

# Κοινωνικά Δίκτυα

Ιούνιος 2022



The better the question. The better the answer.  
The better the world works.

**ΠΟΣΑ ΚΟΙΝΩΝΙΚΑ ΔΙΚΤΥΑ ΞΕΡΕΤΕ;**

Ποσά κοινωνικά δίκτυα ξέρετε;

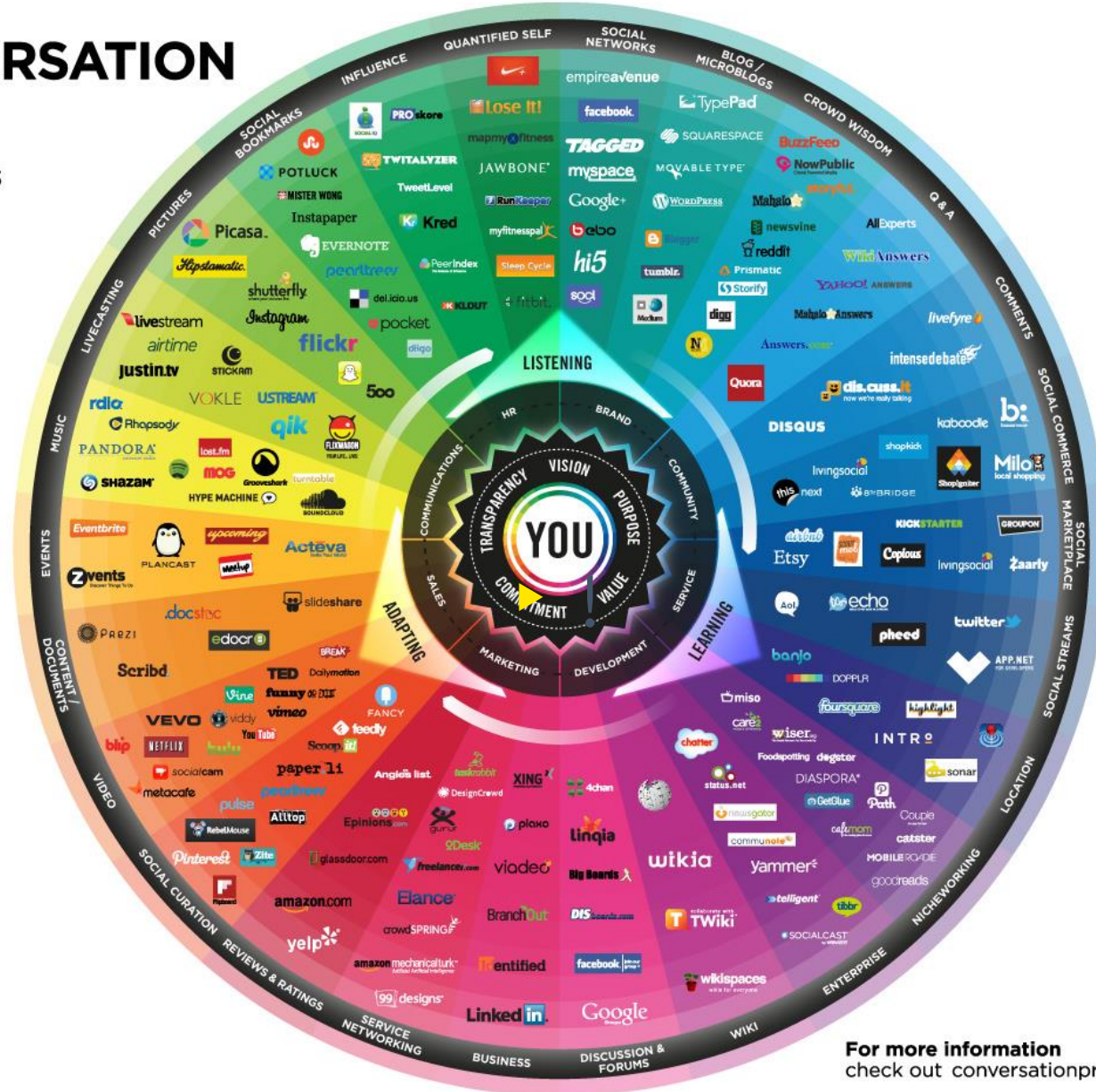
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Πολλά που ξέρετε...



# THE CONVERSATION PRISM

Brought to you by  
Brian Solis & JESS3

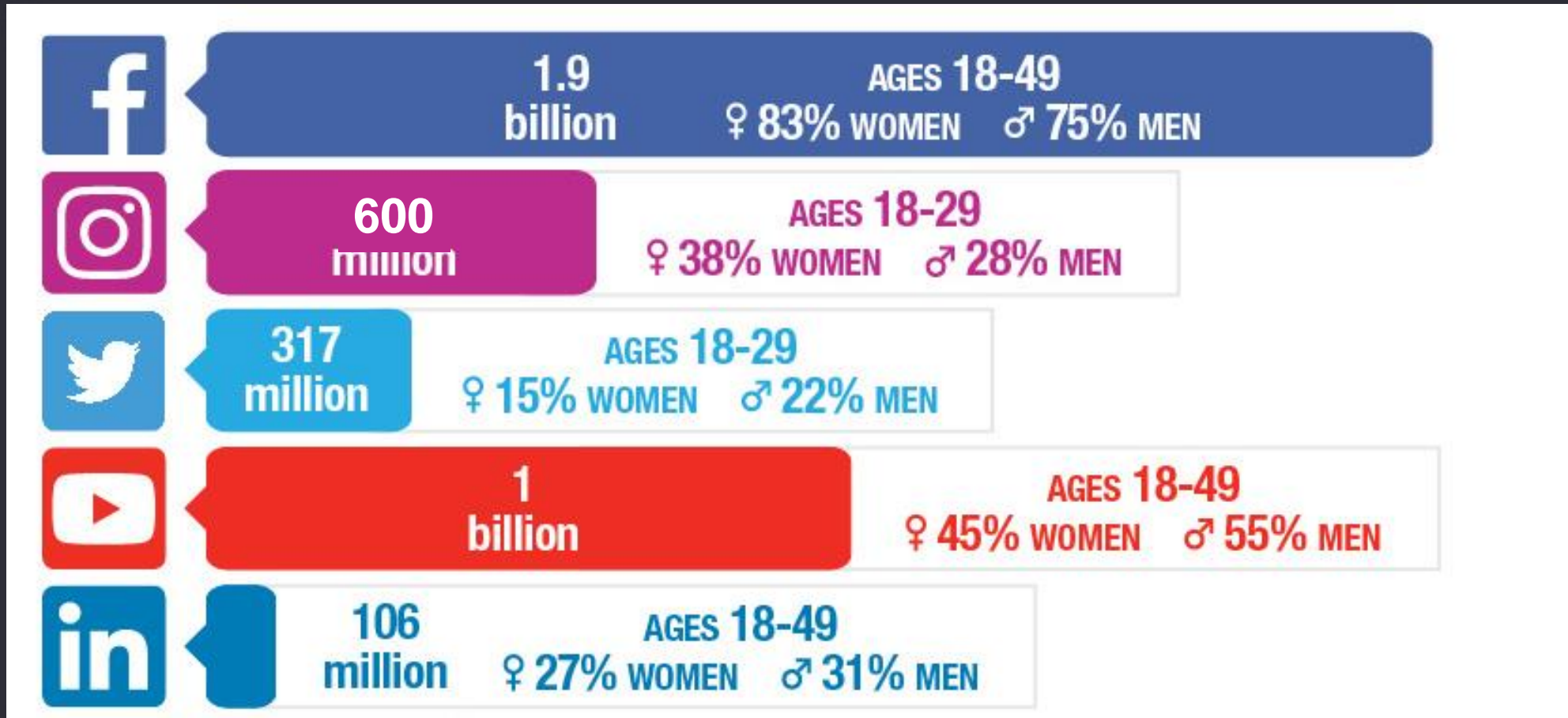


For more information  
check out [conversationprism.com](http://conversationprism.com)



Γιατί να «παίξουμε» με τα social;

## ➔ Γιατί οι πελάτες μας είναι εδώ



# Τα κοινωνικά δίκτυα... με καφέ!



Ας δούμε το Facebook

1

# Facebook Profile Vs Page

## Ατομικά

The image shows a personal Facebook profile for Stefanos Prokos. The cover photo features the text "dammit man" in white on a dark, starry background. The profile picture is a portrait of a man in a dark shirt. The name "Stefanos Prokos" is displayed below the profile picture, along with options to "View As", "Edit Profile", and "Activity Log". Navigation tabs include "Timeline", "About", "Friends 1,740", "Photos", "Archive", and "More". The left sidebar shows an "Intro" section with "Add Bio" and a bio listing "eBusiness Consultant at Convert Group", "Lives in Athens, Greece", and "From Ioánnina, Greece". The main content area shows a "What's on your mind?" post creation prompt with options for "Photo/Video", "Feeling/Activity", and "Public" visibility. Below this, a post by Stefanos Prokos is visible, dated July 24.

## Εταιρικά

The image shows a corporate Facebook page for ΠΛΑΙΣΙΟ - PLAISIO. The cover photo is a promotional graphic for "Ψηφιακή Μέριμνα II" (Digital Care II) for educators, offering a 200€ voucher for desktop, laptop, or tablet. The profile picture is a red circle with a white border. The name "ΠΛΑΙΣΙΟ - PLAISIO" is displayed with a verified badge, and the handle "@plaisio.gr" and "Retail company" are shown below. A "Send message" button is visible. The page navigation includes "Home", "Photos", "Groups", "Community", and "More". The "About" section lists: "Για ό,τι σημαίνει τεχνολογία, το μυαλό πάει στο Πλαίσιο", "1,035,143 people like this", "1,012,922 people follow this", and "221 people checked in here". A pinned post from 15 hours ago mentions the WWDC 2022 event and the new Apple M2 chip.



# Τύποι δημοσιεύσεων στο Facebook

- ▶ Video
- ▶ Σύνδεσμος/ URL
- ▶ Φωτογραφία
- ▶ Status
- ▶ Photo Gallery
- ▶ Carousel
- ▶ Ερώτηση



# QUIZ

---

## Τι είναι καλύτερο να παρακολουθούμε στα Social Media μας;

### Απαντήσεις

1. Τον αριθμό των fans μας
2. Σε πόσους φτάνει το περιεχόμενό μας (reach)
3. Πόσοι χρήστες ανταποκρίνονται
4. € που κερδίσαμε!
5. Εξαρτάται από το στόχο μας



# QUIZ

---

Τι είναι καλύτερο να παρακολουθούμε στα Social Media μας;

