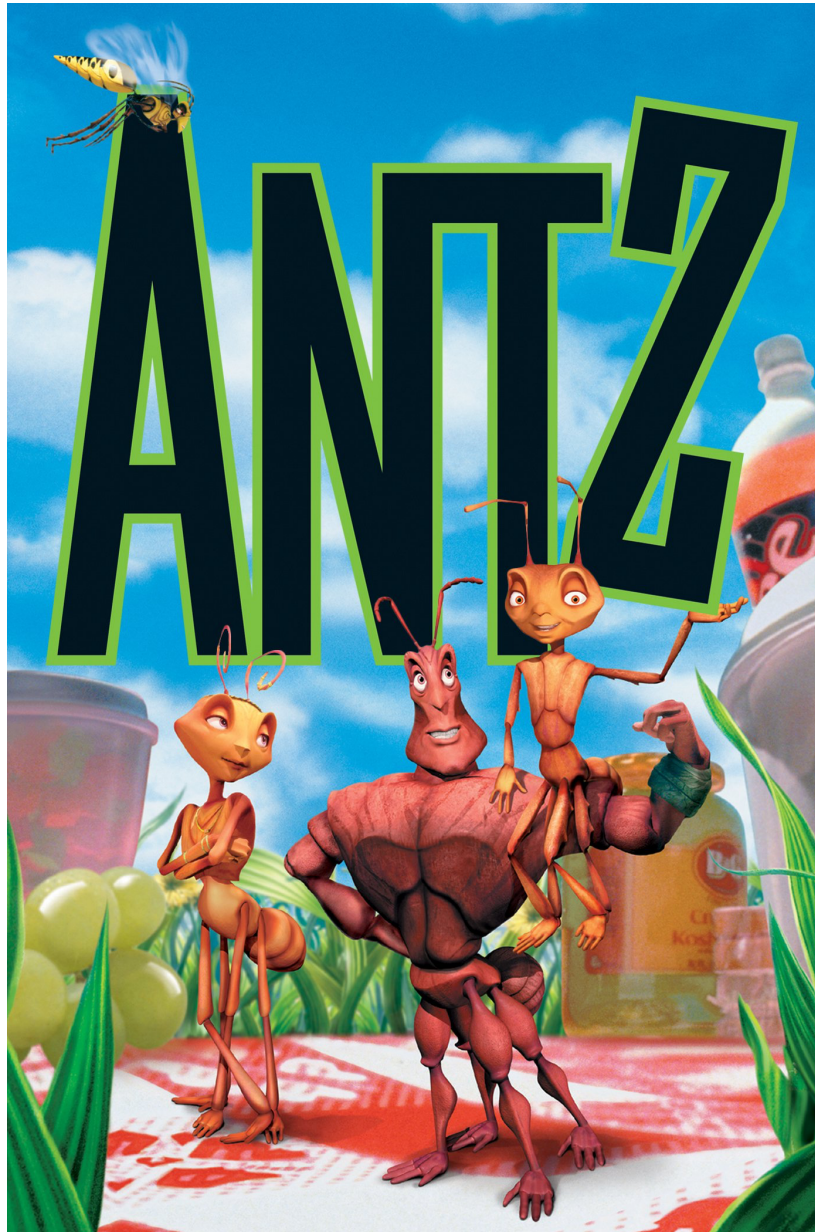
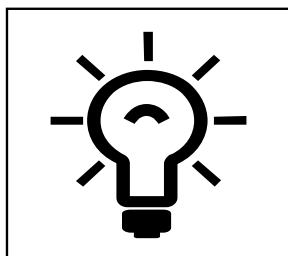


LinkedIn w 5 krokach -
czyli gdzie spotyka się
szkoleniowiec
z hotelarzem.

POKOLENIE Z





LinkedIn

to międzynarodowy serwis społecznościowy, specjalizujący się w kontaktach zawodowo-biznesowych. Serwis został uruchomiony w połowie 2003, ale dopiero od 2 kwietnia 2012 roku jest dostępny również w języku polskim. Stronę LinkedIn.com odwiedza średnio miesięcznie 1,1 mln użytkowników internetu w Polsce.

