



up4distribution
your clever business solutions

Social Business Development for Startups



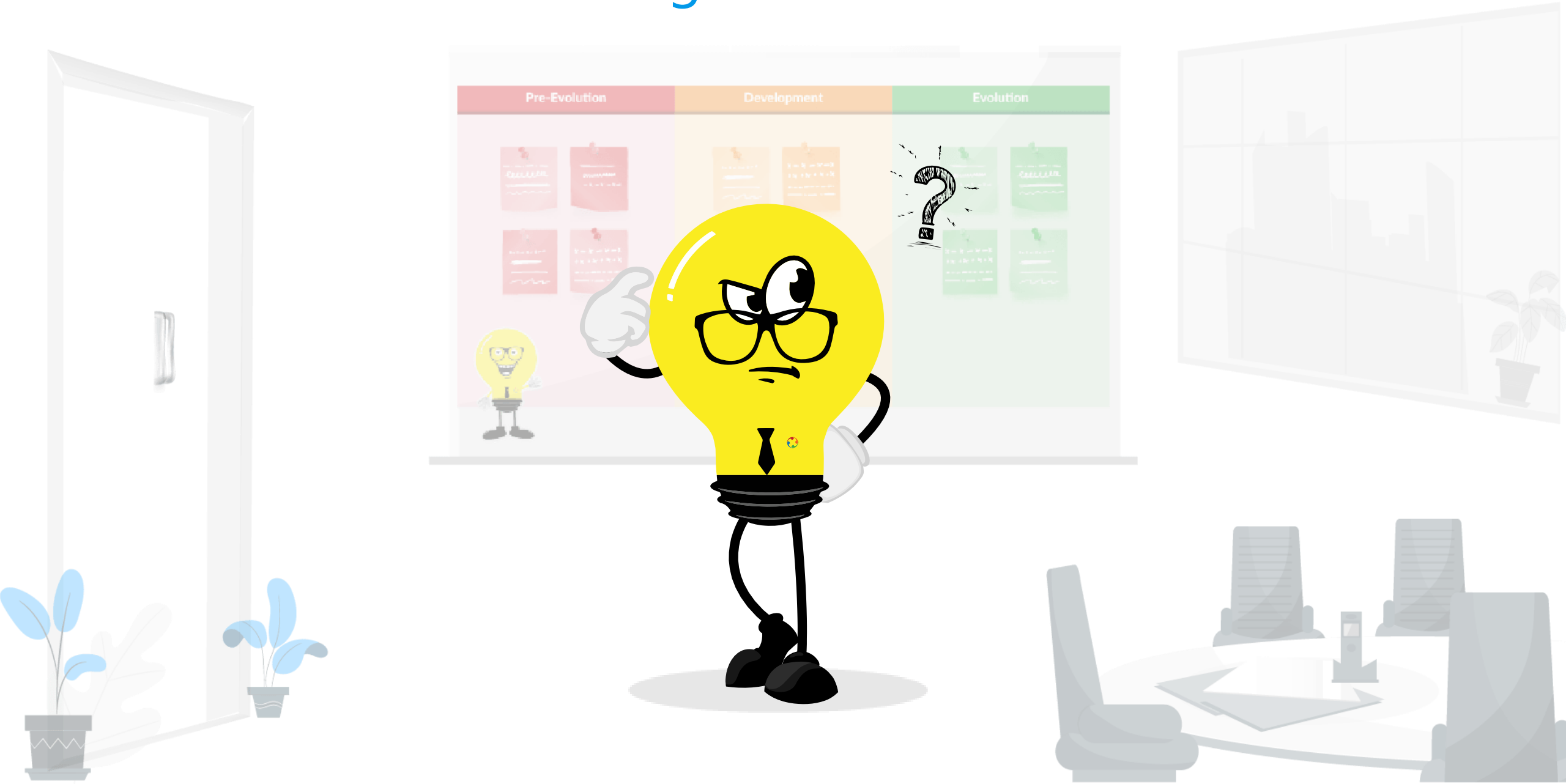
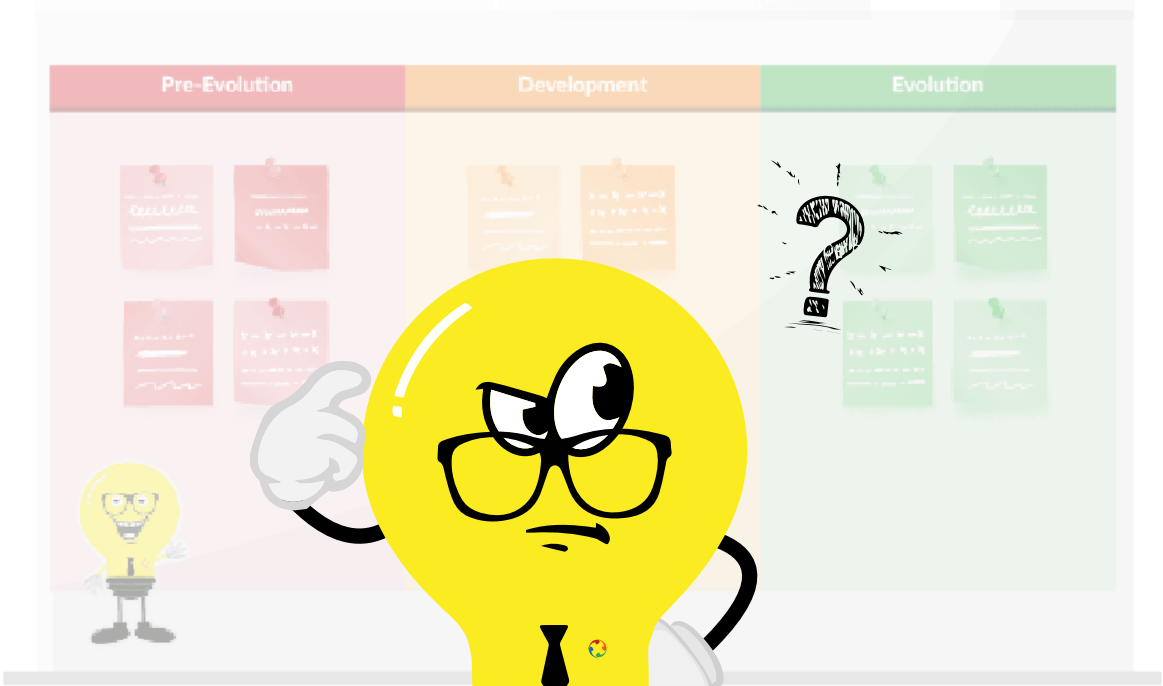


