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KNOW
CRUNCH
learn • transform • thrive

Conversions

Ποια digital & social campaigns φέρνουν αποτελέσματα

Interested to learn more? → DigitalDiploma.knowcrunch.com



Professional Diploma Digital & Social Media

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[Q & A](#)

[LOCATION](#)

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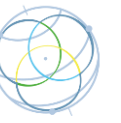
About the

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



1. Leads

Εύρεση και συλλογή στοιχείων ανθρώπων

2. Mobile installs

Download & εγκατάσταση ενός app

3. Sales


Επίσκεψη στο site και ολοκλήρωση αγοράς








Leads

Leads μέσα από το LinkedIn






Search for people, jobs, companies, and more...

Advanced

HomeProfileMy NetworkLearningJobsInterestsBusiness ServicesTry Premium for free


[Agile Software Testing - Download our whitepaper for tips on developing a successful agile strategy.](#) | Ad





Tolis Aivalis
Innovation, Strategy, Marketing Technologist
[Your recent activity](#)


15 people viewed your profile in the past 3 days

-4% profile rank in the past 30 days


 Share an update

 Upload a photo

 Write an article




Apostolos Chatzimeletiou likes this 25s


 **IDM - interactive digital media GmbH** [Follow](#)

Happy Halloween from everyone at IDM - interactive digital media GmbH. We hope everyone enjoys their Halloween and gets lots of treats!

#sales #marketing #startup #techaddict #tech #mobile #content #googlesearch #Halloween ... show more





15 ways to keep in touch

 **Dimitris Tsingos** has a work anniversary.
Celebrating 2 years at Stackmasters

[Like](#) [Message](#) [Skip](#)

Ad

Tolis, picture yourself at Darden

Associate Manager Nutrition...
Orlando, Florida Area

[View now](#)

About Help Feedback Cookies Privacy & Terms

LinkedIn LinkedIn Corp. © 2016

Generating leads



The screenshot shows a LinkedIn interface with a dark header bar. The top navigation bar includes the LinkedIn logo, 'PREMIUM' status, a search bar with the text 'Search for people...', and links for 'Home', 'Profile', 'Network', 'Career', and 'Interests'. A banner for 'Inflection' is visible. Below this, a section titled 'Lead recommendations at Walmart' lists three contacts: Donna Karen (Senior Vice President), Kenneth Cole (SVP of Marketing), and Ralph Lauren (Senior Marketing Manager). The main profile view is for Luella Jones, Senior Buyer at Walmart, with details on her previous work at Legacy Marketing Group and her education at the University of Southern California. A red arrow points to the 'Send InMail' button. To the right, a 'TeamLink' section shows a connection path from 'You' to Luella Jones, with 38 people available to ask about her. The bottom section includes a 'BACKGROUND' tab and an 'EXPERIENCE' section listing her role as Senior Buyer at Walmart. A Samsung Galaxy Note advertisement is visible in the bottom right corner.

Lead recommendations at Walmart See your saved leads at Walmart

Donna Karen
Senior Vice President at Walmart
Fayetteville, Arkansas Area
1st

Kenneth Cole
SVP of Marketing at Walmart
Fayetteville, Arkansas Area
2nd

Ralph Lauren
Senior Marketing Manager at Walmart
Fayetteville, Arkansas Area
TeamLink

Luella Jones
Senior Buyer at Walmart
San Francisco Bay Area | Internet
3rd

Previous: Legacy Marketing Group, Inventa Technologies
Education: University of Southern California

Connect **Send InMail** 500+ connections

Save Contact Contact Info www.linkedin.com/in/luellajones

TeamLink

You

38 people available to ask about Luella
See Who

Luella 3rd

BACKGROUND

EXPERIENCE

Senior Buyer
Walmart

INTRODUCING Samsung GALAXY Note™
phone? tablet? best of both.



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)*

Δημιουργώντας leads μέσω από το Slide Share



 SlideShare

Search

Upload

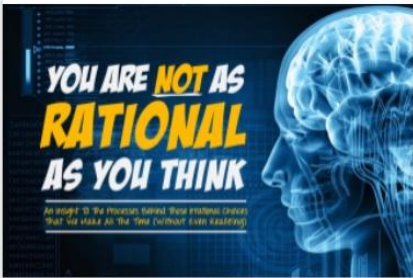
aival

HomeTechnologyEducationMore TopicsMy ClipboardsFor Uploaders

Discover. Share. Present.


Share what you know and love through presentations, infographics, documents and more

Today's Top SlideShares



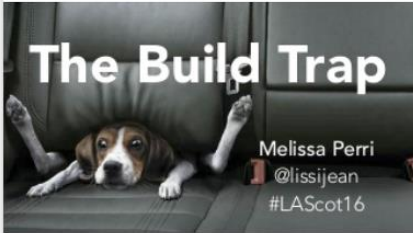
[Yang Ao Wei 楊翹維](#)
You Are Not As Rational As You Think

60,975 views



[Sean Si](#)
How to Use Social Media to Influence the World

87,390 views




[Melissa Perri](#)
@lissijean
#LAScot16


[The Build Trap](#)

87,226 views


Featured SlideShares

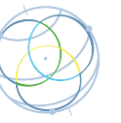


How UX&Data



Ads You May Be Interested In

 **Online MS in Data Science**
Develop Mathematical & Computer Science Skills to Make Sense of Big Data



1. Δημιουργούμε παρουσίαση
2. Δημιουργούμε φόρμα για leads

[Slideshare.net/lead-campaigns](https://slideshare.net/lead-campaigns)

Introduction

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

What member information do you want?

- | | |
|--|---|
| <input checked="" type="checkbox"/> First Name | <input checked="" type="checkbox"/> Last Name |
| <input checked="" type="checkbox"/> Email | <input type="checkbox"/> Company |
| <input type="checkbox"/> Country | <input type="checkbox"/> State |

[+ Show more...](#)

When do you want to show the lead form?

- ☒ After slide [?](#)
- ☐ Make this a mandatory completion [?](#)
- ☒ When viewers reach the last slide [?](#)
- ☒ When viewers download the SlideShare [?](#)
- ☒ When viewers click "Learn more" [?](#)

Total budget [?](#)

US\$	<input type="text" value="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



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



[Home](#) [Notifications 23](#) [Messages](#)

Search Twitter

Tolis Aivalis
@aivalis
TWEETS 2,599 FOLLOWING 9,812 FOLLOWERS 10.3K

[Greece Trends · Change](#)
[#Companeros_Desperados](#)
[Ραμα](#)
[Η Ελλάδα](#)
1,491 Tweets
[Δρομοκατειο](#)
[MBCproHD_متلفزيون](#)
20.4K Tweets
[#FelizMartes](#)
13K Tweets
[#ZaynBook](#)
68.8K Tweets
[#worldveganday](#)
8,428 Tweets
[Frank de Boer](#)
10.5K Tweets
[勤務時間](#)
30.2K Tweets

What's happening?

