

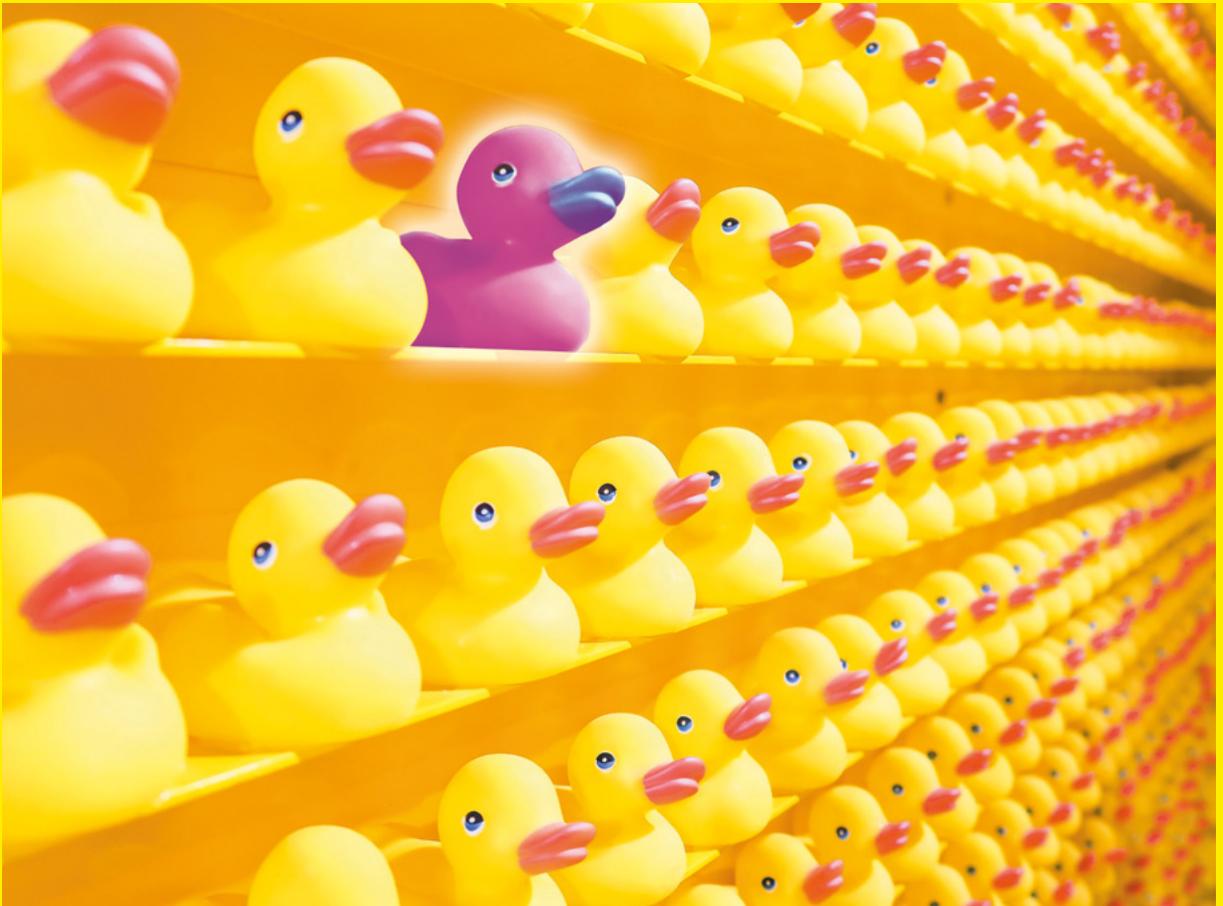
THE HUB

THE BUSINESS AND CAREER MAGAZINE

3 / 2018

MASS MARKETING OR SELECTIVE MARKETING

Communicate your brand through personality



Language learning apps • Home office - The best place to work
New workout trends • Marketing secrets 101 • Podcasts • Food facts
Social media marketing • How to increase self-awareness • And much more



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WORD FROM THE CEO



As we start the 3rd quarter of this year, we have many things to look forward to. Summer is here and so is the summer issue of The HUB magazine! We have lined up interesting topics for you to read in our latest edition. What exactly makes brands successful? Dive into our article and find out how brand personality helps consumers to identify and associate themselves with different labels. The use of social media has greatly increased in recent years. Check out the advantages companies can gain by using it as a marketing tool to increase brand awareness, customer interaction, customer satisfaction and so much more.

Is remote work your thing? Get inspired by reading about our subsidiary company INVIREs, which offers fully tailored virtual solutions. We also give you tips on how to stay focused by decluttering your mind. Maintaining a healthy physical, mental and spiritual well-being is an important factor for professional and personal development. And if you are planning your holiday destination, Nuremberg is our city tip for you. Home to our SELLBYTEL headquarters, it is a vibrant city rich in amazing places to explore.

We appreciate your feedback very much – so remember to let us know what you think by sending us your questions, thoughts and comments at TheHUB@sellbytel.com

Have fun reading our latest issue of The HUB!

A handwritten signature in black ink, appearing to read 'M. Raum'.

Michael Raum

Founder, CEO & Chairman of the SELLBYTEL Group
Member of the Board BBDO Worldwide



#sellbytel_group

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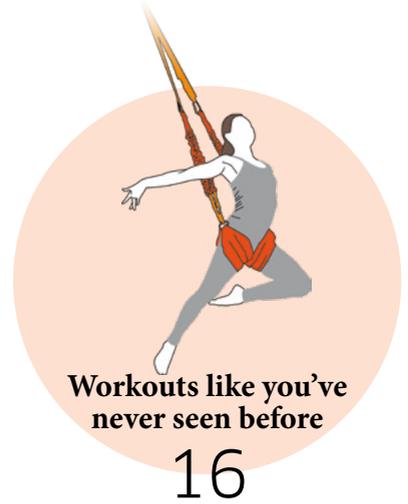
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SHORT NEWS

Information from all around the (SELLBYTEL) world

Short facts: Puerto Rico

Since 2017 SELLBYTEL has been operating out of Puerto Rico. Here are some interesting facts about this island:

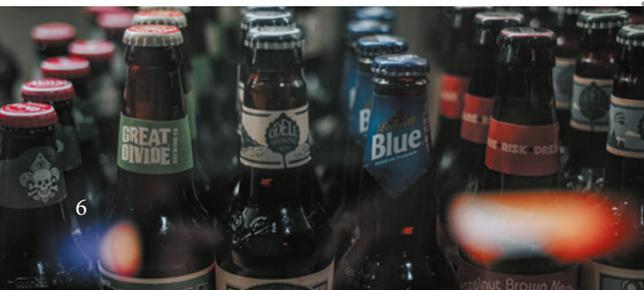
- The Arecibo Observatory is the 2nd largest radio telescope in the world: it's 305 m radial construction became famous in the 1995 Bond movie "Golden Eye".
- The island has about 270 kilometers of beaches to explore.
- Reggaeton ("Despacito") stems originally from this tropical island.

Craft beer – What's that?!

It is a new and tasteful trend that started in the U.S. The essential features are that the brewery needs to be independent, has a low volume output and operates traditionally and creatively (experiments with coffee, fruits, ...). Interested? Maybe you want to try something freaky like a Craft-Beer-Yoga-Course. There are many different ways to explore your unique craft beer experience.

Millenials: What you need to know about the new workforce

- They are also called Generation Y
- Born between 1980 and 2000
- In China they are called: "ken lao zu" (the generation that eats the old)
- They are the best educated generation
- 63% of millennial workers have a bachelor degree
- 84 % say that helping to make a positive difference in the world is more important than professional recognition
- 41 % of millenials don't have a landline at home – they use their mobile phones to stay in touch





**Music festivals
you shouldn't miss -
in our HUB-cities**

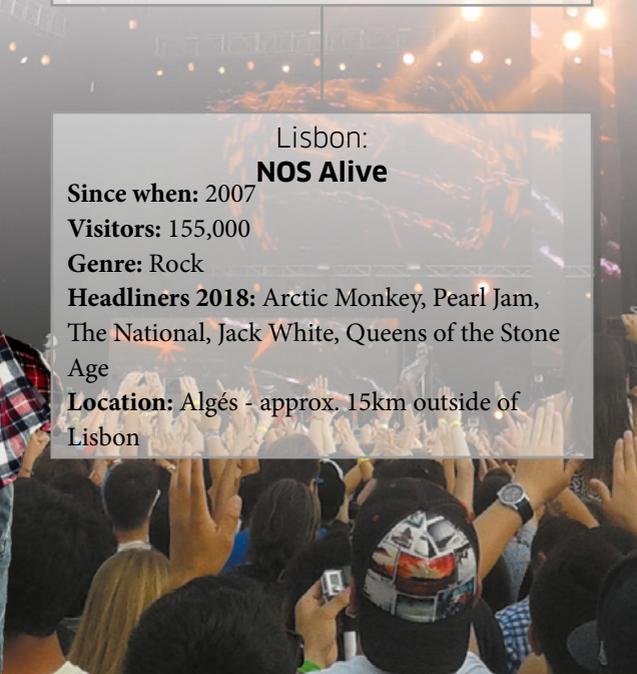
Barcelona:
SONAR Festival

Since when: 1994
Visitors: 126,000
Genre: Mainly Dance and Electronica
Headliners 2018: Gorillaz, LDC Soundsystem
Location: Fira Montjuïc / Barcelona

Nuremberg:
Rock im Park

Since when: 1997
Visitors: 80,000
Genre: Rock – more on the heavy metal side
Headliners 2018: Foo Fighters, Gorillaz,
Thirty Seconds to Mars
Location: Nuremberg Zeppelinfeld

