



e business
Social Media

**Convert
& Monetize: The Pro Era!**

29
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DIVANI CARAVEL

Stay Human, Businesses!

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Who is Yannis P. Triantafyllou



A seasoned **marketer, director & entrepreneur**, with studies in mathematics and languages, and 20+ years at top management & marketing positions with technology & industrial groups in Europe.

Since 2000, specializes in **digital marketing** and **online communities management** business. Specialist speaker and curator at **conferences and training programs** in various countries.

Founder in 2008 of **To ATOMO (Athens, GR)** and in 2015 of **To ATOMO Bulgaria (Sofia, BG)**. *Our vision "facilitate people and organizations to connect online, in communities".*

Partner since 2016 at **Fresset PC (Athens, GR)**, an internet marketing firm that owns some of the largest online communities in Greece (pets, millennials, education etc.).

A **knowledge seeker**, going places, starting business, building communities, I like to **focus on** how **technology** influences and evolves **human behavior** and **relationships** and develop **strategies** and tactics to make it happen!

What we do @ ToATOMO & Fresset PC



We build business communities, marketplaces (local & international) & marketing projects.

We believe in technologies that allow people to live anywhere and work everywhere.

We trust and work with useful data to make our services transparent to our customers.

We teach first and sell next!

We listen and learn from you first and speak only with our work and our results!

We love to innovate and provide solutions!

Bottom-line: «Luck is what happens when preparation meets opportunity».

(Lucius Annaeus Seneca)

