



Company profile and social analysis

DALLE ORIGINI AD OGGI

- Azienda fondata nel 2008
- Sede a Thiene, Vicenza
- 37 dipendenti
- +20 anni di R&D su stampa 3D
- Fatturato 2015: € 8.600.000
- Export 2015: 70%



LA PRODUZIONE



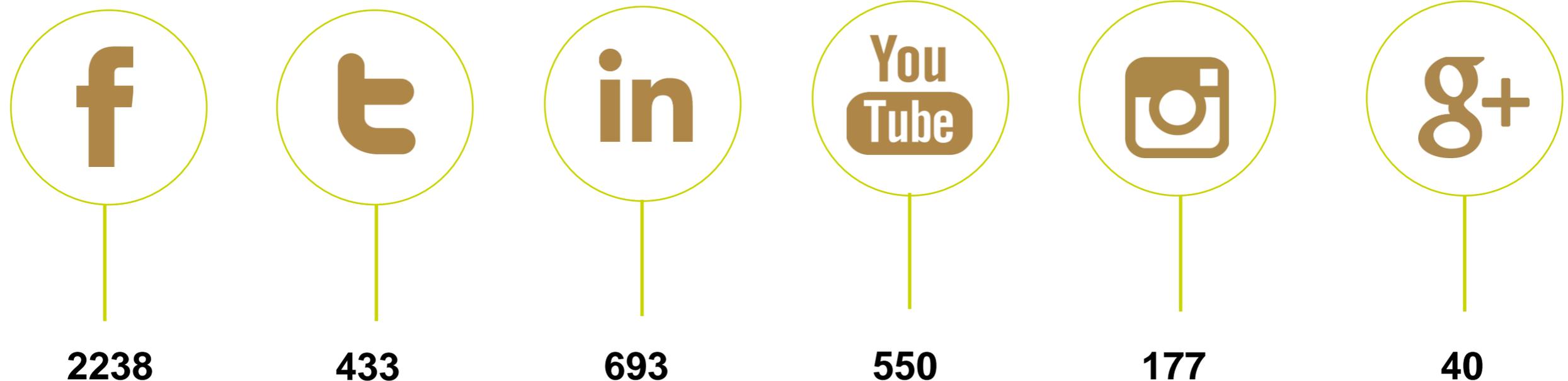
COMPANY PROFILE

STAMPANTE 3D PER PROSUMER



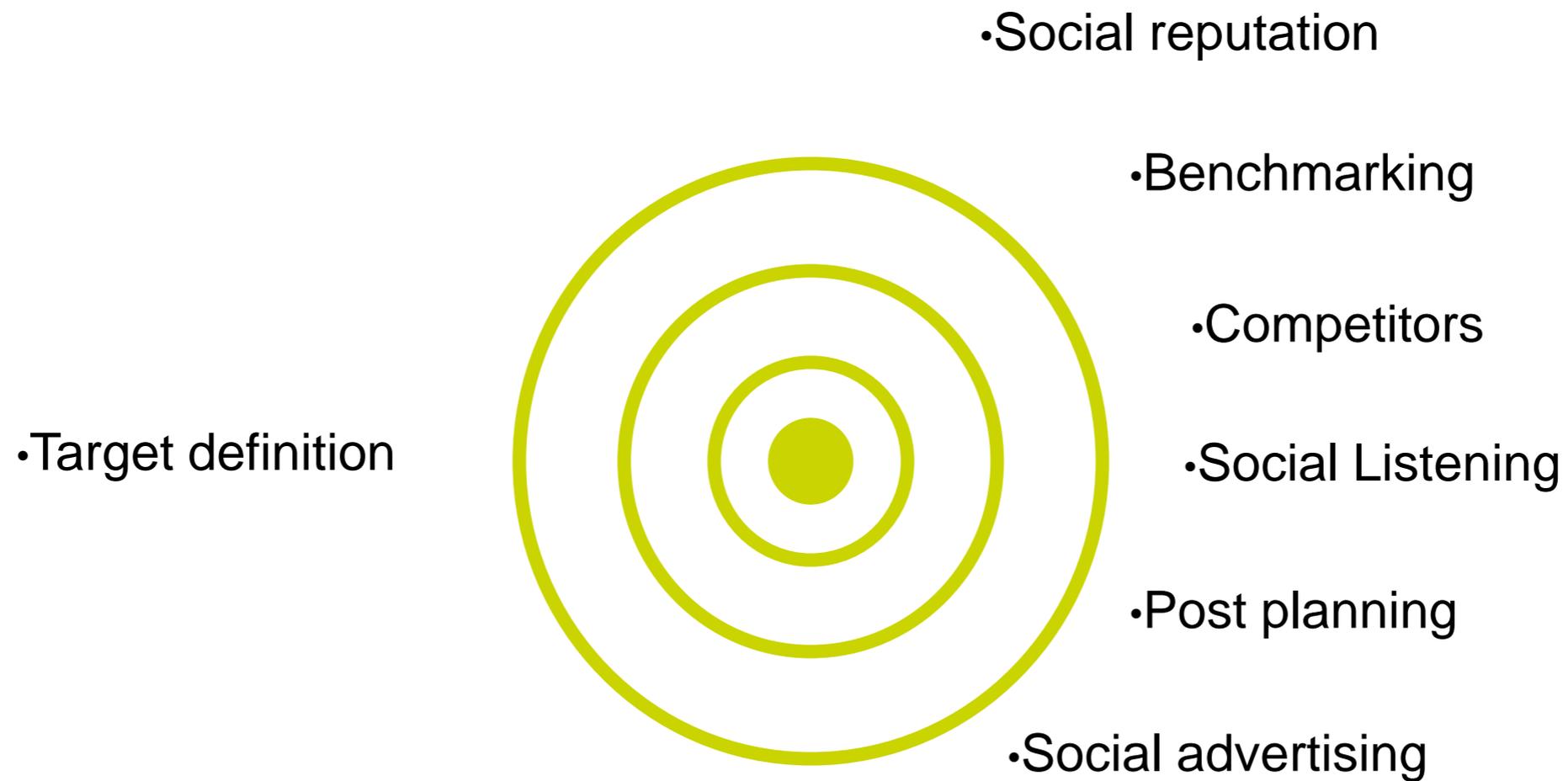
PRESENZA SUI SOCIAL

