

Httpool Czech Republic



We are #httpool

We support growth, and drive business results. Httpool represents the most important **social media platforms** on the Czech and Slovak market. We are **strategic consultants** in brand consultancy and performance campaigns so that they contribute to the growth of client business. Your helping hand in choosing a **suitable media partner**.



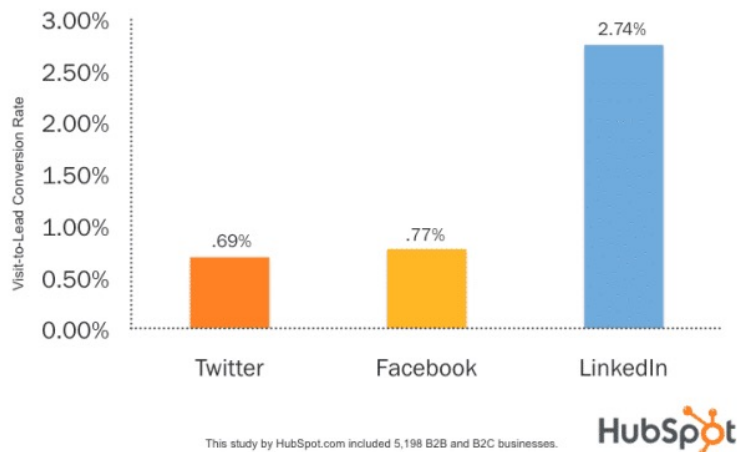


LinkedIn - the largest professional network



- **780M** members worldwide
- **Czech Republic – 1,9M members**
- **Slovakia – 650k members**
- LinkedIn members are **premium audience**
- **77%** of members are **25-54 years**
- **52%** of members **drive business decisions TODAY**
- **Employer brand** / Company culture
- **Talent** search
- **Nr. 1 B2B** marketing platform
- **Premium B2C** marketing platform
- **Lead Generation**

LinkedIn Best Social Network for Lead Generation



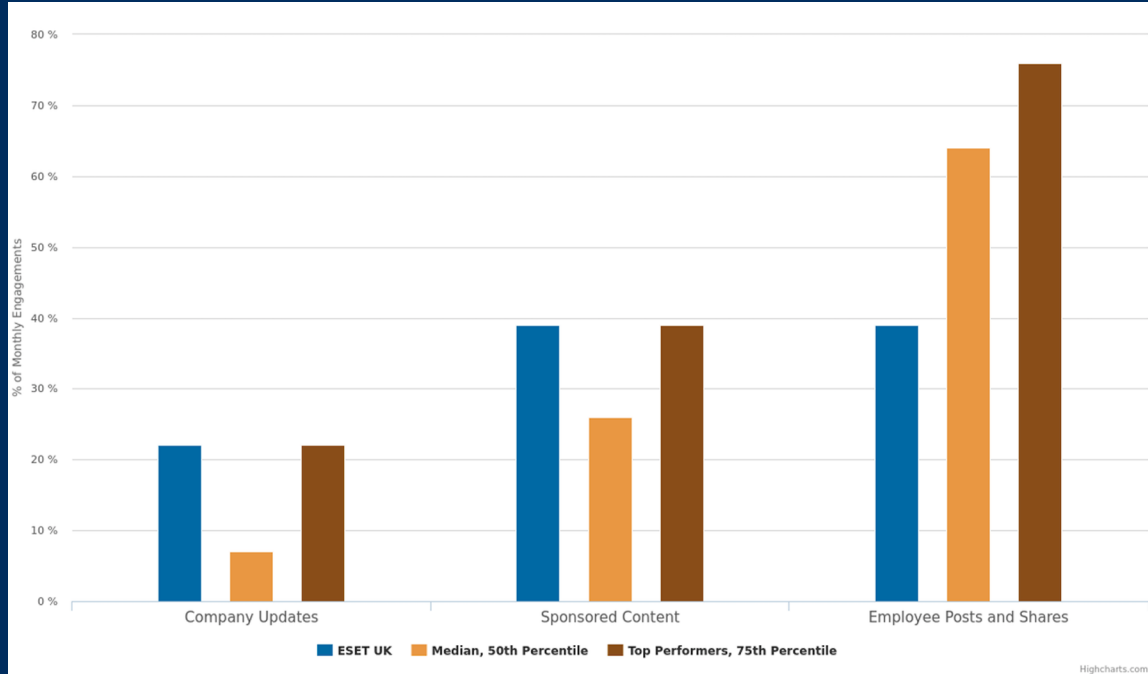
3 pillars of LinkedIn success for Companies



