

B2B全球行銷的數位趨勢，由AI人工智慧引領

The Art of Storytelling and Data-Driven Social Selling

(TWMA x SKIA AI Summit)

Chien Lee

Founder and Chief Scientist

12/13/2023



Today's Agenda

大綱

- 講述故事的藝術Art of Storytelling，透過內容行銷極大化展覽行銷的效益
- 掌握在LinkedIn上的Social Selling技巧，建立關鍵連結開發全球客人

實作

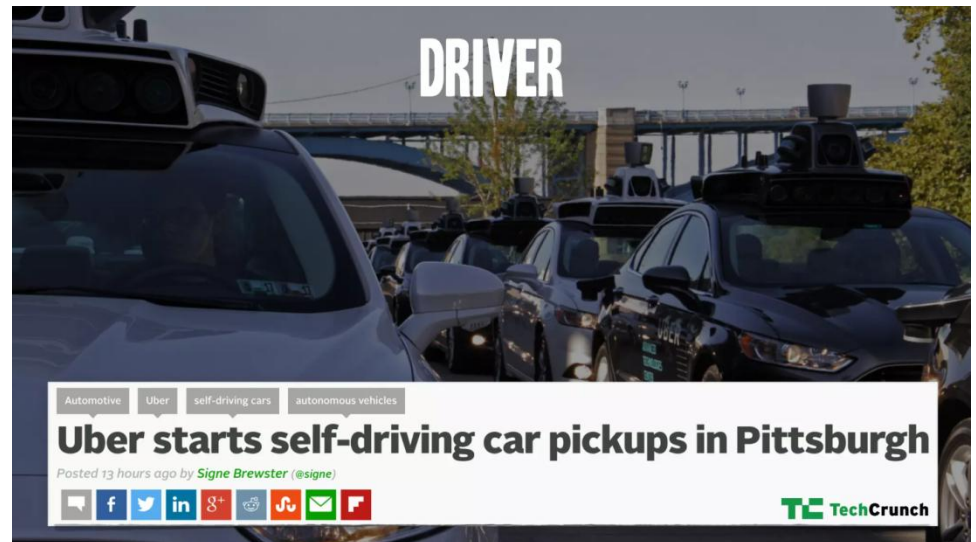
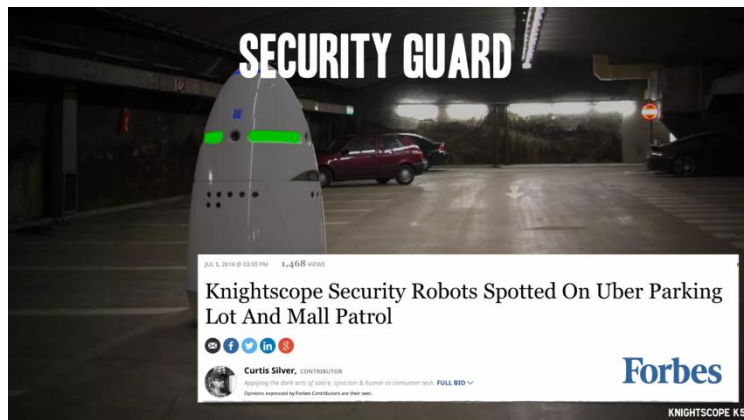
- 製作新聞稿、社群媒體PO文、銷售業務開發郵件，以提高知名度及轉化率
- 設計您的LinkedIn公司頁面和個人profile，讓客人心裏留下深刻印象及創造購買意願

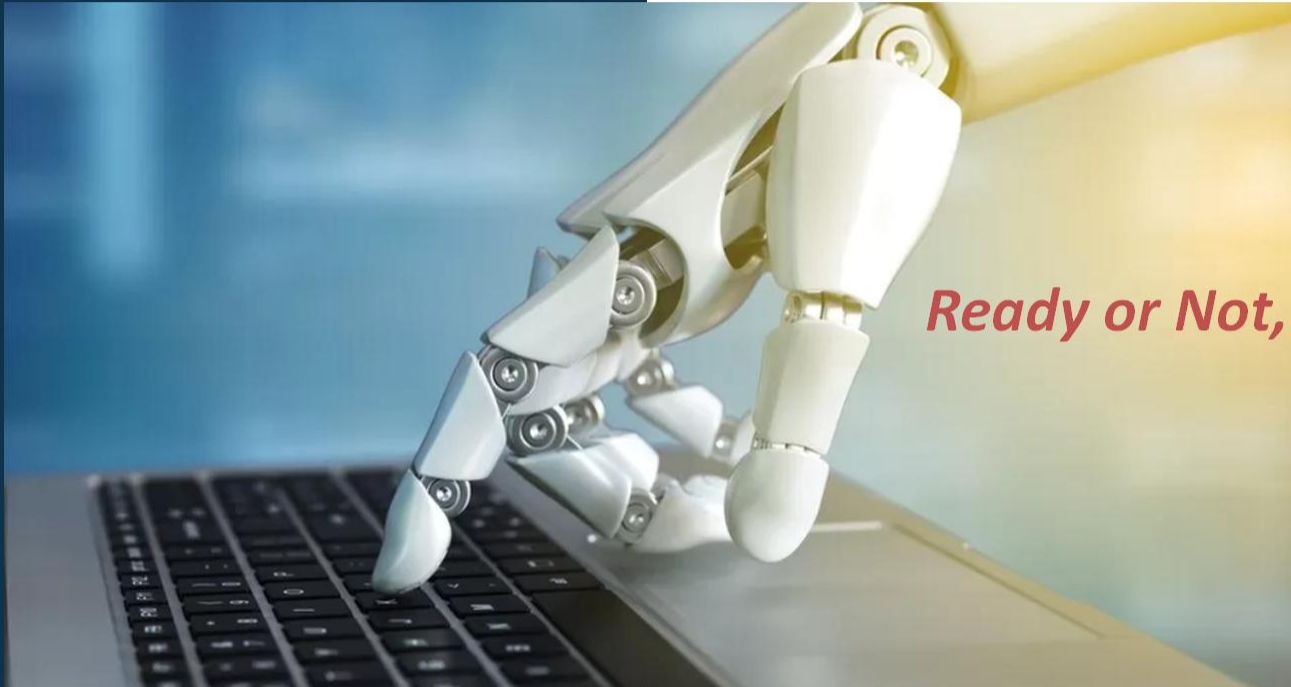
Introduction

A close-up, high-contrast image of a Terminator robot's head. The robot's face is metallic and heavily textured, with visible rivets and mechanical components. Its eyes are glowing red, and its mouth is open, revealing sharp, metallic teeth. The background is a dark, solid red. Overlaid on the image is the text "THE MACHINES ARE COMING" in a bold, sans-serif font. "THE MACHINES" is in white, and "ARE COMING" is in orange.

**THE MACHINES
ARE COMING**

<http://i.huffpost.com/gen/2223300/images/o-SCARY-TERMINATOR-ROBOT-facebook.jpg>





Ready or Not, AI is HERE

The Turning Point


Events Video Special Issues Jobs

VentureBeat Search Subscribe GamesBeat

Artificial Intelligence Security Data Infrastructure Automation Enterprise Analytics More

Nvidia will bring AI to every industry, says CEO Jensen Huang in GTC keynote: 'We are at the iPhone moment of AI'

