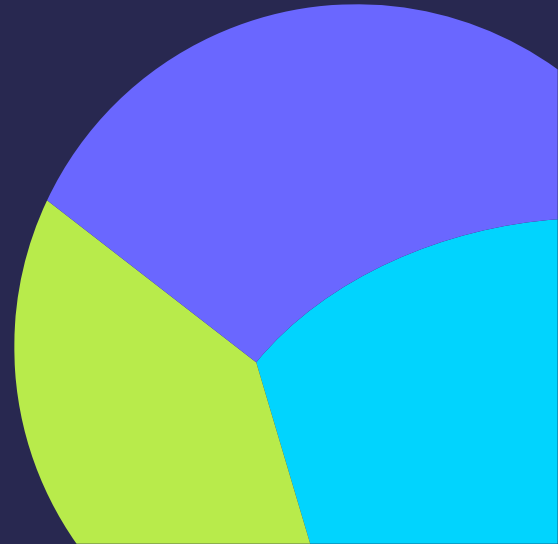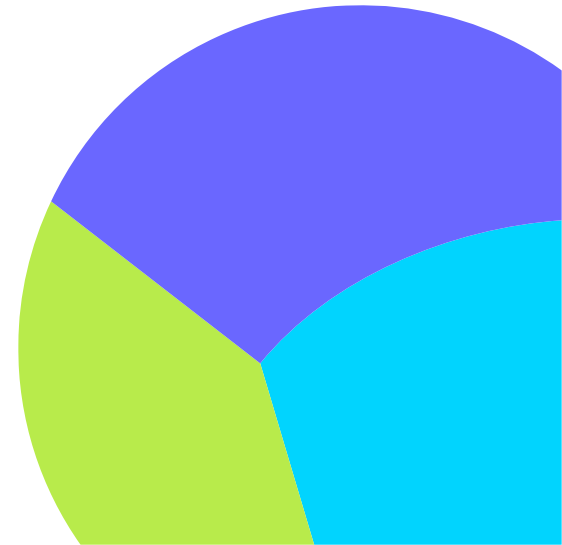# cognism

Organic social

Lesson 5

In this lesson?

- The DG approach to organic social

- Distributing and testing your narrative

- Segmenting your content

- What channels shall I focus on?

- LinkedIn - What doesn't work

- Linkedin - what works

- What to measure on organic social

The DG approach to Organic Social

Social should be purely value-led – NOT PROMOTIONAL!

It's an organic channel designed to help educate your audience and build awareness.

The posts should include actionable takeaways, or something new and interesting for your audience to consider.

They should also help your audience recognise and solve common pain points.

Here's the best way to think about it:

"If I was scrolling through my feed, is my post valuable enough that I'm going to consume the content of it - in feed at that moment."
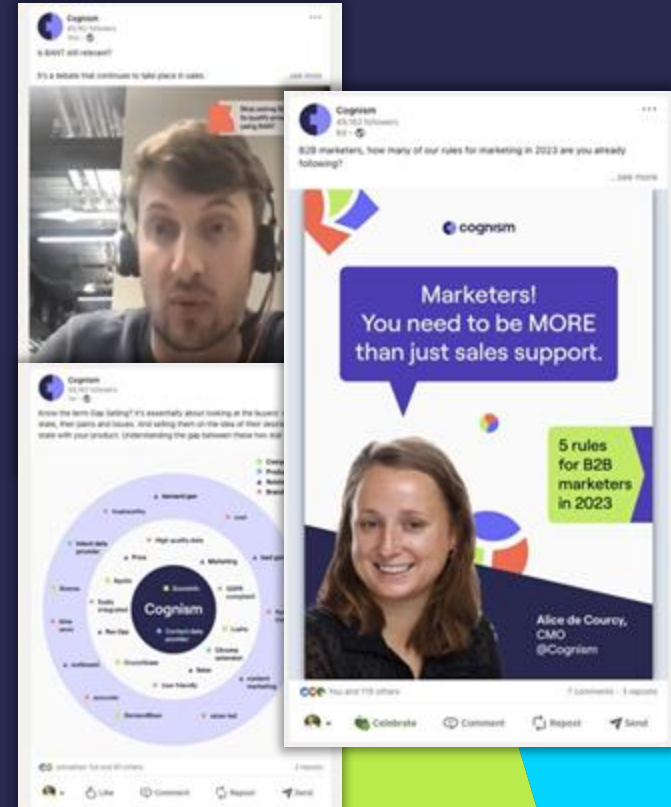
Distributing and testing your narrative

Again, social media is not a sales channel, or even a channel to promote links.

Social media is a channel to test ideas.

It's a free and easy way to get instant feedback on new ideas.

We use organic social as a testing ground for our narrative and the various POVs we want to communicate to the market:

- Are they resonating?
- Are people commenting?
- Are the messages landing emotionally?

Social media is the first port-of-call to prove these out before we start spending money on that POV / content.

Cognism's POVs for
'B2B buying behaviour has changed'

MARKETING

POV1
'Marketers should be more than just sales support.'
↓
POV 2
'Stop building fantasy funnels'
↓
POV 3
'MLG only works if it's memorable.'

