
AN INTRO TO

Sales Prospecting on Quora



An introductory guide to lead generation on
Quora and how to succeed at it

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- Cold Sales Prospecting -



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The Quora Playbook

How to find Sales Prospects on Quora

The focus of this Ebook is to provide Business Development Representatives and Sales Reps all the tips and tricks on using Quora to generate sales leads. As one of the most active social media sites on the Internet, Quora has great potential to be a sharp tool in the salesman's tool belt, but very little literature actually exists on how to go about effectively using Quora to generate interest in your business.

This ebook will give you all the insights you need on generating interest for your product, and how to go about doing that.

As a quick aside, here are some reasons why Quora has such strong appeal for your prospecting efforts:

- **Over 500,000 Topics:** Best described as a wikipedia on steroids, the range of topics on Quora spans from Digital Marketing to 10 Different Ways To Tie Your Shoes.
- **Millions of Q&A's:** Questions falling under the range of topics on Quora have high participation levels and many users are major, world class authorities from different industries.
- **Hundreds of Millions of views per month:** Given the high quality of users participating on Quora, many people use Quora as their de facto go-to source of information. A major bonus for those of you trying to get the word out about your product!



CHAPTER

1

Getting Started On Quora

Step 1: Creating a world class profile.



Sean Ellis

Founder/CEO of Qualaroo

CEO/Founder Qualaroo. Previously first marketer at Dropbox, Lookout, Xobni, LogMeIn (IPO), and Uproar (IPO)

Unfollow

3.7k

Message

Facebook

Twitter

...

FEEDS

All Activity

Questions 36

Answers 44

ACTIVITY

Business



Sean Ellis upvoted this • 8 Jan

What is the fastest way for a college grad to get funding for a disruptive business model?

An optimized Quora profile should have the following features:

- Your Full Name
- Picture
- Job Title
- Company
- A brief description of your job title and relevant past work experiences
- Links to your social media accounts

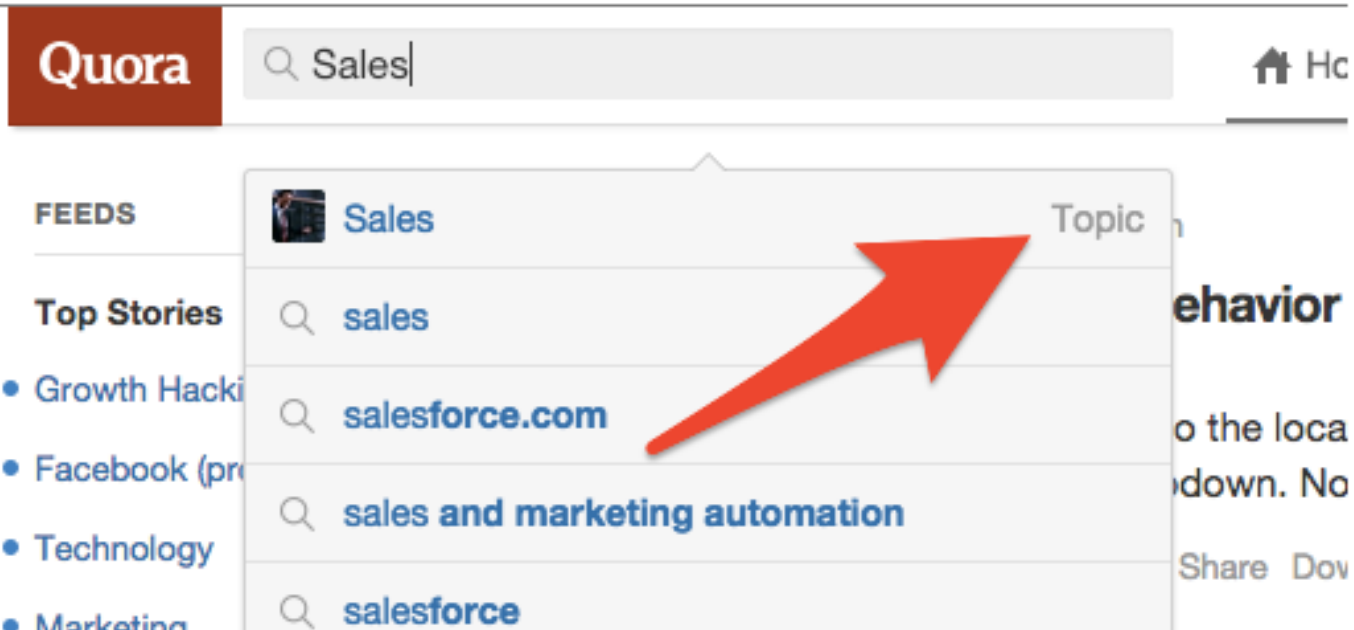
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in

Step 2A: Follow meaningful and relevant topics to your business and Industry.

