

# LINKEDIN MARKETING SOLUTIONS. ТАРГЕТИРОВАНИЕ ЦЕЛЕВОЙ АУДИТОРИИ НА ОСНОВЕ BIG DATA

CUSTOMER EXPERIENCE WORLD FORUM, 18 АПРЕЛЯ 2017



МАКСИМ ПЕРЕВЕЗЕНЦЕВ / ДИРЕКТОР ПО ПРОДАЖАМ LINKEDIN



**ЕЖЕДНЕВНО ДЕСЯТКИ МИЛЛИОНОВ  
МАРКЕТОЛОГОВ И СПЕЦИАЛИСТОВ ПО  
ПРОДАЖАМ ЗАНИМАЮТСЯ ПОИСКОМ  
ПОТЕНЦИАЛЬНЫХ В2В-ПОКУПАТЕЛЕЙ,  
ОБРАБОТКОЙ ЦЕЛЕВОЙ АУДИТОРИИ,  
УВЕЛИЧЕНИЕМ ОБЪЁМОВ ПРОДАЖ.**

**ВОЗМОЖНОСТЬ ВЫДЕЛЕНИЯ НУЖНОЙ  
ЦЕЛЕВОЙ АУДИТОРИИ И ПОЛУЧЕНИЯ  
ДОСТУПА К НЕЙ, ПРИ ОПТИМАЛЬНЫХ  
ВРЕМЕННЫХ И ФИНАНСОВЫХ ЗАТРАТАХ,  
ПРЕДОПРЕДЕЛЯЮТ УСПЕХ КОМПАНИИ  
НА КАЖДОМ ОТДЕЛЬНОМ РЫНКЕ.**

**ЭФФЕКТИВНОСТЬ ИНСТРУМЕНТОВ  
LINKEDIN MARKETING SOLUTIONS  
ОСНОВАНА КАК НА АНАЛИЗЕ BIG DATA,  
ТАК И НА РЕЛЕВАНТНОМ КОНТЕНТЕ,  
КОТОРЫЙ МЫ ПРОДВИГАЕМ НА КАЖДЫЙ  
СЕГМЕНТ РЫНКА.**

**ДАВАЙТЕ РАССМОТРИМ НА ПРИМЕРАХ,  
КАК, ИСПОЛЬЗУЯ РАЗЛИЧНЫЕ ДАННЫЕ  
ПОЛЬЗОВАТЕЛЯ, МОЖНО БЫТЬ В  
ПОСТОЯННОМ ВЗАИМОДЕЙСТВИИ С  
ЦЕЛЕВОЙ АУДИТОРИЕЙ В РАЗЛИЧНЫХ  
РЕГИОНАХ МИРА!**

