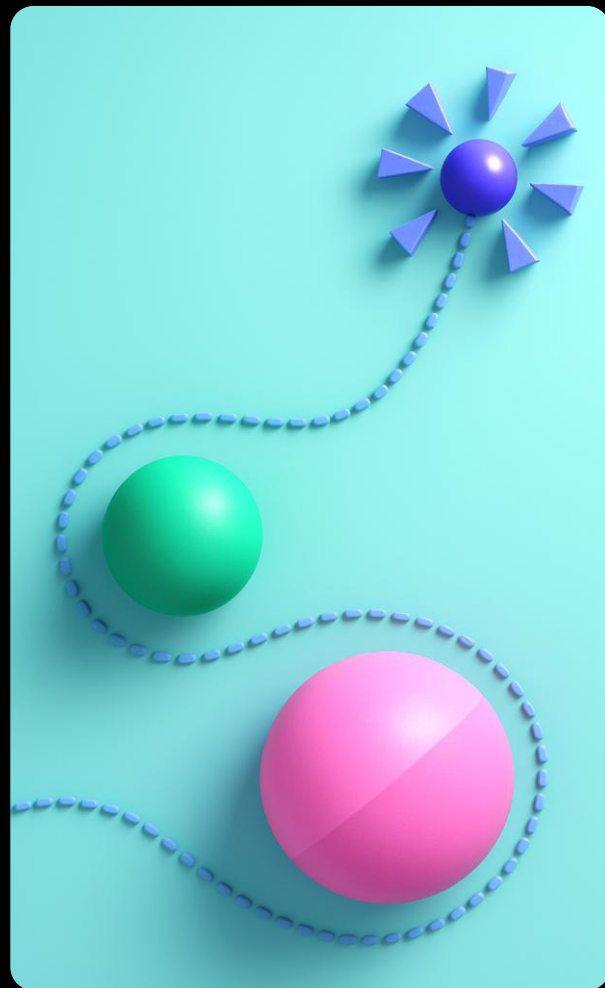


Volumen + Vrednost = **Rast**

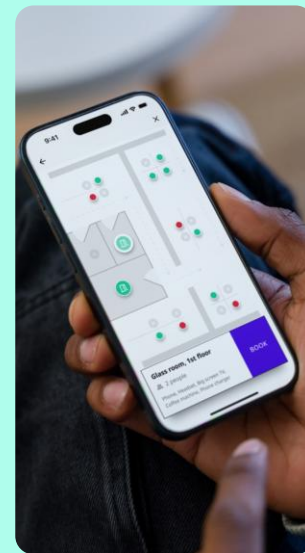
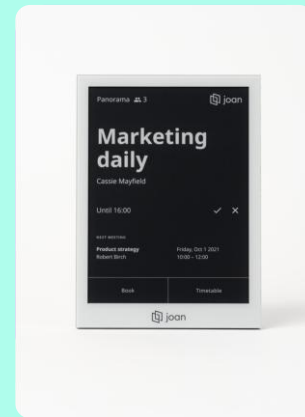
Ana Križmančič

Vodja marketinga

Visionect in Joan Workplace



Visionect Joan Workplace



Naša zgodba



Aha!

Volumen. Vse se začne z bazo.

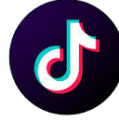


The screenshot displays the Apollo.io 'People' database interface. On the left is a sidebar with navigation options: Home, Prospect & enrich, People (selected), Companies, Lists, Data enrichment, Engage, Sequences, Emails, Calls, Win & close, Meetings, Conversations, and Deals. The main area shows a list of 900 people, with filters for AI Filters, Lists, Persona, Email Status, Job Titles, Company, Location, Industry & Keywords, and Buying intent. The table lists contacts with their names, titles, companies, lead scores, email addresses, and phone numbers.

