respecting these differences and focusing on finding common ground, you can find a universal language with the same vision and goals, where both teams work together happily and successfully.

That commonality lies in your customer and their success, as keeping customers (and prospects) happy is the biggest driver for success in our digital age, where referrals and word-of-mouth spreads much faster on social networks.

"Any tension is good in business because it gets you to think carefully about what you're doing"

Jeremy Ellis, TUI

Customer and employee referrals convert at more than 35% – over double the rate of the next best-converting source, websites.

Implisit's B2B Sales Benchmark

How To Improve Communication Between Sales And Marketing

Improving communication between sales and marketing team is simple, but not easy. Marketers and salespeople need to first think of each other as needed and valued colleagues. Each team must recognise that their success is linked – selling becomes more difficult without marketing and vice versa.

There are steps that businesses can take to facilitate communication and relationship building such as developing a common language, shared KPIs, shared data, and transparent, co-created processes. Additionally, a structure for collaboration must be put in place with joint planning and progress meetings, and communication channels.

It shouldn't end there, though. The teams that play together, stay together, so it's important to widen social and team building days to include both sales and marketing. Just remember to focus on what your end goals are for each event – is it building camaraderie, trust, collaboration? You'll probably need a mix of activities to achieve all your goals.

It’s not entirely up to the business. Alignment prospers when you build real, personal connections and gain an understanding of what the other does each day. We all need social connections as well as professional relationships. Individuals within sales and marketing must take responsibility and get to know each other.

Putting in the effort to get to know people in the few minutes before a meeting, over coffee or lunch can make a world of difference. Some organizations mix up sales and marketing in the office environment to encourage conversation.

"My biggest tip for marketing and sales alignment is to have an open dialogue. Both teams have important perspectives and you can learn a lot from your counterparts in sales. At the end of the day, you're both working towards the same goal: revenue."

HubSpot

Create Shared KPIs

Agreeing on shared KPIs is a vital step. Focusing on the right ones is the key to success and harmony. Businesses who are leading in sales and marketing alignment don't just place greater importance on KPIs all around. They focus on the right KPIs that impact commercial and customer success.

A successful business has the customer at its core. Businesses need to know how to keep customers not just satisfied, but delighted and willing to share their delight.

Smart companies know their customers hold insights on their products and services and they discuss and measure both what's working and what's not.

The key is to ask – in the right way, at the right time! Use various methods, touchpoints and channels to do so, creating a consistent flow of customer feedback.

Shift from Siloed:

Sales:

- Sales target
- Sales opportunity
- Quote to close ratio
- Messages sent or calls made

Marketing:

- Leads generated or marketing qualified leads
- Campaign metrics such as impressions, downloads, email opens
- Cost per acquisition
- Customer lifetime value

To Shared:

- Revenue
- Profit (% and value)
- Pipeline value & velocity
- Average order value or average purchase value
- Customer satisfaction
- Customer retention
- Customer lifetime value

Customer Satisfaction

There are many ways to measure customer satisfaction which each give a different perspective, including:

Net Promoter Score

A simple and widely used survey that asks customers how likely they are to recommend you.

CSAT

A survey focused on how satisfied customers are with various aspects of your service, product or recent interactions.

Customer Effort Score (CES)

This helps measure friction by asking on a scale of x to y, how easy it was to interact with your company.

Customer Retention

There is no better measure of customer happiness than their loyalty. Customer retention has a profound impact on your business bottom line too. It's widely recognized that it's more affordable to retain an existing customer than acquire a new one.

It's 5-25X more expensive to acquire a new customer than it is to retain an existing customer

Harvard Business Review

Customer Lifetime Value

Customer Lifetime Value (CLV) is a metric that indicates the total revenue a business can reasonably expect from a customer over the period of the relationship. CLV considers a customer's revenue and predicted lifespan.

CLV has been traditionally owned and tracked by marketing. As a shared KPI, both sales and marketing gain measured insight into how valuable customer segments are – vital information for future targeting and prospecting.

Revenue & Profit

Ultimately businesses that do not drive revenue and profit, do not succeed. Sales and marketing teams must be equally accountable for creating a commercially viable business.

Some organizations are taking alignment a step further and are bringing sales, marketing and customer success together to create one unified revenue operations teams signalling the importance of collaboration between previously siloed teams.

