

A FOLYAMATOS JELENLÉT EREJE

Szabó Edit

BARE International | Solutions

FOLYAMATOSAN JELEN?

KI FOGJA EZT KIFIZETNI?

- Honnan lesz ehhez tartalom?
- Mennyi csatornát jelent ez pontosan?
- Ki menedzseli az egyes csatornákat?
- ...

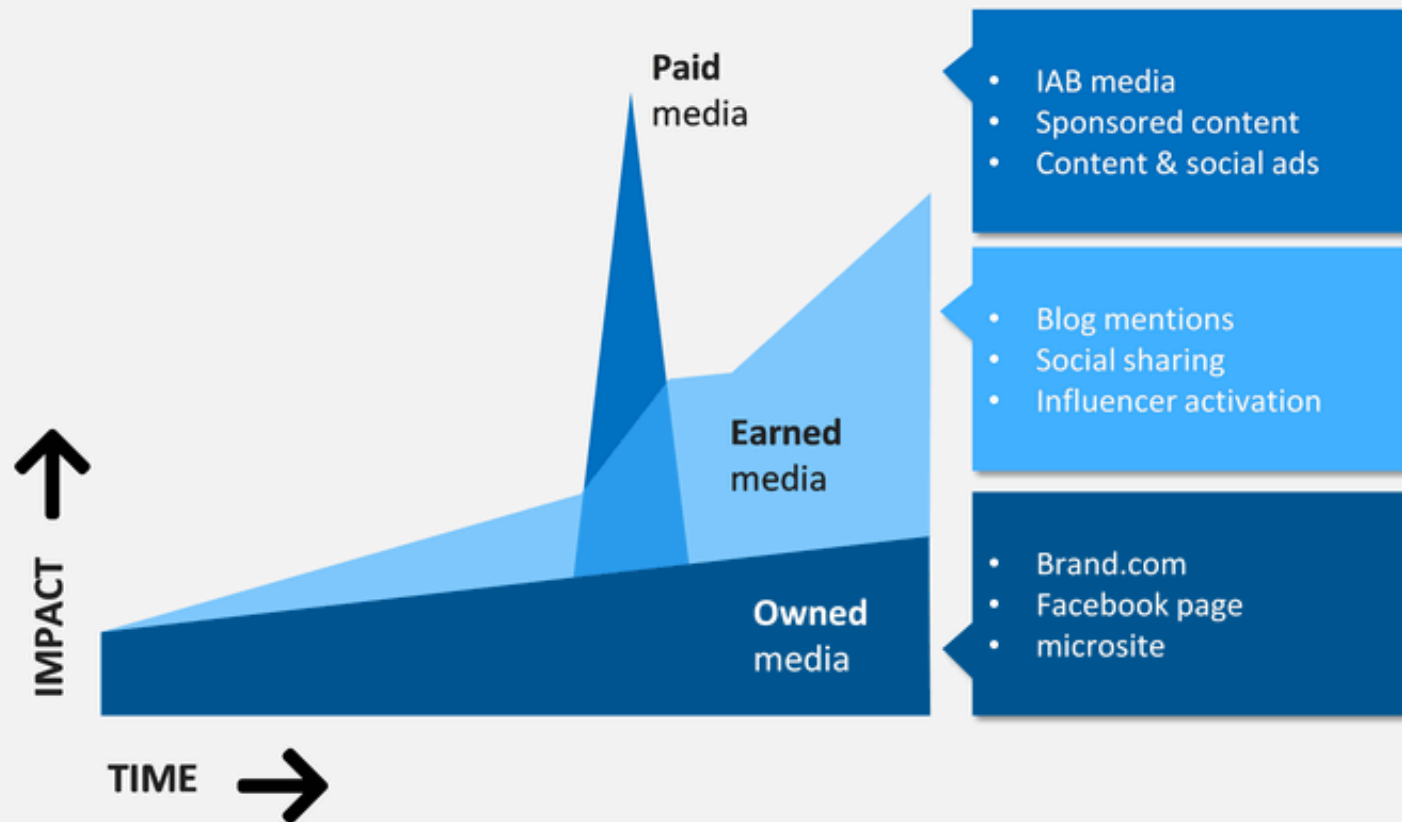




A KÖZÖS(SÉGI) JELENLÉT EREJE

PAID OWNED EARNED MEDIA

The New PEO (Paid, Earned, Owned) Media Model



**HOSSZABB
TÁVÚ
MEGTÉRÜLÉS
AZ EARNED
MEDIA
BEFEKTETÉS**

HONNAN SZEREZZEM BE?

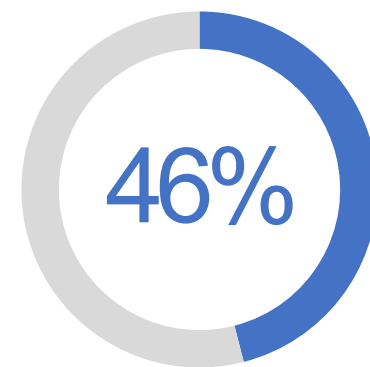
Thought Leadership – *Employee & Expert Engagement*

Community management

Brand Ambassadors – *Employee & Customer Advocacy*

Influencer Marketing

Social selling – *Employee Activation*



Az online vásárlók a közösségi média behatásra döntenek

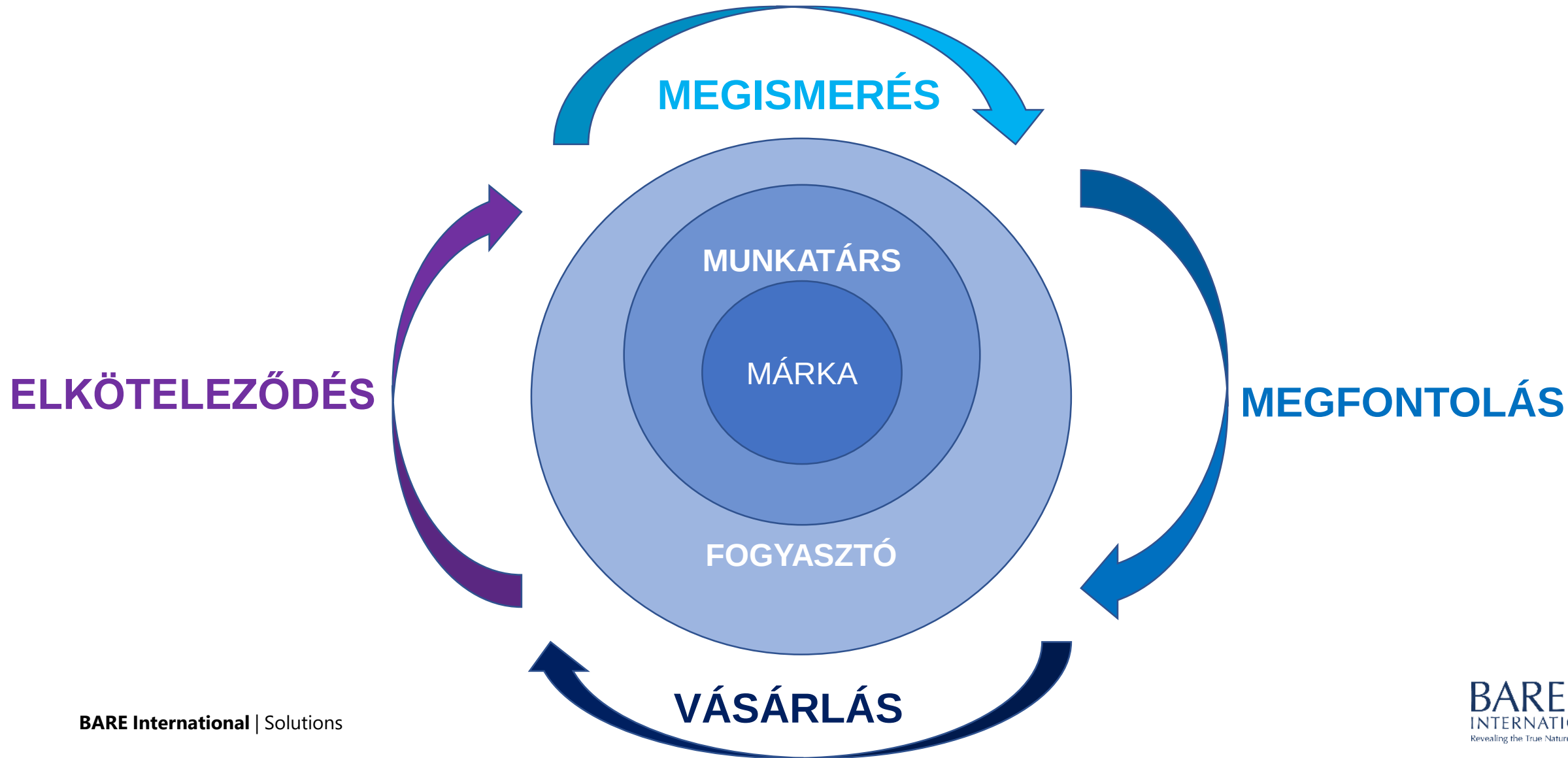
Forrás: Pew Internet Project & Nielsen



MARKETINGESEK,

MARKETINGESEK MINDENÜTT

ÖSSZEhangolt Jelenlét



A person in a dark suit and tie is holding a tablet in their left hand and a smartphone in their right hand. The background is a light blue gradient. Overlaid on the image is a network diagram consisting of a globe in the center, with various icons (people, charts, etc.) connected by lines. The text 'TUDD, KÖVESD, OSZD, KERESD, KÉRD, SZERESD...' is written in large, white, bold, sans-serif capital letters across the middle of the image.

**TUDD, KÖVESD,
OSZD, KERESD,
KÉRD, SZERESD...**

NÉHÁNY MEGOLDÁS

PREMIUM



Guy Van Neck
Customer Experience Specialist | Retail Innovation Entrepreneur | VP Europe BARE International & Founder MobieTrain
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Secret group
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Closed group
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BARE International Israel
Closed group
1 friend · 3 members

Share



BARE International UK
Closed group
1 friend · 5 members

Share



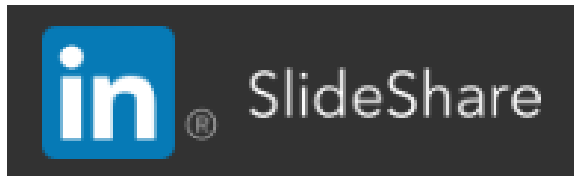
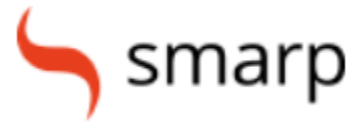
BARE International Magyarország
Closed group
1 friend · 3 members

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RENDSZEREK, AMIK SEGÍTENEK

„SHARING IS CARING”





LÉGY JELEN,
VÉGTELEN.