

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

**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: 5 luglio 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

Our purpose is to **add value**



by providing **hands-on, no-risk, flexible, affordable, measurable support**



to **sales, marketing, technology, HR, company initiatives**



of **IT and Digital enterprises**





# Il portafoglio servizi: 7 aree, tutte Digital ([www.primobonacina.com/services](http://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%)

**130**

Customers

**12**

Countries of business

**17**

Managed companies (Social Media)

**137**

Recruited People (Social marketing)

**15**

Managed brands/customers (AdWords)

# Siete pronti per la Social Reputation?





# 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)



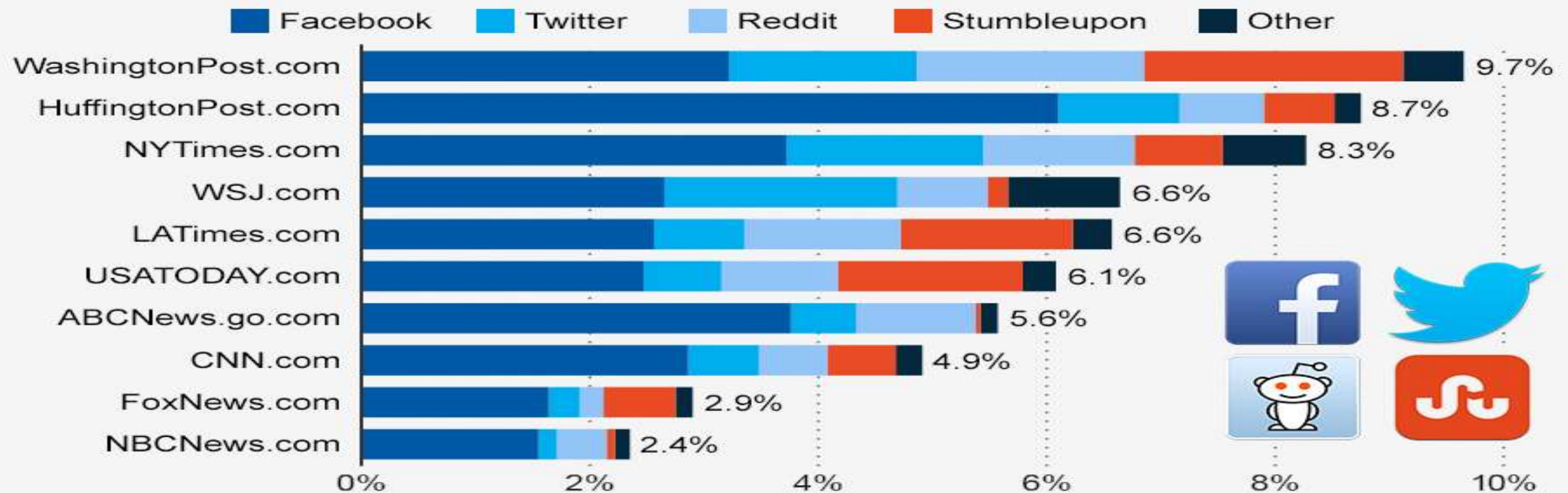
- 92% of Internet users read product reviews and 89% of people say that reviews influence their purchasing decisions (eTailing Group)



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

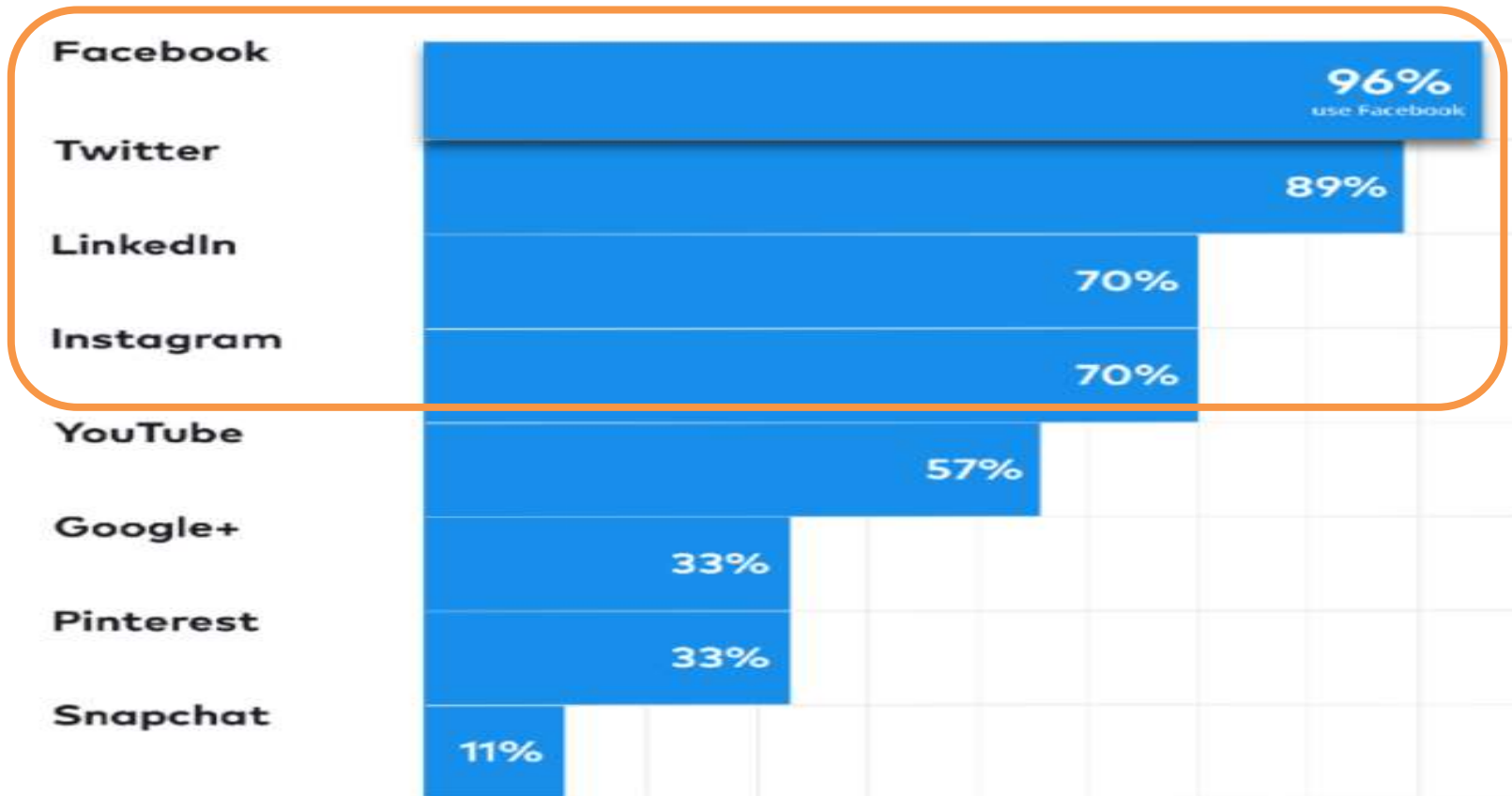
## Facebook is the No.1 Social Traffic Source for News Websites

