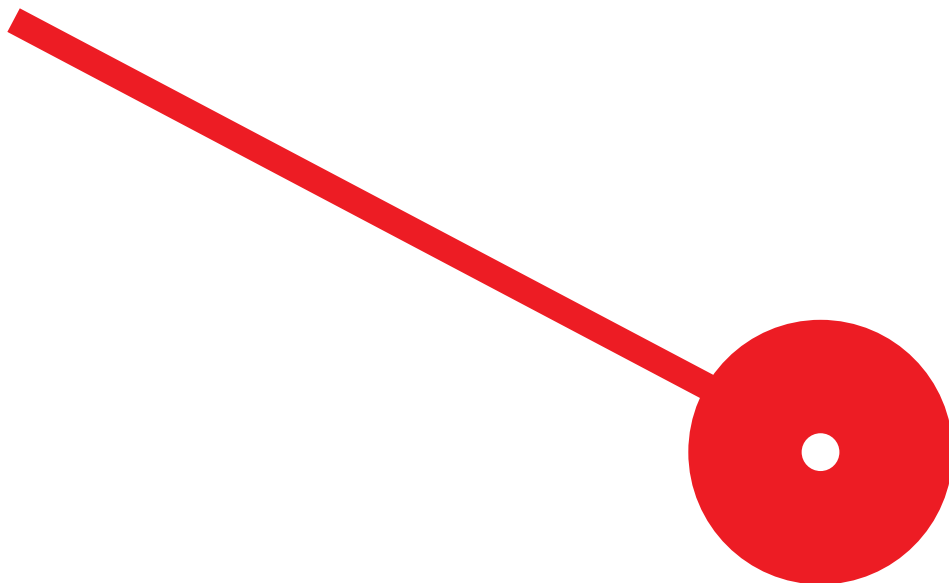




The disruption of traditional work methodology caused by pandemic conditions and the emergence of digital nomads

Lisa Vorontsova

06/2023



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DIGITAL MARKETING

The disruption of traditional work methodology caused by pandemic conditions and the emergence of digital nomads

Lisa Vorontsova

Internship Report

Presented to Porto Accounting & Business School in order to obtain the master's degree in Digital Marketing, under the guidance of PhD. José Freitas Santos

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Abstract:

The beginning of a dream - a first experience of hybrid work and a glimpse of future digital nomad adventures. Along with the internship report itself, the growth of digital nomadism as a repercussion of the pandemic and its effects on the future world of work are presented in this master's thesis. This work conjugates several factors, ongoing trends, and future implications we will have to face, as hybrid working models are frequently implemented in a post-pandemic environment. In today's competitive job market, it is important for employers to adapt to the new demands of their employees. Additionally, collaborative workspaces are on the rise, as are legal complications and economic implications.

Key words: Digital Nomadism, Hybrid Work, Future of Work, Coworking Spaces

Table of content

Introduction	1
Chapter 1 - Theoretical framework.....	3
1 The rise of digital nomadism and hybrid-work and its impacts on traditional working methodology	4
1.1 Disruption of Traditional Working Methodology	4
1.2 Digital Nomads: Definition and Characteristics.....	5
1.3 The Rise of Digital Nomadism.....	7
1.4 Impacts on Traditional Working Methodology.....	9
Chapter 2 - WebMagnet	11
2.1 Choice arguments and relevance of the internship.....	12
2.2 Company information about WebMagnet	13
2.2.1 History	13
2.2.2 Mission	14
2.2.3 Values	14
2.2.4 Organizational Culture	14
2.2.5 Services.....	15
Chapter 3 - Internship Activities.....	17
3.1 Onboarding and workflow.....	18
3.2 Task description and theoretical background	19
3.2.1 Editorial Plan	19
3.2.2 Content creation.....	20
3.2.3 Copywriting	22
3.2.4 Design.....	23
3.2.5 Social media competitive analysis and strategy proposal	24
3.2.6 Marketing tasks.....	25

Chapter 4 - Discussion	28
4.1 Opportunities and Challenges for Businesses	29
4.2 Strategies for Successful Digital Nomadism.....	30
4.3 Future Trends and Implications.....	32
4.4 Conclusion.....	34
References	36
Appendixes	44
Appendix I – [Editorial Plans]	45
Appendix II – [Content created for WebMagnet’s website].....	48
Appendix III – [Copywriting for SmartBusiness]	50
Appendix IV – [Copywriting for WebMagnet]	61
Appendix V – [Design for WebMagnet]	71
Appendix VI – [Design for SmartBusiness]	79
Appendix VII – [LinkedIn 101].....	99
Appendix VIII – [LinkedIn Competitors & Strategy]	103
Appendix IX – [Problem & solution for pitch deck].....	105
Appendix X – [Buyer personas]	108
Attachments	109
Attachment I – [Internship Plan].....	110
Attachment II – [Evaluation of the trainee]	112

Table of figures

WebMagnet logo	13
Editorial plan for SmartBusiness – December	20
Services description	21
Copywriting for SmartBusiness post.....	22
Banner for WebMagnet's Facebook post.....	23
LinkedIn competitors' analysis	25
Defining the market process	26
Persona example for SmartBusiness.....	27

Acronyms

TWM - *Traditional Working Methodology*

DN - *Digital Nomads*

TAM - *Total Available Market*

SAM - *Serviceable Available Market*

SOM - *Serviceable Obtainable Market*

INTRODUCTION

For those who expect another internship report in digital marketing, I have bad news. The focus of this master's thesis (not simply an internship report) is to share some real-life and personal realizations on how the future might look in the professional world, more specifically, from a point of view of a digital nomad *wannabe*.

The disruption of our reality due to an inevitable and unexpected pandemic, made me realize, among other things, that 9-5 jobs are about to go extinct. Digital nomads, agile manners, working by task and not by hours already existed before. Nowadays, it is way more than that. The purpose of this research is to give the world the possibility to prepare itself for what's coming. Everything changes too fast, our bodies and natural instincts take way more time to evolve than our way of living. And the gap will never cease to grow. To prevent this divide from widening even further, we must collaborate to create strategies and adapt our lifestyle that benefits both nature and the human population.

There is no turning back now that the traditional idea of full-time office work has been questioned by the paradigm shift toward remote work. Companies that adopt hybrid working models gain a competitive edge in this dynamic environment and attract young talent that values flexible work schedules. The importance of physical office spaces must be acknowledged, even as the demand for remote work increases, especially in terms of fostering creativity and problem-solving skills.

While the world is becoming more connected and talent from around the world is becoming more accessible, businesses that want to access this talent pool face new legal obstacles. Nevertheless, a collaborative future is here, despite the difficulties. The increase in collaborative spaces reflects a general shift in favor of encouraging teamwork and synergy among professionals.

It is essential to investigate and comprehend the implications of these developments in this complex environment. This thesis seeks to provide some understanding of the complex nature of hybrid work, the phenomenon of digital nomadism, and their transformative effects on the nature of work in the future. We can better prepare ourselves to navigate this shifting landscape and seize the opportunities that lie ahead by analyzing current trends and projecting future effects.

CHAPTER 1 - THEORETICAL FRAMEWORK

Understanding, creating, and putting into action strategies to enhance our quality of life are all based on research. Therefore, this chapter focuses on outlining the key ideas needed to comprehend the steps involved in conducting this research. It includes theoretical background, current articles, as well as trustworthy statistics.

1 The rise of digital nomadism and hybrid-work and its impacts on traditional working methodology

Defining “traditional working methodology” (TWM) and “digital nomads” (DN) is crucial to understand the rise of digital nomadism and its impacts on traditional working methodology. The pandemic conditions and its impacts lead us to trace an overview of the challenges faced by digital marketing businesses and professionals during the pandemic. Once the characteristics and skills required to be a digital nomad in the digital marketing field are identified, it is possible to explore the benefits and opportunities associated with the digital nomad lifestyle.

Prospecting the factors that have contributed to the growth of digital nomadism and discussing the cultural and societal shifts that have embraced the digital nomad lifestyle will finally lead us to how they impact traditional working methodology. Lastly, examining the challenges faced by traditional work environments in adapting to remote work and analysing the effects of remote work on productivity, collaboration, and employee well-being leads us to believe that the balance between work and life has changed and the lines between personal and professional life have blurred.

1.1 Disruption of Traditional Working Methodology

As a start, it’s essential to define what traditional working methodology means for this study's purpose. According to (Cambridge Dictionary, n.d.) “traditional” means “following or belonging to the customs or ways of behaving that have continued in a group of people or society for a long time without changing”. As for “methodology”, the meaning is “a body of methods, rules, and postulates employed by a discipline: a particular procedure or set of procedures” (Merriam-Webster Dictionary, n.d.). Thus, traditional working methodology (TWM) represents the commonly known “9-5 jobs” where the work is done in a common space, in most cases, the company’s office.

The thing is, this concept is getting way too obsolete since it was the Ford Motor Company that first instituted the 9 to 5 workday in the 1920s in an effort to reduce factory worker exploitation (History, 2009). Over a century later, many still believe it's the best way to get the work done. At this point, already a few generations are arguing that it's time to change.

Besides the mindset changes and economic and technological progress over the years, the pandemic also had a great impact on traditional work environments. For many people, the pandemic conditions created countless opportunities. According to a McKinsey study, 80% of those surveyed said they liked working from home. 41 percent of respondents claim to be more productive than they were previously, while 28 percent claim to be equally productive. Many workers who were freed from exhausting commutes and travel found more useful ways to fill their time, enjoyed greater flexibility in managing their personal and professional lives, and came to the conclusion that working from home is preferable to working in an office. Many companies believe they can access new talent pools with fewer geographic restrictions, adopt cutting-edge processes to increase productivity, forge a stronger culture, and drastically lower real estate costs (Boland, Smet, Palter, & Sanghvi, 2020).

According to the CMO Survey, marketing teams grew by 15% over 2021 (Moorman, 2022). As a result of this growth, both companies and professionals started to face new challenges such as talent sourcing and retention and increased workload and stress, respectively. During the pandemic, digital marketing professionals had to be flexible, resourceful, and agile in order to navigate the challenges and take advantage of opportunities in a constantly evolving digital landscape. Besides that, like the rest of the workers, digital marketing professionals had to face the challenges of remote work, which altered their usual communication habits and shifted their working processes.

1.2 Digital Nomads: Definition and Characteristics

Digital nomads (DN) are “remote workers often employed in tech fields, such as web design, programming, or online marketing” (Thompson B. , 2018). In other words, as long as they have internet access, digital nomads can live and work anywhere in the world. They use this freedom to become what they refer to as location independent,

which enables them to leave their homes and live wherever they please (Woldoff & Litchfield, 2021).

Usually, these are highly skilled individuals who combine their independence in their professional lives with a lifestyle of worldwide travel (Prester, Cecez-Kecmanovic, Cahalane, & Schlagwein, 2020). Their life goals differ from most people since it's not only about their careers or families. Their dynamic work schedules and constant moving enhance their autonomy both in their personal and professional lives. Seeing that, digital nomads have to develop their personal brand and chase clients on their own (Wang, Schlagwein, Cecez-Kecmanovic, & Cahalane, 2018). In order to have some balance, digital nomads have to develop a self-management capability so they can keep enjoying their freedom, as sometimes it can be hard to separate personal from professional life (Richter & Richter, 2020). Essentially, these individuals have no need to be in constant social environments and are pleased to periodically change their location, as most of them enjoy traveling and are doing it for personal reasons rather than professional ones. Specifically, digital nomadism is popular among digital marketers, as most of their work does not require being in an office or a specific location. They can work wherever, as long as they have an internet connection and their laptops.

This lifestyle brings a long list of advantages and opportunities. One can agree that it is more pleasant to work in a beautiful place than in a full office with white walls and a stressed environment. Digital nomads value their productivity, as their work can be a secondary priority. Notably, as a digital nomad, you can have more time to do the things you love and improve your well-being. Besides that, you can become more adaptable with the constant changes of environment as you keep getting yourself out of your comfort zone. Meeting new people and getting to know more cultures seems like something everyone would love to do more, but as a digital nomad, it ends up being normalized (Chi, 2018). Depending on the individual goals, some advantages can also be as simple as gastronomy, culture and business opportunities (Chevtaeva & Denizci-Guillet, 2021).

1.3 The Rise of Digital Nomadism

The millennials are the youngest generation dominating the workforce. Considering the millennials were born between the early 1980s and the late 1990s, in the current years they begin to value and prioritize their own happiness. According to a ZenithOptimedia study, “happiness for millennials means making the most of their lives, living with purpose and having meaningful experiences.” (Tan, Hasselt, & Collison, 2014). This means they will not live to work as the previous generations but will actually try to enjoy what life has to offer as much as they can. It means that at least part of the millennials is bold enough to realise they don't have to be stuck in one office and in one city for the rest of their lives.

The unexpected and rapid shift to remote work has probably had the biggest impact on how businesses are managed in the months since the hit of Covid-19 pandemic. Digital nomads, a growing group of workers, have benefited particularly from it (Everson, King, & Ockels, 2021). A study from MBO Partners from 2022 found that in America, there was a 131% increase in "digital nomad" workers between 2019 and 2022 (MBO Partners, 2022, p. 3).

Before the pandemic, independent workers such as freelancers, contractors, and the self-employed dominated the ranks of digital nomads. But those with traditional jobs were the ones who drove the nomad surge of 2020. As a matter of fact, there were 6.3 million digital nomads working traditional jobs in 2020, up from 3.2 million in 2019, a 96% increase (MBO Partners, 2020). The majority of those pursuing this non-traditional work lifestyle are currently employed in traditional jobs (Everson, King, & Ockels, 2021). This huge shift in digital nomadism forced companies to pay attention and create formal policies and programs for these professionals. The usual laws and regulations will not apply anymore to every traditional job.

For the companies it is not a one-sided game anymore. They started slowly accepting the fact that people are not willing to stick to one location or work a 40 hour week. For instance, Airbnb introduced permanent flexible work models (Chesky, 2022). More and more companies are offering flexible models as a talent retention strategy since employees have different expectations from employers nowadays (Mugabe, 2022). A new sort of incentive is the digital nomad visa. These visas are “authorizations to work in countries while the applicants are staying there. (...), allowing its holder to work

during their stay in a country provided they do not enter the local labour market.” (Semotiuk, 2022).

Digital nomadism allows one to earn a “New York salary” while spending little of it on a beautiful life in Cagliari. Besides the traveling perks, many choose this lifestyle in search of better living conditions. An average salary in a developed country can allow one to live a great life in a developing one. As much as it can be controversial, it still sounds like a dream and an easy way to save loads of extra money.

You may imagine digital nomads as super independent and individualistic people. That’s not the case anymore. As a matter of fact, we can see phase two of digital nomadism: digital nomad families. With the pandemic hitting, parents were challenged by the non-traditional ways of learning of their children. This experience enhanced those who were already wondering how it would be to work and travel with kids. Apparently, “parents who embrace a travel-filled lifestyle believe their children have much to gain – exposure to new languages and cultures, and important skills like resilience and adaptability, or simply an appetite for adventure” (Costa, 2022).

I could not exclude mentioning all the technological advancements that allow such lifestyle. The transportation will take us a few times around the globe in 24 hours. More and more, an internet connection can be found almost anywhere. As for the computer advancements, they are insane. Many of us can spontaneously say that we cannot live without our laptop. Our studies, our work, and even our leisure. Digital nomadism has never had such power to change the way we live.

