

SmartUp Academy

Foundations

Course

Lecture 2

Branding First

The SmartUp Founding Team



SmartUp
Academy



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And CEO



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SmartUp Academy

A program to teach the **profession** of building successful companies

- What is a successful company?
 - Profitable
 - Fast growing
 - Modest investment



SmartUp Academy

A program to teach the **profession** of building successful companies (...work in progress)

- The Foundations Course
 - The three pillars for a successful company:
 - Profitable
 - Fast growing
 - Modest investment
- Workshops – specific subjects
- **4-5 years Residency program**



Branding First – Why?



- Ray Kinsella, an Iowa farmer, lives with his wife on their corn farm in Iowa.
- One day, Ray hears a mysterious voice “**If you build it, he will come.**”
- Interpreting this as an instruction, Ray decides to transform a portion of his cornfield into a **baseball field**.
- To his astonishment, the ghosts of old-time legendary baseball players appear in the field

https://drive.google.com/file/d/1BY7FBX7BqGGHa2YxzQriIFCsEjBxxMN/view?usp=drive_link

Branding First – Why?

- What is a brand? and what is the difference between branding and marketing?
- Why start with Branding and not with developing the product or at least a proof of concept or a prototype?
- How do you create a brand?
- How much does it cost to create and sustain a brand?
- The benefits of the process of creating a brand
 - Easier and cheaper sales process
 - Identifying beach heads

Branding First – Why?

- The benefits of the process of creating a brand – continued
 - Figuring out a process for lead generation at low CAC (Customer Acquisition Cost)
 - Opening up opportunities for additional products, revenue streams, and partnerships
 - Many times, it pivots the company to what customers really want and are willing to pay for
 - It creates intrinsic value that increases the value of the company, or it can be packaged and sold independently
- Various methods for brand creation

Branding First

- Industry examples
- SmartUp Academy Examples
 - SEO Long Tail
 - ZoomInfo
 - Opster
 - TickChak
 - Free product
 - BioForum
 - ZoomInfo
 - Opster
 - Thought Leadership
 - Intelichain

What is a brand?

1. A brand is that your prospects know your name and vaguely something about you and what you do, and that
 2. They have a positive feeling towards the brand
- Marketing is the process of “lead generation”, generating leads for sales people to follow, or for prospects to buy online
 - Branding is the bedrock and foundation for successful and cost-effective lead generation activities

Branding First – The smart old fashioned way



And then what happened?

Branding First – A success



Branding First – Thought Leader

- John Deere & Company
- Founded in 1834



- The Furrow Magazine – Launched in 1895
- The magazine was so successful that it reached 4 million readers by 1912
- Still in circulation today, with a global audience of over 1.5 million

Branding First – Know these brands?



The Kardashians

Elon Musk

Akio Toyoda

Jeff Bezos

Andy Jassy

Blue Origin

David Limp

Mark Zuckerberg

Zhang Yiming

Jack Ma

8200

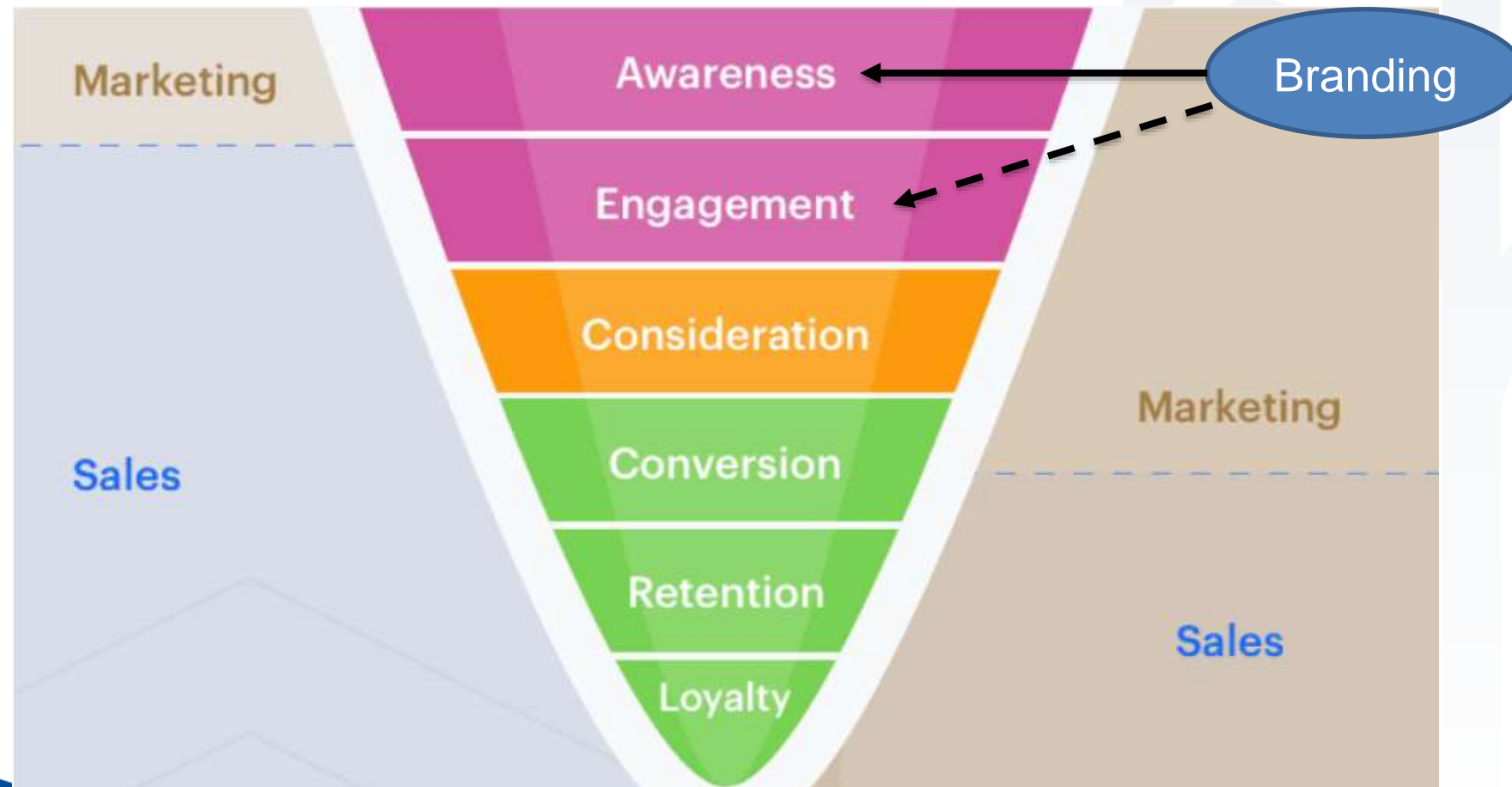
Albert Einstein

Niels Bohr

Branding First – Classical Marketing Funnel

Traditional
Sales & Marketing

Internet Based
Sales & Marketing



Branding First

- Instead of building the product, or a proof of concept, or a prototype
- Invest the pre-seed, or Friends & Family, money in launching branding activities
- By doing so, you will create tangible value in various ways:
 - Develop a marketing funnel – the most complicated process
 - Gain deeper understanding of the market
 - Identify potential beach heads

Branding First

- Additional tangible assets
 - Potentially, identify additional revenue streams, that are easier to develop, just using the brand created
 - It will be easier to raise additional money
- Building a brand takes a long time – so better start early

Branding First – With NO product?

How to launch branding activities before having a product?

- Focus on the problem you try to solve, not on your solution
- Think of what else might be of great interest to your prospects
- Several methods for brand building
 - SEO – Search Engine Optimization, Long Tail
 - Free products, especially with viral engagement element
 - Thought leadership
 - Other? We are looking for additional ideas !!!