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%**

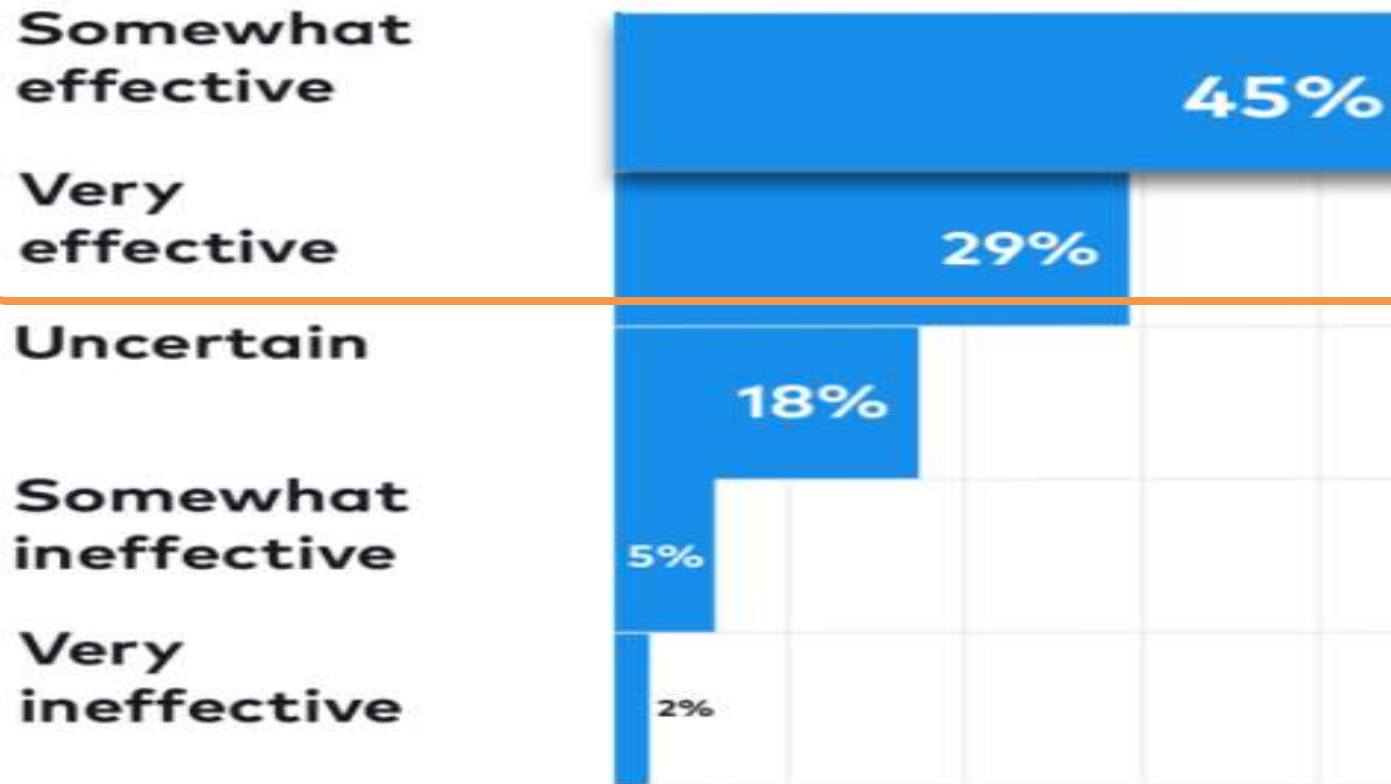
**Strongly disagree**

**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?**

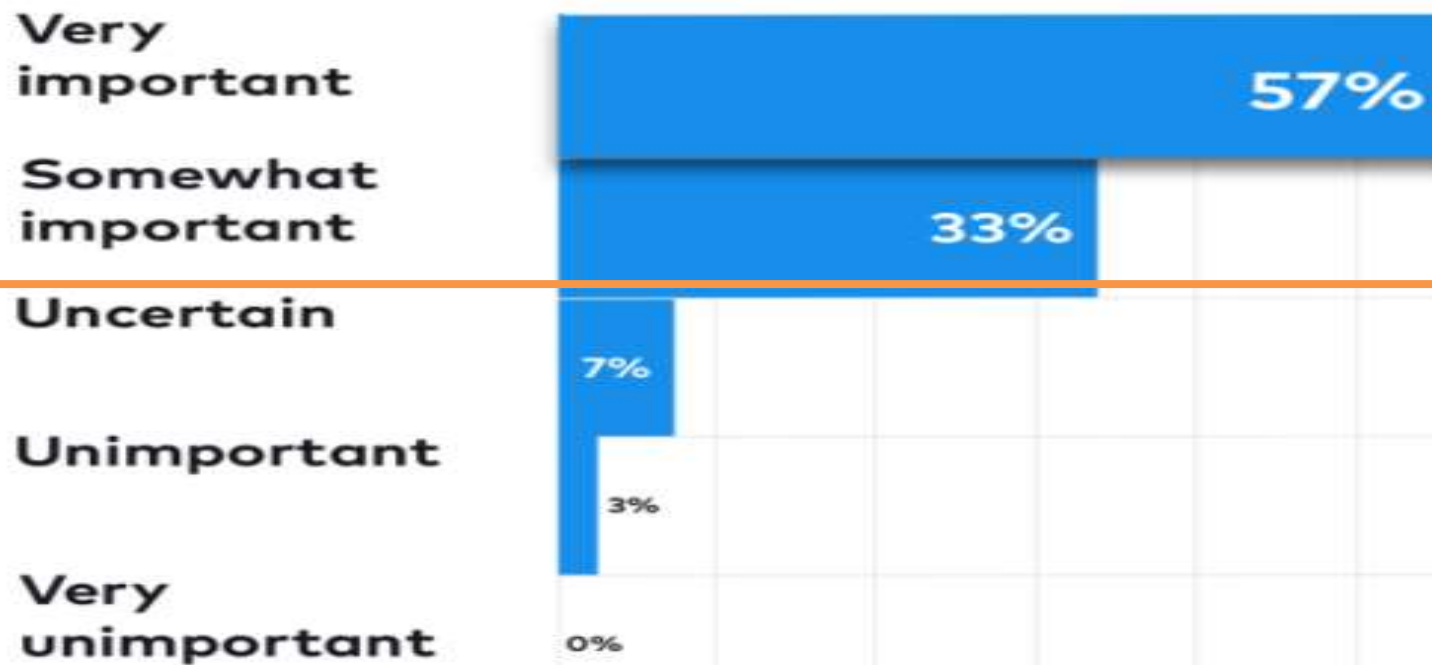


74% of marketers believe social media marketing has been "somewhat effective" or "very effective" for their business.



