Αποστόλης Αϊβαλής

Managing Partner, AIVAL.COM

tolis@aival.com | @aivalis | facebook.com/TolisAivalis

KNOW CRUNCH
learn • transform • thrive

Conversions

Ποια digital & social campaigns φέρνουν αποτελέσματα

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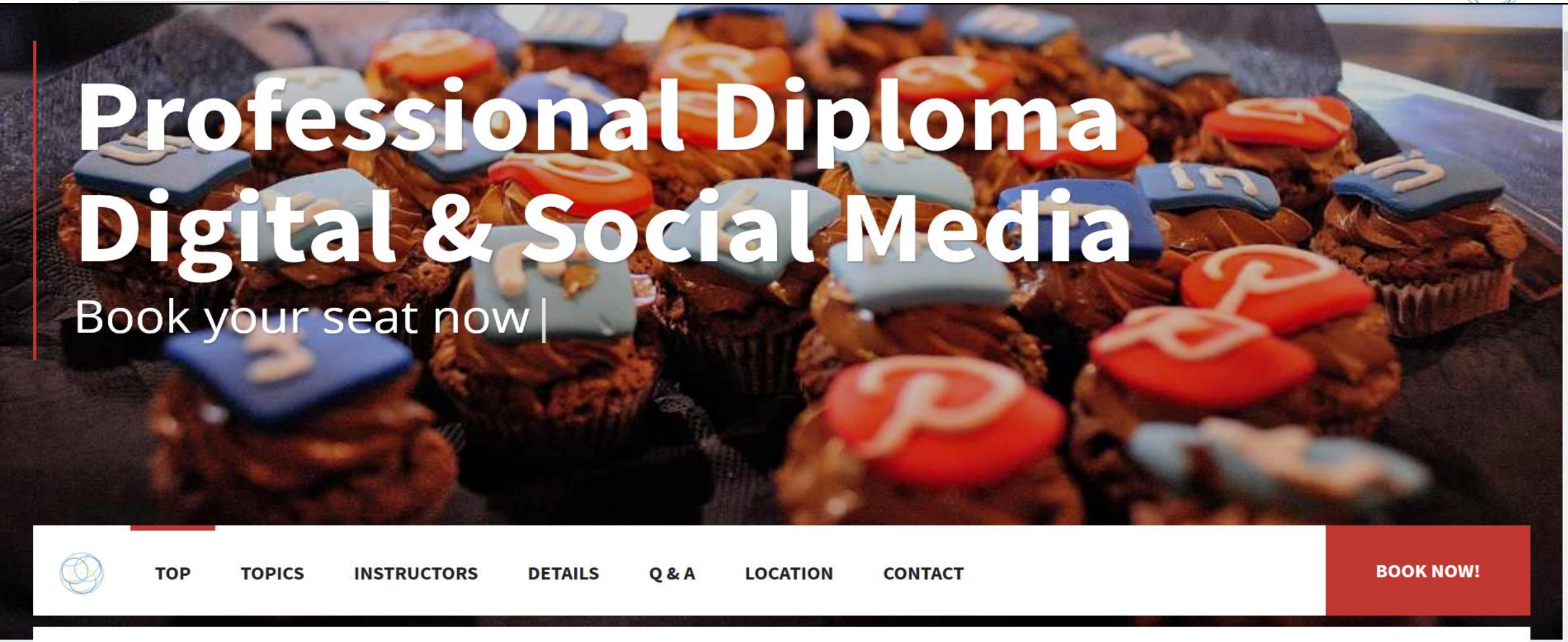
Interested to learn more? → DigitalDiploma.knowcrunch.com



About the

Your digital discovery begins here.

The complete digital & social media diploma with a long track record as a catalyst for change is hosted in Athens and in Thessaloniki,

122 hours
course duration

Some conversions

1. Leads

   Εύρεση και συλλογή στοιχείων ανθρώπων

2. Mobile installs

   Download & εγκατάσταση ενός app

3. Sales

   Επίσκεψη στο site και ολοκλήρωση αγοράς

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Leads

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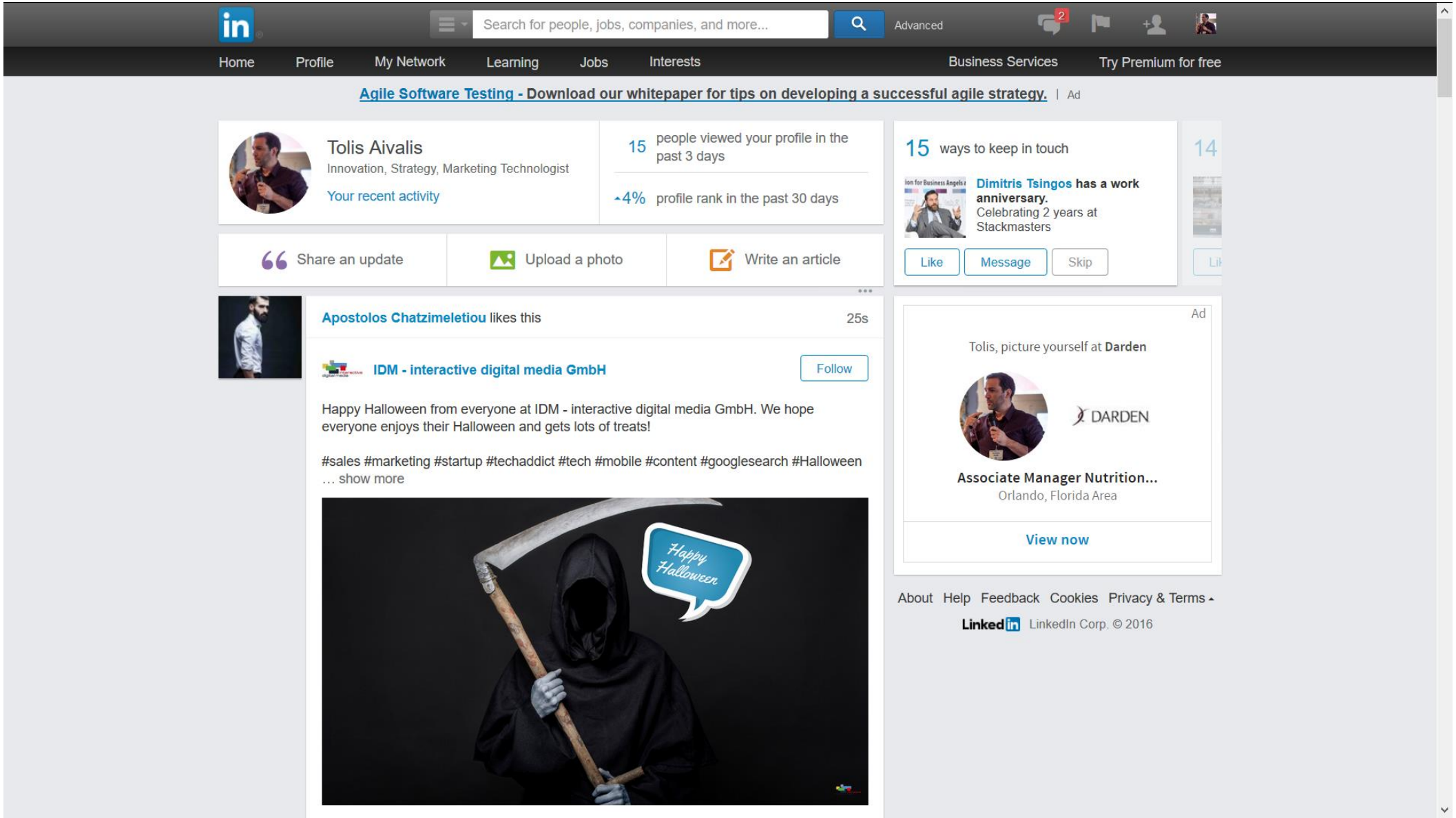
Leads μέσα από το LinkedIn



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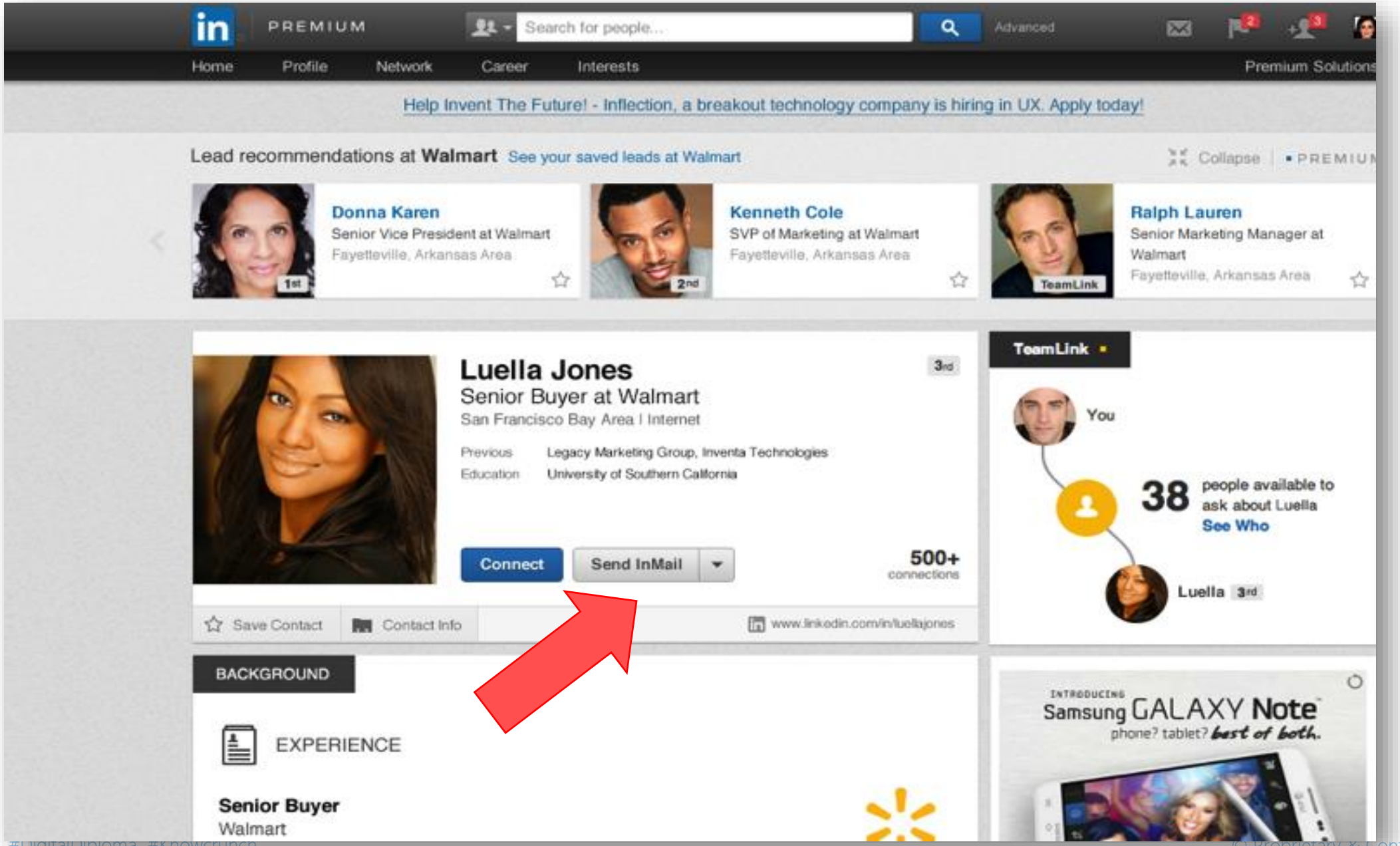
Generating leads



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Sales navigator

Sales Navigator Professional features

Top social selling professionals are 3X more likely to exceed quota.

20 InMail™ messages
Start meaningful conversations with prospects, even if you're not connected

Who's Viewed Your Profile
See what prospects have been interested in you over the last 90 days

Sales Insights
Get insights on your accounts and leads, like job changes, company growth, and more

Unlimited people browsing
View unlimited profiles from search results and suggested profiles – up to 3rd degree

Advanced Search with Lead Builder
Zero in on decision makers and create custom lead lists with advanced search filters

Lead recommendations and saved leads
Quickly discover the right people and save them to stay up to date

Start my free month

No commitment for 1 month – cancel anytime
After your free month, pay as little as **€47.99*** / month (**€59.51** including VAT)*

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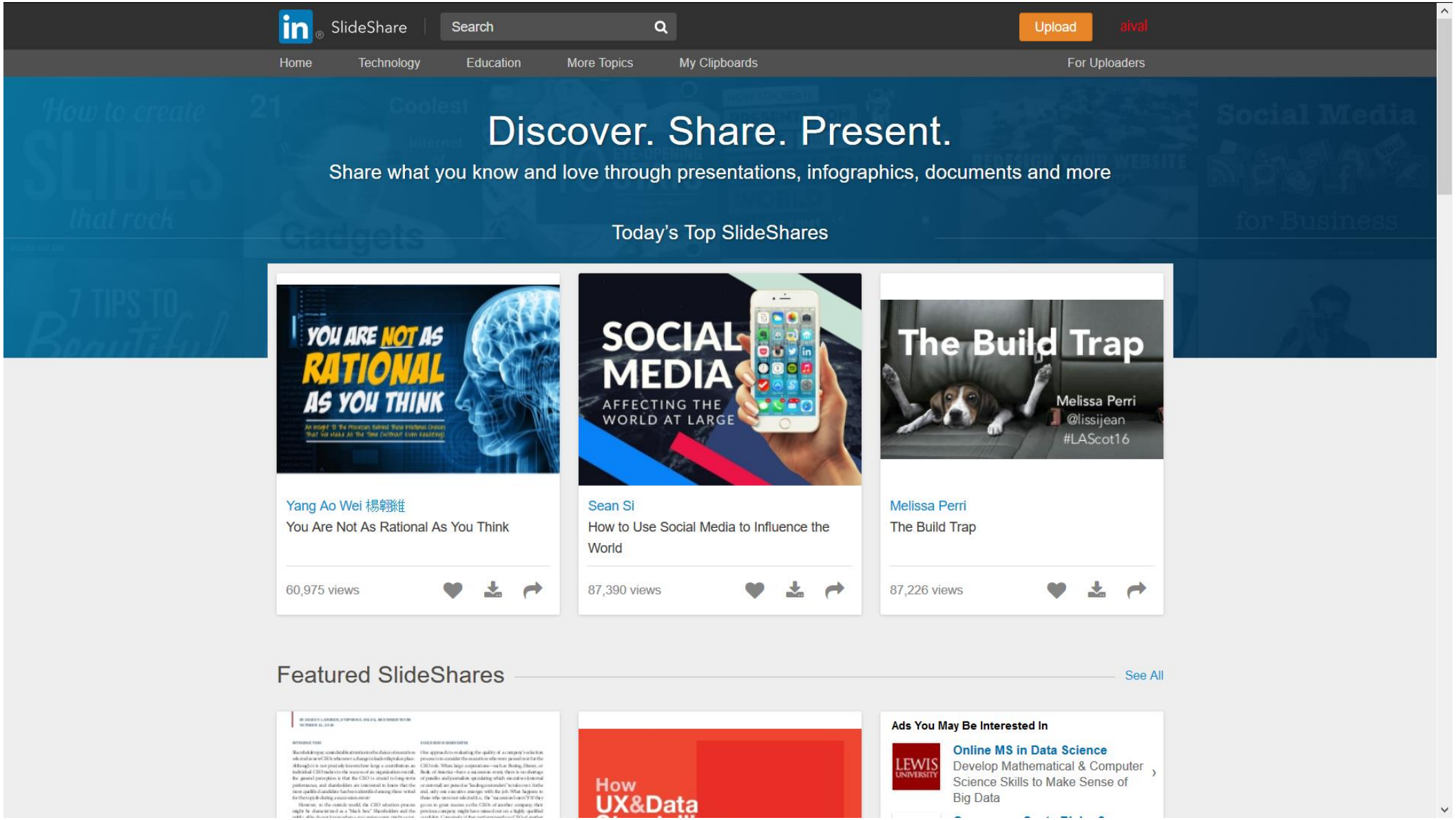
Δημιουργώντας leads μέσα από το Slide Share



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Δημιουργώντας leads μέσα από το Slide Share

1. Δημιουργούμε παρουσίαση
2. Δημιουργούμε φόρμα για leads

Slideshare.net/lead-campaigns

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Introduction

Tell us a bit about yourself. We'll contact you about product updates and information.