Pipeline Value And Velocity

KPIs around pipeline are traditionally sales remit and marketing must be accountable for what's in the pipeline and how quickly it's closing too. As we've seen in the ultimate game of ping pong, combining the skillsets and talents of both salespeople and marketers positively influences both who is entering your funnel and how quickly they're moving through it.

> "Sales and marketing alignment is about one shared goal: revenue that is delivered or over-delivered every quarter. There will always be tension, but that tension can be positive if there is a culture of clear expectations and communication."

Craig Rosenberg

Create A Common Language And Co-Create Processes

Creating a common language and co-creating processes is essential for successful collaboration between sales and marketing, so take the time to iron out any areas that have been sticking points in the past at the prospect and customer stage.

Let's look at on often frequent bone of contention between sales and marketing – leads. Here are some issues that frequently need clarity:

What qualifies as a bona-fide lead?

At what point should marketing pass leads to sales?

How quickly should sales then follow up?

What happens to leads if they're not responsive to sales contact?

And here are ways to overcome these issues:

Define your lifecycle stages

It's important that both teams know and agree the different lifecycle stages of your buyer, for example what does a lead, a marketing qualified lead, and a sales qualified lead look like? Problems tend to arise when each department has a different idea of the sales cycle of a lead.

Sales may complain the leads are cold, marketing may believe sales are not following up quick enough. This setting of lifecycle stages should be a joint effort, after all, it affects both functions.

To create definitions of each lifecycle stage requires data from marketing and experience of customer acquisition from sales.

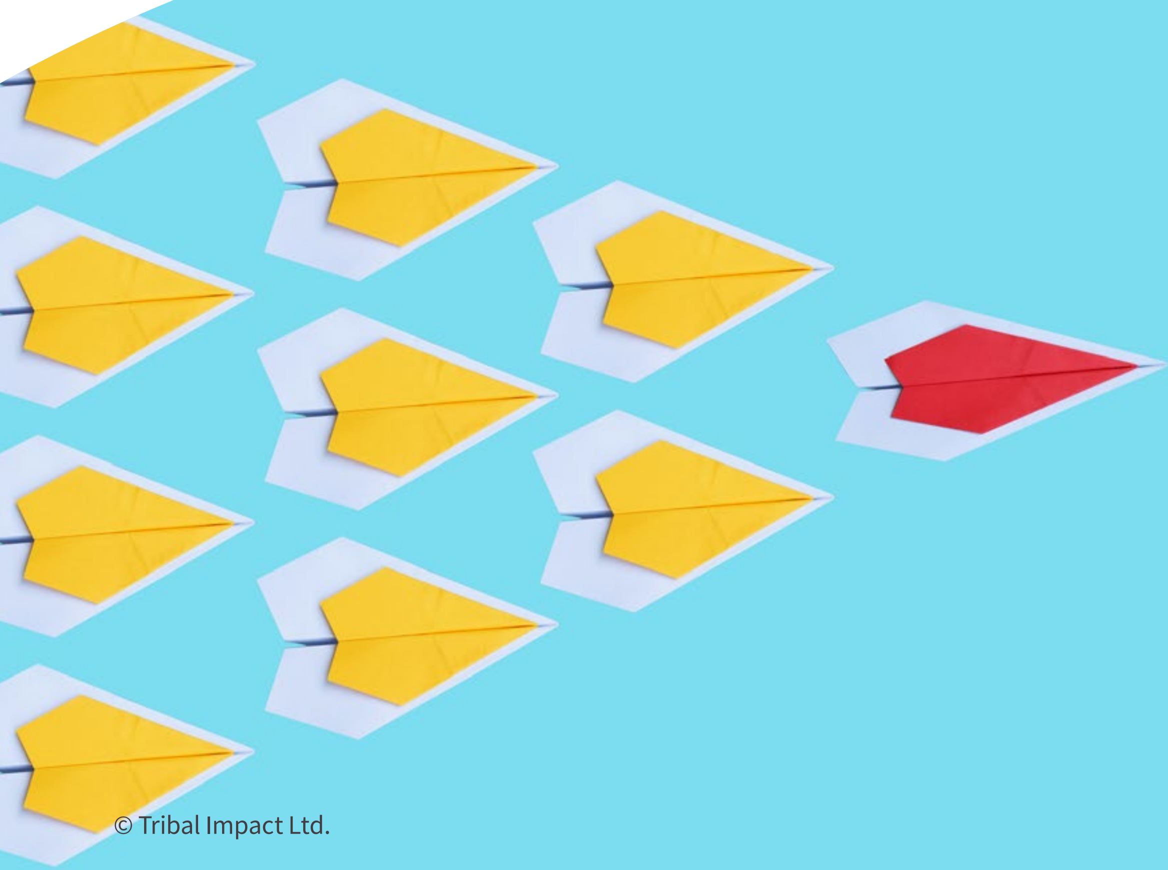
Once you've mapped a typical customer journey, both teams should agree on when a prospect should be assigned to a certain lifecycle stage. Here's an example:

Lead: Someone that downloads a piece of content from your website – must be more than a subscriber, who may have only provided their email address

Marketing Qualified Lead (MQL): Part of qualifying in this stage should involve identifying ideal fit prospects, for example by looking at number of employees, annual revenue etc.

You may want to include other behaviours in your qualification criteria – perhaps your typical customer tends to view a certain webpage in the decision-making process, downloads a certain number or type of offer, or views a range of blogs.

These stages will be specific to your buyers journey, but this is the type of thing to think about when setting criteria to define an MQL. Sales can influence a lead at this stage with social selling to help nurture prospects by sharing relevant content.



Sales Qualified Lead (SQL): Marketing can increase the likelihood of a lead turning into a customer by passing over the most qualified leads to sales.

When a lead is ‘passed over’ to sales, sales will need to do some qualification of their own establishing factors such as:

Is this person the decision maker?

Do they have a need for your product/solution?

Does your product/solution solve their pain point.

If the answer to these questions is ‘yes’ the lead can be moved to a ‘sales qualified lead’. Marketing can help sales here by providing relevant content to help in the sales process.

Once a salesperson starts a conversation with a prospect the insight they gather can be shared with marketing via CRM so any content or collateral needed to help secure the sale can be picked up by marketing.

Customer: This should be easier to define but it is worth agreeing on anyway. By defining your customer you can then filter out the leads that didn’t turn into customers.

These contacts shouldn’t necessarily be disregarded. Look at the behaviour of previous leads where they haven’t closed and establish a process for re-nurturing.

What makes them worth re-nurturing? Did anyone come back around and what behaviours did they exhibit, what conversations were had?

By working together to define and agree these triggers, the sales process will include marketing, too. There can be no argument over quality or quantity of leads since the process has been decided together based on data, knowledge and experience.

Automate Lead Scores

In practical terms the best way to assign lifecycle stages to leads is by automating the process using marketing automation software.

Lead scoring is a way to define triggers based on how a lead interacts with your brand (they can be set up to include online and offline behaviours) and assign a score based on these behaviours.

The higher the score, the more qualified the lead. You can also include negative triggers, so for example, if a lead unsubscribes from your mailing list you can reduce their score as it's unlikely, they'll want to hear from you and therefore you can reduce their score.

Scoring allows you to automate assigning the lifecycle stage to a lead; if a lead hits a certain score, it becomes marketing qualified lead and so on. It can also help alleviate the issue of time taken to follow up a lead – notifications can be automated and sent to sales if a certain score is hit based on multiple page views, for example, or if a lead is from a key account and has just downloaded a content offer.

Instant notifications mean sales are able to follow up quickly and armed with insights into what the prospect is looking for.

Scoring allows you to automate assigning the lifecycle stage to a lead; if a lead hits a certain score, it becomes marketing qualified lead and so on.

As with setting the lifecycle stages, the lead scoring triggers should be mutually agreed between marketing and sales – some factors will be based on marketing data, for example visits to website product pages, some will be more sales led, for example discovery call booked.

Below is an example of behaviour-based lead scoring, but again the specific behaviours and scores given should relate to how your typical buyer interacts with you brand and becomes a customer; there is no one size fits all:

Marketing Channel	Behaviour	Score
Email	Opened email	Influencing factor (+1)
	Click within email	Most important factor (+5)
	Forwarded email	Influencing factor (+3)
	Unsubscribed	Negative factor (-5)
Website	Requested a demo	Most important factor (+50)
	Visited pricing page	Important factor (+20)
	Visited multiple pages	Influencing factor (+10)
	Visited careers page	Negative factor (-5)
Webinar	Registered for webinar	Influencing factor (+10)
	Attended webinar	Important factor (+20)
Event	Attended event	Influencing factor (+3)
	Had a good conversation	Influencing factor (+10)
	Had an amazing conversation	Important factor (+30)
Content	Downloaded a white paper	Influencing factor (+10)
	Downloaded a specific white paper	Important factor (+30)
	Completed a piece of interactive content	Influencing factor (+10)

Source: SnapApp

Get Rid Of The Handover

This new aligned way of working should put an end to the more traditional, “you own this, we own that” way of thinking.

