

Top Social Media Platforms
 Facebook Instagram LinkedIn
 YouTube Twitter

But how do CEOs use it?

SO IF THEY AREN'T IN SOCIAL MEDIA, HOW CAN WE MARKET TO THEM?

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CEOs and CFOs are using social media to market their products and services. The chart shows that 60% of CEOs and CFOs use social media to market their products and services. The chart also shows that 60% of CEOs and CFOs use social media to market their products and services.

SOCIAL MEDIA STRATEGY

We have a wealth of content to keep you! TheCaseSolutions.com

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SOCIAL MEDIA

the first few months of CW should be all about gaining traction - finding which marketing strategy and tool clicks and striking from there. This is achieved through proper social media management and targeting craftsmanship.

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TARGETING

Targeting / Mining Strategy

- Market to their assistants
- Don't focus all energies on mining for business heads of large corporations

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Young Presidents' Organization

- All the best and brightest opportunities under 35!
- A truly global presence

We could reach out to the different regions and be the sole provider of handwritten letters for YPO

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Targeting Strategies

1. Filter
2. Engage
3. Appealing to their sense of novelty and wanting to be in

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Top Social Media Platforms
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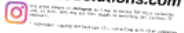
SOCIAL MEDIA

SOCIAL MEDIA STRATEGY



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Targeting / Mining Strategy

Market to their assistants

Ask them: How far through the CEO's Executive Assistant. This CEO's executive assistant plays an important role in the company. They are very smart, usually, and they need to be well-informed. They need to be able to help the CEO with his or her schedule, but they certainly don't need to be involved in the company's strategy. They need to be able to help the CEO with his or her schedule, but they certainly don't need to be involved in the company's strategy.

Don't focus all energies on mining for business heads of large corporations

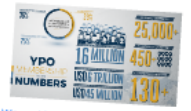
Angela as former CEO of the Corporate Agents, says that big corporations spend big money with small business.

Small and medium business owners are the best to reach. They are more likely to be interested in your services than big corporations. They are also more likely to be interested in your services than big corporations.

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Targeting Strategies

1. Mining: A targeted approach to mining / leads with focus on active / engaged prospects. It's not just about finding leads, it's about finding leads who are ready to buy. It's about finding leads who are ready to buy.
2. Shopping: Through CW blog on Twitter. It's about finding leads who are ready to buy. It's about finding leads who are ready to buy.
3. Appealing to their sense of vanity and wanting to be in the spotlight. It's about finding leads who are ready to buy. It's about finding leads who are ready to buy.

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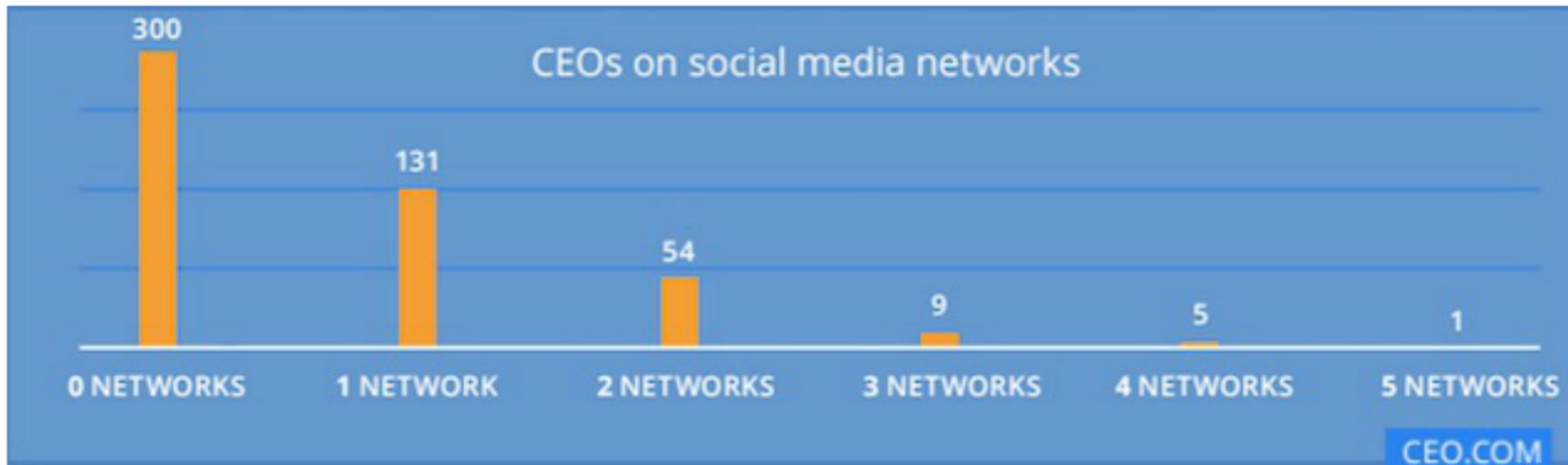
Top Social Media Platforms

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Deep Dive:

(Fortune 500 Heads)



LinkedIn: 181; Facebook: 40; Twitter: 36; Instagram: 11

(43% of Fortune 500 CEOs have been featured on their company's YouTube channel)

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SO IF THEY AREN'T IN SOCIAL
MEDIA, HOW CAN WE MARKET
TO THEM??

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CHOOSING THE RIGHT SOCIAL MEDIA PLATFORM FOR YOUR BUSINESS



Targeting / Mining Strategy

- Market to their assistants

"Tell Your Story through the CEO's Executive Assistant. The CEO's executive assistant plays an enormously important role in the company. They are very smart, brutally honest when they need to be, and quite clearly, on some levels you could say they run the company. Okay, that's a bit of an exaggeration, but they certainly do run the CEO's office. And while they won't stand for nonsense, they are always open to helping you reach the CEO if they feel you have something important to say. "

- Don't focus all energies on mining for business heads of large corporations

"Angelique Rewers, CEO of the The Corporate Agent, says that big companies spend big money with small business."

- Small and medium business owners are the inroads to reach big players and at the same time present opportunities for smaller scale sales

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SOCIAL MEDIA STRATEGY



We have a wealth of content to begin with!

We just need to create accounts on the major social media pages and link them together. Even if LinkedIn is the most viable option, it's best to have CW presence in ALL platforms

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Use great images on **Instagram** as a way to market FOR their companies and, in turn, they may use this images as marketing and increase CW exposure.

- Technique: tagging and hashtags (#), connecting with other companies



Linked to the Instagram account, **Twitter** is a great way to connect to the general audience as it is blogging but in a smaller scale. Users are not "window shoppers" and browsers, they are in here for great concise content.

- Technique: hashtags, retweeting CEOs with CW's own two-cents, following companies and engaging them by posting our photos and client testimonials



Facebook is the largest social media platform in the world and it would be foolish not to maximize this tool. With its broad range of media capabilities, CW can use all content from Linked, Instagram and Twitter and house it to Facebook while maximizing all the other advantages from the other platforms. Even without paid advertising, Facebook's reach is widespread and all-encompassing.