

# Turn Your Contacts into Gold by Nurturing a Garden of Influencers



@Jon\_Ferrara - @Nimble



# About @Jon\_Ferrara



Jon is a Relationship Management entrepreneur who helped create the CRM market with his company GoldMine.

He is also a noted speaker on Social Sales and Marketing. His most recent venture is [Nimble.com](https://nimble.com), a leading social relationship manager.

He has recently been recognized on Forbes as one of the Top 10 Social Salespeople In The World and The Top 10 Social Chief Executive Officers (CEOs) on Twitter



@Jon\_Ferrara @nimble #SocialSelling



# The World Has Changed!





333

VIDEOS.

PE  
ERS

CT FOR  
00 HOURS.

P USERS  
POST

380

WS.

APPLE USERS  
DOWNLOADED



EVERY

MINUTE

OF



THE

DAY

2,460,000

PIECES OF CONTENT

TIN

USERS SW

416,600

TIN

WHATSA  
— USERS SHA

347,200  
PHO

TWITTER USERS



Over Connected = Over Communicated





A man with short brown hair and a goatee is smiling broadly, showing his teeth. He is wearing a dark blue jacket over a black turtleneck. He is holding a large tablet computer with both hands, and his face is reflected on the screen. The background is a solid brown color.

Your Brand +  
Network Equals Your  
Net Worth

Relationships Are Key To Your Success



# How is Your Personal Brand Today?



jon ferrara



All

News

## Videos

## Images

## Maps

More

## Settings

## Tools

About 760,000 results (0.72 seconds)

## Jon Ferrara (Greater Los Angeles Area) on LinkedIn

<https://www.linkedin.com/in/jonvferrara> ▼

Greater Los Angeles Area - Pioneer & creator of #CRM, CEO - Nimble, Founder of GoldMine. Interests;

#SocialSelling, #SocialBusiness - Nimble LLC

Pioneer & creator of #CRM, CEO - Nimble, Founder of GoldMine. ... View **Jon's** full profile. ... It was at this point that he decided to create the next generation CRM product for small businesses, Nimble.

Jon Ferrara (@Jon\_Ferrara) · Twitter

[https://twitter.com/Jon\\_Ferrara](https://twitter.com/Jon_Ferrara) 

Earth could be hit by surprise  
asteroid strike, expert warns.  
[bit.ly/2tFE1md](https://bit.ly/2tFE1md)

1 hour ago · [Twitter](#)

Love Listening to  
@Rhuddles1 &  
@judsonalthoff explain One  
Commercial Partner Model  
@Microsoft @msPartner  
#MSInspire [bit.ly/2sLbjjJ](http://bit.ly/2sLbjjJ)  
[pic.twitter.com/PPdqS29...](http://pic.twitter.com/PPdqS29...)

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Let's get together at  
#MSInspire! Our @Nimble  
team would love to chat:  
[nimble.li/2u3bz10](https://nimble.li/2u3bz10) #MSInspire  
#MSInspire17  
[pic.twitter.com/dvSwULq...](https://pic.twitter.com/dvSwULq...)

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## Our Team - Nimble CRM

<https://www.nimble.com/our-team/> ▼

**Jon Ferrara.** Founder and CEO. Jon's a technology entrepreneur and noted speaker about Social Sales and Marketing. He pioneered relationship management ...

Jon V. Ferrara - Wikipedia

[https://en.wikipedia.org/wiki/Jon\\_V.\\_Ferrara](https://en.wikipedia.org/wiki/Jon_V._Ferrara) ▼

**Jon V. Ferrara** (born January 22, 1960) is an American entrepreneur and the founder of Nimble LLC, his most recent venture. **Ferrara** is best known as the ...



Sign in to Web Clipper to see Related Results

## My Account

Where you'll find tools to secure and manage your Google Account and control your data



[GO TO MY ACCOUNT](#)

Is this helpful?

Yes · No

## Jon V. Ferrara



Jon V. Ferrara is an American entrepreneur and the founder of Nimble LLC, his most recent venture. Ferrara is best known as the co-founder of GoldMine Software Corp, one of the early pioneers in the ... [Wikipedia](#)

