

# Präsentation

# Social Media... Facebook, Xing, Twitter & Co

**Ein Vortrag von**

Patrick Schulte

billiton internet services GmbH  
Siegen  
[www.billiton.de](http://www.billiton.de)



# HISTORIE

Einzelpersonengesellschaft,  
gegründet von  
Patrick Schulte



1998

Wandlung zur  
billiton internet  
services GmbH



2000



Umzug ins LYZ

2004



1999



Gründung der  
billiton internet  
services GbR

2001



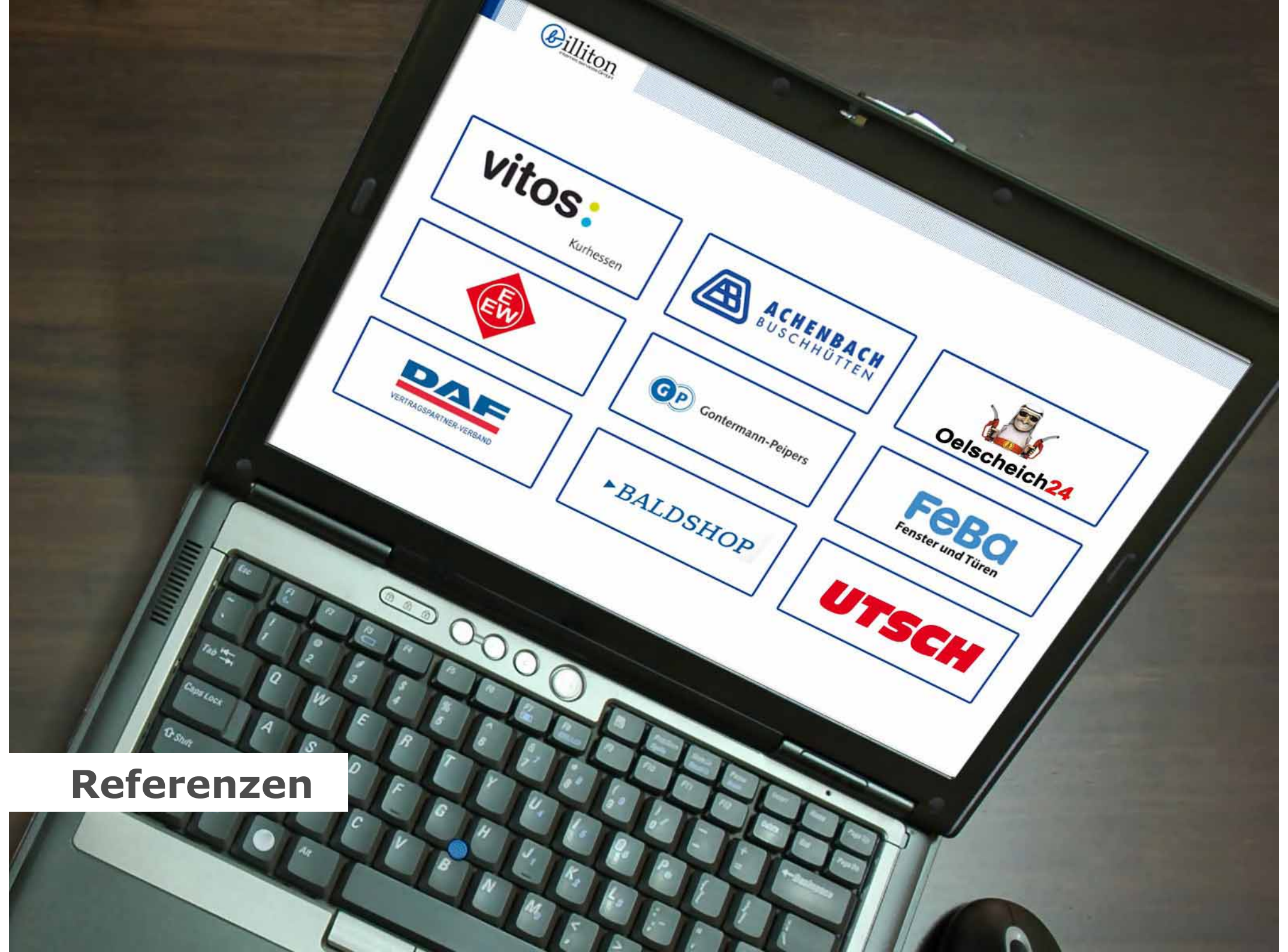
Eröffnung einer Niederlassung im Saarland,  
Standort Beethovenplatz in Saarbrücken

