

Особенности маркетинга IT продуктов в социальных сетях.

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Специалист по интернет-маркетингу
JetBrains

О КОМПАНИИ



JetBrains создаёт инструменты для разработчиков.

IDE на базе платформы IntelliJ



IntelliJ IDEA



CLion



AppCode



WebStorm



RubyMine



PyCharm

Инструменты для платформы .NET



ReSharper



dotTrace



dotMemory



dotPeek



dotCover

Инструменты для совместной работы



TeamCity



YouTrack



Upsource

Языки программирования



Project Kotlin



MPS

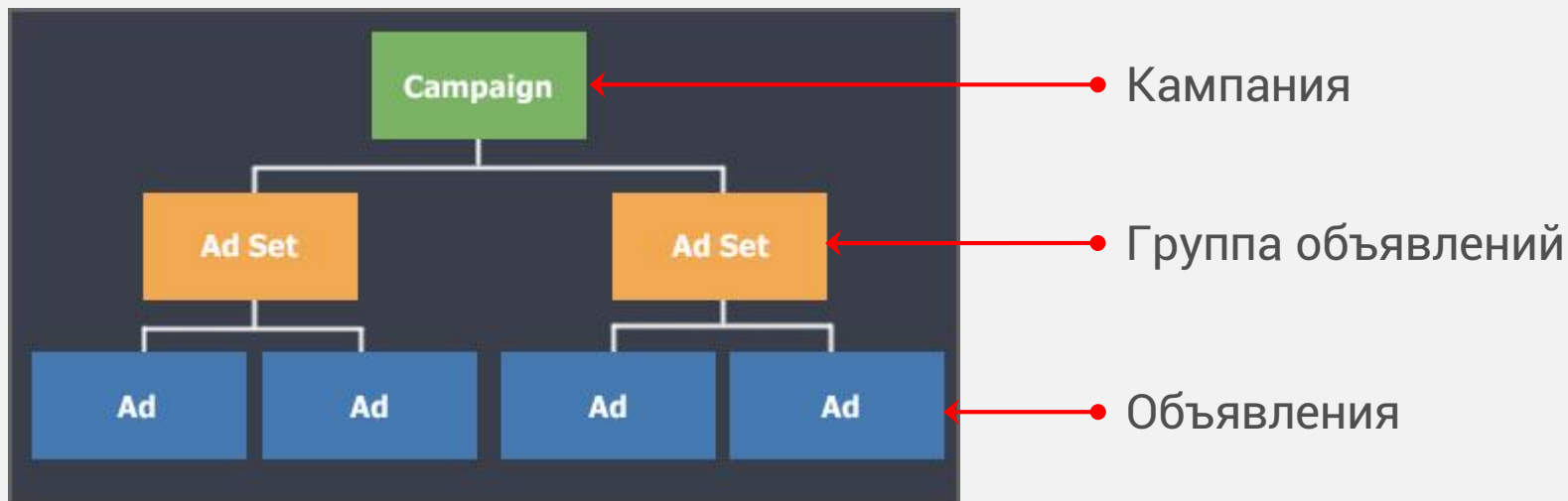


МАРКЕТИНГ В СОЦИАЛЬНЫХ СЕТЯХ

Популярные в мире (USA + EMEA) социальные сети

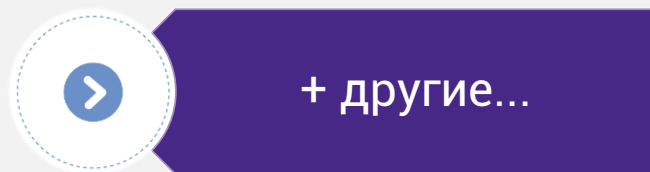
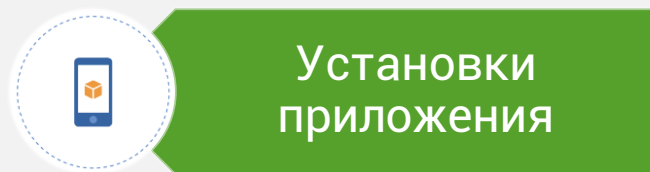
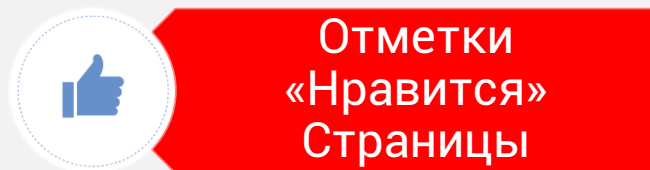
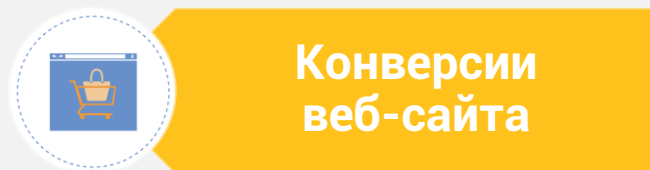
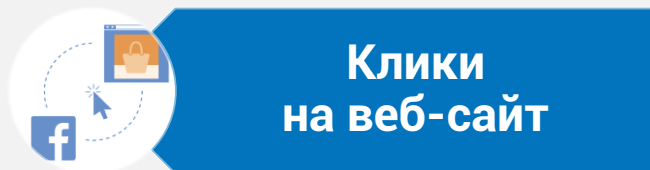


Типичная структура рекламной кампании:



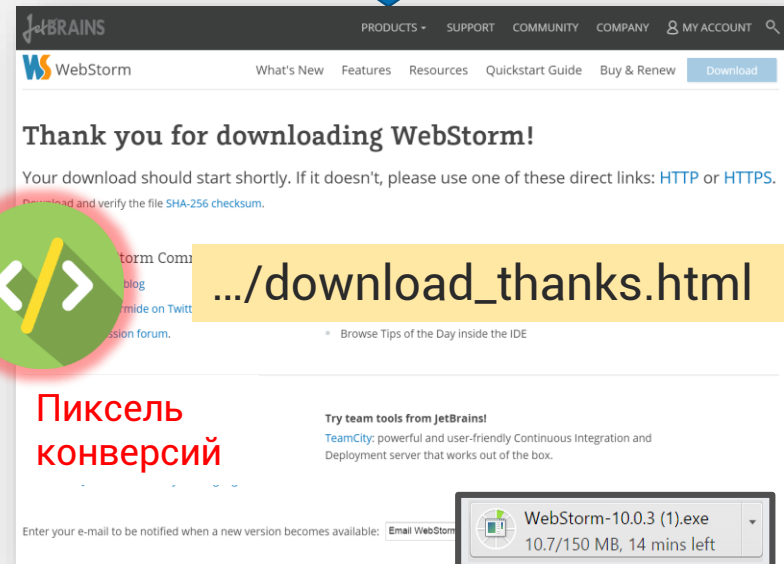
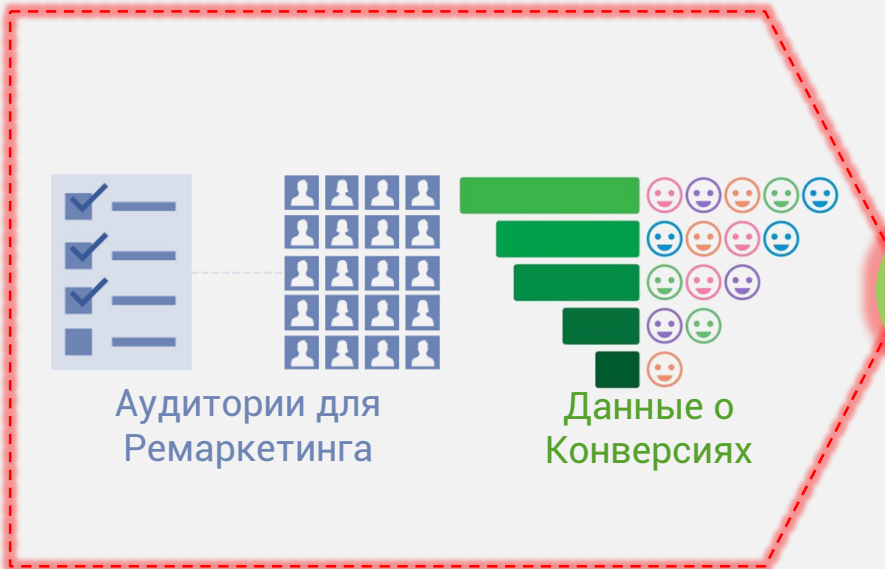
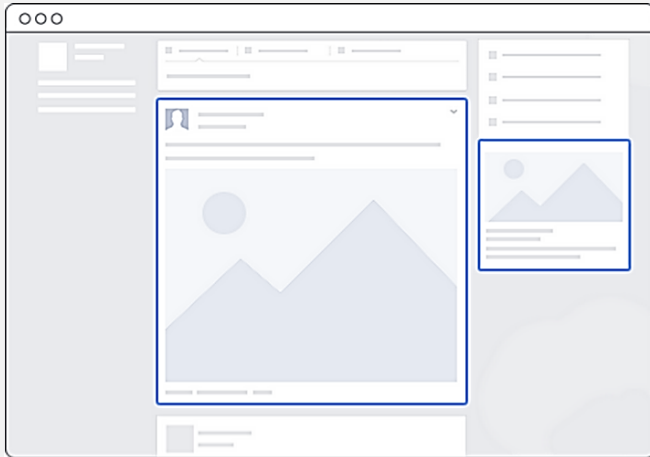
FACEBOOK ADS

Цели кампании



РЕКЛАМА В СОЦИАЛЬНЫХ СЕТЯХ

Объявление → Клик → Конверсия → Данные



FACEBOOK ADS

Основные части объявления

The image shows a Facebook advertisement for JetBrains WebStorm 10. The ad is displayed in a user's news feed. The ad content includes a header with the company name and logo, a main text block describing the product, a large image of the product interface, and a call to action with a 'Download' button. The ad is sponsored by JetBrains. The background shows the Facebook interface with a search bar, user profile, and navigation menu.

Катя Смирнова прокомментировала это.

JetBrains
Sponsored (demo)

WebStorm is a lightweight yet powerful JavaScript IDE that makes you productive.

WebStorm 10
JavaScript IDE by JetBrains

Get WebStorm now!
WebStorm is great for frontend development and Node.js. It brings support for the most trending webdev technologies. Download free 30-day trial now or get your personal license for \$49

WWW.JETBRAINS.COM | BY JETBRAINS, INC., HTTPS://WWW.JET... [Download](#)

Like · Comment · Share · 716 10 17

Социальная информация

Название компании

Текст

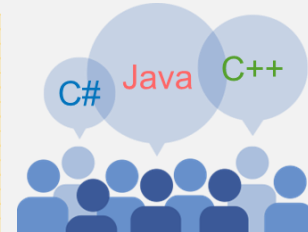
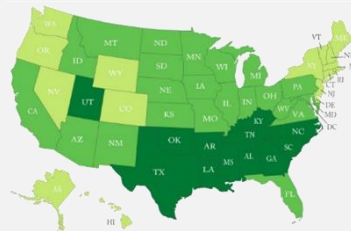
Изображения и видео

Текст

Призыв к действию

FACEBOOK ADS

Таргетинг



Демография и местонахождение

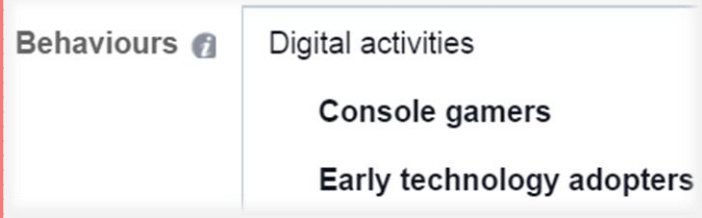
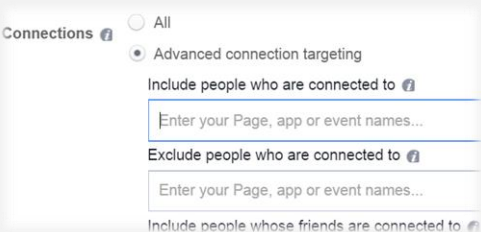
Конкретные интересы

Широкие категории

Связи

Рекомендации

Расширенный таргетинг



FACEBOOK ADS

Таргетинг

Locations ⓘ United States
All **United States**

Add a country, county/region, city, postcode, DMA or address

Everyone in this location ▼

Age ⓘ 18 ▼ - 44 ▼

Gender ⓘ All **Men** Women

Languages ⓘ English (UK) ×
English (US) ×

Enter a language...

