

The Google logo, featuring the word "Google" in its signature multi-colored font.The WordPress logo, consisting of a circular icon with a white 'W' on a dark background, followed by the word "WORDPRESS" in a blue, sans-serif font.The YouTube logo, with "You" in black and "Tube" in white on a red rounded rectangle, with the tagline "Broadcast Yourself™" below it.The Twitter logo, featuring the word "twitter" in a light blue, lowercase, rounded font on a light blue background.The Facebook logo, with the word "facebook" in white, lowercase, sans-serif font on a dark blue rectangular background.The LinkedIn logo, with "Linked" in black and "in" in white on a blue square background.

CBI
Ministry of Foreign Affairs

Session 7:
Social, Advertising, Email

ITO Companies

Cali,
15 October 2015



Outline Social session

- Social Media Strategy
- LinkedIn
- Online Advertising
- Email Marketing



SOCIAL MEDIA MARKETING MADNESS

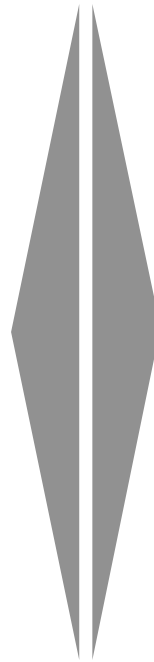




Web 2.0 marketing is different

Web 1.0 marketing

- **Single source of information**
 - Static homepage
 - Some news items
- **Full control**
 - Only corporate marketing department
- **Aimed at company branding**



Web 2.0 marketing

- **Multiple sources of information**
 - Homepage, blog, tweets, LinkedIn, etc.
- **Limited control**
 - Many employees involved
 - User generated content
- **Aimed at company and personal branding**



Benefits of social media marketing

- **Branding, branding, branding**
 - Whether it registers consciously or not you start building an online reputation
- **Positive Association**
 - Putting your brand on a page that is associated with something positive
- **External links**
 - Drive future traffic and get SEO benefits
- **Fans and followers**
 - If you have something interesting to say, you will build your own community of “followers”