**Born:** January 22, 1960 (age 57)

**Books:** Social CRM For Dummies

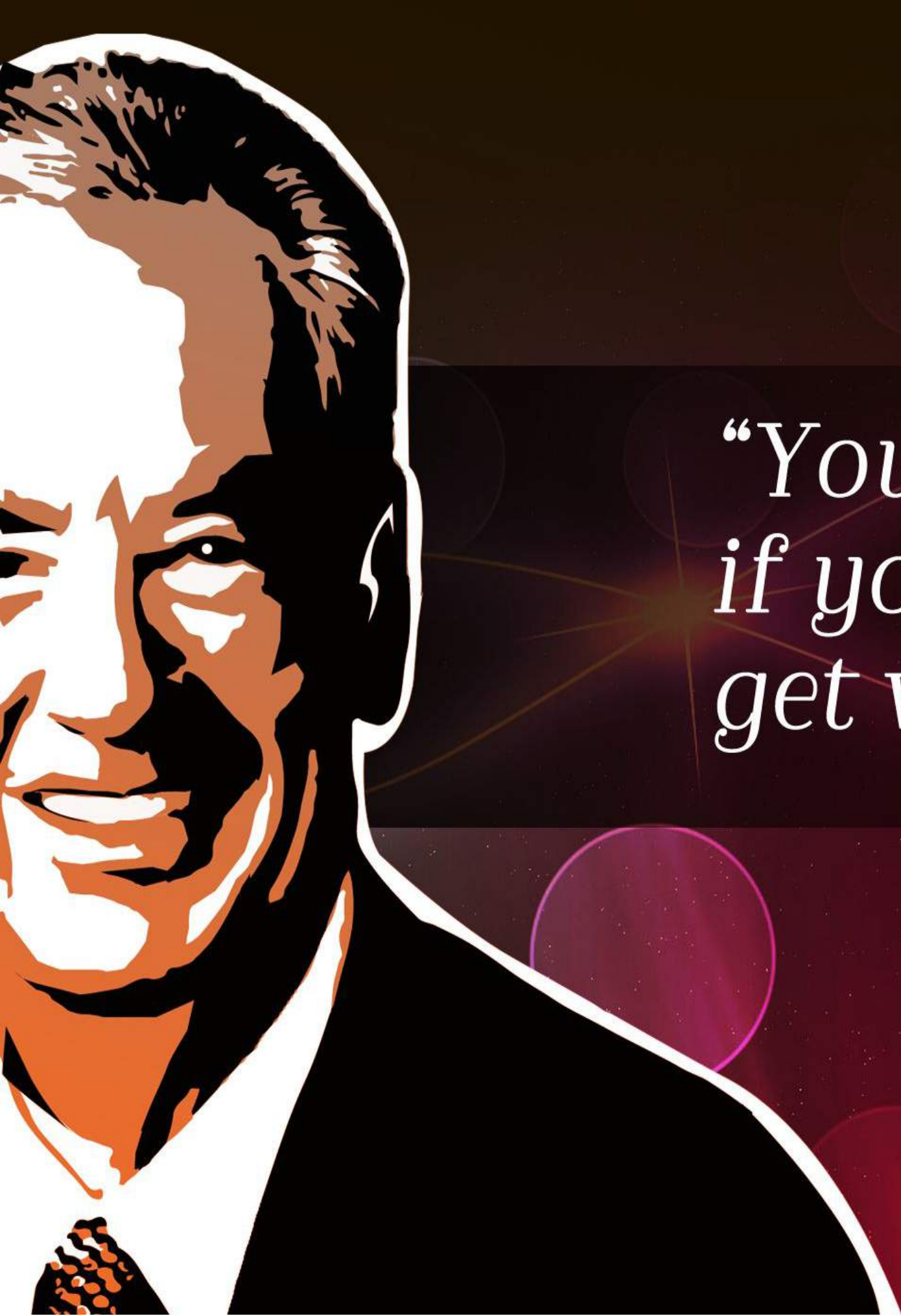




Relationships aren't  
Social Connections

Relationships are Earned  
and they're  
Built on Trust





*“You will get all you want in life  
if you help enough other people  
get what they want.”*

**Zig Ziglar**



It's Your Job to  
Learn about People  
and Their Company  
Before You  
Engage.





Facebook

Yammer

Twitter

LinkedIn Gravatar

Flickr About.me

blogs Google Yelp

LinkedIn.Groups

discussions

Pinterest Tumblr

Foursquare











# Are You Standing Out From Your Competition?











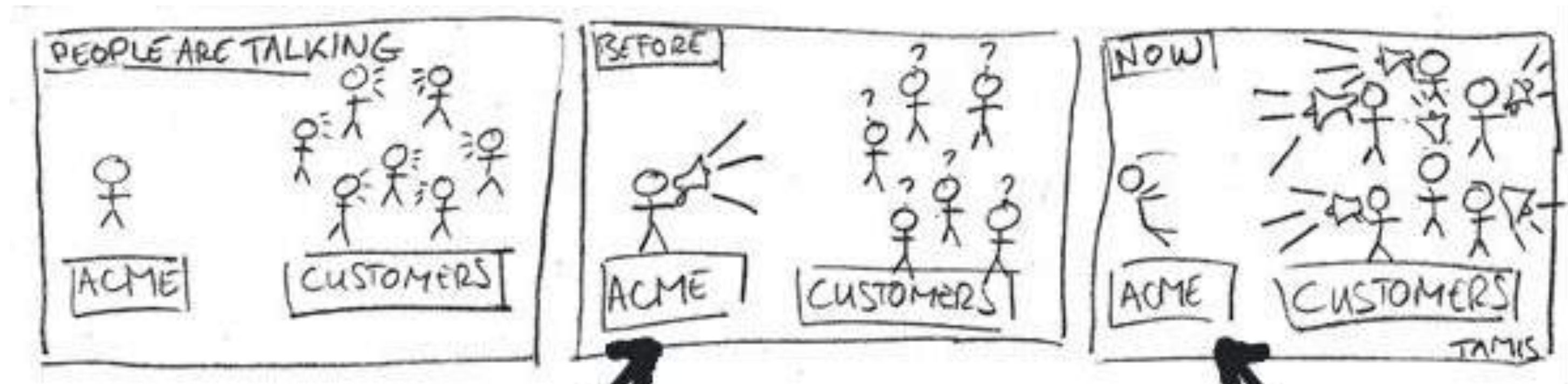


# Become a Trusted Advisor





# Customer Journey Has Changed



Before: Companies shouting at people through one-way channels

Now: Customers can shout back and talk to each other (collaboration)



You Still Operating Your  
Business  
Like A Castle?



