

# COMMUNICATION

**A new challenge to reach the new generations.**





**LUIS**

**CEO AGRINEWS**

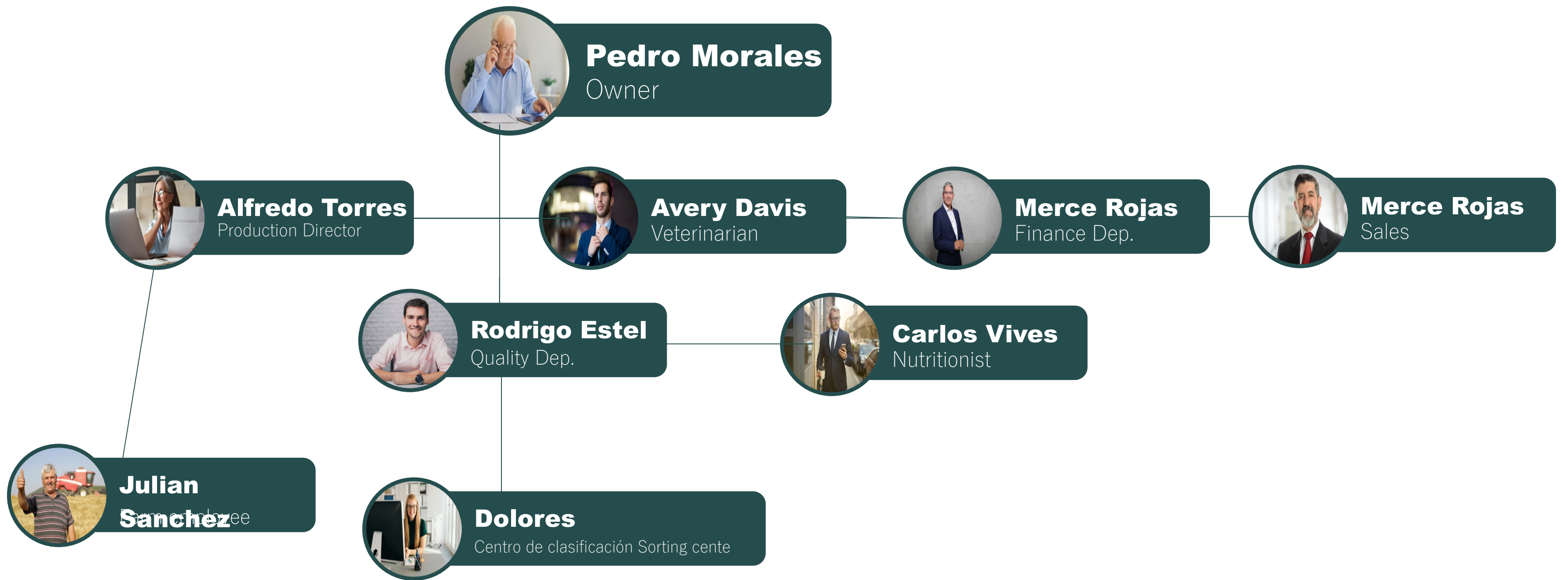
**CARRASCO**

# **GENERATIONS IN OUR CLIENTS INDUSTRIES**



# ORGANIGRAM

# BABY BOOMERS, GEN X GEN Y, GEN Z





# WHERE CAN WE FIND EACH GENERATION?



## Ana Brito

---

Generation Z (1997-2012)



Social Media  
(Instagram, Tik Tok)



## Marcos Vilas

---

Millennials (1981 a 1993)



Newsletter (mailing)



## María Izquierdo

---

Generation X (1965 y 1981)



Social Media (Facebook,  
Linkedin) and web



## Pedro Rodriguez

---

Baby boomers (1945 y 1964)



Traditional media (TV,  
Radio, TV etc)

# Marketing

## B2B vs

## B2C



# Marketing B2B vs

B2B

- **They sell products or services to industries.**
- **Few customers and high purchase volumen**
- **Long-term relationships**
- **Specific needs.**
- **Decision-making involves differents departaments**

B2C

- **Sell products or services to individuals.**
- **Personal consumption.**
- **Decision-making is emotional.**
- **Want quick and immediate results.**

**B2B**

**BETWEEN**

**60-90%**

**OF THE BUYING DECISIONS ARE MADE  
BEFORE PICKING UP THE PHONE, THROUGH  
ONLINE RESEARCH**







# **B2B** **NEEDING AND WANTING.** **BEHAVIOR ANALYSIS**

# B2B

## TRUST

**T** reduce perceived risk and gain customer trust.

## LOYALTY

Slow sales, high costs, expensive services, much greater **customer lifetime value, customer for life.**



