

+22# FREE TOOLS

INTRO TO DIGITAL

#IntroToDigital



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A PRESENTATION BY @NJCHEVALIER



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WHAT YOU'LL LEARN

- DEFINITION OF DIGITAL MARKETING
- HOW TO DO DIGITAL MARKETING

THAT'S IT?



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AND ~~THEORETICAL~~ PRACTICAL KNOWLEDGE

- HOW TO DO A DIGITAL ANALYSIS
- HOW TO USE DIGITAL MARKETING TO FIND A JOB



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GOOD FOR YOU?



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HOW TO DEFINE IT?



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THE PROMOTION

OF | A PRODUCT,
A SERVICE
OR A BRAND

ON ELECTRONIC DEVICES.



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BUT WAIT...
WHAT IS IT EXACTLY
?



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NEWSLETTER

CONTENT MARKETING

DISPLAY

BLOG

SEM

DIGITAL MARKETING

BIG DATA

SOCIAL MEDIA

SEO

VIDEO

CRM

MOBILE



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WHY IS DIGITAL MARKETING SO TRENDY?



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IT IS **CHEAP**
ALL YOU NEED IS SKILL



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FUN TO DO

CREATIVE, INTERACTIVE & NEW.



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WORLDWIDE

THE WORLD IS YOUR LIMIT

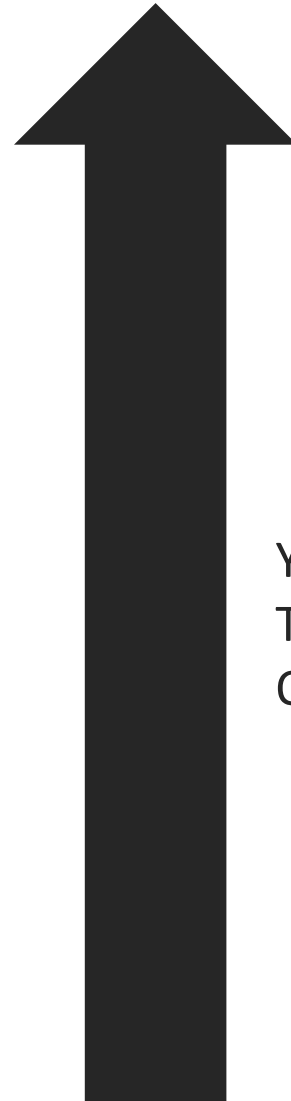




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EASY

TO ANALYSE



YOU HAVE NICE GRAPH
TO WATCH EVOLUTION
OF YOUR WORK.



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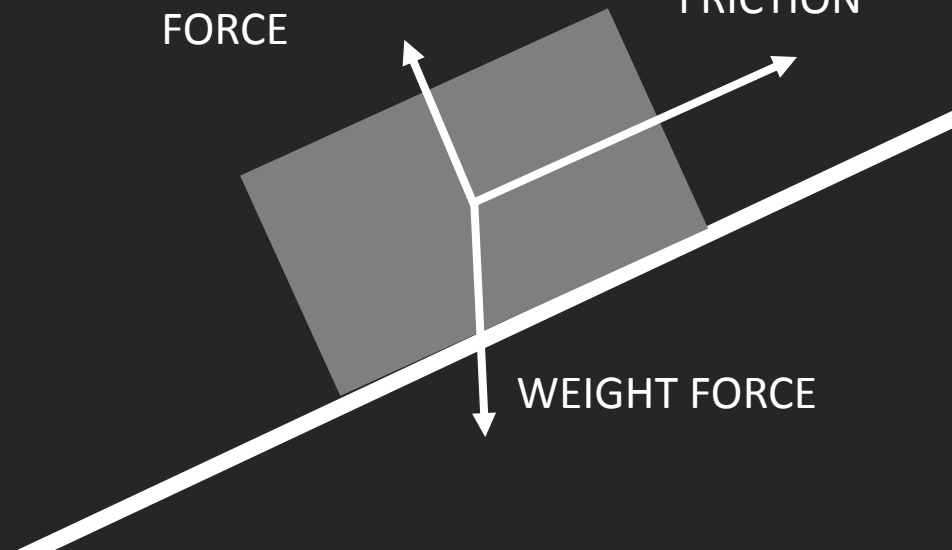
FREEDOM

NO PHYSICAL LIMITS

NORMAL
FORCE

FRICTION

WEIGHT FORCE





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LET'S GET INTO IT!



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5 AREAS OF DIGITAL MARKETING

**SEARCH
ENGINE
MARKETING

DISPLAY

E-CRM

CONTENT
MARKETING

COMMUNICATION**



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A large, stylized white number '1' on a dark background, positioned to the left of the main text.

