

MEN4NEWMI

STRATEGIE EN TR



Rabobank

Het nieuwe winkelen



Hans van Veen



verras de klanten dan verrassen ze je

customer service die toevallig (online) schoenen
Zappos durft te kiezen voor een groeistrategie
de focus ligt op het creëren van de **ultieme**
shopping. Daarmee legt Zappos de nadruk op **bestaande**
niet op het werven van nieuwe klanten, zoals in
de marketing strategieën.



~~Delivering
the Zappos
service~~





DELIVERING
Happiness

PATH TO PROFITS,
GROWTH, AND PURPOSE

TONY HSIEH
CEO, Zappos

Zappos
com
POWERED BY SERVICE™

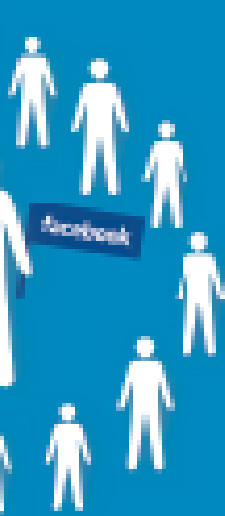
Omzet € 2,5 miljard

Verkocht aan Amazon
voor €1,2 miljard

transparent. He has personally invested in Social Media. Zappos measures the social media return on the parameters of culture. They don't calculate it's ROI on sales as they don't consider it a traditional marketing channel.

is clearly the new generation company which is forging a new era. They are just not selling products but they are engaging customers with personal and emotional connections. We must understand that they promote product with the help of Twittering and blogging. They just engage the reaction over the social network. The company really builds relationships with customers with the help of telephone calls and the end conversations.

2011, Facebook has
100 million
users – that's about ...



1 in every **13**
people on Earth

The
35+ now re
more t
30% of
demographic entire

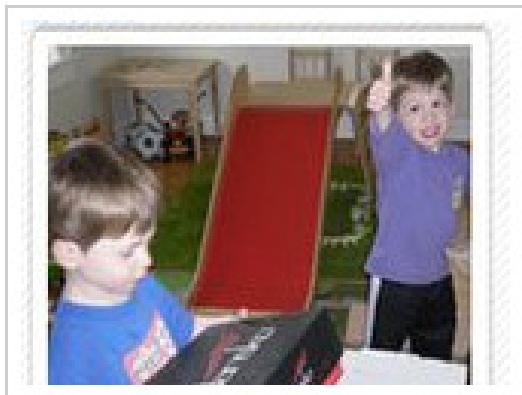
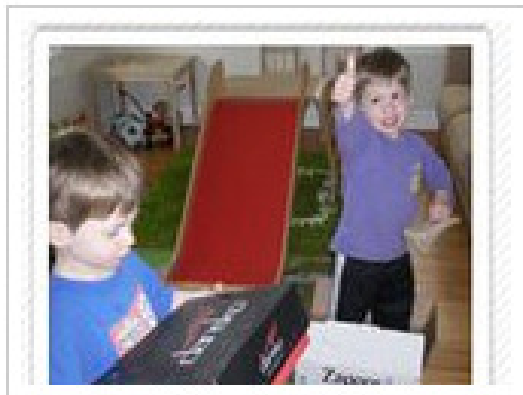
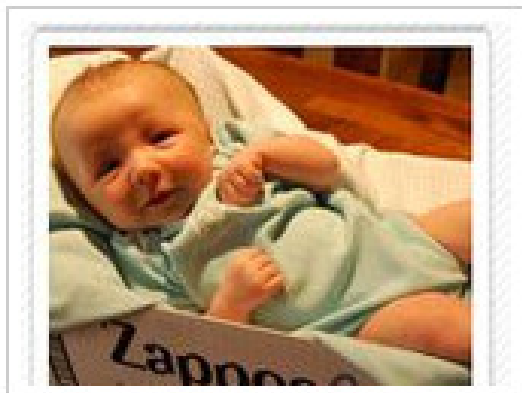