# MARKETING & SALE

**S** **MUS** GO HAND IN HAND,  
**T** **ALWAYS!**

# **SELLING FROM** **MINUTE 1**





KEY POINTS

# Purchase process

LC  
LUIS CARRASCO

## 1. ATTRACTION



KEY POINTS

# Purchase process

LC  
LUIS CARRASCO

1. ATTRACTION



2. INTERACTION



# Purchase process

1. ATTRACTION



2. INTERACTION



3. CONVERSION



# Purchase process

1. ATTRACTION

DISCOVERY



2. INTERACTION

CONSIDERATION

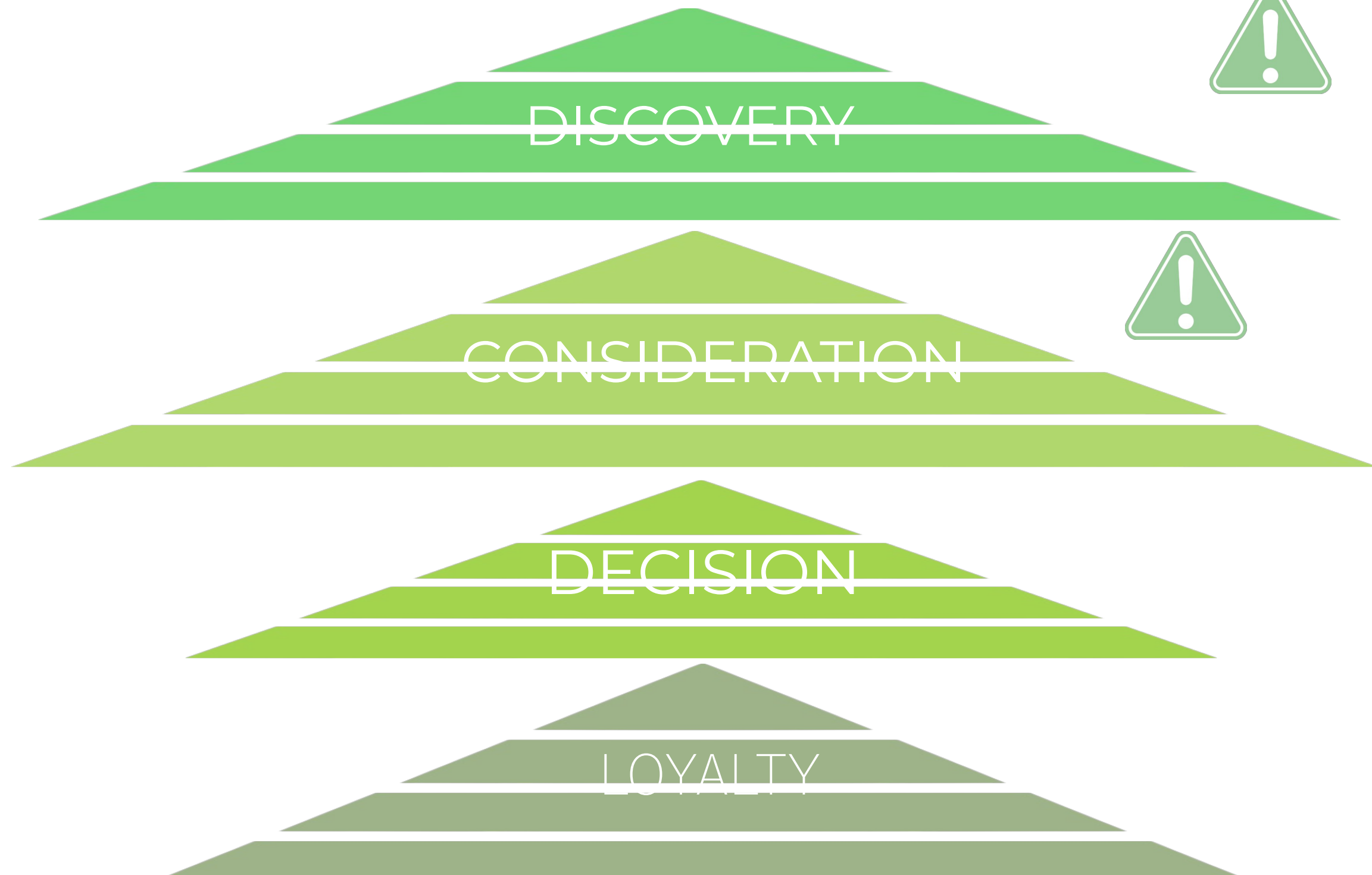


3. CONVERSION

DECISION

4. LOYALTY

LOYALTY

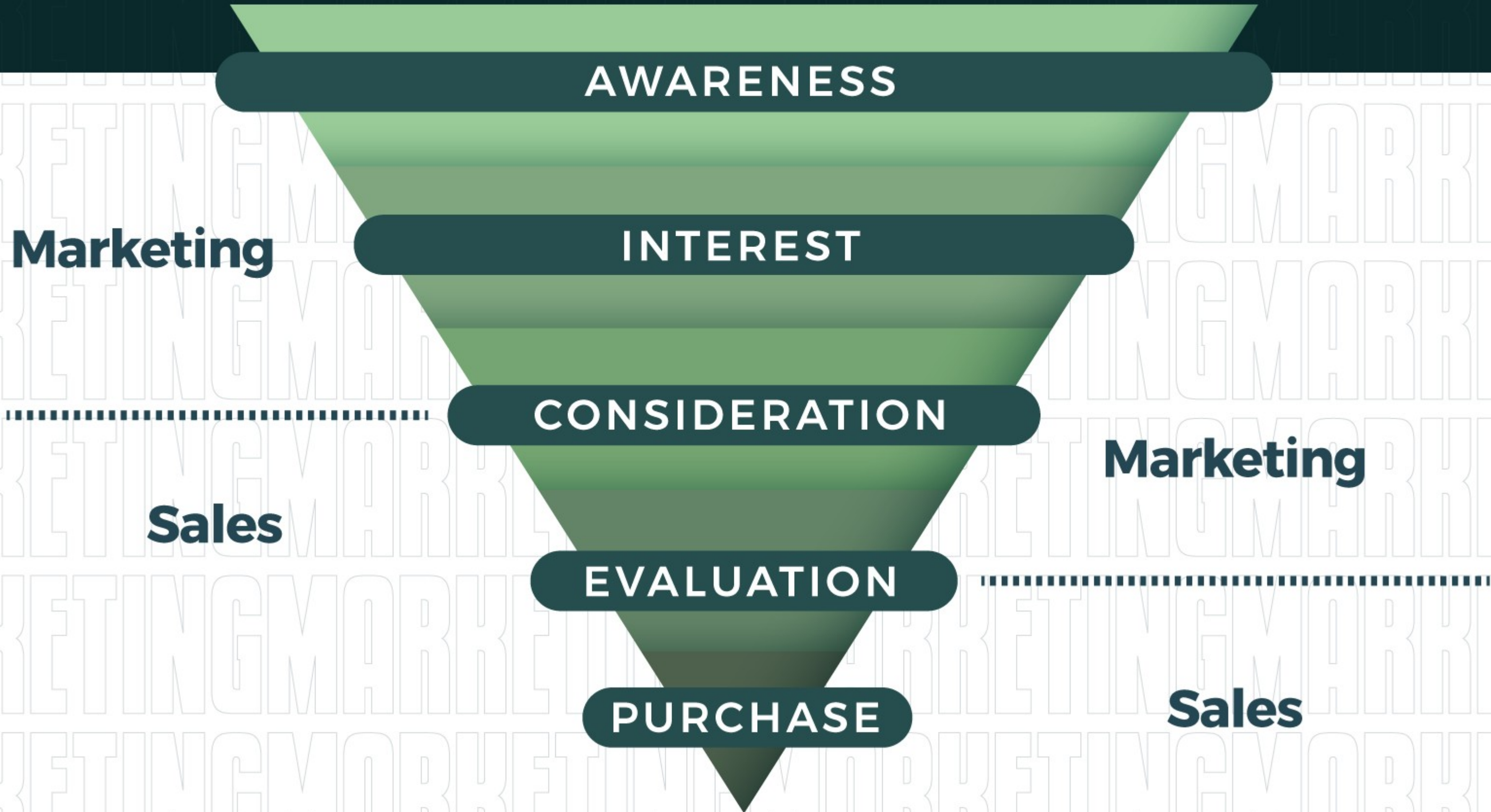




# THE NEW B2B SALES AND MARKETING FUNNEL

**BEFORE**

**NOW**



# LEAD MANAGEMENT



# Generation of

# Demand



**INBOUND**  
MARKETING

**OUTBOUND**  
MARKETING

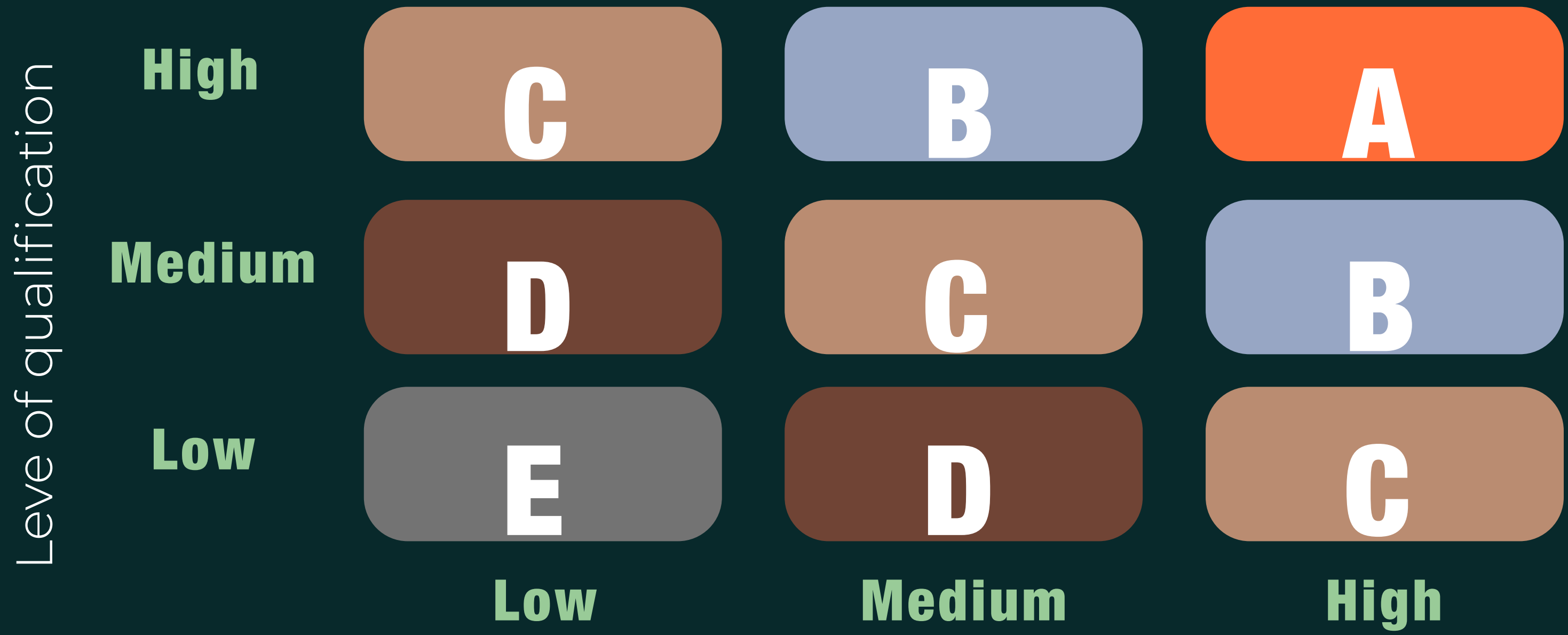


# Account-based

**TARGETING INDIVIDUALS OR SMALL GROUPS**  
**A JOINT MARKETING, TECHNICAL, AND SALES**  
**STRATEGY**



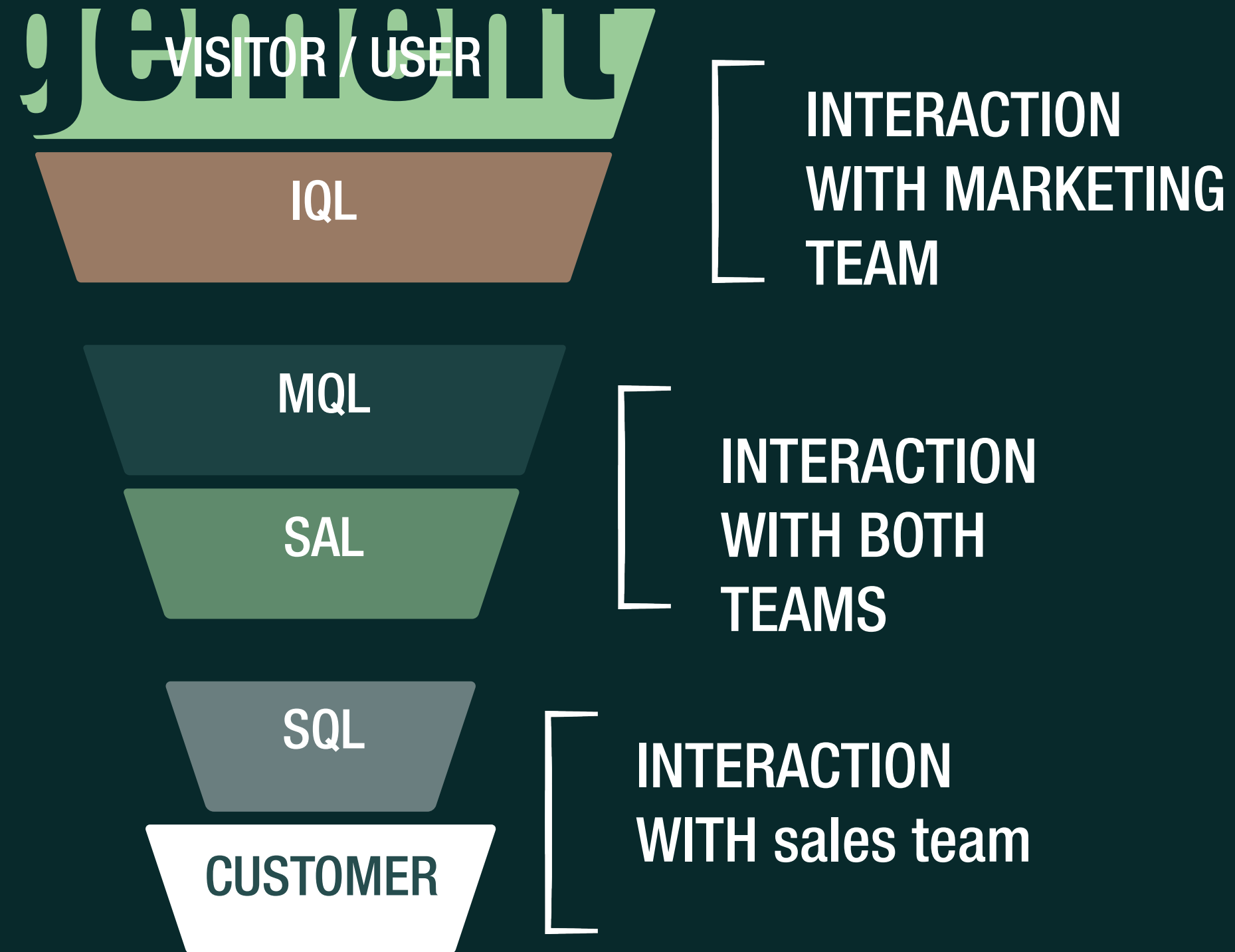
# Lead Management



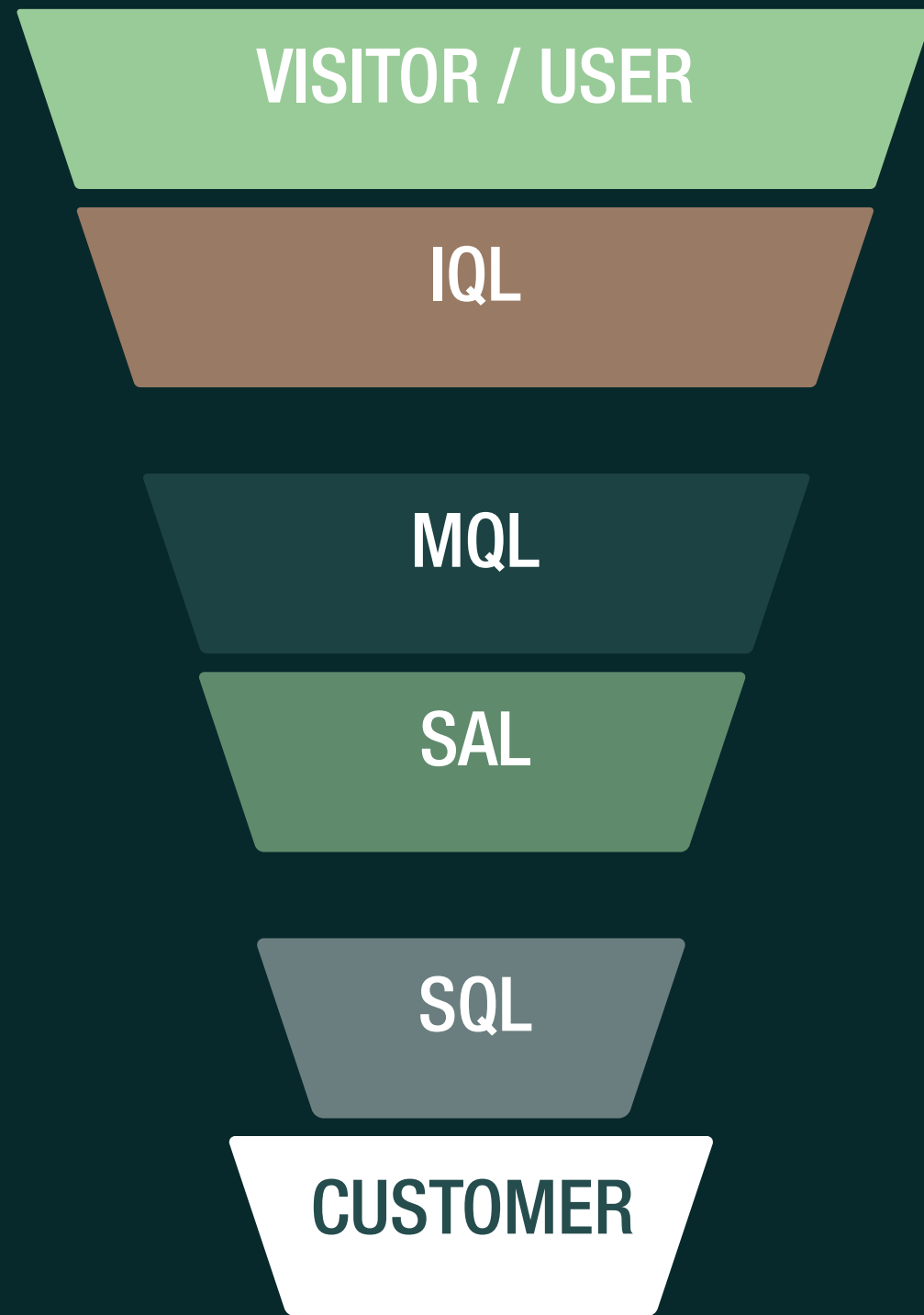
Level of interest



# Lead





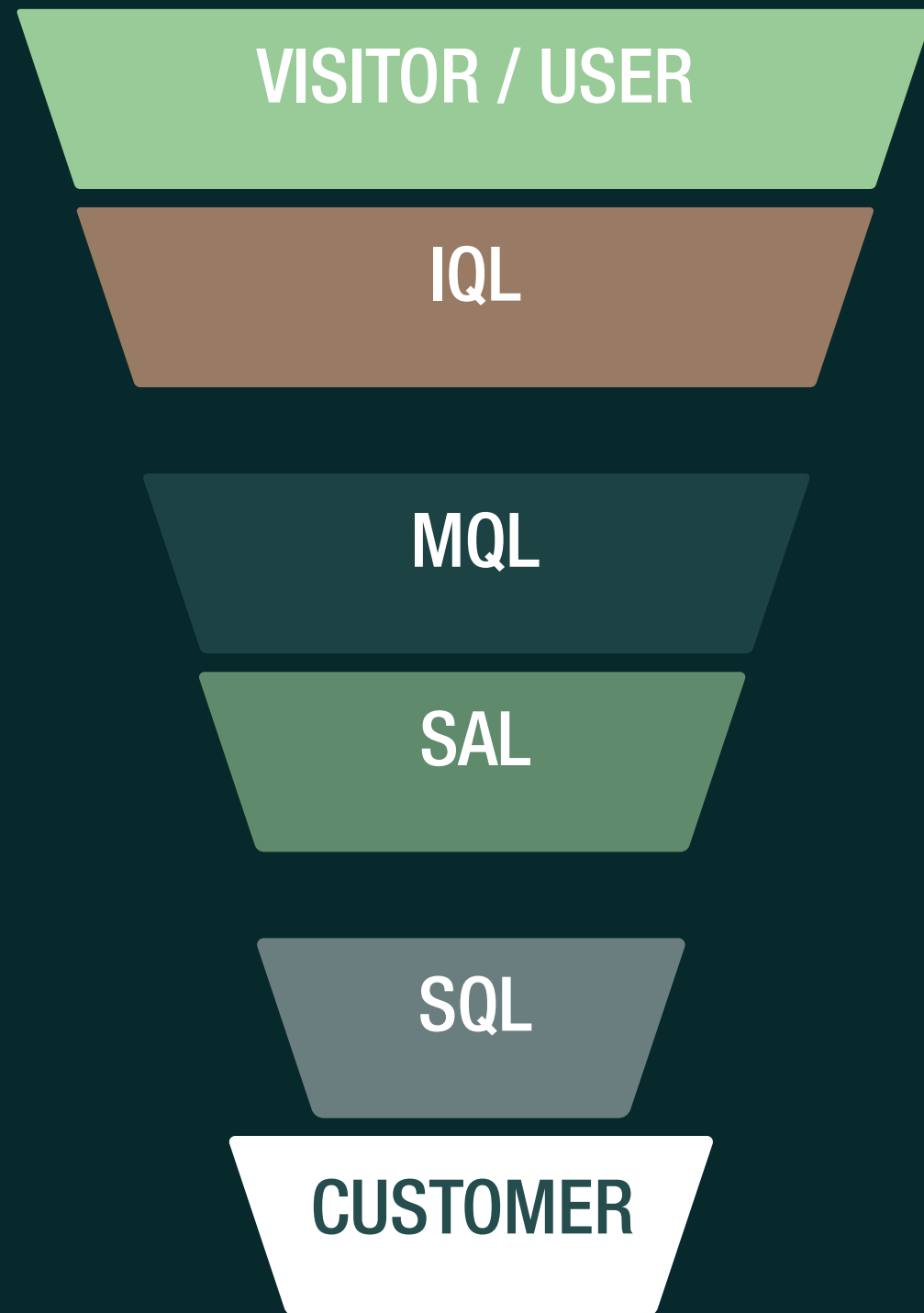