[View 7 new Tweets](#)

While you were away...
Cobalt Digital @CobaltDigital_ · 20h
My goal is to spark something within the reader and allow it to initiate an idea they then can grow – Warren Whitlock #Quote #Marketing

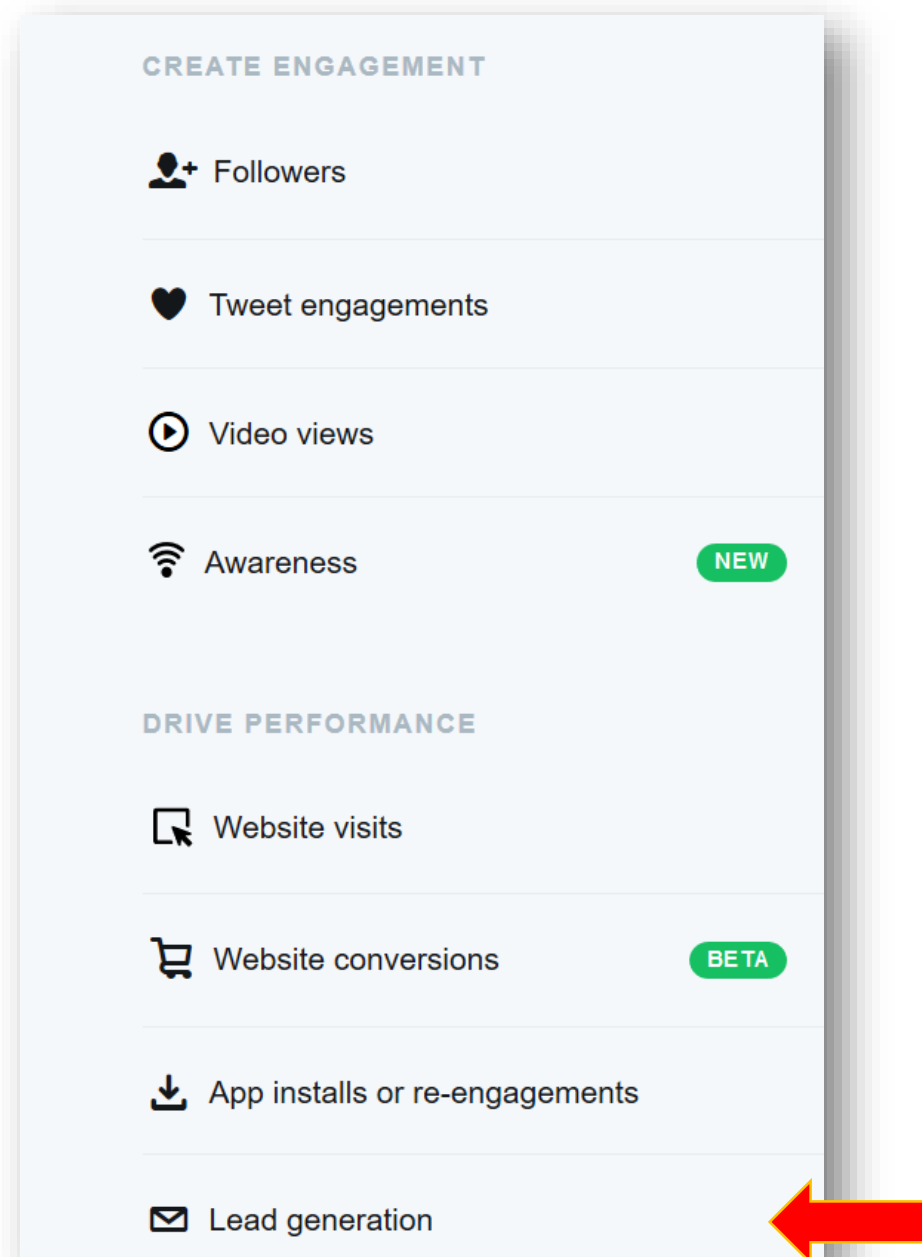
Amanda @mandy345swk · 15h
~If you cannot find the sunshine. Be the sunshine ~

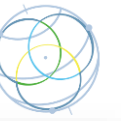
Who to follow · Refresh · View all
 Isaac Moche @isaacmoche
 angela hicks @angela_9
 HubSpot Academy @Hu...
[Find friends](#)

© 2016 Twitter [About](#) [Help](#) [Terms](#) [Privacy](#)
[Cookies](#) [Ads info](#) [Brand](#) [Blog](#) [Status](#) [Apps](#)
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[Advertise with Twitter](#)

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



Set your budget STEP 3 OF 4

? Set a daily maximum (required).

 per day

? Set a total budget (optional).

Choose pricing.

Target cost ▼

per lead generated

Other advertisers are bidding: \$4.47 – \$23.00



Tell us your target cost for each lead. We'll optimize your bids to achieve this average cost, typically within 20% of your target. This bidding choice gives you flexibility to win competitive auctions for high-value users. [Learn more](#)

[Pacing options](#)

Δημιουργώντας leads με Facebook ads


















The screenshot shows a Facebook interface. At the top, there's a search bar and navigation links for 'Apostolis', 'Home', and '20+'. The left sidebar lists various options: 'Apostolis Aivalis B', 'Edit Profile', 'FAVORITES' (News Feed, Messages, Digital & Social Med..., KnowCrunch Profes..., Professional Diplo..., eBusiness Professi..., Tolis Aivalis, AIVAL.COM, KnowCrunch, Ads Manager, Saved), 'PAGES' (Sofia Aivalis, Pages Feed, Like Pages, Create Ad, Create Page), and 'APPS' (Live Video, Games, On This Day, Toy Defense 2, Events, Photos). The main content area shows a post by 'Isabelle Inez Tolaki' from 28 minutes ago, with the text 'Καλό μήνα!! Happy November' and a colorful autumn-themed image. The right sidebar contains 'YOUR ADS' (AIVAL.COM), 'Get 8 Tips for Taking Photos' (Learn More), 'This Week' (0 Post Reach, 3 People Engaged), 'Recent Posts' (Facebook launches WorkPlace for all comp..., #Startups start working on bots! The payme...), and '12 event invites' (Yolanda Keramida and 12 others). At the bottom right, there's a 'GAMES' section and a 'Chat (Off)' button.