# Social Media: 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!



Solution

Problem





Il nostro Progetto per far crescere la presenza sui social media della tua azienda ([www.primobonacina.com/social](http://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/abbiamo gestito/influenzato, a livello globale o locale

IT Vendors	IT Distributors	IT Resellers	IT Service Providers	Other
 <p><b>syneto</b> YOUR DATA • OUR BUSINESS</p>	 <p><b>AVNET</b><sup>®</sup> technology solutions</p>	 <p><b>aditinet</b> 1<sup>st</sup> CLASS IT</p>	 <p><b>fastERA</b><sup>®</sup></p>	 <p><b>cesap</b></p>
	 <p><b>EXCLUSIVE NETWORKS</b></p>	 <p><b>BCLOUD</b></p>	 <p><b>REEVO</b> Il Cloud Geniale</p>	 <p><b>IIP</b> ISTITUTO ITALIANO DEI PLASTICI</p>
	 <p><b>QUESTAR</b> IT SECURITY DISTRIBUTION</p>	 <p><b>DatapointEurope</b> a <b>sabio</b> company</p>		 <p><b>PBS</b> Digital • Actionable • Measurable</p>
	 <p><b>TechData</b></p>	 <p><b>Npo</b> SISTEMI A RICOH COMPANY</p>		 <p><b>Proserpina</b> YOUR BUSINESS, MADE SUSTAINABLE</p>
	 <p><b>TechData</b> Advanced Solutions</p>	 <p><b>PERSONALDATA</b> CONSULENZA E INNOVAZIONE IT gruppo <b>project.it</b></p>		



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

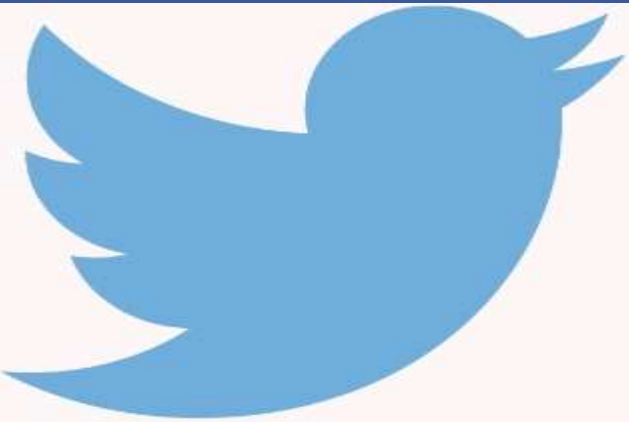


# Costi e modalità di attivazione

- **Accattivante quotazione ad hoc** in base al **perimetro** dell'incarico (numero/complessità comunicazioni e interazioni)
- **Costi 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



# Partiamo da vostri link/sito/briefing/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	

# (opzionale) Creiamo o aggiorniamo i tuoi social account ed entriamo nel flusso di e-mail



The image shows a Twitter profile card for the user 'Syneto'. The profile picture is a circular graphic with a red 'S' logo. The name 'Syneto' and handle '@syneto' are displayed below the profile picture. To the right of the profile card is a navigation menu with the following items: 'Account', 'Security and privacy', 'Password', 'Cards and shipping', and 'Order history', each with a right-pointing chevron icon.

## 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



# Controlliamo, amministriamo, ottimizziamo la tua pagina 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

# 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 (con DrumUp)

## DrumUp.io

**DrumUp**  
Internet • Portland, Oregon • 2,365 followers

   **2 connections** work here. [See all 6 employees on LinkedIn](#) →


[Following](#) [See jobs](#)

### About us

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.


### Recent update

[See all](#)



12 #Tools To Improve #Marketing ROI. #S...  
curatti.com


Get the latest job



Primo, explore re with NEC

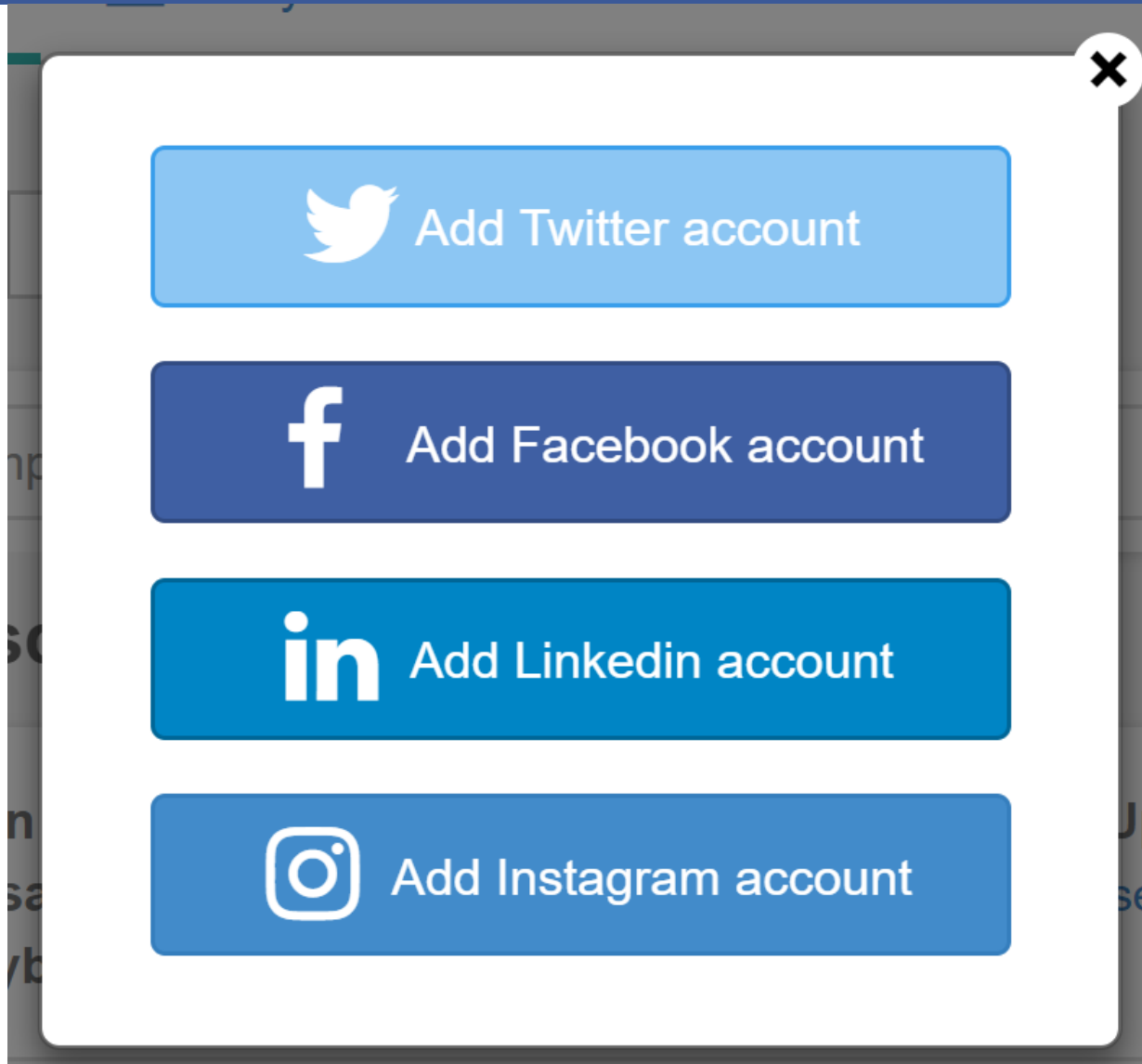
[Fo](#)