What member information do you want?

- [x] First Name
- [x] Last Name
- [x] Email
- [ ] Company
- [ ] Country
- [ ] State

+ Show more…

When do you want to show the lead form?

- [x] After slide 2
  - [ ] Make this a mandatory completion
- [x] When viewers reach the last slide
- [x] When viewers download the SlideShare
- [x] When viewers click "Learn more"

Total budget

US$ 0

Target region

All Regions

$8.00 per lead

Preview

Contact aival.com

aival

Tell us a bit about yourself. We'll contact you about product updates and information.

AutoFill with **LinkedIn**

First Name

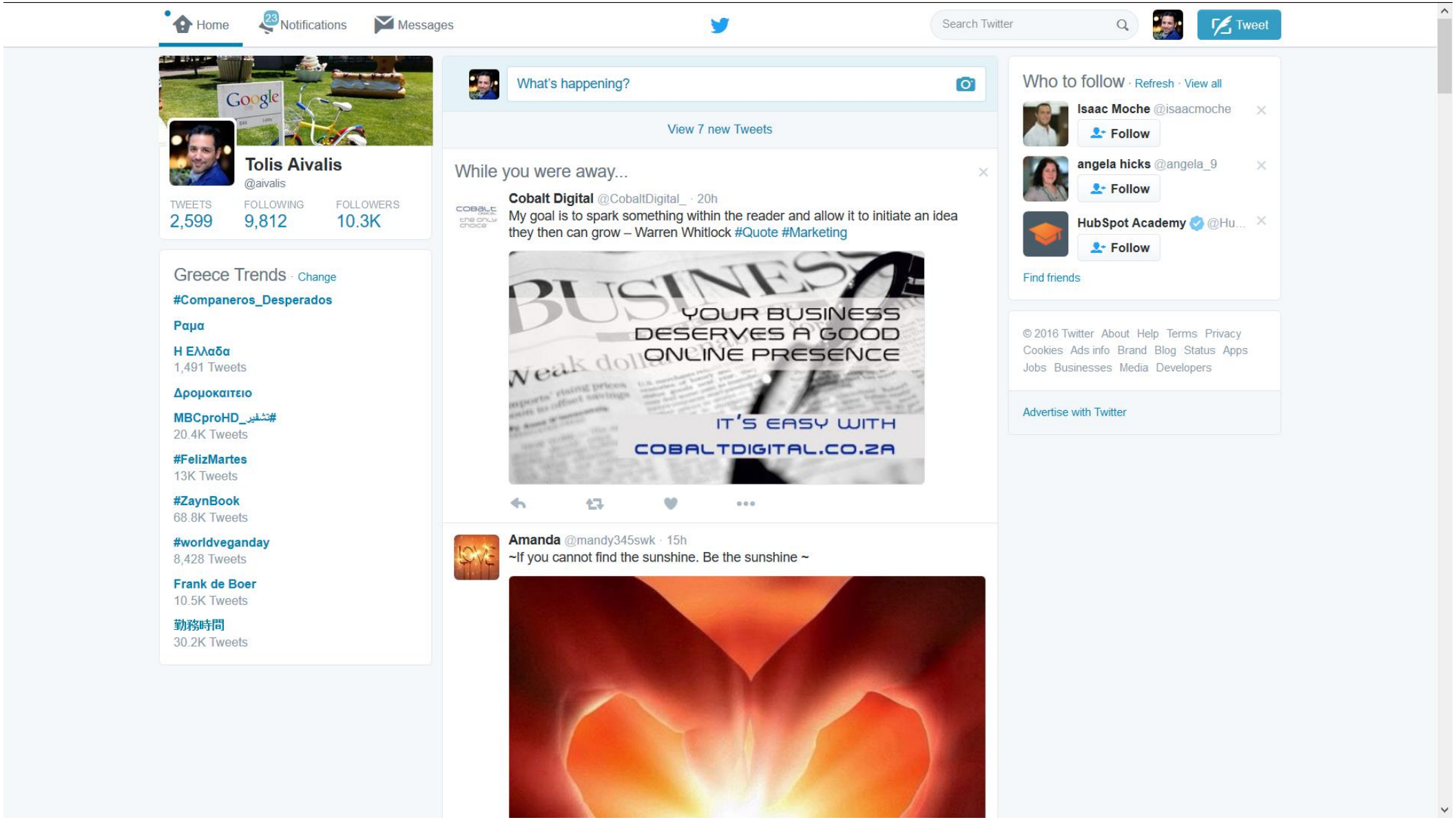
Last Name

Email

Send

Please fill out the above form and your contact information will be sent along to aival.com for follow up. Please note that the information you share will not be LinkedIn account information, but will be made available to aival.com and LinkedIn will not share this data with other advertisers.

Δημιουργώντας leads με Twitter ads



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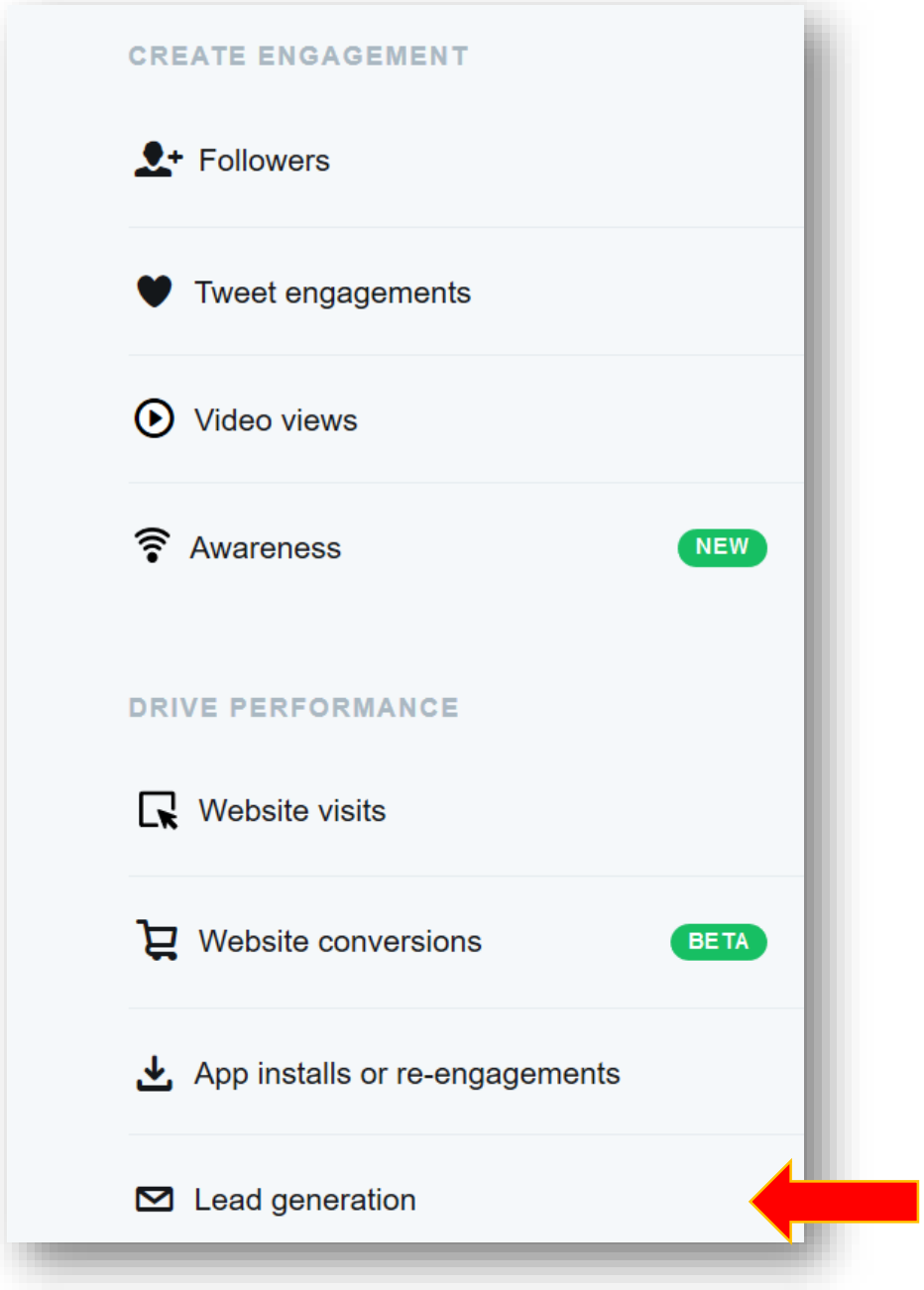
Οι διαφημίσεις για leads στο Twitter



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Οι διαφημίσεις για leads στο Twitter

Tolis Aivalis @aivalis · Jan 01

Searching for a digital strategy consultant? Subscribe to get our free digital strategy template!

A complete digital strategy template

Get it Now!

Promoted

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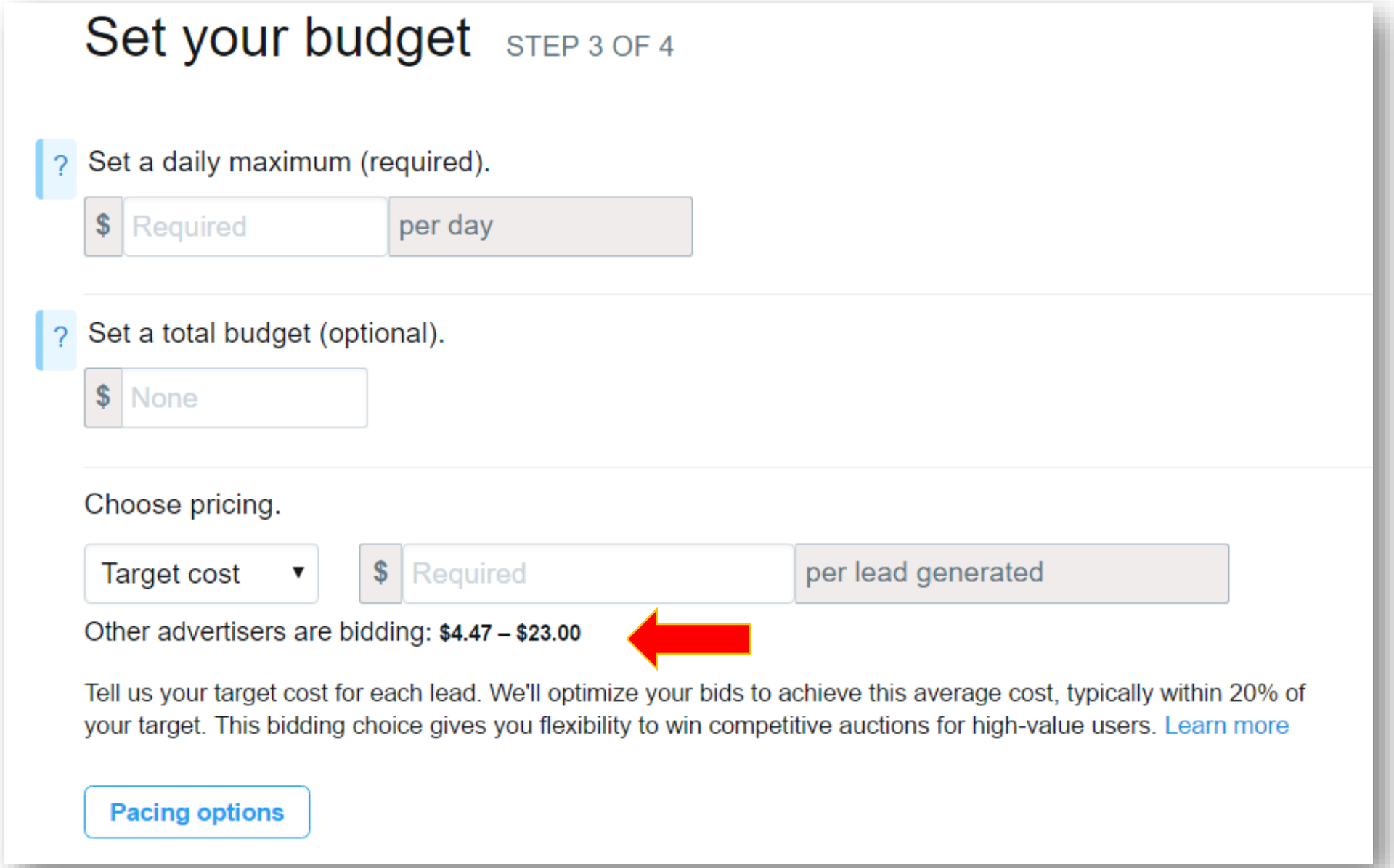
Οι διαφημίσεις για leads στο Twitter



