

Как американцы продают американцам

И почему мы теперь не хуже

Что украинцы продают хорошо на глобальных рынках

B2B

Outsourcing



B2C

**SEO-driven
продукты**



**В следующие 10 лет аутсорсингу
придется подвинуться**

Продажи в США когда мы начинали 15 лет назад



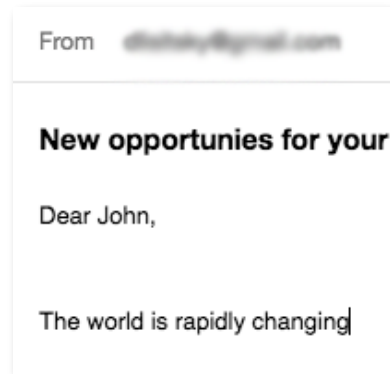
Мы себя чувствовали несколько
дискомфортно...



Лидогенерация была тоже непростой



Event marketing



Outbound emails



Direct mail



Cold calling



Referrals

Однако, с тех в продажах кое-что поменялось...



Looser!

...и нам стало легче



Looser!

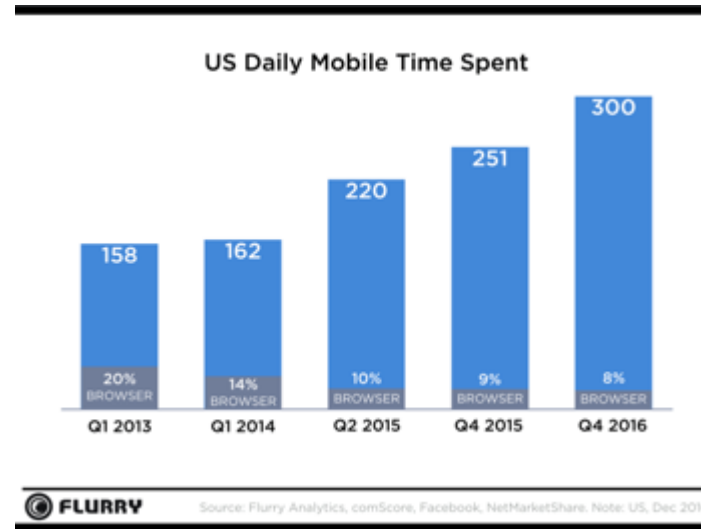


Winner

Диджитализация жизни
поменяло все

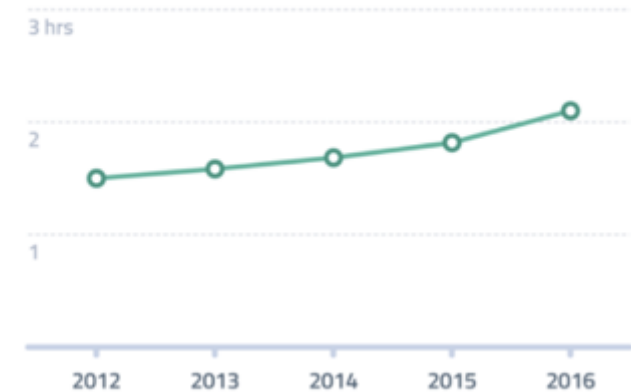
...и даже B2B продажи

ЛПРЫ крупных компаний «Втычут целый день в телефоны»

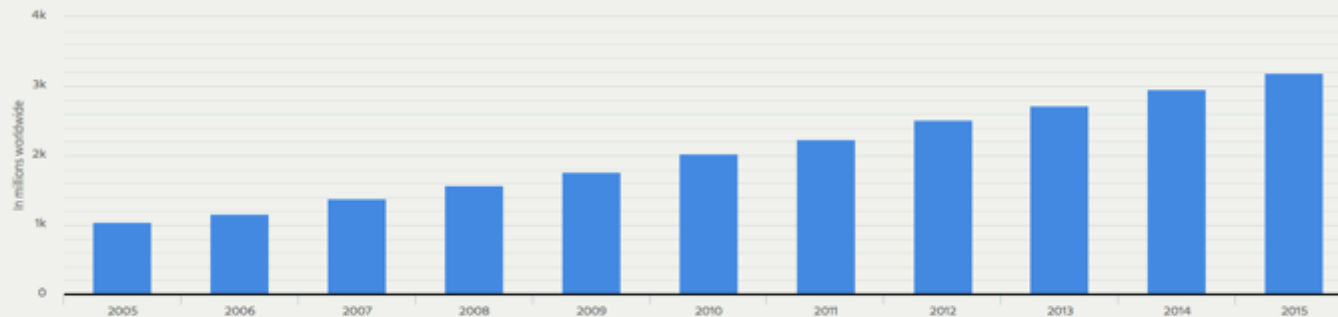


Social Networking & Messaging Over Time

Average daily time spent social networking / messaging in hrs:mins



Individuals using the Internet



Изменились продукты

Solution

- Решение под клиента на основе продукта
- Порог входа - \$100К+
- Имплементация измеряется месяцами

