



Strategic Innovation and Change in a Digital World: Digital Online Business Strategy

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As the business world is paying increasing attention to social and environmental impact, we recommend EBS Impact Institute to optimize its website and set up social media presence to better serve its partners



Background



World is paying increasing attention to **social and environmental impact**



EBS Impact Institute bundles EBS University's resources to **increase the positive impact of businesses**



Its **web presence** has room for improvement



The Task



Evaluate EBS Impact Institute's **actual online presence**



Develop a digital **online business strategy**

Online Business Strategy:



Website optimization



Social media exploration



Content Marketing



Our Findings



Improve meta description



Use natural language



Use keywords more often



Use influencers



Use social media

Agenda

1

Current Online Presence

2

Target Audience

3

Website Optimization

4

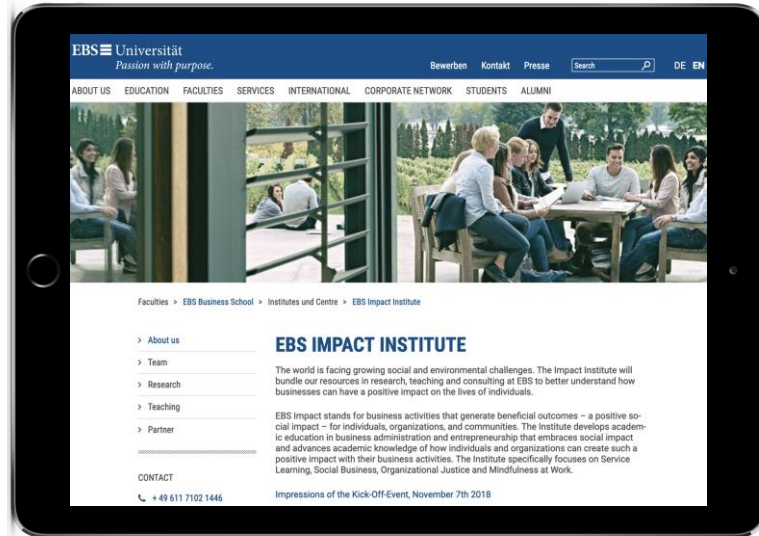
Social Media Exploration

6

Final Recommendations

Current Online Presence

Currently, EBS Impact Institute only holds online presence through its website, not using other widely used online platforms, such as social media and Google local listings



Website



Social Media




Google Local Listings


Current Online Presence

Although the EBS Impact Institute’s SEO is fairly strong as it is well positioned on Google search engine for different keywords searches, the information displayed is not as precise as it could be

Search Engine Ranking - SEO



Well positioned as **Impact Institute in Germany**



impact institute germany

Tudo

Imagens

Mapas

Noticias

Compras

Mais

Definições

Ferramentas

Cerca de 489 000 000 resultados (0,67 segundos)

Impact Institute – Towards the Impact Economy
www.impactinstitute.com/ Traduzir esta página
Impact Institute is a social enterprise and a spin-off of True Price. True Price, founded in 2012, developed methods and tools to measure and monetize impact, ...
Em falta: germany


Potsdam Institute for Climate Impact Research — PIK Research Portal
<https://www.pik-potsdam.de/> Traduzir esta página
Leading planetary boundaries researcher Johan Rockström, Director Designate of the Potsdam Institute for Climate Impact research and former Director of the ...

Members of the GII - Global Impact Institute
https://www.globalimpactinstitute.eu/gii_members/ Traduzir esta página
He holds a British Masters' Degree in Political Science and a German Masters' Degree in Islamic Studies (Arabic and Turkish). Besides English – native speaker ...


EBS Impact Institut - EBS Universität
<https://www.ebs.edu/de/institut/ebs-impact-institut> Traduzir esta página
07/11/2018 - Die Welt steht vor großen sozialen und ökologischen Herausforderungen. Das Impact Institut bündelt unsere Kräfte an der EBS in Forschung, ...

Potsdam Institute for Climate Impact Research - Wikipedia
https://en.wikipedia.org/wiki/Potsdam_Institute_for_Climate_Impact_Research Traduzir esta página
The Potsdam Institute for Climate Impact Research (PIK) is a German government-funded research institute addressing crucial scientific questions in the fields of ...

About us - DEval - Deutsches Evaluierungsinstitut der ...
<https://www.deval.org/en/about-us.html> Traduzir esta página
The German Institute for Development Evaluation (Deutsches ... ultimately to increase the effectiveness and impact of development interventions by Germany's ...



Weakly positioned for **social and environmental** searches



social impact partners germany

Tudo

Imagens

Mapas

Noticias

Videos

Mais

Definições

Ferramentas

Cerca de 237 000 000 resultados (1,19 segundos)

SOCIAL IMPACT PARTNERS: Home
<https://socialimpactpartners.eu/> Traduzir esta página
These risks inevitably lead to avoidable losses of aid material, donations, impact investments or even personnel. Social Impact Partners aims to support donors ...

