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Abstract

Offline Marketing is not dead! The biggest advantage of offline marketing is that it can be very targeted. You will usually not reach as many eyes as you would with online ads, but the people who do see your ad are more likely to take action (or convert) than those reading about your ad on a website. It builds trust faster, because high-quality traditional material looks more redible in the eyes of the customer. It is especially not ignored by the older population, who spends their time mostly offline. The costs of online ads are growing with more and more competition on the marketplace. The costs of offline Marketing methods like flyers, cold calling, sending mails, print, in-person events, billboards on the other hand are relatively stable. We will discuss the most important Offline Marketing methods and provide you with action steps to elevate your business today.

Biography

After his psychology degree from the Sigmund Freud University of Vienna, Konstantin Janke wanted to go into marketing. At the same time, while he was in university, he found out about bitcoin and the blockchain in 2011.

Konstantin Janke has started several companies from the ground up. They include a Malta-based Marketing company, a Bitcoin exchange, and several other media companies. Throughout his career, Konstantin has worked with clients on five continents. He loves immersing himself in other cultures, having lived in Europe, South America, the United States, and Asia. He earned a Bachelor’s Degree from Sigmund Freud University in Vienna.
Konstantin operates with a clear vision to facilitate the development and access to a decentralized wealth-building. The combination of his experience, drive, and culture makes him an ideal fit for growth.
One of Konstantin's goals is to make a difference in many people's lives to grow together with the people around him, to show people the possibilities of their mind, and to help people create wealth.