

נעים
להכיר

booya
digital agency

B2B DIGITAL
MARKETING



אסטרטגיית ABM

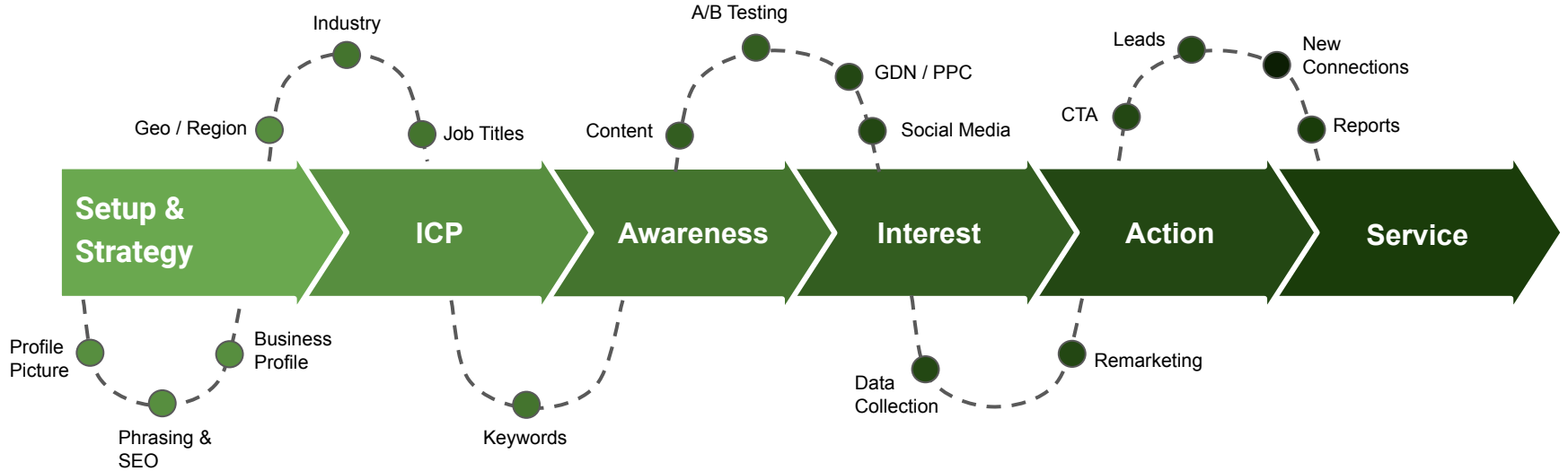
מה זה ICP? ואיפה מוצאים אותו?

איך בונים אסטרטגיית תוכן?

איך ליצור הזדמנויות עסקיות בלינקדאין?

על מה
נדבר?

B2B Digital Customer Journey





מה זה ABM?
ואיך זה יכול לעזור לנו לייצר
הזדמנויות עסקיות?

ABM

Account Based Marketing





80%
טווח קצר-
בינוני



20%
טווח ארוך

ICP

Ideal Customer Profile





Case
study

Devek
Founded in 1982

דביק תעשיות
שדה בוקר



סרטי חיפוי ומסכינגטייפ



ידיות נשיאה



חומרי אריזה



דבקים חמים וקרים



פיתוח מוצרים בהתאמה אישית



מכונות אריזה



דבקים דו-צדדיים



פתרונות הדבקה אחרים



מה הם מנועי הצמיחה?

איפה ההזדמנויות?

מה המתחרים שלנו עושים?

אסטרטגיה

מיקוד.

מיקוד.

מיקוד.

ICP	Industry	TITLE	score	Pain points	Blockers	Values	Solutions/ value proposition
Potential Clients							
Investors							
Existing Clients							
Employees + Recruitment							





כלים לבניית בנק מטרות

+ מנגנון החיפוש בלינקדאין

+ חיפוש בגוגל

+ Chat GPT

+ התבססות על דאטה קיימת -
איתור פרופילים על בסיס מידע
ארגוני

SALES NAVIGATOR Home Accounts Leads Messaging

Lead **Account** < Collapse

0 filters applied Pin filters

Company attributes

Annual revenue	+
Company headcount	+
Company headcount growth	+
Headquarters location	+
Industry	+
Number of followers	+
Department headcount	+
Department headcount growth	+
Fortune	+
Technologies used	+

Spotlights

Job opportunities	+
Recent activities	+
Connection New	+

Workflow

Companies in CRM	+
To enable filter, upgrade contract	
Saved accounts	+
Account lists New	+

חיפוש חברות

SALES NAVIGATOR Home Accounts Leads Messaging

Lead Account < Collapse

0 filters applied Pin filters

Company

- Company headcount +
- Current company +
- Past company +
- Company type +
- Company headquarters location +

Personal

- Connection +
- Geography +
- Industry +
- Years of experience +
- Connections of +
- Groups +
- First name +
- Last name +
- Profile language +
- TeamLink connections of +
- School +

Role

- Current job title +
- Past job title +
- Function +
- Seniority level +
- Years in current company +
- Years in current position +