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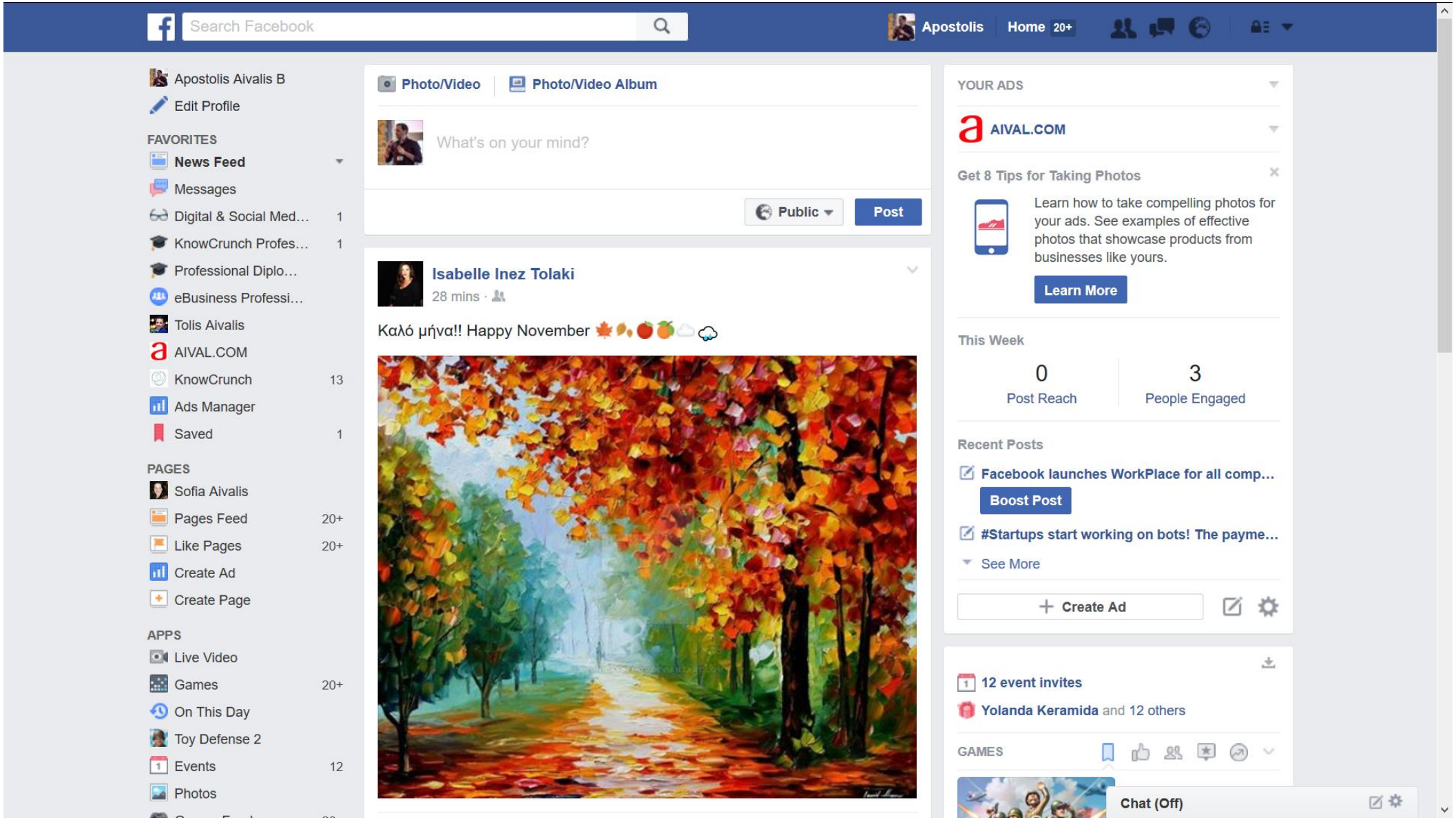
Δημιουργώντας leads με Facebook ads



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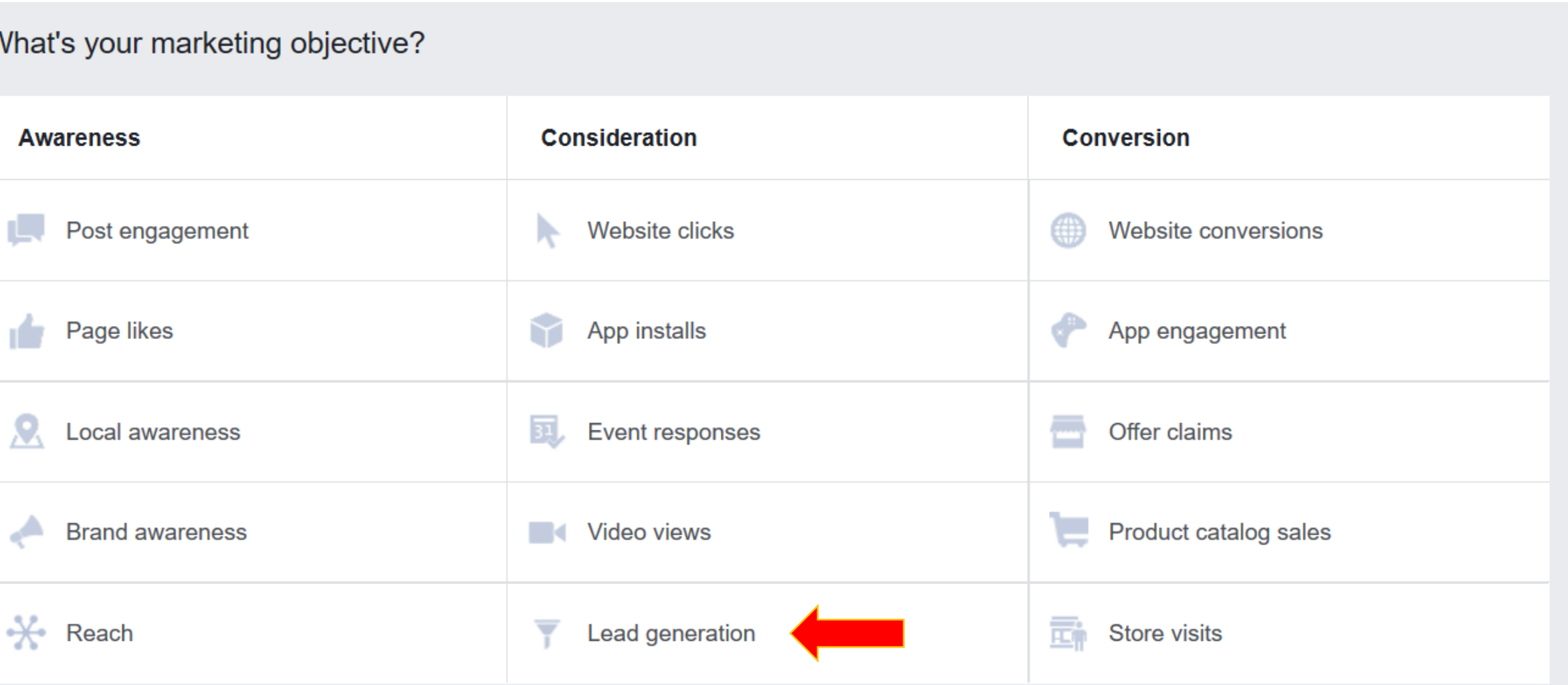
Οι διαφημίσεις για leads στο Facebook



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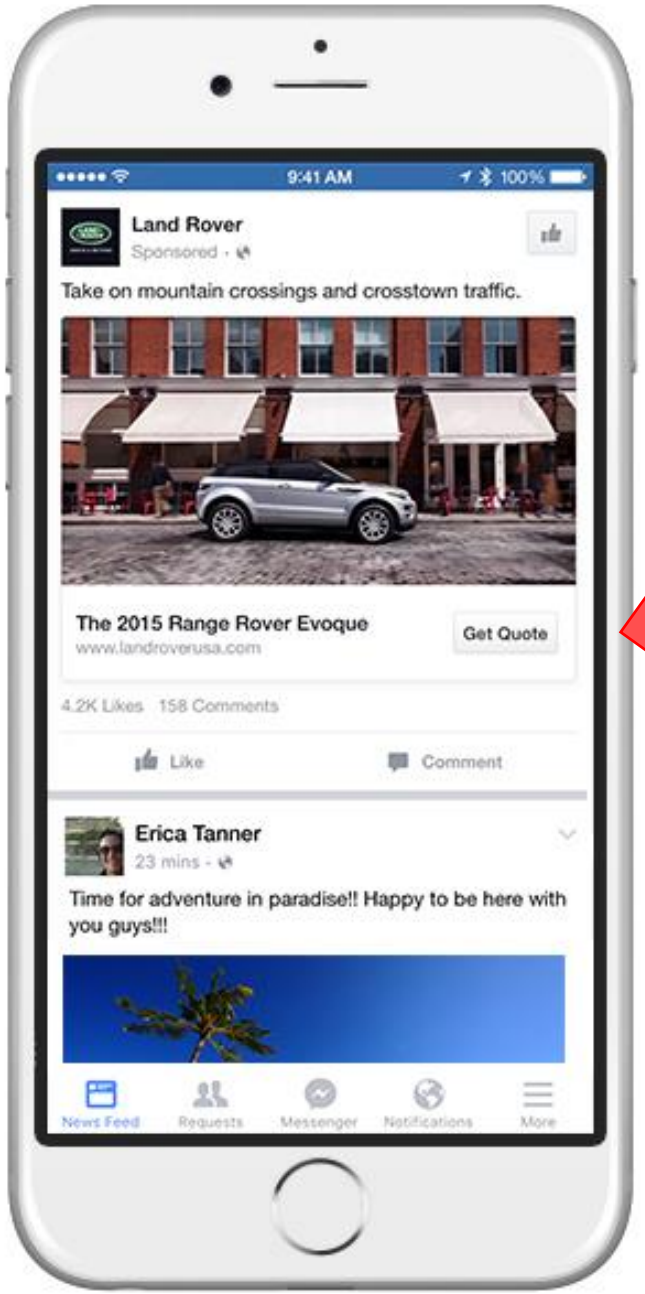

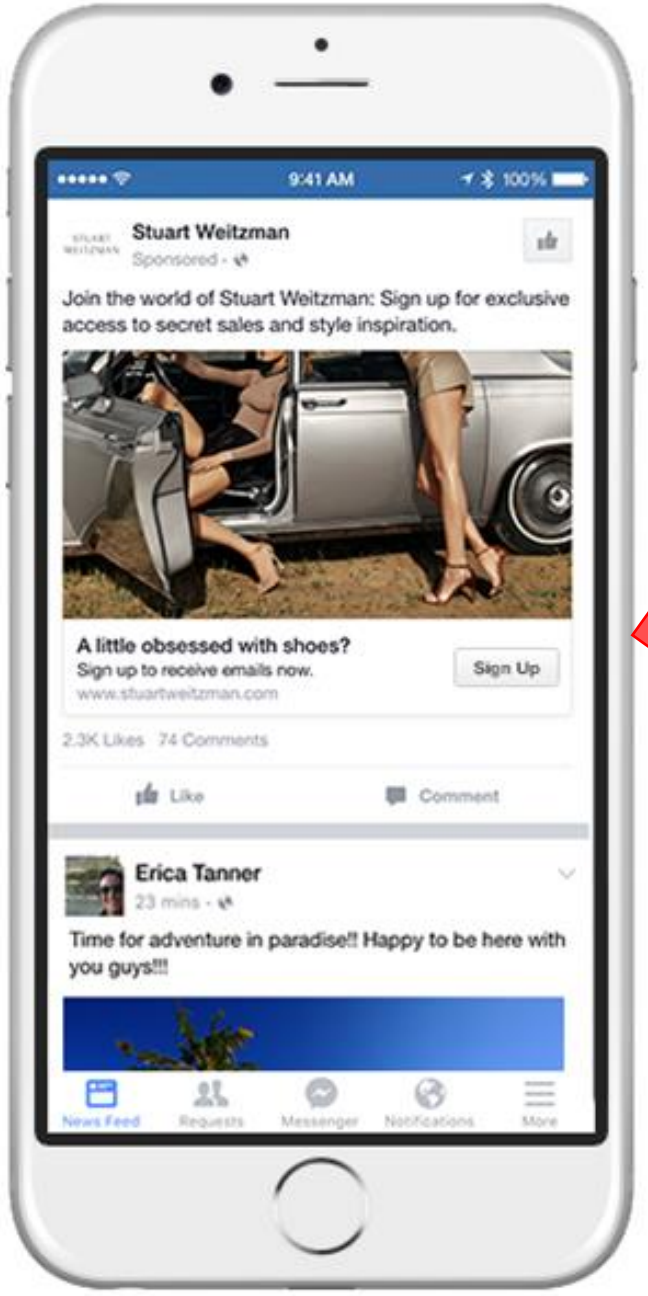

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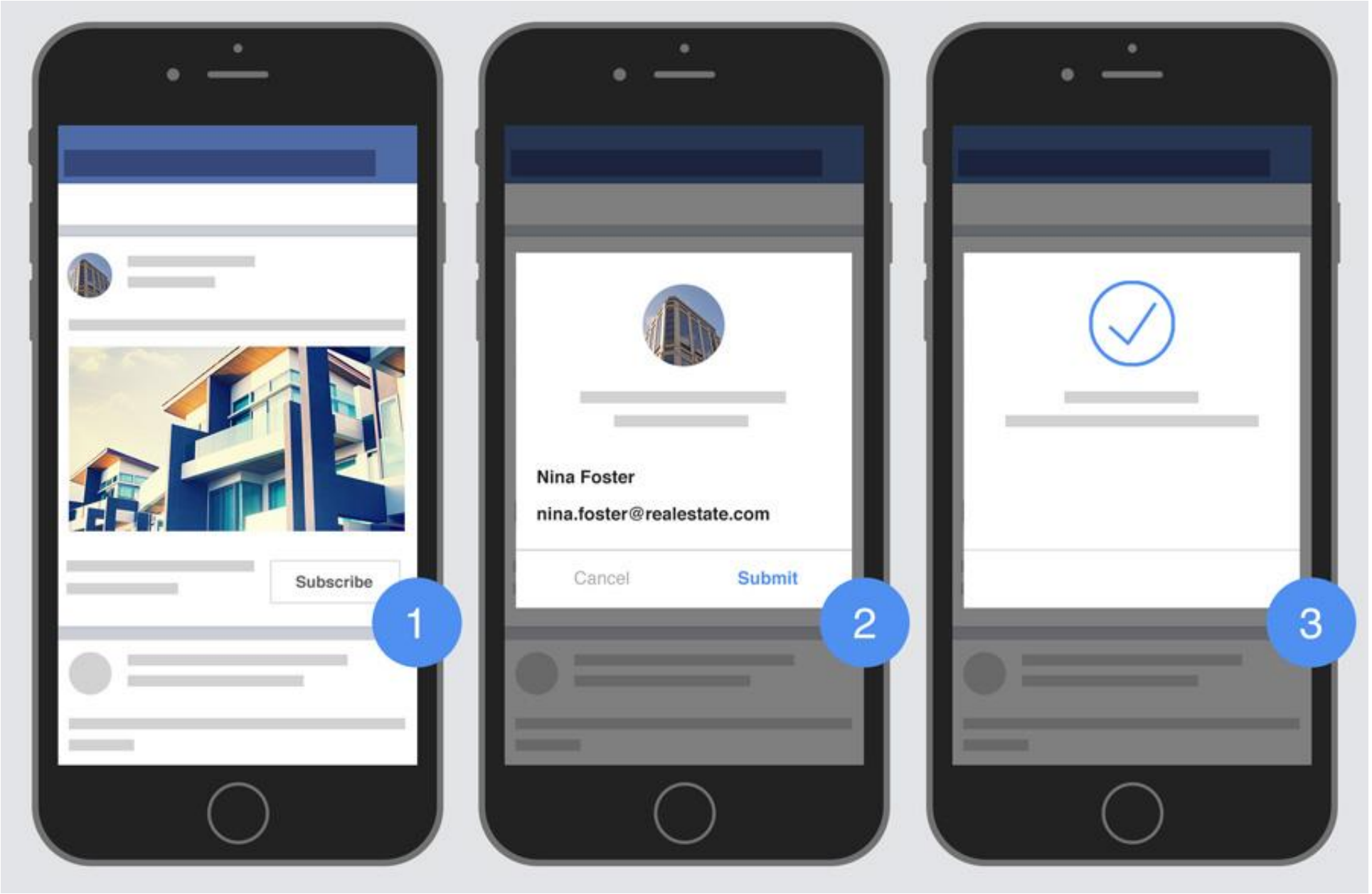