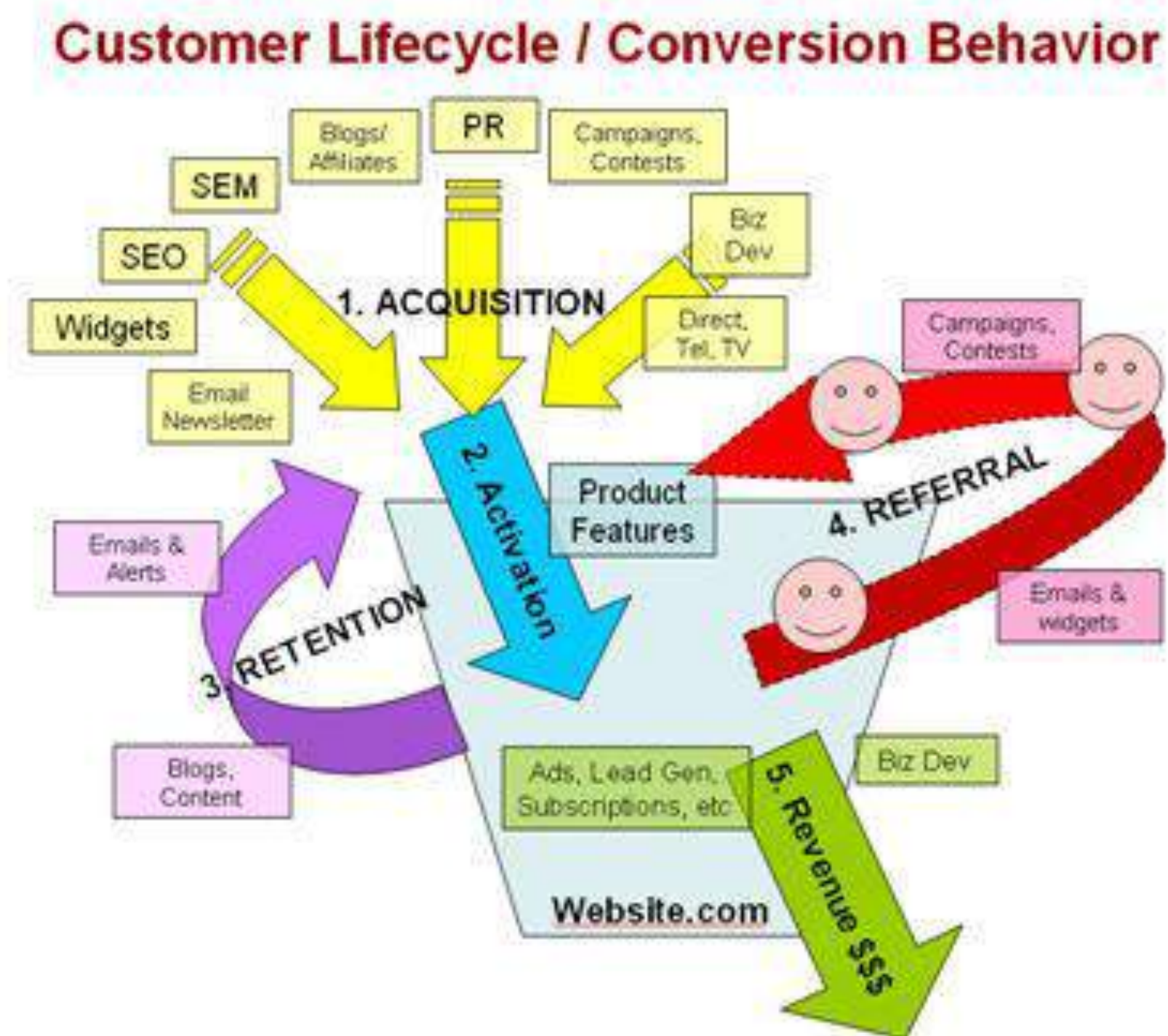


Company Brands are Built on Promises  
Made and **Experience** Delivered





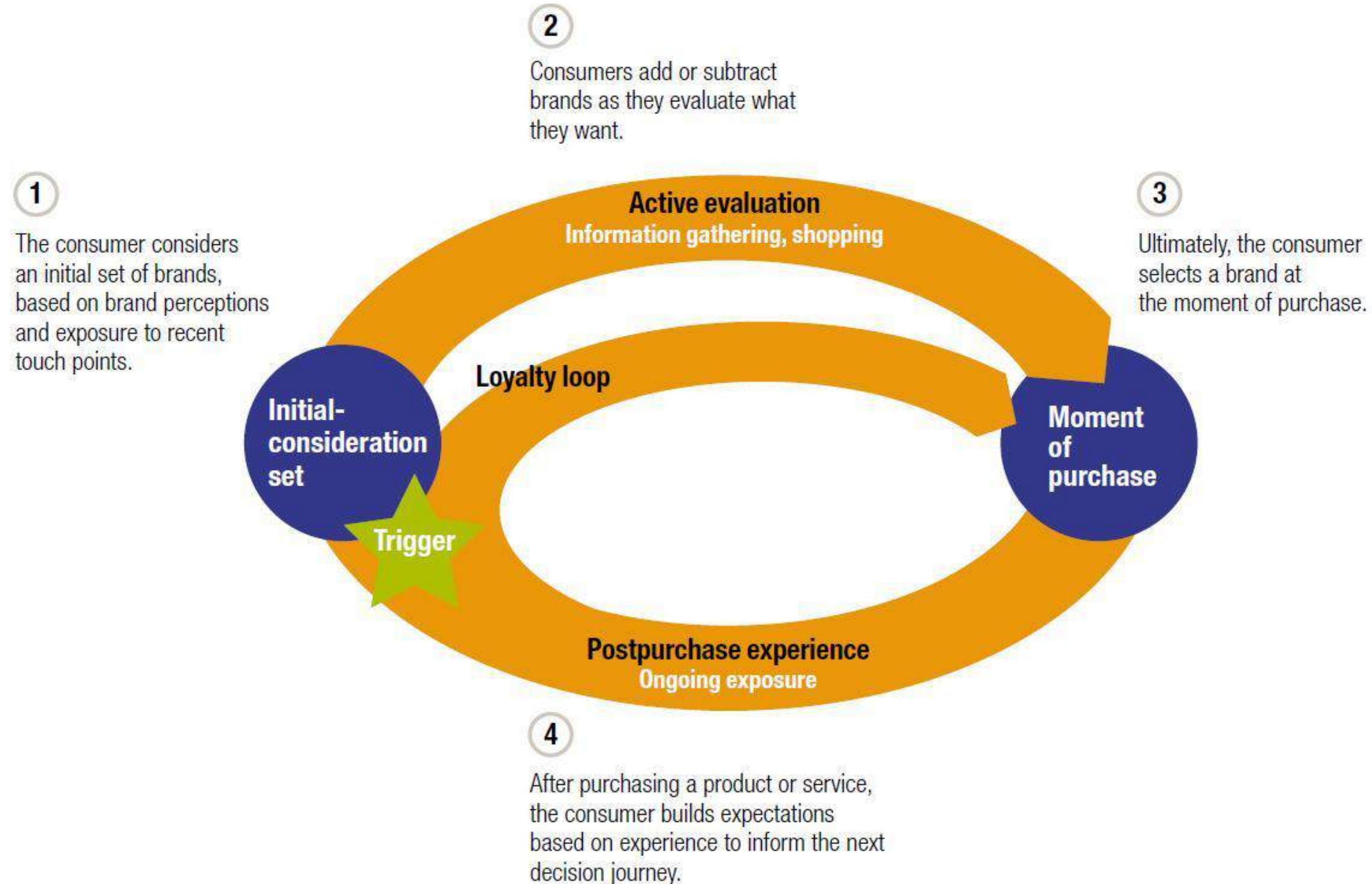
# Managing Customer Lifecycle



Old Customer Journey Models are changing



# The Consumer Decision Journey





**iNfLUENCE**

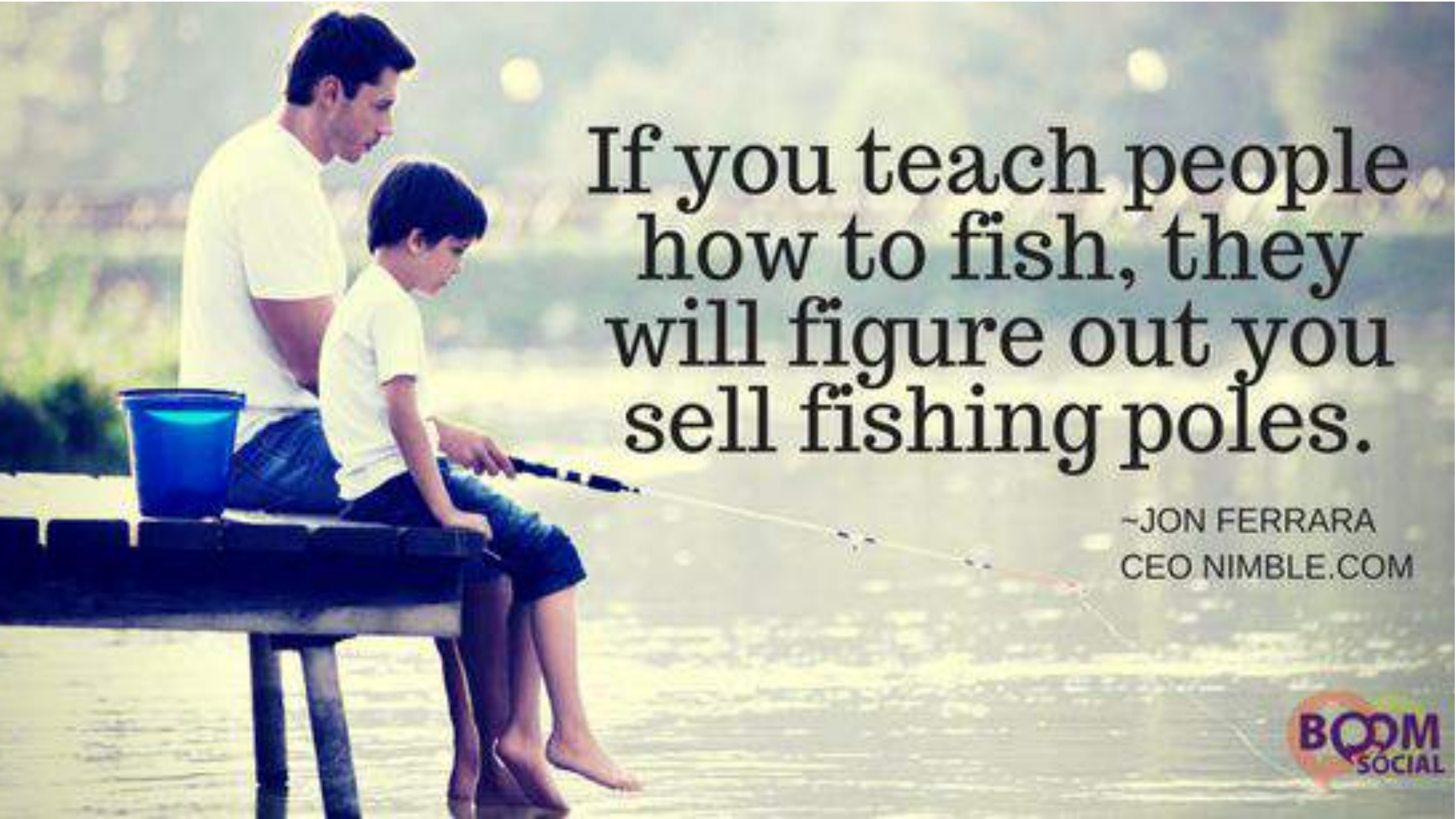


*“Out of Sight is  
Out of Mind and  
Out of Mind is  
Out of Money,  
Honey!”*

*Mae West*





A man and a young boy are sitting on a wooden pier, fishing. The man is standing behind the boy, who is sitting on the edge of the pier. They are both looking down at their fishing rods. A blue bucket is on the pier next to them. The background is a sunset over the ocean with a hazy city skyline in the distance.

If you teach people  
how to fish, they  
will figure out you  
sell fishing poles.

-JON FERRARA  
CEO NIMBLE.COM

**BOOM**  
SOCIAL



# Marketing's Not Only Done By Marketing





5



**VALA AFSHAR**  
CHIEF DIGITAL EVANGELIST,  
SALESFORCE

@ValaAfshar



[Home](#)[Moments](#)[Notifications](#)[Messages](#)**Vala Afshar** @ValaAfshar [FOLLOWS YOU](#)

