

Stefanos Karagos

Founder - Information Alchemist at XPLAIN

Zürich, , CH

An Award Winning Disruptive Keynote Speaker using non-Conventional Ways to Interact with the Audience.

Biography

I'm a Starter & Visual Thinker. An Information Alchemist who Loves Mindmaps & Content Marketing. A Disruptive Keynote Speaker uses non-Conventional Ways to Interact with the Audience. XPLAIN's Founder, a Social Media and Word of Mouth Marketing Agency expanded in 8 Countries in less than 4 Years. Proud Member of the Word of Mouth Marketing Association. I Love to Integrate Brands into People Everyday Life.

Availability

Keynote, Moderator, Panelist, Workshop, Host/MC, Author Appearance, Corporate Training

Industry Expertise

Business Services, Social Media, Advertising/Marketing

Areas of Expertise

Content Strategy, Social Media Roi, Content Marketing

Affiliations

Information Architecture Institute, Word of Mouth Marketing Association, eMarketing Association

Sample Talks

Social Media is Dead Long Live Social Media ROI

ROI is a business measurement, not alchemy. If your equation shows a cost value in Euros and a gain value expressed in Facebook Likers, you're in trouble. And Yes, there is a way to measure your Social Media ROI!

Event Appearances

Facebook Ads - Best Practices & ROI

2013 Digital Marketing Forum

Visual Content Rules The World
Design Lobby Forum

Social Media Marketing is Dead!
9th Online Marketing & Digital Advertising Forum

How ZMOT Affects Consumers' Behavior During Recession
8th Internet & E-Business Innovation Forum

Social Media ROI
Social Networks Conf 2011

Social Media ROI & The Importance of KPIs
Social Media Conference 2011

Content is THE King
Visual Thinking Forum

Sex, Lies and Facebook
Allthings Facebook

Content Uber Alles
Social Networks Conf

It's All About Content Marketing
Social Media World

Accomplishments

3rd Best Business Presentaton in the World
My Presentation "Social Media is Dead, Long Live Social Media ROI" Made it to TOP 5 Most Popular Business Presentations in the World for 2011 [Go to slide #11]
<http://www.slideshare.net/rashmi/slideshare-zeitgeist-2011>

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