



NOVEMBER 2022

Digital Strategy Social Selling on LinkedIn

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Piedmont



DISTRIBUTOR SUMMIT

NOVEMBER 13-17, 2022



Impact of the Digital Strategy



Why LinkedIn?

- Biggest CRM in the world

774 millions of users

45% decision makers

- Find prospects, grow your network
- 24/7 tool to generate more sales
- Easy to make things right
- 9 minutes/day



Our Strategy

- LinkedIn profiles optimized
- Content marketing strategy
- Valuable contents focused on the customers needs
- 80 – 20
- In-house content creation
- Engagement Whatsapp Groups



How To Get a Maximum Engagement?

- Build your own strong Personal Brand
- Give them what they want
- Keep LinkedIn happy



How The Algorithm Works

The first 30-60 minutes of your content

- LinkedIn feed algorithm scores it as low or high-quality
- High-quality content: appears in the feed for a short time
- If people in your network liked, commented or shared your post, the algorithm decides to take your post to the next level

More Engagement = Better Results

- Real people will review your content. They'll check why your post is performing so well, if it is not a spam they'll keep showing your post for 48 hours



Technical Tips For High Quality Posts

(besides the relevance of the content of course!)

More than 5 lines

Attention-grabbing in the beginning

Space after the first sentence



Spacing

Vary sentences length

Mentions always as possible @CompanyName

Bilingual if applicable

1-4 emojis

3 – 4 hashtags



Tag strategic people



Add images/videos to get higher engagement



Create a post



Ana Paula Tapia

Anyone

You should write **more than five lines**, so the "see more" option appears.

You need to make sure **your first five lines** are **attention-grabbing**, so people will click "see more" to demonstrate that they want to read the rest of the post. A great way to do this is to **have a space after your first sentence**, and to ideally have your sentence incomplete at the mid-way 'see more' point.

Spacing also makes your post **easier to read** on mobile devices. Skimmability is key!

Now listen. **Vary the sentence length**. Use short sentences. And sentences of medium length. And sometimes, when you are certain the reader is rested, you will engage him with a sentence of considerable length, a sentence that burns with energy and builds with all the impetus of a crescendo, the roll of the drums, the crash of the cymbals—sounds that say listen to this, it is important.

If you **mention** anyone (persons/companies/associations) try to find their LinkedIn page using **@CompanyName** and use it in your text. This person/company will be notified you are making a mention and you it is beneficial for you.

Make it bilingual if applicable.

You can use also emojis 1-4 if your post is long.

#PopularHashtags #CheckBeforeUsing #3or4

[Greg Madden](#) [Guillaume Clairet](#) [Simon Bouchard-Pouliot](#)
[International Desalination Association \(IDA\)](#) [American Membrane Technology Association \(AMTA\)](#)

