



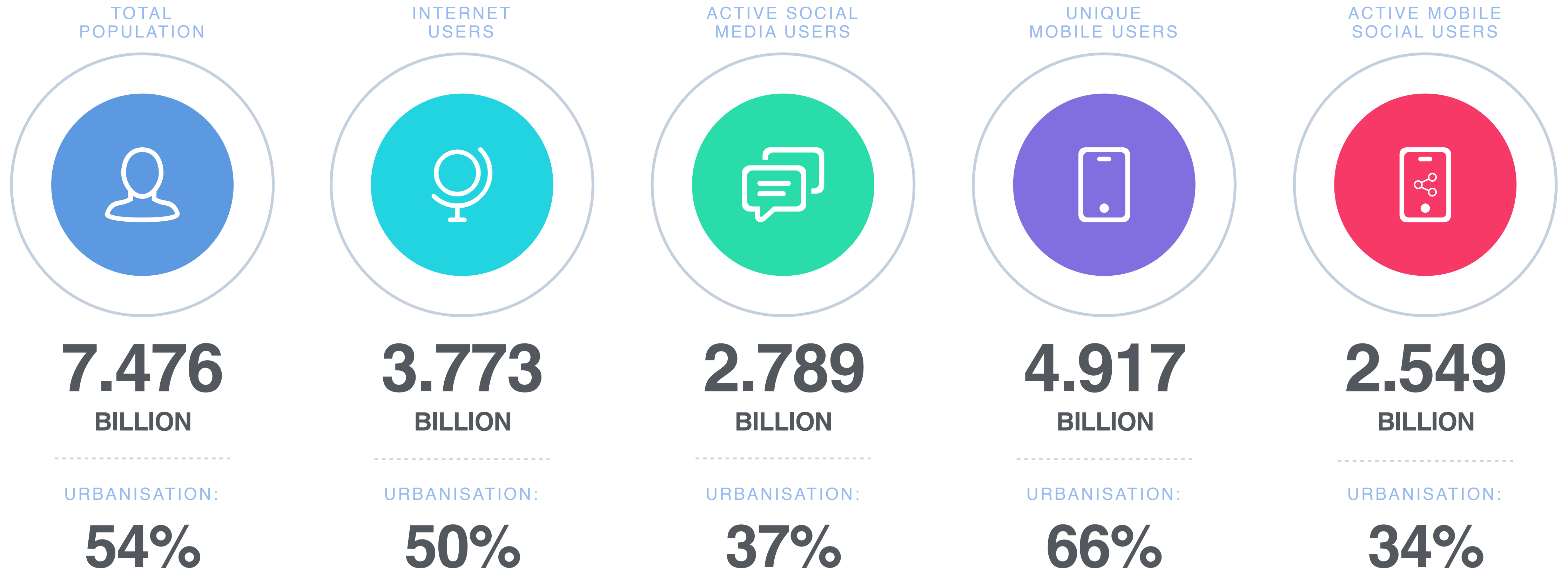
**THEFUTURECATS**

est. Tomorrow

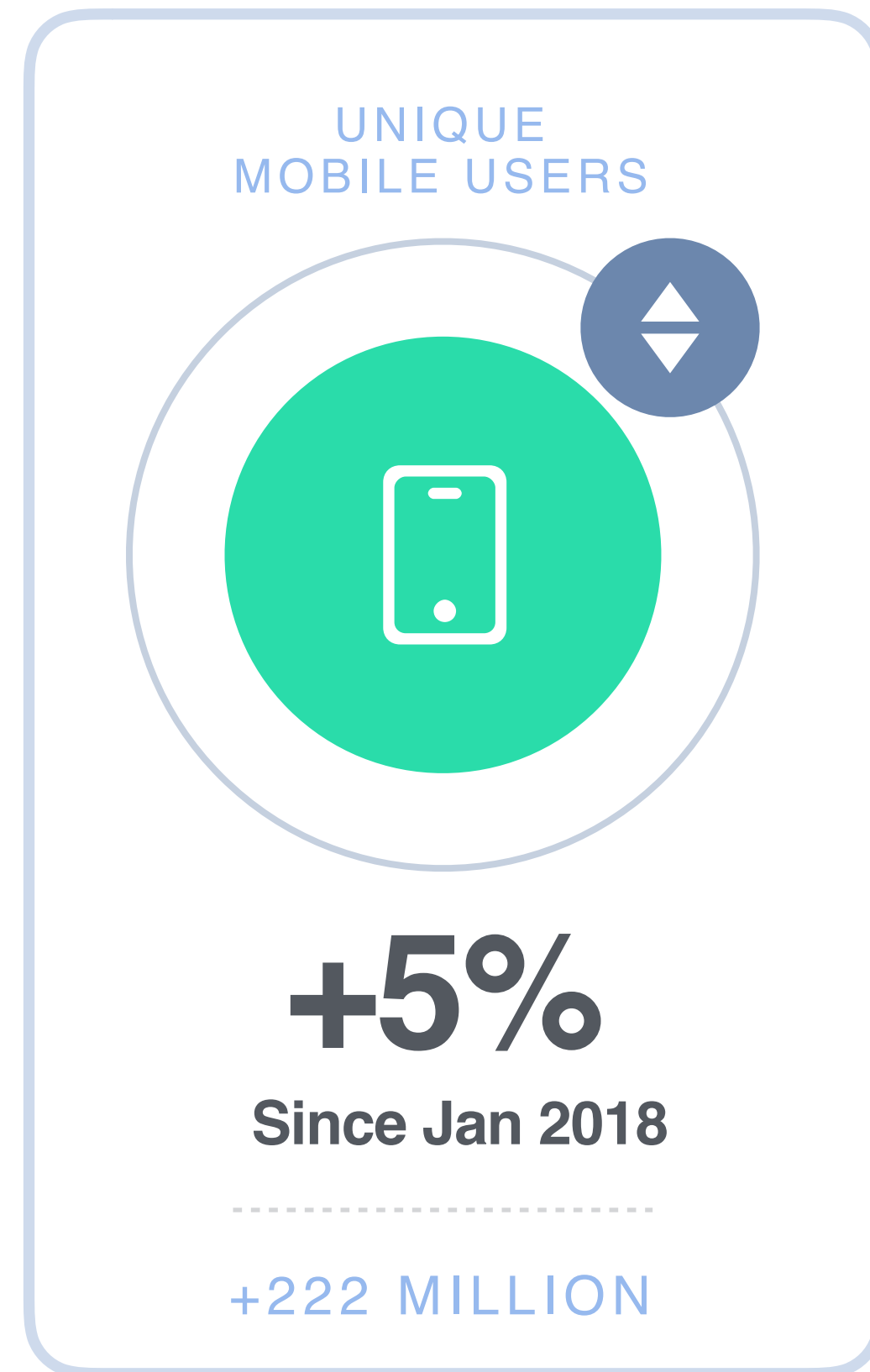
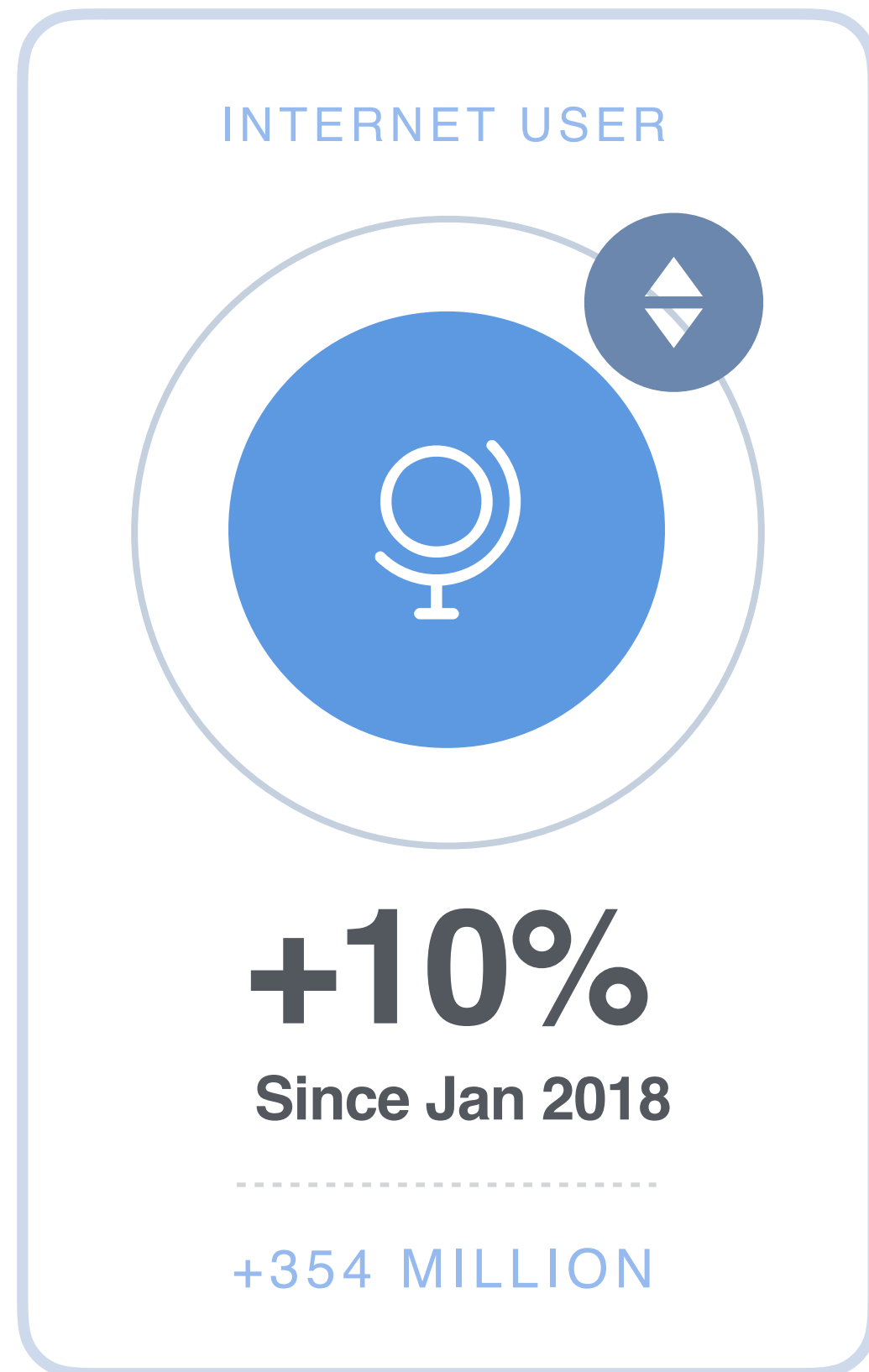
**Interreg - IPA CBC**   
Greece - Albania