To conclude, I’d like to cite the first ever book where the term “digital nomad” was introduced:

Nomadism won’t affect human nature – the most it can do is change human behavior. By changing human circumstances for the better, by removing some stresses and some restrictions of modern life and by giving people a sense of connecting and belonging, the emergence of nomadism as a mainstream lifestyle could have a beneficial effect on human behavior. (Makimoto & Manners, 1997)

1.4 Impacts on Traditional Working Methodology

Everything comes with challenges and opportunities. Some changes in the work environment that the pandemic brought are, in fact, here to stay. Many professionals got used to not having to deal with long commutes and spending more time with their families and pets. That doesn't mean that real-life connections with colleagues have to disappear, in fact, they have become more important as we are naturally social beings who seek connections. So how should companies adapt to this new perspective on work that employees have developed?

Considering a flexible hybrid approach is far more complex and important than it seems. There is no way that professionals will ignore the opportunities they have experienced with remote work. So, with the possibility of coming back to the office, several changes must come as well. The challenges faced by traditional work environments in adapting to remote work are now transforming into challenges in adapting to hybrid work.

Future work arrangements should be created around what the job requires of us, not around our preferences or how far we have to commute. The structure of hybrid work might be facilitated by differentiating the tasks' nature. When information is written down and can be easily shared over distance, working from home is most effective for relatively independent tasks. When it's time to come up with new ideas and solutions, for instance, working together is important (Gerdeman, 2021). Of course, there must be balance. Companies must now face the duality of their employees' lives. Besides managing tasks, companies should focus on encouraging socialization and promoting effective communication. If companies resist, their most talented workers will seek employment in a company that values their opinions and improves their quality of life. In other words, the change-resisting bureaucratic companies will go out of business as the smartest employees will join competitors (Kelly, 2021).

Another important matter is how hybrid work affects employee's productivity and well-being. Productivity is influenced by a great number of factors, such as the field, the home environment, the family status, the nature of the tasks, and so on. Generally, everyone believes working from home increases productivity, but what about when you have tiny kids, when you have a flatmate who enjoys loud music, or when you have a poor internet connection? According to (Galanti, Guidetti, Mazzei, Zappalà, & Toscano,

2021), employee performance was positively correlated with autonomy, whereas a poor work-life balance and associated stress could have a negative impact on employees' output.

Lastly, let's not forget about the younger professionals that are recently joining the workforce. The onboarding process is a very important part of one's journey, as the first human interactions establish the new hire's sense of belonging. Otherwise, remote hires can show symptoms of isolation that can lead to an unsuccessful onboarding process or even quitting the job. Besides that, with experienced team members wanting to work peacefully at home, knowledge will have a hard time being passed on to future working generations remotely.

About employee well-being, one can agree that "at its core, it is the state of each employee in which they understand their capabilities, cope with life stresses, work productively, and contribute to their community" (Juchnowicz & Kinowska, 2021). The value of employee well-being in the modern workplace cannot be underrated. Businesses that make investments in the welfare of their staff will see increased productivity, lower turnover, and greater engagement as a result (Tsipursky, 2023).

With these new changes influencing work-life balance, there is a huge opportunity for the blurring of boundaries between the personal and professional lives of remote workers. According to a study, some of the main challenges of working from home during Covid-19 were childcare, a lack of discipline to respect work or family hours and a lack of suitable space to work at home (Al-Habaibeh, Watkins, Waried, & Javareshk, 2021). According to the "autonomy paradox," there can be a conflict between the desire for individual freedom and loyalty to one's employers and clients (Mazmanian, Orlikowski, & Yates, 2013). This brings us to the issue that digital nomads may encounter - managing work-life boundaries as work continues to become detached from specific times and places (Cousins & Robey, 2015).

This chapter is dedicated to explaining the reasons of choice of an international internship, the process of choosing a company, the professional and personal reasons, and the interests I had for my future.

2.1 Choice arguments and relevance of the internship

The popularity of digital nomadism in the digital marketing field awoke the urge in me to go abroad and work with an international company in a hybrid format. Right after I was told about the options - Dissertation, Project or Internship; to conclude my studies, I knew for sure what was going to happen. Like in my Bachelor's, I wanted to put the theory I learned in practice through an internship. Besides that, having someone guiding and tutoring me was the best option to learn as much as I can, in my point of view. I could witness real-life problems in my field and find solutions through teamwork and research.

After choosing internship as my way to conclude my master's degree, I started looking for companies in my field in several cities of Europe. The main goal was to develop my hard-skills and learn from professionals. The specific goals of this internship are described in the internship plan (attachment 1).

I chose WebMagnet as an internship company to finish my master degree because after my investigation, it appeared to be an international company in expansion, working with web design and development, involving digital marketing and IT. I wanted the opportunity to learn from experts in the field and gain hands-on experience. Therefore, it was the perfect chance to gain valuable experience in the digital marketing industry. I was able to work closely with experienced professionals, learn new marketing techniques, and apply my skills in a real-world setting.

The choice of my internship company in Romania as part of my Erasmus+ experience can be justified as it aligned with my interests and career goals. I had been interested in web development for some time, and I wanted an opportunity to gain practical experience in the field as well as work with digital marketing. I was also drawn to the international and multidisciplinary nature of the company, and I was excited to work with people from different backgrounds and cultures. Additionally, the company's

emphasis on teamwork and professional development was appealing, and I knew that I would be able to learn a lot from the experience. Overall, I felt that WebMagnet would be a great place for me to develop my skills and gain experience in a fast-paced and creative environment.

Nonetheless, the main reason I opted for an international internship with WebMagnet was my desire to become a digital nomad. The company has a hybrid working environment as some people work in the office and others work at home, either in different parts of the country or even different parts of the world. In addition, it was also a great way to expand my global network and engage with professionals from all over the world. I had the chance to work with people from different countries and cultures, and this has given me a better understanding of the global market. Overall, my experience working abroad have not only enriched my personal life but have also prepared me for a successful career in the international business world as a digital nomad.

2.2 Company information about WebMagnet

2.2.1 History

WebMagnet was founded in 2007 in Iasi, Romania, out of a desire to use technology and innovation to improve the world.

It began as an advertising firm that worked on the creation of specialized web software solutions, including logos, straightforward presentation sites, and marketing campaigns.



1 WebMagnet logo

After 15 years, WebMagnat has earned a reputation as a trusted partner for its clients when it comes to the automation of business processes by developing software applications (based on artificial intelligence) and marketing campaigns that truly add value to their businesses and support risk-taking startups in their expansion.

The road that led WebMagnat to where it is today was paved with difficulties that they had to overcome. One could argue that every business project worked on taught its employees something new about professionalism, client respect, and mature decision-making.

2.2.2 Mission

WebMagnat mission is to “contribute to the evolution of the world for the better by helping companies to develop through complete solutions, customized according to the specifics of the business. We believe that we can do this through solutions that include business consulting, branding, software development and marketing.”.

2.2.3 Values

WebMagnat has established 5 values that represent the organizational culture of the company:

- “We learn, innovate and evolve together
- We get involved with maturity and take our decisions
- We were following our dream with passion
- Cultivating happiness
- We understand and solve customer needs”

2.2.4 Organizational Culture

At WebMagnat, more than 40 people work in an agile manner with a business strategy built around the requirements and expectations of the client. Since 2007 everyone has been putting passion into what they do. The team has expanded and wants to continue to

do so to support the expansion of as many businesses as possible. In the words of the company “we are like a football team, made up of several departments, we have different playing styles, we are different, but we want to aim at the same goal, to reach the goal proposed at the beginning of the year”.

2.2.5 Services

WebMagnet works in several fields such as software development, marketing, business consulting and branding.

In the software development, the company offers services that work with artificial intelligence, machine learning and blockchain to automate work processes. Here are some examples:

- Ecommerce sales platform integrated with accounting software
- B2B sales and management platform for distribution business
- Management system of sales agents (SFA)
- CRM integrated with hardware and software ecosystem
- Management systems of medical offices and clinics
- Warehouse Management Systems (WMS)
- Management platforms for restaurants and catering companies

In the marketing department, the company offers services such as:

- Analysis of customers and the market in general
- Competition's analysis
- Testing promotion directions and adapting them according to the market's response
- Developing a communication model that brings results and growth
- Complex marketing campaign (using online platforms like Facebook, Instagram, LinkedIn, Google ADS)

About the business consulting department, the company offers the following services:

- Identifying potential customers and their needs
- Increasing value for current customers
- Team management
- Sales agents
- Increase work speed of employees

WebMagnet also works with branding. The branding solutions include:

- Logo
- Slogan
- Communication materials
- Graphics for business cards, letterheads, brochures, leaflets, promotional items, banners
- Identity manual

CHAPTER 3 - INTERNSHIP ACTIVITIES

The focus of this chapter will be on the tasks that I performed during my internship at WebMagnat. It also involves some theoretical background I got during my studies as well as new information I had to learn in order to enhance my performance. Before that, I will make a short description about my integration in the team and the workflow I had to adapt to.

3.1 Onboarding and workflow

Onboarding is a process that involves learning, networking, allocating resources, setting goals, and strategizing so that newly hired workers can quickly reach their maximum productivity (Bauer, 2010). It generally involves several types of actions intended to familiarize the new employee with their position, responsibilities, and expected outcomes.

My onboarding process in my host internship company was very smooth and organized. I was welcomed by Delian Coroama, the founder of WebMagnat, who introduced me to the company's culture and values. He also gave me a quick introduction on how the team works on a daily basis. Further I was introduced to my supervisor Monica Budău, marketing manager and specialist, who guided me through the whole duration of my internship. She was also the one responsible for most of my task delegation and supervision. Besides that, I was provided with all the necessary documents and forms that I needed to fill out. In addition, I was introduced to the platforms I needed to use daily and some concepts I needed to learn to enhance my performance.

During my internship, I learned the importance of collaboration and communication within the workplace. I also learned the value of having a strong work ethic and being proactive in solving problems. The environment I was set in made me felt like my contributions were as valuable as the ones that came from elder members of the team.

The process by which people complete their work is known as a workflow, and it can be represented by a checklist or representation of a series of steps that must be carried out in proper order. In WebMagnat, the platform used for project management is ClickUp. There we had a set of organized folders with specific tasks allocated to certain team members. The platform allowed the team to easily know who is responsible for what

and each delivery deadline. It was also possible to configure notifications to be sent only for specific items. In short, the work progress was centralized in this platform.

Besides ClickUp, we used Google Drive as a storage and sharing platform and Google Meets and Google Calendar for our virtual meetings and scheduling. We would have short daily meetings to say what we did in the previous day and which tasks we will focus on that day, as well as a socializing moment between colleagues. We would also have a longer meeting weekly - sprint meeting - to discuss the finished and ongoing tasks and allocate future responsibilities. At last, we used some of the Google Suite apps to work on shared files, as we usually collaborated in most tasks.

Overall, I had a smooth adaptation to the company's values and work processes since I had previous experience working with international communities and via online during the lockdown.

3.2 Task description and theoretical background

This section aims to describe how I executed my tasks and which theories and practices I use to perform those activities.

The work I performed during this internship was quite diversified as I both worked on WebMagnet's projects and on SmartBusiness expansion - a new product that consists of several AI-powered recommendation systems.

3.2.1 Editorial Plan

The editorial plan, or editorial calendar, is a planning tool that helps you control the creation and distribution of content throughout several channels. It allows you to enter themes or campaigns that you can cover depending on your own business' needs.

That is helpful since you can then see a summary of all the content you publish over a specific period of time. You can decide how to execute your marketing strategy and whether the content is in line with your projected path by quickly scanning the themes that have been planned. (Influencer Marketing Hub, 2022).

One of the first tasks I had to perform was an analysis of the main competitors that were already defined and, thereafter, an editorial plan proposal for SmartBusiness. As I understand the strengths and possible improvements to the competitors' work in their digital presence, I took notes of what could be used and avoided. After this digital benchmark, in order to create content about SmartBusiness, I had to understand the product and its features first.

The final result delivered to my supervisor was a content table that I created based on my previous experiences as a content manager in my university student council.

Editorial Plan SmartBusiness												
Month	Type	Content	Responsible	Delivery day	Publishing day	Status	Copy	Banner idea	Template	Facebook	Twitter	LinkedIn
December	Post + Storie	What's the difference between E-Commerce and Brick and mortar stores? - Omnichannel Customization			6/12	-		1 VS 2 style		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	Post + Storie	5 tips to upgrade your e-commerce platform: use high quality images/videos, content hierarchy, visual consistency, make it personal start the free trail now			8/12	-		list like shorturl.at/kuwYZ		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	Post + Storie	How to keep your customers loyal? - Building brand loyalty			13/12	-		infographics with the customers journey		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	Post + Storie	User behavior understanding - Why is it so important?/How SmartBusiness helps			15/12	-		static post like shorturl.at/chst5		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	Post + Storie	How does it work, how do we work - https://smartbusiness.digital/how-it-works/			20/12	-		infographics based on the website		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	Post + Storie	Early Christmas gift - E-book on Unique Selling Proposition (free download in exchange for e-mail)			22/12	-		"Get your early christmas gift for free" visually appealing urgent call with CTA		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	Storie	Our team wishes Merry Christmas			25/12	-		Picture of the team with the christmas tree		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	Post + Storie	Business processes automation using RPA - what is RPA?/How to save time with RPA			27/12	-		static post like shorturl.at/chst5		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	Post + Storie	Wish list: save time, customer retention, increase sales, automate business processes with RPA, make smart business decisions			29/12	-		list like shorturl.at/kuwYZ with christmas/new year vibes		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

2 Editorial plan for SmartBusiness – December

Throughout my internship, I was asked for a few more editorial plans, both for SmartBusiness and WebMagnet, that can be found in appendix 1.




3.2.2 Content creation

Digital marketing's content creation strategy is crucial. To draw in and keep audiences, it involves producing and distributing valuable, pertinent, and consistent content. Understanding the target audience, figuring out their problems, and producing content that solves those problems are all essential components of a successful content creation strategy. In order to maintain consistency in tone, style, and format, it also entails establishing and sticking to a content calendar.

During my internship, I was challenged to create content for both social media and WebMagnet’s website. Starting with social media, I used the 4-2-1 rule, which means that out of every seven posts, four are aimed at the audience’s interests without mentioning the product, two are focused on the audience’s interests and slightly mention the product, and one can be completely about the product or the company. The idea of this rule is similar to the 4-1-1 rule, where four of the posts are about entertaining content, one is a promotional post, and one is a promotional post with a call-to-action (Pack, 2017). These tiny guidelines make sure the audience will not perceive the posts as promotional, like most companies make them seem. This valuable content allows the establishment of a connection and increases the possibilities of conversion and, therefore, the company’s success.

The content I had to create for a website was an extension of WebMagnet that was about to be launched in the United States of America (USA). Their focus in the USA was to hire IT professionals to meet the needs of their clients. At that moment, I was kindly asked to learn new concepts such as staff augmentation, consulting, recruiting, staffing, agile, scrum, and so on. After my research, I was able to create content from scratch, which proved that as a content creator, I can adapt to new topics and write about anything. Content such as in the image 3 can be found in appendix 2.