People also viewed

 **Godot Media**  
Information S...  
11-50 employ



# Collegiamo i tuoi Social Media alla nostra Dashboard

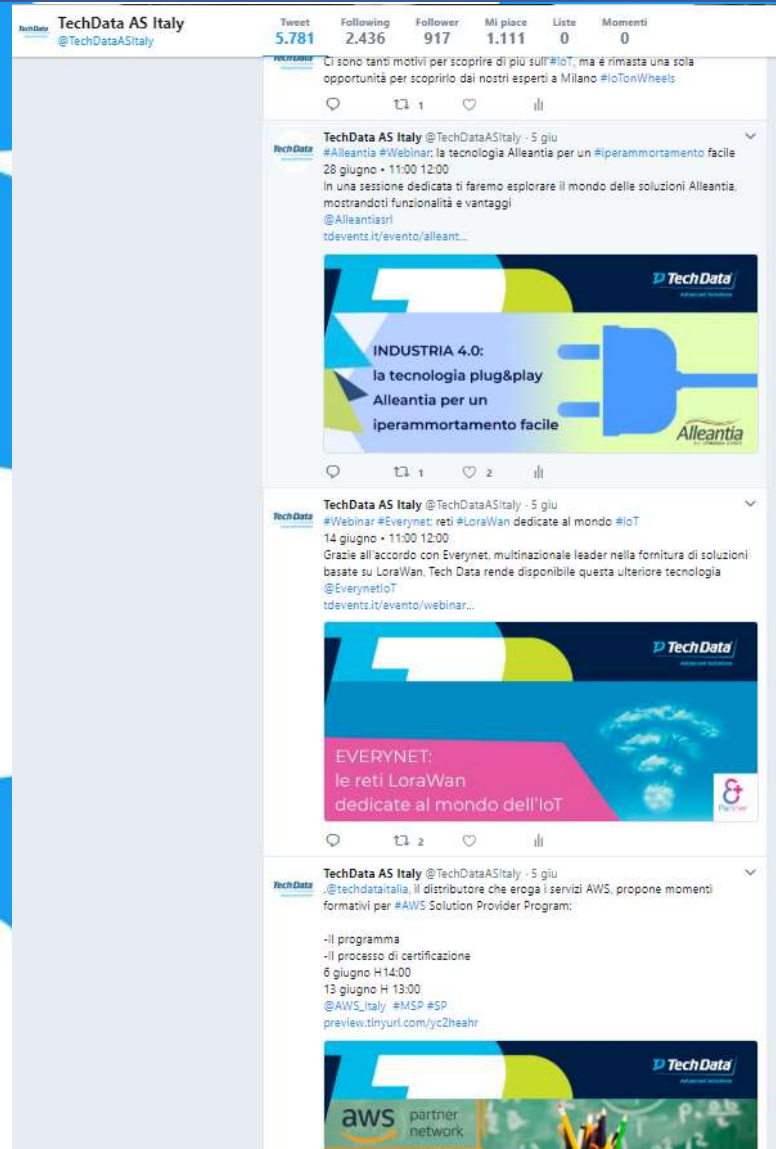


# Siamo pronti: iniziamo a comunicare!

- 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 for "days interval to repeat" and a dropdown for "times". 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 and a grid of social media account icons for various platforms like Twitter, LinkedIn, and Facebook. A "Schedule" button is located at the bottom right of the interface.

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





# 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 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/>

#Polycom 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/>

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

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

SuperChannel: la soluzione per semplificare i processi e migliorare la customer experience nel contact center <http://sc.datapointeurope.com/>

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

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

SuperChannel: la soluzione 100% cloud per una migliore customer experience nel contact center <http://sc.datapointeurope.com/>

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 sulle novità e gli eventi, cercando l'interazione con gli 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...](https://smau.it/invitation/mil...)



**Pierantonio Macola**

@macolap

Presidente di SMAU [@smaunotes](#) The leading italian exhibition about Innovation and Technology for Business, Professionals, Startups.

 Milano

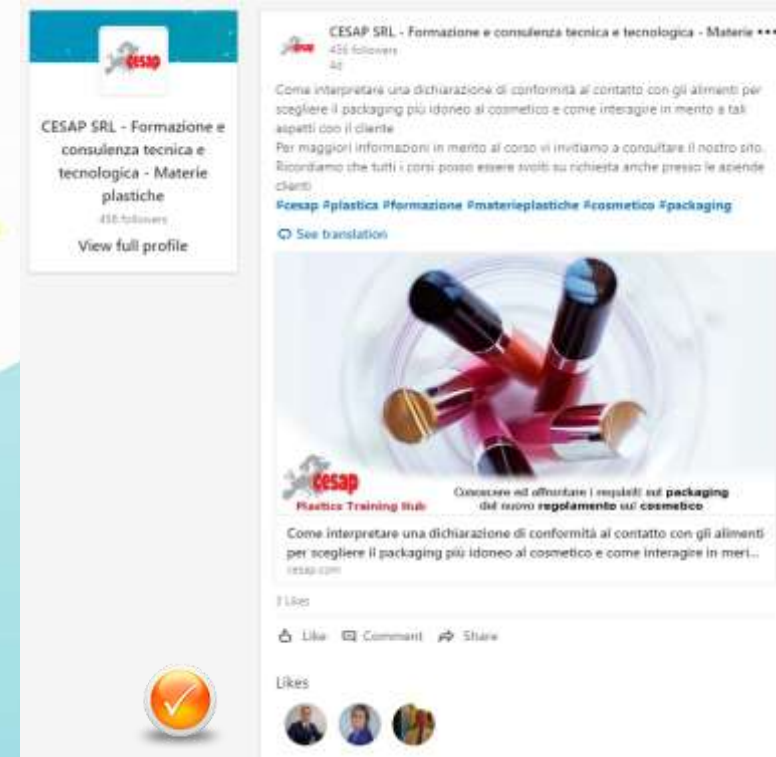
 [smau.it](https://smau.it)



# Seguiamo (o effettuiamo) le Dirette Social



# Controlliamo da dove arriva l'engagement




# Recuperiamo news e citazioni dal web (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



# Content Curation: selezioniamo gli articoli e ti proponiamo materiale per il tuo blog e pagine social

TITOLO: Sistemi iperconvergenti: come evitare quattro svantaggi possibili

TESTO ACCOMPAGNATORIO: Le soluzioni di infrastruttura iperconvergente sono allettanti per le imprese, ma possono nascondere inconvenienti di scalabilità, costi inattesi sulle licenze, consumi più elevati di energia e problemi di interoperabilità. Conoscerli serve ad evitarli.  
Clicca qui per [approfondire](#).

FOTO: <http://blog.lenovo.com/uploads/general/What-is-Hyperconvergence.jpg>

LINK: <https://www.zerounoweb.it/techtarget/searchdatacenter/quattro-problemi-delle-infrastrutture-iperconvergenti/>

Home > [SearchData Center](#)

TechTarget Tech InDepth

## Sistemi iperconvergenti: come evitare quattro svantaggi possibili

24 Apr 2018

di Giorgio Fusari - fonte TechTarget

Le soluzioni di infrastruttura iperconvergente sono allettanti per le imprese, ma possono nascondere inconvenienti di scalabilità, costi inattesi sulle licenze, consumi più elevati di energia e problemi di interoperabilità. Conoscerli serve ad evitarli

**S**oluzioni moderne, sviluppate per rispondere alle evolute esigenze della trasformazione digitale, i sistemi IT con infrastruttura iperconvergente rappresentano oggi per il reparto IT di un'impresa elementi di flessibilità e convenienza. Nell'adottarli **non bisogna tuttavia ignorare alcuni problemi** di diversa natura che possono presentarsi a seconda delle implementazioni.