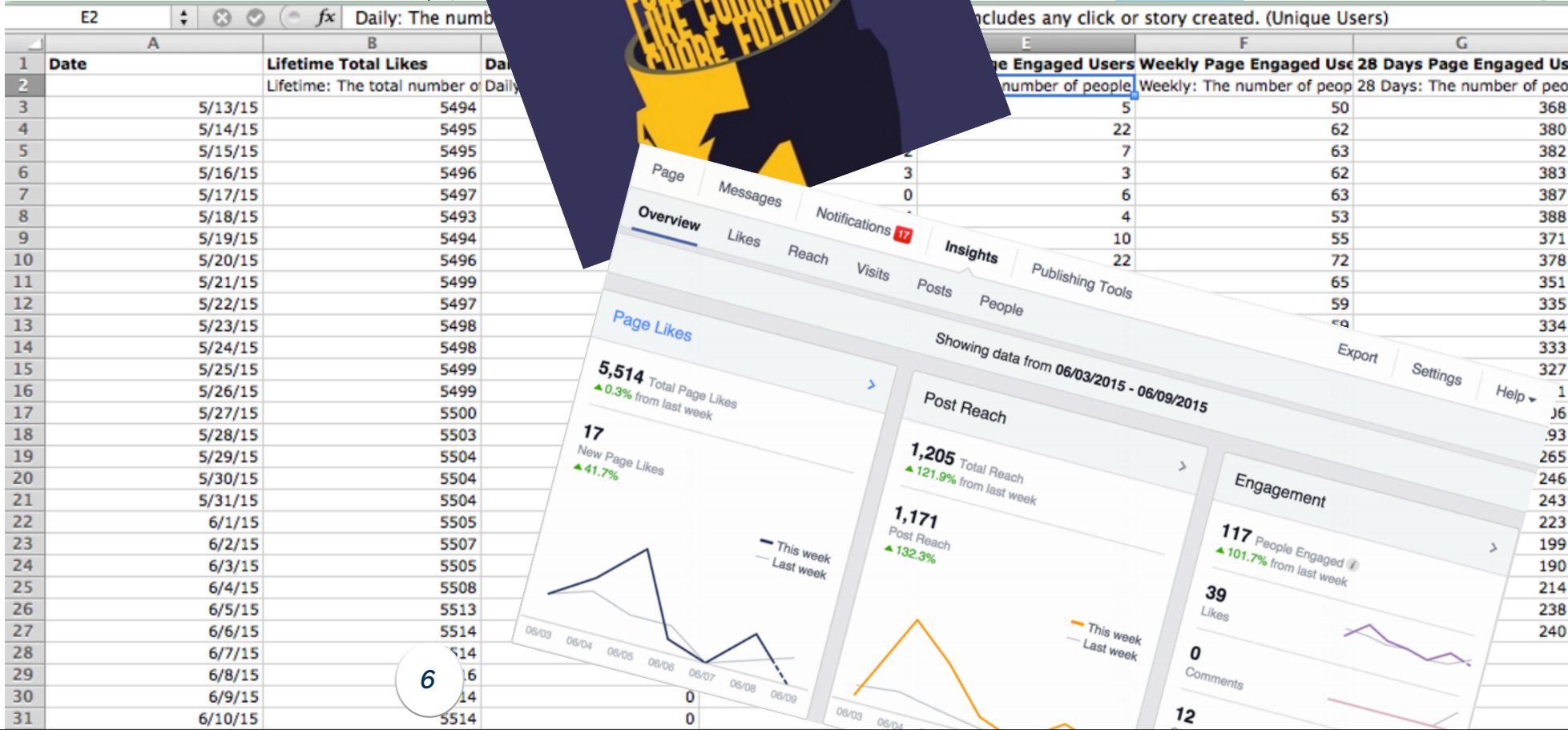
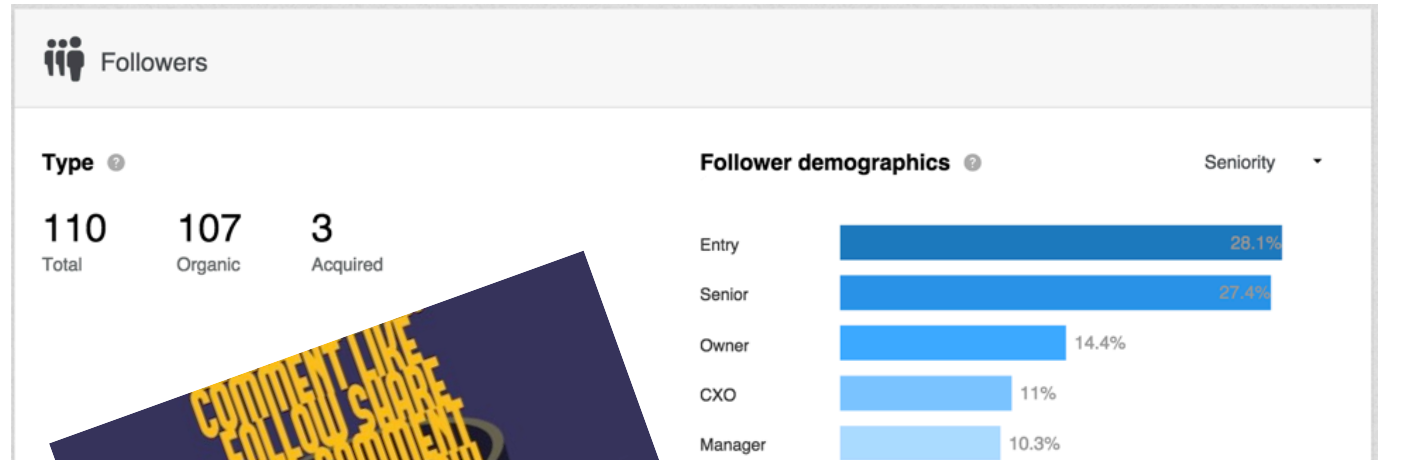
Question:

*If you could
create
the **ULTIMATE
MARKETER**
of the future,
how much would be
human and how
much would be
machine?*

Let's start
with
some
great stats
to motivate
you...

75% of B2B and **78%** of B2C buyers influenced by social media. **49%** is informed on nutrition facts through social media. **85%** of leisure travelers use their smartphone abroad. **90%** of technology companies build customer relations online. **73%** of business owners use mobile apps daily. People check their mobile every **6 mins** (avg), **89%** of time is in mobile apps. Time on mobile screens up by **20% CAGR** since 2012. **79%** of smart-phones users use it to purchase, **50%** make it through mobile within **1 hour**. Ages **18 to 24** are **81%** more likely to make a mobile-based order or reservation.

Now, let's
add some
metrics...



See How Quickly Data is Generated



Quite interesting! But...
There's a "small" problem with all these numbers!

*They still speak
to the masses...*

*...when market shifts
to the **individual!***

“ People today spent more time online through **mobile**, trust **peer recommendations** 90% over any other forms of marketing.

Individualisation is a radical change in the way we do business!

A **personalized experience shared**, differentiates companies and engages customers in unique and immersing ways.

The way people create, talk, learn, share has evolved: **more content, less control.** ”

“**“Business as usual” is dead.** Science fiction is now science fact. **Technology** transforms our lives and societies, every day, everywhere.

