



**Ale Miasi**

**Scrivere nel web con obiettivi di B2B**

**VIC**digital



CONFINDUSTRIA VICENZA

**Piacere di conoscervi. Sono Ale.**



(scusate, non so togliere la foto)

## Esempi virtuosi di B2B: Surreal

**VIC**digital



CONFINDUSTRIA VICENZA

**Sono poche le cose meno eccitanti da comunicare di un nuovo, ennesimo brand di cereali con tanta voglia di fare e poco, pochissimo budget.**

**Sono poche le cose meno eccitanti da comunicare di un nuovo, ennesimo brand di cereali con tanta voglia di fare e poco, pochissimo budget.**

**Ma cosa puoi fare quando tutti gli ingredienti portano a pensare che verrai fagocitato dalla concorrenza?**

**Sono poche le cose meno eccitanti da comunicare di un nuovo, ennesimo brand di cereali con tanta voglia di fare e poco, pochissimo budget.**

**Ma cosa puoi fare quando tutti gli ingredienti portano a pensare che verrai fagocitato dalla concorrenza?**

**Crei un tono di voce unico, riconoscibile e capace di parlare a chiunque, sia B2C sia B2B, in maniera inequivocabile e interessante.**

**Per esempio se devi pubblicare un annuncio di lavoro.**

**Can you sell  
sand to a  
camel?**



**Can you sell  
sand to a  
camel?**

**Can you sell  
eggs to a  
chicken?**

**Can you sell  
sand to a  
camel?**

**Can you sell  
eggs to a  
chicken?**

**Can you sell  
socks and  
sandals to a  
fish?**

**Can you sell  
sand to a  
camel?**

**Can you sell  
eggs to a  
chicken?**

**Can you sell  
socks and  
sandals to a  
fish?**

**Well sadly we  
don't make  
sand or  
sandals so  
that's not  
much use to  
us.**

**Can you sell  
sand to a  
camel?**

**Can you sell  
eggs to a  
chicken?**

**Can you sell  
socks and  
sandals to a  
fish?**

**Well sadly we  
don't make  
sand or  
sandals so  
that's not  
much use to  
us.**

**We do make  
high protein  
cereal though  
SO...**

**Can you sell  
sand to a  
camel?**

**Can you sell  
eggs to a  
chicken?**

**Can you sell  
socks and  
sandals to a  
fish?**

**Well sadly we  
don't make  
sand or  
sandals so  
that's not  
much use to  
us.**

**We do make  
high protein  
cereal though  
so...**

**If you can,  
maybe you  
should be our  
new grocery  
exec?**

**Can you sell  
sand to a  
camel?**

**Can you sell  
eggs to a  
chicken?**

**Can you sell  
socks and  
sandals to a  
fish?**

**Well sadly we  
don't make  
sand or  
sandals so  
that's not  
much use to  
us.**

**We do make  
high protein  
cereal though  
so...**

**If you can,  
maybe you  
should be our  
new grocery  
exec?**

**Can you sell  
cereal to a  
wide variety  
of shops?**

**Can you sell  
sand to a  
camel?**

**Can you sell  
eggs to a  
chicken?**

**Can you sell  
socks and  
sandals to a  
fish?**

**We'll sadly we  
don't make  
sand or  
sandals so  
that's not  
much use to  
us.**

**We do make  
high protein  
cereal though  
so...**

**If you can,  
maybe you  
should be our  
new grocery  
exec?**

**Can you sell  
cereal to a  
wide variety  
of shops?**

**Click the link  
in the post to  
find out more  
and apply.**

It's the little blue underlined bit.

**O magari se vuoi parlare un po' della tua company culture.**



**What to do  
when none of  
your employees  
can be arsed...**

**What to do  
when none of  
your employees  
can be arsed...**

## **The Problem:**

**None of the lazy gits we  
employ do any work on  
Friday afternoons.**

**By 3pm everyone has  
mentally logged off for  
the week.**

**What to do  
when none of  
your employees  
can be arsed...**

## **The Problem:**

**None of the lazy gits we  
employ do any work on  
Friday afternoons.**

**By 3pm everyone has  
mentally logged off for  
the week.**

## **The Solutions**

**We've tried  
everything...**

**What to do  
when none of  
your employees  
can be arsed...**

## **The Problem:**

None of the lazy gits we employ do any work on Friday afternoons.

By 3pm everyone has mentally logged off for the week.

## **The Solutions**

We've tried everything...

## **Sharp sticks**

When someone starts day dreaming we poke them with a sharp stick.

**Result: People took time off with stick-based injuries.**

**What to do  
when none of  
your employees  
can be arsed...**

## **The Problem:**

None of the lazy gits we employ do any work on Friday afternoons.

By 3pm everyone has mentally logged off for the week.

## **The Solutions**

We've tried everything...

