



Stop Hiding - Become visible  
on Social Webs

**Use Social Webs to achieve  
your (commercial) goals**



## About me...

- Modern ,knowledge worker`
  - Consulting, eTutoring, eModeration for people from all around the globe (eLearning)
  - Leading ,virtual teams`, i.e. experts located at different locations
- Therefore using phone, eMail, eLearning platforms, Instant Messaging ... or anything that improves ,long distance learning & communication`



**,The Web 2.0 and especially Social Webs are key technologies for enabling/accelerating my business`**



# Dedicated Social Web User



## I use Social Webs for ...

- Global interaction (always following that idea)
- Acquiring new business
- Collaboration and knowledge- sharing
- Staying informed



That enables me to achieve my goals (faster)





## Key factors for success

- Clear decision/ commitment to sell
- Becoming visible among millions of users
- By moving in the direction you want and attracting people to follow you
- **However:** Please always keep in mind that Social Webs are about interacting with people (and not about spamming profiles)



# Focusing on platforms

- I registered on several platforms
- I chose those I want to focus on (as they follow different philosophies, host different folks ...)
- Several sources to make your decision on: (Press information / Statistics, your gut feeling, experiences of your friends and co-workers ...)



# The AIDA formula

A ttention  
I nterest  
D ecision  
A ction



# Becoming ,Visible' (A)

- Two main ,use cases`
  - Get found by target group / by accident
  - Find and contact interesting people
- I have success with
  - Comprehensive profile (Listing interests, potential, CV, offer → therefore implying where I will go, what I can do ... and that I don't need a consultant 😊)
  - Getting introduced (will happen if you make people favours / ask for it)
  - Joining and conducting groups
  - Research & Contacting



# Awakening Interest (I)

Acting is not enough: Lead.

- As a leader you ...
  - Aim for goals (Profile, About Me)
  - Communicate them clearly (Profile, A.M.)
  - Are able to achieve them (Profile, CV)
  - Are willing to share your knowledge (→ Products, Services, Favours)
- Curiosity gets rewarded (Neuro Marketing)
- Be a ‚Personal Sensation‘ (Social Psychology: Precondition for friendship / relationships)
- Invest in a professional profile picture



# Getting People to deal with you (D)



- Build on continuous interaction (,Mere Exposure effect')
- Transparency is key (no hidden traps in your offer, Testimonials)
- Offer services / products that can be tried out at no cost (Webcasts, eBooks ... depending on your offer)
- Make people (small) favours:
  - Introduce people, birthday wishes, comment on Website / report broken links ...



# Getting people to act (A)

- Follow-up must be clear
  - How to contact you? / How to order?
- Sometimes you need to contact them 😊
- If you have the means: Use performance marketing (check subscriptions, WebSite visits etc) and act accordingly
  - but use that information for finding the right timing / more suitable offer only



# A Word On Contacting

- Contacts get you close to potential customers / business partners:
  - Visibility increases (due to platform mechanisms)
  - More interaction
- On XING I usually face a new business opportunity after having added 250 new contacts
- However:
  - To some extent you should have something in common when contacting people
  - What you want is interaction (not spam)



# Time Is Money

- Time flies → reserve certain time for your Online work and don't exceed it (except for leisure and in case of special opportunities)
- Automate things if possible (text blocks, search agents ...)
- Your profile should state clearly what you do, what you want (and imply what you don't want)
- Events: Only attend them if you really enjoy them / are seriously interested
- → Try and adopt to get desired results in reasonable time.

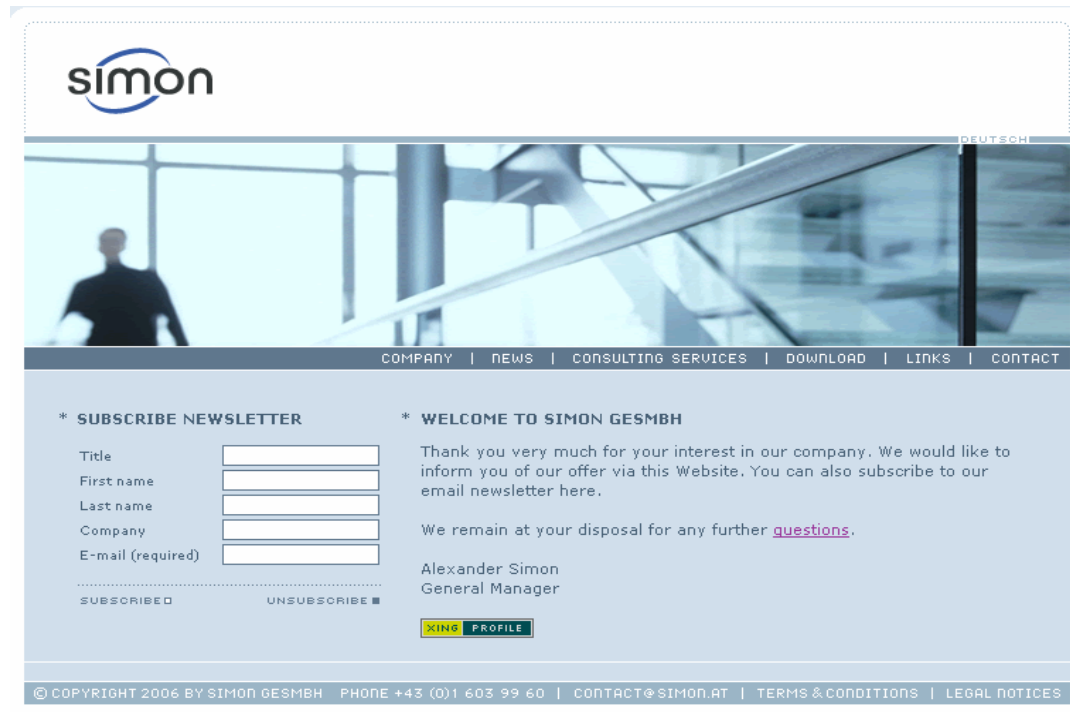


# Avoid Traps

- Main trap: Curiosity is rewarded (and neuro-marketing knows that)
- But time is money
- There are people on the social web that will give you the feeling that they are interested in your offer – just to build up trust and then ,spam` you with their offers
- Can you afford missing something? ,Yes, you can` (but you won`t)



# Further Information



[www.simon.at](http://www.simon.at)

- Newsletter
- Download Area
- Links
- Company related information
- News
- Contact data
- ...and on Social Webs (esp. XING, LinkedIn, facebook, twitter)



Your Questions are welcome!



# Contact



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