Although tasks for marketing and sales may differ, the goals of both teams should be the same, so both departments have a vested interest on the success of the sales and marketing function as a whole.

Due to today’s buyer being more digitally savvy and self-educating, as demonstrated in the previous process, sales should be joining the conversation earlier in the funnel via social selling and marketing should be providing support further down via content and data insights.

It’s still useful for sales to know what pages a prospect has been viewing during the decision making process, the intelligence should still be shared even if a prospect is in sales territory.

The line where a lead is handed from marketing to sales is dissolving, the once separate entities of sales and marketing are becoming one aligned team.

Share Data For Success

Sharing KPIs, a language and processes should be underpinned by data-sharing. For marketing and sales to become truly aligned, they need access to shared data and insight.

A shared CRM is a great place to start. In accessing the same CRM data and dashboards, one version of the truth develops making communication more effective.

More sophisticated CRM and automation tools can be shared by sales and marketing so both parties can get a rounded view of the customer journey, from first touch on a company's website, to sales correspondence closing the deal.

Sales are able to see the fruits of marketing's labour with this shared view and use behavioural data (which blogs have been read, emails clicked on, content downloaded) when talking to prospects to make their conversations targeted and relevant.

Likewise, marketing can see the return on their marketing investments easily by tracking which leads turn into sales, what content is performing well and getting a full pick of the buying cycle. It's easier for departments to communicate, and therefore align, when they are sharing information in this way.

How To Align Sales And Marketing

Once you've established shared goals and KPIs, this is where light bulbs go off as teams share their insights and agree on who to target and how; when they plan, execute and own a strategy together. It's when everyone realises what the other team can bring to the table and why they'd never worked together before.

Here is where you'll find the information that's generally hidden behind closed doors: the blueprint for exactly what strategies and tactics you need to align sales and marketing for success.

First, Together Define Your Ideal Customer Profile And Map The Customer Journey

In organisations where sales and marketing are not properly aligned, only 15% of companies collaborate on buyer personas. Contrast this with highly aligned companies, where 58% collaborate on buyer personas, according to CMI and LinkedIn research.

It's only when you bring those with sales, marketing, customer service and technical insights together in real-time that you can build a truly comprehensive view of your customers.

It involves creating a shared view of your Ideal Customer Profile and their journey from discovering they have a problem to becoming a valued customer.

When you pull together a committed tribe of insightful key employees that share the vision in a workshop – face-to-face or virtual – you can bounce off others' quickly to discuss and iron out misunderstandings or contentious areas.

> "An empowered buyer is exactly what a sales and marketing organization should be targeting. Sales and marketing should unite to determine who their ideal customer is and how to reveal their latent pain and to move the customer to a place where they are more successful because of the product or service being offered."

Claudine Bianchi

Who To Involve In Your Workshop

Aim for 8 to 10 people and no more than 15 to give enough diverse perspectives without it becoming chaotic. Include people from roles such as key account managers, marketing executives, field and inside sales reps, subject matter experts, customer services and channel partner representatives.

What Insight's Each Attendee Should Bring

Every team, and even every individual, should already have their unique insights into your prospects and customers – some that they may not even have realised were relevant. Give everyone who is attending your workshop pre-work, so they can prepare to share their insight.

Marketing

- How existing customers/prospects phrase questions when they use search engines
- LinkedIn groups, online publication and blogs/forums your customers prospects frequent
- Demographic information of those with highlead scores (including typical company size/industry if IP addresses are trackable with your software)
- The buyer journey as they experience it
- Most popular content topics
- How the competition markets to prospects

Sales

- Who is in the buying team?
- The buyer journey as they experience it
- Most common goals and pain points of customers and prospects
- How much weight they give to each goal/pain
- What content (if any) has helped them nurture or close a sale?
- Which prospects close the quickest?
- Which customers are the most loyal and refer business?
- How prospects view your product or service's price point
- What channels of communication do they prefer for contact?

