

WANDELBOTS: LINKEDIN COMMUNICATION CONCEPT

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FINK & FUCHS

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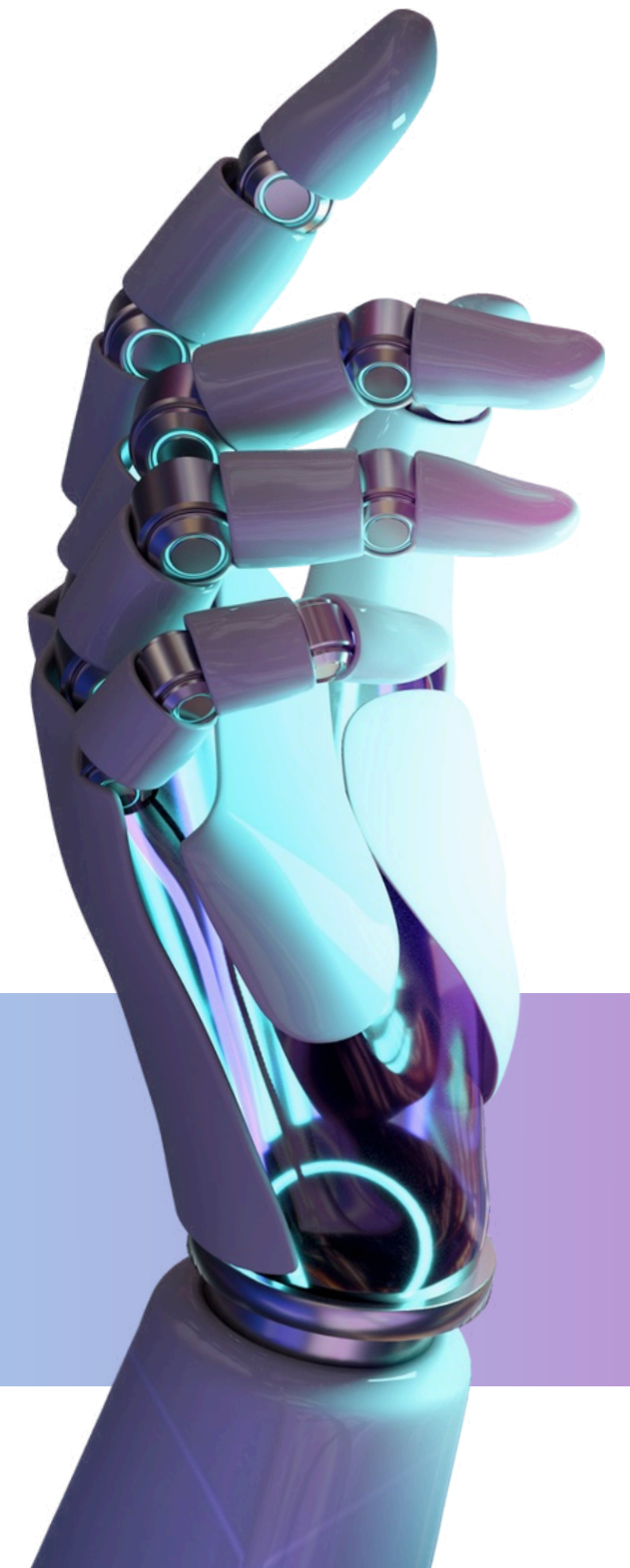
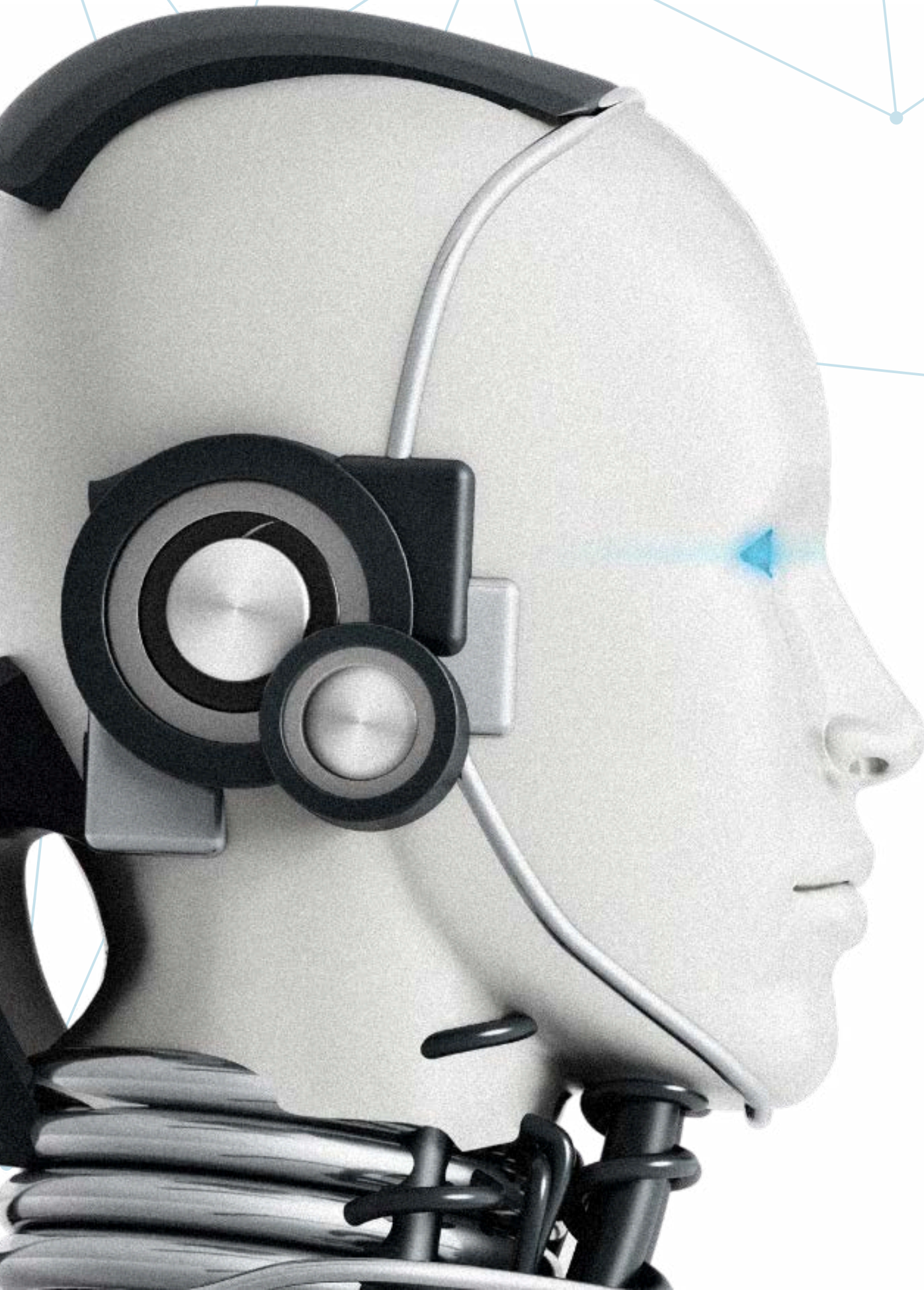



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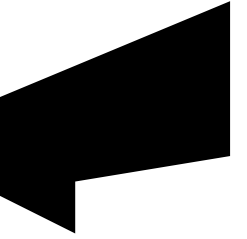
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A purple textured book cover with a torn paper effect. A white page is visible through the tear, featuring the text "Who are we?" in a black, typewriter-style font. The purple cover has a rough, fibrous texture, and the white page has a slightly aged, off-white appearance. The text is centered on the page and is the primary focus of the image.

Who are we?

OUR TEAM



Elçin

KARADOĞAN KARAKUŞ



Valentine

LAULY



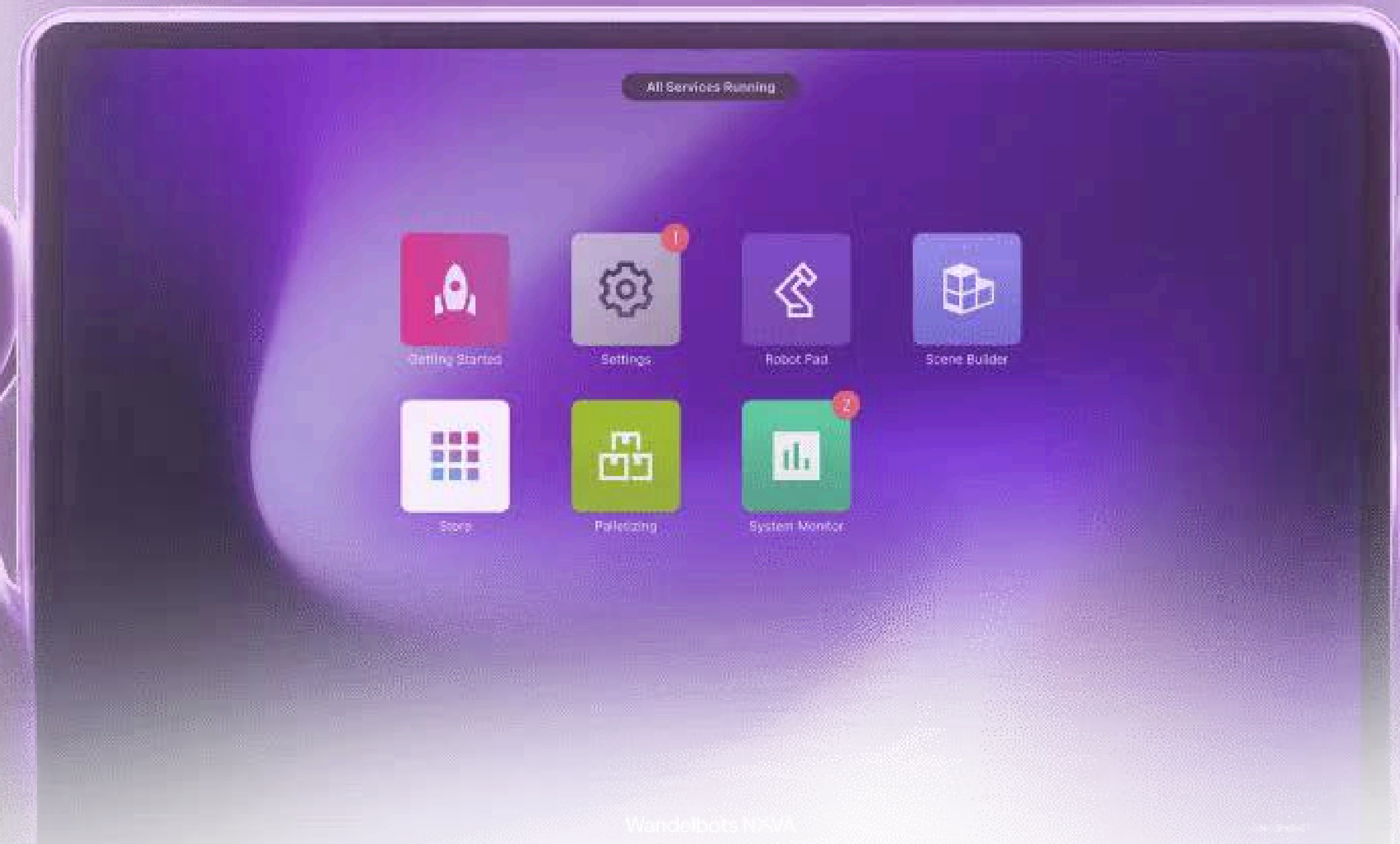
Nina-Sophie

ENGLISCH

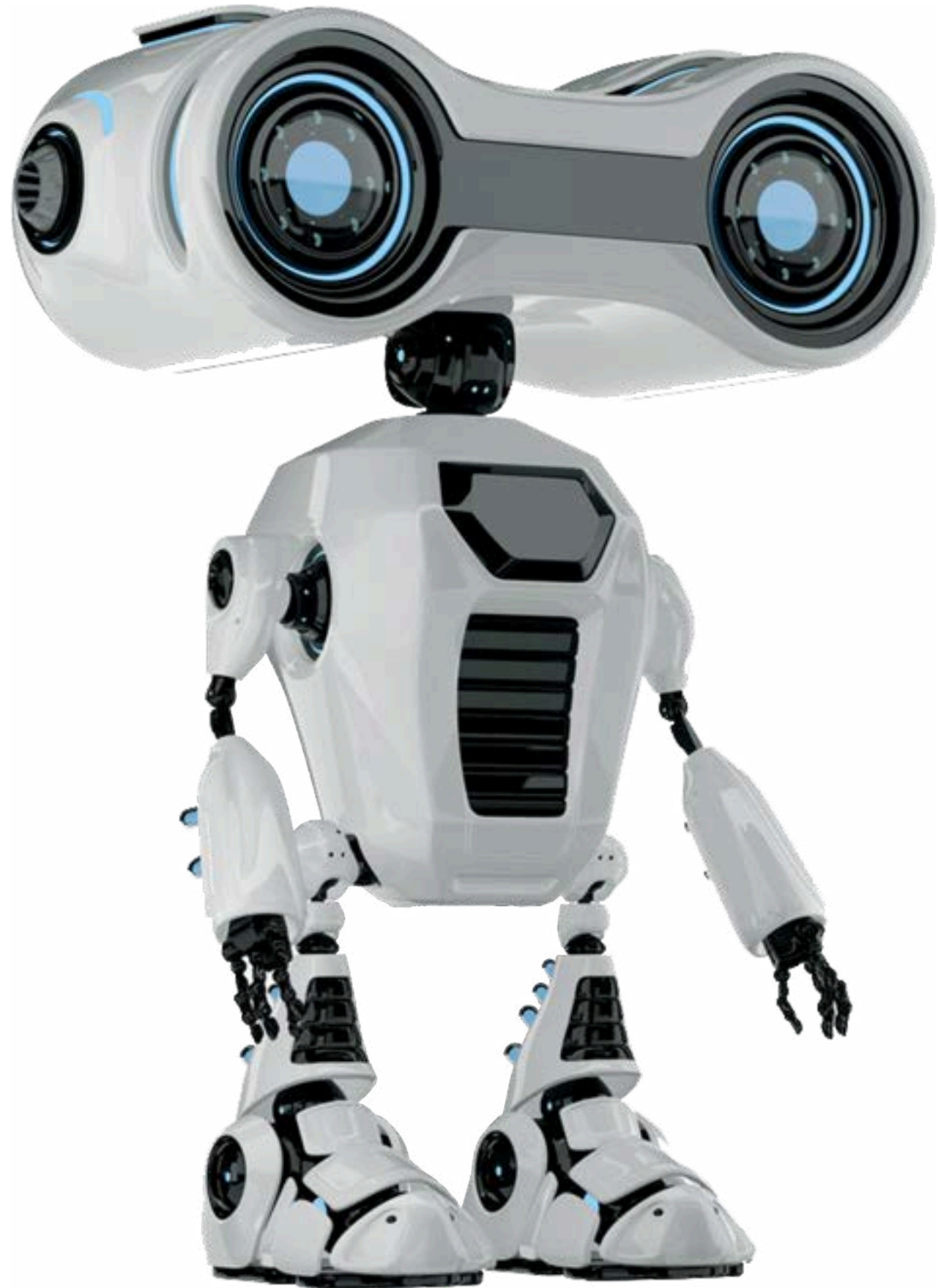


In a nutshell:

“Wandelbots is a startup company that has a diverse identity, communicates technically and spontaneously and has some geeky humor.”



