



**Bla, bla,  
bla ...**



# N-am gasit alta rima

- o prezentare despre comunicare eficienta la ABM -

**Radu Ionescu**

*Managing Director*

*Kinecto Permission Marketing*

# Cuvantul

- Eficient (efficient)
- Eficace (effective)



# Canalul

- **Exista diferente intre:**
  - Canale
  - Acelasi canal in industrii diferite
  - Acelasi canal pentru jucatori din aceeasi industrie

# Alegerea

- Obiectiv
- Target
- Eficacitate canal ;)
- Buget :(



# Evaluarea

- Masoara
- Compara cu obiectivul
- Fa ceva



# Asa da...

- MD – teasing low-budget
- Axe – teasing “national”
- Domenia – ce faci can n-ai banii concurentilor

# Asa nu...

- Broker Wall Street
- Leasing imobiliar
- Bere

# "Recognition without sales isn't a result"

Marian Salzman,  
Chief Strategy Officer,  
Euro RSCG Worldwide

**“It is better to do something  
imperfectly than to do  
nothing flawlessly”**

**Dr. Robert Schuller**