**SEARCH
ENGINE
MARKETING
= SEO + SEA**



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SEO

SEARCH ENGINE
OPTIMIZATION

Google



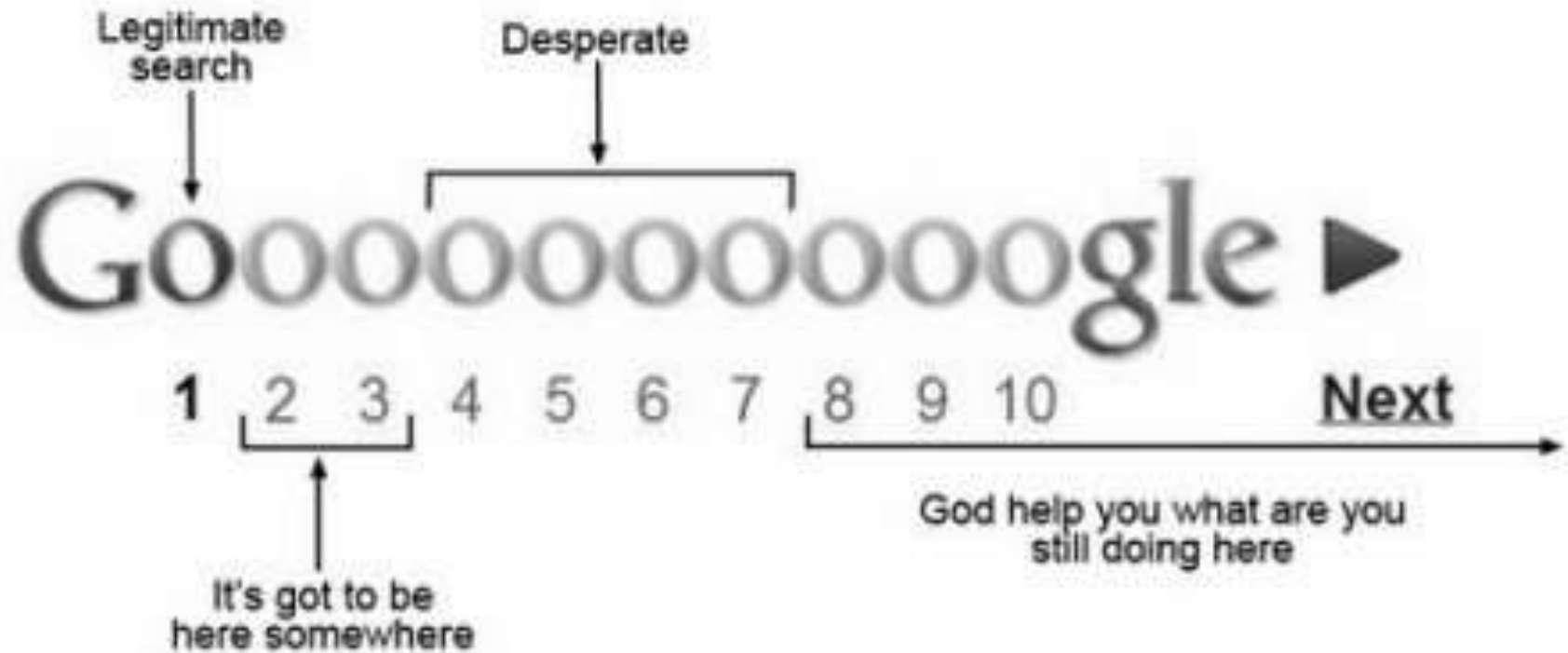


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WHO
DO NOT
USE
GOOGLE?



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ONSITE

OFFSITE





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ONSITE

OFFSITE





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ONSITE

**SELECT WEBSITE WITH
CONTENT OF QUALITY.**



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EVALUATE THE POWER OF WEBSITE.

OFFSITE





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ONSITE OPTIMIZATION

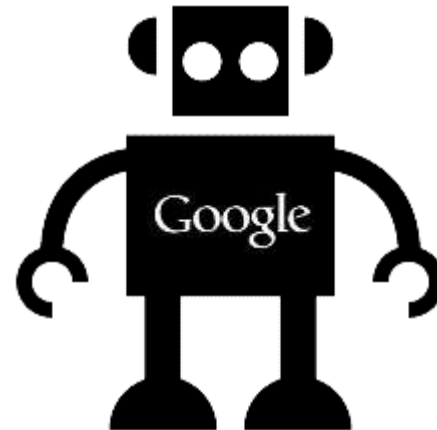




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OPTIMIZATION



HOW TO EXPLAIN YOUR WEBSITE TO GOOGLE?



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<TITLE>

<H1>

<H2>

<H3>

<link>

<METADESCRIPTION>



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HOW GOOGLE JUDGE IF IT IS A GOOD WEBSITE?

%

00:00

2,15



**BOUNCE
RATE**

**AVERAGE VISIT
DURATION**

**NUMBERS OF
VISITED PAGE**

**DIRECT
TRAFFIC**

**SOCIAL
SIGNALS**



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Google

Keyword Planner



#1



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Google



Webmaster
Tools

#2



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#3

alyze.info
Outil d'aide au référencement



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UNDERSTAND THE ALGORITHM
BUT
FOCUS ON THE USERS



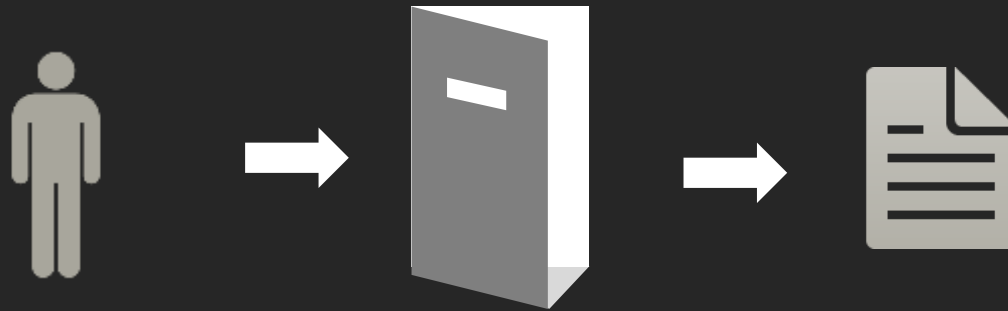
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OFFSITE OPTIMIZATION





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A LINK IS A DOOR.