# Content Curation: troviamo nuovi 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 ...



### Pubbligate 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 3:10 PM ☆ Delete Edit

---

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

Posting tomorrow 4:26 PM ☆ Delete Edit

---

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

Posting tomorrow 6:19 PM ☆ Delete Edit

20

22 23 24 25 26 27



# Costruiamo e gestiamo il calendario dei messaggi (vista mensile)

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		6:44p #APPRIAN CORPORATION ASSL	8:08a #INNOVAZIONE: in azienda c'è 11:48a Proposta: check-up delle attività 3:18p Ma dove vai se la Strategia #Cio 4:36p 5 Types of #Twitter #hashtag Ex 6:19p Why Tone and Language Make f	8:08a Nella distribuzione IT è # lavoro 10:14a Ma siamo davvero pronti per #G 10:29a Vivi un' estate nella creazione di 11:41a La #PR e i rapporti con la #stam 3:18p Car! #CIO, siete proprio sicuri di 4:36p #Job Search: You're Doing it Wro 6:04p #APPRIAN CORPORATION ASSL	9:39a #INFOGRAPHIC: #Automation 11:03a Contattaci per sviluppare il tuo C 11:11a How to build #SOCIALMEDIA in 11:31a Costruire un #canale di video #v 11:43a Una regola fondamentale del #m 2:20p #Cloud: dieci consigli per l'uso IT 3:15p "Less is more", come catturare l 6:15p Writing a Follow Up to an Interest 7:11p Report: The Top 6 Industries Ml by	10:49a #Vendite, come scegliere alla tra 11:45a 7 Essential Rules to Create #str 2:50p Top 10 #BusinessPlan Mistakes I 4:30p €150 di #conto sulla migliore #C
9:21a How to move from a #Marketing 1:08p PBS per #Google #Adwords: con 5p #INFOGRAPHIC: 2016 State of the I 7:57a Five Mindset Traits of #Disruptiv	9:13a Quattro mosse per rendere vinci 11:05a I tuoi prodotti sono pesanti e otti 11:56a Quarta produzione document di 1:12p #2020 #VIDEO E #MOBILE SAR 2:35p 5 Speaking Labels That Underm 6:25p 4 Reasons Why #Bichonorial AA 7:35p #Infographic: The \$2.7 Trillion Op	9:15a La #concorrenza è uno stesso pe 11:05a Vuoi scoprire quali sono i #cant 11:57a Il #video è il modo di comunica 12:16p #Erevisi assieme 2 #Sales Accou 12:22p What #socialmedia #Matrix: Yo 1:56p Subscribe to our #blog to receive 6:37p The Answer #circulares Search 6:44p Looking beyond technology to dr	8:19a Le cinque regole d'oro per farsi 9:23a 10 Reasons Why #Infographics a 10:52a 7 Reasons Why Your #Business 11:08a Vuoi lanciare la tua soluzione IT 2:20p Il mistero della #performance del 2:51p #SoftwareDefined #Devops/ops 4:42p Acquiring Top #Talent for #digita 6:56p Costruire con facilità un #cablog 7:54a Discover the #Psychology Of #C	11:13a Costruire Database di potenzia 2:36p Per costruire discorsi efficaci be 3:25p Vuoi pubblicare un #eBook? Pos 5:58p 5 Steps to Generate More #Leads 11:13a #Lead generation, ecco la soluz 12:32p Il tuo sito si fa trovare su #Googl 2:31p #DataCenter aziendali, difficile m 3:31p #Garther, Test #Business #Creati 5:25p #VWare and #AAWS just verba	11:13a #Lead generation, ecco la soluz 12:32p Il tuo sito si fa trovare su #Googl 2:31p #DataCenter aziendali, difficile m 3:31p #Garther, Test #Business #Creati 5:25p #VWare and #AAWS just verba	10:39a L'Internet of Things è una rivoluz 11:09a Come definire i guest post: ricer 3:29p Can a computer really #recruit th 6:32p 2016 #Garther #MagicQuadrant I 6:41p I 4 Vantaggi del #SearchEngine #
2:03p 5 #Blog Post Ideas to Bring Vari	9:19a #INFOGRAPHIC: Today it takes 10:01a Ecco la guida alle migliori rego	10:03a Choose our #CV Rewriting serv 10:36a Non hai #revisions accurate di	1:20p What #Customers Expect to See 1:29p #SocialMedia #Automation: 7 Re	10:43a Cercare le migliori soluzioni sul 12:12p #SOCIAL #RECRUITING: il #w	8:37a Trovare la persona giusta da ass 10:44a Hai bisogno di uno speaker di 11:05a #Marketing #Automation: 7 Re	7:05a Taking the guesswork out of #rec 7:52a What Makes a #Marketing Cente 11:05a #Marketing #Automation: 7 Re

20

# Operiamo in modo coerente/integrato e 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 a list of friends and a post from a friend.

LinkedIn 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".

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". The post also shows a list of friends and a post from a friend.





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

DIGITAL4  
mentioned you.

Reply

DIGITAL4  
@Digital4\_biz

Oct 21

#AvnetRDM16 sulla strada della Digital Transformation... del canale [bit.ly/2dFDivi](http://bit.ly/2dFDivi)  
@Avnet\_TS\_IT

View conversation

All Mentions

Paul S Haddow and 3 others followed you



Parag Chandiwal liked your Tweet

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



Ciaran Fenton and Ken Maranian liked your Tweet

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



Alex Hill liked your Tweet

Oct 16: @\_zdnet: Using #AgileDevelopment to build #DataSolutions for #SMEs: [zdnet.com/article/europe...](http://zdnet.com/article/europe...)



Gav L Brining liked your Tweet

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





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

# onalytica

scale your influence now



<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 customer...

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

 <b>@Steveology</b> <b>Steve Farnsworth</b> A Forbes Top 50 Social Media Influencer, Demand Generation Content Marketing for B2B High Tech CMO at The @Steveology Group <a href="http://t.co/jwBgPTcP3H">http://t.co/jwBgPTcP3H</a> 96.5K TWEETS 114.4K FOLLOWERS 2.5K FOLLOWING	 <b>@leeodden</b> <b>Lee Odden</b> 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	 <b>@BrennerMichael</b> <b>Michael Brenner</b> 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
 <b>@Robert_Rose</b> <b>Robert Rose</b> I help marketers create remarkable experiences. Chief Strategy Advisor @CMIContent. Sr. Consultant @Just_Clarity. Author. Startup Advisor. Speaker. Troublemaker. 16.8K TWEETS 40.4K FOLLOWERS 15.6K FOLLOWING	 <b>@contentchampion</b> <b>Loz James</b> 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	<p>Tell Your Friends!</p> <p>I Found Influencers With My Own Content Using @Onalytica's Free Tool. Check It Out: <a href="http://content.onalytica.com">http://content.onalytica.com</a></p> <p>TWEET THIS</p>



# 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](https://truetwit.com/vy450528032)



# Creiamo e promuoviamo «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 · 4 months ago · 18 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 ...

