Instagram Post



https://www.instagram.com/p/CJ-CJgInbtq/



https://www.instagram.com/p/CJ-CJgInbtq/









https://www.instagram.com/p/CJNMU0mnZR9/

Facebook Campaign

promotion ad



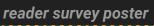
book swape poster



lunar new year curation



http://bit.ly/34o2uOb







EDM Design

經理人每日學管理

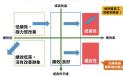
▲ 此刻所發生的所有事,都是你之前選擇的

Everything that is happening at this moment is a result of the choices you have made in the past.



(8) 主管們,眼中別只有「明星員工」!這種人才是公司的 基石

主管不可忽略公司裡的「基石」



不可避免地,大部分主管都會注意應隊裡發亮的明星員工,他們繼效優良,往上爬的 ・ (1 m) (1

個人成長

破冰、聊天方法總是陳腔濫調?手把手教你如何聊到停

市面上關於「聯天」「破冰」的書籍總是陳腔濫調。本來以為又是老調腦彈,但讀到 後幾個問題後發現,作者很具體的把結問哪些問題,能得到哪些答案,這些答案又隱

工作效率

傳統的專案管理方法不管用了!Google、Apple、FBI 都在用「Scrum」工作法

經過數個月或數年加班再加班,毫無人性的日子。最令人崩潰的大概就是這句經典的 話:「這不是我要的!」難道這樣做錯了嗎?相信我,不是團隊人員的錯,是使用的



ABC 賴床 毎日英文 怎麼說?

專業經理人這麼忙,如何做好財富管理?

許多專業經理人擅長職場管理,卻未必熟悉高資產人士的財富管理之道。專業 經理人的收入較高,所追求的理財重點未必是「生財」,反而更應側重讓財務



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Moreon's club文人保樂部 敬 愛情・敬幸福・敬生活





























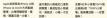






















- ・ 尖叫叫叫叫叫 かんま (要素等ets書帳) 其動免扱! 助帰少年置t成員整想書帳内容・書変配的資是「它」・台湾+月9日上市ー 事業運爆權:今年期權力影响突飛猛進的「5大星星」,金牛獲得表現權會、運用 出現認識解除力!
- 人用類係尊家的《仮方法論句程序於於「委自己」:英國心理大師:「獎勵自己徒 來都不需要理由。」
- 十二生司今年一定要提升這個人格特質。絕對板讓母事半功倍

FOLLOW US FOLLOW US 0000





I was an intern editor in the magazine named "Manager Today". The magazine holds the workshop called "Super Manager" annually for those who want to improve their management skill on works.

In 2017, me and other interns proposed the idea of selling Ebook for those who couldn't come but wish to take the class.

We used an abandon fan page to share management contents.
And asked the main site followers and course members to follow us.





12

posts



2 Beside the fan page, we started advertising on the main site

A/B test

according to our Ebook, we sorted the contents into four area: overall, staff management, business model, sales.

Then we generated four different ad copies for understanding their needs.

Focused on Sales

after a week's research and the data we received, we then focused our ads on: [35-52, male, 18:30-22:00]



Sales

Lesson 8: The last step for customer to buy your product.

Lesson 9: Your customer won't come only if you do something.



with 99 NTD/ copy we sold 100+ Ebook online with a budget of 28K NTD