

Social Media Management

TUTORIAL: come essere visibili e presenti con continuità sui social media e costruire una community, *con poco sforzo, spendendo il minimo, ottenendo il massimo!*

Aggiornato: 25 maggio 2018



Agenda

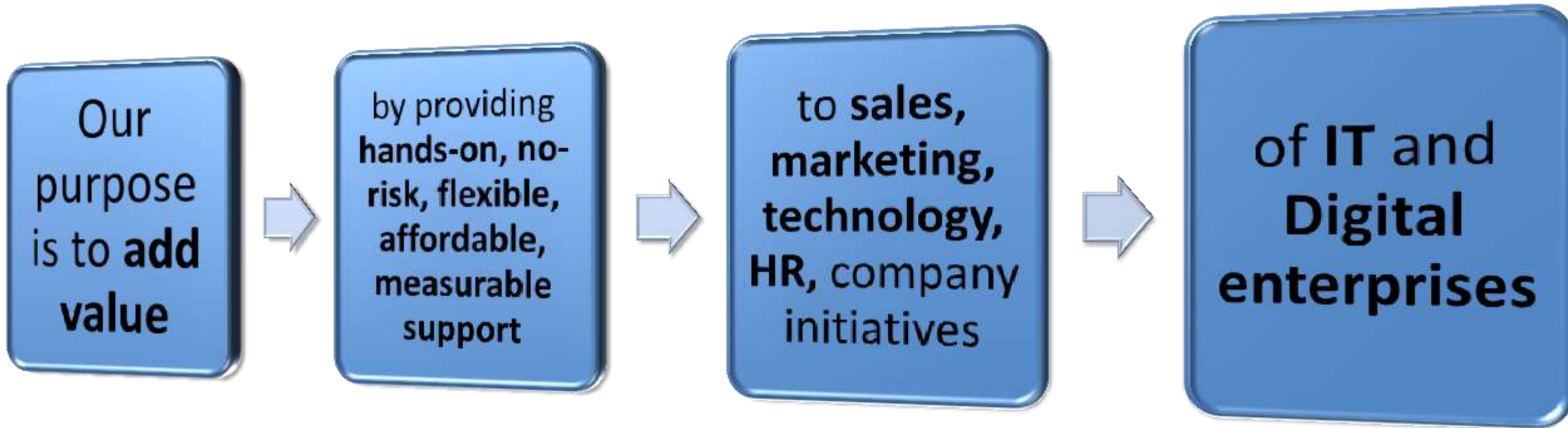
- PBS, in breve
- La continua presenza sui social media è un elemento imprescindibile del sales & marketing mix
- Come presidiare, interagire e far crescere una comunità online, in modo efficace ed economico
- La collaborazione con PBS



Primo Bonacina: IT e Digital dal 1984



PBS nasce nel 2014



Il portafoglio servizi (www.primobonacina.com/services)



Business Summary

2014

Founded

100%

Digital Consultancy

70

Events (keynote, chairman, promoter)

500

Total Transactions

€254k

2017 revenue

€750k

Revenue since foundation

1.2M

WWW site ranking (top 0.1%)

120

Customers

12

Countries of business

15

Managed companies (Social Media)

128

Recruited People (Social marketing)

15

Managed brands/customers (AdWords)

Siete pronti per la Social Reputation?



- More than 80% of reputation damage risks come from a mismatch between the buzz and the reality (Digimind)



- Reputation risk is the greatest risk facing companies, with as much as 75% of a company's value based on reputation (Economist Intelligence Unit)

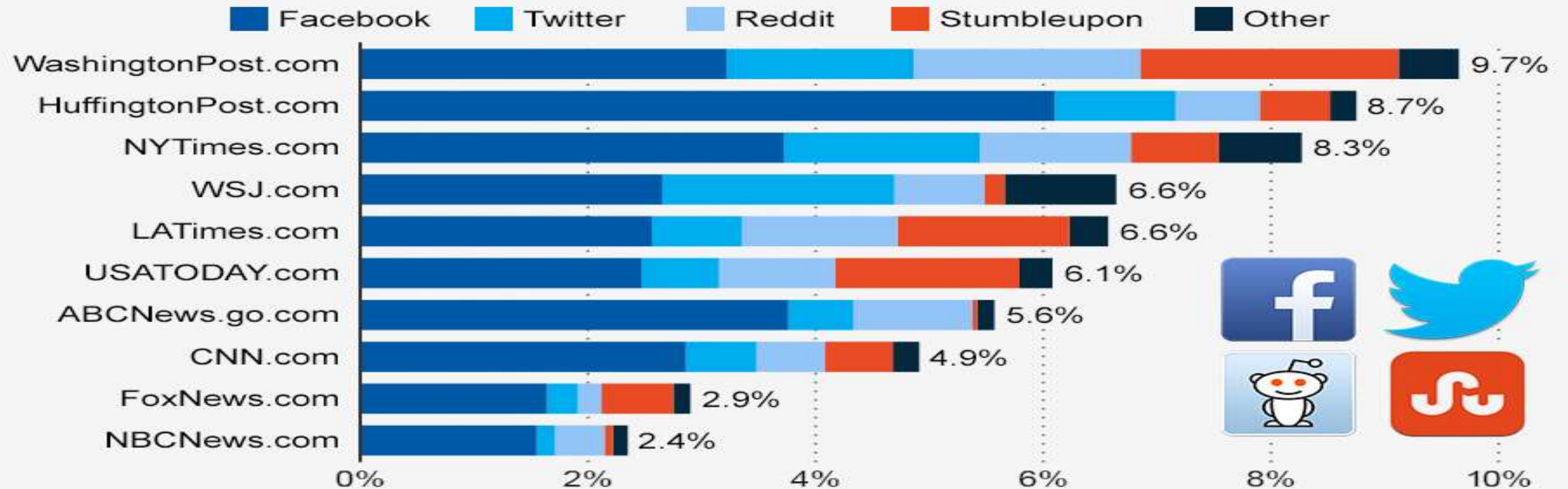


- 92% of Internet users read product reviews and 89% of people say that reviews influence their purchasing decisions (eTailing Group)

I Social Media portano traffico *a casa tua*: quando il potenziale cliente è sulle tue *web property*, poi puoi dargli i tuoi messaggi e *call to action*

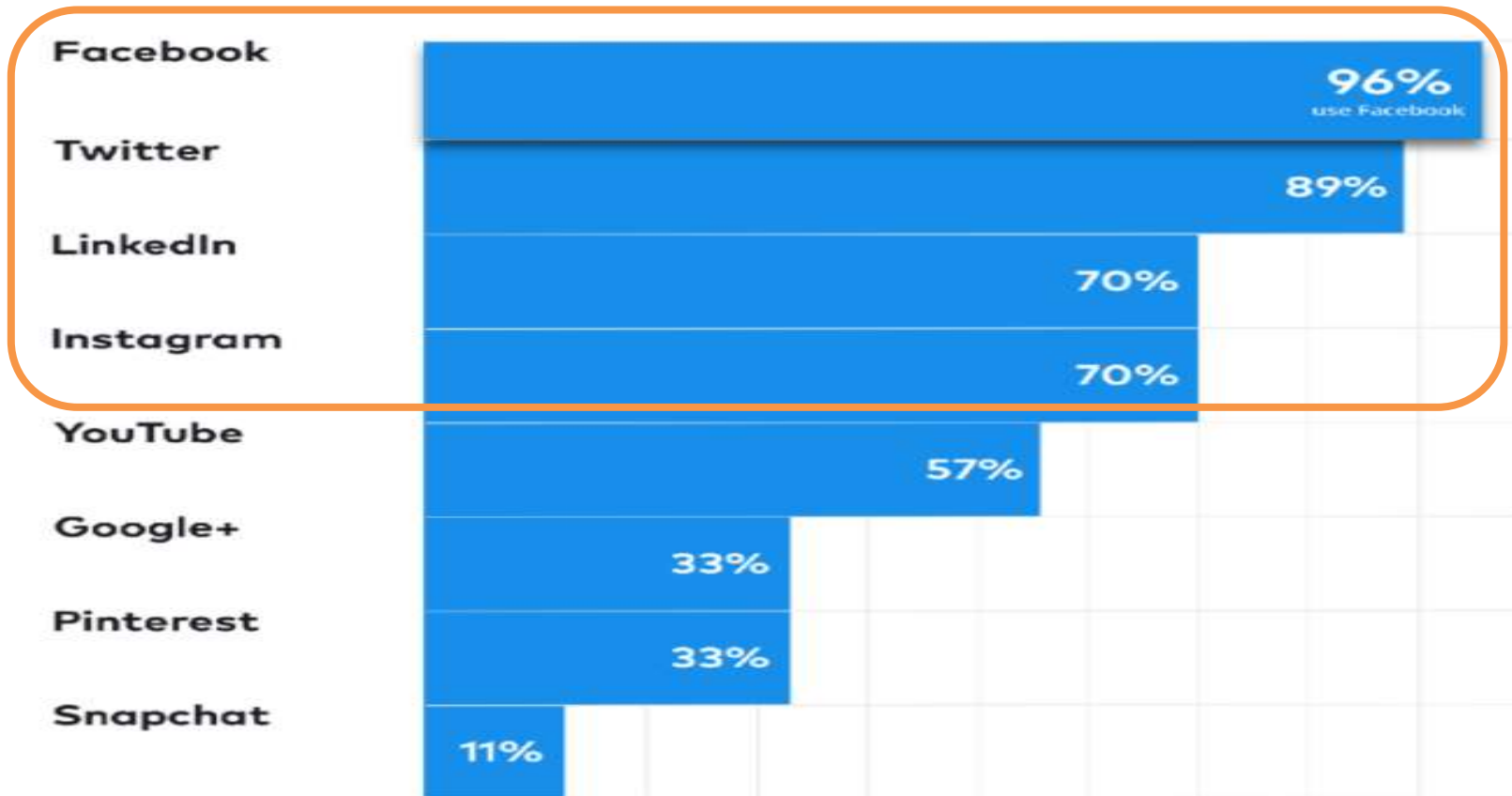
Facebook is the No.1 Social Traffic Source for News Websites

Percentage of website traffic coming from social media sites in the past three months



Alcuni Social Media sono oggi prevalenti

Which of the following channels does your business use currently?



Facebook is the leading platform for marketers with 96% saying their business is actively using it. Twitter is close behind with 89% of respondents saying they use the platform for their business.

