

The Digital Selling Game

Digital selling is revolutionizing the customer journey, and social selling and sales technology tools are key to getting ahead of the competition. Below are some of the many game-changing tools you can use to develop better insights, create unique content, and reach your customers where they are, all while increasing customer lifetime value and creating a competitive advantage through the customer experience.

Intelligence and Insights

Tells decision-makers not just who, what, when and where, but why in order to build deeper and more effective customer relationships and improve strategic decision-making.

START

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Gainsight

Revolutionizes the way your company retains and grows existing customers by combining and analyzing data to gain a 360-degree view of the customer.

LI Sales Navigator

A social selling tool that allows you to tap into LinkedIn's professional network, find hidden decision makers, and engage with them.

Salesforce

Build lasting relationships and connect with your customers across sales, customer service, marketing, communities, apps, analytics, and more with this cloud-based customer relationship management.

Insidesales.com

A sales acceleration platform that applies a predictive self-learning engine that drives revenue growth and delivers an optimized experience for both salesperson and buyer.

Surveys (Survey Monkey, Qualtrics)

Free and paid online surveys give you the opportunity to engage your audience and capture customer, product, brand, and experience insights.

Google Analytics

A free web analytics service offered by Google that tracks and reports website traffic to measure website, app, digital, and offline data to gain customer insights.

Social listening (Google Alerts, Hootsuite, Social Mention)

These tools allow you to track conversations around specific phrases, words or brands.

Storytelling

Demonstrates a products value by combining ideas with emotions that develop lasting and memorable experiences and create top-of-mind awareness in your customers.

OneMob

A video engagement platform that allows seamless integration of video into communications and tracks metrics and success within Salesforce.

Google Trends

A SEO tool that uses real-time search data to help you gauge consumer search behaviors over time.

Weebly

A web and blog building tool designed for "non-techies" that offers a simple step-by-step website development process.

Scoop.it

Content marketing software that allows you to create boards of curated content, share thoughts on that content, and connect with others who have similar interests.

Piktochart

An easy infographic design app that allows users without intensive graphic design experience to produce beautiful, high quality, professional graphics.

Canva

A free tool that empowers the world to design. With its drag-and-drop feature and professional layouts, you can easily create stunning graphics.

Wordle

A tool for generating "word clouds" from text you provide. The clouds give greater prominence to words that appear more frequently in the source sample.

Newsle (LinkedIn Connections in the News)

An awesome networking tool to help you stay abreast of who is making the news in your network.

Engagement

Reach customers where they are and encourage them to interact and share in the experiences you create for them as a business and a brand.

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Social management tools (Hootsuite, Sprinkrl, SproutSocial)

Streamline social media marketing and manage multiple profiles. Most tools include analytics on top content, brand mentions and keywords, and may integrate with your customer relationship management software.

Social Media platforms (FB, TW, Instagram, Snapchat, etc.)

Social media networks are incredible resources for businesses looking to promote their brands online. These free platforms offer paid advertising options for businesses wanting to reach larger audiences.

Eloqua and Marketo

A marketing automation platform used by marketers to help automate the lead generation process. Databases store customer and behavioral information, and include an emailer and website management system.

FINISH!