Spotlights

- Activities and shared experiences +

Workflow

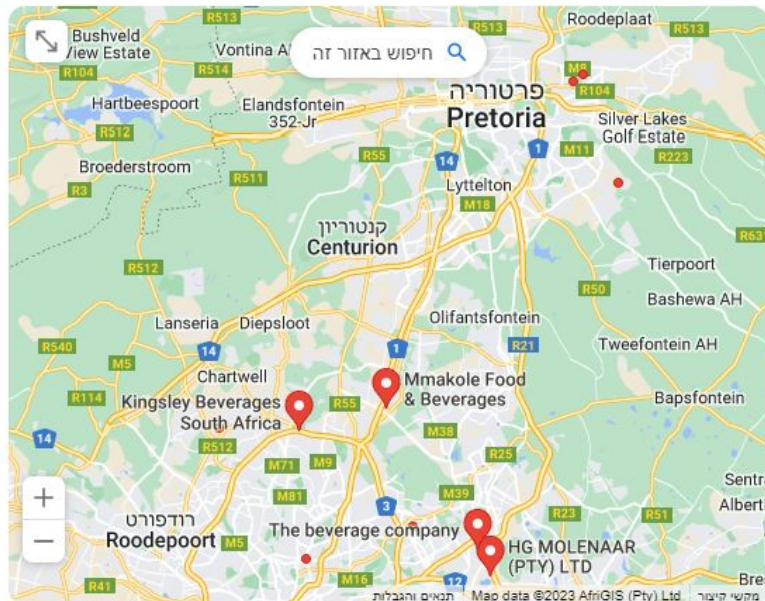
- Lead lists +
- People in CRM +
- To enable filter, upgrade contract

חיפוש
מקבלי החלטות/
אנשי המפתח/
משפיענים, בתוך
החברות

כ-34,000,000 תוצאות (0.56 שניות)

תוצאות עבור דרום אפריקה - בחירת אזור

שעות דירוג : מקומות



מסלול



אתר



מסלול



אתר



מסלול



אתר

Mmakole Food & Beverages

אין ביקורות · יצרן מזון קפא
Midrand, דרום אפריקה · +27 10 035 0537

The beverage company

יצרן · (38) ★★★★★ 4.2
Johannesburg, דרום אפריקה · +27 11 865 2598

HG MOLENAAR (PTY) LTD

יצרן מזון · (4) ★★★★★ 5.0
Boksburg, דרום אפריקה · +27 11 578 0940
המקום סגור · ייפתח בשעה 9:00



There are several food and beverage manufacturers operating in South Africa. Here are some notable examples:



1. **Tiger Brands:** Tiger Brands is one of the largest food manufacturers in South Africa. They produce a wide range of food products, including grains, snacks, beverages, and canned foods. Their popular brands include Jungle Oats, Ace, All Gold, and Albany.
2. **Pioneer Foods:** Pioneer Foods is a leading food and beverage company in South Africa. They manufacture and distribute a variety of products such as breakfast cereals, fruit juices, beverages, bread, and baking ingredients. Their well-known brands include Weet-Bix, Sasko, Liqui-Fruit, and Ceres.
3. **Clover Industries:** Clover Industries is a major player in the South African dairy industry. They produce and market a range of dairy products, including milk, cheese, yoghurt, and butter. Clover is well-known for its Clover and Tropika brands.
4. **Coca-Cola Beverages South Africa:** Coca-Cola Beverages South Africa (CCBSA) is the largest Coca-Cola bottler in Africa. They manufacture, distribute, and sell a wide range of non-alcoholic beverages, including carbonated soft drinks, juices, energy drinks, and water.
5. **AVI Limited:** AVI Limited is a diversified food and beverage company that operates in South Africa and beyond. They have a portfolio of well-known brands in various categories, including beverages, snacks, and frozen foods. Some of their popular brands include Five Roses tea, Ciro Coffee, Bakers biscuits, and I&J seafood.
6. **Nampak:** Nampak is a packaging manufacturer that supplies various industries, including the food and beverage sector. They specialize in producing beverage cans, glass bottles, plastic packaging, and metal closures.
7. **Rhodes Food Group:** Rhodes Food Group is a leading producer of convenience foods in South Africa. They manufacture a wide range of products, including canned fruit and vegetables, fruit puree, baby food, and snacks. Their brands include Rhodes, Magpie, Bull Brand, and Squish.

Regenerate response

Send a message.




Workflow


Lead lists 🚩	+
People in CRM 🚩 To enable filter, upgrade contract	+
Persona ⓘ New	+
Account lists	+
People you interacted with ⓘ	+
Saved leads and accounts	+




Workflow



Companies in CRM 🚩 To enable filter, upgrade contract	+
Saved accounts 🚩	+
Account lists 🚩 New	+



Company attributes


Annual revenue  +


Company headcount 


51-200 
201-500 
501-1,000 


1,001-5,000 
5,001-10,000 


10,001+ 
11-50 
+


Company headcount growth  +


Headquarters location 

South Africa  +

Industry 

Food and Beverage Manufacturing  +

Number of followers  +


- 

RCL FOODS

Food and Beverage Manufacturing · 4.5K+ employees on LinkedIn

About: RCL FOODS is a l...see more

[Hiring on LinkedIn](#)


...
Save
- 

Coca-Cola Beverages Africa

Food & Beverages · 2.5K+ employees on LinkedIn

About: Coca-Cola Beverages Africa (CCBA) bottles and distrib...see more


[Hiring on LinkedIn](#)

...
Save
- 

Distell

Beverage Manufacturing · 3.5K+ employees on LinkedIn

About: Distell is Africa's l...see more


...
Save
- 

Premier FMCG (Pty) Ltd

Food and Beverage Manufacturing · 1.5K+ employees on LinkedIn

About: Premier FMCG is ...see more

[Hiring on LinkedIn](#)

...
Save
- 

Lactalis South Africa

Dairy Product Manufacturing · 409 employees on LinkedIn

About: Lactalis South Afr...see more

[Hiring on LinkedIn](#)

...
Save



NOMU

Food Production · 28 employees on LinkedIn · \$10M - \$20M in revenue ⓘ

Cape Town, Western Cape, South Africa

NOMU Brands is a prestigious and award-winning, South African food and lifestyle Product... [View more details](#)

Save

Visit website [↗](#)




Common searches

[All employees \(28\)](#) · [Decision makers \(4\)](#)

Your personas

[Director+ \(4\)](#) · [Default Persona \(0\)](#) · [CXO \(1\)](#)


Tier I Unsaved



Save ...

Tracy Foulkes
Founder and Co-owner


Tier I Unsaved



Save ...