EXECUTIVE SUMMARY



OOOPS! WHAT IS THIS PITCH ABOUT?

- Total LinkedIn posts analyzed: 91
- Total comments analyzed: 163
- Unique commenters identified: 112

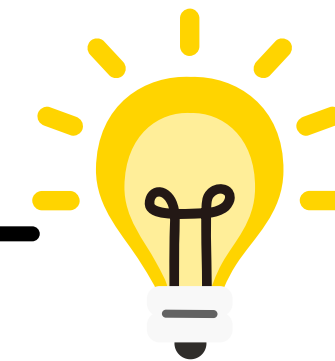
EXECUTIVE SUMMARY



The analysis of Wandelbots' LinkedIn posts and commenters provides key insights into frequency, themes, audience engagement, and sentiment, as well as some shortcomings we identified, such as:

- The **frequency** of postings is a major issue for Wandelbots' LinkedIn communication.
- Technology-related communication is more visible than **social**.
- In general, company representatives are reserved and **not visible** enough.
- Not using **branded hashtags** may weaken brand recognition.
- Brand communication doesn't include the **customer side**.

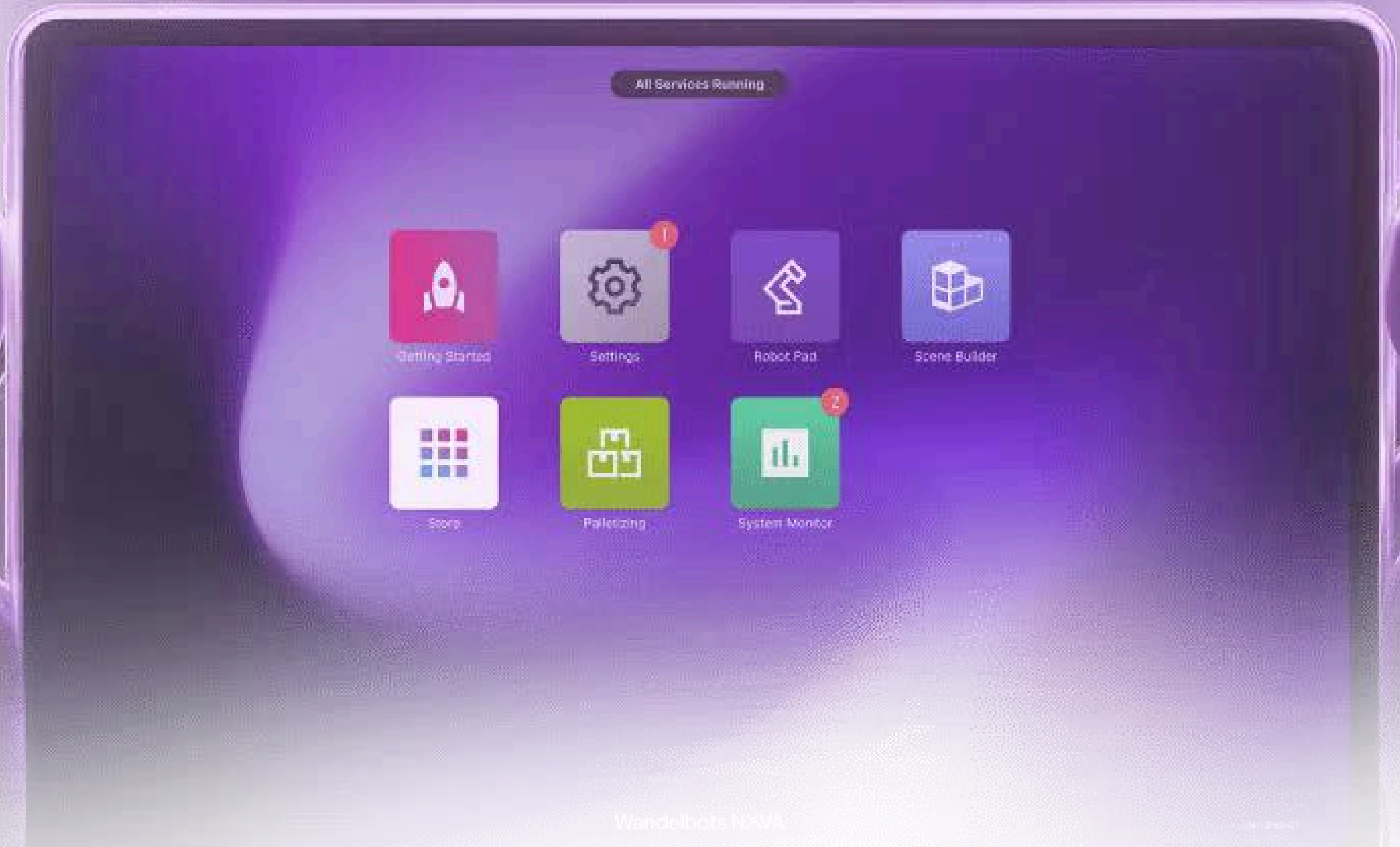
The idea of „ROBOTS LOVE PEOPLE,“ in other words, emotional appeal is not present yet.



Key Takeaway: Tailoring content to audience interests would drive higher engagement.

In a nutshell:

A balanced representation of diverse personal and professional elements is desired for thought leader accounts.



KEY ANALYSIS INSIGHTS

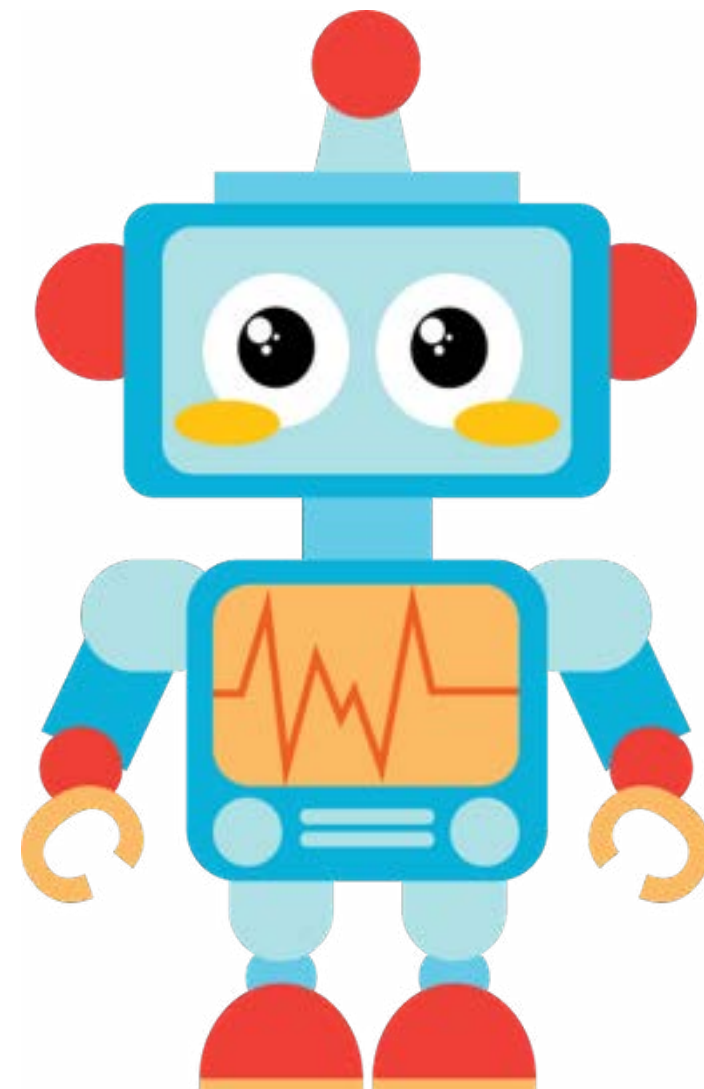
KEY ANALYSIS INSIGHTS: COMMUNICATION*

*Based on the analysis of 91 posts from Wandelbots, as well as C-level and co-founder accounts.

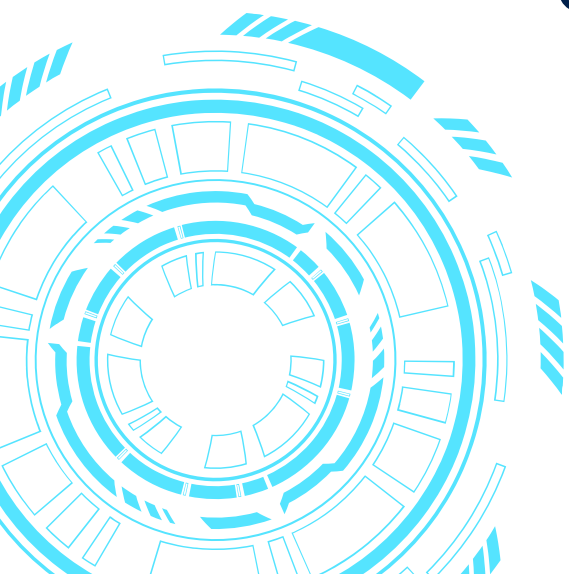
LinkedIn
Communication
Concept



Posts by thought leaders, particularly **Georg Püschel** and **Maria Piechnick** outperform the company profile in fostering engagement.



Katharina Jessa, Christian Piechnick and **Maria Piechnick** garnered the maximum number of post reactions, while **Christoph Biering** created the lowest impact. **Wandelbots** mostly communicated the NOVA launch.



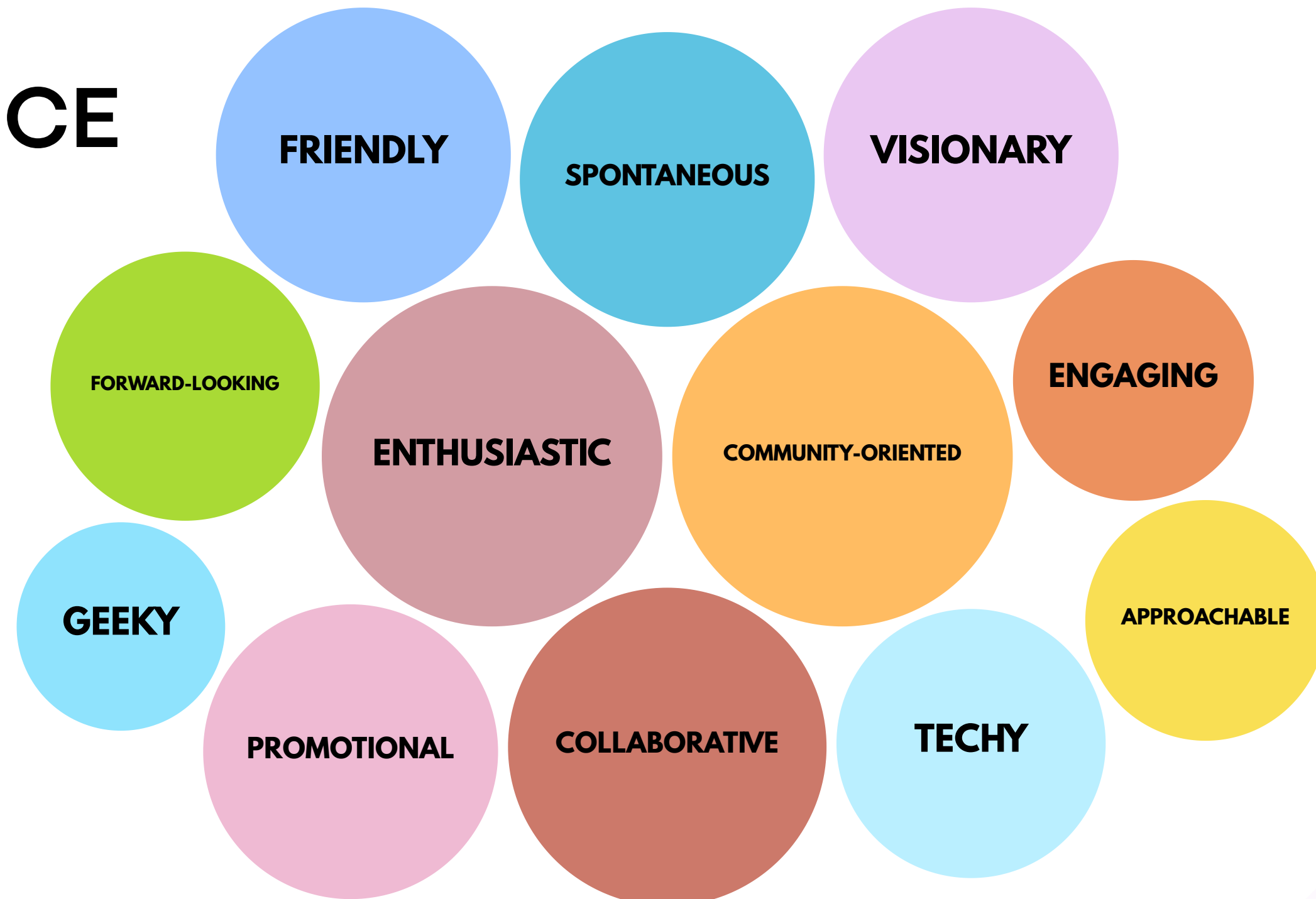
KEY ANALYSIS INSIGHTS: COMMUNICATION*

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tone of voice



KEY ANALYSIS INSIGHTS: COMMUNICATION*

*Based on the analysis of 91 posts from Wandelbots, as well as C-level and co-founder accounts.