OUR SERVICES

 <p>Consulting</p> <p>Seeking your dream job? At WebMagnet, we connect IT Professionals and Jobs. We offer you a variety of opportunities to work in an agile software environment.</p> <p>→ Read More</p>	 <p>Recruiting</p> <p>Companies are looking for IT Professionals just like you. Together, we can provide the best IT consulting services in a world wide range of possibilities.</p> <p>→ Read More</p>	 <p>Staffing</p> <p>The number of companies that use staffing models on a daily basis is growing everyday. These strategies allow companies to hire highly-skilled staff to perform a specific function within a stipulated time frame.</p> <p>→ Read More</p>
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3 Services description

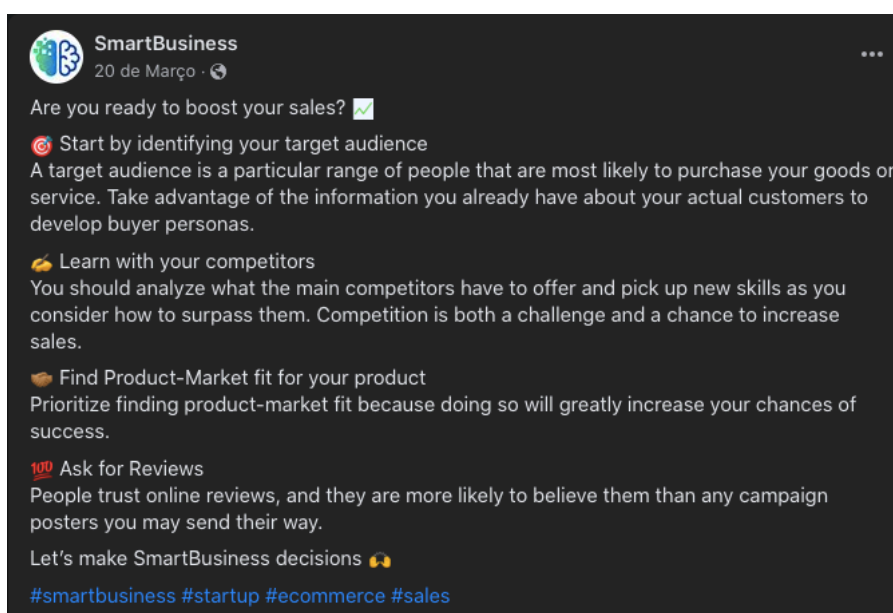
Besides creating content, I was asked to review the spelling and grammatical accuracy of the rest of the website as well as in future situations.

3.2.3 Copywriting

The activity of copywriting is used in design as a very particular type of creative writing that requires inspiration of an artist (Lingwood & Shaw, 2022). Essentially, it is a writing style that aims to influence the target to take action towards something in a compelling way.

Social media marketing requires strong copywriting. It requires creating captivating content that draws in and retains the interest of the target audience. Effective copywriting can boost brand recognition, increase website traffic, and generate leads. In today's competitive environment, the online reading behaviours can be very different from the usual reading. Online readers are in search of something, in urgent need for information. They don't actually read everything; it is more like a scanning process for interesting information. As a consequence, there is a quick loss of interest when the information needed isn't found rapidly. The writer's challenge is to create interest right away and share important information within the first sentences. Accordingly, copywriting involves using the right tone, language, and imagery to convey the brand's message in a way that stands out from the competition.

I worked on copywriting throughout the whole internship, and I noticed it got easier with practice. An example can be copywriting for a Facebook post for SmartBusiness down below in image 4. The whole copywriting collection can be found in appendixes 3 and 4.



4 Copywriting for SmartBusiness post

3.2.4 Design

After the approval of the editorial plan and copywriting proposal, I could start working on the design of the required banners. I was given a few examples and old templates that I was allowed to use and modify within the described guidelines such as font and colours. The platforms I used were Canva and Photoshop.

Social media platforms are well-established in our daily lives. Design and visual content have grown in social media marketing as a result of the popularity of this sort of content. Design and visual content encourage audience attraction and engagement, brand awareness, and conversion. Visual content can be used to convey a message, provoke feelings, and establish a unique identity for the company. In order for brands to stand out in a packed social media landscape, it is crucial that they invest in high-quality design. Making visually stunning content that is also relevant to your audience is the best way to achieve this.

To better understand its purpose, let's start with the meaning. The word 'graphic' in graphic design derives from the ancient Greek word *graphein*, which meant 'mark-making' and which covers written and drawn marks. The word 'design' entered English from the Renaissance French word *dessiner* and the later Italian word *disegno*, which meant. drawing, planning, sketching and designing. (Barnard, 2013, p. 10)

An example of my work can be a design used to promote WebMagnet's services - image 5. The rest of the designs I created can be found in appendixes 5 and 6.



5 Banner for WebMagnet's Facebook post

3.2.5 Social media competitive analysis and strategy proposal

This section will focus on describing several tasks that include social media competitive analysis, creation of a strategy and action plan.

Social media competitive analysis is a process of benchmarking your own results against the major players in your industry, so you can identify areas for improvement as well as strategies that aren't working as well as they should. It is an analysis of your competition on social media to find out what their strengths and weaknesses are, and how those strengths and weaknesses compare to your own (Newberry & Tien, 2023).

A social media strategy includes social media goals that complement your company's overall digital marketing strategy. A social media strategy is an outline of the content that your business will post, the duties of your social media team, and the social media channels you will use to promote your business (Decker, 2022).

It was proposed that I elaborate a social media competitive analysis of the main competitors of WebMagnet, more specifically how they performed on LinkedIn. As WebMagnet was expanding in the USA, the competitors wouldn't be the same as in the country of origin, so I did research on the companies with the same and similar business core, an IT consulting company. Gladly, LinkedIn has plenty of content on how to analyse your competitors "competitor analytics provide LinkedIn Page administrators the opportunity to gauge their brand's performance on LinkedIn against competitors through follower and organic content metrics. Add Pages to your competitor analytics to include their followers and posts in your metrics." (LinkedIn Help, n.d.). Since I wasn't provided with the administrator role of the LinkedIn page, I created an Excel spreadsheet with the most relevant data, as you can see in image 6.

		Triotek	Urpan Technologies	Keanesoft	Avco Consulting
Profile Optimization	Headline	just slogan, no keywords	keywords; easy to understand what they are	keywords; easy to understand what they are	-
	Header Image	just logo	name and slogan	image bank picture	-
	Summary	only keywords, nothing engaging	good keyword optimization; explain who they are	good keyword optimization; explain who they are	good keyword optimization; explain who they are; not really engaging
	Profile Photo	logo	bad quality image of logo	logo	logo
Posts and Activity	How they interact & engage	-	-	-	nothing published
	Types of content they engage with	no interactions	no interactions	lots of shares of other relevant pages in the industry	no interactions
	Comment frequency	no interactions	no interactions	no interactions	no interactions
	Hashtags	good hashtags	good hashtags; too many, I think		nothing published
Numbers	Followers	434	9607	460	2085
	Employees on LinkedIn	20	128	18	228
	Average of likes per post	13	10	0	-
	Average of comments per post	0	0	0	-
	Average of shares per post	0	0,5	0	-

6 LinkedIn competitors' analysis

Previously, I studied LinkedIn's best practices for recently created pages. I also created a document I could share with the rest of the team members about "LinkedIn 101", which consisted of a combination of tips and best practices I found it in the LinkedIn blog and personal experience. Besides that, I shared another document with the analysis, strategy and objectives proposal and a how to do list for the action plan. At the end of the documents, I would always leave the sources where I found the content and links to more detailed content in case someone wanted to explore a bit more. These two documents can be found in appendixes 7 and 8.

3.2.6 Marketing tasks

Besides my tasks in the digital marketing field, I had the opportunity to work with non-digital marketing. To clarify, "digital marketing is the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium." (Shetty, 2018). On the other hand, "marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large." (American Marketing Association, 2023).

At some point, we needed to define the SmartBusiness project in a deeper way with a sales plan and a pitch deck for the investors. My tasks consisted of helping define the market, the ideal client profile, the buyer persona, improving the product and describing the problem and the solution (appendix 9). At last, I was part of the product testing where I could describe what was missing, what the product must have, should have and could have, with the corresponding explanations.

In order to define de market, we started with TAM (total available market), then define SAM (serviceable available market) and finally we could get to SOM (serviceable obtainable market) below in image 7.

Market Analysis		
Total Addressable Market (TAM)	Global market	
TAM = Total potential customers in the market x Annual Contract Value (ACV)	There are more than 26 million eCommerce sites worldwide,	
SAM = the market we can actually reach with our sales team, resellers, distribution channel partners	USA market	Europe
	The number of eCommerce businesses in the US is over 9.5 million, but every day more and more are being created. And that's as much as 36.3% of all eCommerce sites worldwide.	Over 3 500 000 online stores in Europe
SOM = Serviceable Obtainable Market (market share)		

7 Defining the market process

After defining the ideal client profile, I could create a buyer persona like in image 8 (appendix 10).



Sophie Turner

The CEO

Sophie is an owner of a beauty and personal care business with an e-commerce store. She is married and a mother of two. Balancing work and personal life has been challenging. She is open-minded and is willing to change things to see results.

AGE	41 years old
SALARY	600K p/ year
STATUS	Married
RESIDENCY	Houston
EDUCATION	Bachelor's Degree

PROFESSIONAL GOALS

- Wants customers to return to the website and make purchases.
- Wants to sell more
- Effectively navigate uncertainty

SOCIAL MEDIA

FACEBOOK

LINKEDIN

PERSONALITY

CURIOUS

COMPETITIVE

OPEN-MINDED

ENERGETIC

NEEDS

- Deliver a Great Shopping Experience for the customer
- Improve the conversion rate
- Increase brand loyalty

8 Persona example for SmartBusiness

The goal of this last chapter will be the discussion of how my personal experience brought me to certain conclusions and influenced me to believe that the following years after the pandemic are and will keep changing the world of work. It will also include the opportunities and challenges for businesses and the strategies for a successful journey as a digital nomad to substantiate my theories. Lastly, I will explore the future trends and potential long-term impacts of digital nomadism on traditional work environments.

4.1 Opportunities and Challenges for Businesses

As a future young worker, I can see that younger generations are not willing to accept poor working conditions and would rather keep living at their parents' house in search of the best job offer. Therefore, companies that are willing to quickly evolve and adapt to the new demands of the workforce can take advantage of opportunities such as the expanding demand for flexible work schedules and remote work, the growing availability of tools and technology that make remote work possible, the capacity to collaborate with people from various backgrounds and skill sets, the ability to access talent around the world, and the possibility of expanding one's business or career opportunities by pursuing new markets (Shi, 2023). In an increasingly competitive marketplace, the benefits employees desire go beyond paid time off and healthcare. When there are no longer any geographical restrictions on employment, it can be challenging to find and keep top talent. A "work from anywhere" policy is a superpower in the modern workplace, a recruitment and retention tool that can set your business above others (Payne, 2023).

Another advantage for businesses with hybrid work is cost savings. The opportunity for shared desks and, consequently, less space being rented and occupied arises as people spend less time at the office. It is possible to arrange the workspace so that fewer resources are wasted while still giving employees access to all the equipment and conveniences they need to do their jobs (Chennells, 2021). However, facilities that are shared must be properly managed. An example of that is hot desking. Hot desking is a workspace arrangement in which different people use desks as needed on a flexible schedule at various times. By getting rid of extra office space, this system is intended to maximize space utilization and reduce real estate exposure. Employees reserve a workspace through a booking system rather than having a set desk or workspace. This

makes their work environment more flexible and dynamic because they can choose where to work based on their daily tasks (Deskbird, 2023). Businesses that are open to searching further abroad for new hires have access to a much wider talent pool with the possibility of remote work. Hiring worldwide means you have access to more qualified applicants with adequate knowledge and expertise (Gibbons, 2023).

Besides opportunities, businesses will also have to face challenges in managing and supporting remote teams effectively. Physical factors that affect virtual teams include geographic distance as well as temporal and perceived distance, which are based on time and cognition, respectively. Whereas trust, motivation, and conflicts are examples of social and emotional factors (Morrison-Smith & Ruiz, 2020). In a typical office routine, colleagues meet, socialize, go out together, constantly update each other on work during breaks, and so on. This creates a shared reality that allows effective teams to accomplish their goals. Besides that, “Whether or not a group is able to form a shared reality is dependent on the process of communication they employ.” (Johnson, 2020). This leads us to the communication challenge, as it reduces team cohesion during remote work (Ozimek, 2020) which leads to defective performance. While building relationships within a traditional team can be organic and natural, virtual leaders may need to actively facilitate this process due to the limited social information available through digital communication tools (Liao, 2017).

Furthermore, companies must provide their employees with technology and other components for remote work to ensure the maintenance of productivity. If on one’s office desk there’s a computer, then why not one outside the office desk? Companies should make sure their employees have a proper working space and tools. For instance, according to a study by Owl Labs, nearly 40% of the people surveyed claim that they occasionally work from their bedrooms, dining rooms, or even couches, which may not be the perfect working environment (Owl Labs, 2021).

4.2 Strategies for Successful Digital Nomadism

Whether working in a team or communicating with a client, digital nomads should make use of some best practices and strategies to enhance their performance and have a healthy lifestyle at the same time. As humans, we don’t necessarily mean what we say sometimes, and usually these ironies and sarcasm can be noticed through non-verbal

communication. However, an email or a call cannot transmit all the information shared by the sender. It is essential to choose the communication channel that meets our needs best. To avoid misunderstandings and improve our productivity, we can start with empathy. An empathic co-worker who is aware of our mood or our surroundings will not let the common work be affected by one-sided problems and can even be a support during a less pleasant personal situation. That can be possible when there's trust. For example, spending a few minutes on team-building activities during each virtual meeting can strengthen teammates' understanding of one another, enhance their capacity to interpret one another's actions and words (Meluso, Johnson, & Bagrow, 2020). About the timing question, as we are not in a common physical environment, we cannot see or know whether the person we want to speak to is actually available to do so. With new distractions emerging in a home office, the value of our attention has grown even more. It is essential to establish effective communication habits, for example, a phone call or a structured meeting can solve certain issues way faster than an email.

Working in a team can be challenging, especially when not sharing the same physical space, as the physical distance affects the cognitive one, leading to the dispersion of common goals. A simple way of avoiding this is to clarify from the start the task delegation, the goals, and the processes. Usually, a team is made up of a variety of individuals with various skill sets and competencies. Every team member must be aware of the goals of the group, their specific roles, and how they each contribute to the final product for the team to operate at its best (Cerebellar Solutions, 2021). It also affects the overall motivation for focusing on meeting deadlines and working together to succeed.

As for individuals, work-life balance is important for the long-term maintenance of a digital nomad lifestyle. Remote work can cause employees to feel as though they must be available all the time, put in more hours, and blur the lines between their personal and professional lives (Hooijberg, 2021). The same happens to individual workers, such as freelancers. The absence of specific working hours may influence the perception of having to work all the time. Additionally, maintaining a balance between work and leisure activities is challenging due to the ongoing pressure to be productive and ensure financial security (Mancinelli, 2020). Everything can be done with planning and discipline. Digital nomads should establish limits: both for working and resting or having fun. Creating a routine will help these habits to stick as long as self-care is present. Digital nomadism can get lonely if one is traveling alone (Thompson B. Y.,

2019), so it's important to stay connected with friends and family or even join local communities, for example, through coworking spaces. Another way to enjoy a digital nomad life is to find little things you can enjoy anywhere, like morning routines, socializing, having fun with your hobbies, finding peace within yourself, and so on. It is a process, and you will learn every day.

