

AddLife Marketing

Lina Åström, AddLife

AddLife Marketing networks

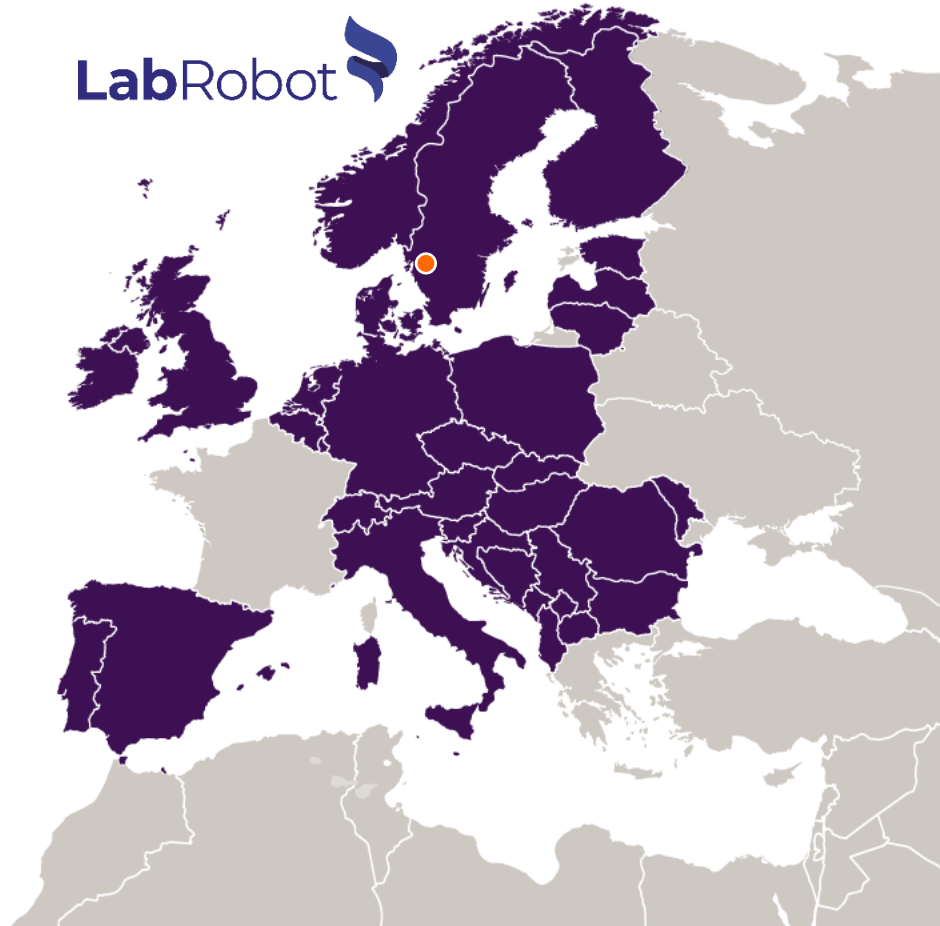
- Biomedical & Research (10 inc Labrobot)
- Diagnostics, Triolab Group (4)
- Hospital (8)
- Homcare (7)
- HC21 Group
- AddVision Group

29
COUNTRIES

85
SUBSIDIARIES

31
COMPANIES WITH MARKETING

66
COLLEAGUES IN MARKETING





https://youtu.be/iF25W6920EY

Webinars and groups

- AI for marketeers
- Canva Tool
- Joint product launch (Homecare)
- Webshop and PIM System (BioNordika Group)