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**YOU EXPECT
TO FIND
WHAT WAS
WRITTEN
ON THE
DOOR.**



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**BUT WHEN YOU HAVE TOO MANY DOORS
WITH THE SAME NAME, IT IS WEIRD.**

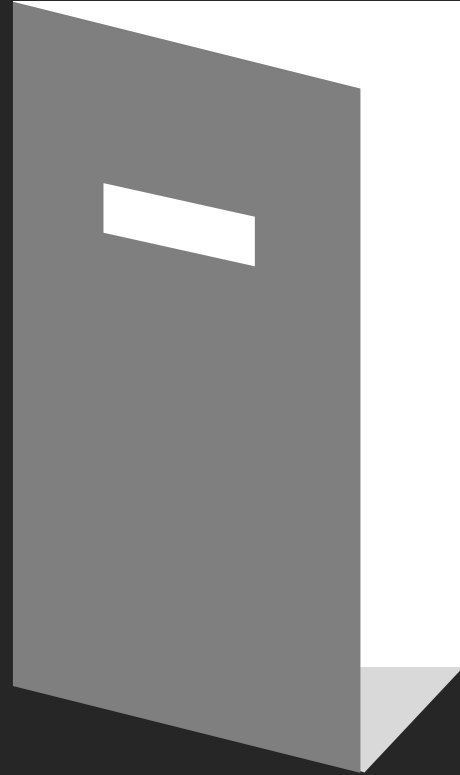


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**EVERY LINK GIVE
LINKJUICE.**



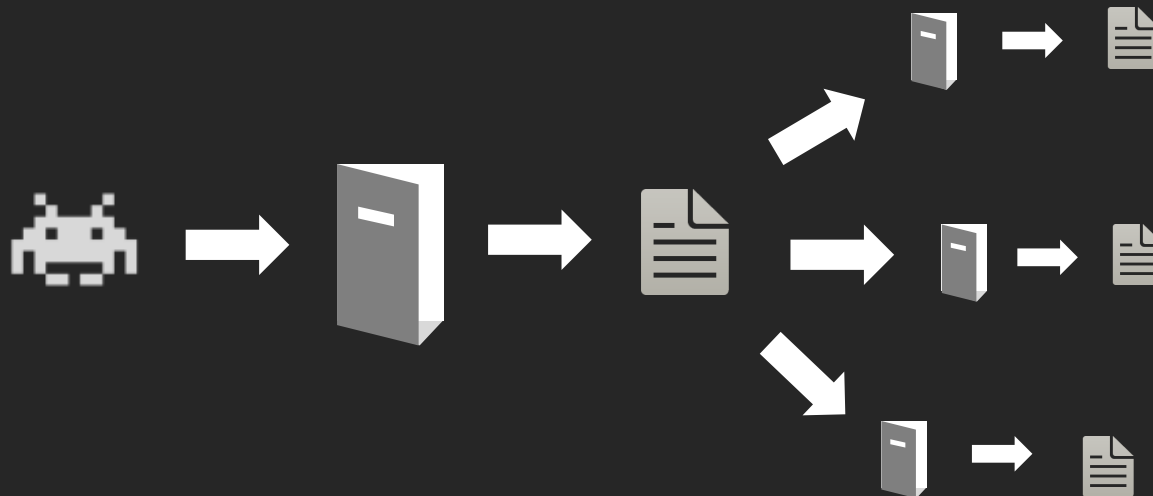
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GOOGLE SENDS BOTS TO CRAWL WEBSITE.



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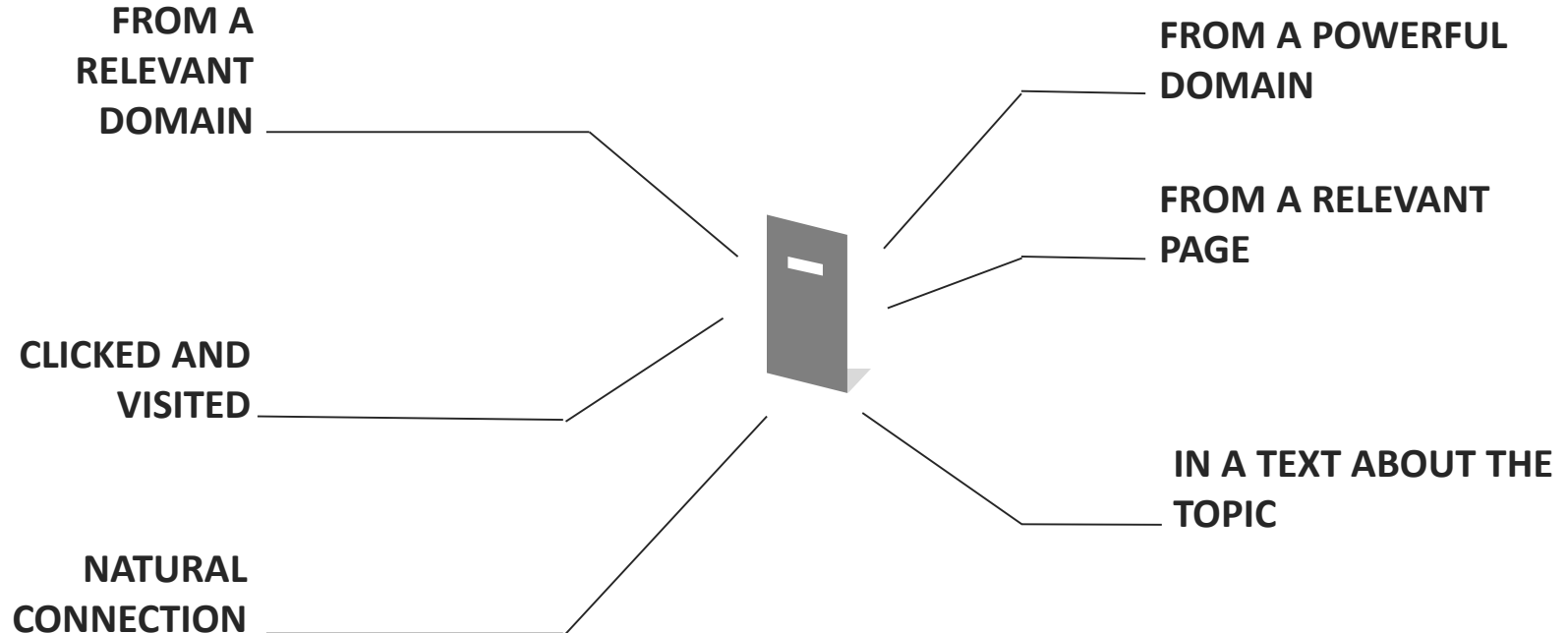


CRAWLING DEFINE THE LINKJUICE.