SALES

POV1
'Cross-Channel Engagement across the entire buying committee is the future.'
↓
POV 2
Sellers Can No Longer Rely on Quantity to Reach Goal.'

REVOPS

POV1
'RevOps needs to be the single source of truth.'
↓
POV 2
'RevOps Should Govern Your GTM Motion.'
↓
POV 3
'GTM Actions Need to Impact Revenue – conversions and leads are not enough.'

Segmenting your content

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Top down

Strategic decision makers in a target market.

E.G - CMO, VP

What should posts focus on?

Strategic narrative to drive change in a company from the top down.

Middle Out

Those who would tactically implement your product.

E.G - Head of Marketing

What should posts focus on?

Content that helps them come around to your way of thinking - and give them the 'how' to get the best out of your product.

Bottom Up

End users who can drive evangelism from the ground up.

E.G - Marketing Executive

What should posts focus on?

Using the same strategic narrative described in top-down, but with storytelling and entertainment value.

What channels shall I focus on?

We focus on LinkedIn as our core social media channel and have doubled down on building a following there

Find out where your customers hang out. It's often better to do one channel well, than too many inconsistently.

Don't stretch yourself too thin.

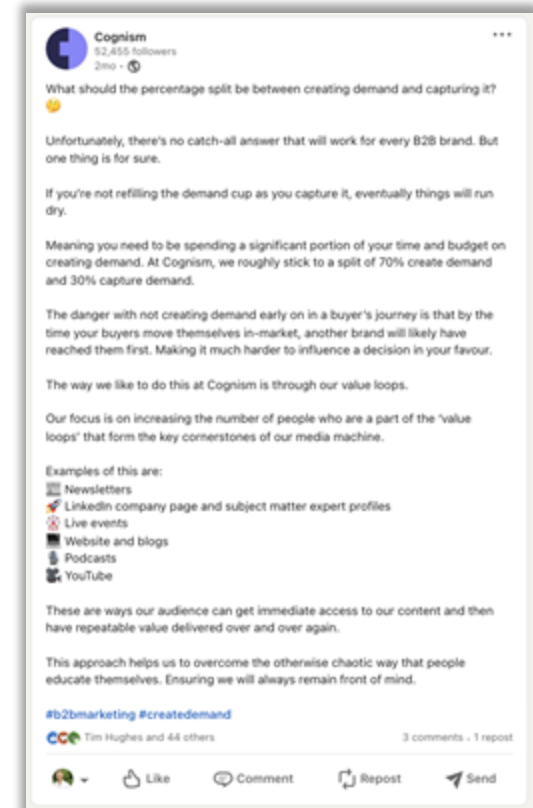# LinkedIn - What doesn't work

In the past, we would just share a link with a small amount of supporting text.

- This post doesn't work because there's no value for the reader.

- They'll be thinking "What's in it for me? I have no idea what this post is about."

- We quickly learnt that in our LinkedIn posts, we should give away far much more than we ask for in return

Cognism
27,056 followers
5mo • Edited • 🌐

Picture this...

You're cold calling, and on the other end of the line is none other than Morgan J Ingram 🙇

What a rush! 🚀

This is exactly what happened in our recent cold calling live workshop 📞

Brave volunteers tested out their skills, and received some great feedback 👏

And in the article below, you'll find 7 tips for cold calling success in 2022 👇

Cognism

7 TOP TIPS FOR ACING COLD CALLING IN 2022
with FAQs

REVENUE CHAMPIONS 🏆
with Morgan J. Ingram @J0ARROWS

Click here

7 tips for acing cold calling in 2022 (with FAQs)
cognism.com • 5 min read

LinkedIn - What works (text posts)

- Reminder: your blog content is a crucial part of your broader content strategy and media engine. And that's IF it's distributed in a valuable way.

- LinkedIn can help with this. Your blog content provides the basis for some great text-only posts, as you can zoom into a specific topic.

- You can also use the text posts as an opportunity to write about something new or interesting you've learnt.

- It's a form of storytelling that can help you to connect with your audience. And they'll engage with the post in return

Cognism
52,455 followers
2mo · 🌐

What should the percentage split be between creating demand and capturing it? 🤔

Unfortunately, there's no catch-all answer that will work for every B2B brand. But one thing is for sure.

If you're not refilling the demand cup as you capture it, eventually things will run dry.

Meaning you need to be spending a significant portion of your time and budget on creating demand. At Cognism, we roughly stick to a split of 70% create demand and 30% capture demand.

The danger with not creating demand early on in a buyer's journey is that by the time your buyers move themselves in-market, another brand will likely have reached them first. Making it much harder to influence a decision in your favour.

The way we like to do this at Cognism is through our value loops.

Our focus is on increasing the number of people who are a part of the 'value loops' that form the key cornerstones of our media machine.

