

EUROWORKS – SOCIAL MEDIA DIRECT OUTREACH

**Strategic visibility and direct access to
investors and decision-makers – via social
media platforms ...**

www.euroworks.com



**“IF OPPORTUNITY DOESN'T
KNOCK, BUILD A DOOR.”**

MILTON BERLE

EUROWORKS – SOCIAL MEDIA DIRECT OUTREACH

Agenda

- I.** Reality Check
- II.** Starting Point and Objectives
- III.** Benefits and Impact
- IV.** Coaching Content
- V.** Organisation and Process
- VI.** Fees and Terms

I. REALITY CHECK

Executives, interim managers, consultants and supervisory board members have excellent skills, many years of experience and a proven track record. Yet they often remain largely invisible to relevant decision-makers. Today, new career or business opportunities are often decided not by professional qualifications but by the ability to be visible to the right decision-makers at the right time.

At the same time, the rules of market engagement have changed fundamentally. Many contacts no longer arise passively through networks, job boards or chance, but through targeted digital positioning and direct outreach. Those who use the mechanics of modern business platforms professionally can raise their visibility, attract attention in a targeted way and systematically improve their access to decision-makers.

This is exactly where this coaching comes in. You will learn to navigate the complexity of these platforms and use them as powerful tools for success – whether for a new permanent position or for attractive alternative ways of continuing your career.

II. STARTING POINT AND OBJECTIVES

This coaching pursues two possible objectives: (a) generating targeted management attention to realise your next career move, or (b) systematic lead generation for work as an interim manager or consultant. Both require the ability to identify relevant decision-makers on social media platforms and approach them directly and appropriately.

LinkedIn, for example, is a highly sophisticated platform – but it only delivers results if you master its technical features together with professional direct outreach methods. This coaching gives you the skills you need and shows you how to apply this know-how specifically and effectively to your own use case.

III. BENEFITS AND IMPACT

You learn how to raise your visibility among relevant decision-makers in a targeted way and use social media platforms strategically for your individual goals. Depending on your needs, you can apply the methods for the following purposes:

- Systematic, ongoing lead generation to reach your target audience
- Direct positioning with investors and decision-makers
- Generation of qualified leads for interim management or consulting mandates
- Increased awareness of your profiles across the platforms you use
- Data-based optimisation of your outreach, depending on your goals

You can also use these methods for sales, business development and networking, or pass them on to your team – delivering clear, long-term added value for you and your organisation beyond the current use case.

Combined with a Professional Career Hunting Programme, this also creates an effective two-pronged approach. Additional direct outreach via LinkedIn significantly strengthens the programme's impact. In our experience, the chances of success increase measurably and the time to reach your target position can be reduced considerably.



IV. COACHING CONTENT

- Review of your optimised LinkedIn profile from our Profile & Media Coaching
- Use of social media platforms, using LinkedIn and its applications as an example
- Learning the platform's architecture with features, settings and parameters
- Understanding search logic, database structure and SSI mechanics
- Introduction to record selection, filters & lead lists, audience segmentation, linking
- Development of trigger and outreach messages for your target group and use case
- Smart links to your profile and, where available, your video elevator pitch
- Setting up search profiles with selection parameters to suit your goals
- Setting up a KPI system to monitor and manage your outreach activities
- Optimal use of the platform based on case studies tailored to your use case
- Online support in practice for up to six weeks after the coaching

V. ORGANISATION AND PROCESS

- The coaching comprises up to 5 online sessions of approx. 60 minutes each
- Individual sessions are scheduled flexibly around your availability
- The entire process takes approx. 2–3 weeks, depending on your availability
- Between sessions, practical exercises help you master the platform

VI. FEES AND TERMS

- Fees depend on your individual objectives and prior knowledge
- We will gladly quote the fees after a needs analysis with a "fit check"
- We will gladly prepare an offer for our optional Social Media Direct Outreach service
- Depending on your country, fees are tax-deductible – please ask your tax adviser



We will gladly answer any questions about the details and the exact process of the coaching.

The EUROWORKS Team ...

Your Experts in Successful Executive Positioning



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