

# IC-8 How to Use Social Media & Blogging to Find New Clients

by Catherine Christaki



# Agenda



- Social prospecting
- General tips
- Blogging
- Twitter
- Facebook
- LinkedIn

# Social prospecting

process of identifying  
assets and resources in  
the community

allows you to mine the  
social web to identify  
new likely buyers



Photo source:  
<http://thesalesblog.com/blog/2011/10/22/building-your-quota-busting-prospecting-plan/>

# Social media marketing

Social Media Marketing is how businesses join the conversation in an authentic and transparent way to build relationships.





# Agenda



- Social prospecting
- **General tips**
- Blogging
- Twitter
- Facebook
- Linkedin

# Our main goals



FINDING CLIENTS

- Find clients and be found
- Build relationships
- Grow your network

# Our main goals



FINDING CLIENTS

Have a clear view of who  
you are trying to reach

Then, come up with a  
strategy for doing so

# Keywords



Find out who's hiring & the keywords they're using

See 'Qualifications' of job listing for the key skills



# Keywords



Update your profiles with  
the keywords you  
identified

Never lie about your skills!

# Identify your ideal clients



Social media provides an easy platform for targeted advertising & marketing

Understand the basics on each medium (social media & blogging)

# Listening



Method #1 (Talking): You post, tweet, send newsletter to clients. Clients like what they see, and contact you.

Method #2 (Listening): Potential clients post, tweet, and pose questions that need to be answered. You read them and reach out to the clients.

# What is content marketing?



Gathering, assembling and sharing content in the form of articles, social media and blogs.

To make ourselves visible, credible & searchable, we need to create relevant, interesting, & insightful content.

# Benefits of Content Marketing



- Increased visibility
- Higher trust levels from clients
- Increased customer loyalty
- 90% of consumers find custom content useful

**Traditional marketing talks at people.  
Content marketing talks with them.  
– Doug Kessler**

Photo source: <http://mktg-matters.blogspot.com/2012/11/content-marketing-or-as-many-marketers.html>



# Agenda



- Social prospecting
- General tips
- **Blogging**
- Twitter
- Facebook
- LinkedIn

# Blogging for client attraction



Be Current  
Be Relevant  
Be Yourself

"Never talk anymore?! I commented on your  
blog twice today!"

# Blogging for client attraction



Figure out your target audience

Write quality content

Position yourself to help

Share your expertise & success stories

Write content that solves your clients' problems

# Blogging for client attraction

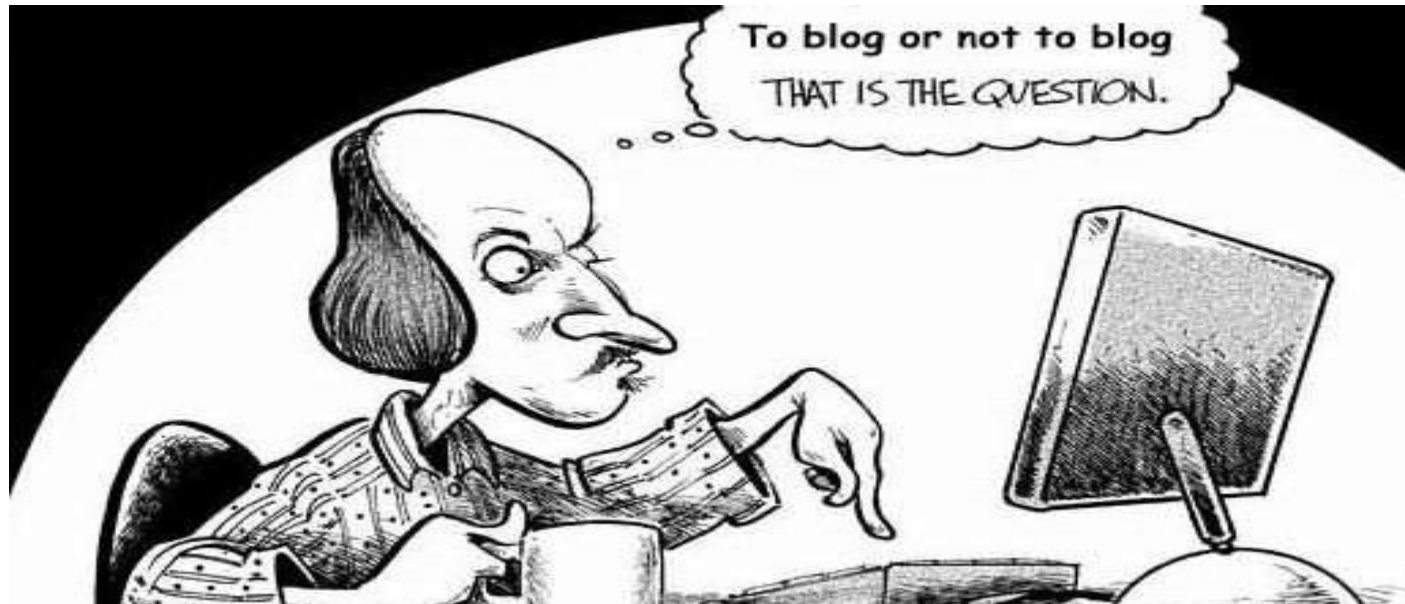


Demonstrate your expertise

Use examples, quotes, testimonials

Be known as a resource

# Blogging for client attraction



- Share where your ideal clients are
- Add a 'hire me' tab
- Include blog posts in your email signature