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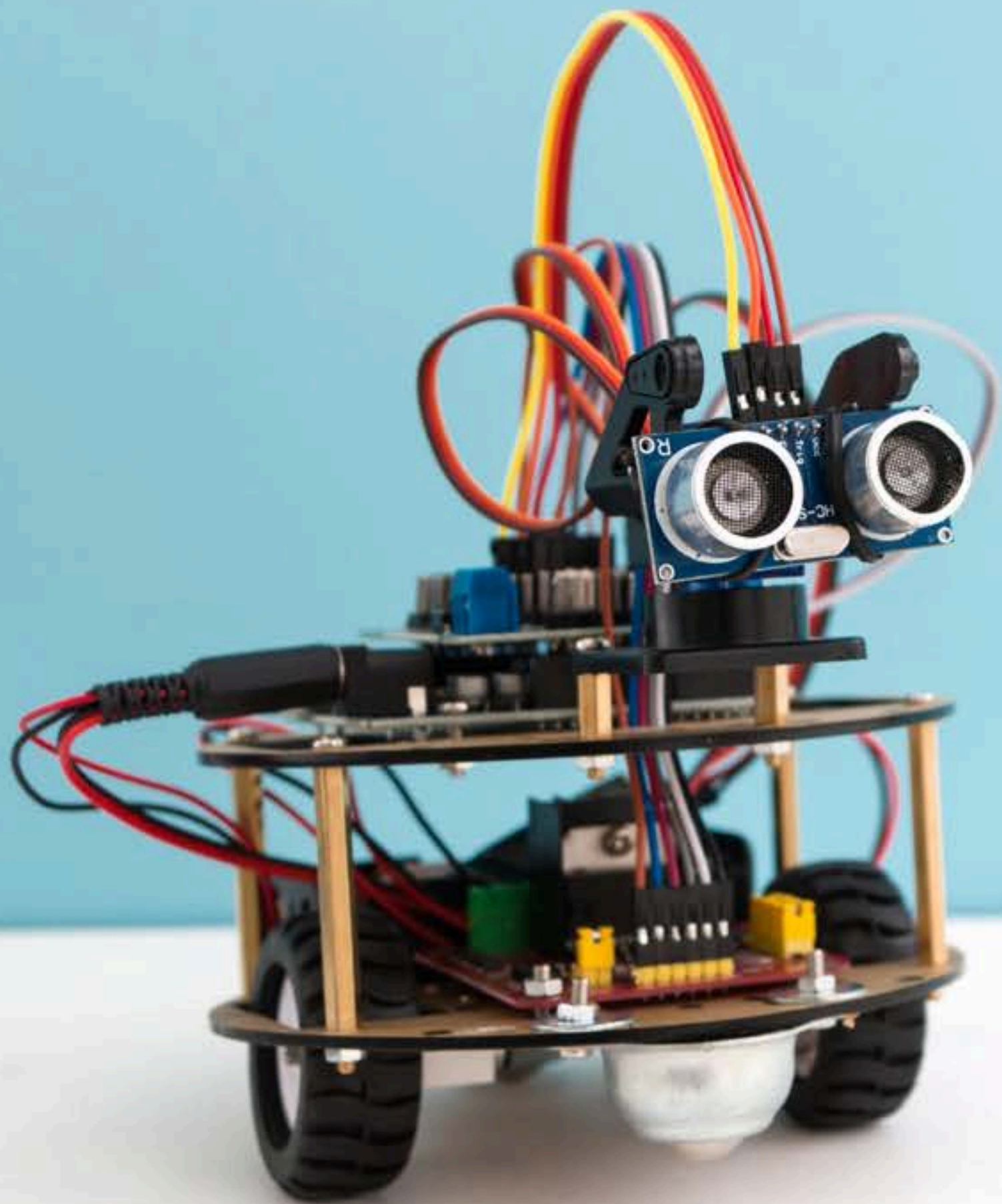


LinkedIn Profile Insights at a Glance

Max: XXXXX Min: X	Wandelbots	CEO	Co-Founder	CPO	CRO	SAM	PM	COO	Co-Founder	Co-Founder
		Christian Piechnick	Maria Piechnick	Stephan Hotz	Katharina Jessa	Marwin Kunz	René Schiller	Julian Herrmann	Georg Püschel	Christoph Biering
1. <u>Professionality</u>	XX	XX	X	XXX	X	XX	XX	XXXX	XXXXX	X
2. Tech Talk	XX	XXX	XX	XXX	X	XXXX	XX	XXX	XXXXX	X
3. Team Spirit	X	X	XXX	XXXX	XXXX	XXXX	XXX	XX	XXXXX	XX
4. <u>Social Spirit (CSR)</u>	X	X	X	X	XXX	XX	X	X	X	X
5. Visual Quality	X	XX	X	XXX	XX	XX	XXX	XX	XXXX	X
6. <u>Fun Factor</u>	XX	X	XXX	X	X	X	X	XX	X	X
7. <u>Geek Factor</u>	XX	XX	xx	X	X	XXX	X	X	X	X

LinkedIn Reactions at a Glance





**WHAT ABOUT SOME
SPECIFICS OF OUR
ANALYSES?**

KEY ANALYSIS INSIGHTS: AUDIENCE*

*Based on the analysis of 112 unique commenters engaged with 15 top posts in the sample.

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The findings underline an audience of **technically skilled professionals** with **advanced education** and a **strong inclination towards innovation and industry trends**.

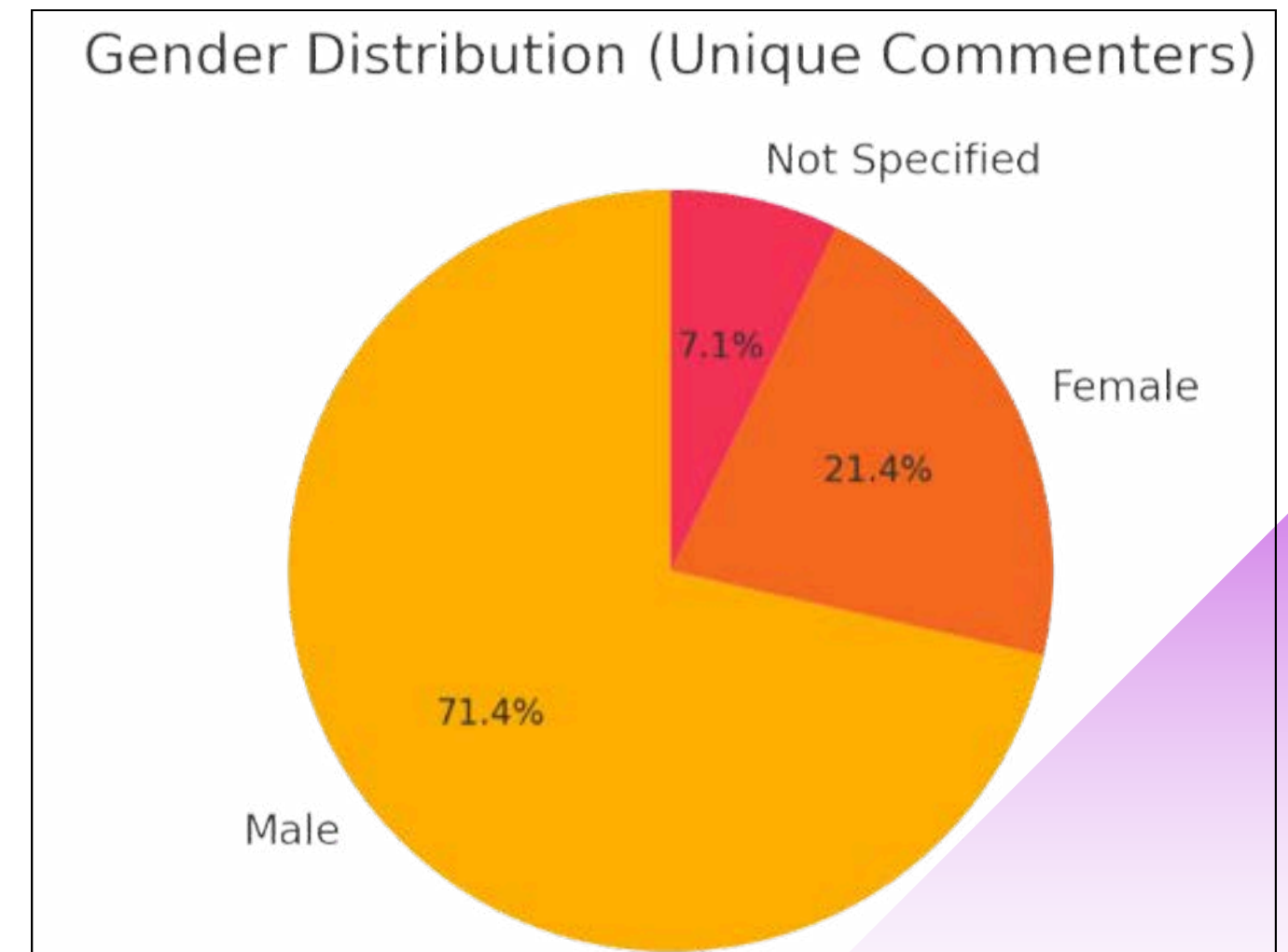
A) Predominantly located in Germany, with key cities being Leipzig, Munich, and Dresden.

B) Primarily from industries like **Software Development** and **Industrial Machinery Manufacturing**.

C) Highly educated, with common qualifications including **MSc** and **MBA**.

Sentiment Analysis:

1. **Positive Sentiment:** 41.96% of comments express positivity.
2. Posts in **Announcements and Partnerships** and **Fundraising & Investment Advice** categories exhibit the most positive sentiment.
3. Sentiments indicate community-building and recognition of company achievements.
4. Posts focusing on **Product Announcements** and **Collaborative Initiatives** resonate strongly with the audience.
5. Industries like **Software Development** and **Manufacturing** show the highest average number of followers, highlighting key segments for engagement.

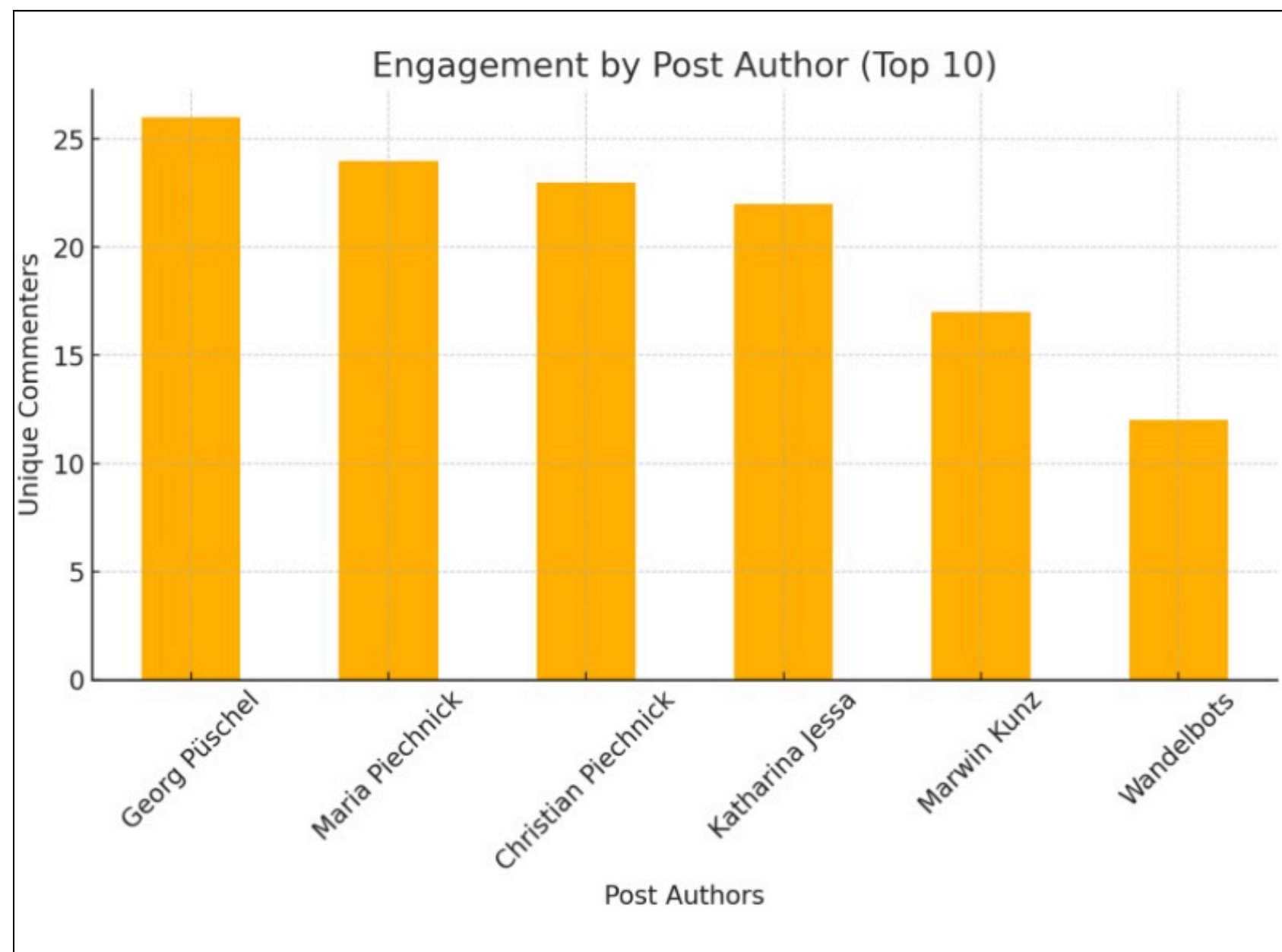


- 71.43% Male, 21.43% Female, 7.14% Not Specified

KEY ANALYSIS INSIGHTS: ENGAGEMENT*

*Based on the analysis of 112 unique commenters engaged with 15 top posts in the sample.