Fotografia dopo un anno dall'entrata di DWS sui social networks senza alcun tipo di campagna pubblicitaria sponsorizzata.

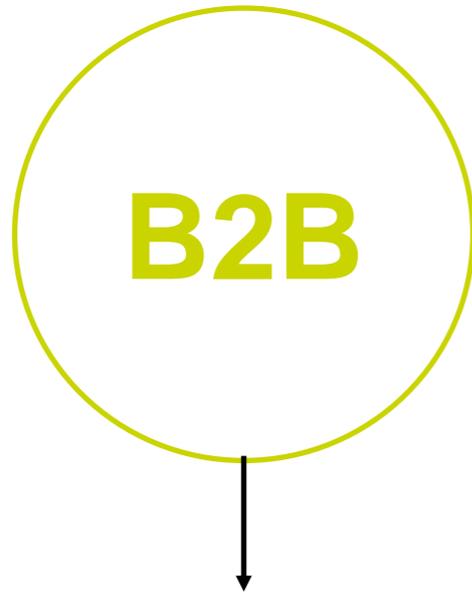


**Da settembre 2016 e per tutto il 2017:
ADVERTISING**

SOCIAL ANALYSIS

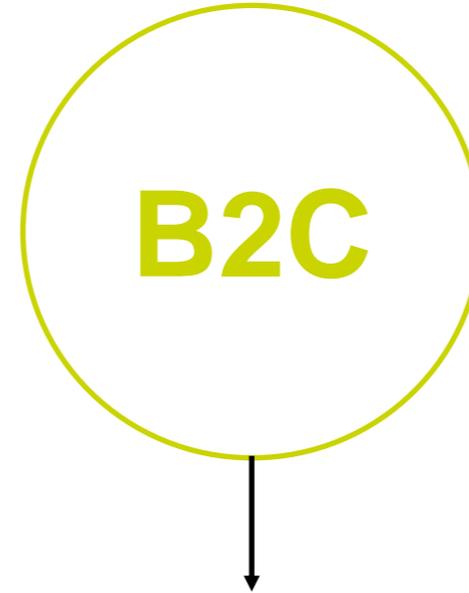


OPPORTUNITA' DI BUSINESS



Per il segmento professionale

- Fidelizzazione clienti
- Contatto con nuovi prospect
- Visibilità
- Consolidamento del brand
- Comunicazione e lancio nuovi prodotti