Lisbon:
NOS Alive



Since when: 2007
Visitors: 155,000
Genre: Rock
Headliners 2018: Arctic Monkey, Pearl Jam,
The National, Jack White, Queens of the Stone
Age
Location: Algés - approx. 15km outside of
Lisbon

**This summer try these websites
for a new way of travelling:**



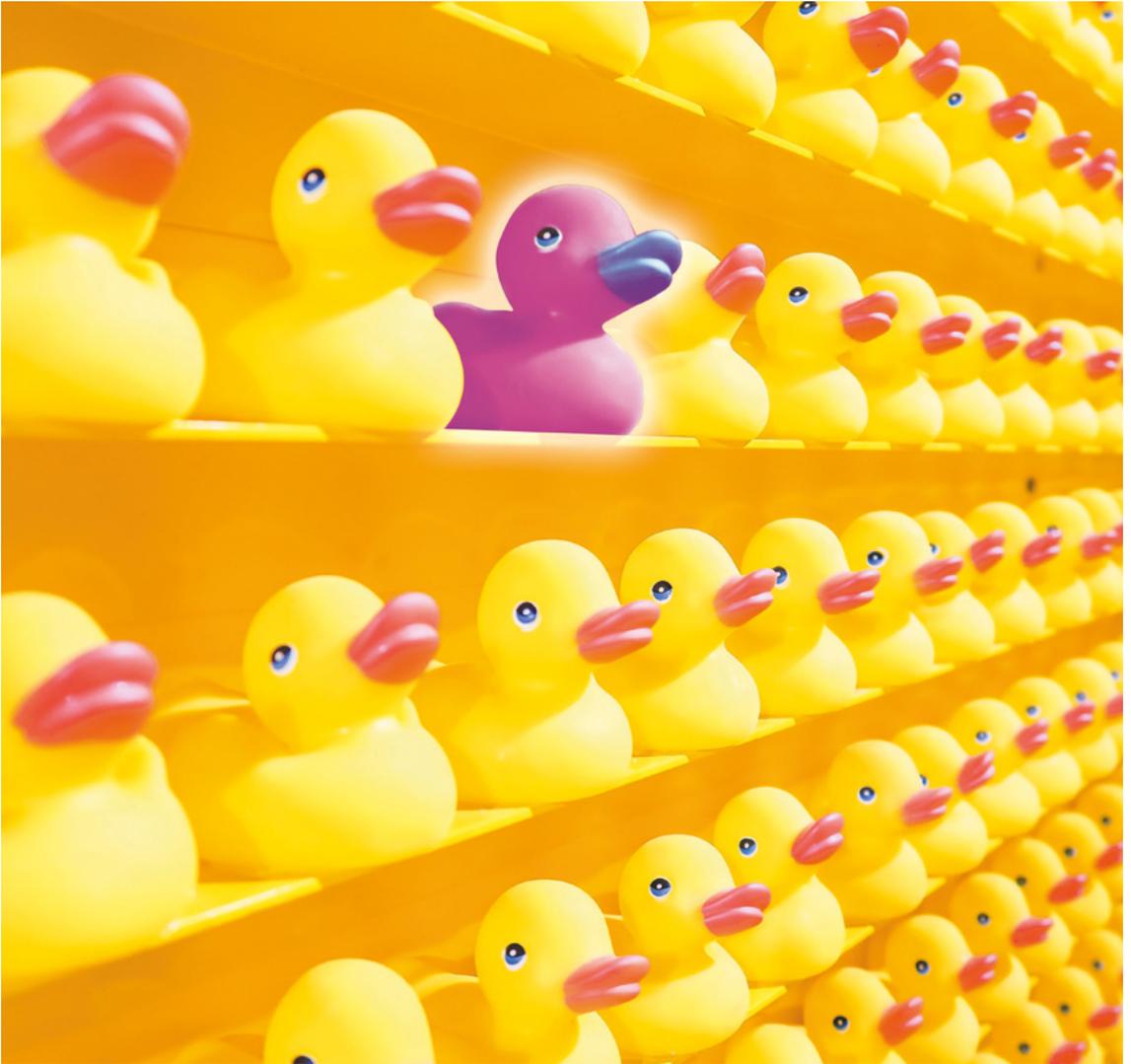
Airbnb: besides accommodation you should check out Airbnb's "Experience" category for fun activities around your destination



WWOOF: Live with locals for free in exchange of helping out with farm and garden work



Couchsurfing: Become part of a big community, crash on a stranger's couch and make lifetime friends on the way



MASS MARKETING OR SELECTIVE MARKETING?

Communicate your brand through personality

When we run out of skin cream or aftershave - we naturally reach for "our" preferred brand on the drugstore shelf. Why do we do this almost automatically? This is due to the brand personality - the sum of qualities, benefits and unique experiences we associate with a brand and which reflects our own needs and wishes. Through targeted marketing techniques, brand personality can be built, managed and supported in order to open up new markets and target groups. But what exactly makes brands like La Mer, Uber or Lieferando so successful?

Regardless of what you want to sell, there's one thing you need to keep in mind: Your desired target audience! Who is interested in your specific product or service? All factors that help your brand gain visibility, build trust and fuel desire depend on the definition of your desired audience. For example, a manufacturer of large machines or engines traditionally sells goods to other companies as a supplier – business-to-business (B2B), retailers and some service providers address the customer directly – business-to-consumer (B2C). They all have different customers with different needs, their own product language, communication needs and their own economic and emotional context. Just like the target groups vary largely by product, current demand, geographical area and many more aspects, marketing approaches will differ in terms of message and how it is communicated as well as media and channels utilized.

Who wants what?

B2B customers primarily want a professional partner they can rely on and who can support them with subject matter expertise. Business relationships are based on professional and in-depth product or service knowledge and the networks between business partners. B2C customers and the relationship with the provider of the product or service on the other hand are structured a bit differently: If the product or service offer is good – and attractively or even entertainingly prepared – it is hard to keep customers loyally engaged with a certain brand without adapting the efforts to changing market demands and competitive offers. Consumers' decision to buy often follow spontaneous impulses and depend on trends, mood, current environmental influences and many other factors. At the same time, "the customer" (or "the broad mass") setting presents itself as an extremely diverse and challenging playground. The broader the target group, the more difficult it is to focus on the individual needs of the customer.

Who, how, where?

If you want to reach the broadest possible audience, you need a simple and clear language that is appealing to a large audience – with short messages and catchy slogans that stick around, are memorable and emotional among other factors like an attractive price point. If on the other hand your goal is to target a business audience, appropriate technical language, expert knowledge and transporting your message that carries relevant detailed information for the client are all essential. But which channels are most effective to transport your message in an efficient way, aiming at your specific audience?

In this era of digitalization, media competition is constantly increasing: 269 billion e-mails are sent out worldwide every day; according to a survey by the German market research institute "Gesellschaft für Konsumforschung" (GfK), a German office employee alone receives and sends around 600 business e-mails per month. E-mail plays a central role in B2C as well as B2B marketing efforts. However, in an environment based on trust and expert knowledge, a personal conversation with a professionally trained contact remains a very important source for successful communication and is still one of the most effective ways to reach out to, and engage, with B2B customers.

Social media with its huge growth within the last 15 years has become another highly relevant factor in B2B as well as B2C marketing efforts. Users operate in a self-created network of relationships and recommend interesting content to each other.

Emotional superchargers

Nine years ago, a completely new company with a unique service appeared on the American market: Uber. Meanwhile, car-sharing has become a global success story that continues to grow at a remarkable rate. The success of the company can not only be seen in the first-

to-market approach and the bridging between analog services and the digital world, but also in the successful online marketing concept.

Another example: "UberCats" was launched in 2013, followed by "UberPuppies" in 2017, each with the same idea: Via Uber, users could "order" cats or dogs to cuddle with at home or at work. The animals came from animal shelters and sanctuaries. After the "getting to know" phase, the four-legged friends were potentially available for adoption by the customers. This offer was met with an enthusiastic response among animal-loving people along with helping the institutions to which Uber also donated part of its profit during the campaign period.

Interactive storytelling

Clever storytelling can actively involve the user in the development of the brand personality. Those who are part of the brands experience share their stories on their social media channels and employees even gather up departments for a selfie. This enables companies to make direct contact with their users, draw attention to the brand in a positive context and open up a large number of potential new customers or new market segments. In the above example, YouTube, Facebook, Instagram, Twitter and Snapchat were full of #UberPuppies and #UberCats during the promotion period.

What does Uber have to do with dogs and cats? Correct: Nothing at all. But that is not what this approach was about. The aim was rather to create

an experience with positive memories for the participants in order to promote the brand emotionally towards the widest possible target group. Who can resist cuddly kittens and puppies?

All in one brand!

In the area of delivery services, numerous food-related platforms have faced fierce cut-throat competition in recent years. One of the winners in the competitive German market is called Lieferando. Their formula for success: All in one brand! According to GfK, by consistently focusing on a platform that provides food delivery services for all kinds of food and different cuisines, Lieferando achieved brand awareness of 39 per cent in 2017. The closest competitors are well behind with 13 and four percent respectively.



The aim is to create an experience with positive memories for the participants in order to emotionally charge the brand towards the widest possible target group.

**Most important:
reliable analysis,
strategic planning and
absolute customer focus.**



Similar to Uber, Lieferando provides a classic offline service (food delivery) with the online world (ordering via app). Lieferando has gained their popularity mainly through well placed ads on TV and billboards – despite a young, net-affine target group. Mass media marketing efforts also reach out to all those who are not yet actively looking for an offer. But when hunger strikes on the way home, the billboard with the juicy looking pizza will likely come back into mind.