Subscription

- Cloud-based платформа с APIs и кастомизацией
- Порог входа – 0
- Тест можно начать сразу
- Оплата ежемесячно по мере роста ценности для клиента

Subscription: гибридная модель продаж

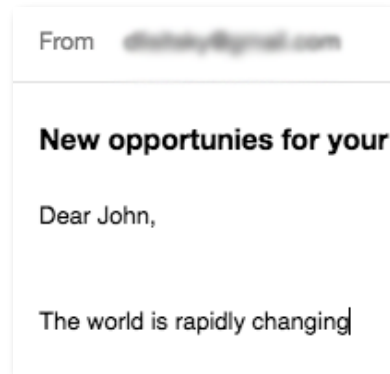


Традиционные подходы к лидогенерации давно не работают



**Event
marketing**

Сокращается



**Outbound
emails**

Не работает



Direct mail

Не работает



Cold calling

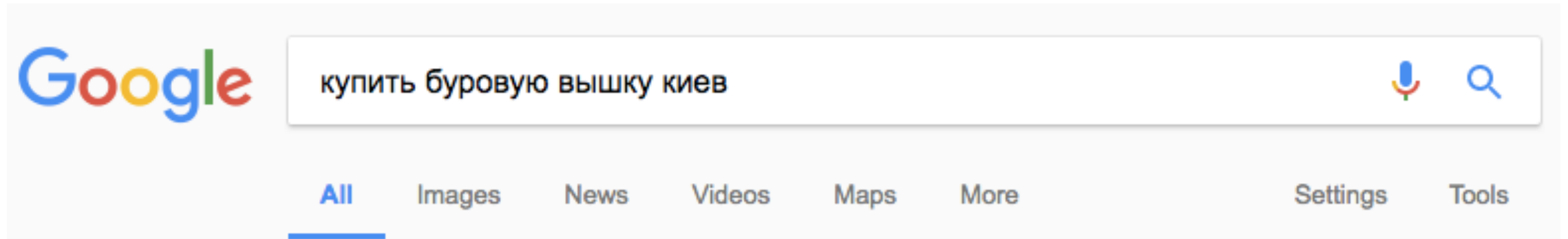
Не работает



Referrals

Ограничено

Adwords



About 85,900 results (0.71 seconds)

Tip: Search for **English** results only. You can specify your search language in Preferences

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Ad www.tehpromproect.kiev.ua/Вышка_тура/Склад_в_Киеве ▼ 066 322 7617

Срочно продаем строительные Вышки от интернет-магазина. Отдам в хорошие руки. Цена 12000

