



Money with additional services

ICMA Future Leader



Good Morning Everyone!

Lets get it started ...



ICMA Future Leaders Network

Members

Ladies First!



**Gabriela Martin del
Campo**
Sr. Director of Digital
Operations, El Clasificado,
USA



Erica Locke
Social Media &
Marketing Director,
Digital Community
Holdings, Inc.



Laura Pitkänen
Business Development
Manager, Sanoma
Digital, Finland



Sabine Wesp
Director of Customer
Services, Bazar.at,
Austria

ICMA Future Leaders Network Members

Gentlemen's Club



Alan (AJ) Lemke
Lead Web Developer
for AutoConX Systems
USA



Bart Cuylaerts
Product Manager
Digital at Mediahuis



Lucian Luncan
Head of Classifieds at
Inform Media SRL



Gianfranco Gaio
Product Manager,
Homegate.ch

Additional Services

Meaning

The customer's needs

A need that we arouse for the customer

Additional Services

Important Facts

Moment/ Significant Point in Time

When the customer is in need, **sell!**
(e.g. a new shirt with the new suit or a
re-ranking with the advertisement)

The customer's trust in the vendor is
at a peak directly after the purchase

Wording

Never an offer -
always a question

Additional Services

Everyday Life



Additional Services

Future

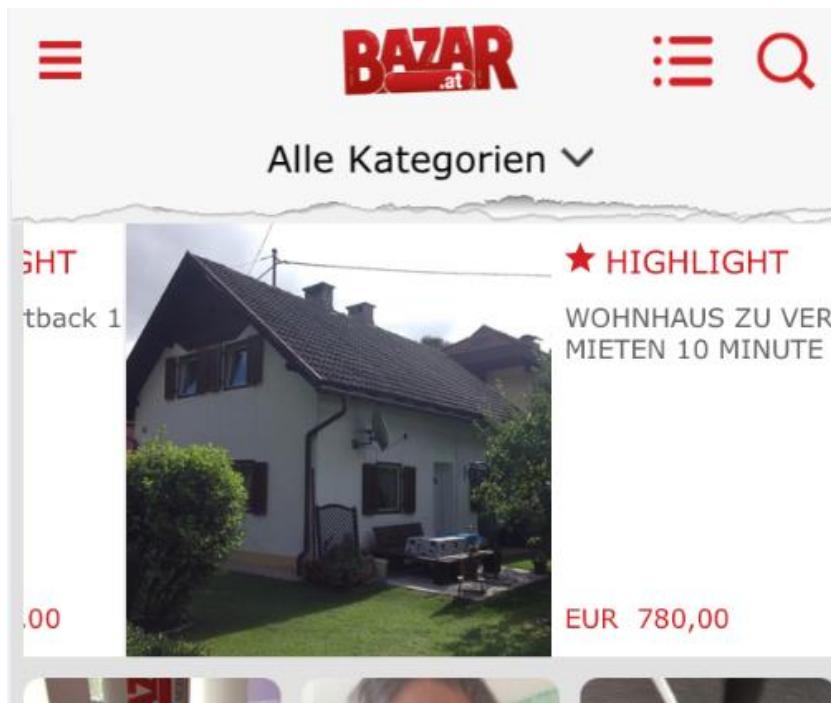
Ihre Anzeige rückt automatisch an die Spitze der Suchergebnisse!

Heute 09:00	 BHZ Designer-Couch € 5.000,-	7. Novitas Möbel Sanitär
14:03 19:04	 Dreiganger Verkauf neuwertiger Möbel € 160,-	3. Landstrasse Möbel Sanitär
14:03 19:01	 Dreiganger Verkauf neuwertiger Möbel € 160,-	3. Landstrasse Möbel Sanitär
14:02 19:00	 Sessel, 60 x 200 cm + Lehnen+ Metall € 90,-	22. Donaustadt Möbel Sanitär
14:02 19:55	 Klapptisch/Holztisch 100x80x70 85x145cm € 40,-	22. Donaustadt Möbel Sanitär
14:03 19:55	 Dreiganger Verkauf neuwertiger Möbel € 200,-	3. Landstrasse Möbel Sanitär
14:03 17:20	 BHZ Designer-Couch € 5.000,-	7. Novitas Möbel Sanitär

Desktop:
re-ranking Ad,
Bazar.at, Austria

Additional Services

Future



Mobile/App:

The highlighted ad will appear in a separate box on top of the Start- Screen only
Bazar.at, Austria

Additional Services

Future



We'll find a buyer in 30-days or less. Keep driving your car until the moment it is sold.



If we don't find your car a new home in 30 days, we'll buy it from you!

Desktop:

If you don't find your car a new home in 30 days, they'll buy it from you!-

www.beepi.com, USA

Additional Services

Future



Mobile/ App: Digitize magazines, Bauer Media Group, Germany

**Thank you for now
and enjoy the next Presenters!**