Stinginess is so yesterday

Another strategy to strengthen its own brand is "exclusivity". What Nivea is for the mass market, La Mer is for the selective buyer: skin care that is not only exclusive in product qualities but noble and luxurious by being exclusively limited to those who can afford it. The limited-edition

face cream in the designer jewelry box costs a staggering five-figure amount – but the customer gains a sense of something very exclusive and very special. Surely, it doesn't always have to be this extravagant, La Mer's main business is skin care in the three-digit Euro range. But the direction is clear: wherever the noble brand positions itself, the presentation is top notch. Every detail is right on every channel and media outlet, optimized according to market environment, technical possibilities and most of all the demand for something exclusive and special for the customer.

Furthermore, the company is creatively not afraid to approach new groups of buyers. A comparatively inexpensive La Mer product line has thus become a top seller in the Chinese market. Smaller packaging also makes

the lotions more affordable for younger buyers. La Mer combines its online and offline activities to offer digital natives an enhanced shopping experience with membership programs and VIP promotions.

Learning from the best

Marketing strategies are as diverse as the range of examples described here – and this selection only shows a tiny fraction of the possibilities. However, a few factors are always decisive for success: an exact definition of the target group, a precisely tailored approach via the right channels and the careful maintenance of customer relationships. All this requires a professional view of the possibilities and opportunities offered by the target group and the market environment: reliable analyses, strategic planning and absolute customer focus.

Andreas Schauerte

**HOLA! BONJOUR!
GUTEN TAG!
KONNICHIWA!**

**SAY HI TO
LANGUAGE LEARNING
APPS**

The age of digitalization has opened multiple ways of learning a foreign language. Taking a night class or signing up for an expensive language book series is no longer necessary. Instead, anyone can learn foreign languages just by having a smartphone. And it comes at little or no cost. The market of language learning applications is exploding. Apps offer a whole new learning experience by regularly updating features like virtual coaching, chat tools, vocabulary games, flash card tools and more. We listed the most helpful and popular apps for you to try this summer:

For absolute beginners



DUOLINGO



MINDSNACKS



Our winner! This app was voted the number one app for learning languages by multiple blogs. Even Bill Gates, who only speaks his mother tongue, gave it a try in learning French. As of now, it has around 200 million users and offers 70 courses, including courses of constructed languages like Klingon and Esperanto. The lessons are well designed and teach you grammar and vocabulary through images, audio and voice recognition. Another plus: it is completely free.

Learning by playing. Through fun games, this app keeps you engaged and entertained while learning a new language. First it runs you through a short lesson to learn some vocabulary, grammar and practice structure. Afterwards you can test and practice what you just learned in goofy games. This is ideal to pass some time efficiently in the waiting room or on your commute.



Learning by competing. This is probably the app where users can get most creative. They can create their own languages and put them online for others to learn and add funny images associated to a certain vocabulary to make memorizing easier for everyone. This feature is very unique and a great help to remember new words and especially for learning foreign characters, e.g. Chinese or Arabic. Creating those images and succeeding in lessons rewards you with points and makes you advance in the Memrise hierarchy that ranks 18 levels (starting from Membryo, over Membrain up to Overlord). If you are competitive and more of a visual learner, this app is the ideal fit for you.

For advanced learners



Learning by chatting. This language exchange app works similar to a social media platform. You create a profile by filling in details about your native language, the language you wish to learn and your interests. With this information the app generates a community page, a group of people matching your profile to text- or videochat with. This is the ideal app to keep practicing a language, becoming a real pro in having a conversation and even making some friends on the way, almost like a childhood pen pal.



Learning by reading/listening. Are you a bookworm? Then Beelinguapp is for you. It presents a variety of reading content such as tales, news, science papers and novels, in 13 languages. Two texts in two languages are presented to you side by side, so you have the translation right in front of you. At the same time, it offers an audio option where native speakers read out the story, by clicking on the text. The content gets updated regularly, so you never get bored!



Learning by watching. Instead of running you through vocabulary tests and grammar lessons, this app teaches you by offering video content. Ranging from music videos, movie trailers, news and lectures – suited to your ability and interest. It displays subtitles underneath the video and by clicking on a word you can check the translation. A very good way to understand the meaning of your favorite reggaeton song and also to improve your listening skills.

Great additional helpers



Learning by repeating. With this app you can create texts, images and sound flash cards yourself or use decks created by others for languages and other themes. Thanks to the possibility of reviewing flashcards in offline mode you can easily practice while travelling. It is also possible to synchronize the app with a desktop version. Anki works with the so called spaced repetition technique, making you review difficult cards more frequently.



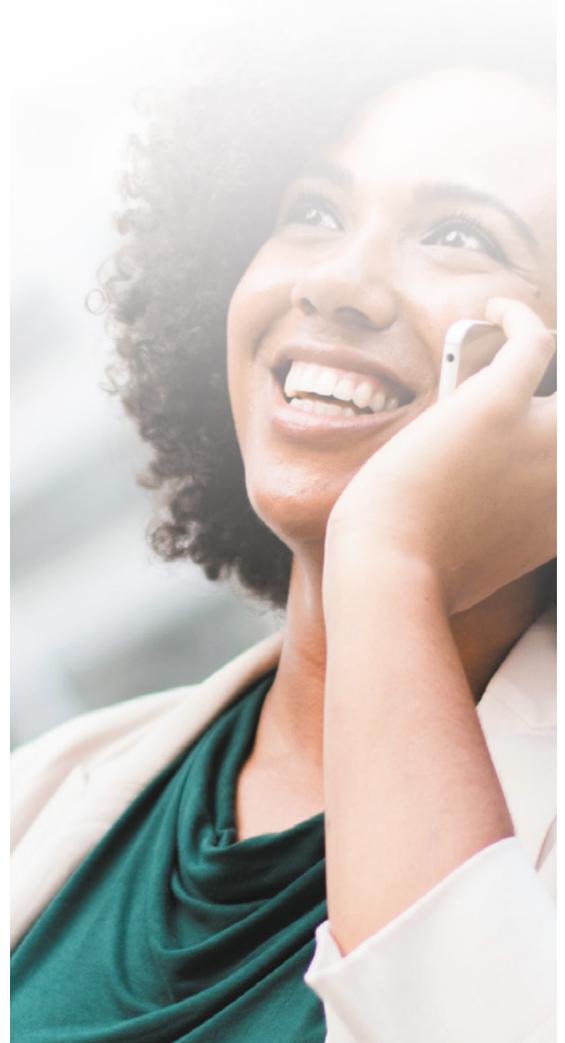
Learning by talking. Being available offline, this app comes in handy when doing a trip abroad. It holds a big collection of words and phrases, sorted by category so you can quickly find what you are trying to communicate to someone. Guided by a comical parrot and other funny animals, it helps you improve your pronunciation by playing recordings of native speakers and providing voice recognition when talking back to the app. In case your conversation partner abroad still finds it difficult to understand you, just play the recording from the app to them.

There are countless methods of learning a language and the rewards are wide-ranging: It will take your holiday trip to a next level, make your CV look better and give you the opportunity to live, work, study and make friends abroad. Learning a new language is a great challenge. Claude Hagège,

a French linguist, even claims, that bilingual people have greater cognitive malleability than monolinguals. Which enables them to develop verbal intelligence, conceptual training and general reasoning skills.

Apps have proven to not only be a way to pass time, they also teach us a lot and help us to organize our everyday life. The biggest benefit: They are mostly free. Don't hesitate. Take on the challenge of learning a new language!

Xenia Stepanow



MARKETING SECRETS 101

SEO – The key to digital success

One of the most efficient strategies in marketing any content to a target audience is through Search Engine Optimization (SEO).

Optimizing your site for search engines is more essential than ever, due to the amount of content available for users. Implementing good practice for SEO will give you an edge over the competition and help you not only gain organic traffic, but also enhance the usability and credibility of your website.

Success factors that will help you best position your content:

Keywords

Food rich in spices tastes better and so does any content enriched with good and relevant keywords – they are the foundation of any article. The keyword density is the number of times a keyword is used, divided by the total number of words on a page. The most ideal percentage is between 1-2.5% (devrix.com). Make sure your title and description display exactly what your text is about. Assess the relevant keywords as well as the LSI keywords (Latent Semantic Indexing). LSI's are words semantically related to your title



keywords. Use them in your text and search engines will offer your content to the correct audience as well as improve your organic ranking.

Improve your page

Ensuring that your page runs smoothly is a crucial factor because users will get impatient if a website takes longer than 3 seconds to load and will leave. Google “PageSpeed Insights” and other tools can help you detect the cause of stagnations on your page. A few ways to enhance the loading speed are: compress your images, reduce redirects and optimize your code.

Create quality content

Apply the skyscraper technique. Choose a topic that has a lot of traffic but lacks in quality articles. To get an idea of trending topics and articles, you can use a keyword planner. Then: do it better. Put an effort in writing relevant text, choosing original designs and quality images. Because in the end, having a gripping article is what makes people stay on your site – it increases the dwell time of a visitor. This is one way that search engines detect if your content is relevant and of high quality. So make yourself stand out!

Xenia Stepanow

WORKOUTS LIKE YOU'VE NEVER SEEN BEFORE

Are you in a funk with your fitness routine? Do you ever feel like you're just going through the motions and hitting a plateau? Do you dread going to the gym or for your run? Do you love trying new things? If you answered yes to any of these questions, you should consider spicing up your fitness routine with one of these new and exciting workouts!

Aerial Fitness

This circus and yoga inspired workout is done in a silk hammock hanging from the ceiling and fuses stretching exercises, pilates-style moves, fun aerial inversion postures, balance and posture work to give you a full workout. You'll work with your bodyweight and gravity to lengthen and strengthen your muscles, using the silk hammock to support you. Most classes include fitness and bodyweight exercises, deep stretches, inversions and relaxation, but they'll vary depending on the studio.