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 neta è una soluzione di availability unificata e globale per i carichi di ...

www.01net.it



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

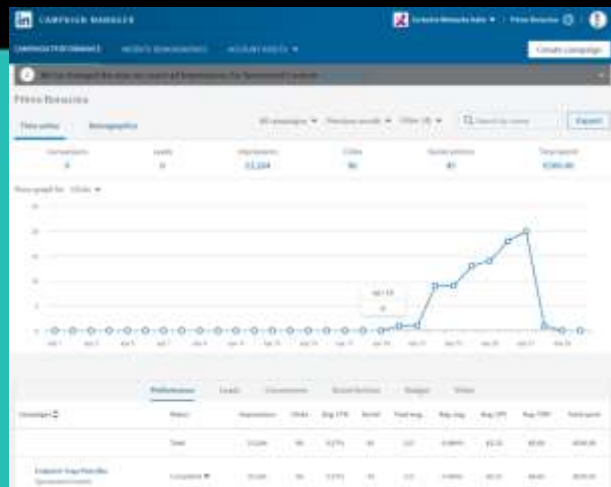
Software-Defined Anything (SD-X) è un termine molto generico e include un ampio spettro di tecnologie che potrebbero generare una certa confusione nei lettori. Tutto è iniziato dalla virtualizzazione dei server seguita dal Software Defined Storage con un'ultima forte spinta arrivata dal Software Defined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

digital4





# Gestiamo campagne di Social Advertising



## Social Media Advertising



share



connect



like

engage



# Formiamo le tue persone sul tuo nuovo approccio ai social media o su come usare i social media per fare business





# Analizziamo i ritorni: la vista di sintesi



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...](http://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](#)

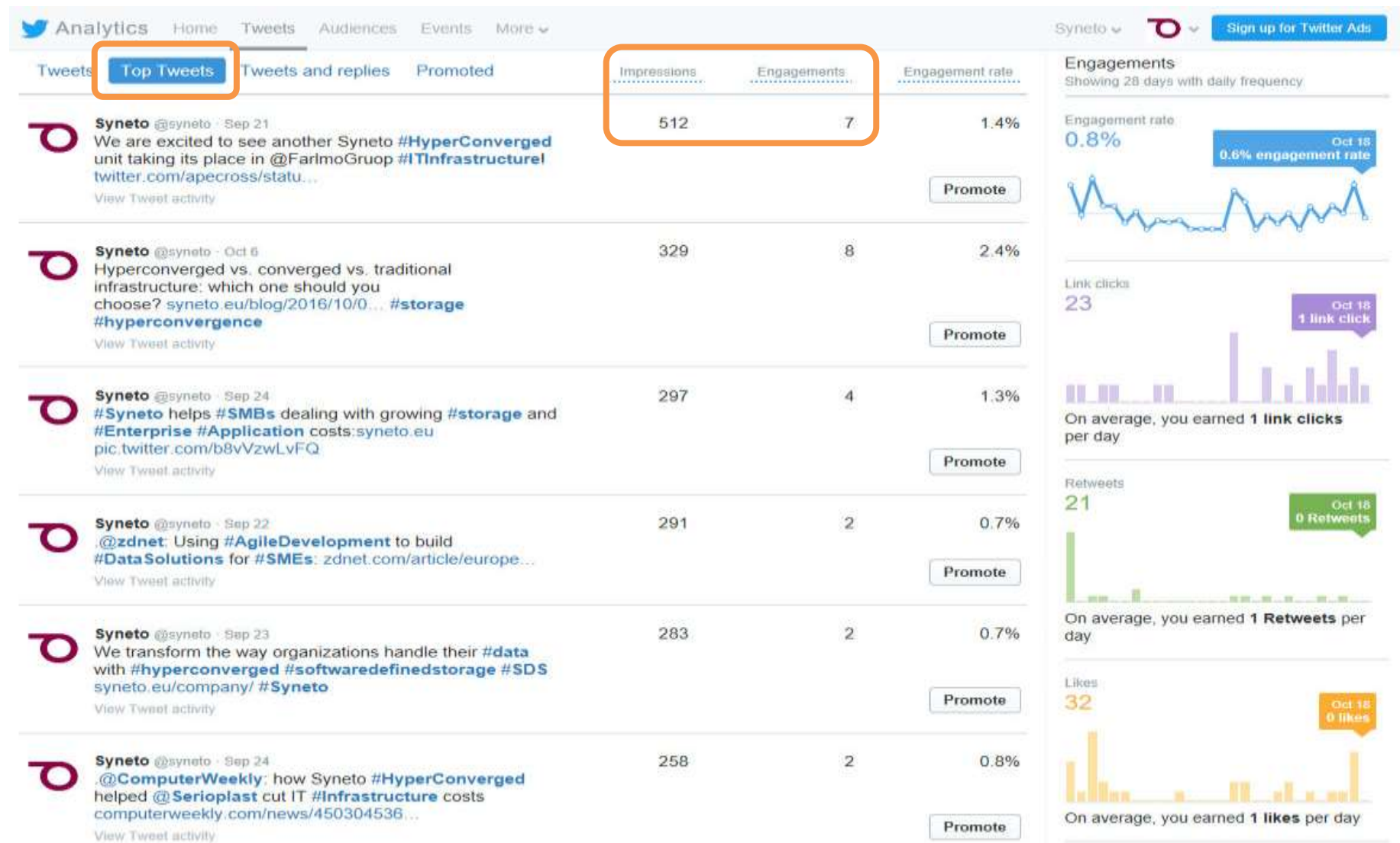
#### OCT 2016 SUMMARY

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

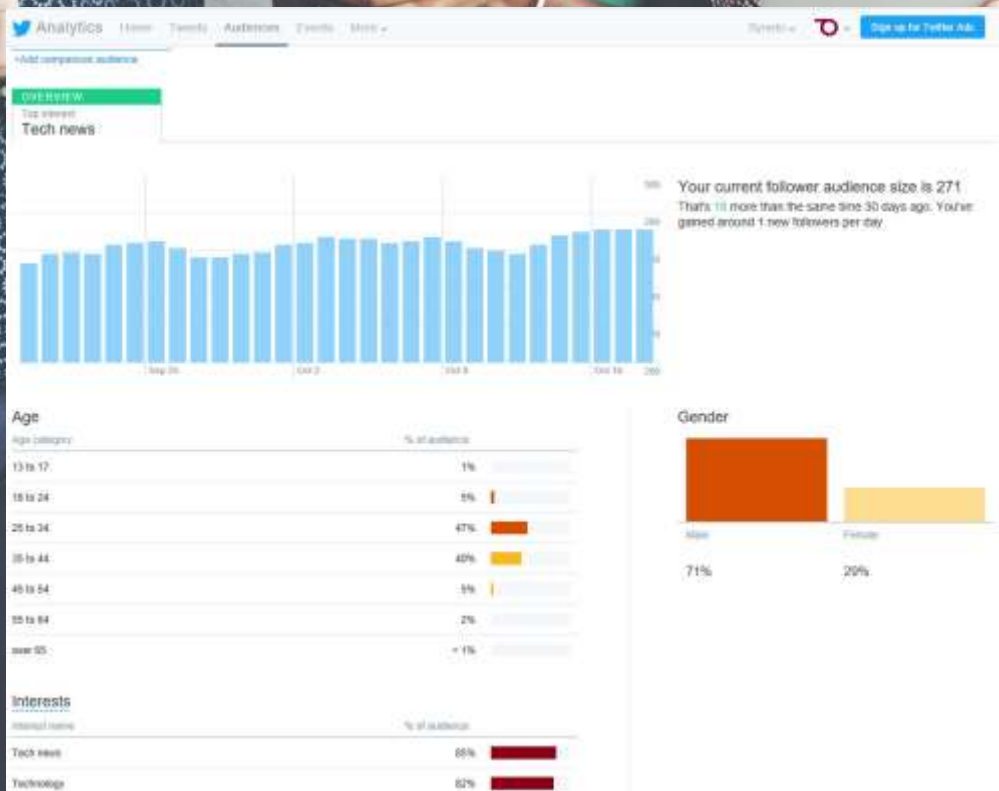


# Scarichiamo questi dati per analisi offline





# Analizziamo i ritorni: come si sviluppa la community







# 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	<b>621</b> Followers	<b>0.16</b> Interactions / follower	<b>177</b> Published Tweets	<b>101</b> Interactions	<b>0.57</b> Interactions / tweet	<b>0</b> Conversation Tweets
 Avnet TS Italy @Avnet_TS_IT	<b>569</b> Followers	<b>0.15</b> Interactions / follower	<b>87</b> Published Tweets	<b>87</b> Interactions	<b>1</b> Interactions / tweet	<b>0</b> Conversation Tweets
 ReeVo Cloud @reevo_cloud	<b>213</b> Followers	<b>0.36</b> Interactions / follower	<b>52</b> Published Tweets	<b>77</b> Interactions	<b>1.5</b> Interactions / tweet	<b>0</b> Conversation Tweets
 Datapoint Eur It... @Datapoint_Eu_It	<b>179</b> Followers	<b>0.75</b> Interactions / follower	<b>59</b> Published Tweets	<b>134</b> Interactions	<b>2.3</b> Interactions / tweet	<b>0</b> 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)