## **Sharp sticks**

When someone starts day dreaming we poke them with a sharp stick.

**Result: People took time off with stick-based injuries.**

## **Bribes**

We bought pizzas for lunch to guilt trip people into doing work.

**Result: Company-wide carb crash. Everyone asleep by 2:30.**

**What to do  
when none of  
your employees  
can be arsed...**

## **The Problem:**

None of the lazy gits we employ do any work on Friday afternoons.

By 3pm everyone has mentally logged off for the week.

## **The Solutions**

We've tried everything...

## **Sharp sticks**

When someone starts day dreaming we poke them with a sharp stick.

**Result: People took time off with stick-based injuries.**

## **Bribes**

We bought pizzas for lunch to guilt trip people into doing work.

**Result: Company-wide carb crash. Everyone asleep by 2:30.**

## **Disciplinaries**

We threatened staff with disciplinary action if they didn't work harder.

**Result: Everyone called our bluff. No one got disciplined. Very embarrassing.**

**What to do  
when none of  
your employees  
can be arsed...**

## **The Problem:**

None of the lazy gits we employ do any work on Friday afternoons.

By 3pm everyone has mentally logged off for the week.

## **The Solutions**

We've tried everything...

## **Sharp sticks**

When someone starts day dreaming we poke them with a sharp stick.

**Result: People took time off with stick-based injuries.**

## **Bribes**

We bought pizzas for lunch to guilt trip people into doing work.

**Result: Company-wide carb crash. Everyone asleep by 2:30.**

## **Disciplinaries**

We threatened staff with disciplinary action if they didn't work harder.

**Result: Everyone called our bluff. No one got disciplined. Very embarrassing.**

## **Switch to AI**

We tried replacing humans with machines.

**Result: Violent robot-uprising. The toaster is now in charge.**

**What to do  
when none of  
your employees  
can be arsed...**

## **The Problem:**

None of the lazy gits we employ do any work on Friday afternoons.

By 3pm everyone has mentally logged off for the week.

## **The Solutions**

We've tried everything...

## **Sharp sticks**

When someone starts day dreaming we poke them with a sharp stick.

Result: People took time off with stick-based injuries.

## **Bribes**

We bought pizzas for lunch to guilt trip people into doing work.

Result: Company-wide carb crash. Everyone asleep by 2:30.

## **Disciplinaries**

We threatened staff with disciplinary action if they didn't work harder.

Result: Everyone called our bluff. No one got disciplined. Very embarrassing.

## **Switch to AI**

We tried replacing humans with machines.

Result: Violent robot-uprising. The toaster is now in charge.

## **Nothing has worked**

Our staff are just too lazy to reason with.

They've left us with no choice...



Introducing...

# **GTFO FRIDAYS**

Introducing...

# **GTFO FRIDAYS**

## **GTFO Fridays**

**We've given up  
trying to get them to  
work.**

**We now just  
officially finish at  
3pm on a Friday.**

**Log off. Get out.  
Good riddance.**

Introducing...

# **GTFO FRIDAYS**

## **GTFO Fridays**

We've given up  
trying to get them to  
work.

We now just  
officially finish at  
3pm on a Friday.

Log off. Get out.  
Good riddance.

**WE DIDN'T  
WANT YOU TO  
DO WORK  
ANYWAY**

Introducing...

# **GTFO FRIDAYS**

## **GTFO Fridays**

We've given up  
trying to get them to  
work.

We now just  
officially finish at  
3pm on a Friday.

Log off. Get out.  
Good riddance.

**WE DIDN'T  
WANT YOU TO  
DO WORK  
ANYWAY**

## **Result:**

Everyone's a  
whopping 4% less  
miserable, the robots  
have stopped rioting,  
and one employee  
even said "thank you".

Introducing...

# **GTFO FRIDAYS**

## **GTFO Fridays**

We've given up  
trying to get them to  
work.

We now just  
officially finish at  
3pm on a Friday.

Log off. Get out.  
Good riddance.

**WE DIDN'T  
WANT YOU TO  
DO WORK  
ANYWAY**

## **Result:**

Everyone's a  
whopping 4% less  
miserable, the robots  
have stopped rioting,  
and one employee  
even said "thank you".