UŻYTKOWNICY SERWISU LINKEDIN

Gemius: Kim są użytkownicy serwisu LinkedIn?

Średnia miesięczna liczba użytkowników 1,1mln

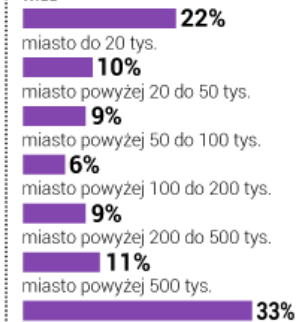


=

2 razy więcej niż liczba mieszkańców Poznania (5. miasto w Polsce: 545 680 mieszkańców)



Miejsce zamieszkania wies



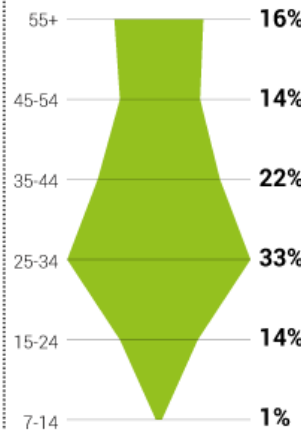
Status zawodowy - najliczniejsze grupy



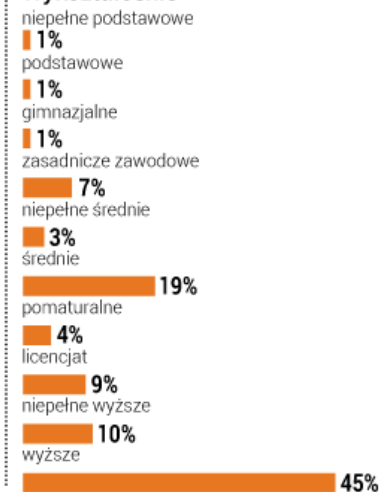
Płeć



Wiek



Wykształcenie



Źródło: Megapanel PBI/Gemius, internauci w wieku 7+; styczeń-czerwiec 2015, GUS stan na dzień 31.12.2014 r.



DLACZEGO WARTO?

- Osoby korzystające z serwisu LinkedIn wykazują się dużym potencjałem zakupowym (Zdecydowana większość z nich to osoby wykształcone, z dużych miast pracujące na stanowiskach specjalistycznych).
- Wskazany profil użytkowników to w związku z powyższym odbiorcy, których możemy doskonale targetować i kierować do nich precyzyjną komunikację content marketingową.
- Serwis nie jest obciążony nadmiarem reklam (występują ograniczenia w zakresie ich emisji na jednego użytkownika), co wiąże się z większą efektywnością prowadzonych kampanii reklamowych.

PROFESJONALNY PROFIL W SERWISIE LINKEDIN



Dagmara Plata - Alf

1st

- ✓ Managing Director (CEO) at Hotel Media Group
- ✓ Marketing Strategy Expert & Business Trainer
- ✓ HoReCa Expert

Warsaw, Masovian District, Poland | Marketing and Advertising

Current Hotel Media Group
Previous Hotele Korona, Arthotel Castle Inn in Warsaw, Turowka Hotel & SPA **** in Wieliczka
Education Akademia Leona Koźmińskiego