# Global Digital Snapshot



# Annual Growth



# Digital Marketing Mix Foundation



# Marketing for a public funded project is a Whole Different Science

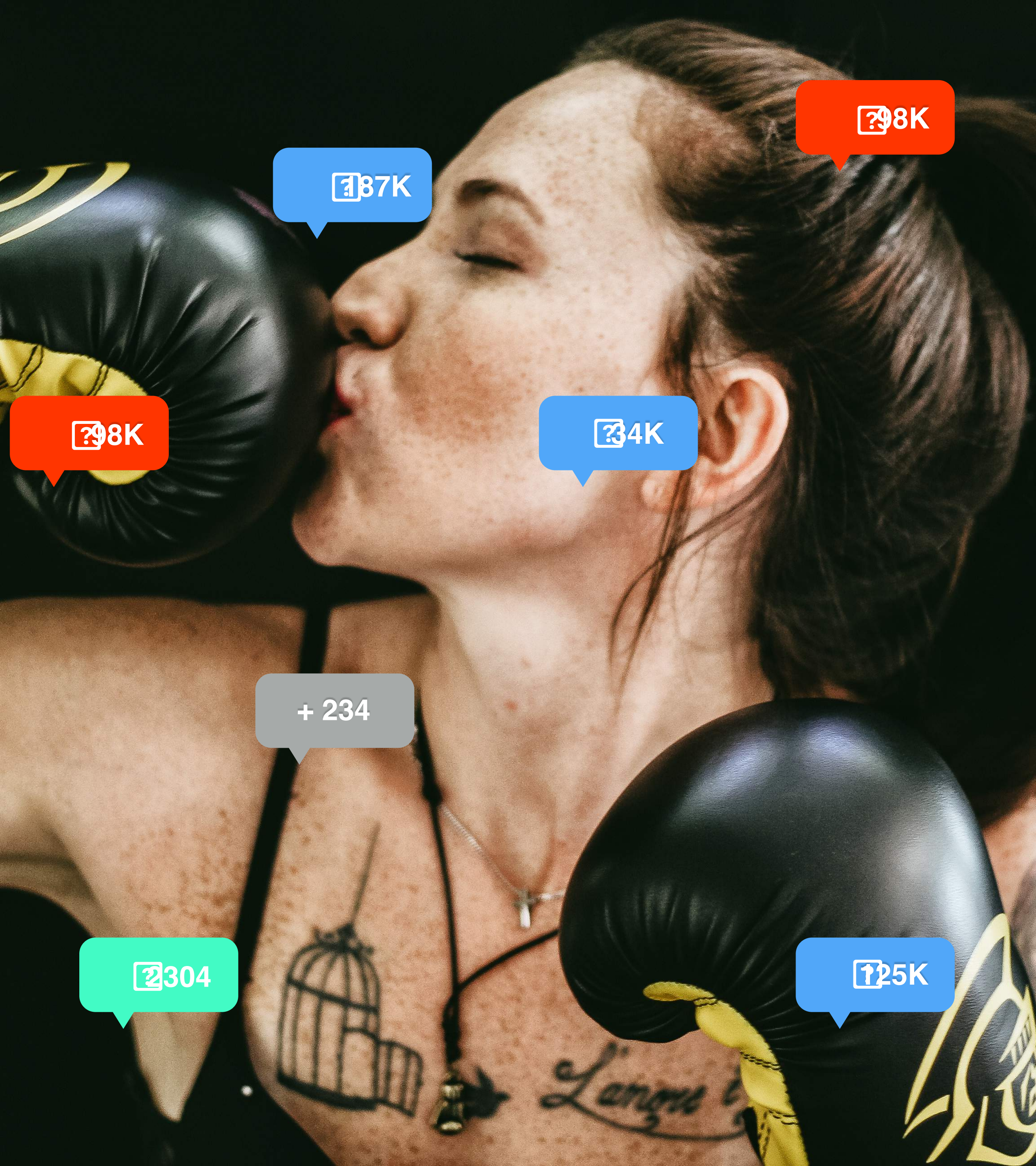


“Build it and they will come”  
doesn’t work

Those overnight success stories are often the result of years of hard work.(Time, money, or talent.)

Every effort, no matter how small, must be flawlessly executed. Traditional strategies don’t always work.





# Defining Success

Success is different for every business.

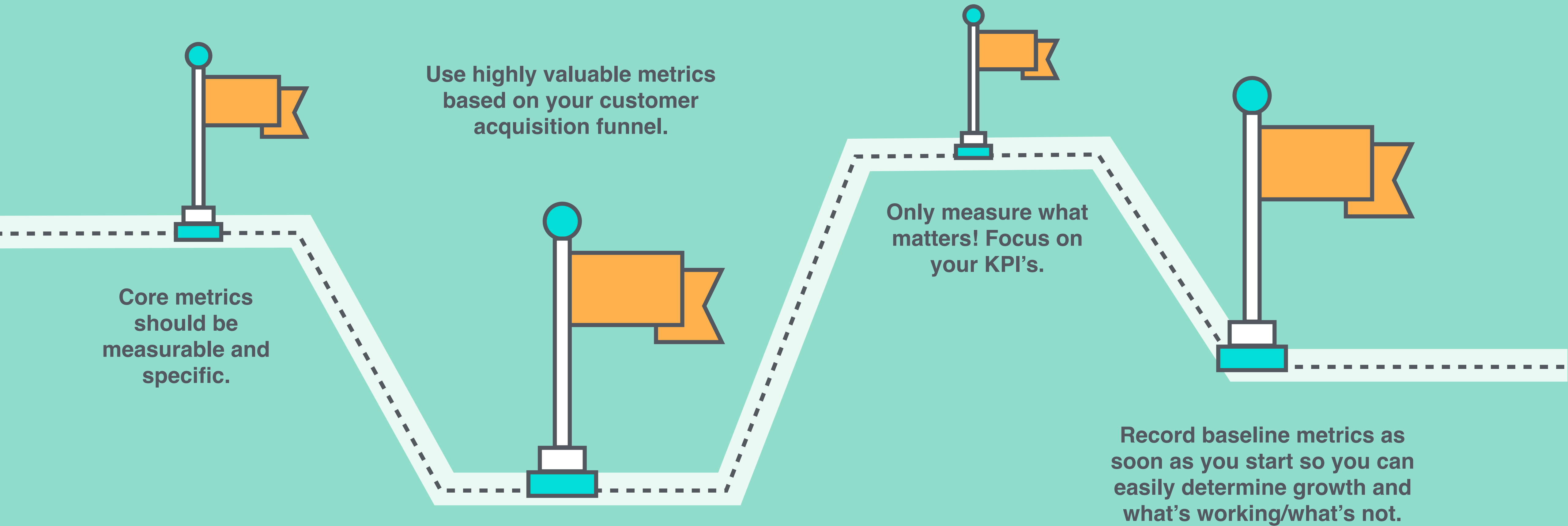
**Define your idea of success early and rigidly.**