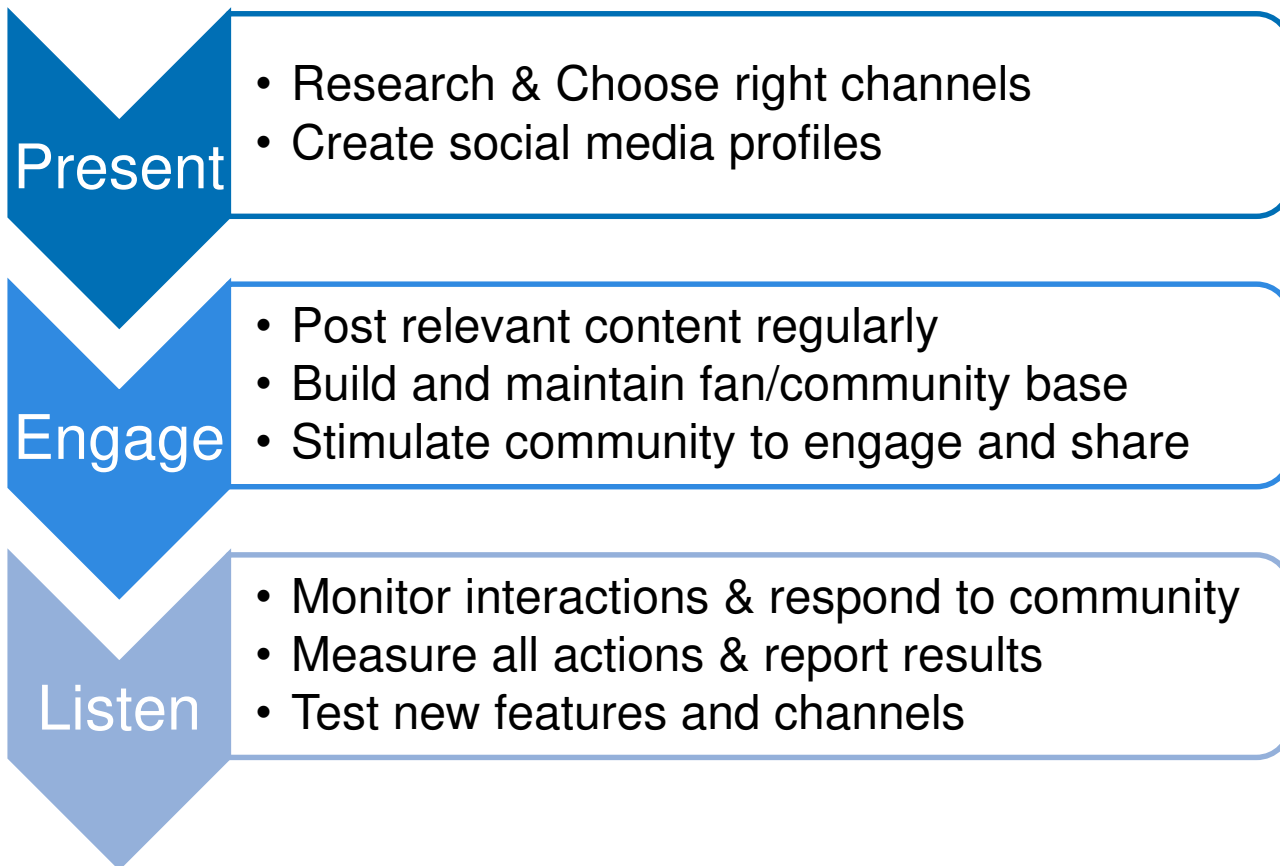


Drawbacks of social media marketing

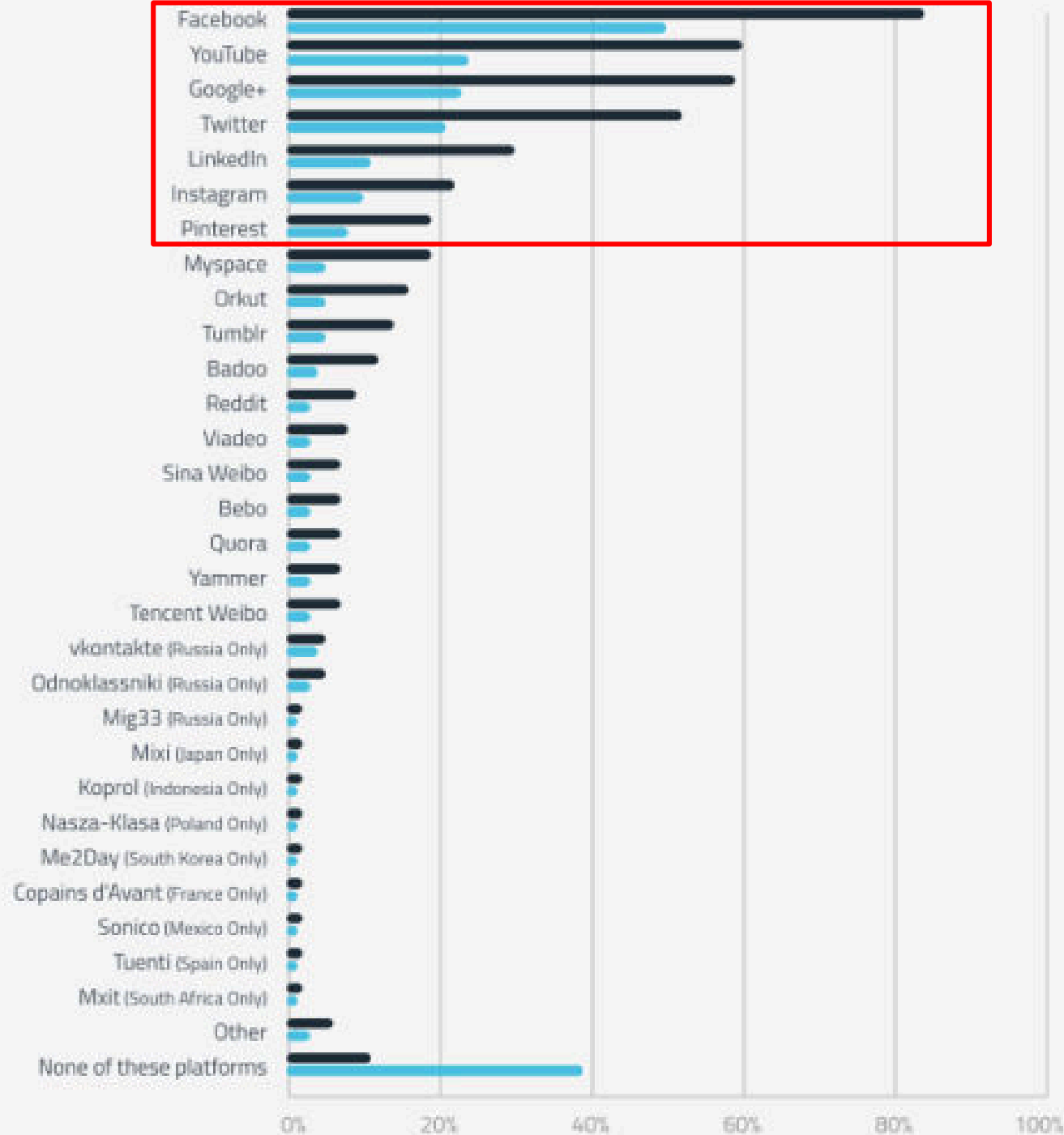
- **No full control over content**
 - You cannot control what others will say about your company, product or service
- **Limited conversion of traffic into sales**
 - Depending on the products for sale, it is possible to have hundreds of thousand of social media views and convert none of them into sales
 - Social media marketing costs a lot of time. Focus is key.



