

# Best of ROI

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Digital & social media

[aival.com](https://aival.com)



# Apostolis Aivalis

---

Managing Partner

**aival.com**

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

important performance indicator

Return on investment  
return on ad spent OR value for money

# Some KPIs

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# 1. Conversions

Leads

Installs

# 2. Brand awareness

Reach

---

Some KPIs

# Best R.O.I. for leads

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# LinkedIn advanced search



PREMIUM



Search for people...



Advanced



Home

Profile

Network

Career

Interests

Premium Solutions

[Help Invent The Future! - Inflection, a breakout technology company is hiring in UX. Apply today!](#)Lead recommendations at **Walmart** [See your saved leads at Walmart](#)

Collapse PREMIUM

**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**Luella Jones**Senior Buyer at Walmart  
San Francisco Bay Area | InternetPrevious Legacy Marketing Group, Inventa Technologies  
Education University of Southern California

Connect

Send InMail

500+  
connections

Save Contact



Contact Info



www.linkedin.com/in/luellajones

BACKGROUND



EXPERIENCE

**Senior Buyer**

Walmart

Jul 2011 – Present (11 months)



TeamLink



You

38 people available to  
ask about Luella  
[See Who](#)

Luella 3rd

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

# Sales Navigator Professional features



## 15 InMail™ messages

Start meaningful conversations with prospects, even if you're not connected



## Enhanced Who's Viewed Your Profile

See what prospects have been interested in you over the last 90 days



## Sales Insights Updated

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



## Unlimited profile search

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 \$64.99 / month (\$80.59 including VAT)\*



Slide Share 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.


# Twitter lead ads

**Followers**  
Grow your community on Twitter


Select

**Website clicks or conversions**  
Send people to your site (to purchase, sign up, etc.)


Select

**Tweet engagements**  
Reach more people and drive conversation


Select

**App installs or app re-engagements**  
Get people to install or re-engage with your mobile app

Select

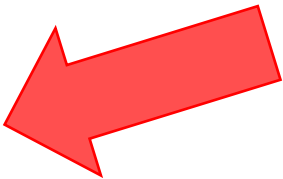
**Video views** BETA  
Get people to watch your videos using Twitter's native video player.


Select

**Leads on Twitter**  
Collect emails from people who express interest in your business

Select

★ Good for new users



**WordStream**  
WordStream @WordStream


The card for your Promoted Tweet will look something like this!

10:10 PM - 5 May 2013

**FREE Copywriting Toolkit**


**MASTERING COPYWRITING  
FOR CONVERSIONS  
TOOLKIT**

FREE  
TOOLKIT



Get Your Toolkit

Share your name and email address with WordStream

**Twitter User**  
@twitter\_handle  
tw\*\*\*\*@ex\*\*\*\*.com

View advertiser privacy policy



UNSAVED

1 Overview >

2 Audience >

3 Budget >

4 Creatives

## Set your budget

STEP 3 OF 4

? Set a daily maximum (required).

\$ 10

per day

? Set a total budget (optional).

\$ 100

Choose pricing.

Target cost



\$

Required

per lead generated

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

A target cost is required.

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](#)