# IQL

**IQL** Information Qualified Lead



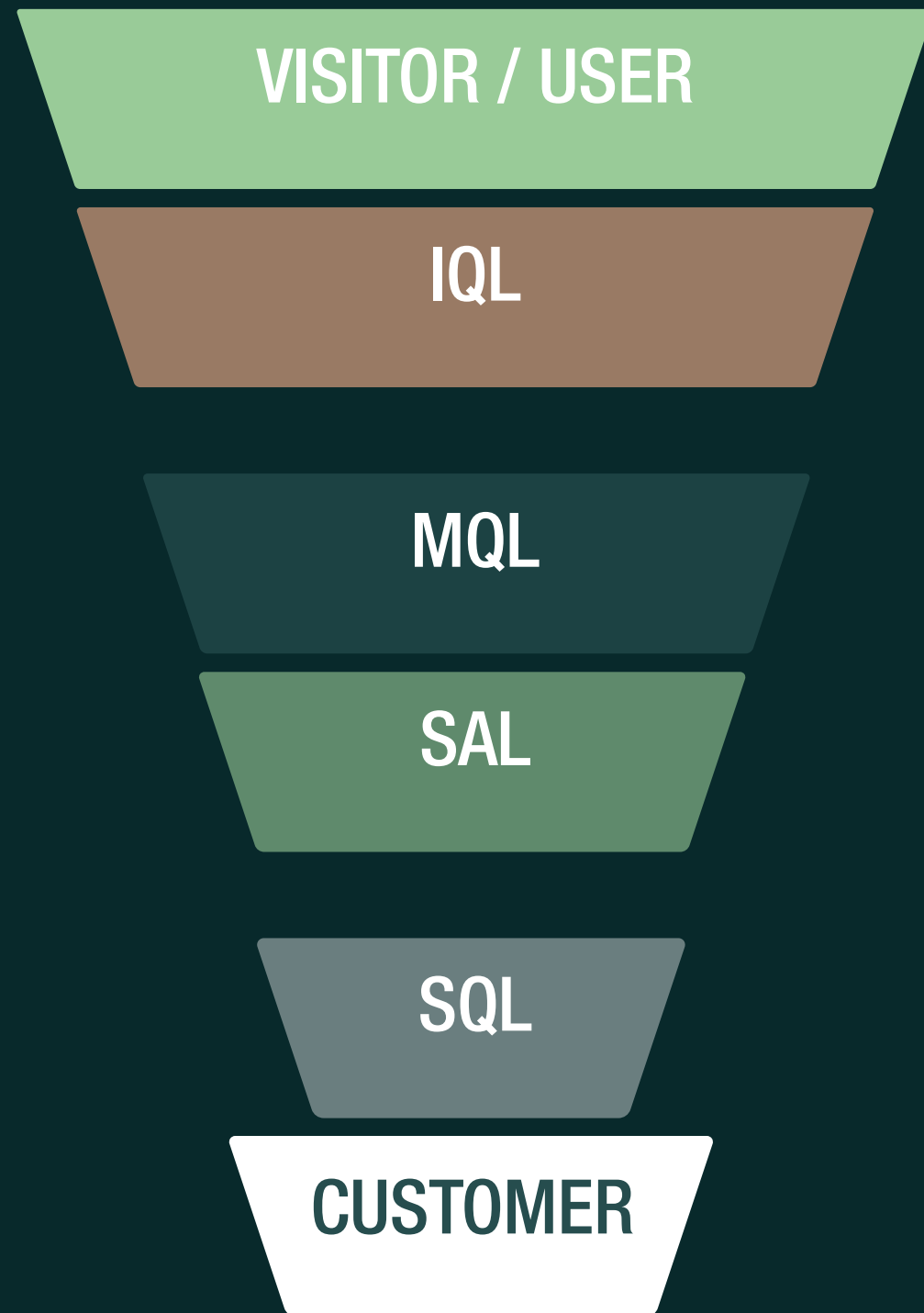




# MQL

**MQL Marketing Qualified Lead**

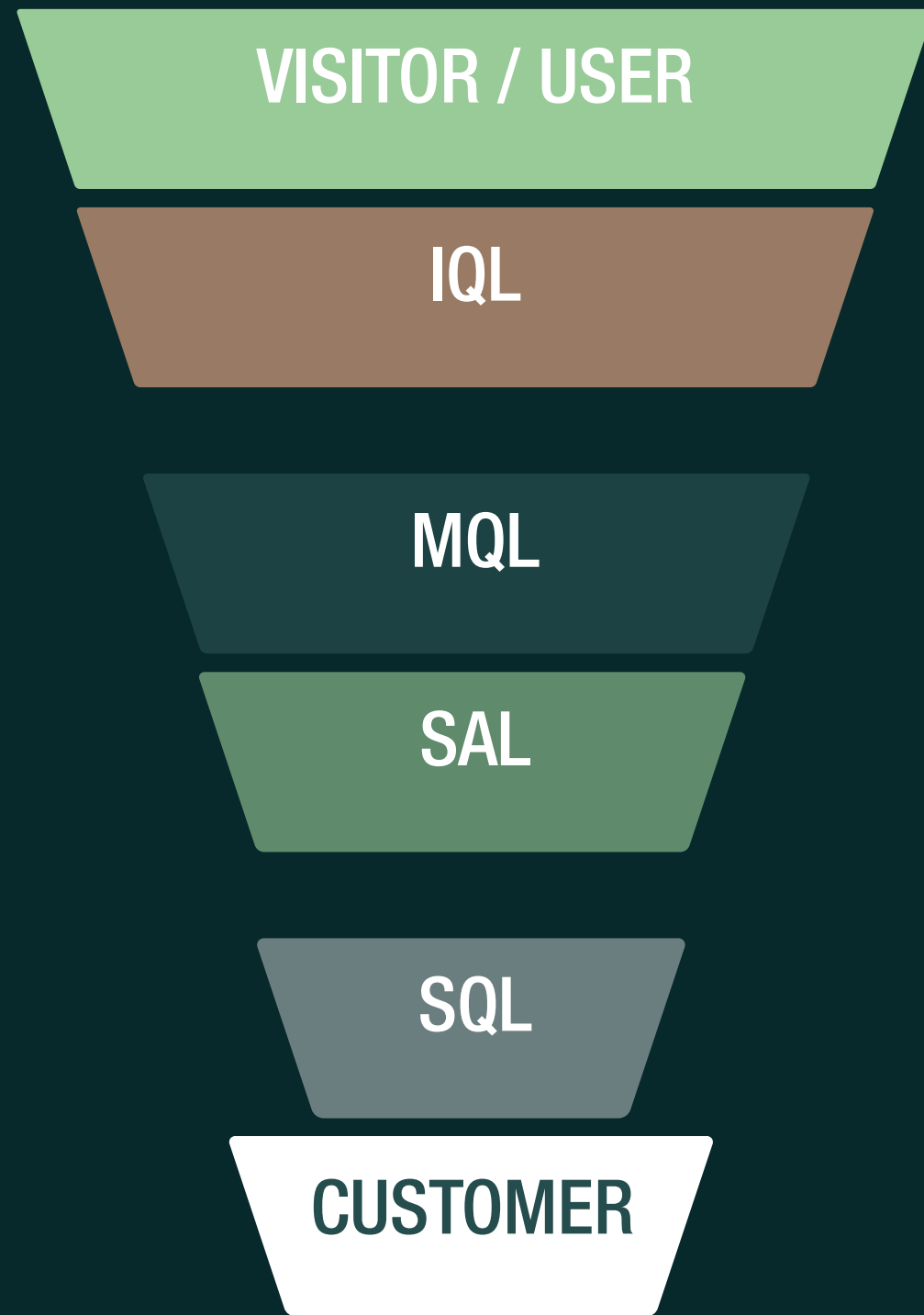




# SAL

**SAL Sales Accepted Lead**



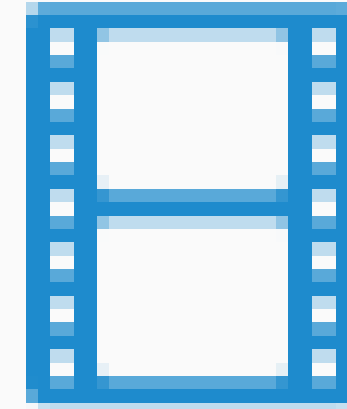


# SQL

**SQL Sales Marketing  
Lead**



# SEGMENTATION OF OUR **DATABASE**



# OMNICHANNEL

**APPROACH**



# Omnichannel strategy

aviNews.com

## Printed Magazine



**MORE THAN 8,000 READERS / PRINTED EDITION**

Editions  
· March  
· June  
· September  
· December

## Newsletters

**MORE THAN 72,000 SUBSCRIBERS**

Models  
Monographics ·  
Specials ·  
Thematics ·  
Generics ·

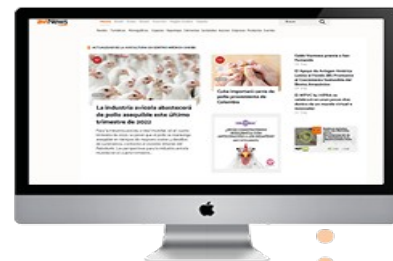


## agriNews TV agriFM



Youtube Canal  
agriNews TV  
Own website + APP  
Channels and programs

## Web



**MORE THAN 2,200,000 / VIEWS PAGES / YEAR**

## Social Media

**+ 165,000 aviFans / on our Social Media**

FB + 110,000 followers ·  
IG + 20,000 followers ·  
TW + 20,000 followers ·  
LNKD + 7,000 followers ·  
YOUTUBE + 9,000 followers ·