Send a message

500+
connections

<https://pl.linkedin.com/in/dagmaraplataalf>

Contact Info

PROFESJONALNY PROFIL W SERWISIE LINKEDIN

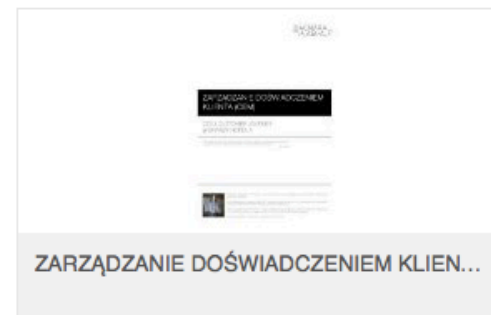
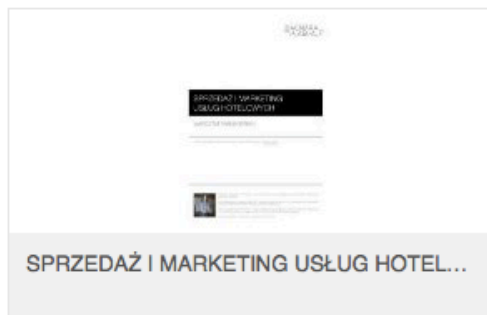
Background

Summary

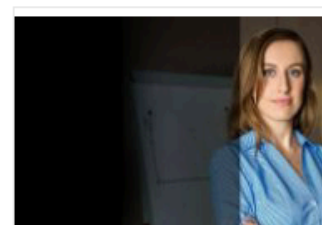
Marketing and management are my passion – in everyday work I am a person who is not afraid of new challenges which go beyond clichés, and who craves for constant development of my skills.

- >Manager with an extensive experience (over 10 years) nominated to title of Hotelier of the Year 2015.
- >Ability to create and control marketing and sales strategy supported by professional experience and educational background.
- >Effectiveness in selection and implementation of marketing projects resulting in increase of the financial results of subordinate structures.
- >Experience in managing teams (including marketing and sales departments)
- >Fluent business communication in English.

Specialties: e-marketing/e-commerce, revenue management, CEM/CRM, effective sales and marketing management, leadership



Moje materiały warsztatowe



Dagmara Plata - Alf - aktua...



Identyfikacja wizualna - Da...

PROFESJONALNY PROFIL W SERWISIE LINKEDIN



Experience

Managing Director (CEO)

Hotel Media Group

[Hotel Media Group]

January 2016 – Present (6 months) | Warsaw Area, Poland

responsibility for control and direct the company's operations and give strategic guidance to ensure achieving objectives

↳ HotelAcademy

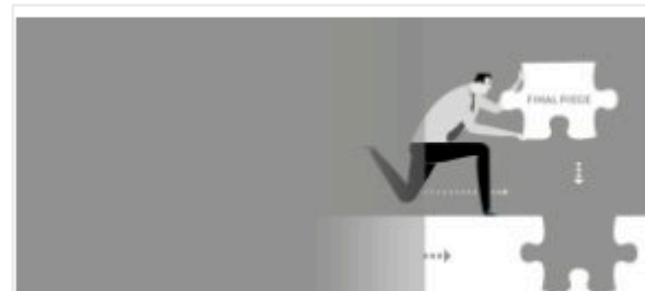
↳ HotelAssist

↳ HotelAutomation

↳ MarketingPie



HotelAcademy - szkolenia



HotelAssist - doświadczenie jest naszym atut...



COMPANY PAGE W SERWISIE LINKEDIN

The screenshot shows the LinkedIn interface for adding a company page. At the top, there is a navigation bar with the LinkedIn logo, 'PREMIUM' status, and a search bar labeled 'Search companies...'. Below this is a secondary navigation bar with links for 'Home', 'Profile', 'My Network', 'Education', 'Jobs', and 'Interests'. The main content area is titled 'Companies Home' and 'Following (29)'. The primary heading is 'Add a Company'. Below this, a paragraph explains that company pages offer public information and that only current employees are eligible to create one. There are two input fields: 'Company name:' and 'Your email address at company:'. A checkbox is present with the text 'I verify that I am the official representative of this company and have the right to act on behalf of my company in the creation of this page.' At the bottom, there are 'Continue' and 'Cancel' buttons.

in PREMIUM Search companies...

Home Profile My Network Education Jobs Interests

Companies Home Following (29)

Add a Company

Company Pages offer public information about each company on LinkedIn. To add a Company Page, please enter the company name and your email address at this company. Only current employees are eligible to create a Company Page.