John Benedict G.
Managing General Partner


Tier I Unsaved



Save ...

Paul Raphaely
Director


Tier II Unsaved



Save ...

Kirsty Buchanan
Food content producer


Tier II Unsaved



Save ...

Dominik Sever
Head Sommelier

Tier II Unsaved



Save ...

Shelita Davids



Paul Raphaely 3rd Viewed: 6/5/2023

Director at NOMU

📍 Cape Town, Western Cape, South Africa 👤 500+ connections

Save

Message



2 recent posts on LinkedIn

Current role



Director at NOMU

Dec 2000–Present · 22 yrs 7 mos

www.nomu.co.za

Contact information

[Add contact info](#)



Search on Bing




Relationship Is Like A Book.

It takes years to write
but only few seconds
to burn.





**איך בונים מערכות
יחסים עסקיות
בלינקדאין.**



NOMU


Food Production · Cape Town, Western Cape · 1,453 followers

See all 28 employees on LinkedIn

[✓ Following](#) [Visit website](#) [More](#)

NOMU Account Map Select map (1) ▾


Tier I Unsaved



[Save](#) ⋮

Tracy Foulkes
Founder and Co-owner


Tier I Unsaved



[Save](#) ⋮

John Benidict G.
Managing General Partner


Tier I Unsaved



[Save](#) ⋮

Paul Raphaely
Director


Tier II Unsaved



[Save](#) ⋮

Kirsty Buchanan
Food content producer


Tier II Unsaved



[Save](#) ⋮

Dominik Sever
Head Sommelier

Tier II Unsaved



[Save](#) ⋮

Shelita Davids



מה הבסיס לבניית מערכות יחסים מוצלחת?

אמון, אותנטיות,
תיאום ציפיות,
תקשורת, עניין, ערך,
כנות, השקעה,
התמדה,הדדיות.

How it all began?





It takes just **3 Seconds**
to make a brilliant First Impression.



Paul Raphaely 3rd Viewed: 6/5/2023

Director at NOMU

📍 Cape Town, Western Cape, South Africa 🧑‍🎓 500+ connections

Save

Message



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Contact information

[Add contact info](#)



Search on Bing

עם מי מחשיכים?

 **Lottie Booker**
Specialist Branding and Outreach Marketer for IT Services Sector (Northern UK...
👤 Guy Bloch and 11 others
13 hours ago

Ignore [Accept](#)

Hi, We've just launched our new brand (exciting) for b-linked! I'd love your fe... [See more](#) ...
Reply to Lottie

 **Lucy Ramirez**
Senior Sales Executive at Publishares
👤 Guy Bloch and 24 others
1 day ago

Ignore [Accept](#)

מה שלומך? ראיתי שאתם סטארט-אפ שעובד עם שווקים בחו"ל. קורה לכם לפ... [See more](#) ...
Reply to Lucy

 **Ehud Weinreb**
[Director Of Business Development at QUATRO | Head Of Value Creation at...](#)
👤 Lior Baran and 2,031 others
1 day ago


Ignore [Accept](#)

Hey Moshe, I would like to add you to my professional network. Cheers! ...
Reply to Ehud

 **Natalie Malka**
...תוך 30 יום נכס בתשואה של כ-18% | היסכון בזמן וכסף | הכל תחת קורת גג אחת...
👤 Kovi Dafni and 89 others
1 day ago

Ignore [Accept](#)

היי, התרשמתי מהפרופיל שלך, נעים מאוד אני נטלי, מומחית לאיתור והשבחת נכסי... [See more](#) ...
Reply to Natalie




Lottie Booker
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[Reply to Lucy](#)




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[Reply to Natalie](#)

מה אנחנו בוחנים? או איך בוחנים אותנו?

תמונת פרופיל

תפקיד

חברה

רשת קשרים

הודעה אישית



Ehud Weinreb · 2nd

Director Of Business Development at QUATRO | Head Of Value Creation at ILBDExec

Israel · [Contact info](#)

500+ connections



2,053 mutual connections: Ido Pollak, Amir Blich, and 2,051 others

[Accept](#)

[View in Sales Navigator](#)

[More](#)

 Quatro

 IDC Herzliya

Highlights



2 Mutual Groups

You and Ehud are both in Linkers! - קהילת Digital Marketing: הלינקדאין של ישראל Social Media, Search, Mobile & more



וובינר - איך להטמיע פיתוח מנהלים באופן

היברידי ואיך למדוד הצלחה


Ehud organized this event

[Message](#)

About


Experienced Director Of Business Development with a demonstrated history of working in the management consulting industry and b2b companies.

... see more



QUATRO

QUATRO
Leadership | Innovation | Communication | Sales
Management Consulting · Tel Aviv, Center · 656 followers

 Ehud works here · 12 employees

[+ Follow](#) [Visit website](#) [More](#)

[Home](#) [About](#) [Posts](#) [Jobs](#) [People](#) [Insights](#) [Events](#) [Videos](#)

About

We are a leadership and organizational development consulting firm. Quatro is designed to partner with our clients in defining and achieving their goals. We are a consulting team with over 15 years of global experience in developing and leading meaningful processes with measurable outcomes.

[see more](#)

[See all details](#)

Santhosh, Jennifer, and 3 others want to join your network



LinkedIn <invitations@linkedin.com>

To Moshe Elzara



Reply



Reply All



If there are problems with how this message is displayed, click here to view it in a web browser.

Click here to download pictures. To help protect your privacy, Outlook prevented automatic download of some pictures in this message.



Moshe Elzara



We noticed you're getting a lot of invitations lately, so we're sending this summary highlighting the ones that stand out.



Rig
ht-
clic

Santhosh Kumar

International Consultant



You have 243 connections in common.

Accept

[View profile](#)



Rig
ht-
clic

Jennifer Codrón

Account Manager en ThoughtLeaders



You have 10 connections in common.