Social Media Strategy



Amount of total and active users per social platform





Social media management tools such as Hootsuite help you distribute posts among different social platforms





Measuring your ROI of Social Media

Constantly review effectiveness of your work



- Number of followers
- Number of retweets

facebook

- Number of fans
- Number of post likes, comments, shares

Linked in®

- Number of company page followers
- Number of likes, comments, shares



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LinkedIn dominant in B2B networking



380 Million LinkedIn users globally

LINK@HUMANS

Planning posts



Sharing content on Sunday yields more clicks on LinkedIn than any other day of the week for B2B.





LinkedIn business opportunities




- **Network**
 - Connect to your network to enforce relationships
- **Company page**
 - Share relevant updates, blogs, cases and products
- **Sales navigator**
 - Target & email to relevant leads
- **Advertising**
 - Ads displayed to your target audience
- **Groups**
 - Join discussions and work on your personal brand

Company page



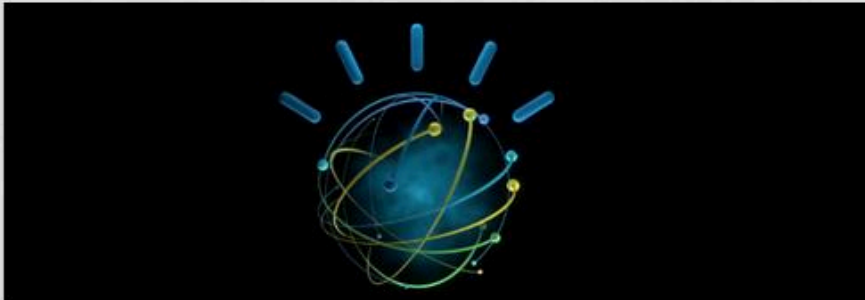
[B2B Webinar Planned? - Boxpilot Helps Marketing Departments Get More Attendees Fast. Free Report!](#)



IBM
Information Technology and Services
10,001+ employees

2,579,949 followers [Follow](#)

[Home](#) [Careers](#)




IBM is a global technology and innovation company headquartered in Armonk, NY. It is the largest technology and consulting employer in the world, with more than 400,000 employees serving clients in 170 countries. IBM offers a wide range of technology and consulting services; a broad portfolio of middleware for


[See more](#)

Recent Updates

IBM Check out a recap of CEO Ginni Rometty's keynote at this week's Gartner Symposium introducing the Cognitive Era: <http://gtr.it/1Q5NyyqQ>




How You're Connected



2 first-degree connections
756 second-degree connections
402,738 Employees on LinkedIn

[See all](#)


Careers




Interested in IBM?
Learn about our company and culture.
5,901 jobs posted

[Learn more](#)

IBM Showcase Pages



IBM
Information Technology...
10,001+ employees



IBM Cloud
5,421 followers



Catchy content



IBM Girls don't like science? We want to blast away the barriers that women confront on a daily basis. Visit ibm.com/hackahairdryer to learn about the ways we're encouraging everyone to address this issue.



Hack-A-Hair Dryer!

ibm.com · Girls don't like science? Women can't code? Only men wear lab coats? It's hair-raising misperceptions like these that keep bright minds out of research labs, scrum teams and engineering tracks—leaving untold innovations on the shelf.

Like (313) · Comment (9) · Share · 8 days ago

Jason Kerner, MBA, Laura Brose +311

See previous comments

Adrienne King I love science!
7 days ago


Priscila P. Patrícia Barbosa
7 days ago

Add a comment...

SMB examples



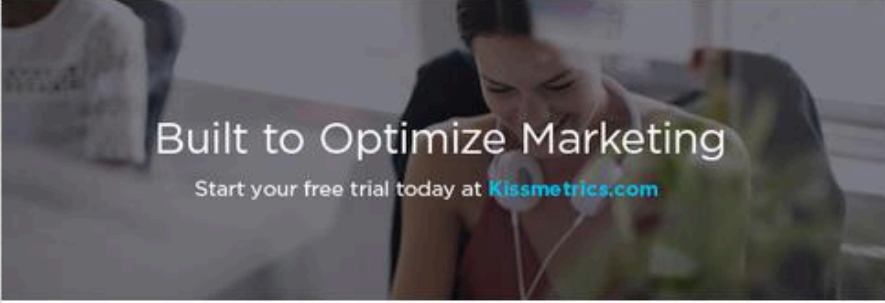
LinkedIn



Kissmetrics
Internet
51-200 employees

6,102 followers [Follow](#)

[Home](#)




Built to Optimize Marketing
Start your free trial today at Kissmetrics.com

Kissmetrics is an analytics and conversion solution built to optimize marketing and to help marketers measure their impact. Our products show exactly how people interact and respond, along with the flexibility to view both visitor behavior and campaign performance. Analyze shows you what's working and what's not.

[See more](#)

Recent Updates


Kissmetrics Is social selling all hype? Not if you know how to use it in your sales process and can measure ROI. Learn how: <http://kiss.ly/1R2onpt>



Measuring the ROI of Social Selling
kiss.ly · Everyone's buzzing about social selling. Does it work for your company? In this webinar, we'll cut through the hype and analyze the different ways social supports the sales process.