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WHAT IS A GOOD LINK?





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SEO HAS | TO LOOK
TO BE NATURAL.



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OPEN
SITE EXPLORER
The Search Engine for Links

#4



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#5





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MOZCAST

#6



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WHATSMYERP

#7

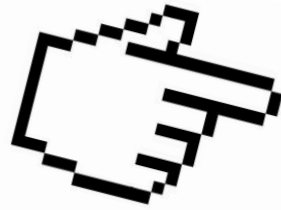


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SEO IS NOT A SCIENCE, IT IS AN ART.



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SEA

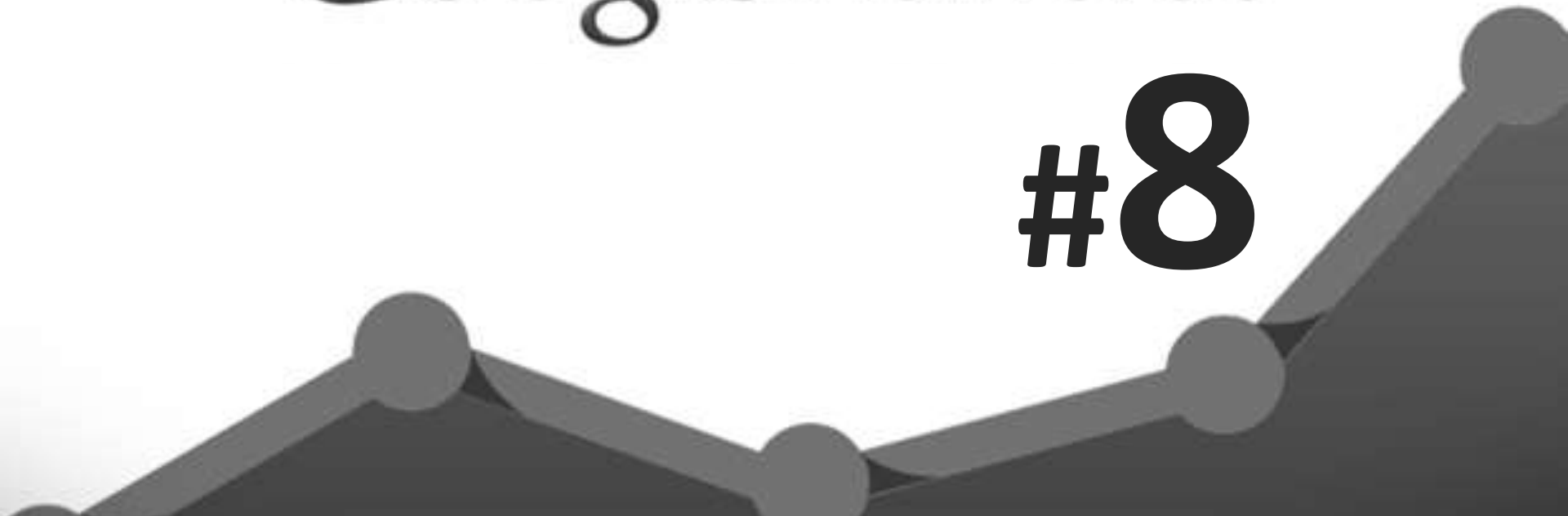
SEARCH ENGINE ADVERTISING



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Google AdWords

#8





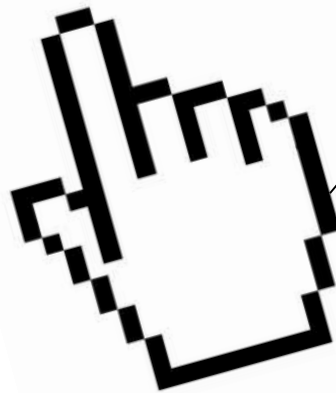
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- **TARGET THE RIGHT KEYWORD**
- **CHECK THE COMPETITION**
- **EVALUATE THE CONVERSION**



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CPC / PPC
COST PER CLICK PAY PER CLICK



CLICKS



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#9

Google Analytics

Anywhere. Anytime.





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#10



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LONG TERM
SEO

SHORT TERM
SEA
ADS DISPLAY



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2 ADS DISPLAY

10% less than usual



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DISPLAY ADVERTISING IS A RANGE OF DIFFERENT CONTENT ON WEBSITES.

BANNERS, IMAGES, VIDEO OR AUDIO.

ADSENSE

Free
master
thesis
Subjects
NOW!!!



