7 Data

BOOK

Data Troubles?
How we can help!

Unique opportunity to get your
unbiased voice to the market

WHO
WE ARE?

7wData blog

👥 | **YVES MULKERS**

Founder of the 7wData blog

Sharing his passion on data and view on the world of data. **A proud member of the BBBT, IIBA, DAMA, tdwi.** Yves is a global networker and Highly connected to fellow thought leaders in the data scene.

YVES MULKERS

Top 100 Influencer worldwide in
Big Data | Data Security | Artificial Intelligence & Machine Learning

1 **Technical Hands-on**

2 **Strategic Advisor**

3 **Knowledge across various business domains**
(finance, pharma, chemical, online business, insurance, utilities, classifieds)

THE PROBLEM

Market Is Hard

Managing Data Assets to have the competitive advantage and best in the **Market Is Hard**

Tough Skillset

It requires a **combination of various skills** and methodologies to build a vision and execution plan.

Collaboration Difficulty

Finding these skills and competencies in either 1 individual or building a multi faceted coherent **performant team** **providing the same knowledge seems to be hard.**

Become successful with Data

THE SOLUTION

01. A unique combination of online presence, influence in the data world, experience and expertise, global connected networker to influencers and executives.

02. A combination of market news bundled together in a roadbook "how to become successful with data".

THE AMAZING RESULTS

We've managed to resonate our network. What started as an experiment with content marketing on social media, without knowing the impact and results upfront, we learned we can voice our passion online, with the impact of being heard and respected.
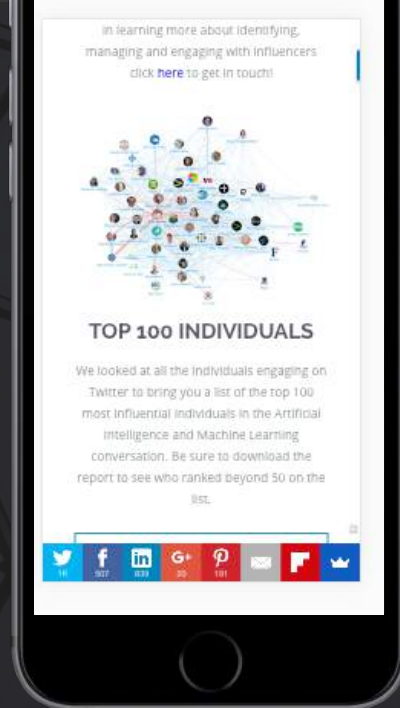
With the book we put another dimension to share our knowledge and expertise to the market, and help people to help their companies become data driven, and **be successful in their digital transformation.**

01
Book

1K
Followers

Top 100 Influencer worldwide in

Artificial Intelligence & Machine Learning

http://www.onalytica.com/blog/posts/artificial-intelligence-machine-learning-top-100-influencers-and-brands/

http://www.onalytica.com/blog/posts/big-data-2017-top-100-influencers-brands/

Data Security

http://www.onalytica.com/blog/posts/data-security-top-100-influencers-and-brands/

Ysvek is ranked at 32 of the top 100 individuals

Ysvek is ranked at 34 of the top 100 influencers

Big Data

Ysvek is ranked at 37 of the top 100 influencers

INFLUENTIAL TOPICS DETAILS

Digital Transformation

Artificial Intelligence

Business Leadership

Data Mining

Machine Learning

Big Data

Social Media Analytics

Enterprise Software

SCORING ON100

98	Data Management	97	Data Warehousing
98	Business Analytics	97	Text Analytics
98	Data Governance	97	Data Quality
98	Data Driven	96	Information Management
98	Enterprise Architecture	95	Apache Hadoop
97	Business Intelligence	95	Business Process Management
97	Predictive Analytics	94	Data Analysis

OUR
PRODUCT

THE BOOK

A practitioners journey in data, having the unique combination of skills combined with the stories from fellow influencers and executives.

TOPICAL NEWS

Identified by our analytical platform that classifies, ranks the news influencers share on social media, manually curated.