Why Social Business Development?

During the past 5 years, many framework conditions have changed in the market. We are required to adapt marketing and sales methods to new GDPR rules and the change in target customers' demand. Conventional methods such as emails, cold calls, and on-site events are long outdated and inefficient.

This is exactly where social business development for startups comes in. Social business development has been proven to be a highly efficient method for quickly generating first sales or growing sales numbers in an efficient manner.

How to generate revenue?



The problem with traditional methods

Traditional sales methods are long outdated. What startups need: effective ways to quickly and efficiently generate revenue.

up4distribution is an experienced accelerator for B2B-Startups and specialised in supporting startups during and beyond their market entry phase.

E-mails



Telephone acquisition



Demo events





The Solution

Social Business Development



Tip 1

Choose the right channels: Facebook is great of B2C sales while LinkedIn is more suitable for business development in the B2B-Segment.

B2C customer acquisition via Facebook



B2B customer acquisition via LinkedIn



Instant reactions



Tip 2

Bing listed in relevant search results is the fundament of social business development. This requires your web content to be consistent and SEO-conform across all platforms and channels.

LinkedIn SEO



Consistency of website and social media channels



Appearance in search results



Tip 3

Build your network strategically by addressing decision makers in your target market - daily and continuously.

Identifying target markets



Generation of 50 new leads daily



Invitation of 25 new leads daily



Using Bots



Tip 4

Advertising and direct sales messages are a big NO. Instead, focus on building trust and creating actual value for your target group. This way, you will be able to initiate conversations with decision makers more easily.