Οι διαφημίσεις για leads στο Facebook

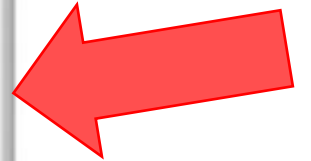
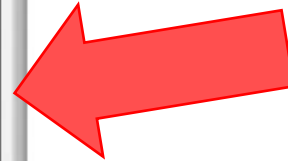
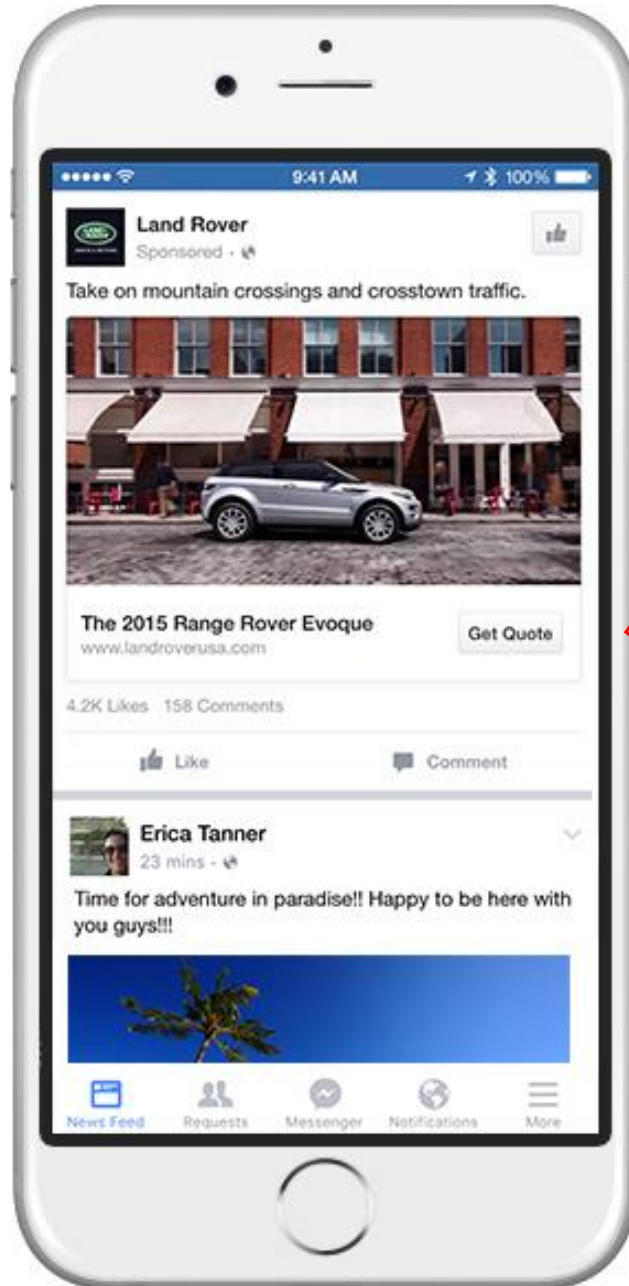


What's your marketing objective?

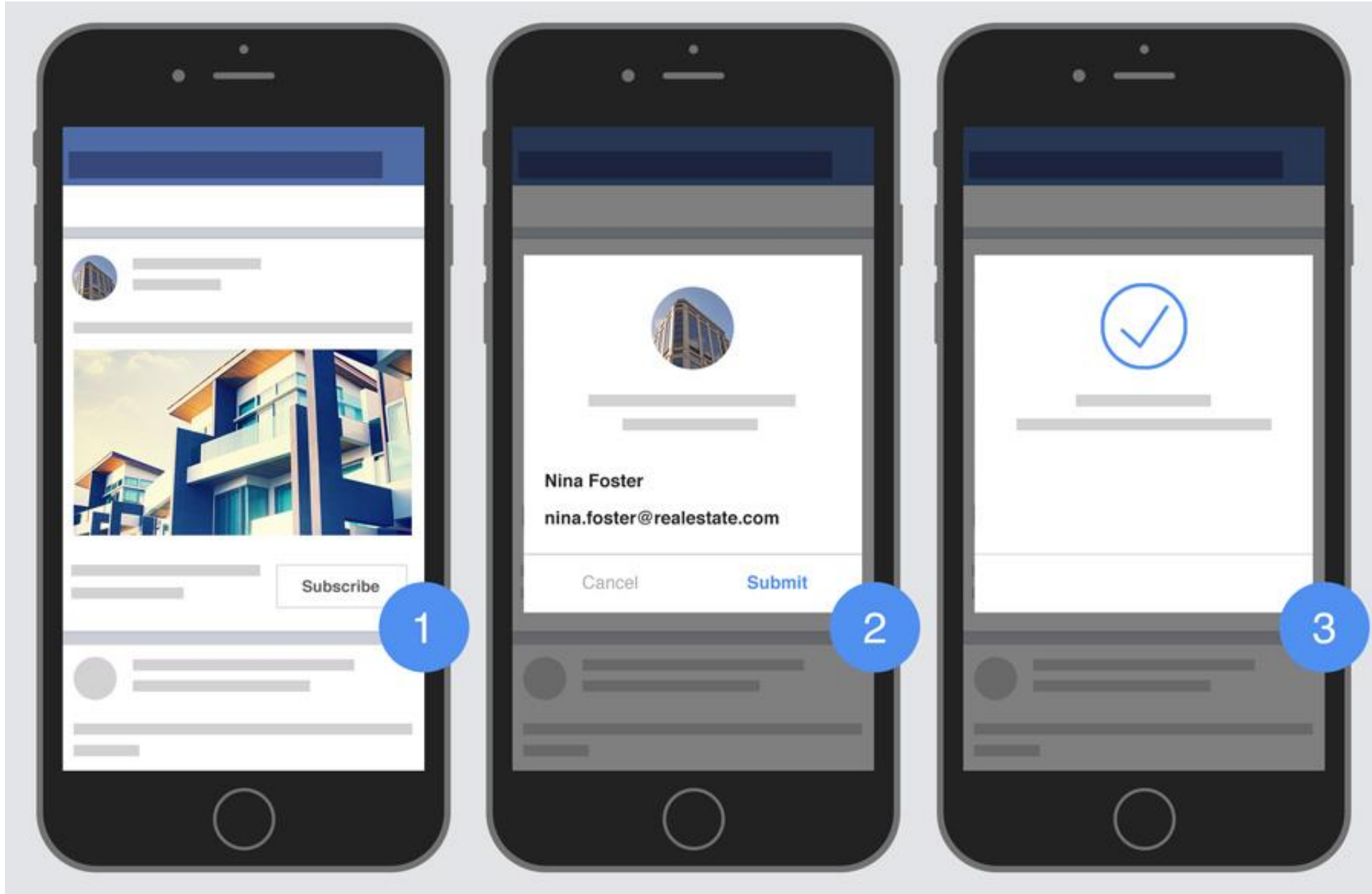
Awareness	Consideration	Conversion
 Post engagement	 Website clicks	 Website conversions
 Page likes	 App installs	 App engagement
 Local awareness	 Event responses	 Offer claims
 Brand awareness	 Video views	 Product catalog sales
 Reach	 Lead generation	 Store visits



Οι διαφημίσεις για leads στο Facebook



Οι διαφημίσεις για leads στο Facebook



Οι διαφημίσεις για leads στο Facebook



Page Messages ² Notifications ¹ Insights Publishing Tools

Settings Help ▾

Posts

Published Posts
Scheduled Posts
Drafts
Expiring Posts
Ads Posts

Videos

Video Library

Lead Ads Forms

Forms Library

Forms Library

Search... 