## Απαντήσεις

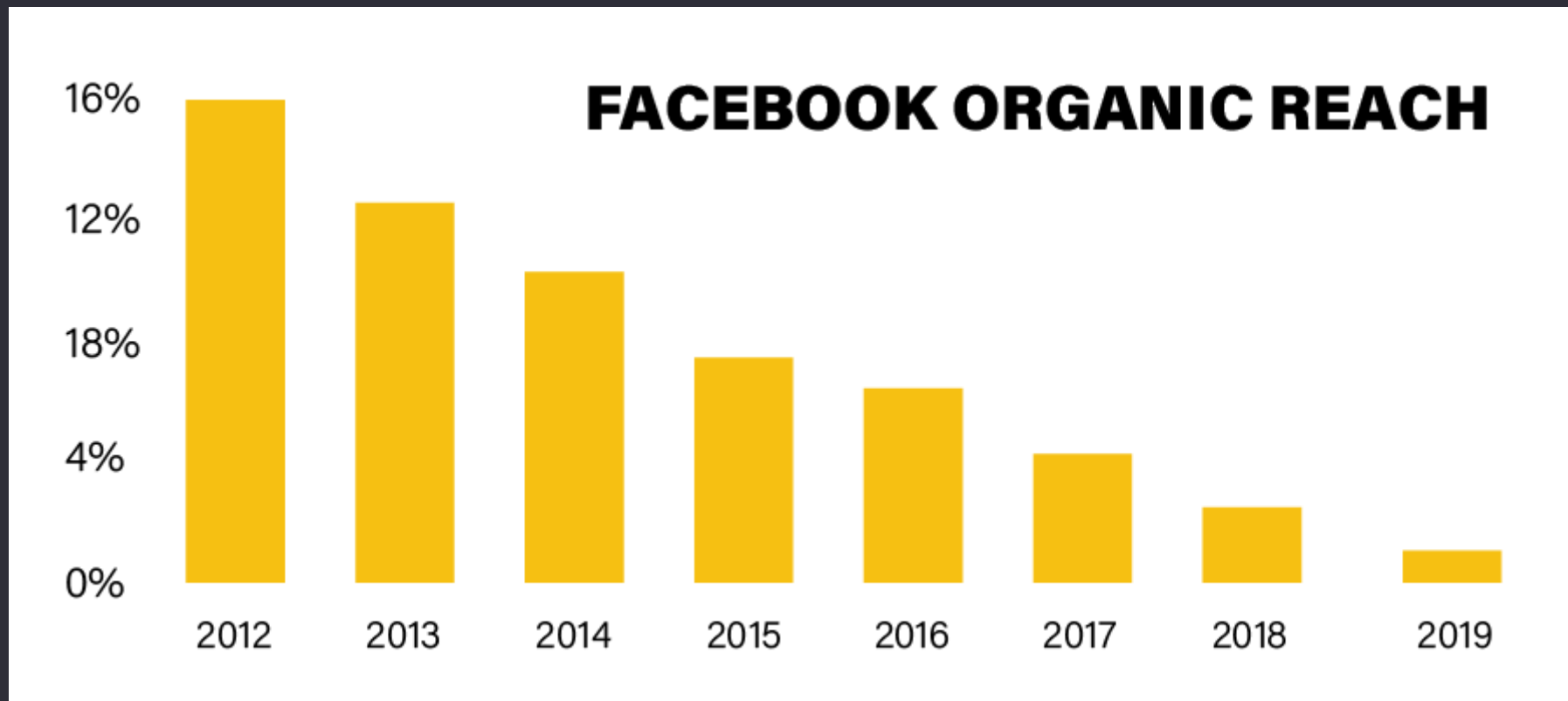
1. Τον αριθμό των fans μας
2. Σε πόσους φτάνει το περιεχόμενό μας (reach)
3. Πόσοι χρήστες ανταποκρίνονται
4. € που κερδίσαμε!
5. **Εξαρτάται από το στόχο μας**



Πόσοι θα δουν μια δημοσίευσή σας;

---

**ΑΣ ΥΠΟΘΕΣΟΥΜΕ ΟΤΙ ΕΧΕΤΕ ΜΙΑ ΣΕΛΙΔΑ ΣΤΟ FACEBOOK ΜΕ 10.000 FANS**



Ο μέσος χρήστης στο  
Facebook θα δει 300  
δημοσιεύσεις το 24ωρο\*

Source: Lars Backstrom, Facebook Engineering Manager

**ΤΙ ΣΗΜΑΙΝΕΙ ΑΥΤΟ  
ΓΙΑ ΤΙΣ ΕΤΑΙΡΕΙΕΣ;**



**NO PAY  
NO PLAY**

# Τύποι διαφημίσεων στο Facebook



Υπάρχουν  
πάνω από 15!







# facebook®

Suggested Post


 **Teabox**  
Sponsored · 




Stock up on some goodness this weekend.  
Order some teas, gifts or teaware and we'll cover the shipping!









**WORLDWIDE FREE SHIPPING**  
72 HOURS ONLY | NO MINIMUM ORDER VALUE

 **TEABOX**

You Shop. We Ship.

TEABOX.COM 

 11 

 Like  Comment  Share  Buffer

Περιεχόμενο

CTA

Shop Now

Book Now

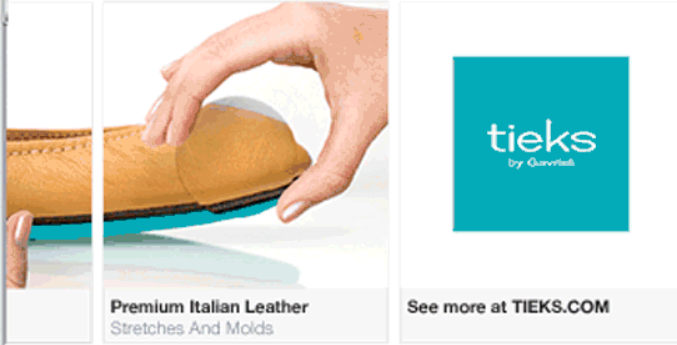
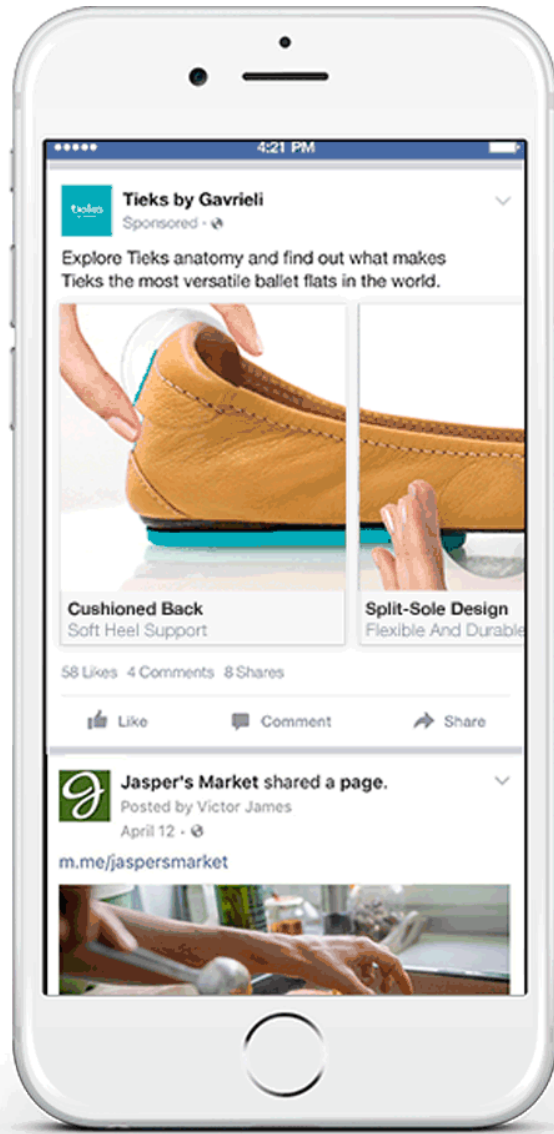
Download

Get directions

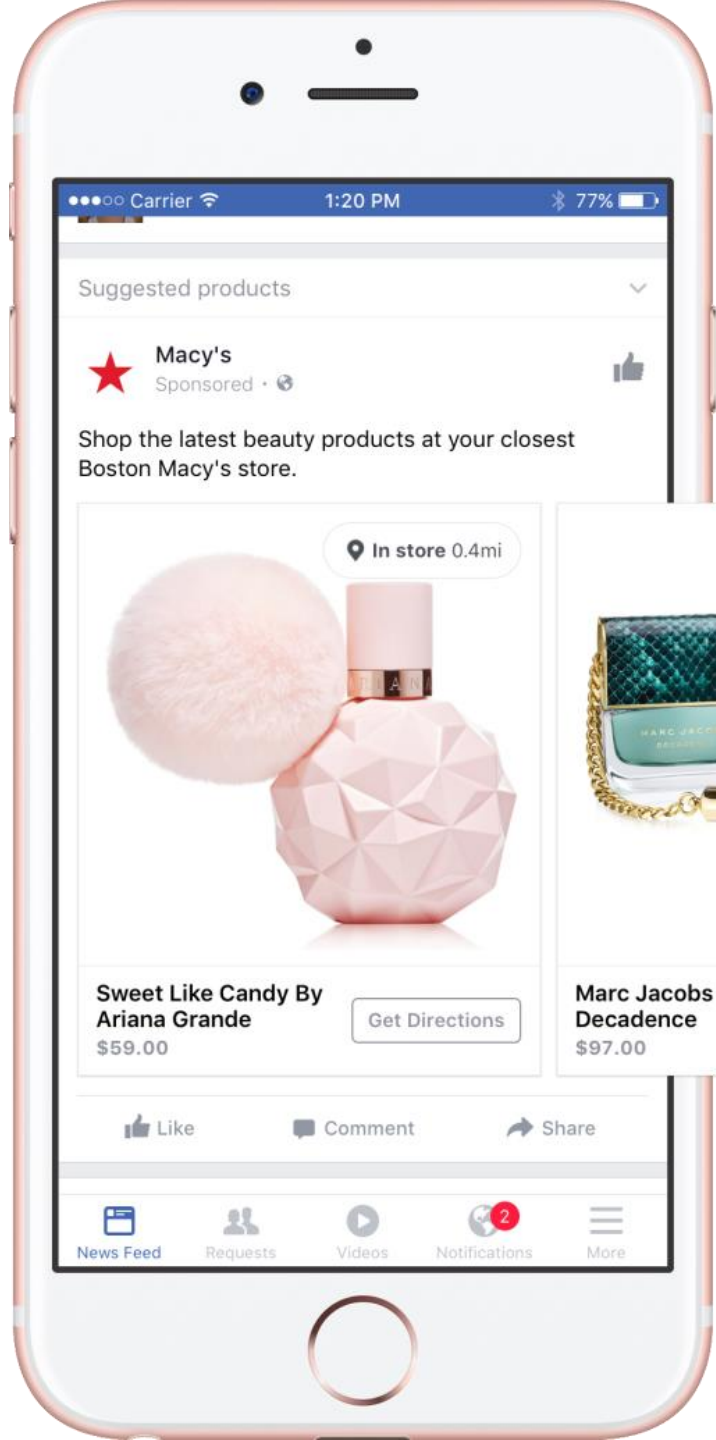
Learn More

Sign Up

# facebook®



# facebook®



Suggested products



**Macy's**

Sponsored · 🌐

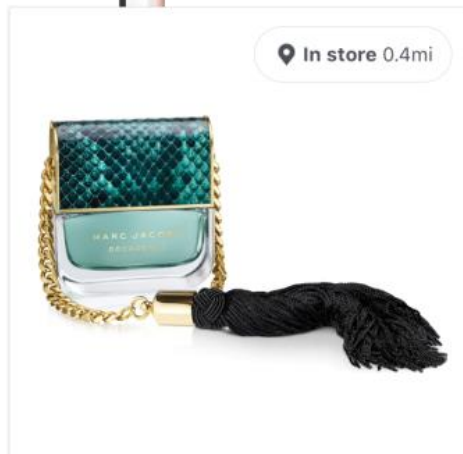


Shop the latest beauty products at your closest Boston Macy's store.