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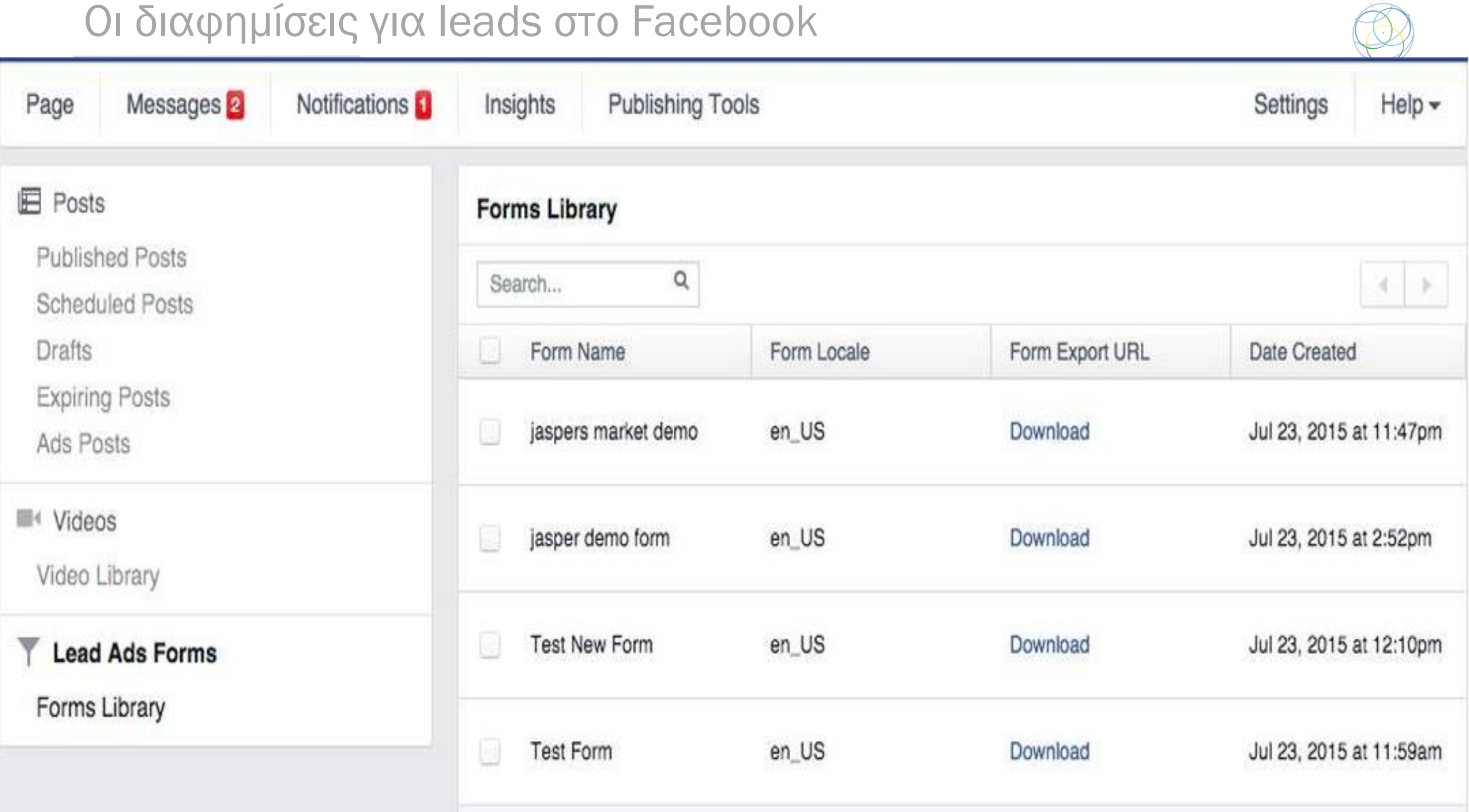

Οι διαφημίσεις για leads στο Facebook

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Κόστος των Leads

1. Slide Share: $8/lead
2. LinkedIn: $5/lead

   Κόστος premium account/InMails
3. Twitter: $5-$23/lead
4. Facebook: $1/lead

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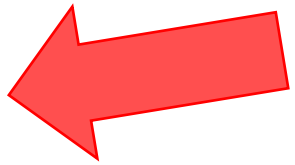
Ο νικητής!

1. Slide Share: $8/lead
2. LinkedIn: $5/lead
3. Twitter: $5-$23/lead
4. Facebook: $1/lead



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Mobile installs

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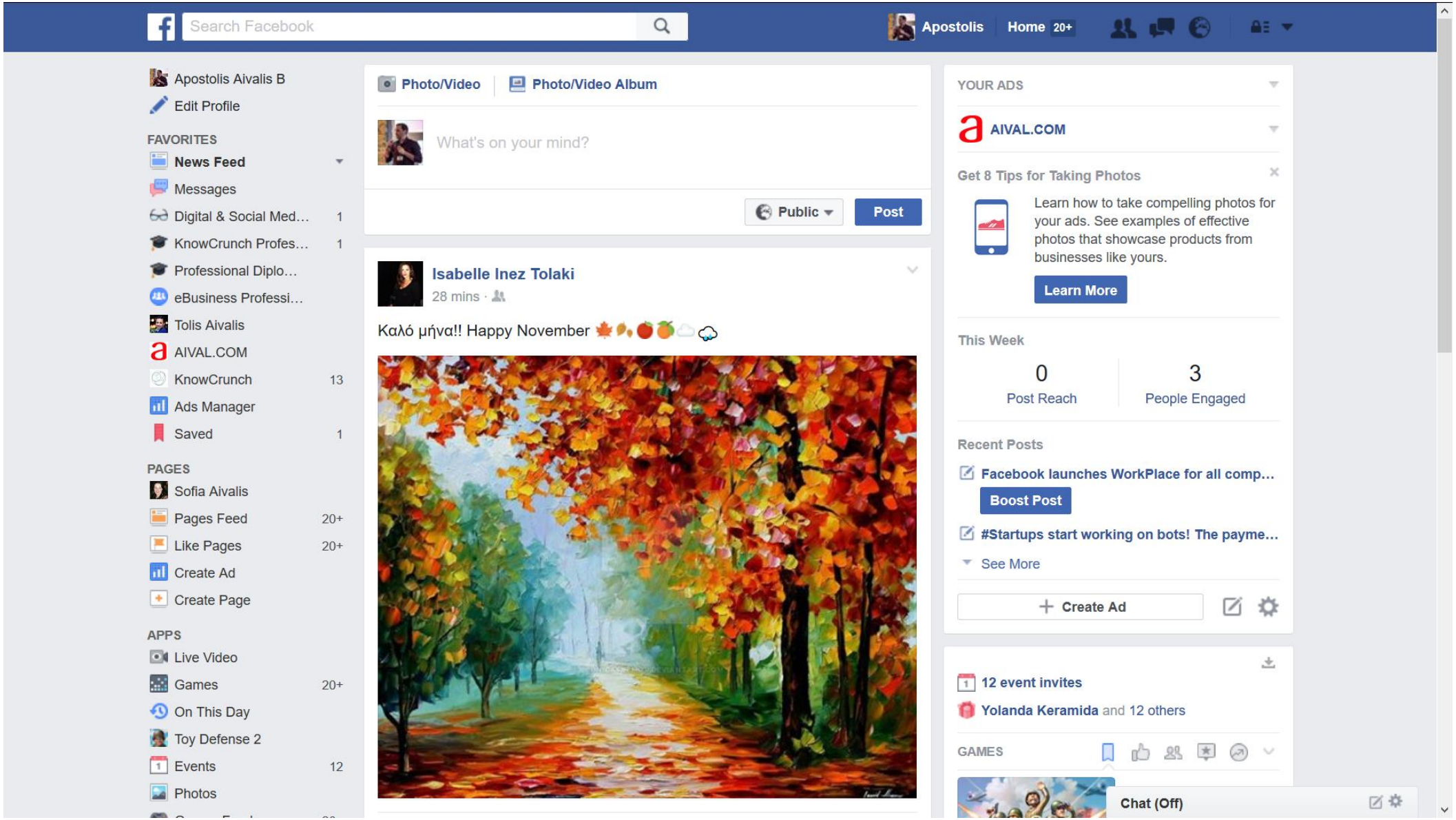
Δημιουργώντας mobile app installations με Facebook ads



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Οι διαφημίσεις για mobile install ads στο Facebook

What's your marketing objective?

Awareness	Consideration	Conversion
Post engagement	Website clicks	Website conversions
Page likes	App installs	App engagement
Local awareness	Event responses	Offer claims
Brand awareness	Video views	Product catalog sales
Reach	Lead generation	Store visits

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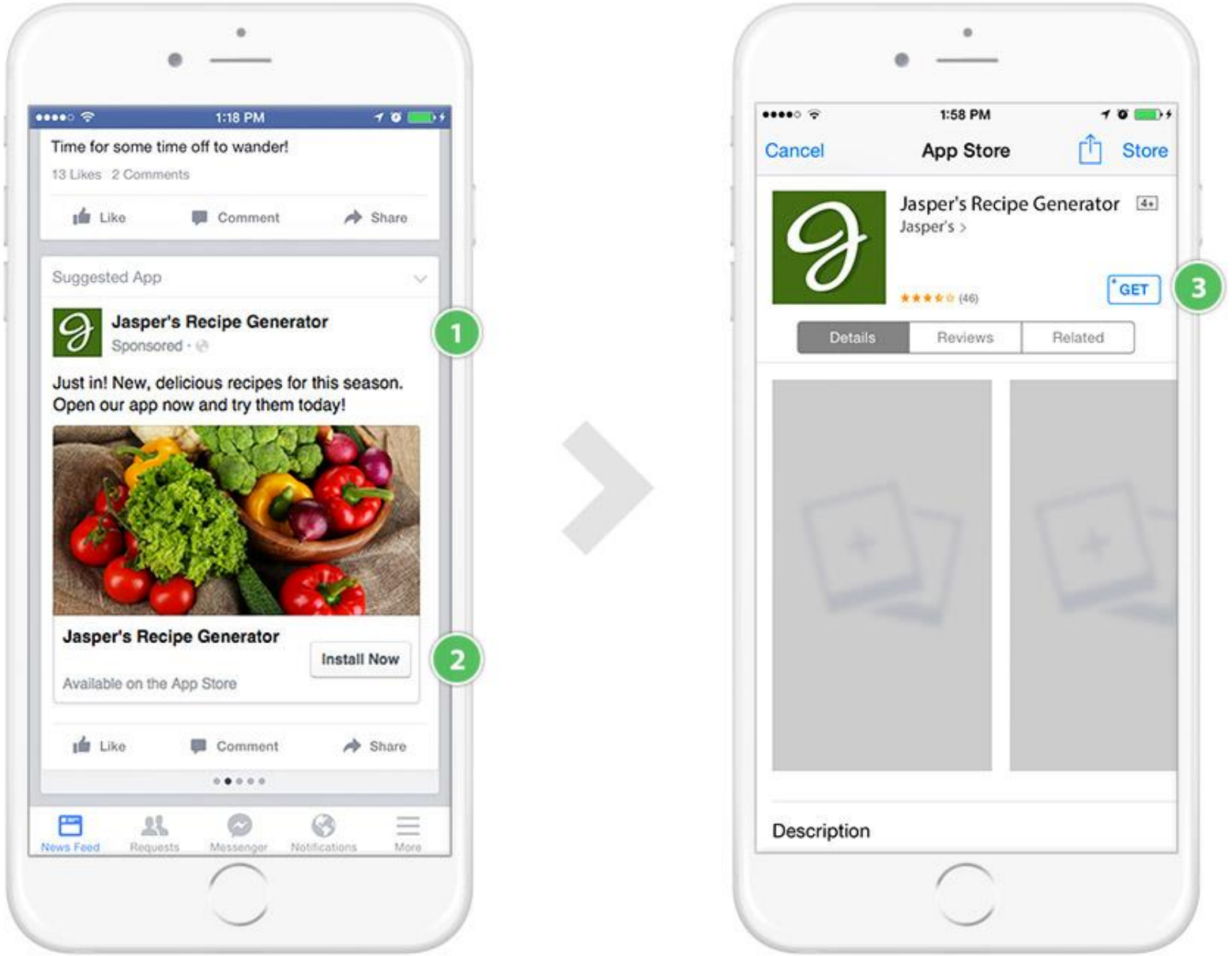

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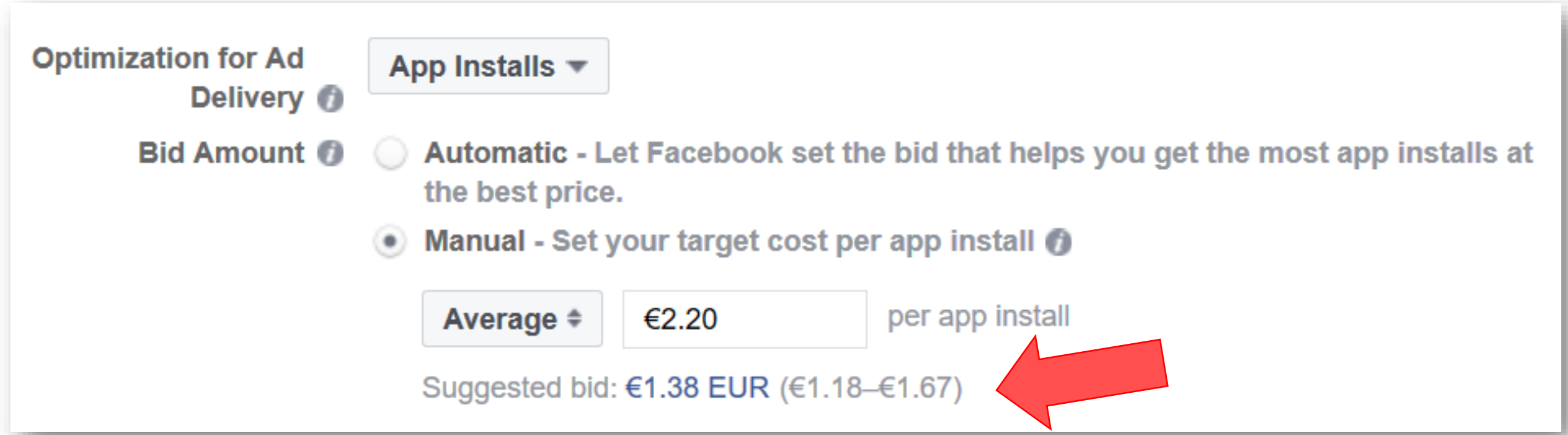
Facebook mobile install ads