Flying Trapeze

Yes, that same flying trapeze! This circus art has become more and more accessible and you, yes you, can try your hand at those famous upside down moves. After you learn safety tips and the basics, you'll learn the "knee hang", and climb up the ladder for your first swing. You'll have instructors guiding and supporting you as you learn tricks and skills you maybe never thought were possible, and fly through the air with the greatest of ease!

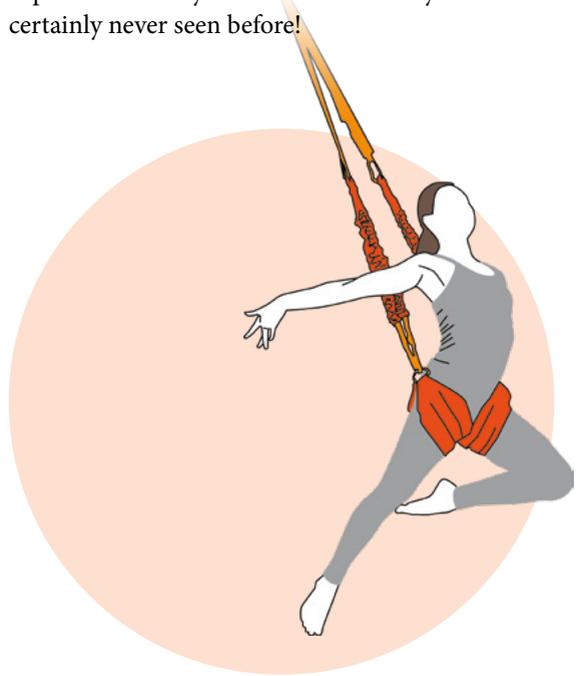


Trampoline Fitness

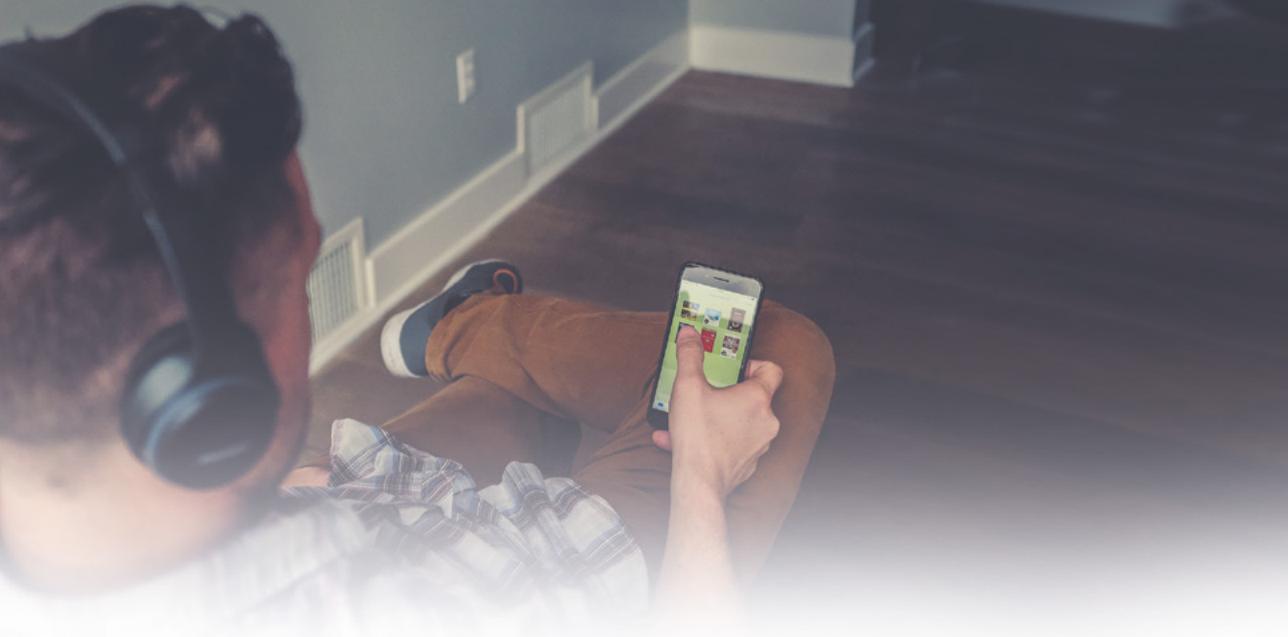
Have you ever bounced on a trampoline as a kid? Or seen the pure joy that comes from a kid bouncing on a backyard trampoline, daring friends to do fun tricks, and competing to see who can jump the highest? Now you can channel that fun-loving spirit (and burn tons of calories while you're at it) by visiting one of the many trampoline parks that are popping up across the globe and relive that pure unbridled joy that comes with a good bounce! Many of these trampoline parks offer fitness classes geared toward active adults that go well beyond basic jumps. While the exact routine will vary depending on where you go, you can expect some conditioning moves (think lunges, squats with jumps, jumping jacks) but on a trampoline. Some classes might be more cardio intensive, and others more focused on strength training. Working out on a trampoline has surprising benefits – because the trampoline absorbs up to 80 percent of the shock: when you're doing plyometric moves like jumping, it's much gentler on the joints and bones, particularly if you have any injuries. Another perk is that it's a total-body workout – you have to engage all the muscles in your body in order to stay balanced on the trampoline.

Bungee Fitness

This is a more cardio-based workout. You'll put on a harness, and connect to a bungee cord and run forward as fast as you can. You'll feel resistance at the end of the cord after you run ahead, and then you'll move against that resistance and learn how to control it, doing all sorts of fun cardio moves as you leap and bounce higher than you thought was possible. You'll defy gravity, take flight, and experience a crazy cardio workout like you've certainly never seen before!



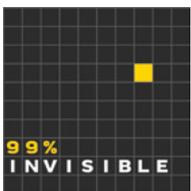
Kate Resch



THE WORLD OF LISTENING

Podcasts you should check out this summer

Listening to music with a walkman, discman or an mp3 player was entertainment on the road back in the days. Now another popular type of media entertains audiences through smartphones and tablets: podcasts. Merging the words iPod and broadcast, these “internet radio shows” are available to anyone and offer a wide range of shows and storytelling mostly for free. We listed four podcasts for you, that are worth a listen!



“99% Invisible” by Roman Mars

What is the original story of inflatable tube men at gas stations? How does the interior design of a shop make us buy compulsively? How did a photo booth in the middle of the Mojave Desert become a web-sensation? You will find the answers to all these odd questions and other mind-boggling topics on “99% Invisible”. Behind the podcast stands Roman Mars, who was named one of the 100 most creative people in 2013.



“The Habitat” by Gimlet Media

What does a mission on Mars look like? This podcast lets you dive deep into the space experience. NASA placed six scientists inside a dome in Hawaii and simulated a Mars experience. Hosted by Lynn Levy, it follows a social experiment that took place over the course of a year, through interviews and audio diaries. Facing struggles, discoveries and dealing with social challenges in very unique circumstances,

the listener stays engaged and dreams of the future when humans will actually be able to set foot on the foreign planet.



“Attaboy Clarence” with Adam Roche

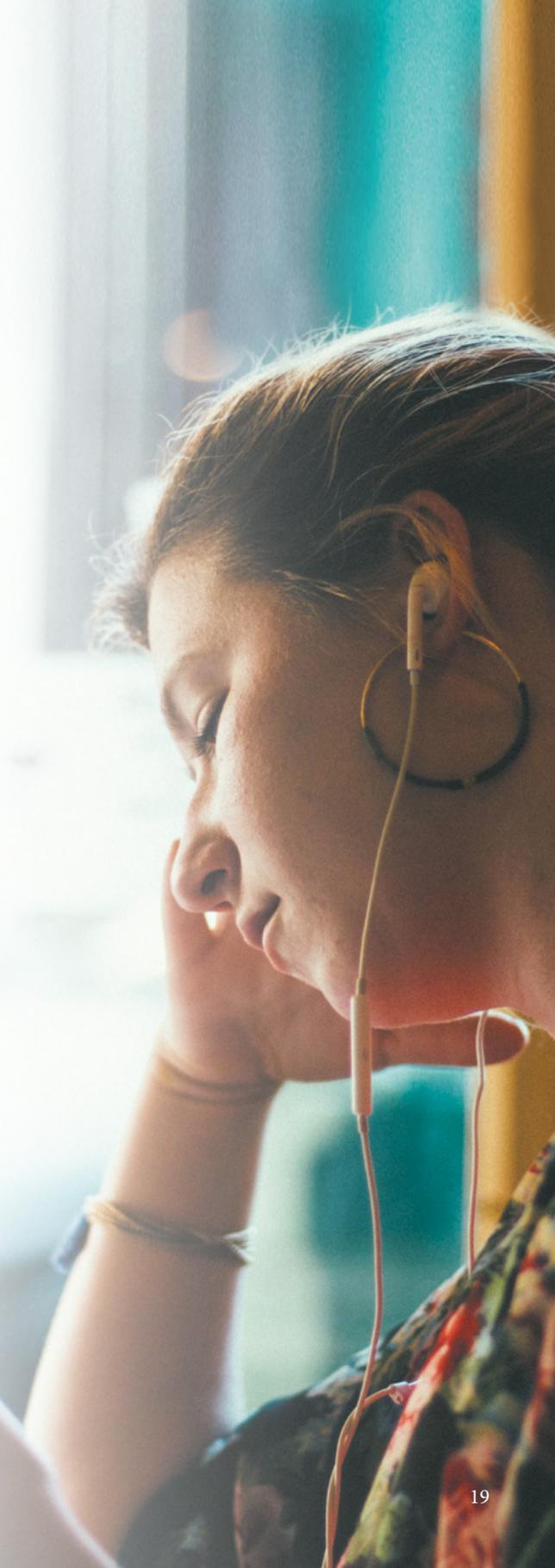
Movie-enthusiasts and gossip lovers will become addicted to this podcast about early film stars and movie reviews. The creator and narrator Adam Roche started recording from his daughter’s bedside in his cabin while also working as a chef to make ends meet. Thanks to delivering gripping and detailed stories, he managed to build an audience and upgrade his gear. Currently, he produces another successful show called “The Secret History of Hollywood”, which will make you feel like you are stepping behind the scenes of early Hollywood. Let yourself get absorbed by stories of celebrities and movies that shaped cinema.