# Facebook lead ads

 Campaign

Objective

 Ad Set

Audience



Placements



Budget & Schedule




 Ad


Media



Text




 Boost your posts

 Promote your Page

 Send people to your website

 Increase conversions on your website


 Get installs of your app


 Increase engagement in your app

 Reach people near your business

 Raise attendance at your event

 Get people to claim your offer

 Get video views

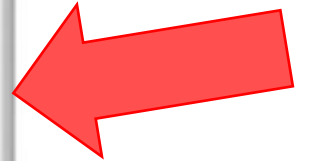
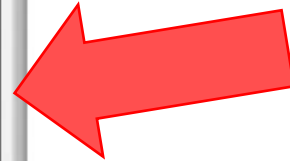
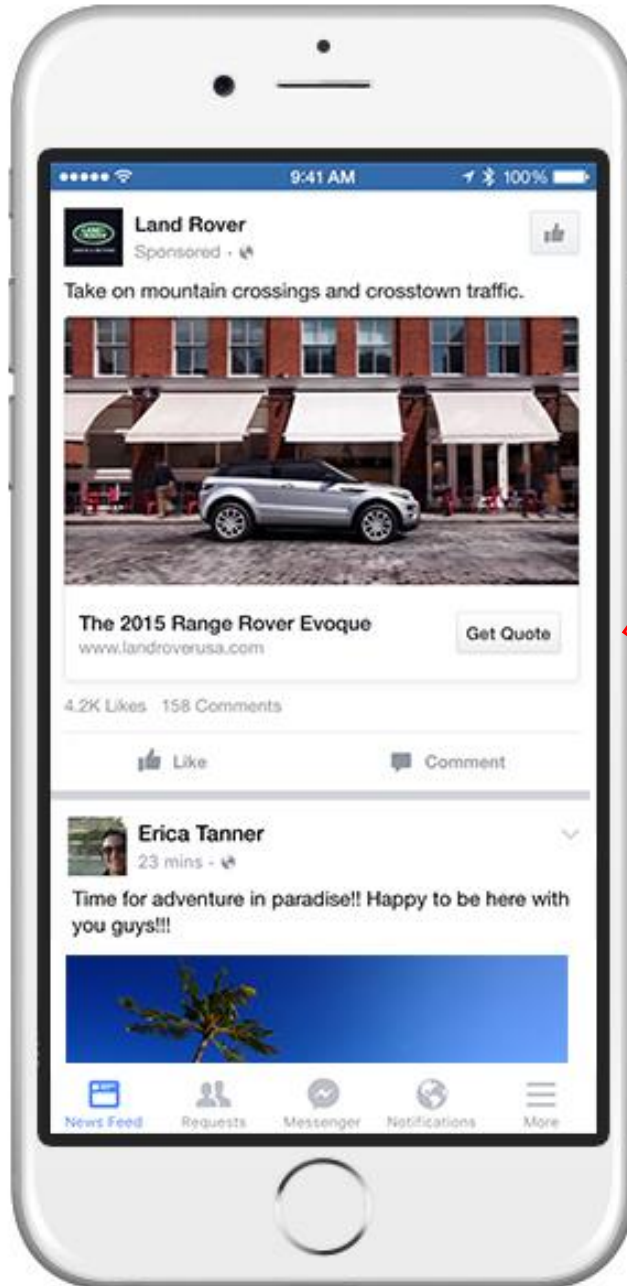
 Collect leads for your business



Close Without Saving

# Facebook lead ads

aival.com



Page Messages <sup>2</sup> Notifications <sup>1</sup> 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	<a href="#">Download</a>	Jul 23, 2015 at 11:47pm
<input type="checkbox"/>	jasper demo form	en_US	<a href="#">Download</a>	Jul 23, 2015 at 2:52pm
<input type="checkbox"/>	Test New Form	en_US	<a href="#">Download</a>	Jul 23, 2015 at 12:10pm
<input type="checkbox"/>	Test Form	en_US	<a href="#">Download</a>	Jul 23, 2015 at 11:59am

Optimization for Ad  
Delivery ⓘ

Leads ▼

Bid Amount ⓘ



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

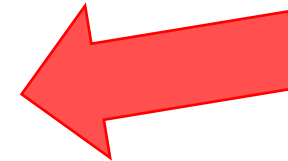


**Manual** - Enter a bid based on what results are worth to you.

€2.20

per result

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



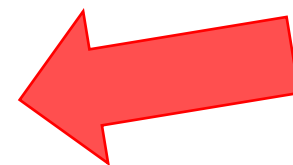
1. Twitter: 5-23/lead
2. Slide Share: 8/lead
3. LinkedIn: 5/lead
4. Facebook: 1/lead

1. Twitter: 5-23/lead

2. Slide Share: 8/lead

3. LinkedIn: 5/lead

4. Facebook: 1/lead



Best R.O.I. for leads

# Best R.O.I. for mobile installs

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# Facebook mobile install ads

 Campaign

Objective

 Ad Set

Audience



Placements



Budget & Schedule




 Ad

Media




Text




 Boost your posts

 Promote your Page


 Send people to your website

 Increase conversions on your website


 Get installs of your app





 Increase engagement in your app

 Reach people near your business

 Raise attendance at your event


 Get people to claim your offer

 Get video views


 Collect leads for your business

Close Without Saving


### Suggested App



## Paper – stories from Facebook


Sponsored · 




Explore stories from friends and the world around you.