# LinkedIn - это деловая платформа для профессионалов со всего мира

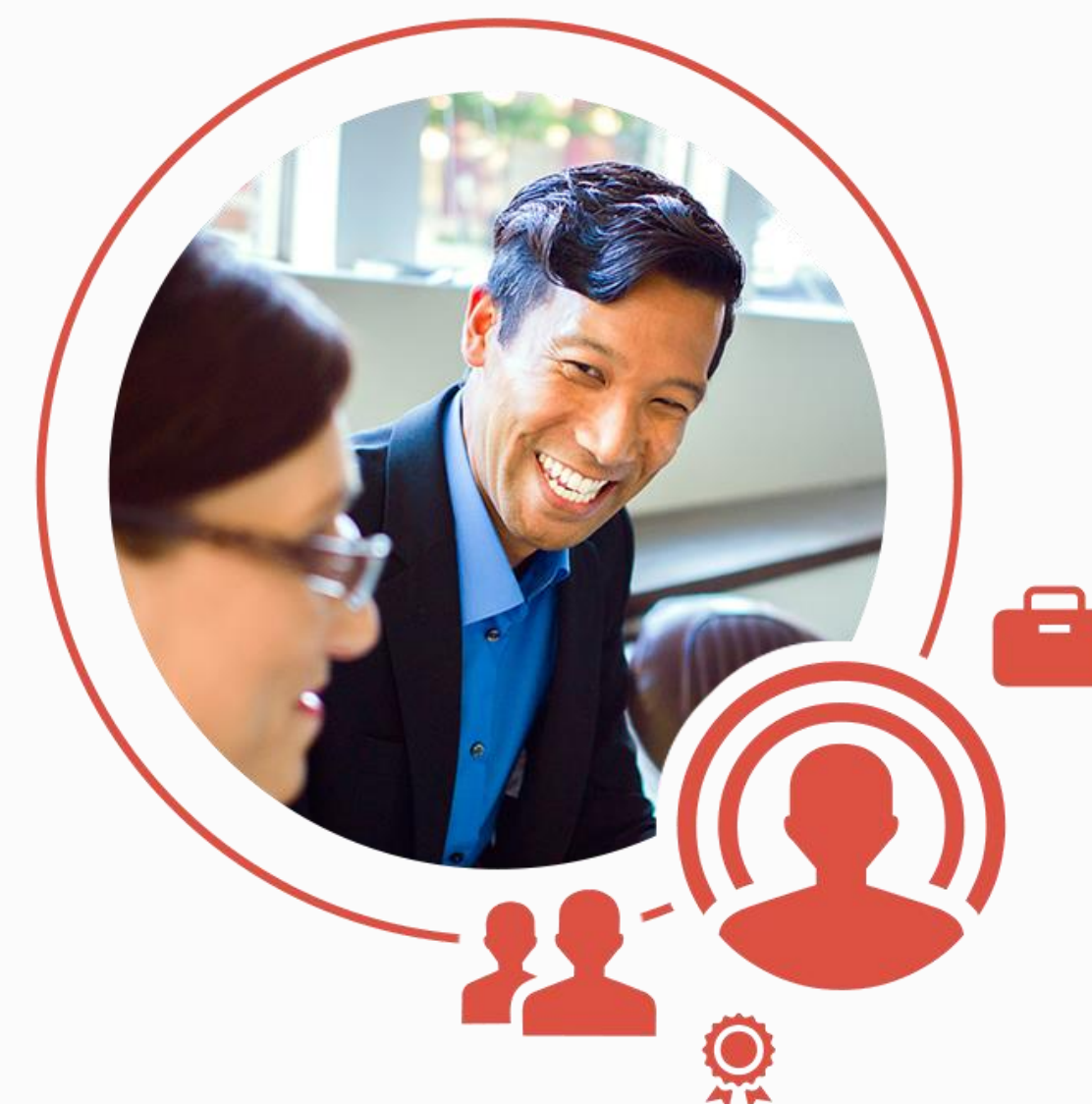
Более 400 миллионов пользователей в более чем 190 странах.