TWEETS

**264K**

FOLLOWING

**480**

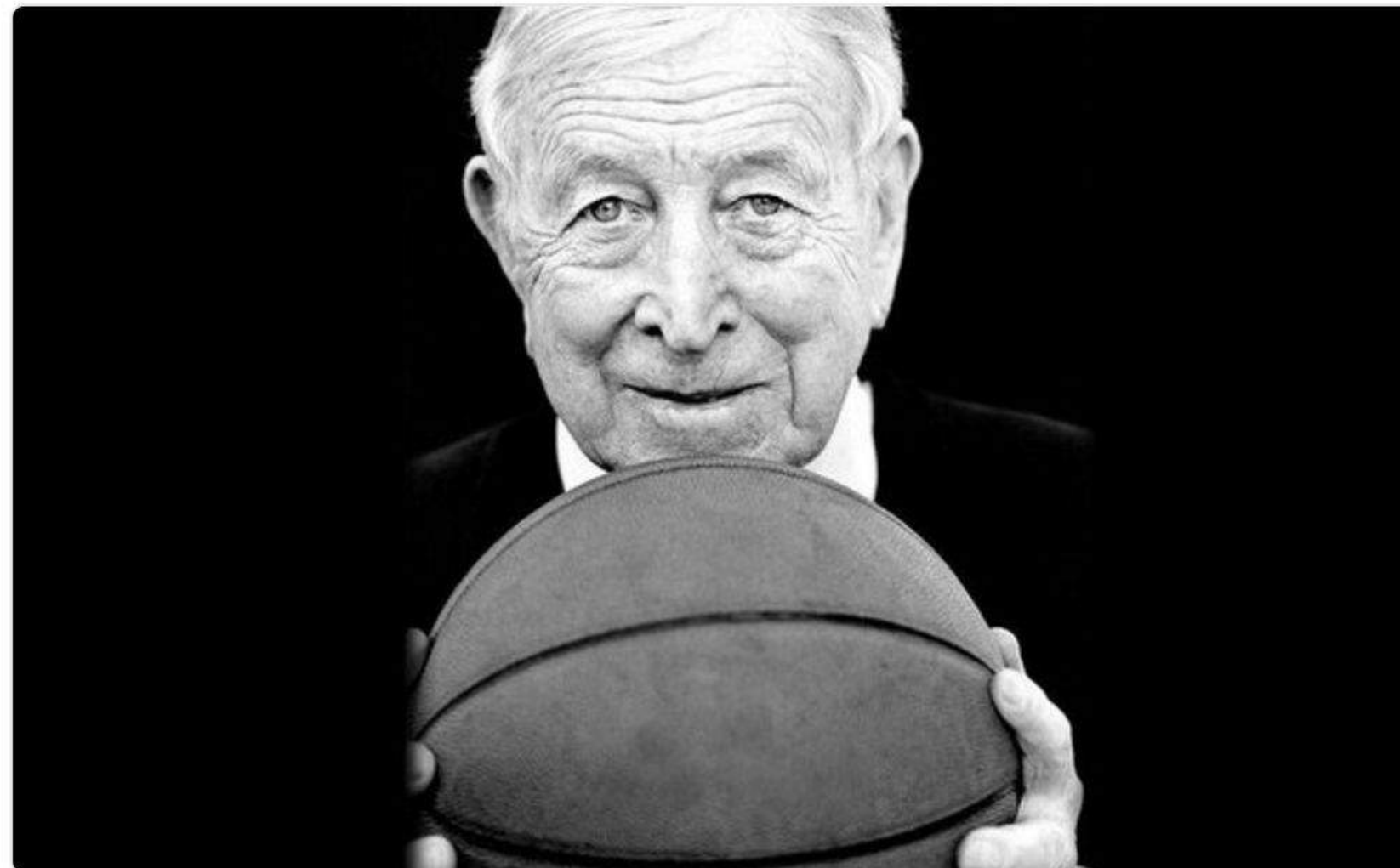
FOLLOWERS

**113K**

LISTS

**4****73** **Vala Afshar** @ValaAfshar · 4h

You can't let praise or criticism get to you. It is a weakness to get caught up in either one. — John Wooden



44



50





# Influencer Marketing 101

- Identify Influencers in your categories of products and services
- Share Their Content
- Engage with Prospects that bite
- Engage with Influencers





# The 5 E's of Social Business



- Educate with Content
- Enchant by being Relevant
- Engage with Authenticity
- Embrace with Intent
- Empower Your Customers



# Identify Influencers with High Reach + Resonance

**Buzzsumo**

Content ResearchInfluencersMonitoringTry BuzzSumo Pro

API?👤

Outreach ListsTwitter InfluencersAudience Builder

**Filter by Type:**

- ☒ Bloggers
- ☒ Influencers
- ☒ Companies
- ☒ Journalists
- ☒ Regular People

- ☒ Active Influencers
- ☐ Ignore Broadcasters

  
**Location:**

E.g city or country

Filter

Reset Filters

content marketing





Q Search!