**Make sure your team and partners understand your definition of success.**

**Stay consistent each month. Pick a definition and commit to it.**



# Setting Core Metrics



# Setting a Budget for social media



Inbound marketing leads cost less than outbound marketing leads, but don't kid yourself: they are not free.

**Set a budget early in the game and accept that limit.**

**Carefully plan how you intend to divide that budget.**

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If your blog has been your most powerful booking generator, consider investing upwards of 50% of the budget there. If not, try a new travel guide or video



# Defining Core Keywords



Build a list of words or phrases that are highly relevant to your brand.

What would someone type into Google to find your project's website?

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Start a core keyword list of three to five keywords that summarize your project.

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Your core keywords should be based on your value proposition.

Tip: Your core keywords make excellent blog categories.



# Estimating a Conversion Rate

## Assign values to your goals and conversions

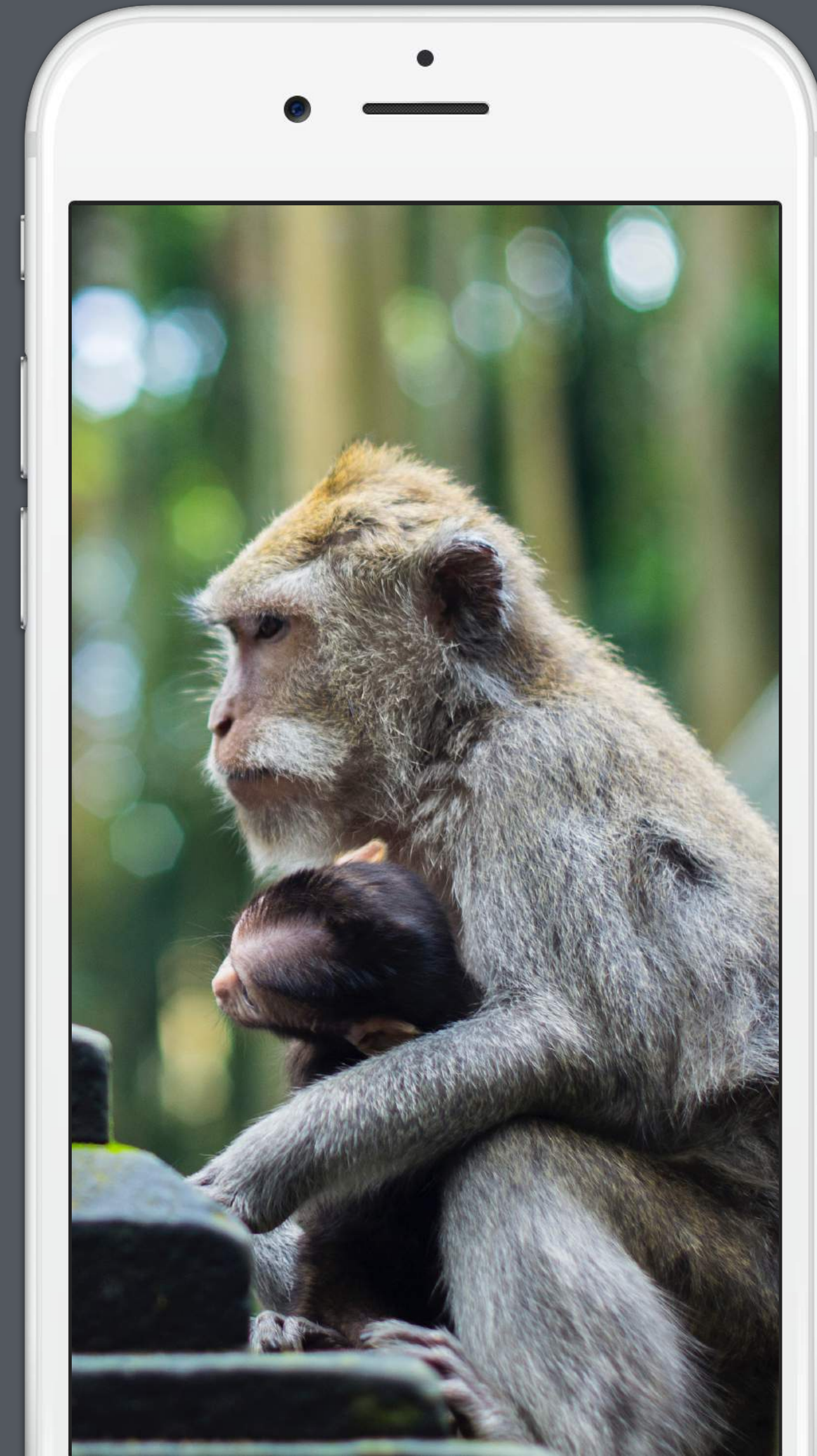
Example: Newsletter signups.

100 signups could be incredible growth if your conversion rate is 20%. If the conversion rate is closer to 1%, 100 signups might be insignificant.

Estimate your lead conversion rate and the lifetime value of a customer. (LTV)

Assign values to goal completions, like newsletter signups.

\$2,500 per month from a newsletter is more indicative of success than 100 newsletter signups.

