

Personal branding towards Corporate branding



**SAP INSIDE TRACK BELGIUM 2012
(FRIDAY NOV. 23RD)**

In short



ORCHESTRAAA

- Adjust
- Advise
- Achieve





PERSONAL BRANDING

We are the communities!



Corporate website

Corporate and marketing presentation
Web shop
Landing pages



Social website

Blogs
Own communities



Social networks

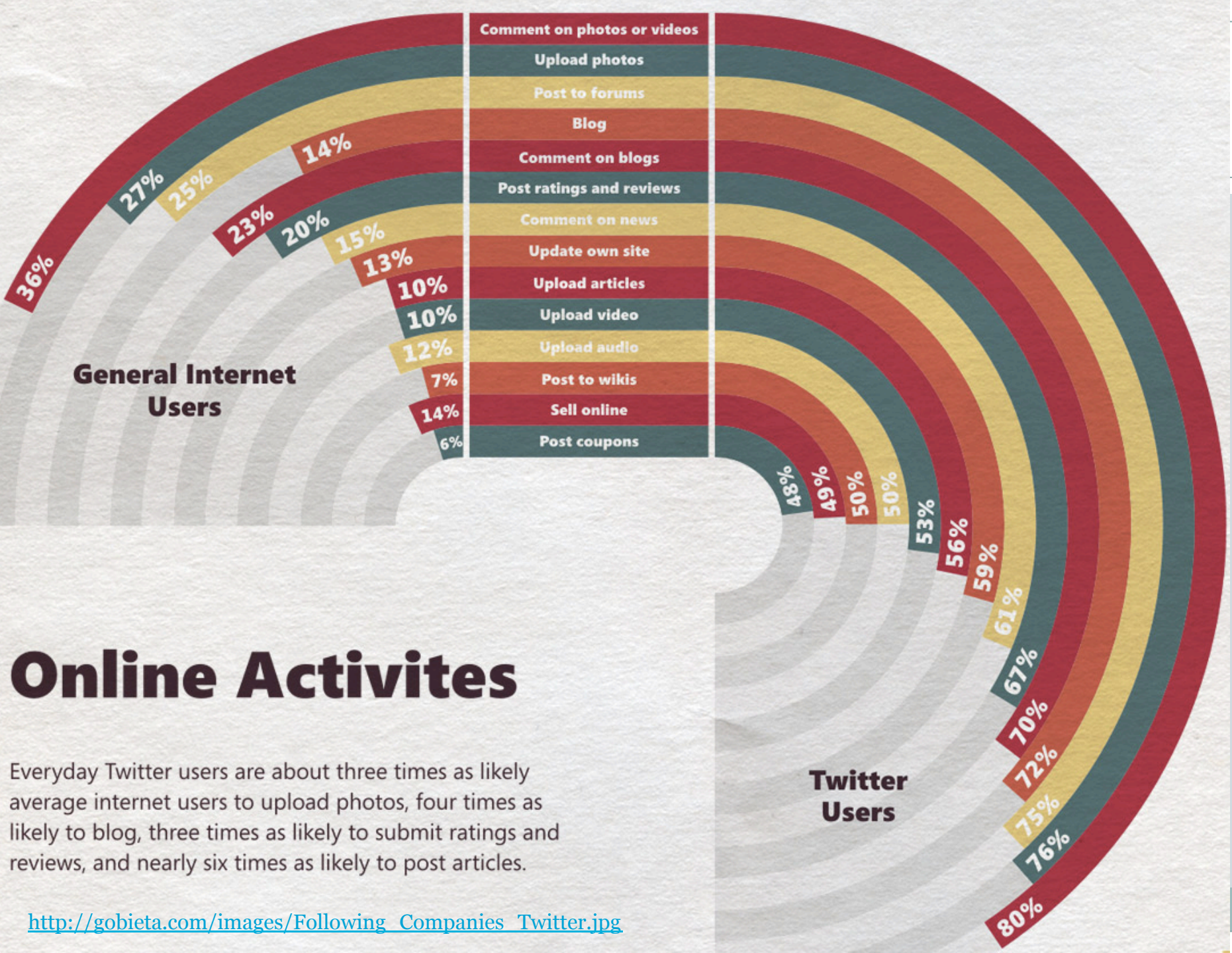
Products, services and contents promotion.
Customer care
HR promotion, recruiting