To find a topic, simply type in the name of the industry or subject matter your business resides in, and in the search results dropdown you should see the word “topic” next to your query.



Note: Please be sure to select the follow button that appears in the next screen when you choose the topic you searched.

Step 2B: As an added bonus to you I've compiled an expansive list of all the [top-50 most followed topics spanning from 2012-2014](#).

This lists all the top topics by follower count, and is a good starting vehicle for my next step: contributing to Quora questions (some might even call this a quick, sales hacker short cut).

Below is a small preview of what that looks like:

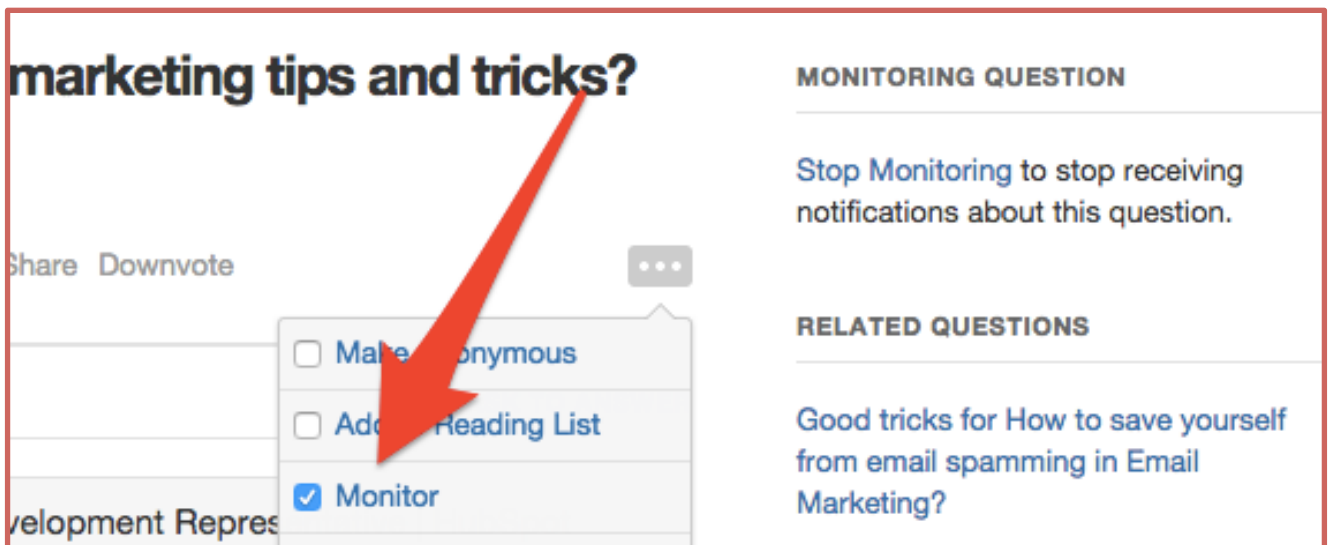
Top 50 Followed Topics of 2014:

1. **Technology** - 3,000k followers: no change on 2013
2. **Science** - 2,400k followers: +1 position on 2013
3. **Business** - 2,200k followers: +1 position on 2013
4. **Books** - 2,200k followers: down 2 positions on 2013
5. **Movies** - 1,900k followers: no change on 2013
6. **Travel** - 1,900k followers: no change on 2013
7. **Health** - 1,700k followers: +6 positions on 2013
8. **Music** 1,700k followers : down 1 position on 2013
9. **Food** - 1,700k followers : down 1 position on 2013
10. **Education** - 1,600k followers: +1 positions on 2013
11. **Design** - 1,500k followers: down 2 positions on 2013
12. **Economics** 1,400k followers: +2 position on 2013

Step 3: Actively begin contributing to Quora Topics and Questions.

Recommended course of action: It's easy to think that since you have the list of top-50 categories on hand provided in the last slide, that you should start immediately linking back to your product page. DON'T!

