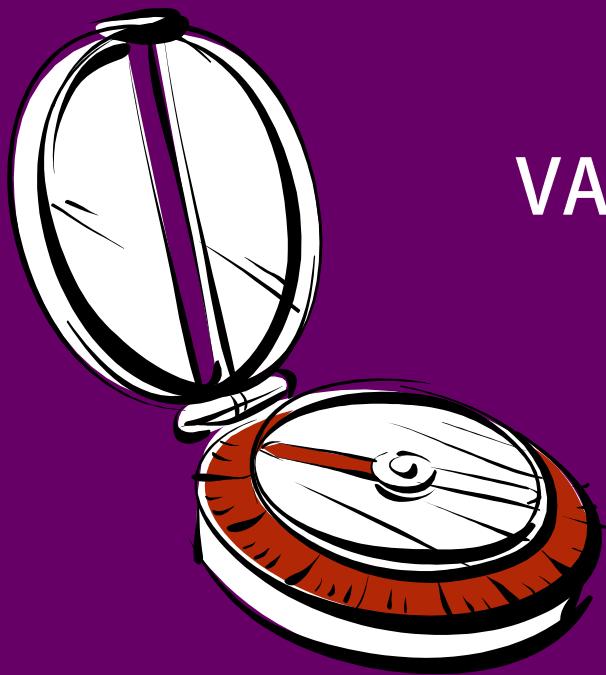




VANZAREA DE SERVICII IN ROMANIA

lead generation online in zona serviciilor netranzactionale

SPEAKER: RADU VILCEANU, CEO CONTENTSPEED

marketing pentru ecommerce e simplu, pentru ca e tranzactional



analytics for ecommerce

The diagram consists of two white, thick, L-shaped arrows on an orange background. One arrow starts at the left side of the text 'marketing pentru ecommerce e simplu, pentru ca e tranzactional' and points down and then right towards the text 'analytics for ecommerce'. The second arrow starts at the right side of the text 'analytics for ecommerce' and points left and then up towards the first text, creating a circular flow between the two concepts.

Conversie de +3%?

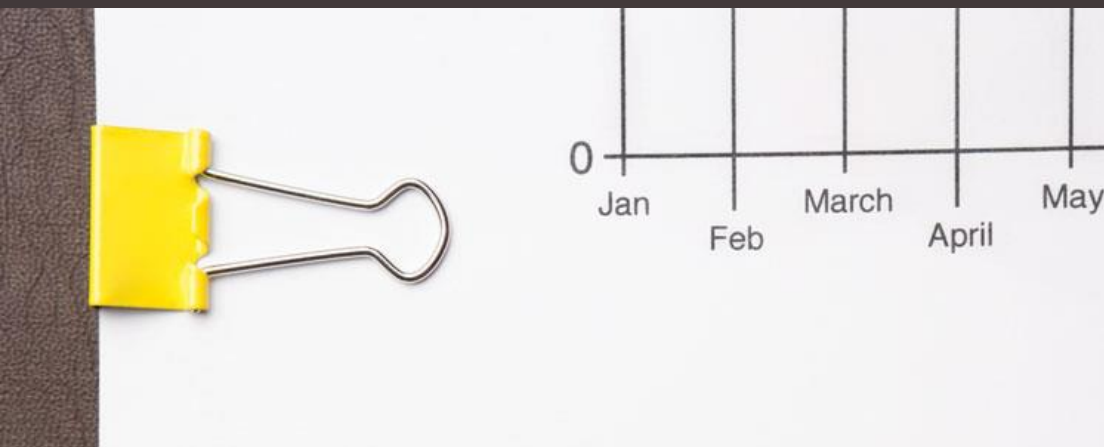
CLICK ME

Starniti curiositatea!