Navigation via search engines

Navigation via communities

Getting to you know yourself

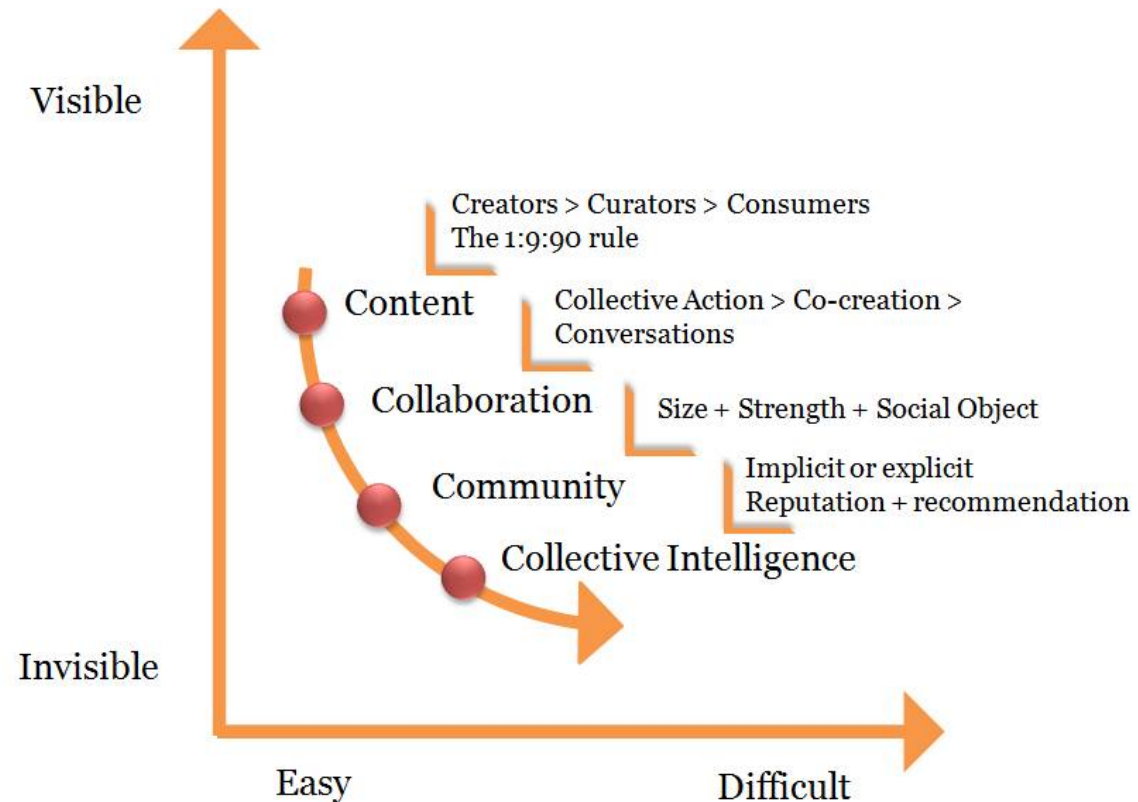




Create, comment, forward

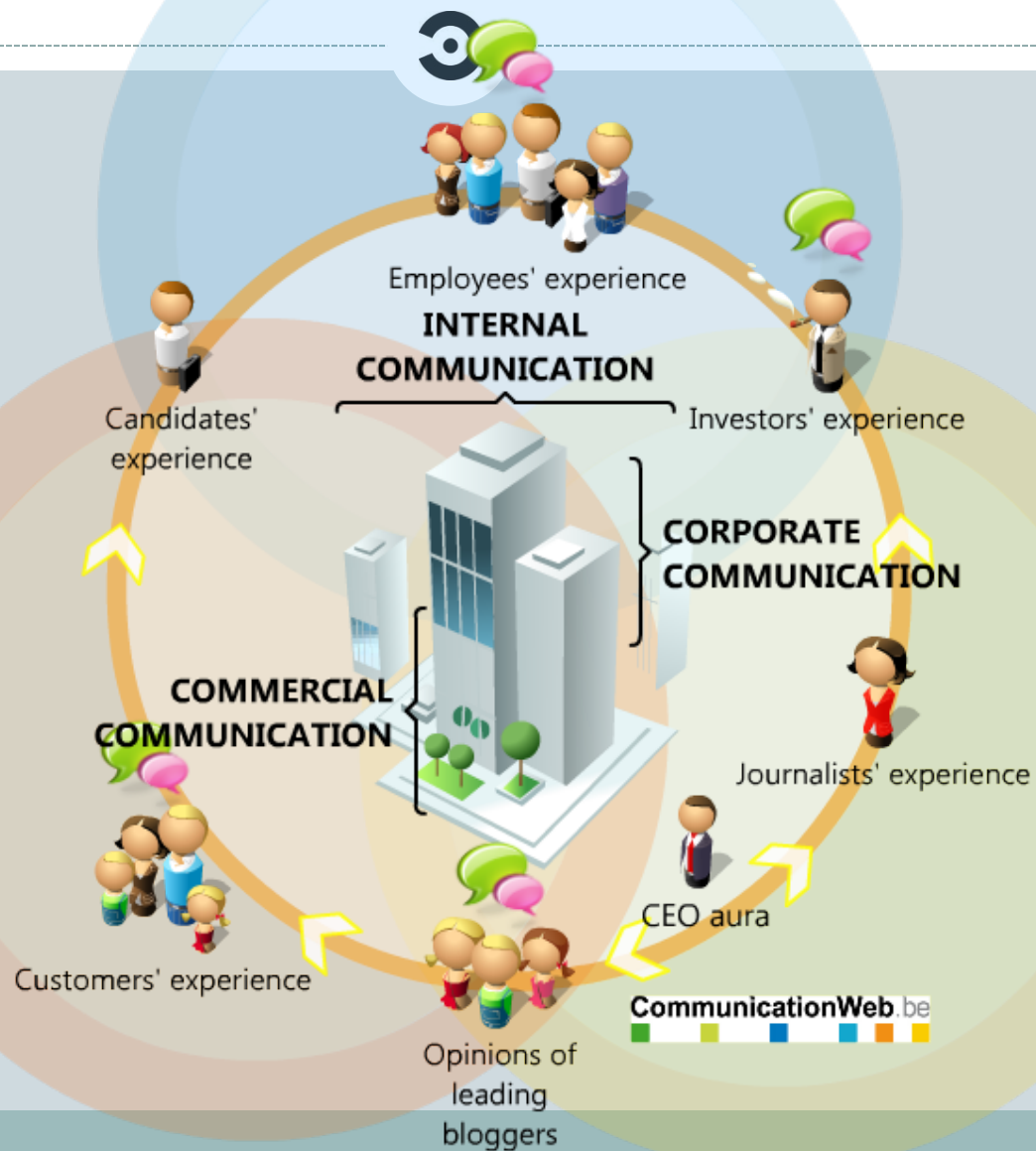