It's best to slowly start building your reputation as a credible source on Quora by contributing rich, relevant content to the Quora boards. How do you do this? Easy! Simply syndicate rich snippets of information from your company blog into questions that are relevant for that question or topic



Two things to note:

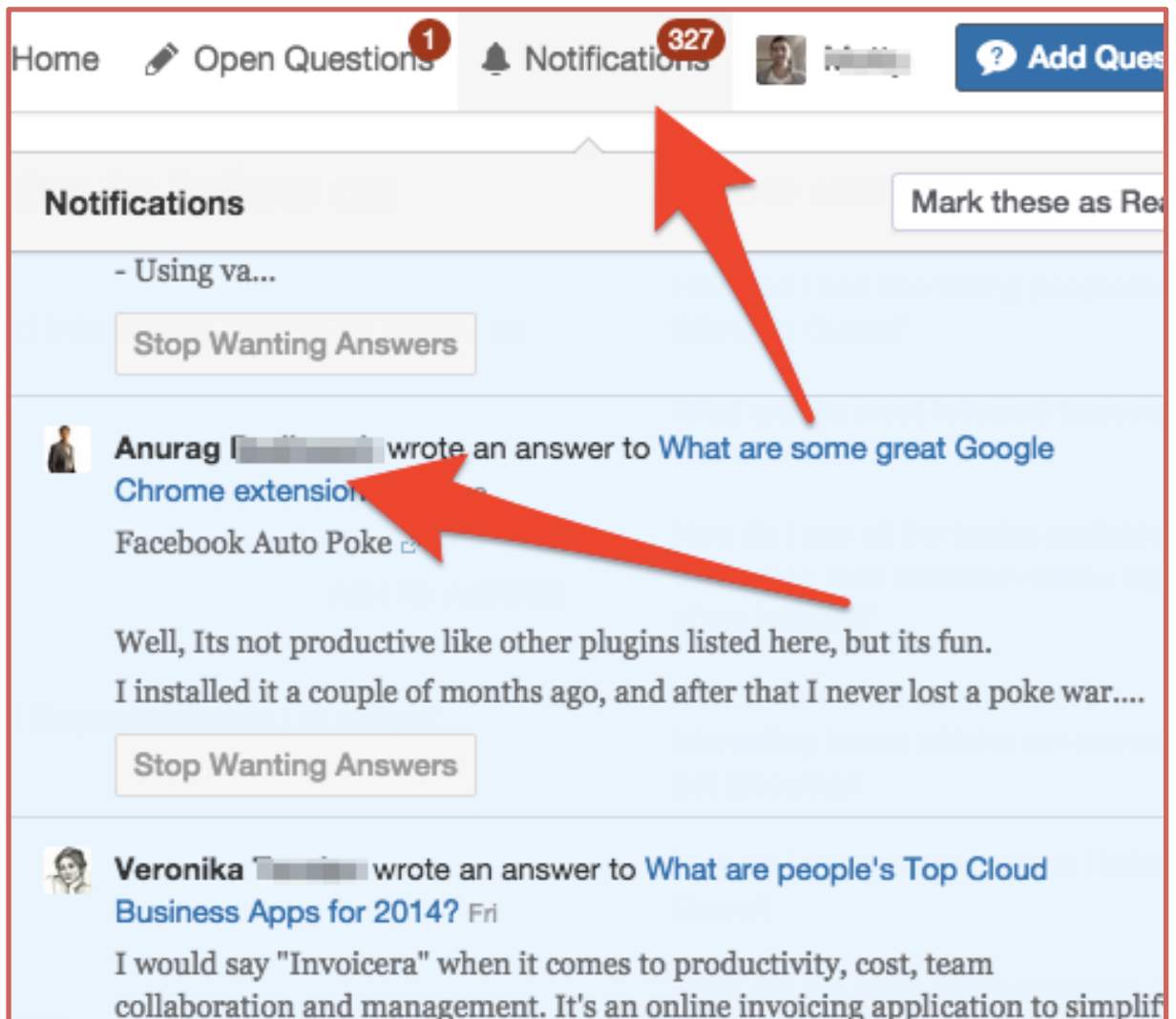
Note 1: Be sure to click the monitor checkbox question for every question you contribute to

Note 2: You can only provide one answer for each question

Step 4: The Benefits of Answering Quora Questions

The biggest benefit to answering questions in the Quora boards is that all members who are monitoring the question your answering will get a notification on their homepage when you answer a question.