More Demographics ▼

Interests ⓘ Additional Entries
JavaScript

Audience Definition

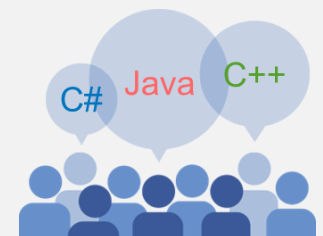


Your audience is defined.

Audience Details:







- Location:
 - United States
- Interests:
 - JavaScript
- Age:
 - 18–44
- Gender:
 - Male
- Language:
 - English (UK) or English (US)

Potential Reach: 580,000 people



LINKEDIN ADS

Объявления

 Search for people, jobs, companies, and more...  Advanced    

Home Profile Connections Jobs Interests Business Services Try Premium for free

IT Due Diligence Guide - The fully updated 2015 edition of the book has just been released.



Dmitry Konchalnikov
Internet Marketing Specialist at JetBrains
[Improve your profile](#)

5 people viewed your profile in the past 15 days

-40% profile rank in the past 30 days

3 ways to keep in touch




Eva Koltunova has a new job.
Founder, Fashion Analyst, SMM at La primaeva blog

Like

Comment

Skip

 Share an update

 Upload a photo

 Publish a post

Percolate Inc. shared:

Sponsored

Follow

Need help planning your next marketing campaign? Our new template can help
<https://lnkd.in/e73-QFX>



How to Plan a Marketing Campaign

learn.percolate.com • Download the updated 2015 edition of our free template for planning any marketing campaign, whether it's a local event, seasonal retail activation or global media pro...

Like • Comment • Share • 548 29

Ads You May Be Interested In



Boost Your Ruby&Rails IDE

Boost your productivity for all types of Ruby projects! Free 30 days trial!



Hey SEO Professionals

If you acquire links for your company or clients, earn extra money doing it



Technology User Lists

The best technology user lists for Europe and USA. Try us today!

LINKEDIN ADS

Объявления

The image shows a LinkedIn advertisement for 'Boost Your Ruby&Rails IDE'. The ad consists of a square image of the product logo (a stylized 'R' and 'r' in orange and red), a title 'Boost Your Ruby&Rails IDE', and a description 'Boost your productivity for all types of Ruby projects! Free 30 days trial!'. The ad is displayed in a feed, with a smaller version shown in the 'Ads You May Be Interested In' section.

Изображение
50x50 пикселей

Заголовок
25 СИМВОЛОВ

Описание
75 СИМВОЛОВ

✓ **Заголовок** привлекает внимание ЦА
✓ **Описание** обозначает продукт/ценность
✓ **«Сильный» призыв к действию**

LINKEDIN ADS

Таргетинг



Jeff Weiner
CEO at LinkedIn
Mountain View, California | Internet

Current LinkedIn, Intuit, DonorsChoose
Previous Accel Partners, Greylock, Yahoo!
Education Bachelor of Science, Economics at University of Pennsylvania - The Wharton School

Company, Company Size, Industry, Function, Title, Seniority, Location

School

Group Affiliations

Skills



Groups and Associations:

- Bain Capital Ventures Portfolio Group
- Connect: Professional Women's Network
- DonorsChoose.org
- DonorsChoose.org Board of Directors & National Advisory Council
- Khan Academy
- LI for Education (LIFE)
- LFG Foundation
- LinkedIn Company Group
- Malaria No More
- No Labels USA
- Opportunity: What is Working



Jeff Weiner's Skills & Expertise

- Product Development
- Corporate Development
- Product Marketing
- Business Strategy
- Non-profits
- LinkedIn
- Product Management
- Leadership
- Strategic Planning
- Social Media
- Executive Management
- User Experience

LINKEDIN ADS

Таргетинг

Job Title Должность

• By title

Sales Manager x |

Consider adding: [Sales Director](#) [Account Manager](#)
[Regional Sales Manager](#)
[Business Development Manager](#)
[Sales Representative](#) [Key Account Manager](#)
[General Manager](#) [Sales Executive](#)
[Account Executive](#)

By category (job function, seniority)

• Enter job titles you'd like to exclude No negative targeting

Job Function + Seniority Функция + Позиция

By title

• By category (job function, seniority)

Sales x Manager x

Function

Seniority

CXO

Director

Entry

Manager

Owner

Partner

Senior

Skills + Seniority Навыки + Позиция

Job Title

All

By title

• By category (job function, seniority)

Manager x

• Enter job titles you'd like to exclude

School

All

By school name

Enter a school name to exclude alumni and current students

Skills

All

• By skill name

Cold Calling x |

Consider adding: [Warm Calling](#) [Qualifying Prospects](#)
[Major Accounts](#) [Outside Sales](#) [Quotas](#) [PEC](#)
[Deal Closure](#) [Managed Print Services](#)
[Staff Augmentation](#)

Groups + Seniority Группы + Позиция

Job Title

All

By title

• By category (job function, seniority)

Manager x

• Enter job titles you'd like to exclude

Group

All

• By group name

Sales Management Executives x |

Consider adding: [Sales / Marketing Executives \(C...](#)
[Inside Sales Management](#) [Sales](#)
[Job Openings](#) [Job Leads and Jo](#)
[Harvard Business Review](#)
[Sales Mgr - \(3,000+ members\)](#)
[Business Development](#)

TWITTER ADS

Promoted Tweet

The image shows a screenshot of the Twitter interface for the JetBrains account. The top navigation bar includes Home, Notifications, Messages, and a search bar. The JetBrains profile header shows 2,667 tweets, 27 following, and 27.5K followers. The main content area displays a tweet from JetBrains MPS (@jetbrains_mps) about projectional editors, followed by a promoted tweet from JetBrains (@jetbrains) advertising WebStorm. The promoted tweet is highlighted with a red border and includes a 'Promoted by jetbrains' label. The right sidebar shows a 'Who to follow' section with users like Pavel Lobodinsky and Ed Pavlov.

