

How human/effective is your business?

3 virtual executions & a Spark

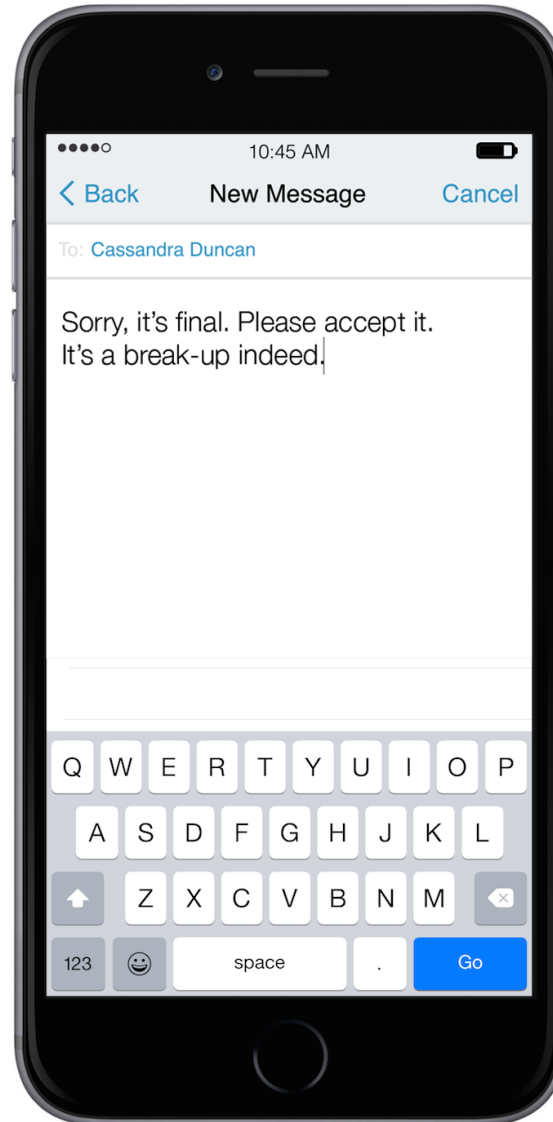
1. Digital Marketing
2. Content Marketing, Storytelling
3. Influencer Marketing





Human Life Digitalized. How To Humanize Digital Life

- Divorce via SMS



Human Life Digitalized. How To Humanize Digital Life

Think via Tweet form

The screenshot shows a Twitter profile for Stathis Haikalis (@sthaikalis) with 15.8K tweets, 1,921 following, 7,468 followers, 9,340 likes, and 39 lists. The profile bio identifies him as the Chairman of PR Comm Effect & Chief Strategist, Likes basket, Networks (the social and specifically the human ones), Focus on Pathos, Logos, Ethos, located in Athens, Greece, with a website link to haikalis.net and a join date of February 2009. It also mentions 444 photos and videos.

The main tweet is from Stathis Haikalis (@sthaikalis) at 37m, stating: "The super rich live in a parallel world; here's how we bring them back to reality" — The Guardian — is.gd/oSWpXw. It has 1 retweet and 1 like. Below it is a reply to JC Kommer from Stathis Haikalis (@sthaikalis) on April 5, quoting a Reuters article about Germany's Merkel saying Greece can't have a debt haircut in the euro zone, with a link to feeds.reuters.com/~r/reuters/bon... via @Alea_.

The tweet content includes a link to "Precious papers #PanamaPapers" and a detailed infographic titled "Panama Papers leaks: political connections". The infographic shows a central hub labeled "Panama Papers" with lines connecting to various world leaders and officials, including: Netherlands Prime Minister Sigmarthorpe David Gommengans, British Prime Minister David Cameron, Argentine President Mauricio Macri, President of Mexico Enrique Peña Nieto, King of Morocco Mohammed VI, President of South Africa Jacob Zuma, President of Spain Felipe VI, Ukrainian President Petro Poroshenko, Russian President Vladimir Putin, Chinese President Xi Jinping, Prime Minister of Malaysia Najib Razak, Pakistani Prime Minister Nawaz Sharif, President of the UAE Sheikh Khalifa bin Zayed Al Nahyan, and President of the UN Secretary-General Ban Ki-moon. Each connection is accompanied by a brief description of their relationship to the Panama Papers leaks.

