

Online Marketing

How to generate leads through online marketing

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Lutry 20/02/2014

Program

15:00 Registration & Introduction

- Effective websites
- Action reaction - Key conversion points
- What is a landing page and how to use them
- Lead nurturing

Break

- Content generation to bring more traffic
- Which social media channels should you focus on
- Why newsletters are useful
- Advertising online
- Questions

18:00 Drinks

Hello!

Intro and your pain points

- What is your activity?
- What is your biggest pain point?
- What do you expect from today?



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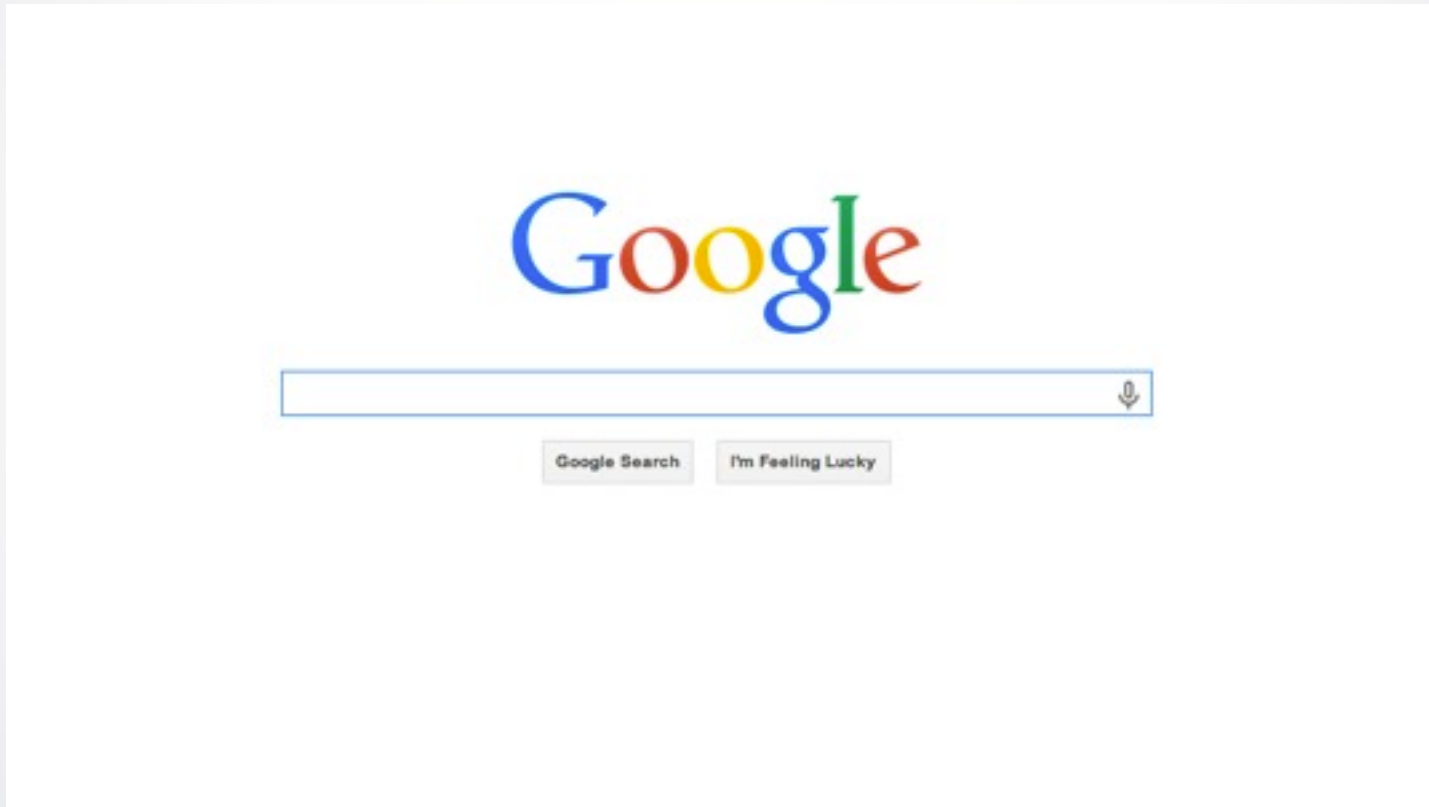
Break

- Content generation to bring more traffic
- Which social media channels should you focus on
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18:00 Drinks

I'm trying to find you!

I need a solution to a problem



This is my website

It has everything everyone needs!



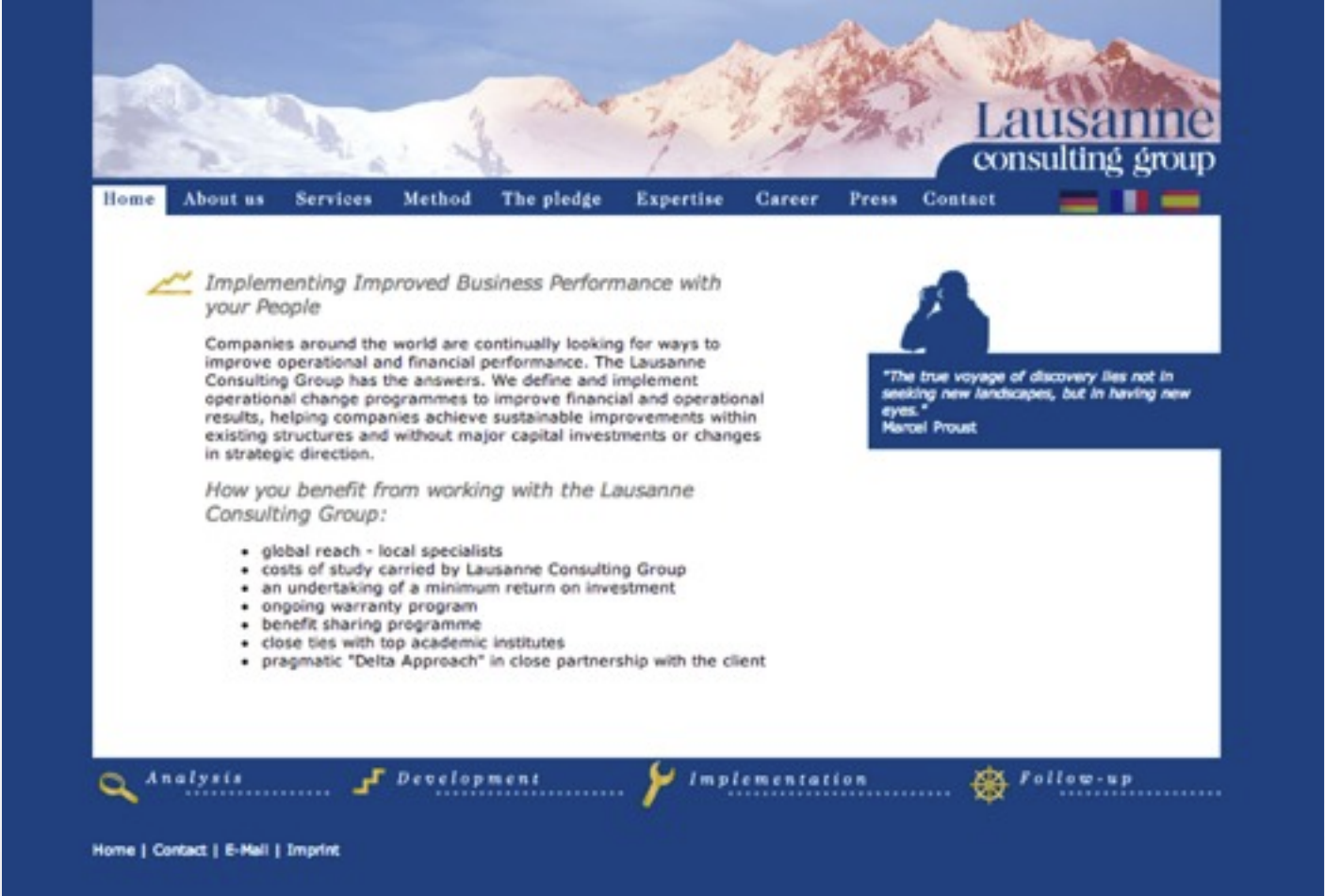
This is what I need

A solution for me



Calling Card

Practical: logo, colors, information...



The screenshot shows the website for Lausanne Consulting Group. The header features a banner image of snow-capped mountains with the company name 'Lausanne consulting group' in the top right. Below the banner is a navigation menu with links: Home, About us, Services, Method, The pledge, Expertise, Career, Press, and Contact. To the right of the menu are three small flags: German, French, and Spanish.

The main content area has a white background. On the left, there is a small icon of a yellow line graph. To its right, the text reads: *Implementing Improved Business Performance with your People*. Below this, a paragraph states: 'Companies around the world are continually looking for ways to improve operational and financial performance. The Lausanne Consulting Group has the answers. We define and implement operational change programmes to improve financial and operational results, helping companies achieve sustainable improvements within existing structures and without major capital investments or changes in strategic direction.'

Below the paragraph, the text reads: *How you benefit from working with the Lausanne Consulting Group:*

- global reach - local specialists
- costs of study carried by Lausanne Consulting Group
- an undertaking of a minimum return on investment
- ongoing warranty program
- benefit sharing programme
- close ties with top academic institutes
- pragmatic "Delta Approach" in close partnership with the client

On the right side of the main content area, there is a silhouette of a person talking on a mobile phone. Below the silhouette, a quote is displayed: *"The true voyage of discovery lies not in seeking new landscapes, but in having new eyes."* Marcel Proust.

The footer is a dark blue bar. It contains four icons with corresponding text: a magnifying glass for 'Analysis', a yellow line graph for 'Development', a wrench for 'Implementation', and a gear for 'Follow-up'. Each icon and text is followed by a series of small dots. Below this bar, the text 'Home | Contact | E-Mail | Imprint' is visible.