Accept

[View profile](#)



Rig
ht-
clic

Anil Bisht

Managing Director at TwentyOne 29 Enterprises Pvt. Ltd.



You have 5 connections in common.

Accept

[View profile](#)



Rig
ht-
clic

Nazmul Hasan

Cyber Security Analyst at Fiverr



You have 1 connection in common.

Accept

[View profile](#)



Rig
ht-
clic

Dinesh Kumar R

Helping Corporate | Travel agencies | Airlines with robust solution



Accept

[View profile](#)

[See all invitations](#)



Anil Bisht · 2nd

Managing Director at TwentyOne 29 Enterprises Pvt. Ltd.

Mumbai, Maharashtra, India · [Contact info](#)

500+ connections



4 mutual connections: Eran Zinman, Iris Weinstein, and 2 others

Connect

View in Sales Navigator

More



TwentyOne 29 Enterprises
Pvt. Ltd.

Activity

659 followers



Thanks for sharing.

Anil commented



Wow, this is great news!!

#emailmarketing...

Anil shared this

5 Reactions



very informative!!

Anil commented

[See all activity](#)

Experience



Managing Director

TwentyOne 29 Enterprises Pvt. Ltd.



מה חשוב בבניית הפרופיל האישי?

תמונת פרופיל.

תמונת רקע.

תוכן , תוכן , תוכן

שאר הקטגוריות לעדכון
חשובות ברמה השוטפת
מבחינת - מיצוב, חשיפה,
והאלגוריתם של לינקדאין.



Personal Branding

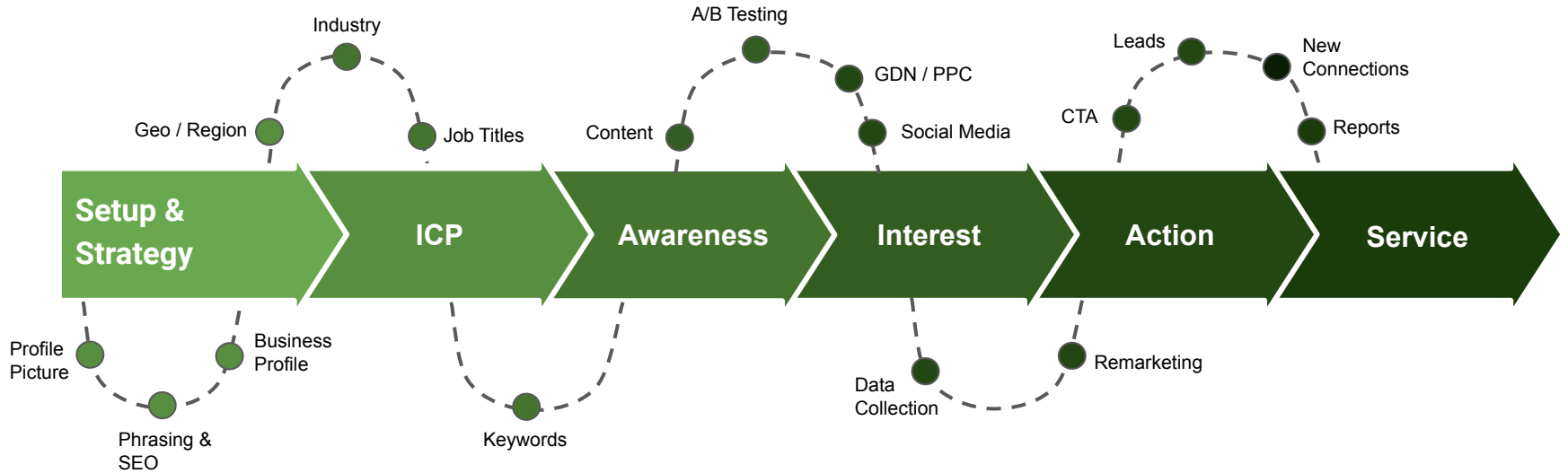
“


Branding

is what people say about you
when you're not in the room.

Jeff Bezos, Amazon founder

B2B Digital Customer Journey





NOMU


Food Production · Cape Town, Western Cape · 1,453 followers

See all 28 employees on LinkedIn

[✓ Following](#) [Visit website](#) [More](#)

NOMU Account Map Select map (1) ▾


Tier I Unsaved



Save ...

Tracy Foulkes
Founder and Co-owner


Tier I Unsaved



Save ...

John Benidict G.
Managing General Partner


Tier I Unsaved



Save ...

Paul Raphaely
Director


Tier II Unsaved



Save ...

Kirsty Buchanan
Food content producer


Tier II Unsaved



Save ...

Dominik Sever
Head Sommelier

Tier II Unsaved



Save ...

Shelita Davids



מה לא לעשות
בבקשת
קוניקשיין?

Conversation with Paul Raphaely



This is the very beginning of your conversation with Paul

New InMail

Using 1 of 150 remaining credits

Step 3 - building networking and connections

Hi Paul,

I'd be honored to connect with you

Thanks



70

Send



Paul Raphaely · 2nd

Director at NOMU

Cape Town, Western Cape, South Africa

Save

Shared connection



Matan Atias

Head of Partnerships

@webreyez | ex - TikTok & Snap Inc

Shared 4 posts



For the sake of documenting the next, wonderful step in SA's...



NOMU has a slightly silly, clearly self-indulgent, weekly, free Recipe...

When we launched NOMU MAYU, deliberately and to avoid the impression that it was just an

ICP
+
Profile setup

40% ROI



הבדלים תרבותיים

פנייה למי שנמצא ב 2nd.

יצירת חשיפה בקבוצות
שקהל היעד מבקר בהן.

הודעה אמינה בבקשה
המסבירה למה אנחנו
רוצים להתחבר.