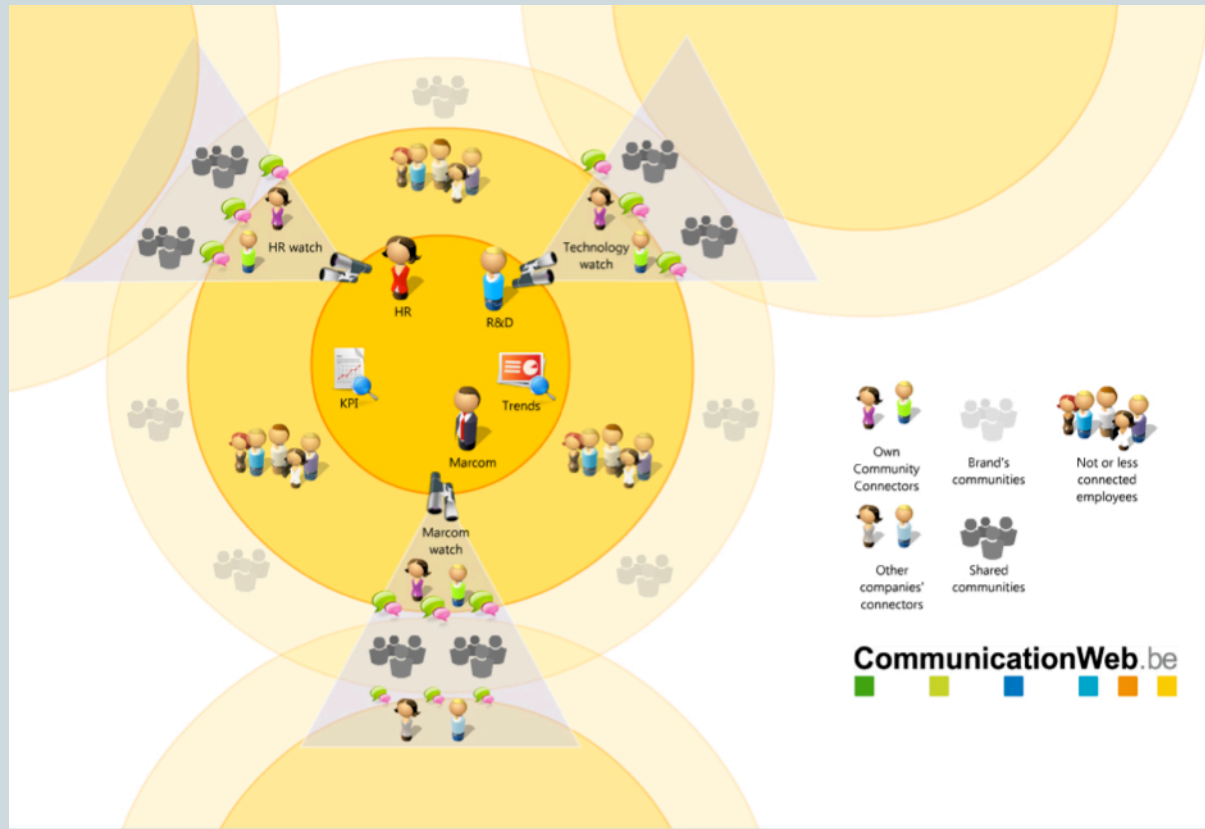
The 4Cs of Social Media





CORPORATE BRANDING





Thank you!



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