



Roger Basler de Roca

Roger L. Basler de Roca describes himself as a digital native with a penchant for languages and foreign countries. After 12 years abroad, he began founding his own companies five years ago as part of private equity. A high level of digital competence, fast, networked thinking and an optimal transfer into practice perfectly describe his workshops, consultations and lectures. Across industries, he accompanies his clients to better understand the markets and mechanisms of today and tomorrow and thus to use them optimally for their business success. His specialties include building digital business models and growth models in digital marketing. Roger L. Basler de Roca lectures at various institutes and has published numerous specialist books and articles in German and English on the above-mentioned topics.

„Developing digital business models means empowering people.“

TOPICS

+ Successful with Digital and Social Selling

- What do I need to know about LinkedIn, Facebook, Instagram, TikTok, YouTube and Google?
- How does the „social algorithm“ work?
- What is an ideal profile?
- How do I network properly?
- How and what do I post and when?

+ Sell successfully and automatically with LinkedIn

- What are the latest and most recent numbers on LinkedIn?
- How does „selling“ work on LinkedIn?
- What is behind social selling?
- What do I need to know as a prerequisite?
- 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?

+ Digital business models: design and implementation

- How do Google and LinkedIn play together?
- How do I get more leads (also in B2B)?
- How can I measure success?
- What budget do I need to allocate?
- Tools and tips for sales, marketing and controlling
- The new digital reality
- Digital forgetfulness, what does it mean?

+ Social Media 2021 - what do I need to know?

- The current figures for 2021 and social media
- How does 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 do I need to allocate in terms of budget?

REFERENCES & PRESS

„Roger was able to present us a compact overview of the online world within two days - if you are looking for a competent lecturer in the field of digital marketing, you have come to the right place with him!“ **Tanja N.**

„As a businessman and start-up founder for many years, I have had the opportunity to meet many business people and have experienced many lectures and workshops. NOBODY -as far as I can remember- is as professional paired with charm, heart and customer orientation as Roger L. Basler De Roca. It was an enrichment for me to have met Mr. Basler and to be able to use his services!“

J. Füllgraf

„I participated in the LinkedIn and Digital Selling Workshop and I must say I was more than thrilled. Roger made the presentation exciting throughout and was able to convince with deep expertise. The workshop offered great added value and gave good insights into how to use the topic of social media and what potential it holds.“ **Paul M.**

„Thanks for a very informative morning, Roger! Was very instructive and interesting to listen to you. Competent, personable, courteous and always approachable. I will gladly attend another class from you. It was fun.“

Saša N., InnoPark Suisse SA

ONLINE COURSES / WEBINARS



Want to experience the expert online? Now scan QR code and select topic and choose!



FEES / TRAVEL EXPENSES / LANGUAGES LIVE BOOKING

Keynote speech	Fee group F
Daily rate	Fee group F
Travel costs	Winterthur
Languages	



MEDIA & RECOMMENDATION



LinkedIn richtig einsetzen und nutzen

ISBN: 3746007291

17,99 €