4.3 Future Trends and Implications

Taking into consideration my personal experience and everything I read in these past months about traditional work methodologies, pandemic repercussions, digital nomadism, and how the world of work is being affected by them, I can say: the future is exciting.

In the future, but not so far in the future, and by that, I mean short/medium-term, companies will have to adapt to the demands of the workforce more than ever. One can say that millennials and the following generations have higher standards in terms of working conditions (PWC, 2011). Besides higher salaries, it also includes flexible working hours, better health insurance, and the possibility of hybrid work. Nowadays, businesses have to focus on creating new policies based on current legal complications caused by digital nomads' constant changes of location.

With remote work models, the importance of physical office spaces is increasing, as most employees and managers don't monitor what the other employees are actually doing. As the management is unaware of the employee's progress, this creates a problem. This circumstance affects evaluations of employee performance, career advancement, and promotion (Lenka, 2021). Apart from company offices, coworking spaces are also getting recognition, as for young entrepreneurs and independent creative professionals in particular, coworking spaces are seen as preferable alternatives to home working or semi-public places like cafés or libraries (Brown, 2017).

In the *McKinsey Talks Talent* podcast, Phil Kirschner says:

The younger workers are more likely to have three roommates and two cats, sitting at the dining room table, versus all of us who are sitting within an

enclosed space with a door, which we're fortunate to have, either at an office or at our home. (Hancock, Kirschner, & Schaninger, 2022)

The housing crisis is here to stay and working at home is a privilege. As younger workers enter the world of work, coworking spaces will soon be a primary need for a company with a hybrid work model to fully-function. According to a McKinsey & Company study, following the COVID-19 pandemic, about 90% of organizations have adopted a variety of hybrid work models that enable employees to work partially or entirely off-site (Alexander, et al., 2021). So this all leads to a collaborative future, whether you're a digital nomad freelancer or an employee at a company. Moreover, 4 out of 5 employees who have worked in hybrid models over the past two years want to maintain them (Guggenberger, Maor, Park, & Simon, 2023). Besides that, coworking spaces may make it possible to reduce the number of rarely used offices that are provided to businesses, which results in unnecessary running expenses and inadequate infrastructure (Bouncken, Lapidus, & Qui, 2022). These emerging coworking spaces started to be called "third space". In a hybrid working model, employees can work at the office, at home, or in a third place - the coworking spaces. Some advantages that the third space coworking model can bring are the closure to home, as it saves time and expenses of commuting and provides an environment planned for working apart from home distractions (Singh, 2021).

As we saw, the implications of digital nomadism are huge, and the focus will be particularly on the social and economic ones. To clarify, these implications refer to countries and locations where the individual is working and not the country of origin. The DN enthusiasts argue that local economies have much to do with hosting DN professionals since their income is usually way above average. For instance, a Statista study found that 36% of the global digital nomads surveyed earned between \$100,000 and \$250,000 annually (Statista Research Department, 2023). With such an amount of money, the presence of nomads opens up possibilities for new companies that serve their needs, including coworking spaces, venues for events and conferences, hotels and apartment rentals, as well as cafes, bars, and restaurants (Norton, 2023).

I could not ignore, of course, some less attractive implications of digital nomadism. The relationship between budget revenues from income taxes and budget expenditures for local infrastructure may be compromised by remote work because paying taxes in one

place while using public infrastructure in another leads to higher budget expenditures in the second place that are not offset by the corresponding tax yield (Tyutyuryukov & Guseva, 2021). Apart from the taxing issue, the migratory laws of the host country are a topic digital nomads like to avoid. In most countries, you can enter with the purpose of having a vacation for a short period of time, but what if you exceed that and get an economic penalty? If you're not a freelancer, you may not get the digital nomad visa, and while working away from your company, you might not get the health insurance you were promised, for example. Another issue is the cultural background some countries share. For instance, Mexicans are becoming more and more outraged by digital nomads (primarily Americans), a trend they view as a form of neo-colonialism (Häzaq, 2022). Even though governments ease the way for digital nomads, locals seem to dislike the growing number of those kinds of visitors. A close example of the unpleasant impacts of digital nomadism is Lisbon. In exchange for investments in things like real estate (up to €500,000) or startup businesses, Portugal introduced the so-called "golden visa" in 2012, and that by itself generated a huge increase in rents and house prices. Nowadays, Lisbon is one of the most desirable cities for digital nomads. Guess what? People have nowhere to live as they cannot afford an average apartment in their country when the prices are increasing, and their salaries aren't. Unfortunately, here are many "Lisbons" in the world due to digital nomadism.

4.4 Conclusion

As previously said, the world is currently evolving into a hybrid working mode, and soon it will be perceived as the "new normal". To conclude, here is a summary of the key findings and insights, the limitations I had to face, and a few areas for future research in the field of digital nomadism and remote work.

Let us remind ourselves that these areas of research and terminology are still very scattered since it is a new field to study, not to mention that there are remarkable changes every day. Nonetheless, it is important to remember to be careful with the blurring between digital nomads' personal and professional lives as opportunities with remote work continue to encourage their emergence. Moreover, the number of professionals who agree that it's time to change the TWM we are used to will keep increasing, along with the possibility that traditional jobs (aside from usual freelancing

professions) can go nomad too, since there's no way back to full-time work in the office. While considering hybrid working models, companies are gaining a high spot among competitors as young workers look out for better working conditions, including flexible work. However, the importance of physical offices will increase in creative and problem-solving environments. Access to global talent comes with some legal risks, and that will be a challenge for companies that plan to hire global citizens. Finally, a collaborative future is ahead of us with the rising number of collaborative spaces.

As the concept of digital nomadism is constantly surrounded by new associations, the main limitation of this study is the vast amount of scattered information and the shortage of complete and objective studies on the matter. Along with the lack of recent articles I could explore with institutional access. Despite the limitations, this work sets the course for future conceptions of digital nomads and hybrid working models.

Some areas for further research in the field include the long-term impact on employee well-being, for example, psychological and social factors such as loneliness and isolation, and the overall satisfaction and happiness of individuals living the digital nomad lifestyle. Additionally, how today's nomads will secure their elderly years will soon become an interesting investigation topic. Will they keep traveling or finally choose wisely a place to stay, or even a few from their top destinations? As we are observing now, villages for digital nomads are emerging around the world, so what about legal and regulatory implications like taxation, work permits, visas, and employment rights? There's so much more to explore, and I would love to figure these things out as I live them.

Finally, I would like to recall that this work has been done for actual curiosity and pleasure in getting to know what my future might look like and how I can better prepare myself for oncoming hybrid and nomad opportunities. Both the internship and the research opened my eyes and gave me hope that I will be able to enjoy life. The international experience taught me the importance of determination and willpower. The essay has reminded me of the importance of believing in myself and my abilities and of never giving up on what truly makes me happy. It also inspired me to continue to work hard and do my best in everything that I do, no matter what obstacles may be in my way. I will always be grateful for the opportunities I have been given, and I will never take them for granted. I will strive to make a difference in the lives of those around me and in the world as a whole, my world.

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Appendix I – [Editorial Plans]

Editorial Plan – SmartBusiness

Editorial Plan SmartBusiness												
Month	Type	Content	Responsible	Delivery day	Publishing day	Status	Copy	Banner idea	Template	Facebook	Twitter	LinkedIn
December	Post + Storie	What's the difference between E-Commerce and Brick and mortar stores? - Omnichannel Customization			6/12	▼		1 VS 2 style		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	Post + Storie	5 tips to upgrade your e-commerce platform: use high quality images/videos, content hierarchy, visual consistency, make it personal start the free trail now			8/12	▼		list like shorturl.at/kuwYZ		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	Post + Storie	How to keep your customers loyal? - Building brand loyalty			13/12	▼		infographics with the customers journey		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	Post + Storie	User behavior understanding - Why is it so important?/How SmartBusiness helps			15/12	▼		static post like shorturl.at/chst5		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	Post + Storie	How does it work, how do we work - https://smartbusiness.digital/how-it-works/			20/12	▼		infographics based on the website		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	Post + Storie	Early Christmas gift - E-book on Unique Selling Proposition (free download in exchange for e-mail)			22/12	▼		"Get your early christmas gift for free" visually appealing urgent call with CTA		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	Storie	Our team wishes Merry Christmas			25/12	▼		Picture of the team with the christmas tree		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	Post + Storie	Business processes automation using RPA - what is RPA?/How to save time with RPA			27/12	▼		static post like shorturl.at/chst5		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	Post + Storie	Wish list: save time, customer retention, increase sales, automate business processes with RPA, make smart business decisions			29/12	▼		list like shorturl.at/kuwYZ with christmas new year vibes		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Month	Type	Content theme	Responsible	Delivery day	Publishing day	Status	Copy	Banner idea	Template	Facebook	Twitter	LinkedIn
January	Post + Storie	Get smart solutions for your business			16/1	Published	▼			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	Post + Storie	5 tips to upgrade your e-commerce platform: use high quality images/videos, content hierarchy, visual consistency, make it personal start the free trail now			19/1	Published	▼	https://docs.google.com/document/d/1AN_OZKR0cI2xJNKgQe1YnEjwQ8j-oz8sjh6jmk9Mjts/edit?usp=sharing	infographics with the customers journey	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	Post + Storie	How to keep your customers loyal? - Building brand loyalty			21/1	Published	▼		static post like shorturl.at/chst5	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	Post + Storie	User behavior understanding - Why is it so important?/How SmartBusiness helps			24/1	Delivered	▼		infographics based on the website	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	Post + Storie	How does it work, how do we work - https://smartbusiness.digital/how-it-works/			26/1	Delivered	▼		static post like shorturl.at/chst5	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	Post + Storie	Business processes automation using RPA - what is RPA?/How to save time with RPA			31/1	Published	▼			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Month	Type	Content	Responsible	Delivery day	Publishing day	Status	Copy	Banner idea	Template	Facebook	Twitter	LinkedIn
February	Post + Storie	Delight your customers using gamification			20/2	Published	▼	https://docs.google.com/document/d/1h_YnmyzpWYYJntocOFD4OVg20vrNN_g_13e-z3K_Yacke8lt?usp=sharing		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Post + Storie	Your business becomes more sustainable			22/2	Published	▼			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Post + Storie	5 Ecommerce tips for new entrepreneurs			24/2	Published	▼			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Post + Storie	Cookies-free increased web security			27/2	Published	▼			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Month	Type	Content	Responsible	Delivery day	Publishing day	Status	Copy	Banner idea	Template	Facebook	Twitter	LinkedIn
March	Post + Storie	Awesome ways to boost your sales			13/3	Delivered	▼	https://docs.google.com/document/d/1Nry1BYmhRRX-X95LMa_9rc-		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Post + Storie	How can AI improve your life			20/3	Delivered	▼			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Post + Storie	Personalization vs customization			27/3	Delivered	▼			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Post + Storie	Statistics recommendation engine			31/3	Delivered	▼			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

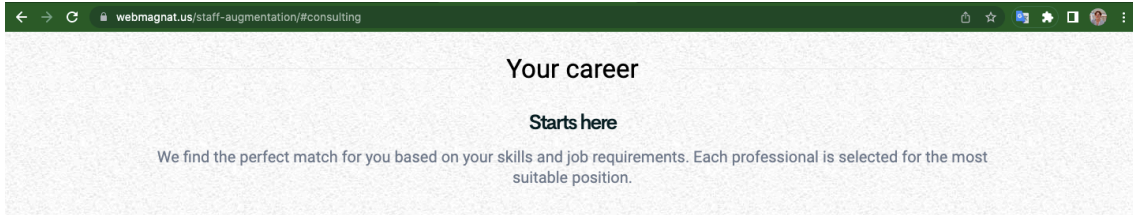
Month	Type	Content	Responsible	Delivery day	Publishing day	Status	Copy	Banner ideia	Template	Facebook	Twitter	LinkedIn
April		What is Customer Loyalty				▼				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Practical business skills				▼				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		How can personalization benefit your business				▼				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		6 Easy Tips to Instantly Save Money on Your Ecommerce				▼				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
May		The Importance of Customer Loyalty				▼				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		How does AI work				▼				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Why should you personalize what you offer				▼				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
June		How to Build Customer Loyalty in X Steps				▼				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		How to increase sales in any business				▼				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		How can AI improve your life				▼				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Types of recommendation				▼				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
July		Your Best Asset: What Makes Customer Loyalty So Important?				▼				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		X Unique Ways to Increase Sales				▼				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Personalization & customization are part of e-commerce				▼				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
August		Customer Loyalty: The Ultimate Guide				▼				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		How is AI used in a daily life				▼				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Personalization is the future				▼				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
September		X ways to build customer loyalty for your business				▼				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		How does personalization work				▼				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		7 Ways Ecommerce Businesses Can Save Money				▼				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
October		Techniques to increase sales				▼				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		What is AI				▼				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Personalization with AI				▼				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
November		Strategies to increase sales revenue				▼				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Benefits of AI				▼				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		5 e-commerce must-haves that will save you time and money				▼				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
December		Type of AI				▼				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Saving money, from how to how much				▼				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		X ways to build customer loyalty for your business				▼				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Personalization vs recommendation				▼				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Editorial Plan – WebMagnet