DATA LANDSCAPE

A business directory listing all the companies worldwide providing software data solutions or data assets

7 Data

3 major assets we strategically combine

GUEST BLOGS

Influencers share their vision and take on data

EVENTS

A section, showing the prominent events (**conferences** and **trainings**) around the various data topics
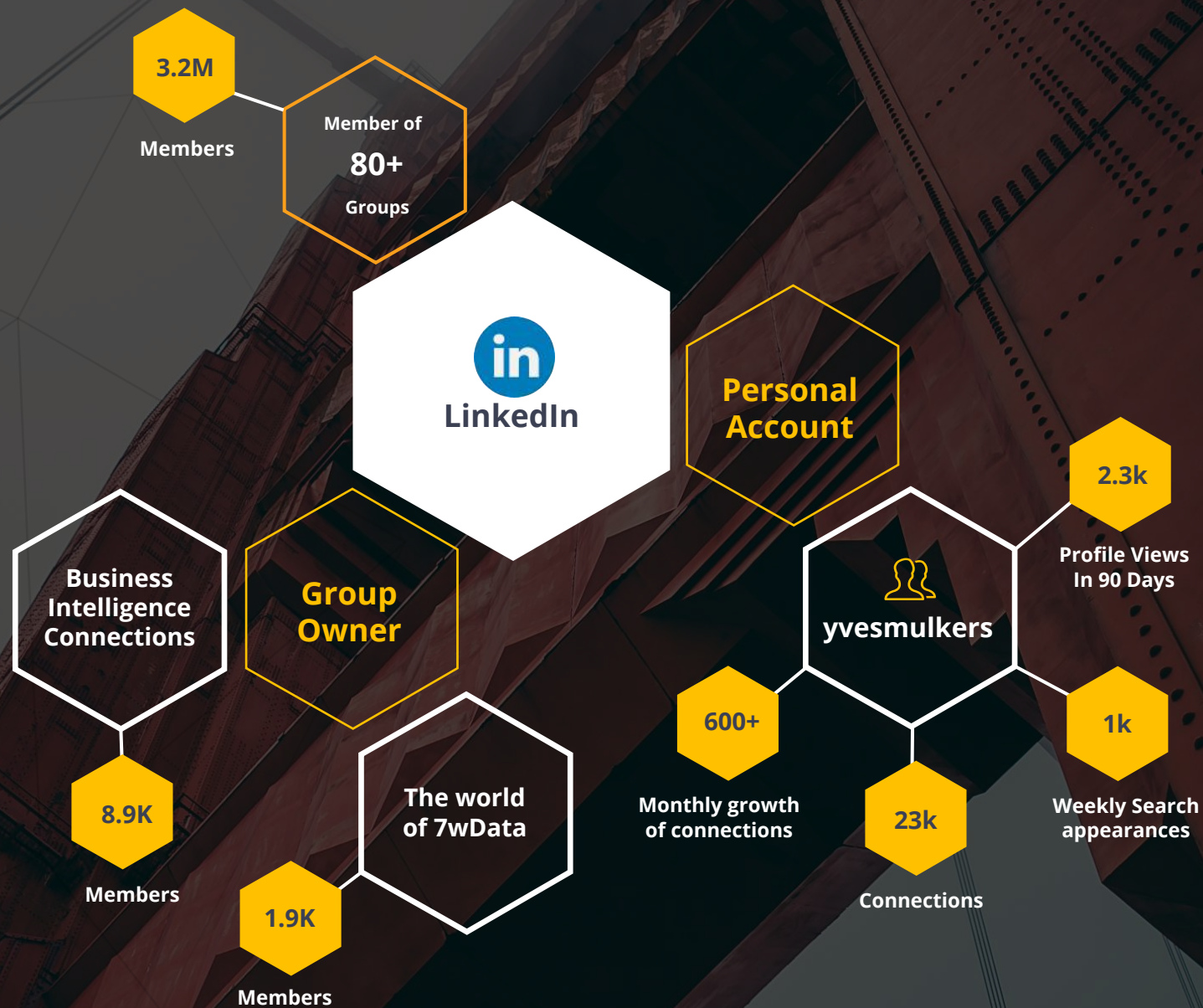
JOBS