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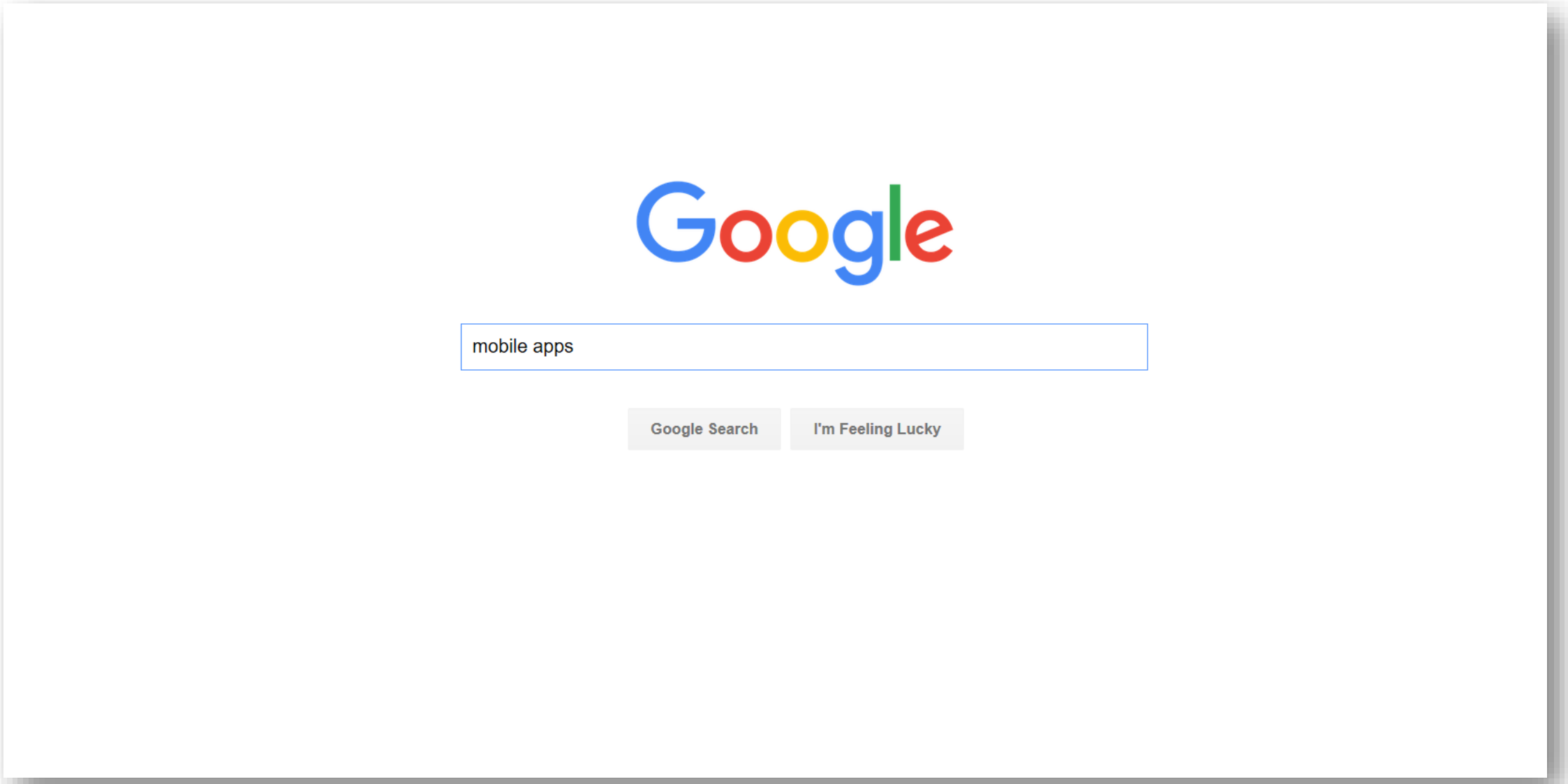
Δημιουργώντας mobile app installations με Google ads



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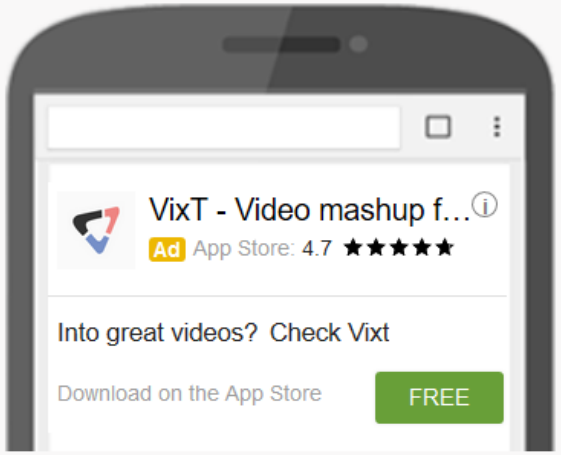
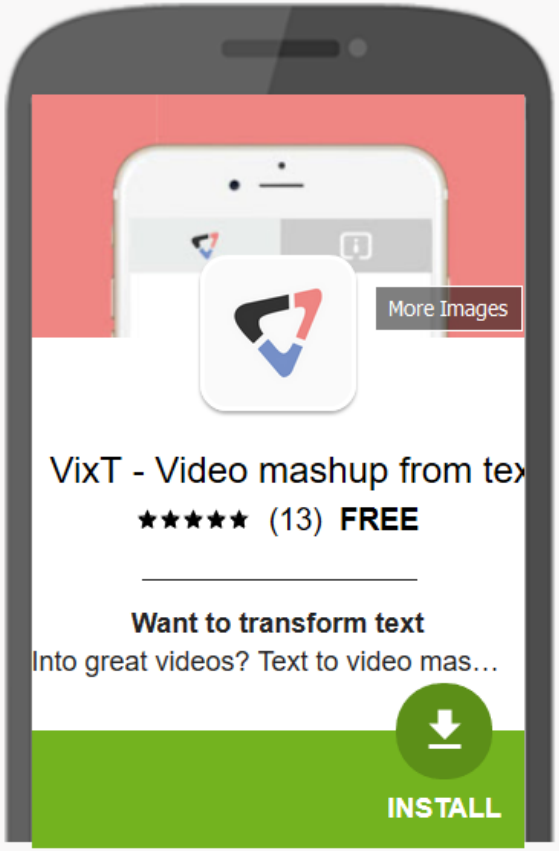
Οι διαφημίσεις για mobile install ads στο

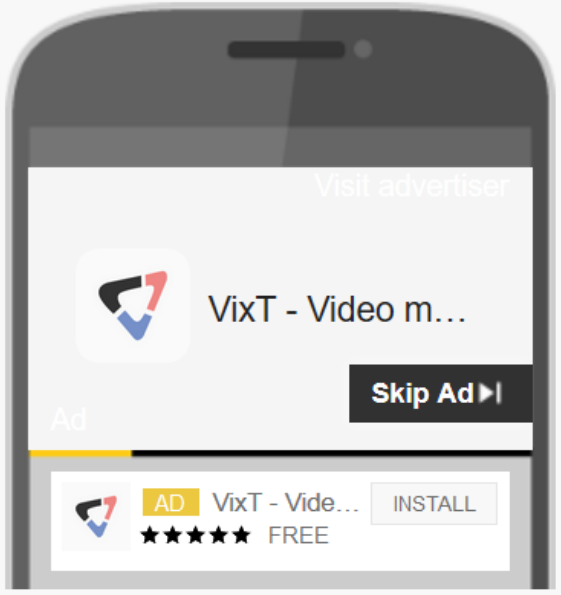
Google Search Network



Google Display Network



YouTube



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Δημιουργώντας mobile app installations με Google ads

Avg C.P.M.: $5

Avg C.P.C.: $0.4-$6

Avg C.P.I.: $3.34!

+144%

(iOS C.P.I.: $1.46)

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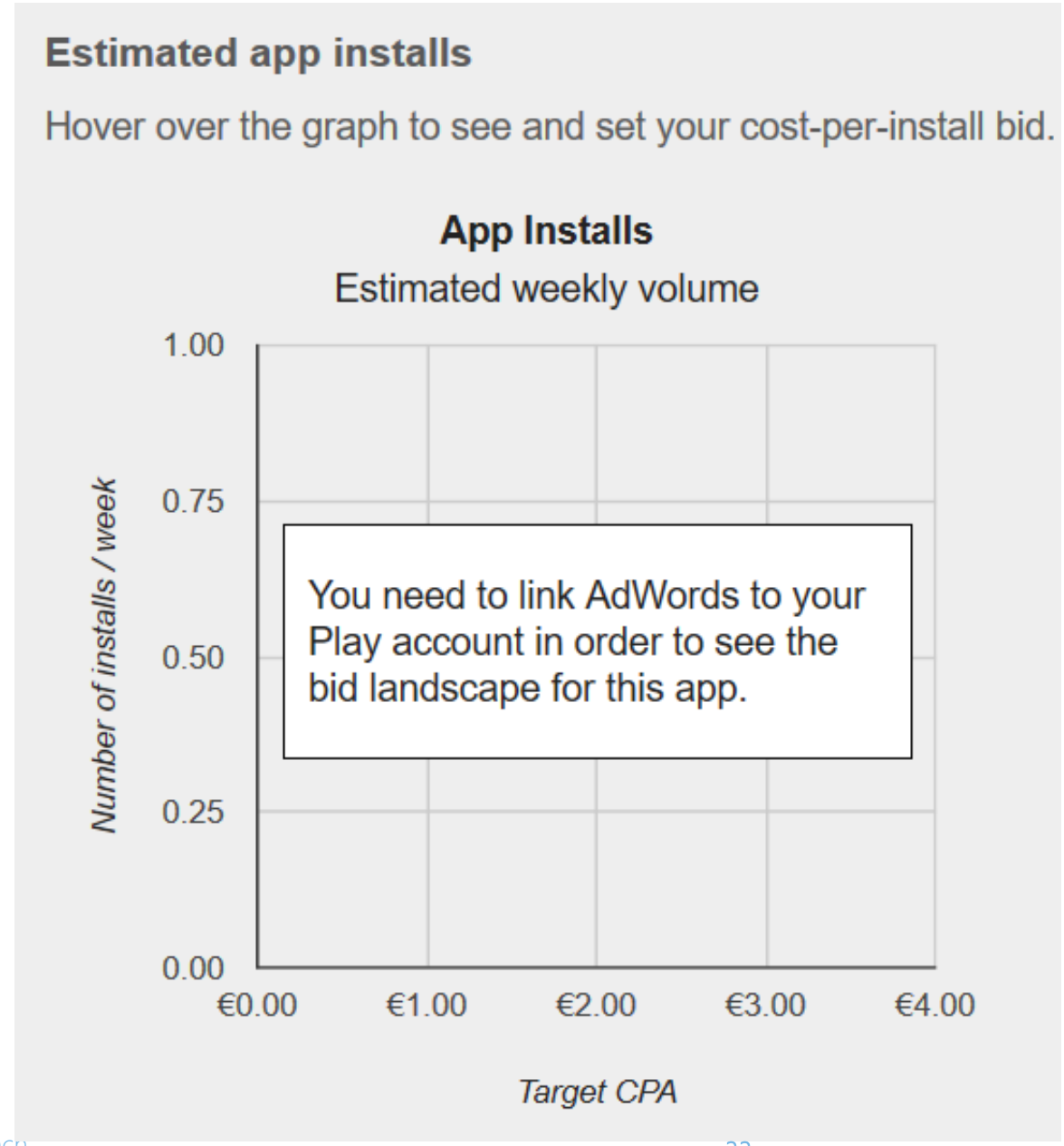
Δημιουργώντας mobile app installations με Google ads



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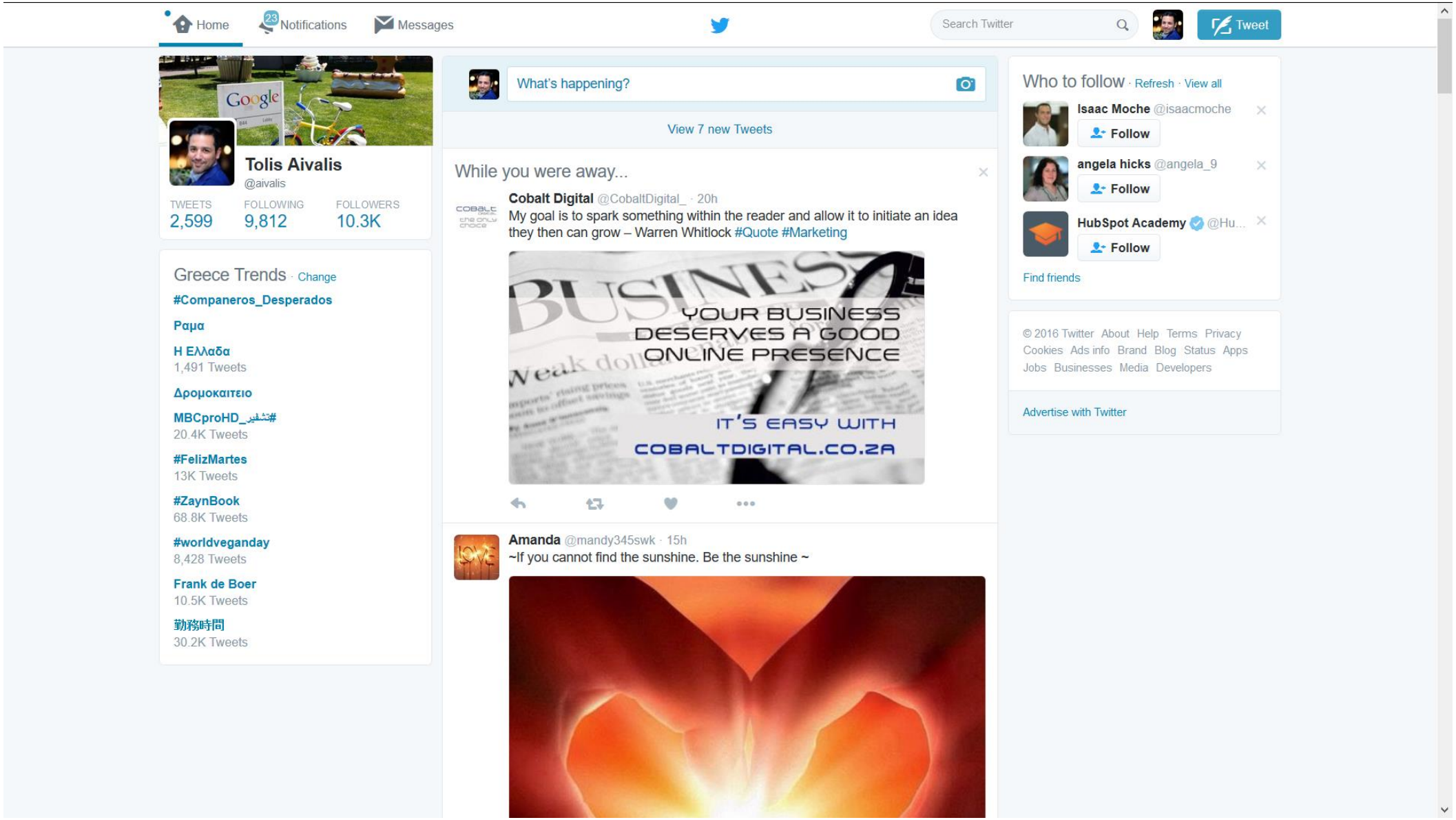
Δημιουργώντας mobile app installations με Twitter ads