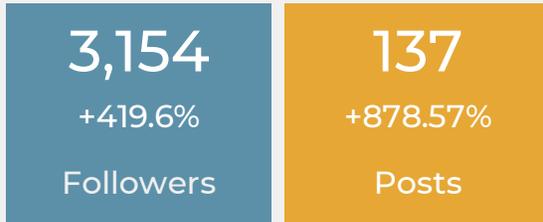


Anyone

Post

Community growth

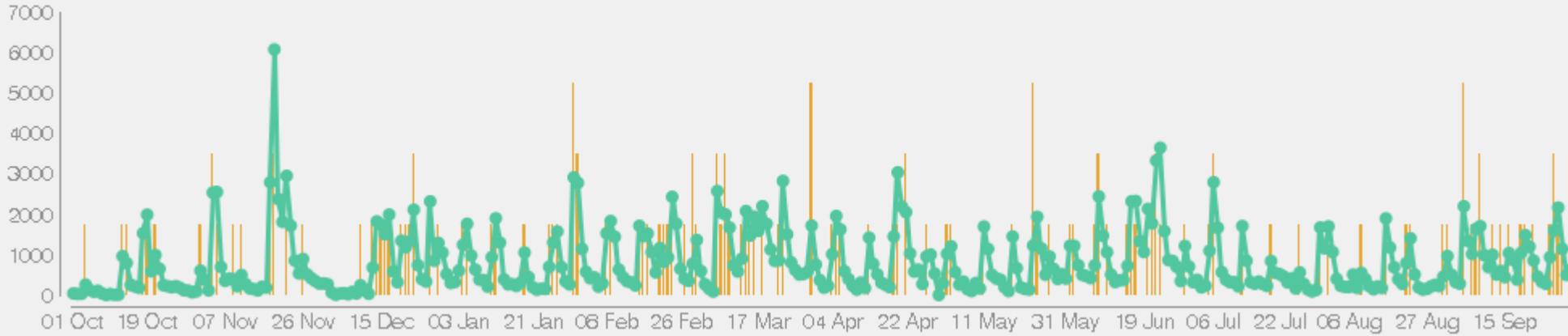
 Genesys - PWT



Reach of the page

 Genesys - PWT

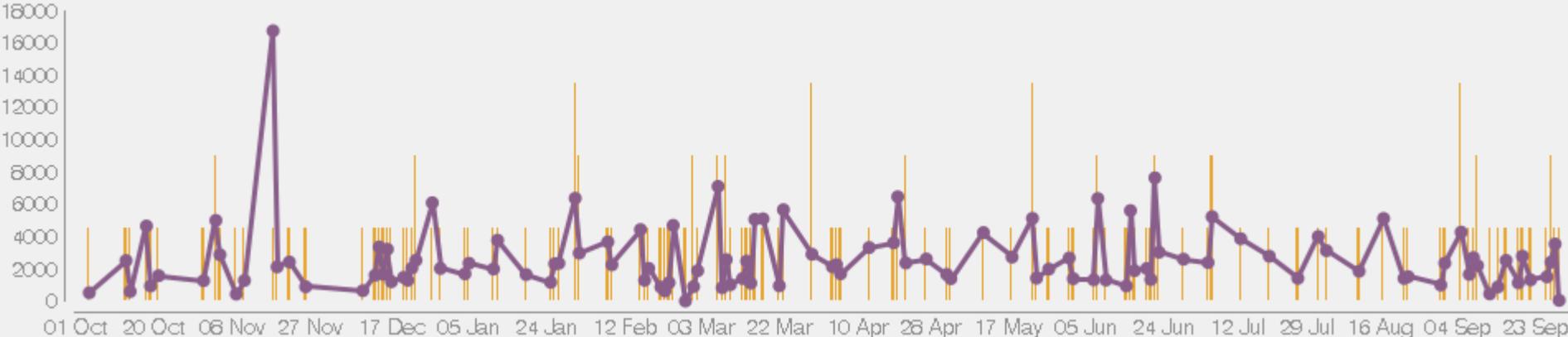
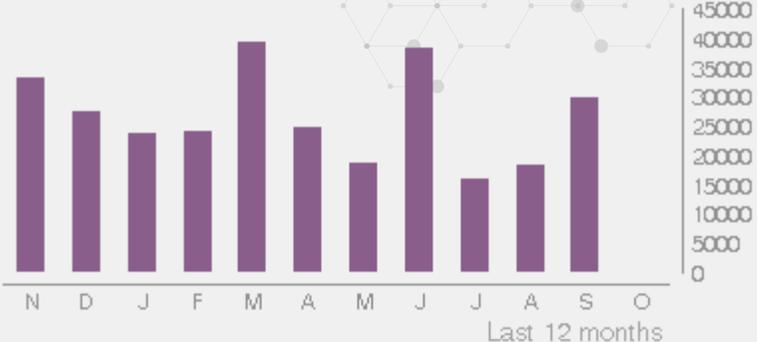
303.93K +1690.78% Impressions	137 +878.57% Posts
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Post Impressions