Post/Videos  
Campaigns  
Collaborations/  
Recommendations  
Lives/Programs



## La Voz Ganadera

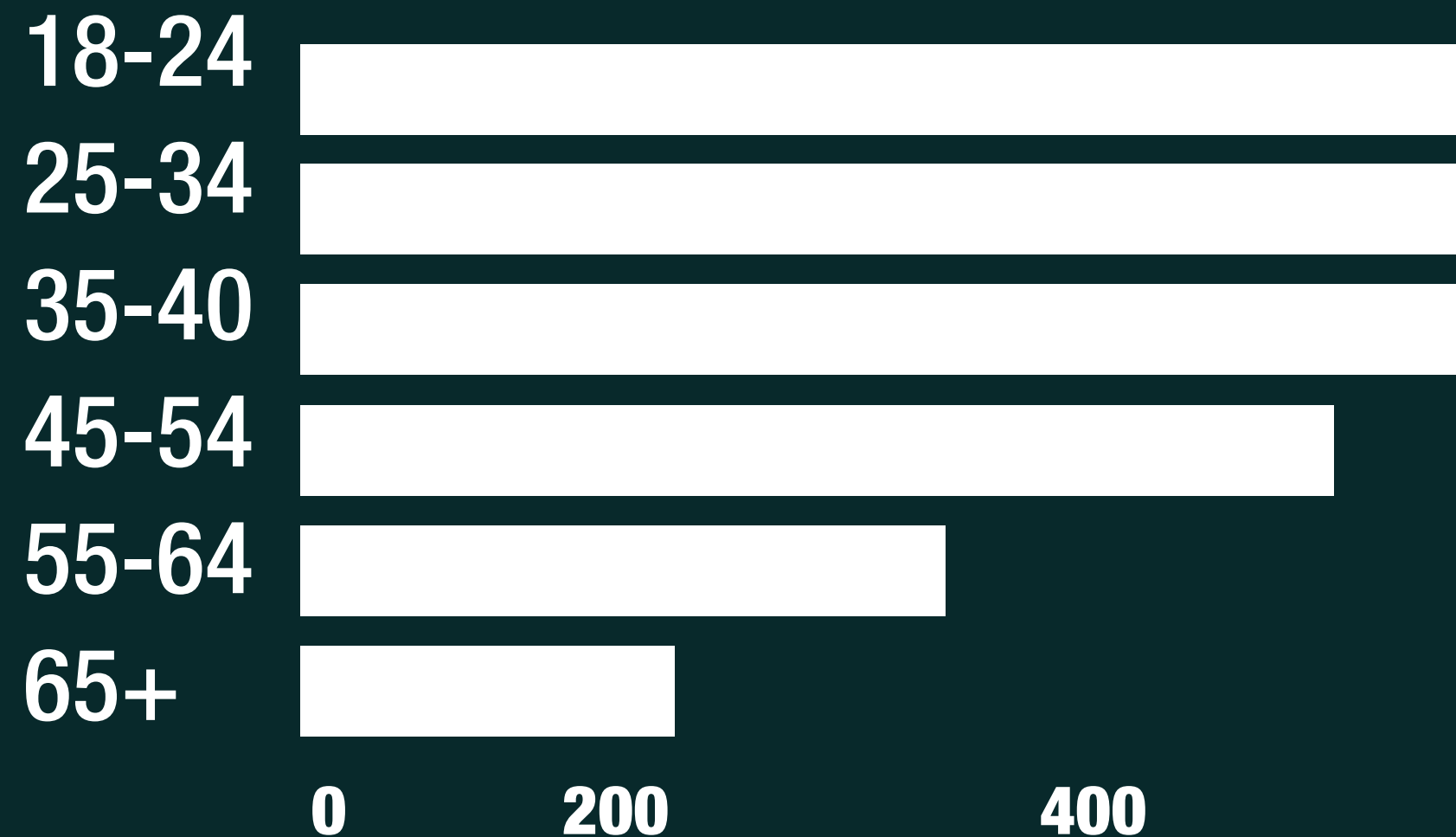


Crowdfunding project  
Social media channel, Web  
and different projects

# REACH

With this omnichannel strategy we reach several generations.

USERS BY AGE



# TOP 5 Social Media

**FACEBOOK** 2.936 millions of users

**YOUTUBE** 2,476 millions of users

**INSTAGRAM** 1.440 millions of users

**LINKEDIN** 900 millions of users

**TWITTER** 354 millions of users

**WECHAT** 1.327 billion of users

**TIKTOK** 1,081 millones of users





# **“EVERYONE” USES A NETWORK**

**Keys to Social  
Media**



**IT SHOULD BE USED TO ATTRACT  
USERS INTERESTED IN YOUR CONTENT  
NOT JUST SENDING ONE-WAY  
MESSAGES**

**Keys to Social  
Media**



» **LOW READING TIMES**

» **IT REQUIRES DEDICATION**

» **EACH NETWORK HAS ITS OWN CHARACTERISTICS**

**Keys to Social  
Media**

AVERAGE

# Social media activity

Minutes per day



**Average daily time** spent by internet users on social media worldwide.

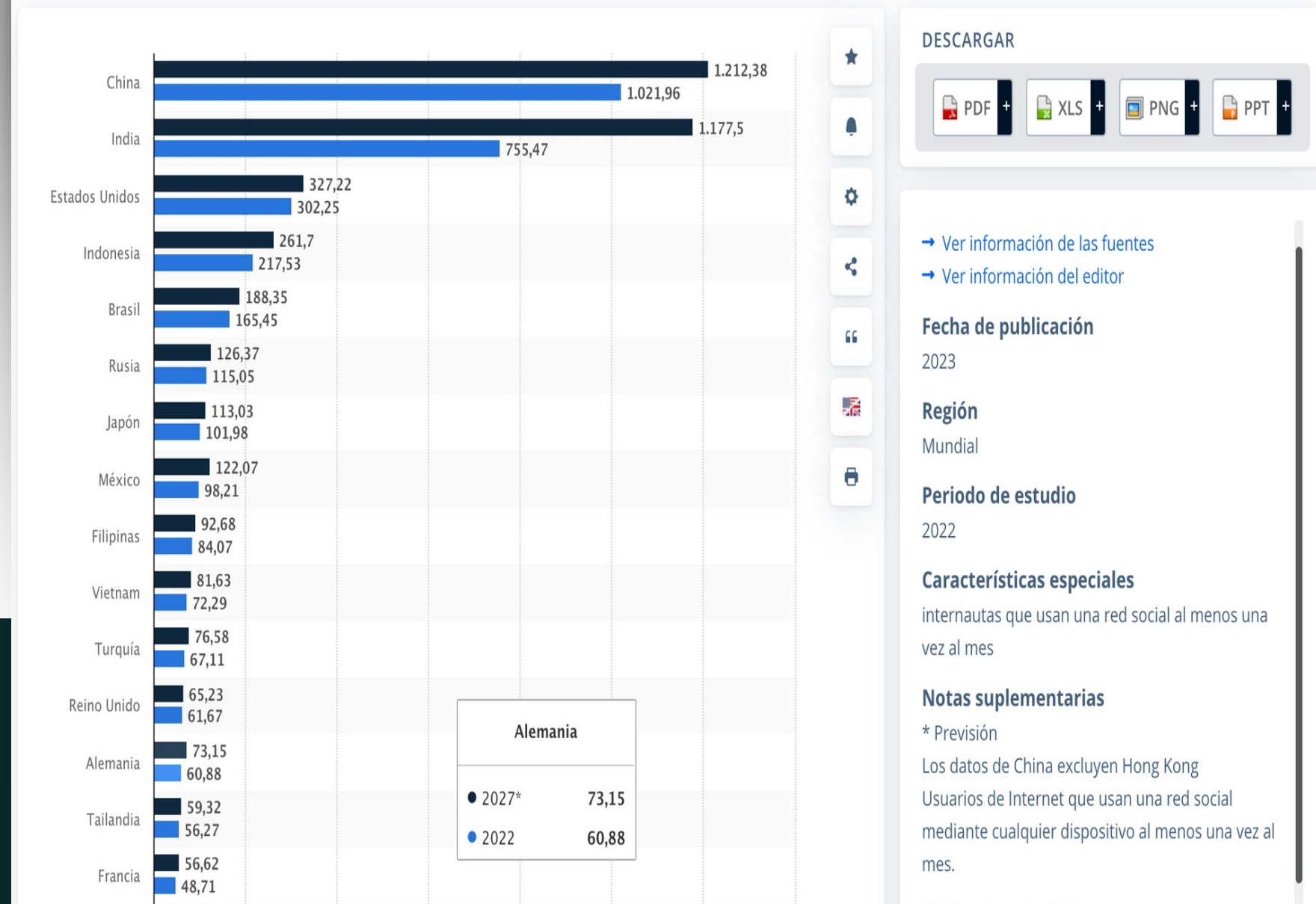


AVERAGE

# Social media activity

Número de usuarios de redes sociales en países seleccionados en 2022 y 2027

(en millones)



**Number of social media users in selected countries in 2022 and 2027 (in millions)**



TYPES OF CONTENTS

# Facebook



MESSENGER

LIVE

EVENTS

GROUPS

STORIES

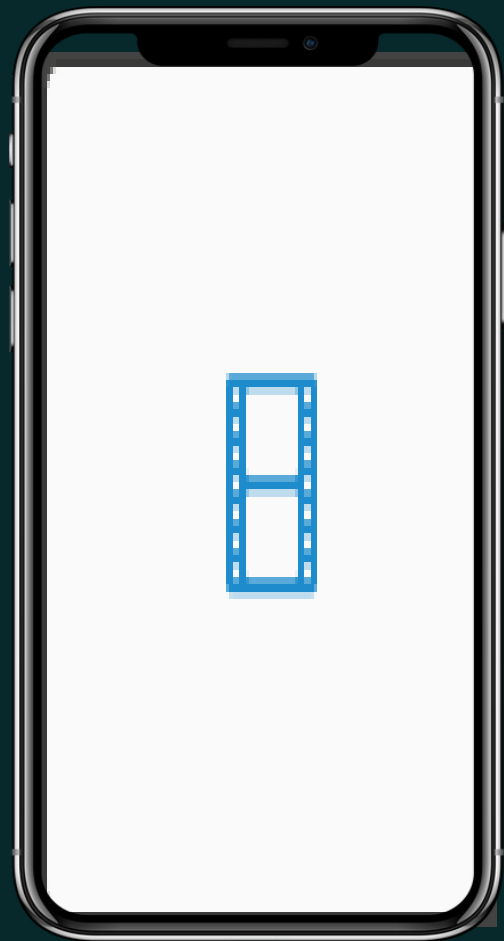
META BUSINESS SUITE

## FACEBOOK REELS

**Allows users to create and share short and engaging videos**

TYPES OF CONTENTS

# Instagram



## INSTAGRAM REELS

INSTAGRAM GUIDE

INSTAGRAM LIVE

HIGHLIGHTED STORIES

CHAT DE COMUNIDAD

DMS

INSTAGRAM ANALYTICS

**Allows users to create, share, and discover short, engaging video content. These videos are typically 15 to 60 seconds long.**