Company name:

Your email address at company:

I verify that I am the official representative of this company and have the right to act on behalf of my company in the creation of this page.

.....

[Continue](#) or [Cancel](#)

COMPANY PAGE W SERWISIE LINKEDIN

The screenshot shows the LinkedIn profile for Hilton Worldwide. The header includes the company logo, name, industry (Hospitality), and employee count (10,001+). It also displays the number of followers (445,462) and a 'Follow' button. Below the header are navigation tabs for 'Home' and 'Careers'. The main content area features a large image of four smiling hotel staff members. Below the image is a banner with various brand logos including Hilton, Waldorf Astoria, Conrad, Canopy, Curio, Tru, Embassy Suites, Home2 Suites, Home2 Suites by Hilton, Hilton Grand Vacations, and Hilton Honors. A text block describes the company as a leading global hospitality company with 4,600 managed properties and 758,000 rooms. A 'Recent Updates' section shows a post about 'Connie', the world's first IBM Watson-enabled hotel concierge. On the right sidebar, the 'How You're Connected' section shows 9 first-degree connections, 2,338 second-degree connections, and 61,561 employees on LinkedIn. A 'Careers' section is also visible, indicating 11 jobs posted.

Hilton Worldwide
Hospitality
10,001+ employees

445,462 followers [Follow](#)

[Home](#) [Careers](#)

How You're Connected

9 first-degree connections
2,338 second-degree connections
61,561 Employees on LinkedIn

[See all](#)

Careers

Interested in Hilton Worldwide?
Learn about our company and culture.
11 jobs posted

[Learn more](#)

Recent Updates

Hilton Worldwide Meet "Connie," the world's first IBM Watson-enabled hotel concierge!
<https://goo.gl/oivCWH>

COMPANY PAGE W SERWISIE LINKEDIN

The screenshot shows the LinkedIn profile for Marriott Hotels. At the top left is the Marriott logo. To its right, the company name "Marriott Hotels" is displayed, along with the industry "Hospitality" and "10,001+ employees". On the far right, it shows "67,297 followers" and a yellow "Follow" button with a share icon. Below the header is a "Home" tab. The main content area features a large image of a hotel lobby with many hanging lights. Below the image is a text block: "With over 500 properties worldwide, Marriott Hotels has reimagined hospitality to exceed the expectations of business, group, and leisure travelers." Below this text is a "See more" link with a dropdown arrow. To the right of the main content is a sidebar. The first section is "How You're Connected", showing four profile pictures with "2nd" degree labels, "266 second-degree connections", and "6,910 Employees on LinkedIn", with a "See all" link. The second section is "Careers", titled "Interested in Marriott Hotels?" and showing "1 job posted" with a "See job" link. At the bottom right of the sidebar is a decorative graphic of colorful squares.


KOMUNIKACJA W SERWISIE LINKEDIN


Recent Updates

Hilton Worldwide Meet "Connie," the world's first IBM Watson-enabled hotel concierge!
<https://goo.gl/oivCWH>



Like (593) · Comment (21) · Share · 6 days ago

 [Selamawit Kebede](#), [Brandon Dehn](#) +591

 See previous comments

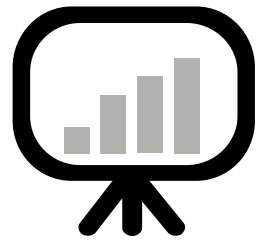


[Alessandro de Domenico](#) @Domenico Girolamo Does this robot do anything different from what your smart phone can do? Its use would make sense if it was employed to deal with problems between the business and the customer but in this case could a robot replace the human elasticity and responsiveness? could a robot calm down a situation showing empathy when a solution to a problem can't be found? Indeed, I'm just an university student and therefore I could be missing some elements of the reality. This is why i find stimulating discussing about this topics with more expert people.
4 days ago