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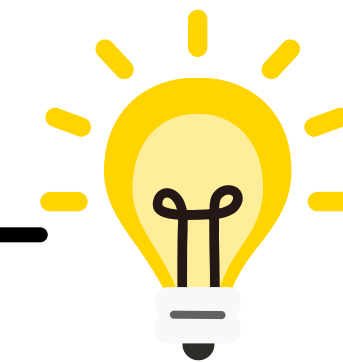
TOP POST CATEGORIES

BY ENGAGEMENT:

Announcements and Partnerships

Educational Content

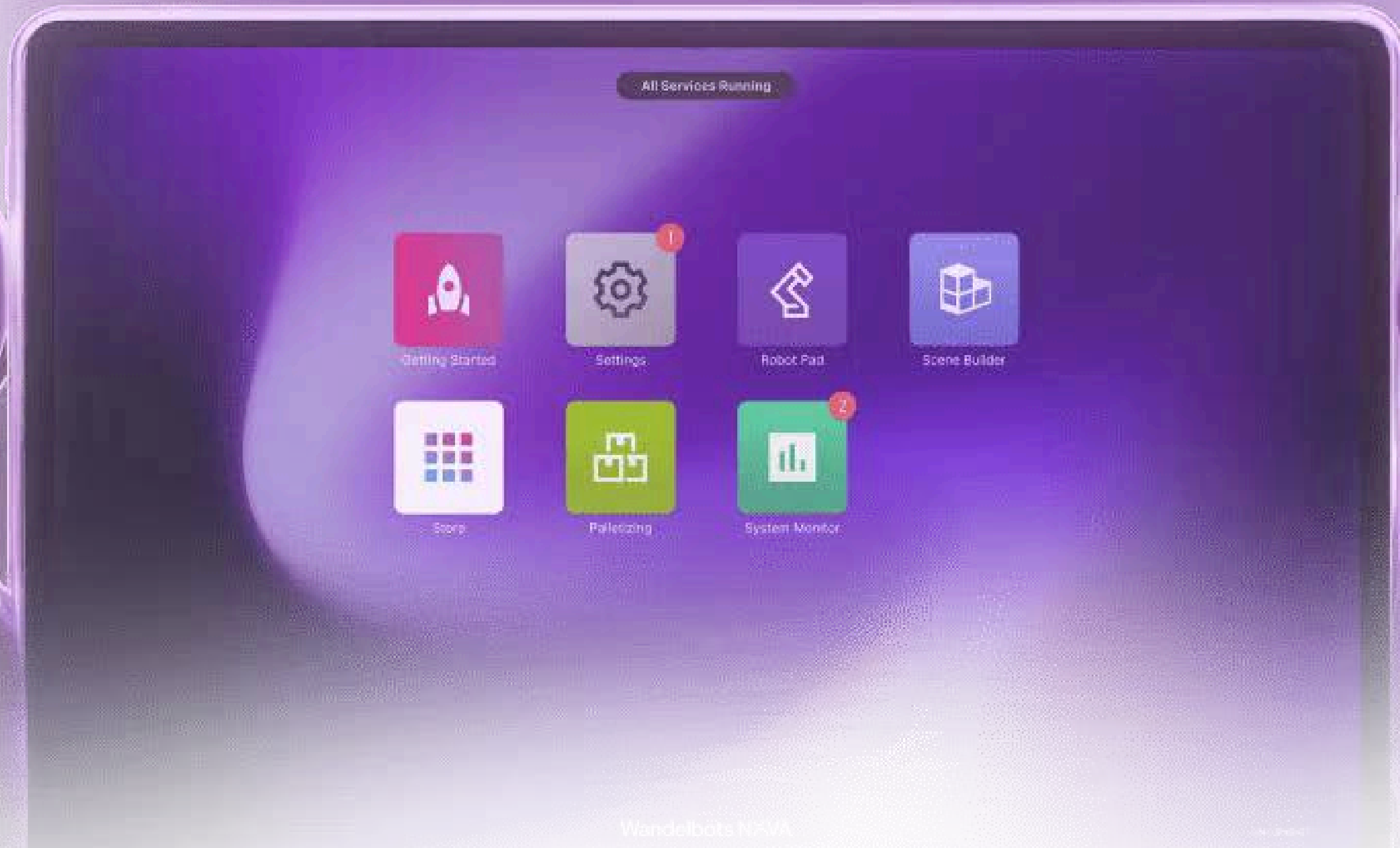
Product & Event Promotion



Key Takeaway: Focus can be shifted onto fostering bonds and relationships in the ecosystem.

**HOW CAN
WANDELBOTS
ADDRESS
IDENTIFIED
SHORTCOMINGS?**





COMMUNICATION OBJECTIVES

COMMUNICATION OBJECTIVES

Yearly S.M.A.R.T. targets aligned with company profile

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Achieve a **30% increase** in LinkedIn engagement metrics by posting interactive content weekly and responding to comments within 12 hours.

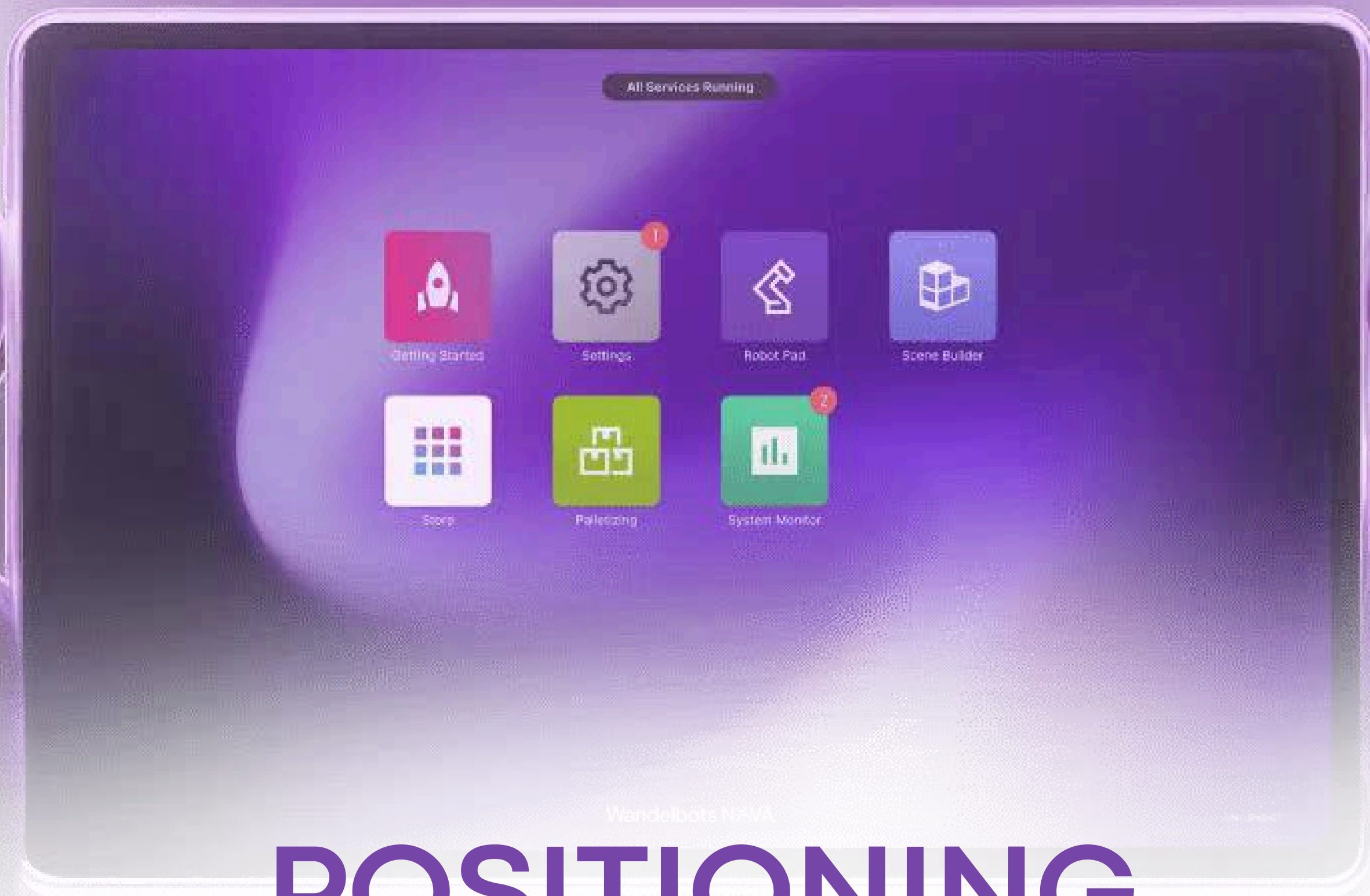
Increasing Audience Engagement

Expand Wandelbots' LinkedIn followers by **15,000 new followers** through quarterly targeted ad campaigns, influencer collaborations, and optimized profiles.

Growing LinkedIn Follower Base

Publish at least **3 thought leadership posts** monthly to achieve **300+ engagements per post**, leveraging contributions from key executives.

Strengthening Brand Thought Leadership



POSITIONING

POSITIONING

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Messaging on LinkedIn:

- **Technical Focus:** Highlights Wandelbots' robotics innovations, like the NOVA platform.
- **Innovation & Accessibility:** Simplifies robotics for industries like manufacturing and logistics.
- **Event & Community Engagement:** Showcases industry events and insights from thought leaders like Georg Püschel and Maria Piechnick.
- **Professional Tone:** Balances excitement for robotics with a collaborative spirit.



POSITIONING

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Core Identity:

Wandelbots positions itself as:

- an **innovative robotics company** making automation accessible through intuitive, no-code solutions.
- it emphasizes **technical excellence, industry partnerships, and a forward-looking vision for robotics.**



POSITIONING

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Core Message:

From: A technically innovative company simplifying robotics with no-code solutions.

To: **“Wandelbots bridges the gap between people and robotics, making automation accessible, relatable, and human-centric.”**

- This revision aligns with the unrealized "Robots love people" concept, creating an emotional connection while retaining the technical focus.



COMPETITORS AND BEST PRACTICE

UNIVERSAL ROBOTS

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Communication
Concept

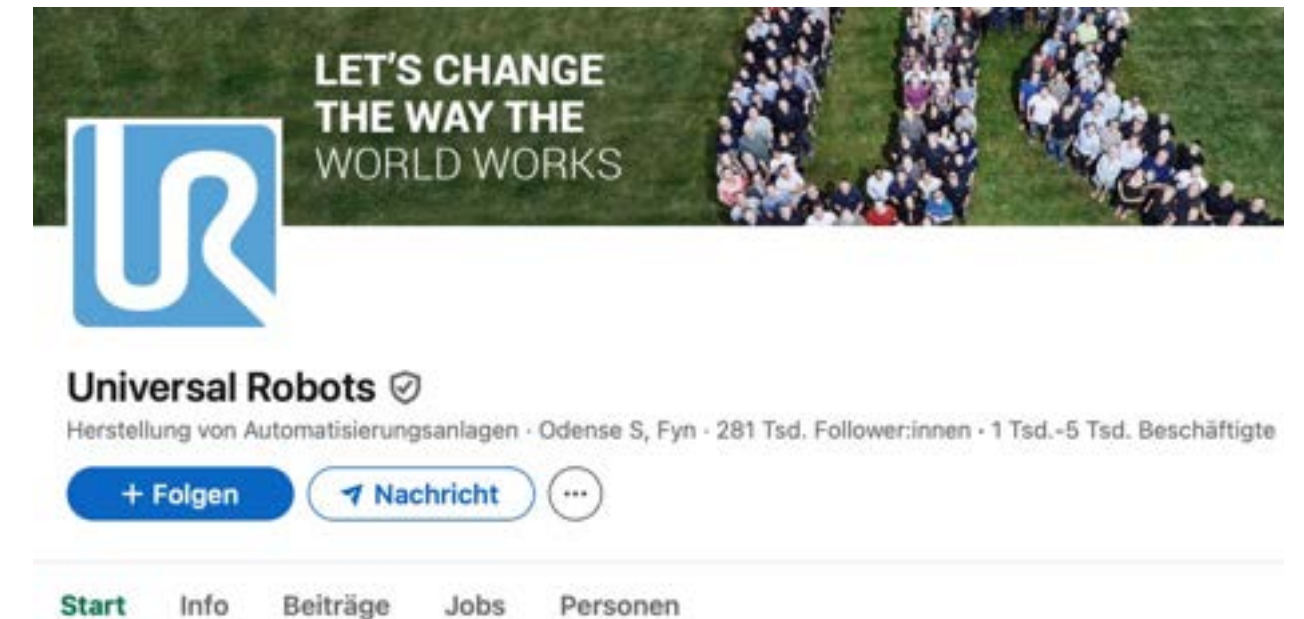


Focus

- Universal Robots positions itself as the leader in collaborative robotics (cobots) that are accessible, versatile, and user-friendly.
- Their content highlights ease of deployment, flexibility, and return on investment (ROI) for businesses of all sizes.

Key Takeaway for Wandelbots

- **include educational content by creating industry-specific case studies and guides**
- Complement this with **human-centric storytelling** to stand out.



COMPETITORS AND BEST PRACTICE

BOSTON DYNAMICS

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Concept

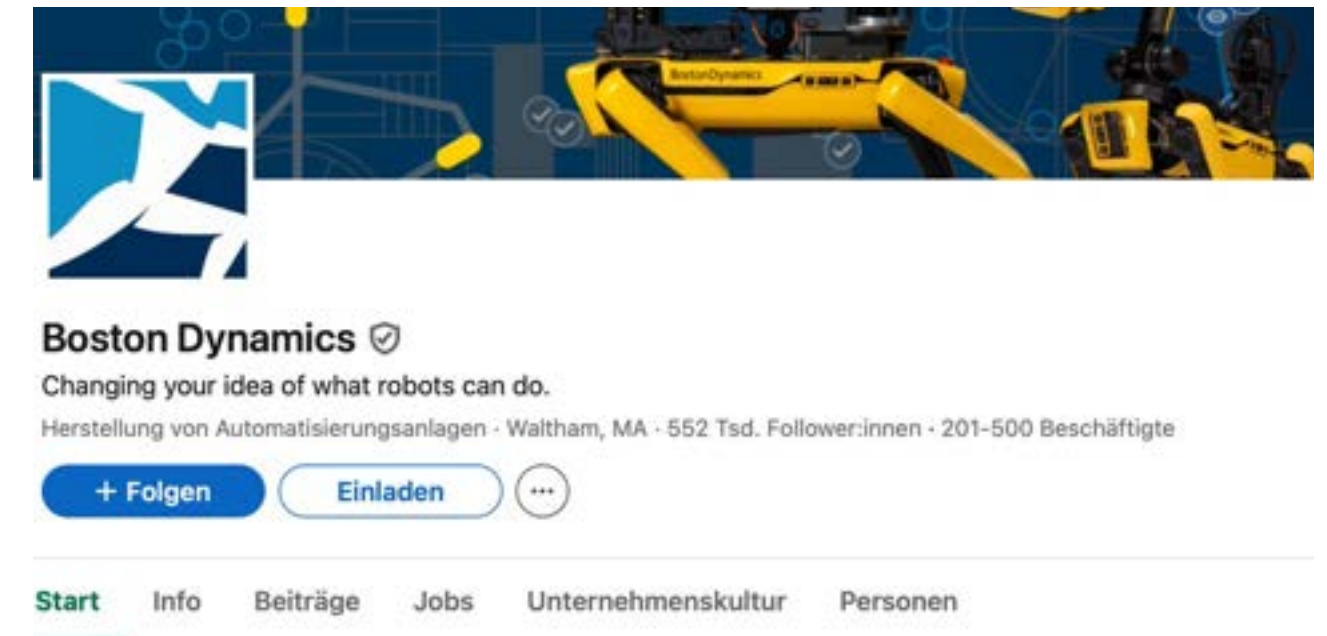


Focus

- Boston Dynamics highlights itself as an innovator in cutting-edge robotics, blending technological excellence with creativity and emotional storytelling. The company positions its robots as both futuristic and relatable.