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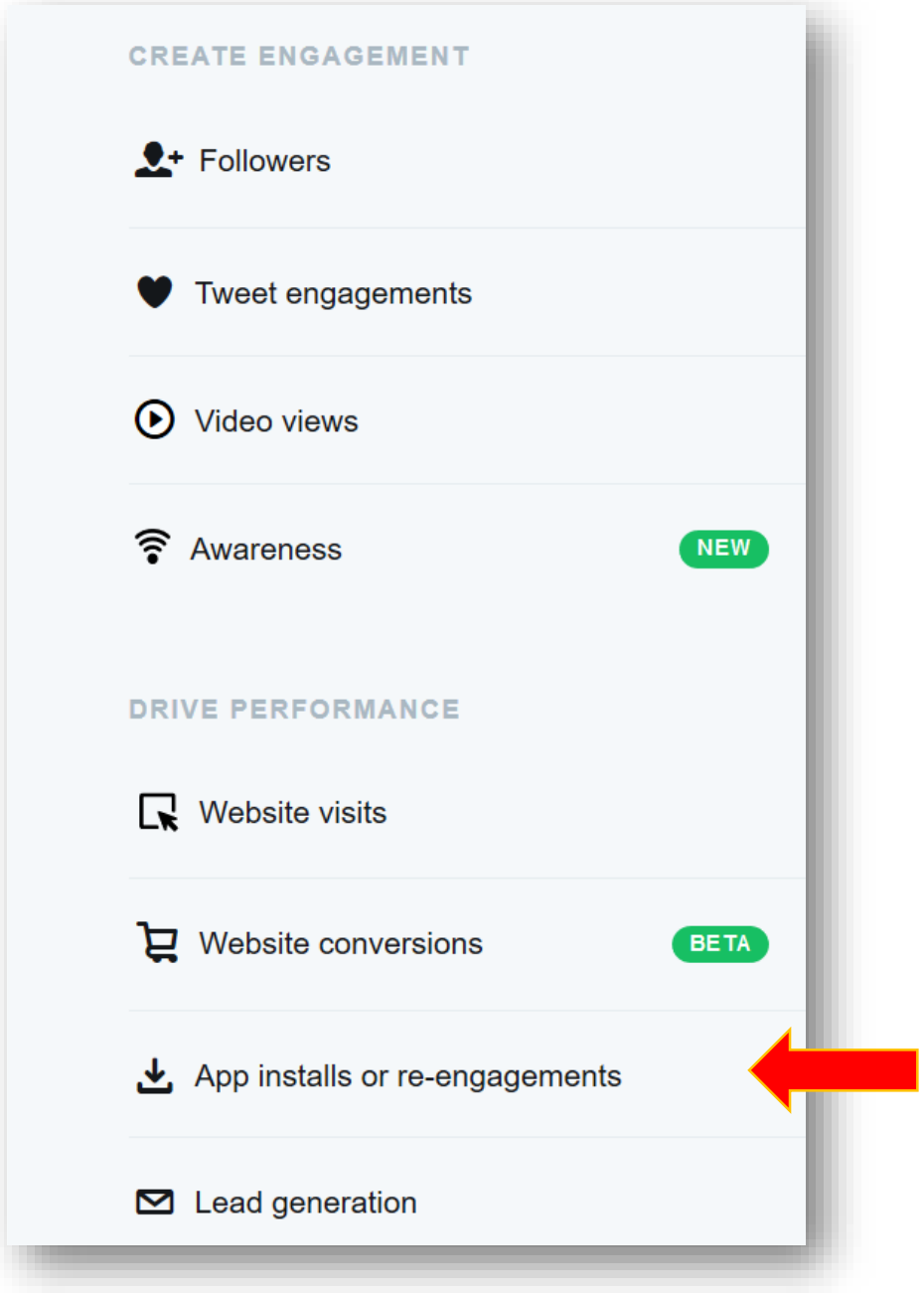
Οι διαφημίσεις για mobile installs στο Twitter



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Οι διαφημίσεις για mobile installs στο Twitter

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Δημιουργώντας mobile app installations με Twitter ads

? Set a total budget (optional).

$ 10

Choose how to optimize your bid.

- ○ Optimize for **app clicks**, pay for **app clicks**
- ◉ Optimize for **installs**, pay for **app clicks**
- ○ Optimize for **installs**, pay for **installs**

Choose pricing.

Maximum bid | $ 9.10 | per install

Other advertisers are bidding: **$6.82 – $11.38**

Το κόστος

1. Twitter: $7/install
2. Google: $3.3/install
3. Facebook: $2/install

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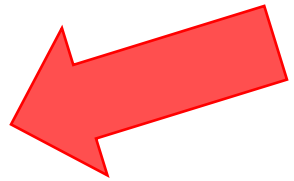
Ο νικητής

1. Twitter: $7/install
2. Google: $3.3/install
3. Facebook: $2/install



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Web site conversions (sales)

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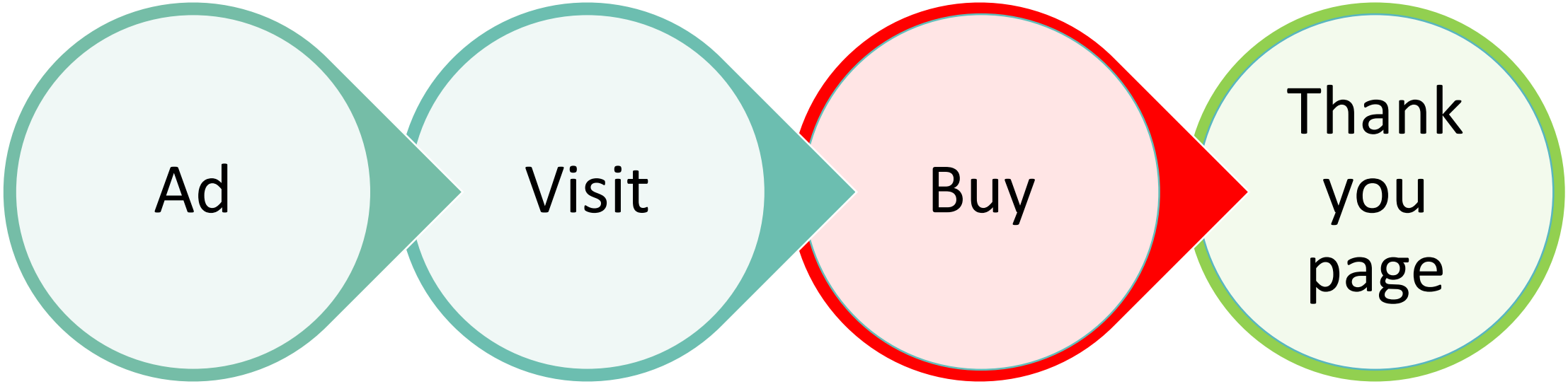
Web site conversions



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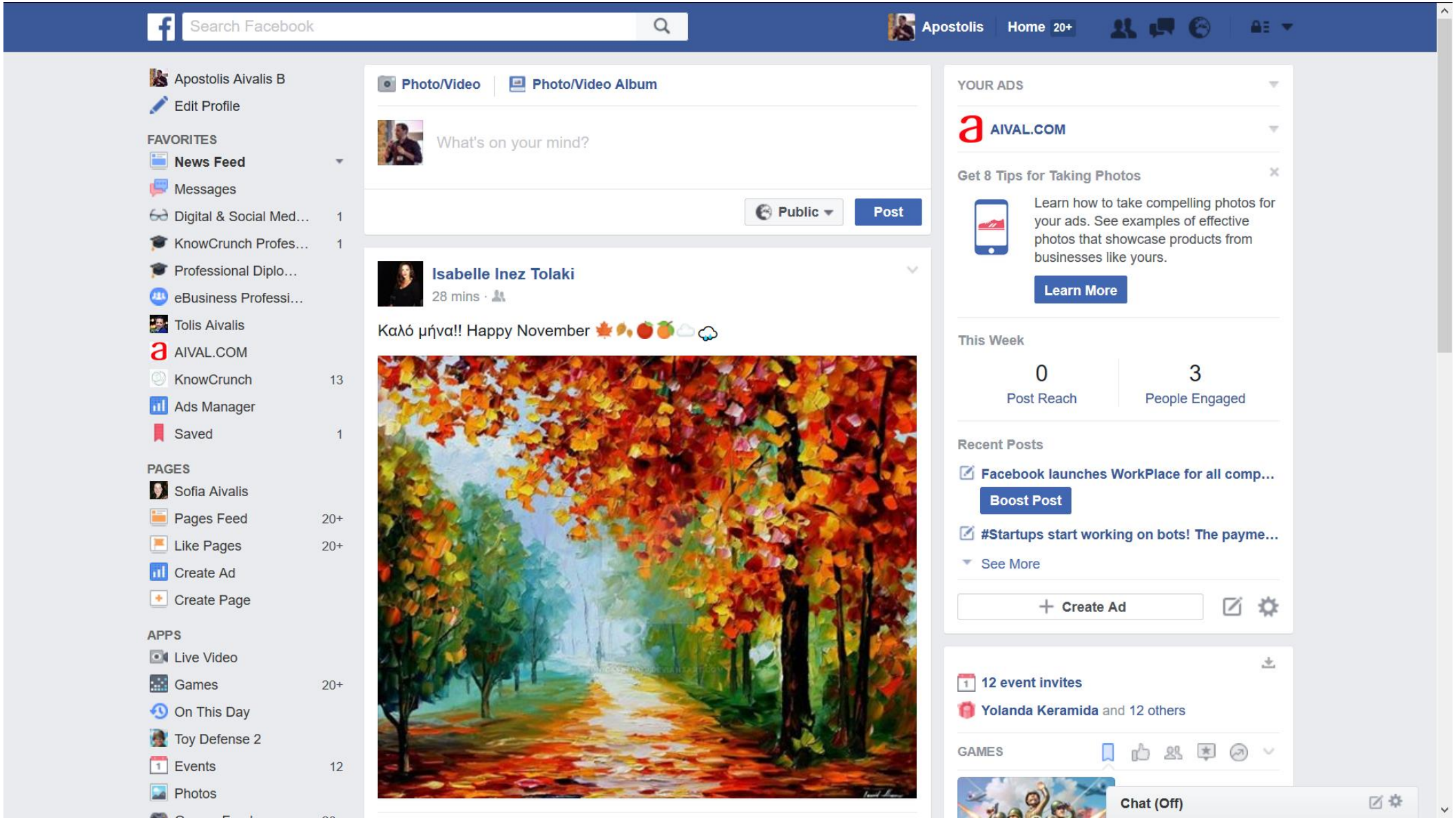
Δημιουργώντας web conversions με Facebook ads



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Δημιουργώντας web conversions στο Facebook

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Brand awareness	Video views	Product catalog sales
Reach	Lead generation	Store visits