Team: SOCIAL IMPACT PARTNERS
<https://socialimpactpartners.eu/team/> Traduzir esta página
Lisa is a dedicated social impact professional: before joining the SIP team she worked ... Germany, c/o 71 circles, Gabelsbergerstr. 4 80333 München Germany.

Social Impact Partners | LinkedIn
<https://www.linkedin.com/company/socialimpactpartners> Traduzir esta página
03/08/2018 - See who you know at Social Impact Partners, leverage your ... two leading global insurance industry players: Germany-based Munich Re, one ...

SOCIAL IMPACT - Die Agentur für soziale Innovationen
<https://socialimpact.eu/> Traduzir esta página
Programs for social start-ups and Social Impact labs in Germany, Austria and ... We have partners and sponsors from the economic and political sectors as well ...


SOCIAL IMPACT - Die Agentur für soziale Innovationen
<https://socialimpact.eu/> Traduzir esta página
Social Impact entwickelt Produkte und Dienstleistungen, die zur Zukunftsfähigkeit und zum sozialen Ausgleich beitragen. Social Impact ist Experte für ...

Social Impact Partners - Home
<https://www.socimpactpartners.org/> Traduzir esta página
A funding and strategic partner to social purpose organisations, we enable sustainable ... The impact of venture philanthropy. Scaling Sustainable Social Impact.
Em falta: germany

Meta Description




While other Impact Institutes display a 2-lines phrase explaining their mission



EBS Impact Institute **does not display its mission so precisely**

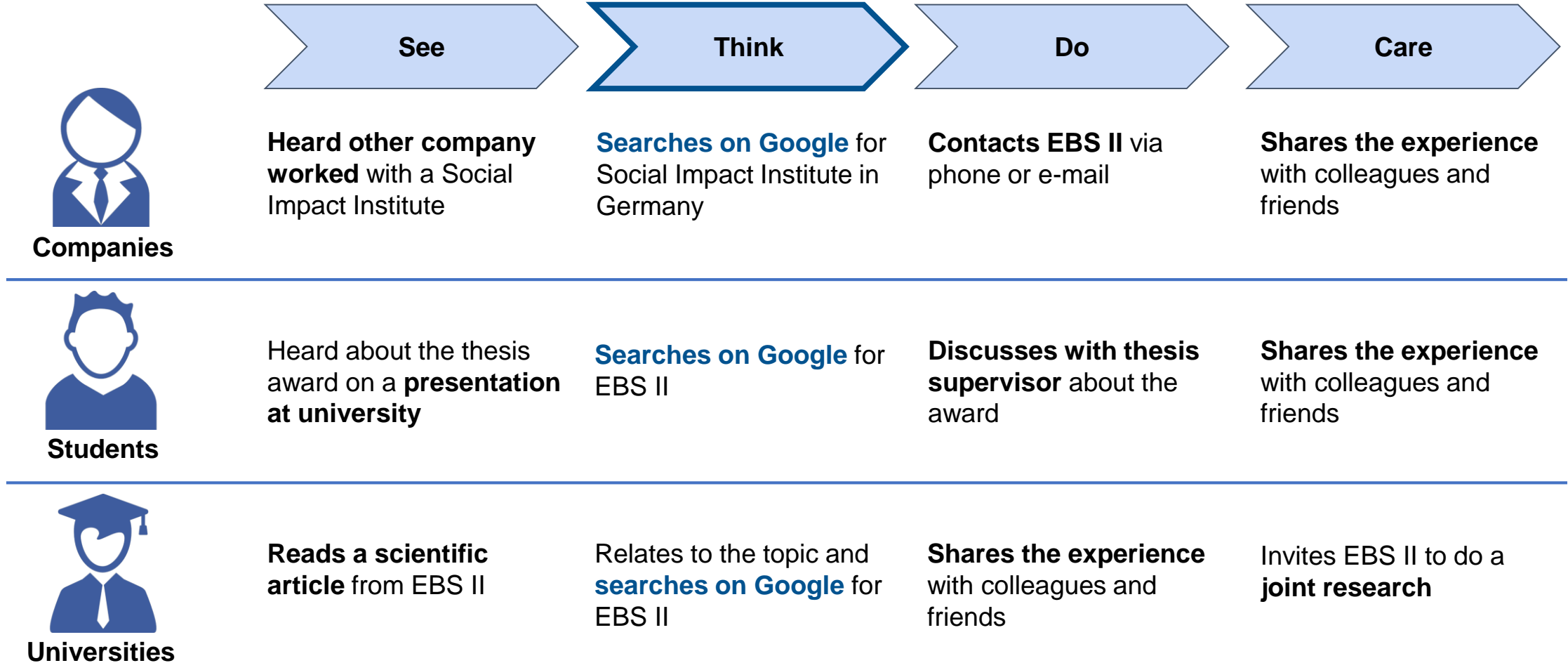
“The world is facing major social and environmental challenges. The Impact Institute bundles our forces at the EBS in research...”