On the right side of the interface, there is a "New to Twitter?" section with a "Sign up" button, a "You may also like" section with recommendations for Nikos Anagnostou, Γιώργος Φαέσσας, sotomi, papachatzis, and Fotis Kollias, and a "Trends" section listing various trending topics like #RogueOne, #NationalBeerDay, #4YearsWithEXO, #WorldHealthDay, #HillarySoQualified, Annie Power, Meek, Miss You CSK, and Bomani Jones.

Human Life Digitalized. How To Humanize Digital Life

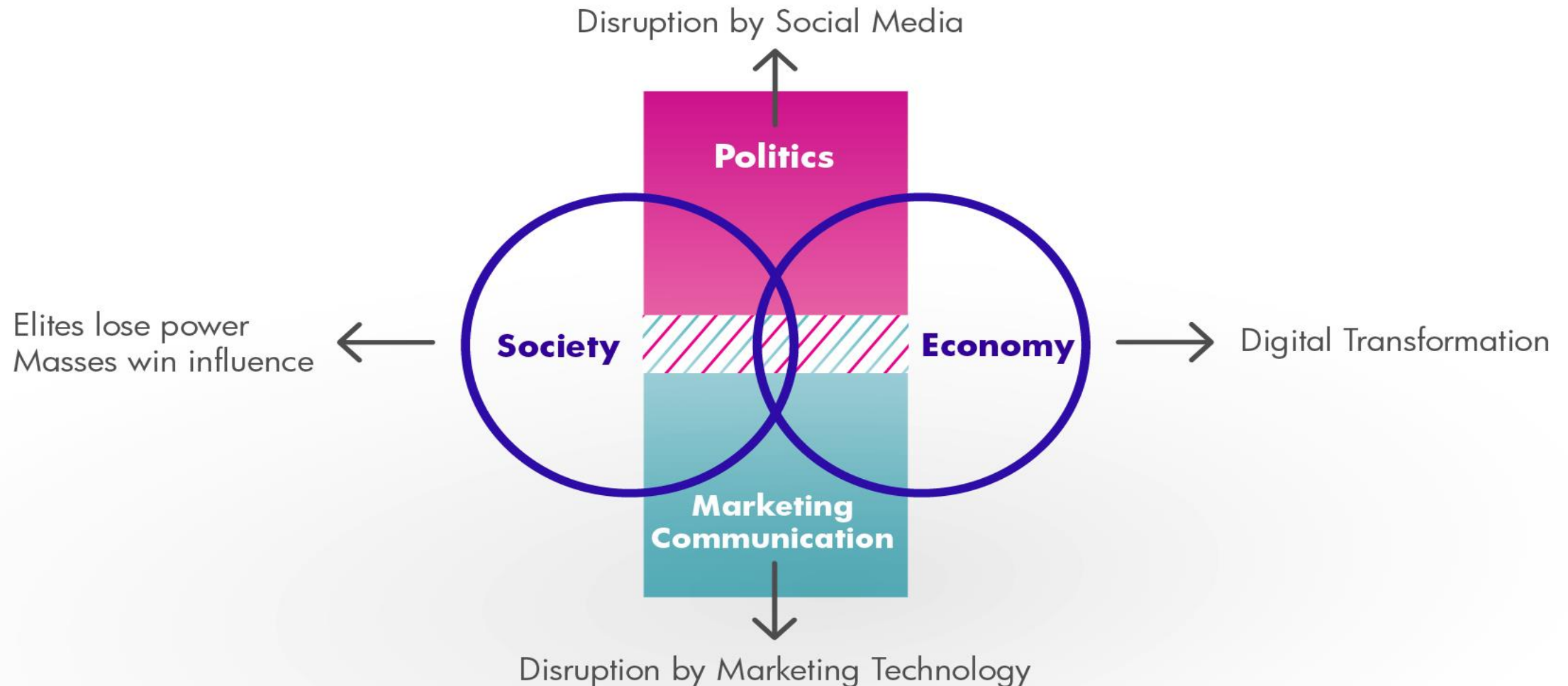
Friend via Facebook



Enjoy food and art via Instagram



Omnipresent Disruption!