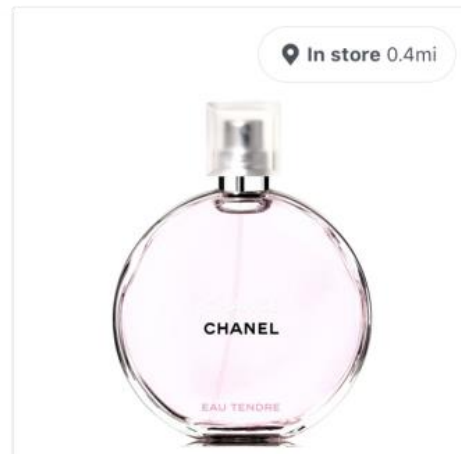
**Sweet Like Candy By Ariana Grande**  
\$59.00

[Get Directions](#)



**Marc Jacobs Divine Decadence**  
\$97.00

[Get Directions](#)



**Chanel Chance Eau Tendre**  
\$125.00

[Get Directions](#)

👍 Like

💬 Comment

➦ Share



News Feed



Requests



Videos



Notifications



More

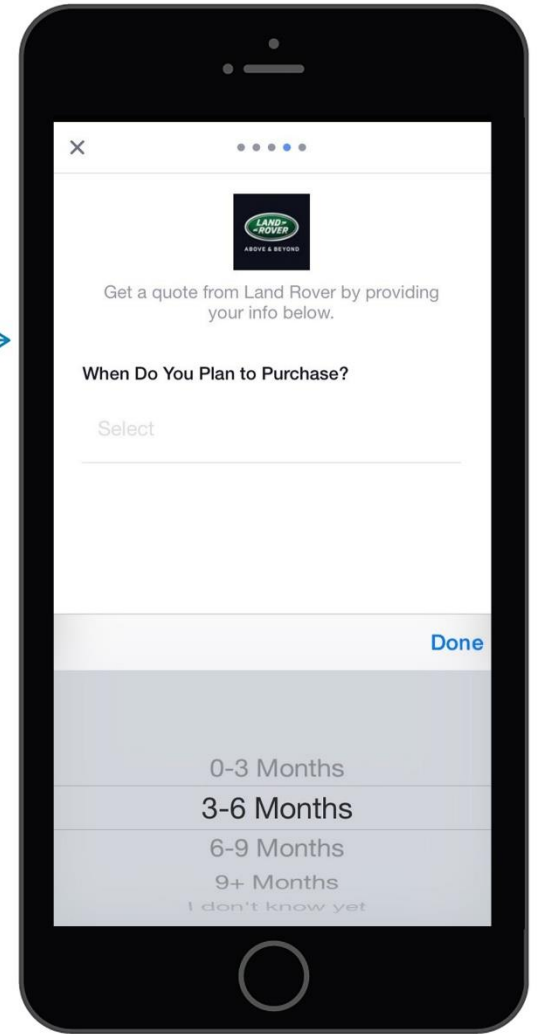
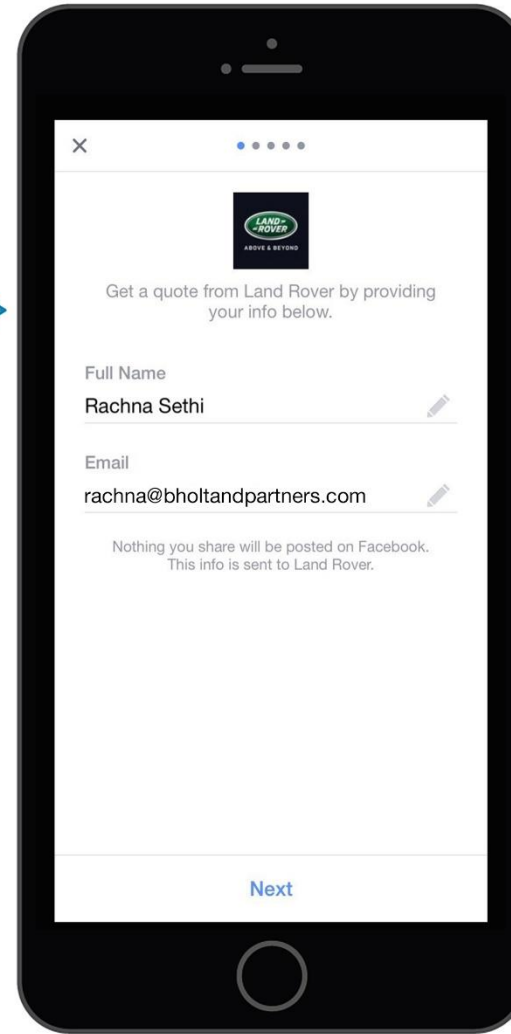
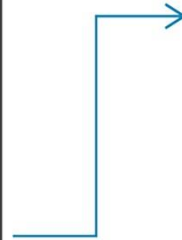
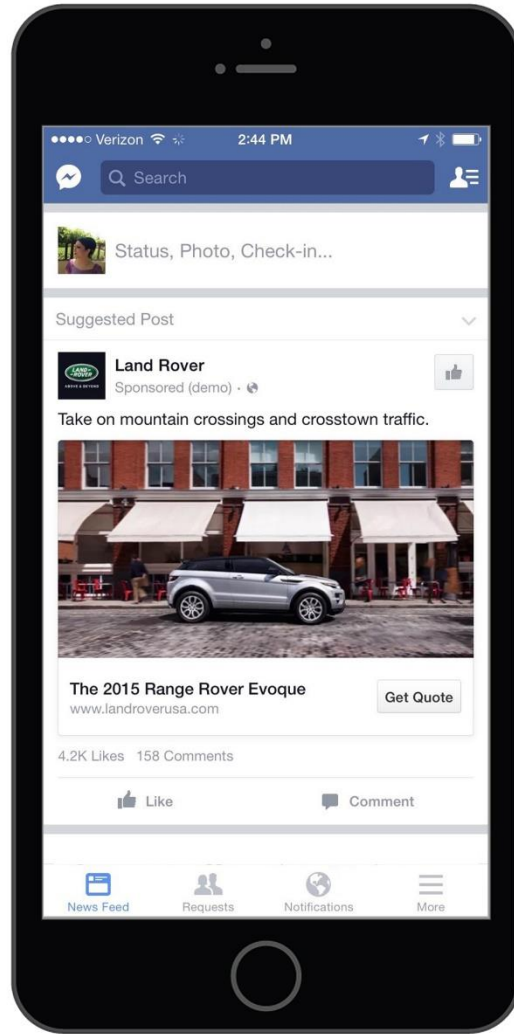


**450 Washington Street**

0.4 mi away  
Open · 9AM - 9PM



# facebook®



# facebook®


FREE GROUND SHIPPING OVER \$100 | FREE 2-DAY OVER \$200

COLEHAAN.COM COLEHAAN OUTLET SIGN IN/REGISTER FIND A STORE


COLE HAAN Women Men Kids Sale ZeroGrand

SALE WOMEN'S SALE / SHOES / CHESNEY BOOTIE (15MM)

← BACK



ROLL-OVER TO ZOOM



**Chesney Bootie (70mm)**  
SKU #04021  
\$278.00  
**\$159.95 42% off**

Write a Review

Color: Greystone

SIZE: WIDTH: QTY:

SELECT 0 1 2 3 4 5 6 7 8 9 10 11 12

Size & Width Guide

ADD TO BAG

ADD TO WISHLIST

SHOP ONLINE Free 2-day shipping & free returns  
WISHLIST / BAG

**DESCRIPTION**

Our Chesney Bootie features soft nubuck leather, a 70mm stacked heel and our patented Grand.OS technology for maximum comfort, making it the perfect seasonless bootie for when you want a little extra height without sacrificing comfort. Match with straight leg jeans and a chunky knit when off.



**Cole Haan** Sponsored · Like Page

Stock Up on Fall's Finest at Cole Haan.



COLE HAAN

Enjoy 40% Off Clearance Styles  
Use Code: EXTRA40

COLEHAAN.COM Shop Now

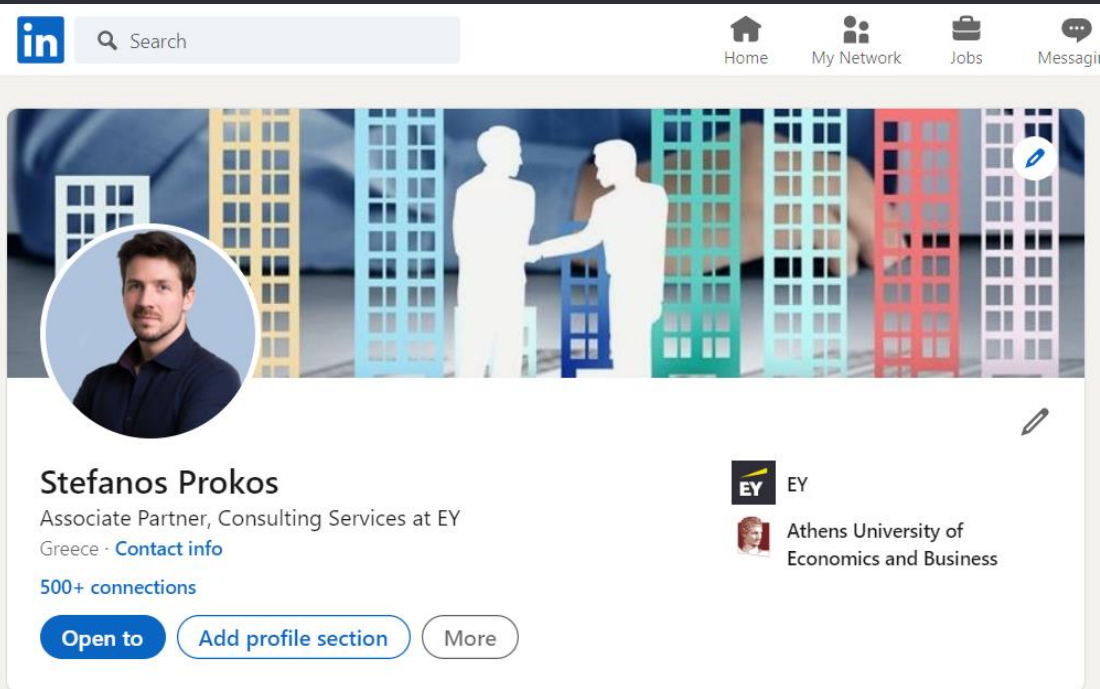
255 Likes 6 Comments 21 Shares

Ας δούμε το LinkedIn

2

# LinkedIn Profile Vs Page

## Ατομικά



The screenshot shows a LinkedIn profile for Stefanos Prokos. At the top, there is a navigation bar with the LinkedIn logo, a search bar, and icons for Home, My Network, Jobs, and Messages. The profile header features a circular profile picture of Stefanos Prokos and a background image of two silhouettes shaking hands in front of colorful building models. Below the profile picture, the name "Stefanos Prokos" is displayed, followed by his title "Associate Partner, Consulting Services at EY" and location "Greece". A "Contact info" link is provided. To the right, there is a logo for EY and a link to his education at "Athens University of Economics and Business". The profile has "500+ connections". At the bottom of the header, there are three buttons: "Open to", "Add profile section", and "More".

### Suggested for you

Private to you

### Analytics

Private to you

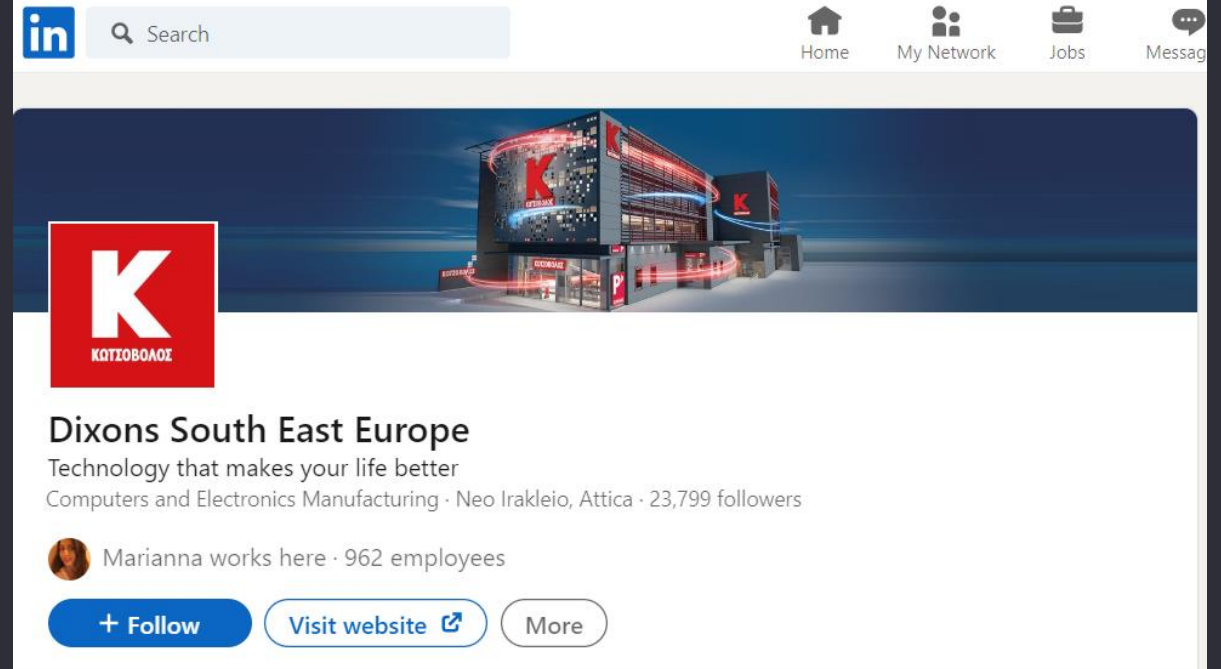
**222 profile views**  
Discover who's viewed your profile.