Like (2) · Comment · Share · 13 hours ago


How You're Connected



2nd 3rd 3rd 3rd

5 second-degree connections
60 Employees on LinkedIn

[See all](#)





Tot 1 januari nog verkrijgbaar met **14% bijtelling**

TOYOTA


14%

People Also Viewed



SMB examples






The So Cal Group

Marketing and Advertising
11-50 employees

1,550 followers [Follow](#)

[Home](#)




Welcome to The So Cal Group, a leader in outsourced customer acquisition. We are excited to welcome you and look forward to providing for your company's needs. The So Cal Group is dedicated to helping our Fortune 500 and 100 clients in their pursuit to acquire new business. We have proven that a firm

[See more](#)

Recent Updates

The So Cal Group Don't spend your time living only in the here and now. Think ahead, and start preparing for your retirement and emergencies by starting an emergency fund and contributing to your retirement accounts. <http://ow.ly/T0tFm>




4 Personal Finance Principles to Live by For a Richer Life
ow.ly · Taking control of your personal finances is key to living a more stress-free and stable life—a truly rich existence. All you need to do is take the first step: start becoming more aware of your bank account, and live by these very basic principals that ...

Like · Comment · Share · 18 hours ago

The So Cal Group "People grow through experience if they meet life honestly and courageously. This is how character is built." -Eleanor Roosevelt


How You're Connected



56 Employees on LinkedIn

[See all](#)

Careers



Interested in The So Cal Group?
2 jobs posted

[See jobs](#)

NEW EBOOK

The Sales Manager's Guide to
**DRIVING SOCIAL MEDIA
ADOPTION AND REVENUE**

[Download now](#)


LinkedIn Sales Solutions

People Also Viewed



SMB examples







Cooliris
Internet
11-50 employees

565 followers [Follow](#)

[Home](#)

Introducing
Visual Messaging




Cooliris is the leader in creating the world's most beautiful messaging and media experiences for mobile and web consumers. The Gallery app on Android, developed by Cooliris, is a top 10 mobile app in the U.S., as measured by comScore. Most recently, Cooliris launched Beamit, a new visual messaging app.

[See more](#)


Recent Updates

Cooliris We're delighted to announce that we've been acquired by Yahoo! Read about it at www.cooliris.com.




Like (28) · Comment (7) · Share · 10 months ago

How You're Connected




14 Employees on LinkedIn [See all](#)

Cooliris Showcase Page





Cooliris
Internet
11-50 employees



Beamit
25 followers
[Follow](#)

Tot 1 januari nog verkrijgbaar met 14% bijtelling



[Bekijk de ultrusting](#) 14%

LinkedIn



LinkedIn

LinkedIn Sales Navigator

You know the art of selling. We can help with the science.





LinkedIn Sales Navigator helps sales professionals be more successful at social selling by leveraging 380M+ professional profiles. Major features include:

- A standalone sales platform
- Advanced Search with Lead Builder
- Lead Recommendations
- Real-time sales updates
- InMails
- Who's Viewed My Profile
- TeamLink

LinkedIn Ads



Sandd Sponsored

Wij bieden u graag een vrijblijvende klantenanalyse t.w.v. € 1.500,-. Meld je nu aan!

Nieuwe klanten?
sandd.nl

+ Follow Sandd • Like (16) • Comment (17) • Share • 27d ago

Edwin Akker, W L Elzenga and 14 others

The screenshot shows a sponsored update from a company named Sandd. The update text is in Dutch, offering a free customer analysis for €1,500. It includes a small image of a woman holding a pink watering can and a logo that says 'IK WIL groei'. Below the update, there are engagement metrics (likes, comments, shares) and a list of users who interacted with it.

- ▶ Cost-per-Click **sponsored updates and ads** on LinkedIn
- ▶ Targeted on **380 mln+** professionals
- ▶ **Targeting** on industry, job, seniority, group membership possible
- ▶ CPC >\$2 but relevancy high
- ▶ **Self-service tool** to build your campaign, target your audience
- ▶ Also **measure results** in Analytics

LinkedIn Account Type: Basic

Home Profile Contacts Groups Jobs Inbox Companies News More

AKOS Engineering Careers - Mechanical Engineering & Consulting with special recruitment services.

Share an update

Attach a link

LinkedIn Today: See all Top Headlines for You

The Twelve Attributes of a Truly Great Place to Work

CHART OF THE DAY: Facebook's Huge Trove Of

Facebook to Launch "Major" Profile Redesign at fs

People You May Know

- Jack Greebe, Trainer, coach or instructor: Learning should be more
- Olav Gimbrère, Directeur/eigenaar, Betabit
- Olivier Coops, COO at Youmedical

Ads by LinkedIn Members

The screenshot shows the LinkedIn homepage for a user named Remy Bronkhorst. At the top, there's a navigation bar with various tabs. A search bar is visible. Below the navigation, there's a highlighted search result for 'AKOS Engineering Careers'. The main content area features a 'Share an update' box, a 'LinkedIn Today' section with three headlines, and a 'People You May Know' section with three suggested connections. At the bottom, there's a section for 'Ads by LinkedIn Members'.