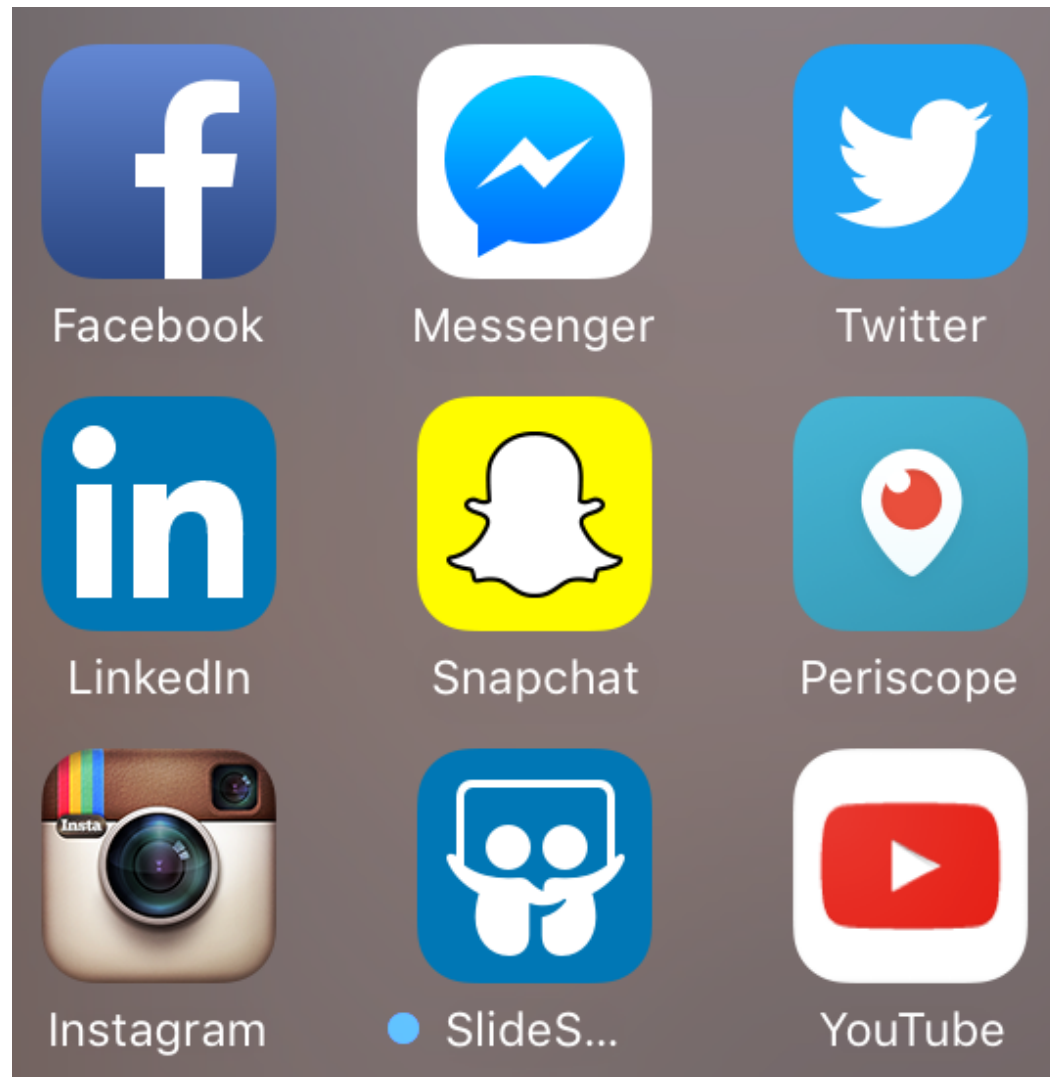
[Jade Sue Preston Odenbrett](#) I love your comment
3 hours ago

Add a comment...