Sharon Goldman
@sharongoldman
March 21, 2023 9:36 AM
f t in



Most Read

- 1 Salesforce announces AI Cloud to empower

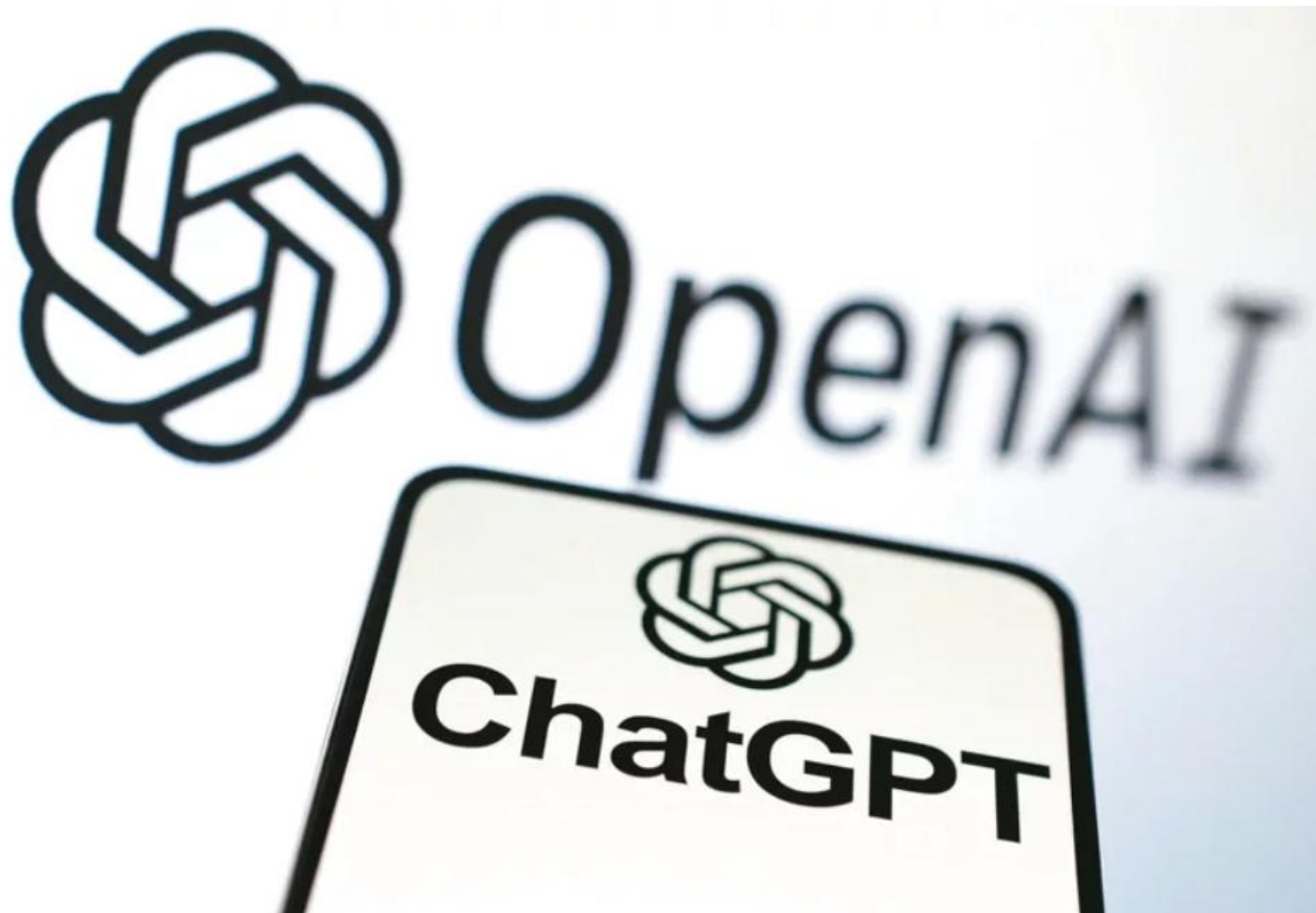
OpenAI DevDay 2023



"AI is going to be a technological and societal revolution... give people better tools, and they can change the world... AI will be about individual empowerment and ... We'll be able to do more, to create more, and ... have superpowers on demand. "

- Sam Altman (CEO, OpenAI) at OpenAI DevDay 2023

Meet ChatGPT



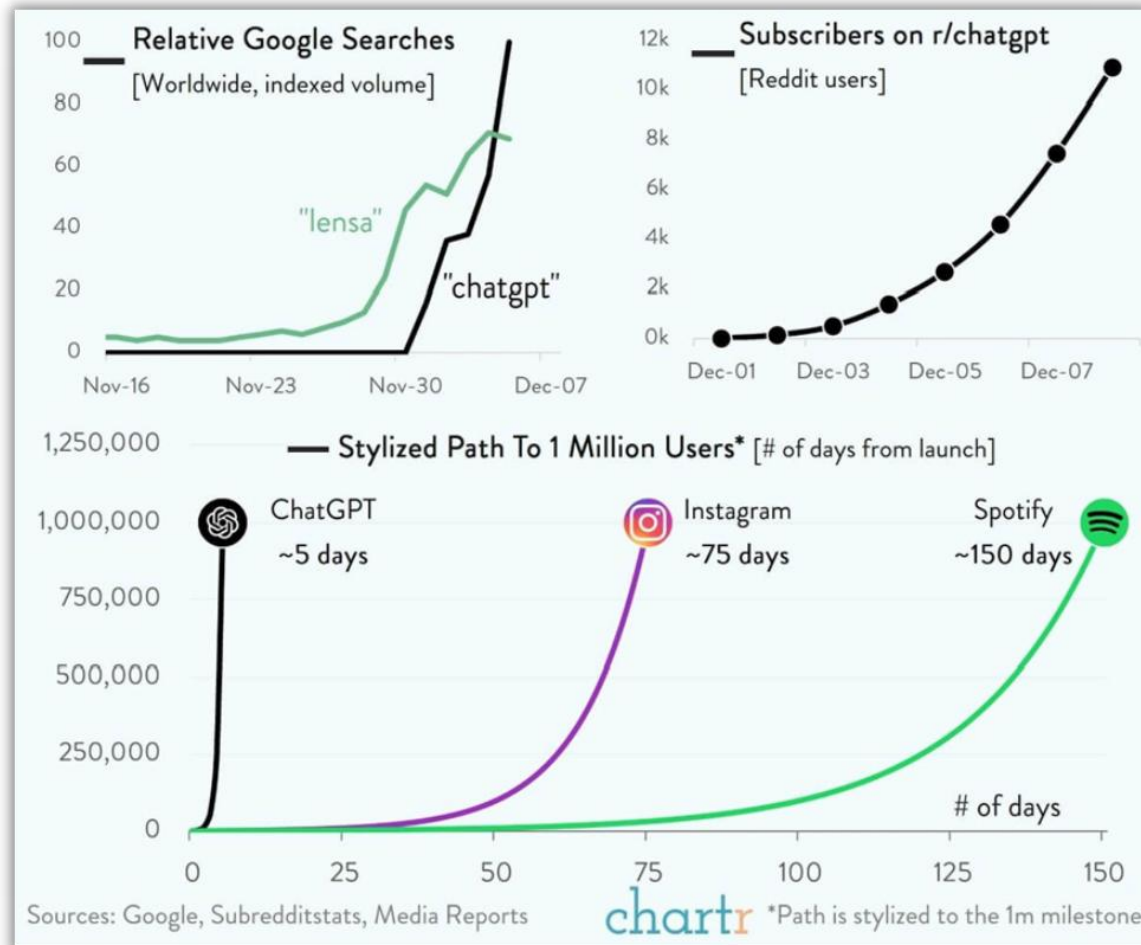
What is ChatGPT?



- A large language model developed by OpenAI
- Can understand and generate **human-like text**
- Uses machine learning to learn from **massive amounts of text data** and can perform a variety of natural language processing tasks
- It writes intelligently, taking into account things like **context, tone of voice, and fundamental grammar**

GPT: Generative Pre-trained Transformer

Unbelievable Adoption



Capabilities and Limitations

PROS

- Easy to use
- Remember what user said earlier in conversation
- Speed and efficiency

CONS

- No data after 4/2023
- Doesn't include sources of information
- Security and privacy

Generative AI Tools

BASE10 TREND MAP: GENERATIVE AI

Companies are grouped based on medium produced and segmented by use case within each medium. Companies that offer products across segments are grouped in the segment of the core product offering.

Base10



The Future of Work (Business Functions)



Less is More



Mission:

Grow businesses to \$100+ million in revenue with automated workflows to achieve a market valuation of US\$1B

Find Your AI Solution

The screenshot shows the homepage of the website 'There's an AI for that'. At the top, a red banner contains the text 'Sign in to save AIs for later (it's free!)'. Below this, the main heading 'THERE'S AN AI FOR THAT' is displayed in large, bold, white letters. Underneath the heading, a line of text reads '7,643 AIs for 2,095 tasks. Updated daily. Sponsored by [Stocking AI - Image generator for brands.](#)'. A search bar with the placeholder text 'Find AIs using AI' and a magnifying glass icon is positioned below the text. Under the search bar, a small line of text states '⚡ The largest AI aggregator. Used by over 2,000,000 humans each month. ⚡'. A 'Sign in to save AIs' button with a Google logo is centered below the text. On the right side, a vertical list of months from 'NOW' to '2020' is visible. At the bottom, a navigation bar includes icons and labels for 'Featured', 'New', 'Most saved', 'Timeline', 'Get featured', 'Job Impact Index', 'Community', 'Subscribe', and a search icon.

Sign in to save AIs for later (it's free!)

THERE'S AN AI FOR THAT

7,643 AIs for 2,095 tasks. Updated daily. Sponsored by [Stocking AI - Image generator for brands.](#)

Find AIs using AI

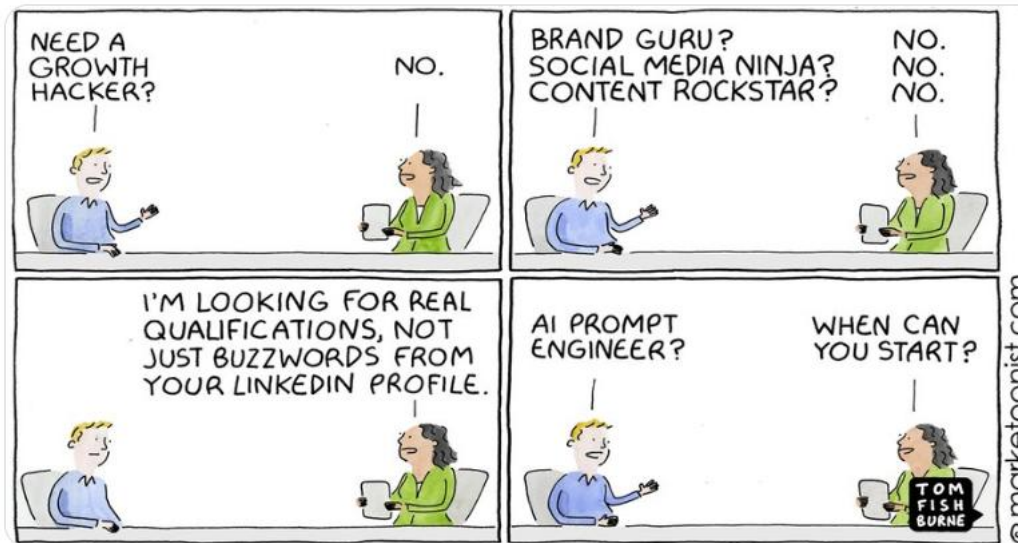
⚡ The largest AI aggregator. Used by over 2,000,000 humans each month. ⚡

[Sign in to save AIs](#)

NOW
SEP
AUG
JUL
JUN
MAY
APR
MAR
FEB
JAN
DEC
NOV
OCT
2022
2021
2020

🔍 ★ Featured ⚙️ New 📅 Most saved ⌂ Timeline ⭐ Get featured 📁 Job Impact Index 👤 Community 📧 Subscribe ⬇️