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<p>302.12K +1557.92% Impressions</p>	<p>137 +878.57% Posts</p>
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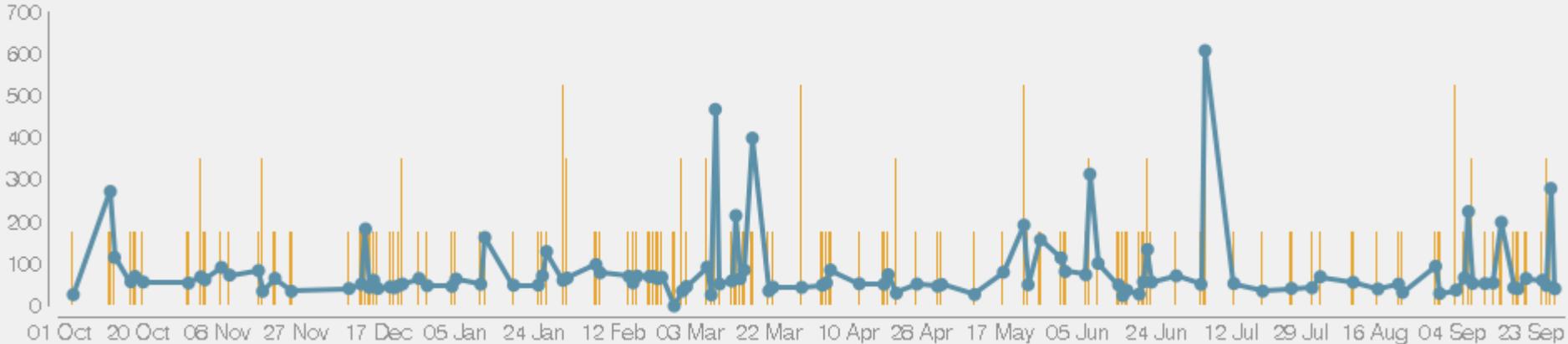


Post Engagement

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99.81
+60.25%
Engagement

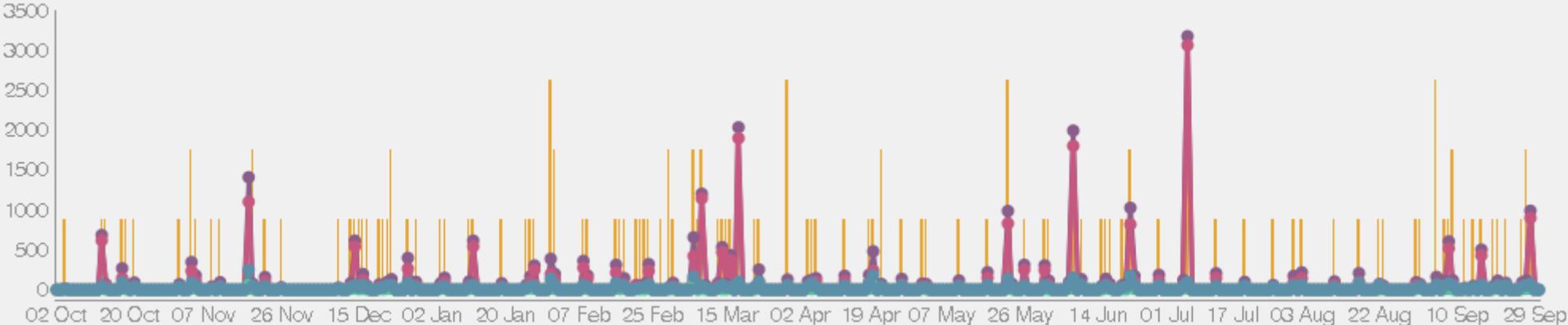
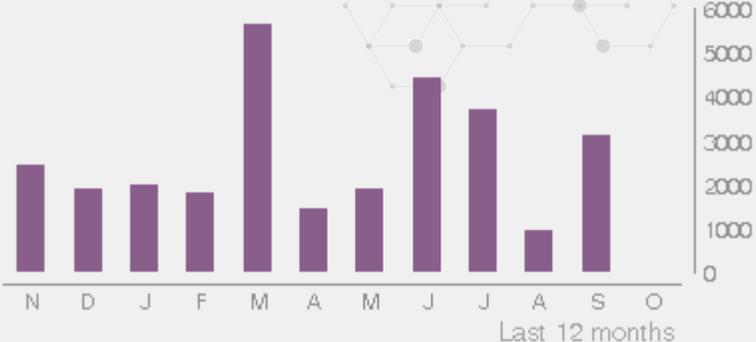
137
+878.57%
Posts