Their bubbles/algorithms rule our life.
They really bring most of our information and shape most of our social life



**The
Economist**

APRIL 9TH-15TH 2016

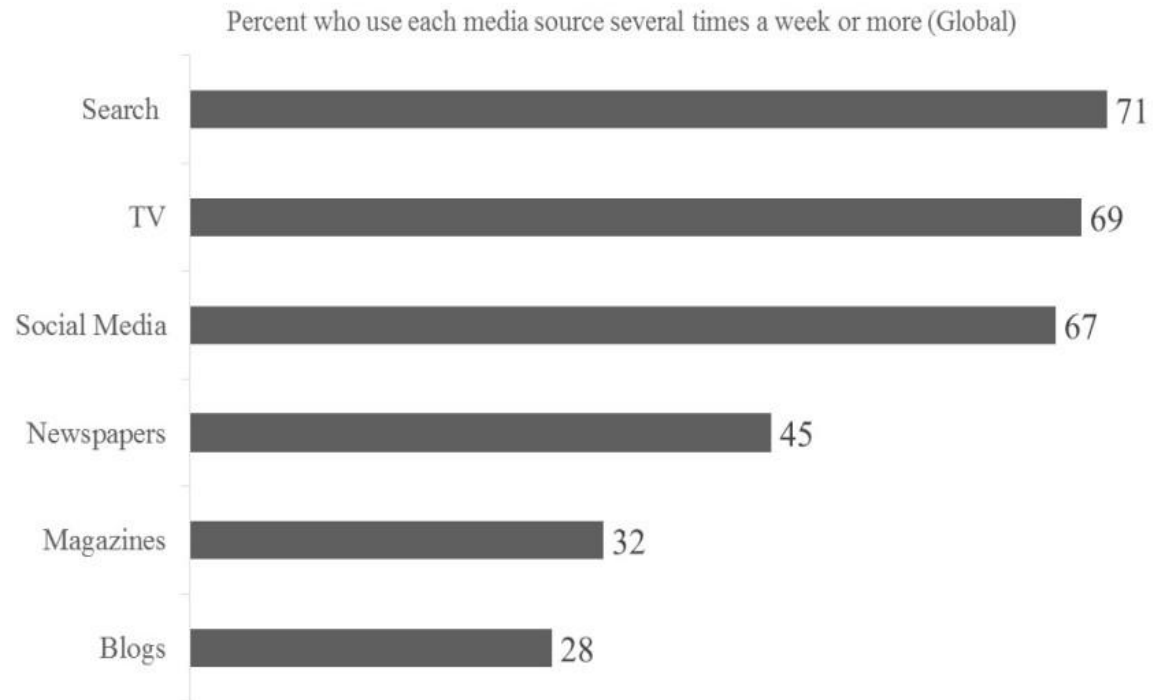
The parable of Port Talbot
America's Treasury v multinationals
Libya's last chance
Bouncy castles in space
Parsing the Panama papers