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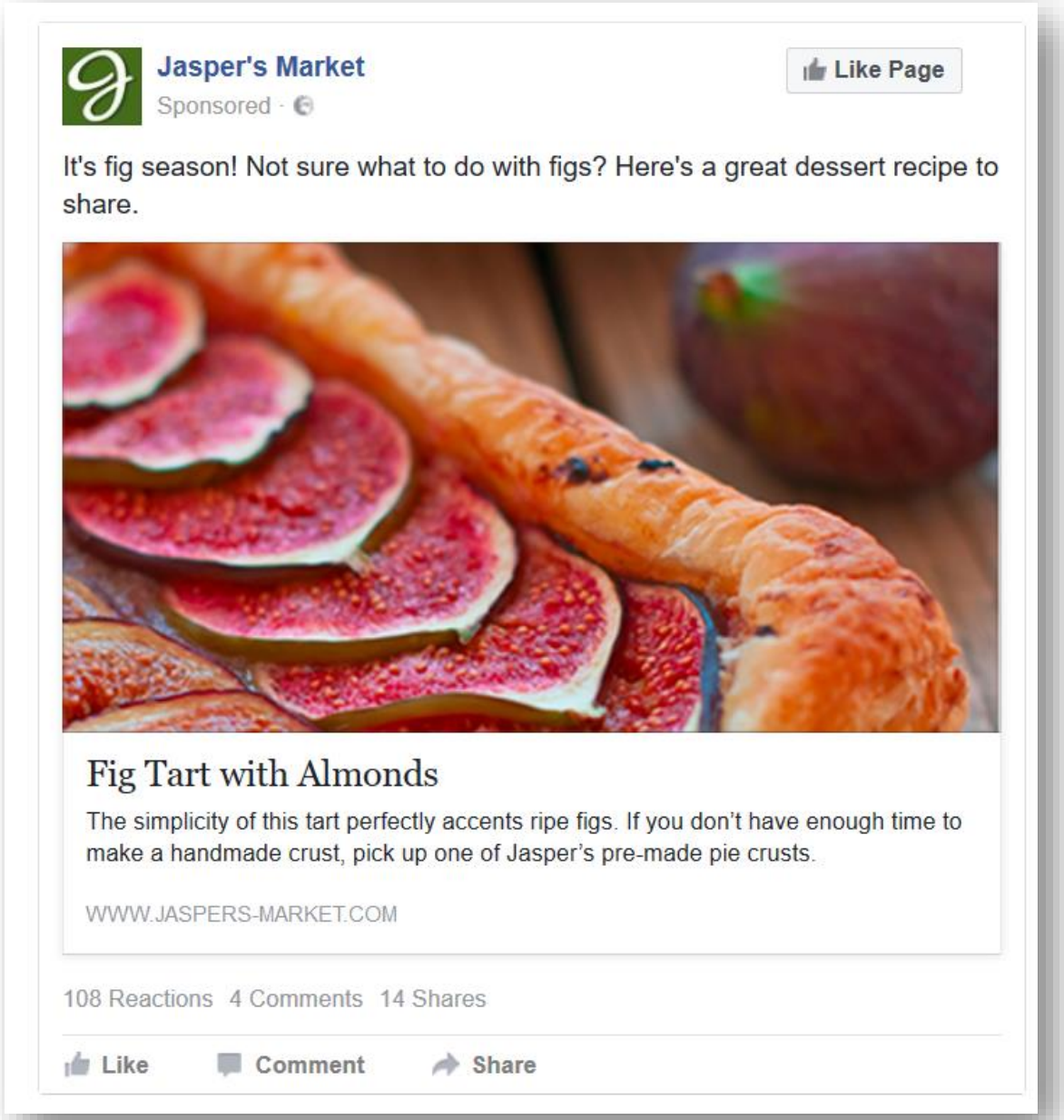
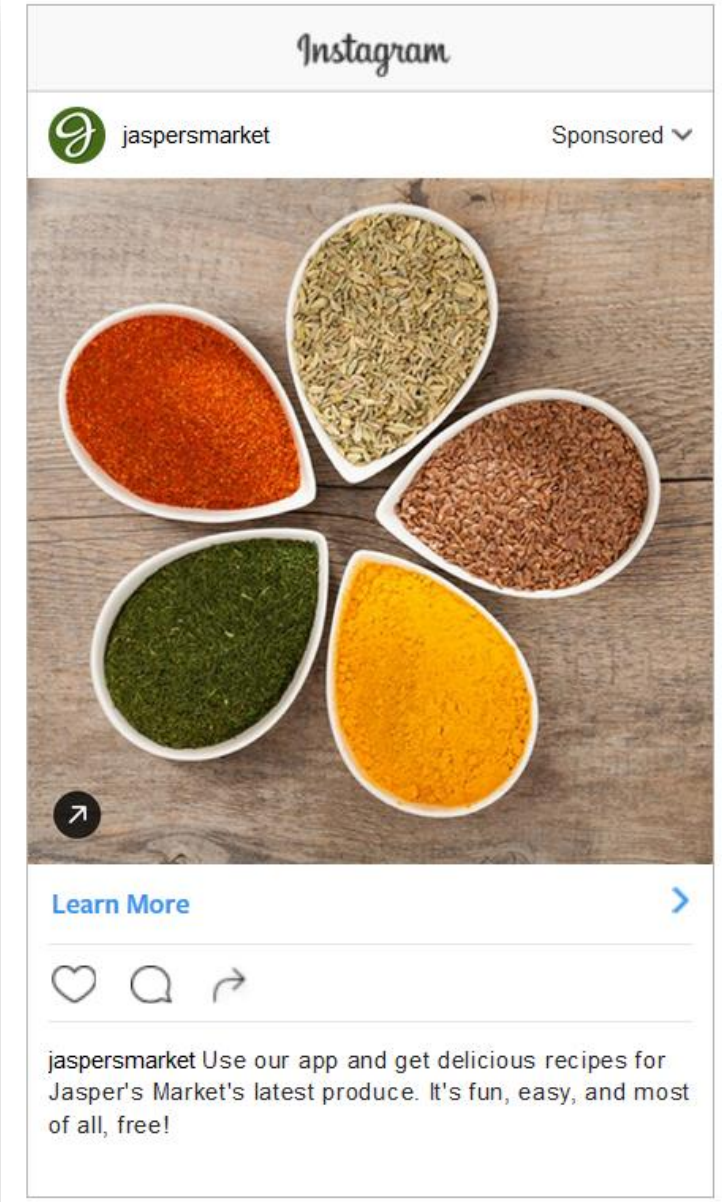
Οι διαφημίσεις για web conversions στο Facebook





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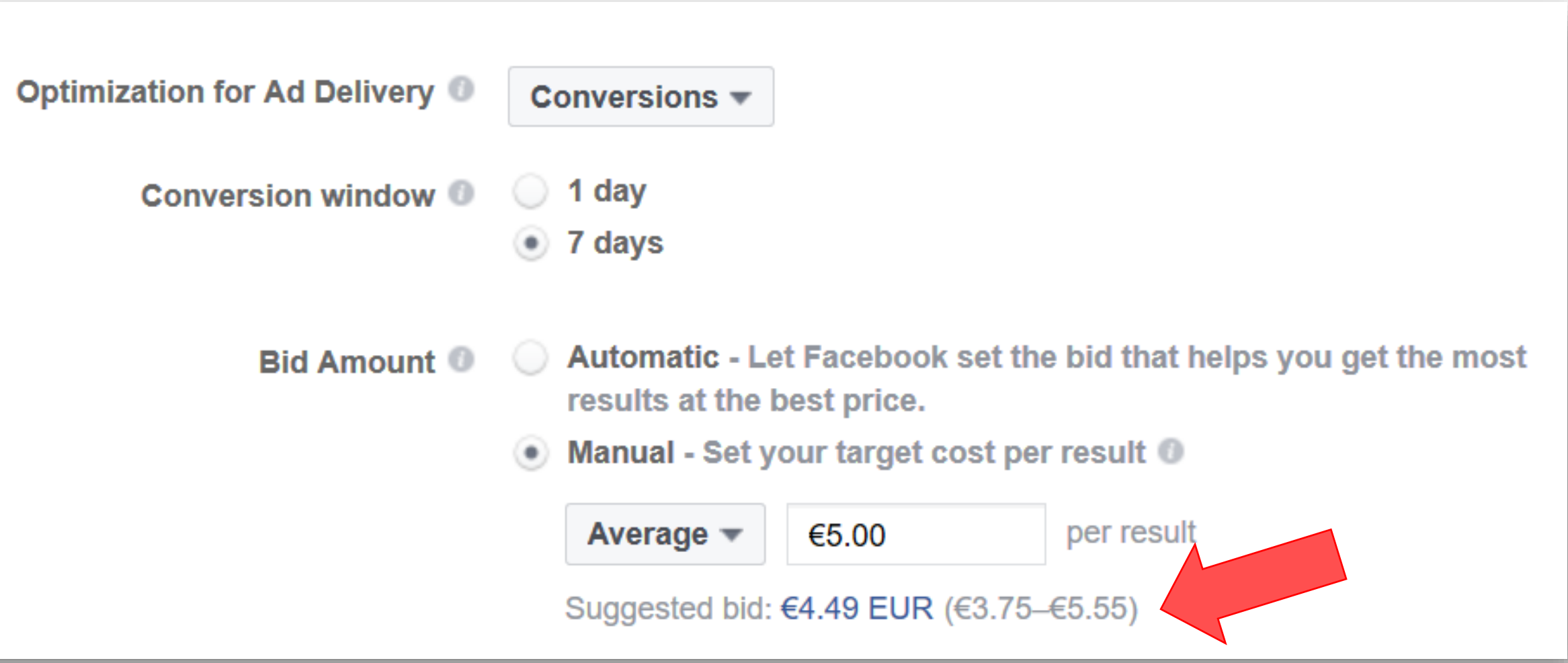
Δημιουργώντας web conversions στο Facebook



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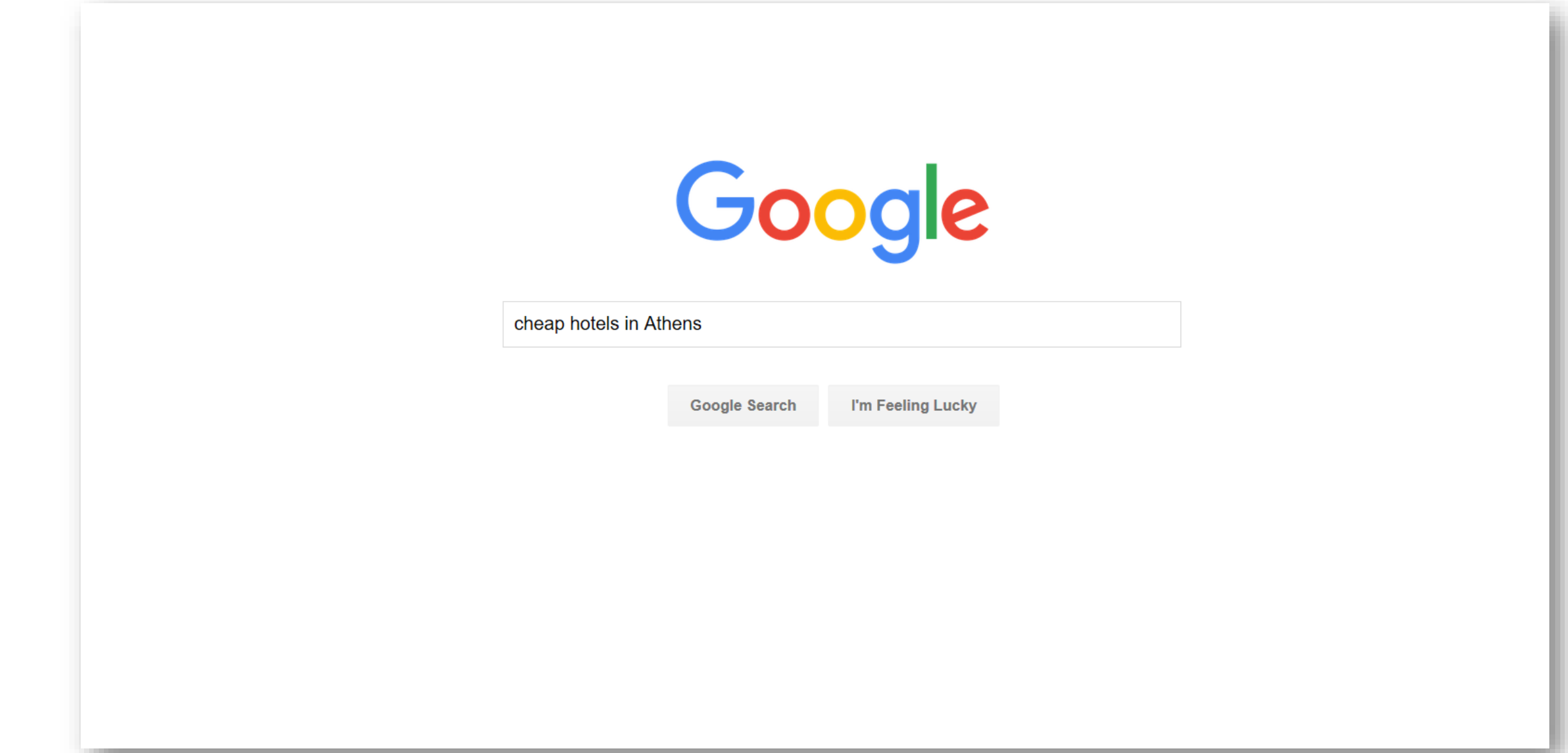
Δημιουργώντας web conversions με Google ads



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Δημιουργώντας web conversions με Google ads

Cheap Hotels in Athens - Lowest Price Guarantee - booking.com

Ad www.booking.com/**Athens**/**Cheap-Hotels**

Book a **Cheap Hotel in Athens** online. No Reservation Costs. Great Rates.

We speak your language · Free Cancellation · Get Instant Confirmation · No Booking Fees

World's Leading Online Travel Agency - 2015 – World Travel Awards

Book for Tomorrow | Secure Booking

Book Now | No Booking Fees

Meliá Hotel Athens - melia.com

Ad www.melia.com/**Athens**

Official Meliá website with best online rate guaranteed - Book now!

Top customer service · 100% feel-good factor · Best price guaranteed · Top reviews

MeliáRewards Program · Rooms and Suites · Restaurants and Bars · Hotel and Surroundings

Cheap hotels in Athens | Expedia.ie

Ad www.expedia.ie/**Hotels**-Georgia

Save up to 50% on Your **Hotel**! Book Your **Hotel** in Georgia

Spring Savings · 3 Star Hotels · Top City Breaks · Package Deals for £179 · Today's Top Deals

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Δημιουργώντας web conversions με Google ads

Bid strategy ? Choose how you'd like to set bids for your ads.

Automated: Target CPA

With **Target CPA**, AdWords uses a target cost-per-acquisition (CPA) that you enter, and automatically set bids to help get as many conversions as possible. Some conversions may cost more or less than your target CPA.

Target CPA: €

You can later set different target CPAs for ad groups

Use a portfolio strategy

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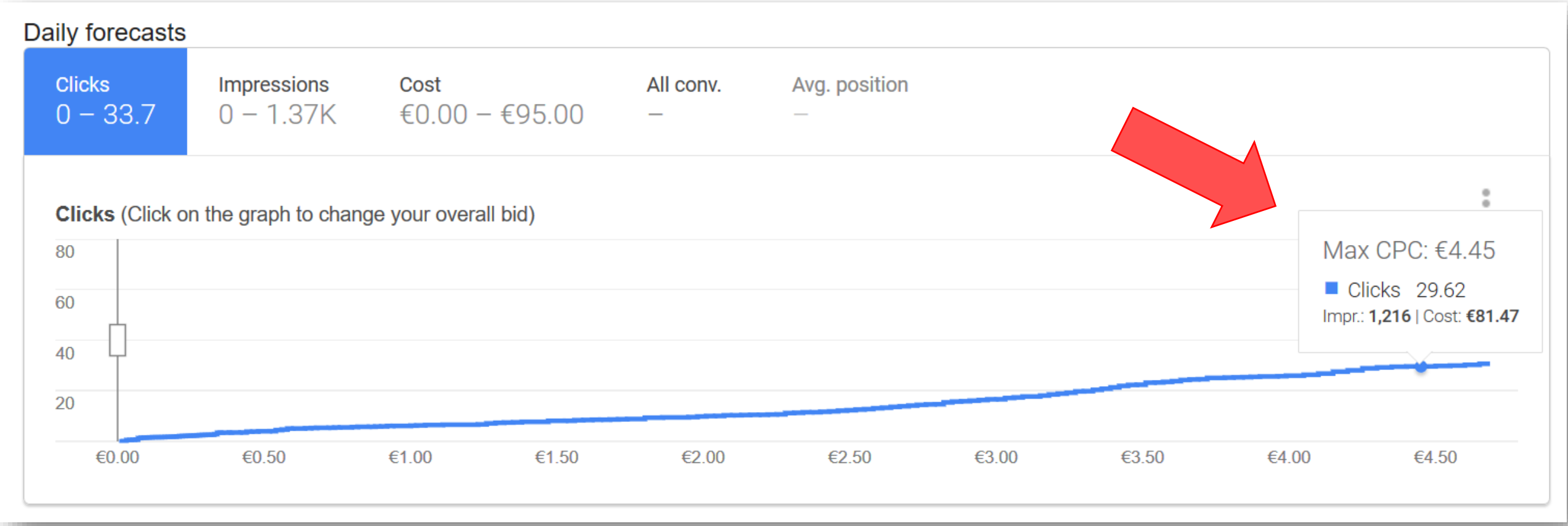
Δημιουργώντας web conversions με Google ads