Interactions

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6,209 +1456.14% Reactions	1,468 +2618.52% Comments	22.48K +3195.89% Clicks	30.16K +2556.83% Interactions
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**KEEP
CALM
AND
BE
RESPECTFUL**



Content Calendar

jul-22						
27/06/2022	28/06/2022	29/06/2022	30/06/2022	01/07/2022	02/07/2022	03/07/2022
Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
				Canada Day		
				Leader acquisition Maple FB IG		
04/07/2022	05/07/2022	06/07/2022	07/07/2022	08/07/2022	09/07/2022	10/07/2022
Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Independence Day US	Meet the team Joanne	Nuria ppt Commodities cleaning x special cleaners POSTAR DIRECTAMENTE				
Smart Irrigation Month	Leader Party WTS Years of service	New distributor Ravago Grecia Aitor Share UN global Actions		Maple Leader H2o k9 officer		
11/07/2022	12/07/2022	13/07/2022	14/07/2022	15/07/2022	16/07/2022	17/07/2022
Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Quote		The importance of Early Cleaning Stephane Commercial High Flow Cartridge Filter system				
AMTA/SEDA Tradeshow	Rock Gaulin Tour Ham Nord			Job openings		
				Baseball game		
	AMTA/SEDA Joint Workshop Greg					
18/07/2022	19/07/2022	20/07/2022	21/07/2022	22/07/2022	23/07/2022	24/07/2022
Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Meet the team Patricia		Spectraguard Commercial Post Testimonio Acquetec Fiorenzani				
			Case Study Cobden	Hiring Highlight		
25/07/2022	26/07/2022	27/07/2022	28/07/2022	29/07/2022	30/07/2022	31/07/2022
Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
		El arte del muestreo Nuria				
Meet the team Tamer	Differences of coupling materials			Years of service		
		IG Water		IG simplify		



Reputation

- Little impacts
- Valuable Contents
- Market Recognition
- Winner team (paper Ashkelon 330,000 m³/d - 13% potable water in Israel)

CO₂ AND COST SAVINGS ON ASHKELON SWRO PLANT ACHIEVED BY SWITCHING TO PHOSPHORUS-FREE ANTISCALANT

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3,218 followers
1w • Edited

In 2021, Global CO2 emissions rose to 36.3 billion tons, their highest level in history. Every year, over 380 million tons of plastic are produced. Of this volume ...see more

SHELF LIFE DE 3 AÑOS

In addition, they have an average shelf life of three years.

Spectraguard 111: A Sustainable Solution for your Water Treatment Plan...
youtube.com

Genesys - PWT
3,219 followers
2mo

The high performance SpectraGuard family of antiscalants is used to effectively control scaling in reverse osmosis systems, allowing you to push the limits of recovery. ...see more

Sustainable Products for Water Treatment

Did you know that by selecting the correct antiscalant for your membrane systems you are contributing to the creation of a more sustainable world?