## TYPES OF CONTENTS

# Twitter

CHAT

TWITTER COMMUNITIES

TWITTER TRENDS



## TWITTER ADS

**Advertising platform provided by Twitter that allows businesses and individuals to create and promote ads on the Twitter platform.**

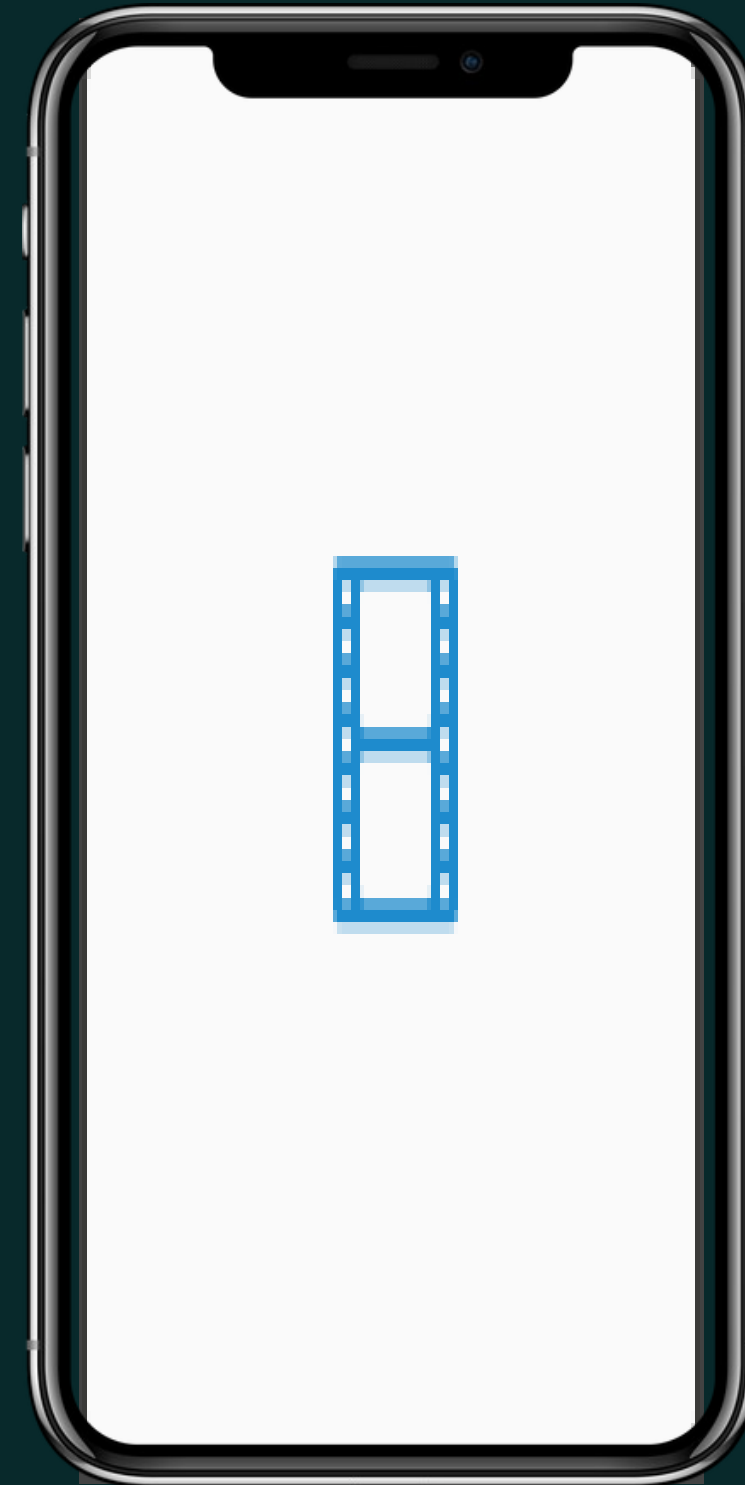


TYPES OF CONTENTS

# Youtube



SHORTS



**Is a short-form video feature on the YouTube platform that allows users to create, share, and discover videos that are typically 60 seconds or less in duration.**

TYPES OF CONTENTS

# Youtube



CHANNEL ORGANIZATION

LIVE STREAMING

YOUTUBE PLAYLIST

YOUTUBE ADS

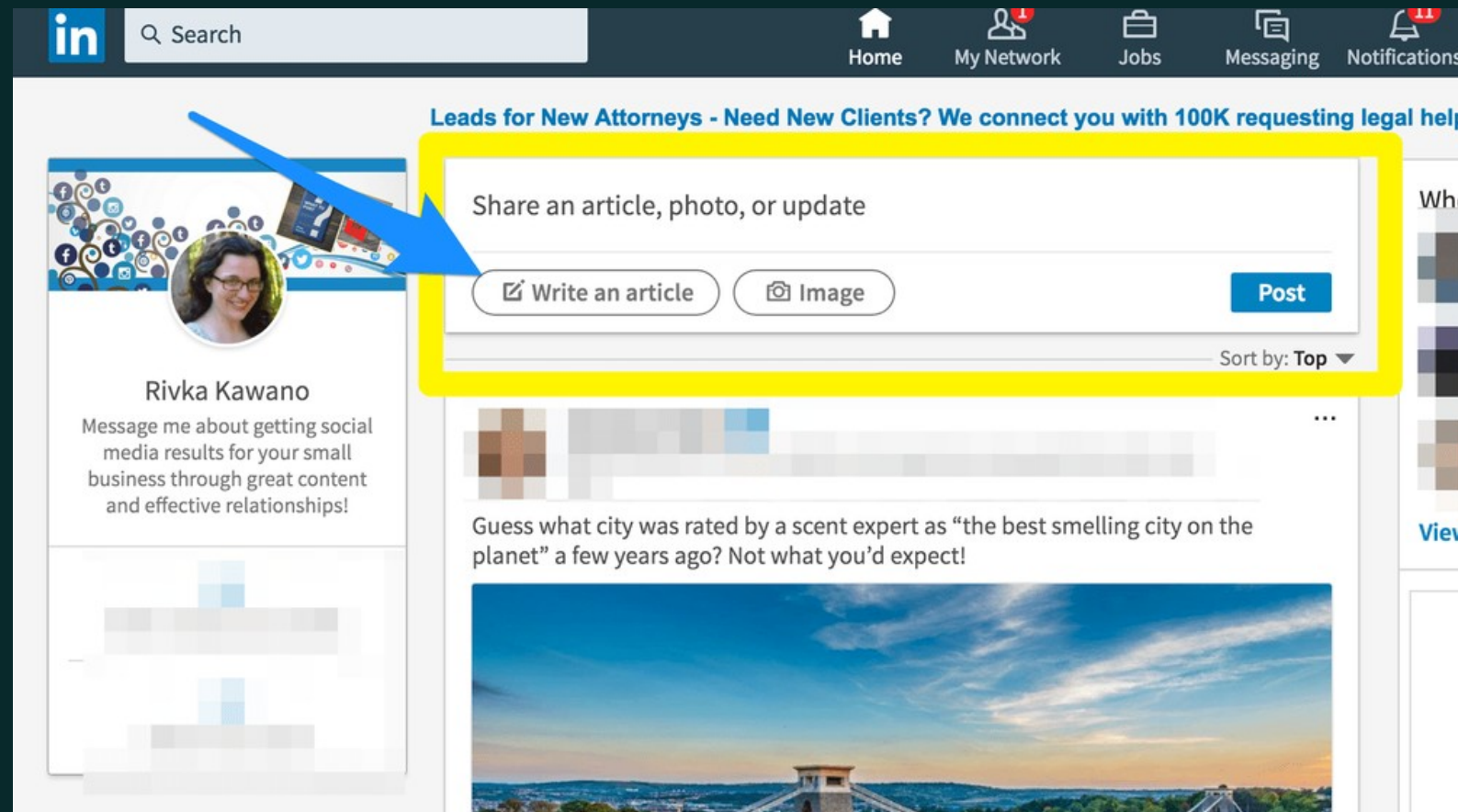
REPOSITORY

YOUTUBE SHORTS

**REPOSITORY**

## TYPES OF CONTENTS

# LinkedIn



## ARTICLES

EVENTS

LINKEDIN NEWSLETTER

SALES NAVEGATOR

LINKEDIN ADS

COMPANY PAGE INVITATION

GROUPS

LINKEDIN PROFILE VIDEO

**Allows users to publish and share extended written content on LinkedIn.**

## TYPES OF CONTENTS

# LinkedIn

## LINKEDIN NEWSLETTER

Newsletter aviNews España 1226 suscriptores

aviNews.com Boletín semanal con artículos técnicos y noticias ofrecidos por la revista aviNews, el medio de comunicación más leído ✓ Suscrito

Newsletter semanal

[✎ Editar artículo](#) [📊 Ver estadísticas](#) [👁 Ver publicación](#)



**Jose Luis Valls**  
Director Técnico de aviNews

**aviNews experts**

**Carlos Garcés Narro**  
Profesor en la Universidad CEU Cardenal Herrera

### ¡No te pierdas la videoentrevista de Carlos Garcés con Jose Luis Valls!

aviNews España Revista 6470 seguidores

6 de septiembre de 2023

[📄 Abrir lector interactivo](#)

En una nueva entrega de entrevista para aviNews Experts, **José Luis Valls**, veterinario y director técnico de aviNews, ha podido conversar con **Carlos Garcés Narro**, Profesor en la universidad CEU Cardenal Herrera y presidente de AECA.

El experto nos explica su trayectoria en el sector avícola y las distintas labores que

**Allows users, particularly creators, influencers, and professionals, to publish and share content in a newsletter format.**