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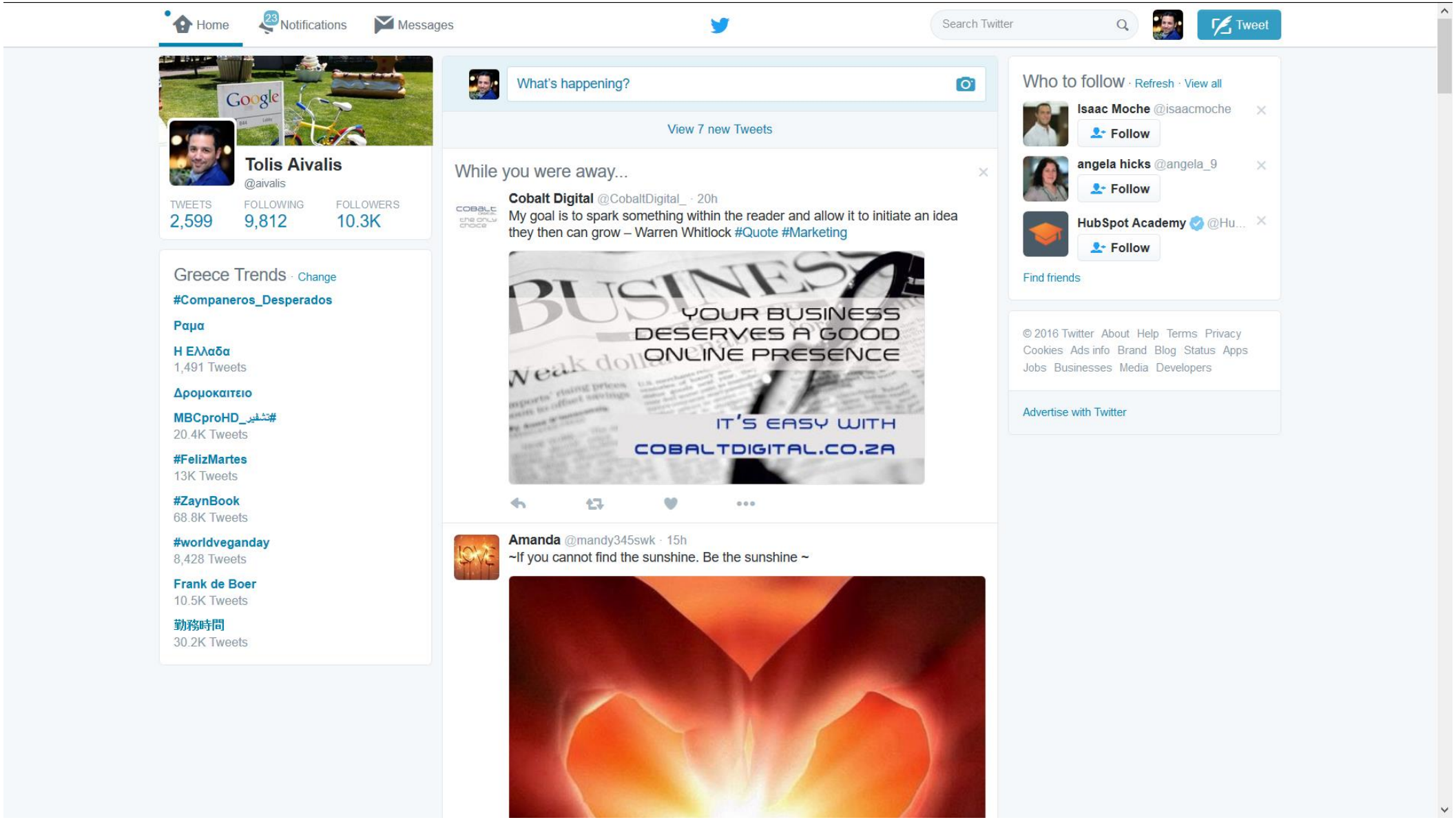
Δημιουργώντας web conversions με Twitter ads



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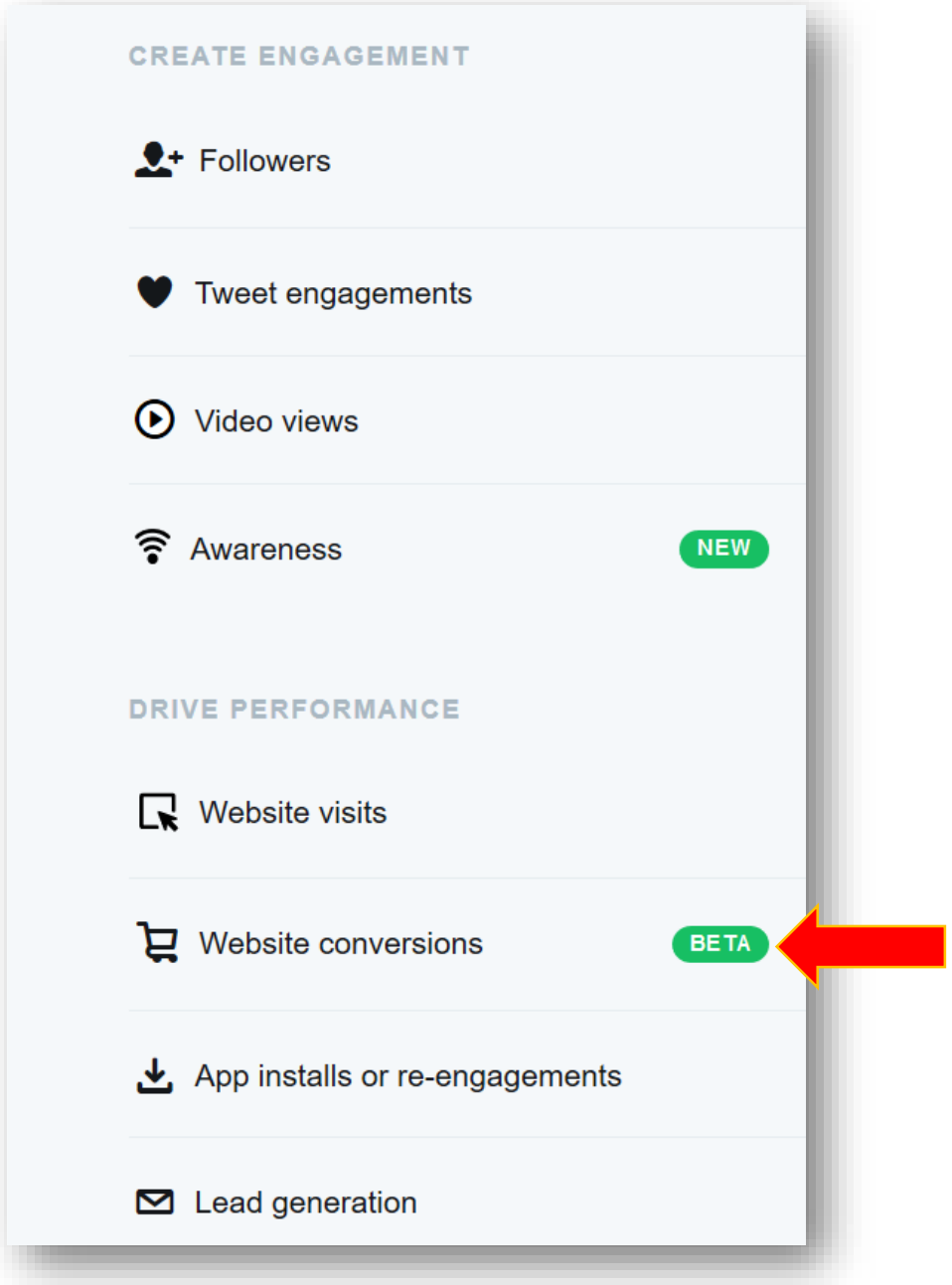
Οι διαφημίσεις για web site conversions στο Twitter



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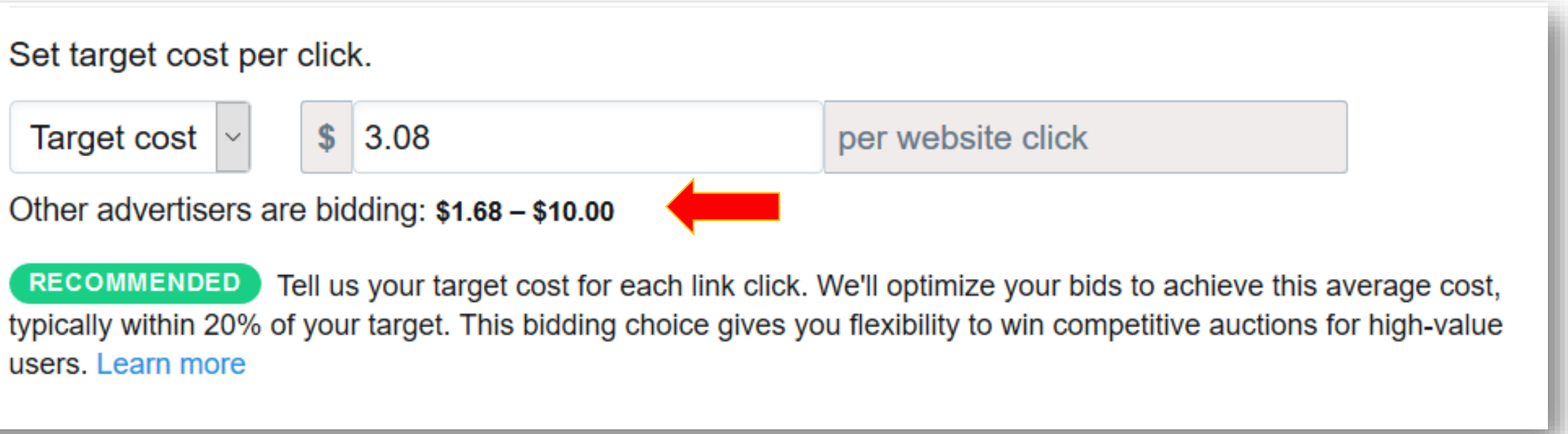

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Το κόστος

1. Twitter: $3-10/click!
2. Google: $3-10/conversion?
3. Facebook: $5/conversion

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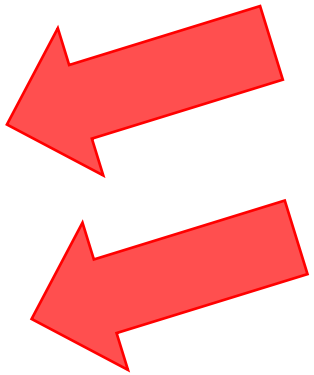
Ο νικητής

1. Twitter: $3-10/click!
2. Google: $3-10/conversion?
3. Facebook: $5/conversion



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Η online επαφή ενός consumer με το brand σας

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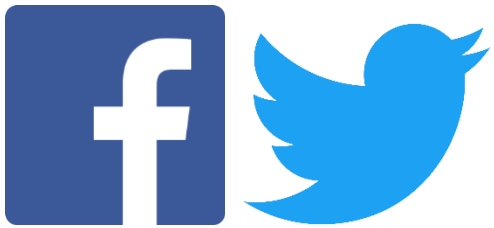
Η online επαφή ενός consumer με το brand σας



Google

Awareness | Evaluation | Conversion | Retention | Advocacy

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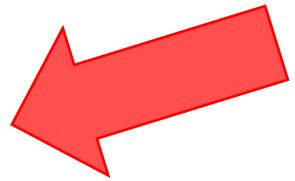
Ο νικητής

1. Twitter: $3-10/click!
2. Google: $3-10/conversion?
3. Facebook: $5/conversion



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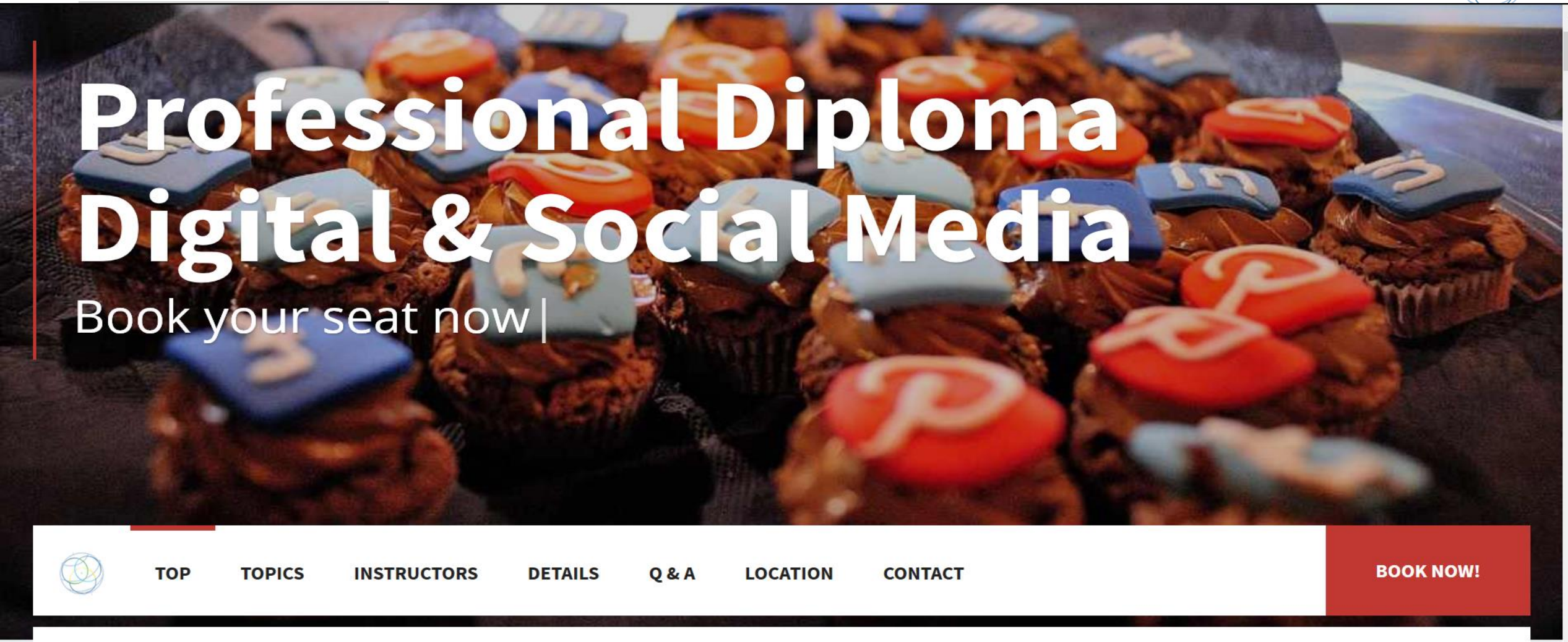

About the

Your digital discovery begins here.

The complete digital & social media diploma with a long track record as a catalyst for change is hosted in Athens and in Thessaloniki,

122 hours
course duration

KNOW CRUNCH
learn • transform • thrive

Conversions

Ποια digital & social campaigns φέρνουν αποτελέσματα

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