Welcome to our site

Creative and artistic



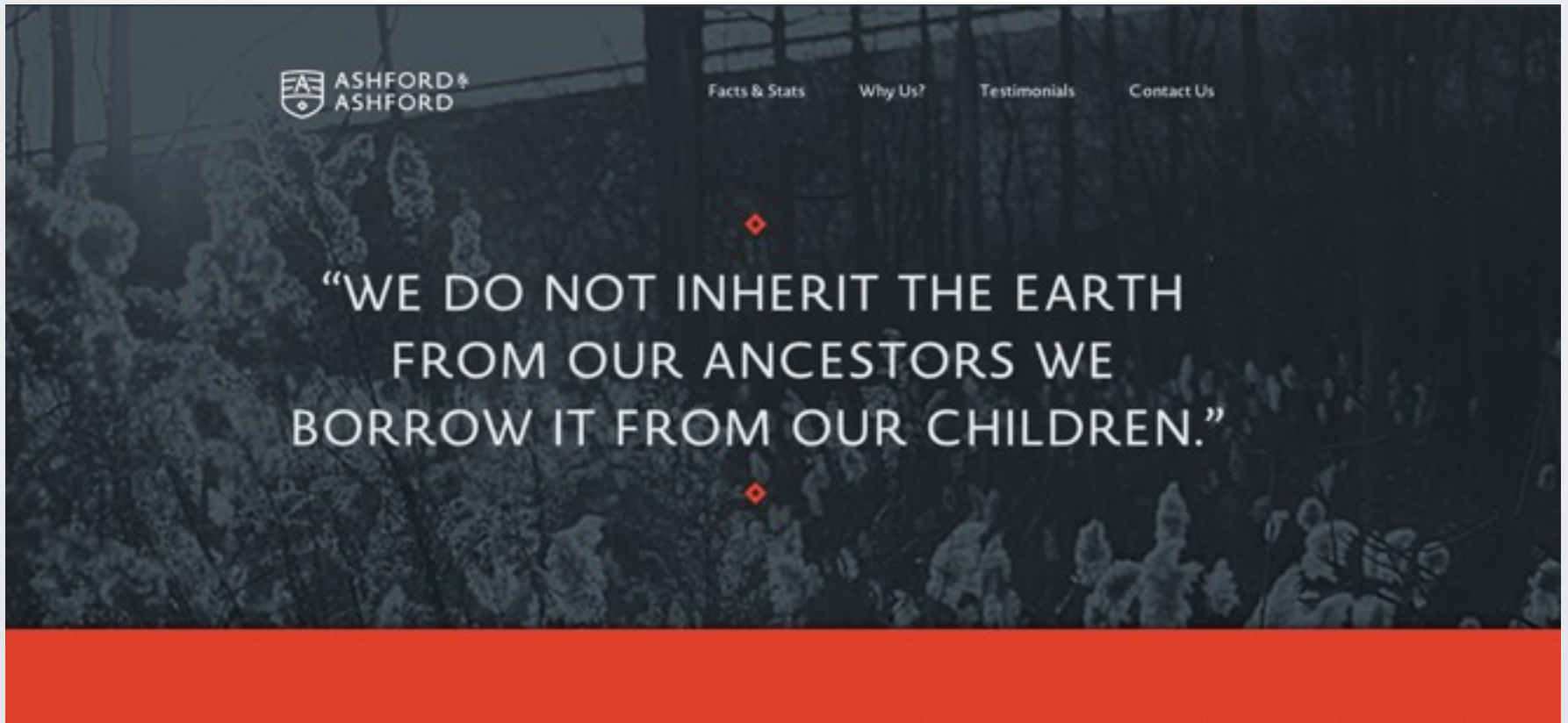
Very creative

Look at me!



Business Card

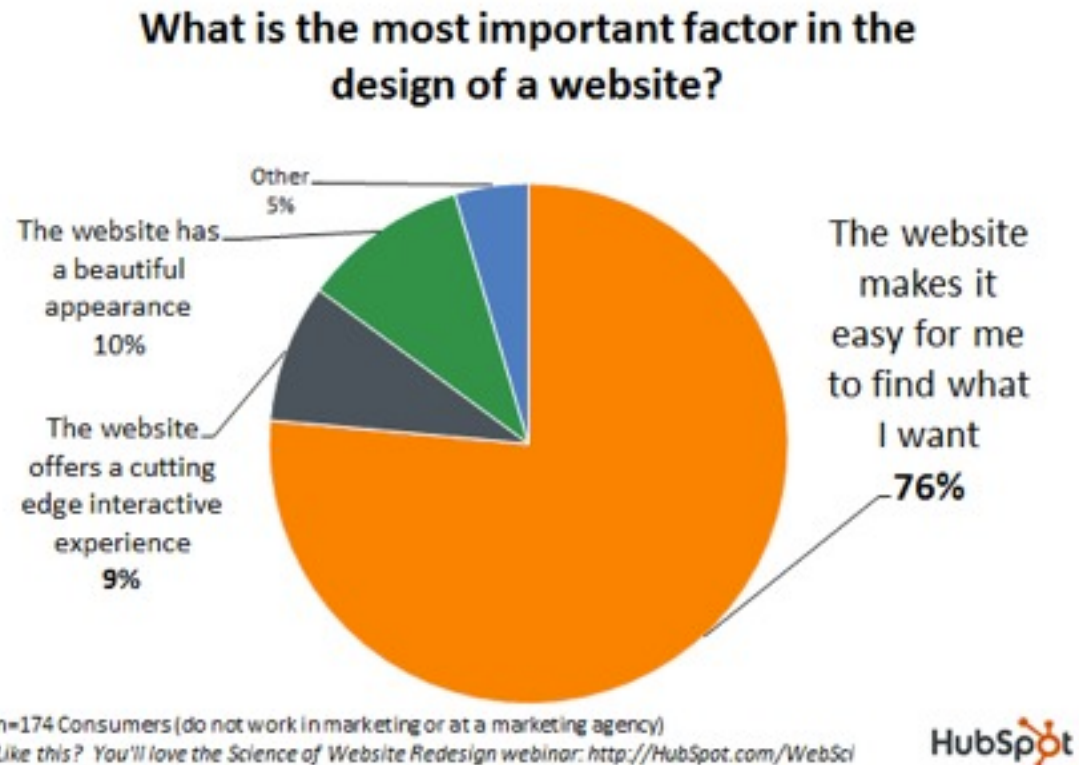
And what do you do?



What matters?

According to 174 people

- The CEO does not need to like the website!
- Use a layout that is familiar to people
- How are you different and unique?
- Do people find what they are looking for?
- Is the website converting?
- What is the action you want the visitor to take?



Target Group

Who am I talking to?



Maximum 5 seconds

You need to answer these

- Point 1: Where am I?
- Point 2: How is this website useful for me?
- Point 3: What can I do here?

Do you find this clear?

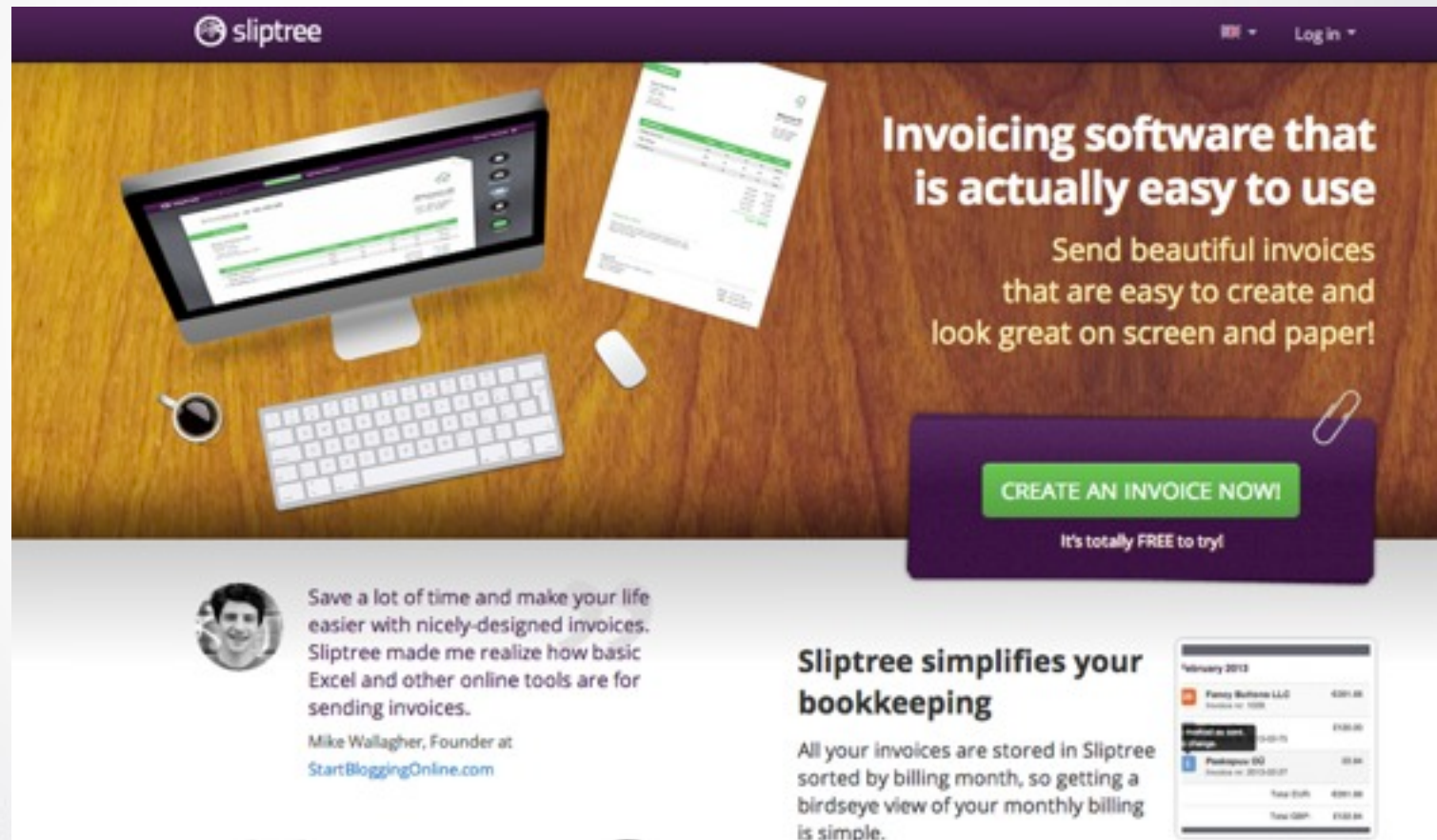
3 points



This one?



How about this?


The image is a screenshot of the Sliptree website's main banner. It features a dark purple header with the Sliptree logo on the left and navigation links on the right. The main visual is a wooden desk with a computer monitor displaying the Sliptree interface, a keyboard, a mouse, and a printed invoice. To the right of the desk, there is a large text block with a headline, a sub-headline, and a prominent green button. Below the button is a testimonial from Mike Wallagher, including a small profile picture and a quote. To the right of the testimonial is another section titled 'Sliptree simplifies your bookkeeping' with a brief description and a small screenshot of the software's monthly billing overview. The overall design is clean and professional, emphasizing ease of use and integration with accounting software.

Invoicing software that is actually easy to use

Send beautiful invoices that are easy to create and look great on screen and paper!

CREATE AN INVOICE NOW!




It's totally FREE to try!

 Save a lot of time and make your life easier with nicely-designed invoices. Sliptree made me realize how basic Excel and other online tools are for sending invoices.


Mike Wallagher, Founder at StartBloggingOnline.com

Sliptree simplifies your bookkeeping

All your invoices are stored in Sliptree sorted by billing month, so getting a birdseye view of your monthly billing is simple.

February 2013	
 Fanny Buhrmann LLC	\$201.00
Invoice ref: 1000	
 Fanny Buhrmann LLC	\$100.00
Invoice ref: 1000-01	
 Fanny Buhrmann LLC	\$101.00
Invoice ref: 1000-02	
Total Credit	\$201.00
Total Debit	\$101.00

Is this clear?