De la click pe site la discutie face-to-face



rata medie de conversie in Romania

10%

pentru vanzarea consultativa

evolutia pietei



anticiparea

obiectivele de business ale clientilor

optimizarea campaniei de lead generation



FINETUNING

de la o campanie la alta



marketing ROI



Costurile serviciilor determina canalele folosite pentru lead generation

premium services

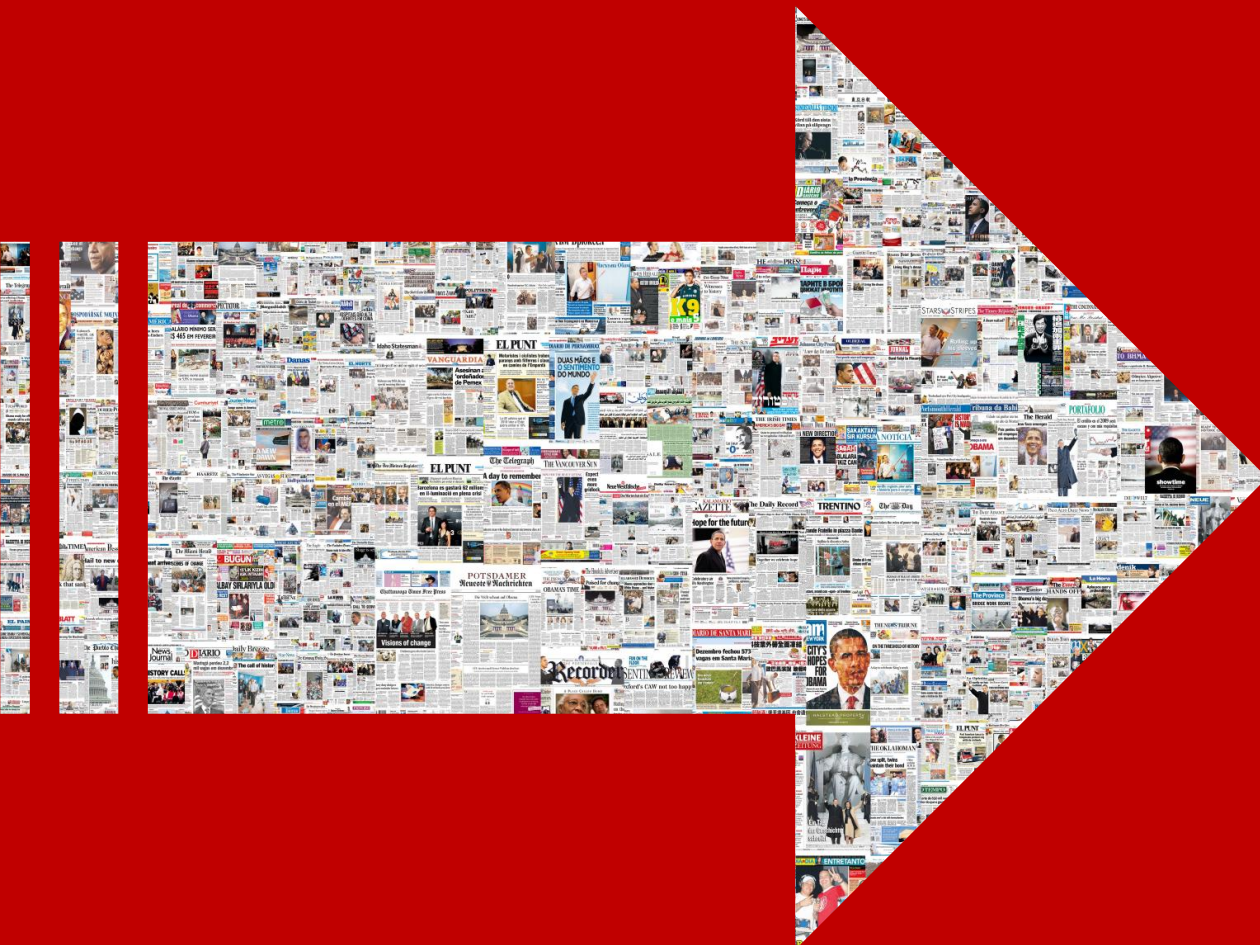
Public Relations

mid level price

social media

entry level price

SEO, PPC, Remarketing



PR

Cum sunt leadurile? online vs. traditional

Etape in optimizarea conversiei

- a) Monitorizarea campaniei de lead generation**
- b) Imbunatatirea mesajului in functie de feedback**
- c) Folosirea canalelor specifice in functie de pozitionarea serviciului oferit**



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