The above reason is why you should create a world class profile as mentioned in Step 1! This also answers the reason “why” it pays to answer questions that date back to 2012. People are still monitoring those questions!



POST! POST! POST

“

Continue to post frequently! If you can answer over 30 questions in a 2-3 week time frame you'll have gained credibility and earned trust within the Quora community. You'll most likely even have gained some upvotes in the process

”

CHAPTER

2

Sales Hacking Quora

Sales Hacking Quora

The Three Recommended Ways to Contact Prospects

Now that you've earned some credibility within the Quora community, it's now time to start targeting people whom you consider good sales leads.

Below I've outlined three methods for contacting individuals that have presented themselves as potential leads. While these aren't the only ways, they've been the most successful methods in my prospecting efforts on Quora.

1. **Option A:** Contact individuals with the most upvoted answers
2. **Option B:** Find people following the same questions and topics you follow and reach out.
3. **Option C:** Message people who have upvoted your answers and gauge their interest level in your product or service

Quora Inbox: The most powerful tool on the Quora platform

Before we start: It's important that we first review the **Quora Inbox** before diving into the methods outlined on the previous slide.

The Quora inbox acts much the same way in which an email inbox works. Users will be notified of your message in both their Notifications section on Quora, as well as in their normal email inbox. Use it wisely!

The image shows a sequence of two screenshots from the Quora platform. The top screenshot displays a user profile for 'Partner at Far Reach'. A red arrow points to the 'Message' button, which is highlighted with a red box. A blue arrow points from this button down to the 'Send Message' dialog box shown in the bottom screenshot. The dialog box has a title bar with a close button (X). The 'To:' field shows the user's profile picture and name, with an 'Edit' link. The message body contains the text: 'Hi Chad, I noticed your answer to Best Inbound Marketing Strategies and agree with you that'. At the bottom right of the dialog are 'Cancel' and 'Send Message' buttons.

Partner at Far Reach

I'm a partner at Far Reach in Cedar Falls, Iowa. We focus on custom software development, Internet marketing and consulting, mobile web development, and website design and development.

[Follow](#) | 30 [Message](#) [Facebook](#) [Twitter](#)

Send Message

To:  , Partner at Far Reach [Edit](#)

Hi Chad, I noticed your answer to Best Inbound Marketing Strategies and agree with you that|


[Cancel](#) [Send Message](#)

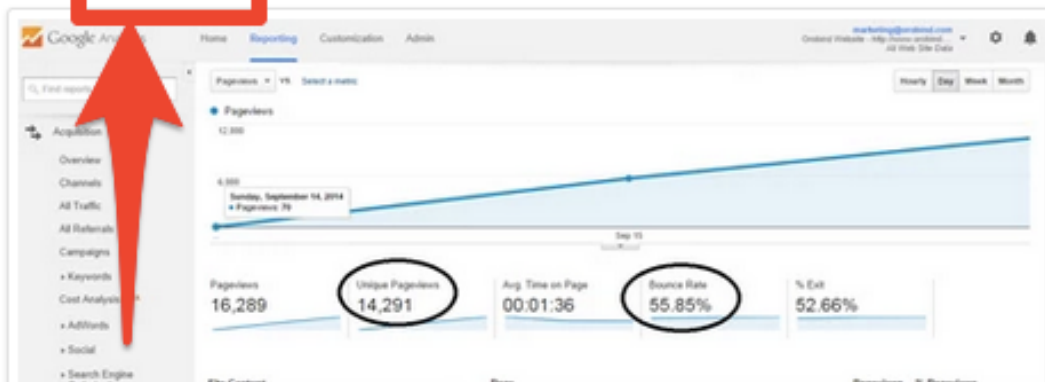
Option A: Reach out to the person with the most upvoted answers in a given question.

Armed with the list of most followed topics (as outlined in Step 2B), it's best to drill into the most popular question(s) for each one.

Once you're inside a topic, locate the question that's most popular (please be sure it relates to your product), and on top of the question will be the most upvoted answer. Click the person's name who's answer was upvoted the most, and using the inbox messaging tool, write a personalized message to that person using their answer as your "in." Chances are that this person is very passionate about the subject and most likely to respond!

★ What are key strategies to acquire first 100K users with zero marketing budget?