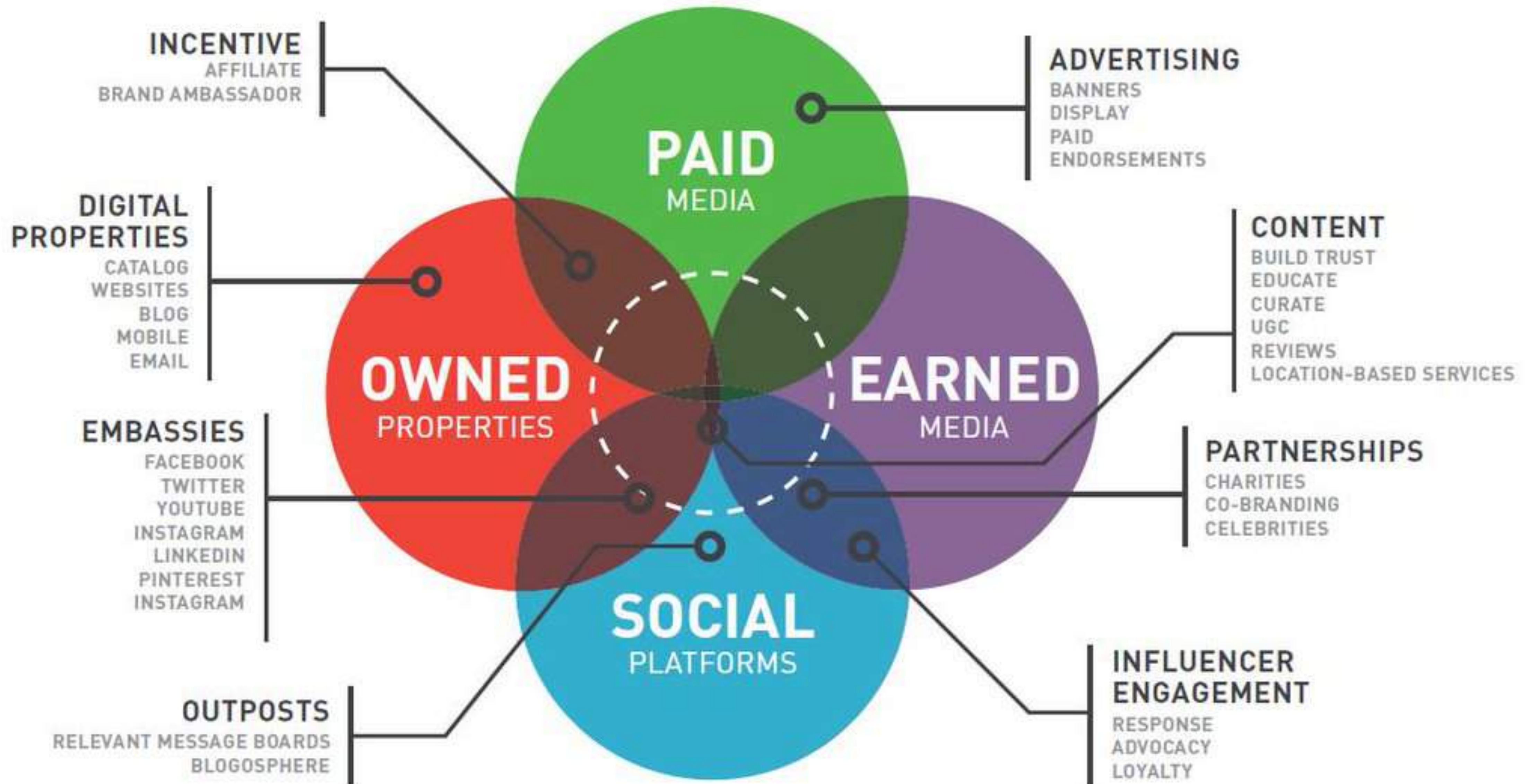




**Let's see how we do it**

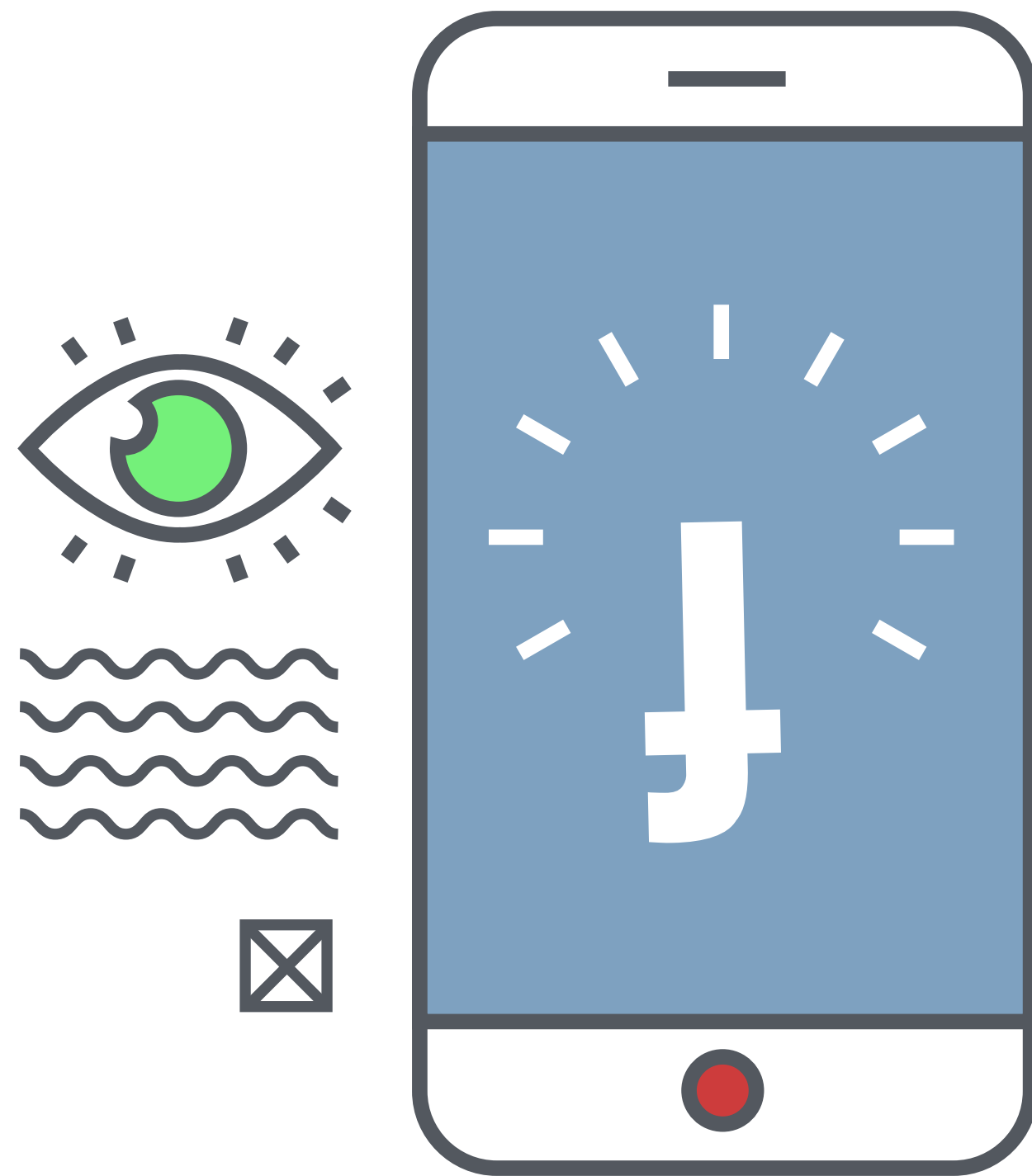








# Choosing the Right Social Media Networks



**A common mistake is trying to master every social network.**

**Be mindful of the network and community you are trying to reach.**

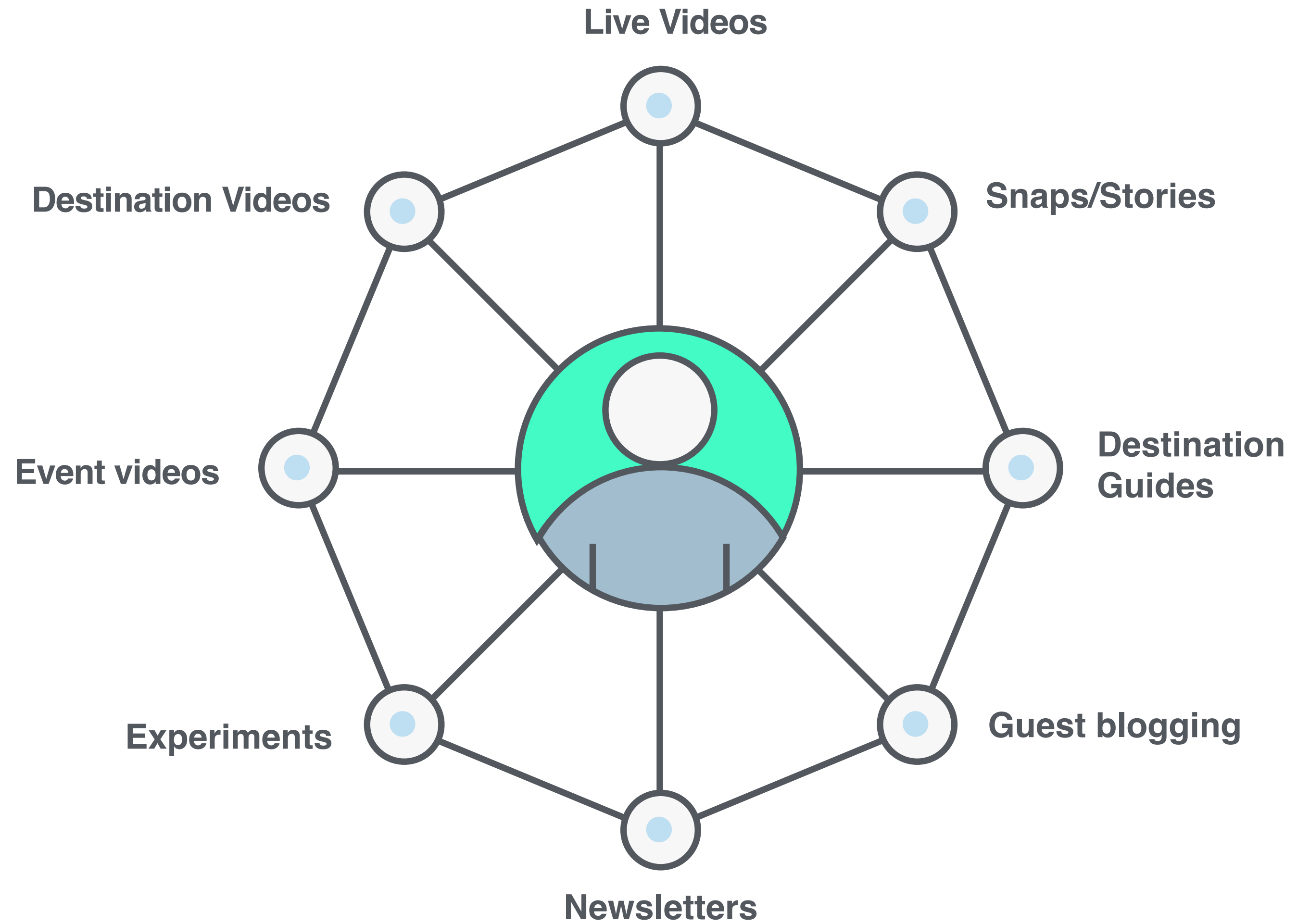
Each popular social network has unique characteristics. For example, Facebook is typically for visual posts and video. Twitter is often powered by links. Tumblr, caters to a young, laid-back audience. And Reddit detests spammers.

