

Marketing Advisor for IDC World Wide Tracker

IDC Tracker® Research - Getting it Right

IT MEANS
DATA YOU CAN RELY ON
TO MAKE
IMPORTANT
DECISIONS

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Contact Us

Development of video platform to describe the different benefits and advantages that give value to **IDC WW Tracker** and made IDC differentiate from their competitors.

Led world wide marketing team to increase IDC's awareness through **social media efforts**

What and Why Social Media?

- Social Media offers a **new way for connecting** with customers, prospects, media, partners.
- Allows us to deliver the **insights and know-how** to members of these communities and to interact with them.
- **Social Media Platforms** were not created equal; Blogging, Micro Blogging, Social Networking, Multimedia Content Sharing, Social Bookmarking
- **Social MKT Architecture**
 - Hub Sites for Content and Conversion
 - Spoke sites for building communities and relationships

Architecture directs traffic flow in and out of hubs

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Manage world wide MKT team, including Latin America, Asia, North America and Europe region to communicate the IDC WW Tracker value.