2010



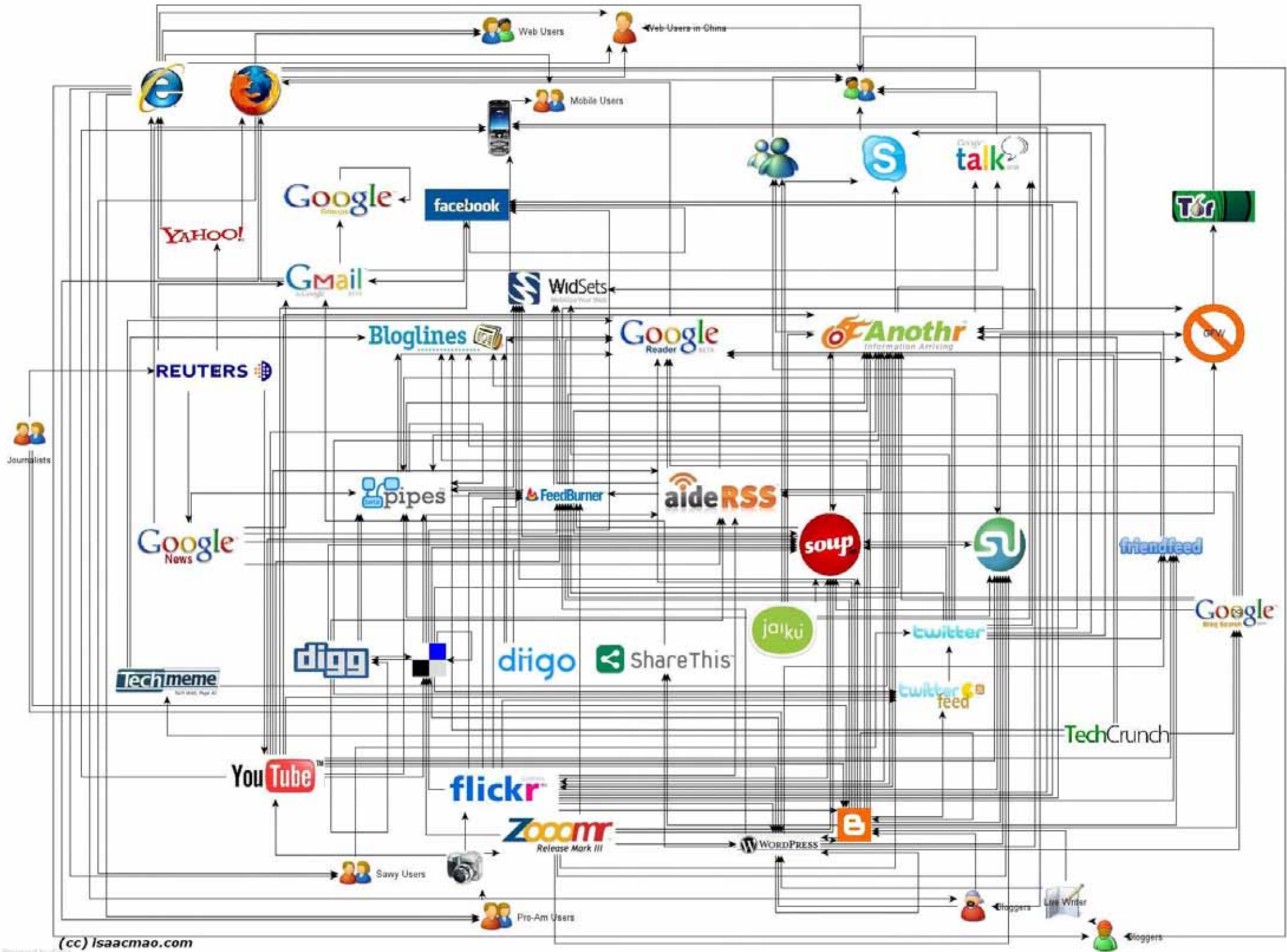


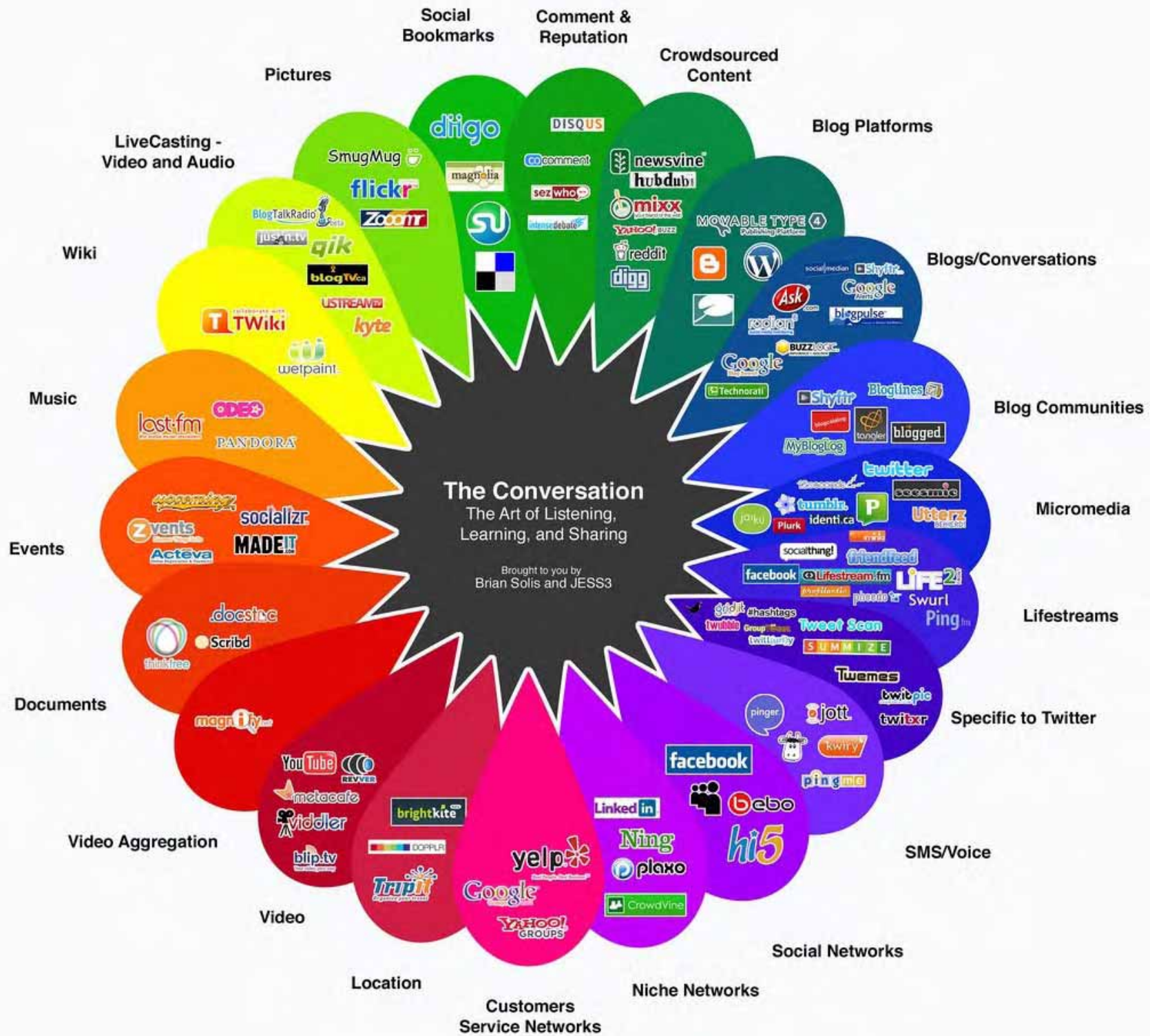
**Wir bieten Ihnen ein großes Spektrum an hochwertigen Produkten**