Philips Case Study

Building social engagement
with LinkedIn Targeted
Status Updates

PHILIPS

sense and simplicity



Goal: more social engagement



Challenge

- Present Company Page followers with more relevant news
- Target news by company divisions and products
- Increase social interactions
- Gain insights on where and how followers engage with content

Solution

- LinkedIn Targeted Status Updates
- Target updates by professional interests
- Include employees and media to increase sharing and engagement



Result: 106% increase engagement

Why LinkedIn?

- Precise targeting helps reach desired audience
- Relevant status updates increase engagement
- Detailed analytics help drive content development

Results

- 106% increase in engagement by followers
- More social activity helps build audience for Company Page
- Insights on social engagement can inform new products and services



Setting up a LinkedIn group



eWerving

- **6 years active**
- **3000+ members**
- **10-20 posts/week**
- **Great lead database**

Updates

All Updates

People I'm Following

Yesterday



Robbert Visser recommends reading:
Vertical Banen.nl goede zet VNU Media - E-R: RSS Columnists
1 day ago [Start discussion »](#)



Frank Van Montfort has joined the group. 1 day ago [Send message »](#)



Rogier Van Hamburg has joined the group. 1 day ago [Send message »](#)

Friday



Nicol de Voor started a discussion:
Ervaren Recruiter / Consultant NetWerkt Werving en Selectie in Almere.
1 day ago [Add comment »](#)



Ruud Sablerolle started a discussion:
Accountmanager (FT) voor een detachingsbureau
1 day ago [Add comment »](#)



Michelle Schroen has joined the group. 2 days ago [Send message »](#)



Marco Hendrikse recommends reading:
Een besparing op het recruitmentbudget van 49 cent - Interim Intelligence
2 days ago [Start discussion »](#)



Exercise



- Log-in on LinkedIn (www.linkedin.com)
- Make a profile if you don't have one
- Select 3 potential business partners in your broader network
- Search for a relevant IT Outsourcing group to join

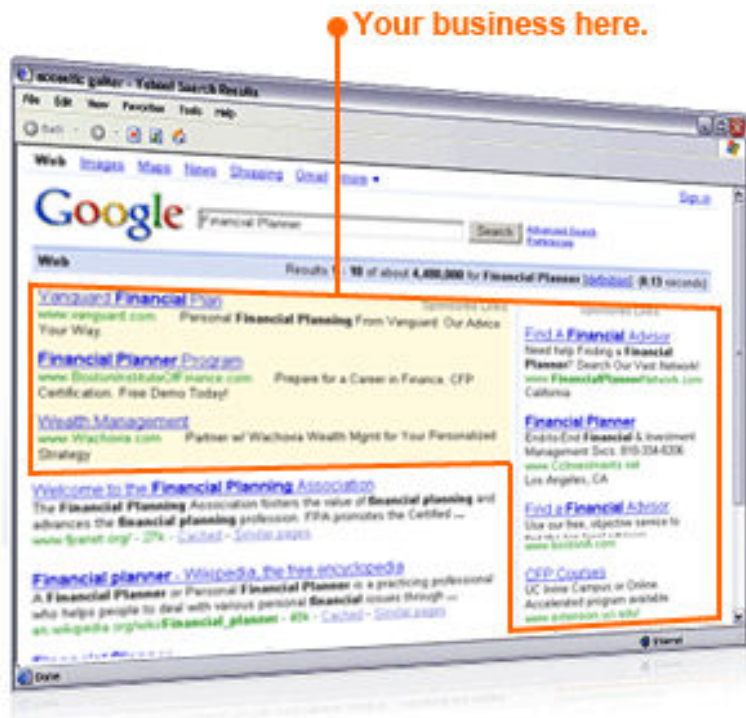


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Introduction to Google AdWords



Advertising through AdWords

- Getting top positions in Google
- 100+ billion searches per month
- Targeting on relevant websites and regions possible
- Self-service tool to build your campaign, target your audience
- More complex tool than LinkedIn, training and expertise required



Customers see your ad when they search

The screenshot shows a Google search for 'it outsourcing ukraine'. The search bar contains the text 'it outsourcing ukraine' and a search icon. Below the search bar are navigation tabs: 'Web', 'Nieuws', 'Afbeeldingen', 'Maps', 'Shopping', 'Meer', and 'Zoekhulpmiddelen'. The search results show approximately 1.870.000 results in 0,74 seconds. The results are divided into two columns. The left column contains organic search results, and the right column contains advertisements. The advertisements are highlighted with blue borders.