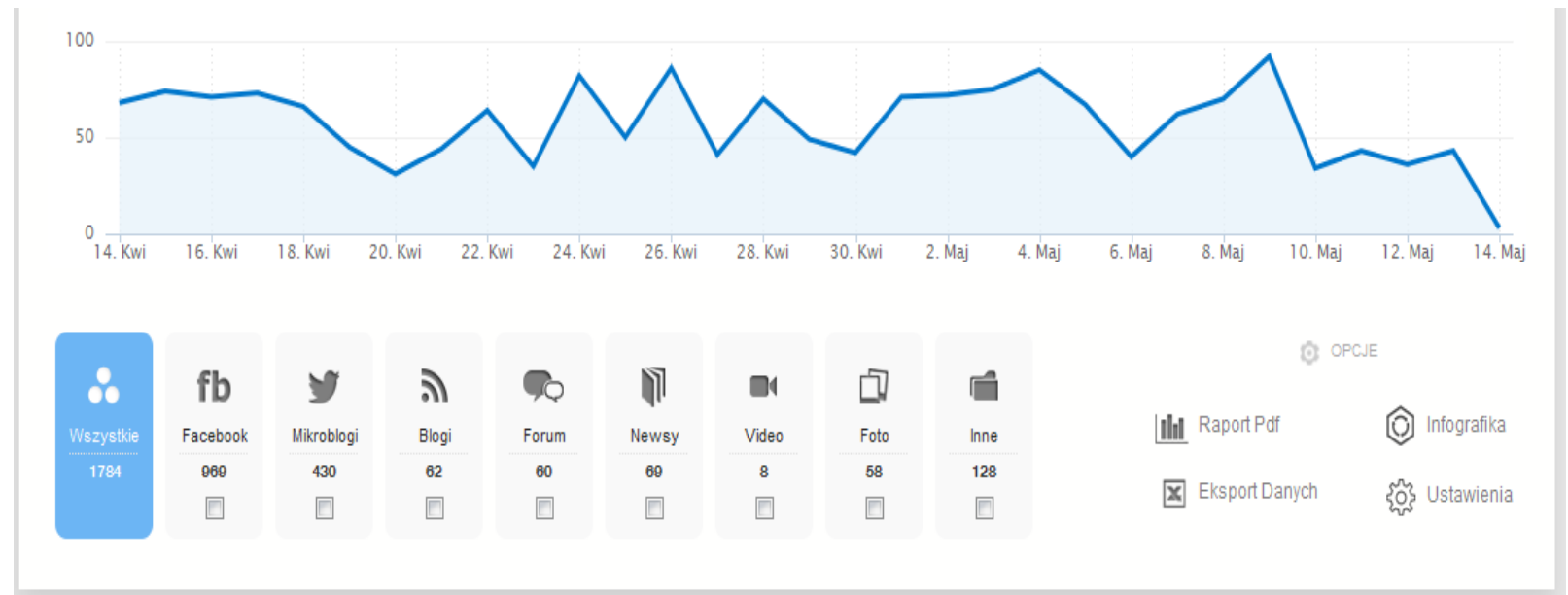


Alternatywne metody
pozyskiwania zapytań
konferencyjnych
i szkoleniowych w sieci
internetowej