**Paper**  
Available on the App Store


[Install Now](#)


 10 1 Comment



 Like  Comment  Share

### Instagram

 facebookpaper Sponsored 





  [INSTALL NOW](#)

facebookpaper Explore stories from friends and the world around you

Optimization for Ad  
Delivery ⓘ

App Installs ▾

Bid Amount ⓘ

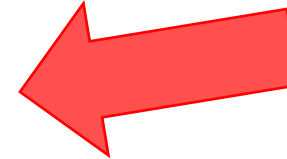
- ☐ Automatic - Let Facebook set the bid that helps you get the most app installs at the best price.
- ☒ Manual - Set your target cost per app install ⓘ

Average ⬆️⬆️

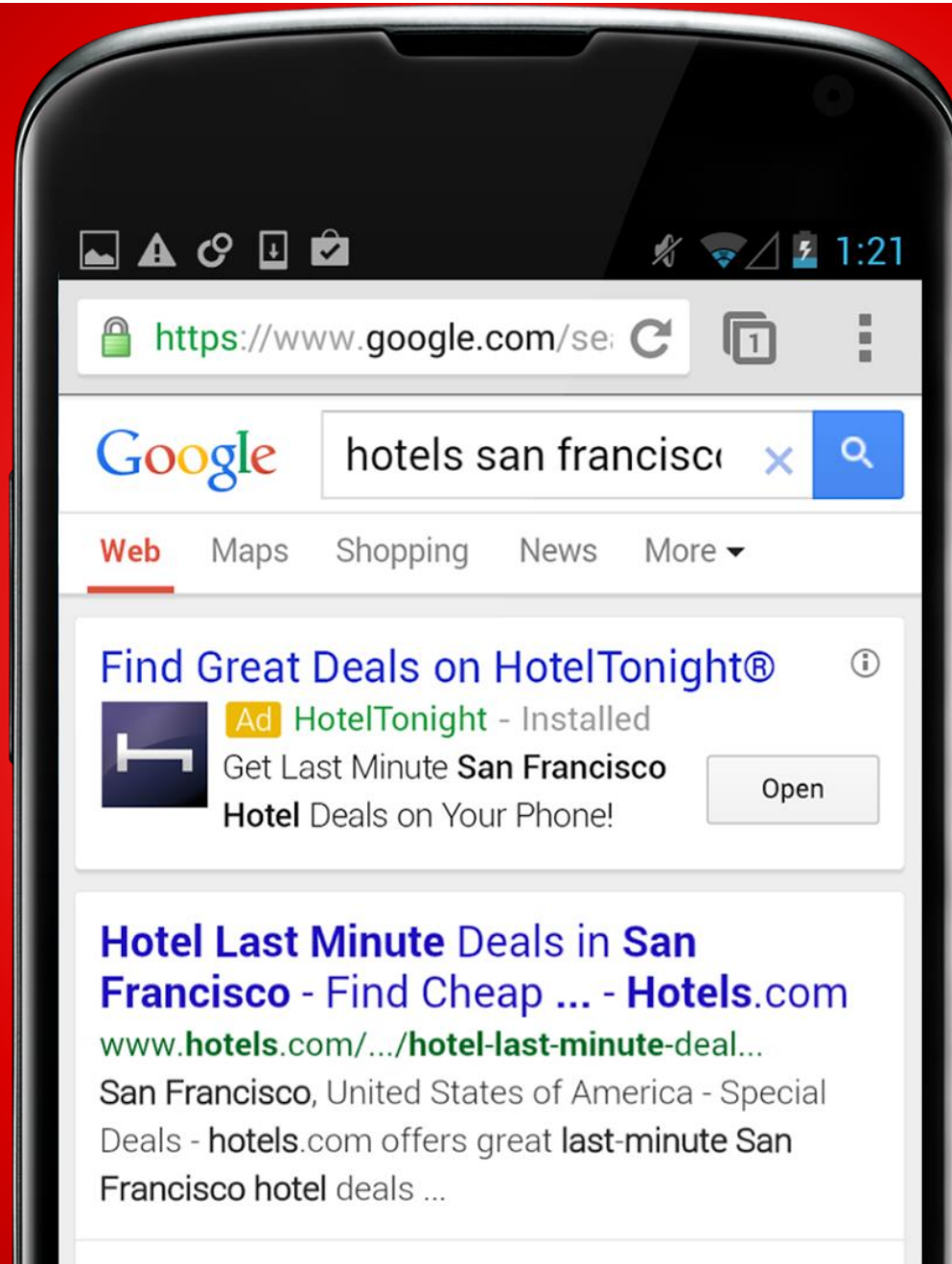
€2.20

per app install

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



# Google mobile install ads



## Daily forecasts

Clicks

0 – 33.7

Impressions

0 – 1.37K

Cost

€0.00 – €95.00

All conv.