Export

Sort by: Relevancy

Page 1 of 5256

Advanced Search Options All Links Shared Save Search

		PAGE AUTHORITY	DOMAIN AUTHORITY	FOLLOWERS	RETWEET RATIO	REPLY RATIO	AVERAGE RETWEETS
<input type="checkbox"/>	<div><div>Joe Pulizzi @joepulizzi</div><div>contentmarketinginstitute.com</div><div></div><div>content marketing institute (@cmicontent) and content marketing world #cmworld. author, #contentinc. #orange https://t.co/mxcouauknt</div><div>Influencer Blogger</div></div> <div><div>Follow</div><div>View Links Shared</div><div>Save Influencer</div></div> <td>84</td> <td>82</td> <td>102,869</td> <td>5%</td> <td>58%</td> <td>4.5</td>	84	82	102,869	5%	58%	4.5
<input type="checkbox"/>	<div><div>Stephanie Tilton @stephanietilton</div><div>about.me/stephanietilton</div><div></div><div>content marketing consultant for b2b. content that fuels, feeds &amp; fosters connections. https://t.co/xccvavdlis</div><div>Blogger Influencer</div></div> <div><div>Follow</div><div>View Links Shared</div><div>Save Influencer</div></div> <td>39</td> <td>30</td> <td>8,558</td> <td>1%</td> <td>5%</td> <td>0.7</td>	39	30	8,558	1%	5%	0.7
<input type="checkbox"/>	<div><div>Content Marketing @cmicontent</div><div>contentmarketinginstitute.com</div><div></div><div>content marketing institute. #cmworld. intelligent content conference. marketing awards. a @ubm company. subscribe: https://t.co/jok1ldpdrs</div><div>Company</div></div> <div><div>Follow</div><div>View Links Shared</div><div>Save Influencer</div></div> <td>75</td> <td>81</td> <td>184,474</td> <td>31%</td> <td>38%</td> <td>2.1</td>	75	81	184,474	31%	38%	2.1
<input type="checkbox"/>	<div><div>Doug Kessler @dougkessler</div><div>velocitypartners.com</div><div></div><div>creative director &amp; co-founder of velocity, b2b marketing agency to the stars. i tweet on content</div><div></div></div> <div><div>Follow</div><div>View Links Shared</div><div></div></div> <td>30</td> <td>18</td> <td>14,899</td> <td>29%</td> <td>19%</td> <td>1.6</td>	30	18	14,899	29%	19%	1.6



# Share Content to Educate & Inspire Prospects

**Buzzsumo**

Content ResearchInfluencersMonitoringTry BuzzSumo ProAPI?Login

Most SharedTrending NowBacklinksContent AnalysisFacebook Analyzer

**Filter by Date**

- ☐ 24 Hours
- ☒ Past Week
- ☐ Past Month
- ☐ Past 6 Months
- ☐ Past Year
- Show Specific Range

☐ In-Depth Articles Only

**Language** show

**Country (TLD)** show

**Filter Domains** show

**Content Type:**

- ☒ Article
- ☒ Infographics
- ☒ Guest Posts
- ☒ Giveaways
- ☒ Interviews
- ☒ Videos
- Uncheck All

Search!ExportCreate Alert

Enter a topic or domain: big data, cnn.com. Advanced Search Options Save Search

**i** Results not relevant enough? Click here to search for "crm" in the article's title only

Sort by: Total Shares Page 1 of 86

	FACEBOOK SHARES	LINKEDIN SHARES	TWITTER SHARES	PINTEREST SHARES	GOOGLE+ SHARES	TOTAL SHARES
<div><b>The 10 Mistakes That Only Amateur Salespeople Make</b> spirohq.com - More from this domain By Adam Honig - Jun 30, 2016 Article</div> <div>View BacklinksView SharersShare</div>	731	1.5K	51	0	3	2.3K
<div><b>4 products Microsoft should build with LinkedIn</b> venturebeat.com - More from this domain By Vik Singh, Infer - Jul 2, 2016 Article</div> <div>View BacklinksView SharersShare</div>	248	733	253	0	9	1.2K
<div><b>Back to Basics: Ditch Cold Calls Forever</b> salesforce.com - More from this domain By Joanne Black - Jun 30, 2016 Article</div> <div>View BacklinksView SharersShare</div>	22	839	57	1	2	921





PREMIUM

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Advanced



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Jobs

Interests

Business

Simple Composer

Power Scheduler



In the #B2B World, What is Social Listening? @MartinBrossman - <http://buff.ly/29gSchL>  
#SocialSelling



NEW Create an image

Add to Queue



## In the B2B World, What is Social Listening?

Published on November 2, 2015

**Martin Brossman**

Results Driven Success Coach, Trainer, Speaker &amp; Author



18



1





6


We, at [Linking into Sales](#), define social listening as *"the process of gathering and organizing insights, competitive intelligence, customer sentiment, and purchase intent by identifying signals shared via online channels."*





# Use Tools to Manage Content Sharing


Accounts 


 Nimble Solu...  
LinkedIn Group 0


 Nimble  
Google+ Page 167


 Michaela Pr...  
LinkedIn 61

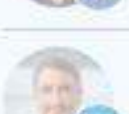
 MichaProuz...  
Twitter 72


 Nimble  
Twitter 22


 Nimble  
Facebook Page 154


 Jon\_Ferrara  
Twitter


 Jon Ferrara  
Facebook 1


 Jon Ferrara  
LinkedIn 38

 Connect More  
Profiles and Pages

Content 

Analytics 


Schedule 

Settings 


Queue 92

For Review


RSS Feeds

 Create Images With Pablo


Tomorrow




Traditional vs. Modern #Marketing and #Sales Techniques via @kristamoon <http://bit.ly/1XY3vqL>




3:04 AM (PDT) via Bulk Buffer




5 Ways to Use #SocialMedia Automation in Your #Marketing Strategy via @RebekahRadice <http://bit.ly/25YtHWA>



5:08 AM (PDT) via Bulk Buffer



For A Better #CustomerExperience Evoke Emotion Rather Than Manufacture It via @augieray <http://bit.ly/1ZSfR0N> #CX