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



**Alexa** An Amazon.com company

Find Website Traffic Statistics:

### 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

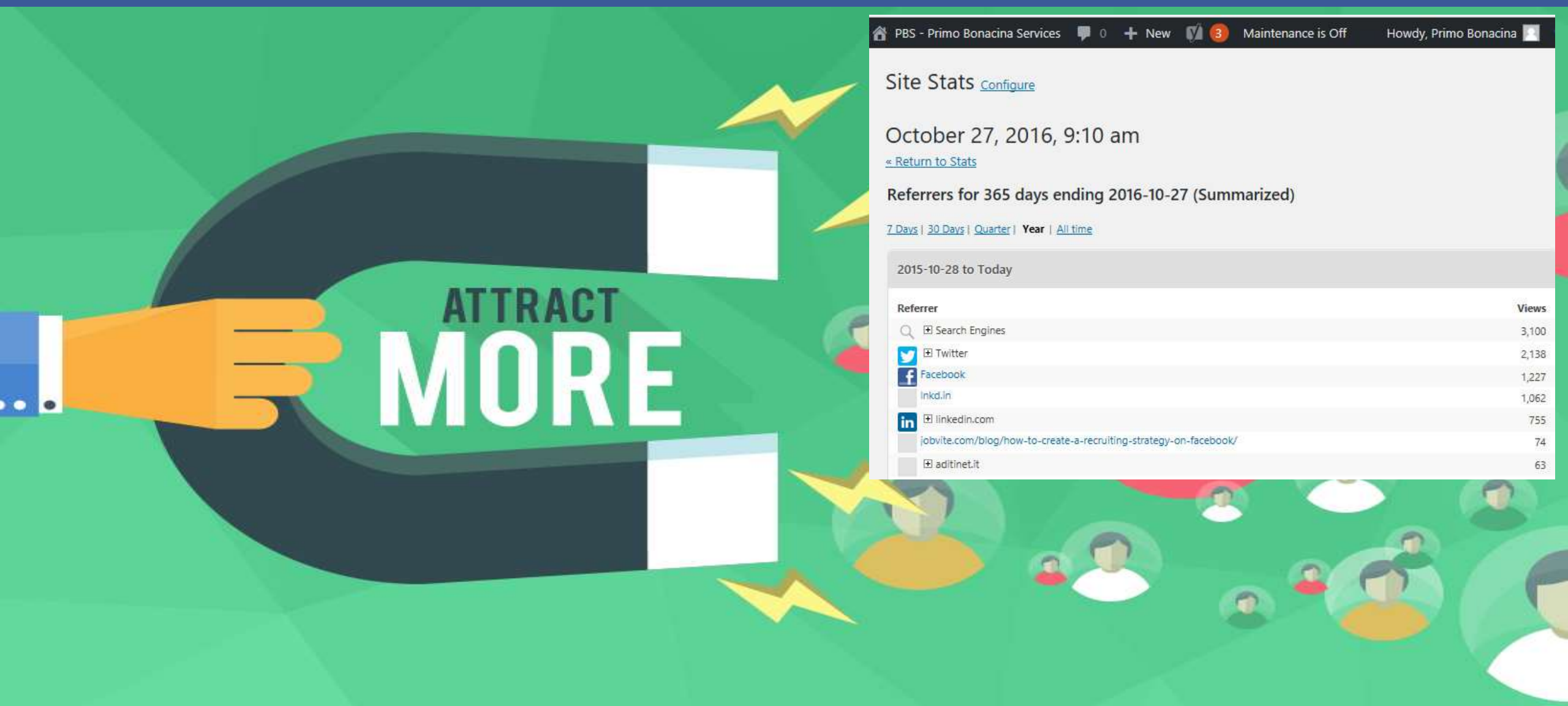
How popular is primobonacina.com?

**Alexa Traffic Rank**  
How is this site ranked relative to other sites?

Global Rank #1  
**2,418,748** ▲ 0%

Rank in Italy #1  
**73,909**

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



PBS - Primo Bonacina Services 0 + New 3 Maintenance is Off Howdy, Primo Bonacina

### Site Stats [Configure](#)

October 27, 2016, 9:10 am  
[Return to Stats](#)

#### Referrers for 365 days ending 2016-10-27 (Summarized)

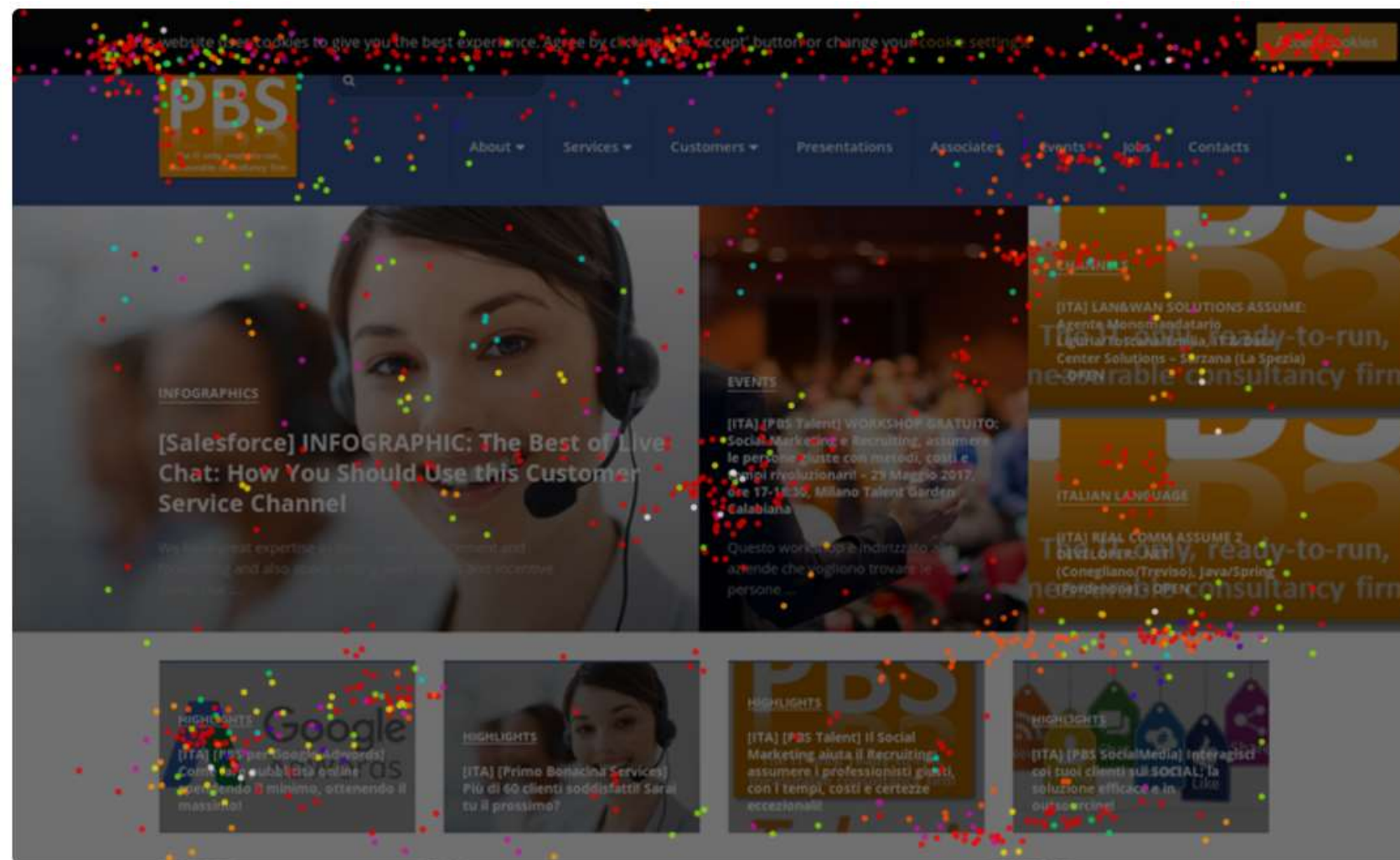
[7 Days](#) | [30 Days](#) | [Quarter](#) | **Year** | [All time](#)