<input type="checkbox"/>	Form Name	Form Locale	Form Export URL	Date Created
<input type="checkbox"/>	jaspers market demo	en_US	Download	Jul 23, 2015 at 11:47pm
<input type="checkbox"/>	jasper demo form	en_US	Download	Jul 23, 2015 at 2:52pm
<input type="checkbox"/>	Test New Form	en_US	Download	Jul 23, 2015 at 12:10pm
<input type="checkbox"/>	Test Form	en_US	Download	Jul 23, 2015 at 11:59am

Οι διαφημίσεις για leads στο Facebook



Optimization for Ad
Delivery ⓘ

Leads ▼

Bid Amount ⓘ



Automatic - Let Facebook set the bid that helps you get the most results at the best price.

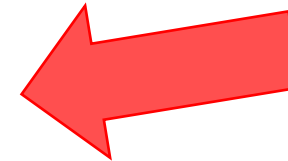


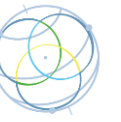
Manual - Enter a bid based on what results are worth to you.

€2.20

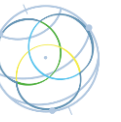
per result

Suggested bid: €0.80 EUR (€0.64—€1.05)

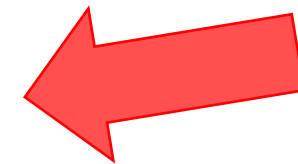




1. Slide Share: \$8/lead
2. LinkedIn: \$5/lead
Κόστος premium account/InMails
3. Twitter: \$5-\$23/lead
4. Facebook: \$1/lead



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





Mobile installs



Δημιουργώντας mobile app installations με Facebook ads



















The screenshot shows a Facebook interface. The top navigation bar includes the Facebook logo, a search bar, and the user's name 'Apostolis' with 'Home' and '20+' options. The left sidebar lists various features and pages, including 'Apostolis Aivalis B', 'Edit Profile', 'FAVORITES' (News Feed, Messages, Digital & Social Med..., KnowCrunch Profes..., Professional Diplo..., eBusiness Professi..., Tolis Aivalis, AIVAL.COM, KnowCrunch, Ads Manager, Saved), 'PAGES' (Sofia Aivalis, Pages Feed, Like Pages, Create Ad, Create Page), and 'APPS' (Live Video, Games, On This Day, Toy Defense 2, Events, Photos). The main content area shows a post by 'Isabelle Inez Tolaki' with the text 'Καλό μήνα!! Happy November' and a painting of a path through autumn trees. The right sidebar contains 'YOUR ADS' (AIVAL.COM), 'Get 8 Tips for Taking Photos' (Learn More), 'This Week' (0 Post Reach, 3 People Engaged), 'Recent Posts' (Facebook launches WorkPlace for all comp..., #Startups start working on bots! The payme...), and '12 event invites' (Yolanda Keramida and 12 others). At the bottom, there are 'GAMES' and a 'Chat (Off)' button.

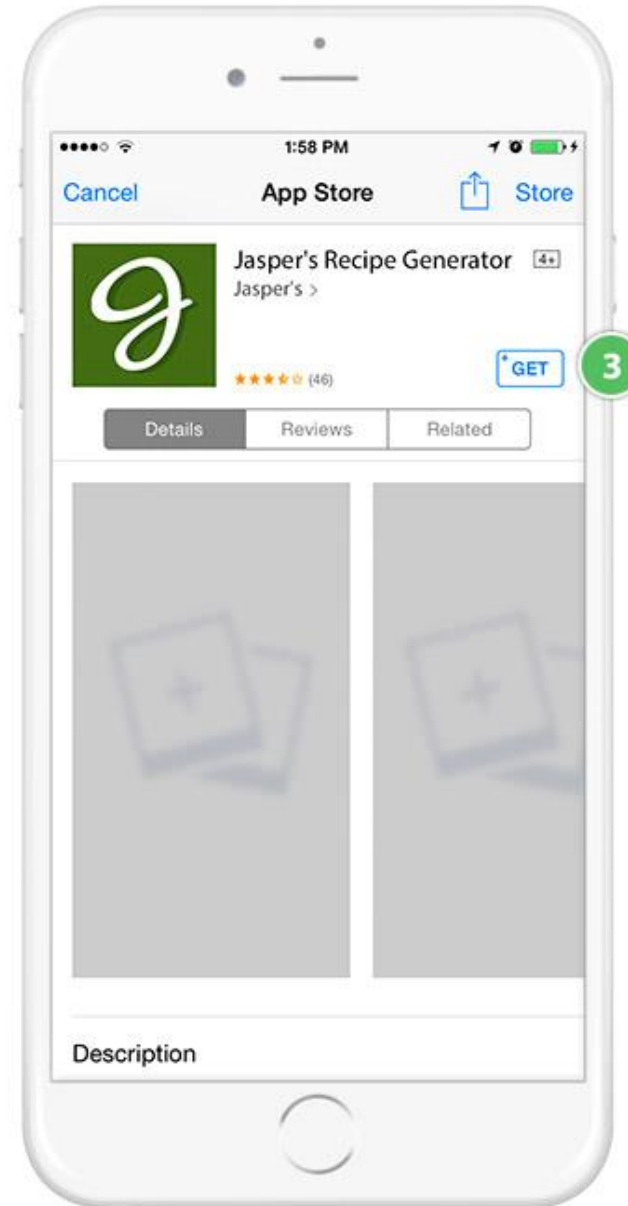
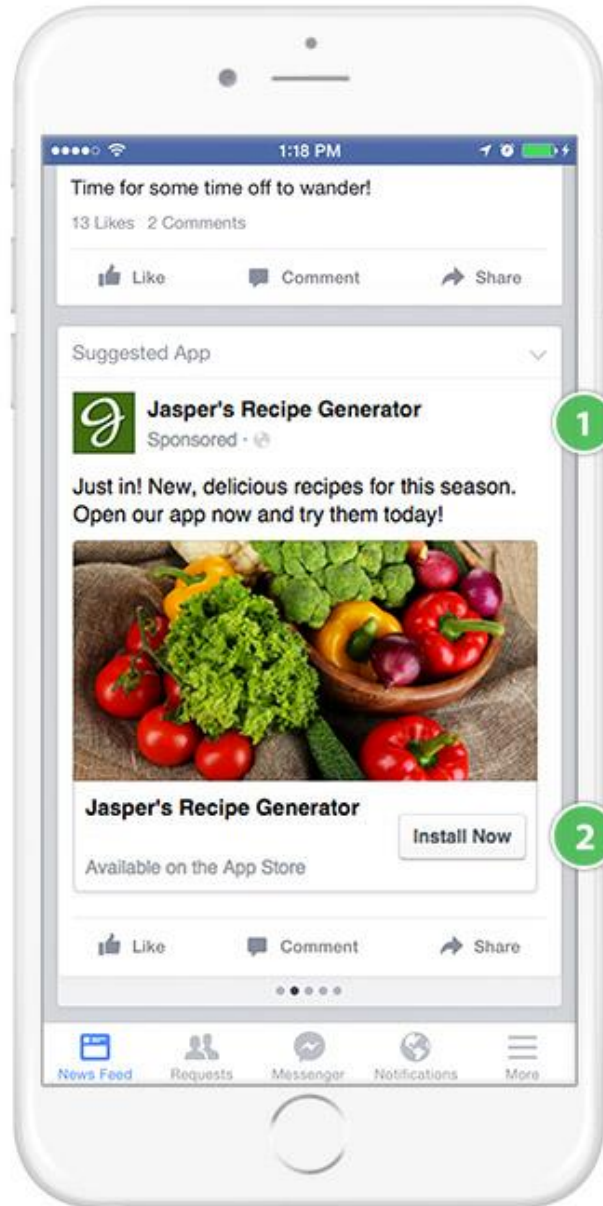
Οι διαφημίσεις για mobile install ads στο Facebook