## TYPES OF CONTENTS

# LinkedIn

## LINKEDIN

**Allows users to create, promote, and manage events related to their professional endeavors.**

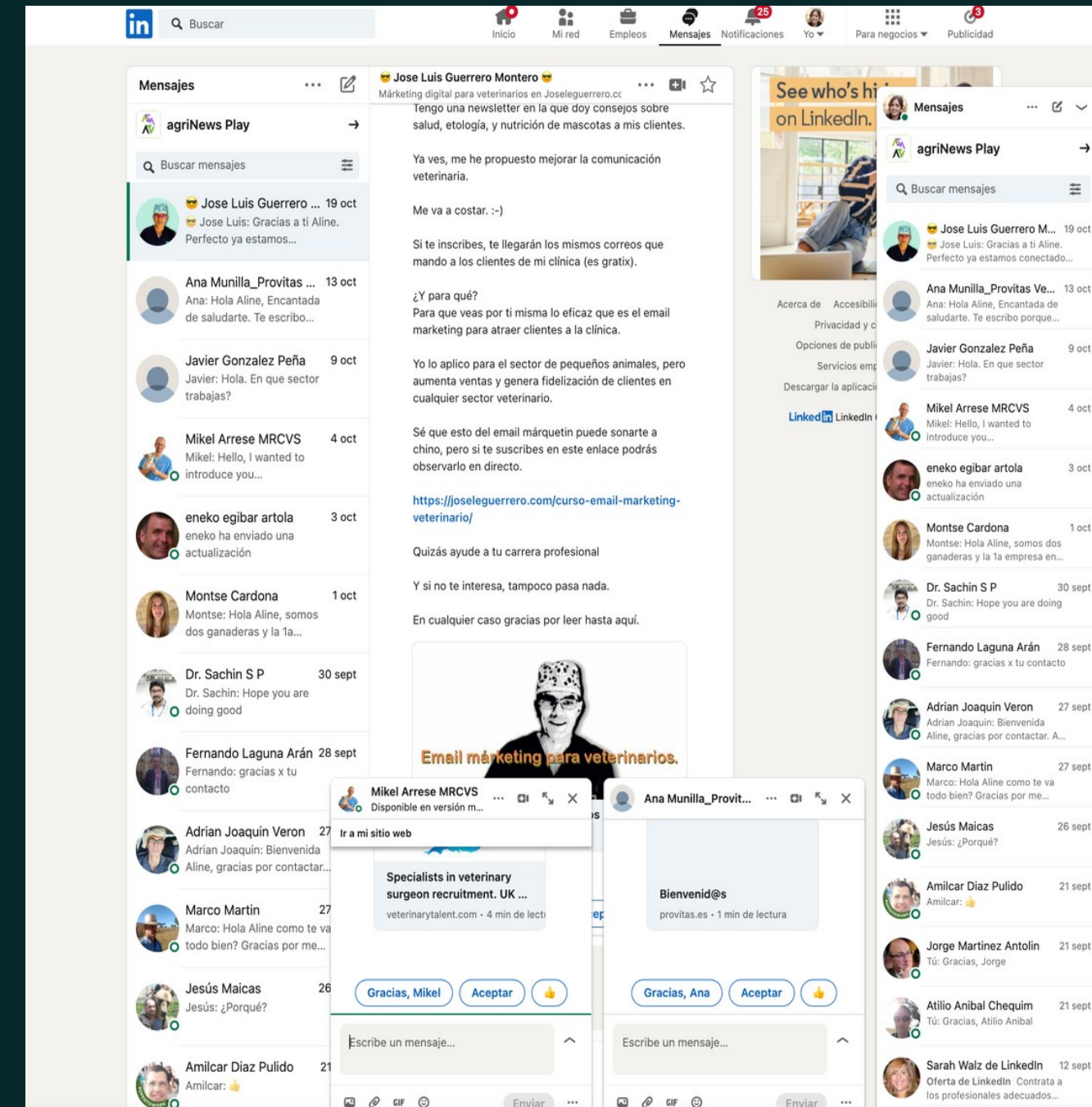


The screenshot shows a LinkedIn event page for 'AVIFORUM PUESTA 2023'. The event banner features a red curtain background with the text 'AVIFORUM PUESTA 2023' at the top, 'SAVE THE DATE' in large white letters in the center, and '22 & 23 NOVIEMBRE' and 'AVI FORUM PUESTA 23' at the bottom. Below the banner, the event title is '¡aviFORUM Puesta regresa los próximos 22 y 23 de noviembre en San Sebastián'. The event is organized by 'aviNews España Revista'. The dates are '22 nov 2023, 8:30 - 23 nov 2023, 13:30 (hora local)' with a 'Añadir al calendario' button. The location is 'Barceló Costa Vasca, Pío Baroja Pasealekua 15, Donostia-San Sebastián, Guipúzcoa, ES, 20008 San Sebastián'. There is a link to the event: 'Enlace al evento · https://aviforum.info/'. The event is hosted by 'Tiago Marques y 4 asistentes más'. There are buttons for 'Compartir', 'Gestionar', and a three-dot menu. A promotional banner at the bottom says 'Promociona tu evento para llegar a tu público objetivo y aumentar la asistencia.' with a 'Promocionar' button. At the bottom of the page, there are tabs for 'Detalles', 'Comentarios', 'Networking', and 'Análisis'.

## TYPES OF CONTENTS

# LinkedIn

## LINKEDIN MESSENGER



**Allows users to send and receive messages to and from their connections and other LinkedIn members.**



WHY ITS SO IMPORTANT?

# Brandbook

A document that outlines how a **brand or business** should be **presented** and represented on social media platforms.



**LINKEDIN**

# Personal profile vs Company

**ACTION**

**PERSONAL**

**COMPANY**

**Advertising**

**No**

**Yes**

**Metrics**

**Limited (impressions and interactions)**

**Yes**

**Creator role**

**Yes**

**No**

**Followers / contacts**

**Limited**

**Unlimited**

**Increased organic reach**

**Yes (feed)**

**No**

**SEO**

**Yes**

**Yes**

**Connect**

**Yes**

**No**

**Follow**

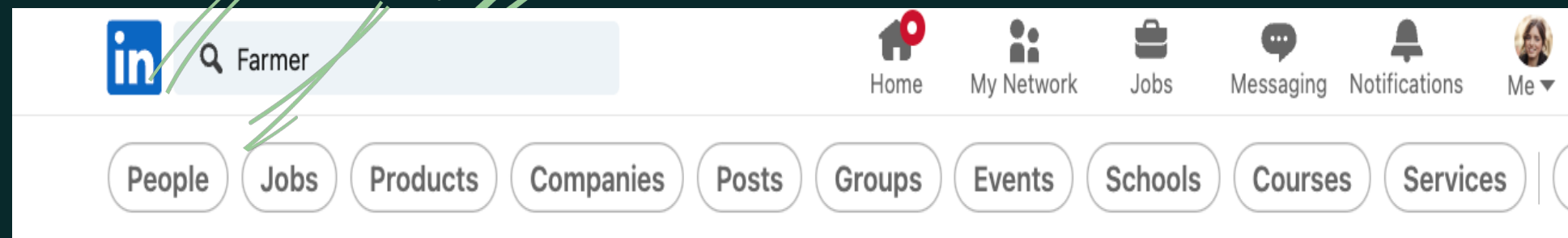
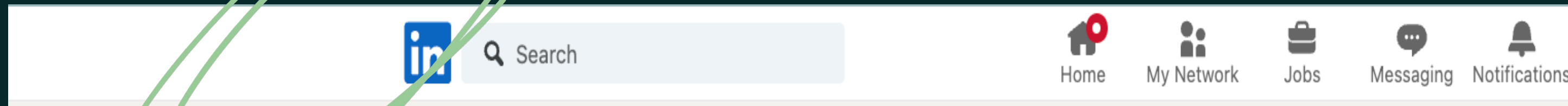
**Yes (Content creator)**

**Yes**



LINKEDIN

# How to increase your network effectively?

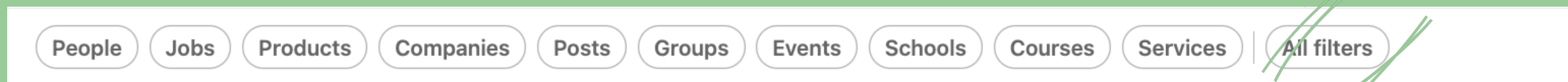


## STEP 1

ENTER THE PROFILE **KEYWORD** TO SEARCH FOR

## STEP 2

INCLUDE SEVERAL LEVELS OF **FILTERING**



LINKEDIN

# How to increase your network effectively?

People Turkey 1 Connections Current company All filters Reset

About 6,300 results

**Aline, you're missing out on 69K+ decision makers in your search for "Farmer". See them in Sales Navigator.**  
[Get Sales Navigator](#)

**LinkedIn Member**  
farmer  
Turkey  
Current: **Farmer** at Karacakoy ciftligi

**İmdat Güngör** · 3rd+  
Farmer at Önder Çiftçi Projesi  
Istanbul [Connect](#)

**Bulent Ulukaya** · 3rd+  
farmer  
Van, Turkey  
Current: **Farmer** at Kendi işim [Message](#)

**LinkedIn Member**  
Farmer at uner farm  
Turkey

**Ceyhun Yıldız** · 3rd+  
Farmer  
Istanbul  
Current: **Farmer** at Kendi işim [Message](#)

**Ergun Ak** · 3rd+  
Farmer - ergun ak  
Karaman, Turkey  
Current: **Farmer** at ergun ak [Connect](#)

**Yakup SAĞLAM, Farmer, Engineer, Manager, Advisor** · 3rd+ [Message](#)

**Filter only People by**

**Connections**

1st  2nd  
 3rd+

**Connections of**

+ Add a connection

**Followers of**

+ Add a creator

**Locations**

Brazil  Spain  
 Turkey  United States  
 São Paulo, Brazil + Add a location

**Current company**

Kendi İşim  Yok  
 CİFTÇİ  Çiftçi TV

Reset [Show results](#)

LINKEDIN

# Personal profile analysis: Could be improved

THE PROFILE PICTURE SHOULD  
CONVEY THE TONE OF  
COMMUNICATION  
YOU WANT TO CONVEY.

INCLUDE A CATCHY HEADLINE THAT  
TELLS WHAT YOU DO

The screenshot shows a LinkedIn profile for Thomas Dixon, a 2nd-degree connection. His profile picture is a professional headshot. The cover photo is a light blue abstract design. His headline is "Global Products Manager" at "Hy-Line International". He is located in "Adel, Iowa, Estados Unidos" and has "Más de 500 contactos". He is currently at "Iowa State University". A post from 4 months ago is visible, featuring a video thumbnail and 60 likes. The profile also shows 651 followers and navigation options for "Publicaciones", "Comentarios", and "Imágenes".

HAVING AN UPDATED COVER PHOTO  
HELPS THE USER TO QUICKLY  
UNDERSTAND WHAT YOUR PROFESSION  
IS AND WHAT SERVICES YOU OFFER. IT  
ALSO SHOWS THAT THE PROFILE IS  
WELL WORKED.

DEFINE THE HASHTAGS THAT BEST  
DESCRIBE YOUR ACTIVITY

THE PROFILE DESCRIPTION IS A  
MUST

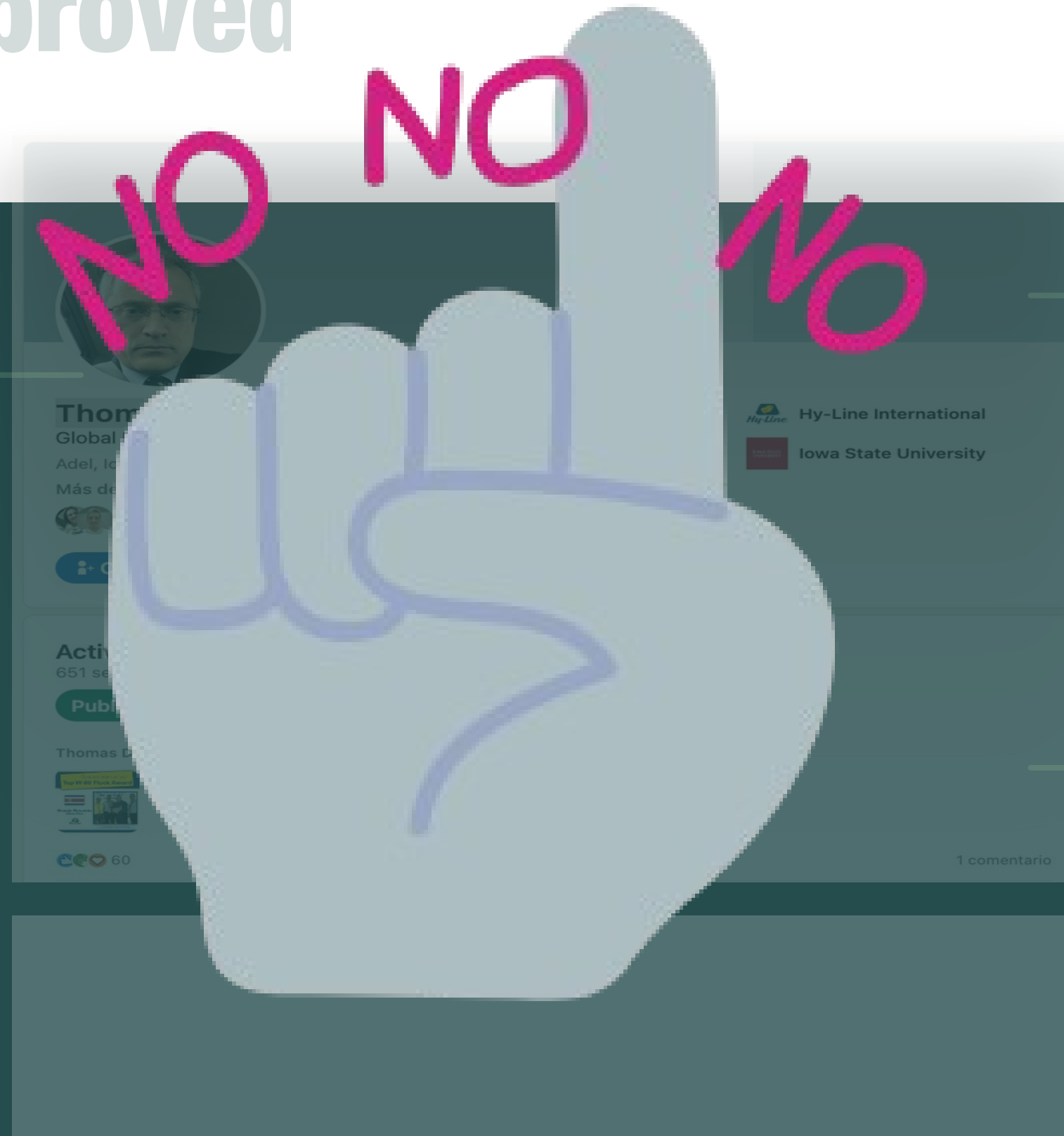
INCLUDING YOUR SKILLS IS VITAL TO  
APPEAR IN SEARCH RESULTS  
RELATED TO THOSE SKILLS.