Per il segmento prosumer

- Vendita diretta tramite e-commerce su dwslab.com (solo stampante entry level)
- Fidelizzazione clienti
- Aggiornamenti e novità sui prodotti



OPPORTUNITA' DI BUSINESS

LinkedIn: come strumento commerciale e di relazione



LinkedIn 

PLANNING DEI POST

Facebook, Twitter, Instagram, Google+

Pubblicazione:

- delle foto delle **stampanti** e dei **materiali**
- delle **foto delle tre linee** DigitalWax di DWS con post a rotazione
- delle campionature di **XFab** e dei relativi **materiali**
- di **microvideo** dedicati alle stampanti (fase di accensione, fase di rimozione delle piastre, fase di staccamento dei campioni con tools tools).
- delle foto di **eventi**: fiere, congressi, corsi di formazione, interviste, tavoli tematici cui collegare hashtag e coinvolgere partners e mediapartners
- degli **eventi di settore/tendenze/innovazione** in modo da diventare editor accreditato e riconosciuto.
- condivisione delle realizzazioni dei nostri **clienti** e **designers** (share/retweet)



PLANNING DEI POST

Linkedin

Publicazione:

- degli **eventi di settore/tendenze/innovazione** in modo da diventare editor riconosciuto
- Articoli dall'alto **contenuto tecnico**: esempio “gli errori più comuni da evitare durante il processo di microfusione” oppure “tips per la creazione dei supporti”.
- Case study e design projects** realizzati da partner di DWS.



ESEMPI DI POST



DWS Systems

Perfect details? Yes, we master them.



#3Dprinting
#dws
#dwssystem
#stereolithography
#jewelry

ESEMPI DI POST



DWS Systems

GL4000: a gum like material to have the best results for your customers. Because your job worth it.



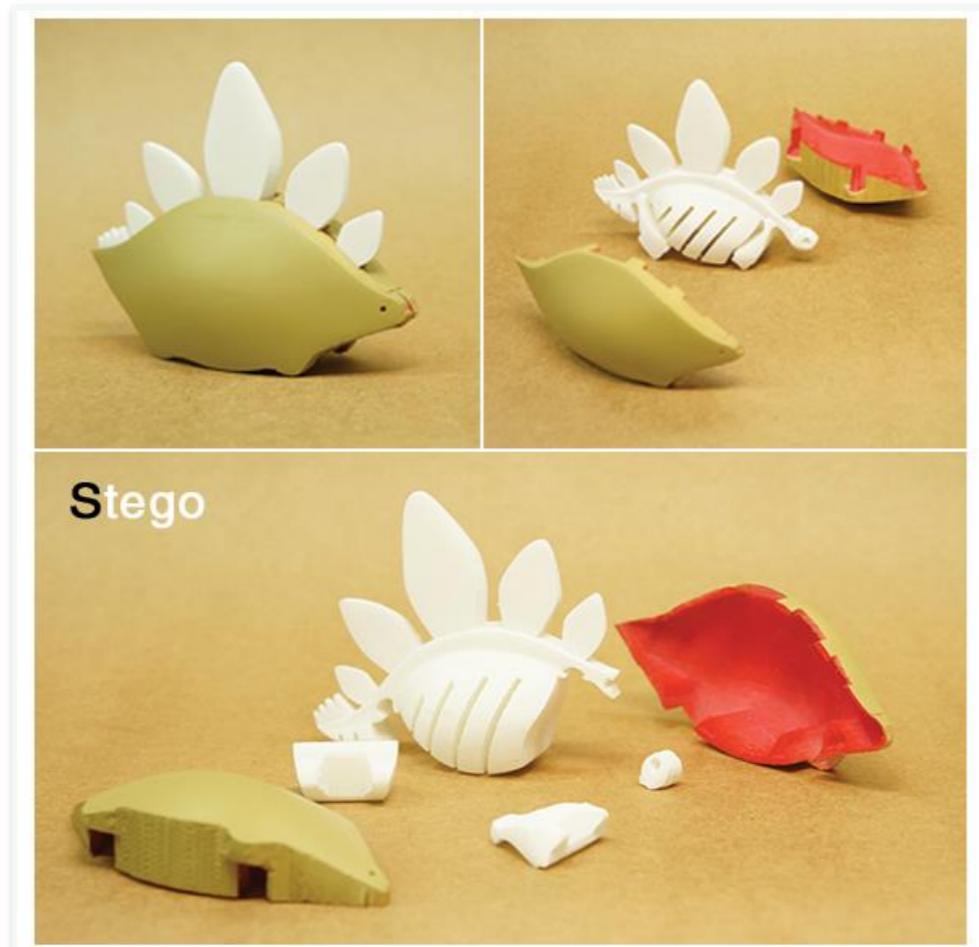
#3Dprinting
#dws
#dwssystem
#stereolithography
#dentalline