3-24
graphic

74% 10-11



Ongeveer op maandag bijgewerkt



FALL THE WE



JOHNNY
Harlem N

Thanks For Be

Share a picture on our
could be our next fan
The Zappos box must



vind je leuk



T-shirt

Print voor. 100% k



Zie details



Maattabel

Maat

Maat kiezen

Prijs

9,95

Kaders, 92-0334

Naar shoppingb

Mail newsbrief of Facebook bericht



Each day YouTube exceeds

1 billion views

Average person spends

5 minutes a d

on site



YOUTIQUE

S/S 2011

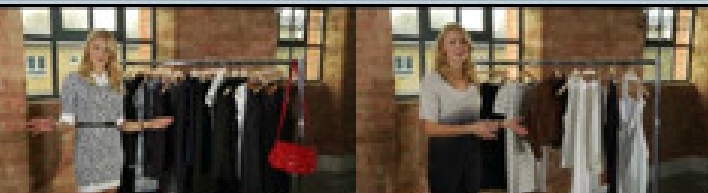
A/W 2010

S/S 2010



SHARE THIS CHANNEL
» Twitter » Facebook

SPRING 2011 TRENDS...



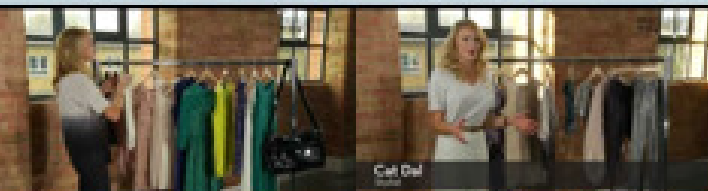
Spring Fashion Trends -
Classic Style - Spring
Summer 2011

Spring Fashion Trends -
White and Lace - Spring
Summer 2011



Spring Fashion Trends -
Utility - Spring Summer
2011

Spring Fashion Trends -
Sport Luxe - Spring
Summer 2011



Spring Fashion Trends -
Pleats - Spring Summer

Spring Fashion Trends -
Minimal - Spring Summer

SHOP BY...

- > Dresses
- > Jackets
- > Tops
- > Skirts

Spring 2011 Trends

FRENCH CONNECTION

Spring Fashion Trends - Classic Style - Spring Summer 2011

March 4, 2011 | 6471 Views

It doesn't look so white and new but it's a great look for spring. That's a white dress with a new look for spring.

Twitter Facebook

SHOW ME HOW TO...

- Spring Fashion Trends - Classic Style - Spring Summer 2011
- Spring Fashion Trends - White and Lace - Spring Summer 2011
- Spring Fashion Trends - Utility - Spring Summer 2011
- Spring Fashion Trends - Sport Luxe - Spring Summer 2011
- Spring Fashion Trends - Pleats - Spring Summer 2011
- Spring Fashion Trends - Minimal - Spring Summer 2011

0:00 / 0:30

Spring 2011 Trends

March 21, 2011 | 6471 Views

Shop the 2011 French Connection Spring Collection

QuickTime™ en een
-decompressor
zijn vereist om deze afbeelding weer te geven.

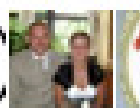
NOW YOU CAN SHOP EXPRESS ON FACEBOOK!

Browse and share your favorite finds with friends or make a purchase directly from Express through Facebook. All purchases will be completed using the safe and secure Express checkout process, [click here](#) for details.

SHOP NOW [FOR HER](#) | [FOR HIM](#)

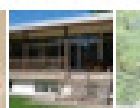
Evenementen van vrienden

PTplanet con
zaterdag 25 jul



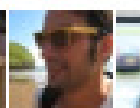
Antwoord: Ja

Justerland Fe
zaterdag 2 jul



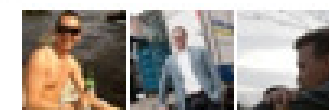
Antwoord: Ja

'Neko Jita'
zaterdag 18 jul



Antwoord: Ja

Vind vrienden van



43 van je vrienden
Zoek meer mensen



FOR HER | FOR HIM

[SIGN IN](#) [SHOPPING BAG \(0\)](#)[« Cologne](#)

Roll over image to zoom



RESERVE FOR MEN

Style: 4560430

\$44.90-\$59.90★★★★★ [Read Reviews](#)[ADD TO WISHLIST](#)

Modern. Cool. Stylish. Sexy. Inspired by the moment the sun sets behind the skyline and the city streets come to life. Classically modern. Stylishly sexy. Perfectly aged. Express Reserve is the fragrance for the man with effortless style.