SEO – Search Engine Optimization

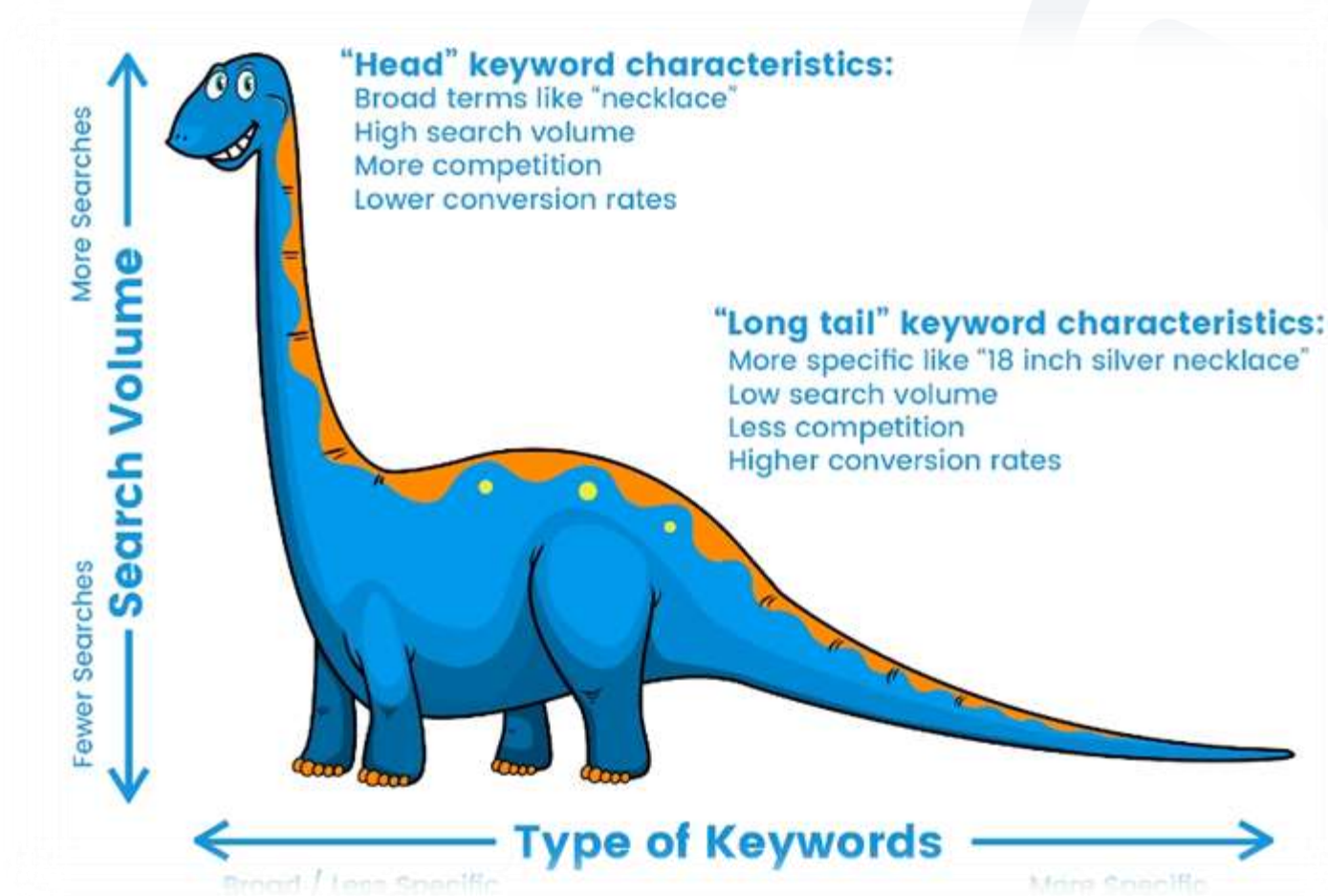
- SEO is the concept of creating content on the web so that people who search for answers or information will find your content
- The problem – Thousands of companies want to be found on basically the same obvious content
For example:
 - A patent lawyer writing content about how to file a patent
 - A CRM company writing about the benefits of using a CRM
- Google present pages from sites with proven high quality content, and it is hard for a new player to stand out

SEO – Google’s philosophy and algorithms

- Google’s philosophy is very simple – they want to present the best content for every query
- The whole world wants to spam Google – “Show me!”, “Show me!”
- Google heavily relies on users to learn the value of each source
- Google is your best friend if you work with them to help their users

SEO - Long Tail

SEO (Search Engine Optimization)



SEO - Long Tail

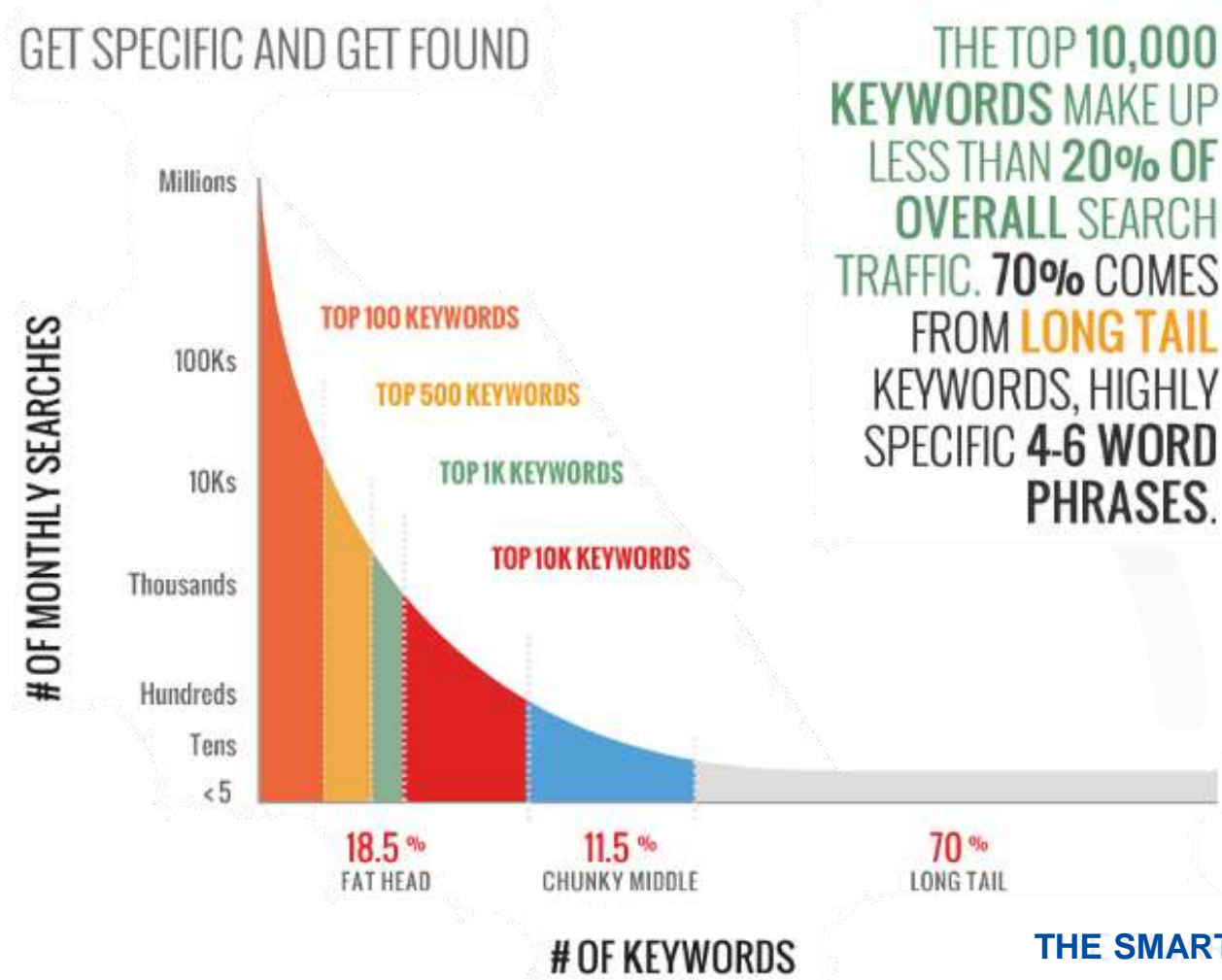
“Head” keyword characteristics

- Common terms like “necklace”, “laptop”
- High search volume
- Intense competition for a first page placement in Google
- Lower conversion rate

“Long tail” keyword characteristics, usually longer phrases, 4-6 words

- More specific terms, like “18 inch silver necklace with a pendant”
- Low search volume
- Less competition for Google first page placement
- Higher conversion rates

SEO - Long Tail



SEO - Long Tail

Chris Anderson, editor-in-chief of *Wired Magazine*, noted that

"The best way to dominate the web in the face of stiff competition is to optimize for long-tail search."

SEO - Long Tail

The Problem

- Each keyword in the long tail has very few searches every month
- To reach high traffic you need to publish thousands if not millions of pages
- How do you cost effectively create thousands or millions of pages?

The Solution

- A database of information about something relevant to the problem your prospects try to solve

Companies that use Long Tail Effectively

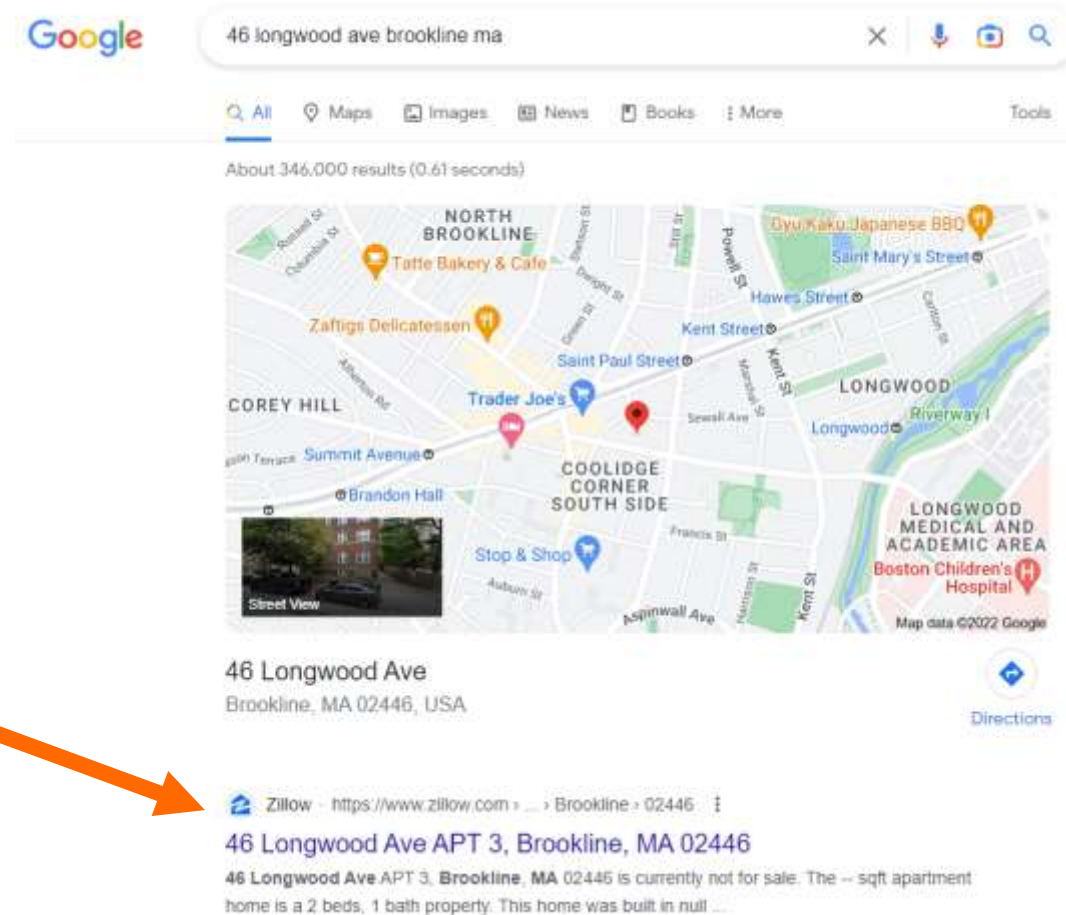
Many well-known companies use Long Tail for their branding and for generating sales