Services & Subject Matter Experts

- What keeps customers/clients happiest ` after-sale?
- Favourite product/service features
- Most confusing product/service features
- Top FAQs (and the most effective ways they explain them)
- Most common complaints
- What makes customers leave?
- What causes them to refer business?

Second, Determine How To Target Key Accounts

Until now, the insights that all teams can provide from research, conversations and data are typically general. The next step is to identify who is involved in each decision-making unit in key accounts, so sales and marketing can become laser focussed in their efforts.

Identify Decision Makers

Sales usually lead this part of the workshop by setting out key accounts and the roles typically involved in B2B solutions purchases for each account.

This is where LinkedIn Sales Navigator can really be useful, one person can create a lead list of decision makers in a target account and then share with it others on the corporate licence.

Everyone can review the list to see any common connections and If anyone in the group has a strong relationship, they may be able to make an introduction.

Gain Insight With Social Listening

Once you've identified all of the decision-makers, this is where social listening kicks in. Looking at a variety of sources, you can quickly discover exactly what content interests them, how you can make sure they see your content and the language you should use when communicating with them.

Sources to look at	Behaviour
LinkedIn Posts and comments	LinkedIn Sales Navigator
LinkedIn recommendations	Crystal Knows
Online forums	Social listening tools
Authentic testimonials on indenpendent sites	
Social posts & activity	

Again, it's usually most efficient to split decision-makers between groups and ask them to research and report back on the following:

What do they like, share or comment on?

What topics do they post themselves?

What hashtags do they follow?

What groups have they joined?

What tone of voice do they use in articles and comments?

What style of language do they seem to prefer?

What words are they using to describe: pain points, your competitors products and services, your products and services, and their industry?

With so much information gathering taking place at one, it’s best to designate someone for everyone to share their findings with and to record the workshop discussions.

Create A Shared Strategy

Understanding the bigger picture is a must for sales and marketing alignment. Everyone must understand the North Star – where we're going, why we're going there, and how we'll get there.

Creating a shared strategy gets everyone in sales and marketing on the same page helping each person understand their role and the role of their colleagues.

Begin to formulate a shared strategy of where and how to focus your efforts:

Who is most likely to convert?

Which accounts present the most opportunity value?

What content do they currently have?

What content gaps are there that sales need?

Do sales have any contacts that can provide decision-stage content such as testimonials or case studies?

Which experts should they enlist?

What content do they need to create?

Who are likely candidates for employee advocacy?

Once you've discussed this, you'll need to agree on what tools are needed – such as LinkedIn Sales Navigator and employee advocacy tools – and how to allocate budgets to meet the strategy.

Create, Share & Test Content: An End To 'Made in Marketing'

Without sales, marketing and internal subject matter experts working together, content used to attract and nurture leads can too quickly become obviously 'Made by Marketing'. Even with the wealth of knowledge you've gained so far, content collaboration needs to go beyond strategy.

Third, Choosing Your Internal Experts To Create Engaging Content

Even specialist copywriters can't replace the opinions and insights that your subject matter experts can offer – that stops your audience thinking, "Haven't I read something like this before?" They've often spent years training and learning from experience to become an expert in their field and understand how to apply their knowledge to overcome client/customer challenges

Your content creation team will need to know what information will give an angle to the content, and may even have to ghost write after interviewing your expert, but by engaging them it's a much quicker process.

Who Can Help?

The best internal subject matter experts are usually those others look up to or lean on to address common and complex issues your customers face. Not every expert will be in a position to create content – or want or have time to – and that's okay. It's best to start with people who already have great potential, show enthusiasm and make sure that you communicate the benefits of helping.

Here's who to turn to you create stand-out content:

Technical Experts

Often hold formal professional qualifications and are the ones that explain complex issues clearly to clients and advise on the best solutions. They'll also usually need to keep up-to-speed with developments in their field and may even be at the forefront of implementing changes to current best-practice.

Great for: Awareness stage content such as eBooks, Tip-Sheets, videos and checklists and Thought Leadership.

Business Development Managers

Have a wealth of information on the issues affecting prospects and customers right now and will already be using content that can help them overcome these challenges and sell their services.

Great for: Consideration and decision stage content, such as pitch templates for various sectors (which will include relevant case studies), a detailed breakdown of services and pricing information.