Future Trend: Prompt Engineering

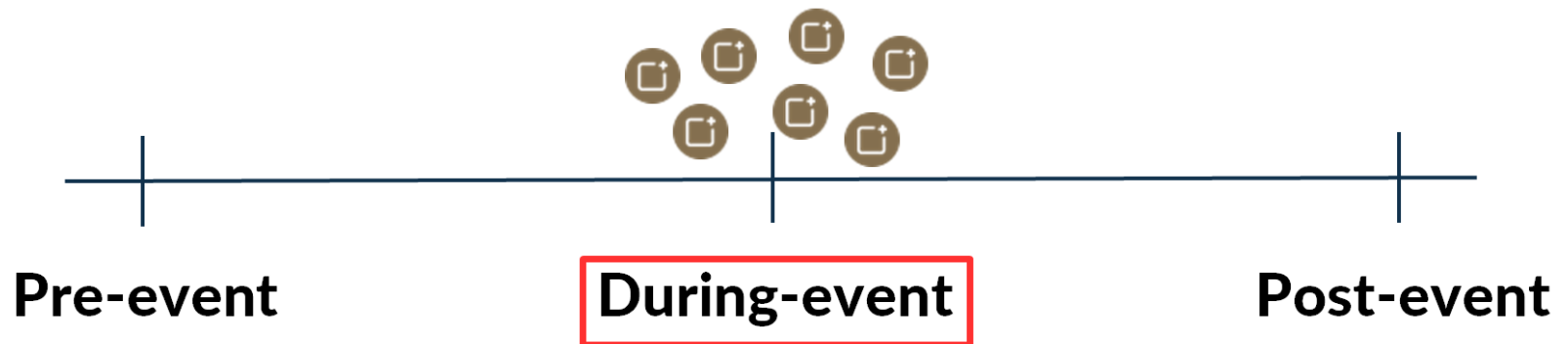


Role	Average Salary (USD)
Prompt Engineer	\$150,000
Full Stack Developer (Python)	\$110,000

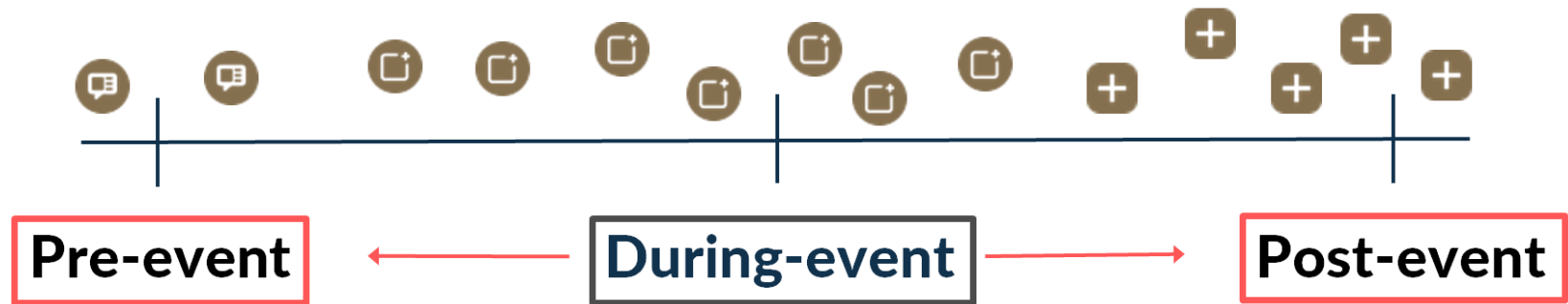
Topic 1

講述故事的藝術Art of Storytelling，
透過內容行銷極大化展覽行銷的效益

Current: Event Marketing



Future: Event Marketing



Event Marketing 2.0

The Right Content, at the Right Time

	Objective	Content Type
Pre-event	Awareness Promotion	Press Release
During-event	Experience Sharing	Social Media
Post-event	Lead Conversion	Sales Outreach Email

1) Pre-Event: Press Release

Headline
(short and sweet attention grabber, no more than 65 characters)

Sub-headline
(builds on the headline, two sentences max)

Dateline
(the city where the news is originating and the date of the release)

Lead or intro paragraph
(generally answers the who, what, when, where and why questions; in other words, the facts)

Body
(min of 300 words, ideally no more than 600 words, provides supporting details, quotes, and call to action)

Boilerplate
(short paragraph with information about the issuing company or organization)

Video & Quote
Press release media, video and a main representative quote can be published along with the content.

MeetMyTutor.com Press Release Content:

LOGO

HOME ABOUT US SERVICES BLOG DOWNLOAD

New Web Site Connects Private Tutors and Students

Newly launched MeetMyTutor.com gives parents and students a platform to search for a private tutor by subject, price and location.

London, UK (PRWEB) May 12, 2014

Private tutors have been helping students with homework and easing the minds of parents for years, but until recently, students and parents could only choose a tutor from amongst the local population. Now with this newly built platform, MeetMyTutor.com can bring students and private tutors together even across continents.

MeetMyTutor.com is a comparison web site enabling those in need of a private tutor to enter search terms not only limited to price, location, and subject of expertise but also the ratings, reviews, and photographs of thousands of tutors. "Parents can begin searching for their child's private tutor right away," said MeetMyTutor.com founder Deepak Shukla. "They begin by entering their child's area of study in the search bar and then narrow their search with our host of criteria to choose from." When a suitable tutor is found, parents can sign up for the service and book their favorite tutor.

MeetMyTutor.com also helps tutors find more students to assist in their studies with. Aspiring tutors simply sign up and create a profile and can get paid work as a private tutor in their area of their expertise. The site will then display their profile for students to peruse. Tutors can let their credentials and opt to have a background check and much more. This gives student and parents as much information as they need to choose the best tutor for them.

MeetMyTutor.com is based in the United Kingdom but has a very international team. Furthermore it is a company with tutors from all around the world. "No matter where students are or what type of help they need, MeetMyTutor.com can deliver world-class private tutors to your fingertips," said Shukla.

About MeetMyTutor.com
MeetMyTutor.com is a comparison site allowing parents and students to search for private tutors by price, location, and subject as well as by consumer reviews and ratings. Founded by Deepak Shukla, MeetMyTutor.com is a truly a global startup company with Australian co-founder Tully as well as Indian developers and a German investor. For more information visit MeetMyTutor.com.

Meet My Tutor Welcome Video

meet my tutor
Reinventing Education

“No matter where students are or what type of help they need, MeetMyTutor.com can deliver world-class private tutors to your fingertips.”

How to write Press Release w/ ChatGPT?

1. Write a **press release** for **www.sparkamplify.com**
2. Write a press release for **www.sparkamplify.com** for the upcoming **CES event**
3. Write a press release for **www.sparkamplify.com** for the upcoming CES event to announce the launch of their new **B2B tradeshow marketing ChatGPT solution**
4. Write a press release for **www.sparkamplify.com** for the upcoming CES event to announce the launch of their new **B2B tradeshow marketing ChatGPT solution** during the **Jan 6, 2023 Innovative Tech Award ceremony**.

2) During Event: Social Media

Press
Conference



Product
Launch



Keynote



In-Booth
Experience



ChatGPT Prompt Design

- 1) Reference => content sample (link, paraphrase)
- 2) Style => bullet points, quote
- 3) Call to action => link to webpage, download content
- 4) Hashtags => trending topics in social media
- 5) Variations => tone and audience

Need Post Ideas?

Past: Good Performing Posts

1. 11 Copywriting Tricks Apple Uses
2. 11 Writing Tools for Transforming Your Reach
3. Software to Start Your Service Business
4. My Favorite Chrome Extensions
5. How to Optimize Your LinkedIn Profile
6. Why Solopreneurship is the Future
7. LinkedIn Meta
8. How LinkedIn Makes You Cash
9. Tips for New LinkedIn Creators
10. How to Start a Service Business



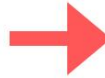
Future: Potential Post Topics

11. 11 Copywriting Tricks for Crafting Engaging Social Media Posts
12. How to Use Writing Tools to Transform Your Online Reach
13. Top Software Options for Starting a Service Business
14. My Favorite Productivity Extensions for Chrome
15. The Ultimate Guide to Optimizing Your LinkedIn Profile
16. The Pros and Cons of Solopreneurship: Is It Right for You?
17. The Role of Meta in LinkedIn Marketing
18. The Many Ways LinkedIn Can Generate Revenue for Your Business
19. Essential Tips for New LinkedIn Content Creators
20. The Steps to Starting a Successful Service Business

Don't Forget the Headline

Past: Successful Headline Templates

1. [X] ways to [outcome] without [common issue] in [x] days.
2. How I went from [bad position] to [great position] in [unit of time]
3. I've worked in [industry] for [x] years. Here's what I've learned:
4. I've grown my [industry] business to [\$X] MMR in [time]. Here's how:
5. I've read [X] books about [topic], so you don't have to. Here's what I learned:
6. What others in [industry] won't tell you about [role]:
7. Stop doing [thing]—here's what you should do instead:
8. There's no shortcut for [results] in [industry]. Only [process]:
9. [X] ways to achieve [awesome outcome] in months, not years.
10. Here's how [successful authority] dominates [their industry]:



Future: Potential Headlines

1. 7 Simple Ways to Increase Engagement on Your Social Posts Without Spending Hours on Them
2. How I Went from Struggling to Get Any Social Media Engagement to Consistently Getting Hundreds of Likes and Comments in Just One Month
3. I've Worked as a Copywriter for 10 Years. Here's What I've Learned About Crafting Engaging Social Posts
4. I've Grown My Social Media Following to Over 10,000 in Just 6 Months. Here's How I Did It
5. I've Read Dozens of Books About Social Media Marketing, So You Don't Have To. Here's What I've Learned About Creating Engaging Posts
6. What Others in the Copywriting Industry Won't Tell You About Crafting Engaging Social Posts
7. Stop Spamming Your Followers with Boring Posts. Here's What You Should Do Instead
8. There's No Shortcut for Getting Engagement on Your Social Posts. Only Quality Content Will Do
9. 5 Quick and Easy Ways to Get More Engagement on Your Social Posts in Just a Few Days
10. Here's How Top Social Media Influencers Dominate Their Niches with Engaging Posts