Imperial ambitions

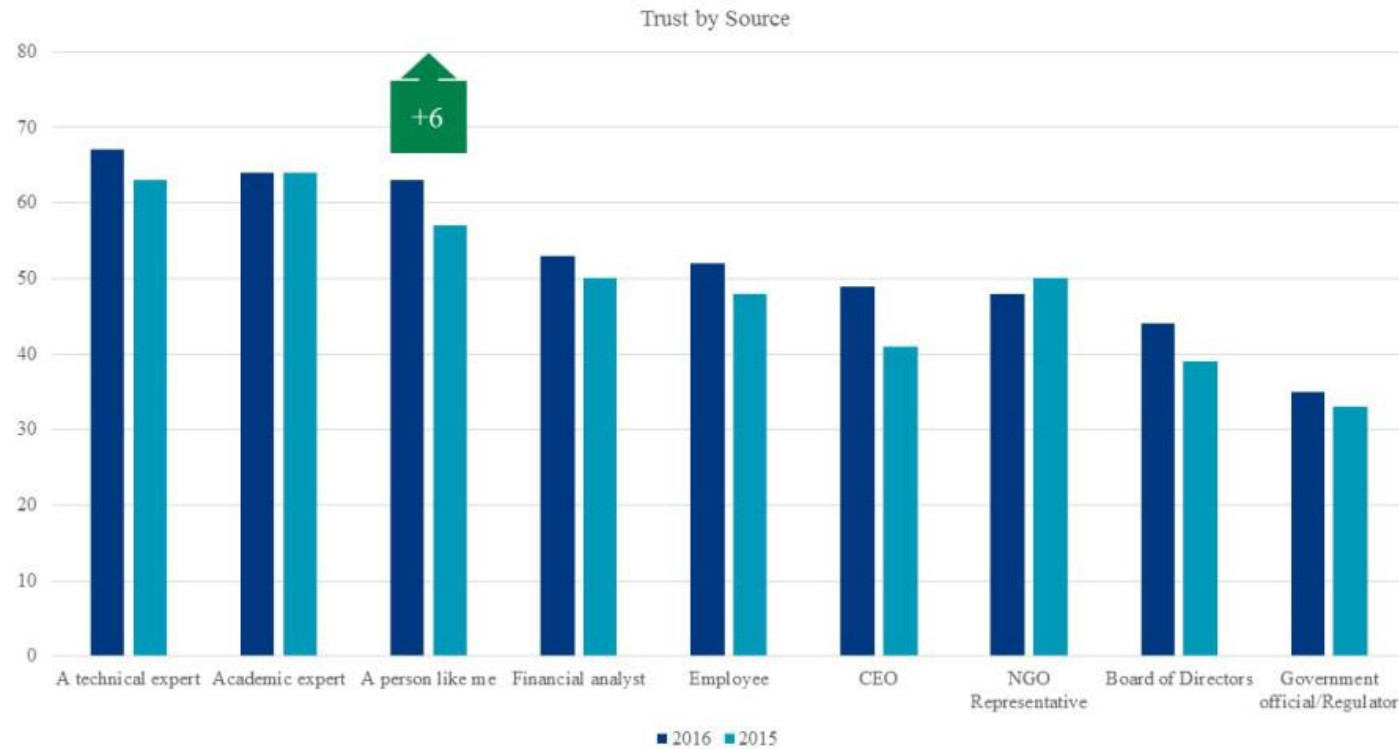


Media sources. Algorithms are the king

Trend 1: Algorithms define our information flow



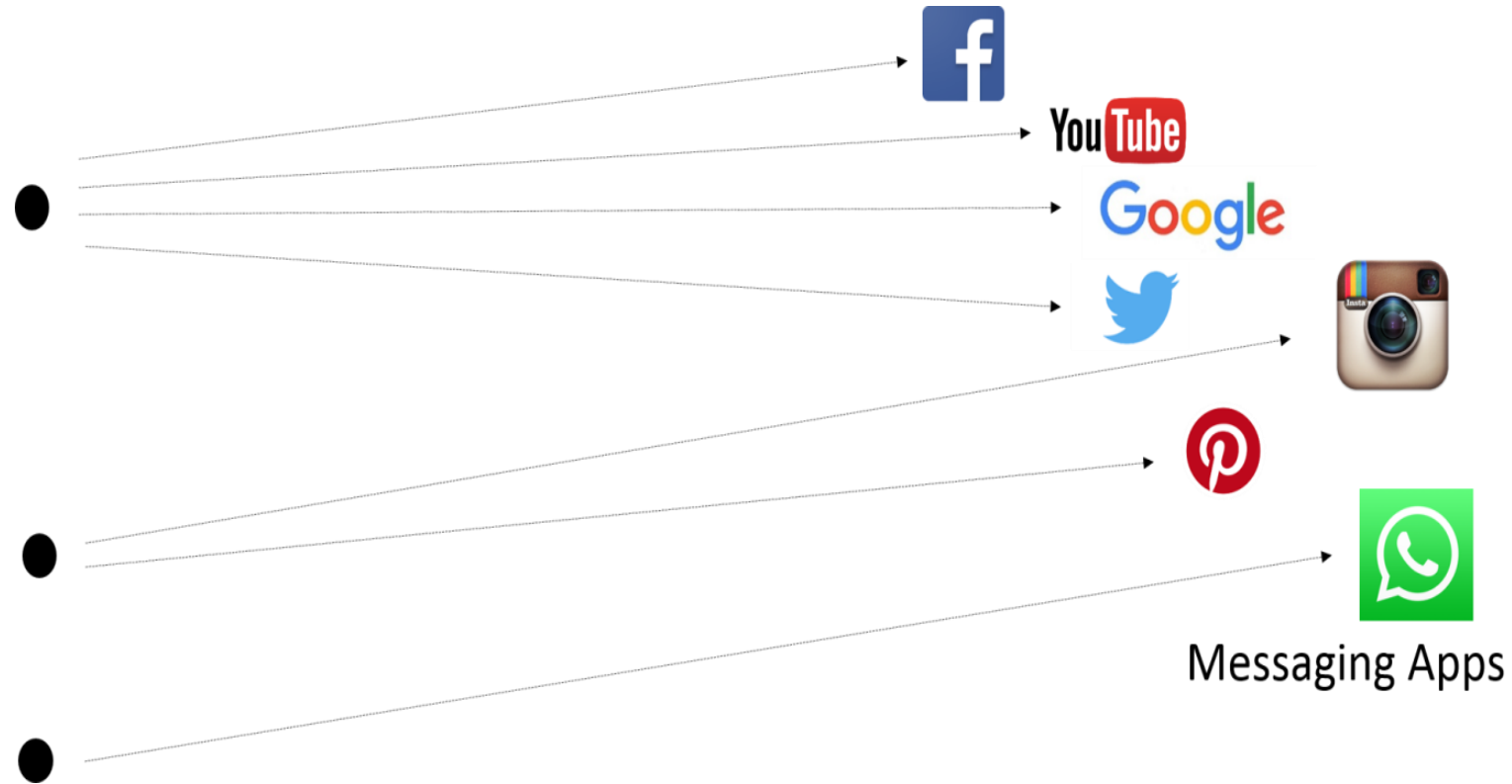
Trend 2: Trust is moving away from elites.