Editorial Plan WebMagnet 2023												
Month	Type	Content theme	Responsible	Delivery day	Publishing day	Status	Copy	Banner ideia	Template	Facebook	Twitter	LinkedIn
March	Post	Your trusted partner in digitalization			6/3	Published	https://docs.google.com/document/d/1qhj0t0cc_6X4CwHmPJHJZ47-6Bkm8VsIS7cveQas64tedtUasp-sharing			<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
	Post	Exponential growth			10/3	Published				<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
	Post	Boost your digital transformation			16/03	Published				<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
	Post	Shape the future of digitalization			17/03	Published				<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Month	Type	Content	Responsible	Delivery day	Publishing day	Status	Copy	Banner ideia	Template	Facebook	Twitter	LinkedIn
April		Advantages of Staff Augmentation			4/4	-				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		The Role of AI in Digital Transformation			7/4	-				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		The Basics of Blockchain/how blockchain helps companies			11/4	-				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		AI and Customer Experience			14/4	-	https://docs.google.com/document/d/1qhj0t0cc_6X4CwHmPJHJZ47-6Bkm8VsIS7cveQas64tedtUasp-sharing			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		The importance of digital transformation/why digitize your business			18/4	-				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		the lifetime of an online store and why you need to change/update it with new technologies			21/4	-				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		what a presentation website looks like in 2023			25/4	-				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		do you need a digital transformation... we are here... our experts will help you...			28/4	-				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Month	Type	Content	Responsible	Delivery day	Publishing day	Status	Copy	Banner ideia	Template	Facebook	Twitter	LinkedIn
May		Staff Augmentation vs. Outsourcing			3/5	-				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		The Benefits of Digital Transformation			10/5	-				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		The Future of AI in Business			17/5	-				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		The Benefits of Blockchain			24/5	-				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Automation vs AI					-			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Month	Type	Content	Responsible	Delivery day	Publishing day	Status	Copy	Banner ideia	Template	Facebook	Twitter	LinkedIn
June		Maximizing the Benefits of Staff Augmentation			7/6	-				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		The Challenges of Digital Transformation			14/6	-				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		The Advancements in AI			21/6	-				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		The Benefits of Machine Learning			28/6	-				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Month	Type	Content	Responsible	Delivery day	Publishing day	Status	Copy	Banner ideia	Template	Facebook	Twitter	LinkedIn
July		Digital Transformation for Small and Medium-sized Enterprises (SMEs)			5/7	-				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		The Fundamentals of Machine Learning			12/7	-				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Blockchain Applications			19/7	-				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		How recommendation engines work			26/7	-				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Month	Type	Content	Responsible	Delivery day	Publishing day	Status	Copy	Banner ideia	Template	Facebook	Twitter	LinkedIn
August		How Staff Augmentation Can Help with Digital Transformation			9/8	-				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		The Role of AI and Automation in Digital Transformation			16/8	-				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Examples of recommendation engines			23/8	-				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Customer Relationship Management 101			30/8	-				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Month	Type	Content	Responsible	Delivery day	Publishing day	Status	Copy	Banner ideia	Template	Facebook	Twitter	LinkedIn
September		Common Misconceptions About Staff Augmentation			6/9	-				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Machine Learning in E-commerce			13/9	-				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		The Role of CRM in Sales and Marketing			20/9	-				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Robotics Process Automation 101			27/9	-				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Month	Type	Content	Responsible	Delivery day	Publishing day	Status	Copy	Banner ideia	Template	Facebook	Twitter	LinkedIn
October		The Future of Staff Augmentation			4/10	-				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Personalization with AI			11/10	-				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Benefits of Automated CRM			18/10	-				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		How to boost sales in ecommerce			25/10	-				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Month	Type	Content	Responsible	Delivery day	Publishing day	Status	Copy	Banner ideia	Template	Facebook	Twitter	LinkedIn
November		Case Studies of Successful Digital Transformations			8/11	-				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Personalizing Customer Experience with CRM			15/11	-				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Benefits of RPA			22/11	-				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Customer loyalty			29/11	-				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Month	Type	Content	Responsible	Delivery day	Publishing day	Status	Copy	Banner ideia	Template	Facebook	Twitter	LinkedIn
December		Improving recommendations with AI			6/12	-				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Cross-selling and upselling			13/12	-				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Retargeting and remarketing			20/12	-				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Merry Christmas			25/12	-				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Improve Your Product Listings			27/12	-				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Appendix II – [Content created for WebMagnet’s website]

<https://webmagnet.us/staff-augmentation/#consulting>



Consulting

Seeking your dream job? At WebMagnet, we connect IT Professionals and Jobs. We offer you a variety of opportunities to work in an agile software environment.

In order to offer the best IT consulting services, we take great care in selecting highly experienced candidates for our software specialist positions. Through our custom software solutions and digital marketing expertise, we have taken our clients' businesses to the next level.

Helping companies grow through technology is what we do best. Therefore, we can meet the demanding needs of our clients, as we employ highly qualified and seasoned software professionals. This way, customers receive recruitment services that are suited to their needs thanks to our IT staffing service.

At last, the comprehensive approach of our IT staffing solution ensures that businesses can move closer to their goals.

Let's follow our dreams with passion!

[Talk to an expert](#)

Recruiting

Companies are looking for IT Professionals just like you. Together, we can provide the best IT consulting services in a worldwide range of possibilities.

At WebMagnet, we learn, innovate and evolve together. We cultivate happiness through teamwork and companionship combined with mutual goals.

With a career at WebMagnet, you will always be able to find new challenges, be part of projects that excite you, and build a wide experience in the field you're passionate about, complemented with great benefits that will enable you to live your best life.

You will be able to achieve your goals while being curious and accelerate your career growth. We make sure everyone acknowledges that their work is meaningful and we are all contributing to the evolution of the world by helping companies grow in a sustainable way.

Join us in five easy steps and start your journey now!

- **Submit online form**
- **Exploratory meeting**
- **Job interview**
- **Contract offer**
- **Sign the contract**

Once you have submitted the online form, our team will make sure to carefully analyze your application. Afterwards, you will be invited to an exploratory meeting, according to our clients' needs. If our needs are met, our talent acquisition team will help you find the perfect job you've been seeking.

You will be notified every time we have a matching opportunity for you, as well as instructed about further notifications.

Are you ready for WebMagnet to unlock your growth potential?

[Talk to an expert](#)

Staffing

The number of companies that use staffing models on a daily basis is growing everyday. These strategies allow companies to hire highly skilled staff to perform a specific function within a stipulated time frame.

The staff augmentation model has several tactical advantages, like its flexibility and great results in short-term projects. Our temporary staffing solutions allow you to increase or decrease your resource needs accordingly.

We build your resource capacity with lower costs and without management challenges.

[Talk to an expert](#)



ABOUT US

We are an IT consulting company that likes to develop continuously. We hire IT professionals to meet the challenging demands of our clients.

Based on well-defined criteria, we choose professionals with the right experience, because we want to offer the best IT consulting services. We communicate with both new and experienced IT professionals.

We provide fast and secure recruitment services that adapt to the needs of companies.

Appendix III – [Copywriting for SmartBusiness]

Copywriting - December | SmartBusiness

12th

It's time to upgrade your Business 🕒

Your customers can enjoy personalized user experience with SmartBusiness, increasing the conversion rate of online and brick-and-mortar stores.

We provide each consumer with unique customized product recommendations based on analysis of their online and/or offline behavior patterns and preferences.

Get AI-powered recommendation systems and boost your sales 🚀

#smartbusiness #startup #ecommerce #personalization #recommendationengine

15th

The future is here 🚀

Browser fingerprinting is a monitoring and identifying method, to link distinct browsing sessions to a single site visitor.

We are able to individually identify each user while maintaining the pseudo-anonymity of their data through the analysis of several data sources without using third-party cookies.

User behavior understanding is the key 🔑

We can study and comprehend their consumer behavior based on their typical interactions, whether they take place online or offline.

#smartbusiness #startup #ecommerce #consumerbehavior

17th

Every client is unique 100

It can be challenging to understand each user in a unique way at times.

We help you to develop customized product recommendations based on the items in your e-commerce site and the analysis of each client's online and/or offline activity.

With our personalized engine driven by artificial intelligence, give your consumers exactly what they desire!

It is now possible to give every client a unique recommendation engine and a one-of-a-kind experience, every time...

#smartbusiness #startup #artificialintelligence #personalization #recommendationengine

19th

The AI recommendation engine that all your clients will love!

→ Use our precise cookieless user fingerprinting to recognize all visitors, including those who are not logged in.

→ With our real-time user journey map tool, you are aware of and comprehend each user's requirements and behavior. No more A/B testing or client segmentation.

→ By using our AI to deliver customized content, you can make it easier for your customers to find everything they need.

We help you take SmartBusiness decisions 

#smartbusiness #startup #artificialintelligence #userjourney #customized

22nd

Trust the real data and we will do the rest 🙏

Recognizing the value of data collection and analysis will give your company the boost it needs.

With the help of our technology, eye movements are converted into a data stream that includes details about the pupil, the gaze vector for each eye, and the gaze location. This data stream is then decoded to produce insightful information.

Besides that, sentiment analysis measures the attitude of the customer towards the aspects of a service or product which they describe in a text by returning a “score” that measures how positive or negative the text is, thus being able to observe preferences or trends.

Let’s make SmartBusiness decisions, together 🤝

#smartbusiness #startup #ecommerce #sentimentanalysis #eyetracking

24th

All we want for Christmas... 🎅

Is for you to get AI-powered recommendation systems with SmartBusiness!

Everything you need to increase conversion rates, automate brand-to-client conversations, and integrate customer profiles and offline and online experiences.

Start our 1 month of free trial and boost your sales with our platform 📈

#smartbusiness #startup #ecommerce #freetrail

25th - storie

Banner idea - Picture of the team with the Christmas tree

26th

Are you ready for brand loyalty building? 🤔

Based on preferences on the consumer's purchase behavior, we offer customized recommendations to entice repeat visits to a client's website, saving time, money, and energy while fostering brand loyalty.

Always have your client’s back... or should we say 360°?

By using a shared customer profile, you can give your consumers a consistent and personalized experience even when they switch across channels.

With SmartBusiness customization, we provide you the right amount of automation and control 🌐

#smartbusiness #startup #ecommerce #consumerloyalty #omnichannel

29th

RPA - a revolution in business process automation 🤖

Robotic process automation (RPA) is a technological application that uses structured inputs and business logic to automate business activities.

By automating repetitive tasks, we make it easier for marketing specialists to work in both online and retail stores.

With real-time mapping of a user journey, we can obtain data from a variety of sources, including eye tracking, the user's path through a web platform, and/or a physical store. We may also capture every interaction, no matter how little, in real-time.

Join us and start making SmartBusiness decisions 🧠

#smartbusiness #startup #ecommerce #roboticprocessautomation #userjourney

Copywriting - January | SmartBusiness

16th

Get smart solutions for your business ✅

We take care of your customer's satisfaction by offering exactly what they need at the right moment.

Machine learning algorithms can sift through enormous historical data sets that are constantly changing, and by comprehending that data, they can forecast which products a user will be interested in next.


Take a step further and start using AI for customer sentiment analysis in order to gain a better understanding of how customers feel and what they actually need.

Boost your sales?

AI-powered personalization makes it possible!

#smartbusiness #startup #artificialintelligence #ai #machinelearning #personalization

5 tips

5 tips to upgrade your e-commerce platform  TOP

Using high-quality images and videos will help you reach out to your customers. Remember, visual content is worth a thousand words.

Organized content will make it easier for your customers to find the information they need.

A visually consistent page or website that creates a cohesive look will elevate your customer's overall website experience.

Making it personal will delight your customers, as they will have a personalized user experience on your website and feel like each purchase was tailored just for them.

Start the free trial now on the Smart Business platform, and see how it can help you!

<https://smartbusiness.digital/>

#smartbusiness #startup #ebusiness #ecommerce

How to keep your customers loyal? - Building brand loyalty

Start building brand loyalty today! 

Before anything else, get to know your customers and their needs. Now that you know how to approach your target, present your strengths and values.

Creating a customer loyalty program and a referral program will bring you closer to a specific target and even extend your touch points with potential clients, effortlessly.

Keeping in touch with your customers on social media is more important than you think. Customers feel closer to a specific brand and are more inclined to keep buying its products when they interact with it.

Last, but not least, encourage customer feedback. Show your customers that you care about their opinion and are willing to improve your product/service to better meet their needs.

#smartbusiness #startup #brandloyalty #customerloyalty #branding

User behavior understanding - Why is it so important?/How SmartBusiness helps

Boost your sales like magic by understanding your users' behavior!

Start by identifying patterns in order to predict user behavior. Users take purposeful actions when they interact with your products, take notes 📝

Use your notes to convert the unconscious processes into actions by putting them on a user journey map. Map insights clarify the reactions customers have when they see or interact with your product.

Use automation tools! In SmartBusiness we can analyze and understand consumer behavior based on their usual online and/or offline interactions.

Let technology do the work 🌐

#smartbusiness #startup #userbehavior #ux #userexperience

How does it work, how do we work - <https://smartbusiness.digital/how-it-works/>

Get AI cutting-edge technology in a few steps ¹⁰⁰

- Synchronize your e-commerce store with our platform and import your products;
- Insert the code snippet in your website header;
- Customize the pop-up to match your preferences in the settings menu;
- Now your communication and recommendation engine works and recommends your products to the client which accesses your e-commerce platform;
- Analyze reports and adjust business inventory based on AI predictions;

Ready to join? 🎯

#smartbusiness #startup #ai #artificialintelligence

Business processes automation using RPA - what is RPA?/How to save time with RPA

Save time & money with RPA 🤖

Robotic process automation (RPA) is a software technology that makes it simple to create, use, and manage software robots that mimic how people interact with computers and software. Only they can complete the task faster and more consistently than humans.

Business process automation using RPA facilitates the work of marketing specialists in online and retail stores by automating repetitive processes such as customer segmentation, understanding user behavior, A/B testing, and more.

RPA can be quickly implemented and is non-intrusive, which speeds up digital transformation.

Let's make SmartBusiness decisions, together 🤝

#smartbusiness #startup #ai #roboticprocessautomation #machinelearning

Copywriting - February | SmartBusiness

20th - gamification

Engage your consumers with gamification 🎮

As visitors and customers enjoy playing with products to find the one that best suits their needs, you can learn from them.

We improve your users' experience using the latest gamification and behavioral design methodologies, increasing engagement, brand loyalty, and sales while turning first-time customers into lifelong customers.


Besides building long-lasting brand loyalty, you have the chance for your customers to become brand promoters 🤝

#smartbusiness #startup #gamification #ecommerce

22th - Your business becomes more sustainable


Business intelligence decision-making is automated with the aid of AI models (machine learning and deep learning).

We consume 10 times less resources than other referral engines. We only use precise and narrow uses of AI training models.

By using this methodology, analytics become more intelligent and quick, and they can scale to handle ever-growing data volumes 

#smartbusiness #startup #artificialintelligence #ai #machinelearning

24th - 5 Ecommerce tips for new entrepreneurs

Make sure to follow these tips and delight your customers 

Be customer-centric

Get to know your customers and their needs

It takes time, but developing relationships with customers is crucial. You can better serve them as a result.

Before you begin selling, make sure your store is complete

Many steps in the process are frequently skipped when someone opens an online store for the first time. You should categorize your products correctly rather than simply grouping everything together.

Take advantage of automation

By using our ecommerce automation tools, you can optimize your activity. The more of your business you can automate, the more time you'll have to dedicate to growing your business or leading a free-and-easy lifestyle.

First impressions matter

Customers form their first opinion about your online store very quickly.

To attract customers for life, e-commerce businesses must be as inventive as possible.

Keep experimenting!

You're going to have to experiment a lot if you want to be successful. Ad testing is what will ultimately attract customers and boost sales. Don't assume anything about your customers. Be prepared to be mistaken about what actually works because you won't know the real story until you examine the data.

#smartbusiness #startup #ecommerce #tips

27th Cookies-free increased web security

For some time now, privacy concerns have been an obstacle to getting valuable data.

Smart Business increases users' trust in your e-commerce platform because they will never be asked to accept the cookie policy.

We help online shops to have persistent data about each user while providing cookies-free increased web security.

Let's make Smart decisions together 🚀

#smartbusiness #startup #privacy #cybersecurity

Copywriting - March | SmartBusiness

1. Awesome ways to boost your sales

Are you ready to boost your sales? 📈

🎯 Start by identifying your target audience

A target audience is a particular range of people that are most likely to purchase your goods or service. Take advantage of the information you already have about your actual customers to develop buyer personas.

👉 Learn with your competitors

You should analyze what the main competitors have to offer and pick up new skills as you consider how to surpass them. Competition is both a challenge and a chance to increase sales.

👉 Find Product-Market fit for your product

Prioritize finding product-market fit because doing so will greatly increase your chances of success.

Ask for Reviews

People trust online reviews, and they are more likely to believe them than any campaign posters you may send their way.

Let's make SmartBusiness decisions 🤝

#smartbusiness #startup #ecommerce #sales

2. AI is here | How can AI improve your life

Sit back and relax, AI is here 🤖

Productivity and Efficiency

Gains in productivity and efficiency are two of the most frequently mentioned advantages of implementing AI in businesses. The pace and scale at which technology completes tasks surpasses that of humans.