Tel. +49 (0) 176 105 60 787 info@sauna-badetonne.com [Live chat](#) [Shopping cart \(0\)](#) [german](#) [english](#)

[FAQ](#) • [About Us](#) • [German Branch](#) • [References](#) • [Contact](#)


[Wooden Hot Tubs](#) • [Barrel Saunas](#) • [Grillhouses](#) • [Accessories](#)

WOODEN HOT TUBS AND BARREL SAUNAS


Beautiful, high quality home and garden products directly from the manufacturer

- Prices you have to see to believe
- Fast shipping and setup
- Environment friendly

[SEE THE SELECTION »](#) [or learn more](#)




WOODEN
HOT TUBS




[See products »](#)

SAUNAS



[See products »](#)

GRILLHOUSES



[See products »](#)

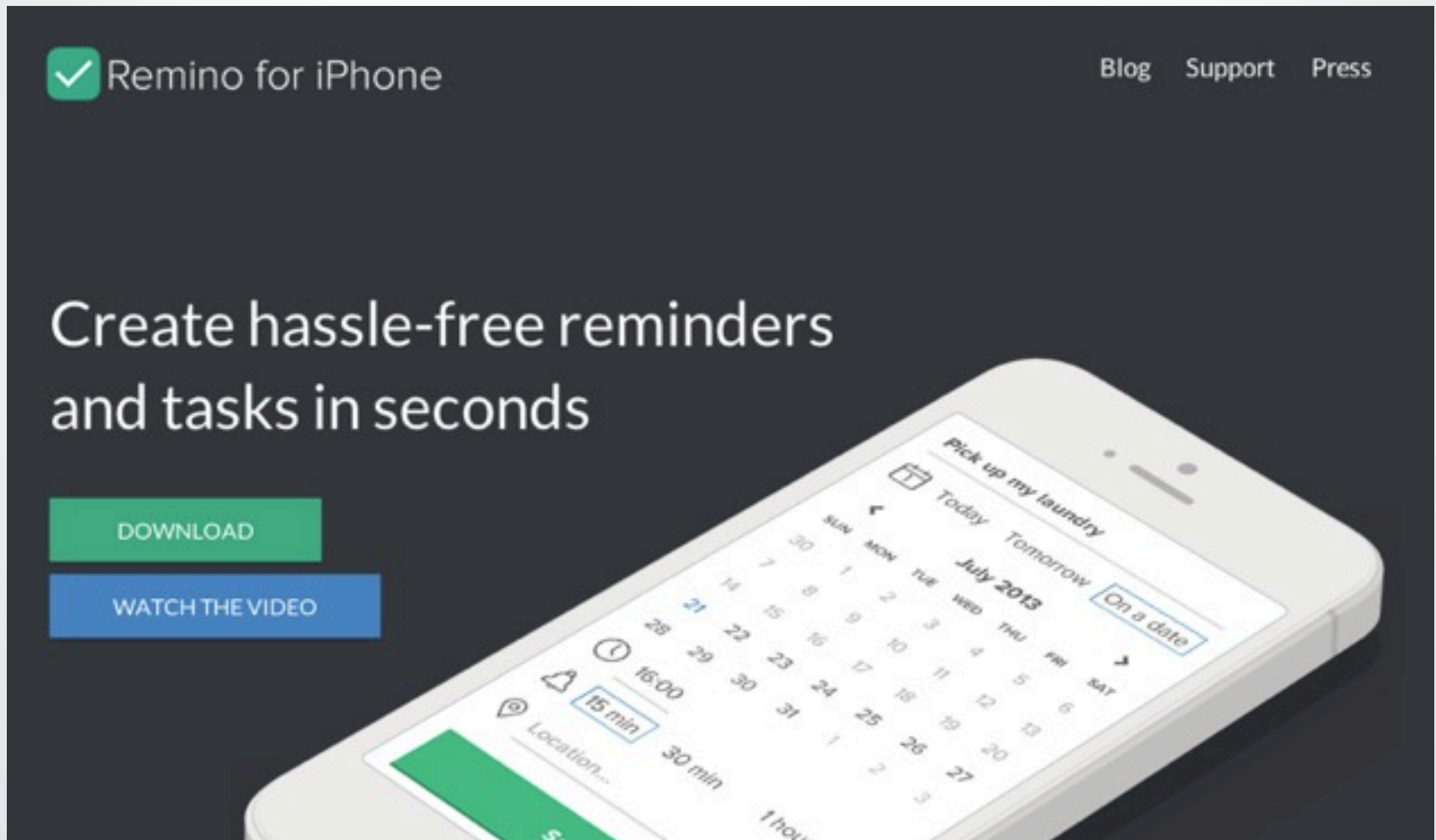
UrbWorks
online marketing

And this one?



Exactly what it says on the tin

Don't waste my time!



The advertisement features a dark background with a white checkmark icon and the text 'Remino for iPhone' in the top left. In the top right, there are links for 'Blog', 'Support', and 'Press'. The main headline reads 'Create hassle-free reminders and tasks in seconds'. Below this, there are two buttons: a green 'DOWNLOAD' button and a blue 'WATCH THE VIDEO' button. The bottom half of the image shows a white iPhone displaying the app's interface. The screen shows a calendar for July 2013 with a reminder 'Pick up my laundry' set for 'Today' at '16:00' with a '15 min' duration. The interface also includes a location field and a green button at the bottom.

✓ Remino for iPhone

Blog Support Press

Create hassle-free reminders
and tasks in seconds

DOWNLOAD

WATCH THE VIDEO

Pick up my laundry

Today Tomorrow

July 2013

On a date

16:00

15 min

Location...

30 min

1 hour

Why should I choose you?

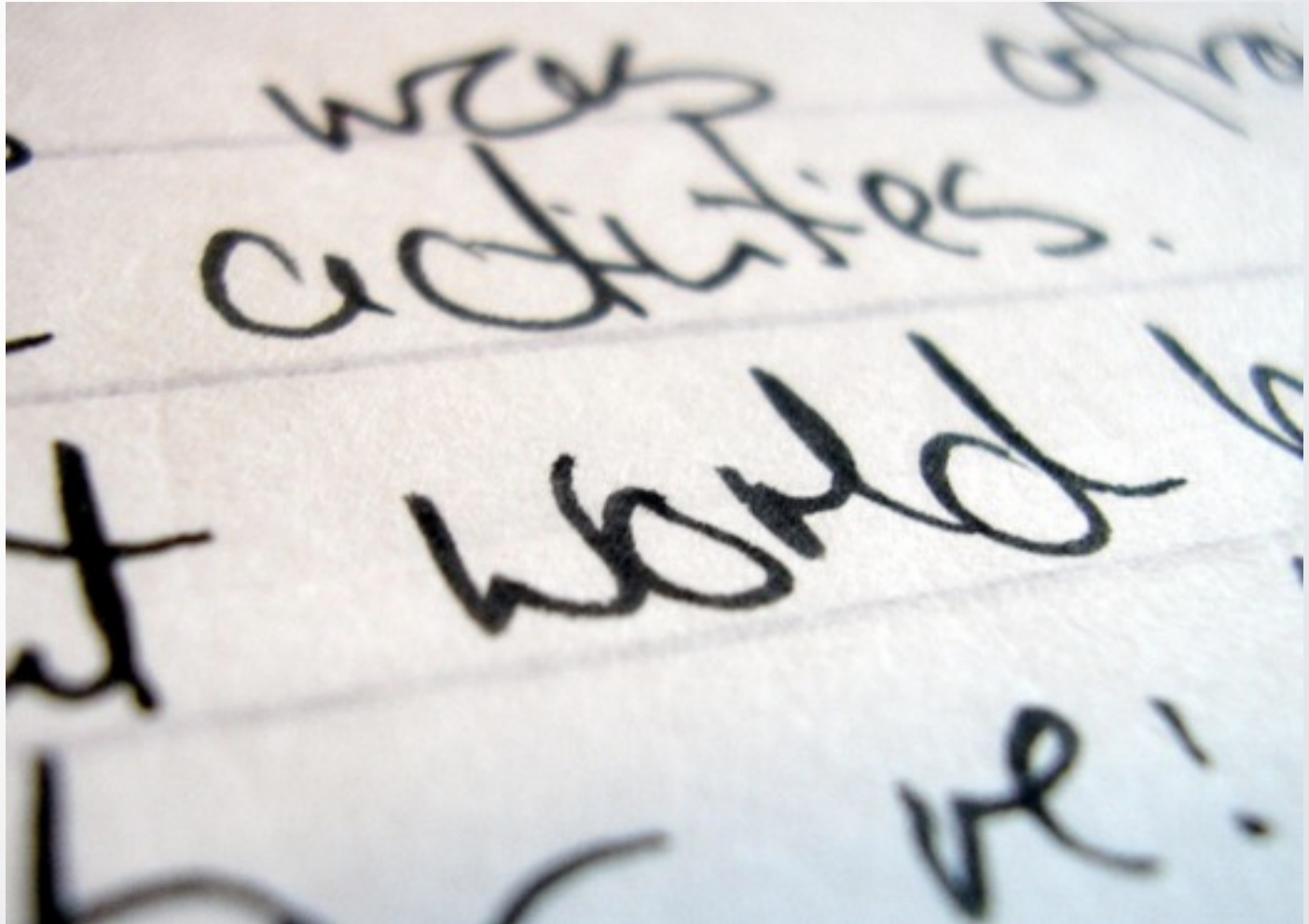
Be clear!

- What are you offering?
- How is this better, different or unique from anything that is out there?
- How do I benefit for this?
- Who is this meant for?



Define your value

What do you offer?



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Ultimate goal

I want you to take action!

- Sign-up to a course
- Sign-up to a newsletter
- Add to cart
- Request for more information
- Consultation
- Download a brochure
- Free 15 day trial
- Submit a form
- Etc.



Obstacles

Why do visitors leave?

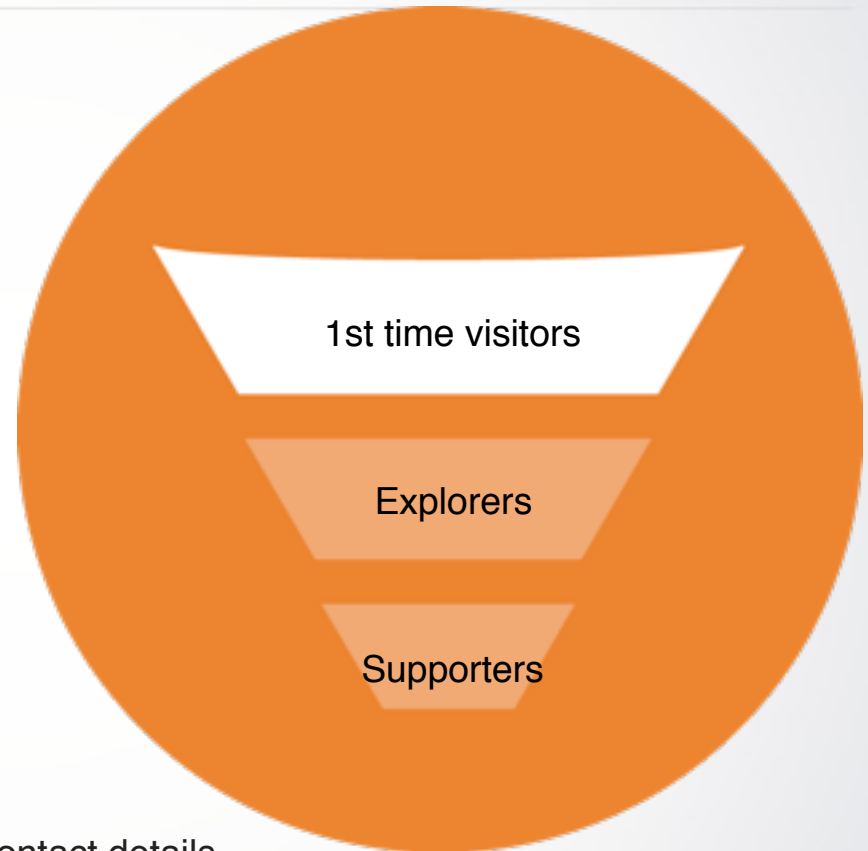
- The website is too complicated
- They do not understand what they should do
- Visually ugly website
- The language is too complicated
- The content is written for search engine robots
- Not enough information
- Not enough proof - testimonials, site security
- Too much proof - not believable
- Too much too soon



Create visitor loyalty


Something to remember

- Information (whitepapers, guides, eBooks)
- How does this work (demonstrate, case studies)
- Free trial, demo, meeting/consultation



Your knowledge and expertise in exchange of their contact details

How to guide the visitor?