Ma NON si può scommettere su un solo cavallo

How strongly do you agree with this statement: "My Facebook organic reach has declined over the past 12 months"

Strongly agree

31%
strongly agree

Agree

24%

Uncertain

23%

Disagree

18%

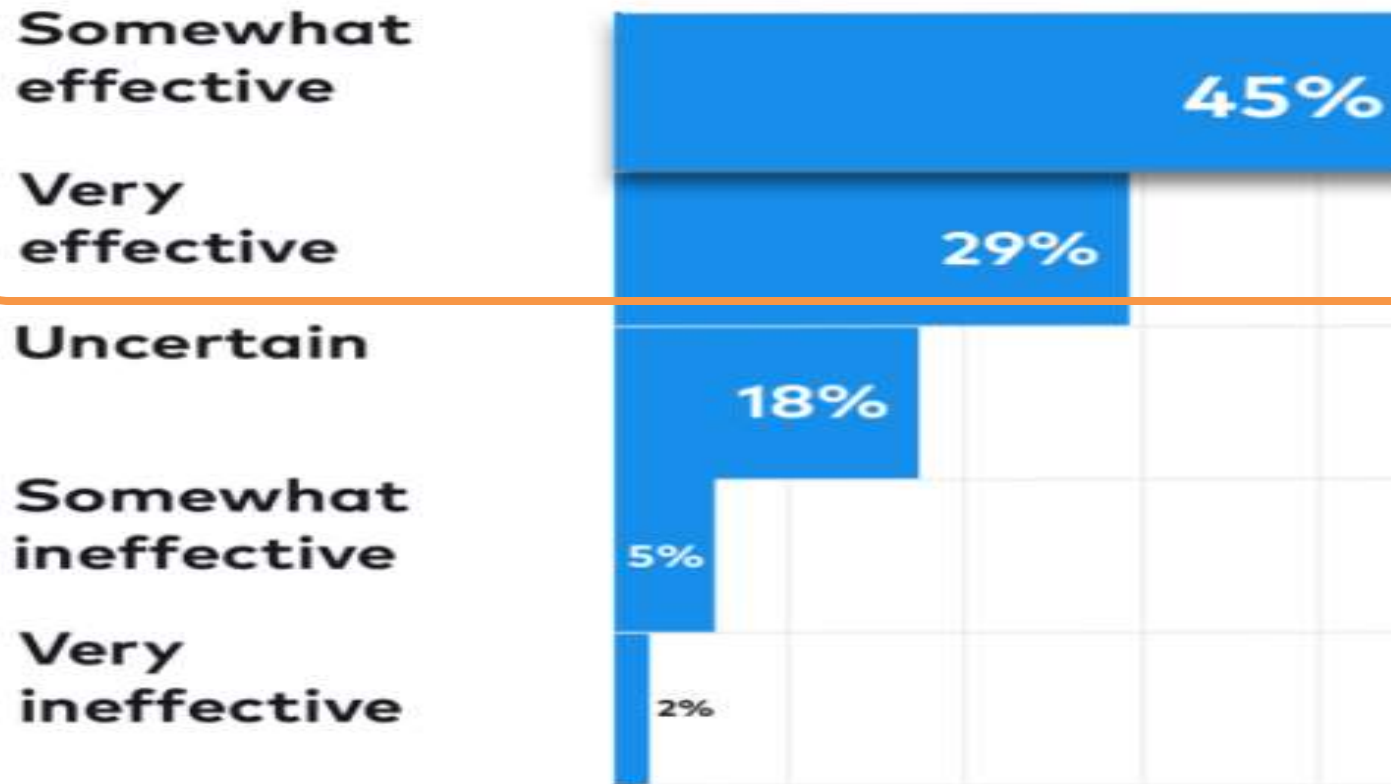
Strongly disagree

3%

Facebook is still the number 1 platform for marketers despite the fact that more than **50% of marketers** experienced a decline in Facebook organic reach in 2017.

Sui Social Media ci devi essere

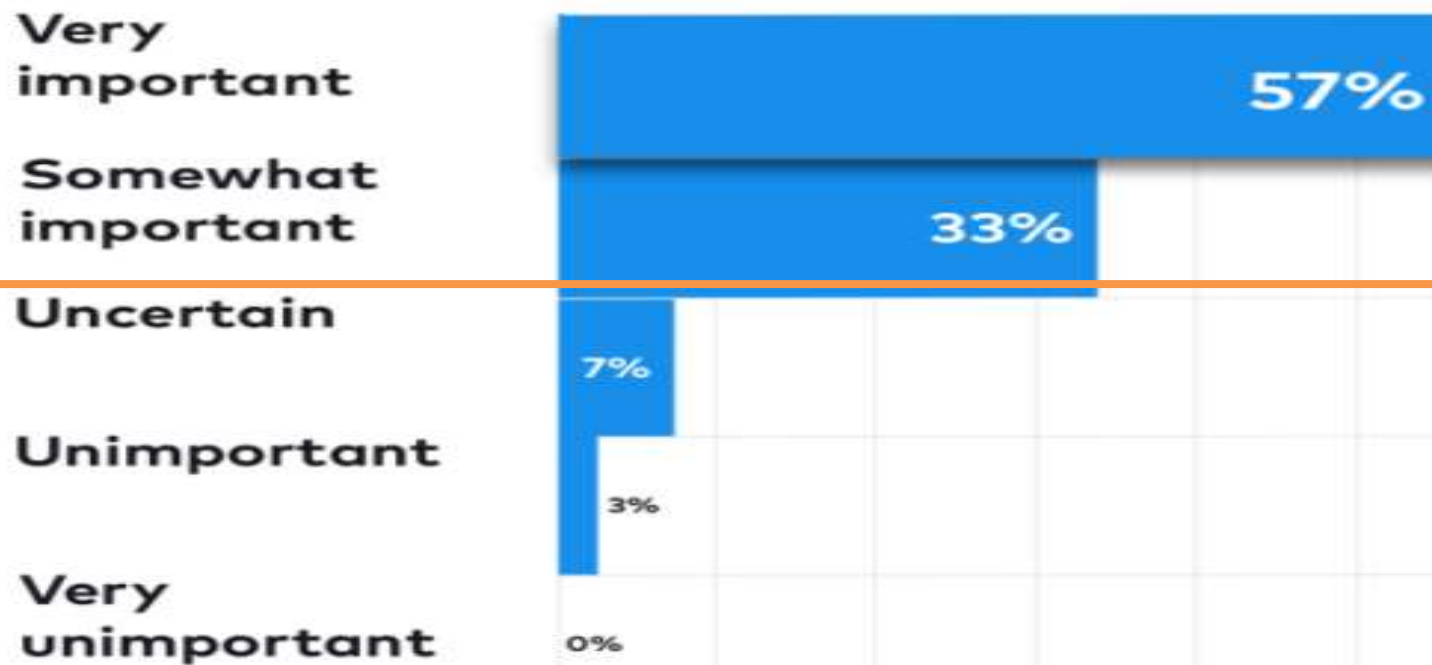
How effective has social media marketing been for your business?



74% of marketers believe social media marketing has been "somewhat effective" or "very effective" for their business.

Social Media: sempre più centrali nella strategia di business

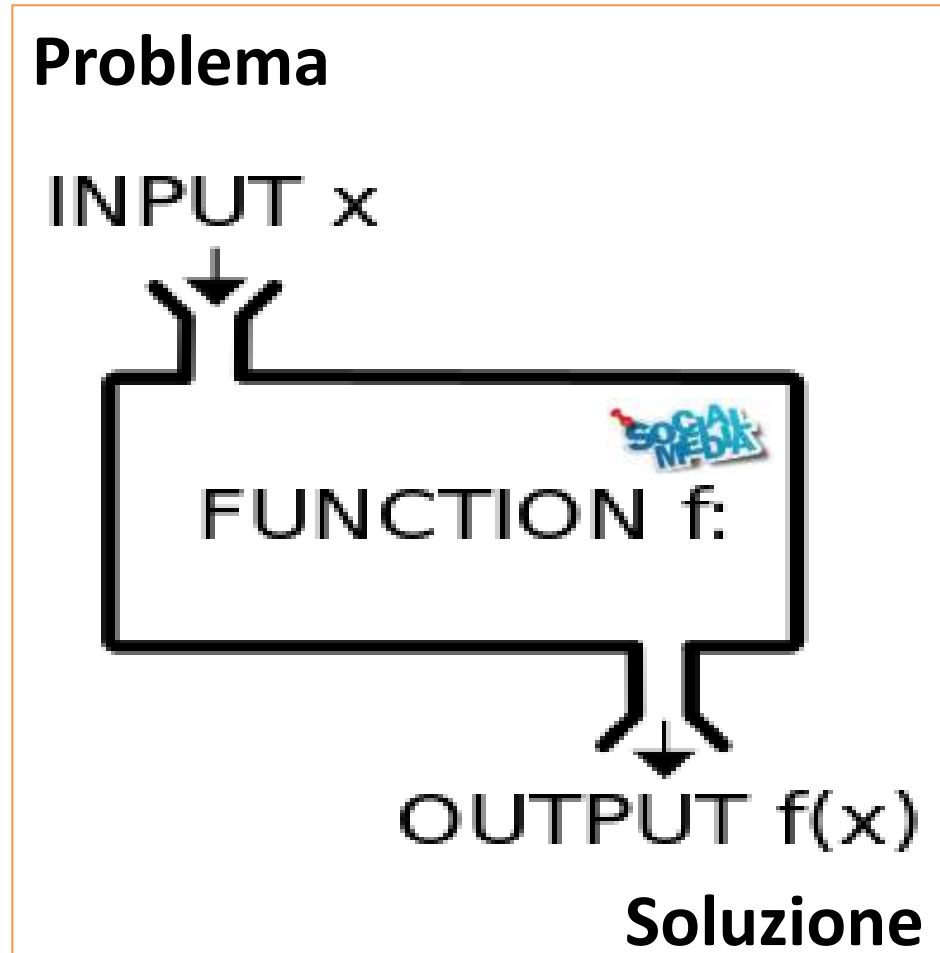
How important is social media to your overall marketing strategy?



90% of marketers believe that social media marketing is "very important" or "somewhat important" to their overall marketer strategy.

Ma cosa serve davvero alle aziende?

- Una concreta **soluzione** alla necessità di **essere presente sui social media** con **continuità** e di costruire e dialogare con la tua **comunità** con ...
 - **qualità**
 - **tempi**
 - **costi**
 - **impegni di risorse**
 - **... garantiti e soddisfacenti!**



Il nostro Progetto per far crescere la presenza sui social media della tua azienda (www.primobonacina.com/social)



Un concetto importante: portiamo traffico (potenziali clienti) qualificato ed economico dove ci avete indicato



È poi compito vostro fare in modo che questo **traffico** si tramuti in affari!

Chi gestiamo o abbiamo gestito o influenzato, a livello globale o locale

IT Vendors	IT Distributors	IT Resellers	IT Service Providers	Other
				
				
				
				
				

In lingua italiana o inglese (o francese o spagnola, con supporto di madrelingua)

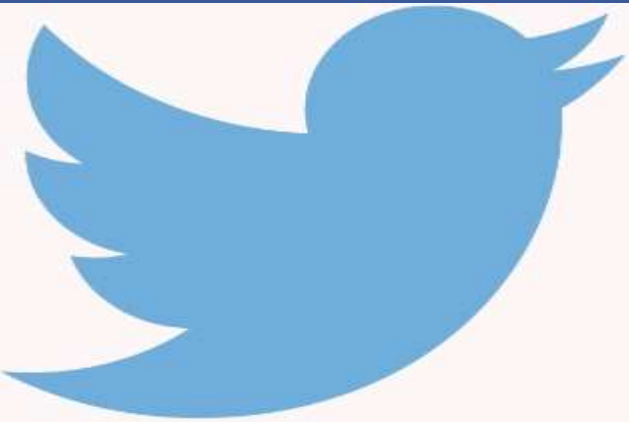


Costi e modalità di attivazione

- **Accattivante quotazione ad hoc** in base al **perimetro** dell'incarico (numero e complessità delle comunicazioni e interazioni)
- Costi periodici fissi e omnicomprensivi
- **Interrompibile** in qualsiasi momento
 - Disdetta entro il periodo in corso per effetto dal periodo successivo



Social Media con PBS: il *tour guidato*



Automated Social Media Posting And Content Curation

Il focus è su Facebook, LinkedIn, Twitter (e Instagram)

facebook®

twitter



LinkedIn



Da dove partiamo: dai vostri link, dal vostro sito, dal vostro briefing o lista campagne; Non serve altro!





syneto
your data · our business

Products **Solutions** Case studies Partners Training Support Company **Blog** News 🔍

Solutions

your data. our business

Discover better solutions to store your data

<p>Disaster recovery</p>  <p>Setting the standards for true safety</p>	<p>High availability</p>  <p>Storage for when there's no room for downtime</p>	<p>Server virtualization</p>  <p>Bringing virtual servers to life</p>	<p>VMware integration</p>  <p>It takes a smart storage to make a VMware datacenter</p>
Storage for Mac	Virtual desktops (VDI)	Design and engineering	

Controlliamo, amministriamo e ottimizziamo la tua pagina social aziendale



Aditinet Consulting

Information Technology and Services • Rome, Lazio • 1,818 followers



28 connections work here. [See all 50 employees on LinkedIn](#) →

[Manage page](#)

[See jobs](#)

About us

Aditinet Consulting offers solutions of system integration in Network and Security with a full set of professional services covering the entire territory with offices in Rome, Milan and Padova.