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TV SPOTS

RADIO

POSTER ADS

PRINT ADS

**TRADITIONAL
PUBLICITY**

VS

YOUTUBE ADS

FACEBOOK ADS

ADSENSE

GOOGLE ADS

**DISPLAY
MARKETING**



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**ATTENTION FOR A
SHORT TIME**

INTERRUPTS

**TENDS TO BE
EXPENSIVE**

**TRADITIONAL
PUBLICITY**

VS

CUSTOMIZED ADS

MORE ACCURATE

CHEAPER

**DISPLAY
MARKETING**



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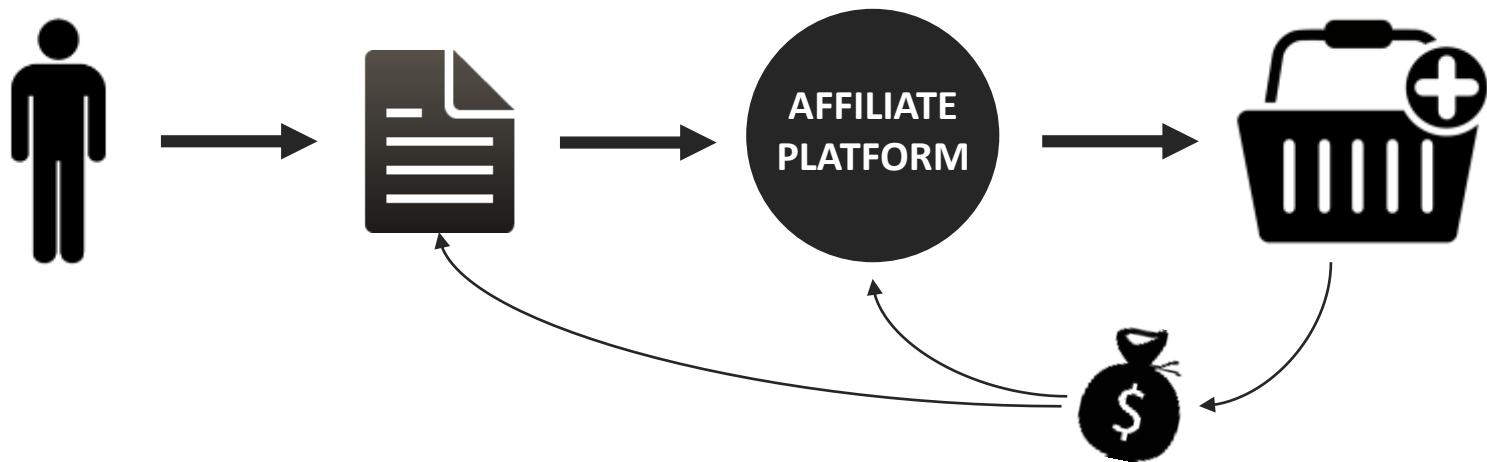
#11

Google AdSense

AFFILIATE PROGRAM



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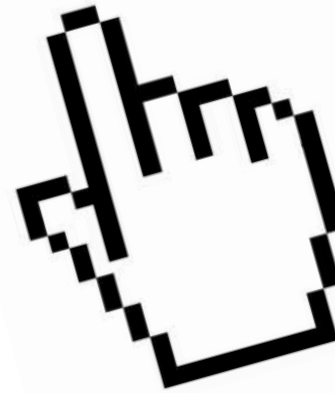


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CTR

CLICK-THROUGH RATE

=



CLICKS



VIEWS



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E-CRM

ELECTRONIC

**CUSTOMER
RELATIONSHIP
MANAGEMENT**



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E-CRM IS THE TOOLS AND TECHNICS USED TO CATCH NEW CUSTOMER AND RETAIN CUSTOMERS.

NEWSLETTER, CUSTOMIZATION, APPLICATIONS.