Paul Raphaely 3rd Viewed: 6/5/2023

Director at NOMU

📍 Cape Town, Western Cape, South Africa 🧑‍🎓 500+ connections

Save

Message



2 recent posts on LinkedIn

Current role



Director at NOMU

Dec 2000–Present · 22 yrs 7 mos

www.nomu.co.za

Contact information

[Add contact info](#)

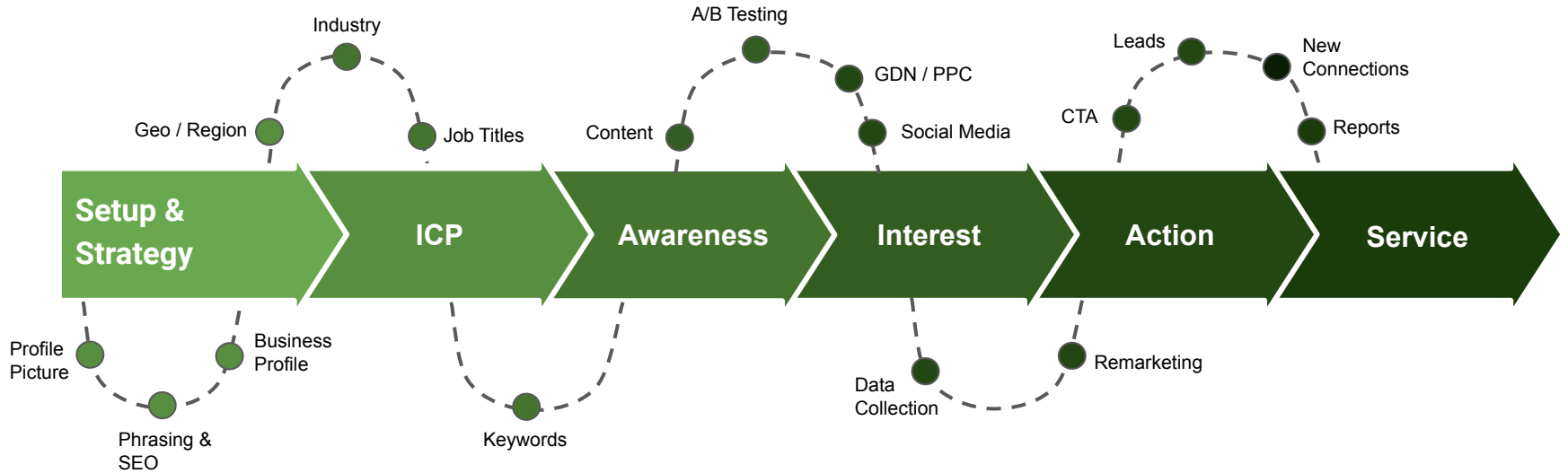


Search on Bing

יחסינו לאן?



B2B Digital Customer Journey



בניית מותג = סיפור = אסטרטגיית תוכן.

איך בונים אסטרטגיית תוכן?



מה הבסיס לבניית אסטרטגיית תוכן מוצלחת?

אמון, אותנטיות,
עניין, ערך, כנות,
התמדה, הדדיות.

עקרונות לכתיבה נכונה ואפקטיבית

+ לא למכור! לתת ערך.

+ לענות על הכאבים של ה-ICP

+להגדיר סט של ערכים ועל
בסיסם לבנות את תוכנית התוכן.

+ לשלב תוכן שמבוסס על
תחומי עניין.

+ תוכן וידאו

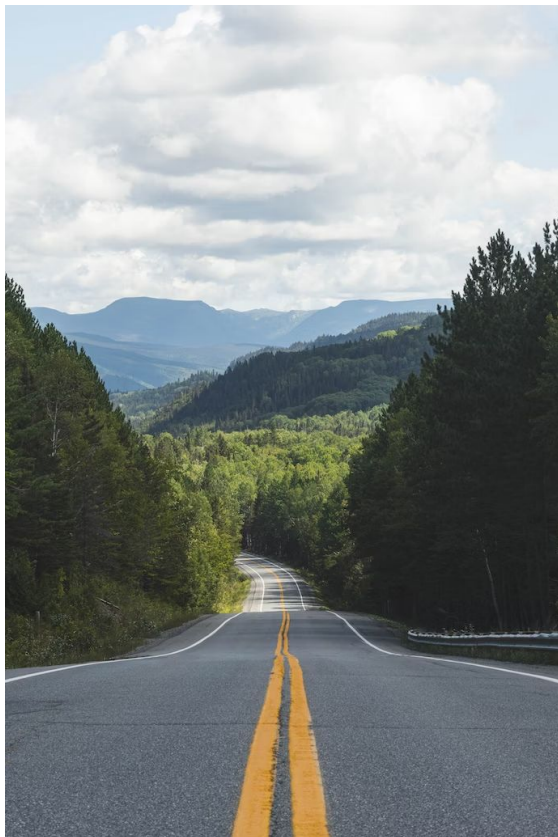
+ קצר, ממוקד, ת'כלס!

+ ללקבוע זמן ביומן.



מטיבי לכת





מטיבי לכת

- ניתוח נתוני גלישה לאתר באמצעות כלים ייעודיים כמו Leadfeeder.
- ניתוח סטטיסטיקות של תוכן.
- תגובות לפוסטים של ה-ICP שימוש בכלי AI.
- הצטרפות לקבוצות רלוונטיות שה-ICP חברים בהם.
- תגובות וניהול דיונים מקצועיים בקבוצות.
- הדרך היעילה ביותר לקבל תשומת לב היא באמצעות תגובות על גבי פוסטים שה-ICP שלנו מפרסמים.
- שימוש בדאטה לטובת Remarketing.

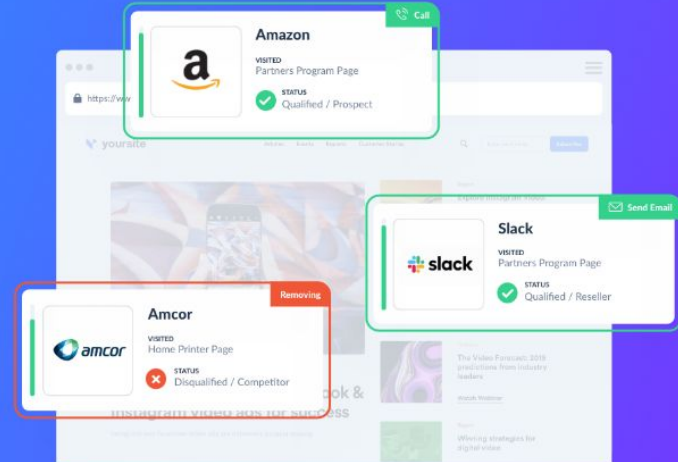
Turn pageviews into pipeline

Identify the companies already visiting your website and convert them into high-value leads.

Free Trial


Request Demo

- ✓ 14-day free trial
- ✓ No credit card needed



Need A Remote








PREMIUM



Moshe Elzara
Co-Founder & CEO at Booya Digital - Helping companies expand to international markets.
[View full profile](#)


Reactions

All 100 90 10

-  **Ofer Levy** · 1st
CEO at ZygoFix Ltd.
-  **Jacob Cohen** · 1st
Hi-tech manager
-  **Avi Zion** · 1st
CIO at Elektrokubi.co.il & cyber security project manager instructor at Magshimim - National Cyber Education Program
-  **Tal Green** · 1st
Business Development Manager at Tagra Biotechnologies Ltd.
-  **Lior Stephanie Ruberto** · 1st
Marketing Manager at NLM | Content Producer | Brand Awareness | Digital & Social Media Strategist
-  **Martin Goldfinger** · 1st
Account Executive at Oribi
-  **Lior Snider** · 1st

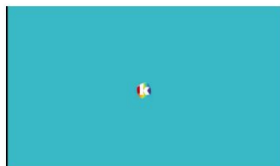
100 · 2 comments · 3,264 Views

Reactions



Like Comment Share Send

3,264 views of your video



קבלו את תם אהרון מגיב לג'ון אוליבר 🇮🇱 בזמן שההסברה הישראלית הולכת לאיבוד בתוך שטף ההתקפות ברשתות, טוב לשמוע סוף סוף קול רהוט, מדוייק ולא מתלהם שמצליח לשלב גם הומור בנושא כל כך טעון. שיעור טוב בהעברת קרדיט - מאקו #TomAhron #JohnOliver #middleeast סופ"ש שקט מסר ויצירת מודעות. סופ"ש שקט

Engagement highlights

Excludes reshares

100 reactions

2 comments

11 shares

Video performance

Audience



Previous 7 days



Weekly

Total includes the current day

3.9K min lifetime

Total minutes this video has been watched, including views less than 3 seconds. Includes sponsored and organic distribution

3.3K views lifetime

Number of times this video was watched for more than 3 seconds, including sponsored and organic distribution

3.2K viewers lifetime

Number of unique people who watched this video for more than 3 seconds, including sponsored and organic distribution



People from these companies
viewed your video

Teva Pharmaceuticals	26
Shutterfly, Inc.	23
HP	16
Keter	15
Amdocs	14
West Pharmaceutical Services	14
Intel Corporation	13



People with these titles
viewed your video

Salesperson	503
Executive Director	245
Founder	219
Marketing Specialist	154
Business Strategist	147
Product Manager	105
Technology Manager	91



People from these locations
viewed your video

Netanya Area, Israel	81
Tel Aviv Area, Israel	76
Hadera Area, Israel	55
Jezreel Valley Area, Israel	47
Petah Tikva Area, Israel	40
Acre Area, Israel	38
Greater New York City Area	36

The image shows a LinkedIn profile page for Moshe Elzara, Co-Founder & CEO at Booya Digital. The profile includes a header with the LinkedIn logo and search bar, navigation icons (Home, My Network, Jobs, Messaging, Notifications, Me), and a profile section with a premium badge and a photo of Moshe Elzara. Below the profile is a post by Thomas Allgeyer, 2nd, titled "Account-based Marketing - Best of LinkedIn CW22!". The post includes a link to a "Best of Account-based Marketing" article, which features a grid of user avatars and the text "Best of LinkedIn in CW 22 Account-based Marketing".

LinkedIn Profile: Moshe Elzara
 PREMIUM IT ALL B WITH
 Moshe Elzara
 Co-Founder & CEO at Booya Digital - Helping B2B Companies Expand to International Markets
 View full profile

Post by Thomas Allgeyer
 Consulting-Driven Research for your ABM/ DBM, CDDs, Inn...
 3d • 🔒

Account-based Marketing - Best of LinkedIn CW22! Sixteen hand-picked posts, three new ABMer to follow - nothing more to add ^^ Have a great day, and enjoy the current weather!

#ABM #accountbasedmarketing #b2bmarketing #marketing

Best of Account-based Marketing
 Account-based Marketing + Subscribe

FREMIUS
 Best of LinkedIn in CW 22
 Account-based Marketing

Recent
 Linkers! - הלינקדאין של ישראל ...
 BACK TO BASIC - 2023 שנת ...
 Successful Career Growth in Is...
 גבעת האורנים סמוך לכפר ורדים...
 Israel Business Network | High...