Content shared on those channels require a different approach. For example: Facebook needs a visual language with proximity time in mind

# Content Creation

It's time to kick content creation into high gear.

Managing a blog and other forms of content can seem daunting though. Fortunately, I'm here.





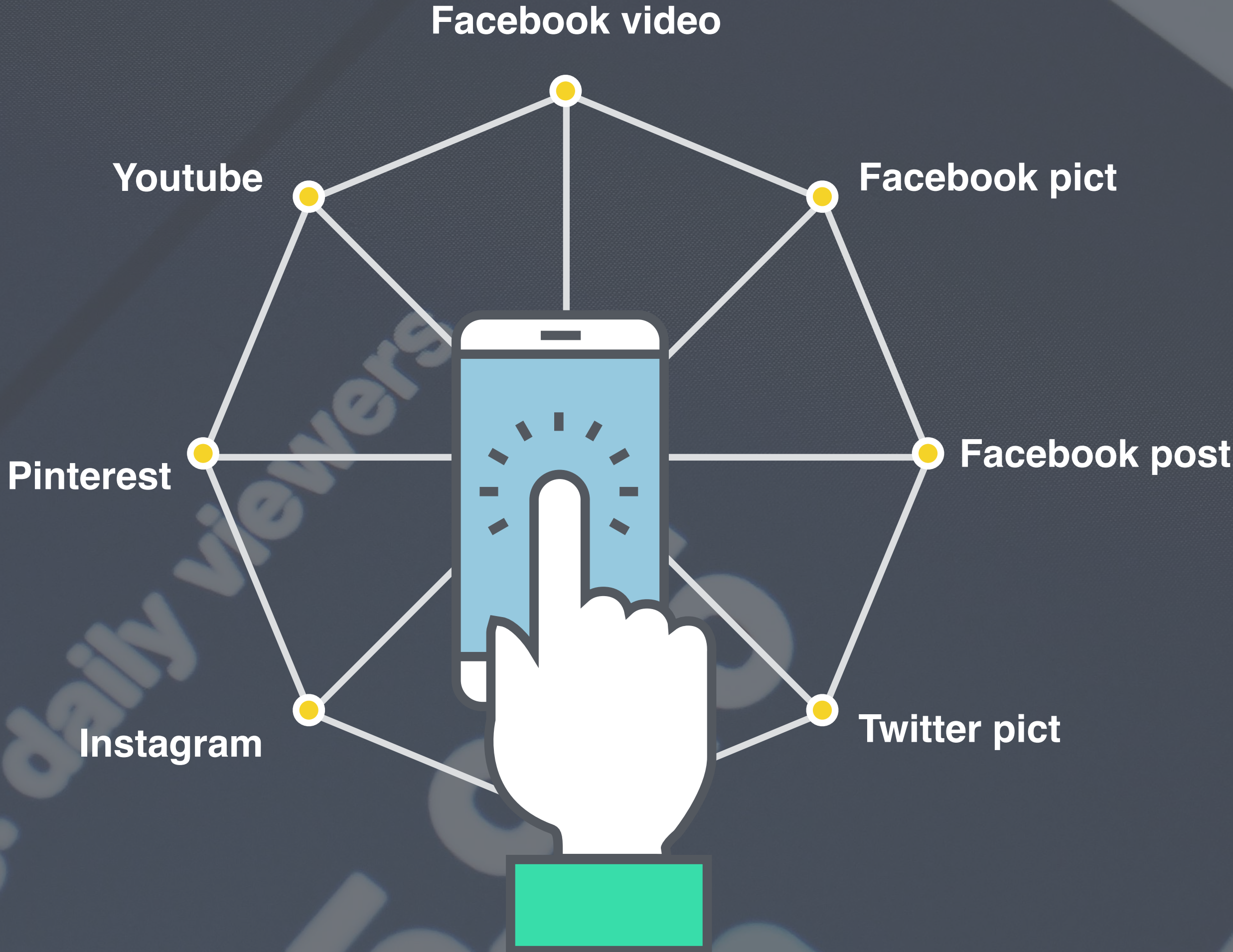
# Best Day & Time to Post ?

There is no universal perfect time to post.  
But...





**Social media is one of the most popular ways to promote content and reach influencers.**



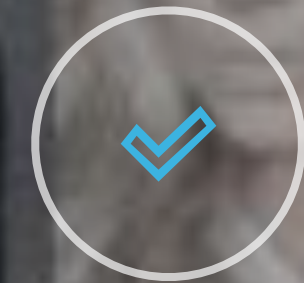




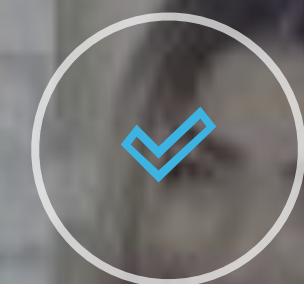
# Influencer Marketing Will Mature



What is Influencer Marketing



How it's work?



Why it's matter?



# Digital Marketing Mix

## Local PR





# PR remains a mystery in many local business circles.

When's the right time to tell people about your project? Is early coverage in industry blogs valuable? What message resonates with writers? How can you translate press coverage to traction? Should you hire a PR firm?





# Creating a Press Kit

Send some love!

The key to a successful media launch is rooted deep within a killer media kit.

Here are the items needed:  
Media Advisory (The project pitch!)  
Beneficiaries Logos & Project Photos  
Tell the story