The new role of technology: to allow for new, innovative business models, drive sales growth, be a source of competitive advantage.

Digital Transformation starts with the Customer. **Social Media, Mobility, Internet of Things, Cybersecurity, Big Data, Cloud** are the key factors enabling this new reality.”

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Gone also is “marketing-as-usual”.

Buyers have made a dramatic change in the way they make purchasing decisions.

Markets are still **conversations** but people are now talking there more, because they want to, they're interested and it's fun!

Companies are communities.

Human-2-Human communities,

where people socialise, cooperate, listen, discuss, create value, inspire trust.

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A successful brand community



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What really makes a community?

Smaller, autonomous, empowered groups..

Opportunities to take on additional effort.

Emphasis on casual, social, interaction.

*Short-term milestones, rituals and traditions,
shared symbols.*

A successful online community has 2 sides:

the online platform and the social structure.

*We would benefit from spending as much time
on the latter as we do on the former.*

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*The role of a business community is to enable people to **get involved in an active conversation** about products and services and connect themselves with the company team with or without company's intervention.*

***Social Business** means that entire company, from management to the last employee, are actively involved in brand building through external and internal engagement.*

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A community is an incredible asset, connecting your networks & managing relationships and knowledge.



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“And? Can we do that by ourselves?”

*Yes and No. You will need different skills,
most important you must go beyond
technology to **define real human values**
in this new digital ecosystem.*

***Community** is about people, not products,
and is when people have a **strong passion**
just because community **exists** and they
have a **role** in it!*

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*Going forward, the greatest factor that will dictate an individual's and company's financial success is their **ability to communicate.***

*It's not only that “communication” drives successful (or unsuccessful) company culture, more than this, **communication drives personal, human, relationships.***

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Great brands, with great ideas and smart content, struggle to grab attention just for a moment. And fail, since their message is not as human as expected...

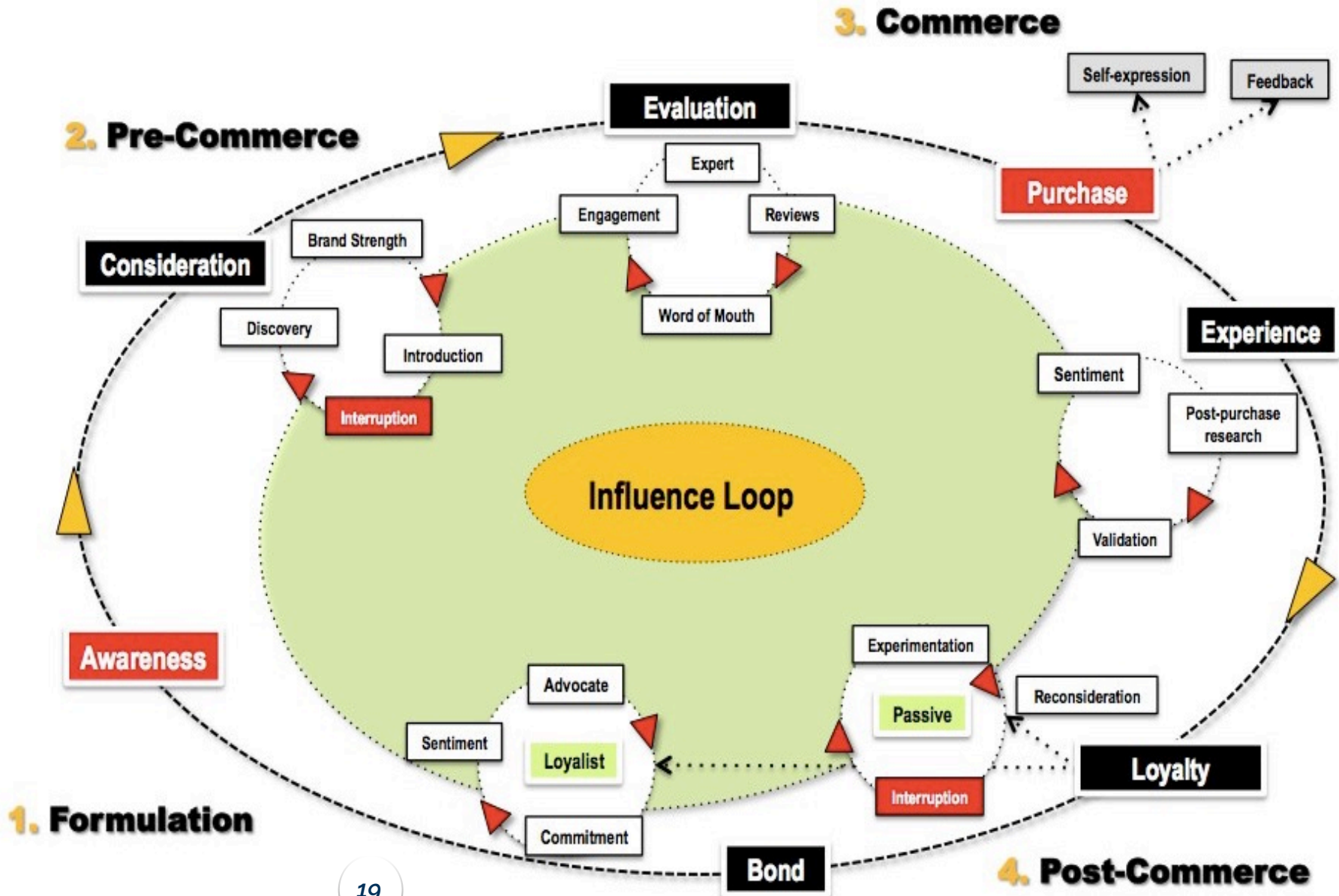
*Living in **a Human-2-Human era** means more than brands saying they're "human".*