2
MEETINGS/YEAR

2-4
WEBINARS

2-4
ONE-ON-ONE



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Trends in Digital marketing

New ways to explore the producs



http://www.vr360.no/hepro_no/

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Trends in Digital marketing

Key Opinion Leaders

DACH LinkedIn Paid Advertising



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Trends in Digital marketing

Focus on sustainability and values

Sustainability

- Community engagement



Source: Linkedin MBA



AddLife donates medical devices to Ukraine

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Every day

250,000 new websites are created

720,000 hours of YouTube uploaded

50 million users of Chat GPT

8.5 billion Google searches

9 billion meeting minutes hosted on Zoom

Source: DID YOU KNOW 2023

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1 million seconds = 11 days

1 billion seconds = 31.7 years

9 billion zoom minutes

All minutes in 17.000 years

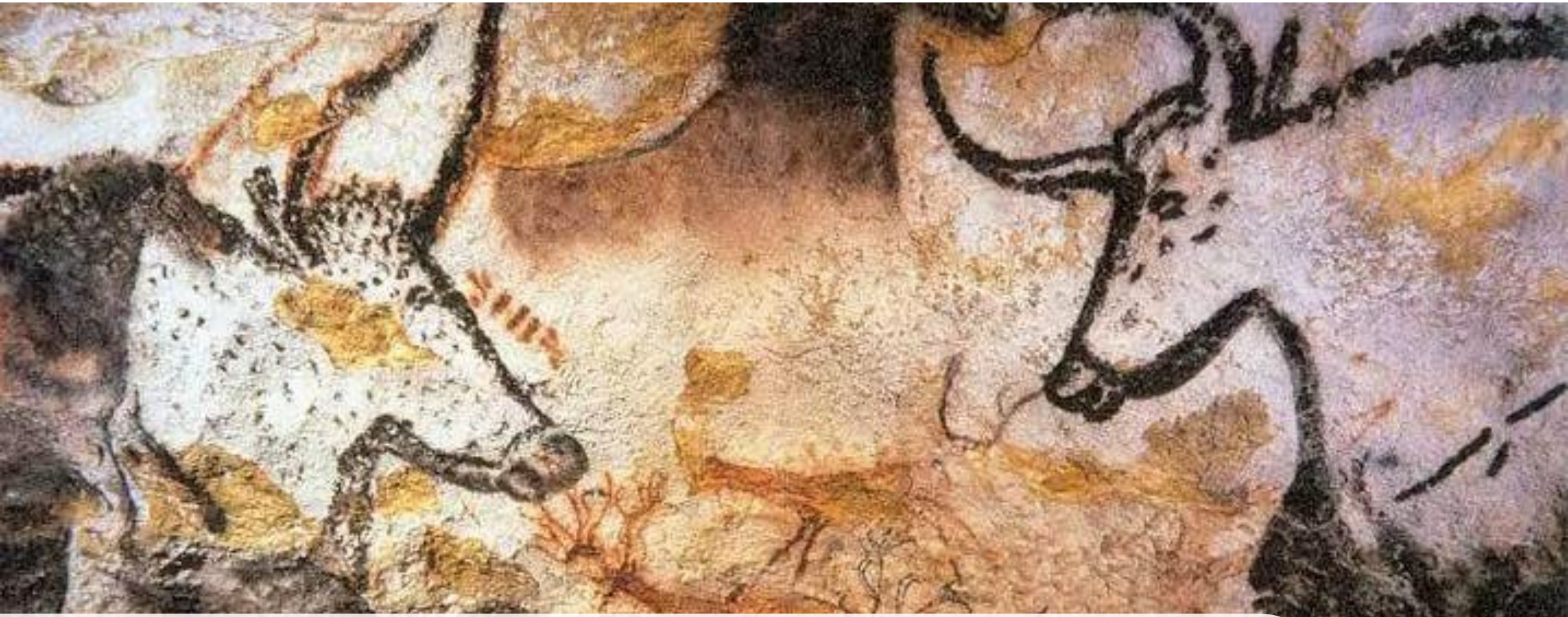
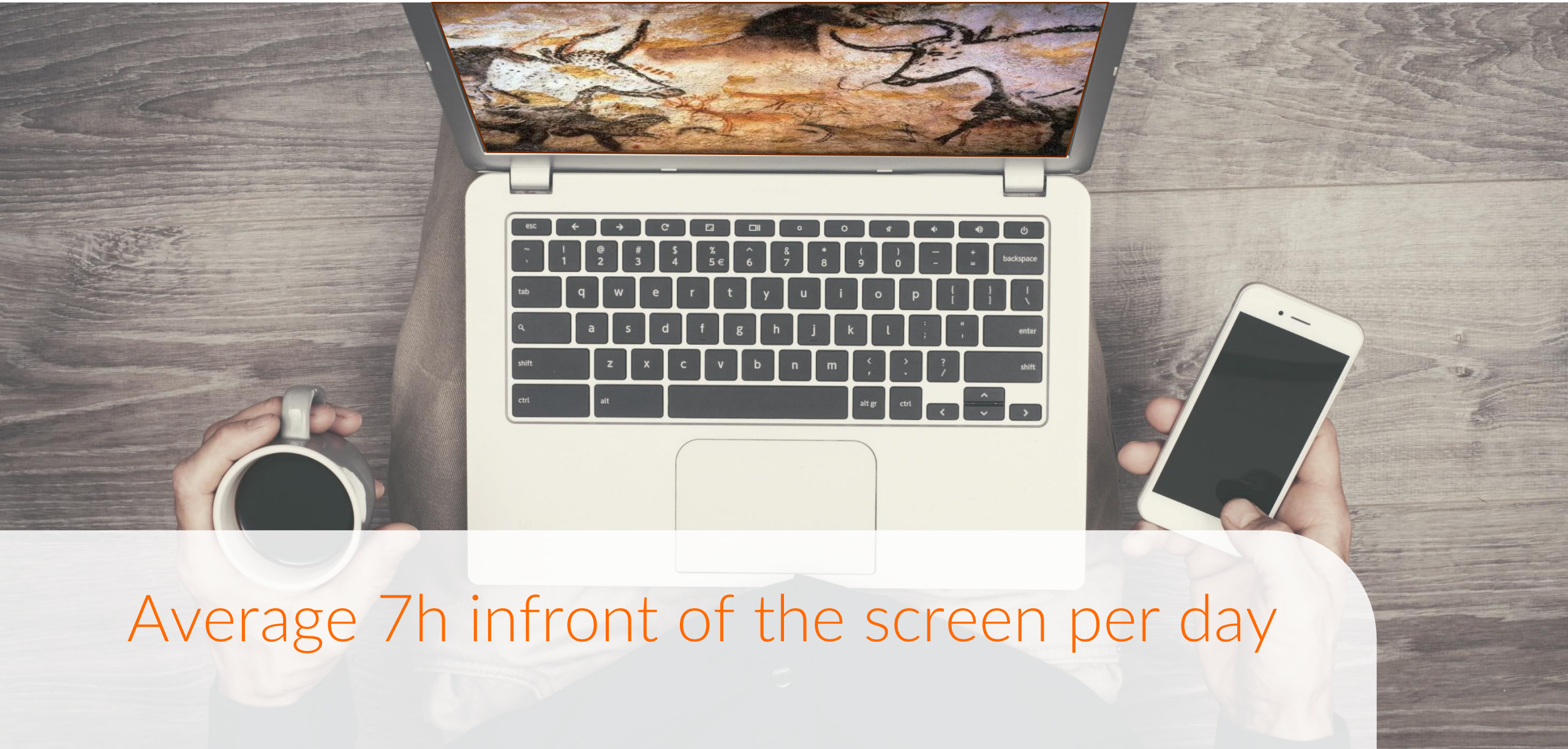