Home Notifications Messages Search Twitter

JetBrains @jetbrains
TWEETS 2,667 FOLLOWING 27 FOLLOWERS 27.5K

Trends · Change
#nexuscalling Promoted by Heroes of the Storm
#GameofThrones
#WWEChamber
Senate
#io15
#dating
#WelcomeBackTo1DZayn
Kim Kardashian
Royal Commission
Saurabh Kalia
TDP MLA Revanth Reddy

What's happening?

JetBrains MPS @jetbrains_mps · 56m
What do you think about projectional editors (ongoing discussion) - news.ycombinator.com/item?id=9633038

JetBrains MPS @jetbrains_mps · 1h
The "MPS Projectional Editor" video got quite some love (and likes) over the weekend - youtube.com/watch?v=iN2Pfl...

JetBrains @jetbrains 21 May 2015
Building web apps? Try WebStorm, the smartest IDE for front-end and Node.js development.
cards.twitter.com/cards/18ce53x2...
Promoted by jetbrains

Who to follow · Refresh · View all
Pavel Lobodinsky @lobodpav Followed by JetBrains Česko
ダブル @wakou55 Followed by jetbrainsjp
Ed Pavlov @_pavloved
Find friends

© 2015 Twitter About Help Terms Privacy Cookies Ads info Brand Blog Status Apps Jobs Advertise Businesses Media Developers Cricket

TWITTER ADS

Promoted Tweet + Website Card

The screenshot shows the Twitter profile of JetBrains (@jetbrains). The profile header includes the JetBrains logo, name, and handle, along with statistics: 2,667 tweets, 27 following, and 27.5K followers. The 'Trends' section on the left lists various hashtags, with #nexuscalling being promoted. The main content area features a tweet from JetBrains MPS (@jetbrains_mps) about a discussion on projectors, followed by another tweet from JetBrains MPS (@jetbrains_mps) about a video on the MPS Projector Editor. The tweet in question is a promoted tweet from JetBrains (@jetbrains) dated 21 May 2015, which promotes WebStorm as the 'smartest IDE for front-end and Node.js development' and includes a website card for 'www.jetbrains.com'. The website card features a dark blue background with a yellow mountain range graphic, the text 'WebStorm The smartest JavaScript IDE by JetBrains', and a 'Try Now!' button. The promoted tweet has 19 retweets and 17 likes. The right sidebar shows 'Who to follow' with users like Pavel Lobodinsky and Ed Pavlov, and a footer with copyright information for 2015 Twitter.

TWITTER ADS

Структура объявления

Tweet

Текст

144 символа
(114 + ссылка на
Twitter Card)

Website Card

Card content

Card image

Your card image communicates the value of your business and your offer. Avoid using stock images.

Edit image

Website URL

This is the URL of your website.

https://www.jetbrains.com/clion/specials/clion.jsp?utm

Headline

Add a headline that tells users what this page is about.

Just released! Evaluate for free right now.

27 characters

Call to action

Choose a short call to action message.

Learn more

Preview

Mobile

 **JetBrains**
@jetbrains

The card for your Promoted Tweet will look something like this!

10:10 PM - 5 May 2013



Just released! Evaluate for free right now.

Learn more

Изображение
800x320 пикселей

Ссылка на сайт
70 СИМВОЛОВ

Заголовок сайта
70 СИМВОЛОВ

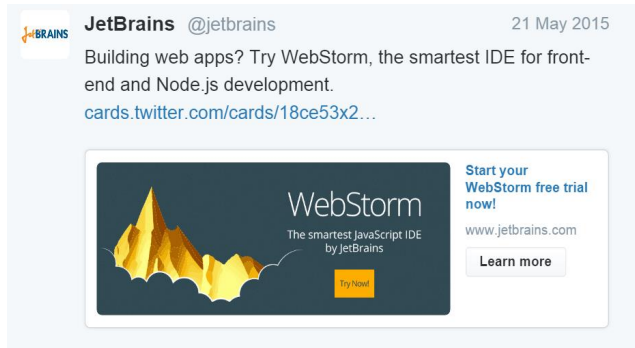
Call-to-Action
Набор
предустановленных

Update card

Cancel

TWITTER ADS

Tweet или Tweet+Website Card



85%

Decrease in Cost per Click



65%

Higher Engagement rate



64%

Increase in URL link clicks

TWITTER ADS

Таргетинг

Geo, gender, and language targeting

Installed App Category Targeting

Keyword Targeting

Device, carrier, and new mobile user targeting

Interest and username targeting



Tailored Audiences

Website Tag for Remarketing

Пример:

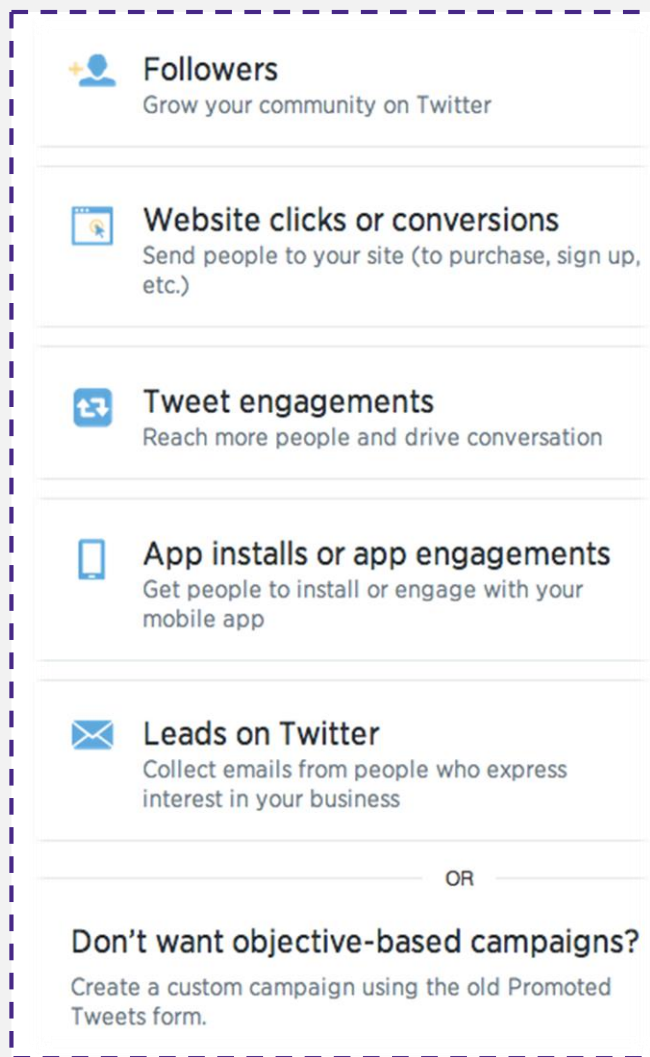
EMEA_en_EU_CLion_Release1.0_

WEBSITE CLICKS OR CONVERSIONS

Targeting: 1 language · Male · 66 audiences · 26 users · 16 locations · 1 platform

TWITTER ADS

Цели кампании



The image shows a list of campaign objectives for Twitter Ads, enclosed in a dashed blue border. The objectives are:

- Followers**: Grow your community on Twitter
- Website clicks or conversions**: Send people to your site (to purchase, sign up, etc.)
- Tweet engagements**: Reach more people and drive conversation
- App installs or app engagements**: Get people to install or engage with your mobile app
- Leads on Twitter**: Collect emails from people who express interest in your business

OR

Don't want objective-based campaigns?
Create a custom campaign using the old Promoted Tweets form.

Оплата только за клики, в зависимости от целей:

- Переходы на сайт
- Установки приложений
- Подписчики, retweets, etc.

ОЦЕНКА ЭФФЕКТИВНОСТИ РЕКЛАМЫ

Используя методы статистики и различные показатели...



Показатель:	Что означает:
Click-through Rate (CTR)	Как часто кликают на объявления (% кликов от показов)
Cost per Click (CPC)	Цена за клик, \$\$\$
Conversion Rate (Conv.Rate)	Как часто клики приводят к конверсии (% конверсий от кликов)
Cost per Conversion	Цена за конверсию, \$\$\$

...можно оценивать эффективность рекламных кампаний.

Campaign 1

Cost per Conversion
=\$1



Cost per Conversion
=\$1000



Campaign 2

ОСОБЕННОСТИ МАРКЕТИНГА IT ПРОДУКТОВ

Геотаргетинг и местный контекст — 1



JetBrains

Written by Dimitry Dimitry [?] · 18 June at 16:14 · 🌐

PHP IDE that gets your code and makes you productive. Free trial, license from \$99.



Try PhpStorm, the PHP IDE

WWW.JETBRAINS.COM | BY JETBRAINS, INC., [HTTPS://WWW.JET...](https://www.jet...)

Download

Страны:

- ✓ США
- ✓ Германия

Язык:

- ✓ Английский

ОСОБЕННОСТИ МАРКЕТИНГА IT ПРОДУКТОВ

Геотаргетинг и местный контекст — 2

 **JetBrains**
Written by Dimitry Dimitry [?] · 18 June at 16:14 · 🌐

PHP IDE that gets your code and makes you productive. Free trial, license from **\$99**.



PhpStorm 8
Evolving With You

Try PhpStorm, the PHP IDE

WWW.JETBRAINS.COM | BY JETBRAINS, INC., HTTPS://WWW.JET... [Download](#)

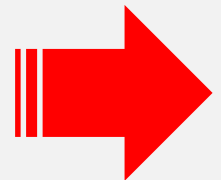
Страны:

✓ США

✓ Германия

Язык:

✓ Английский



ОСОБЕННОСТИ МАРКЕТИНГА IT ПРОДУКТОВ

Геотаргетинг и местный контекст — 3



JetBrains: \$99 not € 99. WTF!? Can you calculate or not?

Like · Reply · 24 June at 18:44



It IS quite disturbing for me to see the price advertised without VAT. There aren't many individual developers who can skip paying the VAT, at least not in the EU.

Like · Reply · 24 June at 21:34



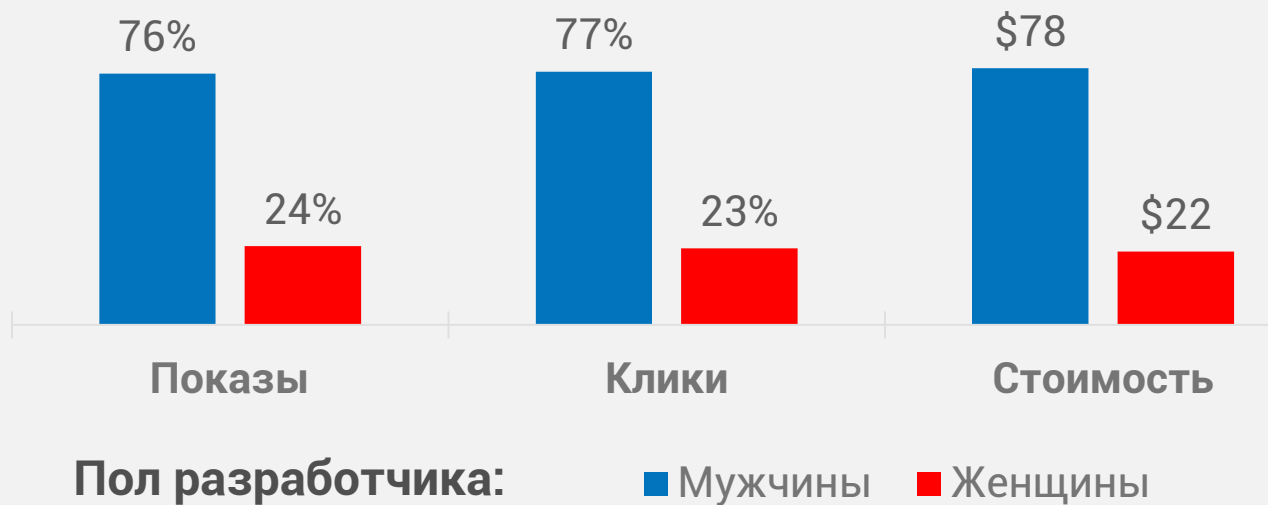
99 EUR + VAT is not \$99 I would pay \$99, but not 120+ EUR.