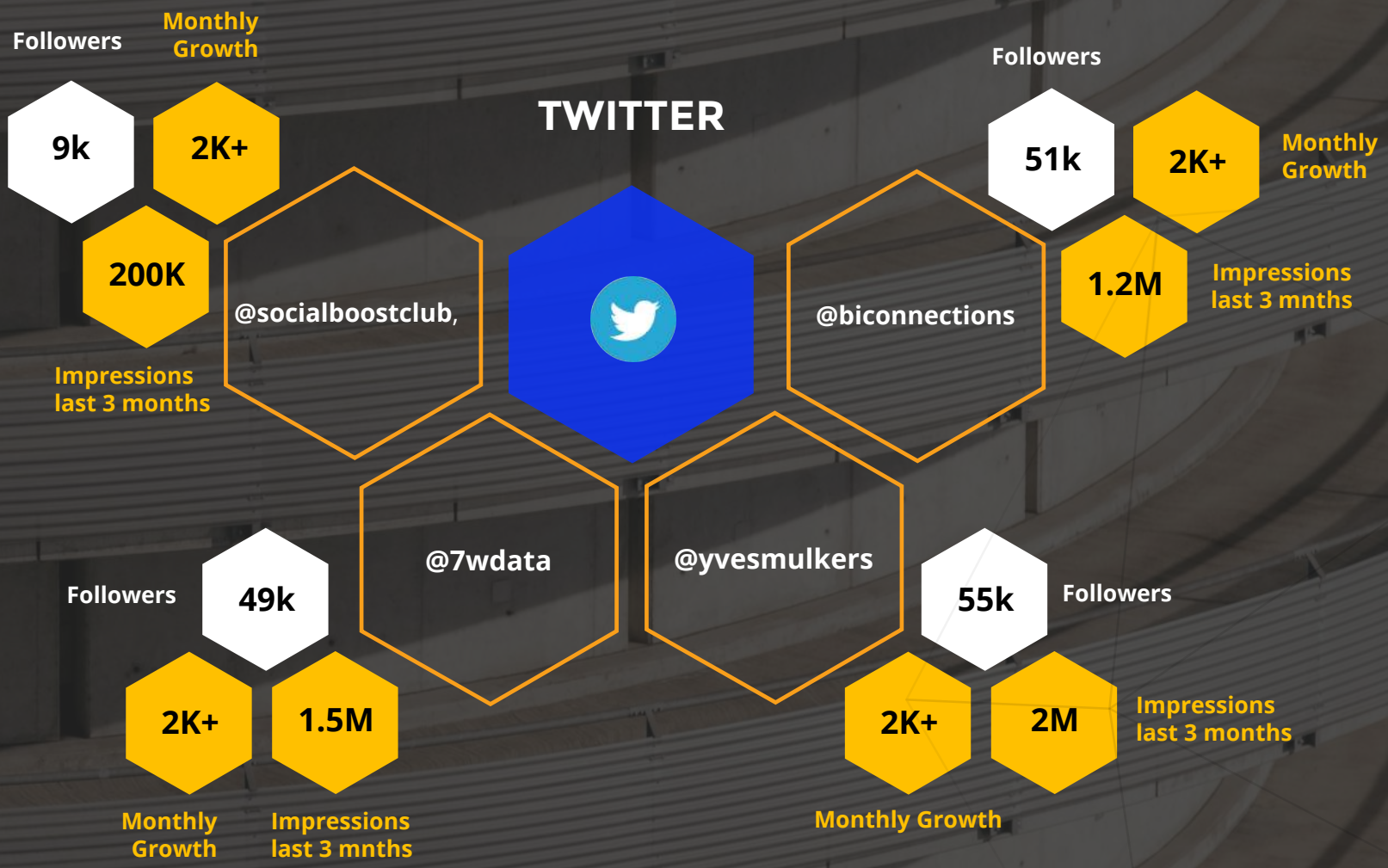**Job** opportunities, which companies are looking for data management talent

Our Social
Presence
& Reach

Linkedin

weekly evaluation and retaining only the active groups related to data management