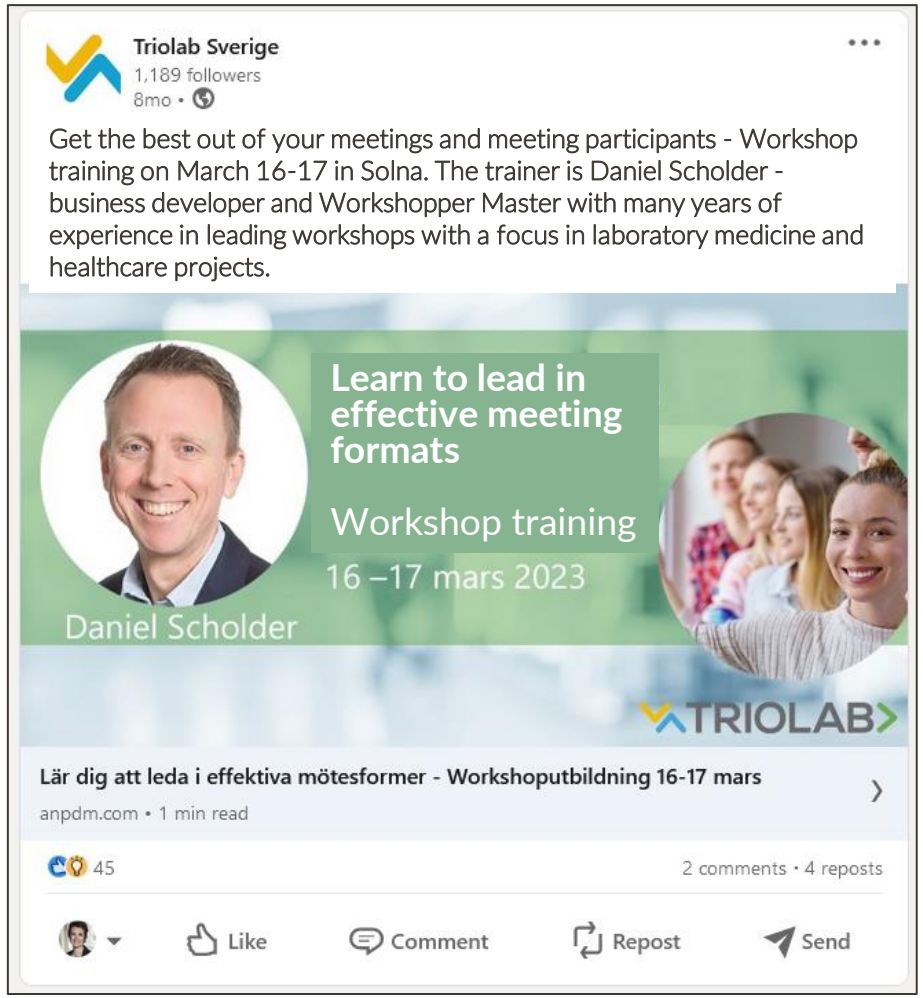
Image: Prof Saxx. Cave painting from the Lascaux cave in southwestern France. The cave was a significant settlement during the Old Stone (Paleolithic) Age and was decorated with hundreds of paintings and carvings.