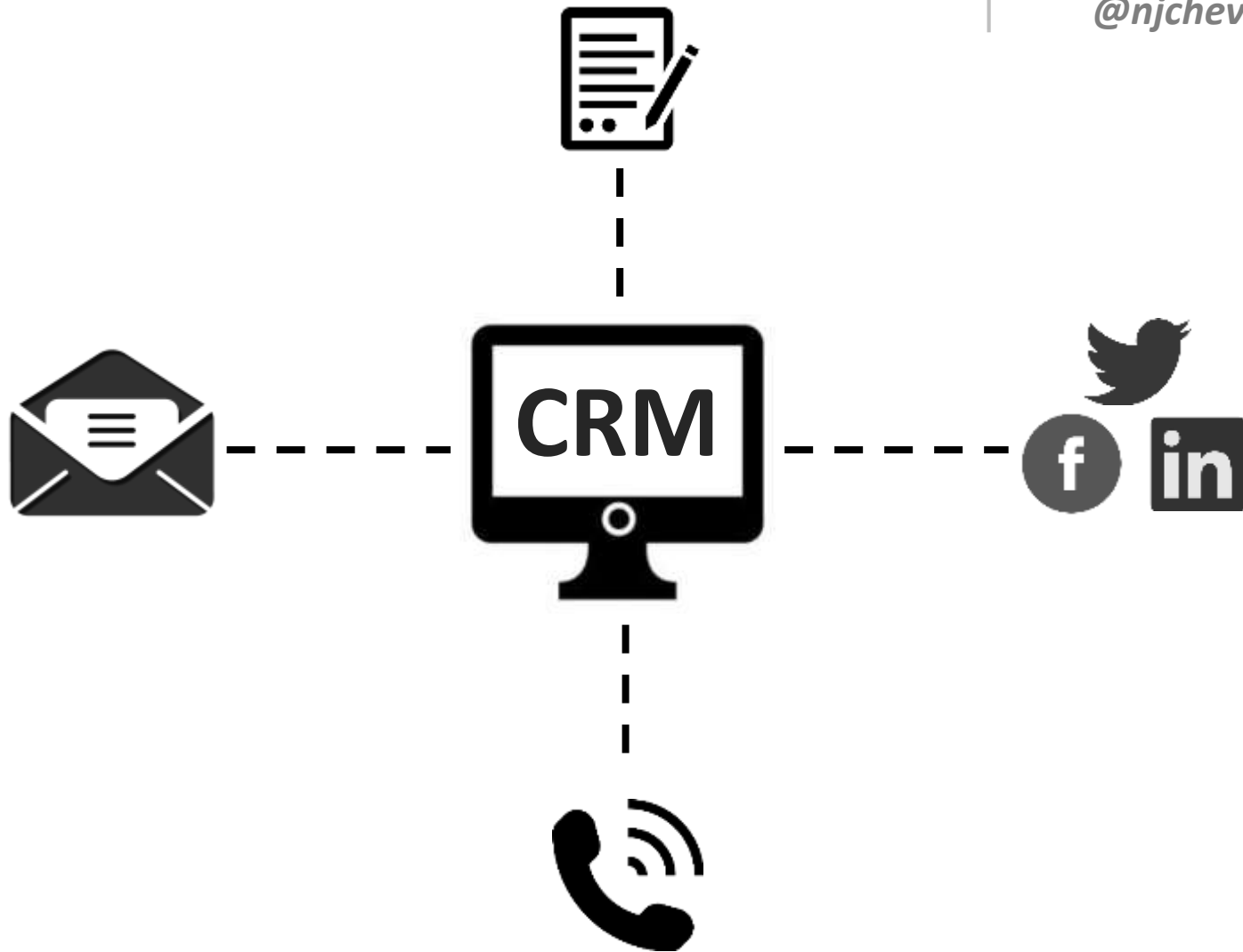


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KNOW BETTER YOUR CUSTOMER
CUSTOMIZE THE COMMUNICATION
CREATE LOYALTY
PUSH THE POTENTIAL



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#12

MailChimp

CONTENT 4 MARKETING



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WHAT IS CONTENT MARKETING?

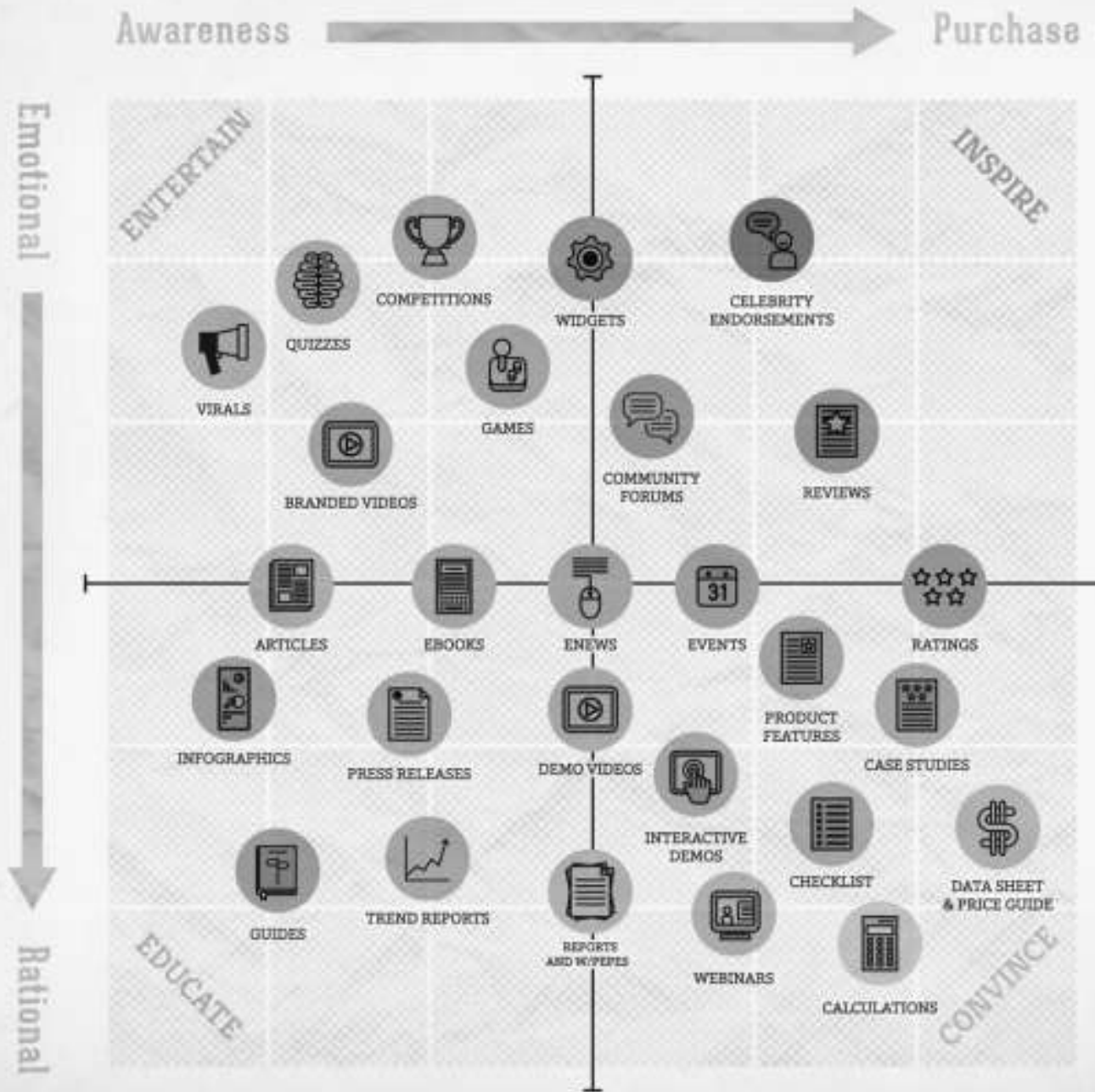


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**CONTENT MARKETING
IS THE NATURAL WAY TO DO SEO.**



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ATTRACT ATTENTION

TRAFFIC = ATTENTION => MONETIZE



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TV SPOTS

RADIO

POSTER ADS

PRINT ADS

**TRADITIONAL
PUBLICITY**

VS

VIDEO

PODCASTS

BLOG POST

INFOGRAPHICS

**CONTENT
MARKETING**



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ATTENTION FOR A SHORT TIME

INTERRUPTS

TENDS TO BE EXPENSIVE

**TRADITIONAL
PUBLICITY**

VS

CREATE LOYALTY

GIVE VALUABLE INFORMATIONS

CREATE RECIPROCITY

CREATE VIRAL CONTENT

**CONTENT
MARKETING**



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CONTENT MARKETING OR THE TECHNIC OF THE TROJAN HORSE



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IN 1 MIN

2,460,000

SHARES ON FACEBOOK

216,000

NEW INSTAGRAM PHOTOS

3,472

NEW PINS ON PINTEREST

277,000

TWEETS

72 HRS

OF NEW VIDEO UPLOADED ON YOUTUBE



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WHY ARE YOU 
SHARING?