LINKEDIN

# Personal profile analysis Could be improved

THE PROFILE PICTURE SHOULD  
CONVEY THE TONE (FORMAL OR  
COMMUNICATIVE) THAT YOU WANT TO CONVEY  
INCLUDE A CATCHY HEADLINE THAT  
TELLS WHAT YOU DO

INCLUDING YOUR SKILLS IS VITAL  
APPEAR IN SEARCH RESULTS  
RELATED TO THOSE SKILLS



HAVING AN UPDATED COVER PHOTO  
HELPS THE USER TO QUICKLY  
UNDERSTAND WHAT YOUR PROFESSION IS  
AND WHAT SERVICES YOU OFFER  
ALSO SHOWS THAT THE PROFILE IS  
WELL MAINTAINED

DEFINE THE HASHTAGS THAT BEST  
DESCRIBE YOUR ACTIVITY

THE PROFILE DESCRIPTION IS  
MUST



LINKEDIN

# Personal profile analysis: Approved

LC LUIS CARRASCO



**Luis Carrasco** · 1st  
Managing Director  
Greater Barcelona Metropolitan Area · [Contact info](#)  
9,894 followers · 500+ connections  
MVZ JORGE PEREA GAYOSSO, Fernando Sanagustin, and 1,156 other mutual connections

[Message](#) [More](#)

**Highlights**  
10 mutual groups  
You and Luis are both in LPN TV, Profesionales avícolas de España, and 8 others

**Activity**  
9,894 followers  
[Posts](#) [Comments](#) [Videos](#) [Images](#) [Events](#) [Documents](#)

[Following](#)

Luis Carrasco

**Contact Info**

**Luis' Profile**  
[linkedin.com/in/luis-carrasco-7164542b](https://www.linkedin.com/in/luis-carrasco-7164542b)

**Websites**  
[agrinews.es](http://agrinews.es) (Company)  
[imagenesdelatierra.com](http://imagenesdelatierra.com) (Personal)

**Phone**  
+34605090513 (Work)

**Address**  
c/Jaume I, 18, Bajos 08397 Pineda de Mar Barcelona (España)

**Email**  
[lc@agrinews.es](mailto:lc@agrinews.es)

**Twitter**  
[Luis\\_Agrinews](https://twitter.com/Luis_Agrinews)

**Birthday**  
August 30

**Connected**  
Aug 24, 2016

## Skills

### Mercadotecnia

44 endorsements

[Endorse](#)

### Planificación estratégica

Endorsed by Federico Torres and 2 others who are highly skilled at this

Endorsed by Soraya Lobato Barrero and 13 other mutual connections

42 endorsements

[Endorse](#)

## About

Desde el 2000 vinculado al mundo de la comunicación y la edición de contenidos técnicos para sector de la ganadería. Especializado en avicultura y cunicultura desarrollando campañas de comunicación para empresas del sector.

Actualmente editor de las revistas aviNews (revista del sector avícola) y cuniNews (revista del sector cuni ...see more

LINKEDIN

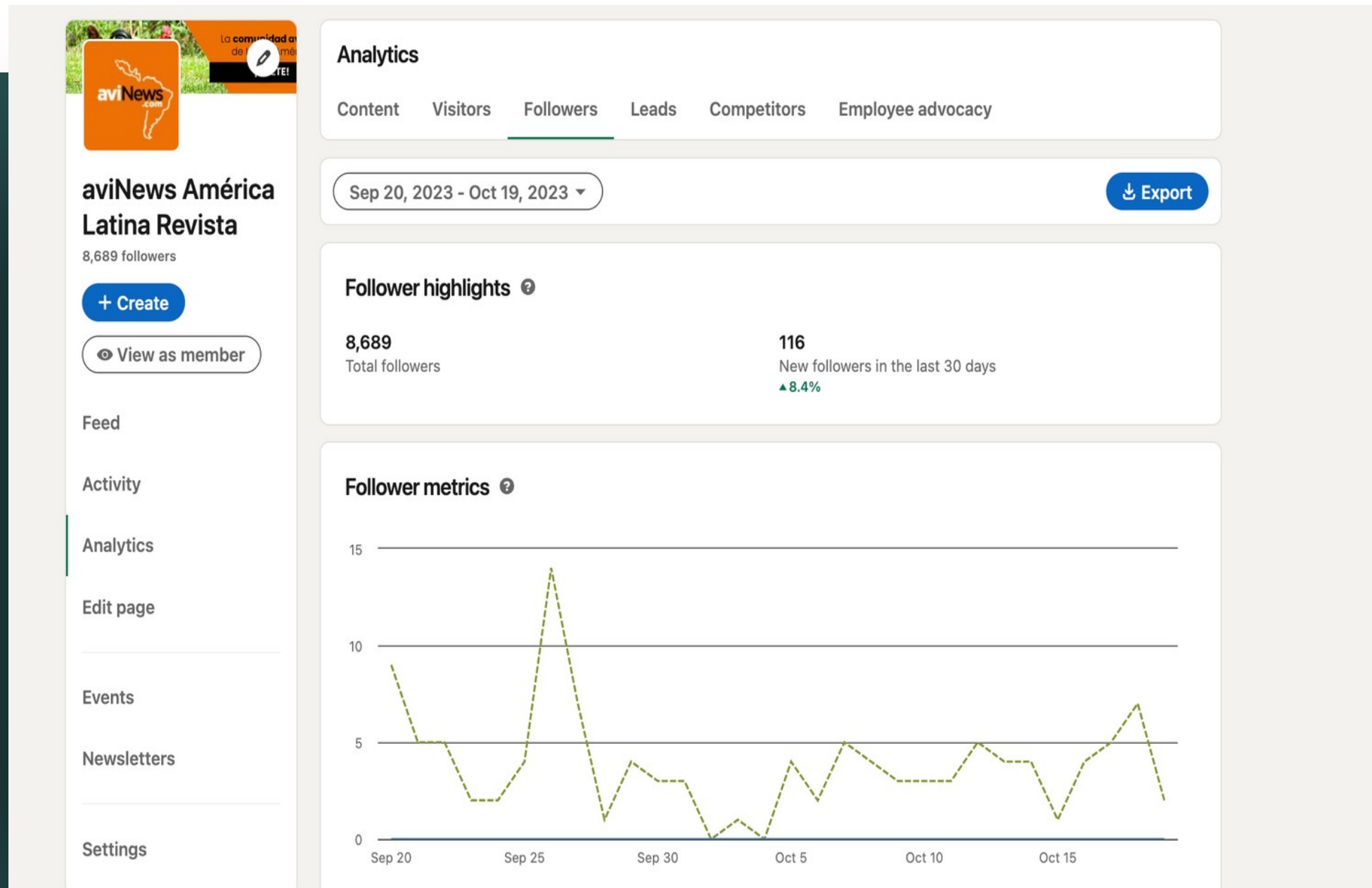
# Access to Analytics

The screenshot shows the LinkedIn page for 'aviNews América Latina Revista', which has 8,689 followers. The page is divided into several sections:

- Header:** Features the company logo and a navigation menu with 'Feed', 'Activity 99+', 'Analytics', and 'Edit page'. A pink arrow points to the 'Analytics' menu item.
- Feed:** Includes a 'Start a post' button and options for 'Media', 'Poll', and 'Write article'.
- Post ideas:** Displays a suggested post titled 'How is your industry adapting to the current political climate?' under the category 'Industry knowledge'.
- Navigation:** A row of buttons for 'Page posts' (highlighted in green), 'Following', 'Hashtags', 'Employee posts', and 'Ads'. A filter for 'Filter admin posts by: All' is also visible.
- Grow your followers:** A section showing '223/250 credits available' and an 'Invite connections' button.
- Analytics:** A section titled 'Analytics' showing 'Last 30 day activity' with the following metrics:

Metric	Value	Change
Search appearances (Last 7 days)	302	▲ 11%
Unique visitors	92	▲ 22.7%
New followers	116	▲ 12.6%
Post impressions	21.3K	▲ 45.2%
- LinkedIn Ads:** A section at the bottom with the text 'Drive business results. Reach buyers with the power to'.

# LINKEDIN Followers Analysis



## Follower demographics

Industry

Food and Beverage Manufacturing · 1,138 (13.1%)

Veterinary Services · 1,076 (12.4%)

Farming · 753 (8.7%)

Pharmaceutical Manufacturing · 536 (6.2%)

Food and Beverage Services · 485 (5.6%)

Higher Education · 422 (4.9%)

## Follower demographics

Location

Bogotá D.C. Metropolitan Area, Colombia · 803 (9.2%)

Lima Metropolitan Area, Peru · 294 (3.4%)

Greater São Paulo Area, Brazil · 221 (2.5%)

Santiago Metropolitan Area, Chile · 160 (1.8%)



LINKEDIN

# Competitor Analysis

**Analytics**

Content   Visitors   Followers   Leads   **Competitors**   Employee advocacy

Sep 20, 2023 - Oct 19, 2023   [Edit competitors](#)   [Export](#)

**Follower metrics** ? Ranked by new followers

Page	Total followers	New followers
1  aviNews Brasil Revista	17,827	150
2  aviNews América Latina Revista	8,689	116
3  RED ALIMENTARIA	3,244	113
4  MAP MAP La Revista	3,227	78
5  Engormix	2,678	30
6  BM Editores	1,987	25