Aditinet's mission is to provide leading Italian organizations with state-of-art technologies and consulting related to Advanced Connectivity, Reliability, Application-oriented Networking and Security.

Aditinet targets the largest Italian enterprises, financial institutions as well as the Carrier and Service Provider market offering professional services with comprehensive post-sales 7x24 support services.

Recent update

[See all](#)



Petya: attacco hacker, colpite anche le in...
aditinet.it

11h

Creiamo o aggiorniamo i tuoi social account ed entriamo nel flusso di e-mail



Syneto
@syneto

- Account >
- Security and privacy >
- Password >
- Cards and shipping >
- Order history >

Account

Change your basic account and language settings.

Username

syneto

<https://twitter.com/syneto>

Email

twitter@syneto.eu

Email will not be publicly displayed. [Learn more](#).

Language

English

Interested in helping translate Twitter? Check out the [Translation Center](#).

Time zone

(GMT+03:00) Bucharest

Impostiamo immagini e testi

Home Notifications Messages Search Twitter Tweet

Syneto
@syneto

We are here to transform the way organisations around the world manage their data and application and to help them achieve lower costs and faster time-to-market

European Union
syneto.eu
Joined March 2012
84 Photos and videos

TWEETS 543 FOLLOWING 659 FOLLOWERS 271 LIKES 75 LISTS 1 MOMENTS 0 Edit profile

Tweets Tweets & replies Media


Syneto @syneto · 4h
: @ComputerWeekly: how Syneto #HyperConverged helped @Serioplast cut IT #Infrastructure costs

Who to follow · Refresh · View all


- mondora** @mondora
Followed by Kerry Butters and 1 other
Follow Promoted
- Snom VoIP phones** @snom
Follow
- Tim Smith** @tsmith_co
Followed by Josh De Jong and 1 other
Follow

Find friends

Riduciamo i costi, automatizziamo il processo, aumentiamo le performance su multipli social media tramite social dashboard (la scelta: DrumUp)

drumUp 


DrumUp
Internet
1-10 employees


475 followers Following 


Home

Electrify Your Social Media Presence





Sign in to Get Started (It's free)

[Sign in with Twitter](#) 


[Sign in with Facebook](#) 

[Sign in with LinkedIn](#) 



How You're Connected



 1st  1st  3rd 



2 first-degree connections
7 Employees on LinkedIn

[See all](#) 

Ads You May Be Interested In

 **Learn about Parking**
Latest News, Updates and Industry Insights. Join IPI's Parking blog. 

A financial institution?
Easily control your cash supply chain with our solution: up to 30% savings.  

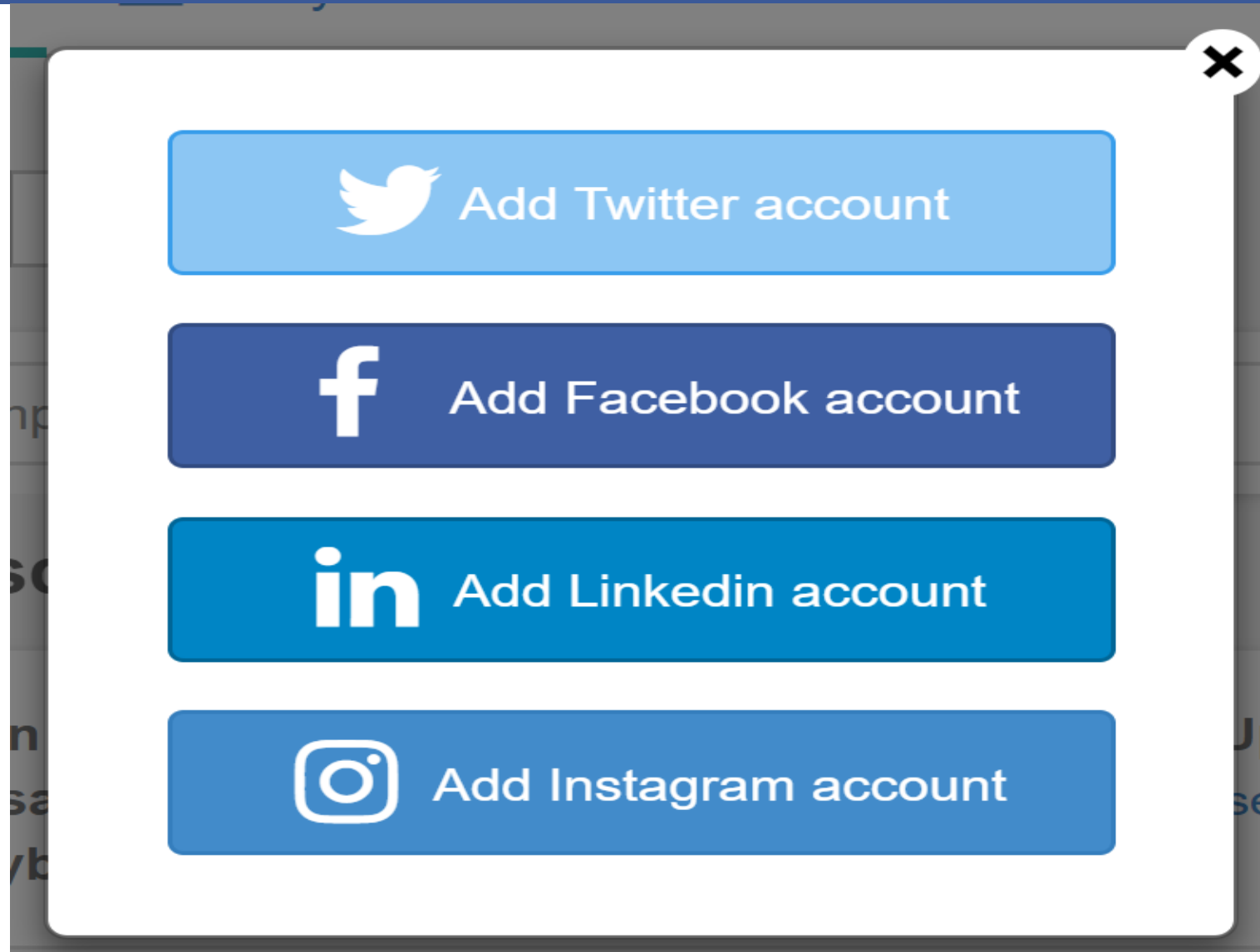
 **Delaware LLC/Corp w/Bank**
EIN retrieval, US Office services, Bank Introductions and more! 

DrumUp is an intelligent social media marketing, content marketing and news tracking app. It helps marketers and professionals discover interesting content and trends, and work with them to 'drum up' social media and online presence of their businesses or brands. The app uses sophisticated NLP and data mining algorithms to make fresh, relevant content recommendations. The publishing and scheduling platform supports multiple channels and accounts and is super easy to work with.

Specialties
social media management, social media marketing, content curation, content marketing, news tracking, content discovery, social media marketing tool, facebook, twitter, linkedin management app

Website http://drumup.io/	Industry Internet	Type Privately Held
Company Size 1-10 employees	Founded 2015	

Collegiamo i tuoi Social Media alla nostra Dashboard



Siamo pronti: iniziamo a comunicare!

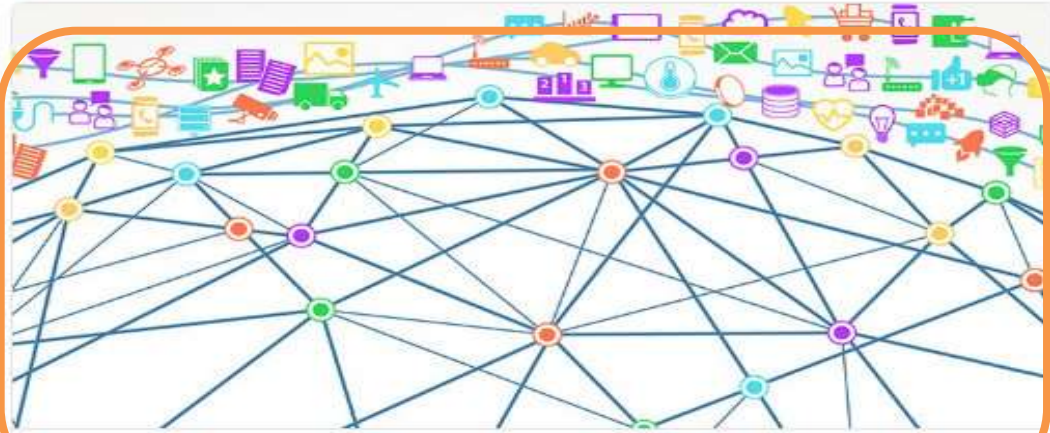
- Cosa
- Quale immagine
- A partire da quando
- Ogni quanto
- Quante volte
- Dove (singoli social media account oppure gruppi)

The screenshot shows a social media scheduling interface. The text input field contains "Hello world! #hashtag http://www.primobonacina.com/ @primobonacina". Below the text field are icons for emojis, GIFs, and a camera. The "Publishing time" is set to "Automatic". The "Repeat post" section is set to "Schedule at" with a dropdown menu, "days interval to repeat" with a dropdown menu, and "times" with a dropdown menu. There is a checkbox for "Save to Content Library". The "Select group(s)" section shows buttons for "PBS (4)", "Primo (2)", "Aдитinet", "Avnet", "Datapoint", "Reevo", and "Syneto", along with a "Manage" link. The "Groups" section is highlighted with an orange box. Below it is the "Select account(s)" section with a "Select all" checkbox. The account selection area displays various social media profiles with their respective logos and names, including syneto, reevo, Syneto, ReeVo, ReeVo, PrimoB., Primo, PBS, and PBS. A "Schedule" button is located at the bottom right of the interface.

Costruiamo messaggi con un formato chiaro e congruente (testo, #hashtag, @citazioni, immagine) e una call to action (http link)

Tweets Tweets & replies Media

Syneto @syneto · 4h
@ComputerWeekly: how Syneto #HyperConverged helped @Serioplast cut IT #Infrastructure costs



Italian bottle maker deploys 88TB of Syneto hyper-converged storage
Serioplast gets reliable disaster recovery as it replaces NetApp plus remote physical servers with Syneto hyper-converged infrastructure at factories ...
computerweekly.com

← ↻ ❤ ||| ⋮

Syneto @syneto · 8h
@ComputerWeekly: #Syneto expands empire with #FlashStorage, #HybridStorage and #HyperConverged infrastructure:
computerweekly.com/blog/StorageBu...

← ↻ ❤ ||| ⋮

Syneto @syneto · 9h
We transform the way organizations handle their #data with #hyperconverged #softwaredefinedstorage #SDS syneto.eu/company/

Indirizzi **http** accorciati per risparmiare caratteri

Scegliamo gli #hashtag giusti

HASHTAG COMPOSITION BEST PRACTICES:



INCLUDE
SHOW NAME



USE CAST OR
GUEST NAME
WITH TEAM



DESCRIBE
A MOMENT IN
15-17 CHARACTERS



Costruiamo messaggi social «ricchi»



Cresce l'industria del cybercrime

In News tags sicurezza

10 ottobre 2017

Secondo l'ultimo rapporto Clusit sulla sicurezza ICT, presentata a Verona nel corso di Security Summit, illustra i dati relativi al primo semestre 2017 con un aumento dell'8,35% in più di attacchi informatici a livello globale.