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DEFINE OURSELF
GIVE OUR OPINION
SUPPORT A CAUSE
CONNECT WITH A COMMUNITY
UNIVERSAL TOPICS
USEFUL INFORMATION



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AUTODESK®
PIXLR®

#13



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#14



Piktochart

make information beautiful



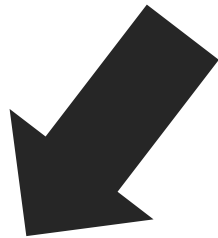
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WORDPRESS **#15**



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YOUR CONTENT HAS TO BE



MEMORABLE



ACCURATE



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5 COMMUNICATION



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BRANDS
BRANDS
BRANDS
ONLY BRANDS?



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NO

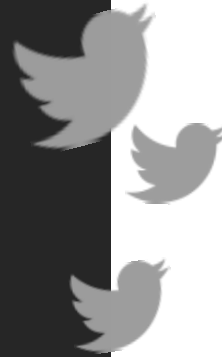


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PEOPLE DO.



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**SALESMAN
MARKETERS**

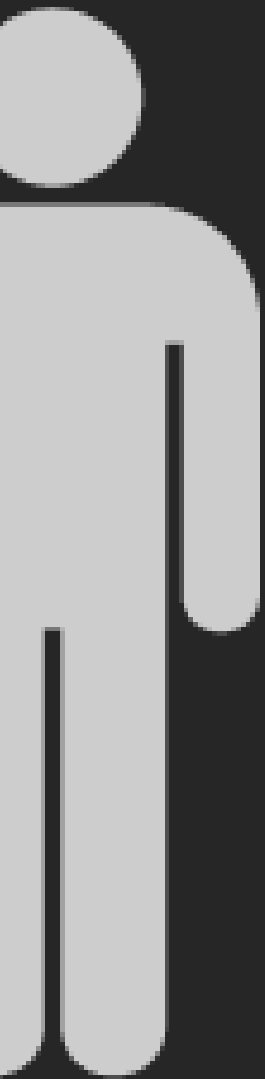
PRO

**JOURNALIST
ATHLETES
CELEBRITIES
POLITICS
STUDENTS**

PEOPLE



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**NOW PEOPLE
ARE
BRANDS**



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**PEOPLE
EXPECT MORE FROM
THE BRANDS.**



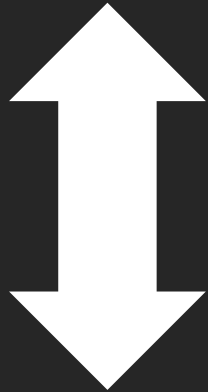
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TRANSPARENCY TRUST IDENTIFICATION

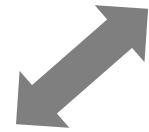
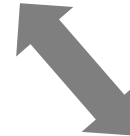


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BRAND



ONLINE BRAND





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**WHAT
DOES IT MEAN
TO BE AN ONLINE
BRAND?**



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BE VISIBLE
MANAGE YOUR REPUTATION
HAVING A COMMUNICATION STRATEGY
DEVELOP YOUR COMMUNITY



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 **#16**
KLOUT

My Klout score is 86.

I have

1,017,498

Twitter followers.

Fix my cable now or everyone's going to know about it.



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Google
Alerts





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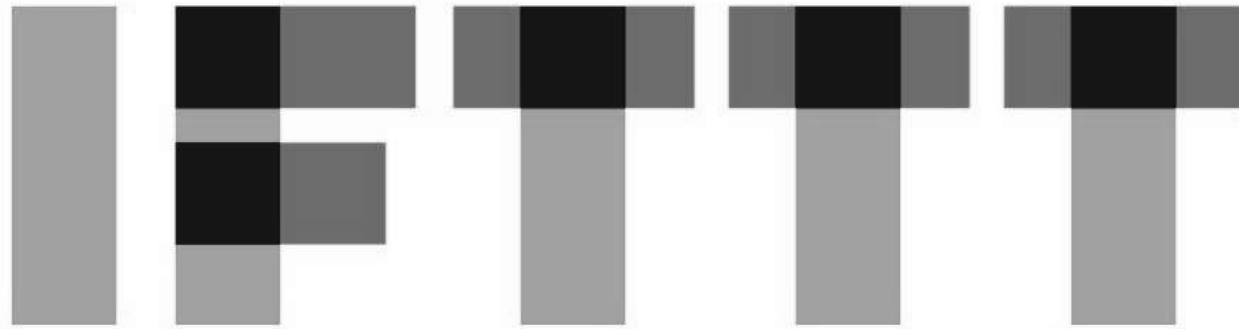


#18



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#19



ifthis then that



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8 Reasons to use twitter

INFORM

WATCH NEWS

NETWORKING

FOLLOW UP

ASK BRANDS

ONLINE EVENTS

CHAT

LOOK FOR JOBS



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TWITTER COUNTER
The #1 stats site powered by **twitter**