Trend 3: All this is changing the decision process

- AWARENESS ← via social media (trends, ideas, products)
- CONSIDERATION ← via search engines
- INTENT ← seek advice or testimonials via social media
- DECISION ← are made before engage with the official presence of a company
- ADVOCACY ← broadcast their experience if they have a high emotional valence
- 12 searches before engaging on a specific brand's site
- 66-90% of buyers is on the way of their purchase journey before they reach out a seller

Cut through the bubbles: Social Platforms, the trends



Crush the bubbles: harness the digital trends

EDELMAN INSIGHTS – TRENDS

Key Digital Trends Put Consumers at the Center of Brand Marketing

1 VIDEO, VIDEO, VIDEO

2 INFLUENCERS AS CREATIVES

3 THE BUY NOW REVOLUTION

4 SOCIAL LISTENING AS SOCIAL INTELLIGENCE

5 CROSS-DEVICE CONSUMER JOURNEY MAPPING

And, we're keeping an eye on virtual & augmented reality, beacons, esports



Crush the bubbles: take advantage of the algorithm proof short video

Trending Formats Engage Consumers



Livestreaming



360-video



Crowdsourcing



Video
Influencers

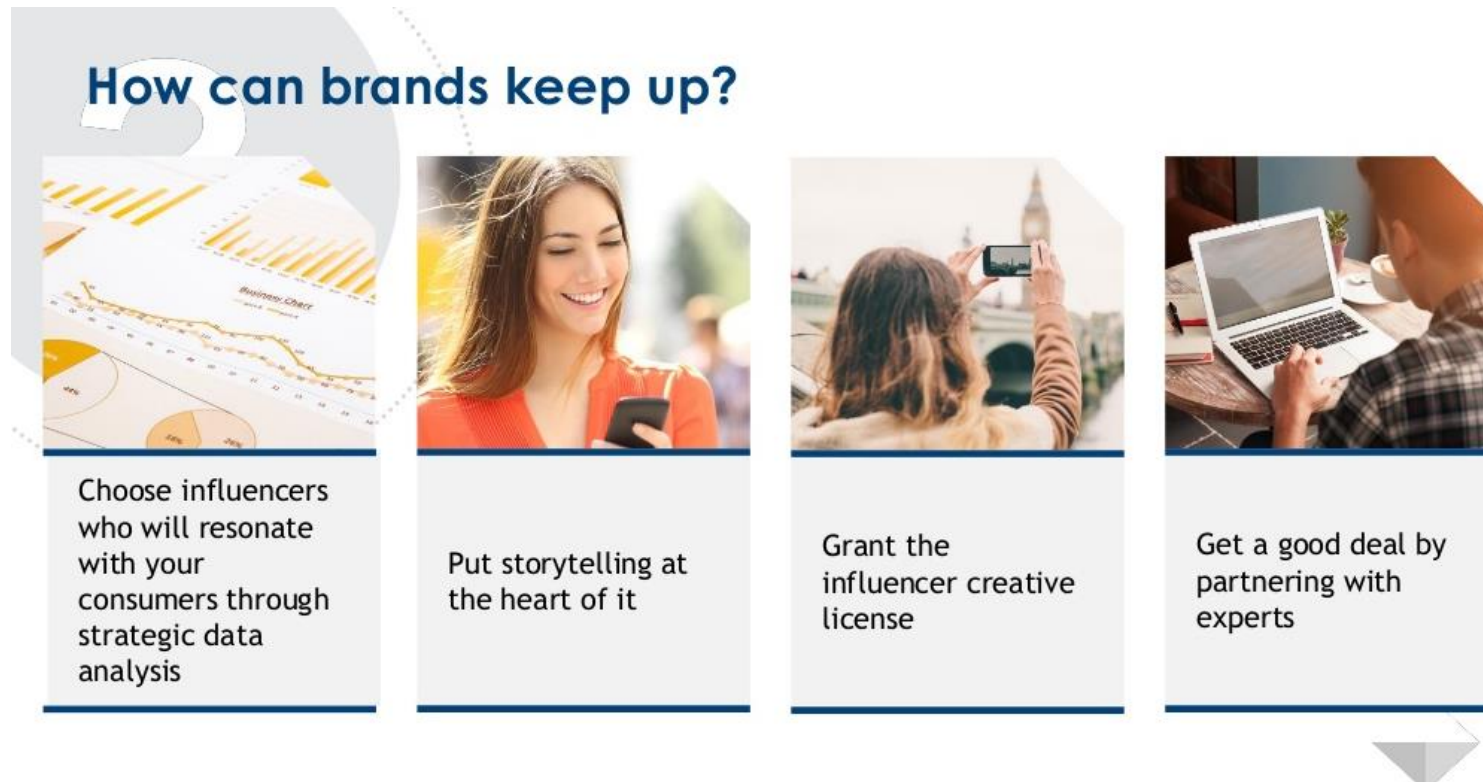


Short Form Bits
& GIFs

EDELMAN INSIGHTS – TRENDS



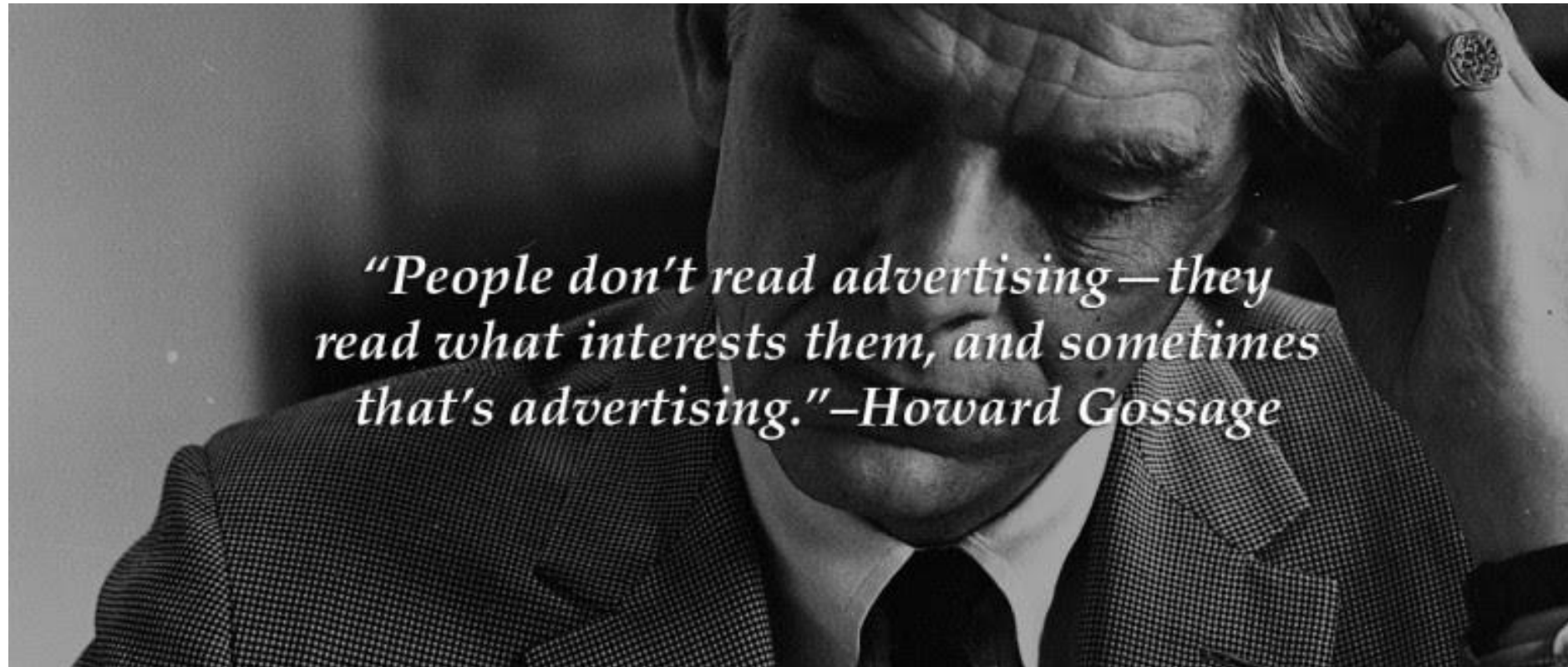
Crush the bubbles: partner with influencers, yet not only show business celebrities



