

Use the GGI Young Professionals' experience to create ideas!



GGI Practice Group Workshop | Milan 2011

USING SOCIAL MEDIA TO EXPAND OUR BUSINESS

Elisabeth Heller
1

Topics of Workshop Social Media

- Why Using Social Media?
- Experiences?
- Organisational structure of the Social Media Project
- Milestones and responsibilities
- Practical experiences and tips
- Other Marketing and Sales Ideas:
 - What is „Guerilla Marketing“,?
 - What is Network Marketing?
 - What is SEO-Marketing?
- Which multiplication effects can we use? 2

Topics of Workshop Social Media

- **Why Using Social Media?**
- <http://www.youtube.com/watch?v=MpIOCIX1jPE>
- Experiences?
- Organisational structure of the Social Media Project
- Milestones and responsibilities
- Practical experiences and tips
- Other Marketing and Sales Ideas:
 - What is „Guerilla Marketing“,?
 - What is Network Marketing?
 - What is SEO-Marketing?
- Which multiplication effects can we use?

3

Inspirations for Using Social Media

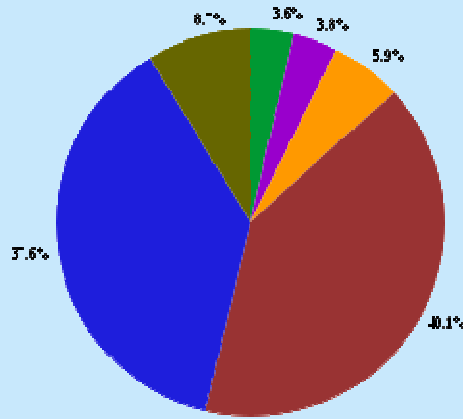
Ideas from the Youngsters



4

Twitter – only Babbling or more?

Why Using



Tweet contents

- Pointless babble – 40%
- Conversational – 38%
- Pass-along value – 9%
- Self-promotion – 6%
- Spam – 4%
- News – 4%

- News
- Spam
- Self-promotion
- Pointless babble
- Conversational
- Pass-along value

Tools for Using Social Media

Tools for better Use



socialmention*

<http://www.socialmention.com>



Snapbird.org



<http://www.searchtastic.com>

Topics of Workshop Social Media

- Why Using Social Media?
- **Experiences?**
- **Let us share our experiences**

- Organisational structure of the Social Media Project
- Milestones and responsibilities
- Practical experiences and tips
- Other Marketing and Sales Ideas:
 - What is „Guerilla Marketing“,?
 - What is Network Marketing?
 - What is SEO-Marketing?
- Which multiplication effects can we use?

7

Inspirations for Using Social Media

Ideas from the Youngsters

- » Xing/LinkedIn: You have to be there, because your existing clients are watching it
- » Xing: You have your client with you all over the world
- » Time consuming if you „work“ in different professional groups of a social network
- » I did not get any new clients
- » Using it for HR, headhunting

8

Inspirations for Using Social Media

Ideas from the Youngsters

- » Presence on platforms is important for approach to client: additional client service.
- » NOT an ideal platform for lawyers because lack of confidence
- » High rate of internet strikes in the Arabian world
- » Discussing to establish a link on company HP to social networks
- » „Guerilla Marketing“

9

Inspirations for Using Social Media

Ideas from the Youngsters

- » Easy multiplication effect much easier (US)
- » For some clients it is rather negative to see the consultant appearing in social media
- » Spread/Select information carefully (think about advantage for client)
- » HOW to use platforms in the practice?
 - » Sending messages about products/events to selected groups?

10

Inspirations for Using Social Media

Ideas from the Youngsters

- » What does your client expect you to offer?
 - » Making people FEEL home, it is not a comparison of pros and contras
- » What can we do in a first/next step?
 - » Opening a GGI Youngsters Group in one of the platforms.
 - » Xing/LinkedIn more professional ones !!!
 - » Nikola will promote this new group

11

Topics of Workshop Social Media

- Why Using Social Media?
- **Experiences?**
- **Let us share our experiences**
- **New Ideas?**

- Organisational structure of the Social Media Project
- Milestones and responsibilities
- Practical experiences and tips
- Other Marketing and Sales Ideas:
 - What is „Guerilla Marketing“,?
 - What is Network Marketing?
 - What is SEO-Marketing?
- Which multiplication effects can we use?