We recommend the improvement of the information displayed

Target Audience

By analysing EBS Impact Institute's target groups (companies, students and universities) path, it is clear the importance of having a strong SEO, given that all groups use Google just after getting to know the institute



EBS Impact Institute should, on a first phase, prioritize the optimization and traffic of its website, followed by the social media set up that would be beneficial to increase engagement and awareness of its activities and events



SEO optimization



Influencers



Set up social media platforms



Notify community about activities, events, and news

Using strong keywords and description helps to increase the search results for the website

Add Meta Description



Should contain between 150-160 characters

EBS Impact Institut - EBS Universität

We stand for business activities that creates a beneficial and positive social impact.

EBS Impact Institut - EBS Universität - Our Partners

We provide organizations with consultancy services to support them in their impact generating activities

Use Strong & Relevant Keywords



On-page keyword usage counts for about 15% of Google's ranking algorithm



Social Impact



Environmental Impact

Personalize Website Titles

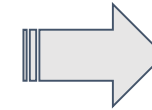
> About us

> Team

> Research

> Teaching

> Partner



» About us

» **Our** Team

» **Our** Research

» **Our** Teaching

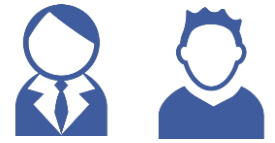
» **Our** Partners



Set up a SEO Keyword Ranking KPI e.g. 3% increase in ranking each quarter



Target most popular as well as less competitive keywords




Making content more precise and adding 'Call-to-action' words can generate better user interest

Research Section Recommendations

March 2019

■ Research talk given by Prof. Radha Sharma, Ph.D.

Topic: *Mitigating Burnout for Promoting Good Health & Well-being at the Workplace: The Role of HR* // Date: 20 March 2019 // Time: 13:15 - 14:15 // Location: EBS Business School, Rheingaustraße 1, 65375 Oestrich-Winkel // Room: SH H2



Is this a research paper?
Who is the event for?
Do I need to register?



- Make events more specific
- Add links to popular research papers



- Add existing partner logo/name
- Create link 'Partner with us'

Partner Section Recommendations



> About us
> Team
> Research
> Teaching
> Partner

EBS IMPACT INSTITUTE

OUR PARTNERS

Supporting organizations in their impact generating activities and communicating the positive outcomes to the wider community is a fundamental goal of the EBS Impact Institute.

This includes activities such as providing consultancy services on topics such as strategic planning, coordination of volunteers, and organizational design as well as participating as regular members of selection committees in pitching events. Members of the EBS Impact Institute also actively support initiatives that are, amongst others, concerned with diverse topics of societal relevance, such as female empowerment.

Furthermore, members of the EBS Impact Institute are regular keynote speakers and presenters at the most important academic and practitioner conferences on a variety of topics such as CSR, Organizational Justice, Sustainability, Service Learning, and Social Entrepreneurship. In the context of these conference participations, the EBS Impact Institute members are further actively involved in organizing professional development workshops.

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Home Our Expertise About us Products **Partners** News and Media Contact Us

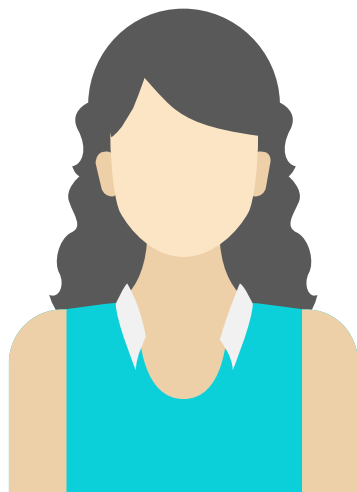
Living Income and Living Wages Natural Capital SDGs Value Creation

ABN AMRO
Client ABN AMRO bank is one of the largest banks in the Netherlands, and it has recently started with reporting on their value creation [...]

achmea
Client Achmea is the largest Dutch insurance company. They provide a wide range of financial services and insurance products to multiple countries across Europe and Australia. [...]

Akzo Nobel
Client As a global company active in numerous markets, AkzoNobel (with revenue of €14.3 billion) is similar to many other large organizations. It generates [...]