Employee advocacy

Company profile content

- Organic strategy
- Paid strategy



Leveraging your employees

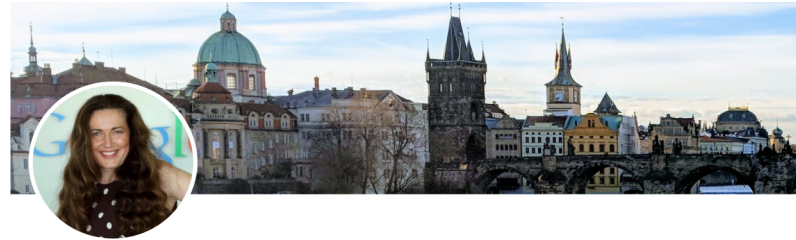


- Ambassadors
- Employee Advocacy
- Sales & Business Development



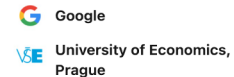
Tomáš Salomon · 1st

Chairman of the Board, CEO at Česká spořitelna
Talks about #banking, #covid19, #finance, #jsmesporka, and #digitalization
Prague, Czechia · [Contact info](#)
5,877 followers · [500+ connections](#)



Tania le Moigne · 2nd

Regional Director at Google (CZ,SK,RO,HU). YPO Member. Aspen Institute CE. Odyssey Mentor. Dobry Anel. ELAI lecturer. SDG Ambassador. DofE patron.
Prague, Czechia · [Contact info](#)
500+ connections



- + valuable engagement, high trust, positive perception and reactions
- no. of employees (network size), network quality, requires specific skill set and periodic time investment



Company profiles

Organic content



- **Establish and grow** your **brand**'s presence
 - **Build relationship** with your audience
 - **Support** and **retain** existing customers
 - **Engage customers** during buying journey
-
- + targeted reach, positive perception and reactions, professional mindset, cost free
 - total number of followers, limited reach within your follower base, slow build of followers, does not reach NEW audiences



Works great...

if you have followers



Google

Internet • Mountain View, CA
23M followers



Amazon

Internet • Seattle, WA
22.7M followers



Apple

Consumer Electronics
15.2M followers

Organic content

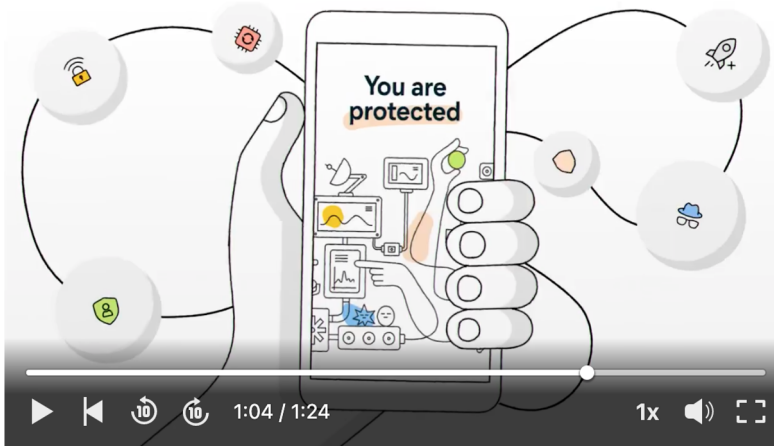


Avast

33,540 followers

2mo • Edited •

For more than 30 years, [#Avast](#) has made the internet a safer place for everyone. We are committed to protecting over 400 million people around the world, every day 🌐 🛡️ ...see more



Avast: A digital world that works for everyone

👍❤️ You and 185 others

7 comments • 4,670 views



Like



Comment



Share



Send



ŠKODA AUTO a.s.

