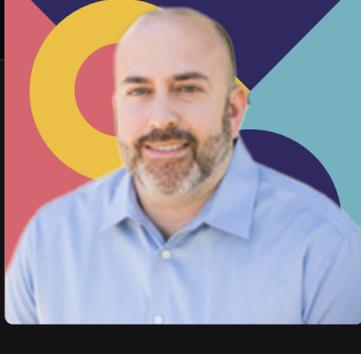




one page summary



speaker

**Matt  
Solomon**

title

## The ultimate social media marketing tool for MSPs

### Who's the speaker?

Matt Solomon, our speaker for this session, is the CEO of Channel Halo, and the co-founder of Channel Program. Matt is a huge channel enthusiast, and has helped many emerging MSPs with their go-to-market strategies, social selling, and much more.

### The core idea

The core takeaway from this session is to help you leverage LinkedIn as a powerful tool to drive your B2B marketing.

### The breakdown

Now, let's break the session down into its best bits and highlights:

- Why is social media selling important? It's a great place to reach clients, and give them a place to check out your brand before making contact.
- The digital transformation has changed the buyer's journey for good. People are always digitally connected, and you need to engage them consistently to create brand recall.
- The goal of social selling: to have prospects want to engage with you because you've provided value.
- You need to invest time and effort in building that connect with prospects by creating useful content, taking interest in their work, and proactively making conversation.
- Real, human posts are a great way to connect with people. They can reduce the resistance that people face while interacting with you.
- Ensure that your social media strategy contains a mix of diverse content: polls, videos, images, long-form content, and others you can think of.

### Action points:

- Don't go in immediately for the sale. Connect with prospects, engage them, build relationships and offer insights that will add value to their business.
- Follow the prospect and their business on LinkedIn to understand their business priorities. Don't just like posts, comment on them and have genuine conversations.
- 3-step process to build relationships: post valuable content, reach out with valuable insights, and check in to see how they're doing, every now and then.
- Connect with influencers: Who are the go-to people in your network and your customer's network? Connect, engage with them, and collaborate with them if possible.
- Produce short, polished video content that prospects can find immediate value in. It's a great source of engagement an easy way to attract your prospects' attention.
- The first two hours after you've posted are crucial for the performance of your post. Make sure you get as much engagement as possible within these first two hours.
- The "see more" option after the first 3 lines of your post has more impact than a simple like. Make sure people click it!



Just think about your network. By posting consistently, you're towering over your competition who aren't, and that gives you an edge.