- le cause: Sottostima dei rischi e investimenti insufficienti in sicurezza cyber sono le principali cause della curva ascendente dei crimini informatici negli ultimi sei mesi.
- gli obiettivi: È il Cybercrime la prima ragione di attacchi gravi nei primi sei mesi dell'anno: i criminali colpiscono le loro vittime nel 75% dei casi con l'obiettivo di estorcere denaro.
- le tecniche d'attacco: Gli attacchi sferrati con malware comune sono stati nel primo semestre 2017 il 36% del totale, in crescita del 86% rispetto al secondo semestre 2016.
- la distribuzione delle vittime: Come in passato, anche nel primo semestre di quest'anno è il settore governativo a mantenere il primo posto assoluto nell'elenco delle vittime, con un quinto degli attacchi (19%), insieme alla categoria "Multiple Targets" (19%). Segue la categoria "Entertainment/News" (12%), poi "Research/Education" (9%), "Online Services/Cloud" (9%) e "Banking/Finance" (8%).

.@Clusit: cresce l'industria del #cybercrime
<http://www.personaldata.it/news/cresce-industria-del-cybercrime> #cybersecurity
#security #malware #securitysummit
#rapportoclusit

(esempio per Twitter a 140 caratteri:
135 caratteri con URL shortener)

Costruiamo un piano di comunicazione di base (i messaggi ricorrenti da reiterare sul medio termine), eventualmente differenziato per canale

Social Media messages for Datapoint Europe Italia – Q1CY17



#Avaya è #partner di #DatapointEurope <http://www.datapointeurope.com/partners/>

#Genesys è #partner di #DatapointEurope <http://www.datapointeurope.com/partners/>

#Nuance è #partner di #DatapointEurope <http://www.datapointeurope.com/partners/>

#Polycm è #partner di #DatapointEurope <http://www.datapointeurope.com/partners/>

#Sipera è #partner di #DatapointEurope <http://www.datapointeurope.com/partners/>

#Customer Experience, Operational #Management, Operational #Efficiency: scegli #DatapointEurope <http://www.datapointeurope.com/> #Avaya

Interazione #multichannel con i clienti: ecco #DatapointEurope <http://www.datapointeurope.com/vision/> #Avaya #chat #email #social #outbound

#CustomerExperience: nel #business il #cliente è al centro <http://www.datapointeurope.com/solutions/customer-experience/> #Avaya

#OperationalManagement: controlla le interazioni tramite tutti i canali <http://www.datapointeurope.com/solutions/operational-management/> #Avaya #multichannel

#OperationalEfficiency: migliora l'efficienza del tuo #contactcenter <http://www.datapointeurope.com/solutions/operational-efficiency/> #Avaya

#QualityAnalytics: scopri come ottimizzare il #contactcenter <http://www.datapointeurope.com/solutions/operational-efficiency/> #Avaya

#MultiChannel #SelfService: scopri come ottimizzare il #contactcenter <http://www.datapointeurope.com/solutions/operational-efficiency/> #Avaya

Parliamo di come ottimizzare il #contactcenter <http://www.datapointeurope.com/contact/> #Avaya

#SuperChannel: la grande #innovazione nel #customer service <http://sc.datapointeurope.com/> #contactcenter

#SuperChannel: la soluzione per semplificare i processi e migliorare la #customer experience nei #contactcenter <http://sc.datapointeurope.com/>

#SuperChannel: la soluzione #cloud per gestire e condividere informazioni verso i #contactcenter <http://sc.datapointeurope.com/>

#SuperChannel: la soluzione #cloud per inviare informazioni durante la #customer call <http://sc.datapointeurope.com/> #contactcenter

#SuperChannel: la soluzione 100% #cloud per una migliore #customer experience nei #contactcenter <http://sc.datapointeurope.com/>

#SuperChannel: compatibile con qualsiasi #infrastruttura di #contactcenter per una migliore #customer experience <http://sc.datapointeurope.com/>

Leggi l'intervista di @PrimoBonacina a @Sfanfani: "Come cambia il ruolo del #CIO" <http://www.primobonacina.com/ita-valuepoint-il-ruolo-del-canal-e-tavola-rotonda-da-system-integrator-come-sta-cambiando-il-ruolo-del-cio/>

#SuperChannel: la soluzione #cloud per gestire e condividere informazioni verso i #contactcenter; Guarda il #video: <https://www.youtube.com/watch?v=H2sb6lroE6M>

La trasformazione #digitale sta diventando sempre significativa per il #business <http://www.digitalvoice.it/la-trasformazione-digitale-sta-diventando-sempre-piu-significativa-business/> #digitaltransformation @sfanfani



Customer Experience, Operational Management, Operational Efficiency: scegli #DatapointEurope <http://www.datapointeurope.com/>

Interazione multichannel con i clienti: ecco DatapointEurope <http://www.datapointeurope.com/vision/>

Nice è partner di DatapointEurope <http://www.datapointeurope.com/partners/>

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SuperChannel: compatibile con qualsiasi infrastruttura di contact center per una migliore customer experience <http://sc.datapointeurope.com/>

SuperChannel: la soluzione contact center per risolvere una tua richiesta durante la prima chiamata <http://sc.datapointeurope.com/>

SuperChannel: la soluzione multichannel interattiva che migliora la customer experience <http://sc.datapointeurope.com/>

SuperChannel: la soluzione interattiva ed efficiente a risolvere un problema o una richiesta alla prima call <http://sc.datapointeurope.com/>

Leggi l'intervista di Primo Bonacina a Stefano Fanfani di Datapoint Europe Italia: "Come cambia il ruolo del CIO" <http://www.primobonacina.com/ita-valuepoint-il-ruolo-del-canal-e-tavola-rotonda-da-system-integrator-come-sta-cambiando-il-ruolo-del-cio/>

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DatapointEurope

Lavoriamo con vigore sulle novità del momento e gli eventi, cercando l'interazione con i key influencer



Pierantonio Macola
ha ritwittato il tuo Tweet.

Visualizza

 **Datapoint Eur Italia** @Datapoint_Eu_It

Ecco l'invito gratuito a **#SMAU** #Milano da
#Datapoint Europe e #Avaya (25-27
Ottobre)! smau.it/invitation/mil...



Pierantonio Macola

@macolap

Presidente di SMAU [@smaunotes](https://twitter.com/smaunotes) The
leading italian exhibition about Innovation
and Technology for Business,
Professionals, Startups.

 Milano

 smau.it

Recuperiamo le news e citazioni dal web per avere nuovo materiale e consapevolezza della citazioni (via Google Alerts)

Google Alert - syneto

Google Alerts <googlealerts-noreply@google.com>

 In caso di problemi di visualizzazione del messaggio, fare clic qui per visualizzarlo in un Web browser.

Inviato: venerdì 10/03/2017 11:42

A:  PrimoBonacina@gmail.com

Google Alert

syneto

Aggiornamento ogni settimana - 10 marzo 2017

WEB



Hyperconverged Storage e Disaster Recovery

NellaNotizia

La tecnologia **Syneto** è stata al centro dell'attenzione della platea, composta da clienti finali e Reseller, grazie ad una demo live condotta da Claudio ...



Segnala come irrilevante

Troviamo nuovi freschi spunti per il tuo blog (in italiano o in inglese, via Nuzzel)




nuzzel

Stories **4939**


Google Cloud unveils its custom security chip, new security features

ZDNet – Stephanie Condon – mar 9 – Business leaders are growing more comfortable with the idea of moving to the cloud, but security remains one of their top concerns. Google, however, is arguing that its innovations in security should not just allay concerns about security but in...



WD My Cloud drives are having ongoing security problems

Digital Trends – Jon Martindale – mar 6 – If you own a Western Digital My Cloud NAS drive, it would be best to keep it offline until WD fixes up a number of dangerous security holes. Western Digital's My Cloud network-attached storage (NAS) drives feature several unpatched security...




8 public cloud security threats to enterprises in 2017

comparethecloud.net – julie – mar 8 – As enterprises continue to invest heavily in public cloud technology, experts now agree that the market is entering a second wave. Cloud uptake will accelerate faster in 2017, according to a report by Forrester. 'Enterprises with big...


Recent Cloud Issues Show Security Can Fail Dramatically

eWeek.com – mar 2 – The typical enterprise cloud service has its own security department, leading to better security on the whole than most companies can implement internally. Cloud-related security incidents are considered Black Swans, events that—while they...



Google tries to beat AWS at cloud security

InfoWorld – Fahmida Y. Rashid – mar 10 – Google knows that if enterprises are going to move their critical services to its cloud, then it has to offer something that AWS doesn't. At Google Cloud Next, the company's leadership made the case that Google Cloud was the most secure cloud. At...



nuzzel

Stories **49**

Var Group si rafforza nella sicurezza informatica

digital4trade.it – apr 24 – Attraverso Yarik, la società ha acquisito il 10% di D3Lab e potenzia la capacità di intervento nelle aree della Cyber Intel ligence e dell'Early Warning sui possibili attacchi. Var Group si rafforza ulteriormente sul fronte della...



Alground Portale Italiano di sicurezza informatica

business.facebook.com – apr 24 – To see more from Alground Portale Italiano di sicurezza informatica on Facebook, log in or create an account. To see more from Alground Portale Italiano di sicurezza informatica on Facebook, log in or create an account.

#43 Esistono le Password sicure? L'evoluzione della sicurezza informatica

avvocatotecnologico.it – Francesco Posati – apr 10 – LA nuova puntata del podcast da subito ai contenuti liberi e aperti della Rete, dopo la open call della puntata #42 Protagonista è Matteo L. Riso , in copertina, avvocato del Foro di Reggio Calabria, titolare del blog matteoriso.it ...



Pubblicate in Gazzetta Ufficiale le misure minime di sicurezza informatica per le PA

AgID – giu 4 – L'obiettivo del documento – pubblicato in Gazzetta Ufficiale - è quello di fornire alle pubbliche amministrazioni un riferimento pratico per valutare e migliorare il proprio livello di sicurezza informatica, al fine di contrastare le...

Costruiamo e gestiamo il calendario dei messaggi (vista giornaliera)

Wednesday, Oct 19

#INNOVAZIONE: in azienda c'è chi attacca e chi difende <http://wp.me/p589Rj-107> #innovation

Posting tomorrow 9:08 AM



Delete

Edit

Proposta: check-up delle attività #marketing e #business development della tua azienda per vedere come migliorare <http://wp.me/P589Rj-ct>

Posting tomorrow 11:40 AM



Delete

Edit

Ma dove vai se la Strategia #Cloud First non ce l'hai? <http://wp.me/p589Rj-E1>

Posting tomorrow 3:18 PM



Delete

Edit

5 Types of #Twitter #Hashtag Explained (and How to Use Them) <http://wp.me/p589Rj-13Q> #socialmedia

Posting tomorrow 4:36 PM



Delete

Edit

Why Tone and Language Make All the Difference in #CustomerService <http://www.primobonacina.com/huffingtonpost-com-tone-la...> #customercare
#ceo #marketing #sales

Posting tomorrow 6:19 PM



Delete

Edit

Costruiamo e gestiamo il calendario dei messaggi (vista mensile)