# Blogging for client attraction



- Online presence hub
- Guest blogging
- Interviews
- Presentations



# Blogging for client attraction

## Example #1:

Write a post about an event you attended and invite the organizers to read it

## Example #2:

Write a review about the localized version of a game you played, invite the developers to read it, then email them and offer your services

# Blogging for client attraction



Blog = Excellent  
low-cost  
marketing tool to  
grow your  
business

# Agenda



- Social prospecting
- General tips
- Blogging
- **Twitter**
- Facebook
- LinkedIn

# Twitter for finding clients



Get to know the people  
behind the company

Twitter people search  
for company accounts,  
e.g. @Oracle



# Twitter for finding clients



Search for keywords or hashtags, e.g. Italian game #localizer

Include a location in your search to find local potential clients

# Twitter for finding clients

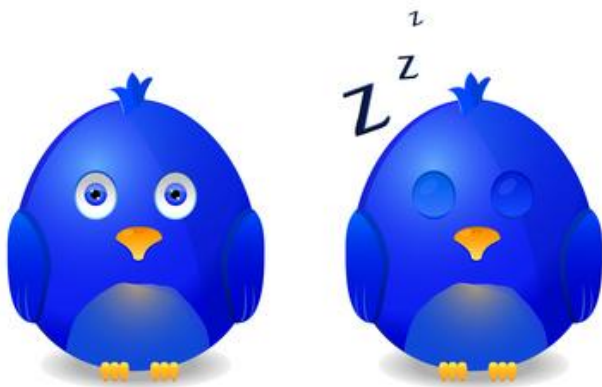


Introduce yourself & offer your services

Connecting on Twitter breeds familiarity

Relevant and helpful tweets!

# Twitter for finding clients



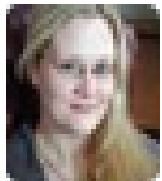
Share the love

Collect twestimonials

Offer free help and advice

# Twitter for finding clients

Bonus tip for freelance translators who work with translation agencies



Terena Bell [@InEveryLanguage](#)

1m

[@LinguaGreca](#) Tip: Just because you follow an LSP on Twitter or fan on Facebook doesn't mean they know you're there. You still need to apply!

[View conversation](#) [Reply](#) [Retweet](#) [Favorite](#) [More](#) [HootSuite](#)

# Agenda



- Social prospecting
- General tips
- Blogging
- Twitter
- Facebook
- LinkedIn



# Facebook for finding clients

Search for people, places and things

## New! Graph Search is here

Search for your friends by name, or use **simple phrases** to find something specific.



People I may know



My friends



Photos of my friends

## Keywords again!

- Use Graph Search
- Sift through the results
- Follow up on the search

# Facebook for finding clients

- Subscribe or send friend requests to interesting people
- Share useful content
- Join relevant groups



# Agenda



- Social prospecting
- General tips
- Blogging
- Twitter
- Facebook
- LinkedIn

# Linkedin for prospecting



53% of LinkedIn users  
join 10 or more groups

Join linguist groups &  
groups where you are  
likely to find your  
potential clients

# Linkedin for prospecting



- Active participation
- Start discussions
  - Reply to discussions
  - Share your knowledge



# Linkedin for prospecting



Search for groups using keywords

See which groups you have connections in, speak your native language, are based in your area.

# Linkedin for prospecting

Get the right keywords



your profile

Make Your Profile Easy to Find

Add strong keywords in Title  
and Summary

Diversify your contacts outside  
your field

# Linkedin for prospecting



Research potential  
clients

Create strategic  
alliances

# Linked in for prospecting



Search for opportunities

- Search by relationship, groups, location and industry
- Use Tags in Contacts to sort results & save profiles

Carefully craft your invitation message

# Linked in for prospecting



- Acknowledge special occasions
- Recommendations
- Share content that adds value
- Actively use your company page



# Convinced yet?

Prospecting and getting employers to chase you down takes time and effort.

You have to do the hard work that makes it easy for them to find you, and you have to keep it up.





# Thank you for attending

Catherine Christaki

Site: [www.linguagreca.com](http://www.linguagreca.com)

**Adventures in Freelance Translation**

[www.linguagreca.com/blog](http://www.linguagreca.com/blog)



[@LinguaGreca](https://twitter.com/LinguaGreca)



[Lingua Greca Translations](https://www.facebook.com/LinguaGrecaTranslations)



[Catherine Christaki](https://www.linkedin.com/in/CatherineChristaki)