–


Avg. position

–


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




# Twitter mobile install ads

**Followers**  
Grow your community on Twitter


Select

**Website clicks or conversions**  
Send people to your site (to purchase, sign up, etc.)


Select

**Tweet engagements**  
Reach more people and drive conversation


Select

**App installs or app re-engagements**  
Get people to install or re-engage with your mobile app

Select

**Video views** BETA  
Get people to watch your videos using Twitter's native video player.

Select

**Leads on Twitter**  
Collect emails from people who express interest in your business

Select

★ Good for new users



? 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**

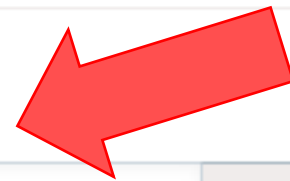
Choose pricing.

Maximum bid



\$ 9.10

per install



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

1. Twitter: 9/install
  2. Google: 4.5/click
  3. Facebook: 2.2/install
- 

Mobile app installs

1. Twitter: 9/install
2. Google: 4.5/click
3. Facebook: 2.2/install



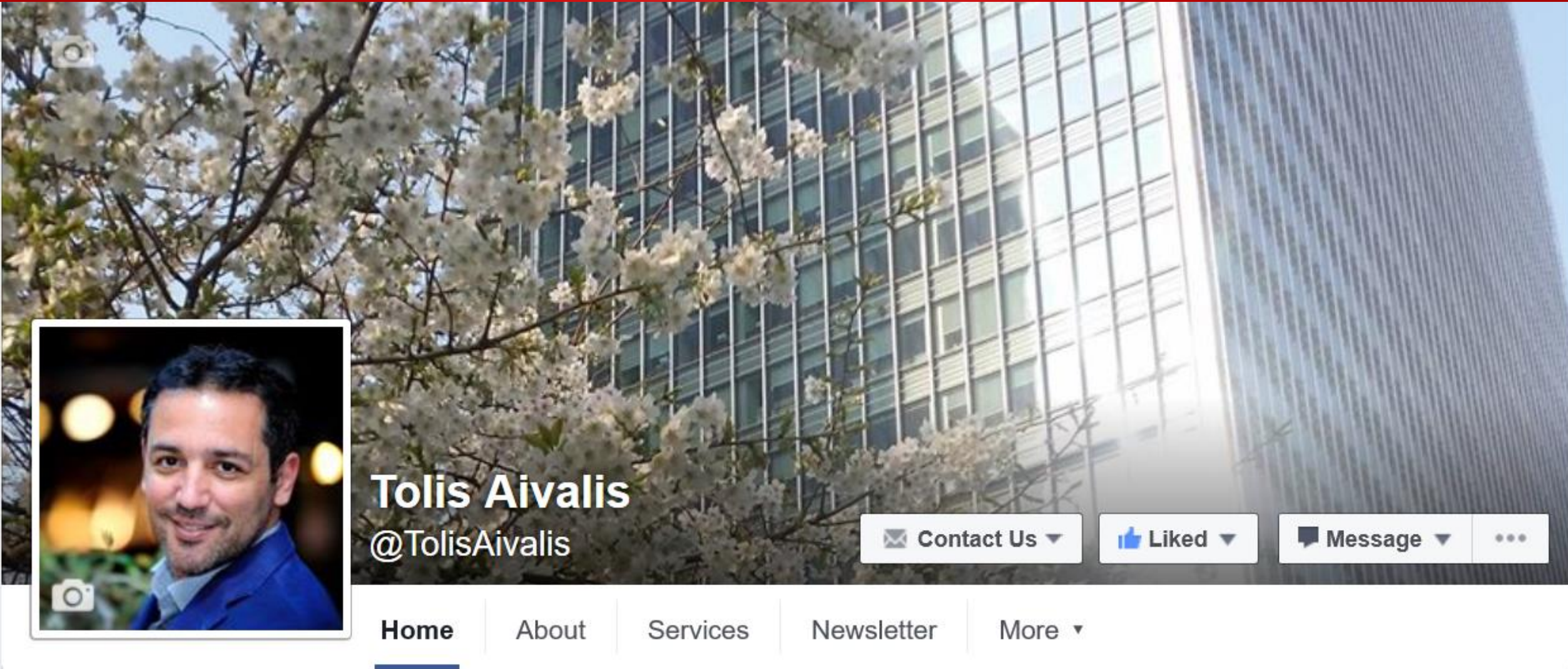
---

Best R.O.I. for mobile installs

# Best R.O.I. for reach

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Facebook page



The image shows a Facebook profile page for Tolis Aivalis. The background is a photograph of a modern glass skyscraper with white cherry blossoms in the foreground. On the left is a circular profile picture of a man with dark hair and a beard, wearing a blue suit, with blurred city lights in the background. To the right of the profile picture, the name 'Tolis Aivalis' is displayed in large white font, with the handle '@TolisAivalis' below it in a smaller white font. Below the name and handle are four interactive buttons: 'Contact Us' with an envelope icon, 'Liked' with a blue thumbs-up icon, 'Message' with a speech bubble icon, and a three-dot menu icon. At the bottom of the page is a white navigation bar with five links: 'Home' (which is underlined), 'About', 'Services', 'Newsletter', and 'More' with a downward arrow.