3.2M

Members

Member of
80+
Groups

LinkedIn

Personal Account

2.3k

Profile Views
In 90 Days

Business Intelligence Connections

Group Owner

yvesmulkers

8.9K

Members

The world of 7wData

600+

Monthly growth of connections

23k

Connections

1k

Weekly Search appearances

1.9K

Members

TWITTER

Followers
9k

Monthly Growth
2K+

200K
Impressions last 3 months

@socialboostclub,

Followers
51k

2K+
Monthly Growth

1.2M
Impressions last 3 mnths

@biconnections

@7wdata

@yvesmulkers

Followers
49k

2K+
Monthly Growth

1.5M
Impressions last 3 mnths

55k
Followers

2K+
Monthly Growth

2M
Impressions last 3 months

Our Social Presence & Reach

Twitter

Our Social Presence & Reach

Facebook
Instagram
Medium
Email

7wData
6K+
Followers

7wData
1K+
Followers

Social Reach

Medium
@yvesmulkers
12K+ Members
2.7K Views M/O

Group
The world of 7wData
50+ Members

Email
7wData
30K Subscribers
17% Open Rate
3% Click Rate

yvesmulkers
6.7K
Followers

7wData Blog

Website Demographics

PG	Age
🌍	Continent
👍	Social Network Referral

Blog Majority Audience

① ②

USA   Europe

Growing Interest from :

③ ④ ⑤

Africa   China   India

① ② ③ ④ ⑤

Seniority

■ C-Level ■ Practioners ■ Juniors ■ Others

Sales

■ Tech ■ Marketing ■ Finance ■ Others

PRODUCT BENEFITS

Targeted Audience
in niche market

Run by an authority
in the data market

Trusted by major
brands

Knowledgeable
about the market

OUR SERVICES

MEDIA

REVIEW

RESEARCH

VISIBILITY

EVENTS

Video Interviews with your company executives, included in the book, used as online media to promote the book and your company

Quotes from your executives and influencers talking about your company

Market research with our Machine Learning geared platform

Voice and View from influencers in the Data Field, related to company's target market

Yves to participate as speaker, moderator or social voice in events (conference / webinar / product evaluation)

Our Approach & Process

Insights

- We have an Analytics platform to identify influencers, and grow this network.
- Our Market research platform is combines machine learning, crowd intelligence and advanced statistics

Personal

- As an influencer I have a neutral unbiased voice.
- Our blog and community has a targeted audience in a niche market of data management.

Network

- Yves is widely connected to influencers
- Extensive network to C-level with buying power.
- Extensive network, authority and recognition of practitioners that can be influenced to spread the word
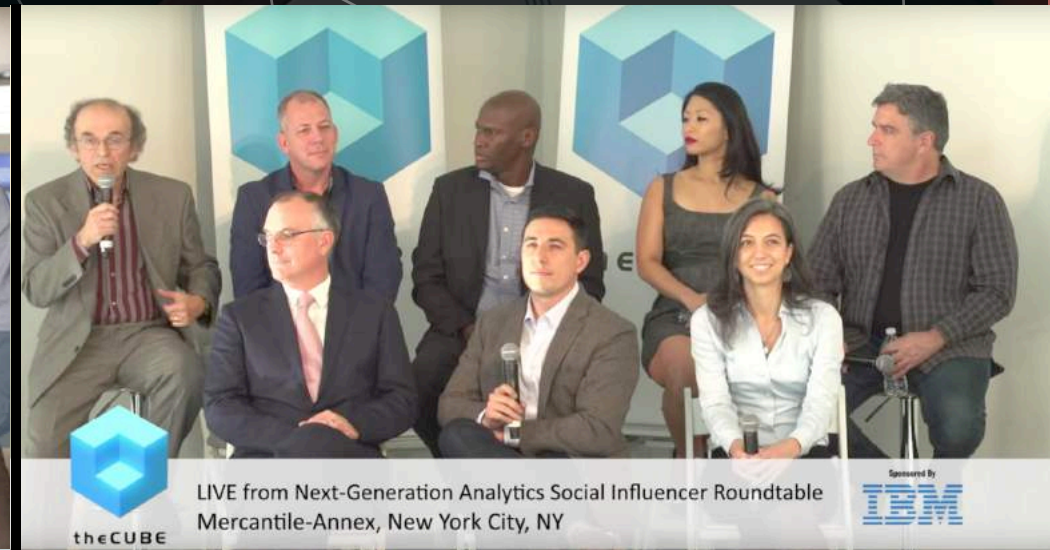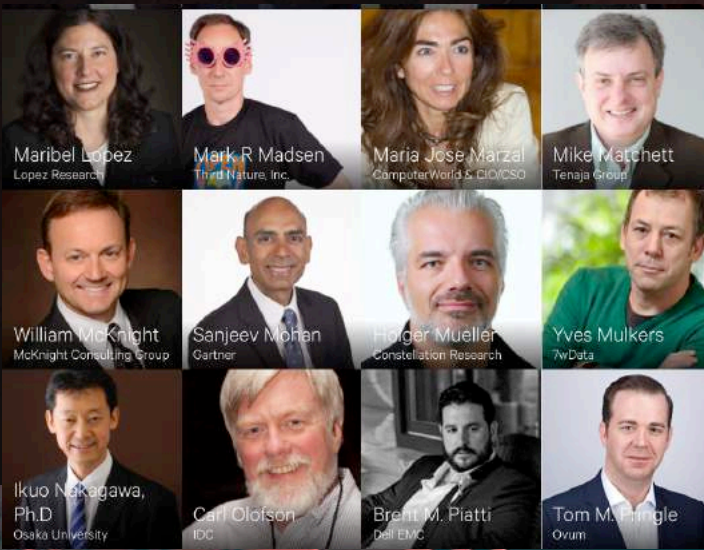
Our Clients & **Partners**