- Amazon – A page per every possible product
- LinkedIn – A page per person, a page per company
- CrunchBase – A page per company
- Facebook – A page per person, or group, or entity,
- TripAdvisor – A page per hotel, attraction, location
- Zillow – A page per street address

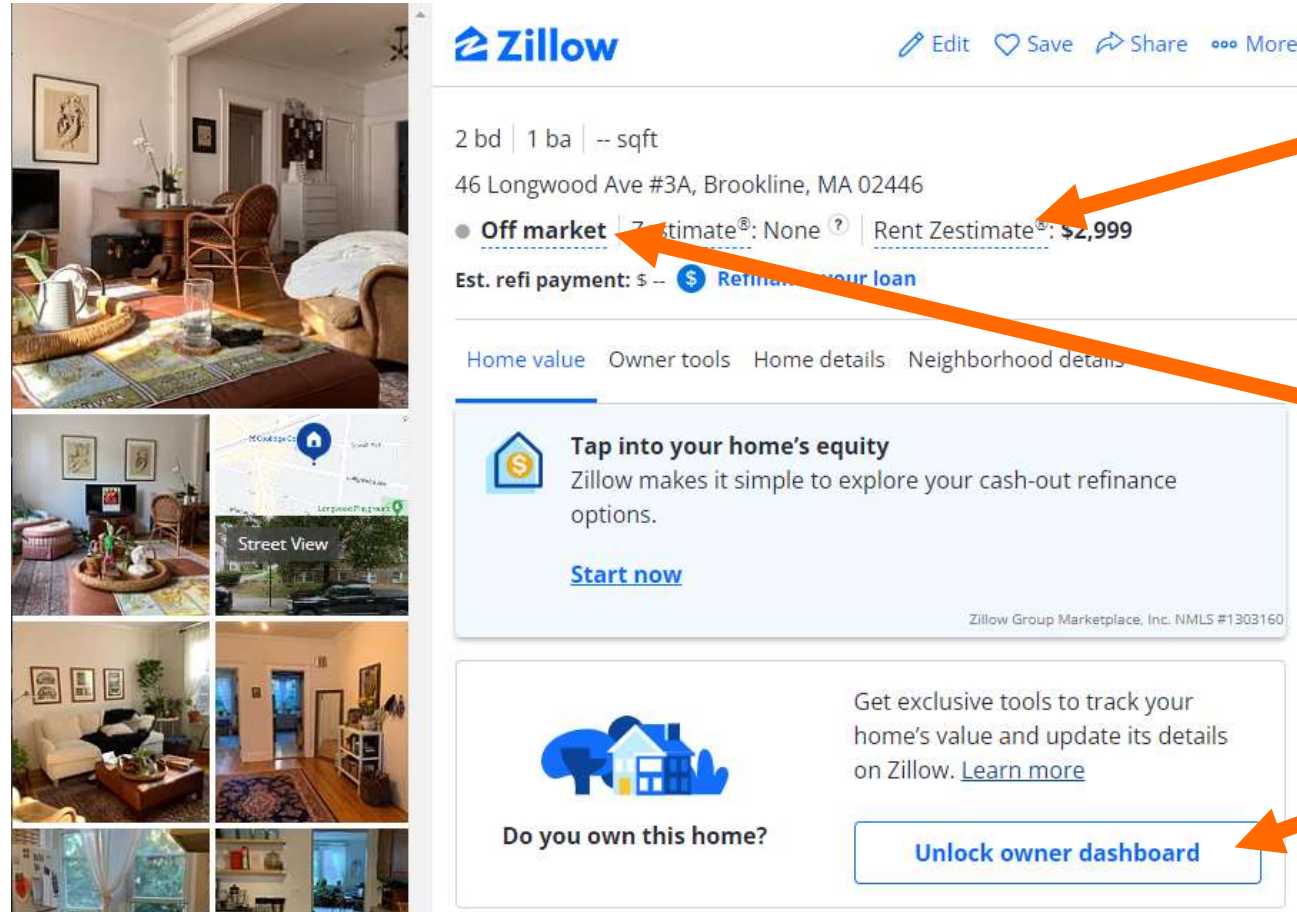
Zillow – A Realtor’s Long Tail Strategy

My first address in the USA: 46 Longwood Avenue, Brookline, MA

Zillow is the first Google answer



Zillow



Zillow Edit Save Share More

2 bd | 1 ba | -- sqft
46 Longwood Ave #3A, Brookline, MA 02446

● **Off market** Zestimate®: None ? Rent Zestimate®: **\$2,999**

Est. refi payment: \$ -- Refinance your loan

Home value Owner tools Home details Neighborhood details

Tap into your home's equity
Zillow makes it simple to explore your cash-out refinance options.
[Start now](#)

Zillow Group Marketplace, Inc. NMLS #1303160

Do you own this home? Get exclusive tools to track your home's value and update its details on Zillow. [Learn more](#)
[Unlock owner dashboard](#)

Notice the “Rent Zestimate” of \$2,999

The “Off market” for sales estimate

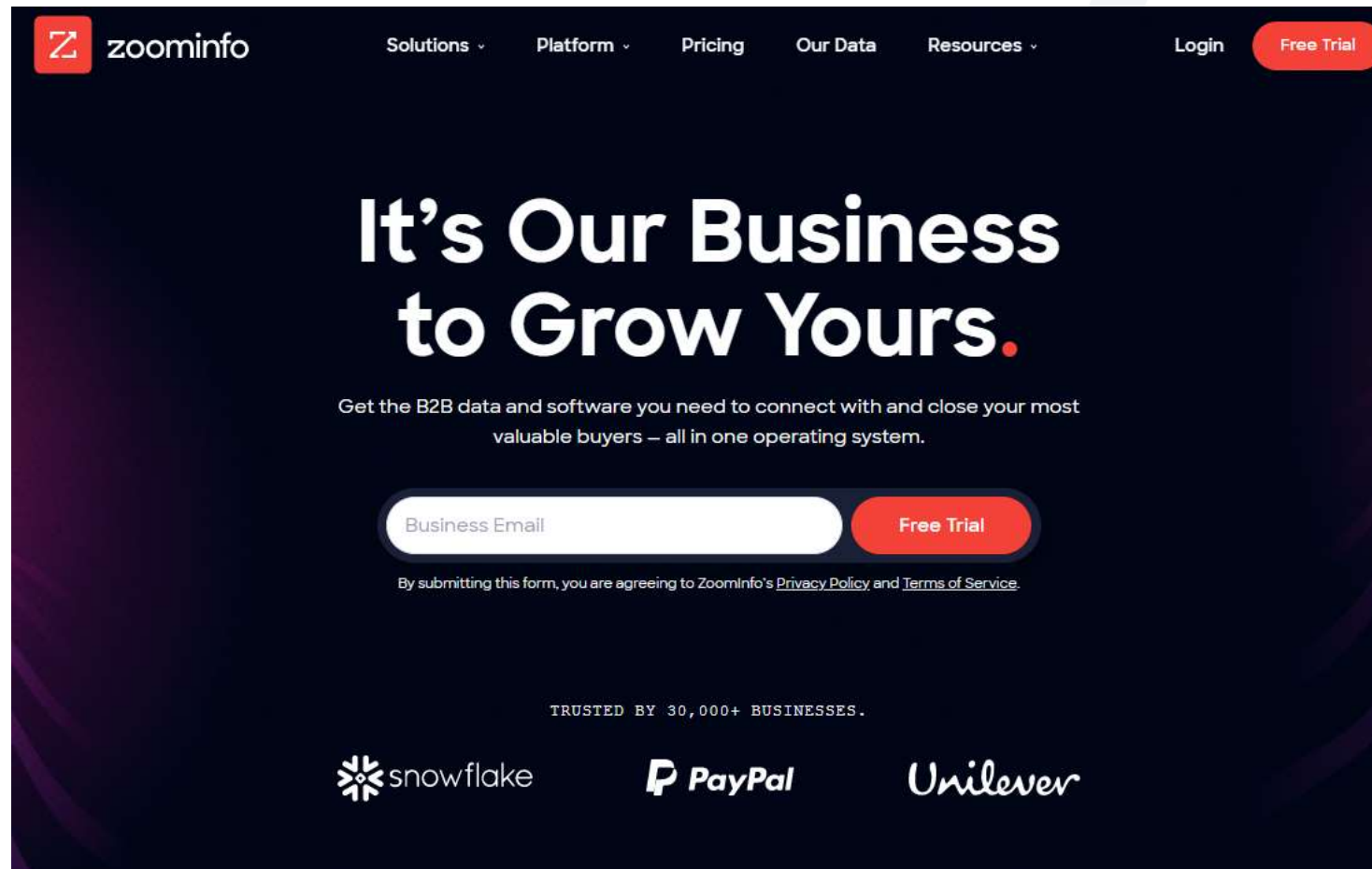
And the funnel to attract customers

SEO - Long Tail

Why a database?