**Tolis Aivalis**  
@TolisAivalis

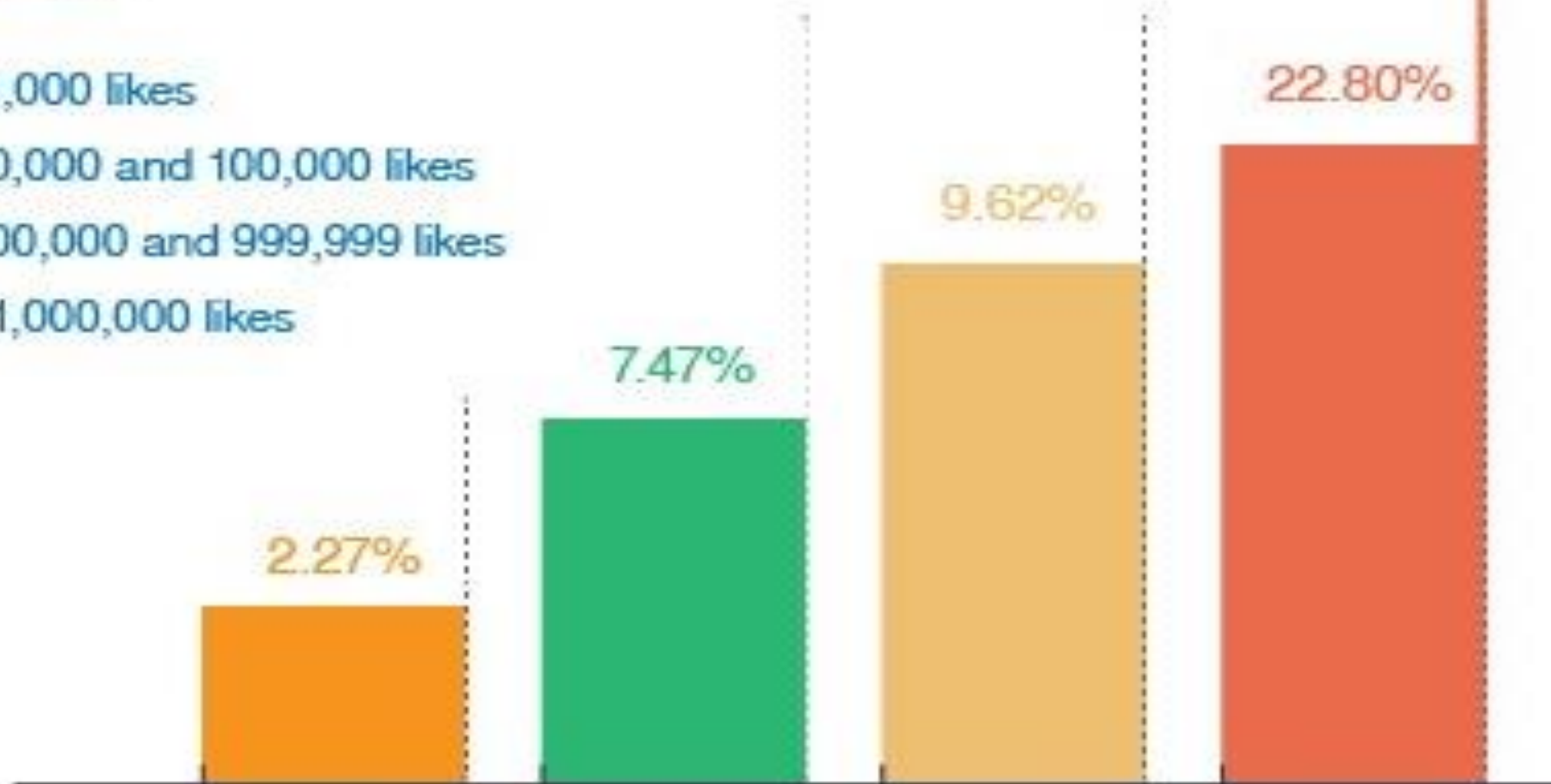
Contact Us ▾ Liked ▾ Message ▾ ⋮

Home About Services Newsletter More ▾



FACEBOOK  
REACH  
MARCH '15

- Less than 1,000 likes
- Between 50,000 and 100,000 likes
- Between 500,000 and 999,999 likes
- More than 1,000,000 likes





**Tolis Aivalis**

Published by Apostolis Aivalis B [?] · June 13 at 3:53pm · 🌐

#Microsoft buys #LinkedIn for \$26 billion.



## Microsoft to buy LinkedIn for \$26 billion

Microsoft is buying the professional social network LinkedIn for \$26.2 billion (£18.5bn), the two companies have announced. The news, announced on Monday afternoon, instantly sent LinkedIn's share price soaring by 50 percent. The deal...

[WWW.TELEGRAPH.CO.UK](http://WWW.TELEGRAPH.CO.UK)



**Get More Likes, Comments and Shares**

Boost this post for €18 to reach up to 1,000 people.

2,467 people reached

**Boost Post**



Areti Vassou, Faye Nikolaidou and 5 others

1 Comment 5 Shares

Like

Comment

Share

**2,467** People Reached

**38** Reactions, Comments & Shares

**21**  
 Like

**7**  
On Post

**14**  
On Shares

**4**  
 Wow

**0**  
On Post

**4**  
On Shares

**6**  
Comments

**1**  
On Post

**5**  
On Shares

**7**  
Shares

**7**  
On Post

**0**  
On Shares

**108** Post Clicks

**0**  
Photo Views

**34**  
Link Clicks

**74**  
Other Clicks

### NEGATIVE FEEDBACK

**0** Hide Post

**0** Hide All Posts

**0** Report as Spam

**0** Unlike Page

# LinkedIn pulse



Tolis Aivalis

Innovation, Strategy, Marketing Technologist

Your recent activity

14

people viewed your profile in the past 3 days

▲27%

profile rank in the past 30 days



Share an update