Tel. +49 (0) 176 105 60 787 info@sauna-badetonne.com Live chat  Shopping cart (0) [german](#) [english](#)

[FAQ](#) • [About Us](#) • [German Branch](#) • [References](#) • [Contact](#)

[Wooden Hot Tubs](#) • [Barrel Saunas](#) • [Grillhouses](#) • [Accessories](#)


Sauna & Badetonne

WOODEN HOT TUBS AND BARREL SAUNAS


Beautiful, high quality home and garden products directly from the manufacturer

- Prices you have to see to believe
- Fast shipping and setup
- Environment friendly

SEE THE SELECTION » [or learn more](#)




WOODEN HOT TUBS
[See products »](#)



SAUNAS
[See products »](#)

GRILLHOUSES
[See products »](#)



Call to actions on the website

Provide value



TUDOR TOUR
Passion. Betrayal. Murder. See where it all happened.

HOME LONDON TOUR GUIDES THE TUDORS THE LONDON SITES BLOG

London Tour Guides

Our London Tour Guides will help you make the most of your trip to London, and save you money, planning time, and effort. Instead of spending thousands on a guided tour of London, our self-guided itineraries will let you see all the top sites, and give you the flexibility to see what interests you the most.

Tudor London Journey Planner – \$39.99



This London Journey Planner takes you on a 5-day journey to many of the top sites in London. This guide will save you money and time when planning your trip. It includes:

- Complete 5-day itinerary
- Guides to each attraction with Tudor hotspots mapped out
- Schedules and directions for each day
- Walking tours, scavenger hunts, and other fun activities
- And so much more!

One-Page Tudor London Tour Guide – FREE



You can print out this one-page London tour guide to bring with you as a quick-reference for some of the top Tudor London attractions. This guide includes:

- Top Tudor sites in or near London
- Summary of Tudor events that occurred at each site
- Recommended Tube stops near each attraction

Looking for Tudor sites in London?
Buy the Guide Now!

Download the 1-page Tudor London Tour Guide
GET IT FREE



FREE EBOOK: THE COMPLETE GUIDE TO INDIVIDUAL & FAMILY HEALTH INSURANCE

Learn how to select a health insurance plan based on benefits that are right for you.

Download Now



MARKETING STORYTELLING
How to Acquire Customers in 3 Acts
[click here](#)

PROFIT-DRIVEN DIGITAL MARKETING
[click here](#)

Buy In, Budgets & BEST PRACTICES
[click here](#)

Request a Consultation
[CLICK HERE TO GET STARTED](#)

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Landing Pages

Give and give

- It has a form
- It solely exists to capture visitor's information through the form

- Focus on the offer
- Limited exit points




LOTS OF QUESTIONS? FIND OUT THE ANSWERS YOURSELF ON A VISIT TO LAKE LEMAN INTERNATIONAL SCHOOL

As a parent or student, it is likely that you have a number of questions that you would like to ask about life at Lake Leman International School, which is why we are more than delighted to welcome you for a personal visit!

On your visit to school you will:

- ✓ Receive a warm welcome and a tour around the school from a member of our highly experienced Admissions Staff
- ✓ Meet the staff and students at LLIS and have the chance to ask them any pressing questions you may have about life at the school
- ✓ Discover for yourself why we believe Lake Leman International School offers the perfect environment for your child to thrive as an individual while they learn



All you need to do in order to arrange your own personal visit to the school is complete the form.

Upon completion, one of our admissions team will review when you are available and will be in touch very quickly to arrange your visit and confirm a mutually suitable time.

At Lake Leman International School, we understand the importance of making the right choice for your child's education.

So make that crucial first step today, complete the form and we'll see you soon!

COME FOR A VISIT!

Free demo

Different offers



Call us: 1-888-HUBSPOT
(888-482-7768)

Request a Free Demo of HubSpot's Software

The Only Marketing Tools You Need, All In One Place.

We want to talk with you! Let us walk you through HubSpot's marketing software and show you how to execute your marketing campaigns easier and faster than ever before.

With HubSpot's marketing software you can:

- ✓ **Drive Traffic to Your Website:** Grow your reach with blogging, social media, and search engine optimization tools.
- ✓ **Convert More Leads and Customers:** Use landing pages, email marketing, and dynamic calls-to-action to generate more leads and close more deals.
- ✓ **Save Time:** Execute all of your tactics in one place, and track visits, leads and customers from all of your marketing channels in one simple reporting dashboard.



See HubSpot in Action

First Name *

Last Name *

Email ([privacy policy](#)) *

When are you available for a demo? *


Show Me HubSpot!

UrbWorks
online marketing

We'll show you how to make marketing your leads will love.

Bad

- Value proposition?
- What is the offer?



The advertisement features a dark blue background with a green header bar. The USFA Group logo is in the top left. The main headline is '9.37% to 12.54% APY' in large green font, followed by 'Several High Yield Programs To Choose From Paying Monthly Interest Payments!' in white. A bulleted list of program features is provided. To the right is a white registration box with the heading 'Yes, I want to earn more!' and a form for Name, Email, and Phone. Below the form is an orange button that says 'TELL ME HOW TO EARN MORE'. A testimonial from Jonathan Stewart is at the bottom, along with a small copyright notice.

USFA Group

9.37% to 12.54% APY
Several High Yield Programs To Choose From Paying Monthly Interest Payments!

- 9.37%+ APY Alternative High Yield Return Programs
- 12.54% APY Plus Option for Equity Ownership
- Our Programs Have Lowest Risks in High Yield Arena
- Most Programs Fully Collateralized By UCC-1 Filings
- Monthly Interest Payments Paid Out by ACH Transfer
- Eligible For Some Retirement Programs
- Why Wait On Your Money? Get Paid Monthly!

Yes, I want to earn more!
Begin earning higher annual yields by filling out the short form below now. Our Toll Free Phone Number is available on the next page.

Name

Email

Phone - -
xxx xxx xxxx

TELL ME HOW TO EARN MORE

Limited Time Offer. Not Available in CA or HI.

“ I never knew there were legitimate high yield return programs that could pay me so much on a monthly basis. I'm so glad I contacted USFA Group!
Jonathan Stewart

© 2013 USFAGroup.com | All Rights Reserved. Terms & Conditions | Privacy Policy

A/B Testing

What works?

Performable

Stop closing the door on potential customers. Get your message right with Performable.

Create beautiful landing pages, measure your conversions, and continuously improve your message over time.

Get Started Now!

What can you do with Performable?

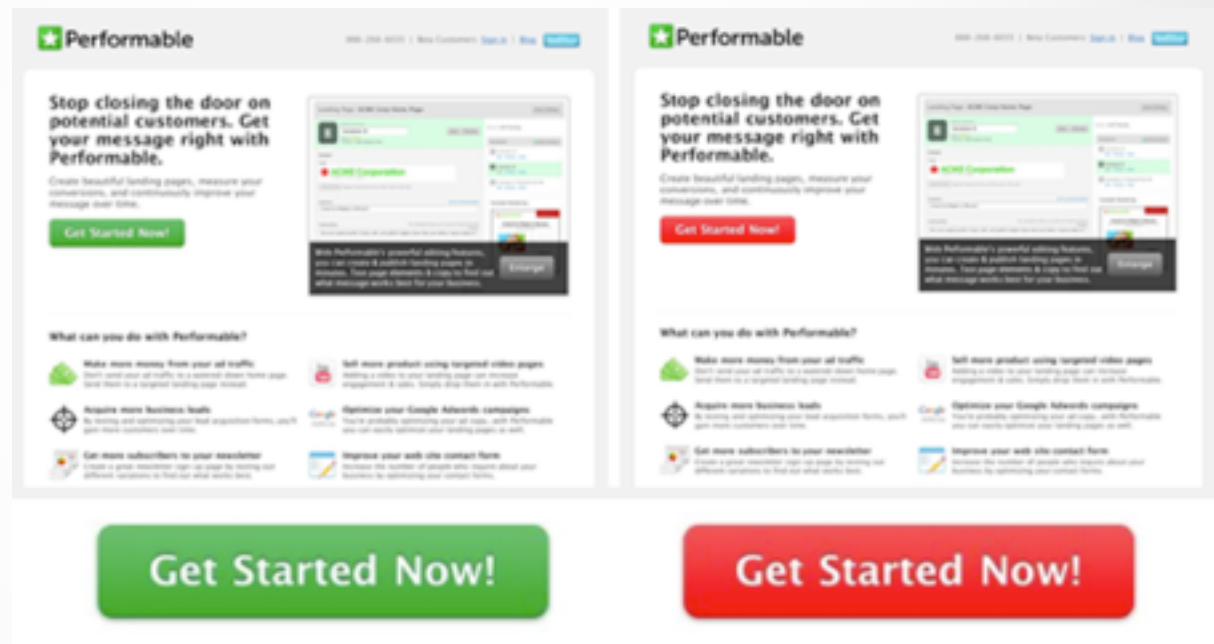
- Make more money from your ad traffic:** Don't send your ad traffic to a website where your page doesn't match the targeted landing page content.
- Get more subscribers to your newsletter:** Increase your subscriber sign-up rate by testing and optimizing your landing pages to match your audience's needs.
- Improve your Google Adwords campaigns:** Test to see which keywords and landing pages are most effective at driving conversions.
- Improve your web site contact form:** Increase the number of people who request a demo or contact you by testing and optimizing your contact form.

Get Started Now!

A/B Testing

What works?

Red + 21% conversions



A/B Testing

What to test?



JOEYLYN



MICHAEL

4.78% ↑



WILL

3.49% ↑



JOHN

3.38% ↓

Forms

How much information can you ask?

- First time visitor - basic form
- Explorers - basic form and additional question
- Supporters - basic form, a question and a goal

FILL OUT THE FORM FOR A CHANCE TO WIN!

Enter your information below to enter the contest.

First name: <input type="text" value="Ian"/>	Address: <input type="text" value="11 South Street"/>	Province: <input type="text" value="Ontario"/>	E-mail address: <input type="text" value="ian@urbworks.com"/>
Last name: <input type="text" value="Everdell"/>	City: <input type="text" value="Hamilton"/>	Profession: <input type="text" value=""/>	Confirm e-mail address: <input type="text" value="ian@urbworks.com"/>
Phone number: <input type="text" value="519-520-1234"/>	Postal code: <input type="text" value="L8N 2Y5"/>	Hobby: <input type="text" value=""/>	Age: <input type="text" value="26 - 30 years"/>
Tell us what you drive!	Do you own:	What do you check most often?	ARE YOU A CAA MEMBER?
Year: <input type="text" value="Select..."/>	<input type="radio"/> A motorcycle?	<input type="radio"/> Newspapers	<input type="radio"/> Yes <input type="radio"/> No
Make: <input type="text" value="Select..."/>	<input type="radio"/> A boat?	<input type="radio"/> Flyers	Gender: Preferred language
	<input type="radio"/> An RV?	<input type="radio"/> Online flyers	<input type="radio"/> Man <input checked="" type="radio"/> English
	<input type="radio"/> A snowmobile?	<input type="radio"/> Other	<input type="radio"/> Woman <input type="radio"/> French
	<input type="radio"/> An ATV?		
	<input type="radio"/> Other		
		<input type="radio"/> I have read and understood the Contest Rules and Regulations.	
		<input type="radio"/> I agree to receive special offers from NAPA Auto Parts and its partners.	