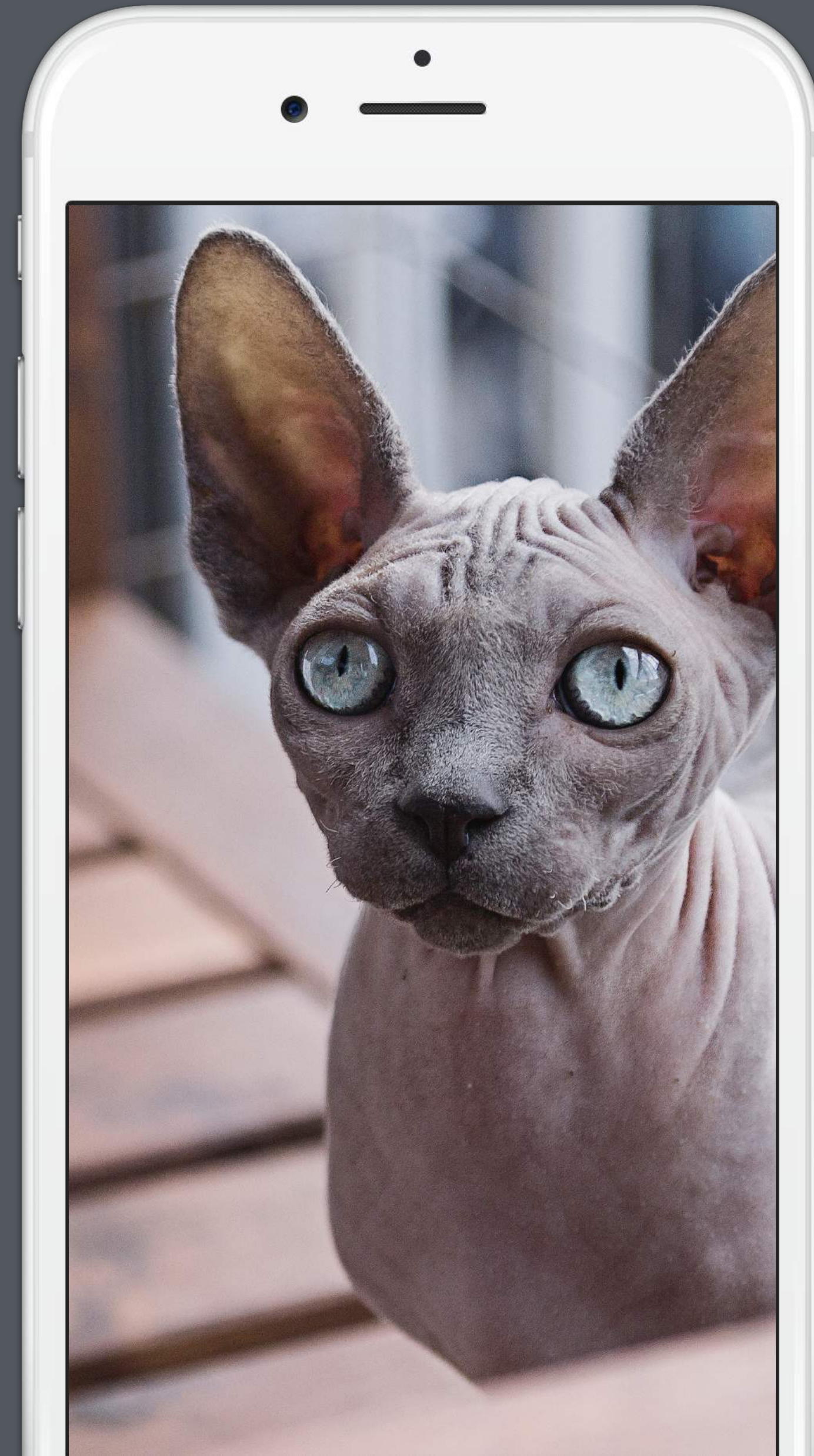


# Reaching Out to Journalists

Build a relationship first so it doesn't come off as insincere.

Engagement with journalists prior to reaching out is key.  
Don't assume they're interested.  
Be polite and request to send information on a story that may interest them.

They may decline, but by continuing to build on the relationship, they could accept in the future.



# Digital Strategy and Implementation







# **VIDEO VIDEO VIDEO!**

**Video content has been reduced to 6-second snippets with YouTube's Bumper Ads. Adoption is set to continue to snowball - making it the ideal format for giving a memorable hotel message. Use your existing video content to re-package into multiple 6-second videos for different campaigns.**



# Live Video Will Continue Explode

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What is Live Video?



How it's work?



MoMo Zhou

Glad to see Berlin is treating you well :)



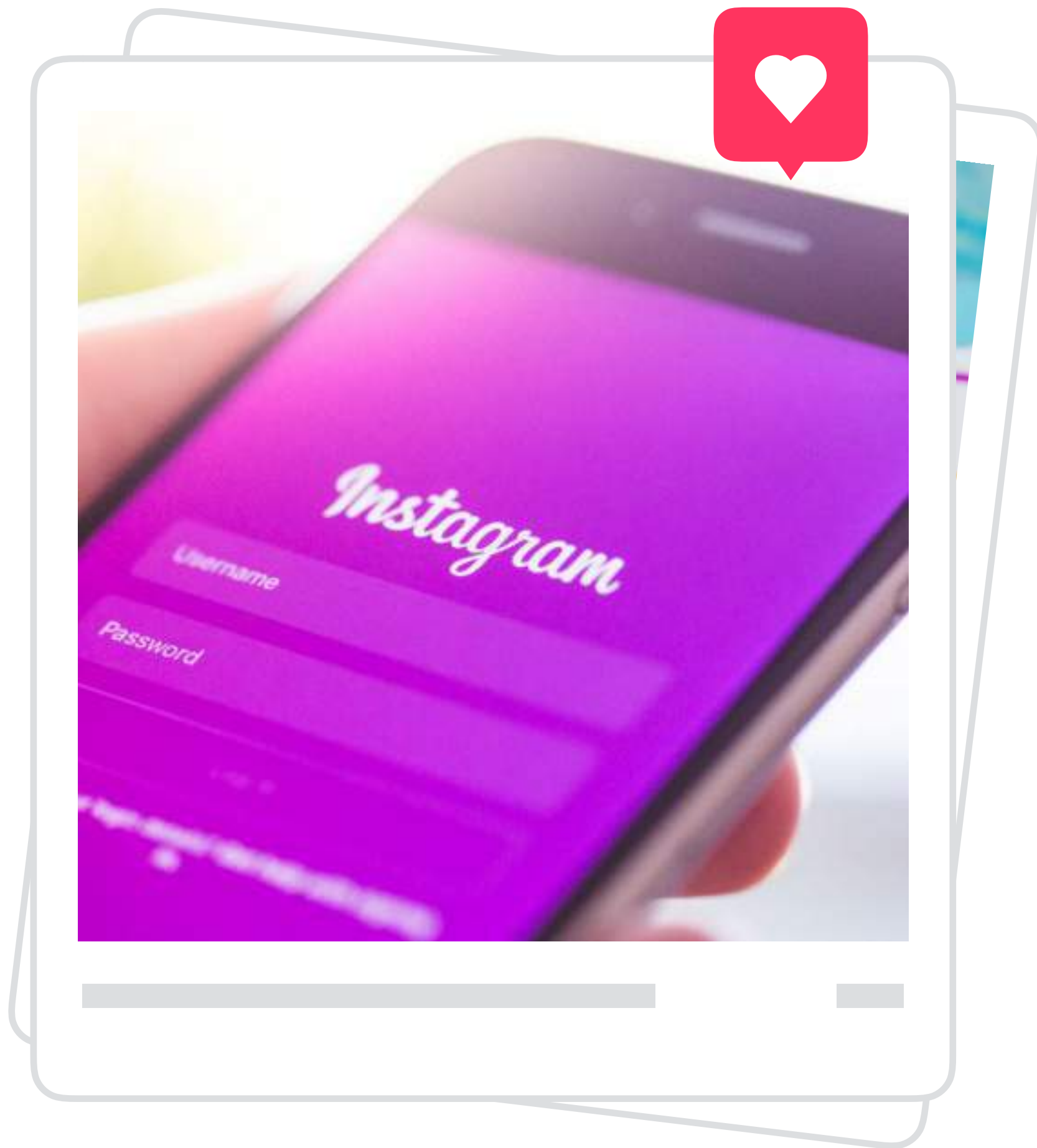
Dave Cherry

Whoa! This is amazing!

ld have seen



# Use Instagram more often!



- **Why Instagram**

Users are now likely to see newer posts higher up, the image-sharing app said in a statement on Thursday, adding that its feeds will “feel more fresh, said Gabe Madway, Instagram’s spokesman.