*Means **authentic stories, delivered consistently**, through **inspiring experiences**.*

The challenge for today's brands is to design these 360° human (=social) experiences!

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The Dynamic Customer Decision Journey



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Customer journey **decentralizes** to a series of non-linear mobile-centric micro-moments.

A H2H Business places customer at the centre and creates relationships and experiences through social cultures, social technologies and strategic business apps.

Interesting: Facebook, Google, etc. are turning to **infrastructure**, revealing the true **power of Social Media: who cares wins!**

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A Human-2-Human Business Mindset!*Live inside your customer's mind.****Take decisions & enjoy having control.****Prefer serving than being served.****Think fast and smart & avoid wasting time.****Keep up to your promises.****See the big picture. Always.****Be a good communicator.****Always question your own assumptions.***

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***Human-2-Human:
Simplicity, Empathy and Imperfection***

*We all need to **speak more human**. Make it simple for people to understand.*

*Connect marketing to basic **human senses**. Deeper and more meaningful connections.*

*Customers, as humans, expect extraordinary experiences that made them **feel unique**.*

*Humans need context to understand concepts. So, **tell them, don't sell them**.*

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Human-2-Human drives Change-to-Digital

*Marketing is no longer a Department;
Marketing is customer experience!*

Employees as Collaborators.

Social media a way to get real humans involved.

Authentic storytelling!

*The new “P”s: **Purpose, Passion, Pain, Power.***

“My” (mobile-first/only) “personal world.”

IoT plugs into HumanOS (Community of Things)

Power/Connectivity/Data : Commodities.

”

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Digital Marketer as professional

We think **digital**, are **social**, act **mobile**.

We know how markets, products, customers and company interact, and **actively participate**.

We select **data** and convert them to **value**.

We are efficient and proficient with **technology** and use it same with **creativity** (L/R brains).

We express our brand **authentically**.

We focus on how customers want to live their lives and **how our business will connect emotionally** with them.

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Digital Marketer as Human.

*We are accountable for the value we offer.
We listen, we discuss, we are spontaneously
social, ethical, it is our way of living.*

We are open to change.

*We cooperate, we facilitate, we train. We
innovate. We show courage and passion!*

We value facts, yet decide with emotion.

*And the stories that impress us are the ones that
prompt us to action.*

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***Community Manager
is the new Marketing Manager!***

*The business we're in is customer loyalty,
employee engagement, knowledge-sharing,
collaboration, emotional support,
advocacy, innovation.*

- “And what about **brand awareness?**”
- “Today, customers control the brand!
You? Control them!”

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The things that make our job special.

*We love that we can **help people** solve big challenges by just **sharing** what we know.*

*We love that we **facilitate growth, learning and relations** that change people's lives.*

*We love that we can **work with people**, everyday, everywhere, connected at all times.*

*We love **a job that combines love of writing, technology and people.***

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Now, you have a reply!



Thank you for your attention!

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