InterSystems®
Creative data technology

Social Selling Update

Enzo Hanke
Marketing Director

Agenda

Social Selling
Enzo Hanke

LinkedIn Features
Julia Wetzlich, Victoria Njoya

Sales Navigator
Olga Eissner, Victoria Njoya

Ad Manager
Victoria Njoya

Über Social Selling….

Marketing oder doch Vertrieb?

Social Selling ist nicht dasselbe wie Social Media Marketing. Da geht es mehr um Awareness und die Leadgenerierung durch die Streuung von Content / Werbung.

Vertrieb oder doch Marketing?

Social Selling umfasst die Schaffung eines Personal Brands (einer persönlichen “Marke”), das Auffinden von interessanten Personen, der Mitteilung von eigenen Erkentnissen und der Vertrauensbildung.

Vertrieb mit Marketing

Social Selling ist ein Vertriebsansatz, der Social Media Kanäle nutzt, um Kontakt zu Prospects aufzunehmen, Vertrauen aufzubauen und mit Prospects und Kunden zu interagieren.

Warum dabei sein?

- **Der informierte Kunde:** Kunden sind gut informiert. Ein großer Teil des Sales Cycle findet im Netz statt
- **Relationship-centric Vertrieb:** (dauerhafte) Beziehungen statt (einmaliger) Transaktionen. Social Selling ermöglicht personalisierte Interaktionen.
- **Daten-getriebene Entscheidungen:** bessere Informationen sorgen für besser Strategien. Social Selling ermöglicht wichtige Einblicke in das Kundenverhalten

LinkedIn, 2021.

Buying Research on LinkedIn

Average

- 2016: 32-36% of journey
- 2018: 44-48% of journey
- 2020: 68-72% of journey
- 2021: 80+% of journey

Monatlich aktive Nutzer / Schätzung (Bing AI)

Facebook: **2,96 Milliarden**

YouTube: **2,51 Milliarden**

WhatsApp: **2 Milliarden**

Instagram: **1,37 Milliarden**

TikTok: **1,2 Milliarden**

WeChat: **1,2 Milliarden**

Telegram: **0,6 Milliarden**

Twitter: **0,36 Milliarden**

LinkedIn: **0,31 Milliarden**

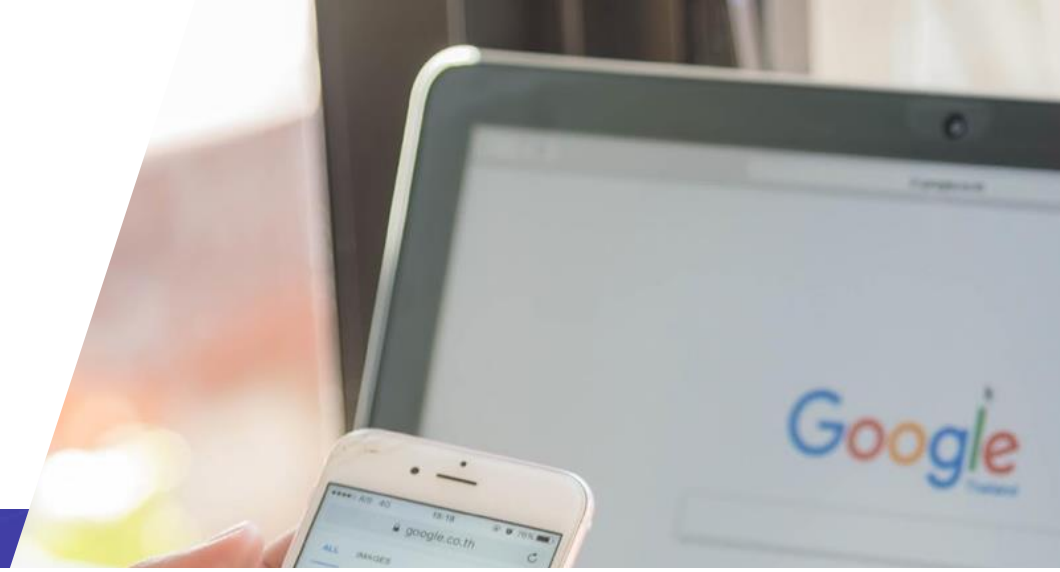
Snapchat: **0,29 Milliarden**

Mckinsey, 2022.