October 2016 Now < >

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		6:04p #APPIAN CORPORATION ASSL	9:08a #INNOVAZIONE: in azienda c'è c 11:40a Proposta: check-up delle attività 3:18p Ma dove vai se la Strategia #Clou 4:36p 5 Types of #Twitter #Hashtag Exl 6:19p Why Tone and Language Make A	9:09a Nella #distribuzione IT è il lavoro 10:14a Ma siamo davvero pronti per il c 10:29a Vuoi un aiuto nella creazione di 11:41a Le #PR e i rapporti con la #stam 3:19p Cari #CIO, siete proprio sicuri di v 4:36p #Job Search: You're Doing it Wro 6:04p #APPIAN CORPORATION ASSL	9:39a #INFOGRAPHIC: #Autonomous 11:03a Contattaci per sviluppare il tuo c 11:11a How to build #SOCIALMEDIA in 11:31a Costruire un #canale di validi #n 11:43a Una regola fondamentale del #n 2:20p #Cloud: dieci consigli per l'uso hf 3:15p "Less is more": come catturare l'a 6:13p Writing a Follow Up to an Intervie 7:18p Report: The top 6 industries hit by	10:49a #Vendite, come sfuggire alla tra 11:45a 7 Essential Rules to Create #inf 2:59p Top 10 #BusinessPlan Mistakes I 4:30p €150 di #sconto sulla migliore #C
23	24	25	26	27	28	29
9:31a How to move from a #Marketing p 1:08p PBS per #Google #Adwords: con 5p #INFOGRAPHIC: 2016 State of the f 7:33p Five Mindset Traits of #Disruptive	9:13a Quattro mosse per rendere vince 11:05a I tuoi prodotti sono pronti e ottim 11:56a Quanti producono documenti di 1:12p #2020: #VIDEO E #MOBILE SAR 2:35p 5 Speaking Habits That Undermit 5:29p 4 Reasons Why #Behavioural #A 7:39p #Infographic: The \$2.7 Trillion Opi	9:15a La #concorrenza è uno stimolo pe 11:06a Vuoi scoprire quali sono i #cana 11:57a Il #video è il modo di comunicari 12:16p #Errevi assume: 2 #Sales Accou 12:22p What #SocialMedia #Metrics Yo 1:56p Subscribe to our #blog to receive 6:37p The Answers #Recruiters Search 6:44p Looking beyond technology to dri	9:16a Le cinque regole d'oro per farsi fi 9:23a 10 Reasons Why #Infographics a 10:52a 7 Reasons Why Your #Business 11:09a Vuoi lanciare la tua soluzione IT 2:28p Il mistero delle #performance dell 2:51p #SoftwareDefined #Deduplicator 4:42p Acquiring Top #Talent for #Digita 6:56p Costruire con facilità un #catalogo 7:54p Discover the #Psychology Of #C	11:12a Costruire #database di potenza 2:30p Per costruire discorsi efficaci bisc 3:25p Vuoi pubblicare un #eBook? Pos 5:58p 5 Steps to Generate More #Linke	11:13a #Lead generation, ecco la soluz 12:32p Il tuo sito si fa trovare da #Goog 2:31p #DataCenter aziendali, difficile ar 3:01p #Gartner: Ten #Business #Cost # 5:25p #VMware and #AWS joint venturi	10:39a L'Internet of Things è una svolta 11:09a Come definire i giusti piani incer 3:29p Can a computer really #recruit thi 6:32p 2016 #Gartner #MagicQuadrant f 6:47p I 4 Vantaggi del #SearchEngine #
30	31	1	2	3	4	5
2:03p 5 #Blog Post Ideas to Bring Varie	9:19a #INFOGRAPHIC: Today it takes 10:01a Ecco la guida alle migliori regole 10:30p Ma quanto è grande il tuo #busines	10:03a Choose our #CV Rewriting servi 10:36a Non hai #previsioni accurate di 10:36a Come scegliere il miglior #busines	1:28p What #Customers Expect to See 1:29p #SocialMedia #Automation: 7 Re 3:14p Le #strategie per aumentare il #	10:43a Cercare le migliori soluzioni sul 12:12p #SOCIAL #RECRUITING: il #w 10:50p #Twitter: 6 modi per essere più	8:07a Trovare le persone giuste da assi 10:44a Hai bisogno di uno speaker di q 10:50p Messaggio #Cloud: 10 strategie	7:05a Taking the guesswork out of #rec 7:52a What Makes a #Marketing Cente 8:17a How To Write Your #Business #B

Operiamo in modo coerente, integrato in contemporanea su multiple pagine e social media

Twitter profile of Primo Bonacina (@PrimoBonacina). The profile shows 2,911 tweets, 797 followers, 616 following, and 287 likes. A tweet is highlighted with an orange border: "#INFOGRAPHIC: #Autonomous #Cars Change Every #Industry, Even Yours primobonacina.com/owyang-infogra... #uber #google". Another tweet below it is also highlighted: "#APPIAN CORPORATION ASSUME: Top #Sales Executive, #Enterprise #Software Solutions #Milano (o #Roma) primobonacina.com/ita-appian-cor... @fpav #Job".

Facebook page of PBS - Primo Bonacina Services. The page features a cover photo with the PBS logo and the tagline "The IT-only, ready-to-run, measurable consultancy firm". A post is highlighted with an orange border: "[ITA] APPIAN CORPORATION ASSUME: 'Top-level' Sales Executive, Enterprise Software Solutions - Milano (o Roma) - OPEN - PBS - Primo Bonacina Services". The page also shows navigation tabs like "Pagina", "Messaggi", and "Notifiche".

Facebook profile of Primo Bonacina. The profile shows a cover photo with the PBS logo and the tagline "The IT-only, ready-to-run, measurable consultancy firm". A post is highlighted with an orange border: "[ITA] APPIAN CORPORATION ASSUME: 'Top-level' Sales Executive, Enterprise Software Solutions - Milano (o Roma) - OPEN - PBS - Primo Bonacina Services". The profile also shows navigation tabs like "Diario" and "Recenti".

LinkedIn page of Primo Bonacina. The page shows a search bar and a navigation menu. A section titled "Recent Updates" is highlighted with an orange border, containing a post from PBS - Primo Bonacina Services: "#APPIAN CORPORATION ASSUME: Top #Sales Executive, #Enterprise #Software Solutions #Milano (o #Roma) https://lnkd.in/g/ekRKwSw @fnav #Job". The post includes a cover photo with the PBS logo and the tagline "The IT-only, ready-to-run, measurable consultancy firm".

LinkedIn post from Primo Bonacina. The post features a cover photo with the PBS logo and the tagline "The IT-only, ready-to-run, measurable consultancy firm". A post is highlighted with an orange border: "[ITA] APPIAN CORPORATION ASSUME: 'Top-level' Sales Executive, Enterprise Software Solutions - Milano (o Roma) - OPEN - PBS - Primo Bonacina Services".



Interagiamo con continuità con la tua comunità, gestendo anche eventuali casi critici

DIGITAL4
mentioned you.

Reply

DIGITAL4
@Digital4_biz

Oct 21

#AvnetRDM16 sulla strada della Digital
Transformation... del canale bit.ly/2dFDivi
[@Avnet_TS_IT](https://twitter.com/Avnet_TS_IT)



View conversation

All

Mentions

Settings

Paul S Haddow and 3 others followed you

16h



Parag Chandiwal liked your Tweet

Oct 17

Oct 17: #Syneto helps #SMBs dealing with growing #storage and #Enterprise #Application costs: syneto.eu pic.twitter.com/tloSGOJCZ5



Ciaran Fenton and Ken Maranian liked your Tweet

Oct 17

Oct 17: #Syneto #CEO explains #Innovation and monopolies in #DataStorage: syneto.eu/blog/2015/06/0... @vadimcomanescu



Alex Hill liked your Tweet

Oct 17

Oct 16: @zdnet: Using #AgileDevelopment to build #DataSolutions for #SMEs: zdnet.com/article/europe...



Gav L Brining liked your Tweet

Oct 16

Oct 15: 4 steps to follow when choosing a hyper-converged #infrastructure syneto.eu/blog/2016/10/1... #storage #hyperconvergence #softwaredefined



AntemetA added you to list AntemetA/infrastructure

Oct 16

Storage UG Retweeted you

Oct 16

Oct 16: As #Channel #Partner you get the best #DataStorage and #Hyperconverged training: syneto.eu/blog/2016/05/2... #hyperconvergence



luigi and 5 others followed you

Oct 16



Troviamo i follower più appropriati per il tuo contenuto (con Onalytica)

Find Influencers With Your Content

onalytica 
scale your influence now



 Syneto [Sign out](#)

UPLOAD A FILE

Or

ADD A LINK



<http://www.primobonacina.com/contentmarketinginstitute-content-marketing/>

[ContentMarketingInstitute] What Is Content Marketing? - PBS - Primo Bonacina Services [ContentMarketingInstitute] What Is Content Marketing? [ContentMarketingInstitute] What Is Content Marketing? We have some great expertise in supporting organization in their presence on B2B social media , in storytelling , in building great web sites for our customers, n marketing in general. Our capabilities are proven by the appreciation of our many custome ...

Uploaded files can be .txt, .doc(x), or .pdf format and up to 10 MB in size.

Export to a Twitter list and engage, curate and follow inside Twitter.

Rate your experience



LOCATION FILTERS ▾

EXPORT CSV

CREATE TWITTER LIST



@Steveology
Steve Farnsworth

FOLLOW

A Forbes Top 50 Social Media Influencer, Demand Generation Content Marketing for B2B High Tech CMO at The @Steveology Group <http://t.co/jwBgPTcP3H>

96.5K
TWEETS

114.4K
FOLLOWERS

2.5K
FOLLOWING



@leeodden
Lee Odden

FOLLOW

CEO @TopRank Marketing; Author, Speaker & Consultant on B2B Content & Influencer Marketing, Social Media, PR & SEO. Proud Dad, World Traveler, Foodie, Beardie.

36.8K
TWEETS

98.1K
FOLLOWERS

4.7K
FOLLOWING



@BrennerMichael
Michael Brenner

FOLLOW

CEO of @MKTGinsiders, Content Marketing Consultant, Marketing Speaker, Writer, Author, The Content Formula. Life is short. Do stuff that matters and has impact.

46.5K
TWEETS

77.1K
FOLLOWERS

25.4K
FOLLOWING



@Robert_Rose
Robert Rose

FOLLOW

I help marketers create remarkable experiences. Chief Strategy Advisor @CMContent. Sr. Consultant @Just_Clarity. Author. Startup Advisor. Speaker. Troublemaker

16.8K
TWEETS

40.4K
FOLLOWERS

15.6K
FOLLOWING



Tell Your Friendst
I Found Influencers With My Own Content Using @Onalytica's Free Tool. Check It Out: <http://content.onalytica.com>

TWEET THIS



@contentchampion
Loz James

FOLLOW

Content marketing training, coaching and services to help you punch above your weight online. Catch our industry leading podcast to learn what's working now...

2.6K
TWEETS

34.4K
FOLLOWERS

33.5K
FOLLOWING

Azienda per azienda, facciamo selettivamente crescere la tua audience (*vera e validata: NON ci interessano i profili fittizi*)

ges



Search Twitter



Who to follow

Follow more people from the suggestions below, tailored just for you.

Search using a person's full name or @username

Search Twitter



Larry Dignan @ldignan
Global Editor in Chief, ZDNet, a CBS Interactive property



Following



SimpliVity @SimpliVityCorp
SimpliVity offers hyperconverged infrastructure and a data architecture that simplifies IT, operations and data—delivering 300% TCO savings.



Following



Andre Leibovici @andreleibovici
Partner Innovation & Vertical Alliances @Nutanix. Founder, ex-VMware CTO Office, Mentor @alchemistacc, Startup Investor, coder & blogger. Speak Geek



Following



NooBaa Storage @NooBaaStorage
Frictionless storage, running anywhere.
Followed by The IT Press Tour, Yuval Dimnik and Philippe Nicolas.



Following



Tom Hollingsworth @networkingnerd
Influencer. Organizer for Tech Field Day. CCIE. Networking engineer. Snarky blogger. Nerd.
Followed by Max Mortillaro, Arjan Timmerman and Jon Klaus.



Follow

© 2016 Twitter About Help Terms
Cookies Ads info Brand Blog
Jobs Advertise Businesses Me
Developers



Unitrends Recovery sent
you a Direct Message.

Unitrends uses TrueTwit validation.