7:18 AM (PDT) via Bulk Buffer




# Listen + Engage with Prospects, Customers & Influencers


1 x ▾ Compose message... 🔖 📅 📍 🌐 🔒 🔍


Featured x Jon\_Ferrara x Nimble (Facebook Page) x CRM x Nimble . (Google+ Page) x Jon Ferrara Facebook x nimble x sales x Jon Ferrara x #ff x untitled x SRM x Compete x More... +


🔄 ▾ + Add Stream + Add Social Network ☰ ▢ ▣

### 🐦 Mentions Jon\_Ferrara 🔍 🔍 🔍

 **Yvonne A Jones** @YvonneAJones  
1 hour ago  
@Jon\_Ferrara Thanks for sharing. Happy mid-week!  
🔄 ▾ ❤️ 2 📄 ▾ ⋮  
💬 Show Conversation


 **Takahiro Ohkawa** @withwish\_taka  
2 hours ago  
Top Influencers!!!!!! @fmpreuss @EricLMitchell @Jon\_Ferrara @TheMissNicolina @kimgarst @emitoms @RachelRoams @sudipdasin @oda\_f  
🔄 ▾ 3 ❤️ 3 📄 ▾ ⋮




 **Digital\_MSci** @Digital\_MSci  
4 hours ago  
RT @Analytics\_HQ: TY! @ThomRainer @larrypareigis @loriruff @goldmedalmel @LadyLakeMusic @Jon\_Ferrara @Acxiom @TomHall @edstetzer @Katadhin  
🔄 ▾ ❤️ 1 📄 ▾ ⋮

 **Michaela Prouzova** @MichaProuzova

### 🐦 @Nimble Search Nimble 🔍 🔍 🔍


🔄 CzarinaCleo retweeted


 **Nimble** @Nimble  
8 mins ago  
Stand Out from the #Sales Crowd & Close More Deals. Join us for this webinar with @pandadoc: [buff.ly/296zUWl](http://buff.ly/296zUWl)

  
**WEBINAR**  
July 14, 2016  
10 AM PT / 1 PM ET  
 PandaDoc Mikita Mikado CEO  
 Nimble Jon Ferrara CEO

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12 hours ago  
Thanks @MarcScott for presenting benefits of @Nimble & sharing the <3 [bit.ly/1Pxbnej](http://bit.ly/1Pxbnej) #VO #VoiceOver #CRM




🔄 ▾ 2 ❤️ 1 📄 ▾ ⋮


 **Jon Ferrara** @Jon\_Ferrara  
1 hour ago  
Using @Nimble #CRM and still need help? Join us every Wednesday at 10am PST. [bit.ly/1OLqXj5](http://bit.ly/1OLqXj5)



### 🐦 #SocialSelling Search 🔍 🔍 🔍


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8 mins ago  
[PROUD TO BE RANK #26!] #SocialSelling 2016: Top 100 #Influencers & Brands [via @Onalytica] [buff.ly/1Qe3NBo](http://buff.ly/1Qe3NBo)



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8 mins ago  
[PROUD TO BE RANK #26!] #SocialSelling 2016: Top 100 #Influencers & Brands [via @Onalytica] [buff.ly/1Oe3NBo](http://buff.ly/1Oe3NBo)



NOTES:

SUNDAY

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

95. Blood Press

49 platelets

no BP med in AM

no FEVERS

poop - 1 watery/mucous

1 same, 1 same

7 HATE!!

NOODLES, NANA

YOGURT, SALAD

WAKED All day

Cyclo - good

15.9 NO FEVERS

100.1

14 Valentine's Day

Lunar New Year

no Temps!

sept alot

versed 6pm (7pm kid)

diarrhea - 1x, 1x

ate some nana yogurt

WAKED

good day - got up

a little energetic

21 102.2 - Tyl

H-WAKED! (oxy)

oxy 9pm

28 101.3 945 2ml Tyl

oxy 10am 1ml

Versed 5ml 1245

H-WAKED!

poop - 2 REA - 1x

oxy - 7 20 1ml

101.2 930 2ml Tyl

1 Bandage chg

poop - pureed soup

diarrhea - 1, 1, 1

15.9 NO FEVERS

100.1

8 Clinic

platelets

100.1

NOSE

HOSE

oxy

101.9

poop - loose

ix

slept all day

22 Washington's Birthday (US)

oxy - 3pm

1 day diarrhea

3 ft. 4 inches on

102.1 + tippy toes

102.9 830 AM

oxy 1ml 7 AM

103.1 1045

oxy 1ml 1pm

102.2 3AM Tyl 1.5ml

104.7 455 Tyl 1.5ml

102.3 6pm

101.1 @ 335 AM

101.2 @ 6 PM

110

110

2 OFF TPN - only lipid

poop - carrot soup

1, 1, 1

OFF MERIPENIM

OXY - Tummy

stitches out w/versed

PARVO VIRUS - from 25th

culture

↑ FEVERS/RASH

103.4 10pm

102.8 925pm

Tylenol

16 Clinic

poop - 1x, 1x

oxy

versed - NOON - 9pm

98.9 platelets - 10

112 W - 6.9

78 R - 2.7

15.6 Atypical 8%

23 1030 Clinic

H - HEARING -

Speech Eval

7th Fl. Purp chg

503-418-2116 Tracy

1030 Hospice

diarrhea

103 103

15.8 54 100.5

Clinic 130

CERTAZID

Atypical

ine 53%

36AM - 101.3 100.5

IVIG

drug chg.

10 Home from

BEACH

platelets

SEFLAZ

1034

102.7

Adm. Hcd

102 15.1

17 Ash Wednesday

Pred TAPER

back on w/tyl, Hydro

- Antibiotic

poop - wet hamburger

1x, 1x

200 H-ANGRY &amp;

versed o slept 6-9 - oxy

oxy 1am Tylenol 100.8

103.5 845 oxy

Tylenol

24 102.7 Tyl 2ml

Red blood

platelets

Pred 2ml/1ml

poop - 1x REA

versed 15 oxy 6pm

Tyl 102.16ml

slept most day 102.6 2am

Option Care

Returned

Hydration

pump - #751582

Financial Aid Apps

Both processing

4 Red blood

+ platelets

Home

poop - carrot soup

Bdg chg

11 Clinic

IVIG

Red Blood

poop - pureed choc

1x, 1x peanut soup

1x, 1x, 1x

102

15.6

18 poop - choc pen

with

diarrhea - 1x

Huge 1x

Acting numb

stood

waterfront, tram

Toysrus

25 102.8 8 AM Tyl

oxy 11am

poop - 1x clay dea, 1x

4pm 1.6 Tyl w/meds

5pm 5versed

9pm 1ml oxy

10:5 102.8 Tyl

bigger

Option Care

Returned

Hydration

pump - #751582

Financial Aid Apps

Both processing

5 100.8 - FEW MIN

diarrhea 2x

ADAM'S BIRTHDAY (US)