12

Topics of Workshop Social Media

MEMBER OF

GENEVA GROUP INTERNATIONAL
EBO
Interdisciplinary Business Consulting

- Why Using Social Media?
- Experiences?
- Let us share our experiences

- We proudly present
- THE GGI YOUNG PROFESSIONAL'S GROUP AT LINKEDIN

- Alexandros Prassinos

13

EBO – Enhanced Business Opportunities
Interdisciplinary Business Consulting


GENEVA GROUP INTERNATIONAL



The LinkedIn Project

 **HELLER**
CONSULT

 **BENEFITAX**

Elisabeth Heller
Astrid Rechel-Götz

The project

- Kick-off Ljubljana: 1st workshop about Social Media
- Setting-up task force Social Media
- Establishing GGI Young Professionals as permanent project of „PG EBO“
- Developing and sending-out questionnaire
- Evaluation of results: Focussing on LinkedIn
- Opening own group

GGI Young Professionals join forces in Ljubljana

By Astrid Rechel-Götz

An atmospheric surrounding and highly motivated young professionals characterised the latest EasyMeet in Ljubljana, which was attended by more than 40 participants from 10 different GGI countries. On behalf of the host firm Simčič & Partneri, such firm is located in the Slovenian capital.

Saturday's meeting directed by Nicola M. Johnson offered those attending an insight into four GGI's practice groups (PG).

A fruitful discussion directed



Participants from 10 different countries

ed by Elisabeth Heller and Astrid Rechel-Götz, chairpersons of PG Enhanced Business Opportunities, on the opportuni-

ties of social media generating new business, brought about a project to establish a "GGI Young Professionals" group on an internet platform (contact: Nikola M. Johnson's (Nika Girard, member of PG International Taxation, gave an impressive speech on the subject of "Deferred Tax in International Practice". His practice group also presented its "International Tax and Business Guide" as a superb example of GGI members' cooperation across 42 countries.

During the afternoon session, Matthias von Oppen, on behalf of the PG Renewable Energies, provided detailed information of the "Financing

of Cross-Border Renewable Energy Projects". Finally, Christian Seidl informed those present about the recent PG Debt Collection project, which has started to produce a handbook providing guidelines for debt collection in 13 different jurisdictions. He also discussed the handling of enforceable titles in cross-border debt collection.

A guided city tour, a dinner in the scenic countryside at "Jezerski" restaurant (www.jezerski.com), and a night-out in the lively city rounded off the programme. On Sunday, the GGI Young Professionals left for their own countries, inspired to spread the GGI spirit amongst their home-based colleagues.

Further information and pictures can be found in the internal area of GGI's website.

GGI member firm:
**BeaufortCräbit,
Steuerverberatungsgesellschaft,
Wirtschaftsprüfungsgesellschaft
(Tax & Audit Firm)**
Frankfurt am Main, Germany
Astrid Rechel-Götz
E: astrid.rechel-goetz@ggi.com
S: www.benefitax.com



Beautiful city of Ljubljana

EBO – Enhanced Business Opportunities Interdisciplinary Business Consulting



GENEVA GROUP INTERNATIONAL

Getting ready for social media

By Astrid Rechel-Götz

Aware of the fact that e-business and social networks have become an essential element of private life and business, GGI Practice Group Enhanced Business Opportunities (PG EBO) promotes the initiative to open a platform of GGI Young Professionals in an international, internet community, which was conceived at the last EBO event in July 2010. Elisabeth Heller, chairperson of PG EBO, asserts that "traveling new roads in old business has not only been the title of our workshop, but should always be in our

minds at the time of looking for business opportunities".

In the first days of 2011, the young professionals have started to collect information from GGI firms on the habits in different countries in order to decide, as the next step, where to give the GGI Young Professionals a home. A questionnaire developed by the task force established in July 2010 has been sent out to all participants of the last year's EasyMeets, Alessandro Prinosio at Dinamik in Athens is one of the young professionals who has committed himself to the project and is responsible for collecting the information.

Even if they have not yet been contacted, it would be greatly appreciated if all member firms could support this initiative by answering the questionnaire, which can be found in the GGI intranet or will be sent by Alessandro on request. It would be especially helpful if all member firms named one of their team members as the main contact person for the social media project. Alessandro is looking forward to receiving any information or feedback from you via prinosio.alexandros@dinamik.com.



enthusiastic young professionals like Alessandro Prinosio and Niko Mousiaris, who bring this project to life."