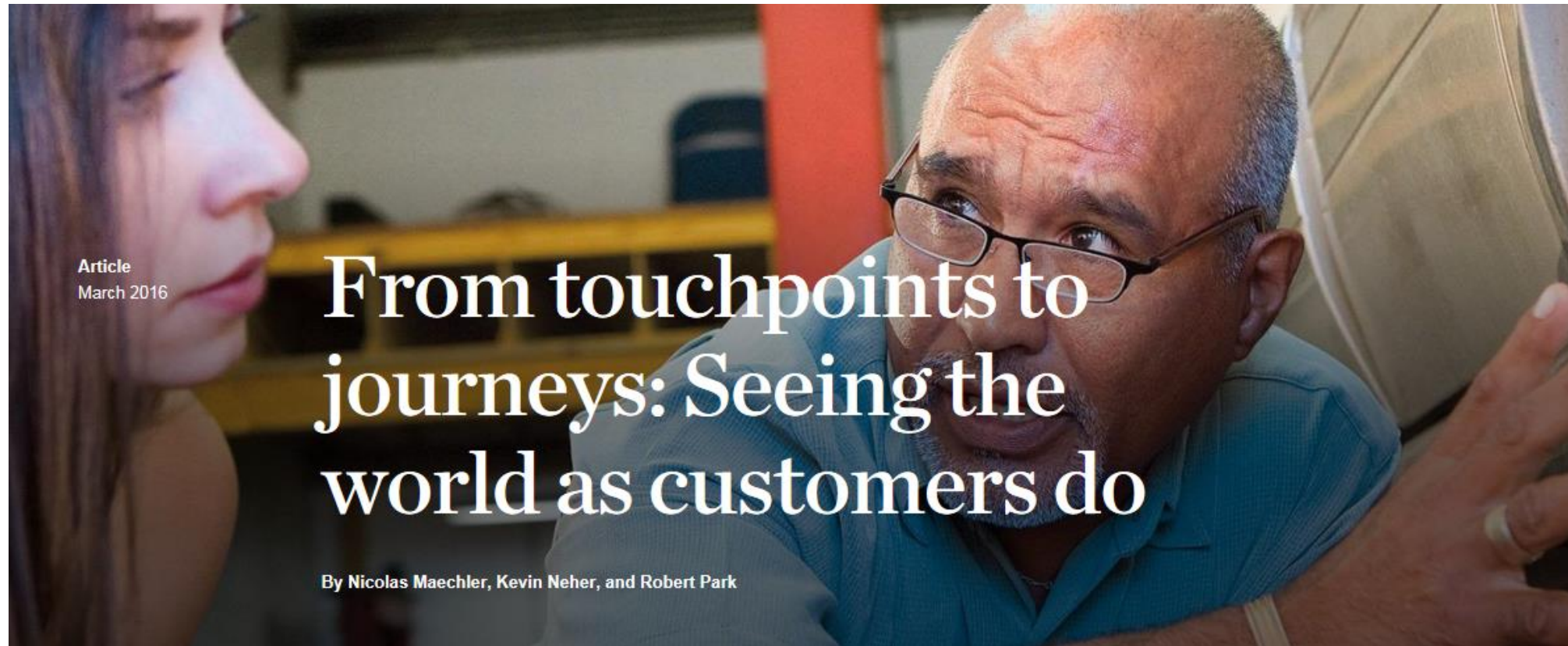
EDELMAN INSIGHTS – TRENDS - INFLUENCERS

Crush the bubbles: Share canonical stories, not just great content or exciting advertising