Отличие от В2С – прямой конверсии нет

В2С



В2В



Retargeting в B2B – эффект окружения

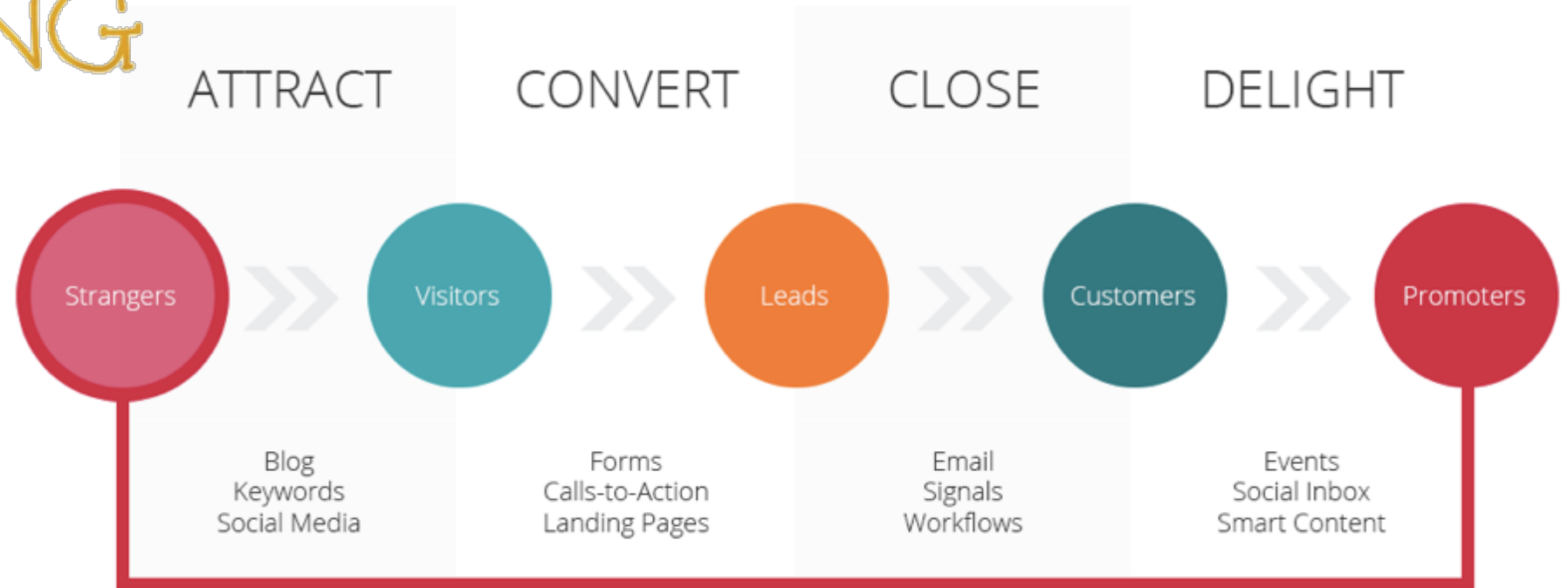


Социальные сети – полигон для Спам 2.0

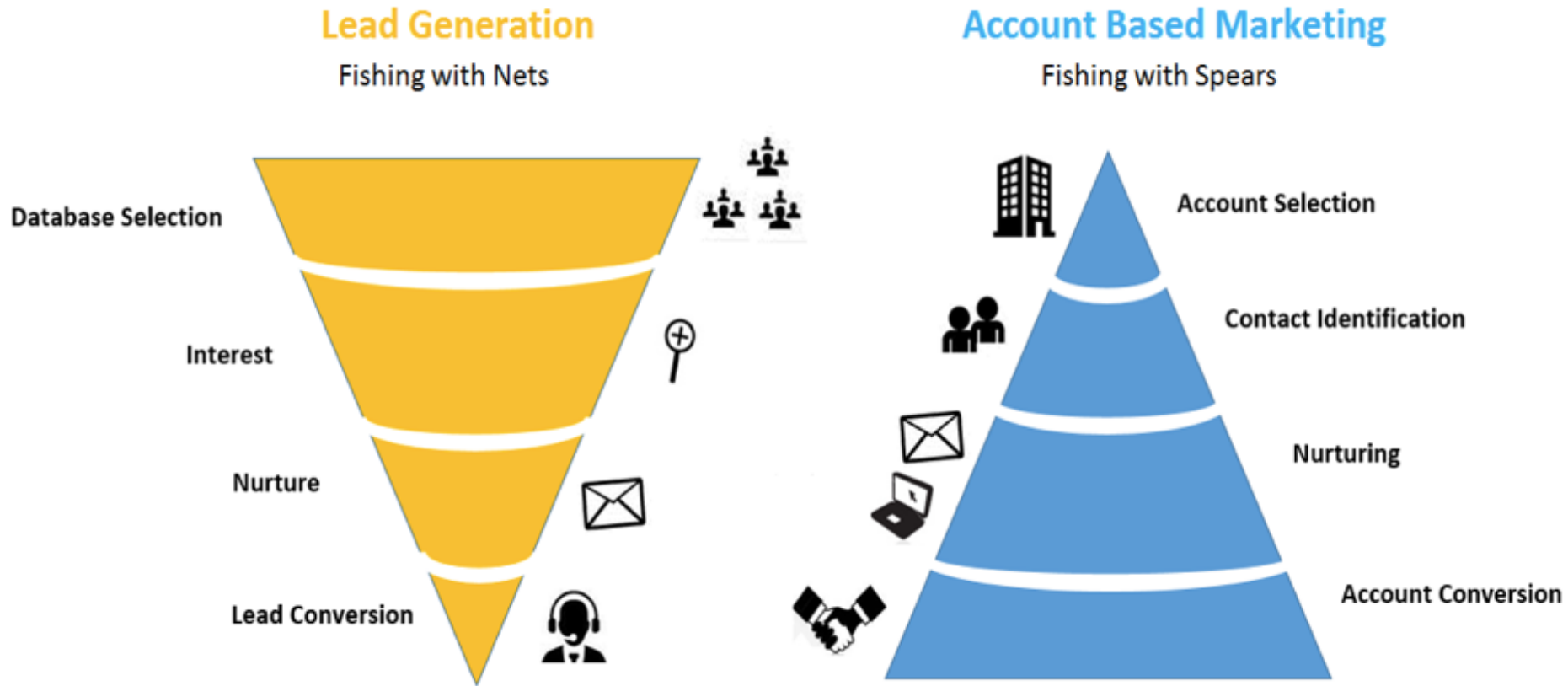


Inbound marketing

 content
is KING






Account based marketing



Account-based advertising





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TECHNOLOGY

How ACME will change everything very soon

By Mark Scott

For American tech behemoths like Google and Facebook, Europe can be both a blessing and a curse.

The region and its 500 million consumers are one of the companies' most important overseas markets. And in cities from Lisbon to Ljubljana, people often can't get enough YouTube videos, Amazon purchases and Twitter messages.

Yet policy makers in the 28-member European Union have also become some of the most ardent critics of how Silicon Valley companies dominate much of the digital world. The criticisms include the companies' perceived failure to pay local taxes and their collection of reams of personal information.

These tensions took center stage in 2016: Apple was ordered to pay 13 billion euros, or about \$13.7 billion, in back taxes to the Irish government; Google was accused of unfairly favoring some of its digital services over those of rivals; and Uber was prohibited from operating some of its ride-booking services in the region. The companies deny wrongdoing.

The next 12 months are shaping up to be potentially even more painful. Many of the investigations that started in 2016 will be decided in the coming year. If Silicon Valley companies lose the battles, they could be forced to change how they operate not only in Europe, but also farther afield.

Here is what awaits them in 2017.





These guys paid \$0.01 to \$0.05 to show their ads to Marc.

How much would you pay to be on this page if you know Marc is reading it?

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Prevent Cyberattacks with Our Artificial Intelligence

Snapchat CEO burns Facebook on earnings call

by Seth Fiegerman @sefiegerman
 11:11 AM EDT May 10, 2017 6:12 PM EDT

Social Surge - What's Trending

- Dakota Access Pipeline suffered a minor oil spill in April