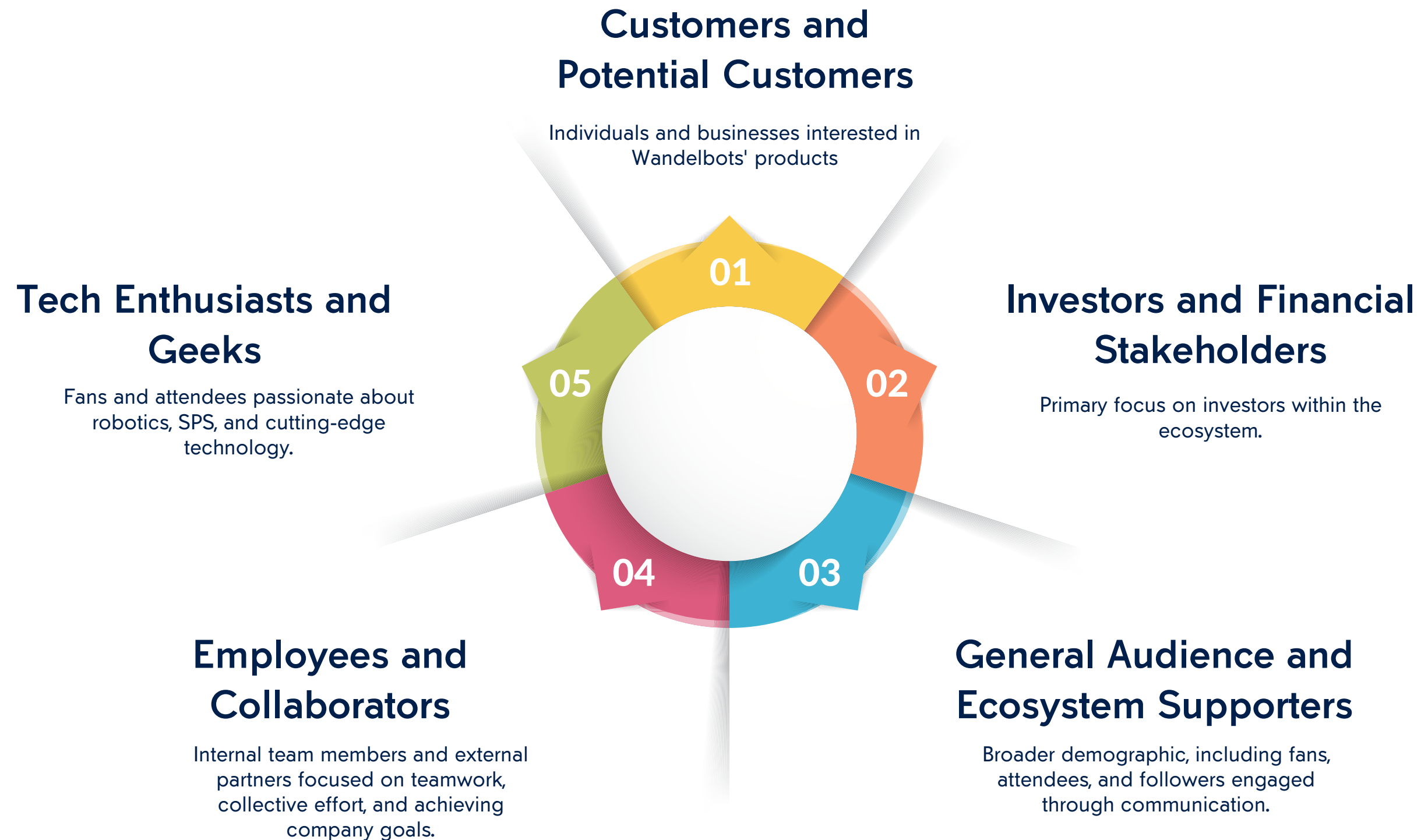
Key Takeaway for Wandelbots

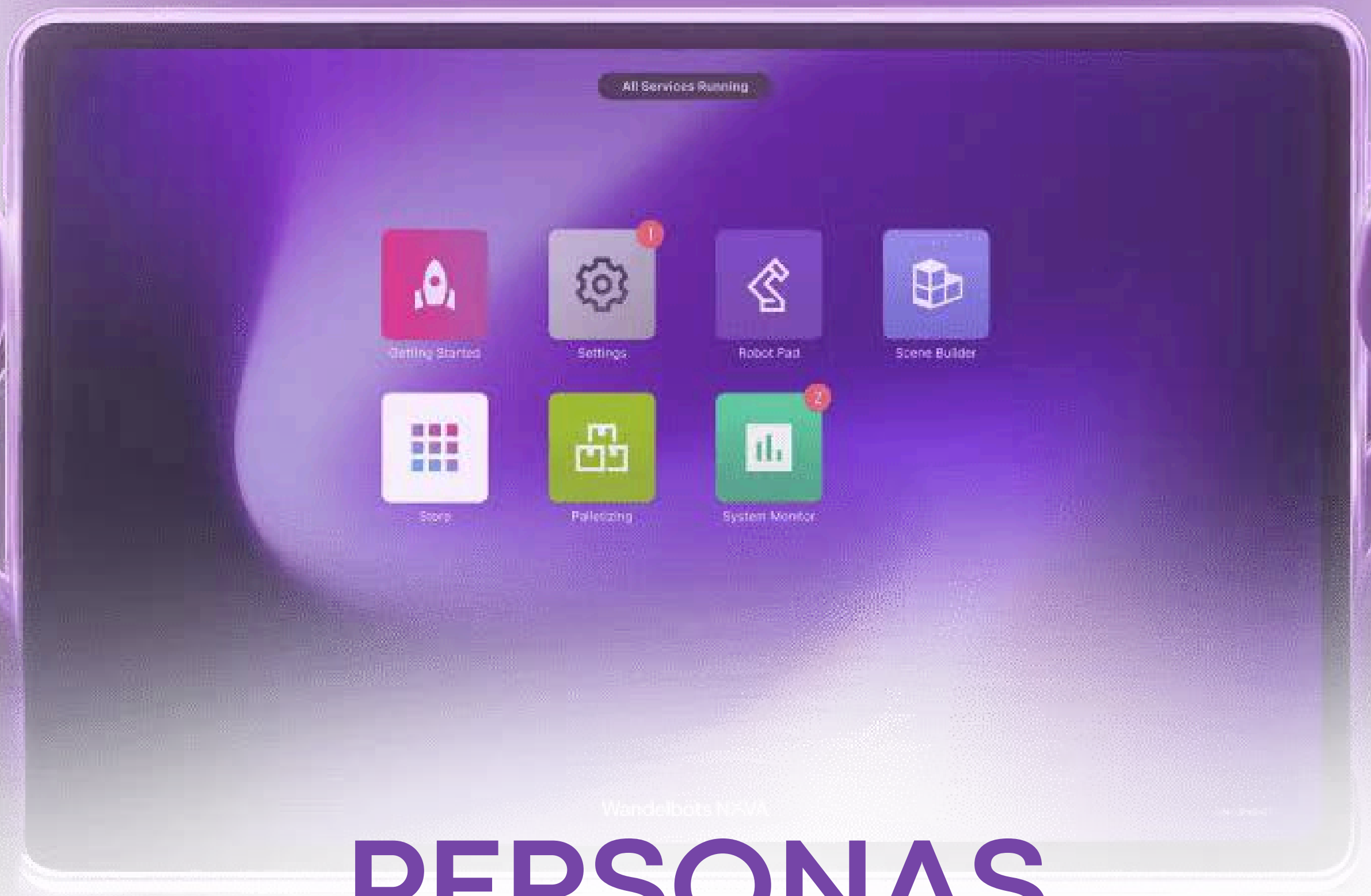
- Incorporate emotionally **engaging content and humor** while emphasizing practical applications.
- **Use videos** to showcase real-world use cases and humanize the technology.



STAKEHOLDERS

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PERSONAS

PERSONAS



Alex – The Technical Expert

- Demographics: Male, 28 years old, predominantly located in Germany
- Professional Background: Works in Software Development. Holds a MSc. Highly skilled in robotics, automation, and technology.
- Sentiment: Positive towards geeky content, product innovations and technical advancements.
- Engagement: Frequently engages with posts on product introductions, industry insights, and new technological developments.
- Needs: Seeks cutting-edge technology and detailed insights into robotic applications. Values content that explores complex problems and technical solutions.
- Content Preference: Favors humour, technical deep-dives, case studies, and thought leadership from key figures in the robotics industry.



PERSONAS



Sara - The Industry Leader

- Demographics: Female, 40 years old, located in Germany with a growing international presence (Zurich).
- Professional Background: Works in senior leadership role as a CTO. Has a strong background in Engineering, industrial automation and robotics. Holds an advanced MSc degree in Automation.
- Sentiment: Generally positive, with a focus on collaboration, partnerships, industry evolution and social responsibility.
- Engagement: Engages with posts that emphasize company milestones, partnerships, and investment in the future of robotics. They are likely to comment on strategic discussions around innovation and industry leadership.
- Needs: Wants to stay informed about trends, partnerships, and strategic growth in the robotics sector. Seeks content that highlights Wandelbots' role in the global tech landscape.
- Content Preference: Posts about industry leadership, strategic collaborations, and milestone achievements resonate most with this persona.



PERSONAS



Linda - The Robotics Enthusiast

- Demographics: Female, 25 years old, primarily located in the urban area Frankfurt.
- Professional Background: Works in the robotics industry and has a strong personal interest in robotics. Holds a degree in engineering.
- Sentiment: Highly positive, often enthusiastic about her potential of founding a robotics Startup to make a change in the industries and society.
- Engagement: Actively comments on posts about new product launches, innovations, and breakthroughs in robotics. She follows panels and conferences in the Startup ecosystem.
- Needs: Seeks inspiration and knowledge about the latest trends, challenges, and applications of robotics.
- Content Preference: Engages most with posts on new product features, technology trends, and event promotions. Prefers content that highlights the transformative potential of robotics.



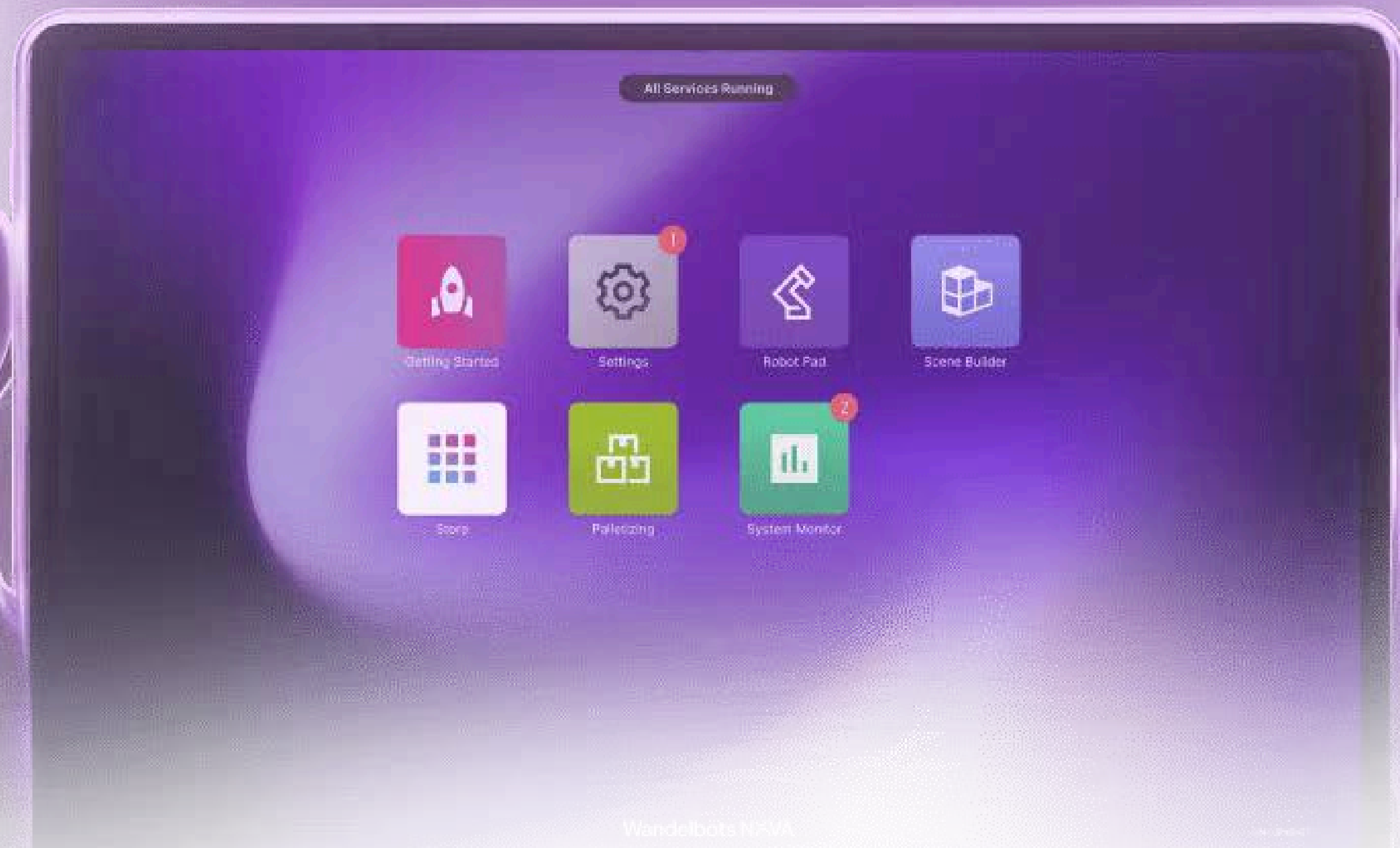
PERSONAS



Richard – The Thought Leader Advocate

- Demographics: Male, 50 years old, with a strong professional network across Europe and US.
- Professional Background: Influential in robotics, AI, or industrial manufacturing. Holds a senior or thought leadership role in a company.
- Sentiment: Positively inclined, with a strong focus on technology investment, funding rounds, and the future of the robotics industry.
- Engagement: Engages frequently with thought leadership content, especially posts by Wandelbots' executives like Christian Piechnick.
- Needs: Desires deep dives into robotics and automation trends. Looks for insights into the business and societal impact of technology.
- Content Preference: Posts about partnerships, thought leadership, collaborative initiatives, and cultural aspects of innovation resonate most with this persona.

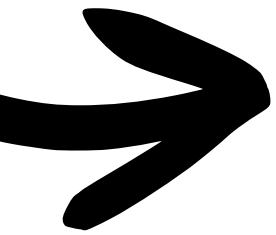




3 FACES OF WANDELBOTS

3 FACES OF WANDELBOTS

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GEORG PÜSCHEL



KATHARINA JESSA



CHRISTIAN PIECHNICK



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GEORG PÜSCHEL

3,058 Followers

Co-founder/ Tech expert



KATHARINA JESSA

3,596 Followers

CRO / Social Face



CHRISTIAN PIECHNICK

4,265 Followers

CEO/ Visionary Role

3 FACES OF WANDELBOTS

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WANDELBOTS
15,148 Followers
Innovative Solution

By creating personalised avatars, Wandelbots highlights the unique roles and personalities of each team member, creating a deeper emotional bond with the audience.