- **Why it’s matter?**

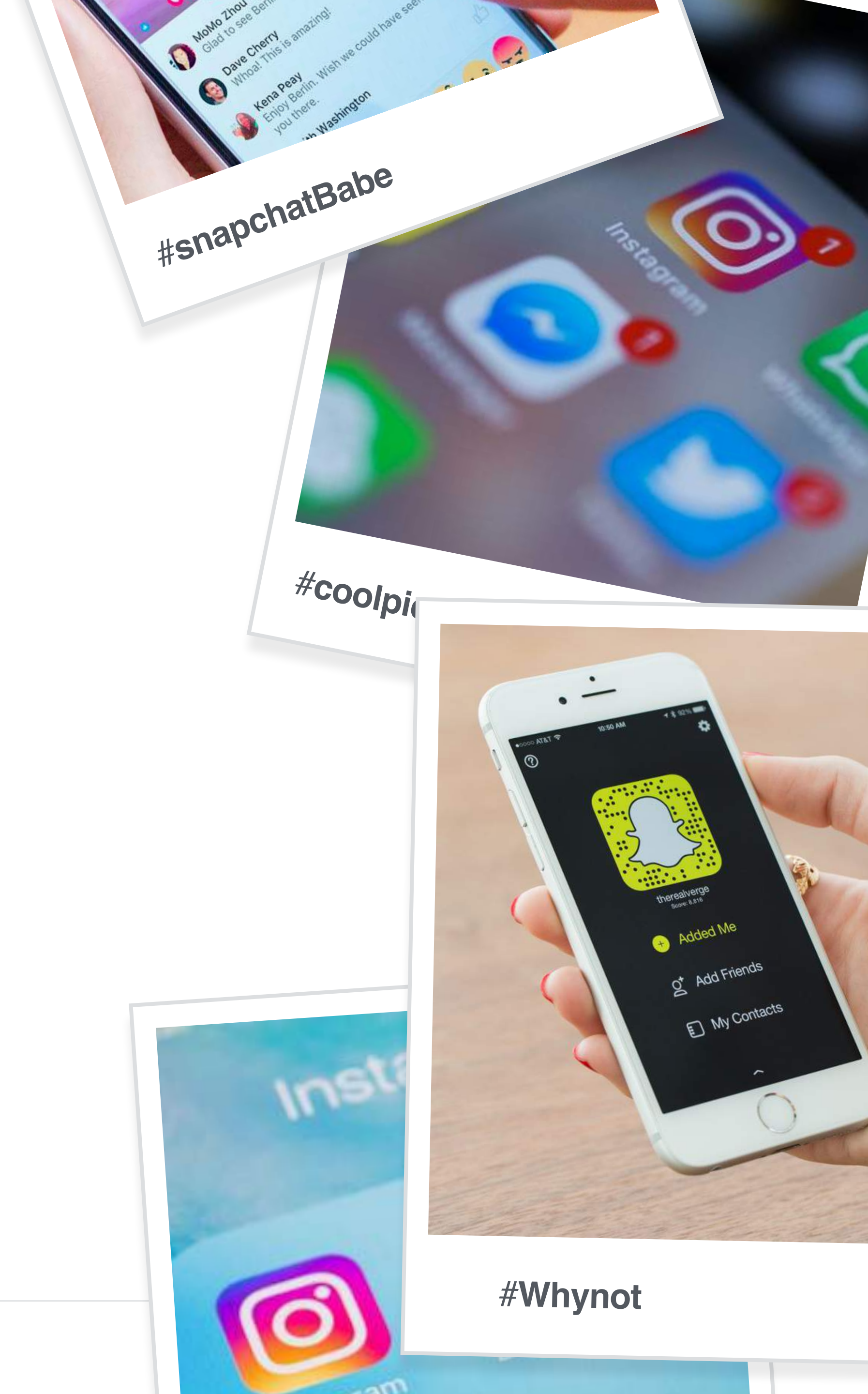
Instagram is one of several social media companies that are striving to find the right balance between arranging content chronologically and ranking it according to machine-learned impressions of relevance.