ESEMPI DI POST



DWS Systems

Halftoys introducing Stego the dinosaur 3D printed



#3Dprinting
#dws
#dwssystem
#stereolithography
#halftoys
#hdc



ESEMPI DI POST



DWS Systems

DigitalWax 030X: the new frontier of rapid prototyping



#3Dprinting
#dws
#dwssystems
#stereolithography
#industrialdesign
#additive
manufacturing
#030X



ESEMPI DI POST - LINKEDIN

Aggiornamenti recenti

DWS Systems Maurizio Costabeber on the stage of Additive Talks. From the Olivetti Programma 101, first personal computer, to the first SLA 3Dprinter of DWS. "Two roads diverged in a wood, and I - I took the one less traveled by. And that has made all the difference". The road not taken, Robert Frost.



Organici ⓘ
Target: Tutti i follower

933
visualizzazioni

7
clic

7
interazioni

1,50%
interesse



STRUMENTI

HOOTSUITE

- Piattaforma per la gestione simultanea dei contenuti
- Monitoraggio degli share - repost e menzioni



La mia prima scheda x senza titolo x +

+ Aggiungi stream + Collega social network

Menzioni dwssystems

axsysdental
Jun 06, 9:52pm tramite Twitter Web Client
just finished updating our website to include the @dwssystems DWS DIGITAL WAX Printers Check it out... axsysdental.com/3Dprinters.html
1 Mi piace

axsysdental
Jun 04, 10:13am tramite Twitter Web Client
finalizing our website to include the latest addition to our product portfolio-@dwssystems DWS DIGITAL WAX Printers axsysdental.com/3Dprinters.html
1 Mi piace

InDentalTech
Jun 01, 11:22pm tramite Twitter Web Client
News: @axsysdental to distribute @dwssystems 3D printers dentalaegis.com/news/2016/06/1... #3dprinting #dentistry #dentallab
1 retweet 1 Mi piace

MakerFaireRome
May 26, 4:20pm tramite Twitter Web Client
#DWS l'orgoglio italiano della stampa 3D a #MakerFaireRome makerfairerome.eu/it/dws-lorgogl... @dwssystems @3dprinting3d @ElettronicaIn @3DPrintHub
3 retweet 2 Mi piace

jellymodels
May 07, 3:00pm tramite Twitter for Android
What's your favourite #desktop SLA #3dprinter between @dwssystems #XFAB and @formlabs #Form2? #3dprintchallenge

Nuovi follower dwssystems

caosnes
Jun 05, 11:40pm tramite Twitter Web Client
RT @DrLindseyFitz: A chest X-ray in progress at Dr. Maxime Menard's radiology department at the Cochin hospital in Paris, c.1914. <https://t...>


ZacharieWinston
4:47pm tramite @ZacharieWinston App
RT @ColumbiaUEnergy: Last week Director @JasonBordoff wrote about the #CO2 impacts of #3DPrinting in @WSJ on.wsj.com/25Py329
cc: @ColumbiaSIPAColumbia

DanBenar
Jun 24, 2015, 2:02pm tramite Twitter Web Client
Lexus - Real Hoverboard (Video) bestreet.com/lexus-real-hov... via @Bestreet

TechnologyHubMi
Jun 13, 8:07pm tramite Twitter for iPhone
RT @CiprianiF76: @TechnologyHubMi la stampa 3D e altre tecnologie per i bisogni quotidiani di pazienti e familiari. #MaketoCare

3DPrintHub
Jun 13, 11:11am tramite Twitter Web Client
Monumenti in 3D per i non vedenti: così conosciamo il mondo. Tutto a Technology Hub askanews.it/servizi-pcm/vi...