NPR’s “How I Built This” with Guy Raz

This podcast hosts innovators and entrepreneurs that narrate their stories of struggles and triumphs on their journey to establish their own companies. Listening to the experiences of ambitious individuals, that are the masterminds behind your favorite brands, leaves you with a wow-feeling. This podcast is sure to motivate you to achieve great things for yourself by working hard, dreaming big and staying creative.

Xenia Stepanow



FACTS FOR FOODIES

Myths and misconceptions about a healthy nutrition

Today the topic of what is the best diet for optimal health is probably discussed more than ever in our society. Many reports about food are based on misinterpretations while others have a true basis, but require a more differentiated view. It is therefore worth taking a closer look at common nutritional myths. Here are some of the biggest misconceptions about food:



Light food helps with weight loss

A clear no. Despite a steadily rising demand for calorie-reduced products, obesity is on the rise. Products are allowed to carry the claim with the “light” addition, if they are low in fat, sugar-free or contain less alcohol.

The trick is: They mix proteins, non-digestible fats and water into the recipe to reduce the energy content. Another option is to use oxygen or nitrogen to make the product look bigger. Sugar-reduced foods usually use artificial sweeteners that do not contain calories. However, some epidemiological studies have shown that the more sweeteners there were in a diet, the more weight the survey participants gained. Other studies show that sweeteners can stimulate appetite. This may be because the body notices the reduced calorie intake and then reacts with hunger pangs. That’s why light-products also entice you to eat more.

Fast food makes you sick

Not correct. Fast and comfortable does not mean unhealthy. An apple is also a quick and easy snack and basically a fast food as well. A salad and a burger have fewer calories than a hot dog with french fries. Even ready-made meals do not contradict a healthy diet – for example, if they contain a lot of vegetables prepared in the right way. A disadvantage of the fast food meal however, lies in the speed in which a person eats. The feeling of being full begins after about 20 minutes and those who finish eating before that time will either still be hungry or eat more to finally feel full.



Humans need meat to be healthy

Wrong! The body also gets by without meat. Eggs and dairy products are good meat substitutes. Enriched with protein, fats and fibers, vegetables and whole grains such as broccoli, spinach, asparagus and mushrooms, oats, quinoa and corn are all good healthy alternatives for vegetarians and vegans.

Slimmer without breakfast

Not correct. The opposite is actually true. If you take your time in the morning and have a hearty breakfast, you eat less throughout the day. Studies show that regular small meals facilitate weight loss and also help to maintain weight. The German Society for Nutrition recommends three main meals a day and one or two smaller snacks in between. So no one should go to bed without dinner. It is not crucial at what time of the day you have a meal, but rather how many calories you consume overall depending on your schedule and lifestyle and your level of activity.

There are many helpful tips and tricks to succeed with a diet and counting calories alone is not the key. In our next article we will tell you how to get results through different lifestyle dieting options.

Janina Wurm



SOCIAL MEDIA MARKETING

Find your audience

Remember the times where TV commercials were the number one source of information about products and services? Now we log on to social media platforms and carry out our own research by reading product reviews and doing side-by-side comparisons before shopping or booking vacations.



Social media marketing (SMM) is an effective way for companies to reach out to their consumers through social media channels such as Facebook, Instagram, Pinterest, Twitter, LinkedIn and Co. The main objective of SMM is the creation of catchy content users can share with their social networks and by doing so, the customer reach is expanded along with the brand exposure. SMM is used to engage customers, create leads and drive product innovation. Many companies have realized the massive opportunity they gain from using social media as a marketing tool.

The marketing world has significantly changed and social media has played an important role in this transition. Conventionally, marketing was done by broadcasting the message on television, radio, billboards, newspapers and on the company's website. Traditional marketing focused on using the scatter-gun strategy, whereby companies directed their advertisements towards a large audience. With the increasing use of internet and social media, a seamless and easy interaction between buyers and sellers is immediately possible. Consequently, organizations altered the marketing

strategy to use a strategy known as precision targeting which is custom-made and focuses on reaching out to a definite target group.

In order to gain new followers on social media, marketers are enhancing their online presence through social media optimization (SMO) by adding links, like- and share buttons and rich site summary (RSS) feeds to their content. The marketing campaigns created instantly, reach out to a broader audience. Additional benefits of using social media marketing options:

A two-way street

In today's world, consumers don't want to be spoken to but rather to be communicated with. Thanks to social media, they have instant interactions not only with marketers but also with their brands. Companies focus on the consumers and foster loyalty of existing and new customers. They are obligated to share true and relevant content that reflects the users' interests and can also be verified through reviews. Being an open source system, SMM allows all users to voice their experience, opinion and point of view.

Cost-effective

As an advertising strategy, social media is by far the most cost-effective. Creating new pages or fan sites is mostly free for most of the social media channels. When a company decides to promote its content, the paid promotions are relatively low in cost in comparison to other marketing strategies. Due to its cost-effectiveness, social media enables firms to increase their return on investment by simply investing small amounts of time and money.

Customer satisfaction

The one-on-one interaction increases customer satisfaction through communication and networking. Customers are happy to receive a personalized feedback for their questions

contrary to receiving automated responses. When marketers take time to acknowledge every reply, it shows their attention to the users' needs and their willingness to provide the best customer experience. Happy customers become brand ambassadors and share their experiences with their peers.

Brand awareness

Marketing the content digitally through social media increases a company's visibility as well as the brand recognition. When investors, business associates, work colleagues and friends "like" and "share" a business page, it increases the brand awareness of the company. For each post shared, a new network of users is created with potential new customers. 90% of companies say that using SMM plays a big role in increasing their brand awareness through the extensive audience in both B2B as well as B2C markets. (Source: hubspot.com)

Conversion rates

Increased visibility boosts higher conversion rates. The number of potential customers increases with every video, blog or image that is posted. With analytic tools, companies are able to track how many people reacted to a post as well as the customer response rates. A survey shows that leads received through social media channels are more successful in comparison to other outbound marketing strategies (Source: lyfemarketing.com). Many companies also benefit from increased sales when investing their time in nurturing their customers. Long-standing customer relationships can be established as a result of the strong trust and loyalty that is built.

Social media has taken marketing efforts to a whole new level. It is a must for any customer-oriented company. SMM enables organizations to accurately focus on their consumer needs and build a sustainable community around their service or product.

Evelyn Kamau

FREE UP MENTAL SPACE

10 tips to declutter your mind

As it gets warmer and warmer outside, activities, plans, and obligations sometimes seem to just keep piling up. There is often so much going on in our lives, and when the sun is shining sometimes all you want is to just turn your brain off, and enjoy the increasingly warm days. Everyone of us has felt that tug, of wanting to be in two, three, even four places at once – it can be an overwhelming feeling. All these items on our to-do lists can lead to a stream of cluttered thoughts entering our mental space.



Maybe in a different time of the year, you felt a lot more focused but now you can't hear your own thoughts with the clatter of mental "junk". Just like your cabinets, cupboards, or garage, your mind too needs occasional tidying. Clearing your mind of all that non-essential mental "junk" is a great way to refocus, stay motivated and productive. Here are ten simple, but effective tips to help you shed all of that unnecessary mental baggage that may be holding you back.

1. Focus inward - meditate and breathe

This is quite possibly the most effective and powerful way to clear your mind of unneeded clutter. A simple meditation practice can help

you to become more aware of your own thought patterns. Try and simply sit or lay down on your

back in a quiet space, close your eyes or softly focus on one point, and just take a quick body scan, observing the sensations in your body. Systematically bring your awareness from your toes, all the way up to the top of your head. While you may not feel like you're doing much, even the very act of focusing on your body and redirecting your thoughts to the present moment can be incredibly powerful at calming that sometimes unruly mental chatter. You can also take some deep, intentional breaths, observing your natural rhythm and texture of breath, and maybe add a mantra to your inhales and exhales. A powerful example of this could be to mentally repeat "let" on every inhale, and "go" on every exhale. Try these techniques for a few minutes and notice how much calmer your mind feels after only a short time! Meditation and breath are two of the most powerful tools to connect us to the present moment.



2. Be grateful

This concept is bigger than just saying thank you to your barista, your yoga teacher, or your customers & coworkers. A daily gratitude

journal can dramatically help you refocus your energy and your thought patterns even on subconscious levels. The optimal strategy is to get a notebook or journal and physically write down a few things you're grateful for at the beginning or end of each day. The simple act of transferring your thoughts onto paper can make them feel more real. Try and write new things each day – you'll be surprised how many things there are to be grateful for.



3. Get outside

Nature therapy is a real thing! It's been proven that spending time outside in fresh air on a regular

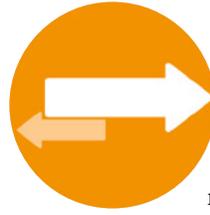
basis does wonders for our wellbeing. Not only is a walk a great way to get some light exercise, being out in nature can greatly help to reset our minds. Try and focus on the present as you walk – the sounds you hear, the feeling of the breeze or the sun on your skin, the bright colors. After a few minutes, as you'll surrender to the present moment you'll be amazed at the calm energy that surrounds you.