Google

Web Nieuws Afbeeldingen Maps Shopping Meer Zoekhulpmiddelen

Ongeveer 1.870.000 resultaten (0,74 seconden)

IT Outsourcing Ukraine - Custom sw development, Kyiv/Lviv
Adv. www.n-ix.com/OutsourcingCompany +380 3222 95767
Own Dev Team/Project Outsourcing.
Wide technology expertise · Domain knowledge
Types: enterprise software, advanced web & mobile, embedded software
Software Testing Own Development Team
Technical Support

Waarom IT Outsourcing? - pinkelephant.nl
Adv. www.pinkelephant.nl/IT-Outsourcing
Ontdek Voordelen van Outsourcing. Vraag Gratis Outsourcing Boek aan!

ICT uitbesteding? - ICT-Infrastructuur? SharePoint? BI?
Adv. www.valid.nl/ICT-uitbesteden
Maak een afspraak en kom langs!

Wetenschappelijke artikelen voor it outsourcing ukraine
Global IT outsourcing: software development across ... - Sahay - Geciteerd door 270
... for the impact of cultural differences on IT outsourcing - Gurung - Geciteerd door 80
Global IT outsourcing - Sahay - Geciteerd door 65

Advertenties

It Uitbesteden
www.personalprogrammer.nl/Nearshoring
Succesvol Programmeurs Nearshoren?
Wij regelen het graag voor u. Tip!

It Outsourcing?
www.hosted.nl/it+Outsourcing/
*Veilig & Zorgeloos ICT Uitbesteden
Eén aanspreekpunt. Vraag nu advies!

Remote developers
www.moqod.com/teams
Hire top talent from Eastern Europe
Low rates and impressive skills

Ecommerce Services
www.divante.co/Nearshoring_Poland
Webshops Development - Outsourcing.
We are Leader in Poland - Check it!

Which ad is the best?



mobile app developer



Web

Images

News

Videos

Maps

More ▾

Search tools

About 180,000,000 results (0.71 seconds)

Hire Mobile App Developer - Full Time only \$1395+Month

Ad www.virtualemployee.com/Hire-Developers ▾ +1 877-697-8006

Hire Mobile Application Developers India

ISO Certified · Free Trial · Monthly Rolling Contracts · Customised Recruitment
Video Testimonials - VE Office - Image Gallery - Get My Free Quote - Services

We Build Mobile Web Apps - salsitasoft.com

Ad www.salsitasoft.com/ ▾

Cross-Device Apps for Smartphones. One App, Every Smartphone & Tablet.

Mobile App Developers - Agile or Waterfall? Your Choice

Ad www.devodrome.com/mobile-apps-dev ▾

Check Portfolio. Request a Quote:

Contact - What We Do - Portfolio - About Us

How To Build Your First Mobile App In 12 Steps: Part 2 ...

Ads

App Builder

cloud.google.com/AppSolutions ▾

Build Your Mobile App with Google.

Host on Scalable Automatic Backend

Only The Best App Devs

www.toptal.com/App-Developers ▾

4.9 ★★★★★ rating for toptal.com

Our Developers Are In The 96th

Percentile. Do Not Pay For 2-Weeks.

Application development

www.pgs-soft.com/ ▾

Over 300 developers in Poland work
for 80 clients in Europe and US



Make sure to have a relevant landingpage

Mobile App Developers - Agile or Waterfall? Your Choice

Ad www.devodrome.com/mobile-apps-dev

Check Portfolio. Request a Quote:

[Contact](#) - [What We Do](#) - [Portfolio](#) - [About Us](#)

The screenshot shows the Devodrome website landing page. The header includes the Devodrome logo (a blue 'd' icon followed by the text 'Devodrome the development arena') and a navigation menu with links for Home, About, Services, Method, Portfolio, Blog, and Contact. A search icon is located in the top right corner. The main content is divided into two columns. The left column is titled 'WHAT WE DO' and contains a paragraph about skills in mobile applications, web development, and graphic design. Below this is another paragraph stating that the project will be managed in one place. A note says 'Click on the headings below for details.' Underneath are two sections: 'MOBILE APPLICATIONS' and 'WEB DEVELOPMENT', each with a red square icon containing a white checkmark. The right column is titled 'HOW WE WORK' and features a list of six steps, each with a red square icon containing a white checkmark: 1. Concept. Preliminary quote. 2. Specs document. Firm-fixed-price contract. 3. Visual design 4. Coding 5. Testing, tweaking and client approval 6. Project deployment and delivery 7. Warranty. Post launch support. At the bottom of the right column is a dark grey button with the text 'REQUEST FOR PROPOSAL' in white capital letters.



Hire Mobile App Developer - Full Time only \$1395+Month

Ad www.virtualemployee.com/Hire-Developers +1 877-697-8006

Hire Mobile Application Developers India

ISO Certified · Free Trial · Monthly Rolling Contracts · Customised Recruitment

Video Testimonials - VE Office - Image Gallery - Get My Free Quote - Services

Video Call Us | sales@virtualemployee.com | Open 24 hours Mon – Fri | (+1) 877 697 8006 | (+1) 416 915 8941 | (+44) 203 478 5941 | (+61) 280 733 418



HOME ABOUT US SERVICES WHY VE RESOURCES CONTACT US

Get Free Real Resumes



Hire Mobile Apps Developers

Home » Services » Hire Mobile Apps Developers



As the use of mobile devices is increasing by the day, a major chunk of the Internet is shifting to these highly dynamic web surfing tools. This trend is going to scale new heights in the near future and, therefore, entrepreneurs and companies having stake in online business cannot afford to ignore mobile device users. The best way to tap this huge, growing market is to create useful mobile applications.