2015-10-28 to Today

Referrer	Views
<a href="#">Search Engines</a>	3,100
<a href="#">Twitter</a>	2,138
<a href="#">Facebook</a>	1,227
<a href="#">Inkd.in</a>	1,062
<a href="#">linkedin.com</a>	755
<a href="#">jobvite.com/blog/how-to-create-a-recruiting-strategy-on-facebook/</a>	74
<a href="#">aditinet.it</a>	63



# Analizziamo come il sito viene usato/abbandonato (con CrazyEgg)

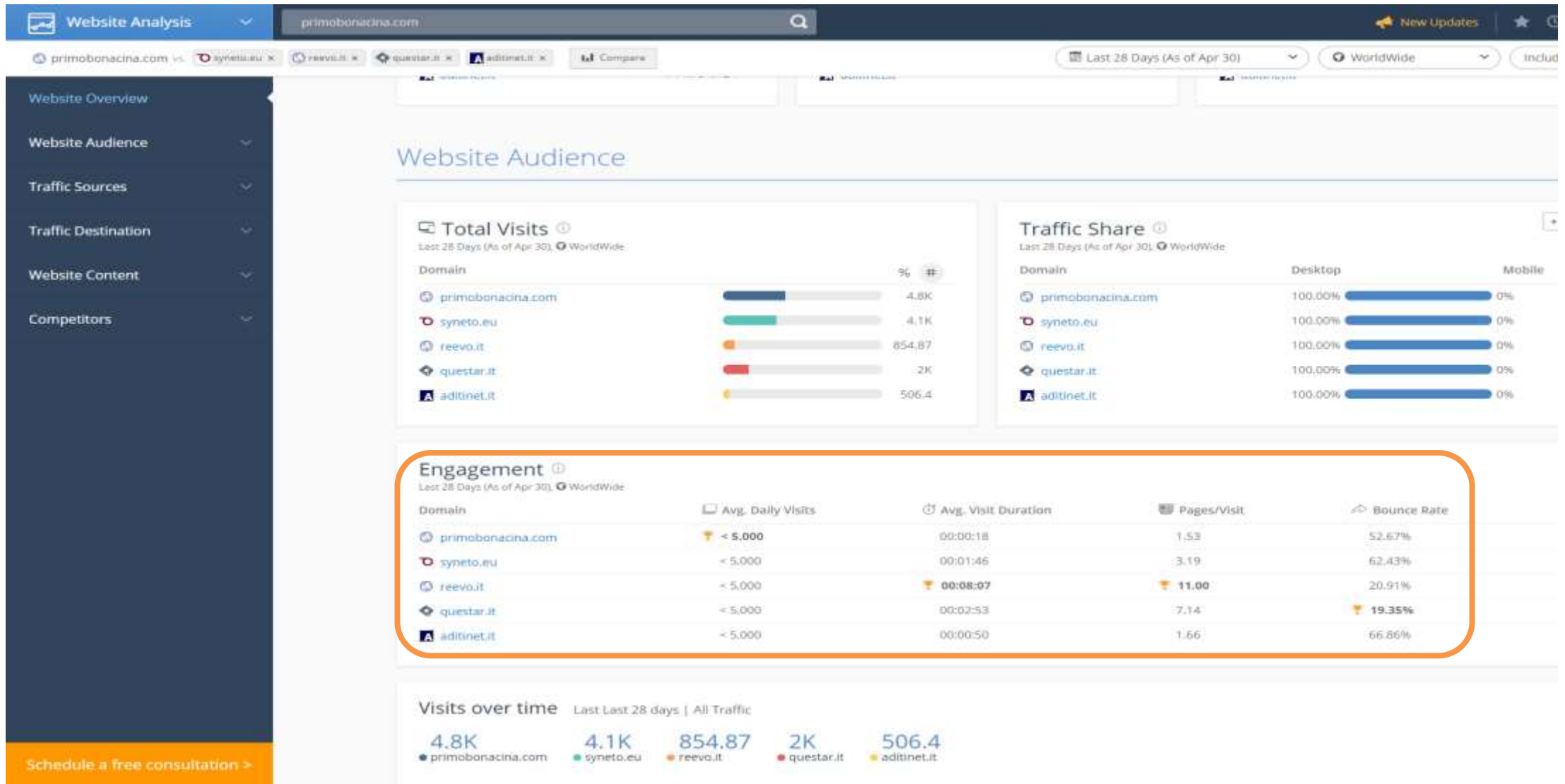


See how people really use your site

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





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



**WHY EVERY CEO SHOULD  
HAVE A SOCIAL MEDIA  
PRESENCE**

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»



## The Social CEO

### CEOs and the Use of Social Media

While participation is still low, it is becoming increasingly more important and more common for CEOs to step out from behind the desk and into the digital spotlights of social media. A truly social CEO is still rare, but there are a few leaders out there demonstrating what it looks like and how it benefits their personal and professional brands.

**“ I WOULD RATHER ENGAGE IN A TWITTER CONVERSATION WITH A SINGLE CUSTOMER THAN SEE OUR COMPANY ATTEMPT TO ATTRACT THE ATTENTION OF MILLIONS IN A COVETED SUPER BOWL COMMERCIAL.”**  
Peter Aceto, Tangerine CEO in The Globe and Mail <sup>(1)</sup>

**68%** OF CEOs HAVE NO SOCIAL PRESENCE AT ALL AND THOSE WHO DO TEND TO USE ONLY ONE PLATFORM. <sup>(2)</sup>

**2 IN 3** CEOs WHO USE ONLY ONE SOCIAL PLATFORM <sup>(3)</sup>



# I top manager DEVONO essere «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



**T**hought 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 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](http://www.primobonacina.com/social))



**Primo Bonacina**

*Managing Partner, PBS - Primo Bonacina Services*

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