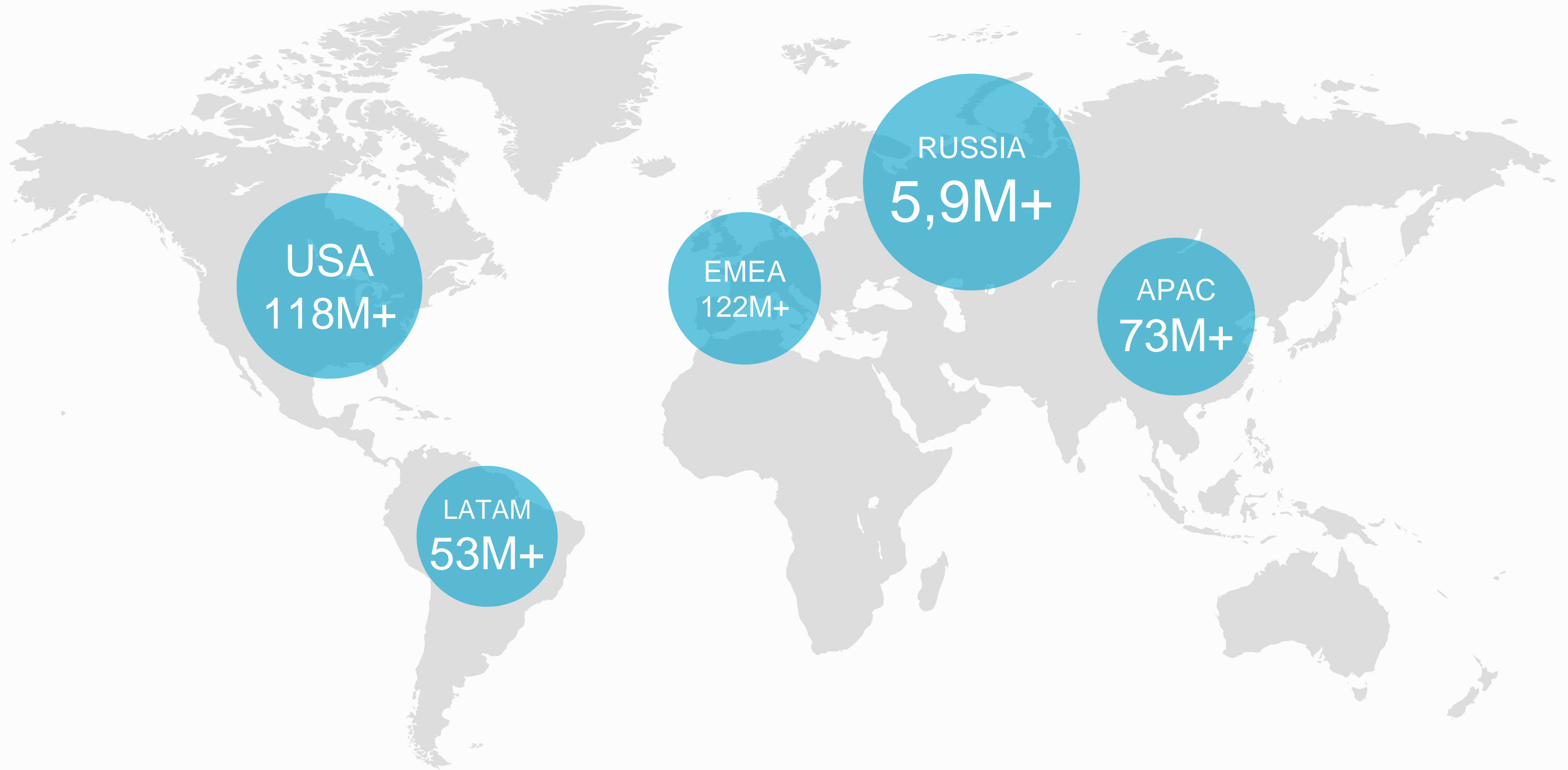
Будьте на связи



Будьте в курсе  
событий



Найдите Работу





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# СБОР И ОБРАБОТКА ДАННЫХ ПОЛЬЗОВАТЕЛЯ



## Maxim Perevezentsev

LinkedIn business development in Russia/CIS, Kickstart Champion 2016 (LinkedIn Partner Awards), SSI 95 (Top 1%).

Httpool • Russian University of Cooperation

Moscow, Russian Federation • 500+

My name is Maxim Perevezentsev and I am Russian/CIS/CEE markets entry expert.

- LinkedIn business development in Russia/CIS, Kickstart Champion 2016 (LinkedIn Partner Awards).

95 - Social Selling Index (Top 1% in the world).

LinkedIn "evangelist" in Russia and CIS. I develop business of LinkedIn Marketing Solutions in Russia and CIS as LinkedIn Account Director, train companies (Top-100, exporters) and advertising agencies, participate in events as speaker and in on-line seminars as teacher.