3) Post-Event: Sales Outreach



ChatGPT Prompt Design

- 1) Start with a prompt
- 2) Target specific persona(s)
- 3) Add placeholders for personalization
- 4) Add Calls to Action (CTAs)
- 5) Optimize Tone and Voice
- 6) Suggest Subject Lines
- 7) Shorten It
- 8) Create Variation

Don't Forget to Optimize Your Subject Line

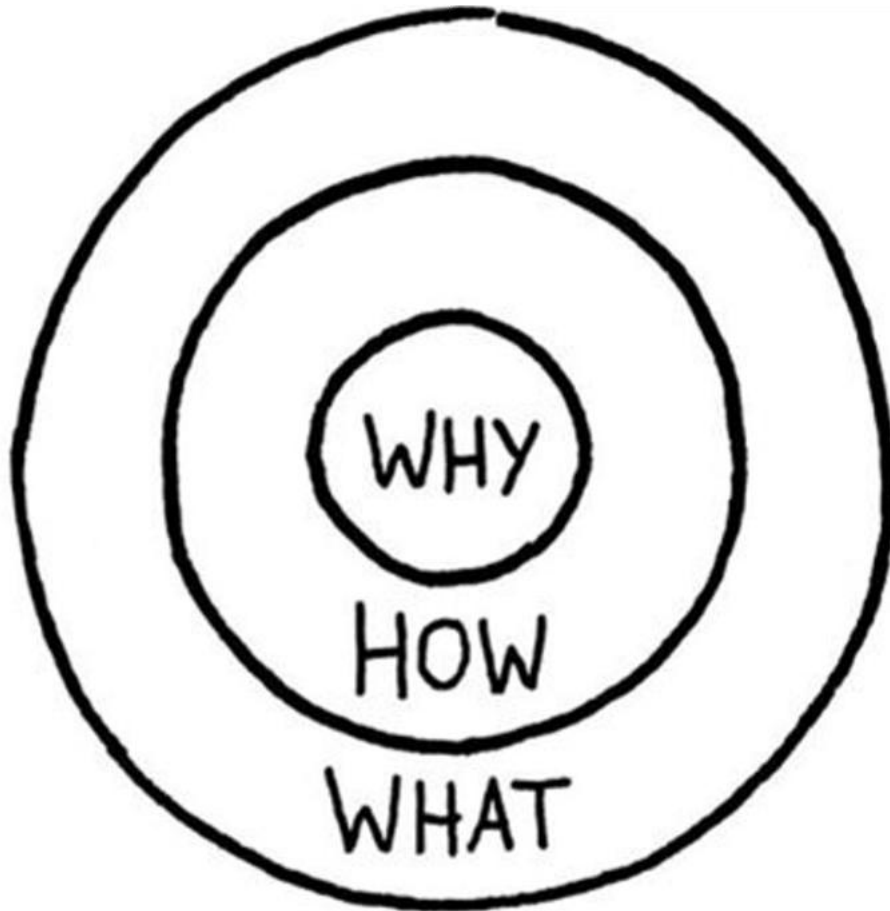
1. Discover how to elevate your tradeshow marketing with SparkAmplify's ChatGPT solution
2. Missed us at CES? Let's catch up and explore our new ChatGPT solution for your tradeshow needs
3. Don't let your next tradeshow go unnoticed - use SparkAmplify's ChatGPT solution to stand out

Topic 2

掌握在LinkedIn上的Social Selling技巧，
建立關鍵連結開發全球客人

Why Social Selling?

The Golden Circle by Simon Sinek



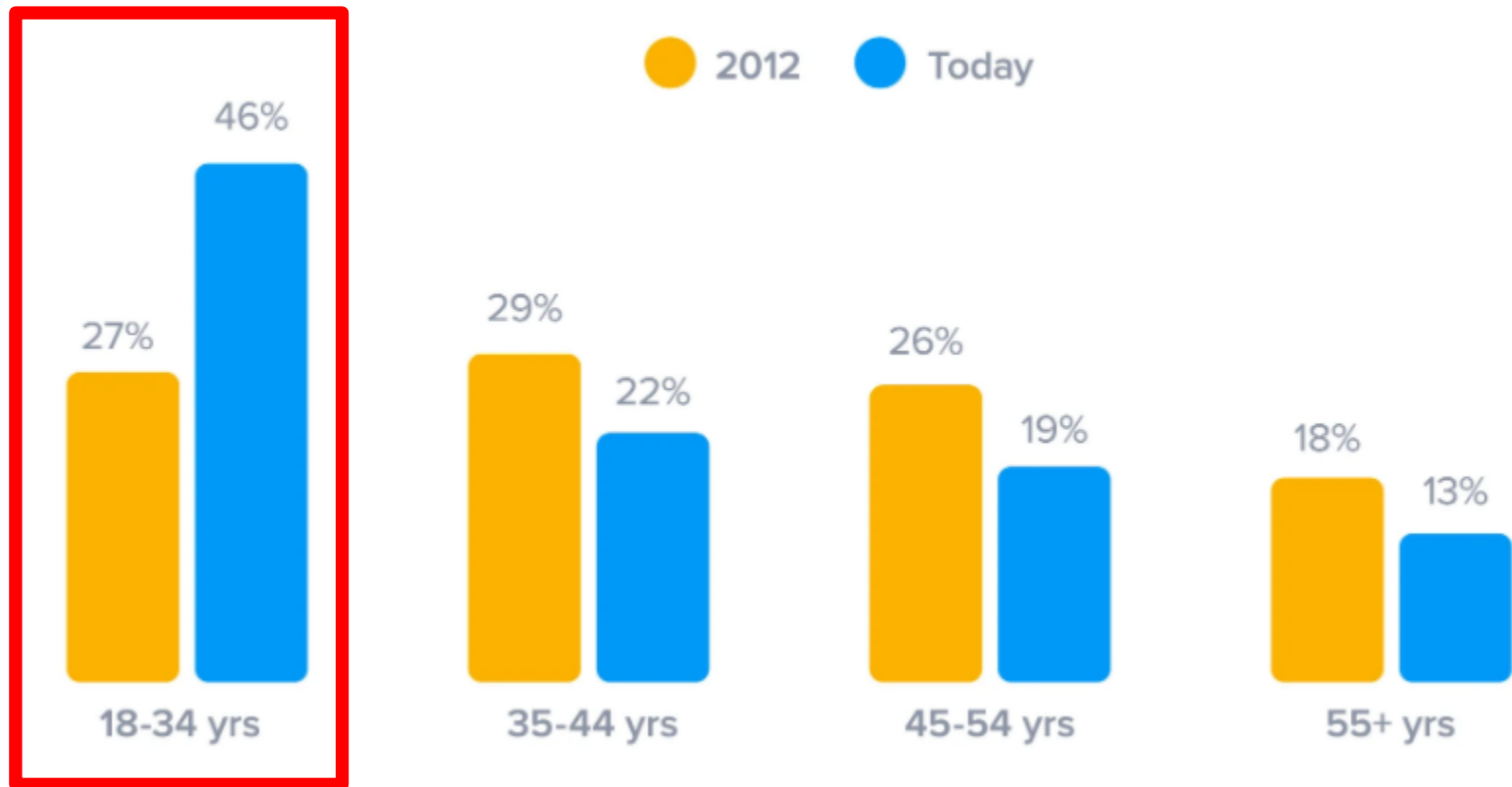
The Trend

The Data

The Process

Why => The Trend

Business Decision Makers By Age



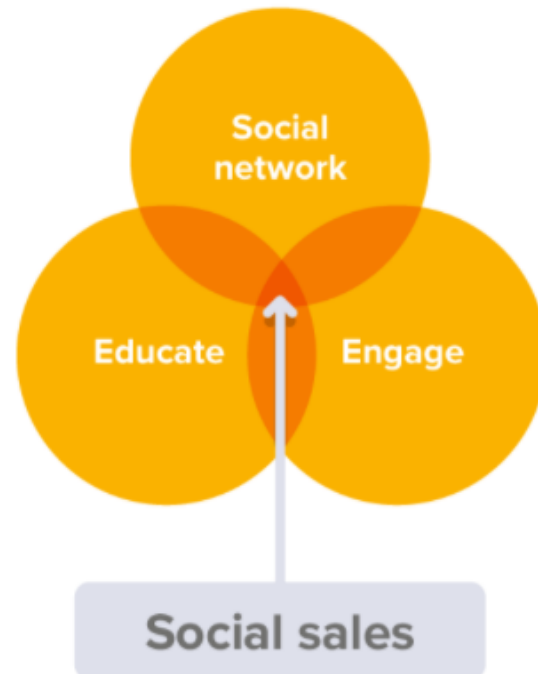
Source: [Google and Millward Brown Digital](#)