Groups
 Linkers! - הלינקדאין של ישראל ...
 Israel Business Network | High...
 Data-Driven & Digital Marketi...
 Show more

Events
 BACK TO BASIC - 2023 שנת ...
 See all

Followed Hashtags
 # diplomacy
 # heroes
 # ourcrowdsummit
 Show more

booya digital agency

Booya Digital

4,668 followers

Edit Page

Share Page

Manage

Events +

Show all events

Hashtags

- #b2b
39,441 followers
- #digitalmarketing
27,175,552 followers
- #b2bmarketing
40,710 followers

Show posts about Booya Digital

Newsletter +

Booya's Top B2B Marketing...
174 subscribers

Start a post

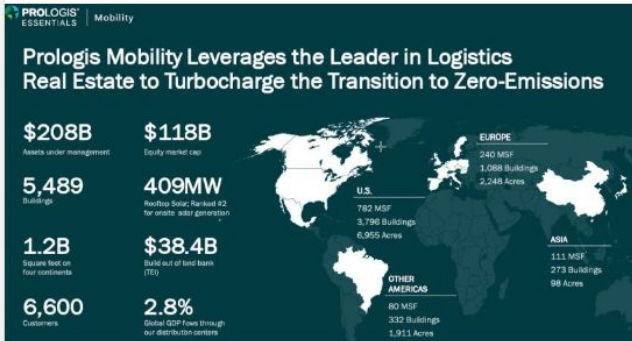
Photo Video Poll Write article

Page posts Following Hashtags Employee posts Ads

A hashtag your page follows is included in this post

Leslie Garrison JD/MBA • 3rd+
Energy and Mobility Infrastructure Developer. Intel, Zoox, Rivian alum
1d •

Thrilled to share that I've joined Prologis as Director, Project Development, Mobility Hubs. I'm responsible for developing a network of multi-tenant hubs providing EV charging and hydrogen fueling for next gen commercial fleets. These fac ...see more



The image shows a LinkedIn page for 'Booya Digital'. At the top, there's a navigation bar with icons for Home, My Network, Jobs, Messaging, Notifications, and Me. Below this is a search bar and the page name 'Booya Digital' with a 'Super admin view' button. The main content area is divided into three sections: a profile overview, a 'Manage' sidebar, and a post. The profile overview shows the Booya Digital logo, name, and 4,668 followers, with buttons for 'Edit Page' and 'Share Page'. The 'Manage' sidebar includes 'Events', 'Hashtags' (with a list of tags like #b2b, #digitalmarketing, #b2bmarketing), and 'Newsletter' (Booya's Top B2B Marketing...). The post is from Mercer, dated 3 months ago, celebrating the Booya Digital team's win at HR Tech Awards 2023. The post features a large blue and green graphic with a trophy and the text 'Congratulations Mercer Work Design awarded Talent Analytics: Best Advance in Practical AI at HR Tech Awards 2023'. Below the post are interaction buttons for Like, Comment, and Repost.

in Search

Home My Network Jobs Messaging Notifications Me

Booya Digital Super admin view

All Pages Content Analytics Activity 6

booya digital agency

booya digital agency

Booya Digital
4,668 followers

Edit Page

Share Page

Manage

Events +
Show all events

Hashtags

- #b2b
39,441 followers
- #digitalmarketing
27,175,552 followers
- #b2bmarketing
40,710 followers

Show posts about Booya Digital

Newsletter +
Booya's Top B2B Marketing...
174 subscribers

Start a post

Photo Video Poll Write article

Page posts Following Hashtags Employee posts Ads

View or update who your Page follows. Manage following

Mercer
666,256 followers
3m •

A special congratulations to our Work Design team for being awarded the Best Advance in Practical #AI in the Talent Analytics category at the HR Tech Awards.
<https://bit.ly/3J9slAu> #HumanResources

Mercer
welcome to brighter


Congratulations
Mercer Work Design awarded Talent Analytics: Best Advance in Practical AI at HR Tech Awards 2023

A business of Marsh McLennan

Like Comment Repost

The image shows a screenshot of a LinkedIn page for 'Booya Digital', which is a 'Super admin view'. The top navigation bar includes the LinkedIn logo, a search bar, and icons for Home, My Network, Jobs, Messaging, Notifications, and Me. The page header for Booya Digital includes the company logo, name, and 'Super admin view' status. Below this, there are tabs for 'All Pages', 'Content', 'Analytics', and 'Activity' (with a notification badge). A dropdown menu is open over the 'Content' link, listing options: Visitors, Followers, Leads, Content (highlighted with a red box), Competitors, and Employee Advocacy. The main content area features a 'Start a post' input field and buttons for 'Photo', 'Video', 'Poll', and 'Write article'. Below the post creation area are filters for 'Following', 'Hashtags', 'Employee posts', and 'Ads'. A 'Manage following' button is also present. The 'Manage' sidebar on the left includes sections for 'Events' and 'Hashtags', with a list of hashtags: #b2b (39,441 followers), #digitalmarketing (27,175,552 followers), and #b2bmarketing (40,710 followers). The main feed shows a post from 'Salesforce' with 4,527,310 followers, posted 4m ago, containing the text 'Everyone can #BeATrailblazer. Take your first step today: <https://sforce.co/3NwdkLL>' and a large blue cloud logo with the word 'salesforce' inside.

IT ALL BEGINS WITH STRATEGY



Booya Digital

We help B2B Companies Expand to International Markets
Marketing Services · Tel Aviv · 4,668 followers · 19 employees

Ori & 11 other connections work here


[✓ Following](#) [Visit website](#) [More](#)

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About

Booya Digital provides B2B companies with data-driven customer journeys and long-term growth by using our proprietary in-house technology and results-proven methodology. Since 2006, Booya Digital has increased brand awareness and digital marketing activities for Israeli companies and startup co ... see more

[Show all details →](#)



Learn how Booya can work for you!

Tell us your goals and we will create a tailor-made marketing strategy to build your B2B presence and position your brand and persona voices as trusted authorities in your industry. Contact us today!