719 Who's viewed your profile

2 Views of your post in the feed

### Your Articles & Activity

6,535 followers

**LinkedIn Social Selling Index. 100 days test. Day ...**  
Maxim Perevezentsev on LinkedIn  
April 9, 2017

[See 52 more articles](#)

**Frost & Sullivan Commends Lonza for Introducing the Groundbreaking Proxel® LS...**  
Maxim shared

**My Social Selling Index on LinkedIn is 93. Get your score today. #GetYourSSI**  
Maxim shared

**WebAds Italia**  
Maxim liked

[See all activity](#)

### Education

**Russian University of Cooperation**  
higher, International Economic Relations, 4  
1994 – 2001  
Activities and Societies: German language courses  
Faculty of International Economic Relations  
[See less](#)

**952**  
School education, 11 classes  
1984 – 1994  
Activities and Societies: Psychology study  
[See description](#)

### Volunteer Experience

**Co Organizer**  
PSYforte Centre  
Oct 2009 – Aug 2016 • 6 yrs 11 mos  
Education  
I coorganized 5 international forums PSYforte in Moscow.  
[See less](#)

### Experience

**LinkedIn Account Director / Директор по продажам LinkedIn**  
Httpool

Aug 2016 – Present • 9 mos  
Moscow, Russian Federation

LinkedIn Kickstart Champion 2016 Award.  
95 - Social Selling Index (Top 1% in the world).

LinkedIn "evangelist" in Russia and CIS

- LinkedIn business development and looking for new opportunities in Russia/CIS countries.
- Build relationships with advertising agencies and their Clients, helping both to apply digital advertising more effectively
- Consulting of clients and agencies, how better to use LinkedIn tools in marketing/advertising campaigns, PR, lead generation (including international expansion to regional/global markets)
- Increasing of data base of direct clients and partner agencies
- Selling of services to direct clients and partner agencies, targets' achievement
- Reporting to Head office, forecasting
- Trainings of clients and agencies how to use LinkedIn tools for better results
- Participation in Forums and Conferences with lectures about LinkedIn tools and relevant cases

### Media (7)

[Previous](#) [Next](#)



**Targeted advertising. Tools of LinkedIn Marketing Solutions**



**Lecture in Skolkovo Open University.**





**Lecture about LinkedIn in Russian Scientific Conference (11.11.2016)**



## Featured Skills & Endorsements

[Add a new skill](#) 

Strategy · 99+

 Endorsed by Bill Turner, who is highly skilled at this  
 Endorsed by 2 of Maxim's colleagues at Httpool

Start-ups · 99+

 Endorsed by Bill Turner, who is highly skilled at this  
 Endorsed by 2 of Maxim's colleagues at Httpool

Business Planning · 99+

 Endorsed by Aleksey Ponomarenko and 2 others who are highly skilled at this  
 Endorsed by 2 of Maxim's colleagues at Httpool

[View 47 more](#) 

## Recommendations

[Received \(16\)](#)

[Given \(6\)](#)



**Sam Parker**

Partner Account Director at LinkedIn

April 11, 2017, Sam worked with Maxim but at different companies

Maxim's key strengths are customer focus and proactive business development. He is a hard-working and effective executive who has made a good impact with clients during the time that we have been working together. Maxim's focused approach to social selling stands out particularly as an example of his single-minded focus on a specific objective.

## Accomplishments



10

Projects

Coursmos (USA) On-line educational platform business development (EU, USA)

[See more projects](#) 



10

Publications

Marketing in Russia webinar by Maxim Perevezentsev about LinkedIn Marketing Solutions

[See more publications](#) 



4

Certifications

Kickstart Champion 2016 (LinkedIn Partner Awards)

[See more certifications](#) 



4

Languages

English  
Full professional proficiency

[See more languages](#) 



1

Course

Diplomatic Academy of Ministry of Foreign Affairs of Russia 2



Top Filters

Show TeamLink leads

<b>Keywords</b> <input type="text" value="Enter keywords ..."/> X	<b>Geography</b> +	<b>Relationship</b> +
<b>Company</b> Current ▾ +	<b>Industry</b> +	<b>Company size</b> +
<b>Function</b> +	<b>Title</b> Current ▾ +	<b>Seniority level</b> +