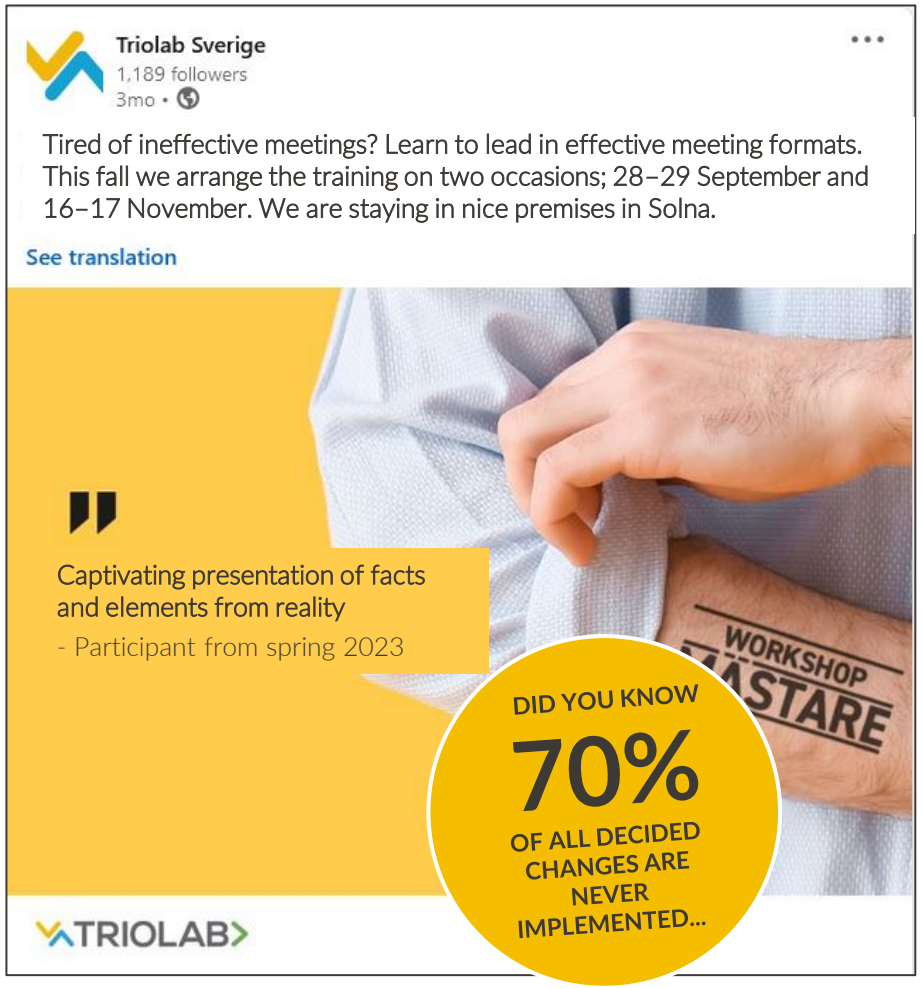
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Average 7h infront of the screen per day