Old vs. New

Old sales model



New Sales Model



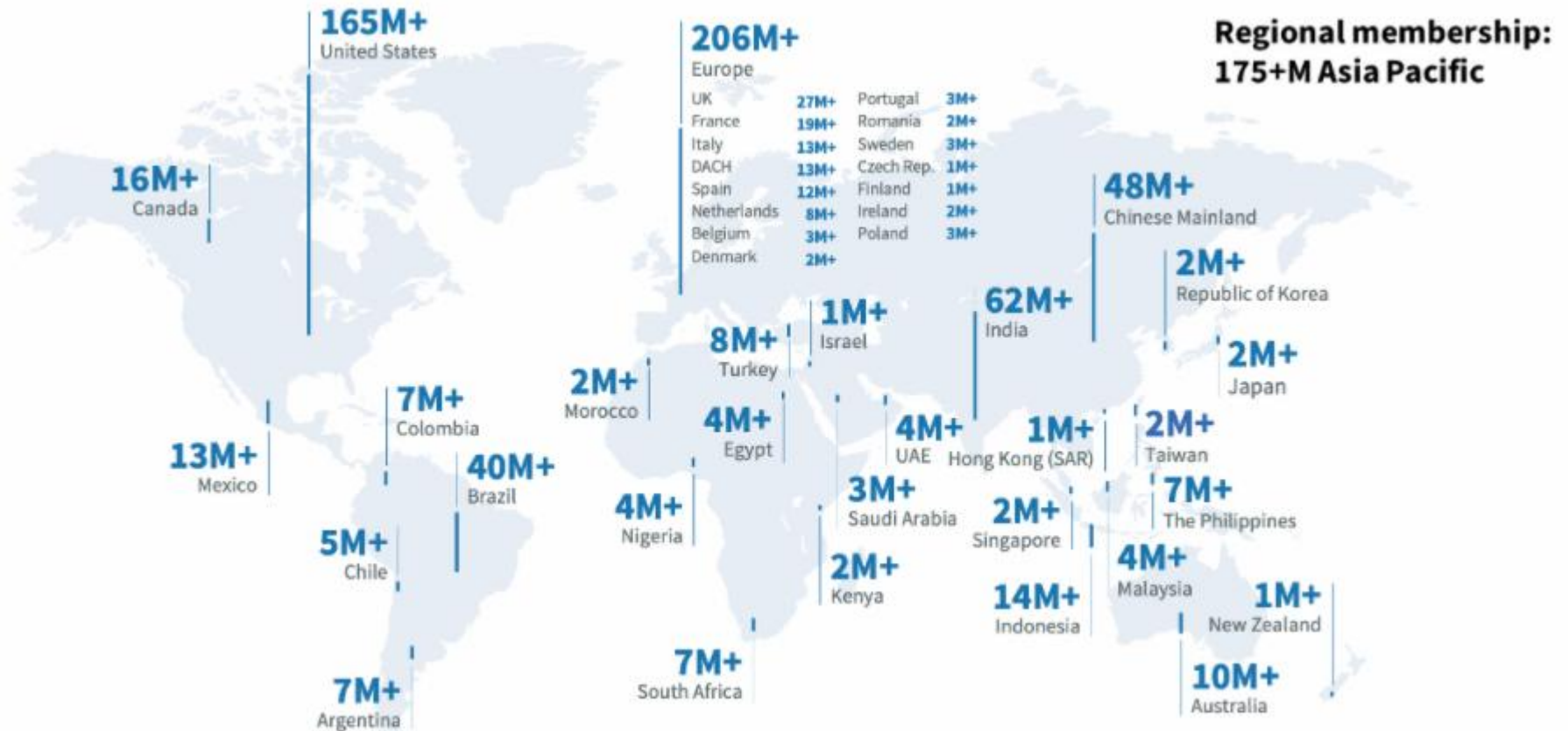
The Key to Social Selling is **Social, Not Selling**



How => The Data *Advantage*

Why LinkedIn?

900M+ Users in 200 Countries



Buyer Example:

Ideal Candidate Profile (ICP)

Consider Tom

Senior Program Manager within Enterprise businesses



Targeting



Seniority: Senior IC+



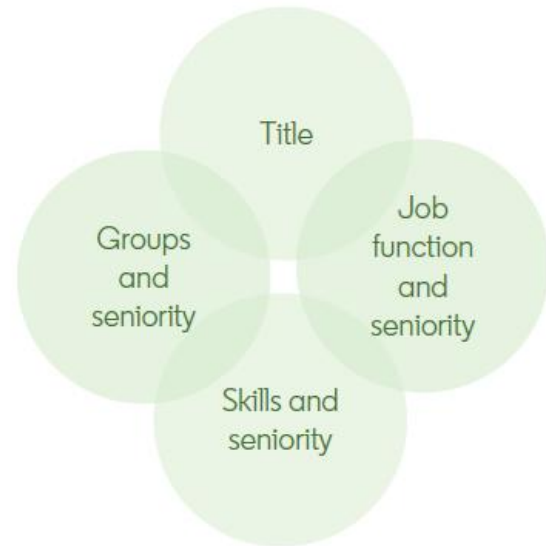
Function: IT, Engineering,
Program Management



Company Size: 500+



Geography:
Taiwan



**Most people are
clueless about
LinkedIn!**



**Not just a
job site.**

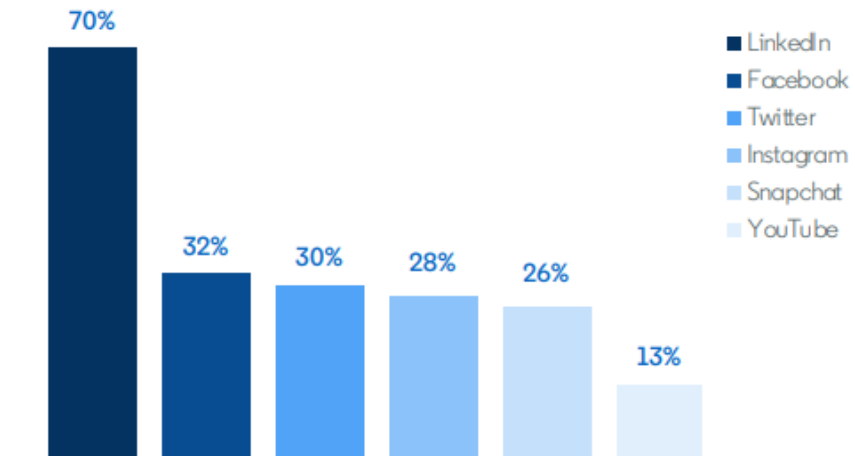


Trust Worthy



“LinkedIn is undisputedly the most trusted platform”

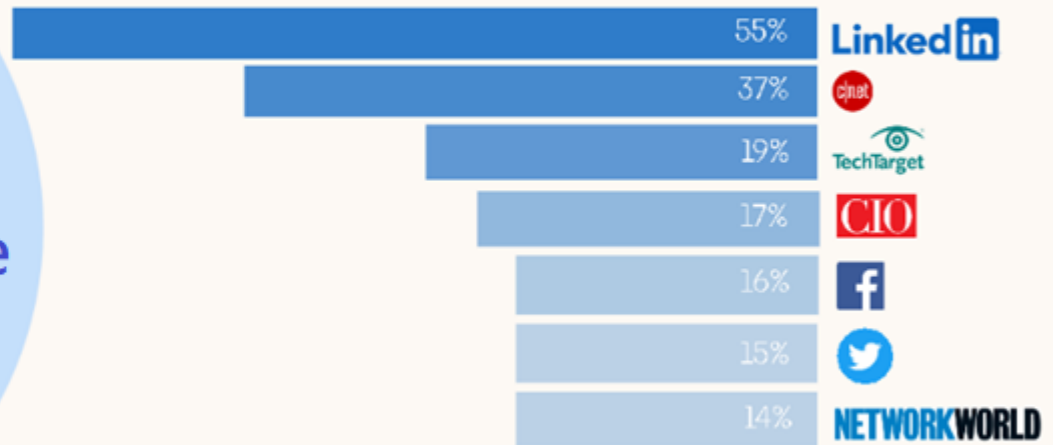
Source: Business Insider Intelligence
‘Digital Trust Report’, June 2017



For the second year in a row, LinkedIn was cited as the most trusted social platform across nearly every factor.

Information Source Rank

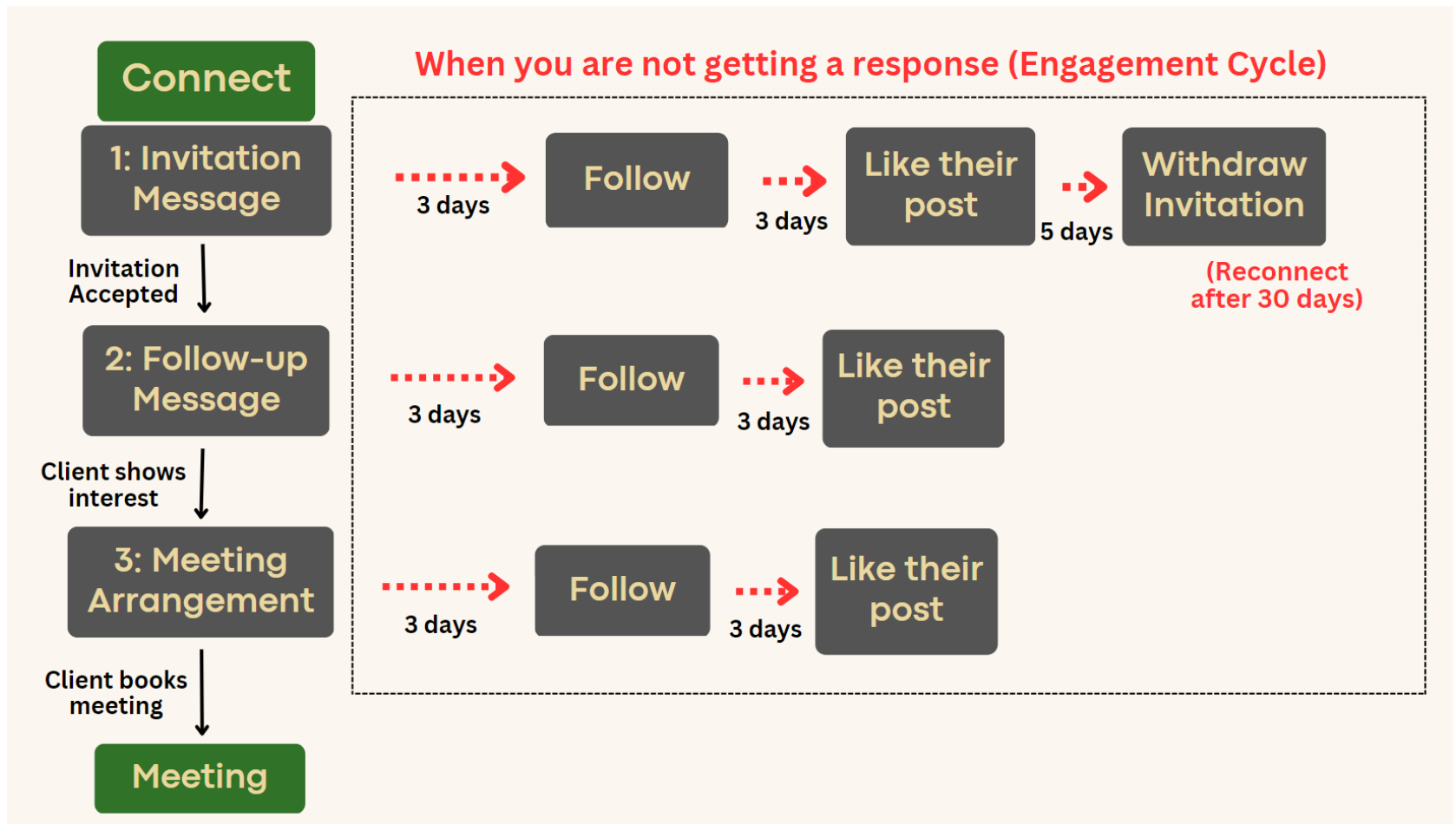
Where decision makers go to look for reference information?