4. Set reachable goals

Everyone loves the feeling of checking items off on a list. Writing your to-do list down on paper, rather than letting it swirl and fester in

your head, is a powerful way to begin to let go of mental clutter and anxiety around those things. Try and make your goals achievable – maybe start with running 5km instead of a marathon for example. Also, really pay attention to strategically prioritizing your goals. Focus on more important and urgent things first, and then get to other tasks.



5. Let go of the past

This one is easier said than done, but try and observe your thought patterns. What makes your brain start

racing with anxiety? Maybe you still have feelings of anger or resentment from something in your past. Talking to a mental health professional or trusted friend can help you to release those old, stagnant thoughts that are no longer serving you. Mind clutter is so often related to the past, so take some time to open your mental cabinets, empty out the drawers, and only keep what is still beneficial to you.



6. Avoid multitasking

... at least as much as you can! While we can't always get away from multitasking, (if you have kids or have

ever been around kids, you certainly know what I mean here) focusing on one task at a time can free up mental space to do your tasks better. If your house is a mess, you probably start with one area, for example, the kitchen table, to clean rather than flying around the house doing 50 cleaning tasks at a time. Try and use this same strategy in other areas of your life too. Pick an amount of time you'll devote to a task, and really put conscious effort into pushing other mental clutter out of your mind while you focus on that one task.

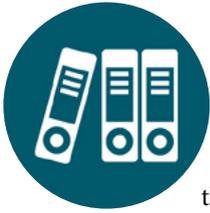


7. Give yourself a break

In this day and age, a huge majority of the population seems overworked, overstressed, and out of

time. Taking breaks to properly care for yourself is one of the most important things you can do, so you can best take care of others. A lot of mental clutter can be caused by a lack of sleep or an overworked brain – take care of yourself and your basic needs, have a rest or a walk outside – away from your phone or laptop

– and you’ll be amazed how fresh you’ll feel when you come back.



8. Physically declutter your space

People with a cluttered workspace tend to be less efficient and more frustrated than those with an organized

desk. Don’t delay, instead organize your workspace ASAP to experience the positive effects of a clean desk! Get rid of non-essential items, and assign a proper place for everything. Do your best to clean up your workspace every day before you go home so you can start the next day with a clear desk and a clear mind.



9. Limit media intake

The easy availability of news, social media feeds, and overall information has simply exploded over the past decade. The average

person spends 3 hours per day on their phone – 3 hours, 12.5% of their day!! This new phenomenon is clearly already having a negative effect on the overall population. The abundance of information available every time you open your phone or your computer can be overwhelming, clogging our brain space and contributing dramatically to stress and anxiety. Limiting your overall information intake, particularly on social media, is a good first

step. Start by deleting some of your social media apps, even if just as a temporary “detox”. You can still access social media sites through the internet browser if necessary, but it makes mindless scrolling a lot more difficult and thus a lot less tempting. You can even download apps such as “Moment”, which track your phone usage and even can tell you which apps you spend most time on. This information can really be eye-opening and can help you figure out where to make a change. Be very selective about your media consumption – ensure that you’re reading news from reliable sources, not focusing on negative news too much, and try to keep your email box organized.



10. Love yourself

This last one is certainly easier said than done, but it’s by far the most important tip. Notice if you engage in any negative “self talk” – try to observe these thought patterns and consciously change them. Bring to the forefront of your mind some things that you like about yourself, your strengths. You have to love yourself before you can fully give and receive love from others! Be confident in yourself and your abilities, and take things one day at a time – you are stronger and calmer than you think you are.

Kate Resch

Following our declared goal to massively expand in the coming years, we continue to cultivate a positive atmosphere that supports, promotes and enhances talent, ideas and creativity. In this regard, we are looking for

Sales Manager / New Business Development / Global Key Accounts (m/f) 1215V

Your tasks

- Direct the sales process, including prospecting, qualifying and positioning of SELBYTEL Group's services
- Acquisition of new clients on management level
- Development of new business strategies in close cooperation with the management board
- Development and presentation of customer-specific solution concepts in cooperation with internal departments
- New business lead generation and upselling

Our desired profile

- 3+ years of sales or account management experience
- Experience in sales of complex and high class service solutions
- Up to 40% travel expected
- Successful track record in sales-driven environments
- Tenure within the service industry is preferred

Our offer

- Professional work environment with international top clients
- International network within the company
- Excellent salary and compensation package

Location: Nuremberg, Germany | Start date: immediately

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EXCELLENT REMOTE WORK SOLUTIONS

Why home office is a win-win approach for you and your staff

Wouldn't we all wish to wake up on a weekday and know that even though we are feeling just fine we can stay in our comfortable clothes and cover our working hours from home? This is the concept behind INVIRES, SELLYBYTEL's newest subsidiary that exclusively specializes in remote work solutions.



Fact is, Germany's job market is very competitive and it is becoming increasingly harder to find the right employees with the right skills for companies. Adding to the small pod of qualified candidates, there is also a big amount of people that cannot be taken into consideration because they are geographically located outside of larger cities. Companies need to find Unique Selling Propositions (USPs) that make them attractive and competitive to job seekers. The service industry is one of the markets that is strongly affected by this shortage in candidates. It is tough

for recruitment departments to source the right workforce in certain regions.

The SELLYBYTEL Group has found a solution for this challenge: INVIRES is dedicated to building virtual solutions for its clients by only employing staff that work from their home office. This is not exactly a new set up: one of the biggest IT lifestyle suppliers has been successfully using this approach with us for years, to win and retain skilled and motivated people.

To be continued on page 30

Fabian Fritschka, Sales Manager for INVIRES, is absolutely convinced that the concept of providing sales, service and support solutions from a virtual home office set-up is going to revolutionize the outsourcing business:

Fabian, you have been with INVIRES since the very beginning. What has the journey been like so far?

Being part of a new innovative project has been exciting from the very beginning. I immediately recognized the potential that comes with home office solutions. The job market is a constant challenge of finding talents and retaining them. INVIRES took the opportunity that comes with the age of digitization and managed to attract talents, thanks to the flexibility of home offices.

What is the feedback you have received so far?

We are very inspired by the amount of applications we continue to receive. We have an incredible number of applications in the pipeline. Our remote work strategy proves to be a solution many people have been waiting for.

What can you tell us about the applicants?

They come from all parts of Germany. They vary in age,



professional background and life situation. Students, mothers, pensioners and different groups of people who live away from the job hot-spots. I'm happy we can provide them with a chance to use their talents.

How do you manage to recruit and train all these people if they live all over Germany?

In the same way our future employees work from home, they are virtually recruited and trained by so called virtual instructors. Licensed trainers teach our employees all they need to know over a certain period of time, depending on our clients' needs. Introducing them to the company and forming a good relationship is very important to us, that's why we always keep in touch with them to also guarantee their satisfaction as well as an excellent performance for our clients.

What kind of services can you offer from a home office?

Everything that we already offer through our parent company the SELLBYTEL Group: sales, service, support, human resources, back office solutions... With our virtual set up, INVIRES offers state of the art solutions without being limited to a certain location. That gives us the advantage of flexibility and increases the quality of our services.

What makes INVIRES so successful?

To offer the possibility of working at home will open the door to a whole new target group of potential employees! It makes INVIRES different from other vendors who offer the brick and mortar contact center setup. We want to find the perfect team working for our clients and the virtual setup offers this possibility.

Thank you Fabian for this great insight!

Annika Frasiak



Continued from page 28

The biggest online marketplace as well as one of the biggest European fashion manufacturers believe in the idea of INVIRES and chose to build a virtual customer service center with us.

Besides the issue of not finding enough qualified staff in specific regions, there are several other reasons to consider a home office environment for employees.

A lack of productivity is one of the major problems for companies, as employees get easily distracted by unnecessary interruptions, noise (think open-office layout) and extensive

chats with co-workers. These obstacles get in the way of the daily work routine in an office environment and not only does accomplishing tasks become difficult, but also huge costs for employers are incurred in the process. Working at home presents a perfect solution for that!