SpectraGuard™ 111

SpectraGuard 111 Features:

- Organic dendrimer of high efficiency, purity, and stability
- Super concentrated formulation (x11), which drastically reduces the CO₂ footprint of the product
- 100% phosphorus free and environmentally friendly
- Classified as non-hazardous

NSF

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3,218 followers
1mo

We asked, you decided! As promised, we have purchased 100 trees to be planted in Brazil. Many thanks to those who voted and to **One Tree Planted** for the amazing work you do! ...see more

Genesys PWT
100 Trees Planted in Brazil

THIS CERTIFICATE IS AWARDED TO PRIVILEGED AND DISTINGUISHED PARTNERS OF ONE TREE PLANTED WHOSE CONTRIBUTIONS HAVE BEEN AND CONTINUE TO BE ESSENTIAL TO THE REFORESTATION, CONSERVATION, AND PROTECTION OF ENDANGERED FORESTS AROUND THE WORLD.

Matt Hill
MATT HILL
CHIEF ENVIRONMENTAL EVANGELIST

ONE TREE PLANTED

August 31, 2022
DATE
YOU CHANGED THE WORLD

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3,218 followers
3w

Tomorrow at 1230 (CEST) our Regional Sales Manager **Daniela Vidal Nazar** will make a presentation at Aqua España event talking about "How to reduce CO2 emissions with a superconcentrated and phosphorus-free antiscalant." ...see more

SEPTEMIEMBRE 15 12:30

Reduciendo emisiones de CO₂ con un antiincrustante super concentrado y libre de fósforo

Daniela Vidal
Gerente de Ventas Regionales

AQUA ESPAÑA

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2w

The shipping industry is responsible for around 940 million tonnes of CO2 annually, which is at least 2.5% of the world's total CO2 emissions. ...see more

The International Maritime Organization (IMO) is focused on reducing CO₂ emissions

Genesys - PWT
3,267 followers
6mo

Genesys - PWT has the opportunity to help our clients and partners to treat their water in a sustainable way with our super concentrated and environmental friendly products, so we want to give something back to the planet. ...see more

EARTH DAY 04.22.22

Every time you purchase our concentrated antiscalants, you also contribute a little more in keeping our planet safe.

PWT

ONETREEPLANTED

4 shares

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5mo • Edited

Global CO2 emissions rebounded in 2021 to their highest level in history up to 36.3 billion Tons! 380 million Tons of plastic are produced every year. 50% is single use!

SpectraGuard 111 es una solución sostenible que reduce la huella de carbono de sus operaciones: 2 IBC's equivalentes a la carga de contenedor completo.

Para obtener más información, visite: <https://lnkd.in/eQghDgGv>

Play

2:02

You and 48 others 17 comments · 14 shares

Genesys - PWT
3,266 followers
5mo • Edited

On Thursday at the Technical Conference "Agriculture, Water and Energy" promoted by AEDyR (Spanish Association of Desalination and Reuse) in Alicante, Spain, our Regional Sales Manager **Daniela Vidal Nazar** will make a presentation ...see more

JORNADA AGRICULTURA, AGUA Y ENERGÍA

Daniela Vidal
Regional Sales Manager

26 de mayo 19:30 - 19:50

Reduciendo las emisiones de CO₂ con un antiincrustante super concentrado y 100X libre de fósforo

AEDyR

15 comments

Genesys - PWT
3,267 followers
10mo

Genesys - PWT has just received a shipment of 12 tons of E-Superconcentrate SG111 dendrimer from our colleagues in Vista, California for serving customers in the MeNA market to help with the phosphonate crisis in large SWRO. ...see more

Genesys - PWT
3,266 followers
4mo

Si estás pensando en cómo ayudar a reducir tus emisiones de CO2 te invitamos a ver esta presentación de nuestra gerente de ventas regional **Daniela Vidal Nazar** que habla de una solución sostenible de antiincrustante si ...see more

AEDyR

JORNADA AGRICULTURA, AGUA Y ENERGÍA 26 DE MAYO 2022

Reduciendo las emisiones de CO2 con un antiincrustante super concentra...
youtube.com

You and 25 others 10 comments · 3 shares

Dendrimer Production increased 3X



Are you following us already?



Let's Grow Together!



h₂O innovation[®]

Piedmont  PWT[™]

WATER COMPANY
OF THE YEAR 2020