Forms

Not ok

About Us

FEATURED DEAL: YOU GET BOTH

The Strike



The Strike (Bundle with Fishing Rod) designed for Wii platform. Reel a fish, cast, jig, or set the hook for fishing with this Bass Pro Shops game. [Read More](#)

The Hunt



The Hunt drops players into the wilderness of North America's most famous hunting locations where players will be able to stalk and hunt their prey using a variety of different firearms-bolt-action rifles, shotguns, pistols, bows, and knives. [Read More](#)

SIGN UP TODAY!

GET GREAT PRODUCTS AT GREAT PRICES!

SIGN UP FOR OUR NEWSLETTER!

First Name:

Last Name:

Address:

City:

Country:

State:

Zip:

Phone:

Email:

Coupon Code:

SUBMIT

Lead data

Where does this information end up?

Email * catherine.rey@ef.com...

TEDxLausanne 2/5/14
D-5: last chance to get a seat! (an...
TEDxLausanne register now – View
this email in your browser TEDxLa...

Chambre vaudoise du c... 2/5/14
Switzerland's success model is at...
Version web J'aime Tweet Transférer
With the beginning of this new year...

Elodie BUCHHEIM 2/5/14
2 tickets for TEDx Lausanne -...
Dear Kristina, Congrats, you are
one of the first who has replied!...

Pasquini simone 2/3/14
INVITATION MIB LUNCHEON 10....
Mesdames, Messieurs, Veuillez
trouver en annexe l'invitation de no...

Lisa Cirleco-Ohlman, K... 2/3/14
Know-it-all's WHAT TO DO in the...
Know-it-all's WHAT TO DO in the
area. LISA'S PICK OF THE WEEK (...)

Internationallink 1/31/14
International Link - 2014 sponsors...
Dear Madam, Dear Sir, As you know,
International Link has conducted a...

Aymes Christine 1/31/14
Tr : Anglais
bonjour Le Vendredi 31 janvier 2014
14h51, Bibliothèque d' Eygalières...

<input type="checkbox"/> June 13th Event Registration Form	Default Theme	Public
<input type="checkbox"/> EI Membership Renewal	Default Theme	Public
<input type="checkbox"/> May 14th Event Registration Form	Default Theme	Public
<input type="checkbox"/> April 18th Event Registration Form	Default Theme	Public
<input type="checkbox"/> March 12th Event Registration Form	Default Theme	Public
<input type="checkbox"/> February 12th Event Registration Form	Default Theme	Public
<input type="checkbox"/> January 17th Event Registration Form	Default Theme	Public
<input type="checkbox"/> Contact us	Default Theme	Public
<input type="checkbox"/> Executives International Membership Application	Default Theme	Public


Send Notifications from Executives International Membership Application ...

 to My Inbox

Your Email Address (?)

Set Reply To: (?)

Send Me Emails About :
☒ New Entries
☒ New Comments

 to My Mobile Device

Your Cell Phone Number

Your Carrier (?)

Send Me Text Messages About :
☐ New Entries
☐ New Comments

 to MailChimp

List Name
EI Members 2014

List Conditions
Send all new entries to list.

Double Opt-In Email
Do not send a double opt-in email.

 to Highrise

Subdomain
executivesinternational1

Highrise Account Security
HTTPS Enabled



Contact base

Main asset



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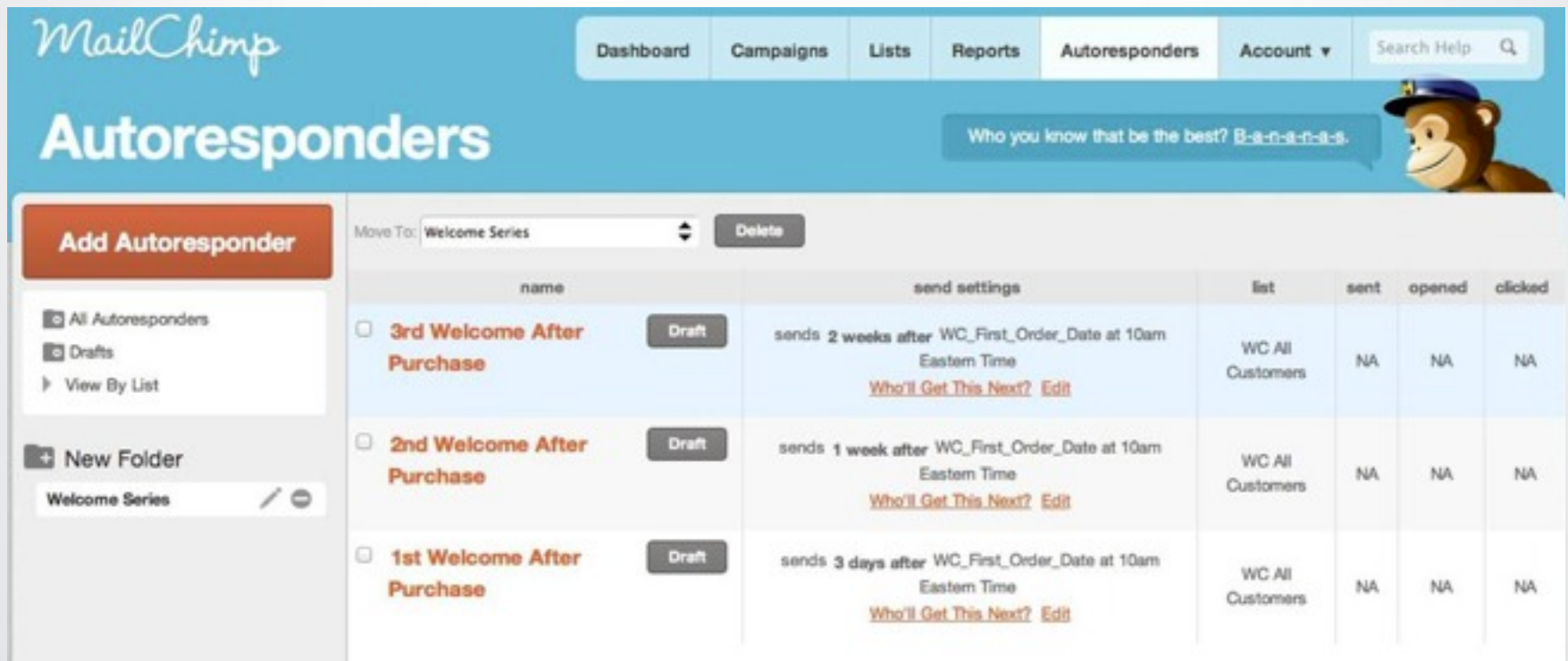
I have all this data!

Now what?



Lead nurturing

Automated campaigns



The image shows the MailChimp Autoresponders management interface. At the top, there's a navigation bar with links to Dashboard, Campaigns, Lists, Reports, Autoresponders (active), and Account. A search bar for help is also present. Below the navigation bar, the 'Autoresponders' title is displayed. A sidebar on the left contains an 'Add Autoresponder' button, a list of filters (All Autoresponders, Drafts), a 'View By List' option, and a 'New Folder' section with a folder named 'Welcome Series'. The main content area shows a table of autoresponders. Above the table, there's a 'Move To' dropdown set to 'Welcome Series' and a 'Delete' button. The table has columns for name, send settings, list, sent, opened, and clicked. It lists three autoresponders: '3rd Welcome After Purchase', '2nd Welcome After Purchase', and '1st Welcome After Purchase', all in 'Draft' status. Each entry shows its send schedule (e.g., '2 weeks after WC_First_Order_Date at 10am Eastern Time') and a link to 'Who'll Get This Next? Edit'. All are associated with the 'WC All Customers' list and show 'NA' for sent, opened, and clicked counts.

MailChimp

Dashboard Campaigns Lists Reports Autoresponders Account ▾ Search Help 🔍

Autoresponders

Who you know that be the best? [B-e-n-a-n-a-s](#).

Add Autoresponder

- All Autoresponders
- Drafts
- View By List

New Folder

Welcome Series

Move To: **Welcome Series** **Delete**

	name	send settings	list	sent	opened	clicked
<input type="checkbox"/>	3rd Welcome After Purchase Draft	sends 2 weeks after WC_First_Order_Date at 10am Eastern Time Who'll Get This Next? Edit	WC All Customers	NA	NA	NA
<input type="checkbox"/>	2nd Welcome After Purchase Draft	sends 1 week after WC_First_Order_Date at 10am Eastern Time Who'll Get This Next? Edit	WC All Customers	NA	NA	NA
<input type="checkbox"/>	1st Welcome After Purchase Draft	sends 3 days after WC_First_Order_Date at 10am Eastern Time Who'll Get This Next? Edit	WC All Customers	NA	NA	NA

Lead nurturing campaigns

Keep in mind

- Plan out the campaign
- Timings between mails
- Date and time
- Monitor



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Content is your best friend

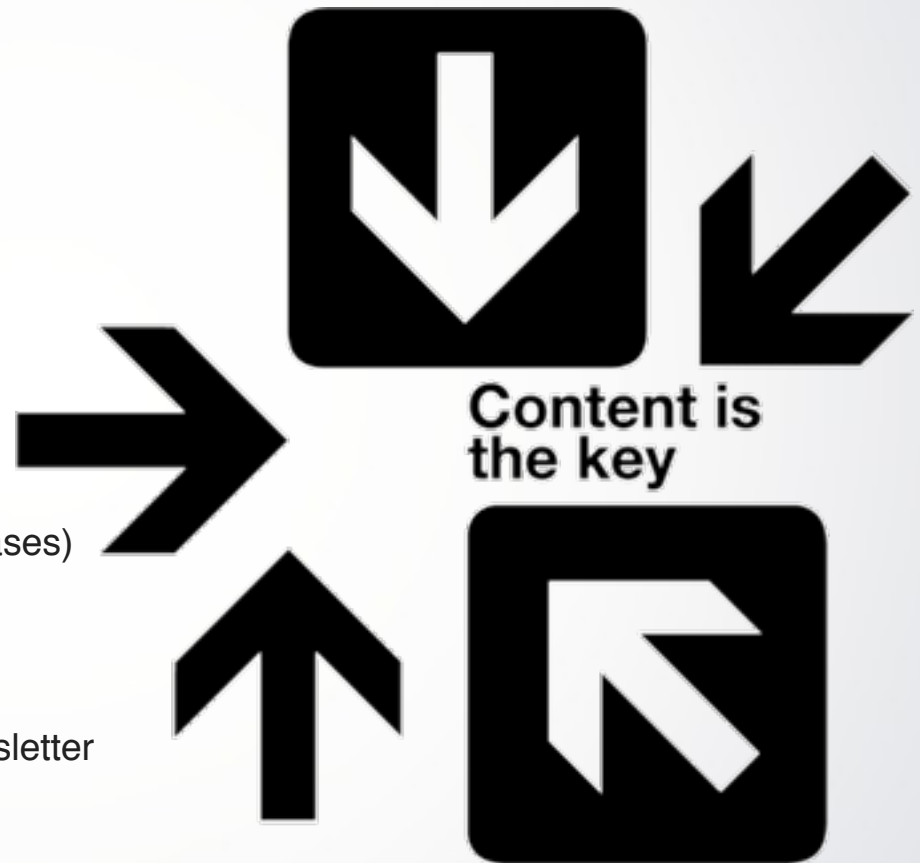
Oh no, a blog! I don't have time!