Upload a photo



Publish a post





# I am a startup, I need money

Edit

Published on March 30, 2016



**Tolis Aivalis**

Innovation, Strategy, Marketing Technologist



645



157




135



Most start-ups ask the same thing: I have a great idea, how do I become a real business? I need money! So how you implement your idea into a business and later raise money from investors? Let's see how.

Strategy



**Daniel Roth**  
 Executive Editor at LinkedIn  
 Greater New York City Area | Internet

2nd PREMIUM

Follow Know Daniel?

111,209 followers

Contact Info

http://www.linkedin.com/in/danielroth1

Posts

Published by Daniel

See more ▶

Work with us at LinkedIn

**Head of Web Marketing - Global M...**  
 San Francisco, CA [Apply now »](#)

**Sr Marketing Manager, Financial ...**  
 San Francisco, CA [Apply now »](#)

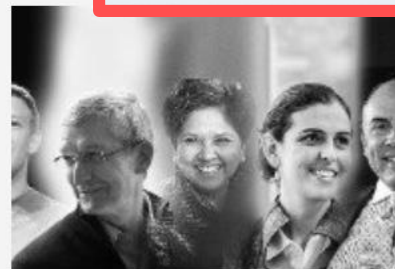
**Product Marketing Manager, Students**  
 Sunnyvale, CA [Apply now »](#)

[Careers at LinkedIn »](#)

**People Also Viewed**

**Background**

Reach 0.014%



**Behind the Top Attractors: How we discovered the...**  
 June 20, 2016



**Bastidores do Top Attractors: o que descobrimos...**  
 June 20, 2016



**Dans les coulisses du classement Top Attractors :...**  
 June 20, 2016

# Quora answers

# Which are the best digital & social media full courses in Greece?

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**Tolis Aivalis**, Innovation & Strategy Professional | Business Strategy Mentor

2.2k Views • Upvoted by Yorgos Kouravelos, Ellen Soulandrou, and 18 others you follow

Find below the biggest & most important [Social Media Marketing Educational Courses](#) available in [Greece](#).