- Each row in the table is about an entity – Person, Address, Company, and will be translated to one page on the website with information about that entity
- The content of the page is the data included in the fields or columns of the database
- Any query can generate additional interesting content, like:
 - 20 largest companies in New Haven CT
 - 10 most expensive houses in Birmingham AL
 - CEO's of Cyber Security firms

ZoomInfo – Tools for sales



ZoomInfo - History



- Founded in 2000 by Yonatan Stern
- Nice little company, selling mainly to recruiters and Executive Search Firms
- By 2004 revenues were about \$6m, profitable, growing
- But we wanted to grow much faster by going after sales people
- How to go from one customer set – recruiters, to another – sales people?

ZoomInfo - History



- Made a bold decision – Let's publish all of our data, one page per person
- Long Tail - Sales people and recruiters search for people by name, company name and title all day long
- Search by name is one of the most common searches in Google
- There was no other people directory on the web at the time - LinkedIn just started 2 years before and did not publish its data

ZoomInfo Directory



Test Drive ZoomInfo's Directories

[Browse Directories](#) →

PEOPLE SEARCH

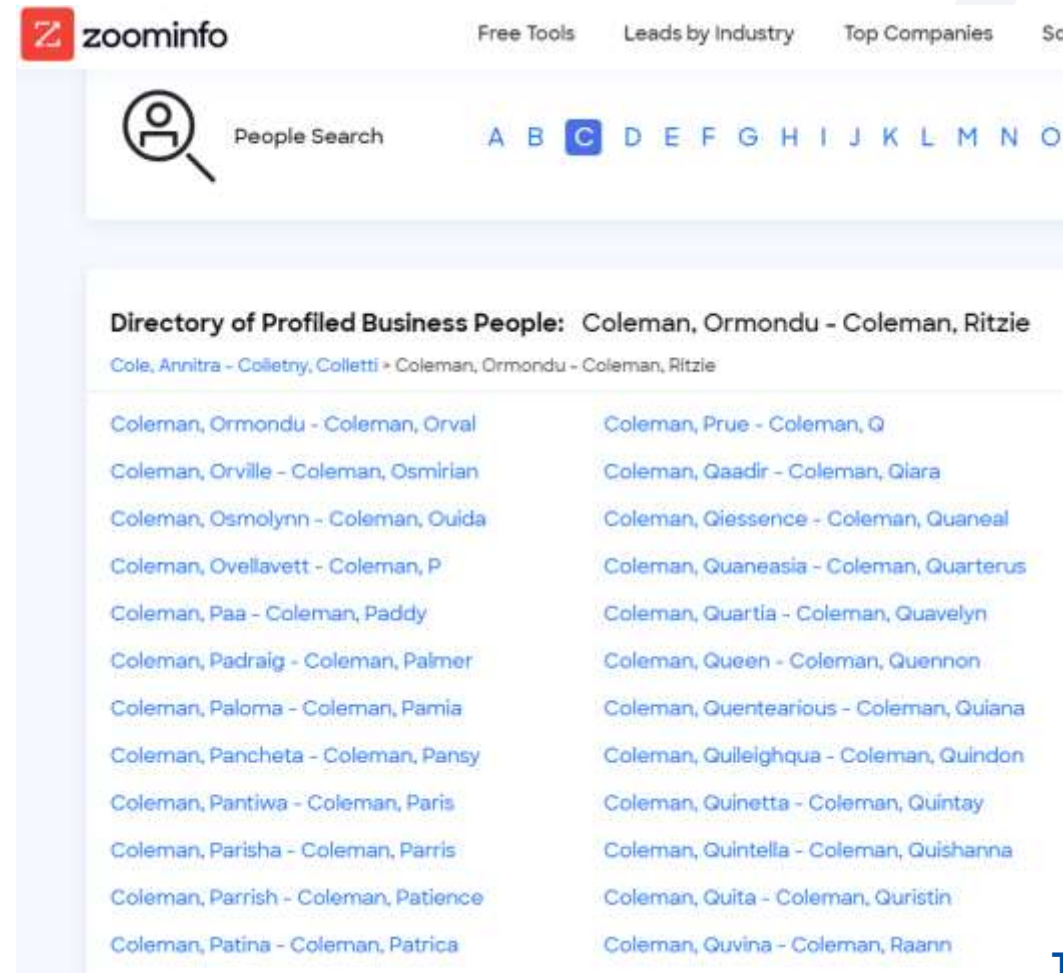
[Boston](#) [New York City](#) [Houston](#) [Chicago](#) [Los Angeles](#) [Atlanta](#)

[A](#) [B](#) [C](#) [D](#) [E](#) [F](#) [G](#) [H](#) [I](#) [J](#) [K](#) [L](#) [M](#) [N](#) [O](#) [P](#) [Q](#) [R](#) [S](#) [T](#) [U](#) [V](#) [W](#) [X](#) [Y](#) [Z](#)

COMPANY SEARCH

[Boston](#) [New York City](#) [Houston](#) [Chicago](#) [Los Angeles](#) [Atlanta](#)

ZoomInfo Directory




The screenshot shows the ZoomInfo People Search interface. At the top, there's a navigation bar with the ZoomInfo logo, 'Free Tools', 'Leads by Industry', 'Top Companies', and 'So'. Below this is a search bar with a magnifying glass icon and the text 'People Search'. To the right of the search bar are alphabetical filters from A to O, with 'C' highlighted. The main content area is titled 'Directory of Profiled Business People: Coleman, Ormondu - Coleman, Ritzie'. Below the title is a breadcrumb trail: 'Cole, Annitra - Colletry, Colletti > Coleman, Ormondu - Coleman, Ritzie'. The directory lists names in two columns, with 'Coleman, Ormondu - Coleman, Orval' at the top of the first column and 'Coleman, Prue - Coleman, Q' at the top of the second column. The list continues with various names like Coleman, Orville, Coleman, Osmirian, Coleman, Osmolynn, Coleman, Ouida, Coleman, Ovellavett, Coleman, P, Coleman, Paa, Coleman, Paddy, Coleman, Padraig, Coleman, Palmer, Coleman, Paloma, Coleman, Pamia, Coleman, Pancheta, Coleman, Pansy, Coleman, Pantiva, Coleman, Paris, Coleman, Parisha, Coleman, Parris, Coleman, Parrish, Coleman, Patience, Coleman, Patina, Coleman, Patrica, Coleman, Qaadir, Coleman, Qiara, Coleman, Giessence, Coleman, Quaneal, Coleman, Quaneasia, Coleman, Quarterus, Coleman, Quartia, Coleman, Quavelyn, Coleman, Queen, Coleman, Quennon, Coleman, Quentearious, Coleman, Quiana, Coleman, Quileighqua, Coleman, Quindon, Coleman, Quinetta, Coleman, Quintay, Coleman, Quintella, Coleman, Quishanna, Coleman, Quita, Coleman, Quristin, and Coleman, Quvina - Coleman, Raann.

ZoomInfo Directory



zoominfo Products ▾ Top Profiles ▾ Our Data Free Tools Leads by Industry Pricing

Kinder Morgan > Kinder Morgan Employee Directory > Kimberly Dang





Kimberly Dang


President at Kinder Morgan

[View Contact Info for Free](#)

Kimberly Dang Email & Phone number

 Engage via Email
k***@kindermorgan.com

 Engage via Phone
(***) ***-****

 Engage via Mobile
(***) ***-****

[Reveal Information](#)

Kimberly Dang Current Workplace

Company [Kinder Morgan](#)

Address 1001 Louisiana St Ste 1000, Houston, Texas, 77002, United States

Number of Employees 10,891

Industry

[Electricity, Oil & Gas](#) [Energy, Utilities & Was...](#)

ZoomInfo Directory



- The strategy worked really well and we started getting leads from sales people
- But.... Turns out that sales people wanted a different product from recruiters
- Recruiters wanted several good candidates – a needle in a haystack. Sales people wanted the haystack
- They also wanted phone and email address...
- Sean Parker's Plaxo (Napster)
- The “contributors” idea was born – a critical benefit of ZoomInfo's branding strategy

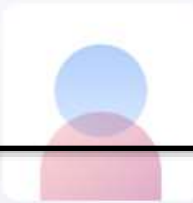


ZoomInfo Directory






zoominfo Products ▾ Top Profiles ▾ Our Data Free Tools Leads by Industry Pricing

Kinder Morgan > Kinder Morgan Employee Directory > Kimberly Dang

 **Kimberly Dang**
President at Kinder Morgan

[View Contact Info for Free](#)

Kimberly Dang Email & Phone number

-  Engage via Email
k***@kindermorgan.com
-  Engage via Phone
(***) ***-****
-  Engage via Mobile
(***) ***-****

[Reveal Information](#)

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Address 1001 Louisiana St Ste 1000, Houston, Texas, 77002, United States

Number of Employees 10,891

Industry

[Electricity, Oil & Gas](#) [Energy, Utilities & Was...](#)