Hybrid selling

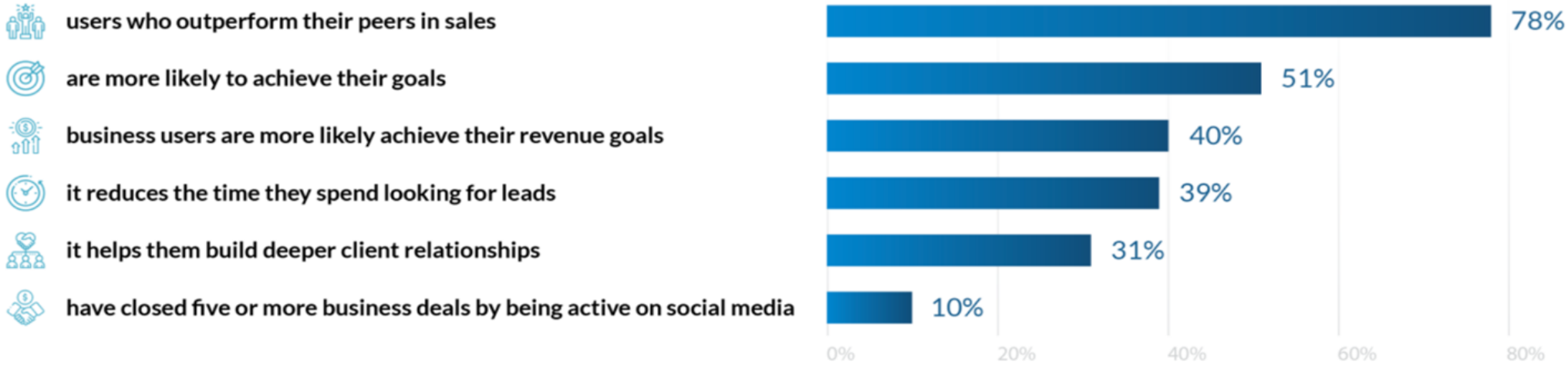
- Expected to be the most dominant strategy in 2024
- Drives up to 50% more revenue

“Nur wer mitmacht, kann gewinnen!”