VirtualEmployee.com's Mobile Apps Development Services

Now create as many apps as you wish and establish yourself as a leader in the industry.

What We Do For You



Apps Strategy

We give the utmost importance to App strategy as the whole usability of the application depends on it. Our designs and codes are based on a comprehensive App strategy.



Apps Designing

We believe is using the latest designing guidelines while creating Mobile Apps. With this approach we are able to create highly dynamic UIs that are both user-friendly as well as feature-rich.



iPhone Development

Our highly experienced team of iPhone developers can deliver applications that establish your reputation as a mobile-friendly business. [Read More...](#)







Customers see your ad when they surf

Mashable

708
SHARES

Share on Facebook

Share on Twitter



mileage may vary.



You can mirror your Android homescreen to a TV via Chromecast, but the stream can be very choppy, like this 3D game.

IMAGE: JON LYNN

Android users have one feature iOS users don't: home screen mirroring directly to the TV. I found this feature useful for displaying photos from my phone's photo gallery and tossing up Chrome or a Google Doc or Slides presentation, but performance was terrible for any kind of 3D gaming or even streaming video. For Android users, Chromecast is a lot cheaper than buying an Apple TV to mirror an iOS device over AirPlay, but the experience can be unpredictable.

You can also download the [Google Cast](#) extension for the Google Chrome browser and stream

WORLD

Epic video of whales swimming under the Northern Lights

5.9K SHARES

Warschau
Retour vanaf
EUR **169,-**



Measure traffic & quality metrics

The screenshot shows the Google AdWords interface. At the top, there are navigation tabs: Home, Campaigns (selected), Opportunities, Reports, and Tools. A red banner at the top left contains a warning: "None of your payment methods can be charged. - Change or update your payment". Below this is a search bar and a left sidebar with "All campaigns" and a list of campaigns: "Cycling Tours", "Fietsvakantie Spanje", and "Test". The main area is titled "All campaigns" and includes filters for "All but removed campaigns", "Segment", and "Monthly". A dropdown menu is open, listing various tools: Change History, Conversions, Attribution, Google Analytics, Google Merchant Center, Keyword Planner, Display Planner, and Ad Preview and Diagnosis. Below the filters is a line chart showing "Clicks" over time, starting at 150 in April 2013 and dropping to 0. At the bottom, there is a table with columns for Campaign, Budget, Status, and Campaign Type.

	Campaign	Budget	Status	Campaign Type
<input type="checkbox"/>	Cycling Tours	€5.00/day	Paused	Search Network only
<input type="checkbox"/>	Fietsvakantie Spanje	€10.00/day	Paused	Search Network only
<input type="checkbox"/>	Test	€50.00/day	Paused	Search Network only



Measure AdWords in Analytics

Acquisition			
	Sessions ↓	% New Sessions ↓	New Users ↓
	398	84.42%	336
1 Paid Search	154		
2 Organic Search	110		
3 Referral	73		
4 Direct	58		
5 Social	3		