Discount code?

Like · Reply · 23 June at 23:13

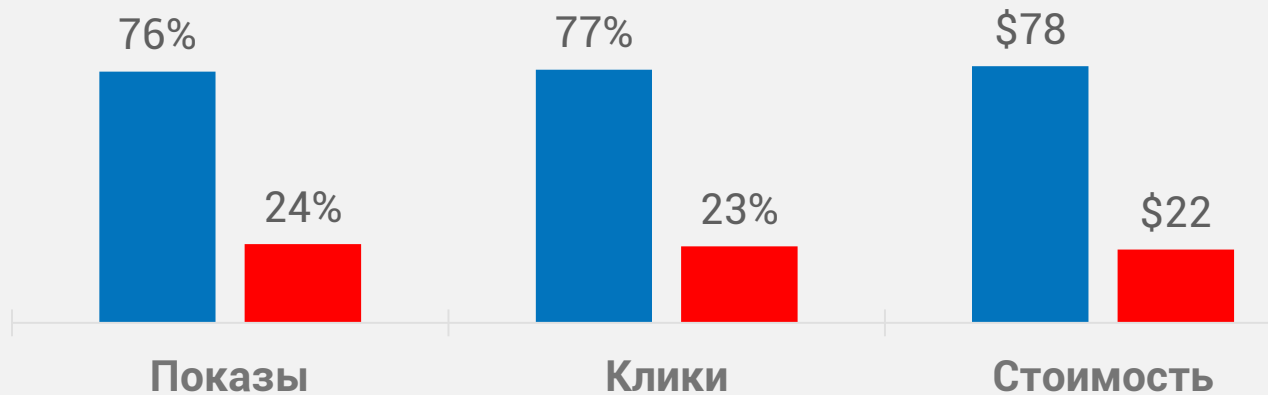
ОСОБЕННОСТИ МАРКЕТИНГА IT ПРОДУКТОВ

Таргетинг Аудитории по Полу — 1



ОСОБЕННОСТИ МАРКЕТИНГА IT ПРОДУКТОВ

Таргетинг Аудитории по Полу — 2



Пол разработчика:

■ Мужчины ■ Женщины

кликают на объявления:

- с одинаковой частотой,
- с одинаковой ценой за клик...

ОСОБЕННОСТИ МАРКЕТИНГА IT ПРОДУКТОВ

Таргетинг Аудитории по Полу — 3



Пол разработчика:

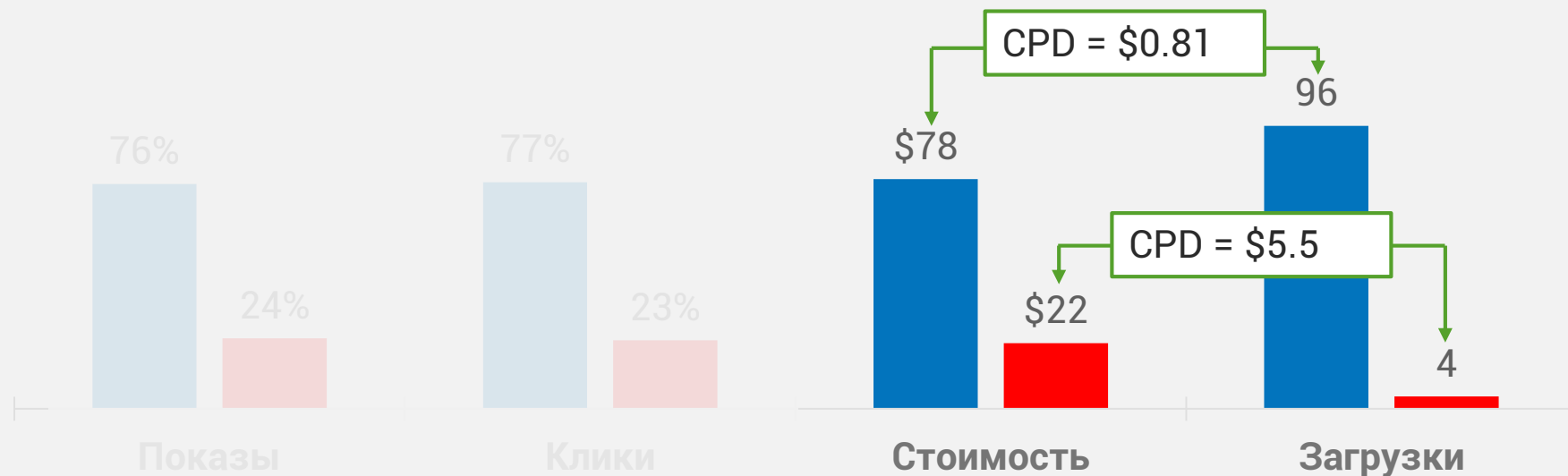
■ Мужчины ■ Женщины

кликают на объявления:

- с одинаковой частотой,
- с одинаковой ценой за клик...
- **Конверсий (загрузок)**
у женской части аудитории
значительно меньше.

ОСОБЕННОСТИ МАРКЕТИНГА IT ПРОДУКТОВ

Таргетинг Аудитории по Полу — 4



Пол разработчика:

Меньше конверсий за то же кол-во кликов

- Ниже Коэффициент Конверсий
- Выше цена за конверсию

■ Мужчины ■ Женщины

кликают на объявления:

- с одинаковой частотой,
- с одинаковой ценой за клик...
- **Конверсий (загрузок)** у женской части аудитории значительно меньше.

ОСОБЕННОСТИ МАРКЕТИНГА IT ПРОДУКТОВ

Таргетинг по Типу Устройства



Mobile

vs



Desktop

▲ x4

Times more engaging (clicks, likes, retweets etc.)

▼ x2

Times lower Cost-per-Click.