1 Why Social Selling Is Popular Among Marketers and Salespeople

Source: Ouellete



InterSystems
Creative data technology

Project Social Selling InterSystems

InterSystems
Creative data technology

Social Selling @ISC

Phase 1

Segmentierung und Strategie

Phase 2

Social listening

Phase 3

1. Kontakt (Vorstellung, Verlinkung)

Phase 4

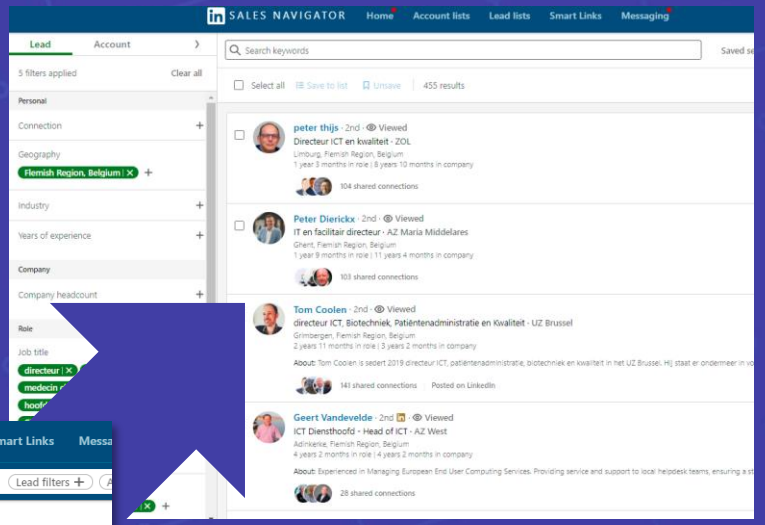
Interaktion Vertrauen aufbauen

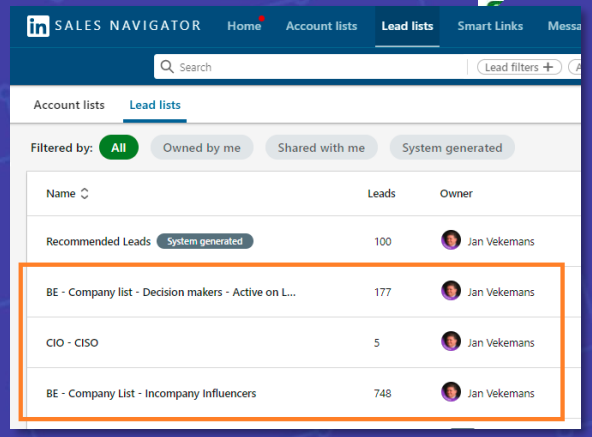
Phase 5

Konkretisierung (Projekt), virtual / physical

Phase 1

Segmentieren, Zielgruppen definieren Zielpresonen identifizieren





Name
Titel

Name
Rolle

Name
Rolle

Name
Rolle

InterSystems®
Creative data technology

Phase 2

Informationen Sammeln Profile erstellen

InterSystems

Sales Action Pack: **Cheryl Pegus, EVP Health and Wellness**

Walmart

CHERYL PEGUS
EVP, Health and Wellness, Walmart

Portland, Oregon, United States
1 year and 6 months in role | 6,085 connections

Cheryl is a board-certified physician with a M.P.H. from Columbia University and M.D. from Cornell University, and specializes in cardiology. She has been EVP, Health and Wellness, at Walmart since December 2020 and is responsible for developing the Walmart Health business, in particular the roll-out of Walmart Health clinics and affordable healthcare for communities. She is passionate about healthcare equality and using innovation to provide access to healthcare for all. She is also a 'foodie' and has authored two cookbooks on health eating.

MESSAGES (example message to engage executive)

EMAIL / INMAIL MESSAGE

Hi Cheryl,

We share a passion for innovation in healthcare and it's been great to see the recent openings of the Walmart Health clinics, very impressive. I'm interested to find out more about the program and in particular how you are utilizing data to help drive affordable healthcare for all.

At InterSystems, our IRIS Data Platform is available as a fully managed service and is helping healthcare businesses to integrate, manage, and scale health data to deliver data-driven insight and solutions faster, for less cost. It would be great to chat with you and explore how, together, we can support your health data strategy to drive the very best healthcare services and solutions for local communities.

SOCIAL ACTIVITY (analysis of recent social activity for executive)

KEY TOPICS
- Community Healthcare
- Affordable Healthcare
- Health Clinics / Centers
- Health Leadership
- Telehealth

KEY GROUPS
- Modern Healthcare
- Brandeis University
- Tactile Medical
- Cambia Health Solutions
- AHIP

KEY CONNECTIONS
- David Carmouche - SVP Omnichannel Care Offerings at Walmart Health
- Marc Harrison - President and CEO at Intermountain Healthcare
- John Whyte - Chief Medical Officer at WebMD
- Stephen Militi - VP, Office of the CEO at Pancreatic Cancer Action Network
- Nancy Brown - Chief Executive Officer at American Heart Association

KEY POSTS

Interview on Health Equality with CEO of ermountain Healthcare

Walmart Health Introduces Telehealth Diabetes Program

First Walmart Health Clinic Opens in Florida

erican Heart sociation's Morgan rk Memorial Award for n Haddock

Medscape Change Makers: Dr Cheryl Pegus on How Walmart Is Rethinking Health

Stephen Militi joining Pancreatic Cancer Action Network as VP Volunteer Engagement

YOUR CONTENT (to reference with executive)

Overcoming the Challenges of Virtual and Integrated Care
Technology-enabled innovation will depend on making health data more interoperable. Fast Healthcare Interoperability Resources, is what allows software from InterSystems to rapidly connect to software.