Based on data from the 2013 CIO Survey, which surveyed 1,000 CIOs. The survey was conducted by the CIO Council, a division of the Information Systems Security and Privacy Council (IS3).

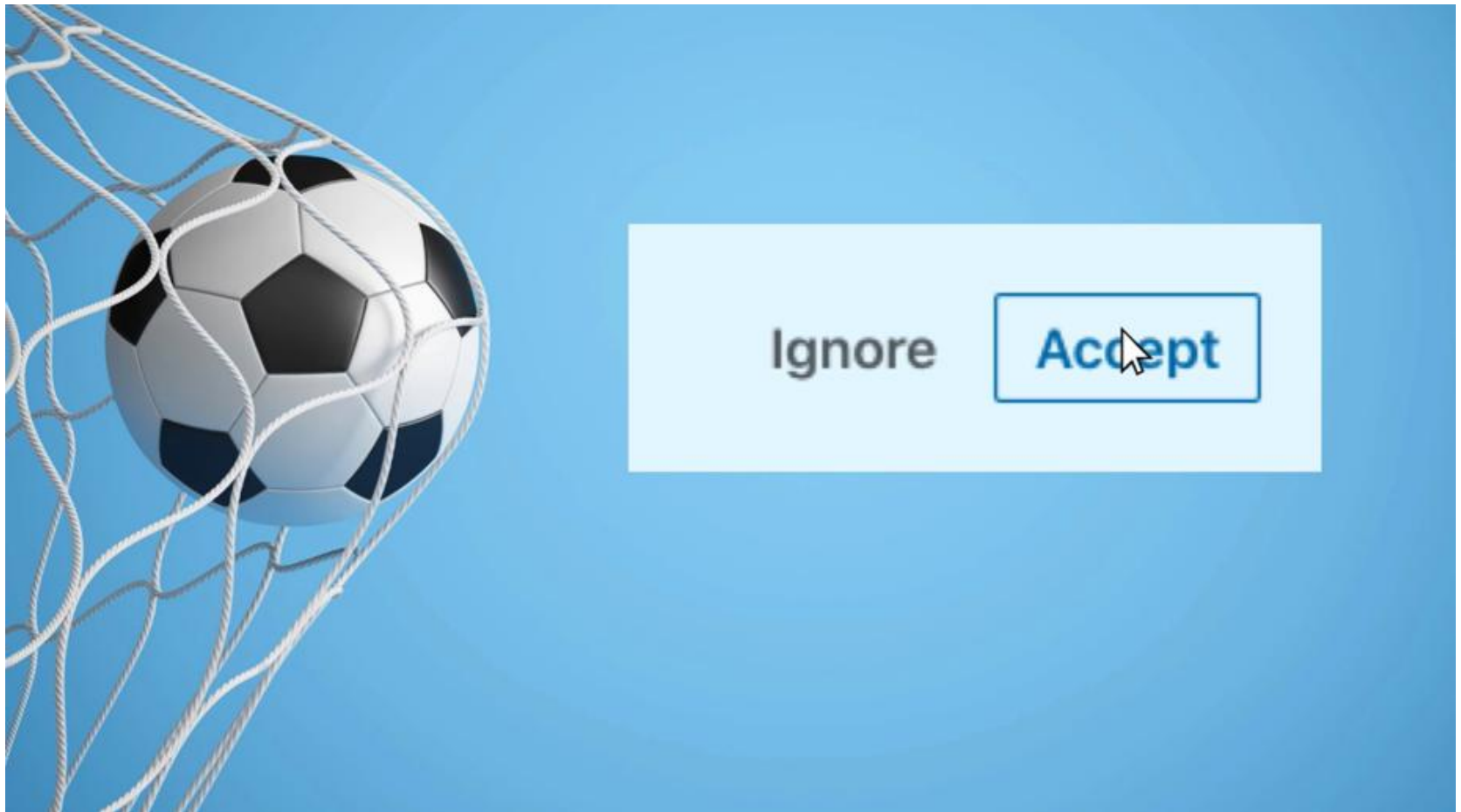
What => The Process

Lead Outreach – Process



Message 1:

The LinkedIn connection request



Put in the time

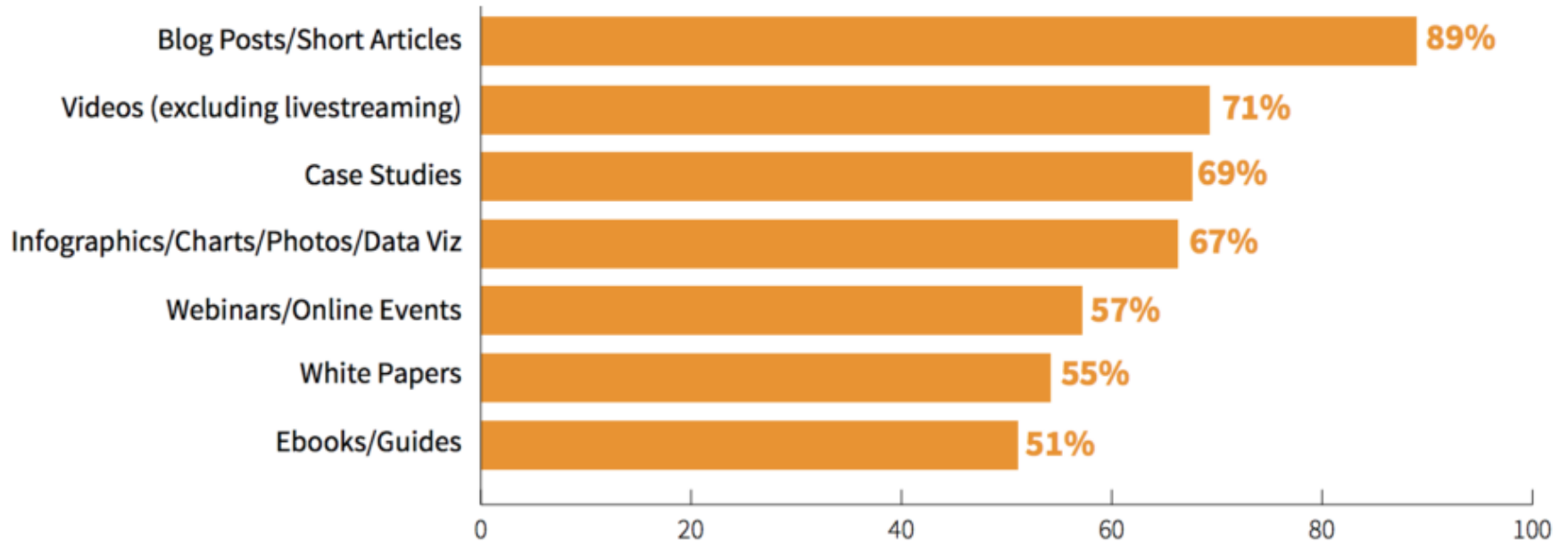


Message 2:

Establish dialogue

- 1) Timing
- 2) Ask a question
- 3) About them (profile, post, company)
- 4) Provide value

Valued Content



Content Types B2B Marketers Used in Last 12 Months

Message 3:

Move the conversation offline

- Email campaign
- Phone appointment
- Social media engagement
- Direct to you website
- Grab a coffee



Goal => Meetings



Online



Offline

Start by Finding the Right Person

(Case Study: CES Event)

Outreach Engagement



Who are we looking for?