Speed up your business

Shorter development cycles and a shorter time from conception to commercialization are made possible by AI, which results in a better and more immediate return on investment for development spending.

Great Customer Service

Giving happy customers what they want has become a necessary cost of doing business. AI enables businesses and each individual customer to have more tailored and personalized interactions.


Highest product quality

When organizations incorporate AI technologies into processes, they can expect a decrease in errors as well as a stronger adherence to accepted standards.

Claim your AI recommendation engine now!

#smartbusiness #startup #artificialintelligence #ai

3. Personalization vs customization

 Myth ahead: customization and personalization are the same thing

Due to the similarities in their meanings, personalization and customization are frequently confused.

When a customer manually alters an item to meet their needs or specifications, it is called customization. Users have the opportunity to list their preferences before being shown items that match those preferences.

On the other hand, the process of creating or altering a product to better suit a customer's needs involves personalization. To make ads or other cross-channel messages, like emails and text messages, more relevant to the user, personalization uses information about the customer.

👉 To sum up, customization is initiated by the user, personalization is done for the user.

#smartbusiness #startup #personalization #ecommerce

4. Statistics recommendation engine

Recommendation engines can multiply your profits 📈

Product recommendations account for up to 31% of eCommerce revenues!

To determine whether a customer is willing to make a purchase at a store where they are receiving the most assistance in choosing the right product, you do not need to conduct a market research study.

Simply check out our AI empowered recommendation engine 🚀
<https://smartbusiness.digital/>

#smartbusiness #startup #recommendations #ecommerce

Appendix IV – [Copywriting for WebMagnet]

WebMagnet US

1. Service

Seeking your dream job?

At WebMagnet, we connect IT Professionals and Jobs.

Helping companies grow through technology is what we do best. We're looking for highly experienced candidates for our software specialist positions.

Let's follow our dreams with passion! 🚀

#itconsulting #webmagnet #IT #staffing #recruiting

2. Your career + CTA

Your career... starts here!

We find the perfect match for you based on your skills and job requirements 🤝

You can always do what you love. Each professional is selected for the most suitable position.

With your skills and experience, we can offer the best IT consulting services ✅

#itconsulting #webmagnet #IT #staffing #recruiting

[CTA to Talk to an expert <https://webmagnet.us/staff-augmentation/#contact-services>]

3. Service + CTA

Are you ready for WebMagnet to unlock your growth potential? 📈

Companies are looking for IT Professionals just like you. Together, we can provide the best IT consulting services in a worldwide range of possibilities.

At WebMagnet, we learn, innovate and evolve together. We cultivate happiness through teamwork and companionship combined with mutual goals.

Join us in five easy steps and start your journey now!

#itconsulting #webmagnet #IT #staffing #recruiting

4. What is staff augmentation

Staff augmentation is an outsourcing method used to staff a project and meet business goals.

The number of companies that use staffing models on a daily basis is growing every day.

These strategies allow companies to hire highly skilled staff to perform a specific function within a stipulated time frame.

We build your resource capacity with lower costs and without management challenges.

#itconsulting #webmagnat #IT #staffing #recruiting

<https://www.statista.com/statistics/870924/worldwide-digital-transformation-market-size/>

WebMagnet | March

5. Digitalization

Are you ready to meet the challenging demands of your clients? 🤔

In 2023, spending on digital transformation is projected to reach 2,16 trillion U.S. dollars (Statista. 2022).

Get in touch and work with us in an Agile manner, focused on a customer-centric business approach.

We are ready to be your trusted partner in digitalization 🚀

#itconsulting #webmagnat #IT #digitalization #digitaltransformation

source:

<https://www.statista.com/statistics/870924/worldwide-digital-transformation-market-size/>

6. We are experts

Looking for support in your company's development and digitalization processes? 🌐

With the combined power of experience and a vast ecosystem of expertise, it's possible.

We can help you to navigate exponential growth 📈

Join hundreds of successful projects developed for over 15 years!

#itconsulting #webmagnat #IT #digitalization #digitaltransformation

7. Our services

Problem? Here's the solution for you 💡

Get to know our services & boost your digital transformation!

- Digital Services
- Product engineering
- Ready-to-implement Products
- Staff Augmentation

Find out more about successful business applications 🖱️ [link to website]

#itconsulting #webmagnat #IT #digitalization #digitaltransformation

8. Ready to implement products

Delight your clients by getting innovative products 🎯

◆ AI Shop

E-commerce solution that uses Artificial Intelligence components

◆ SmartBusiness

An innovative cookieless platform with a recommendation engine using AI, based on real-time behavioral information, to sell more

◆ DigitalMe

SSI Blockchain wallet

Join us in shaping the future of digitalization 🚀

#itconsulting #webmagnat #IT #artificialintelligence #ecommerce #blockchain

9. Importance of CRM

🧠 Learn why is Customer Relationship Management so important

CRM is a management strategy that boosts a company's profits. It enables businesses to establish a relationship with their clients, which fosters loyalty and client retention.

✨ A CRM tool's primary function is to create a straightforward user interface for a set of data that enables businesses to identify and interact with customers in a scalable way.

Your sales team can concentrate on the opportunities that are most likely to close by sorting, analyzing, and prioritizing your sales leads with a CRM. At once, your customer service team will have the data they require for upselling and cross-selling.

Get in touch 📩 [link to website]

#itconsulting #webmagnat #IT #crm #crmssoftware

10. Relevant statistics about AI

Understand AI 🤖

Artificially intelligent systems are capable of carrying out tasks that are frequently linked to human cognitive abilities, like understanding speech, engaging in games, and spotting patterns.

- ◆ About 4 in 5 businesses prioritize AI as a key component of their business strategy.
- ◆ 83% of companies claim that using AI in their business strategies is a top priority.
- ◆ Automated emails and chatbots are two of the most common uses of AI in everyday business communications.

Join us and adopt AI in your business 💡

#itconsulting #webmagnat #IT #artificialintelligence #ai #machinelearning

source:

<https://www.forbes.com/sites/falonfatemi/2019/05/29/3-ways-artificial-intelligence-is-transforming-business-operations/?sh=26e0fa876036>

<https://www.cisco.com/c/dam/en/us/solutions/collateral/digital-transformation/ai-whitepaper.pdf>

11. What is RPA, it's benefits

🤖 Robotic process automation (RPA) is a software technology that makes it simple to create, use, and manage software robots that mimic how people interact with computers and software.

👉 Business process automation using RPA facilitates the work of marketing specialists in online and retail stores by automating repetitive processes such as customer segmentation, understanding user behavior, A/B testing, and more.

Among global executives, 63% say RPA is a major component in digital transformation.

Get in touch 📩 [link to website]

#itconsulting #webmagnat #IT #rpa #roboticprocessautomation #automation

source:

<https://www2.deloitte.com/bg/en/pages/technology/articles/deloitte-global-rpa-survey-2018.html>

WebMagnet | April

12. Advantages of Staff Augmentation

Staff augmentation is the practice of hiring temporary employees or contractors to work alongside your existing staff, providing additional expertise and resources as needed.

Here are some of the advantages of staff augmentation 📌

- ◆ Access to specialized skills → You can quickly and easily access a pool of skilled professionals. This can save you time and money on training and recruitment.
- ◆ Reduced cost → Staff augmentation can be a cost-effective way to complete projects or fill skills gaps, as you only pay for the time and expertise you need.
- ◆ Scalability → Staff augmentation allows you to quickly scale up or down your workforce as needed, without the long-term commitment of hiring permanent employees.
- ◆ Flexibility → You have the flexibility to choose the level of support you need, whether it's a single contractor or an entire team. This allows you to customize your workforce to meet your specific needs and goals.

By leveraging the expertise of temporary employees or contractors, you can enhance your workforce and achieve your business objectives more efficiently and effectively 🚀

#itconsulting #webmagnat #IT #staffing #recruiting

13. The Role of AI in Digital Transformation

Get to know how AI can boost your digital transformation 🤖

😊 AI is one of the most frequently used technologies for the digital transformation of companies.

This technology enables businesses to analyze data to forecast the future and recommend the best course of action. Smart data analytics can also improve workflows, personalize interactions, and lower support costs.

🎯 AI can help businesses create successful digital transformation roadmaps because of its capacity to learn from and get better with more data.

What are you waiting for? 👁️ See how we can help you.

#itconsulting #webmagnat #IT #artificialintelligence #ai #automation

14. The Basics of Blockchain/how blockchain helps companies

Heard of blockchain and still don't know what is it? 🤔

Blockchain is a system for storing data in a way that makes system changes, hacking, and cheating difficult or impossible.

Get to know how it can help your company 🙌

◆ Security

Blockchain technology has the potential to fundamentally alter how your important data is viewed. Blockchain reduces fraud and unauthorized activity by creating a record that cannot be changed and is encrypted end-to-end.

◆ Efficiency and speed

Transactions can be finished more quickly and effectively by automating these processes with blockchain. The blockchain can store documentation and transaction information together, doing away with the need for paper exchange.

◆ Transparency

Without blockchain, every company needs to maintain a different database. It uses a distributed ledger, which ensures that transactions and data are recorded consistently across all locations.

#itconsulting #webmagnat #IT #ecommerce #blockchain

15. AI and Customer Experience

Improve customer experience with Artificial Intelligence 100

Fast solutions with chatbots 🤖

To respond to customer questions, a chatbot can immediately retrieve pertinent information from your help center or self-service portal. Additionally, bots can filter spam messages.

Reduce errors 100

By automatically capturing customer information and providing agents with all the context they need to handle a problem satisfactorily, chatbots can reduce human error.

Personalized recommendations 👉

Companies can use AI to highlight pertinent products and resources during the onboarding process by analyzing customer behavior, demographics, and personal preferences.

#itconsulting #webmagnat #IT #artificialintelligence #ai #customerexperience

16. The importance of digital transformation/why digitize your business

Digitize your company and prevent your business from being left behind 🌐

Increase your company's agility with digital transformation to improve speed-to-market and adopt continuous improvement strategies. It enables team members to work more

productively by automating many manual tasks and integrating data across the entire organization 🙌

Consumers have high standards for their online experiences. You can develop a business strategy that is centered on your customer by better understanding your customers and their needs. These insights can promote business growth by utilizing both structured data (personal customer information) and unstructured data, such as social media metrics 🎯

As leaders establish the organization on digital congruence, digital transformation presents a fantastic chance for organizational cohesion 💪

Don't let your company fall behind and join us!

#itconsulting #webmagnat #IT #digitalization #digitaltransformation

17. the lifetime of an online store and why you need to change/update it with new technologies

The clock is ticking 🕒

No matter how well designed a business website is, it will eventually need to be updated in order to remain an effective marketing tool.

Even if you genuinely adore the current design, keep in mind that the main purpose of your company website is to turn visitors into customers. If it isn't fulfilling this purpose, you're losing out on opportunities!

From within an organization, it can be challenging to recognize how technological changes have negatively impacted user experience and when it's time to refresh. Websites that load slowly or are laid out in a confusing way will lose visitors.

More than just mobile-friendly, business websites must function flawlessly on handheld devices as well as on desktop computers.

A dated website can be made more user-friendly for mobile devices and attract more traffic by being more straightforward, minimalist, and with fewer moving parts.

It's time to upgrade your website 📈

#itconsulting #webmagnat #IT #ecommerce #digitalization #digitaltransformation

18. what a presentation website looks like in 2023

📌 Stay tuned for 2023 trends in website presentations 📌

Join the Dark Side 🖥️

Most of us have switched to dark mode on our smartphones as a result of the drastic rise in screen time that has occurred since the world went online. Besides creating a sense of security and professionalism, it enables readers to easily read on screens of all sizes.

Less is more ✅

Neutral tones in the background will transmit comfort and warmth which can be used to build trust. Minimalist aesthetics have been dominating for a while now and are here to stay in 2023.

Inclusive Visuals and Graphics 🎯

Future graphic and design trends will provide more opportunities for better representation. People are better able to relate to companies and brands because inclusive visuals allow them to recognize themselves in advertisements.

From geometric to abstract shapes 🌟

Abstract shapes will immediately grab the attention of your audience as they add life and appeal to your presentations. Using unusual will also aid in keeping your audience's attention.

Are you ready to follow these trends? 👁️👁️

#itconsulting #webmagnat #IT #ecommerce #websitedesign

19. do you need a digital transformation... we are here... our experts will help you...

20. Get to know how our experts can help you with digital transformation 🚀

We carefully guide companies along their digital transformation journey.

- ◆ Custom Software Development
- ◆ Blockchain

- ◆ Customer Relationship Management
- ◆ Artificial Intelligence
- ◆ Robotics Process Automation
- ◆ Digital Marketing and Commerce

We are your trusted partner in digitalization 🤝

#itconsulting #webmagnat #IT #digitalization #digitaltransformation

Appendix V – [Design for WebMagnet]

BOOST YOUR PROFITS WITH CRM STRATEGY

EARN CUSTOMER LOYALTY & GET CLIENT RETENTION

ABOUT 4 IN 5 BUSINESSES PRIORITIZE AI AS A KEY COMPONENT OF THEIR BUSINESS STRATEGY

JOIN US AND ADOPT AI IN YOUR BUSINESS!

ROBOTIC PROCESS AUTOMATION IS A SOFTWARE TECHNOLOGY



**RPA FACILITATES THE WORK
OF MARKETING SPECIALISTS**

STAFF AUGMENTATION



**GET ADDITIONAL EXPERTISE
AND RESOURCES AS NEEDED**



BOOST YOUR DIGITAL TRANSFORMATION

WITH AI



BLOCKCHAIN

- ▶ SECURITY
- ▶ EFFICIENCY AND SPEED
- ▶ TRANSPARENCY



IMPROVE CUSTOMER EXPERIENCE WITH AI



FAST SOLUTIONS WITH CHATBOTS
PERSONALIZE RECOMMENDATIONS
REDUCE ERRORS



INCREASE YOUR COMPANY'S AGILITY WITH DIGITAL TRANSFORMATION

JOIN US AND DON'T LET YOUR
COMPANY FALL BEHIND!



**THE MAIN PURPOSE OF YOUR
COMPANY WEBSITE IS TO TURN
VISITORS INTO CUSTOMERS**





**BUSINESS WEBSITES MUST
FUNCTION FLAWLESSLY...**

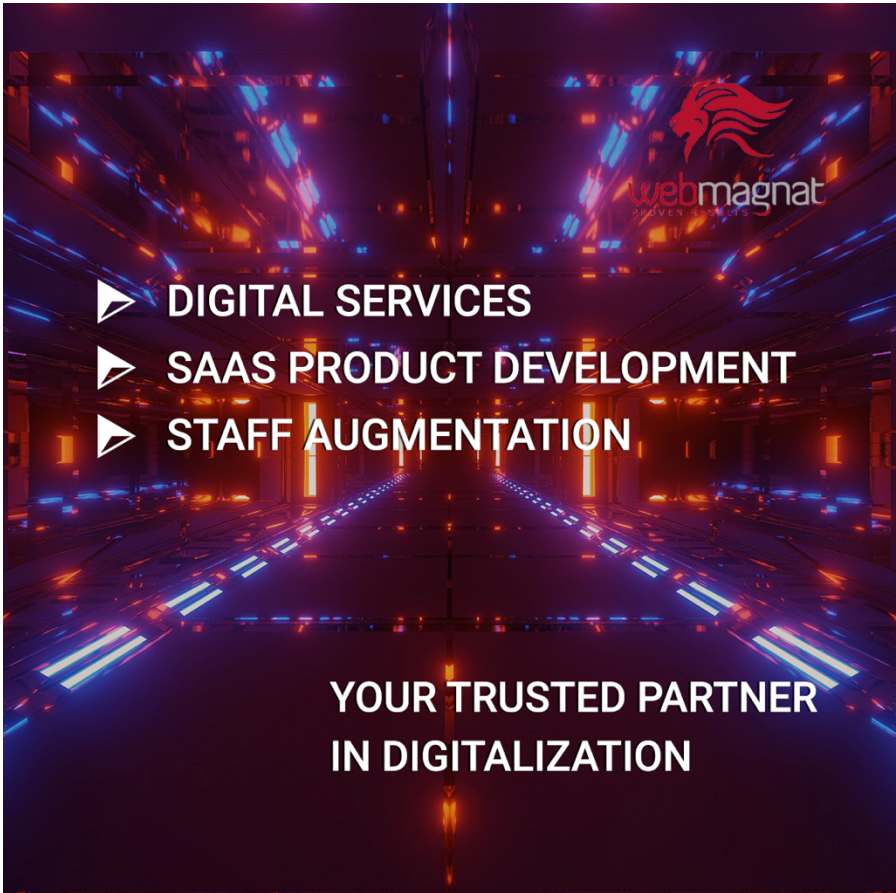
WE CAN HELP YOU.