▲ x2

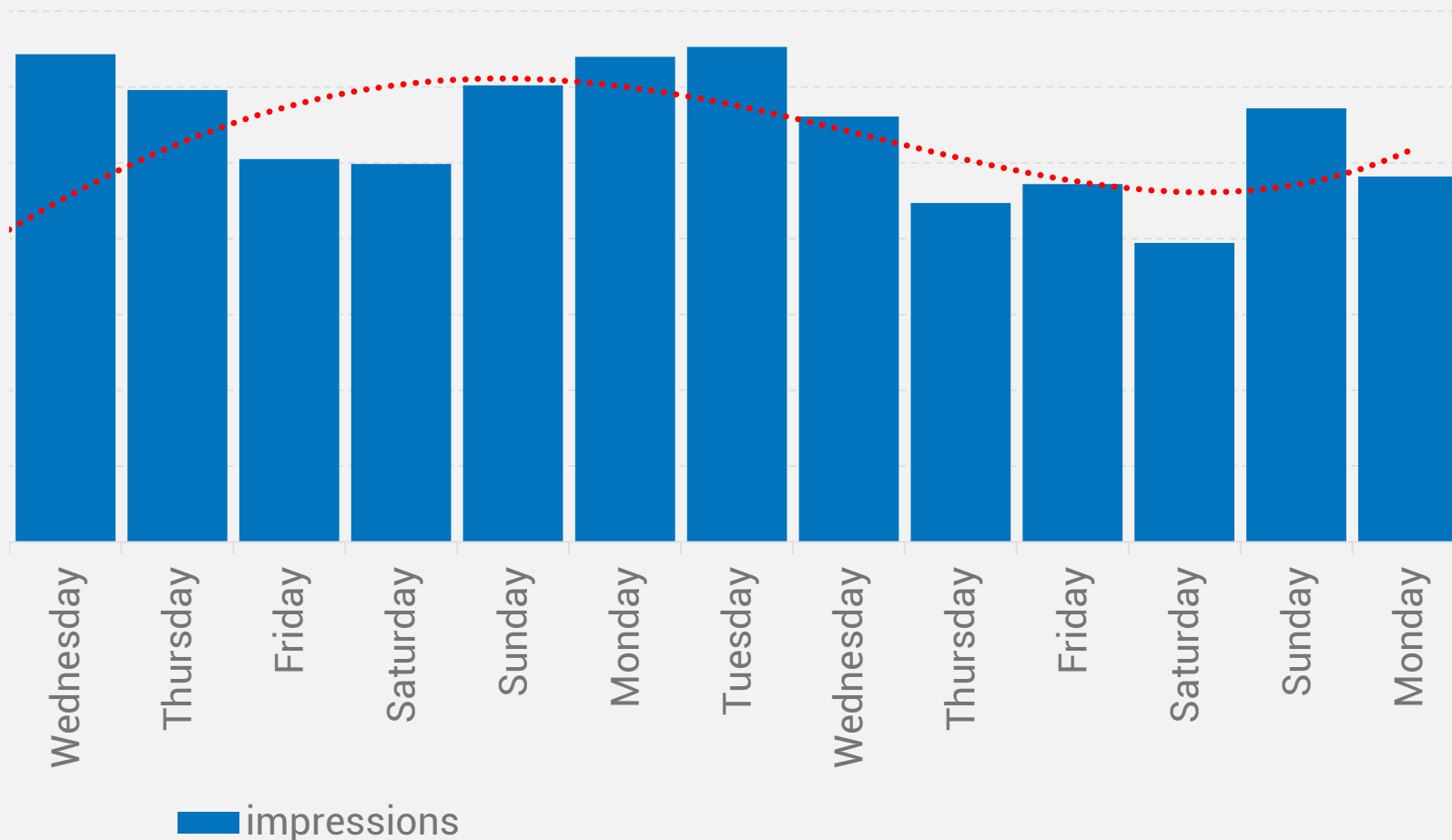
Times higher Cost-per-Conversion.

Таргетинг устройств зависит от целей кампании:

- ✓ онлайн-покупки, крупные загрузки → **Desktop**
- ✓ мобильные приложения, вовлечение аудитории → **Mobile**

ОСОБЕННОСТИ МАРКЕТИНГА IT ПРОДУКТОВ

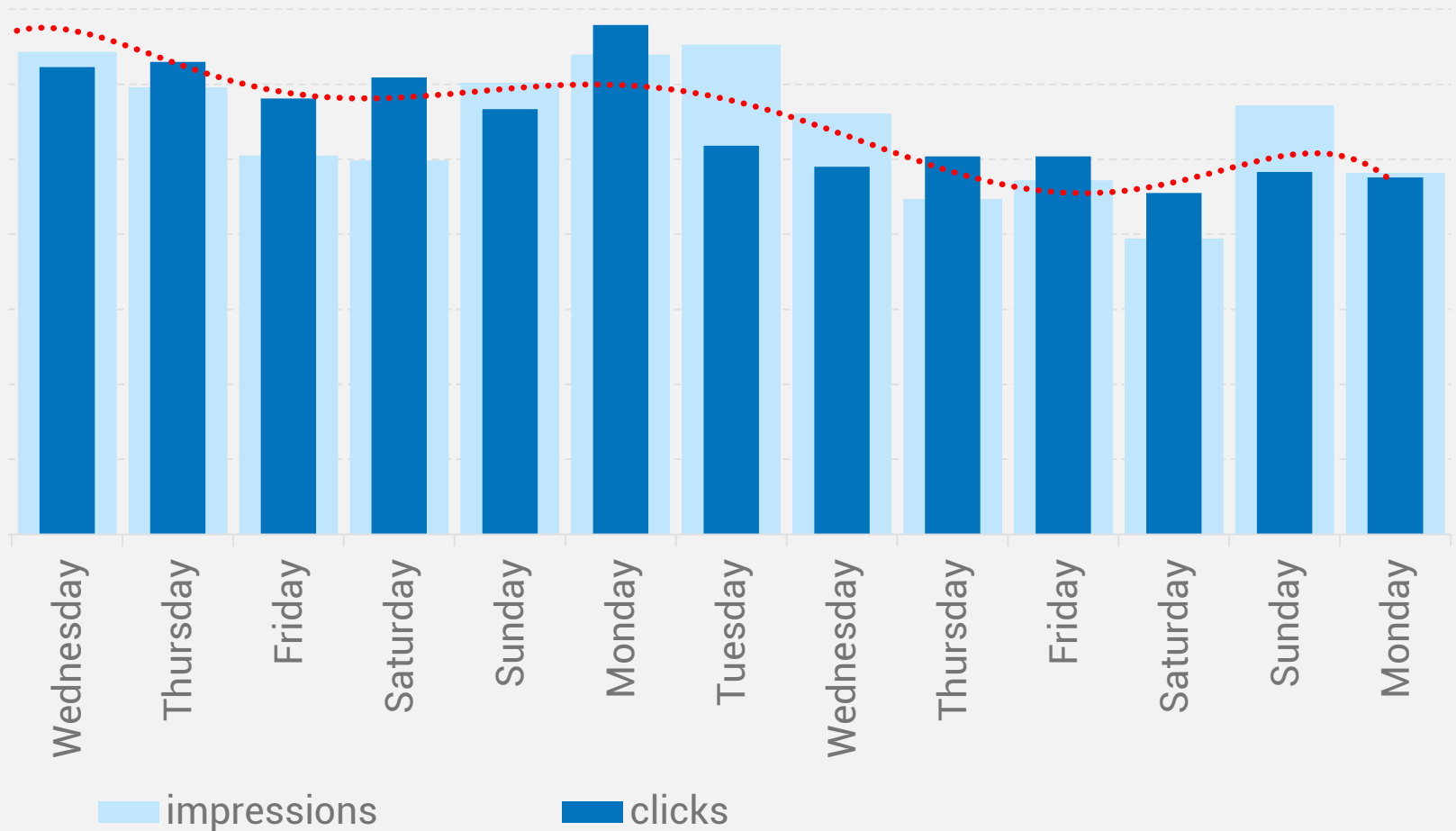
Отключение кампании в «низкоэффективные» периоды -- 1