3 months 230

L. DR. Appt

vomited - more med

a HERLOS

H. CANCER

great BACK 102

104.6 Bdg chg

103 versed 15.3

HOME

19 77 mg

Clinic 1230

prozac? versed

Atypical 5%

Platelets

poop - dea - 1x, 1x

ix, ix

Loz - deg chg 15.8

26 Clinic 10AM

Tyl 2.0 / oxy 0.2 8am

platelets - cyclo 10

Atypical 23%

dea - 1x, 1x - 1x

Nose clog 4

107 WAKED!

69 15.8

NEW

HOSE

Loz

H. great

mood

6pm

no drugs

6 Cyclo - Hosp

1pm

JEN FASS

102 AM

102 1030pm

platelets

diarrhea - 1x, 1x, 1x

H. FEELS GREAT!!

Atypical - 11%

HOME

20 poop - wet hamburger

1x, 1x

diarrhea - 1x, 1x

1045 Tylenol 1.6x

oxy

Threw up juice

oxy

pred - 2ml

2x

Schmecken

slumps

Head

5versed 11:15

small

lump

bug

H. WAKED!

1ml oxy 9pm

100.2 1020 Tyl 2ml

poop - thick clay/mud 1x

101.7

Tyl

NEW

HOSE

Loz

Day Timer



January 2010

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

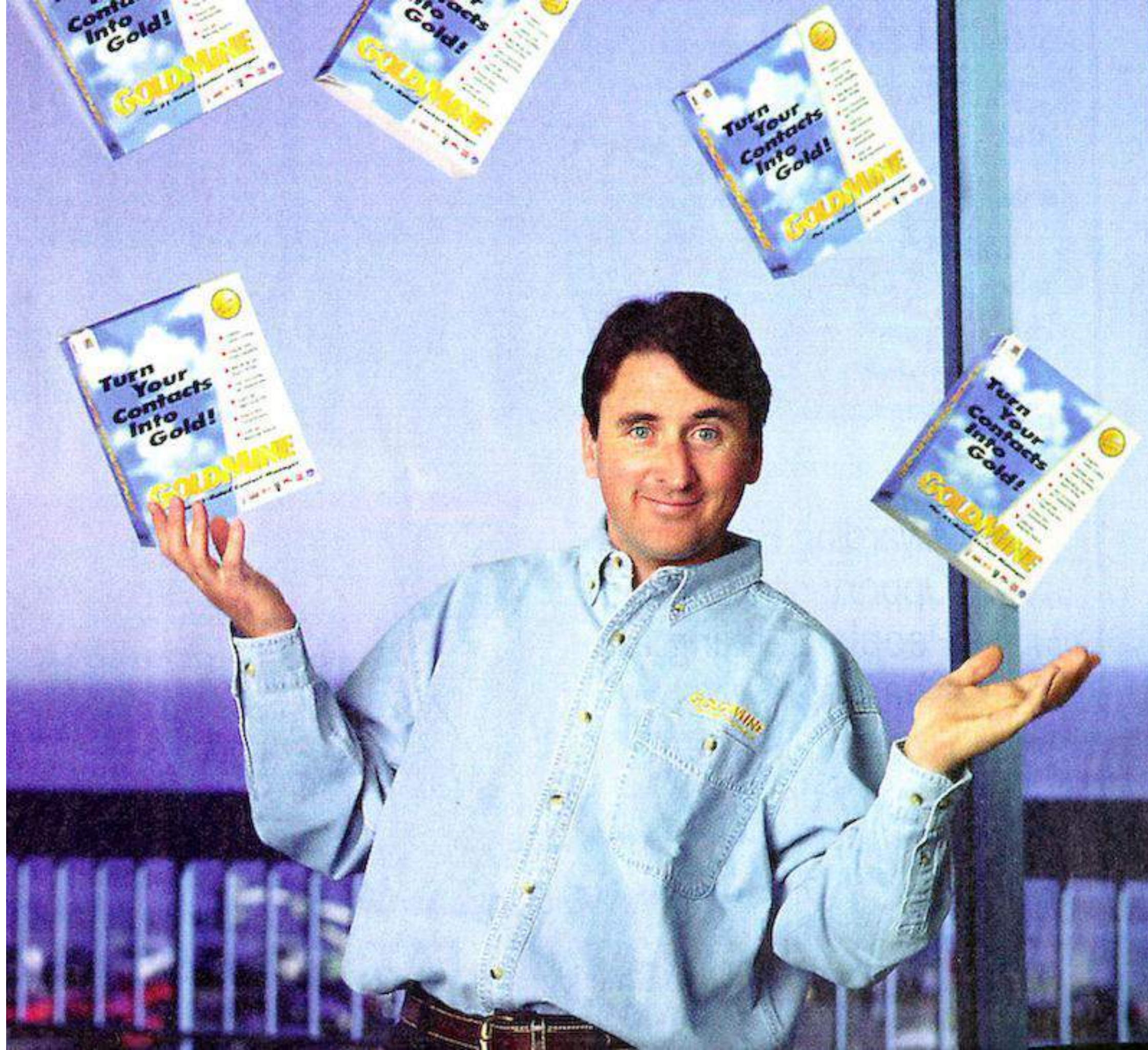
February 2010

S	M	T	W	T	F	S
1	2	3	4	5	6	
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28						

