

# ENTERPRISE SOCIAL SELLING PROGRAMS PROVE THEIR VALUE

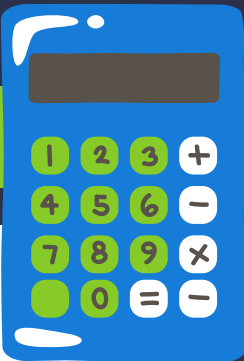


A well-managed enterprise social selling program has an

**ROI of 5 to 8x**

based on programs implemented & managed by Thought Horizon/ReadyForSocial across multiple clients & industries in the US & Europe since 2014, with ca. 20 to 500 social sellers each.

## Calculate & Predict *Your* ROI



### VALUE

#### The benefits of social selling:

**Awareness/  
Engagements**  
(Marketing)



**New deals/  
total value**  
(Sales)



Methods of measurement include: CRM integration, approximation based on LinkedIn API data, manual campaign measurement, indirect information collection via digital properties, and social seller surveys.

*The specific value depends on the company's characteristics (e.g., size, average deal size, objectives, etc.). Additional value elements include employer branding, customer satisfaction, and sales digitization.*

## These KPIs can help you build or optimize your social selling program



- **2 additional deals/active seller per year** (after 6-9 months)
- **200 posts/year** (4 posts/week) to be shared per active seller
- **4-5 relevant engagements/post** to be generated
- **5% of engagements** turn into 1:1 conversations
- **40-60% of sellers in your program are expected to be active**
- **60% of content should be thought leadership**

*\* Based on our experience and data from seven years of enterprise social selling.*



Use this data also to determine your program requirements:

# of sellers

# of content

KPIs to track

### COSTS

#### The ingredients of a successful program:

- **Training:** motivation & hard skills
- **Content:** weekly cadence of curated & original
- **Platform/Analytics:** optimize & manage content distribution
- **Program Management:** all the nitty gritty day-to-day tasks



Independent of your sourcing strategy, your average cost is:

In-house

Hybrid

Vendor(s)

Time



Ext. money

**\$100-200**

**per social seller/month\***

*\*smaller programs on the upper side of the range; 1000+ participants significantly reduce per seller cost.*