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## **CAM EEDE**

[CAM - Diploma in Digital Marketing](#)

Hours: **130** | Fee: 2.200€ + 399€ for certification

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**KnowCrunch & The American College of Greece**  
**(Athens & Thessaloniki)**


[Professional Diploma in Digital & Social Media](#)

Hours: **122** class + **32** assessments | Fee: 1.450€ (discounted tickets: 950€)

Quora

Ask or Search Quora

Ask Question

 Read Answer Notifications <sup>6</sup> Tolis

All Answers

Which are the best digital & social media full courses in Greece?

2,287 views



How much equity is appropriate to give friends, family and fools for a startup I am about to launch?

990 views

Which reasonable ownership/equity of a company a co-founder might request considering he has done most of the startup work?

842 views

Who are some angel investors in Greece?

502 views

What are the best Greek social media marketing courses (full courses only)?

417 views

What are the skills needed for a digital marketing manager to get hired?

358 views

**2.29k**

VIEWS

**26**

UPVOTES

**3**

SHARES





best social media diplomas in Greece



All

Images

News

Videos

More ▾

Search tools



About 715,000 results (0.61 seconds)

### Social Media Courses AUEB - Επαγγελματική Κατάρτιση σε Digital

**Ad** [www.digima.gr/Social\\_Media\\_Courses](http://www.digima.gr/Social_Media_Courses) ▾ 21 0820 3912

Πιστοποίηση από το Ο.Π.Α. (ΑΣΟΕΕ).

Διαρκής Έλεγχος Αιτήσεων · Αιτήσεις έως 30/6 · Με Σειρά Προτεραιότητας · Digital στην Πράξη

Οργάνωση & Κόστος DigiMa

DigiMa vs. eDigiMa

Σε Ποιους Απευθύνεται

Καταξιωμένοι Εισηγητές

### Social Media Diploma - 120 Ώρες Εκπαίδευση - KnowCrunch.com

**Ad** [digitaldiploma.knowcrunch.com/](http://digitaldiploma.knowcrunch.com/) ▾

60 Ώρες Ασκήσεις & Εργασίες

87% NP Score® · 28 hours of exercises · 120 hours total class · 5 EQF Level

### Which are the best digital & social media full courses in Greece? - Quora

<https://www.quora.com/Which-are-the-best-digital-social-media-full-courses-in-Greece> ▾

Find below the **biggest** & most important **Social Media** Marketing Educational **Courses** available in **Greece**. The list is updated often, includes full **courses** only...

### Thessaloniki - Professional Diploma in Digital & Social Media

[digitaldiploma.knowcrunch.com/thessaloniki/](http://digitaldiploma.knowcrunch.com/thessaloniki/) ▾

The complete digital & **social media diploma in Greece** with a long track ... This is your **best** step towards having a career as a certified Digital & **Social Media** ...

### Professional Diploma in Digital & Social Media

[digitaldiploma.knowcrunch.com/](http://digitaldiploma.knowcrunch.com/) ▾

Learn from the **best**, transform your digital career and thrive in your field. ... 1h - Digital & **social media** **Greek** industry (media, conferences, awards, associations) ...

### Graduate Diploma in Digital and Social Media - The American College ...

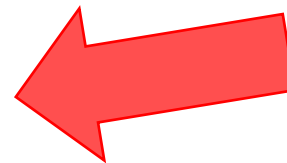


1. LinkedIn: 0.014%
2. Facebook: 22%
3. Quora: 80%

---

Reaching more people

1. LinkedIn: 0.014%
2. Facebook: 22%
3. Quora: 80%



Reaching more people

1. LinkedIn: 0.014%

2. Facebook: 22%

3. Quora: 80%

+ Better Google search result (S.E.O.)

+ Conversions (20% of sales)

---

Reaching more people

# 1. Conversions

Leads

Installs

# 2. Brand awareness

Reach

---

The KPIs

# Professional Diploma Digital & Social Media

Next diploma starts September 21st 2016 |



TOP

TOPICS

INSTRUCTORS

DETAILS

Q & A

LOCATION

CONTACT

BOOK NOW!

## About

Your digital discovery begins here.

122 hours



# Apostolis Aivalis

---

Managing Partner

**aival.com**

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