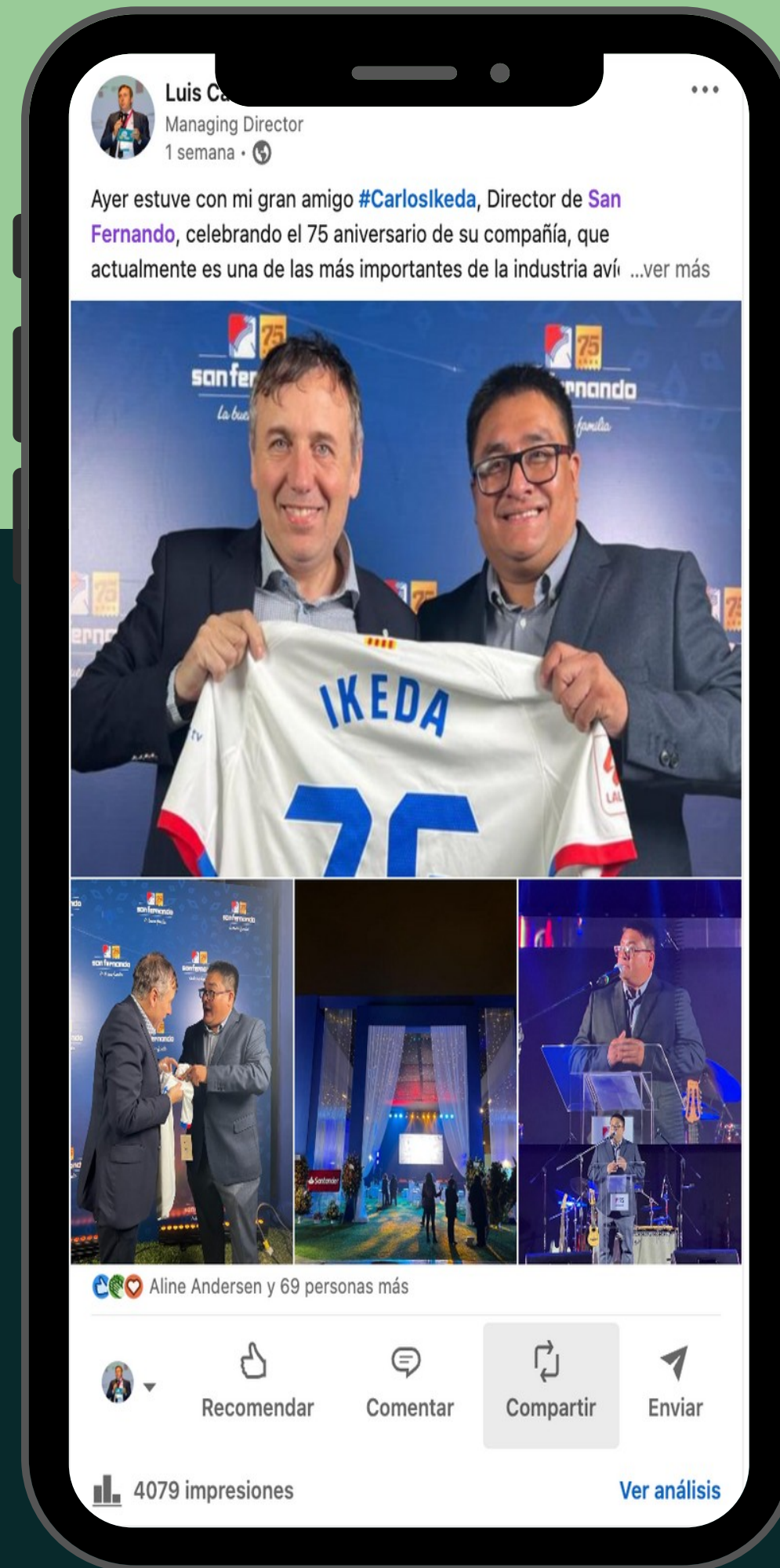
LINKEDIN

# Content Analysis

Post title	Post type	Audience	Impressions	Views	Clicks	CTR	Reactions	Comments	Reposts	Follows	Engagement rate
<p>🔥 Descubre la excelencia en el LPN Congress 2023, un evento que marcó un...</p> <p>Posted by Luis Trujillo</p> <p>10/18/2023</p> <p>Boost</p>	Image	All followers	1,001	-	86	8.59%	17	0	1	-	10.39%
<p>Comunicaciones Inconsistentes y Ceguera Gerencial: ¿Cómo afectan la calidad y el...</p> <p>Posted by Luis Trujillo</p> <p>10/17/2023</p> <p>Boost</p>	Article	All followers	495	1,101	6	1.21%	2	0	0	-	1.62%
<p>El huevo: nutritivo y saludable, ¿el superalimento olvidado?</p> <p>Posted by Luis Trujillo</p> <p>10/10/2023</p> <p>Boost</p>	Article	All followers	1,023	1,234	24	2.35%	19	0	1	-	4.3%

LC LUIS CARRASCO

# PERSONAL POST



LINKEDIN

# Personal post Analysis

## Análisis de la publicación

Luis Carrasco ha publicado esto · 1 semana



Ayer estuve con mi gran amigo [#CarlosIkeda](#), Director de [San Fernando](#), celebrando el 75 aniversario de su compañía, que actualmente es una de las más importantes de la indi ... mostrar más

## Descubrimiento ?

4.079

Impresiones

## Interacciones ?

Reacciones

70 →

## Información detallada de las visualizaciones ?

Cargos ▾

Veterinario · 7.2%

Director de ventas · 2.4%

Gerente general · 2.1%

Técnico comercial · 1.9%

Jefe de producción · 1.7%



# Business Post



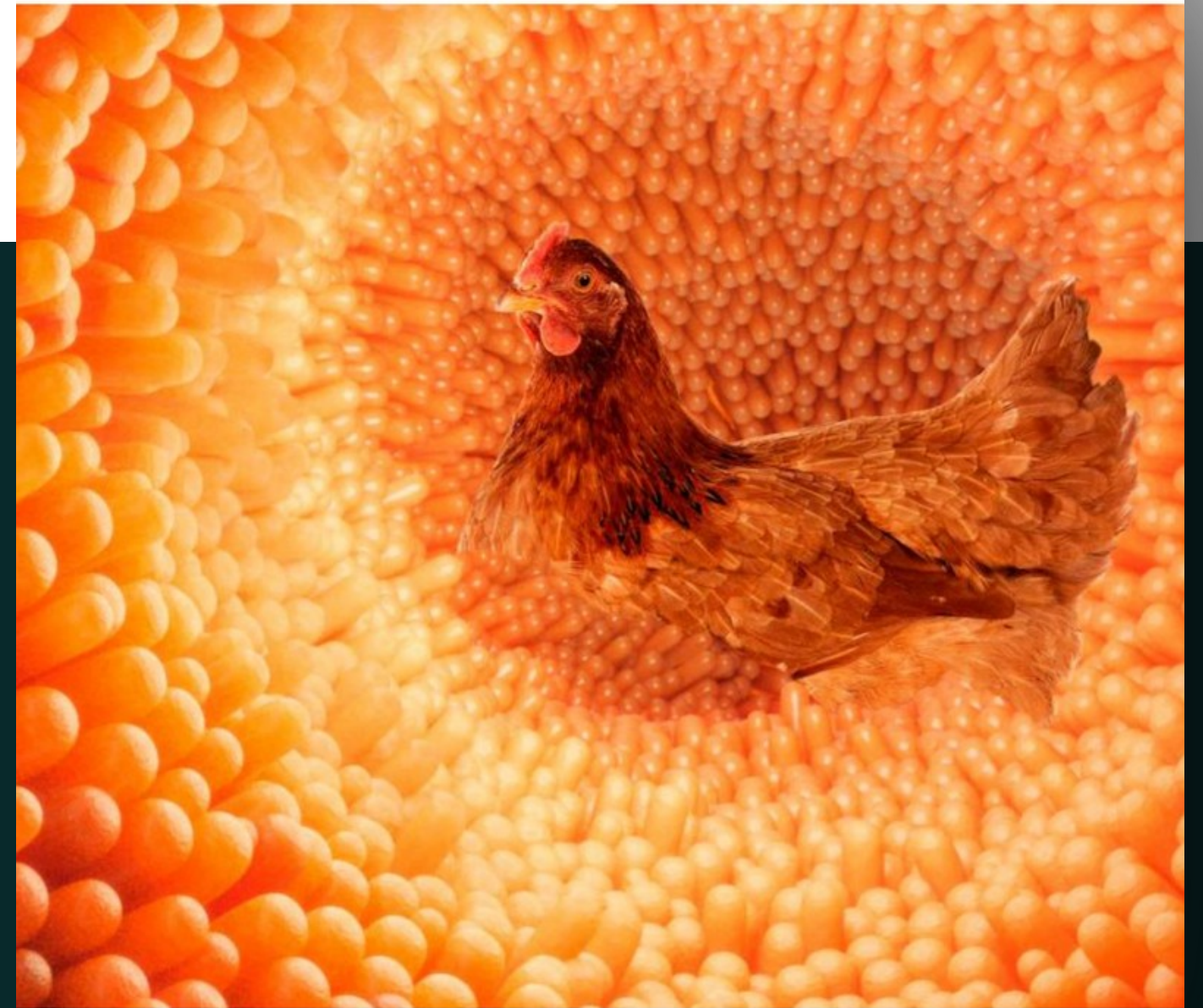
aviNews América Latina Revista

8.693 seguidores

3 semanas • Editado •

👉 Estrategias para enfrentar desafíos intestinales en postura.

📄 La integridad intestinal juega un papel crítico en la producción anim ...ver más



**Estrategias para enfrentar desafíos intestinales en postura**

avinews.com • 1 min de lectura

Rony Sandoval y 26 personas más

7 veces compartido



Recomendar

Comentar

Compartir

LINKEDIN

# Company profile analysis

CLEAR LOGO AND COVER IMAGE .

**aviNews América Latina Revista**  
8,689 followers

[+ Create](#)  
[View as member](#)

Feed  
Activity  
Analytics  
Edit page  
Events

**Feed**  
Posts [Recommend to employees](#)

[Start a post](#)

[Media](#) [Poll](#) [Write article](#)

**Post ideas**

Work culture at your organization

How does your company support employee development and learning?

[Page posts](#) [Following](#) [Hashtags](#) [Employee posts](#) [Ads](#)

Filter admin posts by: All

**LinkedIn Ads**

**Grow your followers**  
223/250 credits available  
Build your audience and reach by inviting connections to follow your Page  
[Invite connections](#)

**Analytics**  
Last 30 day activity

302	▲ 11%
Search appearances Last 7 days	
92	▲ 22.7%
Unique visitors	
116	▲ 12.6%
New followers	
21.3K	▲ 45.2%
Post impressions	

EXPAND YOUR COMMUNITY ORGANICALLY BY INVITING YOUR CONTACTS

KEEP UP TO DATE WITH YOUR ANALYTICS



LINKEDIN

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Description\*

Revista técnica de avicultura dirigida a productores, veterinarios, técnicos y empresas de América Latina.

106/2,000

[Manage description in another language](#)

Website URL\*

https://avinews.com/

**INTRODUCE YOUR BRAND'S WEBSITE TO DRIVE TRAFFIC TO YOUR COMMUNITY.**


Specialties (up to 20)

- avicultura X
- revista X
- producciónavícola X
- granja X
- ganaderia X
- aviario X
- gallina X
- pollo X
- huevo X
- granjero X
- veterinario X
- revistatecnica X

**ENTER THE KEYWORDS THAT BEST FIT YOUR ACTIVITY.**

Manage other languages for page name and description. [Learn more](#)

[+ Add a language](#)

Language	Name	Tagline	Description	Actions
Español (Spanish) (Default)	aviNews Améric...	Revista técnica de avicultura dirigida ...	Revista técnica de avicultura dirigida a...	

**IT IS IMPORTANT TO SET UP YOUR PROFILE IN ALL THE LANGUAGES OF YOUR AUDIENCE.**



LINKEDIN

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## Select buttons to display on your page

\* indicates required

### Custom button

Add a custom button to drive business actions through your LinkedIn page

Button name\*

Register

URL\*

https://avicultura.info/sus/



**CONFIGURING THE BUTTON IS ESSENTIAL TO ACHIEVE THE RESULTS WE ARE LOOKING FOR.**

## Add up to 3 hashtag topics that matter to your page

You can see and respond to trending posts from the hashtag feed.

+ Add a hashtag

Hashtags	Actions
#veterinario	
#ganaderia	
#avicultura	

**SET UP THE 3 HASHTAGS YOU WANT TO POSITION YOUR COMPANY PAGE WITH.**

**THIS WILL ALLOW LINKEDIN TO RECOMMEND YOUR PAGE TO OTHER USERS INTERESTED IN THE TOPICS YOU'VE INDICATED.**

# Considerations

- » **Create** a Brandbook
- » **Develop** a Content Plan with objectives, post types, a posting schedule, and promotions
- » Assign responsibility to someone
- » **Engage** employees and collaborators of the company
- » **Monitor** and **analyze** data

# Conclusion

- » Consider a multichannel strategy.
- » Manage leads.
- » Be a content creator - news, tips, etc.
- » Sales Funnel: Marketing vs. Sales.
- » 60%-90% of decisions are made online.
- » LinkedIn: Company Page vs. Personal Profile.
- » There must be a responsible person - professionalization.
- » Measure the data.
- » Branding + Content strategy.
- » Consider outsourcing the service.
- » Create synergies with media and influencers.

**Thank**

**you!**

**Any  
questions?**