As Socrates of Advertising Howard Gossage said in 1952



Crack the bubbles: inspect the consumer purchase journey and hack it



Article
March 2016

From touchpoints to journeys: Seeing the world as customers do

By Nicolas Maechler, Kevin Neher, and Robert Park

Objective

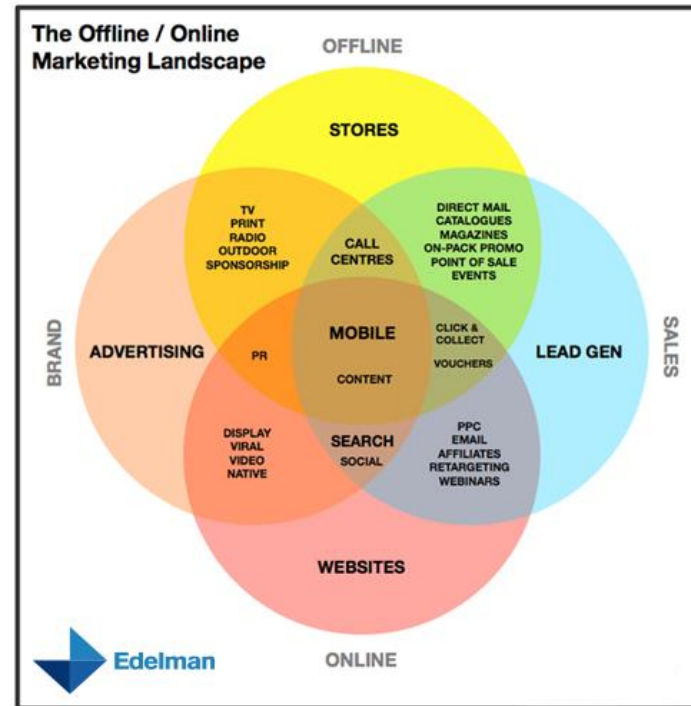
Digital Transformation,
follow the customer,
consumer journey

2020 Strategy

Integrate marketing activity
across any channel

2016-17 Implementation

Crash fragmentation, smash silos, upgrade cross-
channel collaboration



Marketing+Comms+Sales+HR+Customer Support+Legal

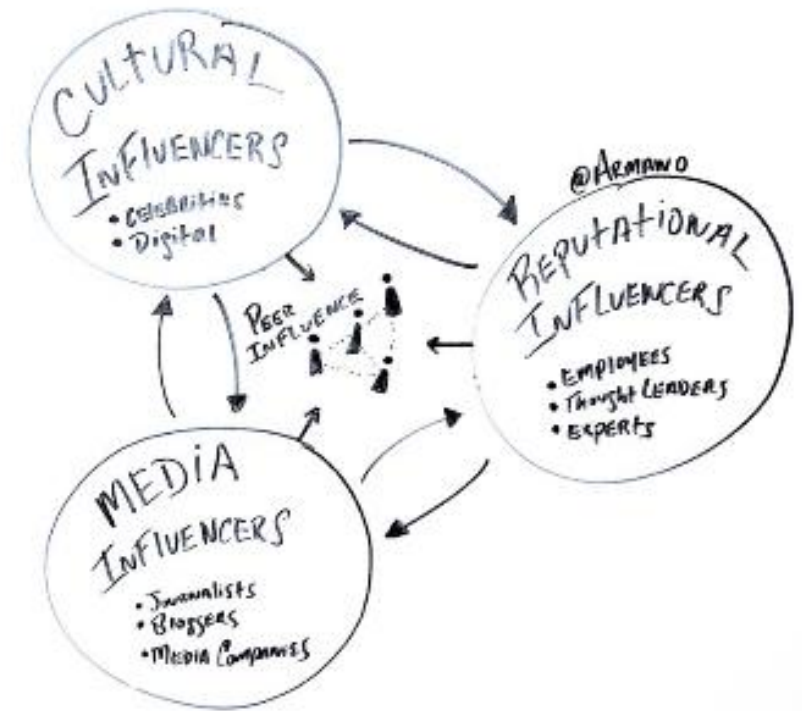
- Digital Marketing is the King. Really?
- Content Marketing, Storytelling are the King. Really?
- Influencer Marketing is the King. Are you kidding?

Watch this



David Armano [Follow](#)
Global Strategy Director @ Edelman. Entrepreneur, advisor, dad, whiteboard ninja, visual thinker, pragmatic...
Apr 21 · 8 min read

The Death of Content Marketing: Why Brands Must Become Cultural Currency



The Influence Ecosystem

Before there was social media—before there was mobile and the video revolution, there was blogging. Once heralded as a revolution in communications and to a degree, marketing—self expression and direct publishing of the written word became an influential force to be dealt with.

Blogging, in written word form of has been a commodity for some time.

Hacking Real Life:

- ✓ Follow the customer journey, offer real life experiences
 - ✓ Humanize the digital life
 - ✓ Take advantage of crowd culture.
- Brands and Organizations Must Become Collaborators and Co-Creators of Culture



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