Knowledge Managers

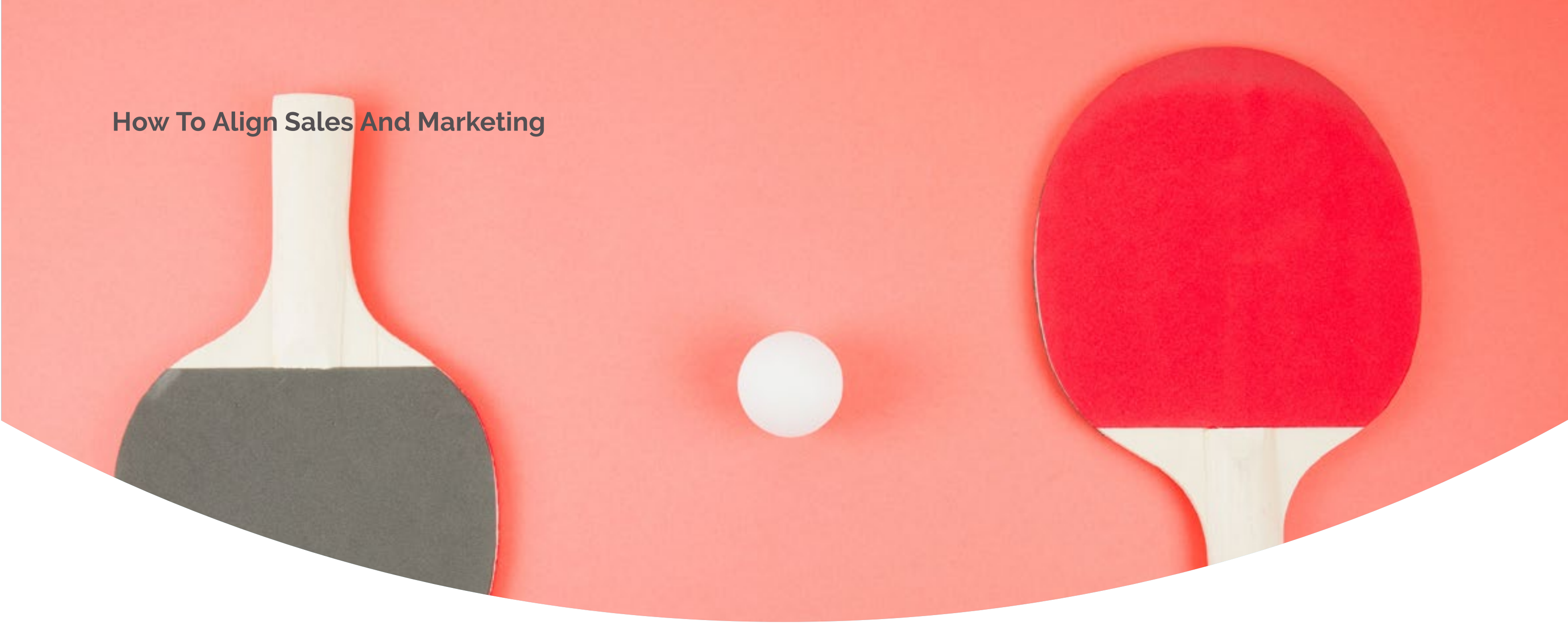
Are often used in larger organisations to capture and collect collective know-how. (And some will go further, passing this know-how onto clients via online portals).

Great for: Awareness stage and Thought Leadership content.

Customer Services/Support

Often have to run through snagging issues with clients and deal with complaints and feedback.

Great for: FAQs, product demos and feature information



Enlist Your Social Sellers In The Game Of Ping Pong

As well as feeding into the content strategy and creation, sales can then use that content to build and nurture their network using social media. Once it's shared, as we've seen in the chapter, "The Ultimate Game of Ping Pong", this is where the magic begins.

Marketing can use end-to-end software to feedback to sales how it's performed: who's viewed it and when, whether it's been forwarded on to other key contacts and what seems to be resonating most with their audience.

Sales can also use content to follow-up on their sales conversations and feedback to marketing on any conversations they've had around that content and if any gaps are preventing them from winning new business.

Your content strategy can't stay stagnant – it needs to be tested and optimised continually, and that happens most effectively when it combines marketing data and real-life sales conversations.