OUR CLIENTS & PARTNERS

INFLUENCERS CONFERENCES
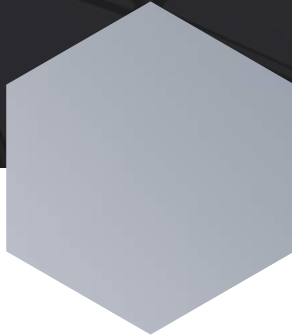
DARIO MANGO

There are many variations of passages of Lorem Ipsum available, but the.

HOWARD DRESNER

There are many variations of passages of Lorem Ipsum available, but the.

SETH GRIMES

There are many variations of passages of Lorem Ipsum available, but the.

WHY WE ARE DIFFERENT

It's not I know how to do it....No, I felt the pain myself.

The book is a story, from a field practioner, hands-on experience, who experienced the sh... himself, gets questioned a lot about approaches and challenges, and works at all levels, technical, business, corporate, strategic.

There is a demand from vendors for market and field knowledge from practioners. That's why they turn to the influencers with hands-on experience, and initiate influencer programs to broadcast their message contextualised by real life experience. An open and honest vision on their product, and not biased by media offices with a commercial draw.

We write about approaches, methodology, soft skills of a data team, market overview and market maturity. The book will be A mixture of personal experience, knowledge, best practices, interviews with topical influencers & Product Vendor's Executives

ENGAGEMENT
OPPORTUNITIES

How to ride the wave with us?