Call to Action

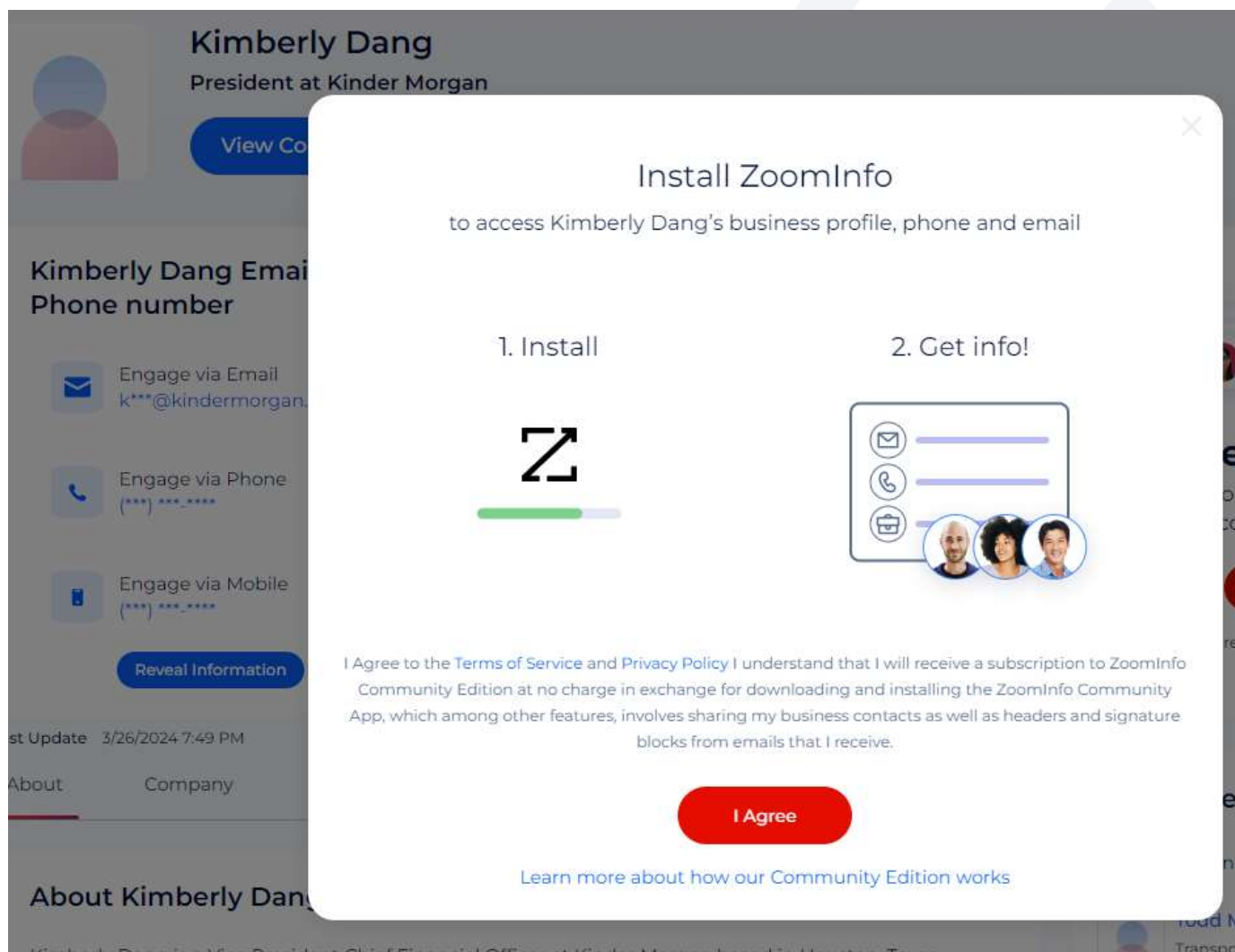
ZoomInfo Directory – Call to



Action
Limited Free
product

Used mainly to
sign up
contributors

Branding can
generate
additional assets



ZoomInfo - Results



By the time I left ZoomInfo in 2018 there were

- 50 million directory pages indexed by Google
- About 10 million visitors to the site every month – aggregation of many small searches each for a different name
- Tens of thousands of new contributors every month
- Some 20,000 inbound leads every month

ZoomInfo - Results



- Company grew revenues consistently by 50% year over year
- CAC –Customer Acquisition Cost very low
- Sale cycle of 2-4 weeks, customers were familiar with what ZoomInfo provides
- Company grew profits consistently by 50% year over year

ZoomInfo – The Brand



In early 2019 ZoomInfo was acquired by DiscoverOrg

- The CEO of DiscoverOrg ran a study to determine the name of the combined company
- ZoomInfo brand was 9 times more recognized than DiscoverOrg
- The combined company is called ZoomInfo
- The power of long tail branding

Opster



- Opster- Tools for DevOps engineers to manage and optimize mission critical ElasticSearch clusters
 - Did anybody here understand what that means?
- Who are Opster's prospects?
 - ElasticSearch DevOps engineers
- How on earth can we target these elusive people?
 - They are busy and they don't respond to emails

Focus on the problem - not on your solution

- When Opster started, we had nothing to sell. Product vision was murky
- We asked ourselves – What do DevOps engineers do when encountering a problem with their ElasticSearch installation?
- In many cases the ElasticSearch system produces an error log that is written to their log file
- Here are random examples of real error logs

Opster



Error Log examples

- ❖ Could not lock IndexWriter isLocked
- ❖ Delaying allocation for unassigned shards; next check in
- ❖ Suspect illegal state: trying to move shard from primary mode to replica mode
- ❖ Failed to start monitoring service
- ❖ Using discovery type and seed hosts providers
- ❖ All shards failed
- ❖ Term query does not support array of values
- ❖ No mapping found for " + fieldName + " in order to sort on
- ❖ high disk watermark [90%] exceeded on
- ❖ Mapping update rejected by primary

Opster - the Power of Long Tail



Ahead of StackOverflow and Elastic itself

Opster

StackOverflow

Elastic.com –
The originators of
ElasticSearch

Google search results for "Could not lock IndexWriter isLocked". The search bar shows the query and the number of results (About 390,000 results (0.47 seconds)). The results are listed below the search bar, with orange arrows pointing from the text on the left to the relevant search results.

- Opster** - <https://opster.com/analysis/elasticsearch-cou...>
Could not lock IndexWriter isLocked - how to solve related ...
How to troubleshoot Elasticsearch/OpenSearch log "Could not lock IndexWriter isLocked" a detailed guide including background on ES concepts: index.
- Stack Overflow** - <https://stackoverflow.com/questions/>
lucene - Could not lock IndexWriter isLocked [false]
29 May 2016 — I think this is caused by file system locking by elasticsearch. If I say Elasticsearch instance not to lock store file system it does not occur.
1 answer · Top answer: I did not face the problem again since I have added this line into elasti...
Using **IndexReader isLocked** and Unlock methods 11 May 2009
Lucene.net - singleton + queue = write.lock issue 18 May 2016
how to unlock the index directory in lucene - Stack Overflow 21 Nov 2012
java - LockObtainFailedException at new **IndexWriter()** 5 Aug 2014
More results from stackoverflow.com
- Elastic** - <https://discuss.elastic.co/.../Elasticsearch>
Could not lock IndexWriter isLocked [false] - Elasticsearch
I try to create an index in a couple of seconds and i got this: [2014-06-02 14:10:14414][WARN]
[index.engine.internal] [shardicaprio] [myindex][0] Could ...

Opster



Long Tail Creation Process

- How to automatically create thousands of content pages?
- Wrote a script to extract all error logs from Elasticsearch open-source code. Initially extracted about 700 different error logs. Today there are some 3,000 error log pages published on Opster
- Created an Opster web site, mainly these 700 pages produced automatically. Plus a detailed glossary on the basic terminology of Elasticsearch, a page per term
- 60 or so pages generated 80% of traffic – manually enriched their content. **High quality content creates a strong brand**

Opster

Traffic results per quarter



Opster – Marketing Funnel



BUT – Traffic is not yet leads

- Developed CheckUp – a FREE simple tool to identify problems based on 2-3 files taken from an Elastic cluster

Welcome to Opster's Free Check-Up

Detect Search problems and resolve them.

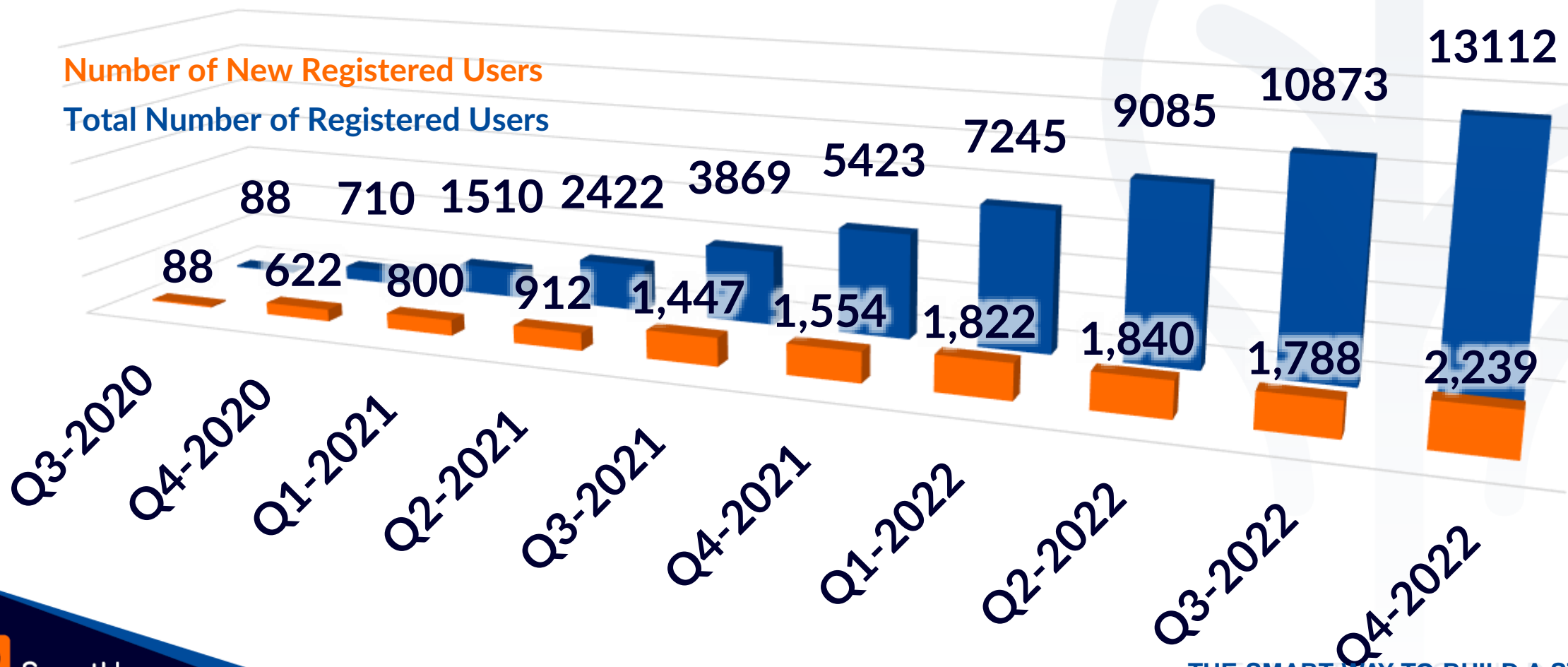
- Analyze your cluster in **2 minutes** by copying & pasting 2 JSON files.
- Receive personalized recommendations to improve performance.