2023 TRENDS

WEBSITE PRESENTATIONS

-  **JOIN THE DARK SIDE**
-  **LESS IS MORE**
-  **INCLUSIVE DESIGN**
-  **ABSTRACT SHAPES**



- ▶ **DIGITAL SERVICES**
- ▶ **SAAS PRODUCT DEVELOPMENT**
- ▶ **STAFF AUGMENTATION**

**YOUR TRUSTED PARTNER
IN DIGITALIZATION**



**BOOST YOUR DIGITAL
TRANSFORMATION**



webmagnat
PROVEN RESULTS

**EXPONENTIAL
GROWTH**

**WITH EXPERTISE IN
DIGITALIZATION
PROCESSES**



webmagnat
PROVEN RESULTS

**STAFF AUGMENTATION
EXPERTS**



**UNLOCK YOUR
GROWTH
POTENTIAL**



**WE CONNECT
IT PROFESSIONALS AND JOBS**





Best of both worlds?



*Get the right amount
of automation and control!*



*Give your consumers a consistent
and personalized experience across channels*



*Save time, money and energy
while building brand loyalty*



*Give your consumers
exactly what they desire!*



Every client is unique

We analyze each client's activity

Customized product recommendations



SMARTBUSINESS – PLATFORMA INOVATIVA DE AUTOMATIZARE PE BAZA DE INFORMATII

COMPORAMENTALE A PROCESELOR DE BUSINESS (COD PROIECT: 129017)



UNIUNEA EUROPEANĂ



Instrumente Structurale
2014-2020

PROIECT COFINANTAT DIN FONDUL EUROPEAN DE DEZVOLTARE REGIONALA
PRIN PROGRAMUL OPERATIONAL COMPETITIVITATE 2014-2020



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The future is here!



*Accurate user
fingerprinting*

*User behavior
understanding*





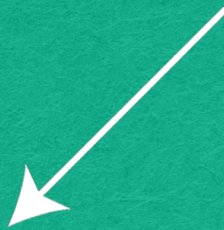
BUSINESS PROCESS AUTOMATION

USER JOURNEY MAPPING

JOIN US



 *Automating repetitive tasks*



*Makes it easier
for marketing specialists*





*Did someone say
Smart decisions?*



Smart means...

- *Fingerprinting to recognize all visitors*
- *Real-time user journey map tool*
- *AI to deliver customized content*



This Christmas...

*Get AI-powered
recommendation systems
with SmartBusiness!*



START
FREE
TRIAL



❄ Automate brand-to-client conversations

❄ Increase conversion rates

❄ Boost your sales with our platform

*It's time to upgrade
your Business!*



- ✓ *Offer unique customized product recommendations.*
- ✓ *Ensure a customized user experience for your.*

TRUST REAL DATA



*Eye movements are converted
into a data stream*

*The attitude of the customer
allows us to observe preferences*





5 TIPS

TO UPGRADE YOUR E-COMMERCE PLATFORM



HIGH QUALITY IMAGES & VIDEOS

CONTENT HIERARCHY



VISUAL CONSISTENCY



MAKE IT PERSONAL





BOOST YOUR SALES TODAY

AI-POWERED PERSONALIZATION

MAKES IT POSSIBLE!



START USING AI FOR CUSTOMER

SENTIMENT ANALYSIS



UNDERSTAND

WHAT YOUR CUSTOMERS NEED



FIND OUT HOW IT WORKS



***GET AI CUTTING-EDGE TECHNOLOGY
IN A FEW STEPS...***



- SYNCHRONIZE WITH OUR PLATFORM***
- INSERT THE CODE SNIPPET IN YOUR WEBSITE***
- CUSTOMIZE THE POP-UP***
- NOW RECOMMENDATION ENGINE WORKS***
- MAKE ADJUSTMENTS BASED ON AI PREDICTIONS***

LET TECHNOLOGY...

DO THE WORK FOR YOU!

***BOOST YOUR SALES WITH
USER BEHAVIOR UNDERSTANDING***

- ✓ ***IDENTIFY PATTERNS***
- ✓ ***CREATE USER JOURNEY MAP***
- ✓ ***USE AUTOMATION TOOLS***



SPEED UP
YOUR DIGITAL TRANSFORMATION

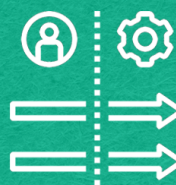


SAVE TIME & MONEY
WITH RPA



***RPA IS SOFTWARE TECHNOLOGY THAT IS USED
TO AUTOMATE DIGITAL TASKS***

***FACILITATES THE WORK OF MARKETING SPECIALISTS
BY AUTOMATING REPETITIVE PROCESSES***



START BUILDING BRAND LOYALTY

TODAY! 

- 1. GET TO KNOW YOUR CUSTOMERS
AND THEIR NEEDS***

- 2. PRESENT YOUR STRENGTHS AND VALUES***
- 3. CREATE A CUSTOMER LOYALTY PROGRAM***
- 4. ENCOURAGE CUSTOMER FEEDBACK***



5 Ecommerce tips for new entrepreneurs



Be customer-centric

Get to know your customers and their needs.



Make sure your store is complete

Your customers will feel comfortable making purchases from your new store if it is finished.



Take advantage of automation

By using our Ecommerce automation tools, you can optimize your activity.



First impressions matter

You only get one chance to make a first impression, so this time is crucial.

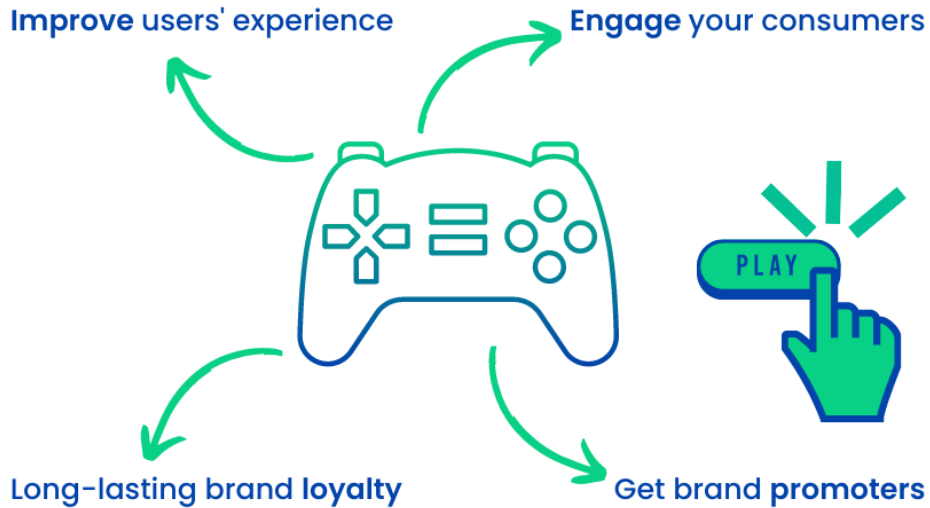


Keep experimenting

You're going to have to experiment a lot if you want to be successful.



GAMIFICATION



SMARTBUSINESS – INNOVATIVE PLATFORM FOR
AUTOMATING BUSINESS PROCESSES BASED ON BEHAVIORAL
INFORMATION (PROJECT CODE: 129017)

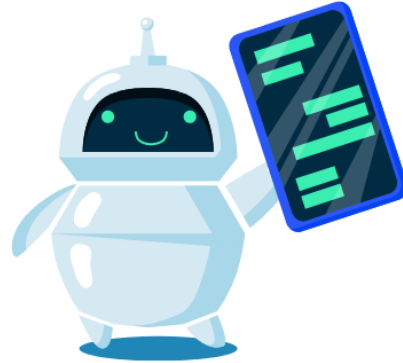
Project co-financed by the European Regional Development Fund
through the Operational Program Competitiveness 2014-2020



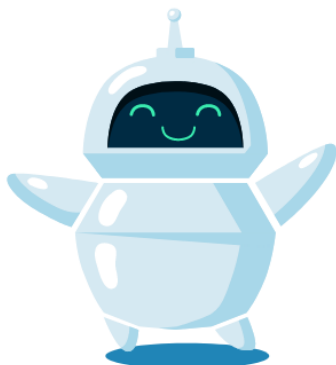
Get AI models
working for you

&

Automate
decision-making



We consume **10 times less**
resources than other
referral engines!





Increase your customer's
web security 



There is no Cookie Monster here...



Appendix VII – [LinkedIn 101]

LinkedIn 101 - The Social Work of Professionals

Professionals

LinkedIn is the world's largest professional network on the Internet. You can use LinkedIn to find the right job or internship, create and strengthen professional relationships, and learn the skills needed to succeed in your career.

B2B

"Over 630 million professionals gather on LinkedIn, the most effective place for B2B marketers to engage with decision makers, influencers and leaders."








Why is LinkedIn important?

1. Gain exposure to professionals from different companies and recruiters;
2. Demonstrate knowledge, credibility and experience;
3. Use LinkedIn as a research tool;
4. LinkedIn has thousands of vacancies available for internships and jobs as well as professionals seeking those positions;
5. Gain credibility through your skills and talents / content;
6. Keep abreast of news in the labor market;
7. Establish connections with professionals who can be a gateway entry into the market or into partnerships.

LinkedIn Content Marketing Tactical Plan

LINKEDIN CONTENT MARKETING
TACTICAL PLAN
Here's Your Printable Plan for Killing It with Content Marketing on LinkedIn



OPPORTUNITIES	WHAT TO SHARE	OBJECTIVES	KEY METRICS	ACTION ITEMS
  LinkedIn Company & Showcase Pages	<ul style="list-style-type: none"> • Whitepapers • eBooks • Case Studies • Industry Articles • Helpful How-To Content 	<ul style="list-style-type: none"> • Brand Awareness • Lead Generation • Thought Leadership • Event Registration 	<ul style="list-style-type: none"> • Page Followers • Post Clicks • Engagement • Inquiries & Leads • Event Registrations 	<ul style="list-style-type: none"> • Post 3-4x a Day • Engage With Followers Via Post Comments • Change Cover Image Every 8 months
  LinkedIn SlideShare	<ul style="list-style-type: none"> • Company Videos & Presentations • Infographics • Webcast Decks 	<ul style="list-style-type: none"> • Lead Generation • Brand Awareness • Thought Leadership • SEO 	<ul style="list-style-type: none"> • Views • Leads & Inquiries • Unlocks & Downloads 	<ul style="list-style-type: none"> • Upload New Content Weekly • Highlight Decks on Profile Page • Group Content into Playlists • Add Lead Forms
  Publishing on LinkedIn	<ul style="list-style-type: none"> • Professional Expertise & Experiences • Industry Trends • Lessons Learned 	<ul style="list-style-type: none"> • Thought Leadership 	<ul style="list-style-type: none"> • Post Views (by Demographics of Your Readers) • Post Likes, Comments & Shares • Profile Views 	<ul style="list-style-type: none"> • Publish whenever you feel passionate • Recommend 5x Weekly or Once a Month
  LinkedIn Sponsored Updates & Direct Sponsored Content	<ul style="list-style-type: none"> • Company News • Blog Content • Industry News & Research • Case Studies • Webcasts • Eye-Catching Visuals & Statistics 	<ul style="list-style-type: none"> • Lead Generation • Brand Awareness • Thought Leadership 	<ul style="list-style-type: none"> • Engagement Rate • Impressions • Inquiries or Leads • Company or Showcase Page Followers 	<ul style="list-style-type: none"> • Run 2-4 Sponsored Updates/Week • Run For 3 Weeks, Then Test 6 Hours • Select Compelling Visuals • Share Links To Lead Forms & Add UTM Tracking Code
  LinkedIn Groups	<ul style="list-style-type: none"> • Avoid Self-Promotion • Use as a Catalyst for Thought Leadership & Community • Spark Conversations About Industry Trends & Challenges • Ask Questions to Gauge Source Sentiment 	<ul style="list-style-type: none"> • Thought Leadership 	<ul style="list-style-type: none"> • Number of Group Members • Number of Discussions • Quality of Conversations • Number of Profile Views • Number of New Connections 	<ul style="list-style-type: none"> • Create a Group for Your Company • Ask for Opinions & Provide Insights • Monitor Submissions Daily • Highlight Top Contributors • Promote Group on Social Media

Tips for Attracting Followers to Your LinkedIn Page in 2023

1. Optimize your Page for search → draw traffic from outside the platform

5 LinkedIn SEO Optimizations

- Add keywords to the beginning of our tagline – think of it as your “elevator pitch”
- Keyword optimize your ‘About’ section to reflect your organization’s values, mission and goals
- Completely fill out your business’ profile, including relevant links and company details
- Post long-form content that matches search demand
- Update your Page frequently to show search engines your commitment to fresh content

2. Stay on-brand → They will be more likely to follow your Page

Consistently branded content (colors, logos, and tone of voice) will register faster with members who see your posts appear in their feed.

3. Be consistent → Post content to your Page regularly

Keeping a steady flow of fresh content on your Page will give it more visibility.

4. Be flashy → Make use of video and visual content

Unique imagery, and especially videos, tend to stand out more on feeds, helping your brand (and Page) get noticed.

5. Be relevant – Publish thought leadership content from within your organization
C-suite executives and decision-makers at all levels are always on the lookout for innovative and compelling thought leadership that can inspire the course of their own business.

6. Be engaging – Respond to post comments

Reply to questions or thoughtful contributions to posts on your Page. It helps drive higher feed visibility for the posts, and people will be more likely to follow a Page that actively engages its community.

7. Be responsive – Adjust your content based on Page analytics

Use these insights to figure out what’s resonating versus what’s not and align your content with what your visitors want.

8. Encourage employee involvement

Your team members will be your strongest allies in growing a Page following, because every time your employee makes a new connection on LinkedIn, the new connection will be prompted to follow your Page.

9. Enlist help from customers and brand advocates

10. Engage with relevant thought leaders in your Page updates

By @mentioning influential people in your industry in your updates, you'll have a better chance to get in front of their network.