How Anatomic Pathology Software Provides Better Data to Save Lives
Automated lab pathology software enables labs to function with fewer operators, freeing staff to deliver the best results for patients. It's also vital that a lab can leverage data in the way that works best for its experts.

INTERSYSTEMS IS AT THE HEART OF HEALTHCARE INNOVATION.

InterSystems is at the Heart of Healthcare Innovation
With InterSystems the possibilities for healthcare are endless. We enable unified care records and complete visibility. So you can create agile healthcare systems, breakthrough tools and ultimately help saves lives.

YOUR SOCIAL POSTS (relevant to share on social)

If Your Customers Weren't Ready for Digital Patient Experiences, They are Now
InterSystems - In our latest PULSE blog, Meredith Staszak examines how healthcare organizations can start building a better patient experience, leveraging trust and healthy data.

What is the Great Health Digital Experiment?
InterSystems - Kathleen Aller, head of healthcare market strategy at InterSystems, sat down with HIMSS TV to discuss the digital transformation of healthcare.

FHIR Enables Better Patient Access and Application Building
InteropNow - Don Woodlock, Global Head of Healthcare for InterSystems discusses how healthcare organizations can leverage FHIR ro achieve data integration and interoperability.

InterSystems

Sales Action Pack: **AI for Walmart Health**

Walmart

SUMMARY

Walmart are using emerging technologies such as Artificial Intelligence (AI) to improve and create a better healthcare experience for their patients, particularly in the area of **AI-driven personalization**.

Walmart have collaborated with Health at Scale which utilises AI to enable employees to find providers and interventions that are a fit for their personal health needs. Walmart have also partnered with BetterUp which uses AI technology and behavioural science experts to offer accessible, on-demand solutions for customers who are care workers. Finally, Walmart are partnering with Epic to manage health record data with plans to promote communications, personalisation, and information sharing.

MESSAGES (example message to engage executives)

EMAIL / INMAIL MESSAGE

Hi [Prospect Name],

I'm interested in learning more about your strategic partnerships with Health at Scale and BetterUp and how you are creating personalised recommendations for health professionals and customers using Artificial Intelligence.

At InterSystems, our IRIS Data Platform is available as a fully managed service on AWS and is helping businesses to integrate, manage, and scale data to deliver data-driven insight and solutions faster, for less cost.

It would be great to chat with you and explore how, together, we can support your patient data and accelerate strategies to make your healthcare systems even more integrated, faster, and smarter.

[Sign-Off]

LINKEDIN CONNECTION MESSAGE

Hi [Prospect Name],

I'm interested in learning more about your strategic partnership with Health at Scale and BetterUp. It would be great to connect and explore how InterSystems can support Walmart's data-driven-everything strategy.

[Sign-Off]

ACCOUNT UPDATES (recent news events to reference)

Walmart Chooses Wrike Platform to Underpin New Era of Work Management
16 May 22 Wrike, a work management platform which is part of Citrix, has announced that Walmart has expanded its Wrike instance outside of Walmart Canada.

Walmart Health's Florida centers will be the first to use Epic
08 Apr 22 Walmart Health will open its first Walmart Health locations in North and Central Florida which will the first to use Epic technology for health record data management.

BetterUp And Walmart Team Up To Help Millions Of Caregivers Prioritize Their Own Mental Health And Wellness
10 March 22 BetterUp, a healthtech company, collaborates with Walmart to deliver world-class coaching, AI technology and behavioural science experts to deliver change at scale and support caregiver's mental wellbeing.

AI Collaboration to Create Personalized Healthcare
01 Feb 22 Health at Scale and Walmart are joining forces to produce personalized provider recommendations for Walmart associates and their families using artificial intelligence.