Other Advanced Filters

<b>Postal code</b> +	<b>School</b> +	<b>Groups</b> +
<b>Years in current position</b> +	<b>Years at current company</b> +	<b>Years of experience</b> +
<b>Past company</b> +	<b>Company type</b> +	<b>First name</b> +
<b>Last name</b> +	<b>Profile language</b> +	<b>Member since</b> +
<b>Posted content keywords</b> <input type="text" value="Enter keywords ..."/> X		

🌐 What location do you want to target? (required)

include ▾ Start typing a country, state, city, or town... [Hide list](#)

<input type="checkbox"/> Africa >	<input type="checkbox"/> Greenland >	<input type="checkbox"/> Abruzzo >
<input type="checkbox"/> Antarctica >	<input type="checkbox"/> Guernsey >	<input type="checkbox"/> Apulia >
<input type="checkbox"/> Asia >	<input type="checkbox"/> Hungary >	<input type="checkbox"/> Basilicata >
<input type="checkbox"/> Europe >	<input type="checkbox"/> Iceland >	<input type="checkbox"/> Calabria >
<input type="checkbox"/> Latin America >	<input type="checkbox"/> Ireland >	<input type="checkbox"/> Campania >
<input type="checkbox"/> Middle East >	<input type="checkbox"/> Isle of Man >	<input type="checkbox"/> Emilia-Romagna >
<input type="checkbox"/> North America >	<input checked="" type="checkbox"/> Italy >	<input type="checkbox"/> Friuli-Venezia Giulia >
<input type="checkbox"/> Oceania >	<input type="checkbox"/> Jersey >	<input type="checkbox"/> Lazio >

🏢 What industries do you want to target?

include ▾ Start typing an industry...

Construction >	<input checked="" type="checkbox"/> Investment Management
Consumer Goods >	<input type="checkbox"/> Real Estate
Corporate Services >	<input type="checkbox"/> Financial Services
Education >	<input checked="" type="checkbox"/> Banking
Finance >	<input checked="" type="checkbox"/> Capital Markets
Government >	<input type="checkbox"/> Commercial Real Estate
High Tech >	<input type="checkbox"/> Insurance
Legal >	<input type="checkbox"/> Venture Capital & Private Equity
Manufacturing >	

include

Germany × Denmark × Malta × Liechtenstein × Sweden ×

Switzerland × Spain × Italy ×

include

Construction × Civil Engineering × Investment Management ×

Banking × Capital Markets ×

Suggestions

- + Banking
- + Insurance
- + Financial Services
- + Real Estate
- + Investment Banking
- + Investment Management
- + Accounting
- + Venture Capital & Private Equity
- + Electrical & Electronic Manufacturing
- + Commercial Real Estate

 What **company sizes** do you want to target?

include ▾

- Myself Only
- 1-10 employees
- 11-50 employees
- 51-200 employees
- 201-500 employees
- 501-1000 employees
- 1001-5000 employees
- 5001-10,000 employees
- 10,001+ employees

 What **job titles** do you want to target?

include ▾

include

Target by **current**

St

Select specific ta

- information Technology Manager
- Information Technology Manager
- Information Technology Analyst
- Information Technology Technician
- Director Of Information Technology
- Information Technology Engineer
- Information Technology Project Manager
- Information Technology Administrator
- Information Technology Services
- Information Technology Recruiter
- Information Technology Officer

 What **job titles** do you want to target?

include ▾

информ|

No results

+ Director Of Technology  
Information Systems

What skills do you want to target?

include ▾ brand Development

include

Brand Development

Brand Management

Branding & Identity

Corporate Branding

Brand Awareness

Brand Architecture

Branding

Brand Equity

Personal Branding

Brand Implementation

+ Employee Referral Programs  
+ Competency Based Interviewing

Job title  
Job func

What seniorities do you want to target?

include ▾ Start typing a seniority...