☒ Free forever ☒ No installation required



- Users needed to create an account to run CheckUp
- Our main source of leads – Very low Customer Acquisition Cost (CAC)

Opster



Opster – Content Creation process



Content Creation Process

- **High quality content creates a strong brand**
- To write high quality content for the error logs, Opster engaged several high caliber freelance tech support writers
- Opster then used them to write hundreds of “How to” articles
- Gradually, Opster became the best source of information about ElasticSearch, and also about its open-source competitor OpenSearch, promoted by Amazon Web Services
- Elastic Tech Support engineers started referring customers to Opster’s content

Opster – The value of a strong brand



- In October of 2023 Elastic acquired Opster for its AutoOps tools, content and brand
- Currently integrating Opster's AutoOps tool into Elastic's products, and making it available to its tech support engineers
- Elastic also took Opster's marketing team to manage their own process of building high quality content for ElasticSearch 😊

TickChak



צור קשר

כניסה לטפסיקים

צור קשר

לנקודות ממליצים

איך זה עובד?

המוצרים שלנו

עכשיו בטיקצ'אק

Tickchak

דד וטיק

טיקצ'אק והכרטיסים למכור

טיקצ'אק היא מערכת מכירת הכרטיסים המתקדמת בישראל. יחד עם אלפי הלקוחות שלנו בנינו ממשק ידידותי ועשיר שיאפשר לכם למכור הרבה יותר.

התחילו למכור עכשיו

FLEISHMAN PELES

ותקין בוטיק

משרד התחבורה והנסיעות בדרכים

FDD

ישראל היום

BSDIGI

כל האירועים

כל מה שקורה עכשיו בתרבות בישראל!

נוגעים בשמיים

חג האורים להורים וילדים

על הנורות



TickChak

- A platform for selling event tickets
- Offers a simple and easy way for artists and producers to create an event web presence and to start selling tickets for it
- Fast growing profitable company
- No marketing, all growth from word of mouth
- However, they grew mainly in their relatively small community and wanted to break out to the entire events market



TickChak – Long Tail Idea

- The main idea is to aggregate detailed information on all events happening in Israel
- Built a robot to extract event information from all online ticket selling offices on a daily basis (about 25 offices)
- Information extracted:
 - Name of the concert, show, lecture, event
 - Genre
 - Name of the artist(s)
 - Venue, Location, City, Producer, Agent
 - Date and time
 - Price(s)
 - Link to ticket purchasing

TickChak – Google positioning

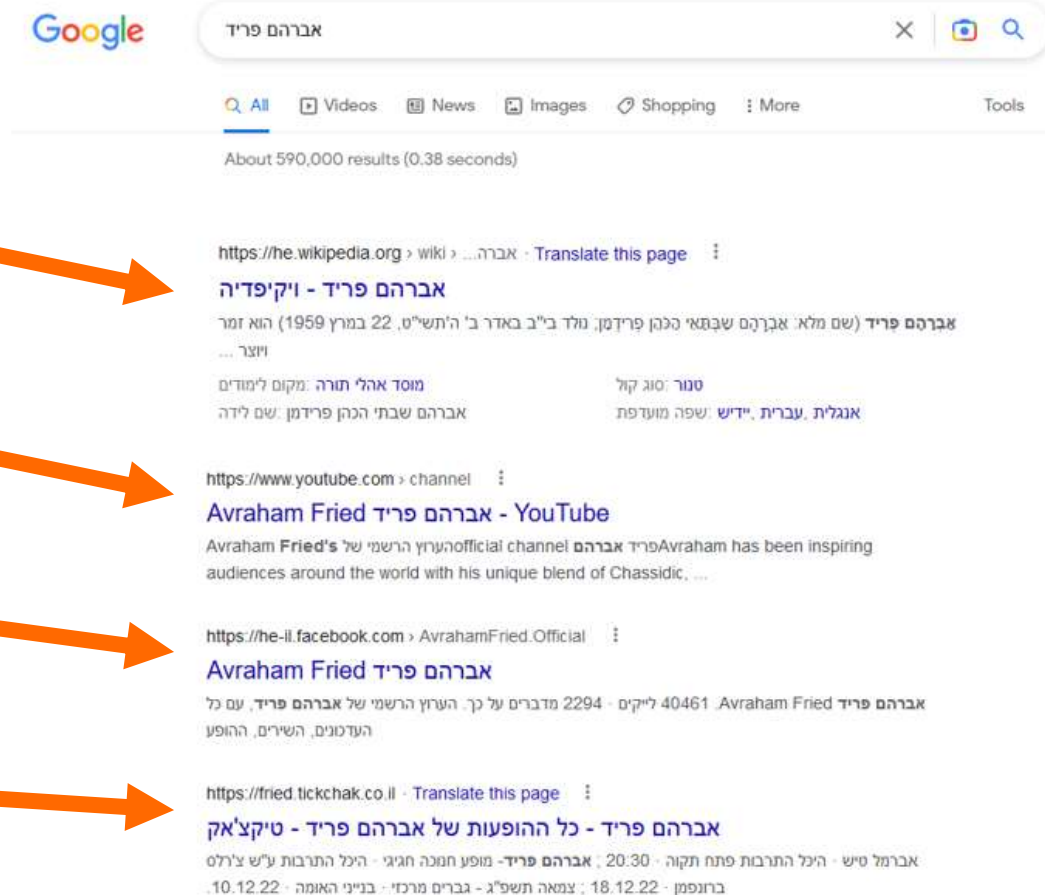


1. Wikipedia

2. YouTube

3. Facebook

4. TickChak



[היום](#)
[זאפה](#)
[בקיטריה](#)
[תל אביב](#)

About 74,200 results (0.44 seconds)



מבלים

<https://www.mevalim.co.il> · shows · [Translate this page](#)

שרית חדד - לוח הופעות 2024 והזמנת כרטיסים

שרית חדד החלה את קריירת השירה כאשר הייתה נערה צעירה, היא הייתה מופיעה במועדוני לילה ללא ידיעת הוריה. מעבר לכך, ניחנה בכישרון נגינה ייחודי והיא יודעת לנגן על ...



טיקצ'אק

<https://live.tickchak.co.il> · sarit-hadad ·

שרית חדד | לוח הופעות 2024 | הזמנת כרטיסים - Tickchak LIVE

הרשמו לעדכונים והנחות על מופעים חדשים של **שרית חדד**! לחצו "עקוב" כדי לקבל עדכונים ראשונים על השקת מופעים, כרטיסים, שוברי הנחה, וחשיפה בלעדית למתרחש מאחורי הקלעים.



קופת תל אביב

<https://2207.kupat.co.il> · sarit-hadad · [Translate this page](#)

שרית חדד הופעות 2024 - כרטיסים להופעה של מלכת הזמר הים תיכוני

לוח הופעות של **שרית חדד** לשנת 2024. רכישת כרטיסים ישירה למופעים הכי חמים של **שרית חדד**, המלכה הבלתי מעורערת של הזמר הים תיכוני. פרטים נוספים ותאריכים פנויים ...



muzi.co.il

<https://muzi.co.il> · Artists · [Translate this page](#)

- כל ההופעות של שרית חדד בישראל muzi

השימוש באתר זה כפוף לתנאי שימוש ופרטיות. שימוש בעמוד זה פירושה שהסכמת לפעול לפי תנאים אלו. באתר מוצגים הופעות ואירועים המתפרסמים באתר ע"י הקהילה as is ללא בדיקה ...



performances.co.il

<https://performances.co.il> · שרית-חדד · [Translate this page](#)