- > *Georg's avatar underlines his role as a visionary technology expert,*
- > *Katharina's avatar represents the sociable face of the company*
- > *Christian's reflects his confident and responsible leadership as CEO.*

The inclusion of **Wandelbots** as a character reinforces the team's cohesiveness, giving the impression of a collaborative and dynamic force within the organisation.

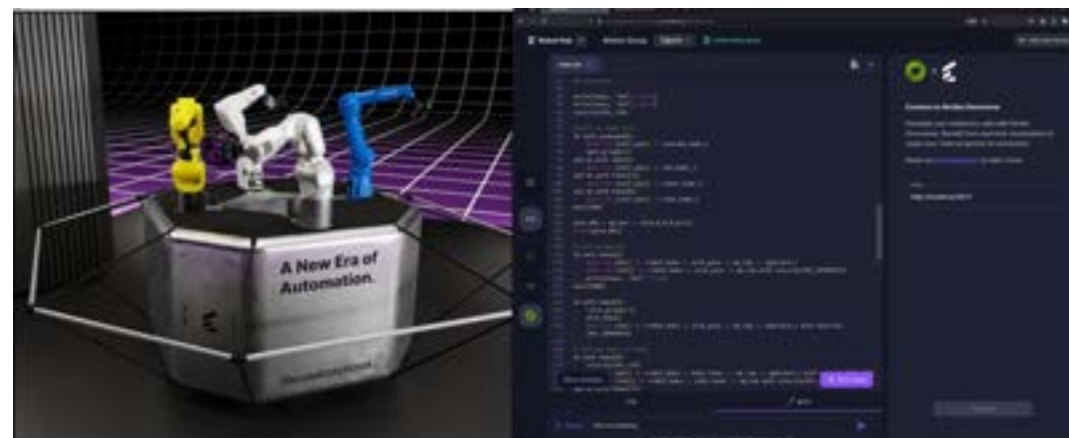
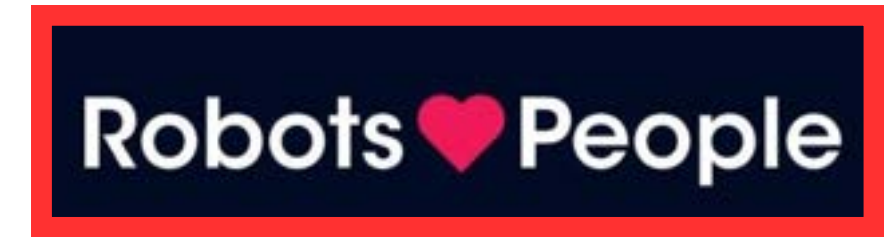


MOODBOARDS

MOODBOARDS

An identity founded on teamwork and expertise, promoting a culture of collaboration, innovation combined with a clear and strong focus on the development of Wandelbots software.

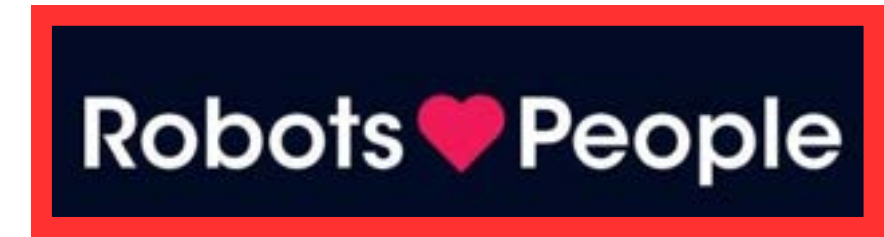
Current Brand Image:

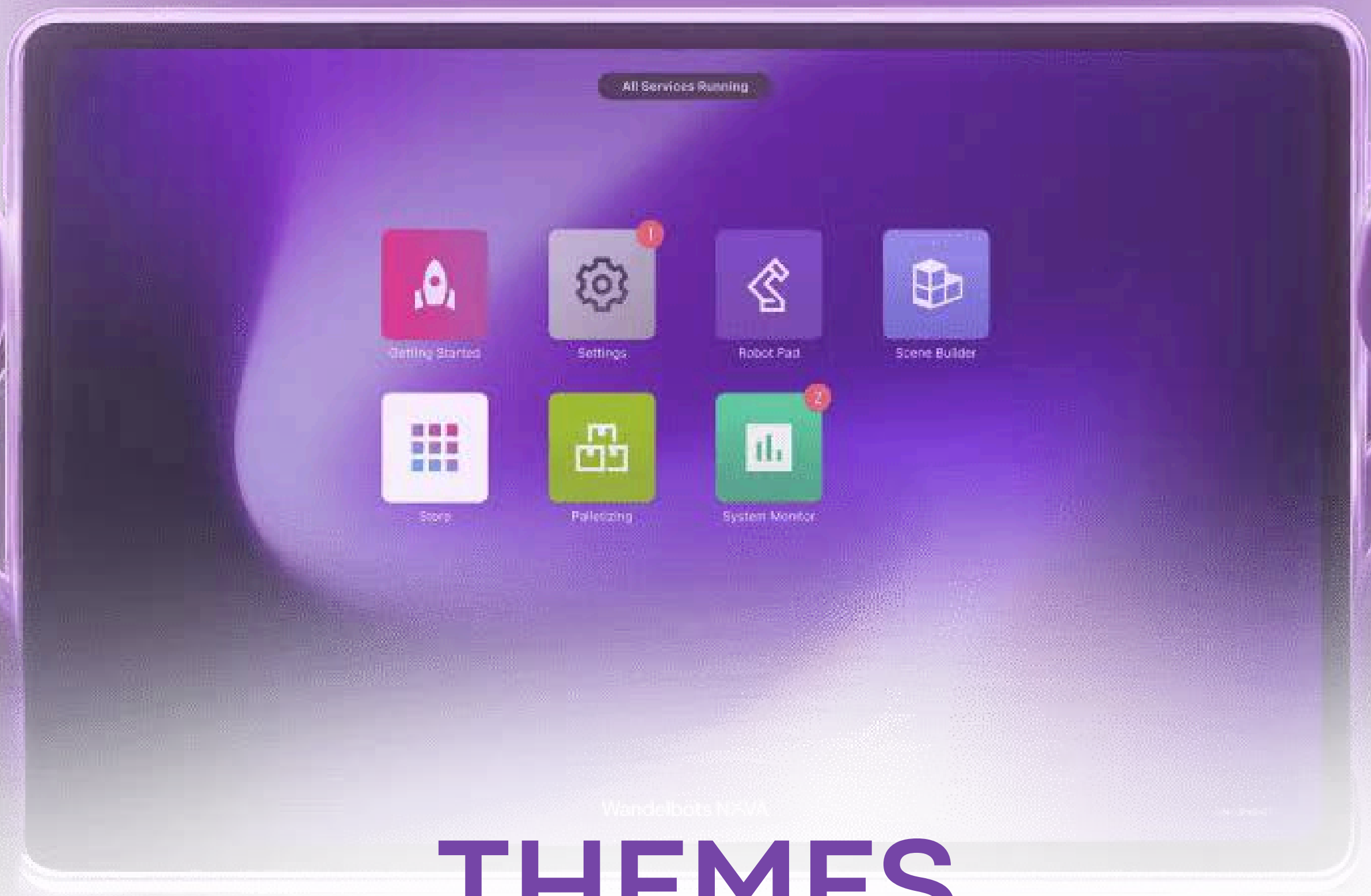


MOODBOARDS

An identity built on inclusion, where Wandelbots software enables workers to develop and meet real-life challenges across sectors (healthcare, catering, business, disability, etc..).

Showcasing Client Impact:





THEMES

THEMES



TOP THEMES

1. Team and Collaboration:

a) Words like "team" (31 mentions), "work" (16 mentions), and "our" (15 mentions) highlight discussions around teamwork and collective effort.

2. Gratitude and Positivity:

a) Words such as "thank" (25 mentions), "thanks" (17 mentions), and "great" (30 mentions) reflect an overall positive tone and expressions of appreciation.

3. Focus on Wandelbots:

a) The company name "Wandelbots" is directly mentioned 27 times, indicating significant engagement with the brand.

4. Personal Connections:

a) The name "Katharina" (14 mentions), likely referring to Katharina Jessa, suggests active recognition of key individuals in the company.

5. Opportunities and Capabilities:

a) Words like "can" (17 mentions) and "have" (19 mentions) suggest discussions around possibilities and achievements.

6. Engagement with Audience:

a) Frequent use of "you" (71 mentions) and "your" (30 mentions) indicates a conversational and audience-focused tone.

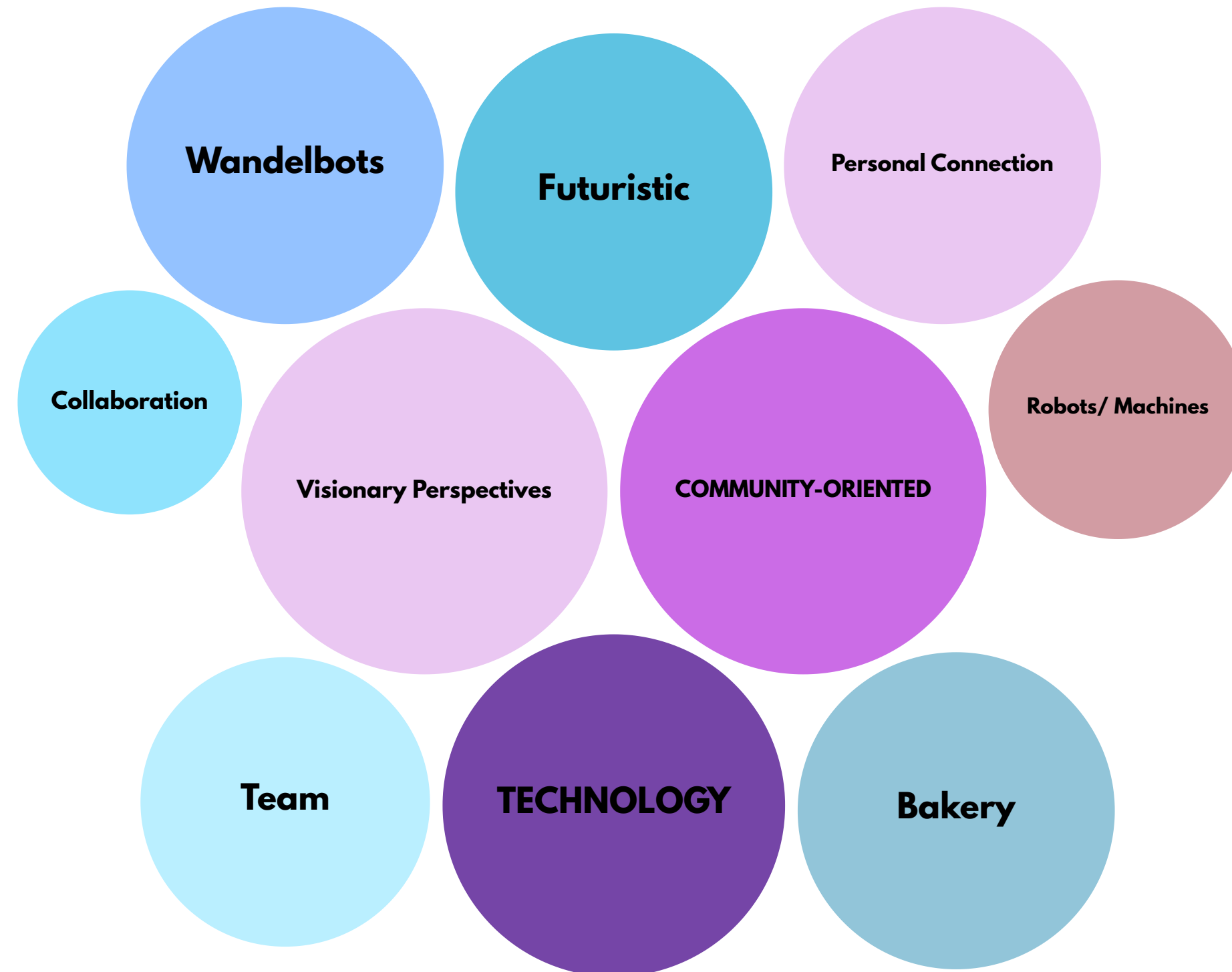


THEMES

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EMERGING KEY THEMES





STORYTELLING

THE PROTAGONISTS

Based on Wandelbots company profile and its “3 Faces”

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ALEX
(WANDELBOTS)



SARA
(KATHARINA JESSA)



LINDA
(GEORG PÜSCHEL)

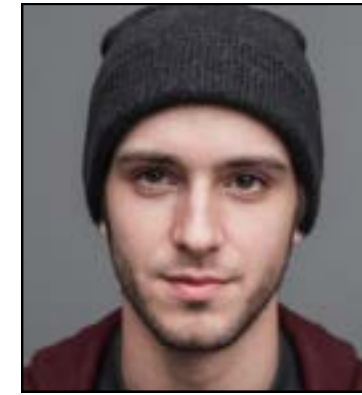


RICHARD
(CHRISTIAN PIECHNICK)

STORYTELLING 1

Alex and the Future of Robotics with Wandelbots

The character:



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Scene 1: The Setup

Scene 2: The Problem

Scene 3: The Discovery

Scene 4: The Innovation



"If only I had the right tools to simplify coding and increase precision for robotic applications..."

"Hours of debugging, and still no accurate movement. There must be a better way!"

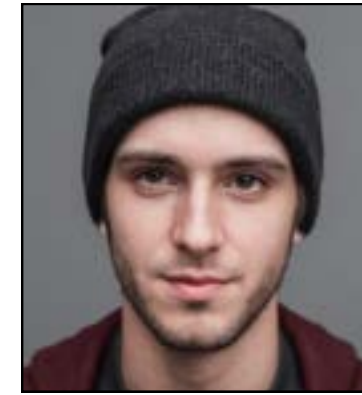
"This could be the breakthrough I need!"

"Imagine the possibilities! Complex robotic tasks made accessible."

STORYTELLING 1

Alex and the Future of Robotics with Wandelbots

The character:



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Scene 5 The Experiment

Scene 6: The Impact

Scene 7: The Future

Scene 8: Call to Action



"This is incredible!
The arm mirrors my
movements perfectly."

"Wandelbots made it
possible. They're
redefining robotics."

"Imagine if everyone had
access to this technology.
It could change the world."

"Visit [Wandelbots.com](https://www.wandelbots.com)
to learn more!"

STORYTELLING 2

Sara and the Connection with Wandelbots

The character:



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Scene 1: The Spark

Scene 2: The Rising

Scene 3: The Revelation

Scene 4: Meeting of Minds



"One day, I will create robots that solve real world problems!"