**Wanna work  
somewhere that  
clocks off at 3pm on  
a Friday?**

**Follow us for job  
updates.**

**(And to make our social media  
manager's numbers look good)**

**E anche se vuoi comunicare gli achievement della tua azienda, tipo che ne so, che sei finalmente riuscito a piazzare il tuo prodotto in un enorme player della GDO.**

**QUITE  
BIG  
NEWS**

**QUITE  
BIG  
NEWS**

**PROPERLY  
LARGE  
NEWS**



**QUITE  
BIG  
NEWS**

**PROPERLY  
LARGE  
NEWS**

**REALLY  
HEFTY  
AND  
SIZEABLE  
NEWS**

**QUITE  
BIG  
NEWS**

**PROPERLY  
LARGE  
NEWS**

**REALLY  
HEFTY  
AND  
SIZEABLE  
NEWS**

**Our  
salesman  
has FINALLY  
got off his  
arse  
and done  
something**

**QUITE  
BIG  
NEWS**

**PROPERLY  
LARGE  
NEWS**

**REALLY  
HEFTY  
AND  
SIZEABLE  
NEWS**

**Our  
salesman  
has FINALLY  
got off his  
arse  
and done  
something**

**This is Jac**



**AKA "Mr Sales"**

**QUITE  
BIG  
NEWS**

**PROPERLY  
LARGE  
NEWS**

**REALLY  
HEFTY  
AND  
SIZEABLE  
NEWS**

**Our  
salesman  
has FINALLY  
got off his  
arse  
and done  
something**

**This is Jac**



**AKA "Mr Sales"**

**In the last two  
years, he's  
been on...**

**QUITE  
BIG  
NEWS**

**PROPERLY  
LARGE  
NEWS**

**REALLY  
HEFTY  
AND  
SIZEABLE  
NEWS**

**Our  
salesman  
has FINALLY  
got off his  
arse  
and done  
something**

**This is Jac**



**AKA "Mr Sales"**

**In the last two  
years, he's  
been on...**

**7 holidays**



**QUITE  
BIG  
NEWS**

**PROPERLY  
LARGE  
NEWS**

**REALLY  
HEFTY  
AND  
SIZEABLE  
NEWS**

**Our  
salesman  
has FINALLY  
got off his  
arse  
and done  
something**

**This is Jac**



**AKA "Mr Sales"**

**In the last two  
years, he's  
been on...**

**7 holidays**



**1 honeymoon**



## 91 “networking lunches”



## 91 “networking lunches”



## Plus this...



Not sure what's going on here  
but it doesn't look like work.



## 91 “networking lunches”



## Plus this...



Not sure what's going on here  
but it doesn't look like work.

**In the six days  
he's actually  
been at work  
he's made a  
whopping...**

## 91 “networking lunches”



## Plus this...



Not sure what's going on here  
but it doesn't look like work.

**In the six days  
he's actually  
been at work  
he's made a  
whopping...**

**Two sales**

(And one was his mum so  
hardly counts)

## 91 “networking lunches”



## Plus this...



Not sure what's going on here  
but it doesn't look like work.

**In the six days  
he's actually  
been at work  
he's made a  
whopping...**

**Two sales**

(And one was his mum so  
hardly counts)

**But he's  
FINALLY  
pulled his  
finger out...**

(don't ask where from)

**91 “networking lunches”**



**Plus this...**



Not sure what's going on here but it doesn't look like work.

**In the six days he's actually been at work he's made a whopping...**

**Two sales**

(And one was his mum so hardly counts)

**But he's FINALLY pulled his finger out...**

(don't ask where from)

**But he's FINALLY pulled his finger out...**

(don't ask where from)

**91 “networking lunches”**



**Plus this...**



Not sure what's going on here but it doesn't look like work.

**In the six days he's actually been at work he's made a whopping...**

**Two sales**

(And one was his mum so hardly counts)

**But he's FINALLY pulled his finger out...**

(don't ask where from)

**But he's FINALLY pulled his finger out...**

(don't ask where from)

**And now we're selling in SAINSBURY'S**

(it's the big orange shop with the food)



**91 “networking lunches”**



**Plus this...**



Not sure what's going on here but it doesn't look like work.

**In the six days he's actually been at work he's made a whopping...**

**Two sales**

(And one was his mum so hardly counts)

**But he's FINALLY pulled his finger out...**

(don't ask where from)

**But he's FINALLY pulled his finger out...**

(don't ask where from)

**And now we're selling in SAINSBURY'S**

(it's the big orange shop with the food)

**Just gonna repeat that for total clarity**

**We're now in  
SAINSBURY'S**

**We're now in  
SAINSBURY'S**





**We're now in  
SAINSBURY'S**



**It's the biggest  
thing to happen  
to breakfast  
since  
hash browns**

**We're now in  
SAINSBURY'S**



**It's the biggest  
thing to happen  
to breakfast  
since  
hash browns**

**Please go and  
buy a box so  
Jac doesn't  
have to do  
more work  
this year**

**In questi esempi riusciamo a distinguere alcuni punti fondamentali:**

**In questi esempi riusciamo a distinguere alcuni punti fondamentali:**

- **un approccio da challenger**

**In questi esempi riusciamo a distinguere alcuni punti fondamentali:**

- **un approccio da challenger**
- **un tono di voce riconoscibile, autentico e interessante**