GGI member firm
Dinamik GmbH
Steuerberatungsgesellschaft
Wirtschaftsprüfungsgesellschaft
(StB & Audit Firm)
Frankfurt am Main, Germany
Astrid.Rechel-Goetz@dinamik.com
C.Lundt@pruz@dinamik.com
R.Winkel@pruz.com



Elisabeth Heller
Astrid Rechel-Götz

EBO – Enhanced Business Opportunities Interdisciplinary Business Consulting



GENEVA GROUP INTERNATIONAL

GGI Young Professionals
GENEVA GROUP INTERNATIONAL



Elisabeth Heller
Astrid Rechel-Götz

EBO – Enhanced Business Opportunities Interdisciplinary Business Consulting



GENEVA GROUP INTERNATIONAL

GGI Young Professionals

Discussions Members Promotions Jobs Search More... [Invite others](#)

Geneva Group International (GGI) is one of the world's leading organizations of independent law, accounting, audit and consulting firms committed to providing clients with specialist solutions for their international business requirements. The basic figures of more than 450 member offices worldwide, presence in more than 80 countries and a total staff of more than 14,650 employees may illustrate the global strength of Geneva Group International.

Geneva Group International adheres to strong professional and ethical principles, developing close relationships with reliable, loyal and competent employees and partners. The central pillar of that philosophy is trust based on personal contact among the affiliated companies.

Regular meetings, not only on management but also on team level, are the best guarantors for such personal contact. That's why Geneva Group International has established the concept of the EasyMeets where GGI Young Professionals can meet on an international platform, on a professional, but relaxed level without strict diplomatic rules, being invited to express own ideas and searching for "travelling new roads in old business".

Although knowing that the venues taking place several times a year constitute the lifeline of the GGI Young Professionals, this LinkedIn group has been conceived to stay in touch beyond these meetings and to be kept informed even if a meeting has not been attended. So feel invited to use these pages to further

- exchanging experiences,
- learning from other companies,
- getting familiar with other business cultures,
- jointly developing new business ideas,
- contributing to develop our home companies,
- inspiring the other members of our firms
- and living the spirit of Geneva Group International.

Join GGI Young Professionals and make the GGI family grow.

[Forward](#) [Report as...](#)



**HELLER
CONSULT**



BENEFITAX

**Elisabeth Heller
Astrid Rechel-Götz**

EBO – Enhanced Business Opportunities Interdisciplinary Business Consulting



GENEVA GROUP INTERNATIONAL

Welcome to GGI Young Professionals on LinkedIn - Nachricht (HTML)

Grüß | Sprachleiste | Sprache | Drucken | Format | E-Mail | Alternativen |

Antworten | Alle Antworten | Antworten |

Vom: message-norep@source.linkedin.com In Auftrag von: GGI Young Professionals [message-norep@benefitax.com] Gesendet: Sa 12.03.2011 08:32

An: Astrid Götz

Cc:

Betreff: Welcome to GGI Young Professionals on LinkedIn

LinkedIn Groups

Group: GGI Young Professionals
Subject: Welcome to GGI Young Professionals on LinkedIn

Hi Astrid,

Congratulations! You have been approved to join the group [GGI Young Professionals](#)

-- The LinkedIn Team
<http://www.linkedin.com/>

[Go to the group...](#) [Invite others to join...](#)

LinkedIn values your privacy. At no time has LinkedIn made your email address available to any other LinkedIn user without your permission. ©2011 LinkedIn Corporation



**HELLER
CONSULT**



BENEFITAX

**Elisabeth Heller
Astrid Rechel-Götz**

Subjects of Workshop Social Media

- Why Using Social Media?
- Experiences?
- Let us share our experiences
- Organisational structure of the Social Media Project
- Milestones and responsibilities
- **Practical experiences and tips**
 - to be efficiently present in social media networks,
 - to concisely demonstrate one's skills
 - to interact in a permanent creative and diverting way
 - to fascinate and to intrigue the participant's interest
 - to pay attention to business and network etiquette
 - all this while be fitting one's rank.
- Other Marketing and Sales Ideas:

21

Subjects of Workshop Social Media

- Why Using Social Media?
- Experiences?
- Let us share our experiences
- Organisational structure of the Social Media Project
- Milestones and responsibilities
- Practical experiences and tips
- **Other Marketing and Sales Ideas:**
- **What is „Guerilla Marketing“?**
 - What is Network Marketing?
 - What is SEO-Marketing?
 - Which multiplication effects can we use?

22

Guerilla Marketing – Cost Efficient Sales

Jay Levinson's principles of Guerrilla Marketing:

- Target Group: **small business and entrepreneur**.
- based on **human psychology**
- Instead of money, the primary investments are **time, energy, and imagination**.
- The primary statistic to measure your business is the amount of **profits**, not sales.
- Also concentrate on **how many new relationships** are made each month.
- Create a **standard of excellence** with an acute focus instead of too many diverse products and services.
- Instead of concentrating on getting new customers, aim for more **referrals**, more transactions with **existing customers**, and larger transactions.
- Forget about competition and concentrate more on **cooperating** with others.
- Use a **combination of marketing** methods for a campaign.
- Use **current technology** as a tool.
- Messages are aimed at individuals or small groups, **the smaller the better**.
- Focuses on gaining the consent of the individual to send them **more information** rather than trying to make the sale.