Unpaid

Owner

Training

Entry

Senior

Manager

Director

VP

include VP x Director x Senior x Owner x

Select specific ta

Company nam  
📄

What job functions do you want to target?

include ▾ Start typing a job function...

Healthcare Services

Human Resources

Information Technology

Legal

Marketing

Media and Communication

Military and Protective Services

include Business Development x Consulting x Marketing x  
Product Management x



**LinkedIn Sponsored Content**

https://www.linkedin.com/?trk=nav\_logo

Поиск людей, вакансий и другой информации...

Главная Профиль Сеть Вакансии Интересы Услуги для бизнеса Перейти в Sales Navigator

Нравится • Прокомментировать • Поделиться • 18 15

Показать предыдущие комментарии

**Vahram Jumalov** Ну, они такие Наталья! Приправы для повара это катализатор для физика 3 дн.

**Виолетта Галкина** Профессионал всегда практически обладает своим взглядом и собственным мнением, и это непосредственно подчеркивает его индивидуальность и...ещё 2 дн.

Добавьте комментарий...

**KASPERSKY** Компания **Kaspersky Lab** поделилась статьёй  
Спонсируется [Отслеживать](#)

Благодаря команде наших специалистов, вы можете обитать в цифровом мире, не тревожась за ценную информацию и финансовые средства. Получите практическое руководство от "Лаборатории Касперского" совершенно бесплатно: <https://kas.pr/5Dzs>

Мы рады приветствовать вас в числе тех, кто беспокоится о безопасности своего дела! [go.kaspersky.com](https://kas.pr/5Dzs) • Мы рады приветствовать вас в числе тех, кто беспокоится о безопасности своего дела! Эксперт...

Нравится • Прокомментировать • Поделиться

**Mika Mayer** CEO - The Head - communication design agency Evangelist – Enjoy – Lesbi... 25 мин.

Сегодня чудесный фильтр придурков, по хештегу #космоснаш

8 причин связаться...

**Pavel A. Novikov** отмечает профессиональный юбилей. 3 года – Danone.

Нравится • Прокомментировать • Пропустить

Реклама, которая может вас заинтересовать

**fisd exam preparation**  
LDN: 26, 27 & 28 April. Get full prep for FISD exam + market data knowledge

**Креативим упаковку**  
Высшего класса упаковка. Вызывает желание. Посмотрите сейчас.

**Приглашение от LinkedIn**  
Разместите рекламу в LinkedIn. Привлеките новых клиентов. Попробуйте прямо

О компании Справка Отзыв Условия

LinkedIn © 2016 LinkedIn Corp.

Nach Personen, Stellen, Unternehmen usw. suchen ...

Erweitert

**Génération Expat : Ils ont osé l'aventure - Le Film**  
YouTube • GénérationExpat : Portraits croisés de 14 expatriés Français qui ont tout quitté pour vivre leur rêve à l'autre bout du monde. Partir entreprendre...  
Gefällt mir • Kommentieren • Teilen • 5

**Microsoft hat Folgendes mitgeteilt:**  
Gesponsert [Folgen](#)

Auf der Hannover Messe haben wir gezeigt, wie wir gemeinsam mit unseren Kunden intelligente Ökosysteme der Zukunft entwickeln. Erfahren Sie, wie etwa IAV, EnBW und Liebherr mit der Universal Windows 10 Plattform eigene Projekte umsetzen: ... Mehr anzeigen

Microsoft

Gefällt mir • Kommentieren • Teilen • 1

**Linus Wellen** Account Executive - Lynda.com at LinkedIn 34 Min.

**Suas Educational Development** [Folgen](#)

7 Möglichkeiten, in Kontakt zu bleiben

**Katja Merigo** hat einen neuen Job.  
Head of Account Media Management bei lastminute.co...  
Gefällt mir [Kommentieren](#) [Überspringen](#)

**LinkedIn**  
6 Steps to B2B Marketing Success on LinkedIn  
May 18th 2pm BST [Register now](#)

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Datenschutz & AGB

LinkedIn LinkedIn Corp. © 2016

Sponsored Updates - Продвигаемый пост в ленте пользователей. Этот формат хорошо работает в комбинации с баннерами, а также очень заметен в ленте.