Employee Enabled Digital Marketing:

How building relationships through a digital account-based campaign helped SAP build a £5 million pipeline

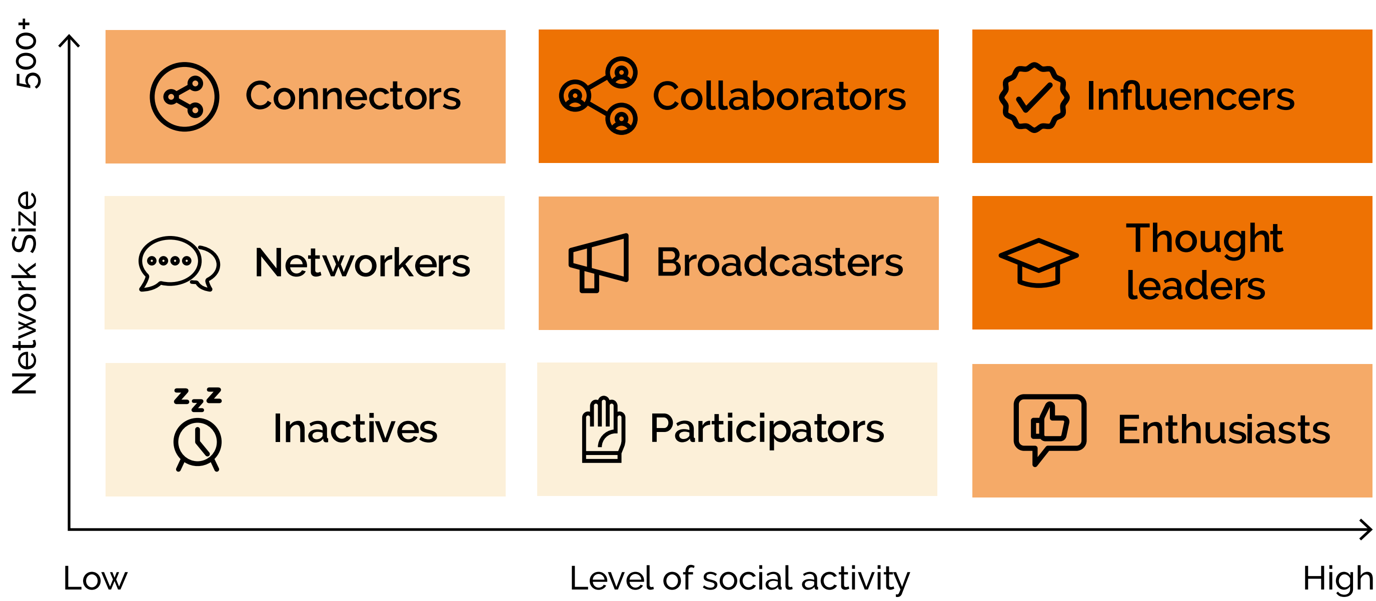
Read the Case Study »

Gather A Passionate Tribe Of Employee Advocates

People trust people like them in their network and Edelman's Trust Barometer consistently shows that employees are one of an organisation's most highly trusted sources. You'll therefore need to gather a small tribe of employee advocates that can share your content with their networks and bring added authenticity to your content sharing strategy.

There are 9 Stages of Employee Social Maturity, and your biggest wins will initially come from those that you can take from a Networker to a Collaborator, an Enthusiast to a Thought Leader or a Thought Leader to an Influencer.

Head here for more info on each stage of Employee Social Maturity



One Cannot Align to The Other – Sales & Marketing Together Aligns Around The Customer

In today's B2B landscape, most organisations appreciate just how vital sales and marketing is. They're keen to work together and, in the great majority of cases (80%+), recent research by LeadMD shows that each team speaks of the other in a positive light.

Achieving true alignment where they can reap the benefits of increased revenue and pipeline and a loyal and happy customer base can be much harder. But it's far from insurmountable. In fact, taking a customer-centric approach makes alignment a much easier and harmonious one for both teams, where reaping the benefits is a natural and (very happy) end-result – for everyone.

We all want to have real conversations, whether that's with friends, colleagues or businesses whose services we need. It's only when both teams focus on putting the customer first – at the heart of their KPIs, goals, planning and success – that they can all align.

We hope that with our step-by-step process you can see how to do so that creates happy outcomes and relationships for all – sales, marketing and, most importantly, your customers.

Contact Us For More Information

We specialise in B2B social media advocacy driving higher lead conversion and faster revenue growth by mobilising your most credible and trusted brand voice on social media. Employees.

We provide a range of services and training around social selling, Employee Advocacy, expert influencer blogging and executive social coaching.

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