Influencers would be a great vehicle to promote EBS Impact Institute through their own blogs, social media followers and at important speeches related to the topic



Influencer



Special knowledge in specific industries



Hold authority and trust to influence others



Large social media follower base



Interviews



Social media posts



Blog posts



Recommendation at speeches

EBS Impact Institute should explore social media platforms, such as Facebook and LinkedIn, to better engage other parties while experiencing an improvement on the website’s SEO

Reasons to use social media



Social media popularity



Largest social network in Germany



23 Million German **daily users**



2 Largest professional social networks in Germany



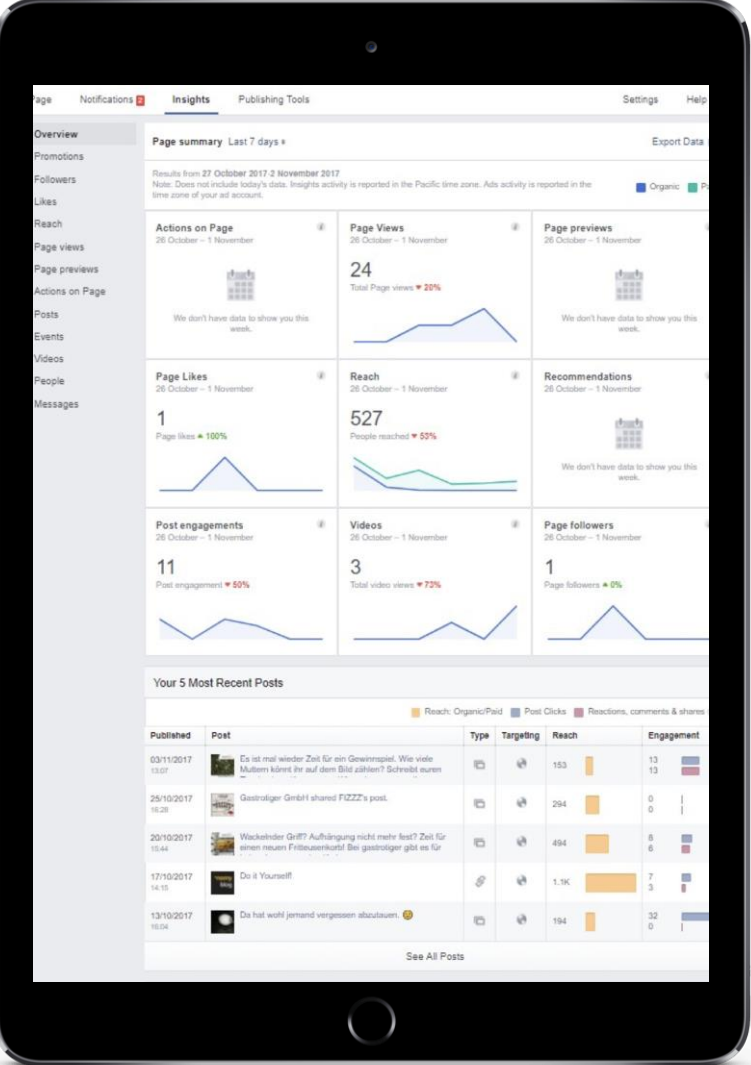
Each social networks has around **12 Million users in Germany**



Worldwide, LinkedIn is market leader with over 500 million users

Social Media Exploration

Social Networks offer page owners the ability to track the success of their activity via useful but simple real time statistics



Actions on Page
Number of clicks on the call to action



Page Likes
Number of followers



Reach
Total number of content reader



Post Engagement
Total number of interactions



Page Views
Number of EBS II's profile visits



Recent Posts
Performance of 5 most recent posts



Social Media Exploration

EBS Impact Institute should use Xing and LinkedIn for the same purposes, as they are both professional social networks with a great user base



LinkedIn and Xing should target specially companies

Professional Social Media Usage Guidelines



Use relatively formal but natural language



Share once per day



Always include a clean photo or video

KPIs



Set an objective number of followers to reach at a specific date



EBS Impact Institute

EBS now has its own Social Impact Institute known as EBS II

- We are the agency for social innovation
- We aim to develop products and services that contribute towards securing future viability and social equity

Our FOCUS:

- The EBS Impact Institute aims to become the preferred partner in the generation of social impact on the individual, organizational and community level in Germany

We have partners and sponsors from the economic and political sectors as well as from the German media. Our aim is to promote social innovations. Together we plan, develop and support projects for social entrepreneurship. Are you interested in developing a project with us? We cordially invite all the individuals and companies.

Please register using this link (Or) **CONTACT US NOW**

Social Media Exploration

EBS Impact Institute should use Facebook to reach every target group, but specially students, who like to engage with organizations via Facebook



Facebook should target specially students

Informal Social Media Usage Guidelines



Use informal and friendly language



Share once or twice a day



Always include a clean photo or video

KPIs



Set an objective number of followers to reach at a specific date



Final Summary Recommendations

In order to have a stronger online presence, EBS Impact Institute should improve the visibility of its website, by optimizing the SEO and influencers, and explore social media platforms, such as Facebook and LinkedIn