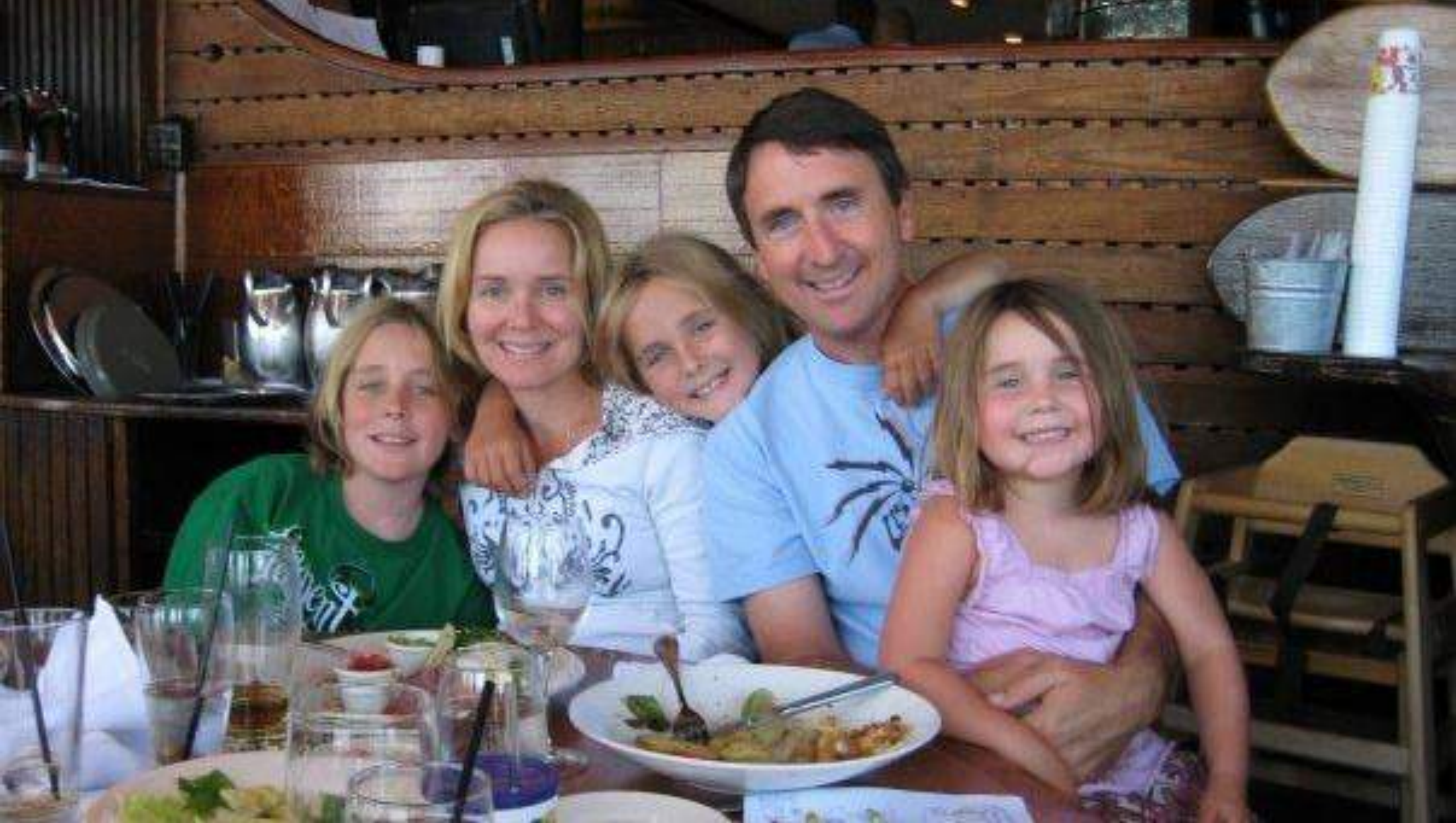
March 2010

S	M	T	W	T	F	S
1	2	3	4	5	6	
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			











# Swimming the Social River







Our contacts,  
communications  
and activities  
are scattered all over the place



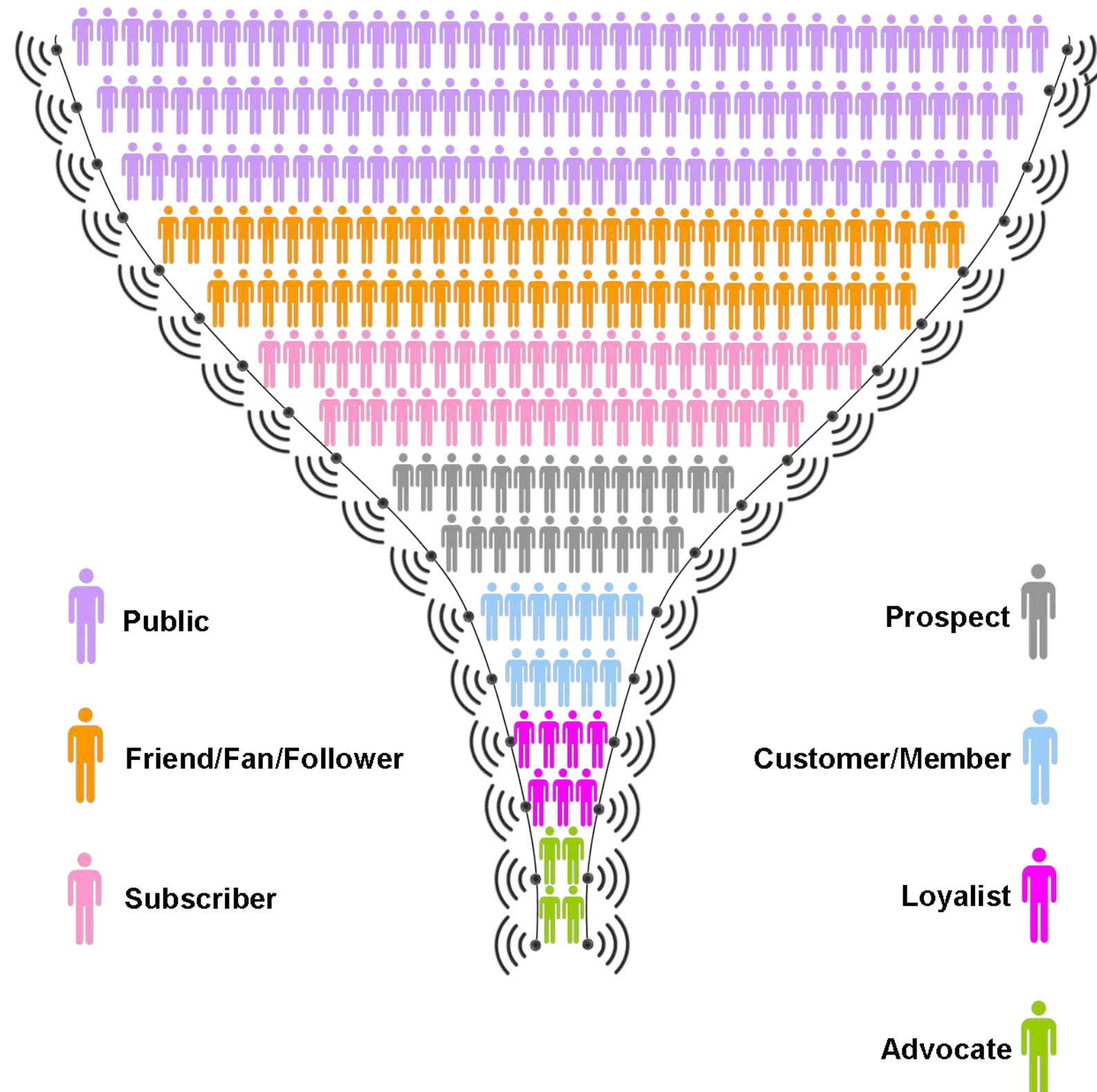
# The Simple Smart CRM for Office 365

Gateway to Power BI, PowerApps, Flow, Azure, Teams, Business Central and Dynamics.





# Building Advocate Tribes from Prospects, Customers and Influencers





# Building Your Brand



- Be Relevant
- Be Authentic
- Be Personal
- Support Others
- Pay it Forward
- Content Attracts
- Build a Sustainable Community