	Name	Title	Company	Lead score	Email address	Phone
☐	Ronald Richards	CEO	Cloova	65 Excellent	ronald@cloova.com	(406) 555-0120
☐	Ralph Edwards	Sales executive	Nexon	65 Excellent	ralph@nexon.com	(808) 555-0111
☐	Bessie Cooper	Director of customer service	Axiom	65 Excellent	bessie@axiom.com	(684) 555-0102
☐	Theresa Webb	Chief accounting officer	Proxima	65 Excellent	Access email	Access phone
☐	Kristin Watson	Executive assistant	Lynx	65 Excellent	Access email	Access phone
☐	Jenny Wilson	Director of product management	Omnio	65 Excellent	Access email	Access phone
☐	Cameron Williamson	Chief financial officer	Qubit	35 Good	Access email	Access phone



LinkedIn Ads



paved



Omnipresence



Capterra



Microsoft Advertising

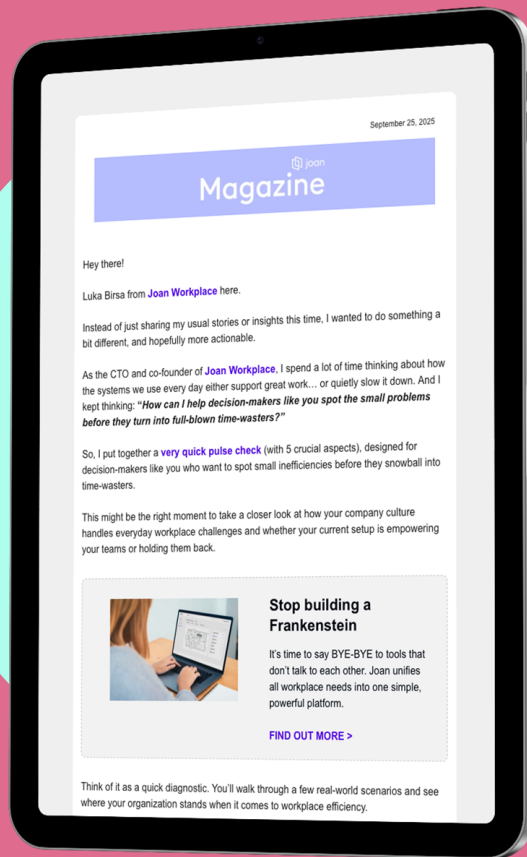
AdRoll



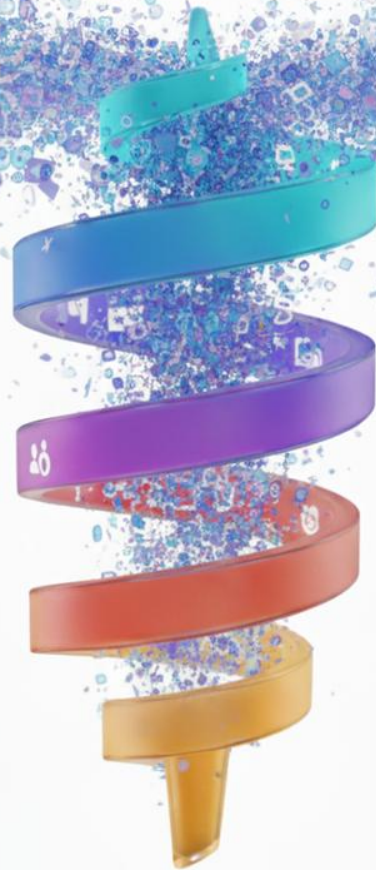
manyreach



Vrednost. Ker vsebina šteje.

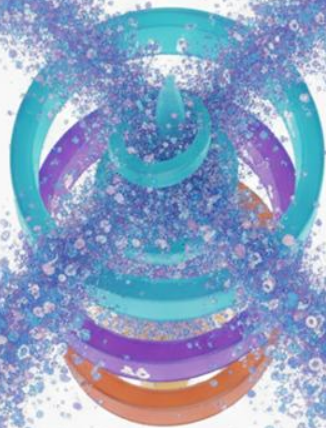


Do nakupa.



HubSpot

Naj se vrtil.



Rezultati Q1-Q3

762.000+

razposlanih
mailov

18

Joan Magazine
newslettrov poslanih

62.000+

naročnikov na newsletter
100% rast YOY

45+ mio

prikazov

30%

rast novih strank YOY

Zakaj formula **volumen + vrednost** deluje?

Pro tip.

- Upošteva dinamiko nakupnega procesa.
- Naslavlja ključne osebe.
- Vrtiliste kontaktov.
- Temelji na vseprisotnosti.
- Gradi na vrednosti.
- Ustvarja zavedanje.

Kako bi formula
volumen + vrednost = rast
učinkovala pri vas?