To validate click here:

truetwit.com/vy450528032

Creiamo e promuoviamo degli «Storify» (o equivalente)

Software-defined anything: le sfide per il canale secondo Avnet

Software-Defined Anything (SD-X): come possono partner e rivenditori affrontare questo nuovo scenario. Andrea Massari, Country Manager di Avnet TS Italy, analizza come i partner possono affrontare con successo le sfide poste dall'SD-X

by Avnet TS Italy · a month ago · 16 Views



Software-defined anything: sei sfide per il canale | 01net

2 set 2016 ... Per Andrea Massari, Country Manager di Avnet TS Italy, il mondo software defined offre opportunità per i rivenditori che puntano alla ...

OL WWW.01NET.IT



Miti Della Mura (@MitiDellaMura) | Twitter

01net.it @01netIT ... #HPE si accorda con #MicroFocus per lo spin-off del software ... #Software-defined everything - sei sfide per il canale #AvnetTS ...

TWITTER.COM



Trade | 01net

Software-defined anything: sei sfide per il canale ... Pensata per il cloud ibrido, la nuova nata è una soluzione di availability unificata e globale per i carichi di ...

OL WWW.01NET.IT



Software-Defined Anything (SD-X), una sfida alla portata di partner e rivenditori

'Software-Defined Anything' (SD-X) è un termine molto generico e include un ampio spettro di tecnologie che potrebbero generare una certa confusione nei neofiti. Tutto è iniziato dalla virtualizzazione dei server seguita dal Software Defined Storage con un'ultima forte spinta arrivata dal Software Defined Networking.

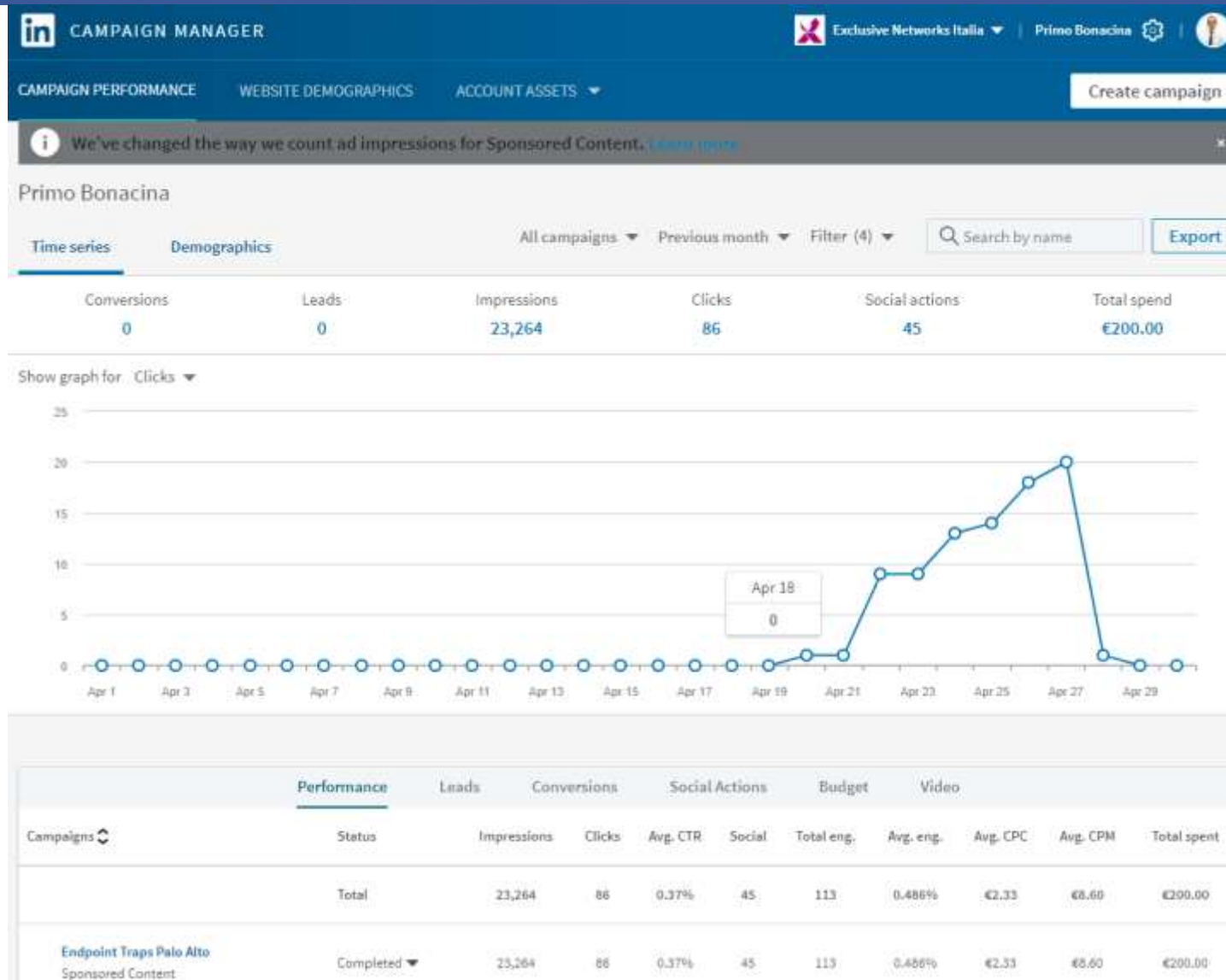
DIGITAL4



L'introduzione dell'SD-X (Software-Defined Anything) vuole partner più consulenti - ChannelBiz

Secondo Andrea Massari, Country Manager di Avnet TS Italy, l'SD-X

Gestiamo campagne di Social Advertising



Analizziamo i ritorni: la vista di sintesi

 **Account home**
Syneto @syneto Page updated daily



Oct 2016 - 17 days so far...

TWEET HIGHLIGHTS

Top Tweet earned 329 impressions

Hyperconverged vs. converged vs. traditional infrastructure: which one should you choose? syneto.eu/blog/2016/10/0... [#storage](#) [#hyperconvergence](#)

1 retweet 3 likes

[View Tweet activity](#) [View all Tweet activity](#)

Top Follower followed by 217K people



Steve Cartwright

@FX_Digital [FOLLOWS YOU](#)

I help businesses identify realistic online goals and then I help them achieve these goals using website design, content marketing, conversion rate optimization

Top mention earned 57 engagements

R1S.p.A.
@R1spa · Oct 4
Ora dalla sala: inizia il lab con @syneto su [#storage](#) [#hyperconverged](#) [@simonefratus](#) pic.twitter.com/cRd9cdt2C0



13 retweets 14 likes

[View Tweet](#)

Top media Tweet earned 152 impressions
[#Syneto](#) helps [#SMBs](#) dealing with growing

ADVERTISE ON TWITTER

Get your Tweets in front of more people

Promoted Tweets and content open up your reach on Twitter to more people.

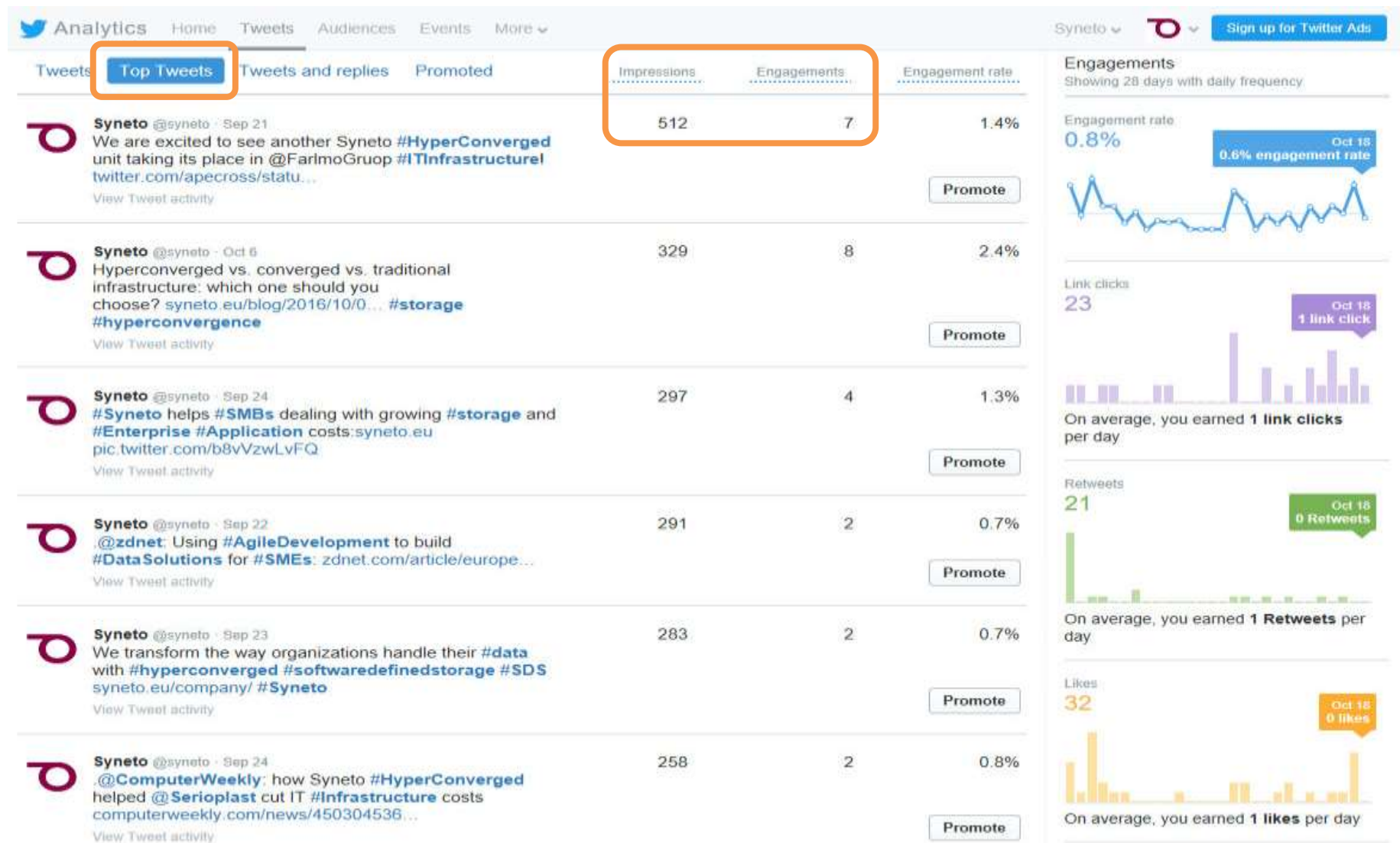
[Get started](#)

OCT 2016 SUMMARY


Tweets	24	Tweet impressions	5,480
Profile visits	381	Mentions	4
New followers	8	Tweets linking to you	55