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

Οι διαφημίσεις για mobile install ads στο Facebook




Facebook mobile install ads



Optimization for Ad
Delivery 

App Installs ▼

Bid Amount 

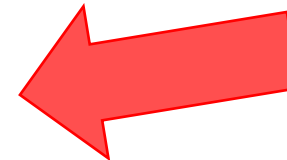
- ☐ Automatic - Let Facebook set the bid that helps you get the most app installs at the best price.
- ☒ Manual - Set your target cost per app install 

Average ▼

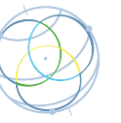
€2.20

per app install

Suggested bid: €1.38 EUR (€1.18–€1.67)



Δημιουργώντας mobile app installations με Google ads



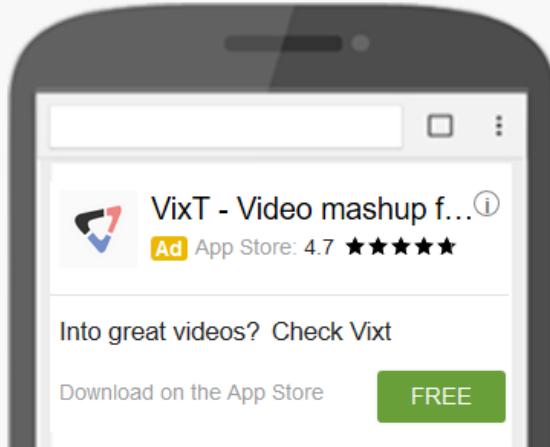
Google Search

I'm Feeling Lucky

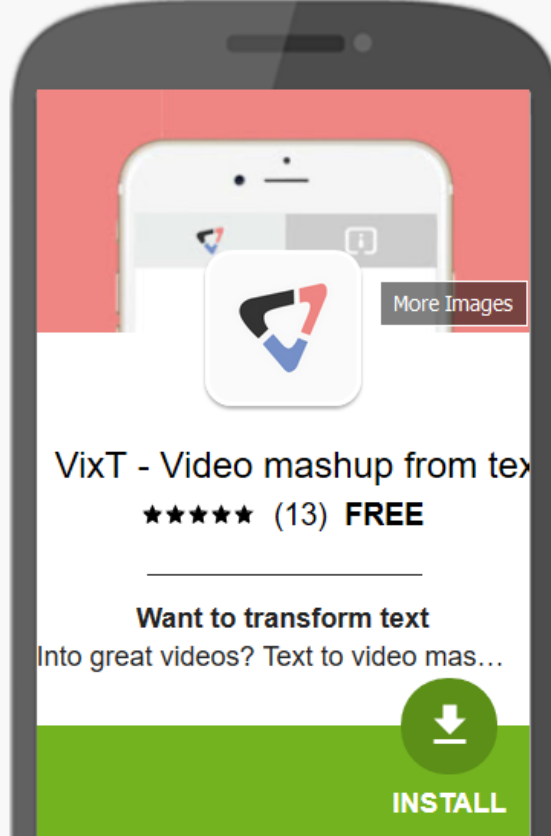
Οι διαφημίσεις για mobile install ads στο



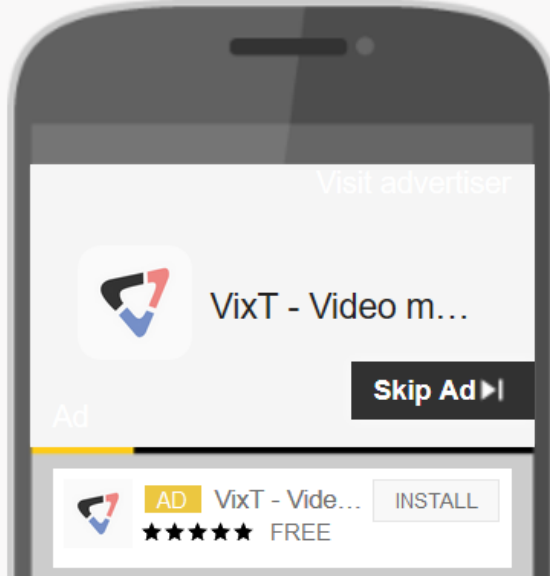
Google Search Network

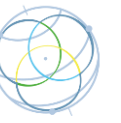


Google Display Network



YouTube





Avg C.P.M.: \$5

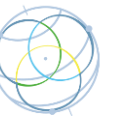
Avg C.P.C.: \$0.4-\$6

Avg C.P.I.: \$3.34!