**In questi esempi riusciamo a distinguere alcuni punti fondamentali:**

- **un approccio da challenger**
- **un tono di voce riconoscibile, autentico e interessante**
- **una narrazione ironica, ma comunque capace di parlare di business**



(fermi tutti, ce l'ho  
fatti)

**Questa chart non serviva davvero,  
ma ho capito come si cambiano  
le immagini e volevo provarla**

**VIC**digital



CONFINDUSTRIA VICENZA



(questa chart invece  
serve)

## Come individuare il TOV giusto?

**VIC**digital



CONFINDUSTRIA VICENZA



**Per dirlo con un disco di quando ero giovane:**

**Per dirlo con un disco di quando ero giovane:**



# **Cose che possiamo dire sul tone of voice:**

## **Cose che possiamo dire sul tone of voice:**

- **deve rispecchiare il DNA di marca**

## **Cose che possiamo dire sul tone of voice:**

- **deve rispecchiare il DNA di marca**
- **può essere modificato (ma ci vuole tempo)**

## **Cose che possiamo dire sul tone of voice:**

- **deve rispecchiare il DNA di marca**
- **può essere modificato (ma ci vuole tempo)**
- **se gli altri fanno tutti in un modo,  
non significa che debba farlo anch'io**



(chiediamolo direttamente a lei)

**AI: serve o non serve?**

**VIC**digital



CONFINDUSTRIA VICENZA

**Ho chiesto a Chat GPT cosa può fare l'AI per il web copywriting:**



# Ho chiesto a Chat GPT cosa può fare l'AI per il web copywriting:



## ChatGPT

Ecco tre o quattro idee per i grafici che potresti utilizzare nella tua presentazione PowerPoint sull'importanza dell'AI nel web copywriting per le PMI B2B:

### 1. Grafico a barre:

- Mostra l'aumento delle conversioni dopo l'implementazione di AI nel web copywriting per le PMI B2B.
- Assi: Tempo (prima e dopo l'implementazione), Conversioni.
- I dati dovrebbero mostrare un aumento significativo delle conversioni dopo l'utilizzo dell'AI nel copywriting.

### 2. Grafico a torta:

- Ripartizione del tempo impiegato dai team di marketing delle PMI B2B per attività di copywriting, prima e dopo l'adozione dell'AI.
- Porzioni: Attività di copywriting manuali vs Attività supportate dall'AI.
- Dovrebbe evidenziare una riduzione del tempo dedicato al copywriting manuale dopo l'implementazione dell'AI.

# Ho chiesto a Chat GPT cosa può fare l'AI per il web copywriting:



## ChatGPT

Ecco tre o quattro idee per i grafici che potresti utilizzare nella tua presentazione PowerPoint sull'importanza dell'AI nel web copywriting per le PMI B2B:

### 1. Grafico a barre:

- Mostra l'aumento delle conversioni dopo l'implementazione di AI nel web copywriting per le PMI B2B.
- Assi: Tempo (prima e dopo l'implementazione), Conversioni.
- I dati dovrebbero mostrare un aumento significativo delle conversioni dopo l'utilizzo dell'AI nel copywriting.

### 2. Grafico a torta:

- Ripartizione del tempo impiegato dai team di marketing delle PMI B2B per attività di copywriting, prima e dopo l'adozione dell'AI.
- Porzioni: Attività di copywriting manuali vs Attività supportate dall'AI.
- Dovrebbe evidenziare una riduzione del tempo dedicato al copywriting manuale dopo l'implementazione dell'AI.

### 3. Grafico a linee:

- Tendenza del traffico web prima e dopo l'ottimizzazione del copy tramite AI per PMI B2B.
- Assi: Tempo (mese per mese o trimestre per trimestre), Traffico web.
- Dovrebbe mostrare un aumento costante o significativo del traffico web dopo l'adozione dell'AI nel copywriting.

### 4. Grafico a dispersione:

- Correlazione tra l'utilizzo dell'AI nel copywriting e il tasso di conversione delle PMI B2B.
- Asse X: Utilizzo dell'AI nel copywriting.
- Asse Y: Tasso di conversione.
- Ogni punto rappresenta una PMI B2B e dovrebbe mostrare come l'utilizzo dell'AI sia correlato a un aumento del tasso di conversione.

Assicurati di utilizzare grafici chiari e facili da comprendere, con titoli e etichette pertinenti per comunicare efficacemente i tuoi punti durante la presentazione.

**Diciamo che si può ancora fare di meglio.  
Voi che ne pensate? Vi va di dirmi la vostra?**



(se avete domande, sono qui)

## Grazie mille

**VIC**digital



CONFINDUSTRIA VICENZA



**VIC**digital

0444232500

[digitalmarketing@confindustria.vicenza.it](mailto:digitalmarketing@confindustria.vicenza.it)