Analizziamo i ritorni: l'impatto delle singole comunicazioni



Scarichiamo i dati per analisi offline

 **Analytics** Home Tweet Segmenti di pubblico Eventi Altro ▼

Avnet TS Italy ▼

 ▼

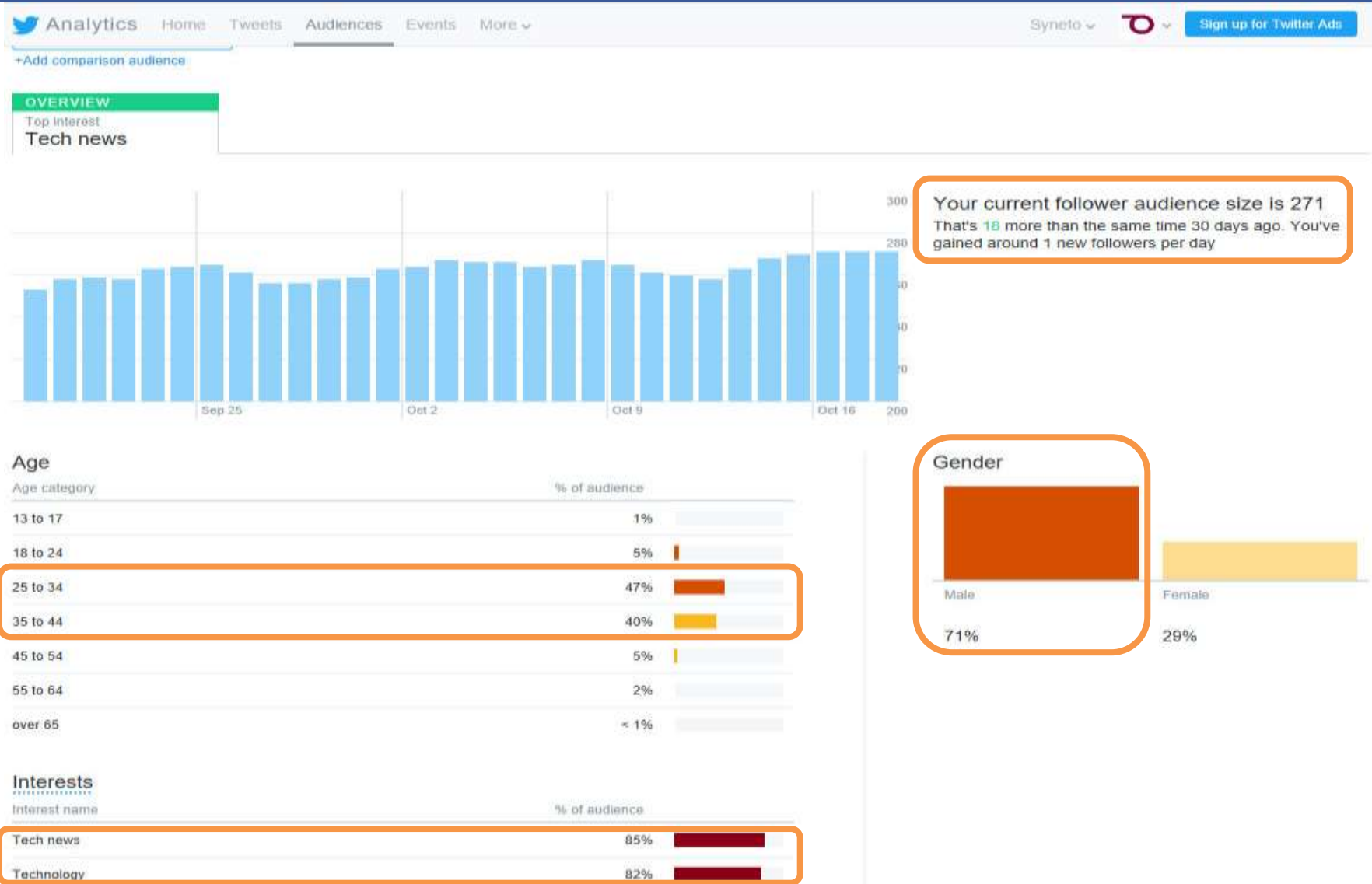
[Iscriviti a Twitter Ads](#)

Interazioni Tweet

 Ultimi 28 giorni ▼

 [Esporta dati](#)

Analizziamo i ritorni: come cresce e si sviluppa la community







Analizziamo i ritorni: confrontiamo il tuo account con altri account significativi (con AgoraPulse)

Twitter Analytics

INVITE FRIENDS

Primo Bonacina

agora pulse

	Audience		Publishing			Conversation
	Followers ⓘ	Quality ⓘ	Activity ⓘ	Engagement ⓘ	Quality ⓘ	Activity ⓘ
 Primo Bonacina @PrimoBonacina	621 Followers	0.16 Interactions / follower	177 Published Tweets	101 Interactions	0.57 Interactions / tweet	0 Conversation Tweets
 Avnet TS Italy @Avnet_TS_IT	569 Followers	0.15 Interactions / follower	87 Published Tweets	87 Interactions	1 Interactions / tweet	0 Conversation Tweets
 ReeVo Cloud @reevo_cloud	213 Followers	0.36 Interactions / follower	52 Published Tweets	77 Interactions	1.5 Interactions / tweet	0 Conversation Tweets
 Datapoint Eur It... @Datapoint_Eu_It	179 Followers	0.75 Interactions / follower	59 Published Tweets	134 Interactions	2.3 Interactions / tweet	0 Conversation Tweets

ADD AN ACCOUNT TO COMPARE

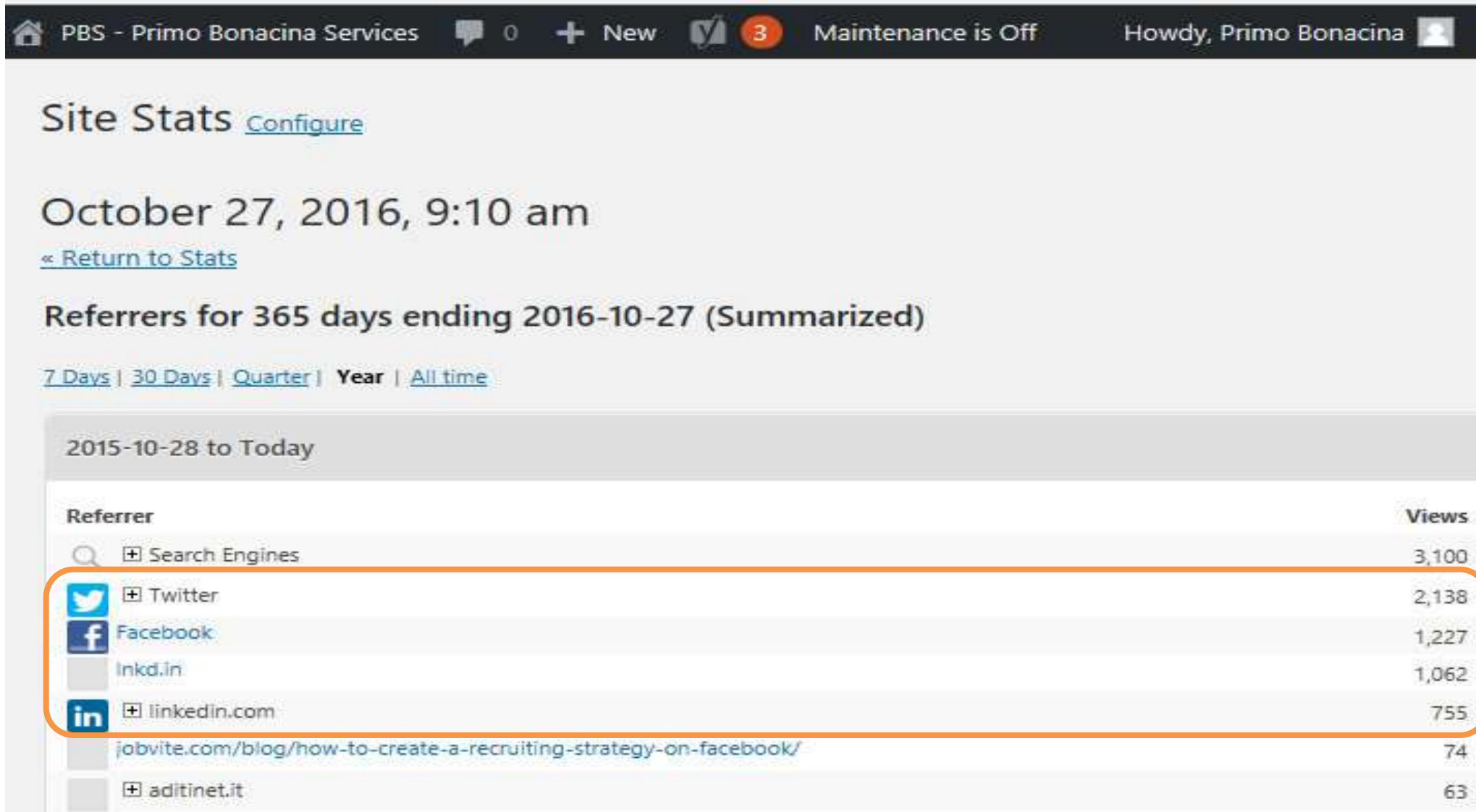
You have 0 syncs left, come back tomorrow or [invite some friends!](#)

REFRESH METRICS

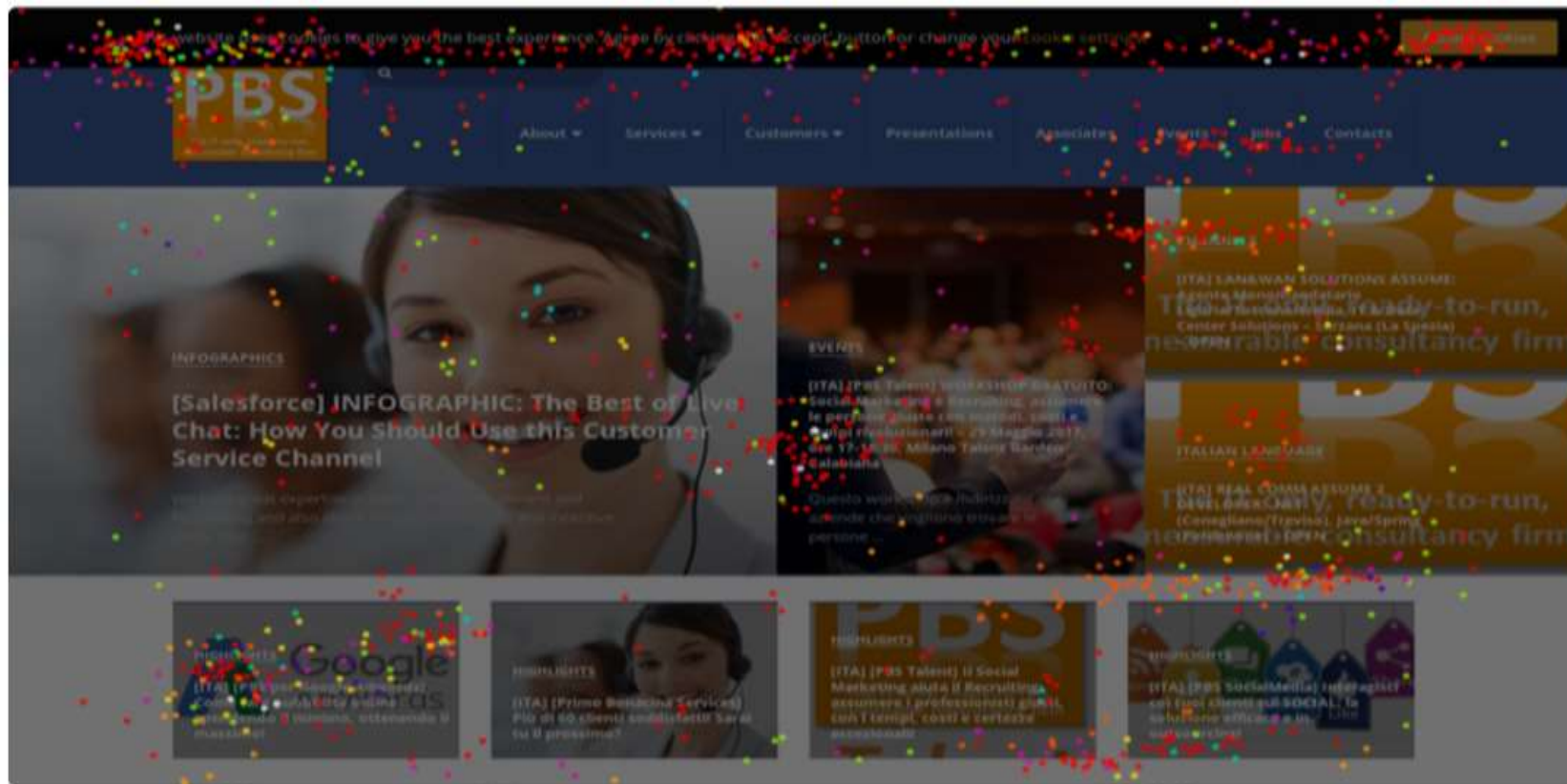
SHARE METRICS

(Metrics are based on the last 30 days of activity)

Analizziamo quanto traffico ci portano i social media, e da dove



Analizziamo come il sito viene usato e abbandonato (con CrazyEgg)



See how people really use your site

Build a site that your users and customers love. Once you know what they use and what they don't, all of your changes will make a difference



Monitoriamo il ranking del sito e dei concorrenti (con Alexa)



Find Website Traffic Statistics: primobonacina.com

primobonacina.com Traffic Statistics

Find similar sites to primobonacina.com

GROW YOUR BUSINESS USING ALEXA

- ✓ Keyword Difficulty Tool
- ✓ Competitor Keyword Matrix
- ✓ On-Page SEO Checker
- ✓ SEO Audit Tool
- ✓ Audience Overlap Tool
- ✓ Competitive Intelligence

How popular is primobonacina.com?