+144%

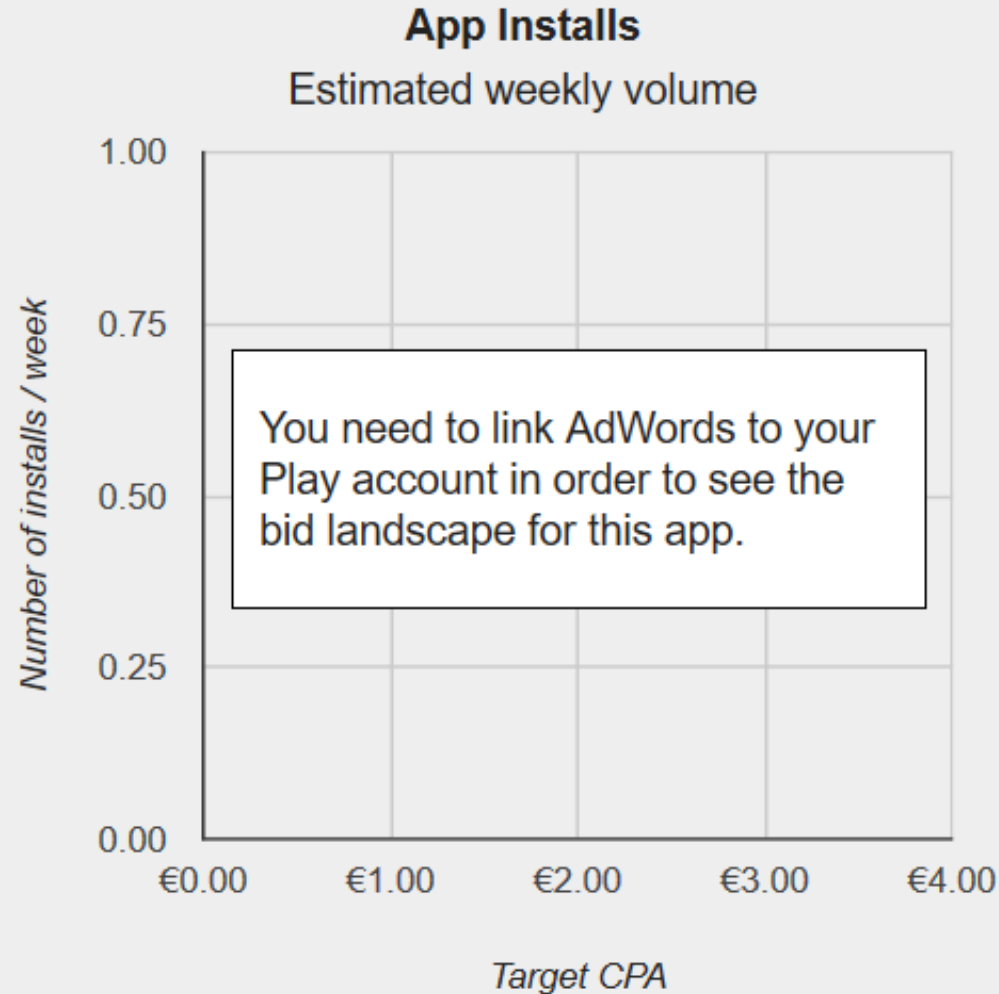
(iOS C.P.I.: \$1.46)

Δημιουργώντας mobile app installations με Google ads



Estimated app installs

Hover over the graph to see and set your cost-per-install bid.



Δημιουργώντας mobile app installations με Twitter ads



Home Notifications Messages

Search Twitter

What's happening?

View 7 new Tweets

While you were away...

Cobalt Digital @CobaltDigital_ · 20h
My goal is to spark something within the reader and allow it to initiate an idea they then can grow – Warren Whitlock #Quote #Marketing

BUSINESS
YOUR BUSINESS DESERVES A GOOD ONLINE PRESENCE
IT'S EASY WITH COBALTDIGITAL.CO.ZA

Who to follow · Refresh · View all

Isaac Moche @isaacmoche
Follow

angela hicks @angela_9
Follow

HubSpot Academy @Hu...
Follow

Find friends

© 2016 Twitter About Help Terms Privacy Cookies Ads info Brand Blog Status Apps Jobs Businesses Media Developers

Advertise with Twitter

Tolis Aivalis @aivalis
TWEETS 2,599 FOLLOWING 9,812 FOLLOWERS 10.3K

Greece Trends · Change

#Companeros_Desperados
Ραμα
1,491 Tweets

Η Ελλάδα
1,491 Tweets

Δρομοκατειο
20.4K Tweets

MBCproHD_متلفزيون
13K Tweets

#FelizMartes
68.8K Tweets

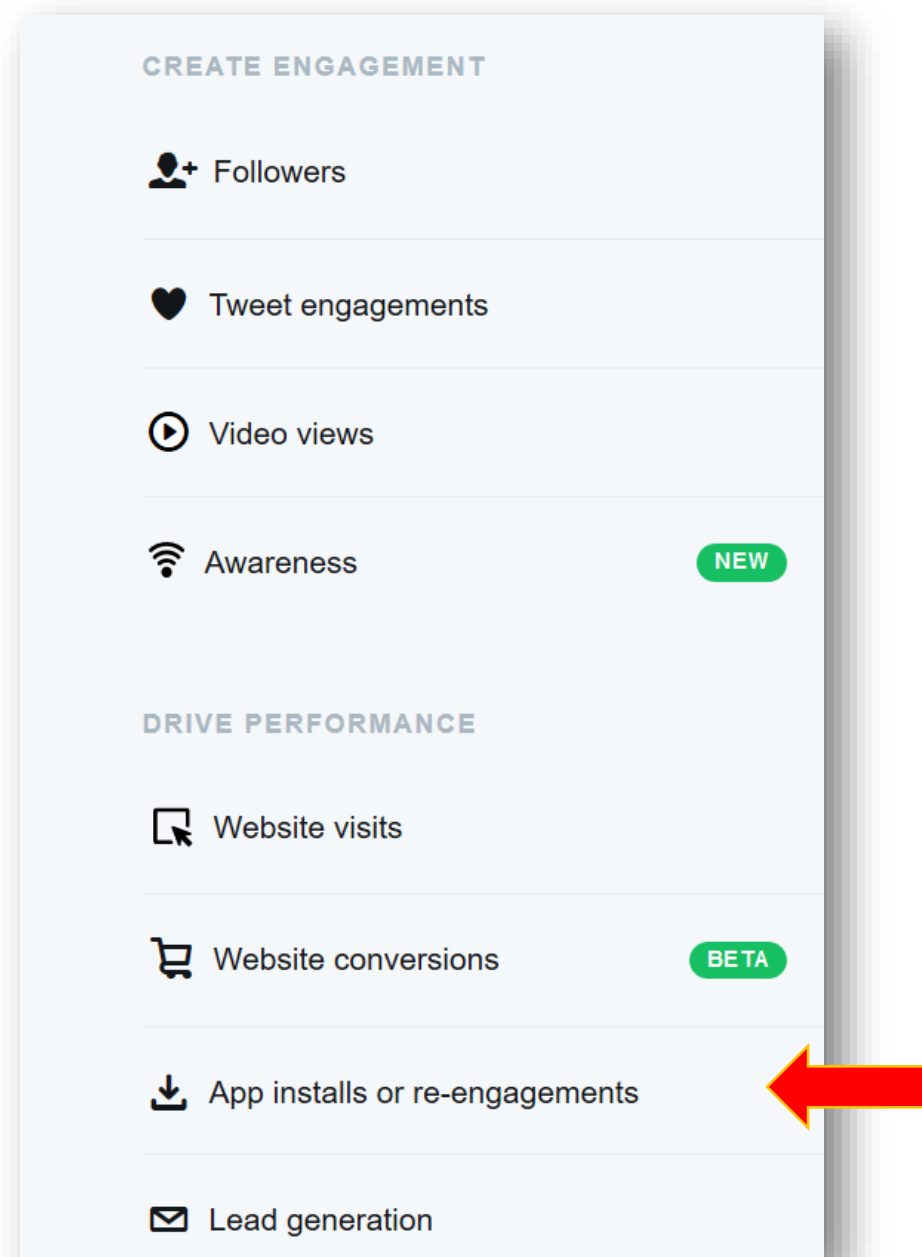
#ZaynBook
8,428 Tweets

#worldveganday
10.5K Tweets

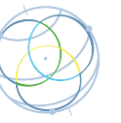
Frank de Boer
30.2K Tweets

Amanda @mandy345swk · 15h
~If you cannot find the sunshine. Be the sunshine ~

Οι διαφημίσεις για mobile installs στο Twitter



Οι διαφημίσεις για mobile installs στο Twitter



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**

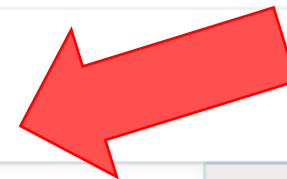
Choose pricing.