KEY EXECUTIVES (Walmart Health execs)
- **Scott Geduldig** - Director of Innovation, Walmart Health
- **Bryant Woolsey** - Director Strategy & Analytics
- **Jinali Desai** - VP, Strategic Planning, Data & Analytics
- **Kelsey Coyle** - Dir. Business Strategy - Walmart Health
- **Mitchell Cox** - Director of Strategy & Innovation
- **Krishan Patel** - Product Strategy, Walmart Health
- **Cheryl Pegus** - EVP, Health and Wellness, Walmart
- **Shannon Borkowski** - Senior Director, Walmart Health
- **Davey Lavergne** - VP, Health & Wellness Business Ops
- **Alex Hurd** - VP/GM Healthcare Services

YOUR CONTENT (to reference with executives)

Data Platforms to Power AI With Healthy Data
InterSystems has developed a complete data platform that speeds and simplifies the development, deployment, and maintenance of real-time, data-intensive analytic applications in a variety of industries.

Accelerating Artificial Intelligence (AI) With InterSystems IRIS Data Platform
InterSystems is the engine behind the world's most important applications. In healthcare, government, and other sectors where lives and livelihoods are at stake.

HealthShare Health Connect
InterSystems HealthShare Health Connect is a healthcare integration engine that delivers high-volume transaction support, process management, and monitoring to support mission critical applications.

SOCIAL POSTS (to share on social)

Agile Fractal Grid Selects InterSystems IRIS Data Platform
AIThority - AFG selected InterSystems IRIS Data Platform for its power grid initiative. IRIS provides a robust, scalable data management solution that ingests and analyzes streaming data.

Machine Learning Made Easy: InterSystems IntegratedML
InterSystems - Machine learning is the wave of the future and any organization looking to compete will need to start using it.

Helping Governments Keep Their Citizens Healthy
InterSystems - InterSystems IRIS for Health data platform delivers the standards-based capabilities you need to develop and deploy AI-driven public and population health innovation.