[Get started](#)

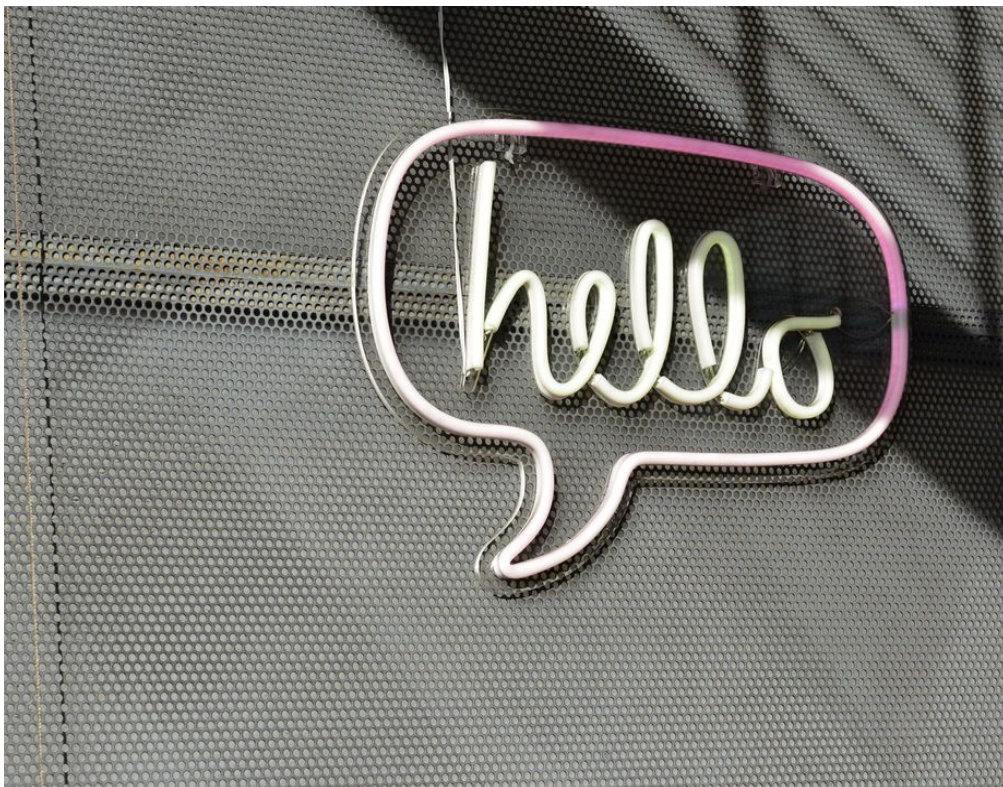
ומה עם Chat GPT?



ומה עם
התיכלס?







אפשרויות להנעה לפעולה

+ שיחה

+ פגישה

+ כנס/אירוע/וובינר

+ מעקב אחרי עמוד
עסקי

+ קריאת פוסט

+ סקר

עשה ואל תעשה ב-CTA בלינקדאין



לתת ערך

לדבר תיכלס

נוסח אישי

להתאים את השפה והמסרים לקהל היעד

לתת חוות דעת מקצועית

לא לצרף קובץ

לא להניע להורדת אפליקציה

לא יותר מ-4 שורות

לא לחפור

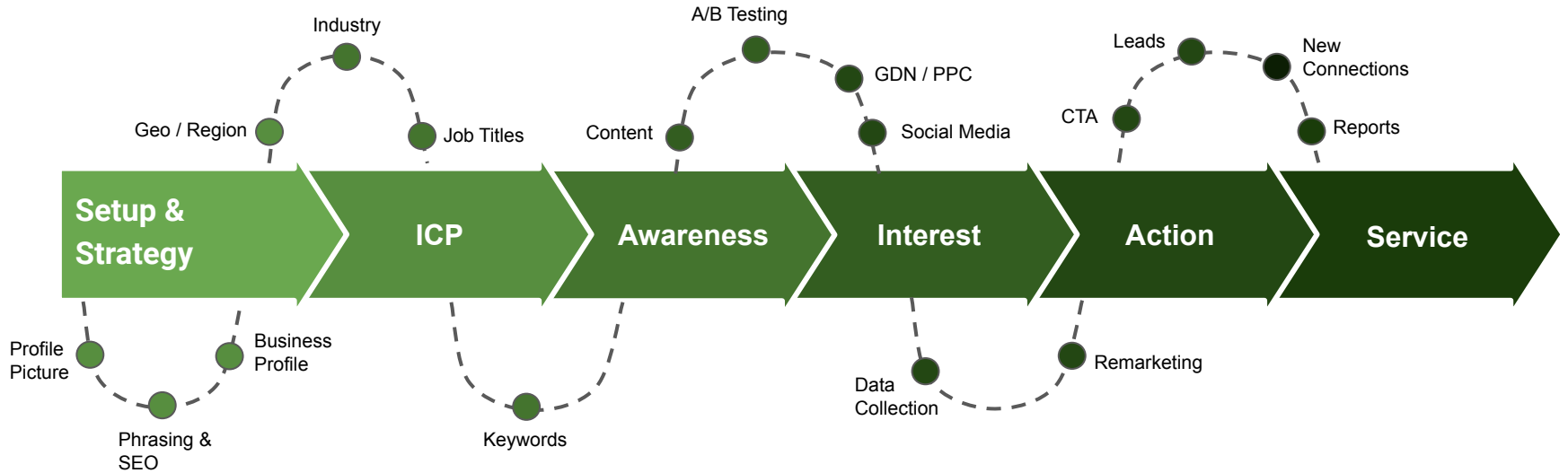
לא לרצות את הלקוחות

לא להוציא מהפלטפורמה

לא לשלוח מייל פולואפ אם לא קיבלנו מענה

סיכום והמלצות

B2B Digital Customer Journey



- ❑ אסטרטגיה (מי, איפה, איך, למה?)
- ❑ מיפוי ותעדוף ICP (להתחיל קודם מה-Account)
- ❑ בניית מערכות יחסים באמצעות תוכן
- ❑ הנעה לפעולה לאירועים פיזיים

Thank you!

booya
digital agency

| B2B DIGITAL
MARKETING