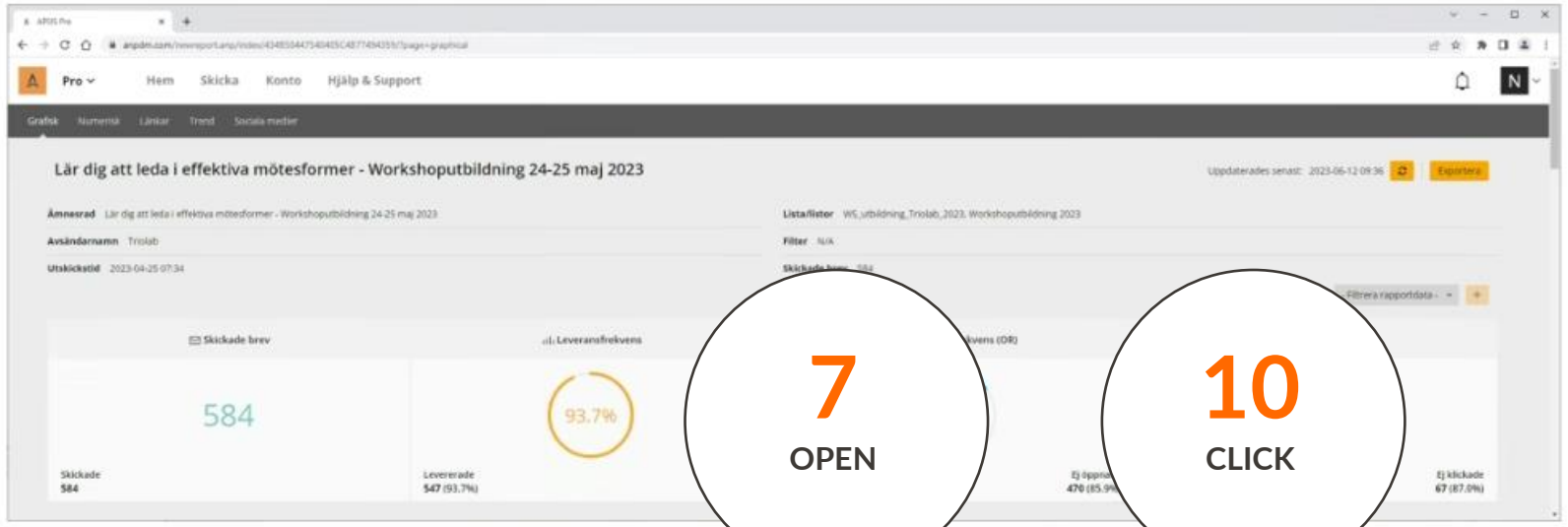
From B2B to B2C





Marknad – Apsis

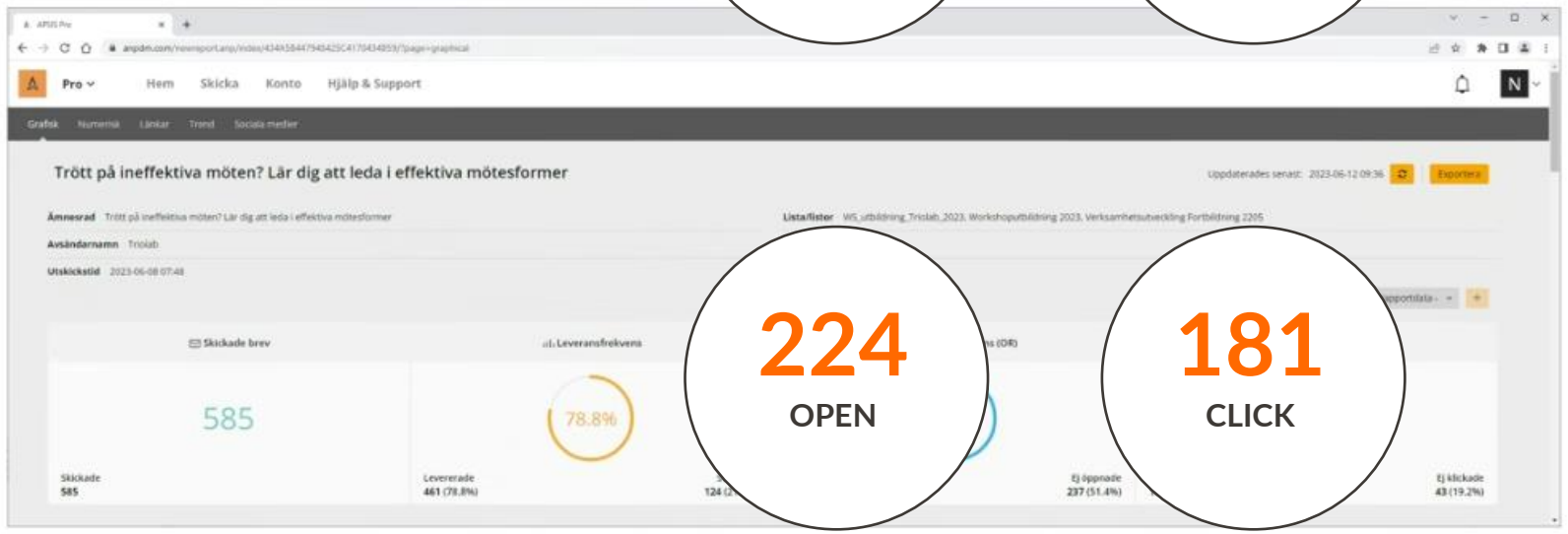




7
OPEN

10
CLICK



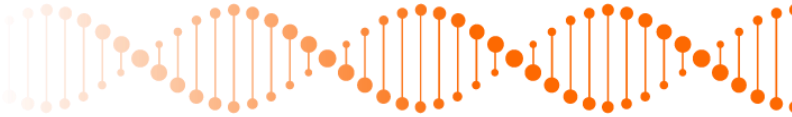


224
OPEN

181
CLICK

Niclas Albinsson, Triolab AB

AddLife





Himanshu Suthar • 3rd+

Founder - StepnGrow Digital Solutions Private Limited |...

1h •

🔑 3 main areas to focus on building Trust with Client 🔑

1. Deliverables... ...see more




PRINCIPI
WORTI
MOTIVATION
FAITH
RESPON
INTEG
VALUES
EQUALITY
SOCIAL
RESPECT
TRE
TRUTH
HYPOCRISY
ETHICS
THEORY
CONVENTIONALITIES
AUTHENTICITY
MORALS
TRUST
RULES
ETIQUETTE
CHARACTER
PERFORMANCE
PHILOSOPHY
HONOR
IESS
ERIA
DECENCY
PECT
TUE
RDS
PURPOSE
ATTITUDE
TANCE
INNOCENCE
FAIRNESS

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Trends in Digital marketing

AI

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Write a text about digital marketing with references please

Title: Digital Marketing Strategies and Impact

Introduction:

Digital marketing is a dynamic and essential component of modern business strategies. In today's digitally connected world, where consumers spend a significant amount of time online, leveraging digital marketing techniques has become crucial for businesses to succeed and thrive. This ar
strategies, and its impac

The Significance of D

1. **Global Reach**: Di
audience. As of
potential for f growth, making it a prime channel to tap into a vast customer base (Statista) [1].
2. **Cost-Effectiveness**: Compared to traditional marketing methods, digital marketing is more cost-effective. Businesses can allocate their budgets efficiently, targeting specific demographics with precision (Digital Marketing Institute) [2].

References:

1. Statista. (2021). Number of internet users worldwide from 2005 to 2021. Retrieved from **https://www.statista.com/statistics/273550/data-on-internet-users/**
2. Digital Marketing Institute. (n.d.). What is Digital Marketing? Retrieved from **https://digitalmarketinginstitute.com/what-is-digital-marketing**

Mediespelare



Egenskaper Justeringar Bibliotek

Pixellager

Omforma

Justera och fördela

Justera:

Snabbåtgärder

Ta bort bakgrund

Välj motiv

Visa mer

00:01

00:00

otoshop Lina Niclas-20230919_143040-Mötesinspelning





Jason Allen's A.I.-generated work, "Théâtre D'opéra Spatial," took first place in the digital category at the Colorado State Fair, 2022. Source: The New York Times



Source: AI-power for digital ART