PREMIUM

20,000
Valued

3

VISIBILITY

10K-20K
Valued

8

RECOGNITION

4K-10K
Valued

15

WHAT WE OFFER

OUR PACKAGES

Visibility
- Promotion On Social Channels
- Website
- Book
- Press Release

Content
- Re-usable Material
- Executives Interview
- Podcast
- Article
- Video Recording
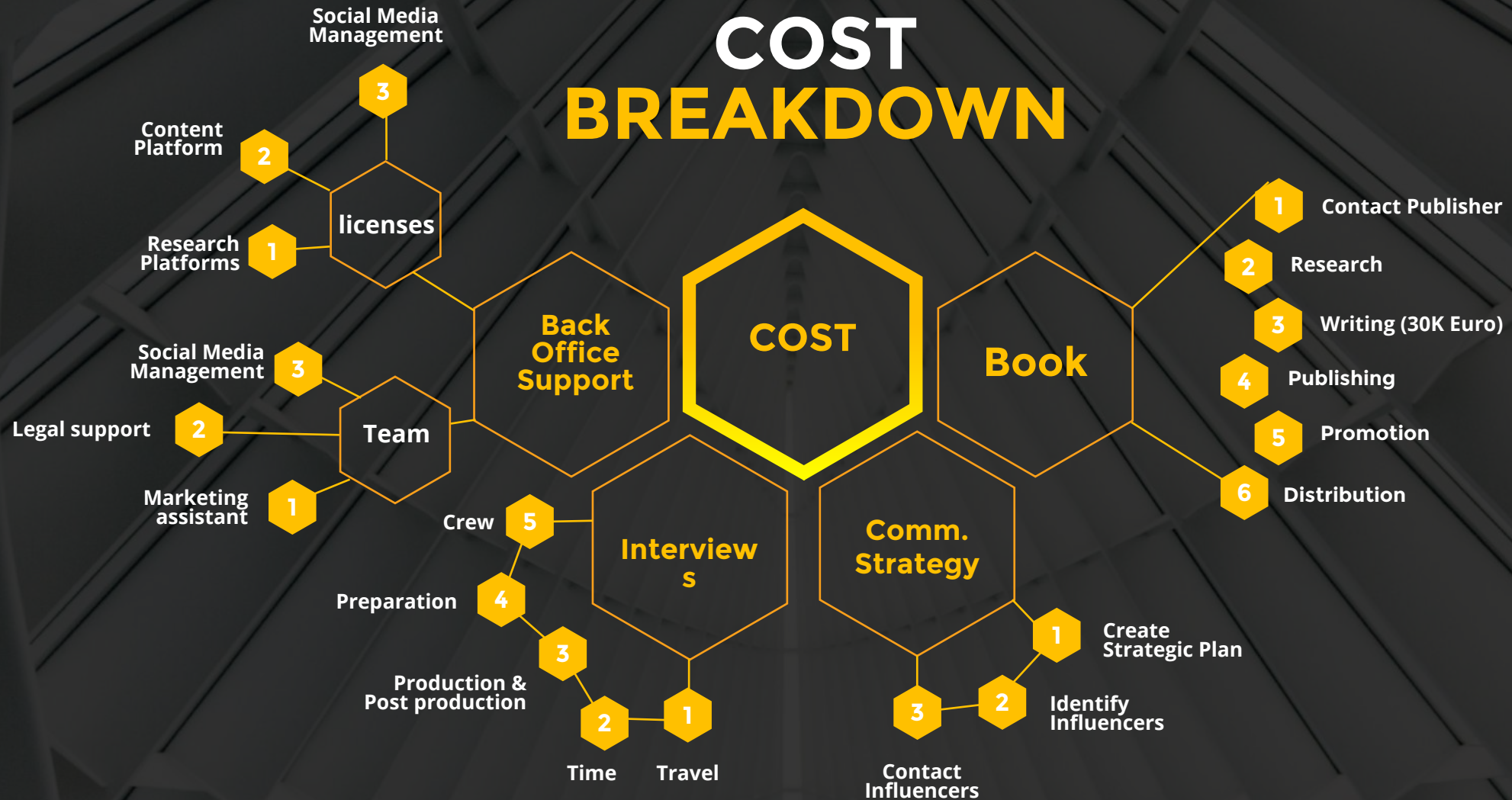- Guest Blogging Slot

Credibility
- Through partnership and leveraging social influence of yves
- Yves mulkers attends on 1 of your conferences
- Flight, accommodation and expense need to be paid

Lead Generation
- Email blast
- Featured listing in data landscape
- Lead generation by popups on website
- Lead generation by offering free books (5 free copies, extra copies need to be purchased)

COST BREAKDOWN

COST

licenses
- 3 Social Media Management
- 2 Content Platform
- 1 Research Platforms

Back Office Support

Team
- 3 Social Media Management
- 2 Legal support
- 1 Marketing assistant

Interviews
- 5 Crew
- 4 Preparation
- 3 Production & Post production
- 2 Time
- 1 Travel

Comm. Strategy
- 1 Create Strategic Plan
- 2 Identify Influencers
- 3 Contact Influencers

Book
- 1 Contact Publisher
- 2 Research
- 3 Writing (30K Euro)
- 4 Publishing
- 5 Promotion
- 6 Distribution

CONTACT US

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