

Как перестать беспокоиться и полюбить СММ.

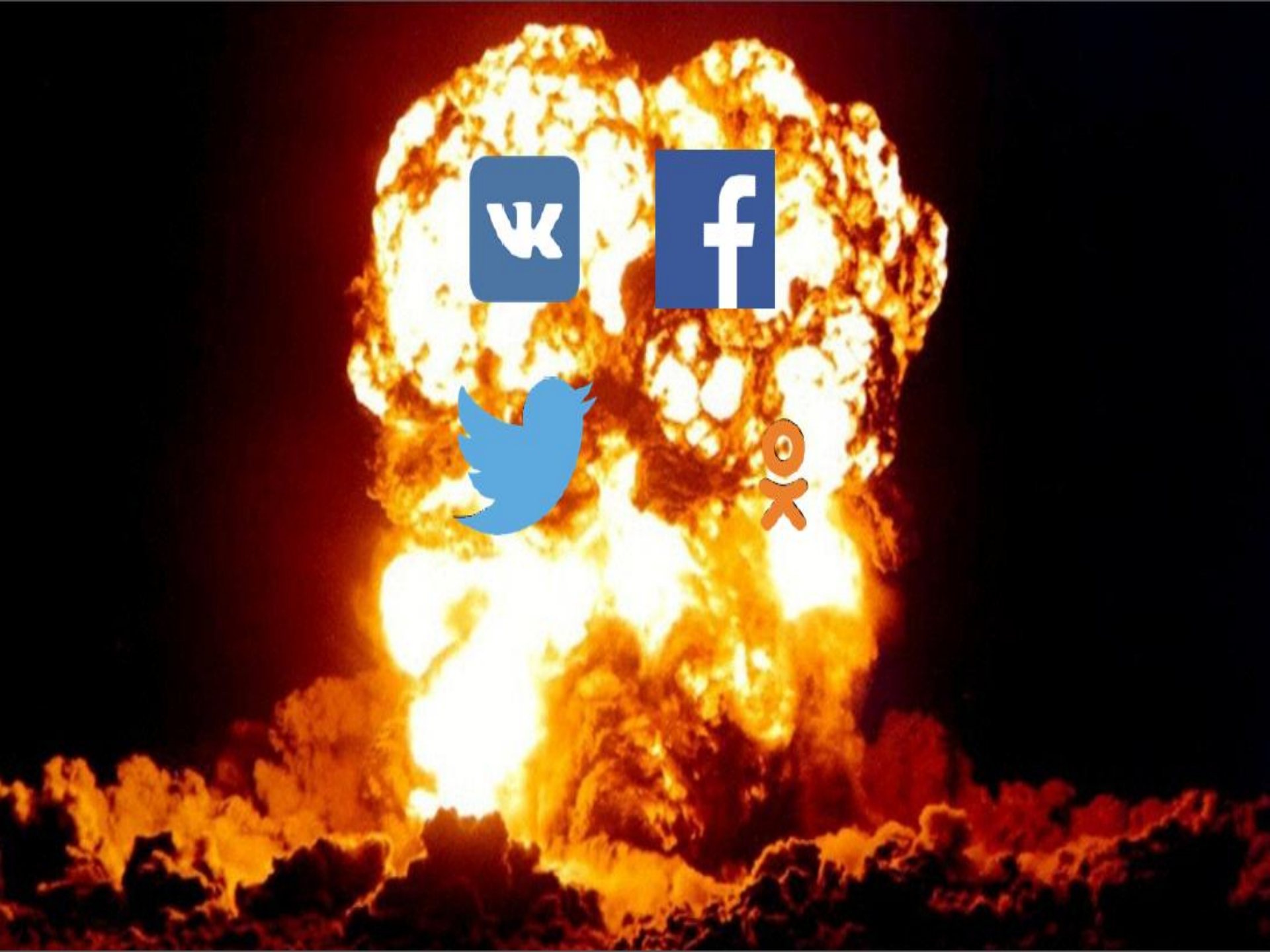
HUNGRY BOYS



История в картинках.