**6,355 post views**  
Check out who's engaging with your posts.

**150 search appearances**  
See how often you appear in search results.

### Resources

## Εταιρικά



The screenshot shows a LinkedIn company page for Dixons South East Europe. The navigation bar is identical to the profile page. The header features a large banner image of a modern building at night with a large red "K" logo. Below the banner is the company logo, a red square with a white "K" and the Greek word "ΚΑΤΣΟΒΟΛΟΣ" underneath. The company name "Dixons South East Europe" is displayed, followed by the tagline "Technology that makes your life better" and location "Computers and Electronics Manufacturing · Neo Irakleio, Attica · 23,799 followers". A link indicates "Marianna works here · 962 employees". At the bottom of the header, there are three buttons: "+ Follow", "Visit website", and "More".

[Home](#) [About](#) [Posts](#) [Jobs](#) [People](#) [Videos](#)

### About

Currys plc is a leading omni channel retailer of technology products and services, operating through online and 829 stores in 7 countries, employing 35,000 capable and committed colleagues. In the UK&I, Currys trades as Currys; in the Nordics under the Elkjøp brand and as Kotsovolos in Greece. With a wide range of services and support, Cu... see more

[See all details](#)

# Προσλαμβάνοντας μέσω LinkedIn

Showing results for ...

**1K** total candidates    **71** have company connections    **230** engaged with your talent brand    **27** past applicants

230 results • Sorted by relevance    1 - 25

**Job title** Current or Past

Project Manager +

Technical program manager, Program mana...

**Locations**

Greater Chicago Area +

San Francisco Bay Area, Greater New York...

**Skills**

Business strategy    Analytics

enter a skill...

Market entry (123)  
Analysis (100)  
Corporate development (176)  
Management consulting (103)  
Business strategy (89)

**Companies** Current or Past

+ Add companies or boolean

Google, Facebook, Evernote, LinkedIn, Ocu...

**Education** Any to 2012

Northwestern University

DePaul University +

University of Illinois at Urbana-Champaign, P...

**Kenneth Rai** 1<sup>st</sup>

Project Manager, Business Analytics at LinkedIn  
Chicago, Illinois - Information Technology and Services

Current Project Manager, Business Analytics at LinkedIn 2011 - Present  
Founder at Eyesight Analytics 2013 - Present

Past Data Analysis / Project Manager at Splashtop Inc. 2008 - 2011  
Venture Capital Analyst Intern at DFJ Dragon Fund 2005 - 2008

2 Shared connections    Company follower

**Ellen Silverman** 3<sup>rd</sup>

Senior Project Manager at Victorian Automotive Chamber of Commerce  
Chicago, Illinois - Information Technology and Services

Current Digital Project Manager, Business Analytics at LinkedIn 2011 - Present

Past Data Analysis / Project Manager at Splashtop Inc. 2008 - 2011  
Venture Capital Analyst Intern at DFJ Dragon Fund 2005 - 2008

5 Shared connections    Recruiting activity

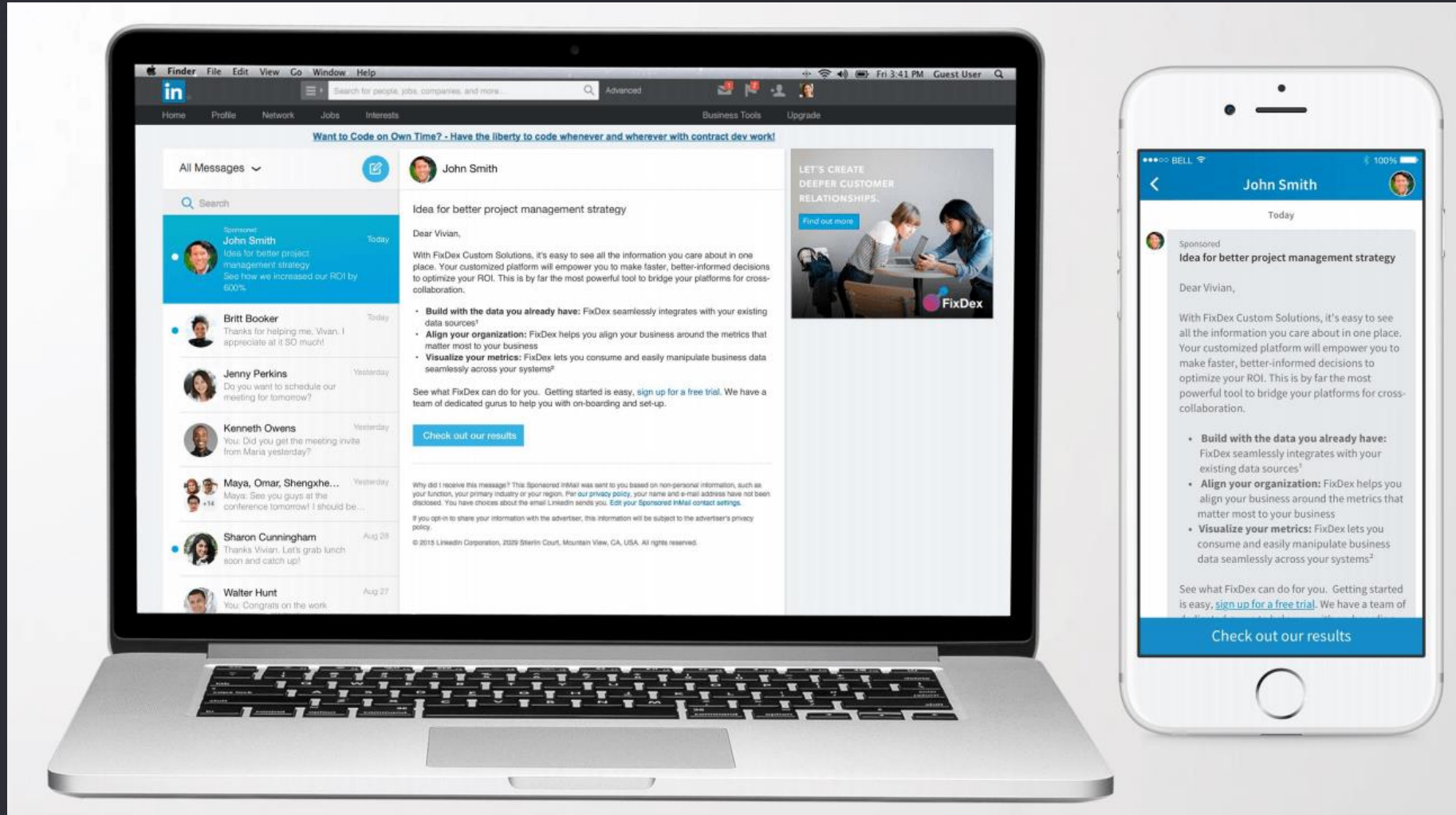
**Aubrey Macky** 2<sup>nd</sup>

Engineering Project Manager at Trunk Club  
Chicago, Illinois - Information Technology and Services

Current Project Manager, Business Analytics at LinkedIn 2011 - Present  
Founder at Eyesight Analytics 2013 - Present



# Διαφήμιση στο inbox

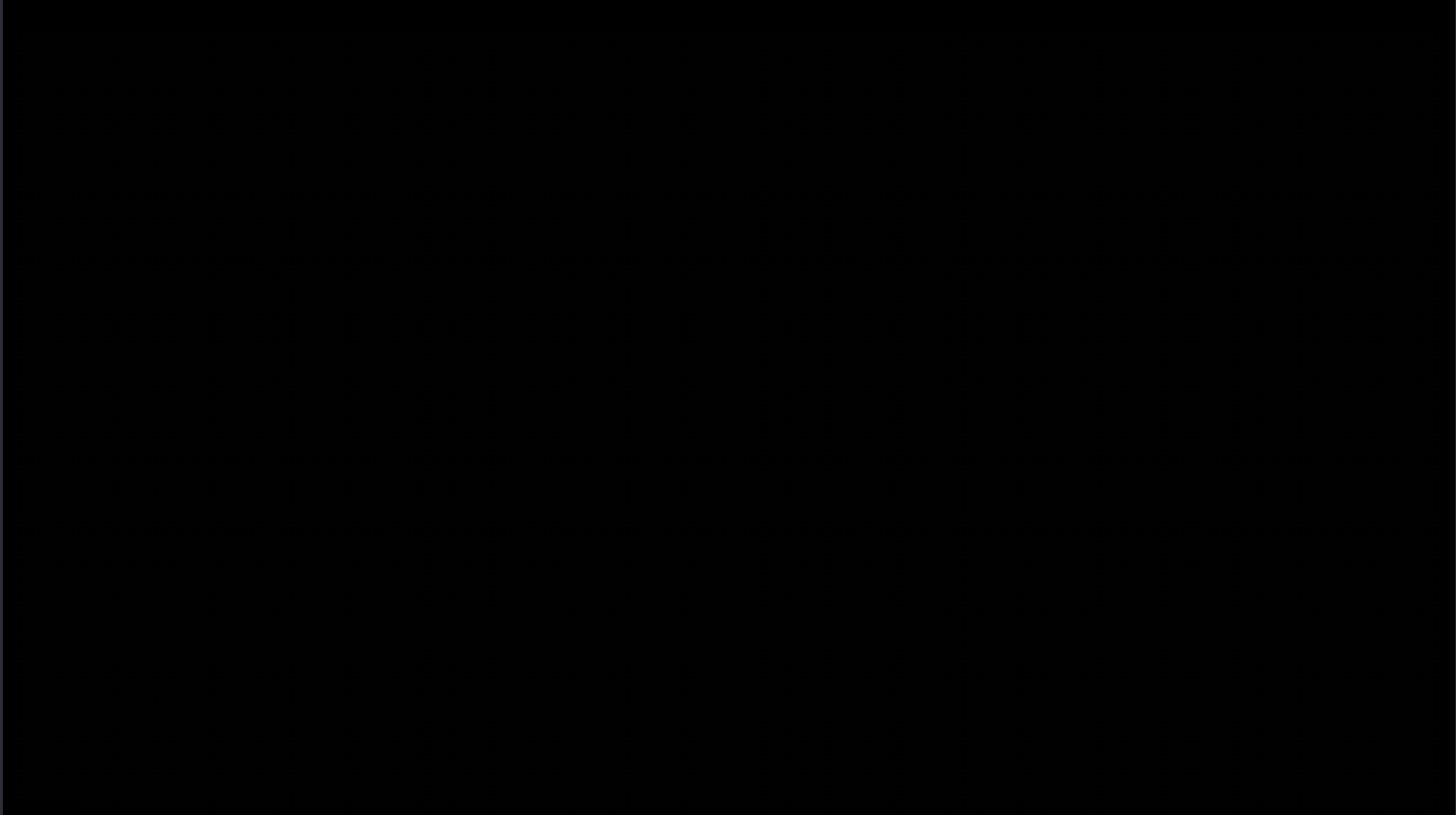


Ας δούμε το Twitter

3

Πόσο γρήγορο είναι το Twitter;

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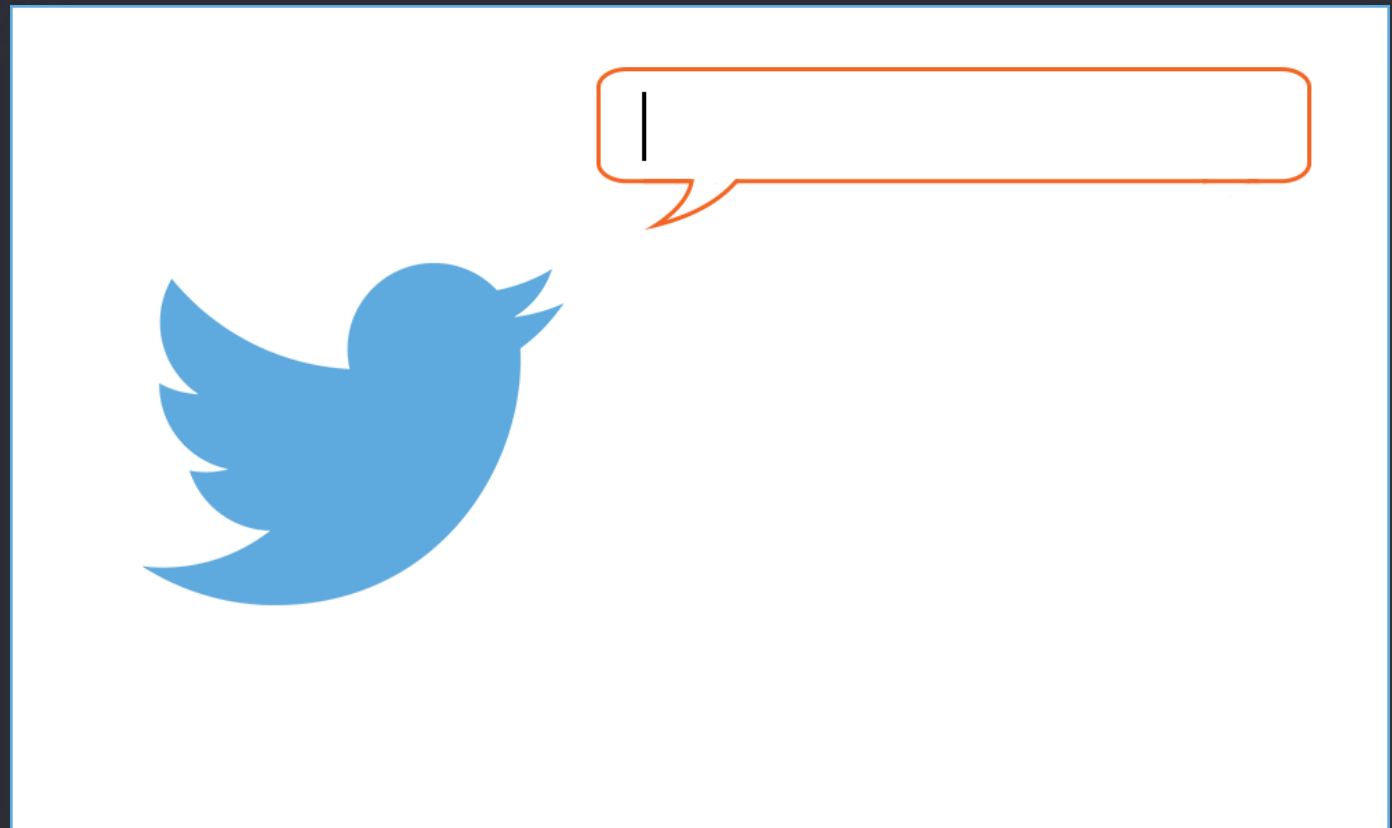


# QUIZ

---

Γράφετε ένα μήνυμα στο twitter ("tweet"). Πόσοι είναι οι περισσότεροι χαρακτήρες που επιτρέπεται να χρησιμοποιήσετε;

- 120
- 140
- 160
- 280

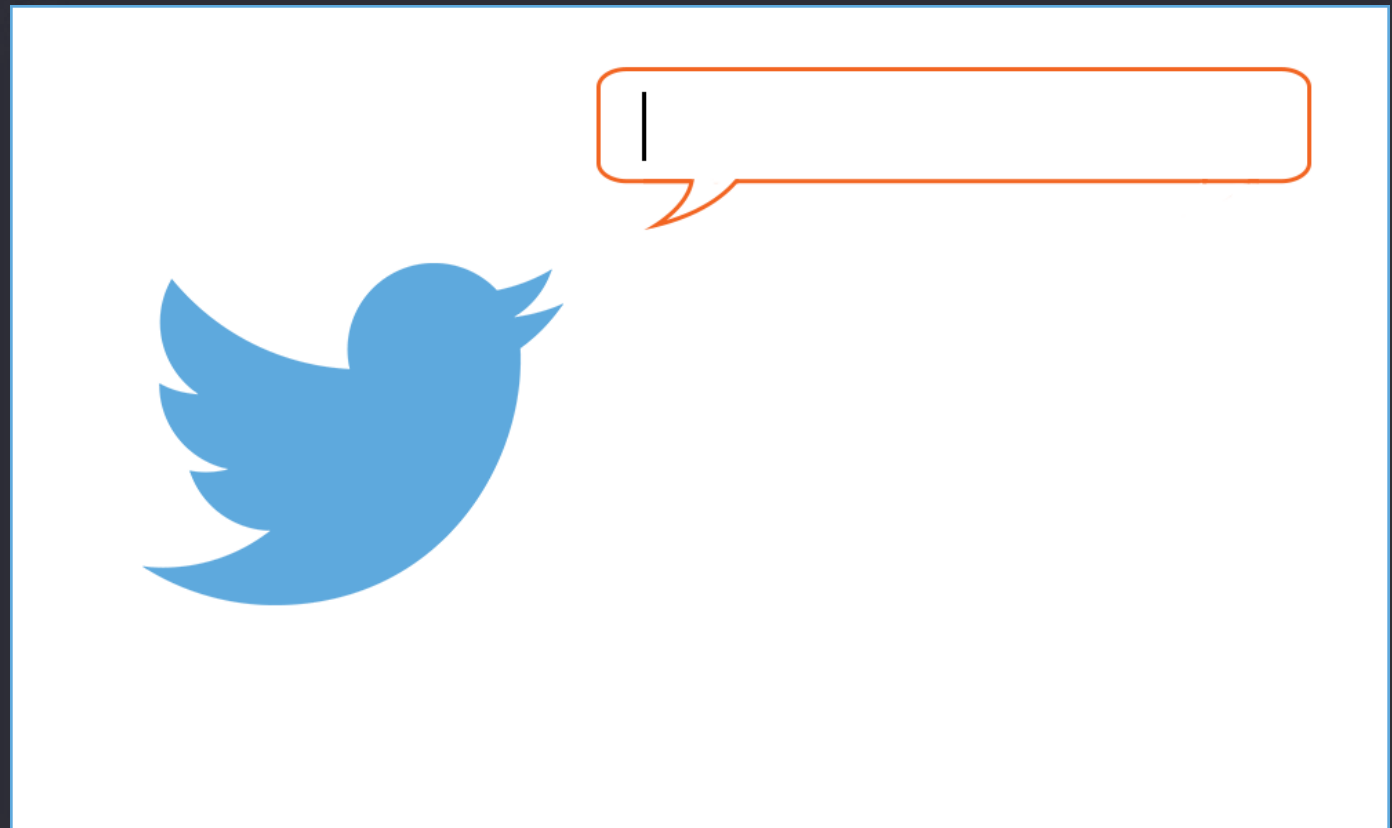


# QUIZ

---

Γράψετε ένα μήνυμα στο twitter ("tweet"). Πόσοι είναι οι περισσότεροι χαρακτήρες που επιτρέπεται να χρησιμοποιήσετε;

- 120
- 140
- 160
- **280**



# Διαφημίσεις στο Twitter

The image shows a screenshot of a Twitter profile page for 'GraphEffect'. The profile statistics are: 143 TWEETS, 209 FOLLOWING, and 10,363 FOLLOWERS. The page is annotated with three categories of promoted content:

- Promoted Accounts:** Indicated by an orange box around the 'Who to follow' section, which includes 'IKEA USA' (@DesignByIKEA) and 'Vinod Khosla' (@vkhosla).
- Promoted Tweets:** Indicated by a green box around a tweet from 'AIP Online Division' (@TheArtInstitute) about interior design degrees.
- Promoted Trends:** Indicated by a blue box around the 'Los Angeles trends' section, which features '#1940census' and '#imSingleBecause'.

Other visible tweets include one from Joel Smernoff (@jsmernoff) about a weather map and another from Chaim Haas (@chaimhaas) about the Zuse tablet experience.

# Ένας άλλος τρόπος να μιλάτε στους πελάτες σας!

**Katy** @Kwaaadee · Jul 24  
@KLM our flights back home from Amsterdam to Glasgow tomorrow has been cancelled. Can you please assist asap??

**Royal Dutch Airlines** @KLM · Jul 24  
@Kwaaadee so we can check the next available flight. Thanks in advance! <<

**Katy** @Kwaaadee · Jul 24  
@KLM went to the airport and they rescheduled us for another flight. Thank you for your help!

**Royal Dutch Airlines** @KLM · Jul 24  
@Kwaaadee You're most welcome, Katy! Glad to hear everything is sorted now. If you have any other questions, please let us know!

**Katy** @Kwaaadee · Jul 25  
@KLM I've been booked onto 2 flights for tomorrow 26th July after my cancellation however I've already gotten a flight, can you cancel? Thnx

**Royal Dutch Airlines** @KLM  
@Kwaaadee Can you please send us your booking code via a Direct Message? We would like to look into this!

9:23 AM - 25 Jul 2015

@KLM

Ας δούμε το YouTube

4



# Αρχική Σελίδα YouTube

The image shows a composite of two YouTube interface screenshots. The top screenshot displays the main YouTube homepage with a navigation sidebar on the left containing 'Home', 'My Channel', 'Trending', 'Subscriptions', 'History', and 'Watch Later'. Below this are sections for 'Recommended' videos, 'Watch It Again', and a 'Subscriptions' list. The bottom screenshot shows a channel page for 'Christos Vareloglou', featuring a banner with a message about removed videos, channel statistics (9 subscribers, 215 views), and a playlist titled 'Random stuff' with four video items listed.

**YouTube Home Page Content:**

- Recommended:**
  - THIS VIDEO MAY HAVE GOT DELETED... (1,031,269 views)
  - Μεγάλες στιγμές Ελληνών αθλητών στους Ολυμπιακούς... (103,619 views)
  - Margot Robbie Interview | 2016 July 25 (472,766 views)
  - Victoria's Secret Swim Special 2016 New Part - VICTORY VTR (248,738 views)
  - Η Ασμίνα ηγλέζου πιο θερμή και από τον ήλιο στη... (14,123 views)
  - 5 Things Guys Do That Girls LOVE (1,321,214 views)
- Watch It Again:**
  - Angus And Julia Stone - Memories Of An Old Friend (5,239,834 views)
  - Ice Cube, Kevin Hart And Conan Help A Student Driver... (35,592,531 views)
  - Miley Cyrus - Summertime (29,717 views)
- Subscriptions:** Mykonos Live Tv, PrankInvasion, Cynep Cemeikka, SimpleSexyStupid, whatever, BBC Radio 1, HondaVideo, NBA Highlights, Vogue, Wilco de Kreij, Team Coco, Isobar Greece, Stuart Edge.

**Channel Page Content (Christos Vareloglou):**

- Message:** One or more videos have been removed from the playlist because they were deleted from YouTube.
- Channel Info:** 9 subscribers, 215 views, Video Manager.
- Navigation:** Home, Videos, Playlists, Channels, Discussion, About.
- Playlist: Random stuff**
  - 1. DotA 2 Kill Sounds (0:34)
  - 2. SOLOMUN @ Mamacas (Athens) with DSF by Blend & MFU 08/06/2012 (2:08)
  - 3. "Go ahead, make my day" - Dirty Harry (0:09)
  - 4. Reservoir dogs torture scene (1:03)

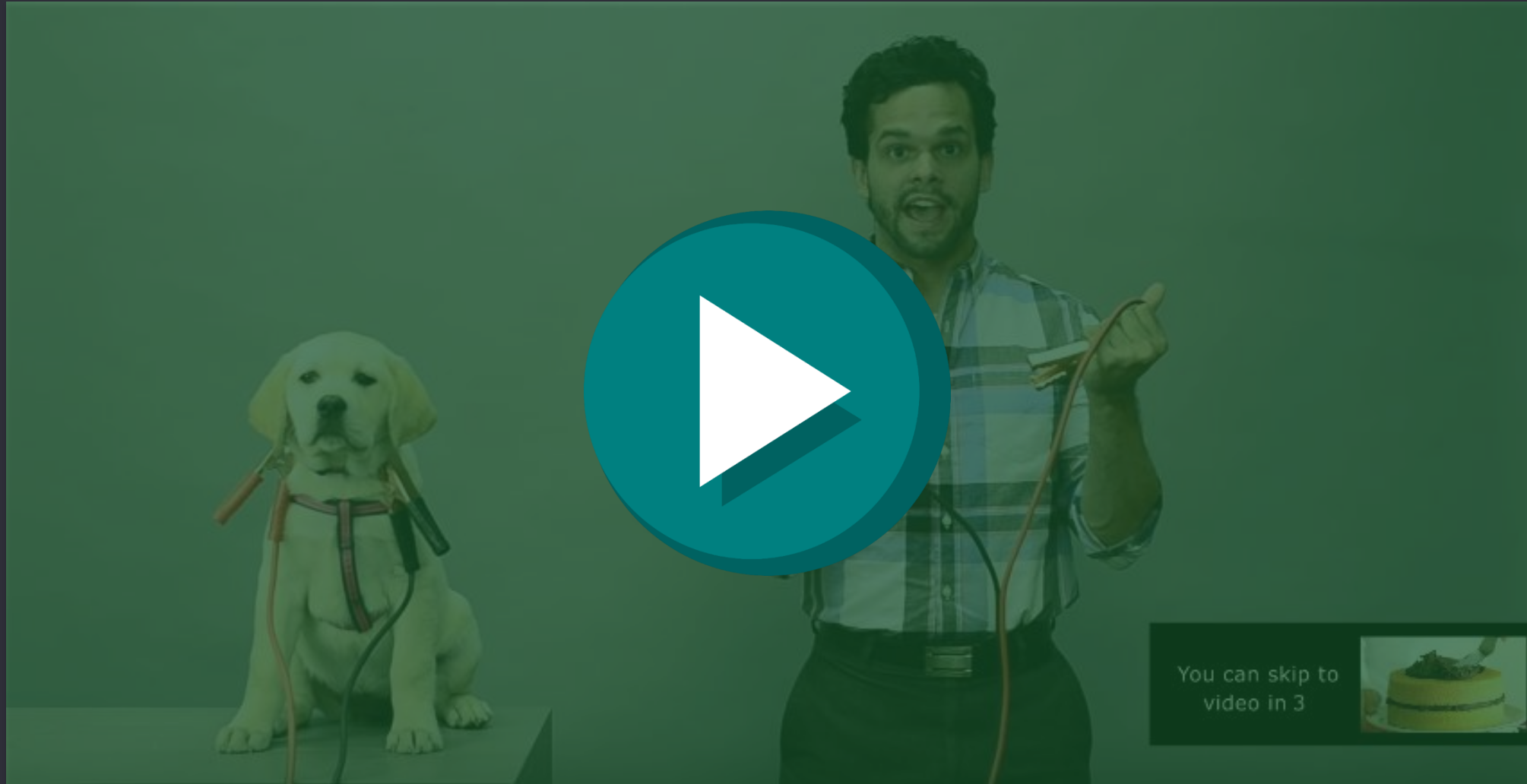
# Διαφημίσεις στο YouTube

This screenshot shows a YouTube video player with a fashion-related video. A red arrow points to the video frame with the handwritten text "in video". Below the video player, there is a search bar with "fashion" entered, and a sidebar with "units" and "L'ORÉAL PARIS" advertisement. The video title is "CHIC.TV Fashion: Christian Siriano - Fall 2011 New York Fashion Week" and it has 1,081 likes. The video player shows a woman with blonde hair being styled.

This screenshot shows a YouTube video player for "PSY - GANGNAM STYLE (강남스타일) MV". A red box highlights the video title. A Visa advertisement is overlaid on the video, showing a woman in a kitchen. A red box highlights the ad with the text "You can skip to video in 5". Below the video player, a red box contains the text: "If a user skips your ad, it will not count toward your spend. You only pay when a user watches the video all the way through". The video has 834,481,172 views. The YouTube interface includes a search bar with "gangnam style", a "Browse" button, and a "Sign In" button.

# Διαφημίσεις στο YouTube

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# Διαφημίσεις στο YouTube

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Ας δούμε το Instagram

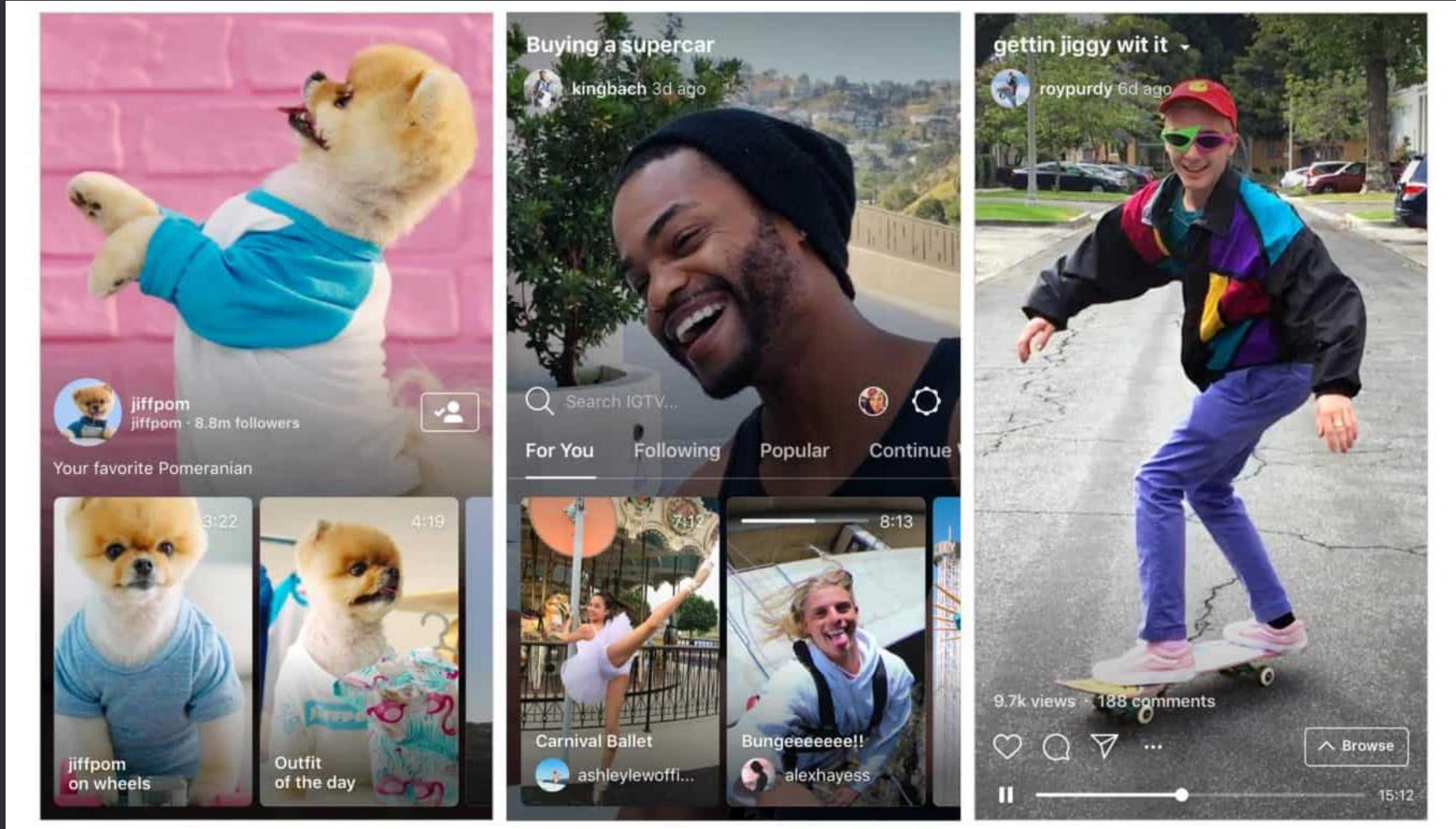
5

# Instagram Stories



- Συνήθης διάρκεια 10 δευτερόλεπτα
- Εξαφανίζονται μετά από 24 ώρες

# Instagram TV



# Instagram

Amzsurprise Sponsored



40%  
save off

Shop Now

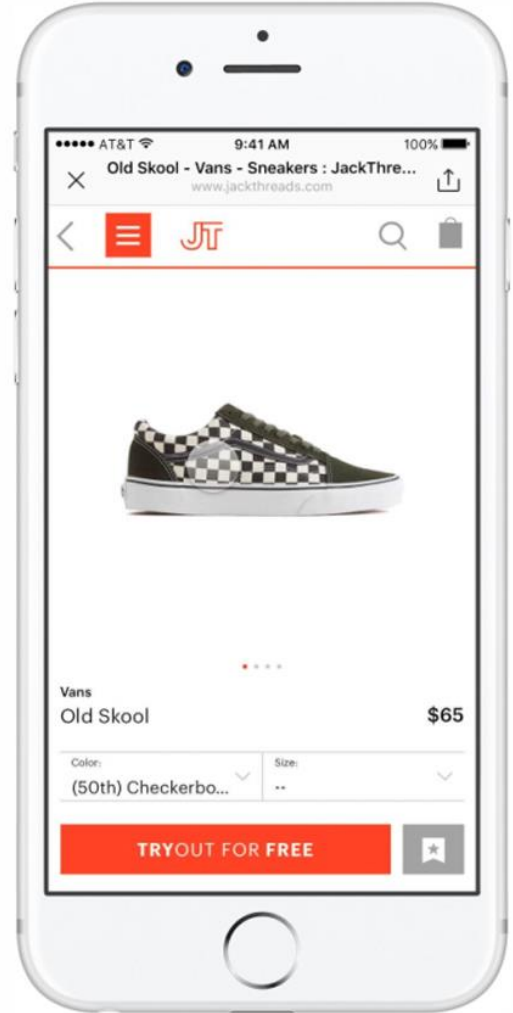
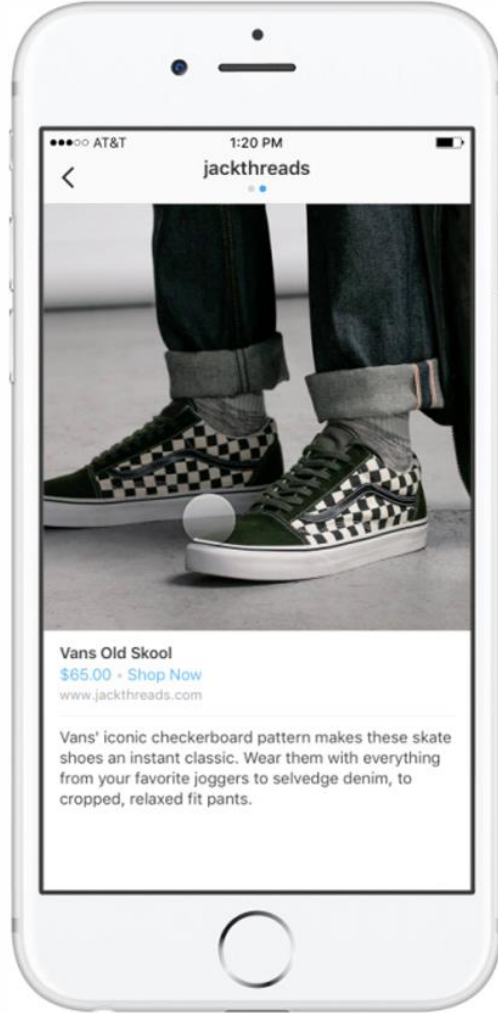
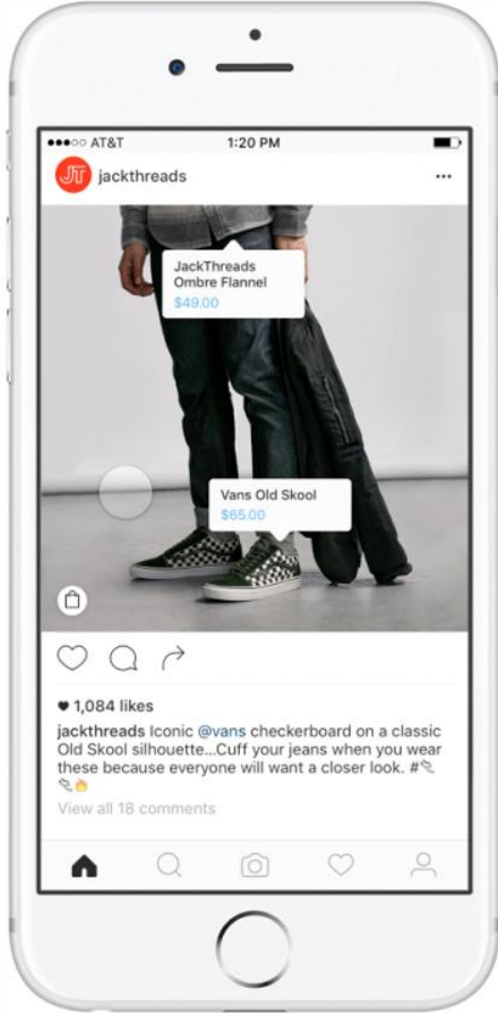
Instagram interaction icons: heart, comment, share, bookmark

AD Content

CTA



# Instagram



# Διαχείριση κρίσεων μέσω Social Media

6

# Μια σωστή διαχείριση εξωγενούς κρίσης



The image shows two screenshots of tweets from Malaysia Airlines (@MAS) on Twitter. The top tweet, dated 6:28 PM on March 10, 2014, expresses sympathy for the families involved and asks for their thoughts during the search for flight MH370. The bottom tweet, dated 8:41 PM on March 8, 2014, uses the hashtag #MASAlert to request prayers for flight MH370 and includes a link to updates.

**Malaysia Airlines** @MAS Follow

For the families involved, every minute is like an hour. Please keep them in your thoughts as we continue to search for MH370 thru the night

6:28 PM - 10 Mar 2014

2,834 RETWEETS 1,062 FAVORITES

**Malaysia Airlines** @MAS Follow

[#MASAlert] We would like to humbly ask all Malaysians and people around the world to pray for flight MH370 – [bit.ly/MH370updates](http://bit.ly/MH370updates)

8:41 PM - 8 Mar 2014

3,550 RETWEETS 994 FAVORITES

# Μερικές φορές τα brands δημιουργούν τις κρίσεις



**DiGiorno Pizza** @DiGiornoPizza

#WhyIStayed You had pizza.

9/8/14, 11:11 PM

**Keosha Varela** @K\_J\_Writes 1h  
So many courageous ppl sharing their stories re: #whyistayed and #whyileft. Domestic violence is often a hidden issue, bring it to light!

**Adrienne Airhart** @craydrienne 1h  
I couldn't face the fact that I was a textbook statistic: if (step)daddy hurts you, so will hubby. #whyistayed

**Scott Paul** @scottfpaul Follow

Example of a brand using a trending topic without understanding the context #Advertising #SocialMedia #WhyIStayed

1:23 AM - Sep 9, 2014

38 526 233



**DiGiorno Pizza** @DiGiornoPizza

#WhyIStayed You had pizza.

11:11 PM · 08 Sep 14

**DiGiorno Pizza** @DiGiornoPizza Follow

A million apologies. Did not read what the hashtag was about before posting.

Reply Retweet Favorite More

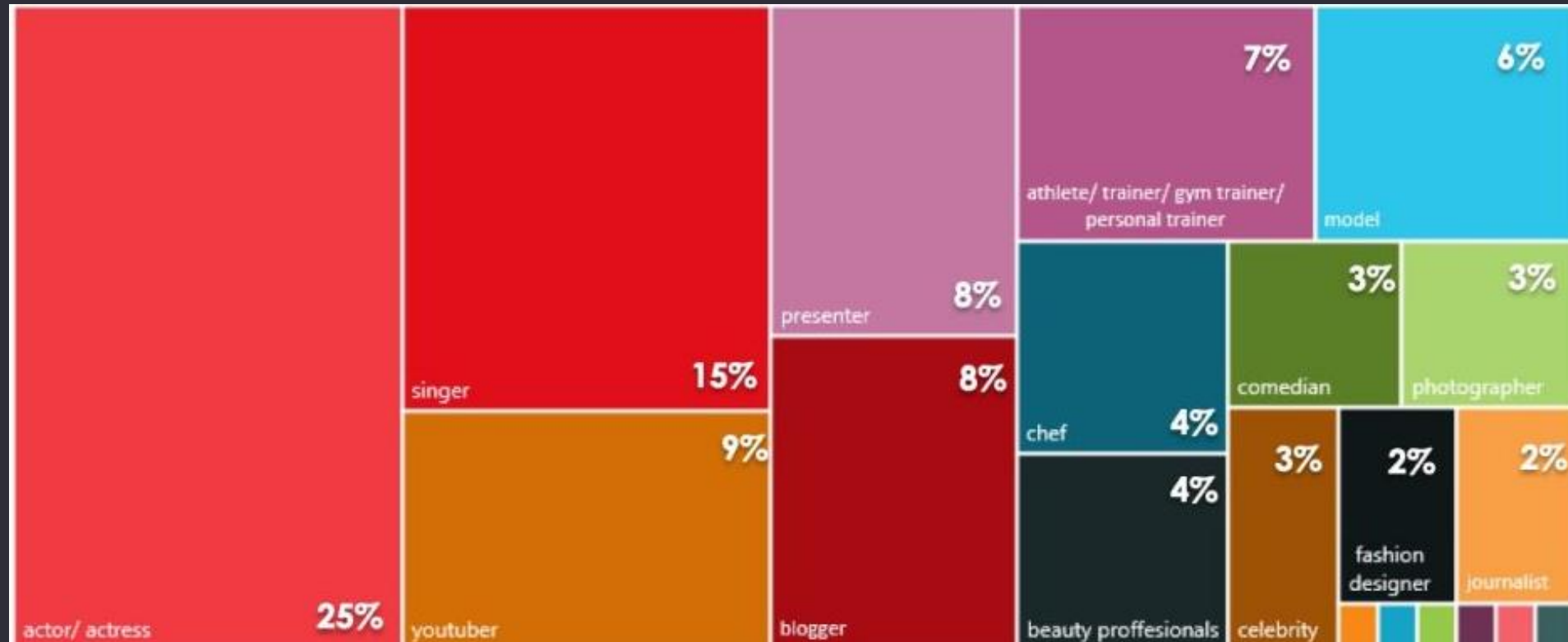
NETWORKS 172 TAGGED 175

8:15 PM - 8 Sep 2014

# Influencer Marketing

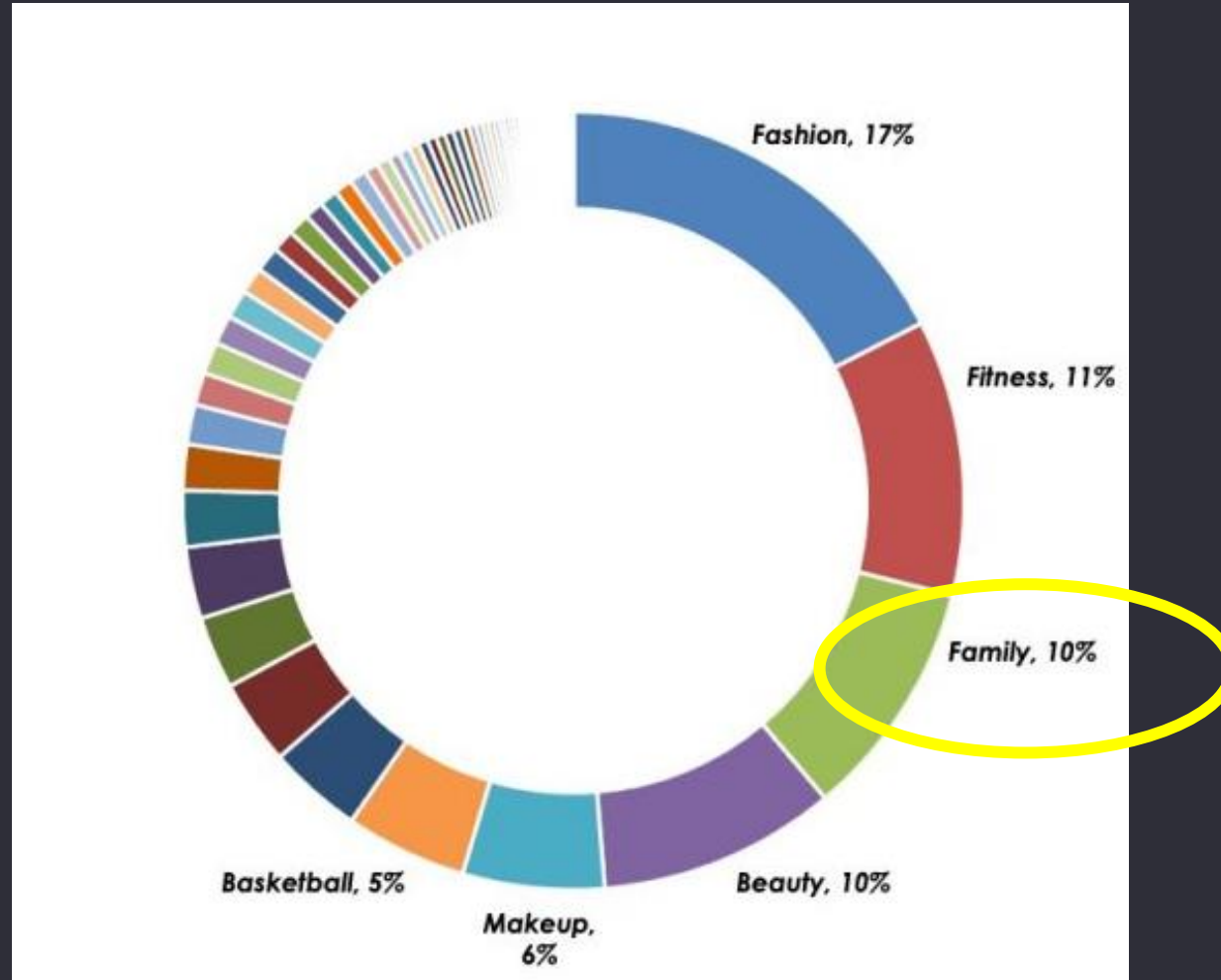
# Influencers στην Ελλάδα: Τα Επαγγέλματα των Ελλήνων Instagrammers

% του συνόλου των Ελλήνων Instagrammers (n=560)

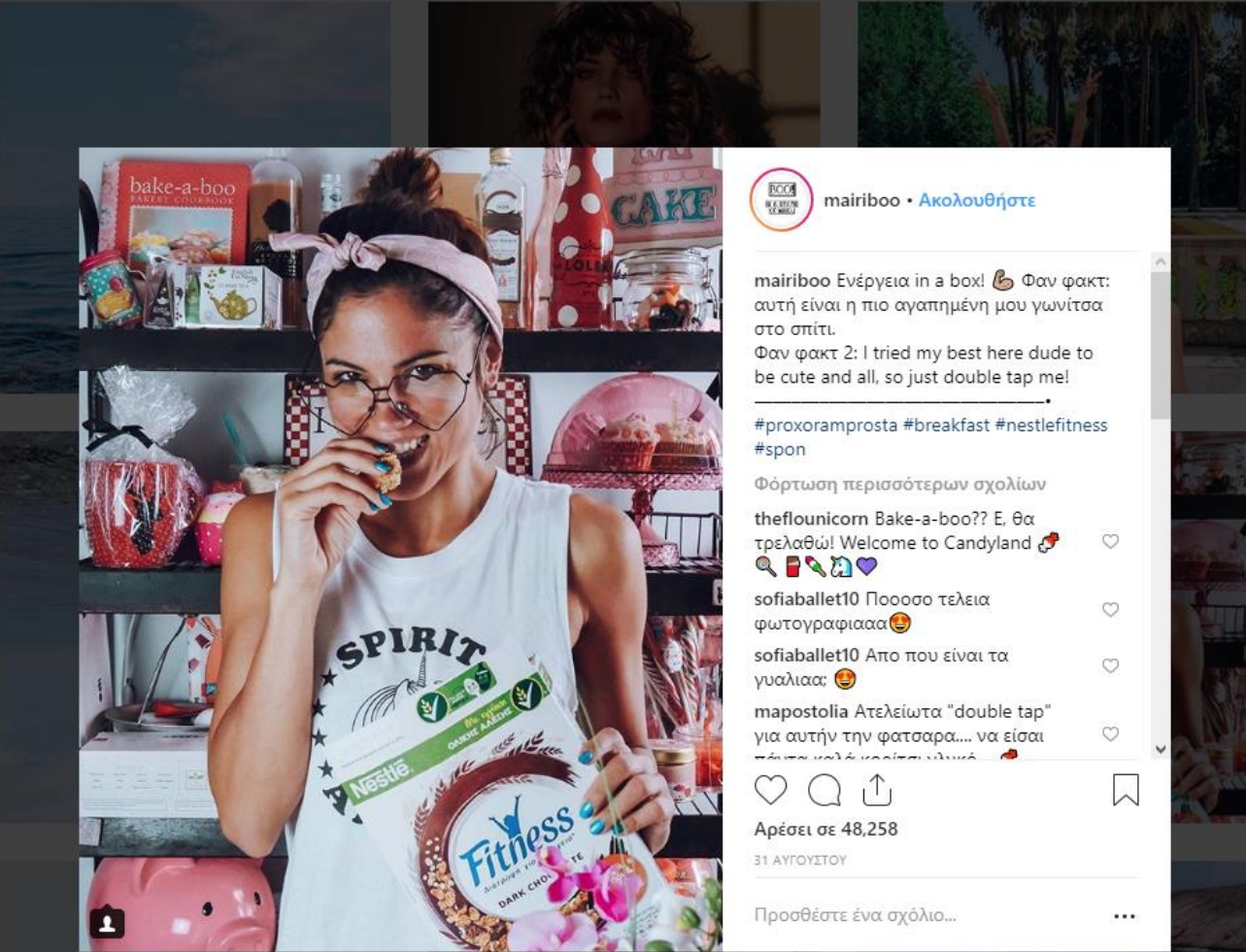


# Influencers στην Ελλάδα: Τα Επαγγέλματα των Ελλήνων Instagrammers

% τα ενδιαφέροντα των Ελλήνων βάσει του αριθμού ακολούθων που έχουν οι αντίστοιχοι influencers



# Παράδειγμα #1 Τοποθέτηση Προϊόντος στο Instagram



**mairiboo** • Ακολουθήστε

mairiboo Ενέργεια in a box! 🍪 Φαν φακτ: αυτή είναι η πιο αγαπημένη μου γωνίτσα στο σπίτι.  
Φαν φακτ 2: I tried my best here dude to be cute and all, so just double tap me!

#proxoramprosta #breakfast #nestlefitness #spon

Φόρτωση περισσότερων σχολίων

theflounicorn Bake-a-boo?? Ε, θα τρελαθώ! Welcome to Candyland 🍪

sofiaballet10 Ποοοοο τελεια φωτογραφιααα 😍

sofiaballet10 Απο που είναι τα γυαλιαα; 😊

marpostolia Ατελείωτα "double tap" για αυτήν την φατσαρα... να είσαι πάντα καλά κορίτσι μου! 🍪

Αρέσει σε 48,258

31 ΑΥΓΟΥΣΤΟΥ

Προσθέστε ένα σχόλιο...



## Παράδειγμα #2 Τοποθέτηση Προϊόντος στο Instagram

**mairiboo** • Ακολουθήστε

mairiboo Salty and fresh are the two feelings you need for summer girl! 🌊

#LoveYourselfFirst #Lactacyd #spon #fresh

marina.flover ❤️❤️❤️

arathimou ❤️❤️❤️❤️ Σε αγαπωωω

marina.flover Ποτε θα ανεβει βιντεο;;  
❤️😁

fotini\_karabeki Το αγαπημένο μου από τη σειρά! Τόσο δροσερό και σε άρωμα και σε αίσθηση! Πολύ άνετο! 🌊

athanasia\_vertitsa #LoveYourselfFirst  
!!!! ❤️❤️❤️

mik\_dim Αγαπημένη Μαίρη αγαπημένο lactasyd..

mary.papak 🌸❤️

harnaseorae Καινούριο αναψυκτικό!


👍 🗨️ 📌

Αρέσει σε 18,086

28 ΑΥΓΟΥΣΤΟΥ

Προσθέστε ένα σχόλιο...

# Παράδειγμα #3 Τοποθέτηση Προϊόντος στο Instagram



**g\_vagiatas** • [Ακολουθήστε](#)

**g\_vagiatas** Πάντα σε κάθε ταξίδι οι άντρες μεταξύ τους συζητάνε το πόσα πράγματα παίρνουν οι γυναίκες μαζί τους, "μια τεράστια βαλίτσα για 4 μέρες σας λέω παιδιά πήρε η κοπέλα μου, ενώ εγώ ένα νεσεσέρ και μία μπλούζα". Εγώ αναγκαστικά συμφωνώ με όλο αυτό, ενώ στην πραγματικότητα παίρνω πάντα περισσότερα από κάθε κοπέλα που έχω ταξιδέψει, να εδώ έχω πάρει μόνο 4 τσάντες για 12 μέρες. Και επειδή ήμουν τόσο λιτός και χώρεσαν τα πράγματα στο

👍 🗨️ 📌

**Αρέσει σε 2,985**

30 ΔΕΚΕΜΒΡΙΟΥ 2017

Προσθέστε ένα σχόλιο...

# Παράδειγμα #4 Τοποθέτηση Προϊόντος στο Instagram



g\_vagiatas • [Ακολουθήστε](#)

g\_vagiatas Στη ζωη λοιπόν που λετε (με τετοια αρχη σιγουρα πάει για βαρύγδουπη δηλωση) κρινουμε τα πάντα κυριως απο τα μικρα πράγματα. Παρτε παραδειγμα τους ανθρώπους, αποφασίζουμε αν κάποιος μας την σπάει ή τον συμπαθούμε από τις λεπτομέρειες. Απο το πως μιλαει, το πως γελαει, το πως μας κοιτάει, αν τσιμπαιει απο το φαγητο μας ενω οι πατατες μαζί με το μπεργκερ είναι εμφανέστατα λίγες και δεν μας ρωτησε καν και αυτός πηρε σαλατα. Ετσι και το...



Αρέσει σε 1,254

24 ΟΚΤΩΒΡΙΟΥ 2017

[Προσθέστε ένα σχόλιο...](#)



“ Οι άνθρωποι δεν  
εμπιστεύονται τις  
διαφημίσεις  
Εμπιστεύονται τους  
ανθρώπους



“  
Και αυτό συμβαίνει  
διότι οι καταναλωτές και οι χρήστες...

Είναι από τη φύση τους επιφυλακτικοί

Πραγματοποιούν αγορές βασισμένες στο συναίσθημα

Πιστεύουν ότι “Οι εταιρείες δεν είναι φίλοι μας”

Εμπιστεύονται τους αριθμούς, όπως όταν τα προϊόντα σας  
διαφημίζονται πολλές φορές και από διαφορετικούς influencers

# Πώς λειτουργεί;

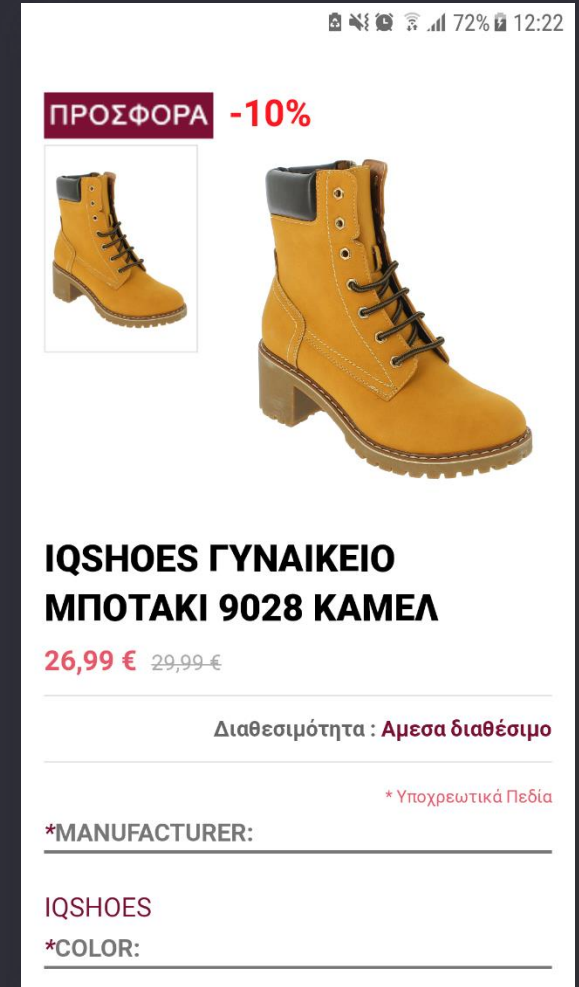


- ▶ Βρείτε τους κατάλληλους influencers, μόνοι σας ή με τη βοήθεια ενός τρίτου (Agency)
- ▶ Αλληλεπιδράστε μαζί τους, στείλτε τους τα προϊόντα σας, επικοινωνήστε τους τις αξίες τις επωνυμίας σας
- ▶ Μετρήστε το ROI
- ▶ Βελτιστοποιήστε την επικοινωνία

# Η μαγεία των UTM links



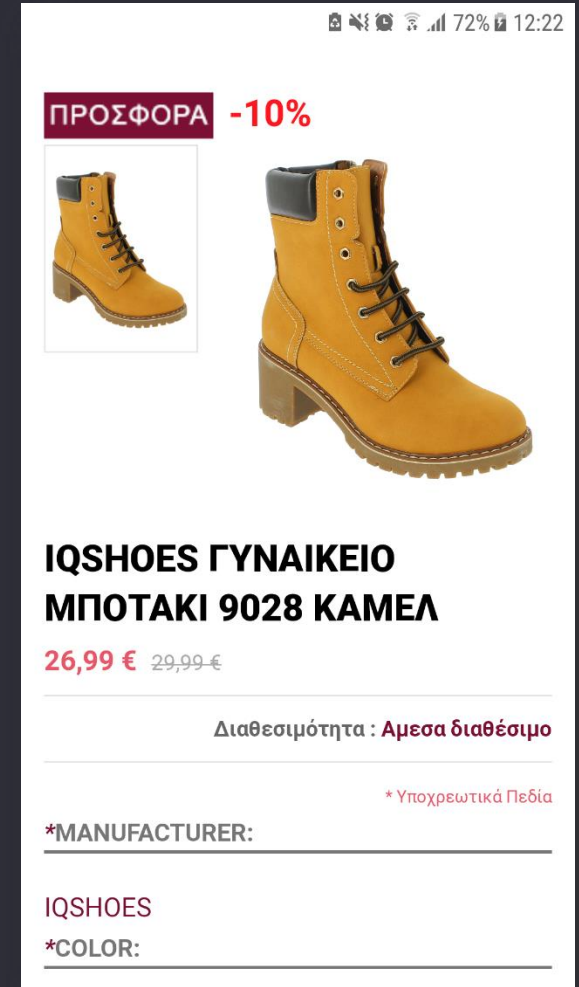
[www.iqshoes.gr](http://www.iqshoes.gr)  
[/iqshoes-9028-camel-gynaikεio-mpotaki](#)



# Η μαγεία των UTM links



[www.iqshoes.gr  
/iqshoes-9028-camel-gynaikeio-  
mpotaki?utm\\_source=instagram\\_i  
nfluencer&utm\\_medium=pinelopi  
&utm\\_campaign=winter\\_2021](http://www.iqshoes.gr/iqshoes-9028-camel-gynaikeio-mpotaki?utm_source=instagram_influencer&utm_medium=pinelopi&utm_campaign=winter_2021)





# Η μαγεία των UTM links

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*www.iqshoes.gr/iqshoes-9028-camel-gynaikeio-mpotaki*

*?utm\_source=instagram\_influencer* ⇒ *Από που προήλθε ο επισκέπτης;*

*&utm\_medium=pinelopi* ⇒ *Ποιος μας έφερε τον επισκέπτη;*

*&utm\_campaign=winter\_2018* ⇒ *Σε ποια καμπάνια ανήκει;*

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