Get in contact with decision makers



Placing smart call-to-actions



Demonstrate your competences



Direct sales messages



Tip 5

Traditional, direct sales messages nearly always miss their goal. Shift to offering decision makers honest and valuable partnerships to reach individual goals together. Test offers may serve as a prove to your customer that you're competent.

Generation of leads



Recognise and address needs



Spamming and pushiness



Tip 6

Decision makers don't purchase from companies. Customers want personal contact, a face to talk to and a trusty personality behind it. Use your personal LinkedIn profile to demonstrate relevant social competences and experience, and your business page as a prove of industry related competence.

Personal contact



People buy from people



Focus solely on business profile



Tip 7

Your customers' needs are not constant, they can change quickly. Use clever, non-pushy messages to regularly check on people's needs and demands in your network.

Strategic daily broadcasts



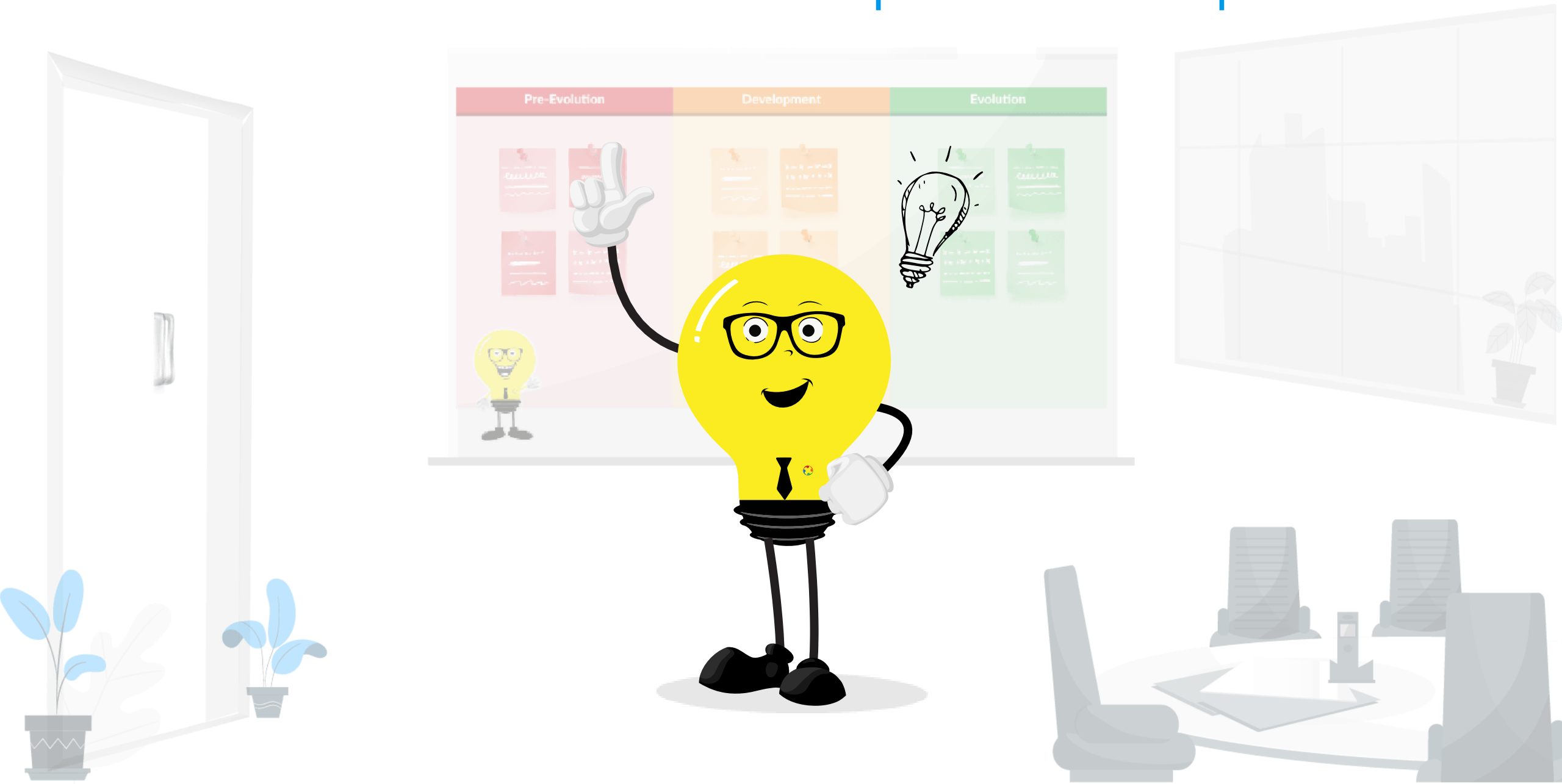
Continuous interaction with the network



Analysis of demand within the network

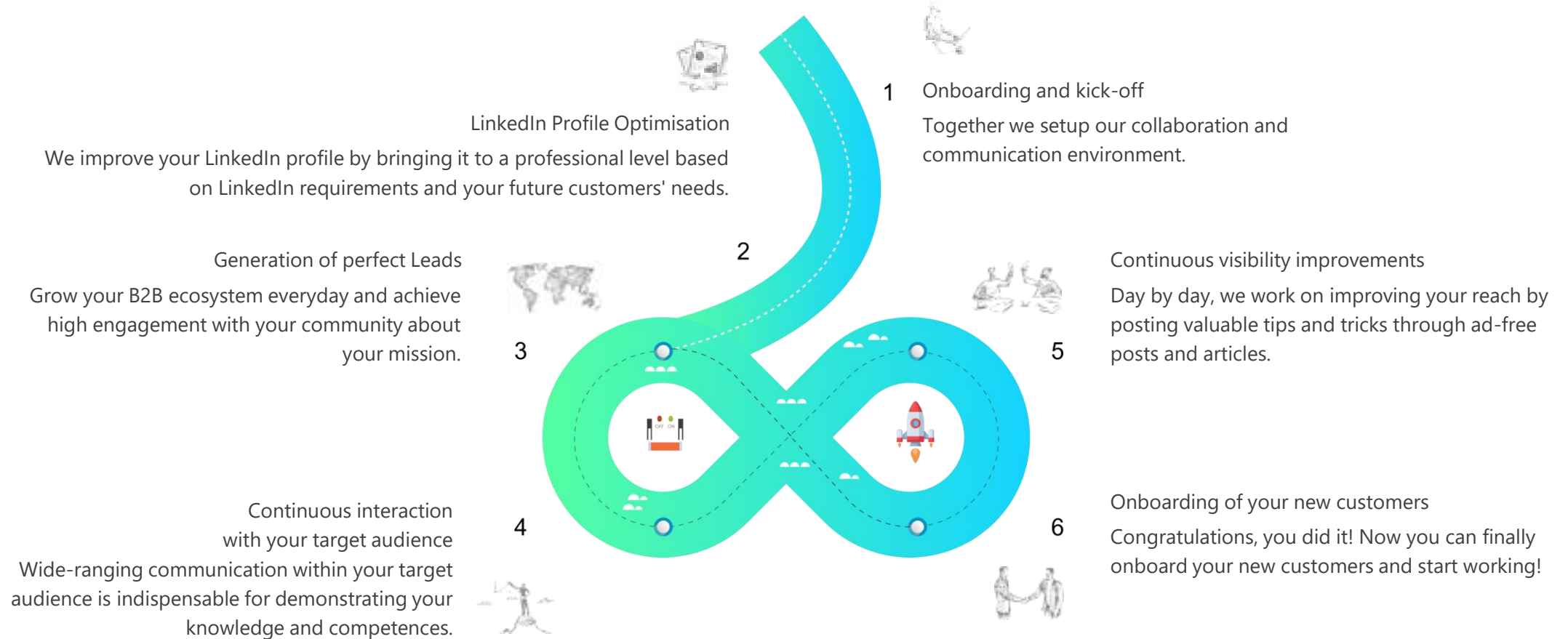


Social Business Development with up4d

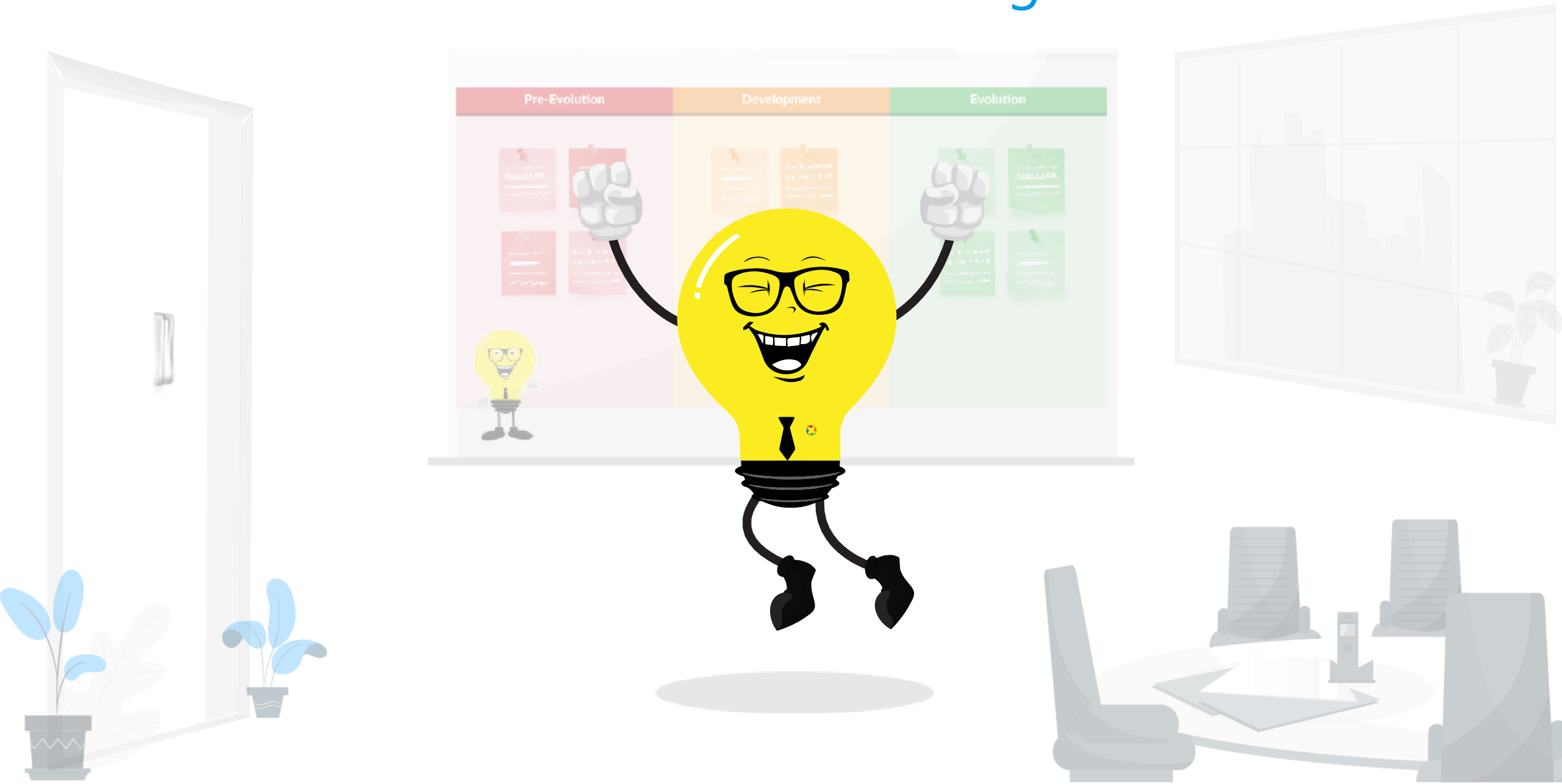




Social Business Development as a Service



Return on Investment through Revenue





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Interested? Let's talk!

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Arrange a conversation
(free 30-minute conversation)