"It is about a technology that makes a difference!"



"This could potentially revolutionise the way industries adopt robotics!"



"Together, we can make that happen."

STORYTELLING 2

Sara and the Connection with Wandelbots

The character:



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Scene 5: The Shift



"The real revolution isn't in the robots. It is in what we, together, can achieve with them!"

Scene 6: The Way Forward



"Innovation empowers people to achieve the extraordinary."

Scene 7: The Possibilities



"The real revolution is what we achieve together."

STORYTELLING 3

Linda and the Inspiration of Wandelbots

The character:



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Concept



Scene 1: The Ambition

Scene 2: Wandelbots' NOVA

Scene 3: The Connection



"One day, I will launch my own robotics startup to make a real impact!"



"This platform could be a game changer for aspiring entrepreneurs like me..."

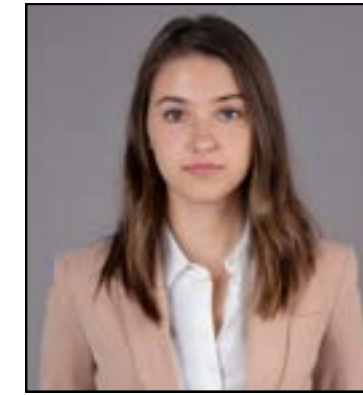


"This is exactly the support I need to give my startup a boost!"

STORYTELLING 3

Linda and the Inspiration of Wandelbots

The character:



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Scene 4: The Framework



"With this platform, we can solve real world problems without complex coding."

Scene 5: Sharing the Vision



"By lowering the barriers to robotics development, we can unleash a wave of creativity & problem-solving."

Scene 6: The New Era



"The true revolution lies in empowering individuals to create with technology."

STORYTELLING 4

Richard and the Power of Wandelbots

The character:



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Concept



Scene 1: Richard's World

Scene 2: Wandelbot's discovery

Scene 3: The Deep Dive



"Richard's world is one of innovation, ambition, and precision. A senior leader in the robotics industry, his every decision shapes the future of automation."

"Amid the noise, one name stood out Wandelbots. A company pushing the boundaries of no-code robotics."

"Richard didn't just glance. He dove deep, reading case studies, attending events, and connecting with like-minded leaders."

STORYTELLING 4

Richard and the Power of Wandelbots

The character:



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Scene 4: The Network



"The more he learned, the more he engaged. Richard knew this wasn't just a company, it was a movement."

Scene 5: The Partnership



"For Richard, it was more than technology, it was trust. Wandelbots embodied the collaboration he sought."

Scene 6: The Vision



"With Wandelbots, Richard wasn't just imagining the future. He was building it, one partnership, one innovation at a time."



The image shows a hand holding a tablet that displays a dashboard interface. At the top of the dashboard, a status bar reads "All Services Running". Below this, there are seven icons arranged in two rows. The first row contains: "Getting Started" (red square with a white rocket), "Settings" (grey square with a white gear and a red notification bubble containing the number "1"), "Robot Pad" (purple square with a white robot head), and "Scene Builder" (blue square with a white cube). The second row contains: "Scop" (white square with a grid of colored dots), "Palletizing" (green square with a white pallet icon), and "System Monitor" (teal square with a white bar chart and a red notification bubble containing the number "2").

RESOURCE PLANNING & BUDGET

RESOURCE PLANNING

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Concept



MANPOWER

Role	Responsibilities	Estimated Hours (Total)
Illustrator/Designer	Refines AI-generated visuals, ensures quality	30
Script Writer	Generates and edits scripts using AI assistance	30
Marketing Specialist	Develops marketing strategies, oversees campaigns	20

PROJECT TIMELINE

Phase	Details	Duration
Pre-Production	Conceptualization, Script, AI Testing	1 week
Production	Design, Illustration, Storyboarding	3 weeks
Testing and Refinement	User Feedback, Edits	1 week
Marketing and Launch	Final marketing push and campaign launch	1 week
Total		6 weeks

TOOLS REQUIRED

Category	Tools
AI Design	MidJourney, DALL-E (image generation)
AI Copywriting	Jasper.ai, Copy.ai
AI for Storyboarding	Storyboard That, Toon Boom Storyboard Pro (or AI-generated comic layouts)
Editing	Canva, Figma, Adobe Photoshop
Project Management	Notion, Trello, Asana
Communication	Slack, Zoom

BUDGET

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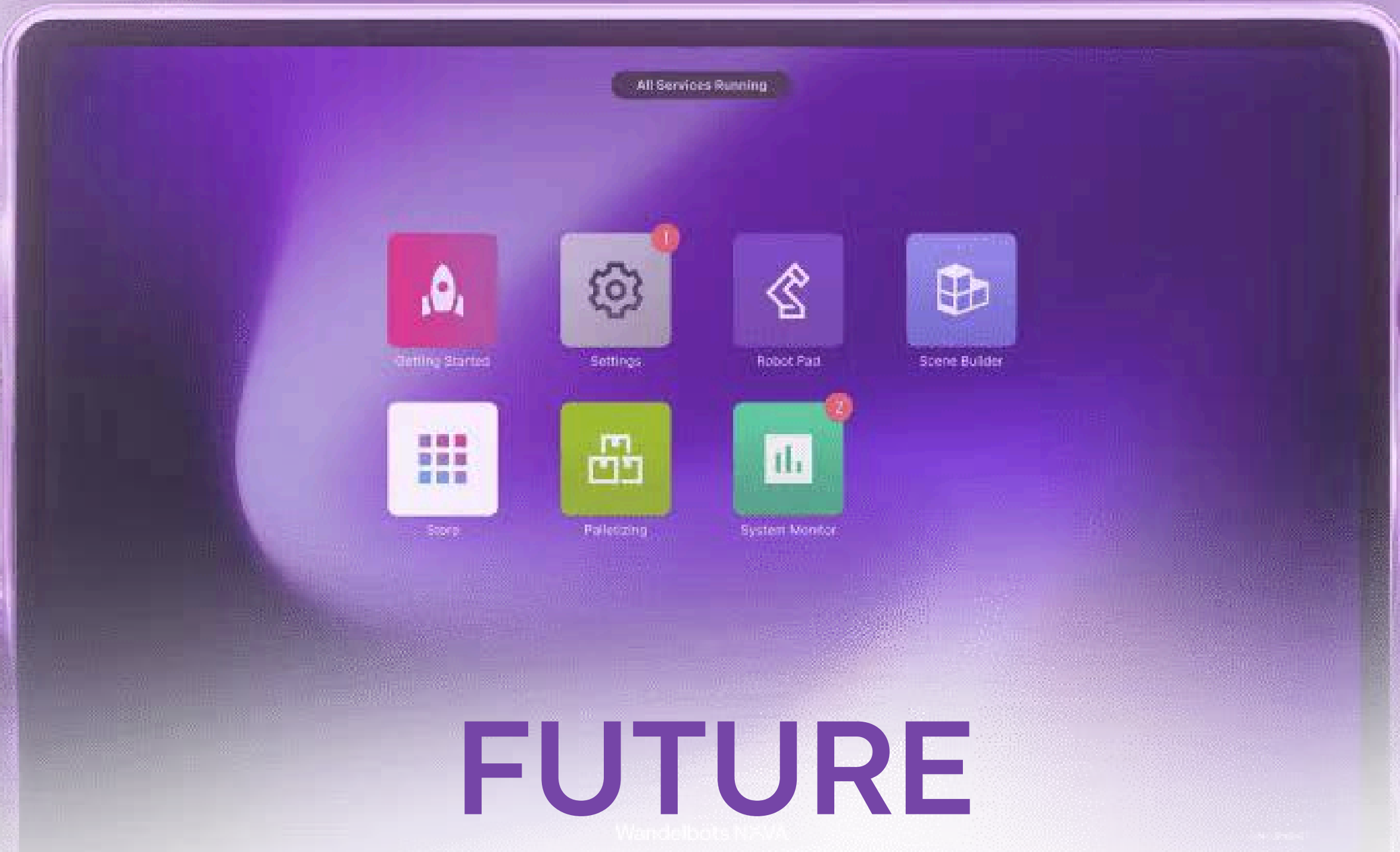


ESTIMATED BUDGET*

Category	Estimated Cost Range
Design and Storyboard Creation	€3,000
Project Management and Coordination	€1,000
Marketing and Conceptualization	€3,000
Tools and Software Licenses	€500-€1,000
Total	€7,500-€8,000



***Average estimated
hourly rate: €100**

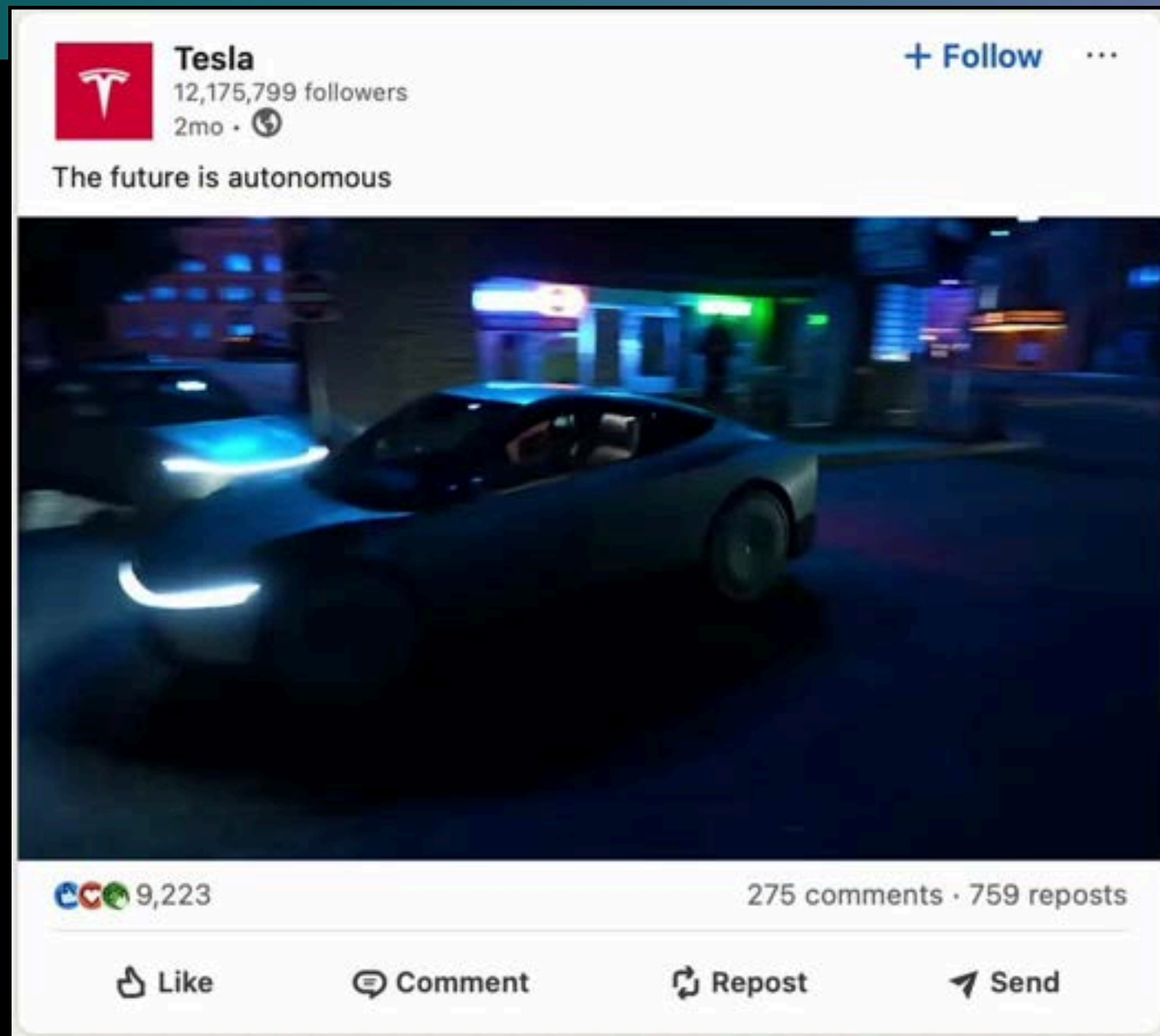


FUTURE RECOMMENDATIONS

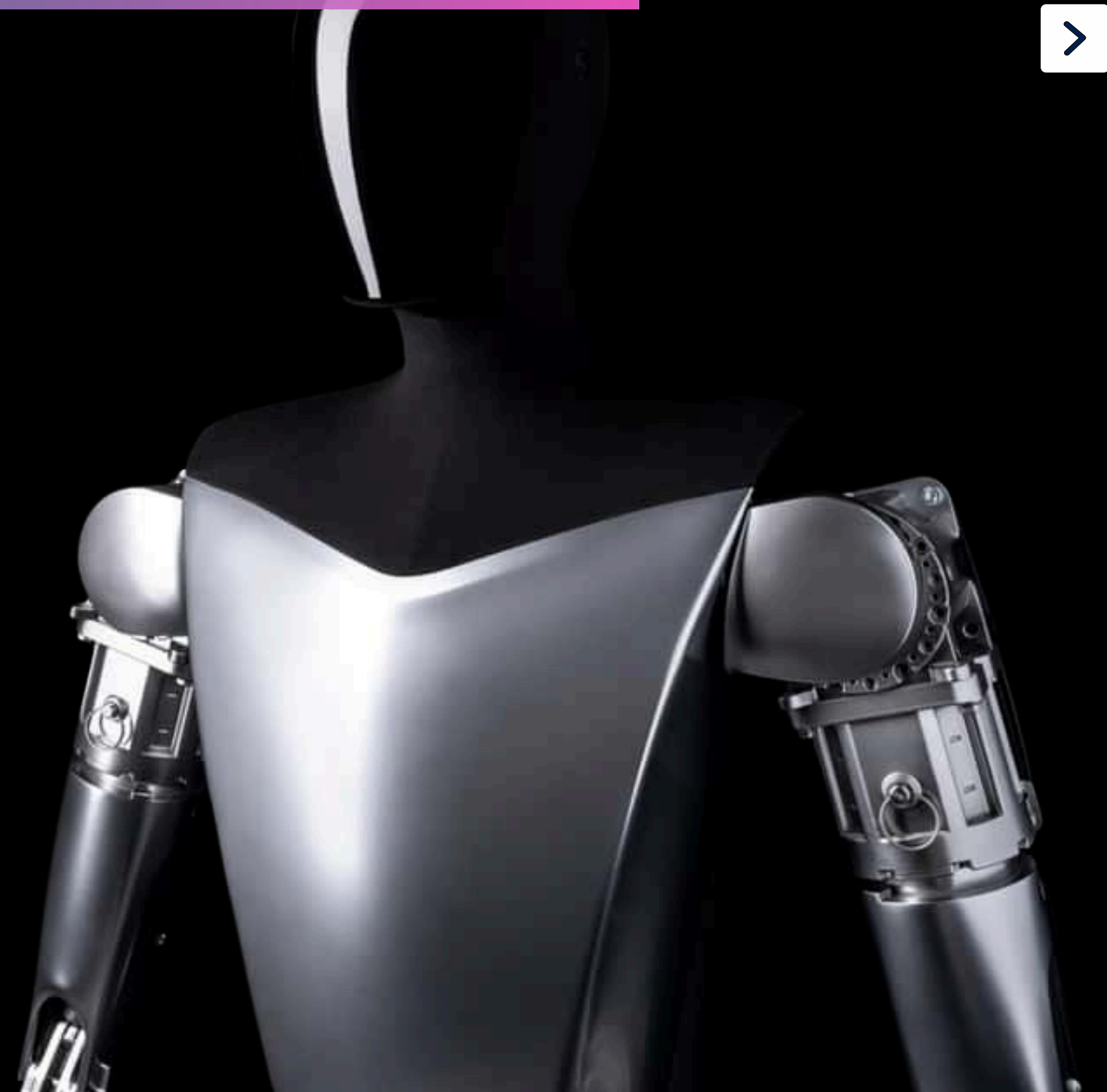
Wandelbots NAVA

FUTURE RECOMMENDATIONS

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The integration of a futuristic vision that blends robotics and human interaction.