Referenzen

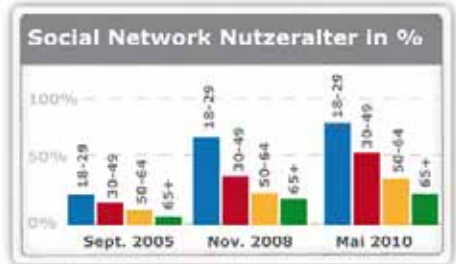




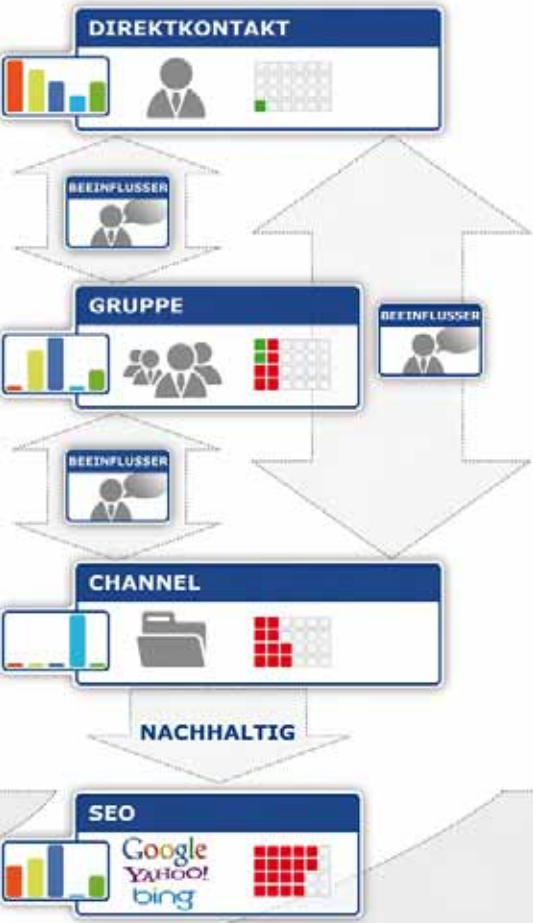




Quelle: BITKOM/ETIO



Quelle: Pew Research Center





www.shop-naschwerk.de

My Profile

DASHBOARD

RESEARCH

LINKS

CONTENT

SOCIAL

RANKING

ANALYTICS

EMAIL

REPORTS

ADMIN



# FACEBOOK / DASNASCHWERK

OCT 1, 2010 - OCT 31, 2010 [CHANGE](#)

dasnaschwerk

[Page Views](#) | [New Fans](#) | [Fan Posts](#) | [Comments](#) | [Likes](#)

## PAGE FAN ADDS



**264** Current Fans

**145** Unique Page Views

**1** Fan Posts

**458** Page Views

**0** Comments

**37** Likes



POST TO WALL

What's on your mind?



billiton internet services GmbH

Overview

Create/Send

Lists & Subscribers

Reports

Templates

Client Settings

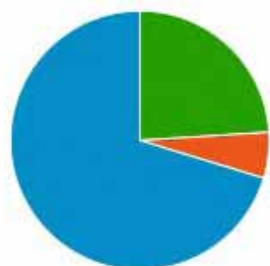
Reports > Campaign Snapshot

## billiton newsletter: Einladung zu Workshop & Messe, sowie Information zum NRW Tag in Siegen.

View campaign

Export report

Sent on 14 Sep 2010 to 3,377 unique subscribers across 4 lists



**810** Unique opens

1,620 total opens to date

**193** Bounced

5.72% couldn't be delivered

**2,374** Not Opened

Open rates are [only estimates](#)

**25.44%** of all recipients [opened so far](#)

**13.7%** [clicked a link](#) (111 people)

**1.57%** [unsubscribed](#) (50 people)

**0** people marked it as spam (0%)

### Most popular links (full report)

	Clicks
<a href="http://www.billiton.de/workshops/">www.billiton.de/workshops/</a>	34
<a href="http://www.zonta-siegen.de/aktionen-termine/">www.zonta-siegen.de/aktionen-termine/</a>	29
<a href="http://www.facebook.com/mittendrln/">www.facebook.com/mittendrln/</a>	23
<a href="http://www.billiton.de">www.billiton.de</a>	23
Link to web-based version of this email	21

### Campaign Reports

**Snapshot**

Summary of campaign results to date.