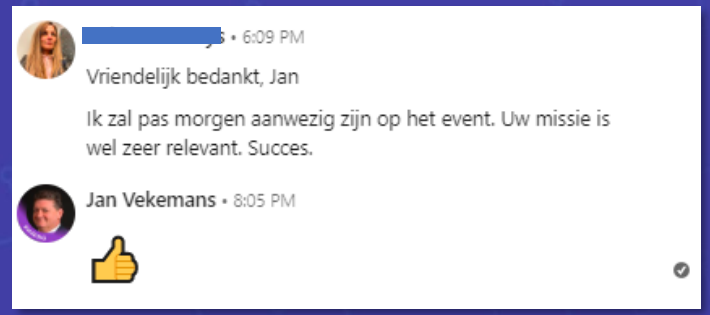
Phase 3
Kontakt-Strategie

Überall dort sein, wo die Zielgruppen sind

Google Search

Facebook ads

LinkedIn 1on1 messaging



Youtube trueview

Twitter ads

InterSystems®
Creative data technology

Phase 4

Interaktion über den gesamten Sales Cycle

This process takes 1 month

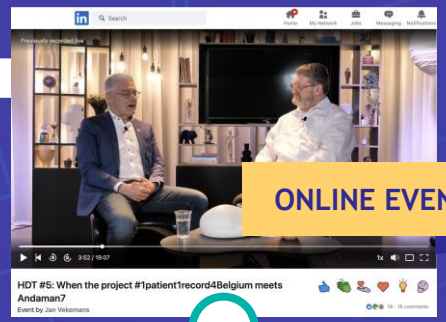
AWARENESS

PROMOTED NEWSLETTER

CONTACT WITH SALES

INTEREST

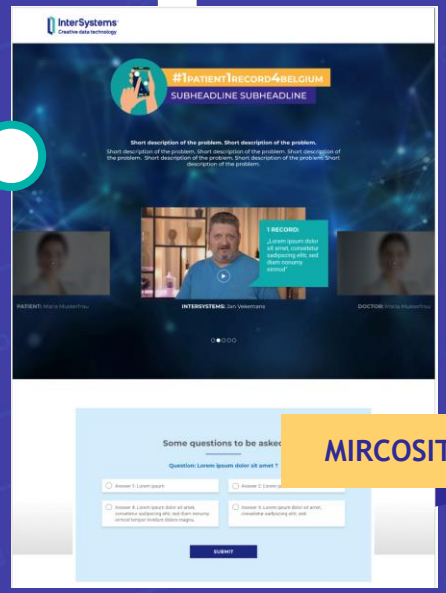
ONLINE EVENTS



CONTACT WITH SALES

DESIRE

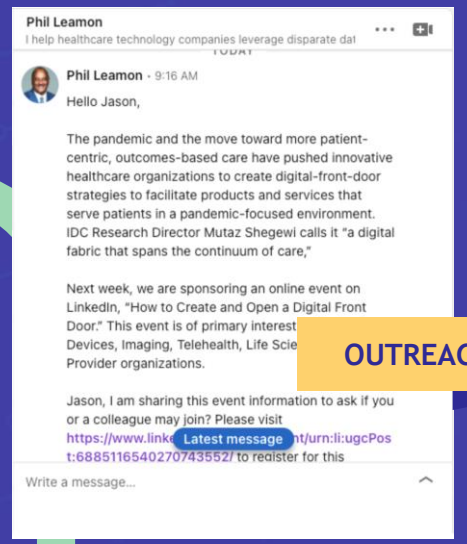
MIRCOSITES



CONTACT WITH SALES

ACTION

OUTREACH



CONVERT

InterSystems
Creative data technology

Unsere Learnings

Herausforderungen

- Ist Social Selling wichtig für uns?
- Wie kann man es skalieren
- Organisation, Resourcen und Budget
- Es ist ein Change Management Prozess mit alles Vor- und Nachteilen
- Einbeziehung aller Beteiligten
- Social Channels sind ständig in Bewegung (es gibt immer wieder was Neues bzw Updates)

InterSystems®
Creative data technology

It works!

Andrew Aho
Regional Director

"A 1 on 1 meeting with a target account came through a response to my newsletter"

Ames Abbot
Financial Services Sales Executive

"An interesting data architect from fidelity has visited my profile since my last post."

Geoffroy Vitoux
Marketing Program Manager

"Your work is important, thanks to this list Jan has contacted a prospect and had an interesting discussion for a potential project"

Phil Leamon (US)
Senior Sales manager

"Our connection campaign is being successful. Each day, I receive at least 5-10 new contacts being added to my network and most are C-Level contacts. Under normal circumstances, these are executives who I probably would not have reached".

Shane Willie
Business Development Manager

Social selling really helped me "fall forward" into the healthcare market, getting me in front of the right people, leading to conversations about potential deals.

Pipeline results for 7 Sales reps

April:

- 29 meetings with Economic Buyers
- 49 meetings with champions

Feb-April:

- 83 meetings with Economic Buyers
- 111 meetings with champions

Sales Qualified Leads
(had initial conversation and now in a nurturing process)