Buyer

Competitors

Press

Influencers

1) Buyer (Attendees)

GLOBAL AUDIENCES



83,202

TOTAL QUALIFIED INDUSTRY
ATTENDANCE

167

COUNTRIES, TERRITORIES,
& REGIONS REPRESENTED

54%

DOMESTIC

46%

INTERNATIONAL

Complex Buying Committee

6.8

According to
LinkedIn:
The average
number of people
in a decision
making
committee



Ideal Candidate Profile



Senior
(Executive)



Operational
(Purchaser)



Technical
(Engineer)

Type

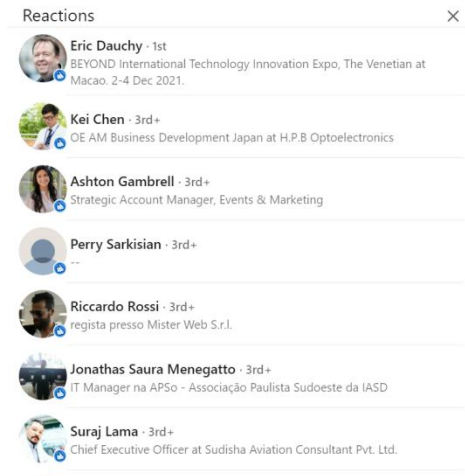
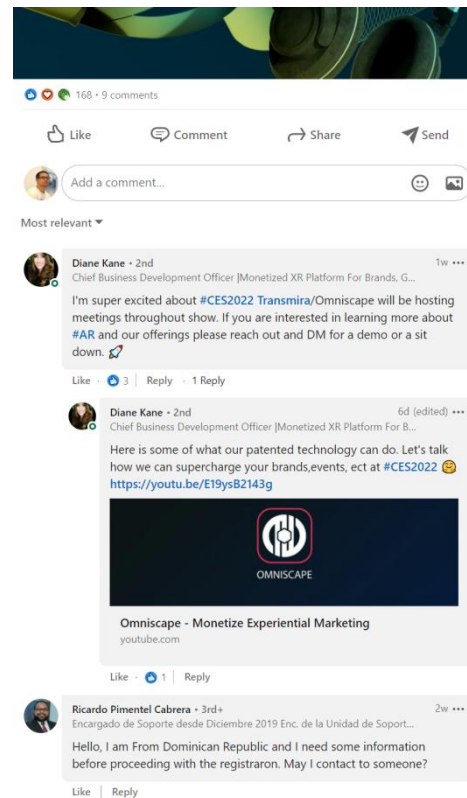
Content

Industry Trends


Sourcing





Application

Post Engagement




LinkedIn - Groups




 Home  My Network  Jobs  Messaging

Groups ▾ | All filters

About 3,500 results




CES
25.5K members
If you're in the consumer technology business, nothing compares to CES®. Connect with key players and decision makers, influence the media that influence the industry, preview the market movers in technology and content. Visit...



CES - Las Vegas Convention Center, Las Vegas, Nevada, United States
2.6K members
::Unofficial Group of CES:: The International Consumer Electronics Show (International CES) showcases more than 3,800 exhibiting companies, including manufacturers, developers and suppliers of consumer technology hardware,...

Group Members







CES - Las Vegas Convention Center, Las Vegas, Nevada, United States

Listed group

2,618 members

Including Arnaud Violland and 23 other connections


+20

[Invite connections](#)


[See all](#)

About this group

::Unofficial Group of CES::
The International Consumer Electronics Show



Start a post in this group







CES

Unlisted group

25,477 members

Including Bob Sopko and 174 other connections

+171


[See all](#)

About this group

Search for Buyers

← CES

25,477 Members

 Search members



Jafar Anker · 3rd

FP&A Analyst at Innoviz Technologies

Message



Alyssa Akremi · 2nd

Field Sales Engineer at NXP Semiconductors

Message

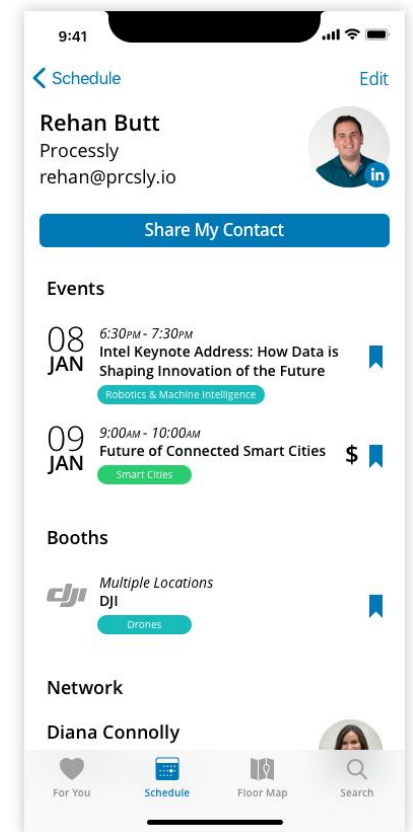


Tasha Bleu · 2nd

Founder at TREU BLEU MEDIA® | NASA Partner | Photo & Drone at HYPEBEAST | 1% for the Planet Donor | Building 3D printed houses and schools | FOLLOW me to connect with all industries

Message

Event App



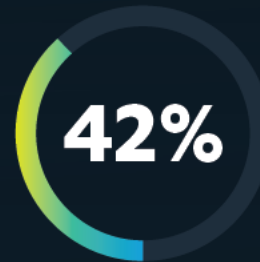
2) Press (Media)

MEDIA



5535

TOTAL MEDIA ATTENDANCE



DOMESTIC



INTERNATIONAL

MEDIA COVERAGE



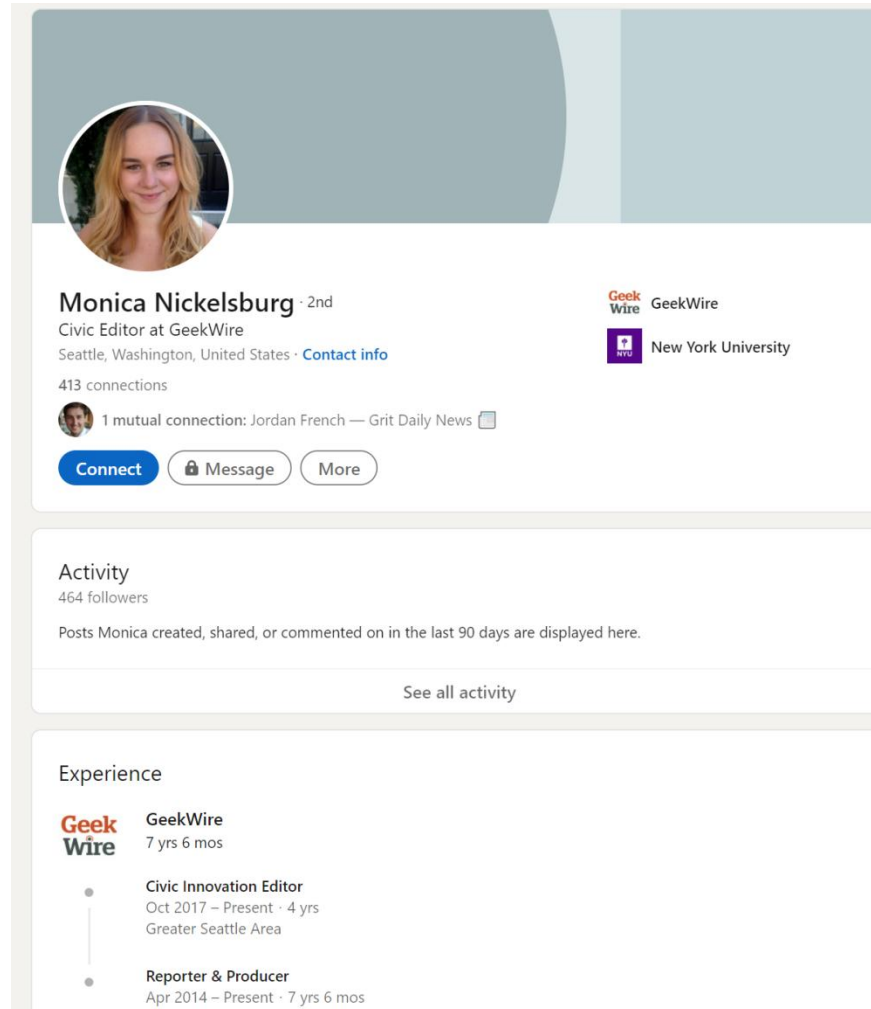
13,613

MEDIA OUTLETS


165,000

STORIES PRODUCED

Journalist LinkedIn Profile




A screenshot of a LinkedIn profile for Monica Nickelsburg. The profile includes a circular profile picture of a woman with blonde hair, a blue banner, and a white background for the main profile information. The name 'Monica Nickelsburg' is followed by '· 2nd'. Below the name is the title 'Civic Editor at GeekWire', the location 'Seattle, Washington, United States', and a 'Contact info' link. To the right, there are logos for 'GeekWire' and 'New York University'. Below the location is '413 connections' and a note about a mutual connection with Jordan French. At the bottom of the profile section are three buttons: 'Connect', 'Message', and 'More'. Below this is an 'Activity' section with '464 followers' and a note about the posts displayed. At the bottom is an 'Experience' section with a timeline of roles at GeekWire.



Monica Nickelsburg · 2nd
Civic Editor at GeekWire
Seattle, Washington, United States · [Contact info](#)

413 connections

1 mutual connection: Jordan French — Grit Daily News 


[Connect](#) [Message](#) [More](#)

Activity
464 followers

Posts Monica created, shared, or commented on in the last 90 days are displayed here.

[See all activity](#)

Experience

 **GeekWire**
7 yrs 6 mos

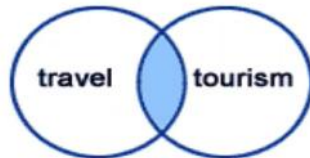
- Civic Innovation Editor**
Oct 2017 – Present · 4 yrs
Greater Seattle Area
- Reporter & Producer**
Apr 2014 – Present · 7 yrs 6 mos

Utilize Data Filters

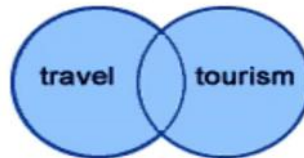
- Job title
- Location
- Company size
- Industry
- Groups