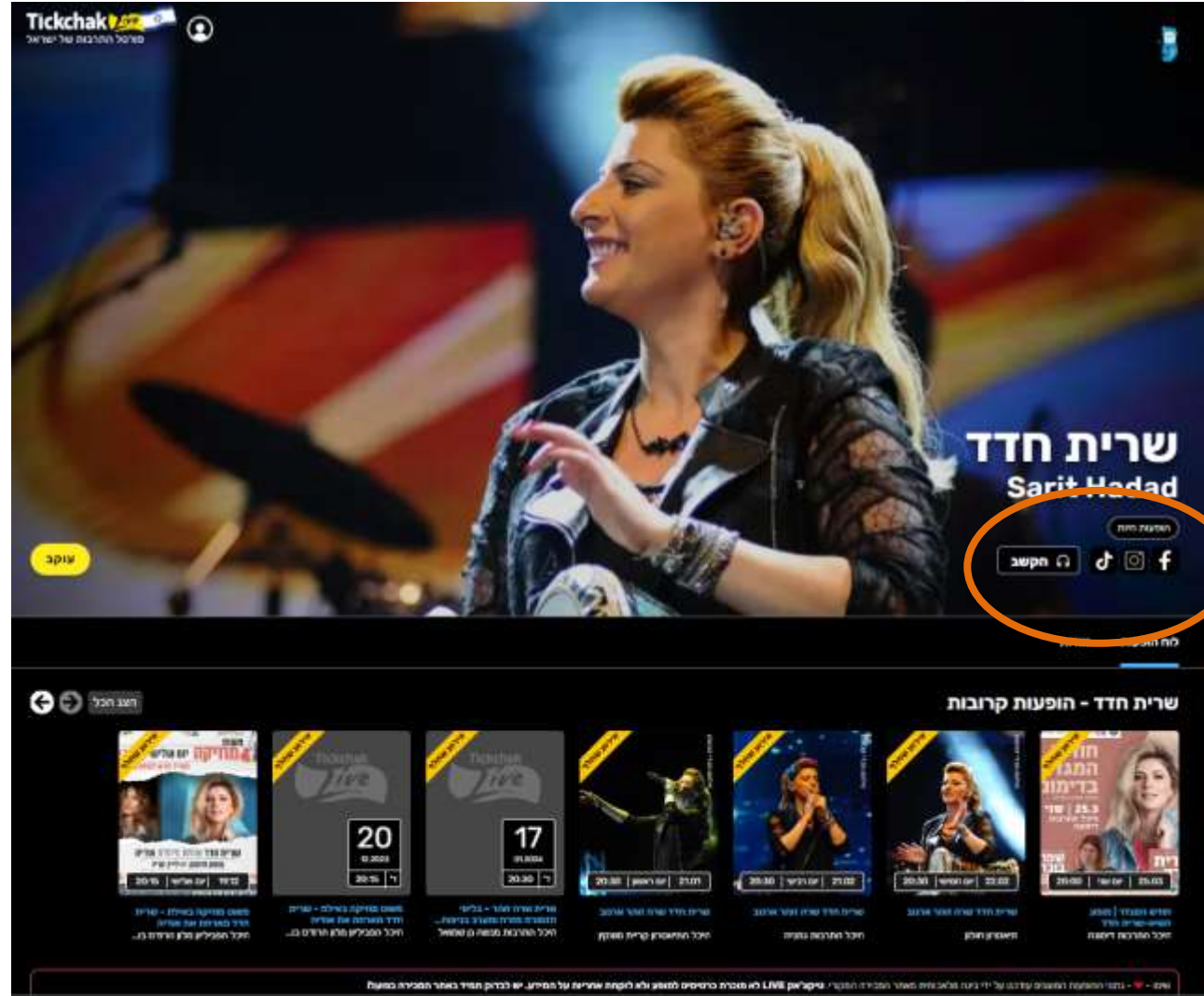
שרית חדד לוח הופעות קרובות וכרטיסים מוזלים 2024

בדף זה תמצאו רשימה מסודרת של כל ההופעות של **שרית חדד**. תוכלו לבצע סינון ומיון לפי תאריך, קטגוריות כמו סטנדאפ, הצגות, הופעות, ...

TickChak – Artist page

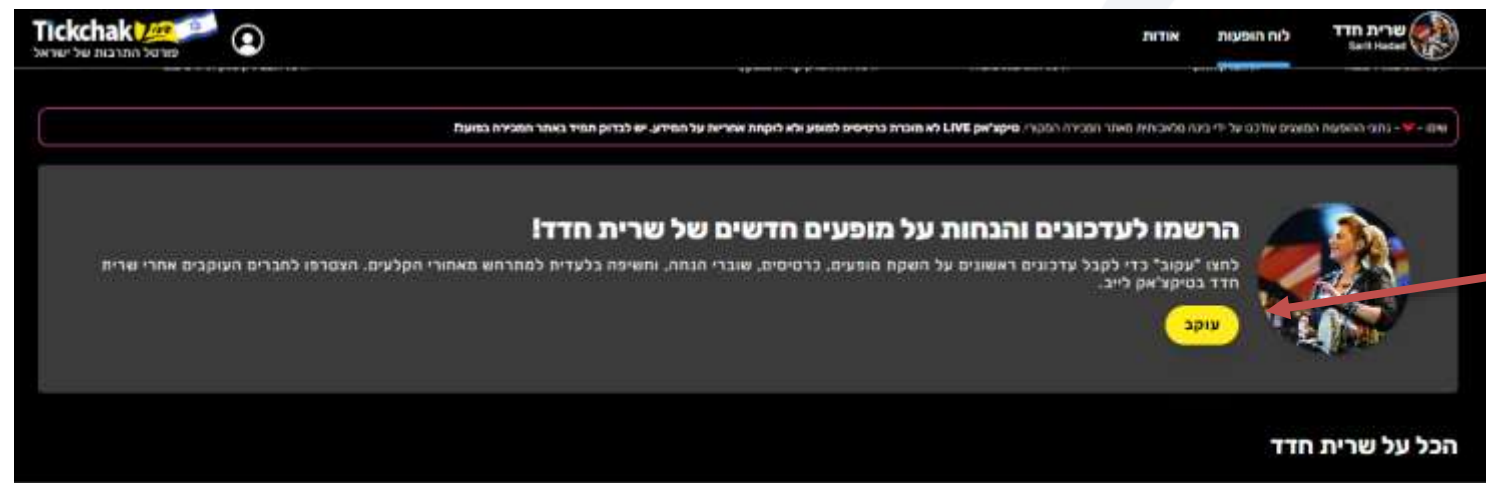


TickChak – Artist page





TickChak – Artist page – continuation



Follow



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תכנית: טיקצ'ק - כל הזכויות שמורות
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שרית חדד (נולדה בשם שרה חורן, 20 בספטמבר 1978) היא זמרת-יוצרת ומלחינה ישראלית. נחשבת לאחת הזמרות המצליחות והמפסיעות ביותר בישראל. רבים משיריה היו להיטים וחלקם אף זכו לביצוע ברדל במוזיקה הישראלית (בהם: "היחי בוג נדד" לכשהלכה בוכה"). היא פורצת דרך במוזיקה המזרחית. זכתה עשר פעמים בתואר "זמרת השנה" וכן בתואר "זמרת העשור" בעשור הראשון של המאה ה-21. יצגה את ישראל באירוויזיון 2002 ושם סיימה במקום ה-12.

ביוגרפיה

חדד נולדה בעפולה לנעמי ודן, ואלישבע. עקרת בית, שעלה עם משפחתה לישראל בשנת 1976 מהעיר דרבנס שבדאגסטן למגדל העמק. חדד היא בת הזקונים במשפחה בת ארבעה אחים ושלוש אחיות. בשנת 1980, עברה המשפחה להתגורר בחדרה. הציירה התנדדה ללך שתבהר בקריירה מוזיקלית, ועל כן, בסיוע אחותה ולנטינה, נהנת חדד לתמוך מהבית ללא ידיעת הוריה ולחופש במסעדות לילה. בשנת 1988, השתתפה חדד בתחרות כשרונות צעירים, כנגנה בפסנתר. השופטים בתחרות התרשמו מכישרון נגינתה, וזימו כי היא תסגת בחובה פונדציאל גדול להפוך בעתיד פסנתרנית. זאת, אף על פי שבאותה העת לא ידעה לקרוא תווים. [דרוש מקור] כשהייתה בת 12, גילו הוריה את סוד הפופולריות, ואסרו עליה לצאת מהבית לצורך הופעות. בתקופה זו, למדה בענפה לגן בבית גינה שונים, כגון גיטרה, פסנתר, קסילופון, אורגן, עוגב, דרבוקה, צ'לין, אקורדיון וסרמבון. ב-1992 חזרה חדד לחופש, והעברה להקת "צעירי חדרה", ב-1994, באחת מהופעותיה של הלהקה בחוף סירונות בנתניה. חזה בה האמרגן אבי גואטה, התרשם מקולה הפתוח והציע לה חוזה הקלטות. מאחר שהייתה עודנה קטנה בעת ההיא, חתמה אחותה ולנטינה בשמה. בראיון בשנת 2014 סיפרה חדד, כי כבר בפגישתם הראשונה של השניים הרגישה כי נוצר ביניהם חיבור מיוחד, בחלוף יום אחד בלבד, המפיקה להקליט שיר בניהולו.