Examples of this are:
📰 Newsletters
📣 LinkedIn company page and subject matter expert profiles
🎟 Live events
📖 Website and blogs
🎙 Podcasts
📺 YouTube

These are ways our audience can get immediate access to our content and then have repeatable value delivered over and over again.

This approach helps us to overcome the otherwise chaotic way that people educate themselves. Ensuring we will always remain front of mind.

#b2bmarketing #createdemand

Tim Hughes and 44 others   3 comments · 1 repost

👍 Like   💬 Comment   🔁 Repost   ➤ Send

LinkedIn - What works (video)

- This is an example of how we share/inform our audience or followers of new episodes of our podcasts.

- We've got some supporting text around the topic, we tag the speaker(s) and invite someone to check out the full episode by saying there's a link in the comments.

- This is much more effective, because there's a key insight in the post itself, we give away the value upfront. Rather than pushing the episode

- Note: don't post the full 50 minute to 1 hour webinar or podcast.

- Split the video up into snippets and post those instead.
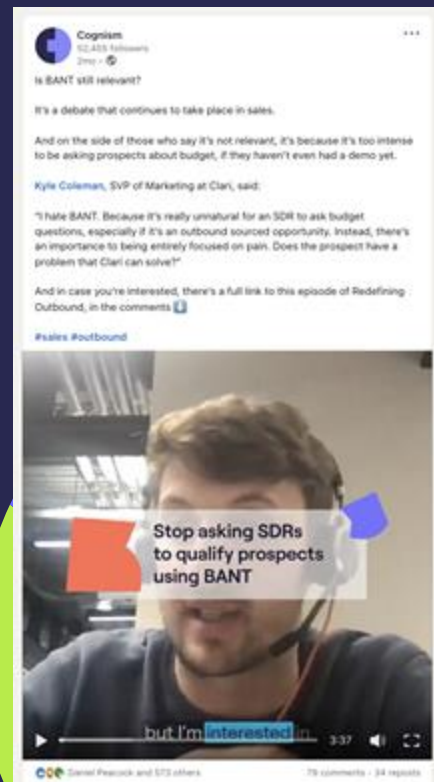
LinkedIn - What works (documents and carousels)

- These are **GOLD DUST** for engagement!

- Because your followers/audience can flick through the slides, and boom!

- They've immediately learnt something new.

- Now, for us we use the carousels as an opportunity to zoom into one particular topic.

- For example, a set of tips, a step-by-step process or a multi-layered POV.

- Then in the actual text of the LinkedIn post we expand on the topic more generally. We might include quotes from our colleagues etc.

LinkedIn - What works (polls)

- Polls are everywhere on LinkedIn. Because they work.

- So remember to post them. We aim for a couple a month. BUT just doing a poll is scratching the surface! We also follow up with posts sharing the results of the poll.

- It's an opportunity for us to offer more value, create additional content and engage with our audience.

This post doesn't qualify for boosting. **Learn more**   Boost

Posted by **Binal Raval** · 6/23/2023   ...

Cognism
52,456 followers
1w · 🌐

How can your team determine channel preferences?

Well, one way is to just ask the prospect how they would like to be c ...see more

What are your prospects' feelings towards your team cold calling them?

You can see how people vote. **Learn more**

Negative	53%
Indifferent	38%
Positive	9%

64 votes · Poll closed

LinkedIn - What works: Infographic Posts

- As mentioned before, posts with visual elements are effective.

- In this example, we've used a graphic to explain one of the POVs on the marketing side.

- These posts stand out in the feed, so your audience is more likely to engage and consume the information.
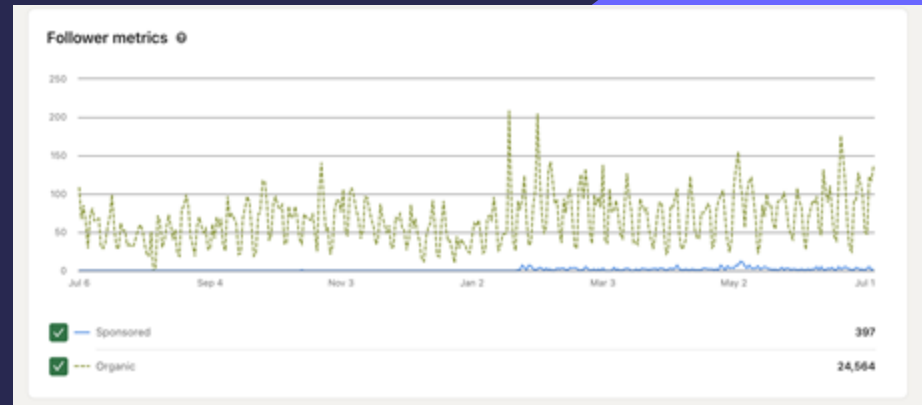
What to measure

Engagement

We want as many people from our ICP following us, getting consistent value as one of our value loops. We also want to know what we're serving is resonating. So we track:

- Likes
- Comments
- Shares
- Qualitative feedback
- Follower count

Business impact

- Mentions in self-reported attribution
- Mentions in demo calls

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Your next lesson:
B2B Influencers
and SMEs