- 303 Economic Buyers
- 142 champions

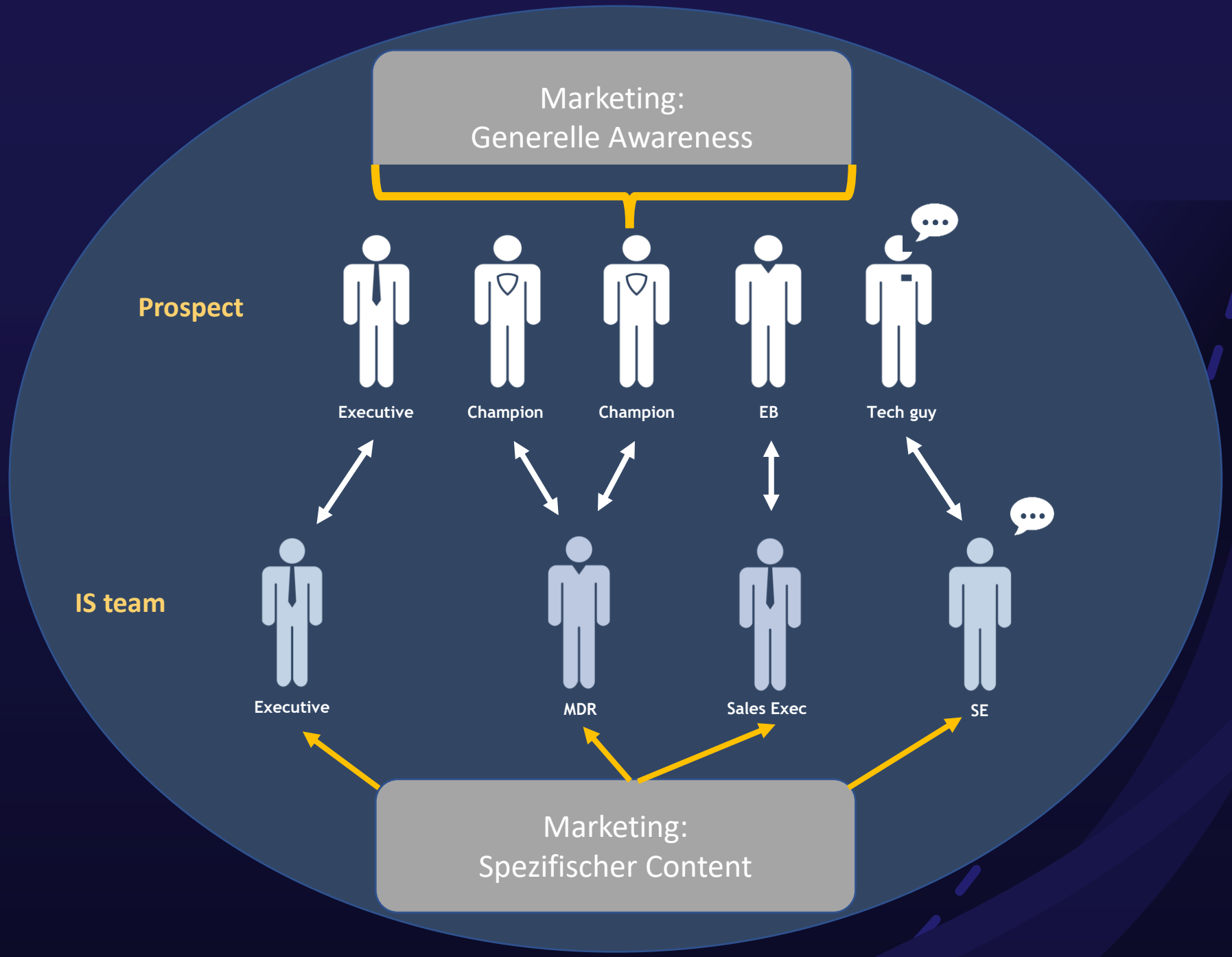
InterSystems®
Creative data technology

Vorteil Team Play

Sieht aus wie das klassische Account Based Marketing

Erinnert an das integrierte Marketing

Fühlt sich aber anders an.



Social Selling is the new normal

Wir setzen es in vielen unterschiedlichen Ansätzen um

- Hybrid Sales
  - Not one or the other, both smarter
- Virtual / Hybrid events
  - Don’t loose out on anyone
- Social Listening
  - Be better prepared
  - Be more relevant for longer

Thought leadership

- Product development
- Sales Engineers
- Executives

Create new Opportunities

- Segment smarter
- Engage for the long game / nurture
- Sense (the right moment, the appropriate proposition)
- Lead (not only in the TL sense but by proactively solving prospect‘s problems)

InterSystems®
Creative data technology

Dankeschön!