- Contains alcohol
- Notes of fine brandy, smoked woods, sensual spice
- Designed and bottled exclusively by Express
- Made in USA

CHOOSE A SIZE:

1.7 oz \$44.90	3.4 oz \$59.90
-------------------	-------------------

QUANTITY:

[Add to Shopping Bag](#)[ADD TO WISHLIST](#)[Add a comment](#)



DIGITAL MARKETING



4:12

360p



Toevoegen aan

Delen



17687



kt op 2 nov 2009

alist laat in een paar stappen zien hoe je een vis fileert.

8 stemmen voor leuk, 0 stemmen voor niet leuk

Meer weergeven

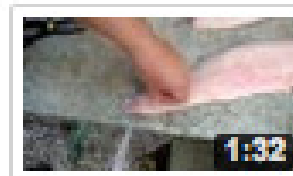
ed

Suggesties

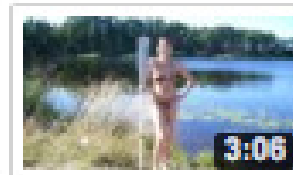


[Wijting fileren en bakken](#)
door foodtube
8696 keer bekeken

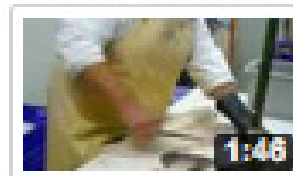
Aanb



[Snoekbaars Fileren](#)
door Basredder
6159 keer bekeken



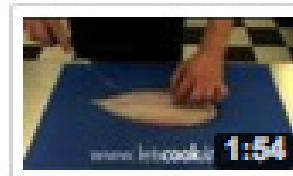
[Forel](#)
door alinariga
4367 keer bekeken



[Een kabeljauw fileren](#)
[Hansfish in Zeebrugg](#)
door rickydk
16833 keer bekeken



[Vis Schoonmaken \(S\)](#)
[Op De Boot \(MS Ten](#)
door djdmess
6955 keer bekeken



[www.WeZooz.be - Vis](#)
[Platvis. Kooktech...](#)
door LetsCookitTV
7466 keer bekeken



[Vistripers fileren for](#)



Zoeken

Bladeren

Uploaden

veen0

onshop op de Love & Marriage Beurs 2010 - deel 1

shop

12 video's



Abonneren



1 / 7:20

360p



+ Toevoegen aan



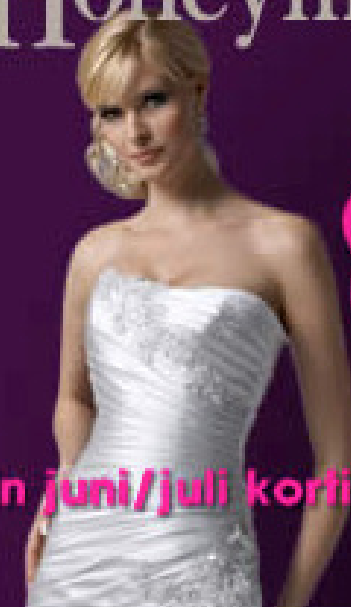
Delen



61428



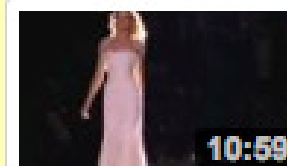
Honeymoon



SU
S

In juni/juli kortingen

Suggesties



10:59

Pronovias Co
door kooningsb
42642 keer



Bedrijfsfilm H
Rotterdam
door honeymoon

goed gestolen dan slecht
nnen.....





&
Line
&

share the statistics:

world spends over

10 billion

utes on social networks and blo

equates to 22% of all time online