- Owners of dead giant rabbit want United to pay up
- School lunch shaming inside America's hidden debt crisis

For years, Facebook has been [trying to copy](#) Snapchat. On Wednesday, the CEO of Snapchat's parent company finally responded.

During Snap's [Q1 earnings call](#) as a public company, CEO Evan Spiegel was asked by an analyst if Facebook's fierce competition scares him. Spiegel laughed and then launched into a biting response.

"If you want to be a creative company, you have got to be comfortable with and basically enjoy the fact that people copy your stuff," Spiegel said.

"We believe that everyone is going to develop a camera strategy," Spiegel continued, before dropping what can only be described as an epic burn. "Just because Yahoo has a search box doesn't mean they're Google."

Facebook (FB, Tech3) has now launched Snapchat-like camera features in Messenger, WhatsApp, Instagram and its flagship app.

Related: Meet Snapchat's billionaires and millionaires

"I think we were a little bit late to the trend initially around making cameras the center of how sharing works," Facebook CEO Mark Zuckerberg said on an earnings call this month, without naming Snapchat. "But I do think at this point, we're pretty much ahead in terms of the technology that we're building."

All that copying appears to be paying off for Facebook -- and potentially hurting Snapchat.

Instagram [revealed](#) last month that there were more than 200 million daily active users for Instagram Stories, its Snapchat clone -- or more than the number of daily users for Snapchat itself.

Snapchat's user growth slowed to a halt in the final three months of 2016, which coincided with Instagram launching its Snapchat copycat feature.

On Wednesday, Snapchat reported adding just 8 million daily users in the March quarter. Its stock fell as much as 25% after hours.

Prior to Spiegel's comments, the clearest rebuke of Facebook from a Snapchat insider came from Spiegel's fiancée: supermodel Miranda Kerr.

"Can they not be innovative? Do they have to steal all of my partner's ideas?" Kerr said in an [interview](#) earlier this year. "I'm so appalled by that."

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