Maximum bid

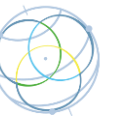


\$ 9.10

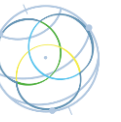
per install



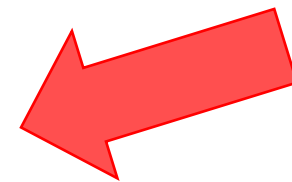
Other advertisers are bidding: \$6.82 – \$11.38



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

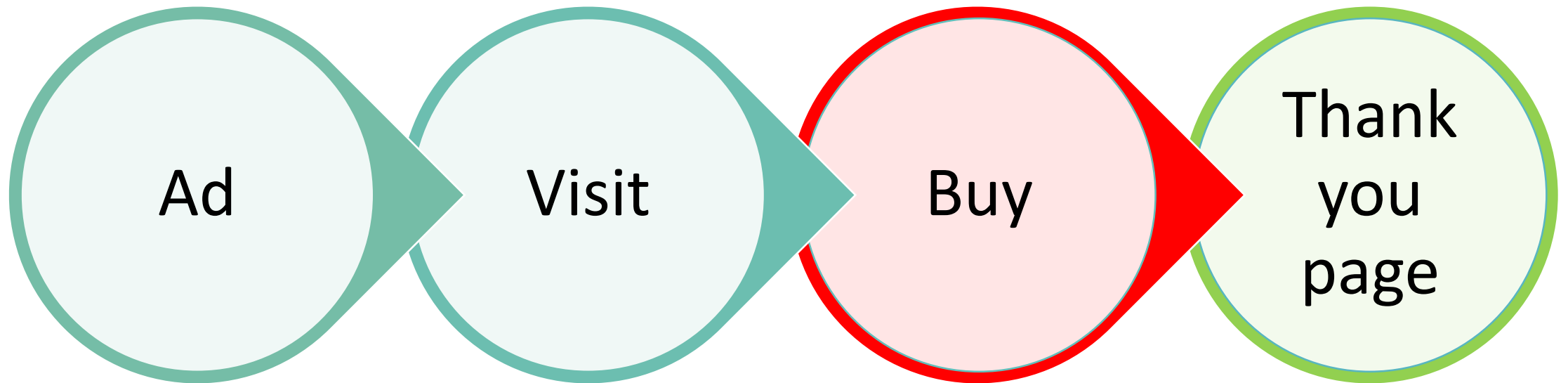
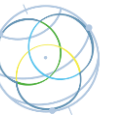


1. Twitter: \$7/install
2. Google: \$3.3/install
3. Facebook: \$2/install





Web site conversions (sales)



Δημιουργώντας web conversions με Facebook ads



















The screenshot shows a Facebook profile page for 'Apostolis Aivalis B'. The left sidebar contains navigation links: 'Edit Profile', 'News Feed', 'Messages', 'Digital & Social Med...', 'KnowCrunch Profes...', 'Professional Diplo...', 'eBusiness Professi...', 'Tolis Aivalis', 'AIVAL.COM', 'KnowCrunch', 'Ads Manager', 'Saved', 'PAGES' (Sofia Aivalis, Pages Feed, Like Pages, Create Ad, Create Page), and 'APPS' (Live Video, Games, On This Day, Toy Defense 2, Events, Photos). The main content area shows a post by 'Isabelle Inez Tolaki' from 28 minutes ago, featuring a painting of a path through autumn trees and the text 'Καλό μήνα!! Happy November'. The right sidebar displays 'YOUR ADS' for 'AIVAL.COM', a tip for taking photos, 'This Week' statistics (0 Post Reach, 3 People Engaged), 'Recent Posts' (Facebook launches WorkPlace for all comp..., #Startups start working on bots! The payme...), and '12 event invites' by 'Yolanda Keramida and 12 others'. At the bottom, there are links for 'GAMES' and a 'Chat (Off)' button.

Δημιουργώντας web conversions 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

Οι διαφημίσεις για web conversions στο Facebook



Jasper's Market

Sponsored ·

Like Page

It's fig season! Not sure what to do with figs? Here's a great dessert recipe to share.



Fig Tart with Almonds

The simplicity of this tart perfectly accents ripe figs. If you don't have enough time to make a handmade crust, pick up one of Jasper's pre-made pie crusts.

WWW.JASPERS-MARKET.COM

108 Reactions · 4 Comments · 14 Shares

Like

Comment

Share

Instagram



jaspersmarket

Sponsored ▾



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Δημιουργώντας web conversions στο Facebook



Optimization for Ad Delivery ⓘ

Conversions ▼

Conversion window ⓘ

☐ 1 day

☒ 7 days

Bid Amount ⓘ

☐ Automatic - Let Facebook set the bid that helps you get the most results at the best price.

☒ Manual - Set your target cost per result ⓘ

Average ▼

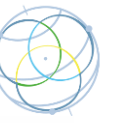
€5.00

per result

Suggested bid: €4.49 EUR (€3.75–€5.55)



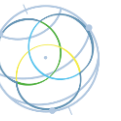
Δημιουργώντας web conversions με Google ads

The Google logo, consisting of four interlocking circles in blue, red, yellow, and green, is centered on the slide.

cheap hotels in Athens

Google Search

I'm Feeling Lucky



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](#)

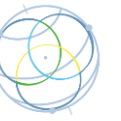
Cheap hotels in Athens | Expedia.ie


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](#)

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.

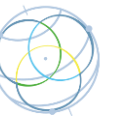
Target CPA: €

You can later set different target CPAs for ad groups

[Use a portfolio strategy](#)



Δημιουργώντας web conversions με Google ads



Daily forecasts

Clicks	Impressions	Cost	All conv.	Avg. position
0 – 33.7	0 – 1.37K	€0.00 – €95.00	—	—

Clicks (Click on the graph to change your overall bid)



Δημιουργώντας web conversions με Twitter ads



Home Notifications Messages Search Twitter Tweet

Tolis Aivalis @aivalis
TWEETS 2,599 FOLLOWING 9,812 FOLLOWERS 10.3K

Greece Trends · Change
#Companeros_Desperados
Ραμα
Η Ελλάδα 1,491 Tweets
Δρομοκατειο
MBCproHD_متلفزيون# 20.4K Tweets
#FelizMartes 13K Tweets
#ZaynBook 68.8K Tweets
#worldveganday 8,428 Tweets
Frank de Boer 10.5K Tweets
勤務時間 30.2K Tweets

What's happening?

