

# **Stefanos Karagos**

**Founder - Information Alchemist at XPLAIN**

Zürich, CH

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

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## **Description**

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.

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## **Availability**

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

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## **Industry Expertise**

Advertising/Marketing, Business Services, Social Media

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## **Topics**

Content Strategy, Social Media Roi, Content Marketing

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## **Affiliations**

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

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## **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!

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## **Past Talks**

### **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

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## **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

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<http://www.slideshare.net/rashmi/slideshare-zeitgeist-2011>

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