



# Roger Basler de Roca

Roger L. Basler de Roca describes himself as a digital native with a penchant for languages and foreign countries. After spending 12 years abroad, he started setting up his own companies five years ago, in the area of private equity. A high level of digital competence, a fast, networked style of thinking and optimal transferability into actual practice characterise his workshops, consultancy services and presentations. He helps his clients across a range of industries to better understand the markets and mechanisms of today and tomorrow and thus to make optimum use of them to achieve corporate success. One of his areas of expertise is the development of digital business models and growth models in digital marketing. Roger L. Basler de Roca lectures at various institutes and has published numerous books and articles on the above-mentioned topics in both German and English.

**“Developing digital business models means empowering people.”**

## THEMES

### + Successful presence and networking using LinkedIn

- What do I need to know about LinkedIn and the like?
- How does the „social algorithm“ work?
- What is the ideal profile?
- How do I network properly?  
How and what do I post and when?

### + Selling successfully and automatically using LinkedIn

- What are the latest and most recent figures on LinkedIn?
- How does „selling“ work on LinkedIn?
- What is behind social selling?
- What do I need to know before I start?
- How and what do I post when I actually want to sell?
- How can I use the sales navigator?
- What can I automate and how?

### + Automated selling using Google and LinkedIn

- How do Google and LinkedIn work together?
- How do I get more leads (also in B2B)?
- How can I measure success?
- What budget do I have to provide?
- Tools and tips for sales, marketing and controlling

### + Social Media 2020 – what do I need to know?

- The current figures for 2020 and social media
- How do social media work after Click Gap and BERT updates?
- What do I need to know for time-efficient and good social media planning?
- How can I measure my success?
- What budget do I have to provide?
- How can I advertise efficiently on social media?

## REFERENCES & PRESS

“Thanks for a very informative morning, Roger! Listening to you was very instructive and interesting. Competent, likeable, courteous and always approachable. I would be happy to attend another one of your courses. It was fun.”

**Saša N., InnoPark Suisse SA**

“It was one of the best training sessions I’ve ever been to. Efficient, instructive and to the point.”

**Guido T.**

“Roger made effective and efficient use of the limited time available. I learnt a lot from the Insta course and we will also be implementing a number of the additional tips that he passed on to us and which came spontaneously from the group. Thanks again!”

**Benjamin U., Swaytronic (Switzerland) AG**

“Great content, real eye-openers and excellent tips on implementation! The workshop was very well structured and had really good content. Now it’s time to put things into practice.”

**Marc T., Tom’s Original**

“Pleasant, practical, competent!”

**Christoph H., Hofmann Gartenbau AG**

## FEES & LANGUAGE

## TRAVEL COSTS

## MEDIA



### Keynote speech

Fee group F

### Daily rate

Fee group F

### Language



Winterthur/CH