Alexa Traffic Ranks

How is this site ranked relative to other sites?



Global Rank

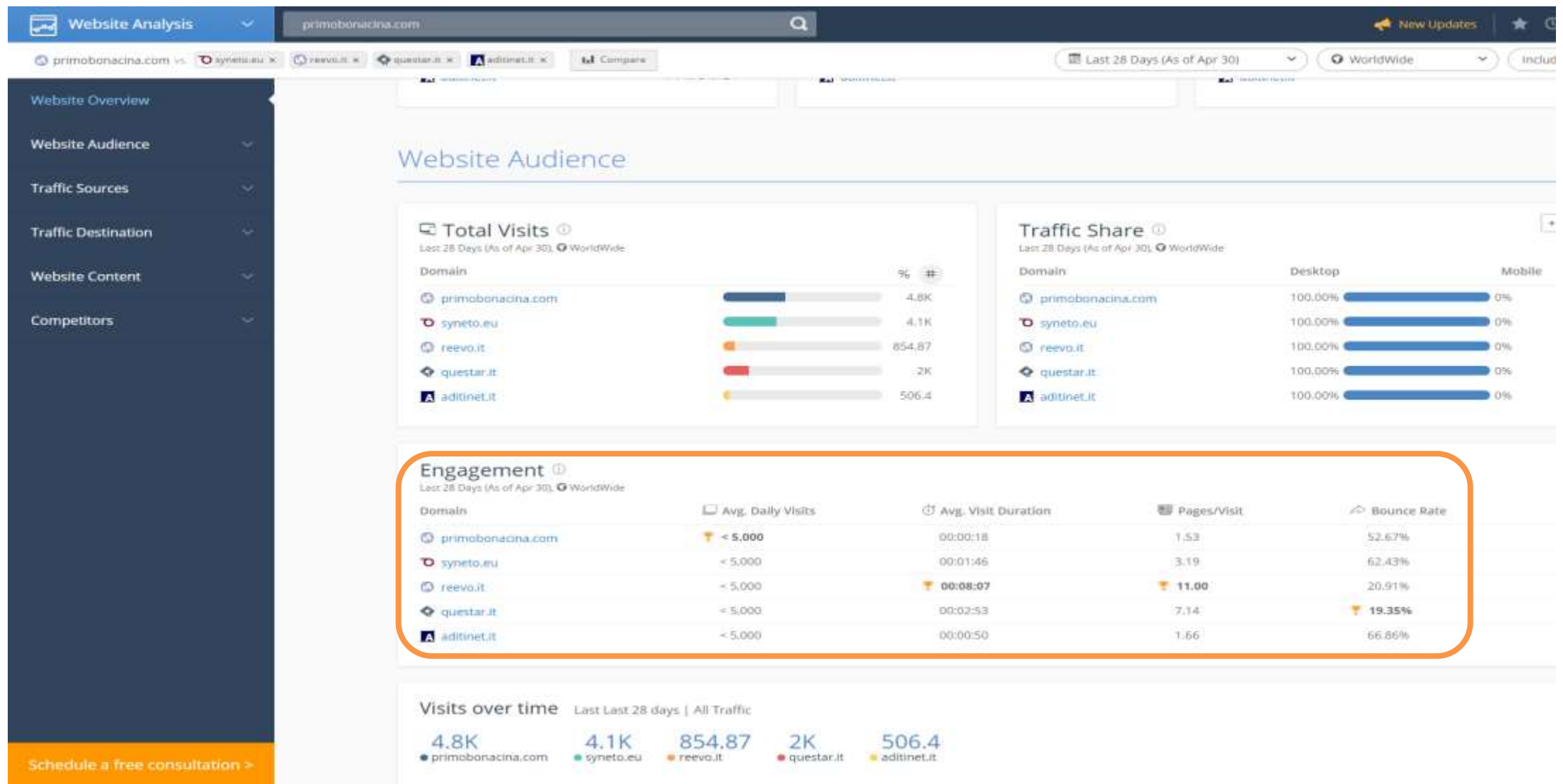
2,418,748 ▲ 271,493

Rank in Italy

73,909



Monitoriamo il ranking e l'engagement del sito e dei concorrenti (con SimilarWeb)



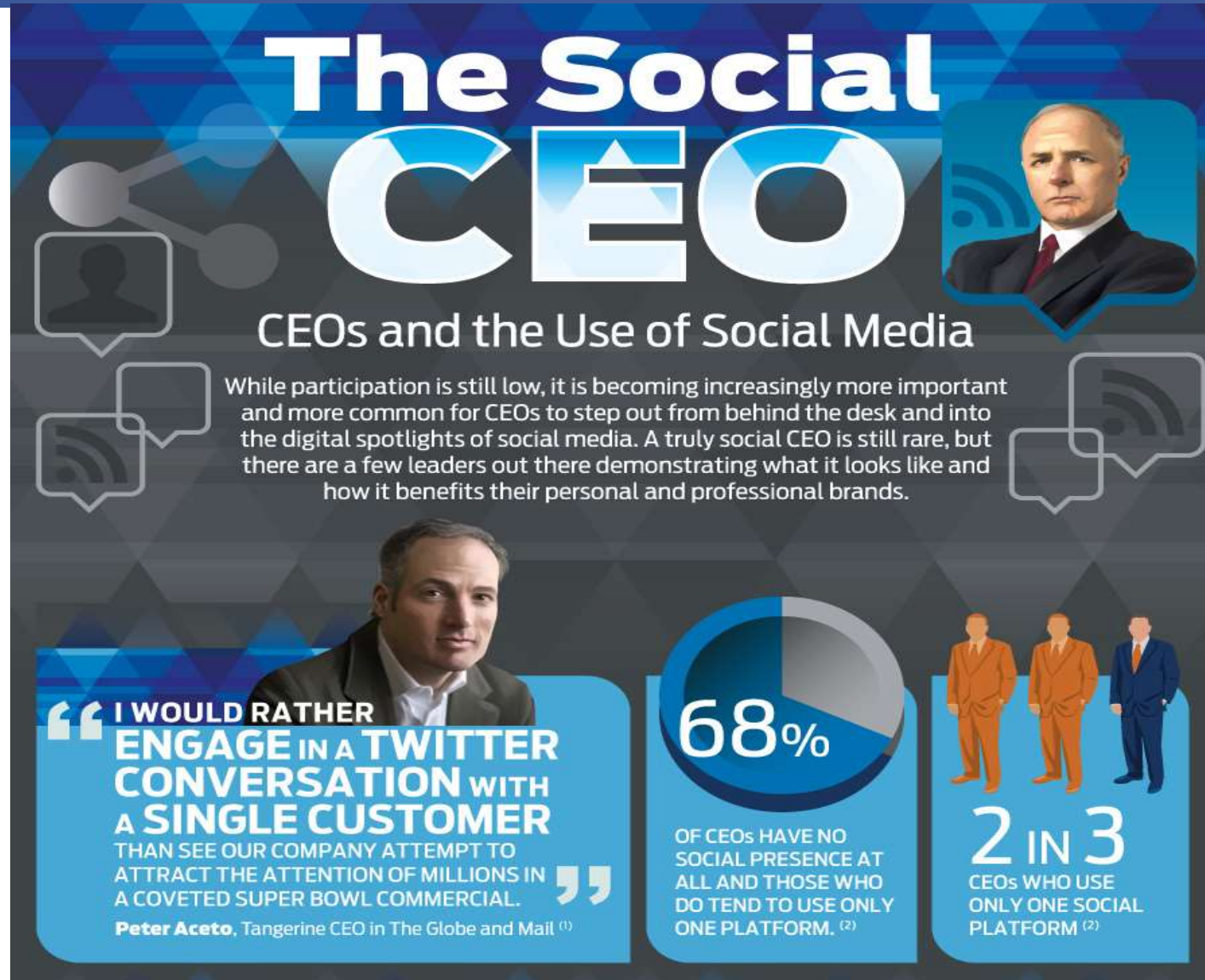
Tutto questo per le aziende. E per le persone (i manager)?

“Today, entrepreneurs need to take their business to where the conversation is happening... Social Media is the perfect venue.”

Sir Richard Branson



«The Social CEO»



I top manager DEVONO essere delle Social Media Rockstar



- Ma il **60%** delle grandi aziende **NON** ha in atto questo programma

SOCIAL

How the World's Top CEOs Use Social Media

By Dillon Baker

June 12th, 2017

Reading time: 2 min



Thought leadership gets a lot of flak in marketing circles. Some of it is fair. “Thought leadership” is jargon for something companies have done forever: trying to position their executives as influential leaders. But just because it’s a new way to refer to an old technique doesn’t mean it’s not effective. New technology has just changed how it’s done.

That’s why, much to some people’s chagrin, the term just won’t go away. Thought leadership has fundamentally changed in the age of smartphones and social media. It’s become more effective thanks to the low cost of digital distribution and the ability for individuals to cultivate their own followings. While building up an executive as a thought leader once required an immense PR effort, professionals with loyal followings and powerful influence are now a dime a dozen.

CEOs, in particular, have become social media rockstars. Elon Musk, Marc Benioff, and Mark Zuckerberg are easy examples. But not every CEO uses social media. According to new research from CEO.com and Domo, 60 percent of Fortune 500 CEOs have no social media presence whatsoever.

Il social «ghost writing»

- Realizzazione di **messaggi per i manager dei clienti**
- Utilizzo per i social media, ghost writing, sito aziendale
- Copywriting ad hoc, sulla base di preciso briefing: messaggi di business (e non solo), con un tocco personale
- Gestione dei ritorni e delle interazioni



Tweets **15.5K** Following **628K** Followers **93.9M** Likes **10** Lists **3**

Following

Barack Obama ✓

@BarackObama

Dad, husband, President, citizen.

Washington, DC

Tweets Tweets & replies Media



Barack Obama ✓ @BarackObama · Aug 17

Michelle and I are thinking of the victims and their families in Barcelona. Americans will always stand with our Spanish friends. Un abrazo.

24K 320K 1.6M

Who to follow · Refresh · View all



Justin Bieber ✓ @justinbie... ×

Follow



Oprah Winfrey ✓ @Oprah ×

Grazie per l'attenzione!

www.primobonacina.com/social



PBS Digital Actionable Measurable

Primo Bonacina
Managing Partner, PBS - Primo Bonacina Services

Phone: +39 334 6381071
primo.bonacina@primobonacina.com
Skype: primo.bonacina
www.primobonacina.com

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Via Canneto, 10 - 25049 Iseo (BS) Italy - VAT id: IT04001550161