**Recipient Activity**

Who opened, clicked, forwarded, etc.

**Link Activity & Overlay**

Which links were popular, who clicked.

**Opens & Clicks Over Time**

When did subscribers open and click.

**Email Client Usage**

Which email clients are they using?

**Bounce Summary**

Who didn't receive this and why.

# Dashboard

21.08.2008 - 20.09.2010

Besuche

Grafik vor:



## Website-Nutzung

- 73.250 Besuche
- 382.225 Seitenaufrufe
- 5,22 Seiten/Besuch

- 45,62 % Absprungrate
- 00:02:22 Durchschn. Besuchszeit auf der Website
- 80,32 % % Neue Besuche

## Besucherübersicht



58.995 Besucher

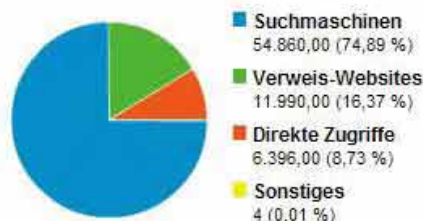
Bericht anzeigen

## Karten-Overlay



Bericht anzeigen

## Übersicht über die Zugriffsquellen



Bericht anzeigen

## Content-Übersicht

Seiten	Seitenaufrufe	% Seitenaufrufe
	12.721	3,33 %
	8.288	2,17 %
	7.436	1,95 %
	3.978	1,04 %
	3.458	0,90 %

Bericht anzeigen

KEYWORDS†	ADWORDS™ STATISTICS (Broad de-DE)		WWW.INTERNETSEITE.DE			WWW.MITBERWERBER.DE		
	LOCAL VOL	GLOBAL VOL	GOOGLE DE	YAHOO! DE	BING DE	GOOGLE DE	YAHOO! DE	BING DE
Tag	590	8,100	30  +3	no match	no match	no match 2 3 4 5	no match	no match
Tag	18,100	40,500	no match	no match	no match	no match 2 3 4 5	no match	no match
Tag	27,100	60,500	no match	no match	no match	no match 2 3 4 5	no match	no match
Tag	49,500	246,000	no match	no match	no match	no match 2 3 4 5	no match	no match
Tag	-	6,600	no match	no match	no match	41  +15	no match	no match
Tag	12,100	33,100	no match	no match	no match	no match 2 3 4 5	no match	no match
Tag	12,100	110,000	no match	no match	no match	37	no match	no match
Tag	4,400	2,900	no match	no match	18	27 	14	11  +6
Tag	33,100	33,100	no match	no match	no match	no match 2 3 4 5	7 	71
Tag	9,900	60,500	no match	no match	no match	15  -1	no match	no match
Tag	90,500	246,000	no match	no match	no match	no match 2 3 4 5	no match	no match
Tag	720	4,400	no match	no match	no match	no match 2 3 4 5	no match	no match
Tag	-	4,400	11  +1	no match	no match	26	no match	no match
Tag	-	22,200	no match	no match	no match	no match 2 3 4 5	no match	no match
Tag	280	22,200	no match	no match	no match	no match 2 3 4 5	no match	no match
Tag	140	8,100	no match	no match	no match	no match 2 3 4 5	no match	no match
Tag	49,500	201,000	no match	62  -6	no match	no match 2 3 4 5	93	no match
Tag	-	14,800	8	6	12	no match 2 3 4 5	no match	43
Tag	-	12,100	no match	67	no match	6	3	8

# Vielen Dank für Ihre Aufmerksamkeit!

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