



Results Driven Social Media Marketing

**15 minutes a day to social  
marketing expertize**



# What is Gnostix?

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*Gnostix is a social media monitoring, analytics and reporting tool with **integrated marketing expertise** that enables businesses to listen, measure, monitor and analyze the social web.*

# More than a tool..

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*Designed to self-train and based on marketing know-how, Gnostix turns users into marketing experts & industry thought leaders, even if they have no previous experience with social media.*

# How?

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The tool helps users *shape a marketing strategy* by having essential metrics & analytical reports readily available in one click.

With its *intuitive design* & *premium functionality*, Gnostix is suited to any sized business helping them to listen, measure, monitor and analyze the social web.



# Gnostix special features

- The only social media marketing tool that monitors **Greeklish**
- Suited to the multilingual EMEA with **its localized** sources features (less noise & better data!)
- **Flexible and customizable** to user-needs and changes in social networks online!
- The only tool that allows **access to all your social media accounts & statistics from one place**

# Gnostix for Euruko

- Trends and sentiment analysis for all Euruko conversations
- Key online Influencers for Euruko
- Stats and key metrics on the Event Social Media accounts performance
- Consulting for social media communications

## Offered to sponsors:

- Share of Voice for all sponsors' brand names, media types analysis and sentiment analysis
- Click-through-rate analysis on the content distributed for sponsors by Euruko



# Benefits for Euruko

- Insights on Euruko's Social Media mentions, when & where conversations take place and what sentiment is dominating discussions
- Opportunity to engage with key online influencers of the event
- Insight on emerging topics that people are most interested about before, during & after the event, plus one click away from all questions / problems that might come up
- Instant access to Euruko's all social media account statistics/metrics
- Instant access to interesting / relevant content to distribute on event's SM channels & consulting on social media communication
- Generation of powerful numbers that can be used for post-event press releases and announcements to create buzz around the event
- 1 more offering / benefit for sponsors in the package & in parallel, an incentive for them to get more involved in social media making Euruko messaging more viral

# Expectations

- Named a “communication” sponsor
- Mention in the sponsor packages next to our offer to sponsors:  
“Social media analysis performance report supported by Gnostix”
- Social media (joint) support
- On-site branding and multimedia promotion
- Banner advert on the Euruko website and mobile app
- Company profile in the show guide and on the website
- Free conference ‘guest passes’ for the team
- Opportunity to be included in event’s email campaigns



Learn more: [www.gnostix.gr](http://www.gnostix.gr)

[Email us at info@gnostix.gr](mailto:info@gnostix.gr)



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