97,153 followers

4mo •

Věděli jste, že flotila doprovodných vozů pro Tour de France má i vlastní mobilní servis? 🛠️

...see more

[See translation](#)



👍❤️ Filip Kec and 207 others

8 comments • 12,991 views



Like



Comment



Share



Send

Sponsored content



- Reach **NEW Audiences**
 - Full funnel approach: **Brand awareness, Consideration & Conversion**
 - Apply **Targeting/Retargeting** strategies
 - Use formats not available for organic content
- ✚ reach new audience/customers, quick reach, precise targeting, professional mindset of audience, specific formats/features for various objectives
- investment

Sponsored Content



Socialbakers
64,446 followers
Promoted



Adding a social listening solution to your marketing toolkit is no longer a nice-to-have - it's a must. ...see more



socialbakers
An Emplifi Company

Social Listening:
An Essential Marketing
Tool in 2021

Download Report



Download the Latest Social Media Listening Guide

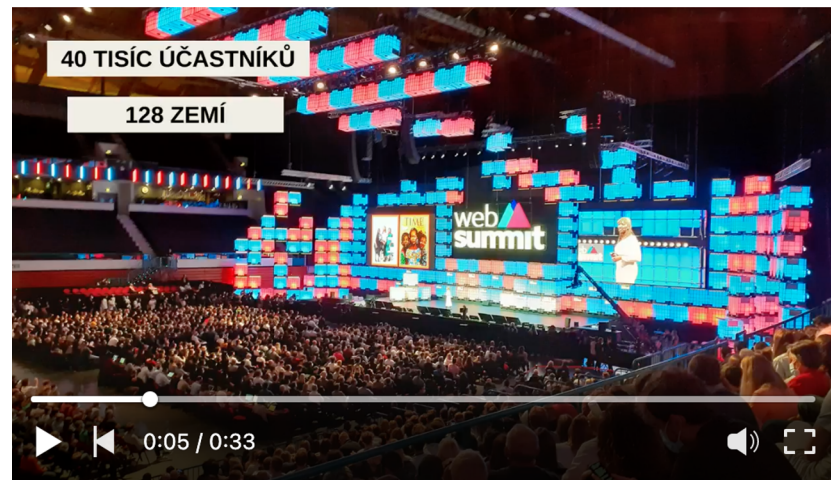
socialbakers.com

Download



CzechInvest
Promoted

Na začátku měsíce se konal **Web Summit** v Lisabonu 🌞 Účastnilo se ho přes 40 tisíc účastníků ze 128 zemí. ...see more



České startupy zazářily na Web Summitu v Lisabonu 🏆

Learn more



Vit Kobylka and 28 others

1 comment

Sponsored Content



Komerční banka

36,108 followers

Promoted

Pozvání do pořadu Kapitola zpravodajského serveru [INFO.CZ](#) přijala členka představenstva [Jitka Haubová](#). Hlavními tématy byly zelená budoucí ...see more



Budoucnost je zelená, zatím ale míru udržitelnosti úvěrů posuzujeme podle nepsaných standardů, říká Jitka Haubová

[info.cz](#)



O2 Czech Republic

15,901 followers

Promoted

Letos před Vánoci jsme vám představili naše nová sluchátka O2 Pods. 🎧 Proto nás opravdu těší, že se staly hitem, který se bude rozbalovat u mno ...see more



🎧 **O2 Pods: Bezdrátová sluchátka za 299 Kč! Opravdu stojí za to?**
[youtube.com](#)

Sponsored Content



Vacuumlabs

4,733 followers

Promoted



"There's just a strong foundation here of being experimental and open-minded - the community really helps you try something daring." - Andy Skok, C ...see more

Build what matters

Your own product

Andy Skok
CTO - Trama
Vacuumlabs Spin-Off

vacuumlabs

Join us as a Senior Software Engineer

[Apply](#)

vacuumlabs.com



Trask

4,625 followers

Promoted



Porovnejte digitalizaci vašeho HR s konkurencí. První studie o digitalizaci HR v Česku. Plné znění studie pouze pro účastníky výzkumu.

trask

Zapojte se do výzkumu

thetrask.com/HRinsight2021

Digital HR Insight 2021

[Attend](#)