 Grewal, Riding Life
51 upvotes by Abdallah Al-Khaldi, Alexander Batch, Alex Sewell, (more)



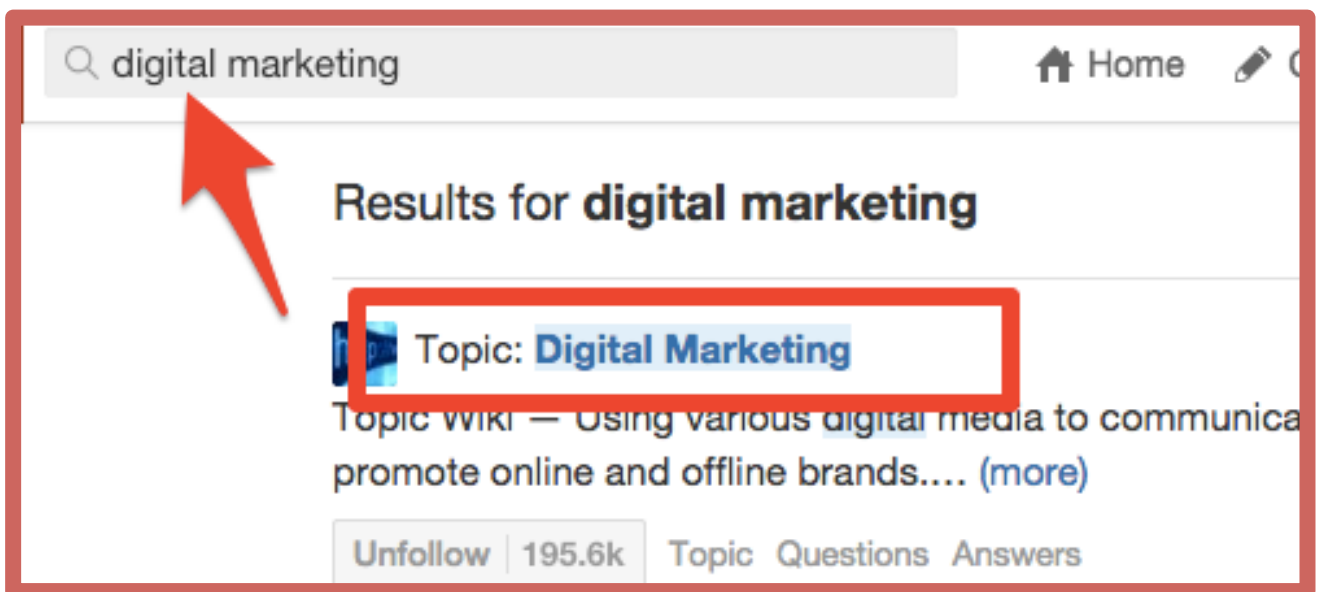
Option B: Locate the most influential followers of a topic.

Another recommended sales prospecting strategy is to locate all the followers of the most popular topics related to your business. It's best recommended to reach out to individuals with lots of followers, which can be seen beneath their name and profile picture.

This procedure is best broken up into 3 steps (pictures provided on this slide and next)

Steps:

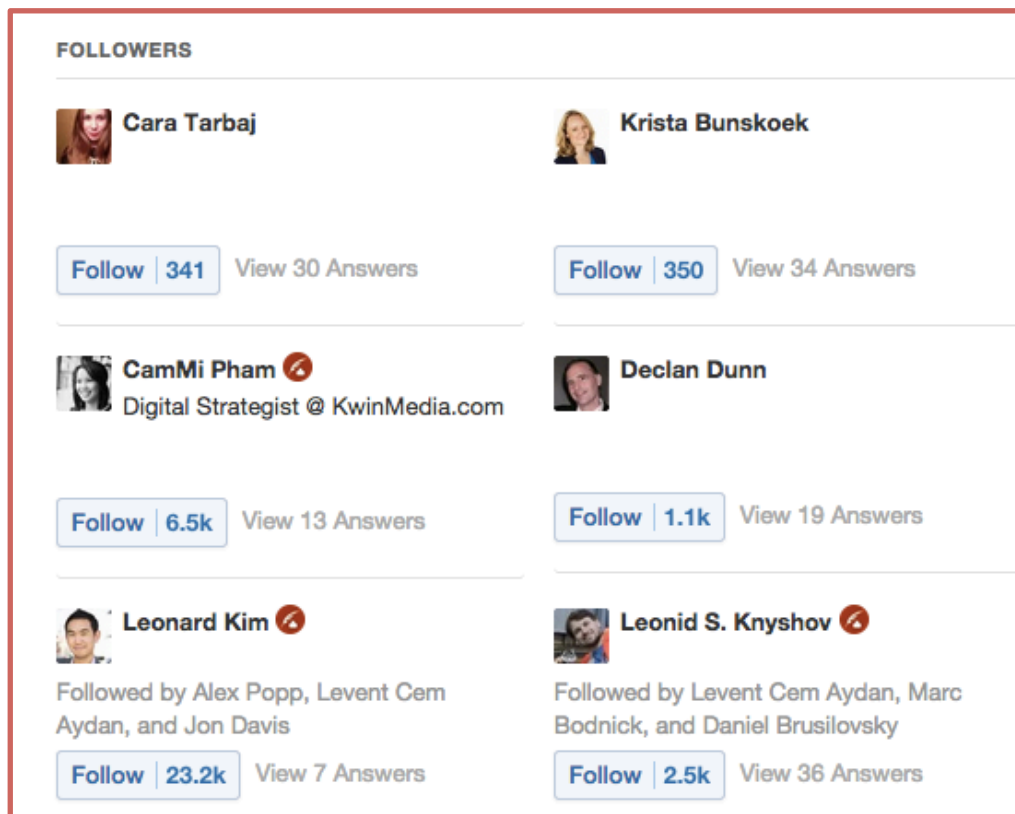
1. Search a Topic from the Quora homepage
2. In the resulting search click Followers
3. Locate some of the most followed users and privately inbox them after reviewing some of their answers to questions












Option B (continued): Locate the most influential followers of a topic.



The screenshot shows a Quora topic page for "Digital Marketing". At the top is a blue header image with the text "http://w". To the right of the image is the topic name "Digital Marketing" and a description "Using various online and offline b". Below the header is a "Unfollow" button and a "1" icon. The main content area is divided into two columns. The left column has a "Top Stories" section with links for "Open Questions", "All Questions", "Followers" (highlighted with a red box), and "Manage". The right column has a "TOP STORIES" section with a link for "Digital Marketing" and a post titled "How do I" by "Beatrice". A large red arrow points from the top right towards the "Followers" link in the left column.



The screenshot shows the "FOLLOWERS" section of a Quora topic page. It lists six followers in a two-column grid. Each entry includes a profile picture, the follower's name, a "Follow" button, the number of followers, and a link to "View" answers.

Profile Picture	Name	Follow Button	Follower Count	Answers Link
	Cara Tarbaj	Follow	341	View 30 Answers
	Krista Bunskoek	Follow	350	View 34 Answers
	CamMi Pham 	Follow	6.5k	View 13 Answers
	Declan Dunn	Follow	1.1k	View 19 Answers
	Leonard Kim 	Follow	23.2k	View 7 Answers
	Leonid S. Knyshev 	Follow	2.5k	View 36 Answers

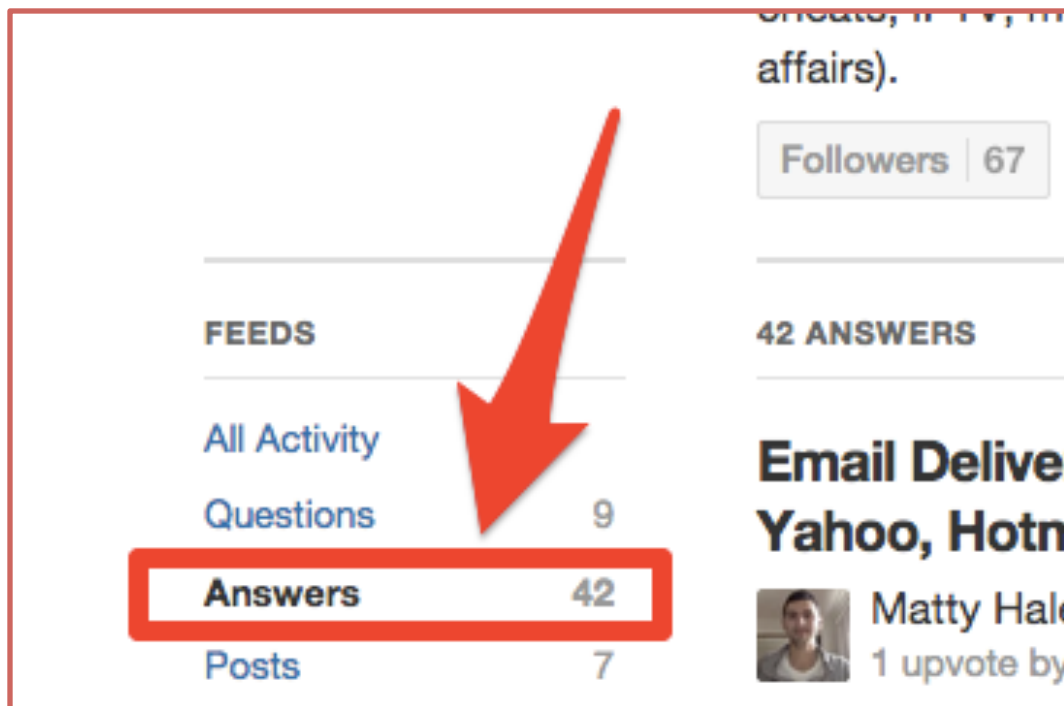
Below the Leonard Kim entry, it says "Followed by Alex Popp, Levent Cem Aydan, and Jon Davis". Below the Leonid S. Knyshev entry, it says "Followed by Levent Cem Aydan, Marc Bodnick, and Daniel Brusilovsky".