Кол-во показов не зависит от дня недели

ОСОБЕННОСТИ МАРКЕТИНГА IT ПРОДУКТОВ

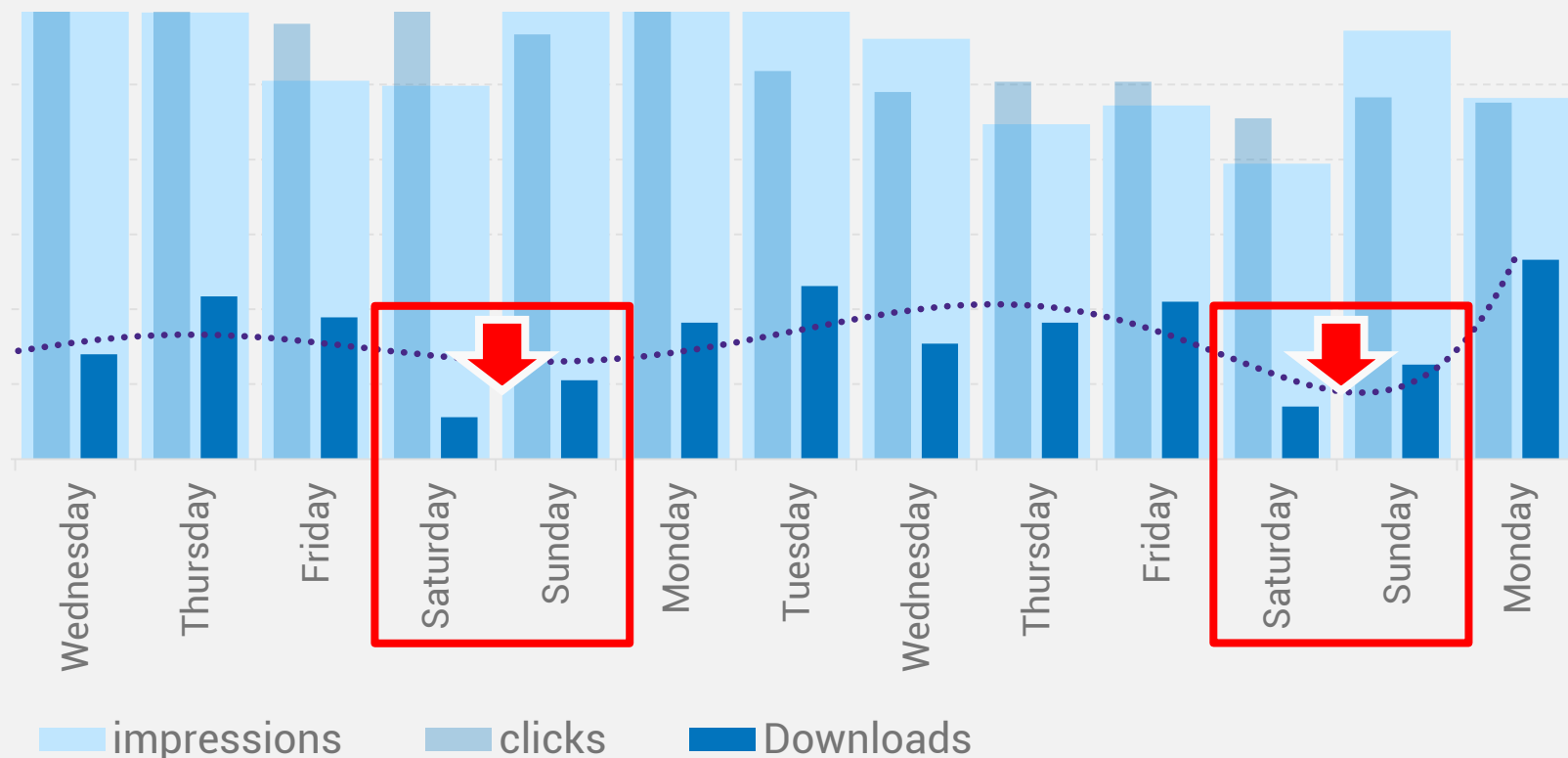
Отключение кампании в «низкоэффективные» периоды -- 2



Кол-во кликов не зависит от дня недели

ОСОБЕННОСТИ МАРКЕТИНГА IT ПРОДУКТОВ

Отключение кампании в «низкоэффективные» периоды -- 3



В выходные **меньше** конверсий, при **том же** кол-ве кликов.

- Цена за Конверсию в выходные выше: отключать на выходные для эффективного расхода бюджета.

THANK YOU! QUESTIONS?