NOWE I STARE MEDIA SPOŁECZNOŚCIOWE



MONITORING MEDIÓW SPOŁECZNOŚCIOWYCH



brand24
Monitoring Internetu

 Monitori

sentione



 venere.com

 trivago

 tripadvisor

 Expedia

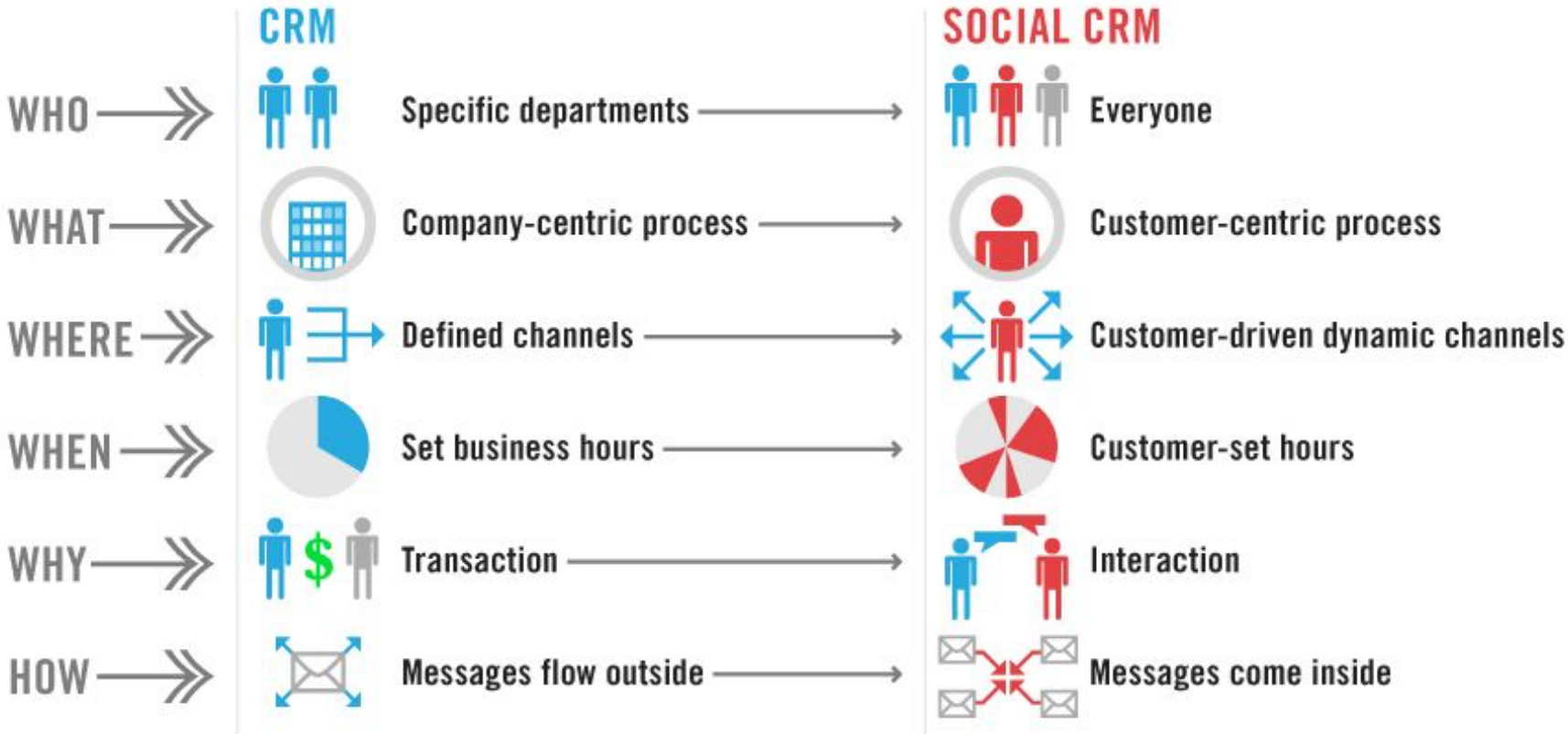
 BOOKING.COM

SOCIAL CRM



SOCIAL CRM

HOW CRM EVOLVED INTO SOCIAL CRM

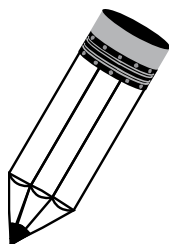


”

Twój ostateczny sukces w sprzedaży zależy od Twojej umiejętności nieustannego utrzymywania na wysokim poziomie „świadomości istnienia nowych potencjalnych klientów”.

Tim Connor





CZAS PYTAŃ I ODPOWIEDZI



+48 577 797 025



info@hotelmediagroup.pl



www.hotelmediagroup.pl