View 7 new Tweets

While you were away...

Cobalt Digital @CobaltDigital_ · 20h
My goal is to spark something within the reader and allow it to initiate an idea they then can grow – Warren Whitlock #Quote #Marketing

BUSINESS
YOUR BUSINESS DESERVES A GOOD ONLINE PRESENCE
IT'S EASY WITH COBALTDIGITAL.CO.ZA

Who to follow · Refresh · View all

Isaac Moche @isaacmoche Follow
angela hicks @angela_9 Follow
HubSpot Academy @Hu... Follow

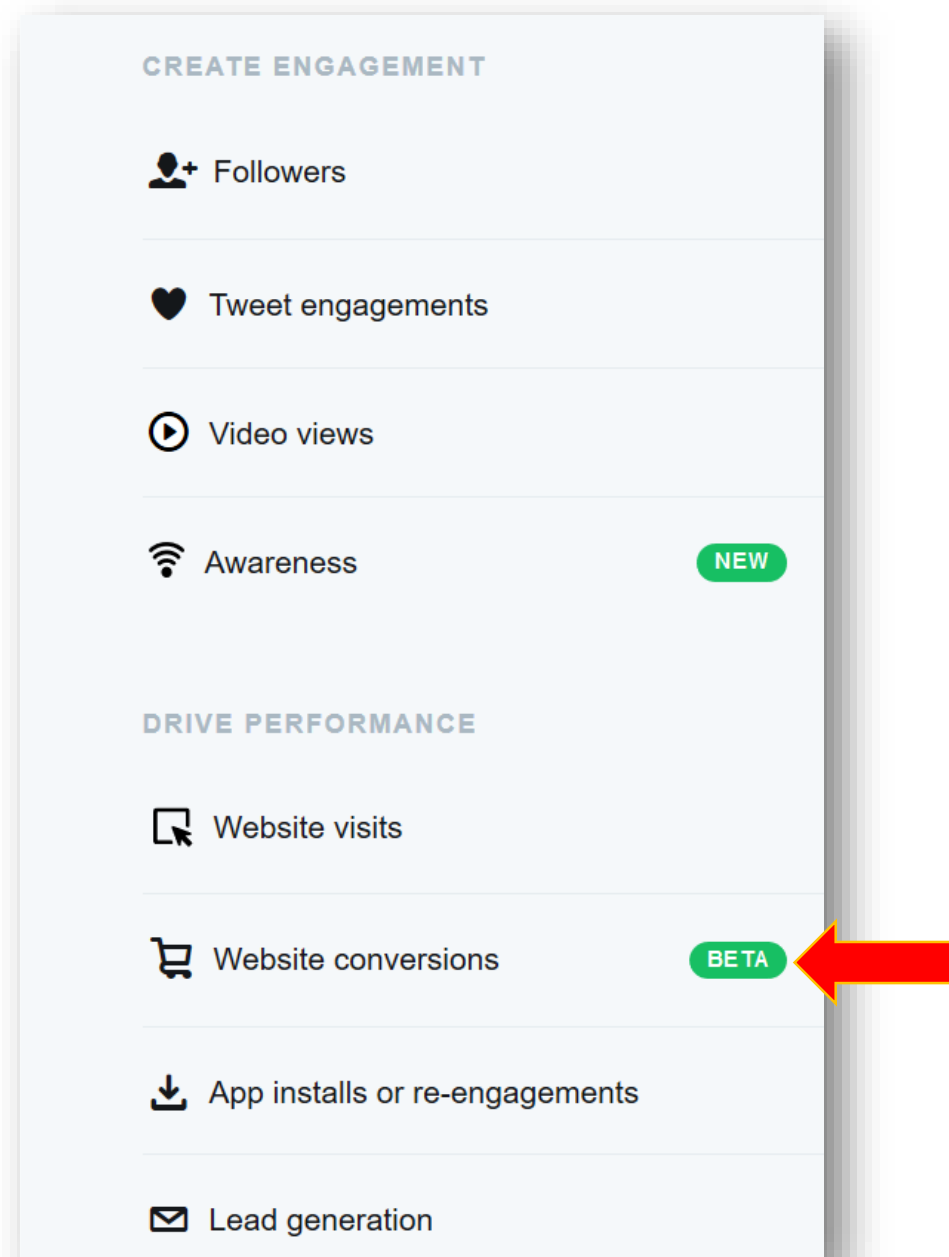
Find friends

© 2016 Twitter About Help Terms Privacy Cookies Ads info Brand Blog Status Apps Jobs Businesses Media Developers

Advertise with Twitter

Amanda @mandy345swk · 15h
~If you cannot find the sunshine. Be the sunshine ~

Οι διαφημίσεις για web site conversions στο Twitter



Οι διαφημίσεις για web site conversions στο Twitter



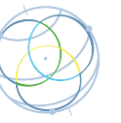
Set target cost per click.

Target cost	▼	\$ 3.08	per website click
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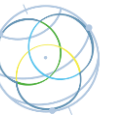
Other advertisers are bidding: \$1.68 – \$10.00



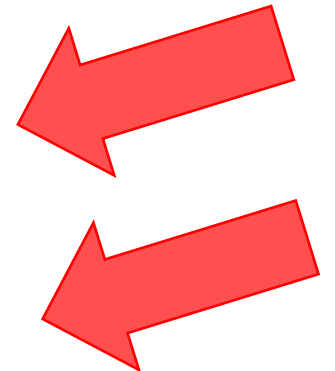
RECOMMENDED Tell us your target cost for each link click. We'll optimize your bids to achieve this average cost, typically within 20% of your target. This bidding choice gives you flexibility to win competitive auctions for high-value users. [Learn more](#)



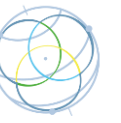
1. Twitter: \$3-10/click!
2. Google: \$3-10/conversion?
3. Facebook: \$5/conversion



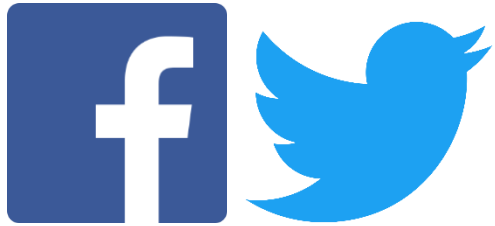
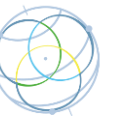
1. Twitter: \$3-10/click!
2. Google: \$3-10/conversion?
3. Facebook: \$5/conversion

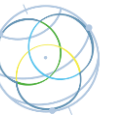


Η online επαφή ενός consumer με το brand σας

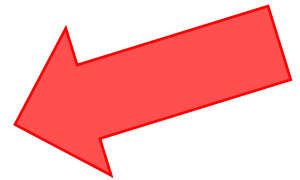


Η online επαφή ενός consumer με το brand σας





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



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course duration



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CRUNCH
learn • transform • thrive

Conversions

Ποια digital & social campaigns φέρνουν αποτελέσματα