Option C: Respond to users who upvoted your answer

Also a 3 part process, this technique is great because the Quora users who upvoted your answer proactively came to you; a great place in which to start the conversation.

The steps to complete this process are as follows (pictures on this page and next):

1. Click into your profile and locate the answers link
2. Scroll through to the answer with the most upvotes
3. Click on the answer to get the view of all the names of people who upvoted your answer

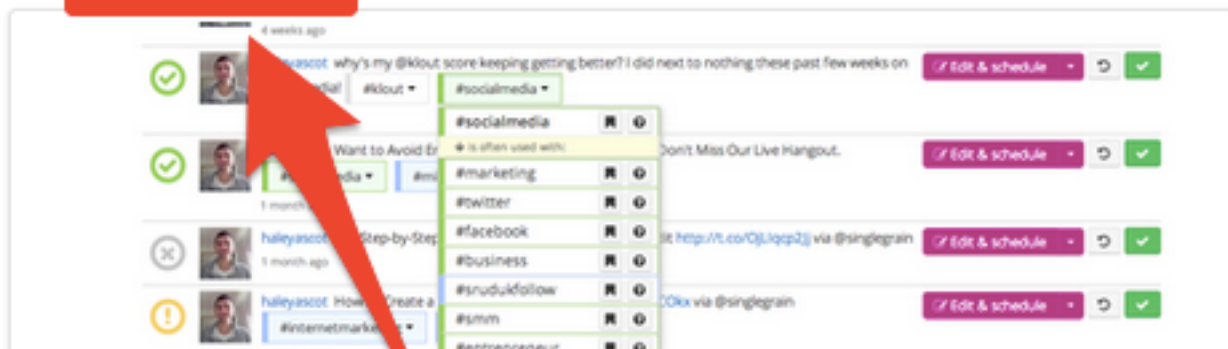


Option C: Respond to users who upvoted your answer

★ What can I learn/know right now in 10 minutes that will be useful for the rest of my life?

[Matty Haley, Business Development Represent...](#) (more)

14 upvotes by [Deborah Firestone](#), [Marius van den Berg](#), [Jann Hoke](#), (more)



14 upvotes by Devorah Firestone, Marius van den Berg, Jann Hoke, Omari Rose, Ha-Phuong Luu, Vishwa Deepak, Sandip S Rodrigues, Kiran Peyyala, Prashanth Mulge, Pooja Raja, Akshay Rajput, Parikshit Joshi, Samvit Goyal, and Yash Ostwal.

How to plan/optimize hashtags on your personal tweets to get max exposure.

Stumbled upon this nifty, free app: [Best hashtags for your social media posts](#)

Note: you'll have to click into each user one-by-one. Not too hard, and some of these prospects will be really great fits!



Rinse. Reuse. Repeat.

“

And there you have it!
Three tried and true
methods for successfully
prospecting on Quora!
Happy hunting! ”

Cold Sales Prospecting

Contact Us!

Like what you read? What to know how you
can get started prospecting on social media
for YOUR business. Drop us a line!

mhaley@hubspot
.com

www.coldsalesprospecting.com

LOGO