Source: Wikipedia; further information: <http://www.gmarketing.com/>

23

Topics of Workshop Social Media

- Why Using Social Media?
- Experiences?
- Let us share our experiences
- Organisational structure of the Social Media Project
- Milestones and responsibilities
- Practical experiences and tips
- **Other Marketing and Sales Ideas:**
- What is „Guerrilla Marketing“?
- **What is Network Marketing?**
- **What is SEO-Marketing?**
- Which multiplication effects can we use?

24

Topics of Workshop Social Media

- Why Using Social Media?
- Experiences?
- Let us share our experiences
- Organisational structure of the Social Media Project
- Milestones and responsibilities
- Practical experiences and tips
- Other Marketing and Sales Ideas:
- What is „Guerilla Marketing“?
- What is Network Marketing?
- What is SEO-Marketing?
- **Which multiplication effects can we use?**

25

Mission Statement (I)

Geneva Group International (GGI) is one of the world's leading organizations of independent law, accounting, audit and consulting firms committed to providing clients with specialist solutions for their international business requirements. The basic figures of more than 460 member offices worldwide, presence in more than 80 countries and a total staff of more than 14,650 employees may illustrate the global strength of Geneva Group International.

Geneva Group International adheres to strong professional and ethical principles, developing close relationships with reliable, loyal and competent employees and partners. The central pillar of that philosophy is trust based on personal contact among the affiliated companies.

26

Mission Statement (II)

Regular meetings, not only on management but also on team level, are the best guarantors for such personal contact. That's why Geneva Group International has established the concept of the EasyMeets where GGI Young Professionals can meet on an international platform, on a professional, but relaxed level without strict diplomatic rules, being invited to express own ideas and searching for "travelling new roads in old business".

Although knowing that the venues taking place several times a year constitute the lifeline of the GGI Young Professionals, this Linked-In group has been conceived to stay in touch beyond these meetings and to be kept informed even if a meeting has not been attended.

27

Mission Statement (III)

So feel invited to use these pages to further

- exchanging experiences,
- learning from other companies,
- getting familiar with other business cultures,
- jointly developing new business ideas,
- contributing to develop our home companies,
- inspiring the other members of our firms
- and living the spirit of Geneva Group International.

Join GGI Young Professionals and make the GGI family grow.

28

Mission Statement (IV)

Summary

GGI Young Professionals is the youngsters' network of Geneva Group International, one of the world's leading organizations of independent law, accounting, audit and consulting firms. Convinced that a good personal contact is essential for their business, this group is conceived as platform where younger team members of the affiliated firms can meet consistently

Useful Links and Information

- **Statistics:**
<http://www.youtube.com/watch?v=ypmfs3z8esI&p=8C92E661A4075B85>
- **Social Media in Plain English**
<http://www.youtube.com/watch?v=MpLOCIX1jPE>
- **LinkedIn – You Tube Video**
<http://www.youtube.com/watch?v=lzT3JVUGUzM>
- **Brands and Social Media**
<http://www.youtube.com/watch?v=MqUAvmX7oYQ&feature=autoplay&list=PL8C92E661A4075B85&index=3&playnext=1>
- **Doug Stevenson – the Story Telling Guru**
<http://www.youtube.com/watch?v=YzkGKHILNOw>
<http://www.youtube.com/watch?v=R7019b7ldIE>
- **Randy Gage – The Marketing Messias**
<http://www.youtube.com/watch?v=a7GXpMgxAb8&playnext=1&list=PL7EB369BD269DF9CB>

Useful Links and Information

• **Contacts:**

- Elisabeth Heller – e.heller@hellerconsult.com
Skype: elisabeth.heller
- Astrid Rechel-Goetz – a.rechel-goetz@benefitax.de
Skype: benefitax_arg
- Alexandros Prassinos - Prassinos.Alexandros@dinamiki.com
- Uschi Hoess – u.hoess@hellerconsult.com
Skype: hc.ursula.hoess
- Raluca Tutu – traluca@mirus-group.eu
- Zara Wahlberg - zara.wahlberg@norelidholm.com
- Linda von Hoegen - vonhoegen@fps-law.de
- Imke Landthaler – landthaler@ggi.com