<div>Add a current company</div> <div><input type="checkbox"/> LinkedIn</div> <div><input type="checkbox"/> LinkedIn Local</div> <div><input type="checkbox"/> Execus, Connect to Social Selling</div> <div><input type="checkbox"/> Google</div> <div><input type="checkbox"/> Forbes Coaches Council</div>	<div>Add a previous company</div> <div><input type="checkbox"/> LinkedIn</div> <div><input type="checkbox"/> IBM</div> <div><input type="checkbox"/> Google</div> <div><input type="checkbox"/> Microsoft</div> <div><input type="checkbox"/> Apple</div>	<div>Add an industry</div> <div><input type="checkbox"/> Professional Training & Coaching</div> <div><input type="checkbox"/> Marketing & Advertising</div> <div><input type="checkbox"/> Internet</div> <div><input type="checkbox"/> Information Technology & Services</div> <div><input type="checkbox"/> Human Resources</div>
<div>Profile language</div> <div><input type="checkbox"/> English</div> <div><input type="checkbox"/> Spanish</div> <div><input type="checkbox"/> French</div> <div><input type="checkbox"/> German</div> <div><input type="checkbox"/> Dutch</div>	<div>Schools</div> <div>Add a school</div> <div><input type="checkbox"/> University of Phoenix</div> <div><input type="checkbox"/> San Jose State University</div> <div><input type="checkbox"/> University of Nebraska at Omaha</div> <div><input type="checkbox"/> Harvard University</div> <div><input type="checkbox"/> Amsterdam University of Applied Sciences</div>	<div>Contact interests</div> <div><input type="checkbox"/> Probono consulting and volunteering</div> <div><input type="checkbox"/> Joining a nonprofit board</div>
<div>First name</div> <div></div> <div>Last name</div> <div></div> <div>Title</div> <div>VH Sales</div> <div>Company</div> <div></div> <div>School</div> <div></div>		

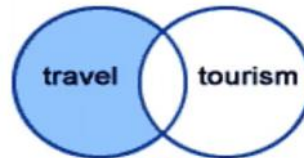
BOOLEAN SEARCH



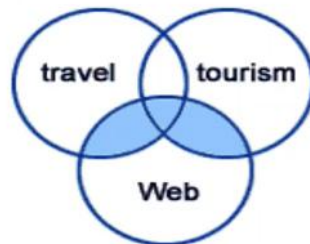
travel AND tourism



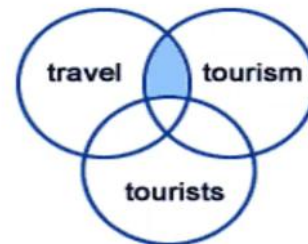
travel OR tourism



travel NOT tourism



(travel OR tourism) AND Web



(travel AND tourism) NOT tourists



'VP Marketing' OR 'SVP Marketing'



**“Vice President Marketing” OR “SVP Marketing”
OR CMO NOT Consultant NOT Coach**



Vice President, Marketing -- CMO,
San Francisco Bay Area

Connect

Current: Chief Marketing Officer (CMO),

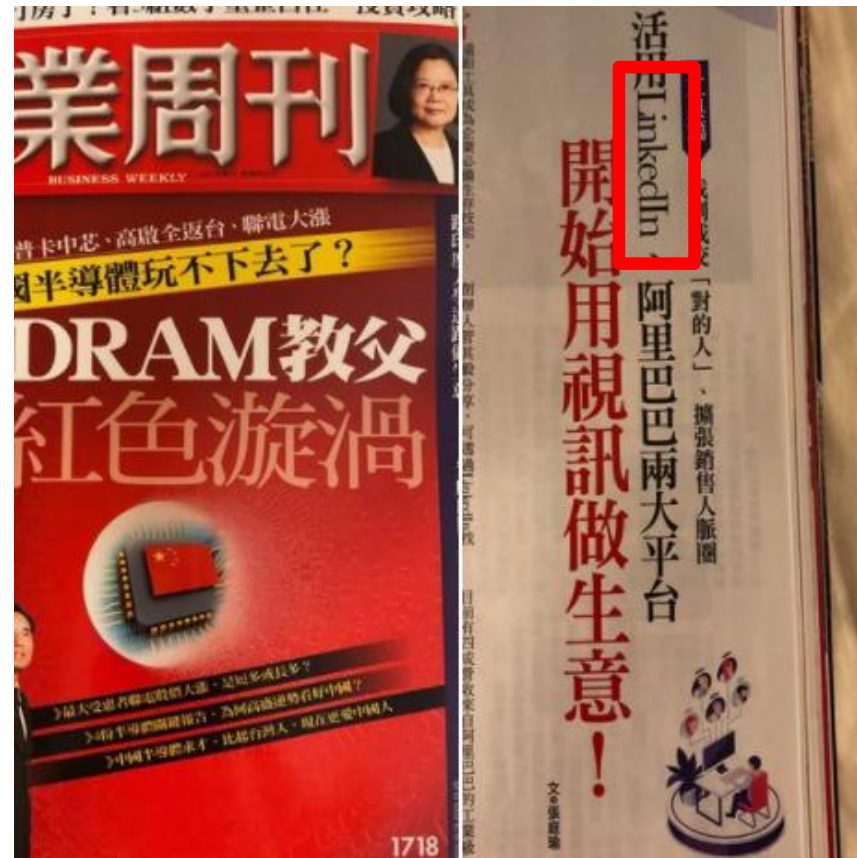
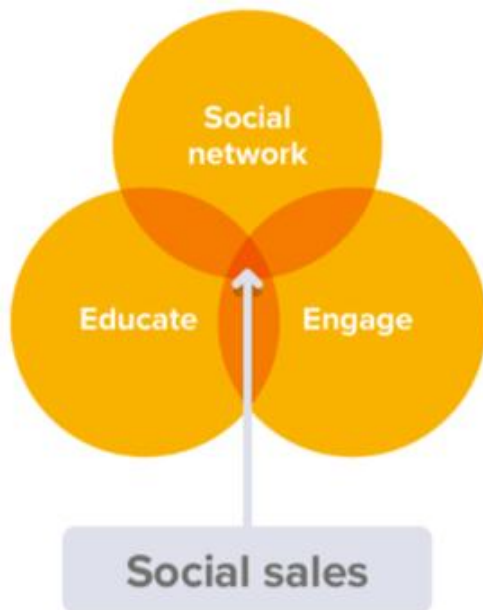
and 7 other shared connections

Let's see it in action!
(LinkedIn Example)

Social Selling

Finding your best global customers w/ LinkedIn

New Sales Model



Success Stories

AI Business Solutions

- Automotive
- Bicycle
- Design
- Electronics
- Lighting
- Machinery
- Medical
- Plastics
- School
- Semiconductor
- Services
- Sports & Fitness
- Textile



Key Takeaways

- AI is not going to replace you, however, those that know how to use AI tools will
- Generative AI common misconceptions – know its full potential and but also its limitations
- Tradeshow marketing 2.0 is the whole experience => pre/during/post
- Content is King, The right content at the right time
- LinkedIn social selling powered AI content
- Digital marketing transformation @New Normal: People, Process, Tool
- @CES2024, Work Smart, Not Hard

Hands-On Practice

Session #1

Social Media Post

Content Create

The Perfect Post

1. Headline best practices
(benefit, number, emotion)

2. Secondary headline
3. Power trigram

6. Quotes

7. Hashtags

4. Special characters/
emoji

5. Line Breaks

8. Mentions

9. Visuals



Step 1: Copywriting

Step 2: Visual

Step 3: Execution

Session #2

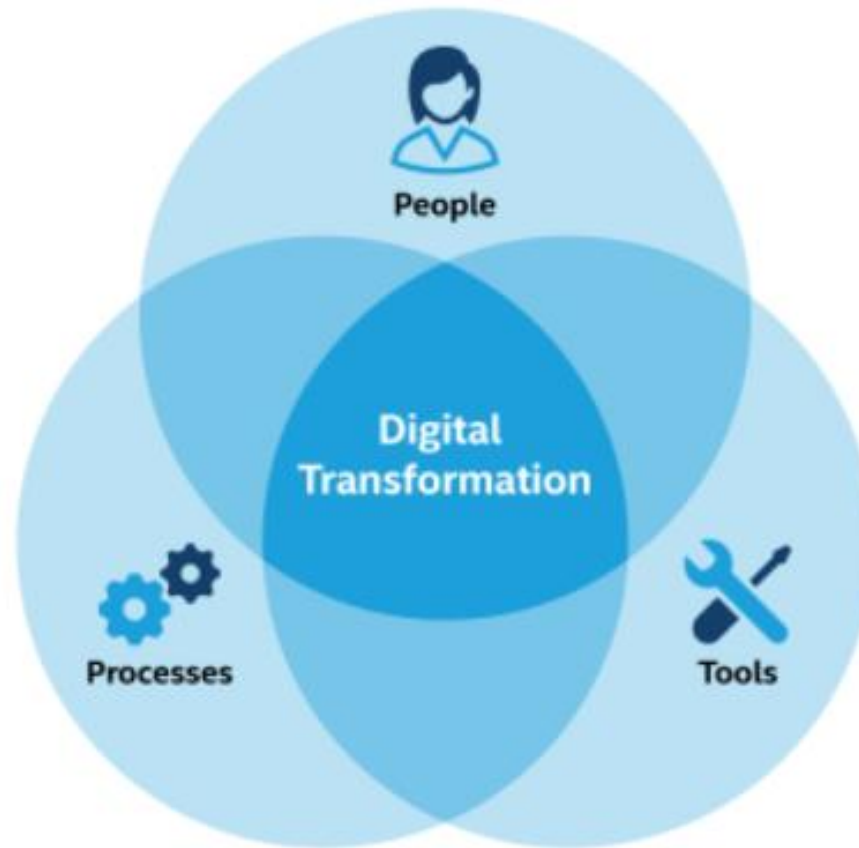
Design your LinkedIn profile to
impress your target audience

Let's Practice

Conclusion

Business Success @NewNormal

Digital Transformation Acceleration



**RIDE THE TRAIN,
DON'T JUMP IN FRONT OF IT**

THANK YOU!

Chien Lee

chien@sparkamplify.com

www.sparkamplify.com



A word cloud on a dark blue background. The central element is 'Q&A' in large, white, bold letters. Surrounding it are various question words in different colors (yellow, green, blue, orange) and sizes. The words include: 'What?', 'Where?', 'When?', 'How?', 'Who?', 'Why?', 'Where?', 'When?', 'How?', 'What?', 'Where?', 'When?', 'How?', 'Who?', 'Why?'. The words are arranged in a circular pattern around the center, with some appearing multiple times.