# LinkedIn Sponsored InMail

InMail- это персонализированное письмо, которое приходит пользователю в его личные сообщения в LinkedIn. При получении такого сообщения пользователь недоступен для других рекламодателей в течение 60-ти дней. Преимущество этого формата заключается в том, что можно подробно изложить суть предложения/акции, и использовать креатив в формате баннера 300x250.



## OK, now let's target your audience

Reach the right people by selecting specific targeting criteria like job title, location and more.

Target by

What location do you want to target? (required)

[See full list](#)

What job titles do you want to target?

Suggestions [+ Pastry Chef](#) [+ Line Cook](#) [+ Decorator](#) [+ Baker](#) [+ Executive Pastry Chef](#) [+ Chef de Partie](#) [+ Sous Chef](#) [+ Pastry Cook](#) [+ Head Chef](#) [+ Assistant Chef](#)

Select specific targeting criteria to zero in on your ideal audience:

Company name



Company industry



Company size



Job title



Job function



Job seniority



Member schools



Fields of study



Degrees



Member skills



Member groups



Member gender



Member age



Years of experience



### Your estimated target audience

1,000+ LinkedIn members

[How do I target the right audience?](#)

- Belgium
- Baker, Bakery Manager, Bakery Clerk, Pastry Chef, Line Cook, Executive Pastry Chef, Pastry Cook, Assistant Pastry Chef



## OK, now let's target your audience

Reach the right people by selecting specific targeting criteria like job title, location and more.

Target by  ?

🌐 What location do you want to target? (required)

[See full list](#)

Belgium x

👤 What skills do you want to target?

Bakery x Pastry x Cake Decorating x Kuchen x Backen x  
Wedding Cakes x Birthday Cakes x Chocolate x

Suggestions [+Kuchen](#) [+Rezepttests](#) [+Glutenfrei](#) [+Bäckerei](#) [+Gebäck](#) [+Tortendekoration](#)  
[+Abendessen](#) [+Saucen](#) [+Gourmet](#)

### Select specific targeting criteria to zero in on your ideal audience:

- Company name
- Company industry
- Company size
- Job title
- Job function
- Job seniority
- Member schools
- Fields of study
- Degrees
- Member skills
- Member groups
- Member gender
- Member age
- Years of experience

### Your estimated target audience

2,000+ LinkedIn members

[How do I target the right audience?](#)

- 🌐 Belgium
- 👤 Bakery, Pastry, Cake Decorating, Kuchen, Backen, Wedding Cakes, Birthday Cakes, Chocolate

0 conversions

2,445 impressions

1,640 clicks

- social actions

€1, [redacted] spend

Time series

Demographics ?

Metric: Clicks for 8/23/2016-10/10/2016 ?



Search by name

Download

Campaign status: On + Off

Conversions | Performance | Social Actions | Budget

Campaign name	Status	Impressions	Clicks	Avg. CTR	Total Social Actions	Total Eng.	Avg. Eng.	Avg. CPC	Avg. CPM	Total Spent
	<b>Total</b>	<b>2,445</b>	<b>1,640</b>	<b>67.076%</b>	<b>0</b>	<b>73</b>	<b>4.451%</b>	<b>€0.67</b>	<b>€0.45</b>	[redacted]
[redacted] Sponsored inmail	Completed	2,445 Sends	1,640 Opens	67.076% Open Rate	-	73 Clicks	4.451% CTR	€0.67 Avg. CPO	€0.45 Avg. CPS	[redacted]





Спасибо за внимание!

**МАКСИМ ПЕРЕВЕЗЕНЦЕВ**

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perevezentsev@httpool.ru



maxprojects