Anselmo_BG
Jun 07, 8:32pm tramite Twitter for Android
RT @Pontifex it: In questo tempo

I miei tweet dwssystems

dwssystems
Jun 12, 12:05pm tramite Hootsuite
Alberto Ferlin of DWS, talked about the company, the R&D and the future #dws #3dprinting #digitalwax #technologyhub

3 retweet

dwssystems
Jun 10, 4:30pm tramite Hootsuite
#3Dprinting for personal usage. DWS presents its own history from the first primordial #3Dprinter to the prosumer XFAB. #dws #additivetalks
1 Mi piace

dwssystems
Jun 10, 4:05pm tramite Hootsuite
Maurizio Costabeber on stage. From #olivetti Programma 101, first pec, to the first SLA #3Dprinter of #dws.

1 retweet

dwssystems
Jun 10, 12:21pm tramite Hootsuite
@jellymodels challenge accepted! #3Dprinterforeverone
1 retweet 1 Mi piace
Mostra Conversazione

Bacheca DWS Systems

DWS Systems
Jun 10, 4:11pm
Maurizio Costabeber on the stage of Additive Talks. From the Olivetti Programma 101, first personal computer, to the first SLA 3Dprinter of DWS. "Two roads diverged in a wood, and I - I took the one less traveled by. And that has made all the difference". The road not taken, Robert Frost.

1 condividi 18 Mi piace

DWS Systems
Jun 09, 1:00pm
Alberto Ferlin di DWS parla dell'azienda, della ricerca e sviluppo e del futuro #technologyhub #fieramilanocity

5 Mi piace

Confartigianato Vicenza
Jun 08, 6:00pm
Ti invitiamo a "MATERIA" - workshop sulla Manifattura 4.0 nell'artigianato artistico.
23 giugno, FabLab Vicenza (Via Rossini), ore 18:00
Ecco il programma!

Aggiornamenti dell'azienda DWS Systems

DWS Systems
Jun 10, 4:11pm via Hootsuite
Maurizio Costabeber on the stage of Additive Talks. From the Olivetti Programma 101, first personal computer, to the first SLA 3Dprinter of DWS. "Two roads diverged in a wood, and I - I took the one less traveled by. And that has made all the difference". The road not taken, Robert Frost.

5 Mi piace

DWS Systems
Jun 10, 12:15pm via Hootsuite
Today at the Additive Talks in Milan. How 3D printing is changing our lives and future perspectives. Maurizio Costabeber will talk about the history of DWS from its origin to the prosumer 3D printer XFAB.
7 Mi piace

DWS Systems
Apr 28, 8:38pm
To know more about #HALFTOYS, a project exploiting DWS 3d machines. <https://lnkd.in/evYyw7j>

14 Mi piace

DWS Systems



STRUMENTI

Social Mention

Monitoraggio delle menzioni
Monitoraggio del sentiment

socialmention*

dwssystems

Search

[Advanced Search](#)
[Preferences](#)



Sentiment



Top Keywords



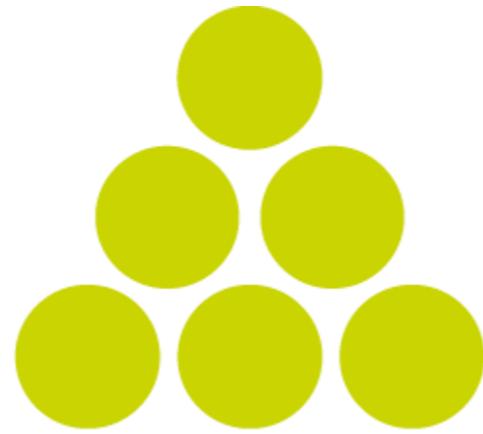
Mentions about dwssystems

Sort By: Results:

Results 1 - 15 of 13 mentions.

- [RT @dwssystems: Alberto Ferlin of DWS, talked about the company, the R&D and the future #dws #3dprinting #digitalwax #technologyhub https://...](#)
twitter.com/ZacharieWinston/status/741948346718380032
2 days ago - by @ZacharieWinston on [twitter](#)
- [RT @dwssystems: Alberto Ferlin of DWS, talked about the company, the R&D and the future #dws #3dprinting #digitalwax #technologyhub https://...](#)
twitter.com/machtigcorp/status/741938642084614144
2 days ago - by @machtigcorp on [twitter](#)
- [RT @dwssystems: Alberto Ferlin of DWS, talked about the company, the R&D and the future #dws #3dprinting #digitalwax #technologyhub https://...](#)
twitter.com/3D_Genuity/status/741936861753397249
2 days ago - by @3D_Genuity on [twitter](#)





DWSS

Grazie