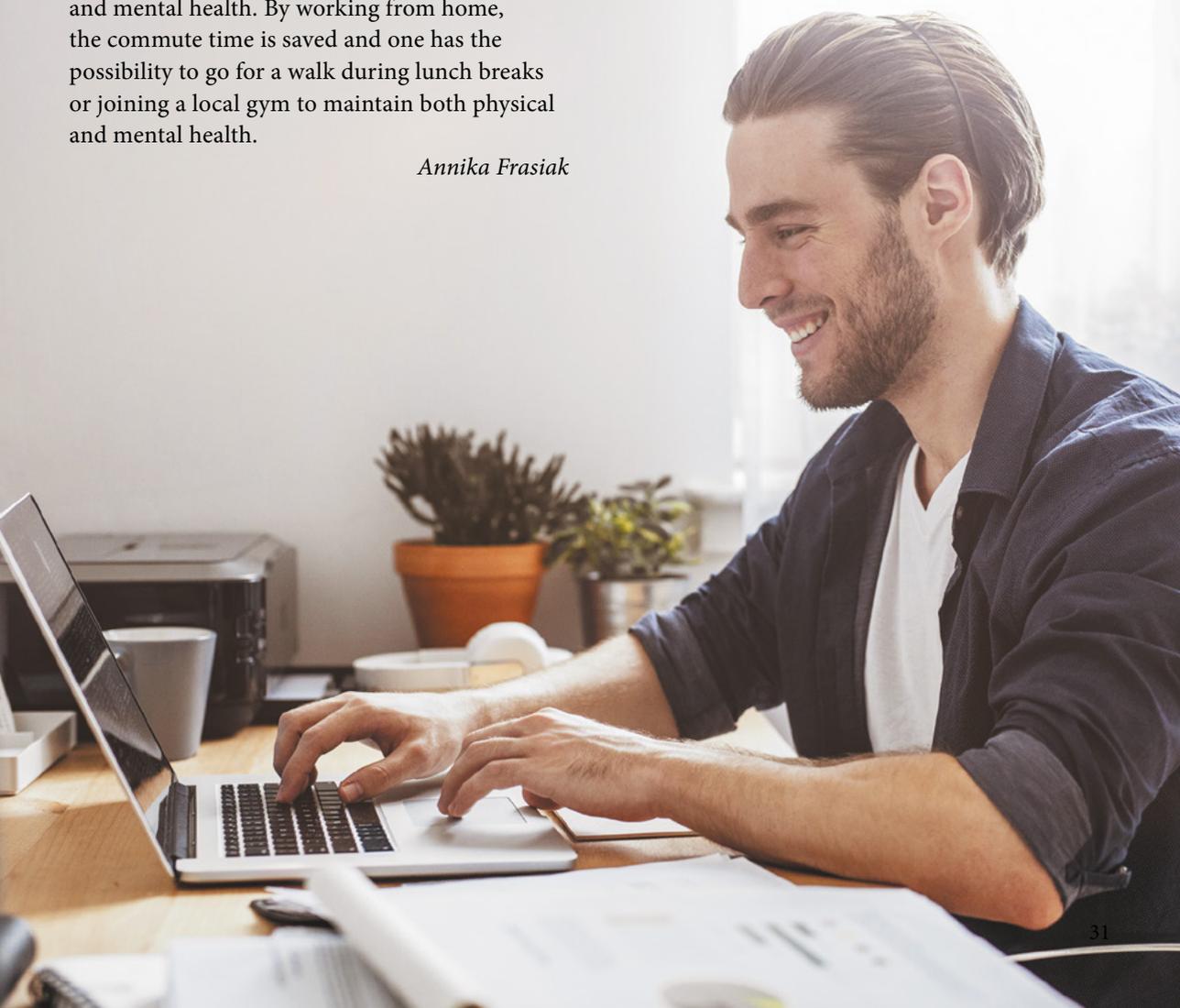
People are more productive if they work in a quiet environment with less distractions. When the home office is set-up correctly, the employee is able to concentrate on work without any noises or distractions.

Taking the environment into account, the number of people commuting to work is at an all time high with streets and highways packed to

the brim. This causes a lot of pollution that can be minimized if more people work from home. Germany's former Federal Minister for the Environment, Nature Conservation and Nuclear Safety Barbara Hendricks already tried to raise awareness on this topic last year. She wanted to reward companies that invest in public transportation, with tickets for their employees and also companies that offer home offices which completely prevent a commute.

Probably the biggest advantage of working from home would be the increased work-life-balance. Through the flexibility of home offices, employees are able to independently schedule their office hours and family time. Having a long commute to work can also take a toll on physical and mental health. By working from home, the commute time is saved and one has the possibility to go for a walk during lunch breaks or joining a local gym to maintain both physical and mental health.

Annika Frasiak



SELF-AWARENESS, LEADERSHIP, AND HOW TO INCREASE CONSCIOUSNESS

Numerous renowned academics have dedicated their lives to unraveling the formula for successful leadership, with an increasing number of researchers and global leaders stressing the importance of emotional intelligence. With self-awareness being a cornerstone of emotional intelligence, it has been continuously shown as the greatest predictor of effective and successful transformational leadership.

But what is it about self-awareness that makes leaders so effective? Publishings from recent literature better help us understand this link. Highly self-aware people have continuously been shown to be correlated with greater psychological well-being.

They see life as an entity with deeper meaning that has a sense of purpose to it. Highly self-aware people are known to live a 'balanced life' in which they act consciously to create an environment that provides value to their subordinates or peers.

You may have noticed that people who sprawl with happiness, positivity, motivation, and always have this friendly smile on their face act like magnets to us. They intuitively attract us. This is exactly why those leaders are said to be the best leaders. They transfer their state of emotional well-being to those around them, give others a sense of purpose, empower others, and make them feel safe and valued in their work environment. We follow them, quite instinctively.

Not because we have to, but because we want to.

The real question though is how businesses and their workforce can become more self-aware in order to benefit from this effect. There is a common misconception that self-awareness stands in proportion to our life experience, and to a certain degree that might be true and logical. The more important aspect we should keep in mind though, is that self-awareness can be practiced, no matter what age, life experience or background. Practicing self-awareness, exponentially accelerates the learning curve about ourselves. Here is an excerpt of three little exercises to practice self awareness.



SELF-REFLECTION THROUGH JOURNALING

Self-reflection is thinking about your actions, behavior, thoughts, and trying to identify potential reasons for them. This is a great technique that allows us to deepen the quality of learning and enhance the skills for critical thinking. The single best and most efficient method is possibly journaling. Journaling provides a medium through which we can keep track and provide discipline to self-reflection. It is an effective method for recording the outcomes of the reflection process. Think about a log-book that records your gas bills or any other sort of numerical data.

To unfold the full value of journaling, the most important aspect to keep in mind is consistency. The value in journaling doesn't necessarily come from writing it, but it lies in writing a journal consistently. Over time, once your journal entries start to accumulate, they will provide a rich source of material that you can refer to, which allows you to identify patterns in your behaviour

and help you gain an incredible insight on your actions and reactions.

Start by opening a word document and take 30 minutes every Sunday to think about all the events that happened throughout the week. Whether those are work-related, family-related... literally anything you can think of. Then write about how you felt, reacted during certain situations and how you would like to improve your behaviour the next time you stumble across a similar situation. Believe it or not, you will find yourself to almost intuitively adopt these behaviours next time.



MEDITATE

Meditation is becoming the new hype. If you look at some of the world's highest performers, whether athletes or renowned CEO's like Jack Dorsey (wakes up at 4.30 every morning to meditate), there is a pretty high likelihood that you will read about meditation as part of their morning routine. Here is the great news: There is no need to visit a

costly three-day seminar to learn how to meditate. Taking ten to thirty minutes every night (or morning) will already produce huge results. So, what can you meditate on? You can meditate on literally anything you like. For example gratitude. Experiencing feelings of gratitude, can be the ultimate fuel and energy source. Visualization is also great! Hop onto Google and you will quickly notice that the world's most successful athletes have always used visualization to accomplish what no one else has ever done. Take Roger Banister for example. Banister had the – what was back then considered overly ambitious, perhaps even impossible – goal, of running a mile in under four minutes. Back then, people had the belief that your chest and heart would explode as such pressure on the human body just wasn't bearable. Banister said he would always visualize himself crossing the finish line at 3:59 before another attempt. On May 6th, 1954, he did.

No matter what we decide to meditate on, our mind will always begin to search for the reasons of why we can feel the way we want to feel or become whoever we want to become. If you're aiming to become a more grateful person, your mind will search for why you should be. Through consistency, these reasons can slowly be brought to your consciousness so that you become aware of them.



THE FRIENDS EXERCISE

At the core and heart of self-awareness lies our why. Our why is the first step to unlocking our life's purpose. The why incorporates questions like; Why do I exist? Why was I born? And why should anyone care? Incredibly difficult questions to answer, and for some, much more uncomfortable to think about. The friends exercise is a great tool to help you find these answers.

Think of your five closest and most trustworthy friends. Ask them why they have become your closest friends. Ask them what it is about you, they value and love. The first answer you are likely to receive is something along the lines of; "you're funny" or "you're smart" or "you're like me"... you see where this is going. Unfortunately, that is way to superficial. Ask them again, and perhaps reword your question... "What specifically is it about me, as a human being, that makes you want to be my closest friend?". They will now begin to think deeper and are likely to not know an answer

straight away. But that's fine. It's a tough question. The best way to go about this, is to spend a weekend only with them and no one else. Introduce them to your little experiment and make them aware of what you're trying to get from them. This will help them prepare for the task mentally and will make it more likely to get a more well-articulated answer from them. Should answers from all friends overlap, you have found what you are looking for.

The friends exercise provides a different and yet highly effective approach to gaining more self-awareness. Instead of putting in the work



by ourselves, we can outsource this task to your friends. The importance of this task lies in the common cognitive error that we usually perceive ourselves different than our friends do.

To become an emotionally intelligent person, self-awareness lays the foundation to all other components, such as empathy, motivation, social awareness and self-regulation. You may have read about the empathy component in the previous The HUB edition. Gaining self-awareness is a challenge as most of the time we run on auto-pilot. But that's not necessarily a bad thing. Auto-pilot enables us to carry out our usual behaviors, habits, daily routines and distractions without putting in any cognitive effort. It only becomes a slightly bigger problem when we are no longer in control of the auto-pilot, and instead, let it control us. This happens when we let go of controlling our thoughts and emotions and make no effort in managing them. These strategies provide an effective starting point for becoming much more self-aware and taking back control from the auto-pilot if practiced consistently.

Maximilian Distler

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Email us at TheHUB@sellbytel.com if you like what you see, or if you have anything you would like to see featured. Also let us know what we have been missing so far, we love to hear from you!

This The HUB's featured city is hometown to SELBYTEL's headquarters: NUREMBERG! You can rarely find a place like this city that combines medieval history and modern business, cozy cobblestone flair and a bustling metropolitan atmosphere. You can enjoy Bundesliga soccer or rock climbing in the surrounding nature parks. It's a city of contrasts and we would love to invite you to discover some of the (hidden) gems of our hometown.