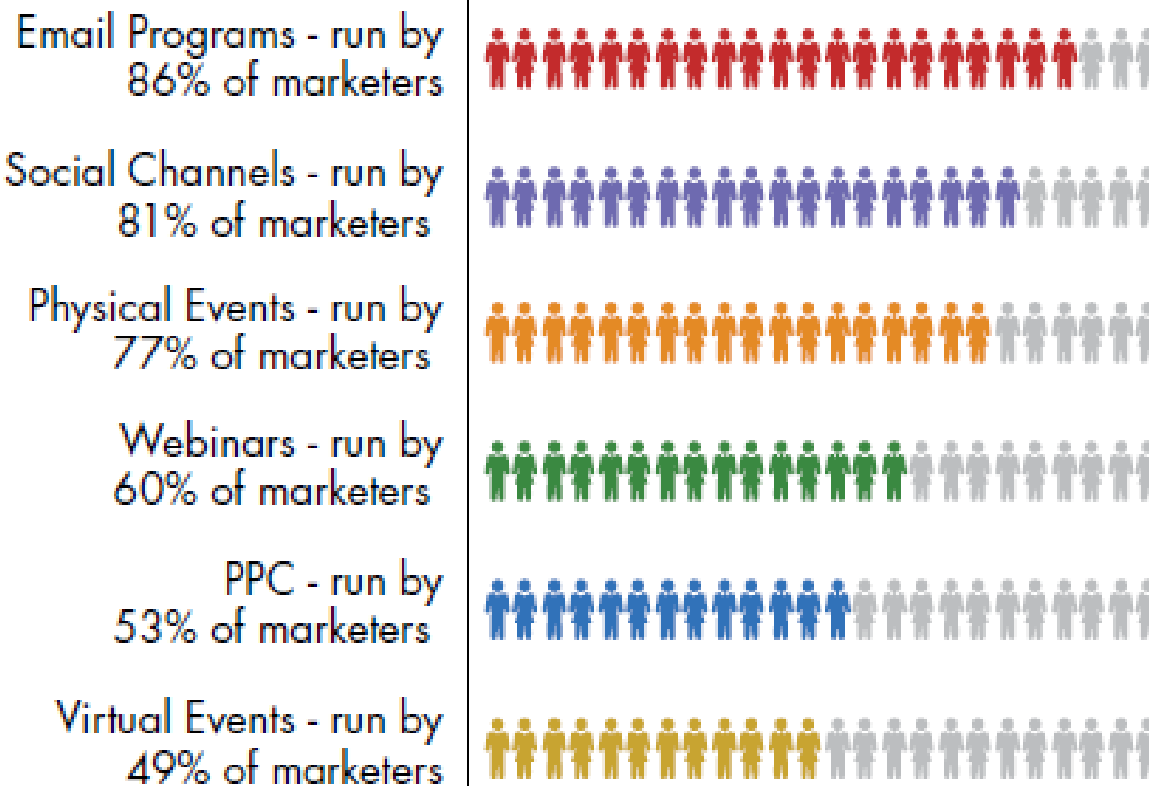


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Email the most widely used B2B marketing channel





Both by sales guys who aggressively email you



wo 7-10-2015 20:57

Stokes, Kevin <kstokes@Cogentco.com>

RE: Expand Online and Cogent

Aan Willem Blom - Expand Online

Action Items

+ Meer apps opha

Sent: Wednesday, September 30, 2015 11:25 AM

To: wblom@expandonline.nl

Subject: Expand Online and Cogent

Willem,

It looks like Cogent has reached out a number of times over the years but we haven't found the right opportunity to work together yet. I'm hoping we can set aside a few minutes to discuss your initiatives and challenges for 2016 and beyond with an eye towards how they will impact your network. I believe there may be a few strategic areas where Cogent could add value.

As a reminder, Cogent is a Tier 1, global, all fiber optic ISP that only works with businesses. We specialize in working with companies like Expand Online who need high quality, affordable fiber optic connectivity, and help them future proof their networks. We do things very differently than other carriers from 100% guaranteed uptime to easy access to live support engineers. Is there a day/time next week that would work best for a brief conversation?

Thanks Willem.

For more on Cogent please see www.cogentco.com

Kevin M Stokes

National Accounts Manager

Cogent Communications | Minneapolis, MN | www.cogentco.com

office: 612-217-5512 | mobile: 612-377-1313 | email: kstokes@Cogentco.com



And through more sophisticated techniques

The screenshot displays the MailChimp email editor interface. At the top left, there is a 'Test' button with a monkey icon. On the top right, there are menu options: 'Help', 'Preview & Test', and 'Save & Exit'. The main workspace is divided into several sections. At the top, there is a placeholder for an image with the text 'Drop an image here or Browse'. Below this is a 'Drop Block Here.' area. The central part of the workspace shows a preview of an email template titled 'Designing Your Email' with the subtitle 'Creating an elegant email is simple'. The preview text reads: 'Now that you've selected a template to work with, drag in content blocks to define the structure of your message. Don't worry, you can always delete or rearrange blocks as needed. Then click "Design" to define fonts, colors, and styles.' Below the preview, there are two columns labeled 'Left Column' and 'Right Column', each containing a placeholder for an image. On the right side, there is a sidebar with tabs for 'Layout', 'Content', 'Design', and 'Comments'. The 'Content' tab is active, showing various content blocks like 'Text', 'Boxed Text', 'Divider', and image placeholders. A 'Design' panel is also visible, showing options for 'Background' (set to #F2F2F2), 'Border Top' (0 px), 'Email Border', and 'Border' (0 px). At the bottom of the interface, there is a navigation bar with buttons for '< Back', 'Recipients', 'Setup', 'Design' (highlighted), 'Plain-Text', 'Confirm', and 'Next >'. A 'Divider' block is highlighted in the main workspace, and a 'Page Design' panel is also visible, showing options for 'Background', 'Border Top', 'Email Border', and 'Border'.



Email marketing automation helps you organise your email programs





You can **test your email** marketing to see what graphics, headlines, and offers your users and customers respond to.

You can **send one version** of an email to part of your list and a **second version** of an email to a different part of your list.

Then using **tracking tools** you can analyze which marketing message worked better.



Exercise

- Segment your current clients and leads into 3 different groups
- Write what the characteristics are per group
- Make an outline of the email content for each group
- Think about an attractive email title and headers

If you want to have feedback on your work, send it to willem@expandonline.nl



Thank you!
Questions?

