



# TRACTION

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.

TheCaseSolutions.com

## SOCIAL MEDIA

### Top Social Media Platforms



But how do CEOs use it?

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

TheCaseSolutions.com



Spoken for 1.6B+ million, LinkedIn is an essential platform. With an advertising budget that places the cost per click for placements below one cent...

### SOCIAL MEDIA STRATEGY



We have a wealth of content to begin with!

TheCaseSolutions.com



Facebook is a great way to connect with your audience...

Twitter is a great way to connect with your audience...

LinkedIn is a great way to connect with your audience...

YouTube is a great way to connect with your audience...

## TARGETING

### Targeting / Mining Strategy

- Market to their assistants

"All Your Staff through the CEO's Executive Assistant. The CEO's executive assistant plays an extremely important role in your company. If you can reach them, you can reach the CEO. They are the company's 'back door' to the CEO's office. And while they may not be the primary target, they are a great way to get your message to the CEO. Find out how you can reach the CEO through their assistant."

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

"Instead of focusing on mining for business heads of large corporations, focus on mining for business heads of small and medium-sized businesses. These businesses are often more receptive to your message and are easier to reach. They also tend to have a higher profit margin, which means you can charge a premium for your services."

TheCaseSolutions.com

### Young Presidents' Organization

- All the best and brightest opportunities under 1 roof!

- A truly global presence



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

TheCaseSolutions.com

### Targeting Strategies

1. Harvesting - Through CEO Reg or TDM

Harvesting is a process of identifying and reaching out to potential clients through direct mail, email, or other channels. It involves researching and targeting specific individuals or companies who are likely to be interested in your services.

2. Approaching by Mail (or other) and networking

Approaching by mail involves sending out direct mail pieces to potential clients. This can be a highly effective way to reach decision-makers in a company, especially if the mail piece is well-targeted and personalized.

Networking is a key strategy for reaching potential clients. This involves attending industry events, conferences, and other social gatherings where you can meet and connect with potential clients in person.

# Young Presidents' Organization

TheCaseSolutions.com

Top Social Media Platforms



But how do CEOs use it?

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

TheCaseSolutions.com



Green and teal bars represent... Case Pre-Check is Completion Without results

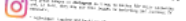
SOCIAL MEDIA

SOCIAL MEDIA STRATEGY



We have a wealth of content to begin with!

TheCaseSolutions.com



TRACTION

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

TheCaseSolutions.com

Targeting / Mining Strategy

Market to their assistants

Ask them: "Why through the CEO's Executive Assistant... They want to be the one who gets the CEO's attention... They will be the one who gets the CEO's attention... They will be the one who gets the CEO's attention..."

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

Angela as former CEO of the Corporate Agents... Don't focus all energies on mining for business heads of large corporations... Don't focus all energies on mining for business heads of large corporations...

TheCaseSolutions.com

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

TheCaseSolutions.com

Targeting Strategies

- 1. Mining: A comprehensive approach to mining... 2. Shopping: Through CW blog on Twitter... 3. Appealing to their sense of vanity and wanting to be in the spotlight...

Young Presidents' Organization

TheCaseSolutions.com

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.

***TheCaseSolutions.com***

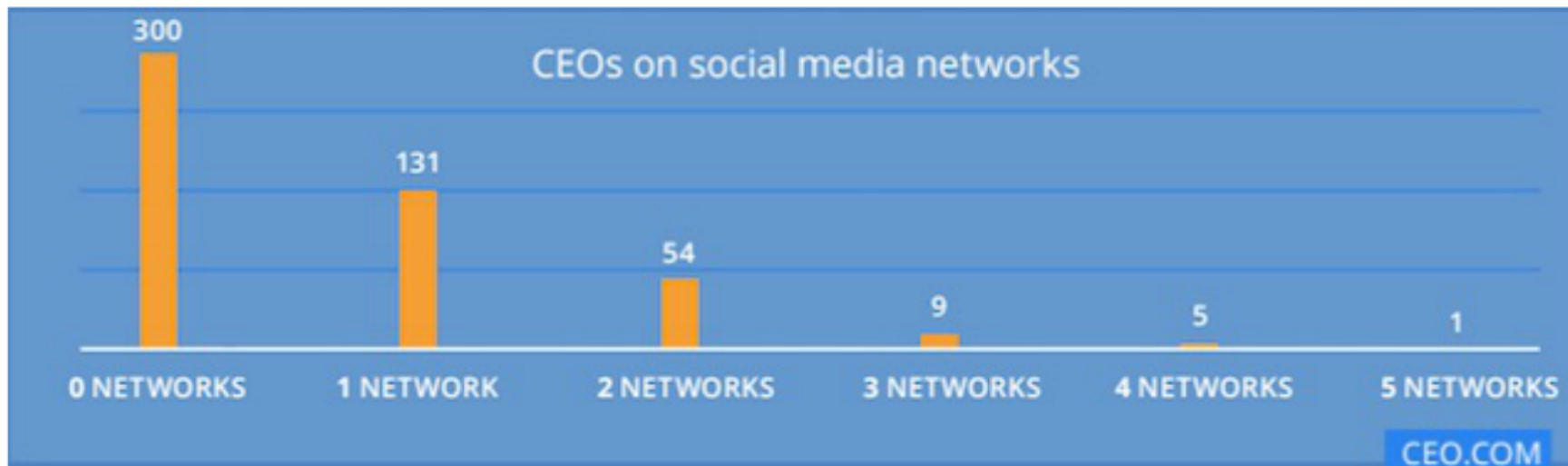
# Top Social Media Platforms

*TheCaseSolutions.com*



# 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)

***TheCaseSolutions.com***

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

*TheCaseSolutions.com*

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

***TheCaseSolutions.com***



ss owners are the  
s and at the same time  
smaller scale sales  
olutions.com

# Young Presidents' Organization

- All the best and brightest opportunities under 1 roof!
- A truly global presence



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

**TheCaseSolutions.com**



# 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

## *TheCaseSolutions.com*



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.