KAISERBURG - THE IMPERIAL CASTLE

Without a question, the Imperial Castle is Nuremberg's most famous sight. Sitting atop of a big sandstone ridge in the downtown area, this group of massive medieval fortified buildings attracts hundreds of thousands of tourists every year. Despite it's almost complete destruction in World War II, it was rebuilt to its old glory afterwards. Besides guided tours for the more historically interested visitors, it also offers the best view points over the city from its castle walls. Another fun fact: For the last several years, an urban downhill mountainbike race – the Red Bull district ride – has its starting point at the castle.

Fun Facts

Nuremberg is the hometown to many world famous artists. The most famous one? The painter Albrecht Dürer

Nuremberg's pro soccer team (1.FCN) holds the record in the Bundesliga for the most promotions and relegations from 1st to 2nd league and back. The team's slogan for the diehards: "I don't regret this love"

The court room of the Nuremberg Trials has been turned into a museum – A must see



WÖHRDER SEE

This public artificial lake is a popular recreational area for Nuremberg's city people. On a sunny Sunday afternoon, you will see families enjoying picnics and barbecues, find joggers and basketball players or many colorful paddle boats cruising on the lake. Recently the area was upgraded with a public beach and a fitness parcour. SELBYTEL's headquarters are just opposite the lake too – so, let's get active on the lunchbreak!



CHRISTKINDLESMARKT

Even the grinch would get into the holiday spirit after a visit to the world's most famous Christmas market. Nuremberg sausages, gingerbread and mulled wine alongside children's choirs performances are the core elements of a typical stroll through this "Little Town from Wood and Cloth". The opening ceremony is held by "Christ Child" – a local teenage girl dressed as an angel, whose casting is a matter of the highest priority in the city.

City tip: NUREMBERG



CHURCH ST. LORENZ

This gothic jewel is Nuremberg's biggest church. Its doorsteps are a popular meeting point for tired shoppers, who enjoy the busy pedestrian zone that surrounds the church. But it's definitely worth entering, too. Be it for having a look at the manifold pieces of historic art inside or simply for a moment of silence and reflection.



PALAIS SCHAUMBURG

Nestled in the neighborhood "Gostenhof", this restaurant offers a variety of both local Franconian delicacies (try "Schäufele" – a big lump of pork meat on a bone alongside potato dumplings and heavy gravy) and vegetarian and vegan dishes. This restaurant is visited by students and locals, but also business people from the surrounding offices. During the summer you can enjoy one of the many local beers in the Palais' cozy beergarten.

Martin Kloha

“SUCCESS DOES NOT LIE IN RESULTS BUT IN EFFORTS – KEEP GOING!”

Interview with Nasima Salimova, Global Account Director, Barcelona



Nasima, originally from Moscow, moved to Barcelona for her Master's degree in Marketing Management. Soon after successfully completing her studies, she got the offer to join the SELLYBYTEL Group in 2010. Initially, she planned to stay for one year to gain the work experience abroad but as fate may have it – she never left. Our zealous colleague admits that staying in Barcelona was one of the best decisions she has ever made. In our latest success story, she tells us more about her exciting career with us.

Nasima, can you please tell us more about your career at SELBYTEL?

Sure! I joined SELBYTEL eight years ago, with a lead generation role for one of the IT projects. Shortly thereafter, I was promoted to be Supervisor for a project with sales and technical roles. After a couple of years in this function, I started to work for one of the biggest programs in SELBYTEL focused on sales in the IT industry – growing from Supervisor to Project Manager and then to Sales and Program Director.

When did you start your current position and what does it involve?

I was appointed as an Account Director and am now responsible for one of the key accounts on a global level. My goal is to further strengthen the relationship with our client. Our long-standing client is one of the oldest and biggest partners who I have closely worked with for many years. My role entails assuring best practice between the stakeholders and within our hubs, while focusing on innovations, efficiency, added value and customer satisfaction.

What do you enjoy about your position?

I assumed the Global Account Director position two months ago and I am still in the process of settling into my new role. Nonetheless, I am delighted to see how meaningful and important my operational knowledge and background in sales and project management are. I enjoy speaking the same language with the customers and understanding all aspects of their situations – from financial and contractual to business, organizational, quality and the day-to-day routine. It is very exciting to be a part of the global team and contributing to the company's success.

What is special about SELBYTEL as an employer?

SELBYTEL provides an outstanding opportunity to work with the most fascinating global brands and

amazing people from all over the world. Any role you start with can be the first step into a great career – if you want to and if you put effort into it. Not forgetting that Barcelona is one of our key locations – it has been an important factor for me too. This beautiful city is definitely worth sticking with.

What is especially important to you in your professional life?

People. My team. I have been extremely lucky to work with talented, professional, creative and committed individuals throughout my career. I am a strong believer that it is always a team that makes a difference. We are ambitious, we all work hard and always strive to achieve more. But we also have a lot of fun. Always, no matter what. And I cannot be grateful enough for all of that.

You've already achieved quite a lot in your professional life. Do you still have goals?

Here is another amazing aspect of SELBYTEL as an employer, which doesn't stop to surprise me even after all these years: every time I think I am close to reaching the limit of possibilities to further grow and develop – yet another door opens. So yes, I still do and always will have goals as part of SELBYTEL, the main one for now though is to make sure I exceed the expectations in my role as Account Director.

How do you spend your free time?

Free time? Not familiar with the concept (laughs). On a serious note however, I am a travel addict and a bookworm as well. Hiking, biking, camping, cities, jungle, countryside, road trip – I love them all! The more the better and I use every single opportunity to go out there and explore. This plus a good book in my hands – is my personal paradise.

Thanks a lot for the interview and all the best for your future.

Evelyn Kamau

JOB ADS



Nuremberg



Barcelona



Silicon Valley



Lisbon



Kuala Lumpur

Content & Online Marketing Manager / Editor (m/f) 0816B

You love reading our magazine „The HUB“ and would like to contribute inspiring articles? That's perfect, because our amazing marketing team is currently looking for reinforcement. Your field of responsibility will also include the development and execution of email campaigns and content creation for our website, blog and social media. Sounds good? Apply now!

Location: Nuremberg

Commercial Director (Bengali) - APAC (m/f)

Your tasks

- Country team leadership of key accounts (partnership & premier accounts), retail sales, marketing & customer support
- Work closely with the Chief Sales Officer for country level strategy formulation and execution
- Formulate and lead market development strategies for growth
- Sales opportunity pipeline management

Our desired profile

- Associate's degree required, Bachelor's degree preferred
- Min. 10 years of key account sales experience including 3 years' experience in country / national sales leadership
- Experience in marketing and marketing team management
- Excellent communication and presentation skills both verbal and written in Hindi and English

Our offer

- Attractive remuneration package
- Great career progression and development for outstanding achievers
- Vibrant & energetic office culture

Location: Kuala Lumpur

Business Advisor for Services - Dutch Speaker (m/f) 0518W

Your tasks

Become a specialist on our partners' tools and programs. Develop and educate partners as well as keep them up to date on new services. Analyze the results of sales activities

Our desired profile

Native or proficient in Dutch, excellent English knowledge, good communication and organization skills, self-driven and result-oriented personality

Our offer

Full time position with extensive training on market leading products. Development for outstanding achievers

Location: Oeiras (Lisbon)

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Please refer to The HUB

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Technical Customer Care Danish (m/f) 0816Z

Your tasks

First level technical support of products like printers or scanners. Presales-, reseller- and up-selling support

Our desired profile

Danish native speaker with fluent English, IT knowledge excellent communication skills

Our offer

Full time position with possibility for career growth

Location: Barcelona



Business Intelligence Data Analyst (m/f)

Your tasks

- Build data pipelines associated with customer activity, product usage, bookings, forecasting and business productivity
- Develop BI – Data warehousing and reporting solutions to address the growing business reporting, analytics and data requirements
- Communicate data discrepancies to stakeholders, and come up with satisfactory solutions

Our desired profile

- BS degree and 3 years of work experience as an ETL analyst or in a highly analytical role
- Experience with analyzing data and creating reports with database query experience
- Deep understanding of data issues and how to fix them
- Excellent written and verbal communication skills
- Experience with SQL and visualization tools
- Excellent analytical and problem solving skills

Our offer

- Multicultural team with a great spirit in an international work environment

Location: San Bruno / California

Are you a good fit for this job? Please contact gina.le@sellbytel.com with "Data Analyst Opportunity" in the subject line.



Home Office - German Customer Representative (m/f) 0616F

Your tasks

Take incoming user requests and provide responses and solutions to customers

Our desired profile

Very good German and English skills, excellent communication skills, previous experience in a similar position is a plus

Our offer

Full time position with opportunity to join an international team

Location: Home Office



Norwegian Technical Support Advisor (m/f) 0614G

Your tasks

Maintaining client relationships through product support and handling all incoming incidents

Our desired profile

Norwegian native speaker with fluent English, analytical skills, willingness to learn and apply new technologies

Our offer

Full time position with a long-term contract

Location: Barcelona

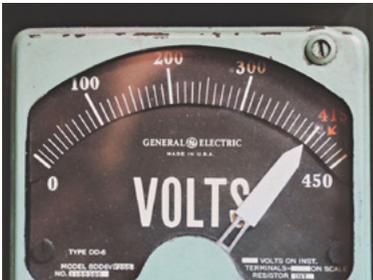
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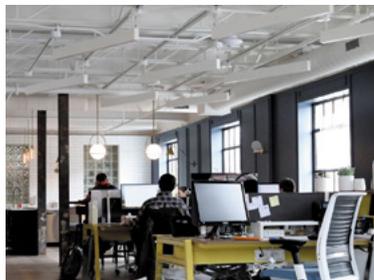
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Likes to golf in his free time

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