Brands grow
BIG
by selling to as
MANY
customers as possible

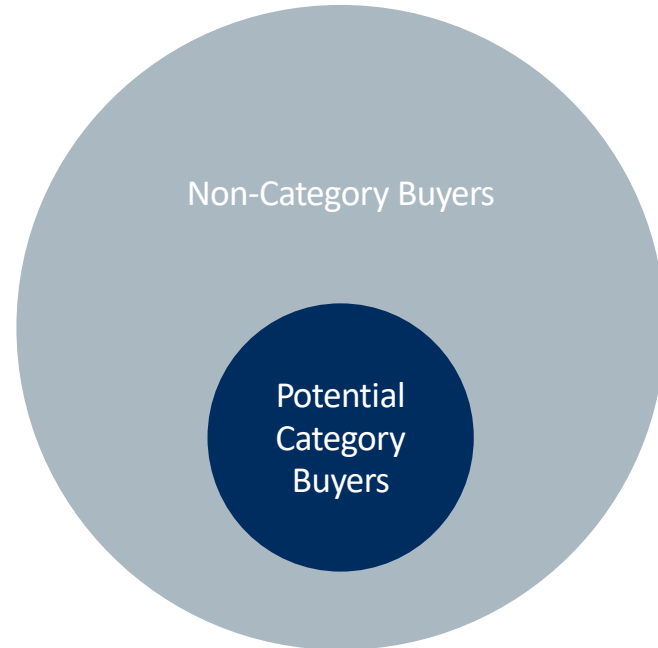
Target All Potential Buyers In The Category



B2C



B2B



Success Story Templafy



Templafy

Enabling content for the future of work

Computer Software · Copenhagen, Capital Region · 18,063 followers

[See all 363 employees on LinkedIn](#)

About

Templafy's **content enablement platform** aligns workforces and enables employees to effortlessly create on-brand, high-performing business content faster.

Challenges

- **Target** IT and marketing **decision-makers**
- Generate a flow of Marketing Qualified Leads to **rapid business growth**
- Educate and inform leads to ensure a strong flow to meetings and **active sales opportunities**
- Deliver a **positive ROI**

Why LinkedIn

- + Ability to reach **relevant decision-makers** at relevant businesses
- + **Account targeting** options
- + Proven track record for generating **higher quality MQLs**

Solution

- **Sponsored Content targeting** relevant decision-makers with **strong CTA**
- **Tailored** campaigns
- LinkedIn **Lead Gen Forms** to capture MQLs
- **Automated** and **personalised** follow-up emails

Success Story Templafy



Results

55%

Reduced
Cost Per
Lead

43%

Reduced
Cost Per
Sales
opportunity

475%

Return on
Investment
(ROI)

LinkedIn generates between **15 and 25 Marketing Qualified Leads** every week

MQLs convert into active **sales opportunities** at a rate of **20%**

The screenshot shows a LinkedIn post from the company 'Templafy'. The profile picture is a blue square with a white 'T'. The name 'Templafy' is followed by '18,063 followers' and 'Promoted'. The post text reads: 'Did you know that over half of legal employees confirm one of their top challenges with tech stacks in the workplace is doing double work ac ...see more'. Below the text is a promotional banner for Templafy. The banner has a dark blue background on the left with white text: 'Templafy' (with a small square icon), 'x Legal professionals', 'Save time and create efficiency', 'Automate tasks and workflows with Templafy', and a light blue button that says 'Learn more here'. On the right side of the banner is a photograph of two women, one older and one younger, looking at a laptop. Below the banner, the text 'Take a look to see why legal professionals prefer Templafy.' is displayed, followed by the website 'templafy.com'.

Templafy
18,063 followers
Promoted

Did you know that over half of legal employees confirm one of their top challenges with tech stacks in the workplace is doing double work ac ...see more

Templafy x Legal professionals

Save time and create efficiency

Automate tasks and workflows with Templafy

[Learn more here](#)

Take a look to see why legal professionals prefer Templafy.

templafy.com

httpool
by Aleph

Filip Kec
Commercial Director
filip.kec@httpool.cz