Азизов Владимир

2006



A dramatic, high-contrast scene of a massive fire or explosion at night. The background is dominated by a large, bright, orange and yellow fire that fills much of the frame. In the foreground, several silhouetted figures are visible against the dark ground. One person is running towards the left, another is running towards the right, and a third person is pushing a cart or wheelbarrow. The overall atmosphere is one of chaos and emergency.

РОЖДЕНИЕ СММ



АГЕНТСТВА

A close-up photograph of a brown and white cat's face. The cat has large, yellow-green eyes and a white blaze on its forehead. The word "WHAT" is overlaid in large, bold, red capital letters across the center of the image, partially obscuring the cat's eyes.

WHAT

КЛИЕНТ

Как клиенты представляли себе SMM?

Вызови меня!

Вызови меня!

Вызови меня!

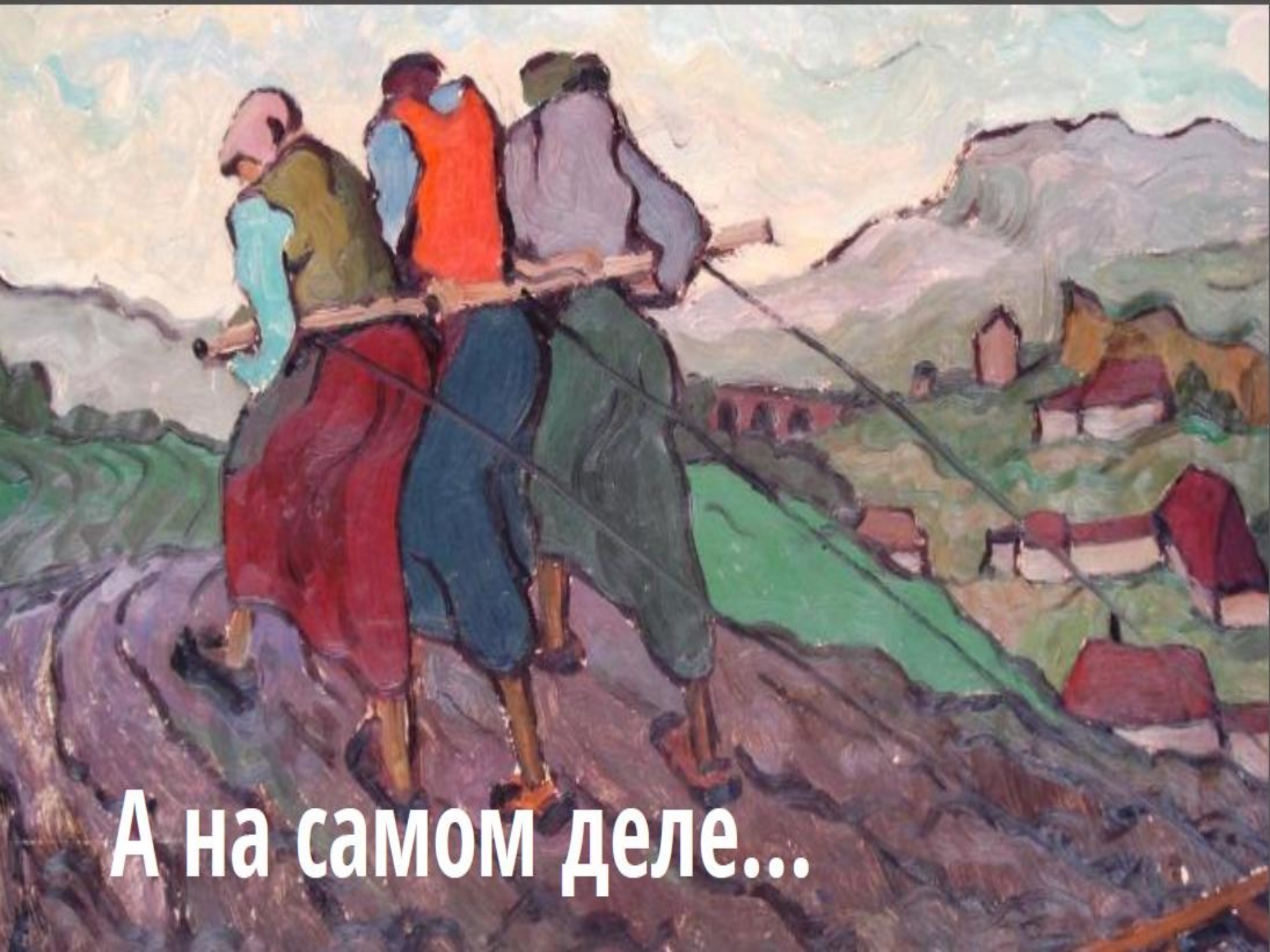
Вызови меня!

Вызови меня!





Каким его
пытаются
выдать



А на самом деле...

Клиент же видит
себе иначе:

1. SMM

2. ???

3. PROFIT



**Вас обязательно
спросят**



Как
вовлечь?





Регулярный постинг



Узнаваемый

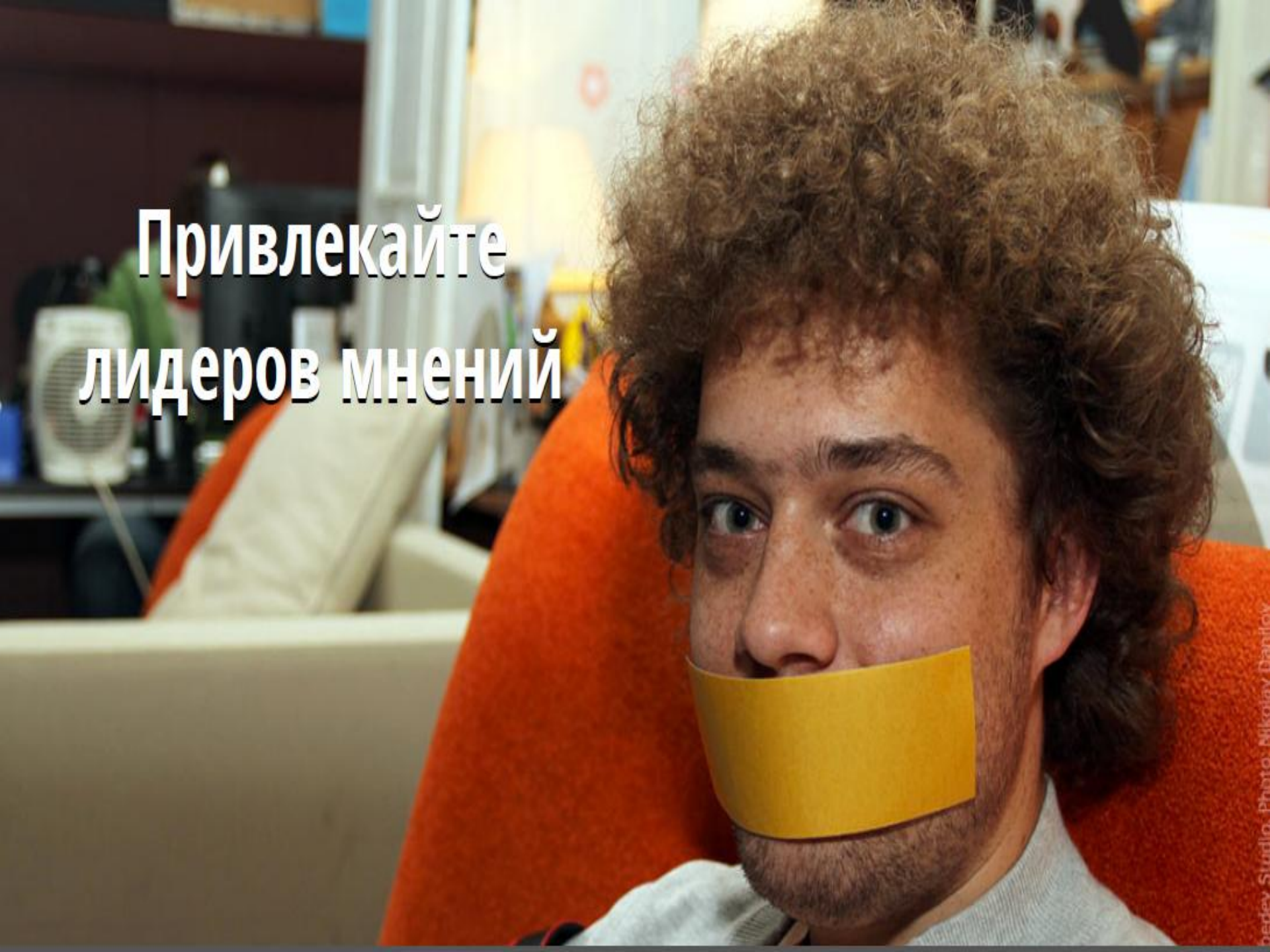
Social Voice

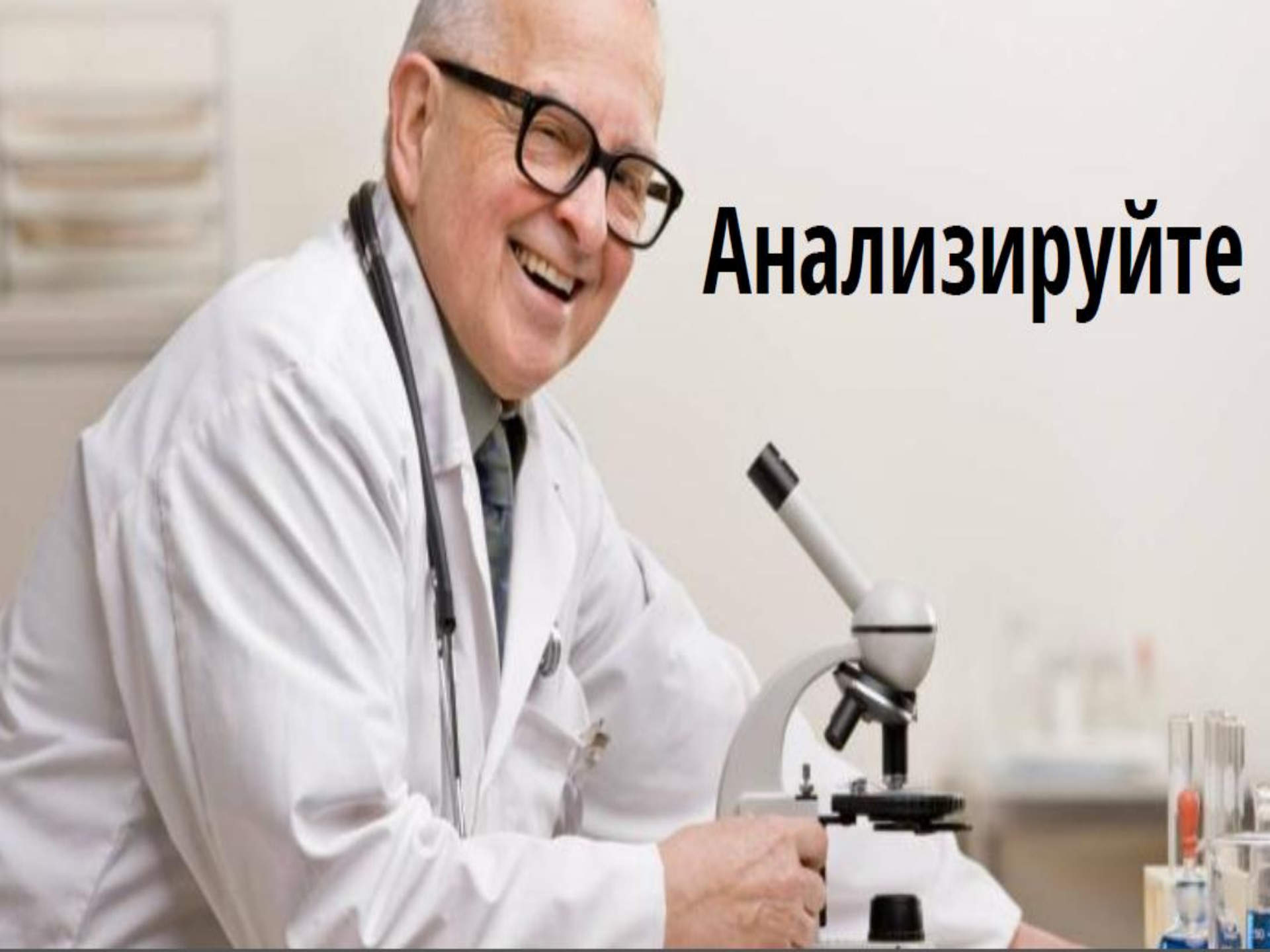


**Будьте по-настоящему
социальны**



Привлекайте
лидеров мнений





Анализируйте

**Как
измерить?**



Численность сообщества
ER
Качество контента (Post ER)



**Сколько денег мне принесет
like?**

A man in a highly detailed historical costume, likely from the French Revolution, stands in an ornate, dimly lit room. He wears a large, elaborate headdress with tall, white and red feathers. His attire consists of a yellow, ruffled, long-sleeved jacket with a sun emblem on the chest, and a matching yellow skirt. He has long, dark, wavy hair. The background features dark wood paneling, a large chandelier with many lit candles, and an arched doorway. The word "ROI" is overlaid in white text on his chest.

ROI

A detailed view of a workshop wall covered in tools. At the top, several wrenches are hanging vertically. Below them are various pliers and screwdrivers. A teal power sander is mounted in the center. To the left, a yellow level and a teal power drill are visible. On the right, there's a roll of white tape, a blue storage bin, and a yellow tape measure. The bottom section features a teal toolbox, several clear plastic bins filled with screws and nuts, and a teal power drill in the foreground. The overall scene is a well-stocked and organized workspace.

Инструменты?

(самый скучный слайд)

ИНСТРУМЕНТЫ	СТОИМОСТЬ	ОХВАТ	ИНФОРМАТИВНОСТЬ	ДОЛГОСРОЧНОСТЬ
Таргетированная реклама	Light Green	Light Green	Red	Red
Посев в сообществах с целевой аудиторией	Light Green	Light Green	Light Green	Red
Офферы	Red	Red	Light Green	Red
Интеграция в сообщества и игры	Light Green	Light Green	Light Green	Light Green
Агенты влияния в сообществах	Red	Red	Light Green	Light Green
Собственное сообщество и продвижение постов	Red	Red	Light Green	Light Green
Блогеры	Red	Light Green	Light Green	Red

Как удержать свою аудиторию?

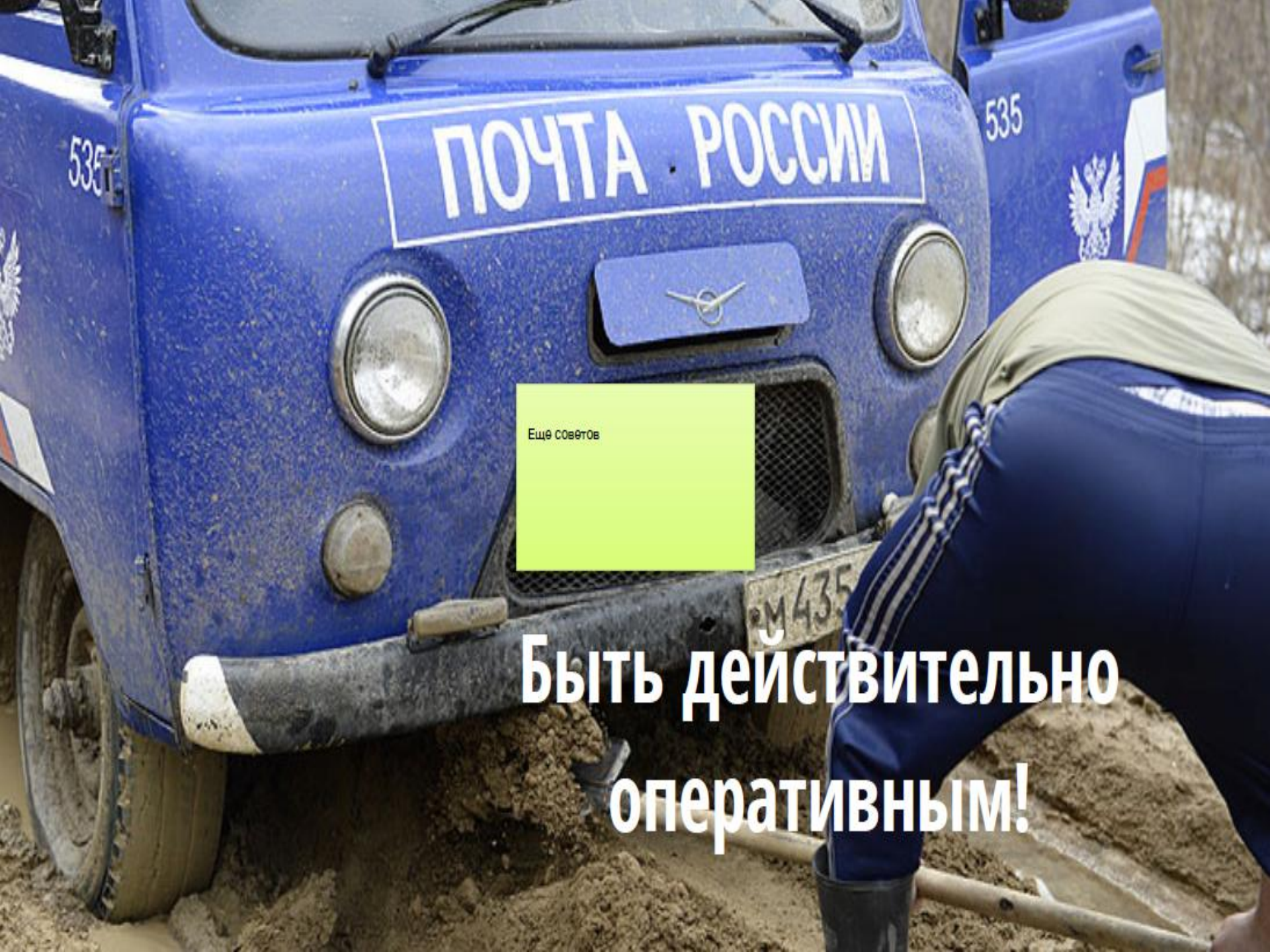




Следить за Retention Rate!

Активации с призами





ПОЧТА РОССИИ

535


535

Еще советов

Быть действительно оперативным!

Каждый подписчик - индивидуален!



The background of the entire slide is a dense, repeating pattern of yellow smiley faces with various expressions, including happy, neutral, and slightly sad faces. The faces are small and packed closely together.

**И помните, что с этого года СММ
второй по распределению бюджета
маркетинговый инструмент в мире***

MOAR?

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HUNGRY BOYS