FUTURE RECOMMENDATIONS

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Showcasing innovative products created by advanced AI, highlighting the fusion of creativity and technology.

KUKA 677,120 followers
10h · 🌐

Milestone in body shell construction with driverless transport system

The system integration of an automated guided vehicle (AGV) by **#KUKA** ...more

Figure 57,968 followers
1yr · 🌐

Announcing **Figure's \$70M Series A** 🎉

The round is led by **Parkway Venture Capital** and joined by participating investments from Brett Adcock, Aliya Capital, Bold Capital Partners, Tamarack Global, FJ labs, and KUKA Robotics CEO Till Reuter.

We'll use the \$70M Series A to:

1. Accelerate robot development
2. Fund manufacturing
3. Design end-to-end AI data engine
4. Drive commercial progress

Want to join us? Apply here: www.figure.ai/careers

FIGURE **Series A**
Announcing \$70M

👍❤️ 358 12 comments · 27 reposts

👍 Like 💬 Comment 🔄 Repost ↗ Send



FUTURE RECOMMENDATIONS

Objective-Bound Content Plan and Timeline



Objective	Plan	Timeline	Monitoring
Increase Audience Engagement	- Weekly interactive posts (polls, Q&As, surveys). - Bi-weekly Product Introductions and Event Promotions. - Respond to comments within 12 hours.	- Weekly: Interactive posts every Monday. - Bi-weekly: Product/Event posts 1st & 3rd Wednesdays.	- Monthly: Track engagement metrics. - Quarterly: Progress toward 30% engagement increase.
Grow LinkedIn Follower Base	- Quarterly targeted ads for professionals. - Monthly influencer collaborations. - Continuous profile optimization with keywords.	- Quarterly: Ads in January, April, July, October. - Monthly: 1 influencer collaboration/month.	- Monthly: Follower growth. - Quarterly: Progress toward 3,750 new followers per quarter.
Strengthen Brand Thought Leadership	- Publish 3 thought leadership posts monthly. - Quarterly whitepapers/case studies. - Highlight major event contributions.	- Monthly: Posts on 1st, 10th, 20th. - Quarterly: Whitepapers/case studies.	- Monthly: Sentiment polarity (0.4+). - Engagement per post (300+).
Enhance Event and Campaign Awareness	- Launch teasers 6 weeks pre-event. - Use LinkedIn Live and polls for engagement. - Post-event highlights and testimonials.	- 6 Weeks Pre-Event: Teasers. - 2 Weeks Pre-Event: LinkedIn Live. - 2 Weeks Post-Event: Highlights.	- Event-Specific: Engagement and attendee registrations per event.
Amplify Thought Leadership for C-Level Execs	- Bi-weekly posts by each executive on trends/insights. - Quarterly LinkedIn Live sessions with executives. - Share behind-the-scenes leadership stories.	- Bi-Weekly: Posts 2nd & 4th Mondays. - Quarterly: LinkedIn Live in March, June, September, December.	- Monthly: Engagement per post (7%). - Quarterly: New connections per executive account.

FUTURE RECOMMENDATIONS

Tactics to reach communication objectives

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- Add interactive elements like **polls**, **Q&A posts**, or **surveys** to spark discussions.
- Collaborate with **influencers and robotics experts** to co-create posts.
- Optimize profiles with **SEO-friendly keywords** for better discoverability.
- Share detailed **whitepapers** or **case studies** quarterly to support authority.
- Highlight achievements and thought leadership activities at **major industry events**.
- Announce events and campaigns **6 weeks in advance** with teaser content.
- Host **LinkedIn Live sessions** with sneak previews and discussions.
- Share post-event summaries with participant testimonials and key takeaways.
- Encourage **bi-weekly posts from internal leaders** highlighting personal insights and reflections.

FUTURE RECOMMENDATIONS

14 Actionable Tips for Further Impact

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1 Focus on High-Engagement Categories:

- Prioritize posts on product introductions and event promotions.
- Regularly showcase new features, case studies, and success stories.

2 Leverage Partnerships:

- Announce collaborations, emphasizing achievements and their impact.
- Use co-created content with partners for expanded reach.

3 Highlight Thought Leadership:

- Share insights on industry trends, challenges, and robotics solutions.
- Encourage leaders to post blog-style articles or videos.

4 Use Multimedia:

- Include high-quality visuals, infographics, and short videos.
- Experiment with interactive content (e.g., polls, quizzes, AR demos).

5 Engage Technical Professionals:

- Tailor content for professionals in Software Development, Manufacturing, and Industrial Robotics.

6 Incorporate Call-to-Actions (CTAs):

- Encourage discussions, feedback, and actions (e.g., webinar registrations).

7 Use Testimonials:

- Share real-world applications of Wandelbots' technology through customer stories.

8 Plan Post Series:

- Develop thematic series on innovation or **customer success stories** to sustain engagement.

9 Solicit Feedback:

- Use polls or direct questions to refine content and understand audience preferences.

10 Empower Employees:

- Encourage employees to engage with posts to amplify reach.
- Provide templates or messaging ideas for consistent branding.

11 Internal Thought Leadership:

- Involve more internal leaders in sharing insights on LinkedIn.

12 Create LinkedIn Groups:

- Establish a group focused on robotics innovation or automation technologies.

13 Host Live Events:

- Organize LinkedIn Live sessions, webinars, or Q&A events featuring thought leaders.

14 Celebrate Milestones:

- Highlight funding rounds, launches, and organizational growth.

FUTURE RECOMMENDATIONS

Key Performance Indicators

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Category	KPI	Tracking Frequency	Reporting Frequency
Engagement Metrics	Engagement Rate (%)	Daily	Weekly
Engagement Metrics	Average Comments Per Post	Daily	Weekly
Engagement Metrics	Average Likes and Shares Per Post	Daily	Weekly
Engagement Metrics	Post Click-Through Rate (CTR)	Weekly	Monthly
Follower Growth Metrics	New Followers Per Month	Weekly	Monthly
Follower Growth Metrics	Follower Demographics	Weekly	Monthly
Thought Leadership Metrics	Engagements Per Thought Leadership Post	Monthly	Monthly
Thought Leadership Metrics	Sentiment Polarity	Monthly	Monthly
Event and Campaign Metrics	Event Post Engagement Rate (%)	Event-Specific	Before, During, After Event
Event and Campaign Metrics	Event Registrations via LinkedIn	Event-Specific	After Event
Event and Campaign Metrics	Attendee Conversion Rate	Event-Specific	After Event
Content Performance Metrics	Top Performing Post Categories	Monthly	Monthly
Content Performance Metrics	Impressions Per Post	Monthly	Monthly
Content Performance Metrics	Content Reach (%)	Monthly	Monthly
C-Level and Executive Metrics	Engagement Rate Per Executive Post (%)	Quarterly	Quarterly
C-Level and Executive Metrics	Connections Growth for Executives	Quarterly	Quarterly
Audience Interaction Metrics	Average Response Time to Comments	Daily	Weekly
Audience Interaction Metrics	Percentage of Comments Replied To	Weekly	Monthly
Audience Interaction Metrics	Poll Participation Rate	Weekly	Monthly
Advertising Metrics	Ad Campaign Engagement Rate	Quarterly	Quarterly
Advertising Metrics	Cost Per Click (CPC)	Quarterly	Quarterly
Advertising Metrics	Conversion Rate from Ads	Quarterly	Quarterly

Recommended Tool Stack for Performance Tracking

Primary Tools: LinkedIn Analytics, LinkedIn Campaign Manager.

Social Listening: Hootsuite or Sprout Social for engagement and sentiment tracking.

Ad and Campaign Tracking: Google Analytics, HubSpot, or LinkedIn Campaign Manager.

Custom Reporting: Power BI or Tableau for comprehensive dashboards.

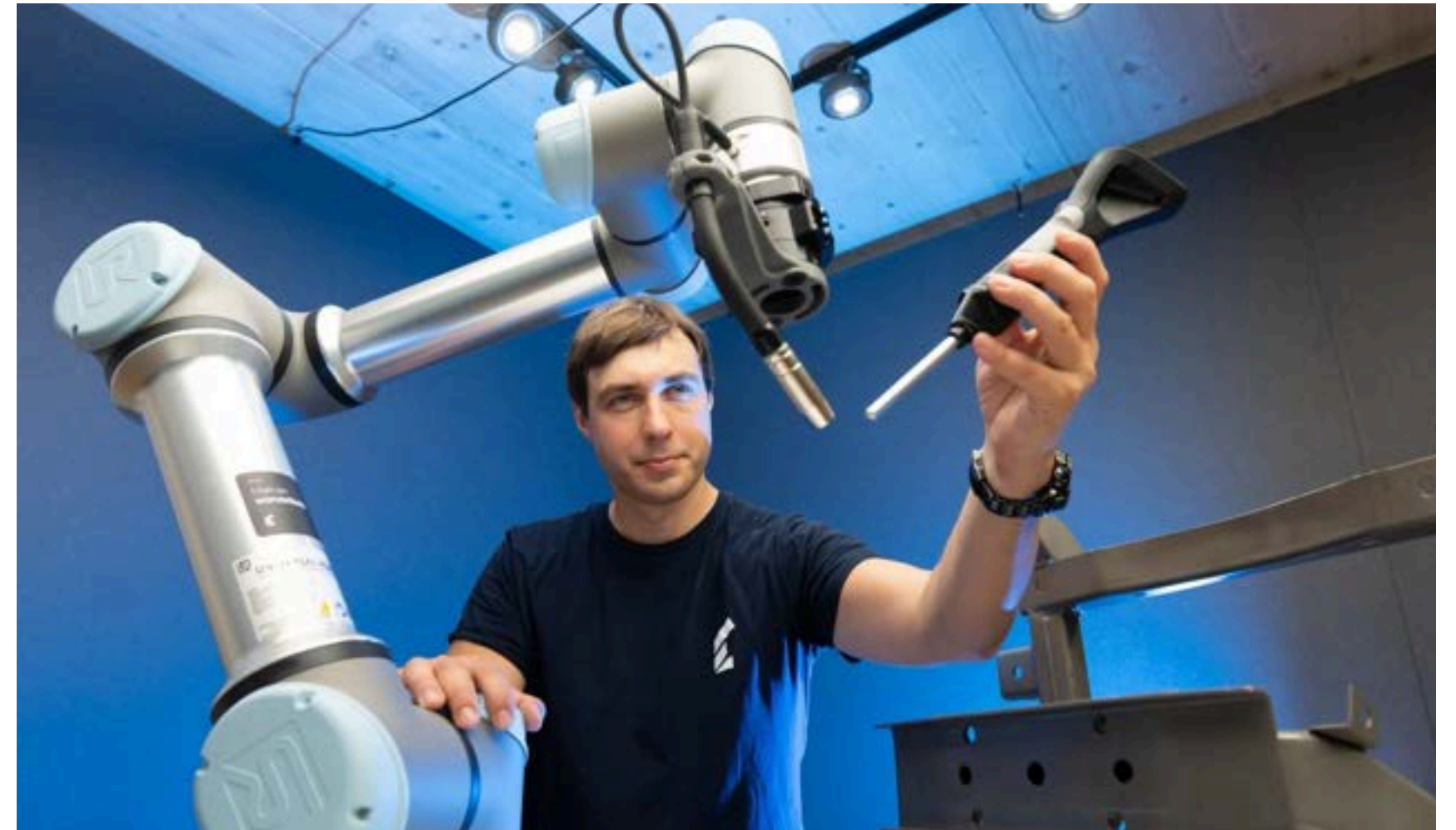
APPENDIX

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To get more information,
click the link below to access the Appendix for detailed reference.

APPENDIX



Robots ❤️ People

A hand is shown holding a tablet that displays a software interface for programming a robot. The interface is dark-themed and includes a 3D model of a white ABB robotic arm on the left. The central part of the screen shows a code editor with Python-like code for defining a path. On the right, there are control panels for 'Cartesian' and 'Joint' modes, with sliders for X, Y, and Z translation, each set to 175 mm. At the bottom, there is a 'Log' section showing 'execution failed' and 'execution successfull', and an 'AI Assistant' button. A 'Run code' button is also visible.

Physical Motion Group Activated ⌵ Add new device

New Program Rob_1skill1 Rob1_skill2

```
1 start = Home Position [832, -452, 289] #The start position of the edge
2 end = [817, 168, 288] #The end position of the edge
3 Safety Position [602, 163, -100] # Any point on the left plane (looking from
  start to end)
4 point_b = [1033, 173, -100] # Any point on the right plane (looking from start
  to end)
5 radius = 20 # the desired radius of the final edge
6 spacing = 10 # the distance between to zig-zag corners
7
8 n = int(distance(start, end) / spacing)
9
10 edge_poses = final_edge(start, end, point_a, end, point_b)
11 plane_orientations = (to_orientation8edge_poses[0]),
12 to_orientation = interpolate(plane_orientations[0], plane_orientations[1], 0.5)
13
14 offset = (0,0, -radius::[0,0,distance_from_corner])
15
16
17
18
19
20
21
22
23
24
25
26
27
28
29
30
```

▶ Run code

Log AI Assistant

```
1 execution failed
2 execution successfull
3
4
```

Translation Rotation

175 mm

175 mm

175 mm

(-221.9, -607.5, -139.2, -2.3032, -2.4923, -2.6396) Save

THANK YOU!