# Snapchat's strategy is representative of a growing trend as networks ditch their “social” tags

KANTAR MEDIA





# Snapchat for Marketing? Why not..



**301 M**

MONTHLY ACTIVE USERS



**164 M**

DAILY ACTIVE USERS



**3B**

SNAPS A DAY

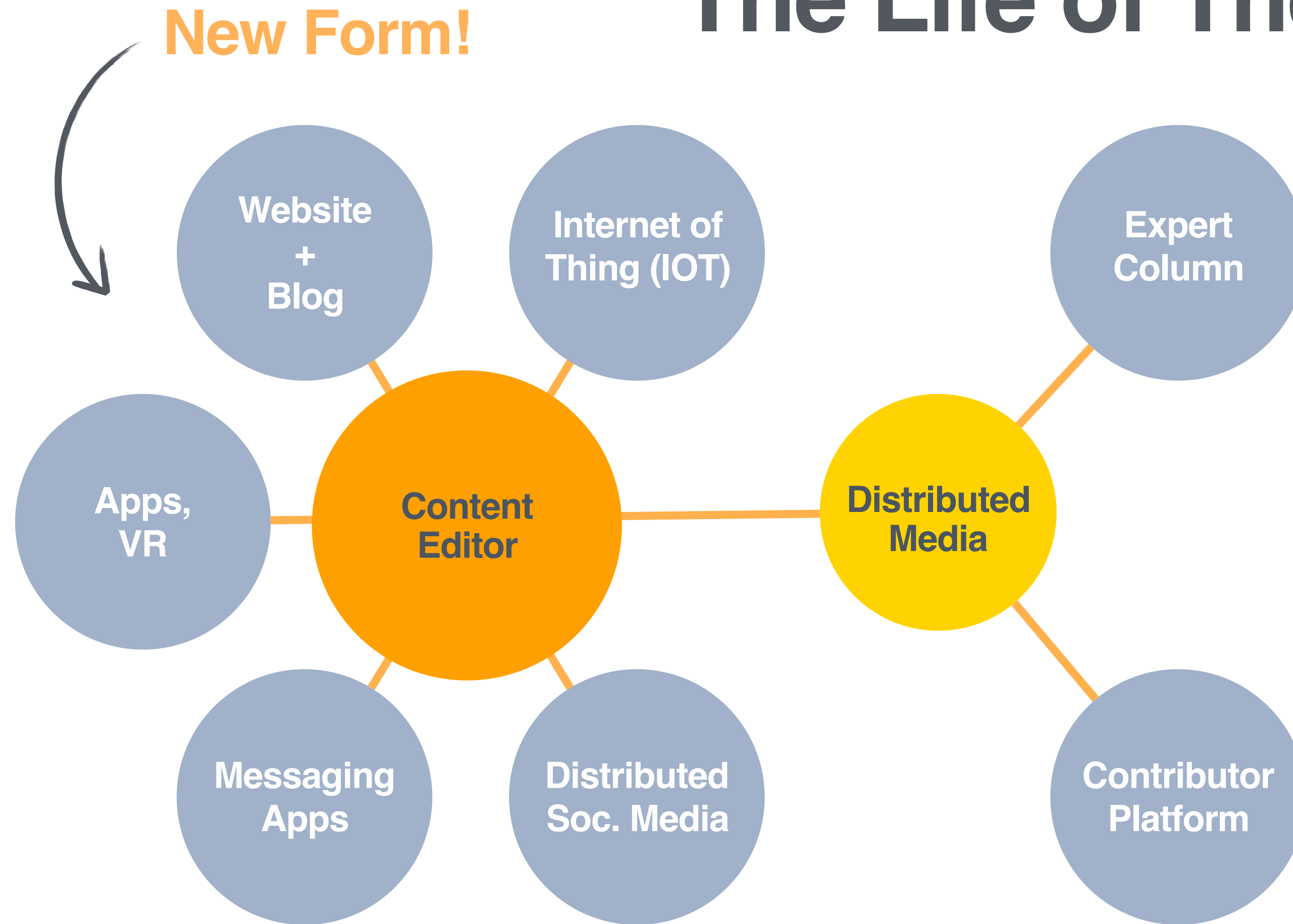


**18%**

FROM SOCIAL MEDIA USERS



# Content Distribution Become The Life of The Party

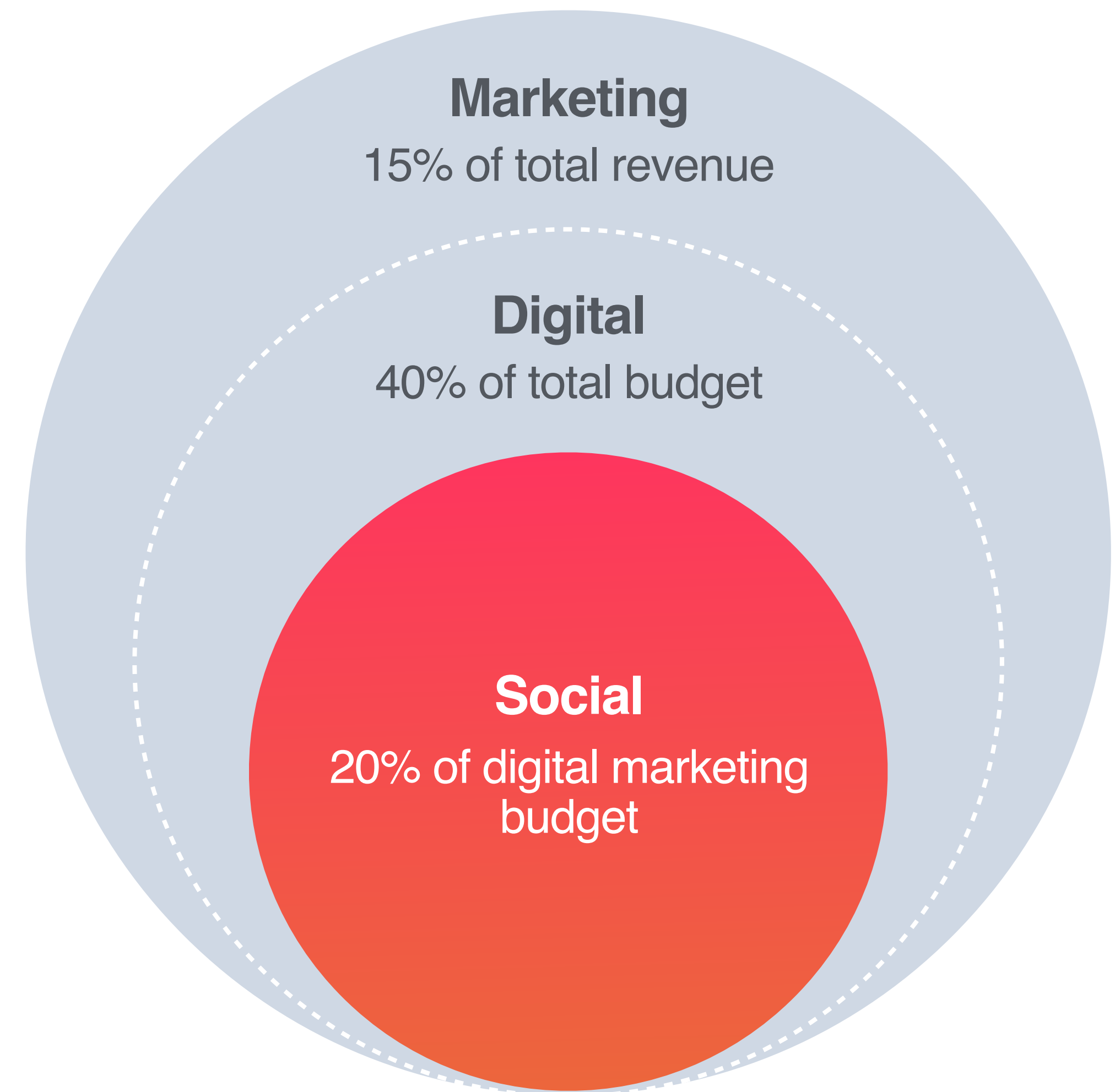


”  
Pushy narratives are OUT. Engaging experiences are IN.



# Increase your social media advertising budget

Organic reach has been declining across social media for years. That means you're probably already a whiz at Facebook ads. But now that Facebook is reprioritizing content from brands and publishers, these skills will be more important than ever. Businesses must know how to target the right audiences to ensure their advertising dollars go further.







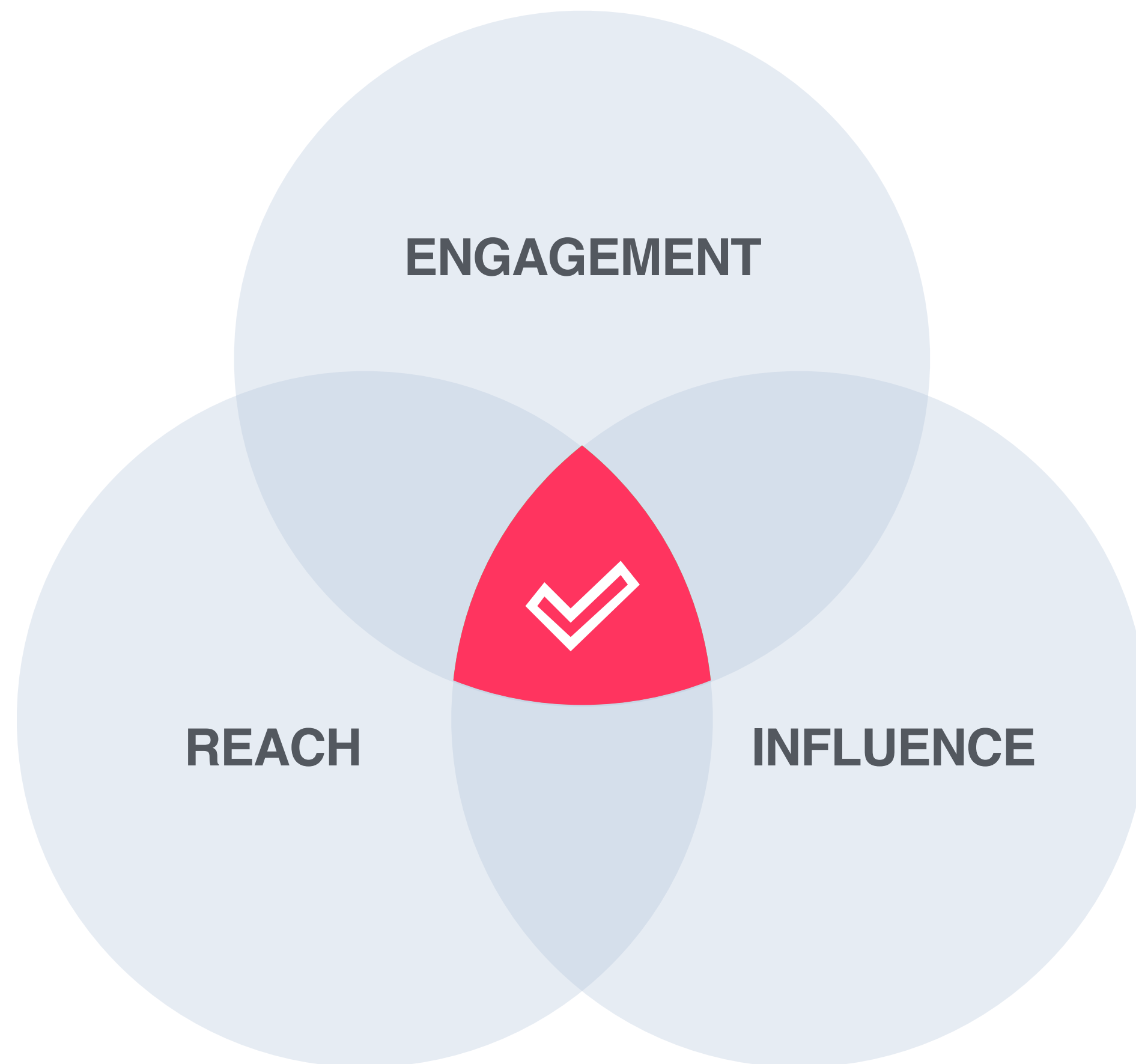
# Invest time in Facebook Groups

YES NOW IT'S TIME

Facebook Groups are pages that you create within the Facebook social networking site that are based around a real-life interest or group or to declare an affiliation or association with people and things.



# Post Useful Content!



## ✓ Reach

Reach measures the spread of a social media conversation. On its own, reach can help you understand the context for your content.

## ✓ Engagement

How are people participating in the conversation about your brand? What are they doing to spread your content and engage with the topic?

## ✓ Influence

Just because someone has a lot of friends or followers, that does not mean they can encourage those followers to actually do anything.



# Brainstorming Creative New Ideas

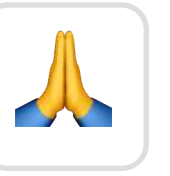
Don't only iterate and optimize what you've already been doing. Always try creative new things.

Some of your new and innovative ideas will fail, but the few that succeed will be well worth it.





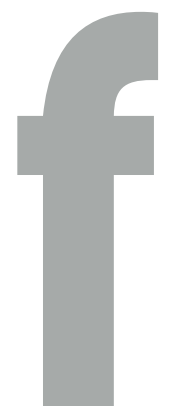
# Thank you



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I have a LinkedIn profile also  
[https://www.linkedin.com/in/  
dimitriadis/](https://www.linkedin.com/in/dimitriadis/)



I have other social media too, but  
they have ugly urls...