#20



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followerwonk>>

#21



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#22

UnFollowers.me



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**WITH SOCIAL MEDIA
JOBS ARE CHANGING...**



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MARKETING VS DIGITAL MARKETING



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WHAT YOU LEARN

MARKET ANALYSIS

CONSUMER BEHAVIOUR

PUBLICITY

SALES

COMMUNICATION



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BEFORE

AFTER

ANALYSIS

ONLINE TOOLS

MARKETING

COMMUNICATION

ADS

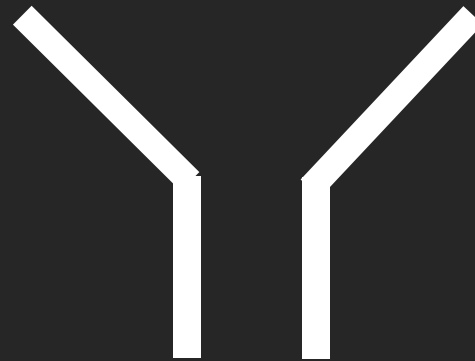
SEM / DISPLAY

CONTENT MARKETING



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MARKETING SALES COMMUNICATION EVENTS ADS



DIGITAL
MARKETING



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THEN BE PREPARED

TO GO ONLINE.



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HOW DIGITAL ANALYSIS

TO DO A



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LIST OF TOOLS



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#22 FREE TOOLS

- | | | | |
|----|------------------------|----|----------------|
| 1 | GOOGLE KEYWORD PLANNER | 12 | MAILCHIMP |
| 2 | WEBMASTER TOOLS | 13 | PIXLR |
| 3 | ALYZE | 14 | PIKTOCHART |
| 4 | OPEN SITE EXPLORER | 15 | WORDPRESS |
| 5 | MAJESTIC SEO | 16 | KLOUT |
| 6 | MOZCAST | 17 | GOOGLE ALERTS |
| 7 | WHATSMYSERP | 18 | HOOTSUITE |
| 8 | GOOGLE ADWORDS | 19 | IFTTT |
| 9 | GOOGLE ANALYTICS | 20 | TWITTERCOUNTER |
| 10 | SIMILAR WEB | 21 | FOLLOWERWONK |
| 11 | GOOGLE ADSENSE | 22 | UNFOLLOWERME |

PART 1



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- | | | |
|----|-------------------------------|-------------------------------------|
| 1 | GOOGLE KEYWORD PLANNER | CHECK THE KEYWORD SEARCH VOLUME |
| 2 | WEBMASTER TOOLS | CHECK THE STRUCTURE OF YOUR WEBSITE |
| 3 | ALYZE | CHECK THE KEYWORD DENSITY |
| 4 | OPEN SITE EXPLORER | CHECK THE POWER OF THE WEBSITE |
| 5 | MAJESTIC SEO | CHECK THE BACKLINKS |
| 6 | MOZCAST | CHECK THE RANKING EVOLUTION |
| 7 | WHATSMYSERP | CHECK KEYWORD RANKING |
| 8 | GOOGLE ADWORDS | PLAN ADS CAMPAIGNS ON GOOGLE |
| 9 | GOOGLE ANALYTICS | CHECK YOUR TRAFFIC |
| 10 | SIMILAR WEB | CHECK THE TRAFFIC |
| 11 | GOOGLE ADSENSE | PLAN ADS DISPLAY ON WEBSITES |

PART 2



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12 MAILCHIMP

CREATE NEWSLETTER

13 PIXLR

DESIGN TOOL

14 PIKTOCHART

CREATE INFOGRAPHICS

15 WORDPRESS

BLOG PLATFORM

16 KLOUT

INFLUENCE TOOL

17 GOOGLE ALERTS

WATCH REPUTATION

18 HOOTSUITE

MANAGE SOCIAL NETWORKS

19 IFTTT

AUTOMATIZE SOCIAL MEDIA

20 TWITTERCOUNTER

CHECK YOUR TWITTER EVOLUTION

21 FOLLOWERWONK

CHECK THE TWITTER PROFILES

22 UNFOLLOWERME

CHECK THE UNFOLLOWERS



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01. CHECK THE KEYWORDS





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02.

ANALYSE THE KEYWORDS DENSITY OF COMPETITORS

alyze.info
Outil d'aide au référencement



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03. COMPARE THE BACKLINKS PROFILES OF THE COMPETITION





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04.

CHECK WHERE ARE YOUR POTENTIAL CUSTOMERS

Google
Alerts



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05. ASK YOUR CUSTOMERS WHAT DO THEY NEED





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06. DEFINE WHAT CONTENT WILL FIT THE BEST TO THEM

Buzzsumo



AUTODESK®
PIXLR®

 **Piktochart**
make information beautiful

 **WORDPRESS**



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07.

FIND WHAT COMMUNICATION CHANNEL TO USE





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08.

PLAN



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**- WELL. GOOD BUT NOT SURE
TO USE IT...**

- THEN CHECK THIS!



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**TIPS TO FIND A
JOB ONLINE**



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1

**TAKE CARE OF
YOUR
e-REPUTATION**



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2

**OPTIMISE YOUR
PROFESSIONAL
NETWORKS**



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3

**CONNECT WITH
INFLUENCERS
OF YOUR SECTOR**



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4
POST OFTEN



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5

**INTERACT
WITH OTHERS**



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6

**MAKE YOUR
NETWORK
BIGGER**



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7

**BE VISIBLE
&
UNIQUE**



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8

**PARTICIPATE
TO GROUPS**



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9

**KEEP SOMEWHERE
YOUR CONTACTS**



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10

**FOLLOW UP
WITH YOUR
PREVIOUS CONTACT**



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**DO NOT
FORGET**



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YOUR NETWORK IS YOUR *FUTURE.*



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