What

- Blog posts, articles
- Whitepapers, guides, eBooks
- Videos, audio, presentations, webinars
- Additional pages on the website

Why?

- Search Engine Optimization (indexing, key phrases)
- Educate and inform
- Materials for lead nurturing campaigns
- Share and distribute through social media, newsletter



How to tackle

Options

- Content plan (Month 1, Month 2, Month 3, etc.)
- Differentiate (blog articles, e-books, webinars, industry report etc)
- Resources plan - 4 employees = 1 article per week
- Copywriter + Proof reader

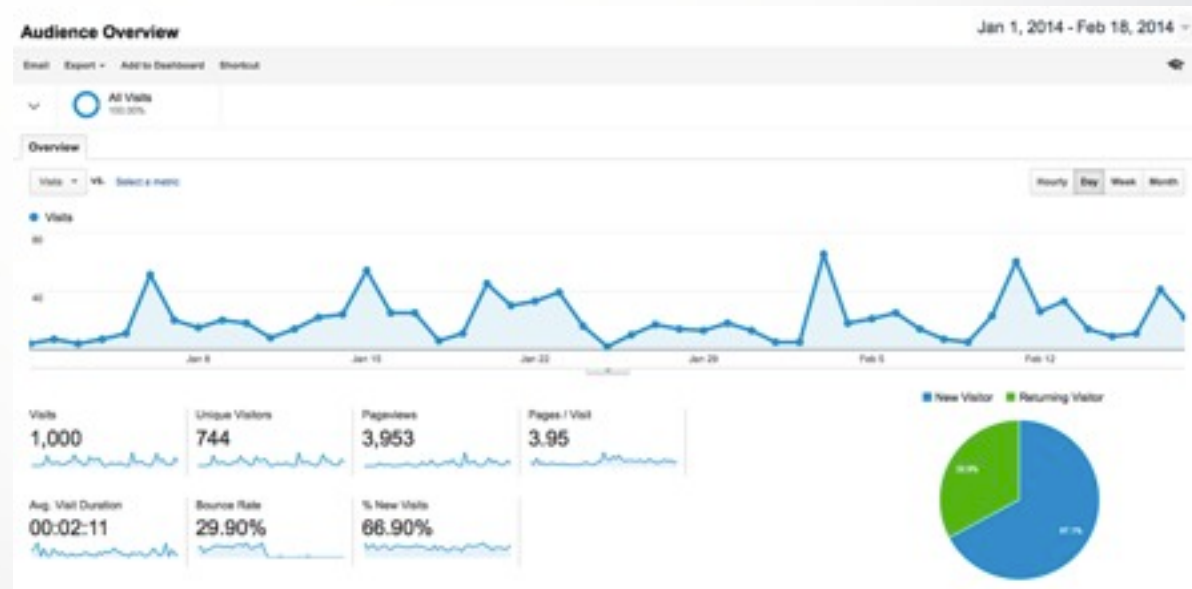


What to write about?

Help is on the way!

- 10 most asked questions
- Google Analytics / Analytical software
- Keywords
- Google AdWords Keyword tool

- Does this solve my target group problems?



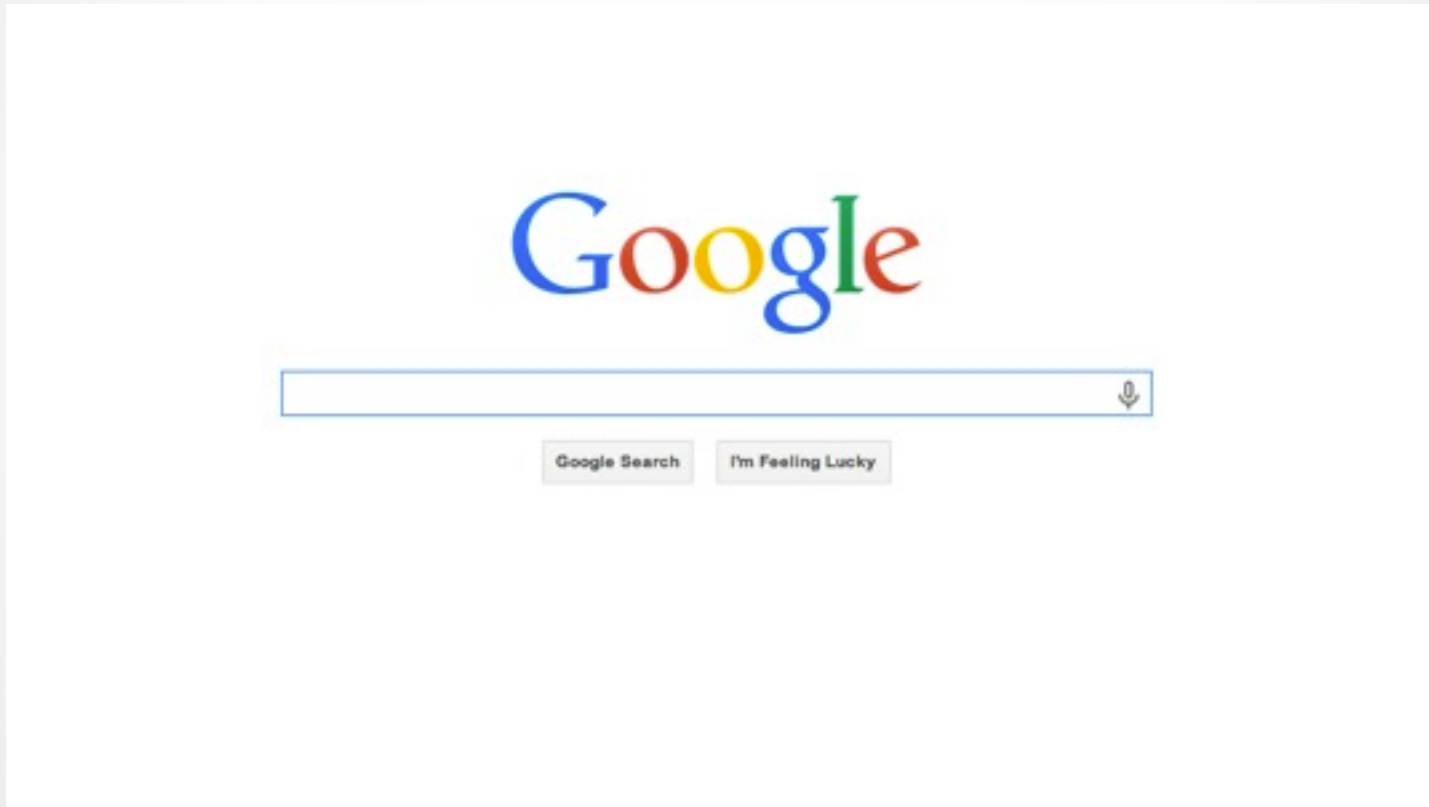
Your topic

What would be your topic?



I need an answer to my problem

Are you number 1?



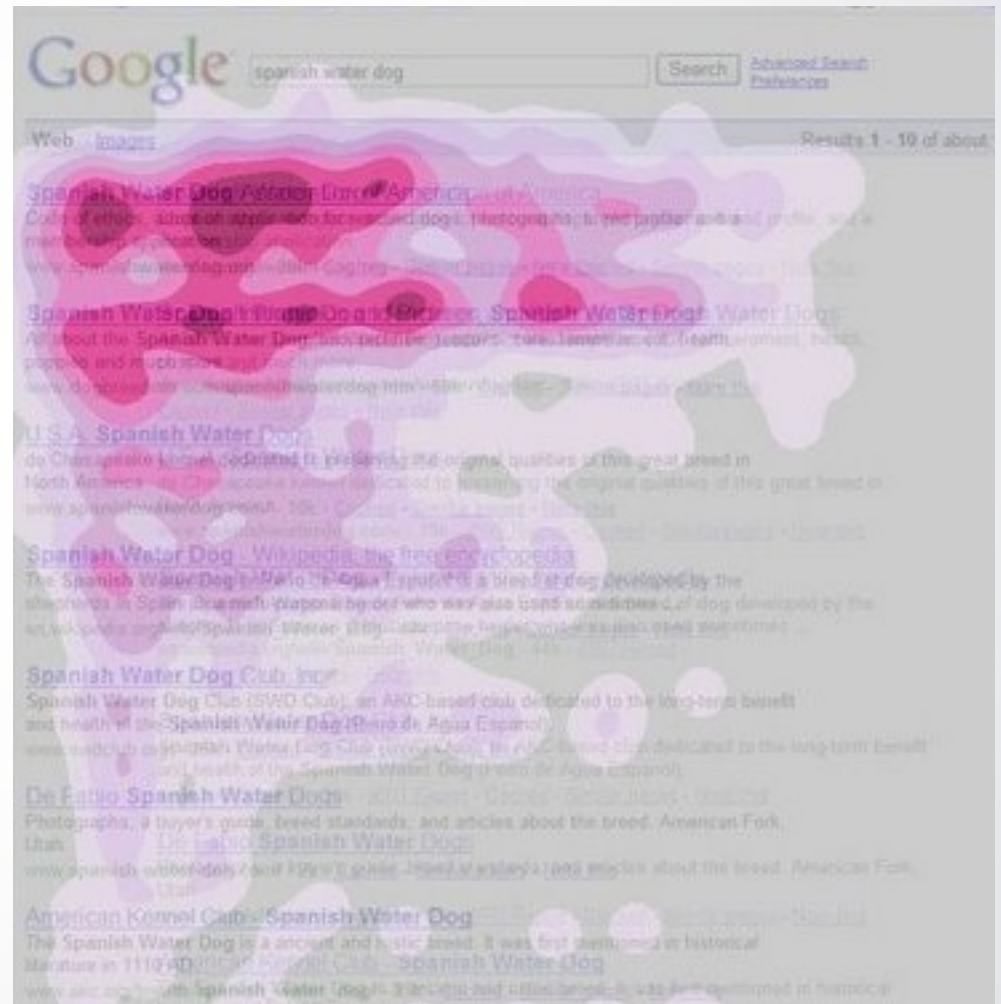
Where are you?



Where are you?



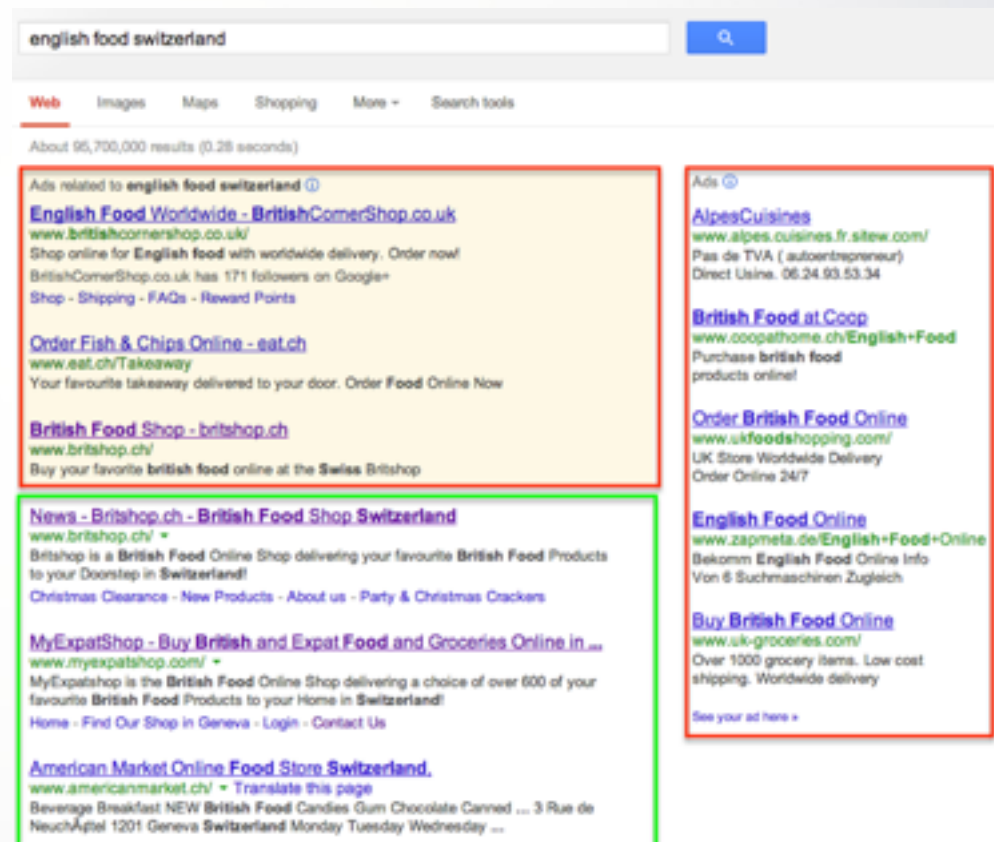
Google Search



Be friends with Google! SEO

Optimizing your website for organic traffic

- Keywords
 - Page titles
 - Page content
 - Image names
 - Technical wellbeing
-
- Content generation to boost your ranking
 - Organic traffic



The "Perfectly Optimized" Page

Title & Meta Elements

Title: Chocolate Donuts from Mary's Bakery

Meta Description: Learn the 3 secrets to Mary's award-winning chocolate donuts, get times & locations for availability, and learn how to make your own donuts at home.

URL: <http://marysbakery.com/chocolate-donuts>



Call to Actions

Many aspiring young writers were no doubt inspired by Switzerland's incredible scenery, while attending private schools. These include **Roger Boylan**, American critic and novelist, the Pulitzer Prize winning author **Professor Douglas Hofstadter** and children's novelist **Sharon Creech**.

From the world of entertainment, American actor **Billy Zane**, perhaps most famous for his role in *Titanic*, spent a year boarding in Switzerland. Actress **Charlotte Gainsbourg** and **Christopher Lambert**, star of the film *Highlander*, also spent time at Swiss private schools.

At Brillantmont we treat all students the same and with the utmost discretion, regardless of the family they belong to. Every young mind we have the honour of educating has the potential to be everything they wish to be in the future – that's what's important to us.

Given the internationally recognised quality of Swiss private education, it is little wonder that people the world over are seeking to give their children every available opportunity to experience education in this welcoming, friendly and beautiful part of the world. Brillantmont is right at the heart of it, offering your child an education and life experience they will never forget.

Boarding at Brillantmont: Middle School



- ✓ Join our family of around 100 international boarding students aged 11-14
- ✓ Learn in a safe, warm, homely environment
- ✓ Educational excellence & exciting excursions

FIND OUT MORE



Google products

Essential!



chinese restaurant lausanne

Web Maps Shopping Images News More Search tools

About 65,900 results (0.38 seconds)

Lausanne, Switzerland Chinese Restaurants: See 358 ... - TripAdvisor
www.tripadvisor.com > ... > Switzerland > Vaud > Lausanne > TripAdvisor > Chinese Restaurants in Lausanne, Vaud: See TripAdvisor traveler reviews of Lausanne restaurants and search by cuisine, price, location, and more.

Chez Xu, Lausanne - Restaurant Reviews - TripAdvisor
www.tripadvisor.com > ... > Lausanne > Lausanne Restaurants > TripAdvisor > ★★★★★ Rating: 4 - 53 reviews
Chez Xu, Lausanne: See 53 unbiased reviews of Chez Xu, rated 4 of 5 on TripAdvisor and ranked #77 of 356 ... "Authentic Chinese food in Lausanne".

Chinese restaurants in the Lausanne/Neuchâtel/Montreux area ...
www.globals.com > Global Forums > General > Globals.com > Jul 26, 2013 - 10 posts - 8 authors
We're moving in a few weeks with my father who must have Chinese food- can you recommend any GOOD Chinese restaurants in the area?

ASIA EXPRESS CHEN
www.asia-express.ch
3.7 ★★★★★ 6 Google reviews · Google+ page

Chinadomicile Sàrl
www.chinadomicile.ch
Google+ page

Au Canard Pékinois
www.au-canard-pekinois.ch
4 Google reviews · Google+ page

Restaurant le Dynasty
www.damiengermainier.ch
3.5 ★★★★★ 6 Google reviews

Restaurant Ming Xuan Lin Fang
www.mingxuan-resto.ch
2 Google reviews

Aux Trois Bonheurs
plus.google.com
Google+ page

Avenue Louis-Ruchonnet 1
Lausanne, Switzerland
+41 21 312 98 92

Avenue de Montchoisi 9
Lausanne, Switzerland
+41 21 616 16 26

Place Chauderon 16
Lausanne, Switzerland
+41 21 329 03 23

Place Saint-François 2
Lausanne, Switzerland
+41 21 311 83 83

Rue Caroline 5
Lausanne, Switzerland
+41 21 323 89 10

Place Benjamin-Constant 4
Lausanne, Switzerland
+41 21 312 11 55

Map for chinese restaurant lausanne

A map of Lausanne, Switzerland, with several red location pins labeled A through F. The pins are scattered across the city, with some near the river and others in more central areas. The map includes street names and landmarks like the University Hospital of Lausanne.

Program

15:00 Registration & Introduction

- Effective websites
- Action reaction - Key conversion points
- What is a landing page and how to use them
- Lead nurturing

Break

- Content generation to bring more traffic
- **Which social media channels should you focus on**
- Why newsletters are useful
- Advertising online
- Questions

18:00 Drinks

Social Media

Range of channels and platforms



Social Media

Let's narrow down



Social Media

Focus on what matters

- B2C
- B2B
- Facebook - Followers and fans
- LinkedIn - Business network
- Twitter - Online forum



Facebook Company Page

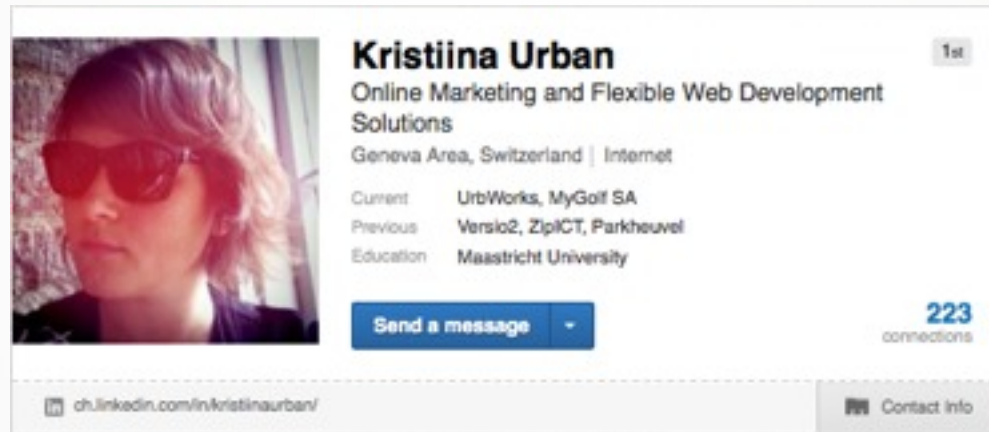
What to post?

- Target group
 - Goals - what action do you want
 - Direct and indirect lead generation
 - Don't be pushy or rude
 - Negative comments
 - Pace yourself
 - Moderate and participate
-
- Facebook hostage problem



LinkedIn Business Network

Represent yourself and your company



The screenshot shows a LinkedIn profile for Kristiina Urban. On the left is a profile picture of a woman with short brown hair wearing sunglasses. To the right of the photo, the name 'Kristiina Urban' is displayed in bold, with a '1st' degree connection badge. Below the name is the headline 'Online Marketing and Flexible Web Development Solutions' and the location 'Geneva Area, Switzerland | Internet'. A table lists her work history and education: 'Current' at 'UrbWorks, MyGolf SA', 'Previous' at 'Versio2, ZipCT, Parkheuvel', and 'Education' at 'Maastricht University'. A blue 'Send a message' button is below the table. To the right of the button, it says '223 connections'. At the bottom left is the URL 'ch.linkedin.com/in/kristinaurban/' and at the bottom right is a 'Contact info' button.

Kristiina Urban 1st

Online Marketing and Flexible Web Development Solutions

Geneva Area, Switzerland | Internet

Current	UrbWorks, MyGolf SA
Previous	Versio2, ZipCT, Parkheuvel
Education	Maastricht University

Send a message

223 connections

ch.linkedin.com/in/kristinaurban/

Contact info

LinkedIn - What to do

- Follow companies of your interest
- Join LinkedIn groups
- Post to relevant groups
- Be active
- Share the content you created
- Introductions and direct contact



Twitter - 140 characters

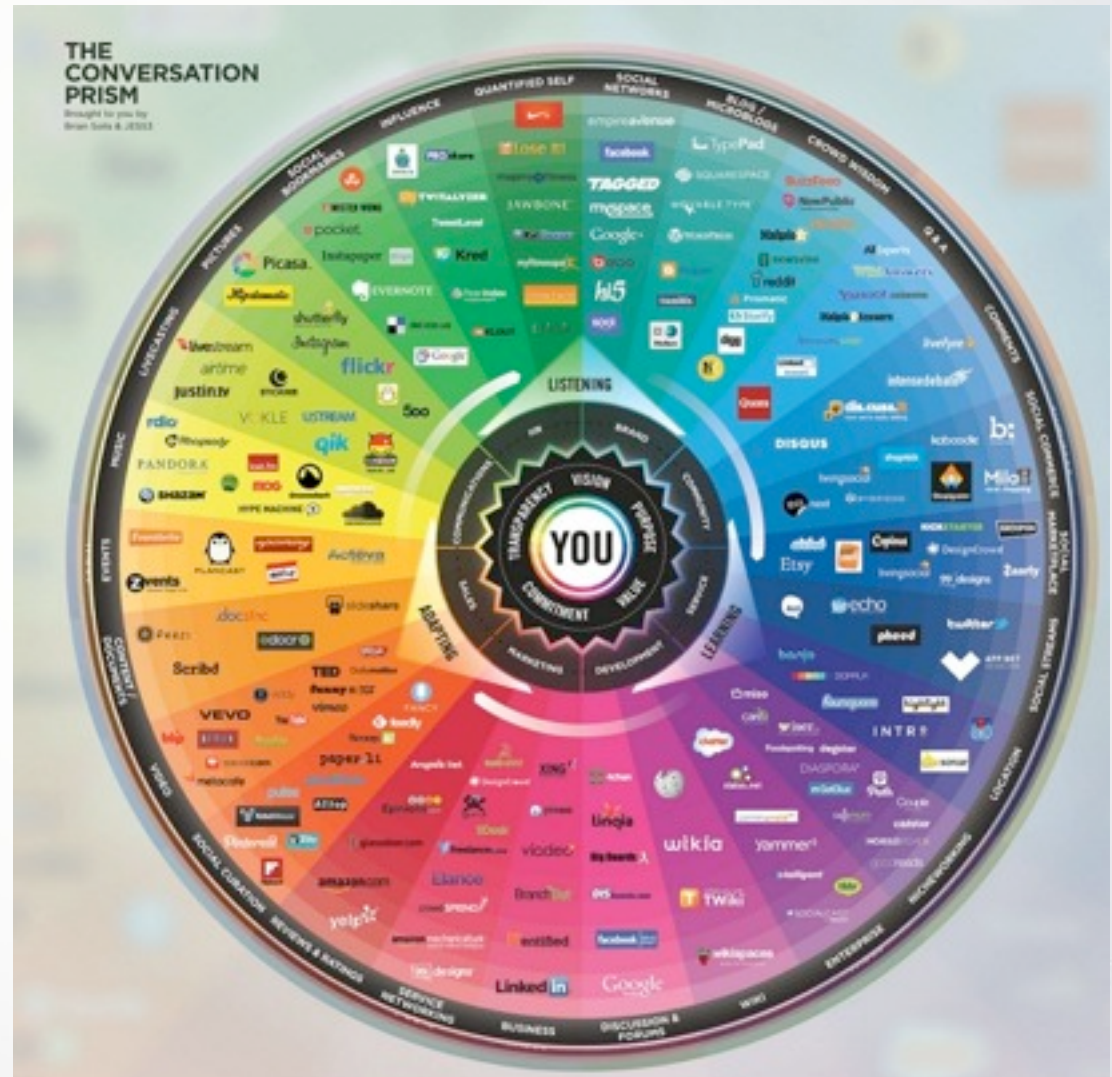
Useful?



- SEO help
- Listen to the conversations
- Use hashtags #golf, #Geneva
- Do you have time for this?



What channels do you use?



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Email Marketing

Let's keep in touch!

- Contact list and emails
- Cheap and efficient
- Best “keep in touch” tool
- Main newsletter providers - Mailchimp and Aweber
- Do not buy lists!
- Family, friends, website, social media, campaigns, fairs, etc.



Email Marketing

Newsletters

Newsletter: December 2013

Email not displaying correctly?
[View it in your browser.](#)



A Taste of home delivered to
your door in Switzerland!



Last Orders by Dec 16th!

Last orders must be received by **16th of December** to enable us assure deliveries in time for Christmas. Best Wishes and Enjoy the Festive Season!

[Order now to be on time >](#)



Mr Kipling Mince Pies are here!

Mr Kipling Exceedingly Merry Deep Filled **Mince Pies**. Butter enriched pastry filled with mincemeat and topped with a sprinkling of sugar.

[Order here now! >](#)



LAKE LEMAN
INTERNATIONAL SCHOOL



LLIS Open Days 2014

Come and experience our school in action!

LLIS opens its doors to prospective parents on the first **WEDNESDAY** of each month. During our Open Days you are welcome to visit the school for a personal tour of the premises to experience learning at LLIS.

We look forward to meeting you between **9.00am** and **15.00pm** on one of the following dates: **February 5th, March 5th, April 2nd, May 7th or June 4th.**

[More information on LLIS website >](#)



Re-Enrolment 2014-2015

To re-enrol for the school year beginning



Important Dates in 2014

Be sure to take a look at the updated



UNIQUE HOTELS
FACEBOOK CAMPAIGN

MEET THE ARISTOCRATS!

Visit the Unique Hotels Facebook page and like us
now to be the first to know.



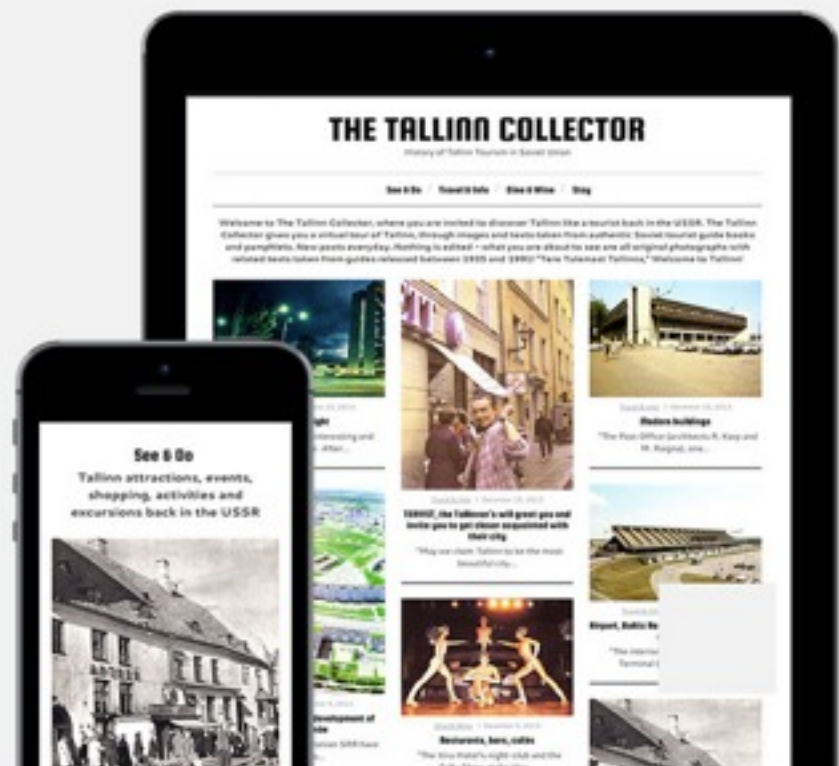
MEET BARON OTTO VON STACKELBERG!

AND THE REST OF THE VIHULA MANOR
ARISTOCRATS ON MONDAY

14th NOVEMBER



A HUGE SURPRISE AWAITS YOU!



The Tallinn Collector is Launched!

I'm excited to announce that today is the grand opening of
[The Tallinn Collector](#) website!

I'm glad to share it with you and am grateful for your interest and kind response. The website will from now on be updated with new excited posts every day. Browse, be fascinated, leave a comment, have fun and just enjoy! Spread the word and our love for Tallinn.

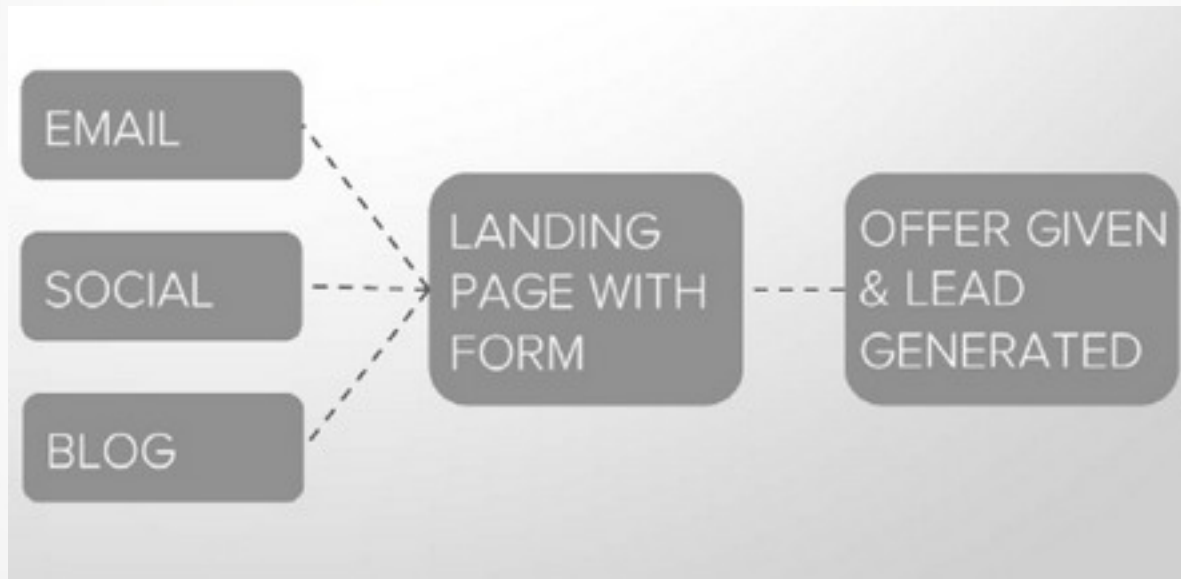
Welcome to the world of The Tallinn Collector!

Yours, The Tallinn Collector

[Visit The Tallinn Collector](#)

How it works

Content to generate traffic, traffic to generate leads



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18:00 Drinks

Online Advertising

Advantages and risks

- Facebook Ads
- Google AdWords
- Re-marketing
- LinkedIn ads
- Specific goals and targets
- Time and effort
- Experience
- Get most out of your budget
- Constant monitoring



Re-marketing

Haven't I seen you before?

Pictures: Cash-rich Coleen Rooney and kids in Barbados | 'HIV can even happen to funny people like Val Pollard' | Brush up on curling - beginner's guide to Olympics craze | Elle Style Awards 2014: Who stood out on the red carpet?

OPINIONS

Geneva - Tallinn
Roundtrip from
CHF 351,-
Book now

Ex-boyfriend arrested on suspicion of murdering Gloucester hairdresser as parents pay tribute to "beautiful girl"
CRIME

Police arrested a 22-year-old man after hair stylist Hollie Gazzard, 20, was stabbed to death in front of colleagues and customers

Julia Roberts 'suffering emotional collapse' as her mum was diagnosed with cancer before death of her half sister

Brian Reade on Manuel Pellegrini
"The Engineer" is now coming across more as a cowboy builder struggling to put together an IKEA flat-pack than Isambard Kingdom Brunel

Fleet Street Fox on dangerous dogs
If a three-year-old child lashed out at you, caused injury or death, would you blame the child - or its parents?"

FOLLOW US ON

M Follow @dailymirror
M The Mirror
Like 227,815

BINGO

Mirror Get £20 FREE on your first deposit
Join Now!

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CHF 351,-
Book now

49 €

Tallinn wartet auf Dich
Buche Deine Unterkunft.

airbnb

Real-Time News on Forbes

Scan the latest news and headlines in a single stream.

Get ahead of the pack here »

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Book now

Re-marketing

Haven't I seen you before?

(1) Remarketing Display Ad



(2) Website



Key points

- Who is your target group
- Is it clear how you can solve their problem?
- What is your visitor journey?
- What can you offer for different visitor stages?
- Are you capturing leads?
- What can you create to bring more visitors?
- What channels are you focusing on?
- Use your database wisely
- Advertising online

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Thank you!