חיים אישיים

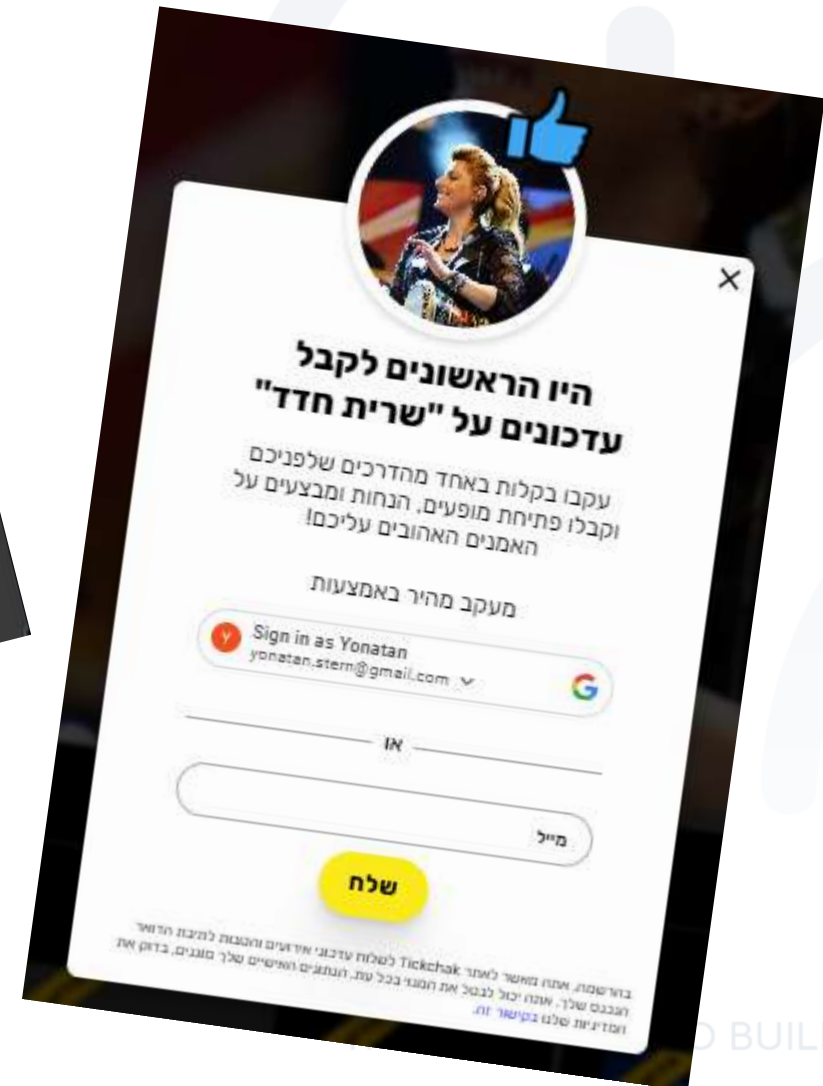
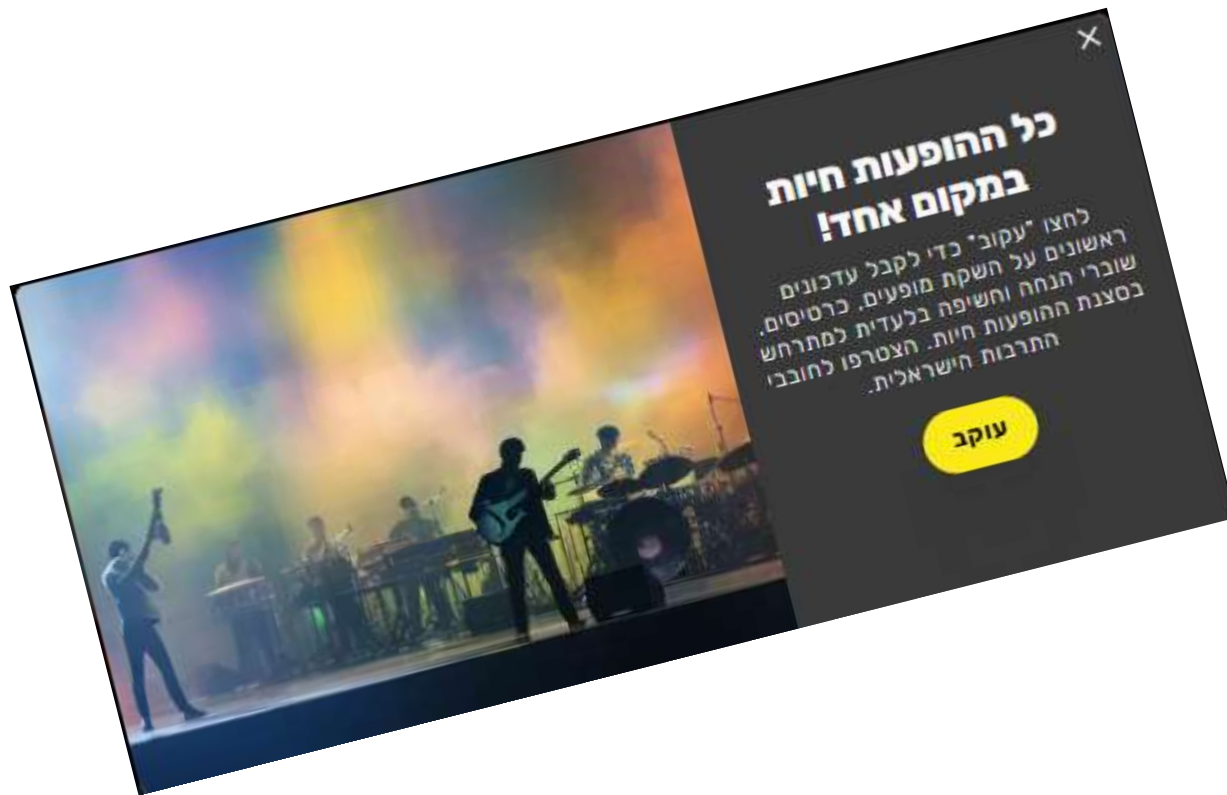
חדד מתגוררת בתל אביב ולה אביב בנות ב-19 בספטמבר 2021. היא חדד מהאחין וחשפה את בת זוגה, תמר יחלום, כשפרסמה את הקליפ לשיר "אהבה כמו שלנו". בקליפ מוצגות סצנות מחייה וזוגית של זוגת שונים, ובין השאר, של יחלום וחדד.

דיסקוגרפיה

עוד מרחב - דיסקוגרפיה של שרית חדד



קרא עוד
לצפייה בויקיפדיה


TickChak – Artist page – Follow



Categories


- Live concerts
- Shows
- Standup
- Lectures
- Children
- For women
-
- Personalization



חצג הכל




15
04.2024
09:00 ב

תיאטרון ירושלים - שרבור
15:30 סיפור יציאת מצרים...
תיאטרון ירושלים




15
04.2024
09:00 ב

השתלמות מורי דרך - סיור
"שכונות יהודיות נעלמות...
תחנת רכבת קלה שמעון הצד...




21:00 | זם ראשון | 14.04

Keren Beck Fogel -
"AWAKE!" in Tel Aviv
Koinoa Canada תל אביב יפו




20:45 | זם ראשון | 14.04

נפתלי קמפה ליבי
בנייני האומה ירושלים




20:30 | זם ראשון | 14.04

אוחילה דגאולה
היכל התרבות בית העם ירושלים...





14
04.2024
17:30 א'


ורדיטון ביער הירוק פתח תקוה
14.4
מרכז תרבות ע"ש ענפורה חזה...




16:00 | זם ראשון | 14.04

היכל התרבות מודיעין
16:00 סיפור יציאת מצרים - חיפזון...
היכל התרבות מודיעין




חצג הכל




הצגות ילדים




הרצאות




אירועים לנשים





הצגות




סטנדאפ




הופעות חיות



חצג הכל




21:00 | זם שבת | 27.04

עקיבא
תיאטרון ירושלים




13:00 | זם שיש | 19.04

חנן בן ארי
אקספו ביתן 2 תל אביב




20:00 | זם רביעי | 24.04

עקיבא בהיכל התרבות פתח
תקוה
היכל התרבות פתח תקוה




21:00 | זם שבת | 15.06

"זהו-זה" שרים על הבמה
קבוץ לוחמי הגטאות



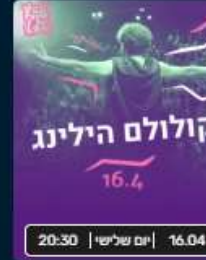
22:00 | זם שלישי | 21.05

אבן סבילה וחברים ביהוד
מועדון הגרני יחד ירושלים-מונטסון



21:00 | זם חמישי | 18.04

חנן בן ארי
אקספו ביתן 2 תל אביב




20:30 | זם שלישי | 16.04




קולולם הילינג
היכל התרבות תל אביב

מיוחד בשבילך



Different View

- By Date
- By City
- By Venue








אולמותעריםמופעים הקרוביםאמניםאזורים בארץ

הצג הכל

מופעים השבוע




15

04.2024

17:30 ב'


גלי - תיאטרון אורנה פורת
היכל התרבות אור יהודה



17:30 יום שני

15.04


כראמל 2 ותעלויות הילד יוש -
תיאטרון אורנה פורת לילדים...
היכל התרבות ראש העין



17:30 יום שני

15.04


קוגומלו - החצבלה משימה
מהמאסטר
קמרון - אולם תרבות בית שאן



17:00 יום שני

15.04

אלאדין ויסמין
היכל התרבות נהריה




15

04.2024

16:30 ב'

נסיך מצרים
תיאטרון חולון




15

04.2024

11:00 ב'

לחבר את ריטה - תיאטרון
הספרייה
אולם אוהד מנור, רמת גן





15

04.2024


10:30 ב'

דונה גרצית - מלכת היהודים
באר שבע - תמוז

הצג הכל


ערים



114

הופעות


ירושלים



11

הופעות


מודיעין מכבים רעות



80

הופעות


אילת



146

הופעות


פתח תקווה



474

הופעות



חיפה



11


הופעות

תל אביב יפו

הצג הכל


אולמות תרבות



35

הופעות


היכל מגורה תל



4

הופעות


בארבי בבמל יפו



72

הופעות


הפארק האקולוגי הוד
השרון



14

הופעות


בית ציוני אמריקה



6

הופעות


אמפיתיאטרון קיסריה



6

הופעות

בניין האומה ירושלים





TickChak – Branding First – New Opportunities

Artists – FREE with paid communication services

- Their home page – updated daily, with full history of their previous performances
- A database of their fan club, with contact information and communication tools – SMS, WhatsApp, email
- Tools to:
 - Interact with their fans before a show
 - Get feedback after a show
 - Pre-sale to fans
 - Last minute ticket sale



TickChak – Branding First – New

Opportunities

Cities, Venues

- Daily updated summary of ALL events in their town or venue
- A history and summary of events in their town or venue

TickChak – Competitors

In Israel

- Mevalim.co.il
- Muzi.co.il
- Performances
- Others....

In the USA – SongKick

- Founded in 2007, as part of Y Combinator
- Raised \$61M
- 30 employees
- Acquired in 2017 by Warner Music Group



The SmartUp Founding Team

Thank you for listening



Yonatan Stern
Founder
And CEO



Libby Molad
Co-Founder
and COO



**Ayala Dinur
Turgeman**
Co-Founder
and CFO



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