11. Coordinate with influencers

Co-creating content is a staple for many influencer marketing relationships.

12. Launch a Follower Ad campaign

13. Encourage executives and prominent leaders to @mention your Page

The most prominent figures in your business serve as critical voices, and they often have large professional networks. When they frequently talk about and link to the company's LinkedIn Page, it helps drive traffic and followers.

14. Create and maintain Showcase Pages

A Showcase Page is an affiliated extension of your company's LinkedIn Page, designed to highlight a specific sub-brand, business unit, or initiative.

15. Analyze your competitors' Pages

16. Insert link to your page in other platforms

17. Create groups for specialists

18. Share job vacancies

19. Customize your URL

LinkedIn Ads

- Provides extraordinary ad targeting tools and options
 - Allows the creation of advertisements for hyper-targeted audiences, such as people with specific jobs, in specific locations or working for specific companies
 - Offers many different ad formats
 - Qualified leads (professionals who are more open to sponsored content)
 - LinkedIn Audience Network - automatically search people with interests and features similar to yours target audience and show your advertisements to these people
-
- Sponsored Content - Boost your content to the world's largest professional audience on desktop, smartphone, and tablet.
 - Text Ads - Drive high-quality leads within the budget you choose using our self-service advertising platform.
 - Message Ads - Reach your target audience with valuable content through LinkedIn messaging.

More detailed content & sources...

LinkedIn Content Marketing Tactical Plan

https://business.linkedin.com/content/dam/business/marketing-solutions/global/en_US/campaigns/pdfs/LNK_LMS_TacticalGuidetoLinkedIn_Rev.pdf

Attract new followers

<https://www.linkedin.com/business/marketing/blog/linkedin-pages/21-tips-for-attracting-followers-to-your-linkedin-page>

Engagement

<https://www.linkedin.com/business/marketing/blog/measurement/top-tips-for-measuring-and-improving-engagement-on-linkedin>

Infographic with statistics

https://business.linkedin.com/content/dam/me/business/en-us/marketing-solutions/cx/2018/images/pdfs/proof-week-announcement-infographic-v01_23.pdf

Boost the SEO of Your Page

<https://www.linkedin.com/business/marketing/blog/social-media-marketing/seo-for-your-companys-linkedin-page-how-to-boost-it?trk=lms-blog-lipproduct&src=bl-po>

LinkedIn Ads

<https://business.linkedin.com/pt-br/marketing-solutions/ads>

Appendix VIII – [LinkedIn Competitors & Strategy]

There is a LinkedIn inbuilt competitor analysis tool

1. Go to "Analytics."
2. Click on "Competitors."
3. LinkedIn shows a suggested list of competitors that you can modify. You can add up to 10 LinkedIn pages.
4. After you click "Continue," you'll see two graphs with competitors' metrics.

Analysis

https://docs.google.com/spreadsheets/d/1QOrDyb-9-bYw4iLs7pn2_r1XOpQYHKntHbgHF2-U6SQ/edit?usp=sharing

Profile Optimization

- **Headline**
 - Do they have a better-structured headline?
 - What keywords are they using in their headline?
 - Can you find out who they are and what they do with just quick glance?
- **Header Image** – is it a normal photo or is there embedded CTA
- **Summary** – The summary is another great place for conversions and is often used for keyword optimization. Check out how their keyword placement is.
- **Profile Photo** – Check if their profile photo paints them as a person that is deserving of trust, or if it looks friendly and inviting.
- **Experience** – The experience section is something that we have covered in the past because it is a great place to organize your links and provide prospects with social proof. Examine how your more successful competitors have used these sections to promote themselves.

Posts and Activity

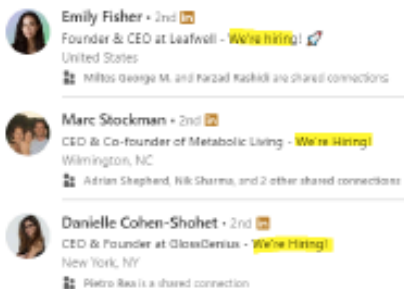
- How they interact & engage
- Who they're following
- Types of content they engage with
- Comment frequency

Numbers

- Followers
- Employees on LinkedIn
- Average of likes per post
- Average of comments per post
- Average of shares per post

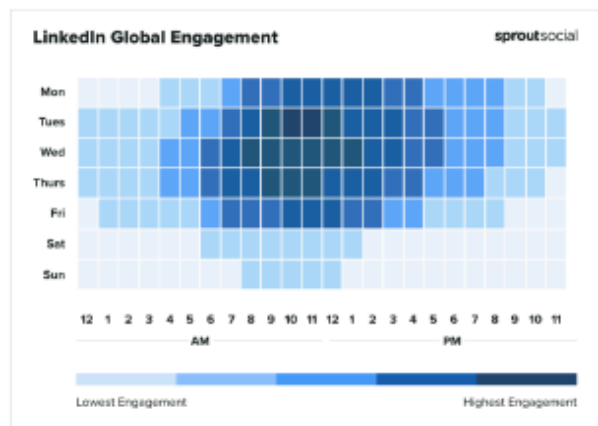
Strategy & To do list

- ❖ Define your goals (until 28th of february)
 - reach 150 followers
 - 80% of employees connected with company profile
 - engage with relevant content
 - engage with your target audience
- ❖ Know your audience
 - candidates who are in USA and looking for IT jobs
 - vendors who have different requirements from clients approaches our company for candidates
- ❖ Post relevant and engaging content
 - Use Content Suggestions tool. It lets you see the topics your target audience is demonstrating the most interest in.
- ❖ Use LinkedIn Stories
- ❖ Build brand awareness
- ❖ Highlighting company culture
 - Celebrating new hires
 - Taking a stand on social issues
 - "Day-in-the-life"-style company posts
 - Company event recaps (think: retreats, conferences, etc.)
- ❖ Add LinkedIn groups to your page
 - Join an existing group and later start your own group
- ❖ Promote your LinkedIn page (after making sure strategy is working)
- ❖ Learn about LinkedIn algorithm
 - An AI bot checks your content to ensure that it isn't spam. If your content fails this test, it is unlikely to be served to many peoples' feeds.
 - Your post will be seeded to a trial audience. The algorithm will then examine the engagement of those initial people. If they show little interest in the post, then it is unlikely that LinkedIn will show your post to many more people.
 - If your initial audience favored the post, giving it a reasonable number of likes and shares, then the LinkedIn algorithm will do further checks to ensure it isn't spam, and that the results are credible for your audience network. They will widen the circle of accounts to whom they feed the post.
 - Assuming your post is still performing well, human editors will eventually become involved. They will read the post and decide whether it merits boosting to a broader audience.
- ❖ Support your hiring and recruiting



- ❖ Make your employees part of your business' LinkedIn strategy
 - Killer linkedin profile workshop for all employees

- > Encourage them engaging with the company page
 - > [Employee Advocacy](#) Guide
- ❖ Tag people in your posts
- ❖ Upload original visual content
- ❖ Create and Share Useful Engaging Content
 - > Storytelling posts
 - > Firsthand tips and experiences
 - > Discussions and threads
- ❖ Use LinkedIn hashtags
- ❖ Use LinkedIn newsletter (maybe in march)
- ❖ Measure your LinkedIn performance
 - > Hootsuite research shows the best time to post on LinkedIn is 9 a.m. on Tuesdays and Wednesdays.



❖ 4-1-1 rule



"For every one self-serving post, you should repost one relevant post and most importantly share four pieces of relevant content written by others."

Joe Pulizzi -Content Marketing Institute

Other detailed sources

[A guide to growing your Brand on LinkedIn](#)

[Build your brand for long-term growth](#)

<https://sproutsocial.com/insights/linkedin-marketing/>

<https://www.socialinsider.io/blog/linkedin-marketing-strategy/>

<https://blog.hootsuite.com/linkedin-marketing-strategy/>

Appendix IX – [Problem & solution for pitch deck]

Problem

- lack of persistent data about the user
- the current personalization system manipulates the user (LTV)
- and consume a lot of resources

lack of persistent data about the user

- The amount of ambiguous data about the user affects the personalization range
- Privacy concerns is an obstacle to get valuable data (about the user)
- The lack of persistent data about the user obstructs a wide range of personalization
- Current lack of persistent data about the user obstructs a wide range of personalization and doesn't keep the data safe.

lack of trust in companies

- It is still hard being perceived as a trustworthy company while working with personalization
- There is still lots of disbelief in trustworthy personalization
- Ethical collection and processing of data is a current barrier for user lifetime upsurge
- The current system of personalization focus on selling as much as possible and not on understanding the needs of consumers/ Most of the personalization systems focus on selling and not on understanding the user and giving him what he needs.

time/money

- Personalization is a resource-intensive feature
- It takes a lot of resources to be able to offer scale-level personalization
- Managing resource consumption is a challenge for every company
- Nowadays, it takes a lot of resources to properly run recommendation engines.
- With today's technology, the recommendation engines are resource-intensive to run properly

Problem

- Current lack of persistent data about the user obstructs a wide range of personalization and doesn't keep the data safe.
- The current system of personalization focuses on selling as much as possible and not on understanding the needs of consumers / Most of the personalization systems focus on selling and not on understanding the user and giving him what he needs.
- Nowadays, it takes a lot of resources to properly run recommendation engines. /With today's technology, the recommendation engines are resource-intensive to run properly

Solution

SmartBusiness is the first recommendation engine that:

- Helps online shops have persistent data about each user while providing cookies-free increased web security. / Increases the persistence and security of data for each user, because we do not use cookies.
- Increase the lifetime value of the shopper because we understand and assist them. / Take care of the shopper because we understand and assist them in the buying process./ Increase the customer's lifetime value through awareness of their needs.
- Aims to be more sustainable because we are not using large AI training models and only for exact and limited purposes. / Is more sustainable, it consumes 10x fewer resources because we only employ precise, constrained uses of small AI training models.

Appendix X – [Buyer personas]



Mary Davis

The Sales Director

Mary is currently working as a sales director. She's a hardworking professional who sometimes is also too stubborn. She aspires to get her team to break the records of sales in the next semester.

AGE	43 years old
SALARY	140K p/ year
STATUS	Married
RESIDENCY	Houston
EDUCATION	Bachelor's Degree

PROFESSIONAL GOALS

- Break current record of sales
- Make a name for herself
- Communicate with influence and impact

SOCIAL MEDIA

FACEBOOK	
LINKEDIN	

PERSONALITY

DETERMINED	EXTROVERT
ASSERTIVE	CURIOUS

NEEDS

- Client retention
- Better communication with sales team
- Improve Customer Data Platform management



Peter Jones

The Marketing Director

Peter is currently working as Marketing Director for 3 years now. He dreams that one day he can open his own marketing consulting agency and is working hard to gain experience. He is also continuously learning new best practices in order to succeed.

AGE	37 years old
SALARY	130K p/ year
STATUS	Single
RESIDENCY	Houston
EDUCATION	Master's Degree

NEEDS

- Client retention
- Better communication with sales team
- Improve Customer Data Platform management

PROFESSIONAL GOALS

- Gain experience
- Expand portfolio
- Develop executive presence

PERSONALITY

SOCIAL	CALM
RESPONSIBLE	CREATIVE

SOCIAL MEDIA

INSTAGRAM	
LINKEDIN	
FACEBOOK	

Attachment I – [Internship Plan]



INSTITUTO
SUPERIOR
DE CONTABILIDADE
E ADMINISTRAÇÃO
DO PORTO
POLITÉCNICO
DO PORTO

GEE

GABINETE DE ESTÁGIOS E EMPREGABILIDADE
INTERSHIP/PROJECT PLAN

Bachelor's Degree

Digital Marketing

Master's Degree

Postgraduate Diploma

 Winter Semester Summer Semester

Student identification

2180686	Lisa Vorontsova
---------	-----------------

Student Number Student Name

E-mail

José de Freitas Santos

ISCAP Adviser

jfsantos@iscap.ipp.pt

E-mail

Company Identification

WebMagnat

Company Name

Str. Vasile Lupu nr 51a, Iasi

Company Address

+40 770 143 534	contact@webmagnat.ro
-----------------	----------------------

Telephone

E-mail

Internship/Project

Marketing

Area/ Department

22/11/22 – 30/04/23

Period (start and end date)

ISCAP-GEE-MOD019.v.08

09:00 – 13:00
Schedule

Monica Budau (Master's degree)
Supervisor

monica.budau@webmagnat.ro
E-mail

Analyzing the business and identifying its strengths and weaknesses to make the best decisions for the business
- Make decisions and choose the most appropriate marketing strategy in the digital space, as well as divide complex problems into specific tasks and be able to solve them
- Create an impactful message and deliver it to customers in a way that's clear, concise, interesting, and relevant
- Manage digital marketing campaigns and communication on social networks
- Developing A/B testing email marketing campaigns
- Content creation processes
- Copywriting for digital marketing

Description (Refer the main objectives and brief activity plan; Intervention Project¹)

Personal data protection

ISCAP guarantees the strict confidentiality in the treatment of the personal data of the Trainee, Adviser and Traineeship Supervisor. The information provided will not be shared with third parties and will be used for the purposes directly related to the training action referred to in this document, as well as for the dissemination of training actions and/or other events related to its training activity.

The Company Manager


Date: 14 / 03 / 2023

Approval

Assinado por: JOSÉ DE FREITAS SANTOS
Num. de identificação: B1039580911
Data: 2023.03.14 (Assinado eletronicamente pelo(a) Supervisor)



Attachment II – [Evaluation of the trainee]



INSTITUTO
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E ADMINISTRAÇÃO
DO PORTO
POLITÉCNICO
DO PORTO

GEE

GABINETE DE ESTÁGIOS E EMPREGABILIDADE
GRELHA DE AVALIAÇÃO DO ESTÁGIO
ESTUDANTE Nº - 2180686,

Mestrado em Marketing Digital
Licenciatura/Mestrado

Estagiário

Lisa Vorontsova

Nome:

Empresa

WebMagnet

Nome:

Monica Budáu

Tutor:

CLASSIFICAÇÃO: 1 2 3 4 5

1 - ASSIDUIDADE E PONTUALIDADE

a - Assiduidade

b - Pontualidade

					●
					●

2 – AMBIENTE ORGANIZACIONAL

a - Adaptação ao meio (desempenho do Estagiário)

b - Capacidade de integração

c - Capacidade de iniciativa

d - Capacidade de investigação técnica

e - Capacidade de organização

f - Capacidade de trabalhar em equipa

g - Utilização de material informático

h - Aplicação de conhecimentos

i - _____

					●
					●
				●	
					●
					●
					●
					●
					●
					●
					●

3 – PLANO DE ESTÁGIO

a - Progressão durante o estágio

b - Componente científica

c - Componente prática

d - Cumprimento do plano de estágio proposto

e - Projeto de Intervenção desenvolvido ^(a)

f - _____

					●
					●
					●
					●
					●
					●

*Nota: para efeitos de classificação considerar: 1 – Mau; 2 – Fraco; 3 – Suficiente; 4 – Bom; 5 – Muito bom

(a) Caso se aplique
ESTUDANTE Nº - 2180686,

4 - POSTURA

a - Aptidão técnico-profissional

b - Idoneidade ética e deontológica

c - _____

1	2	3	4	5
				
				

5 - OBSERVAÇÕES A REPORTAR AO ISCAP

____/____/____

Assinatura da entidade de acolhimento:

