WWW
idea 45% is SALE!
25%
TEAM
internet
marketing
30%
15%
17%
18%
MAIN
300
2000
SUCCESS

ACCIONES DE MARKETING DIGITAL ORIENTADAS A LA VENTA

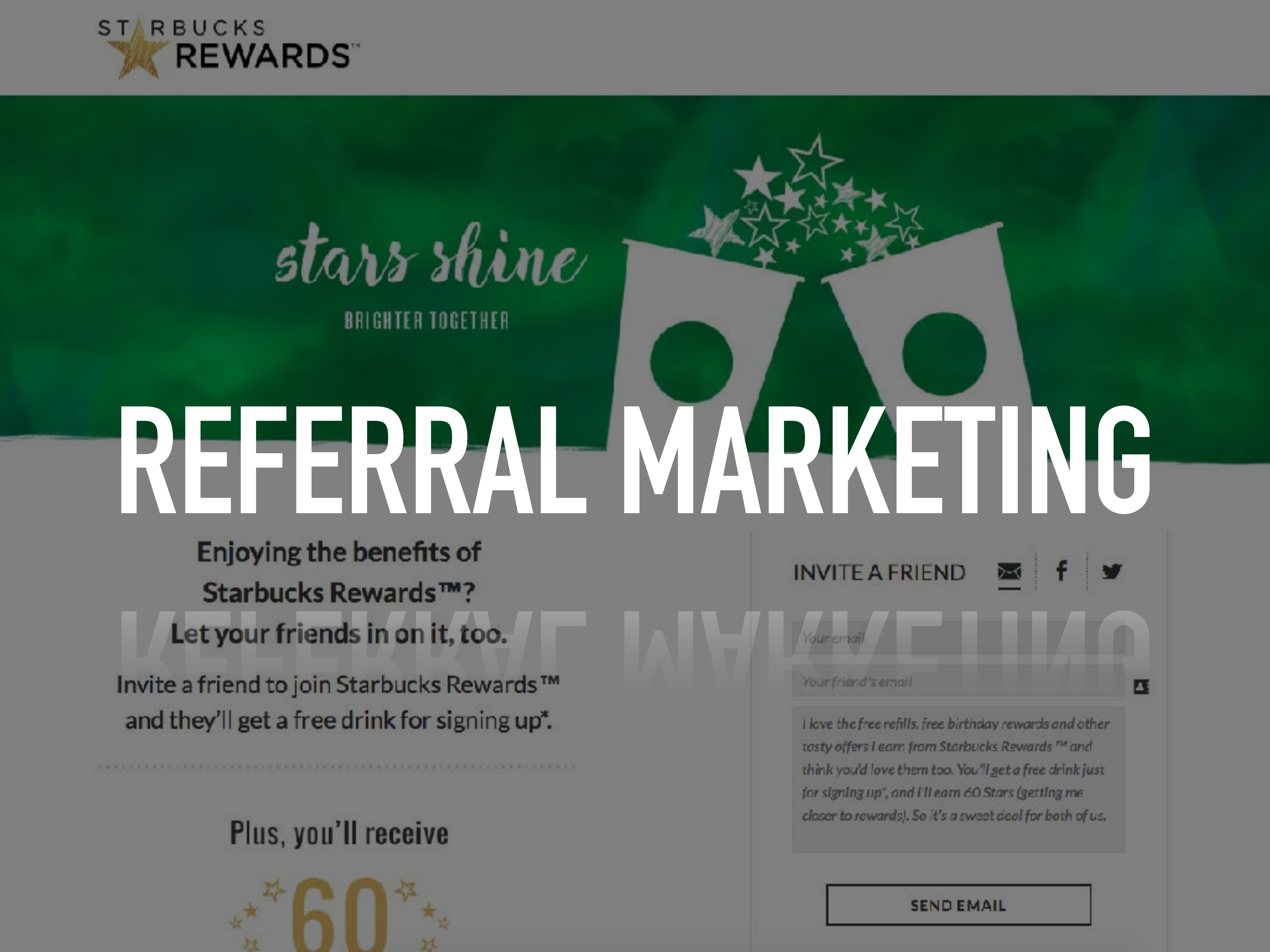
IDITS - 7° CAPACITACÓN

¡VIERNES!
frikimeme.tumblr.com

SEBASTIÁN TORRES

EXTOLE

REFERRAL MARKETING



STARBUCKS REWARDS™

stars shine

BRIGHTER TOGETHER

Enjoying the benefits of Starbucks Rewards™?

Let your friends in on it, too.

Invite a friend to join Starbucks Rewards™ and they'll get a free drink for signing up*.

Plus, you'll receive

60

INVITE A FRIEND

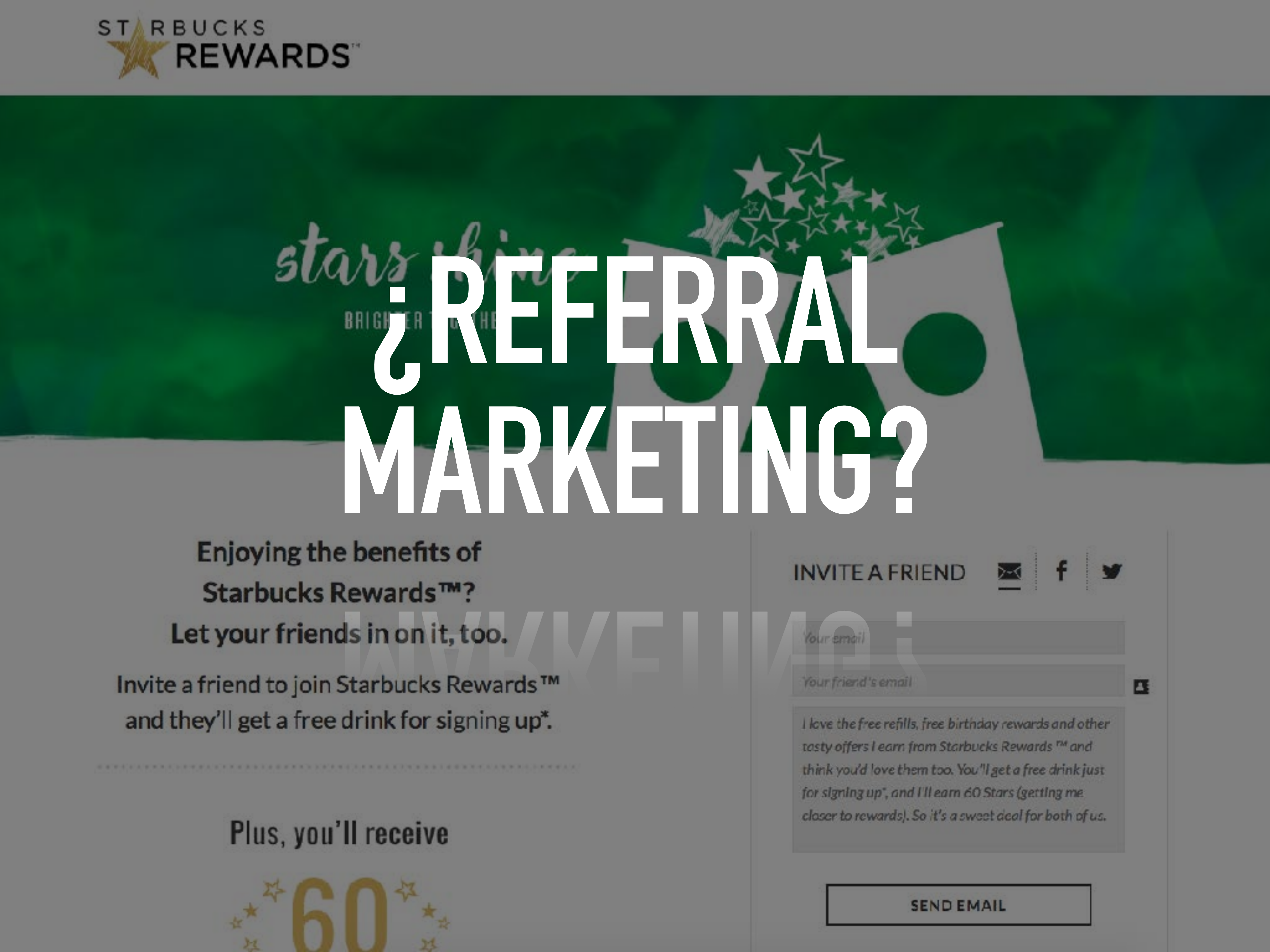
Your email

Your friend's email

I love the free refills, free birthday rewards and other tasty offers I earn from Starbucks Rewards™ and think you'd love them too. You'll get a free drink just for signing up*, and I'll earn 60 Stars (getting me closer to rewards). So it's a sweet deal for both of us.

SEND EMAIL

¿REFERRAL MARKETING?


STARBUCKS REWARDS™
stars shine
BRIGHTER TOGETHER

Enjoying the benefits of Starbucks Rewards™? Let your friends in on it, too.

Invite a friend to join Starbucks Rewards™ and they'll get a free drink for signing up*.

Plus, you'll receive

60

INVITE A FRIEND

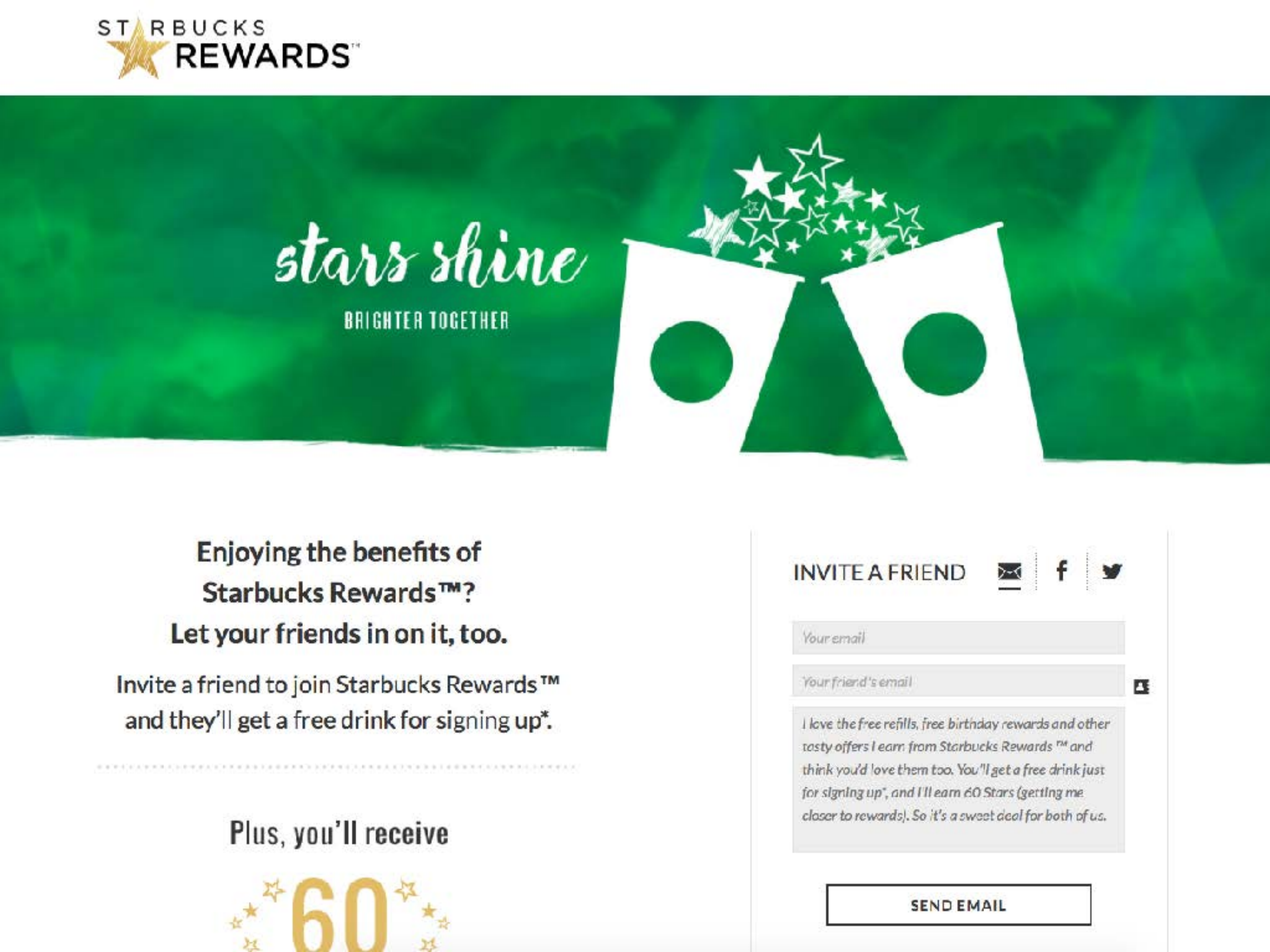
Your email

Your friend's email

I love the free refills, free birthday rewards and other tasty offers I earn from Starbucks Rewards™ and think you'd love them too. You'll get a free drink just for signing up*, and I'll earn 60 Stars (getting me closer to rewards). So it's a sweet deal for both of us.

DIGITALIZACIÓN DEL BOCA A BOCA

BOCA A BOCA


STARBUCKS REWARDS™
stars shine
BRIGHTER TOGETHER
INVITE A FRIEND
SEND EMAIL
60

Enjoying the benefits of Starbucks Rewards™? Let your friends in on it, too.

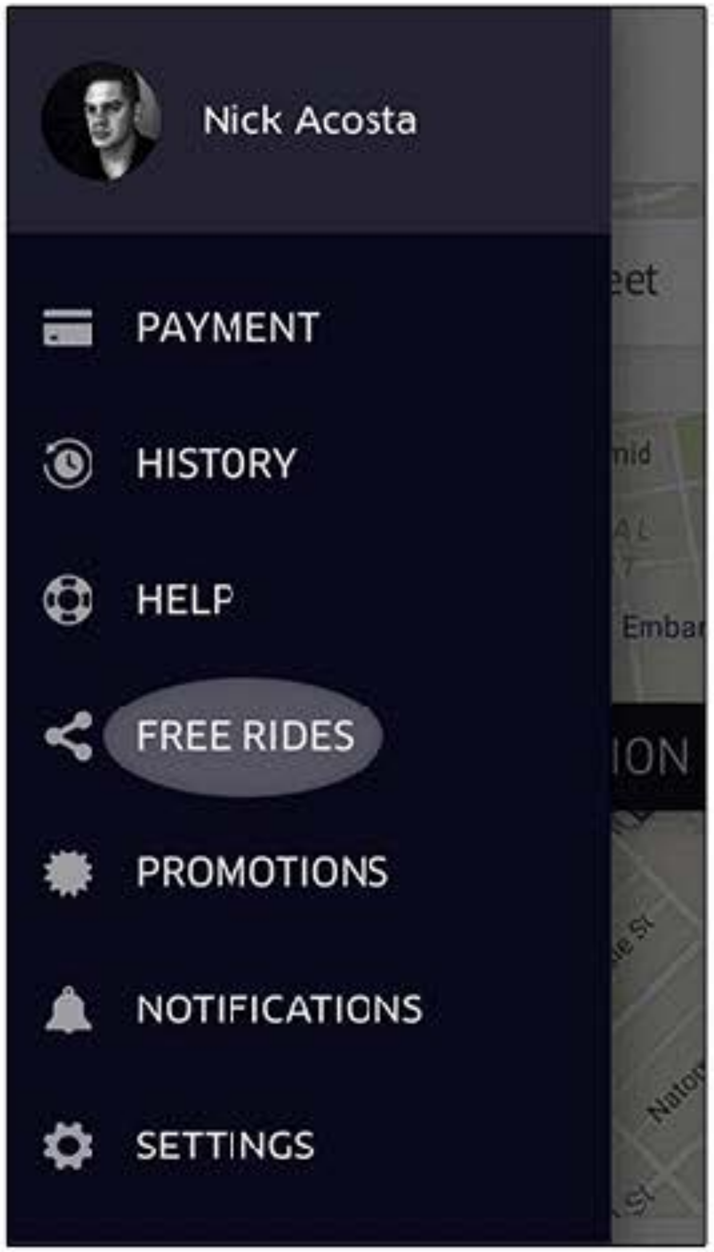
Invite a friend to join Starbucks Rewards™ and they'll get a free drink for signing up*.

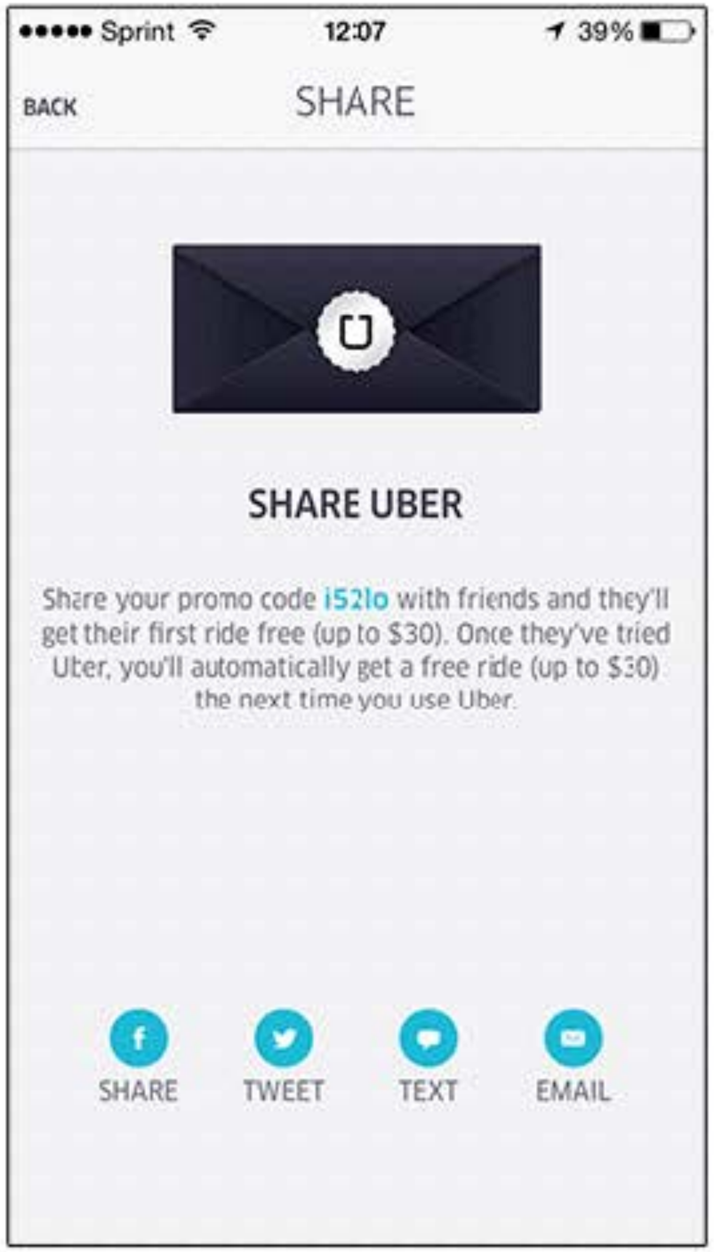
Plus, you'll receive

Your email

Your friend's email

I love the free refills, free birthday rewards and other tasty offers I earn from Starbucks Rewards ™ and think you'd love them too. You'll get a free drink just for signing up*, and I'll earn 60 Stars (getting me closer to rewards). So it's a sweet deal for both of us.

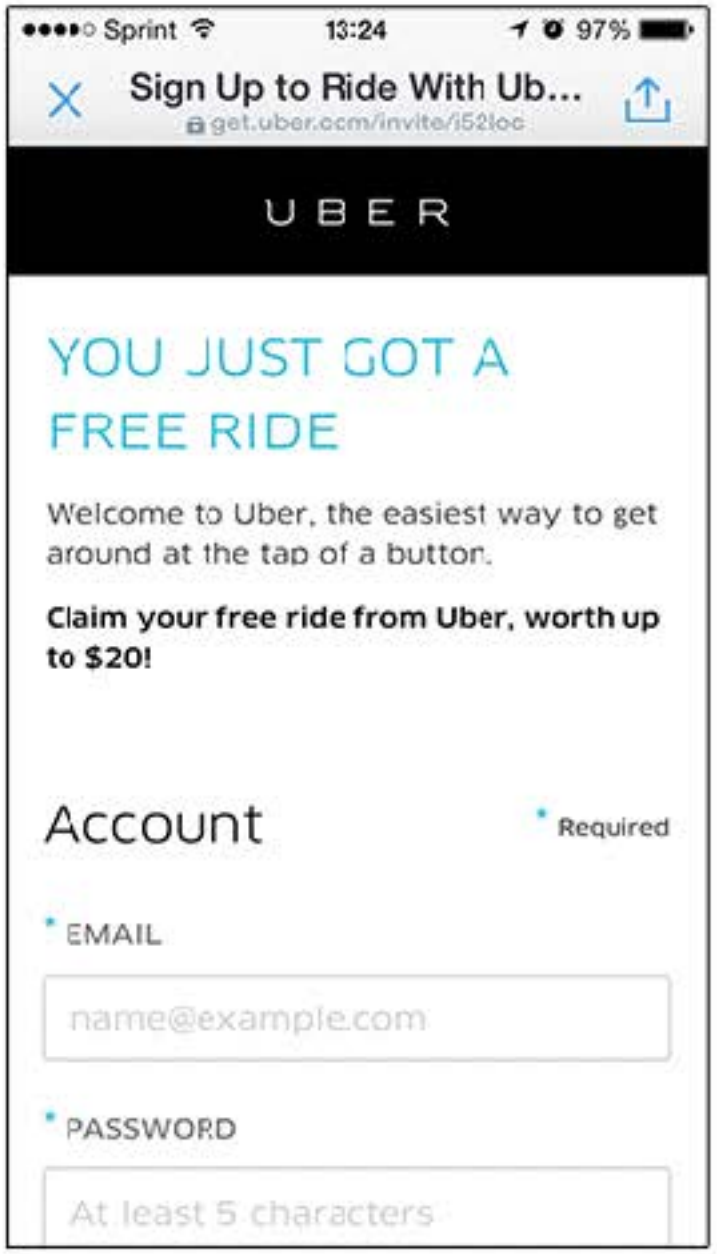

Nick Acosta
PAYMENT
HISTORY
HELP
FREE RIDES
PROMOTIONS
NOTIFICATIONS
SETTINGS


Sprint
12:07
39%
BACK
SHARE

SHARE UBER

Share your promo code **i52lo** with friends and they'll get their first ride free (up to $30). Once they've tried Uber, you'll automatically get a free ride (up to $30) the next time you use Uber.

SHARE
TWEET
TEXT
EMAIL


Sprint
13:24
97%
Sign Up to Ride With Ub...
get.uber.com/invite/i52loc
UBER

YOU JUST GOT A FREE RIDE

Welcome to Uber, the easiest way to get around at the tap of a button.

Claim your free ride from Uber, worth up to $20!

Account

* Required

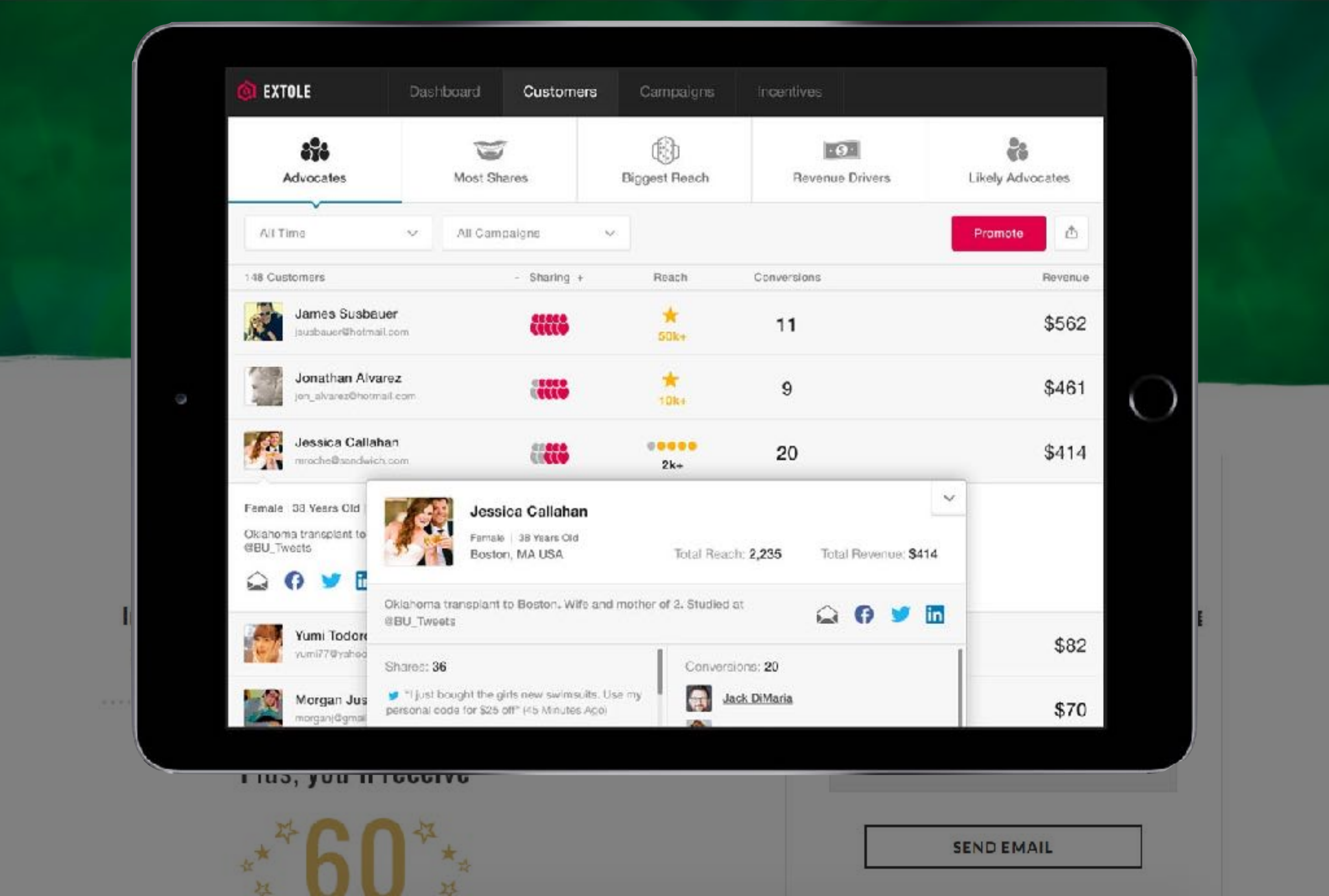
* EMAIL

name@example.com

* PASSWORD

At least 5 characters

STARBUCKS REWARDS



EXTOLE
Dashboard
Customers
Campaigns
Incentives
Advocates
Most Shares
Biggest Reach
Revenue Drivers
Likely Advocates
All Time
All Campaigns
Promote

148 Customers	- Sharing +	Reach	Conversions	Revenue
James Susbauer jsusbauer@hotmail.com		★ 50k+	11	$562
Jonathan Alvarez jon_alvarez@hotmail.com		★ 10k+	9	$461
Jessica Callahan mroche@sandwich.com		●●●●● 2k+	20	$414
Yumi Todor yumi77@yahoo				$82
Morgan Jus morganj@gma				$70

Female | 38 Years Old

Oklahoma transplant to
@BU_Tweets

Jessica Callahan

Female | 38 Years Old
Boston, MA USA

Total Reach: 2,235
Total Revenue: $414

Oklahoma transplant to Boston. Wife and mother of 2. Studied at @BU_Tweets

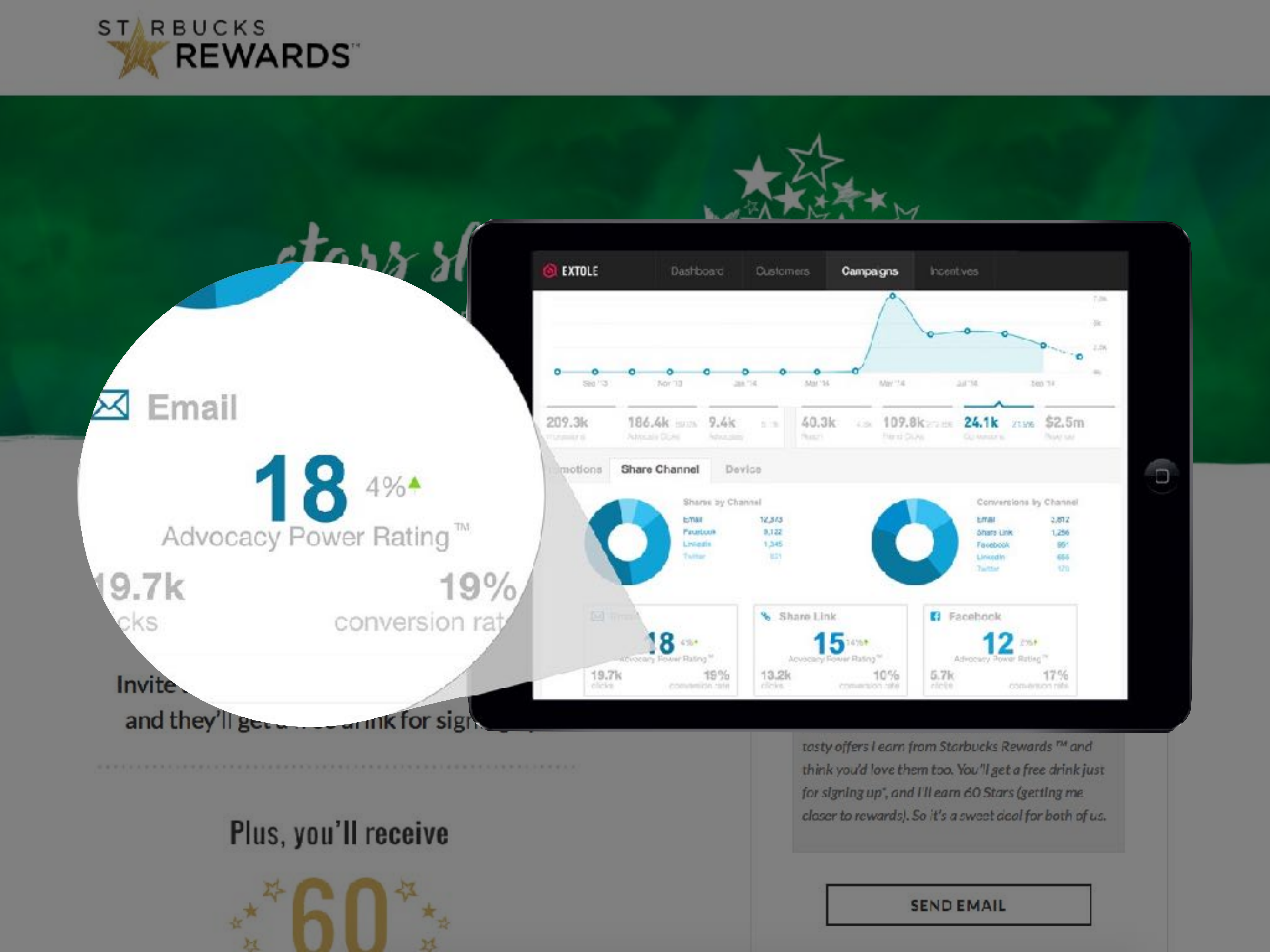
Shares: 36

"I just bought the girls new swimsuits. Use my personal code for $25 off" (45 Minutes Ago)

Conversions: 20

Jack DiMaria

60
SEND EMAIL

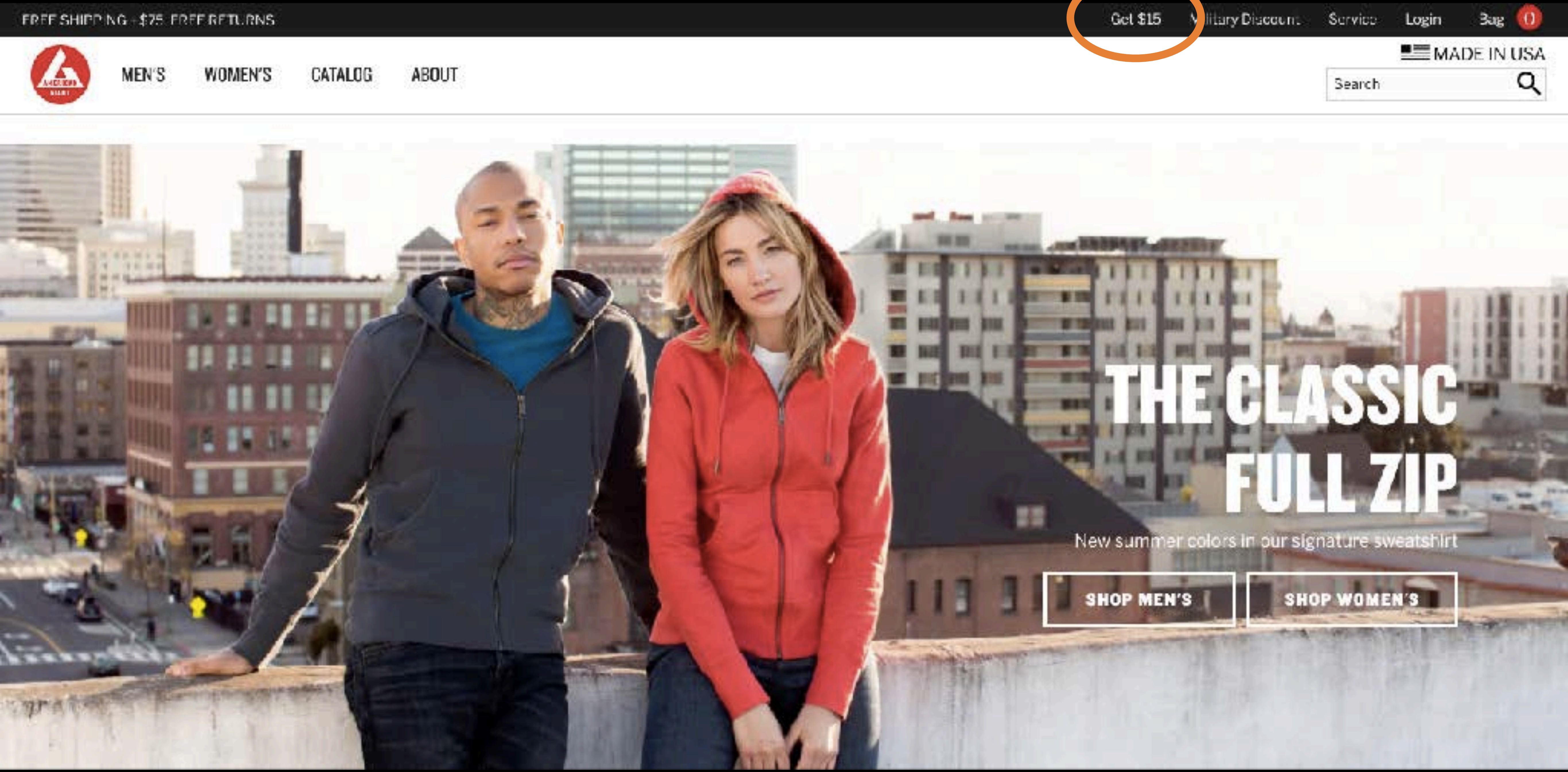

STARBUCKS REWARDS
EXTOLE
Dashboard
Customers
Campaigns
Incentives
Sep '13
Nov '13
Jan '14
Mar '14
May '14
Jul '14
Sep '14
209.3k
186.4k
9.4k
40.3k
109.8k
24.1k
$2.5m
motions
Share Channel
Device
Shares by Channel
Email 12,373
Facebook 9,122
LinkedIn 1,345
Twitter 821
Conversions by Channel
Email 2,812
Share Link 1,256
Facebook 951
LinkedIn 656
Twitter 170
Email
18 4%
Advocacy Power Rating™
19.7k clicks
19% conversion rate
Share Link
15 14%
Advocacy Power Rating™
13.2k clicks
10% conversion rate
Facebook
12 2%
Advocacy Power Rating™
5.7k clicks
17% conversion rate
Email
18 4%
Advocacy Power Rating™
19.7k
cks
19%
conversion rat
SEND EMAIL
60

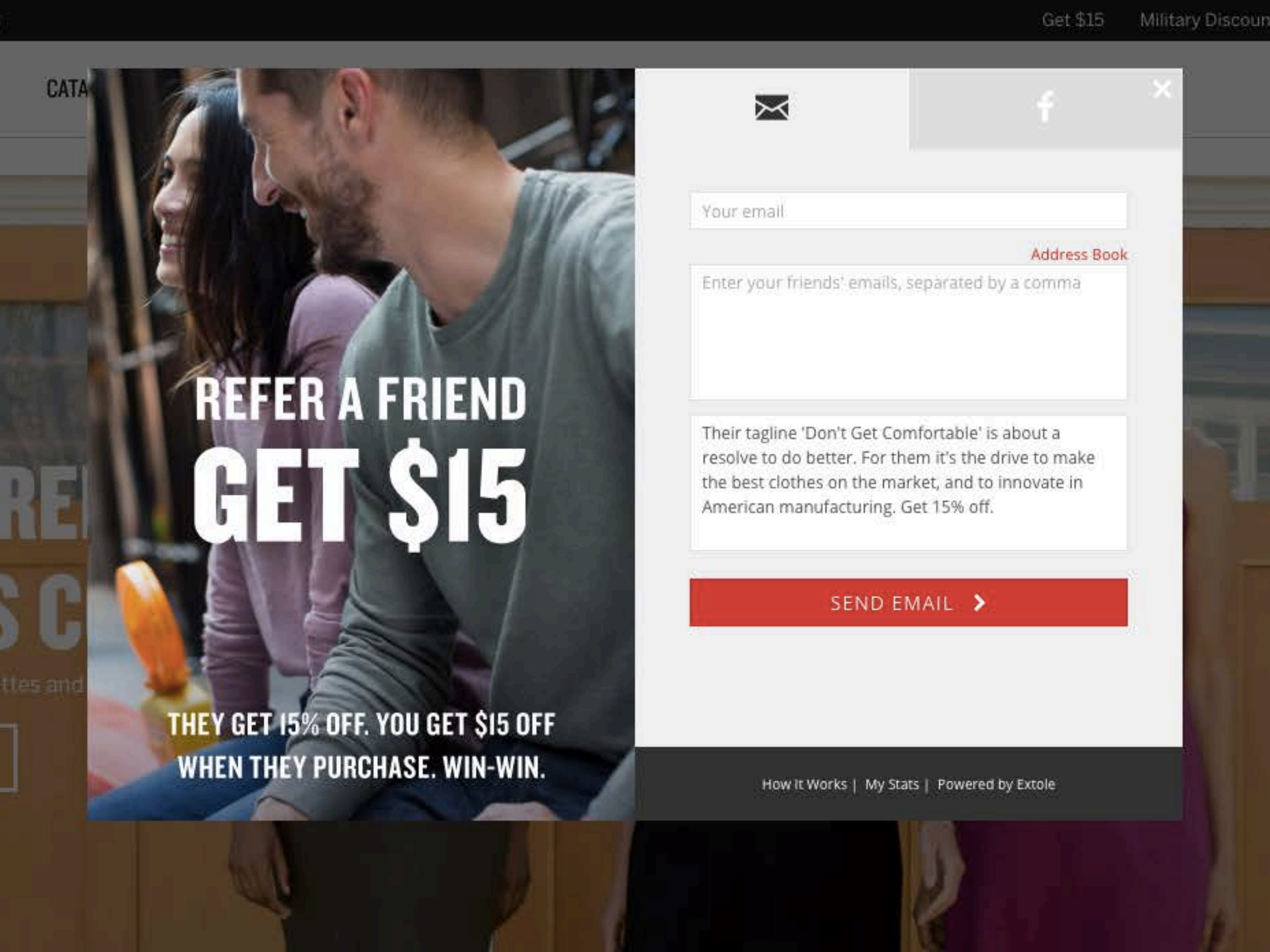
Invite

and they'll get … nk for sign

Plus, you'll receive

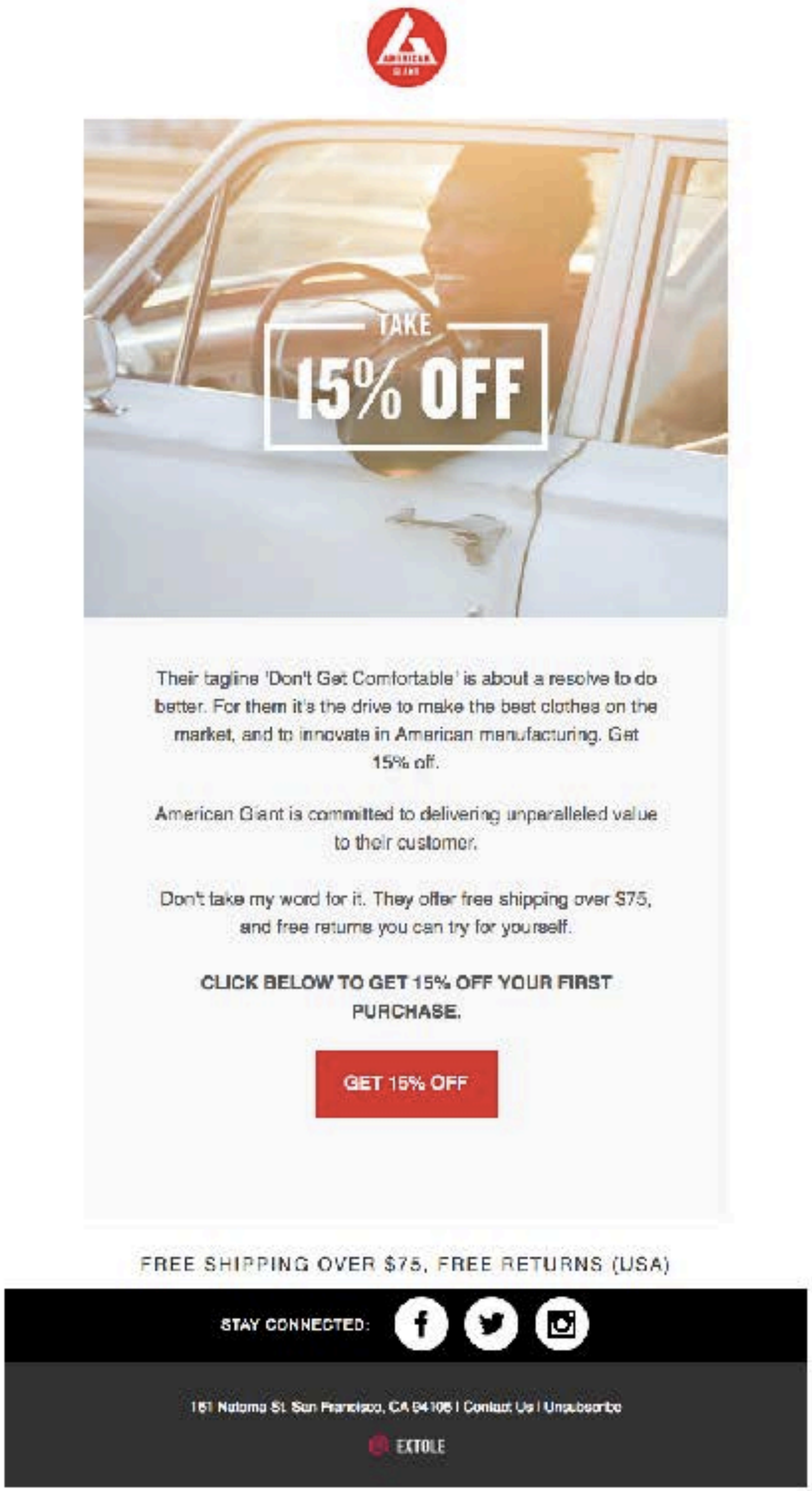
tasty offers I earn from Starbucks Rewards™ and think you'd love them too. You'll get a free drink just for signing up", and I'll earn 60 Stars (getting me closer to rewards). So it's a sweet deal for both of us.


FREE SHIPPING + $75 FREE RETURNS
Get $15
Military Discount
Service
Login
Bag
0
MEN'S
WOMEN'S
CATALOG
ABOUT
MADE IN USA
Search
THE CLASSIC FULL ZIP
New summer colors in our signature sweatshirt
SHOP MEN'S
SHOP WOMEN'S


Get $15
Military Discoun
CATA
REFER A FRIEND
GET $15
Your email
Address Book
Enter your friends' emails, separated by a comma
SEND EMAIL
How It Works | My Stats | Powered by Extole

THEY GET 15% OFF. YOU GET $15 OFF WHEN THEY PURCHASE. WIN-WIN.

Their tagline 'Don't Get Comfortable' is about a resolve to do better. For them it's the drive to make the best clothes on the market, and to innovate in American manufacturing. Get 15% off.



AMERICAN GIANT
TAKE
15% OFF

Their tagline 'Don't Get Comfortable' is about a resolve to do better. For them it's the drive to make the best clothes on the market, and to innovate in American manufacturing. Get 15% off.

American Giant is committed to delivering unparalleled value to their customer.

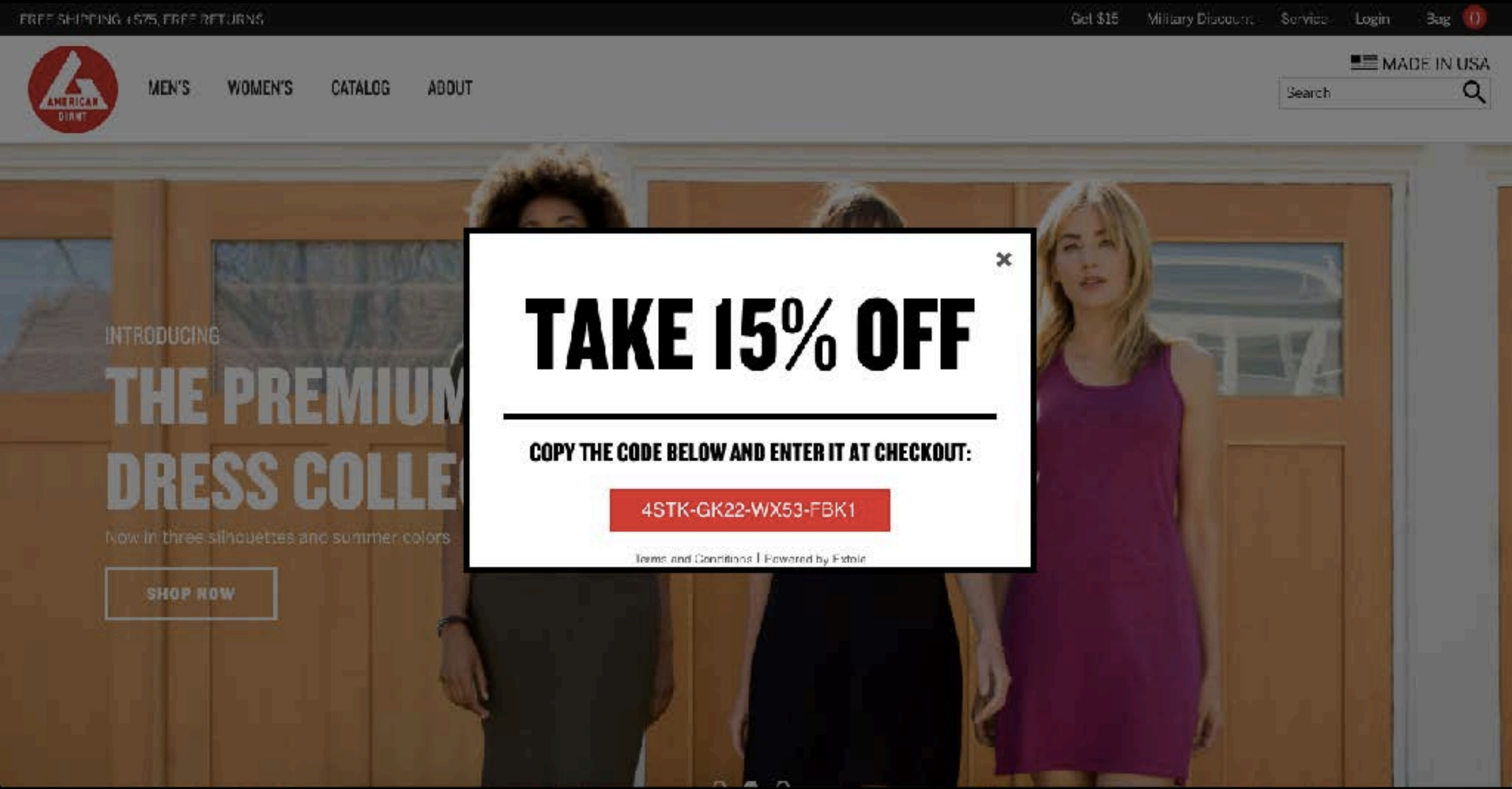
Don't take my word for it. They offer free shipping over $75, and free returns you can try for yourself.

CLICK BELOW TO GET 15% OFF YOUR FIRST PURCHASE.

FREE SHIPPING OVER $75, FREE RETURNS (USA)

STAY CONNECTED:

161 Natoma St. San Francisco, CA 94105 | Contact Us | Unsubscribe


FREE SHIPPING +$75, FREE RETURNS
Get $15
Military Discount
Service
Login
Bag
0
AMERICAN GIANT
MEN'S
WOMEN'S
CATALOG
ABOUT
MADE IN USA
Search
INTRODUCING
THE PREMIUM
DRESS COLLE
Now in three silhouettes and summer colors
SHOP NOW

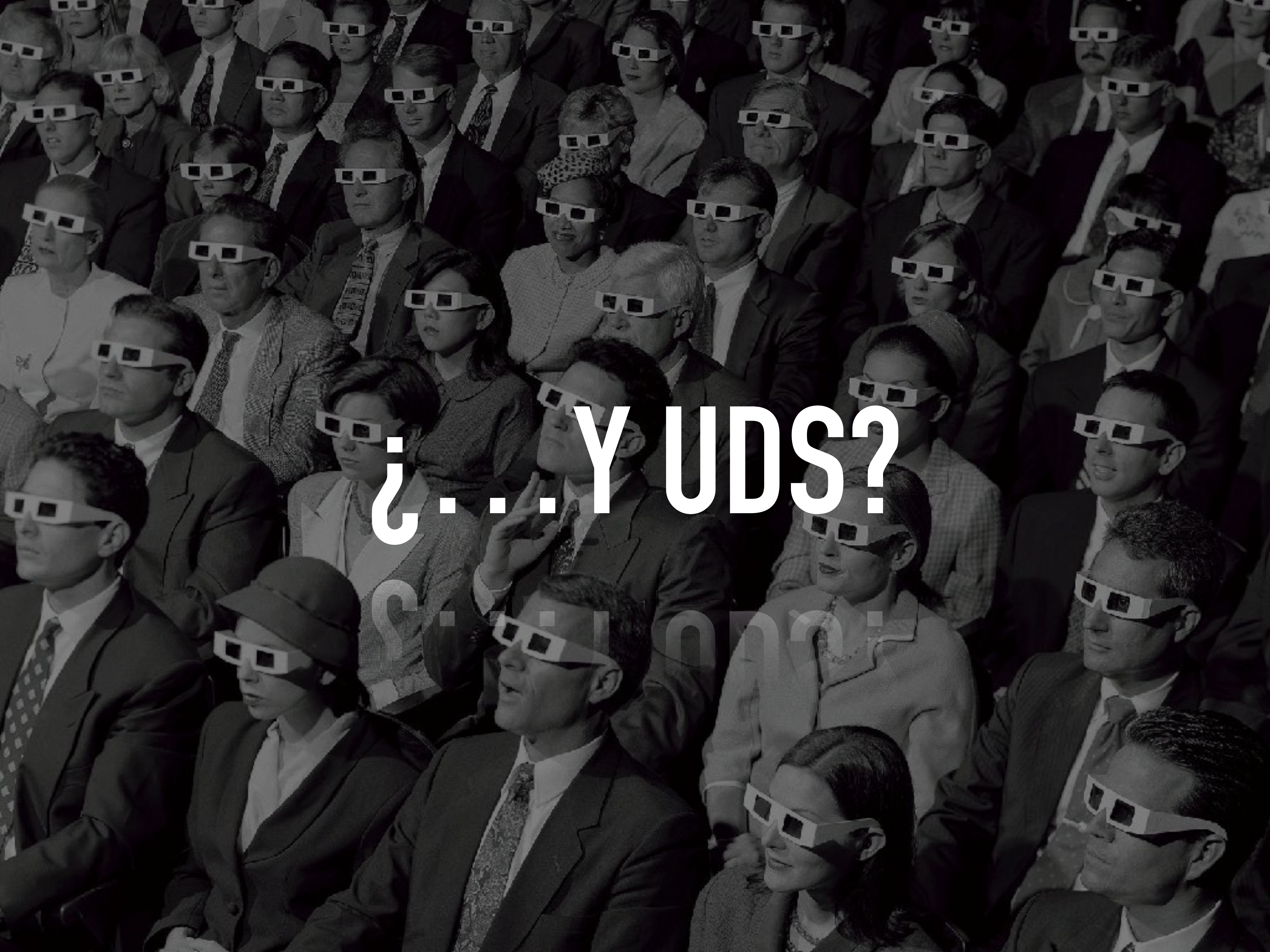
×

TAKE 15% OFF

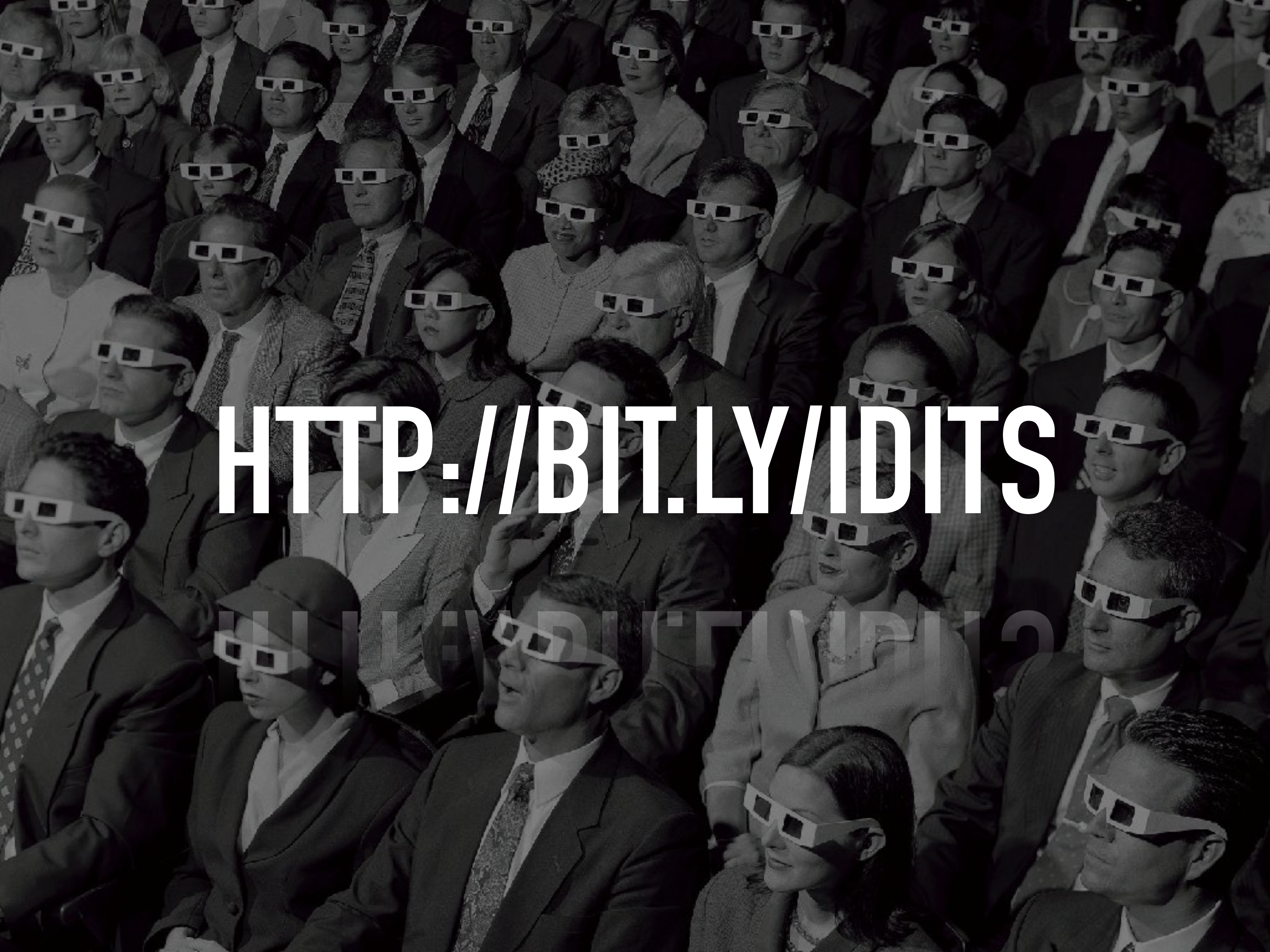
COPY THE CODE BELOW AND ENTER IT AT CHECKOUT:

4STK-GK22-WX53-FBK1

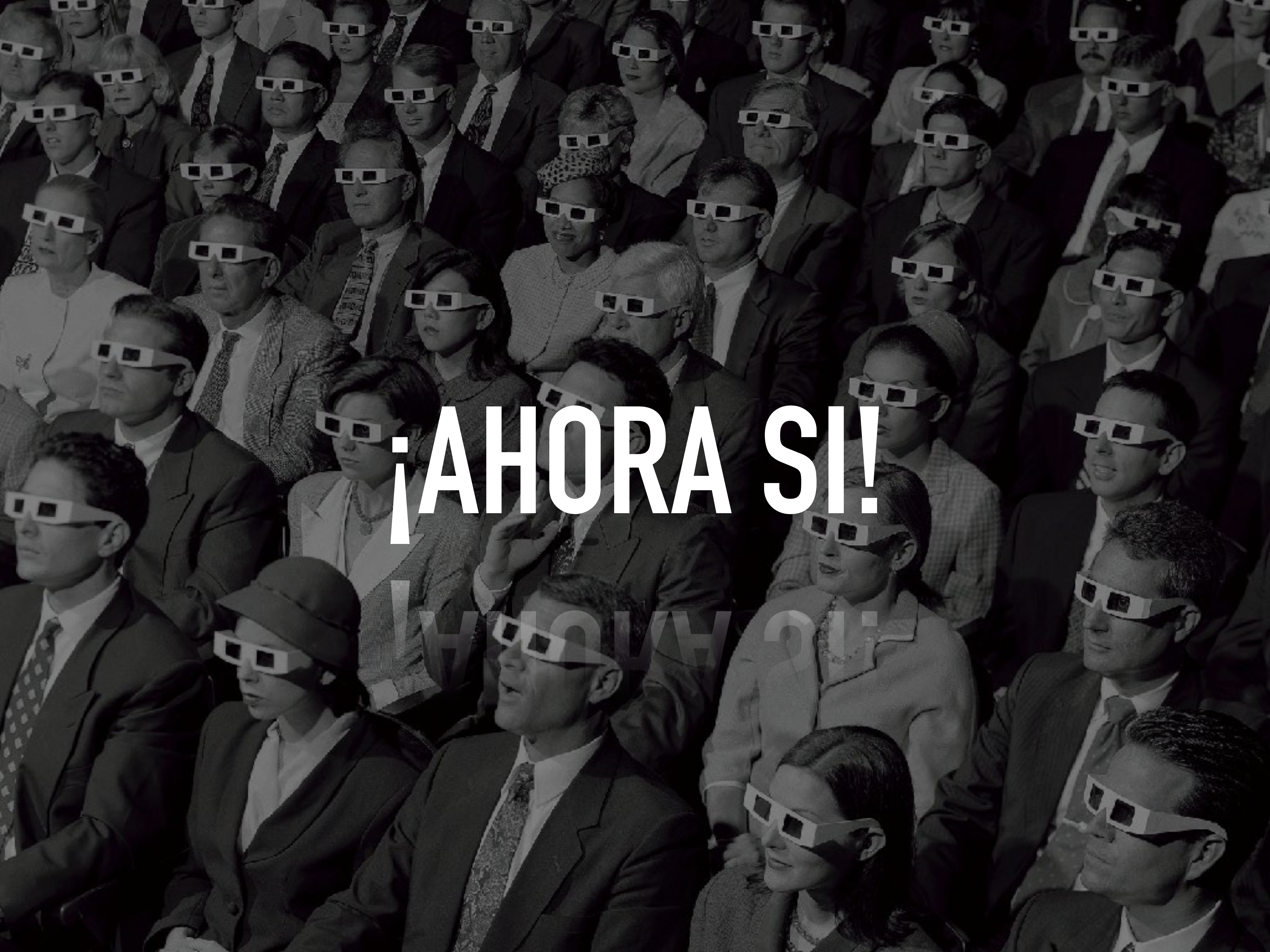
Terms and Conditions | Powered by Extole



¿...Y UDS?



HTTP://BIT.LY/IDITS



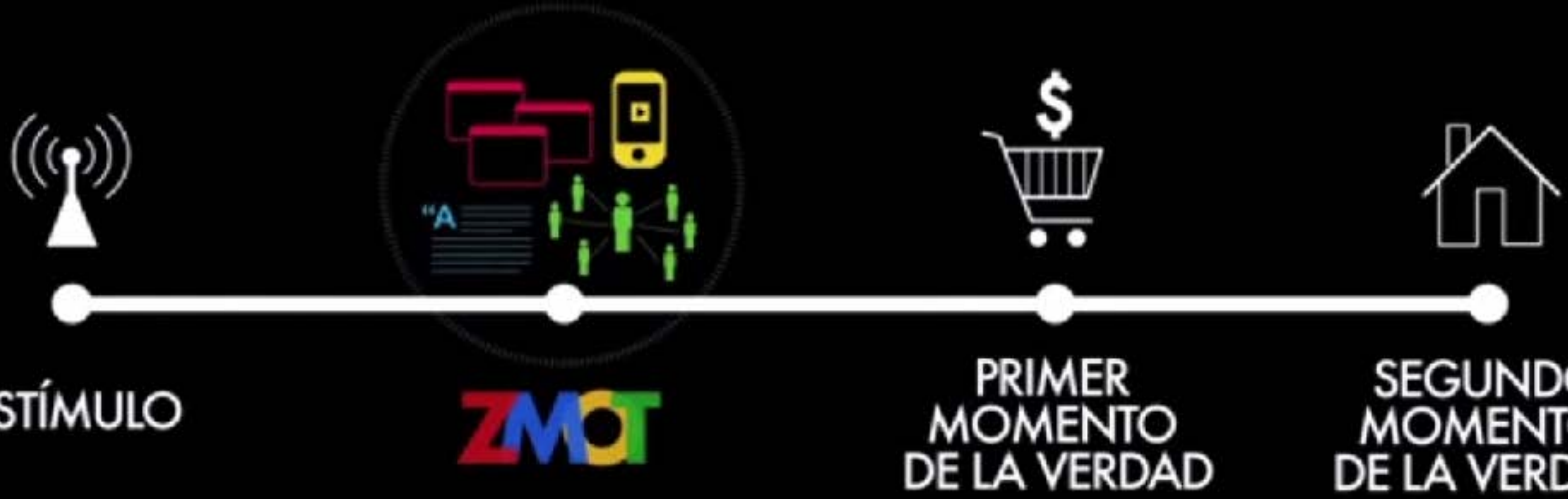
¡AHORA SI!

NUEVO CONSUMIDOR

ZMOT

EL NUEVO CONSUMIDOR

GANANDO EL MOMENTO
CERO DE LA VERDAD



ESTÍMULO

ZMOT

PRIMER
MOMENTO
DE LA VERDAD

SEGUNDO
MOMENTO
DE LA VERDAD

CERO DE LA VERDAD

SHARING ECONOMY

AIRBNB

UBER

SHARING ECONOMY (ECONOMÍA COLABORATIVA)

- es un sistema económico en el que se comparten y se intercambian bienes y servicios a través de plataformas electrónicas

http://www.cielolaboral.com/wp-content/uploads/2015/07/rueda_sharing_economy.pdf

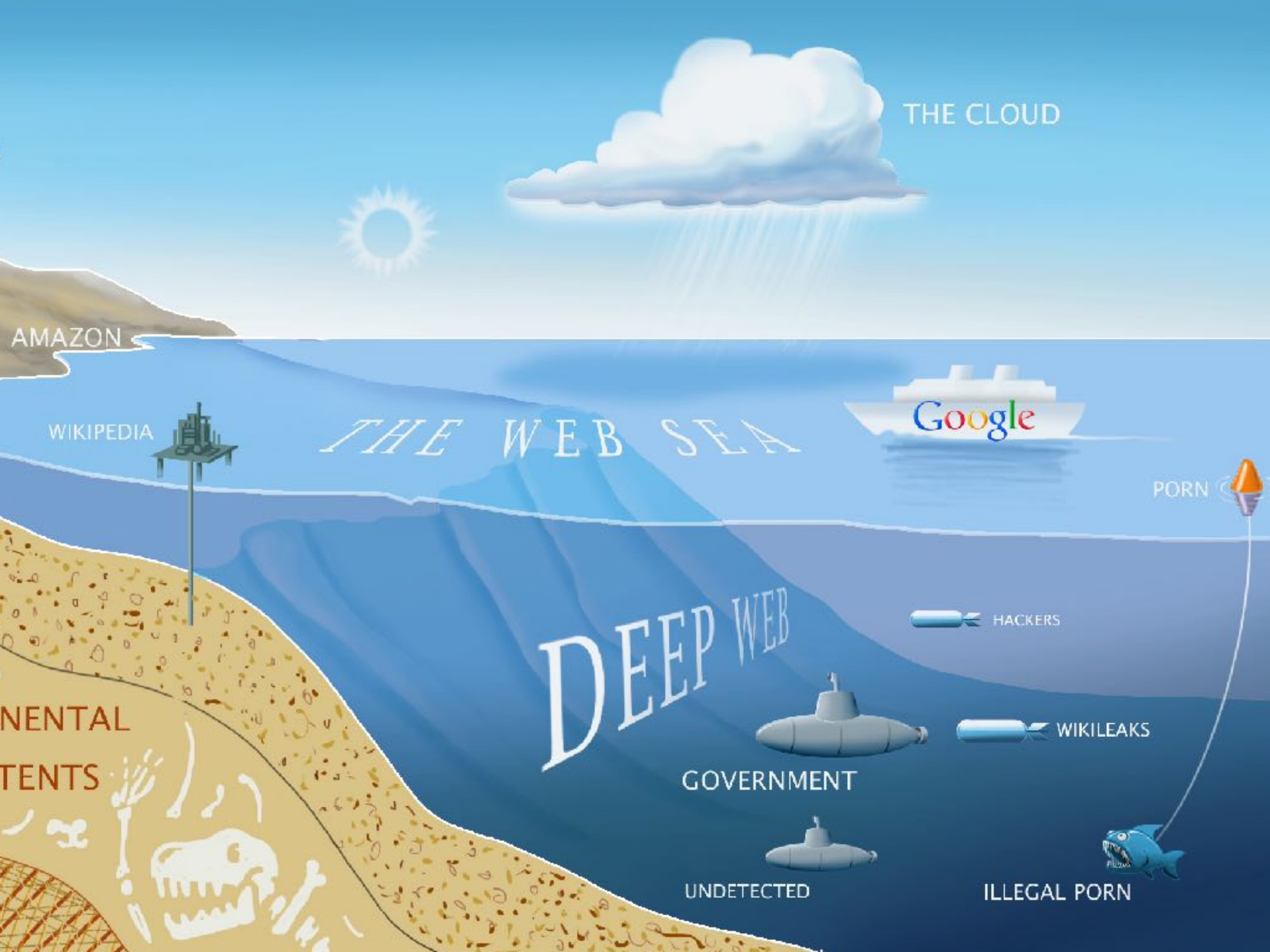
BITCOIN

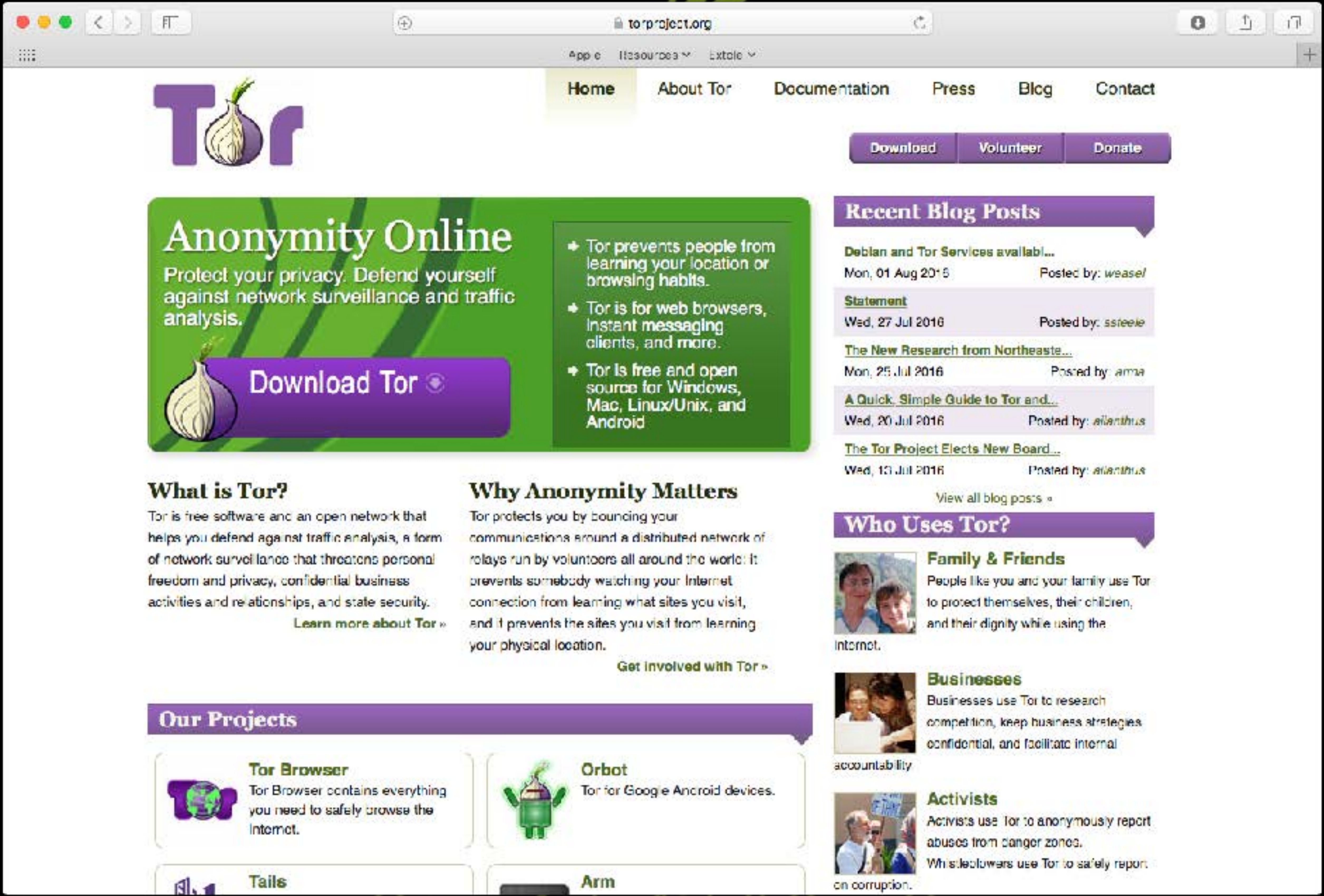
BITCOIN

- Bitcoin es una red consensuada que permite un nuevo sistema de pago y una moneda completamente digital. Es la primera red entre pares de pago descentralizado impulsado por sus usuarios sin una autoridad central o intermediarios

https://bitcoin.org/es/faq#que-es-bitcoin

DEEP WEB


THE CLOUD
AMAZON
WIKIPEDIA
THE WEB SEA
Google
PORN
DEEP WEB
HACKERS
WIKILEAKS
GOVERNMENT
UNDETECTED
ILLEGAL PORN
NENTAL
TENTS



Anonymity Online

Protect your privacy. Defend yourself against network surveillance and traffic analysis.

- Tor prevents people from learning your location or browsing habits.
- Tor is for web browsers, instant messaging clients, and more.
- Tor is free and open source for Windows, Mac, Linux/Unix, and Android

What is Tor?

Tor is free software and an open network that helps you defend against traffic analysis, a form of network surveillance that threatens personal freedom and privacy, confidential business activities and relationships, and state security.

Learn more about Tor »

Why Anonymity Matters

Tor protects you by bouncing your communications around a distributed network of relays run by volunteers all around the world: it prevents somebody watching your Internet connection from learning what sites you visit, and it prevents the sites you visit from learning your physical location.

Get involved with Tor »

Our Projects

Tor Browser

Tor Browser contains everything you need to safely browse the Internet.

Orbot

Tor for Google Android devices.

Tails

Arm

Recent Blog Posts

Debian and Tor Services availabl...
Mon, 01 Aug 2016 Posted by: *weasel*

Statement
Wed, 27 Jul 2016 Posted by: *ssteele*

The New Research from Northeaste...
Mon, 25 Jul 2016 Posted by: *arma*

A Quick, Simple Guide to Tor and...
Wed, 20 Jul 2016 Posted by: *ailanthus*

The Tor Project Elects New Board...
Wed, 13 Jul 2016 Posted by: *ailanthus*

View all blog posts »

Who Uses Tor?

Family & Friends

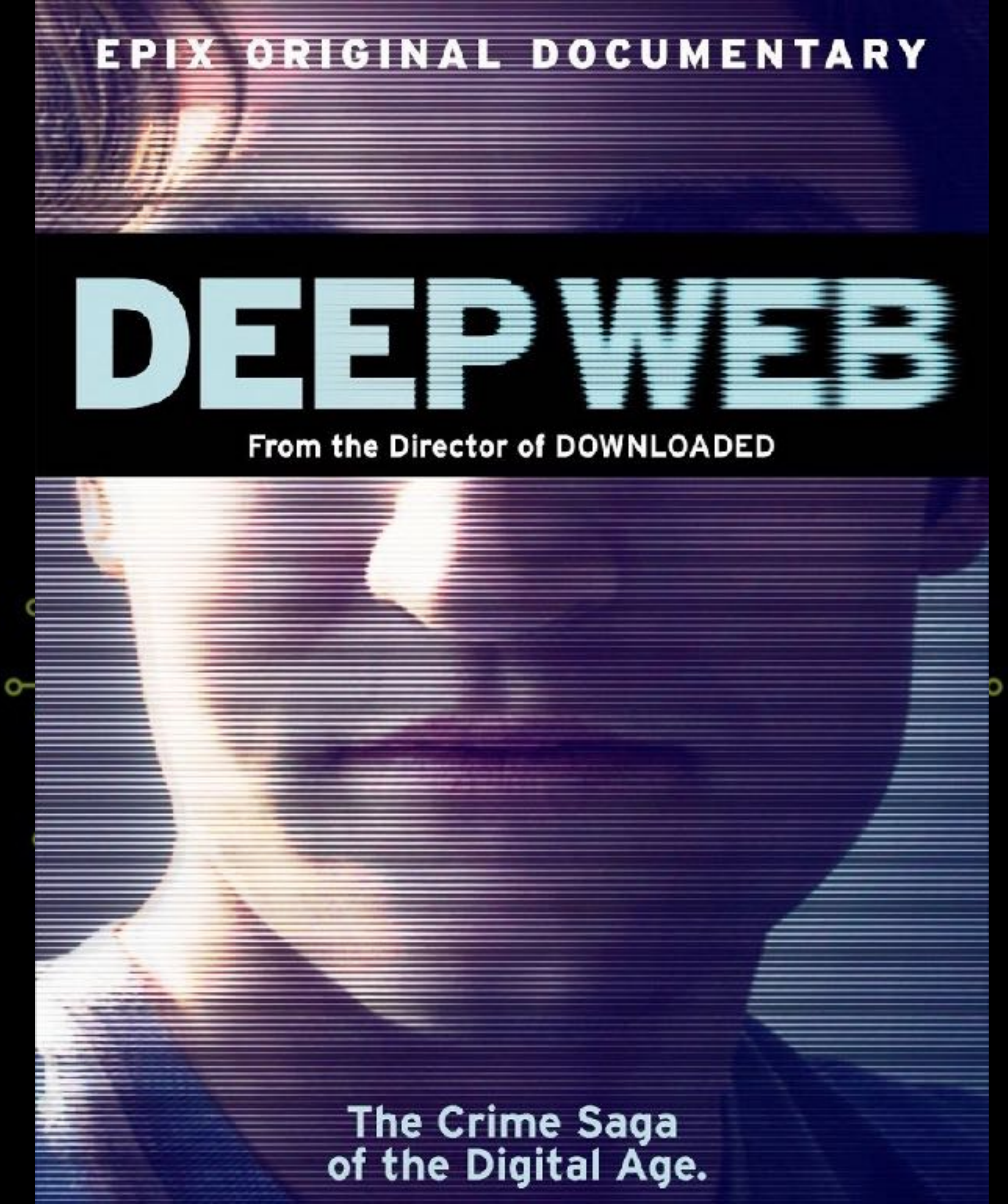
People like you and your family use Tor to protect themselves, their children, and their dignity while using the Internet.

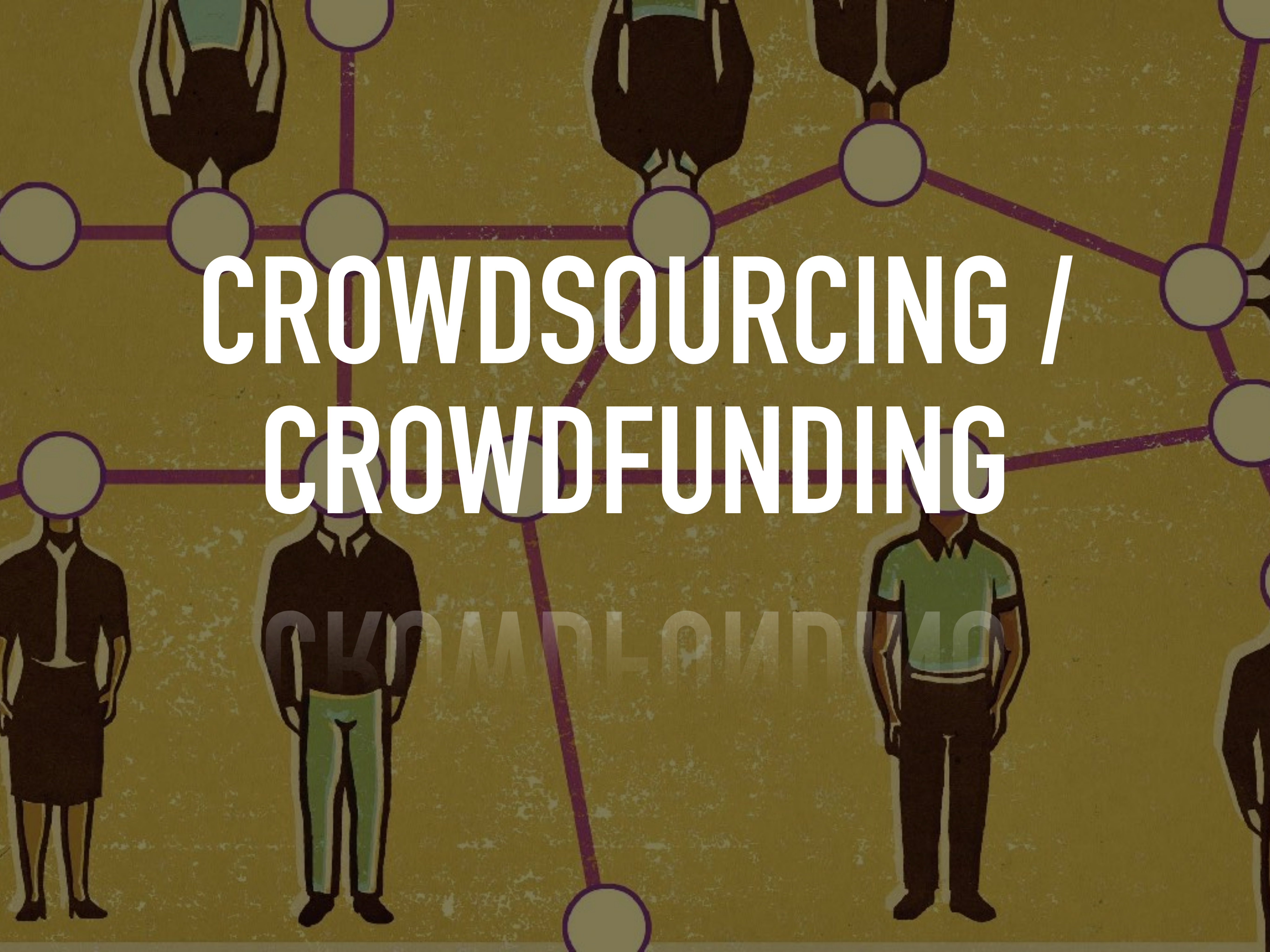
Businesses

Businesses use Tor to research competition, keep business strategies confidential, and facilitate internal accountability.

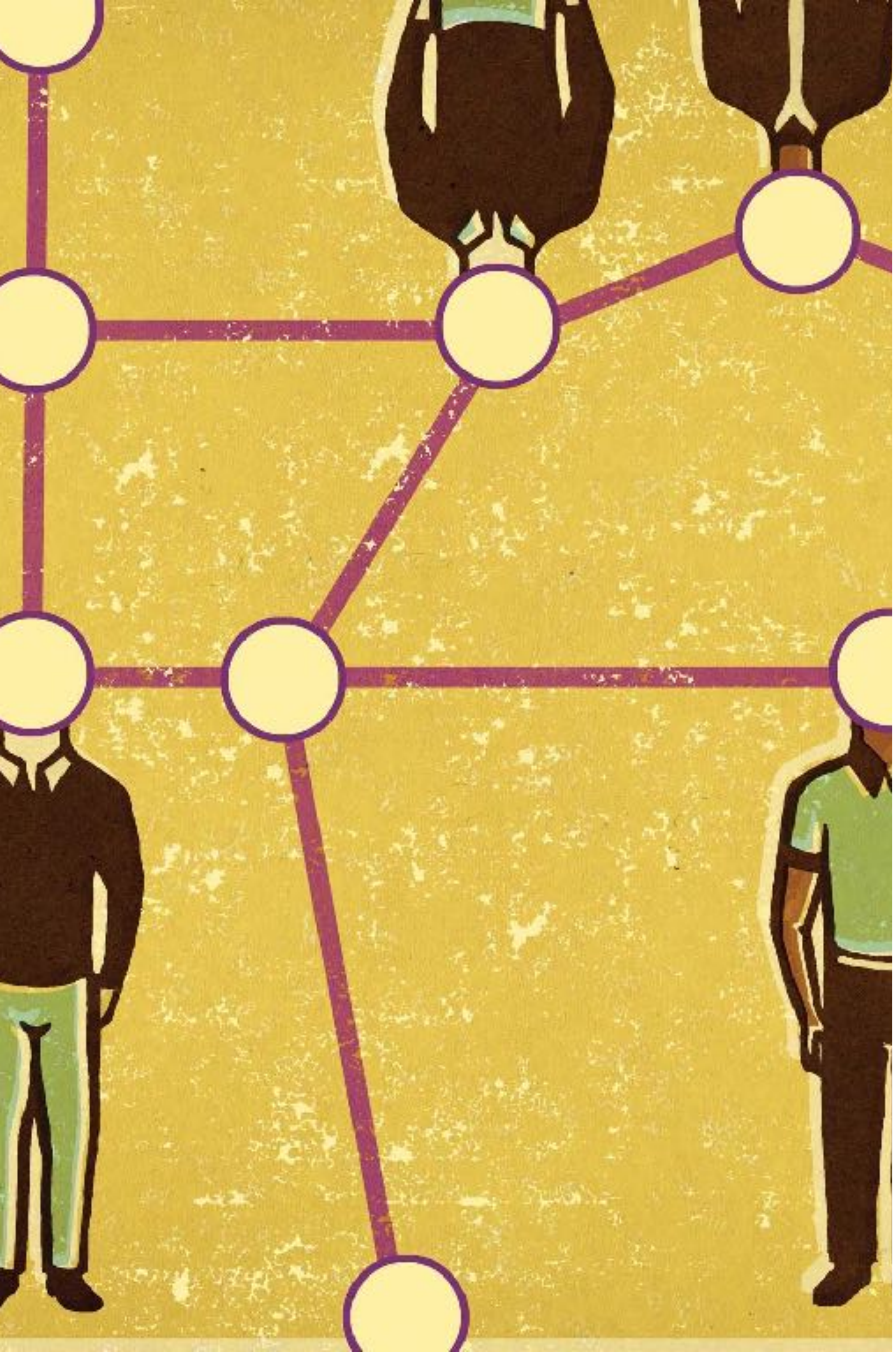
Activists

Activists use Tor to anonymously report abuses from danger zones. Whistleblowers use Tor to safely report on corruption.


EPIX ORIGINAL DOCUMENTARY
DEEP WEB
From the Director of DOWNLOADED
The Crime Saga of the Digital Age.



CROWDSOURCING / CROWDFUNDING

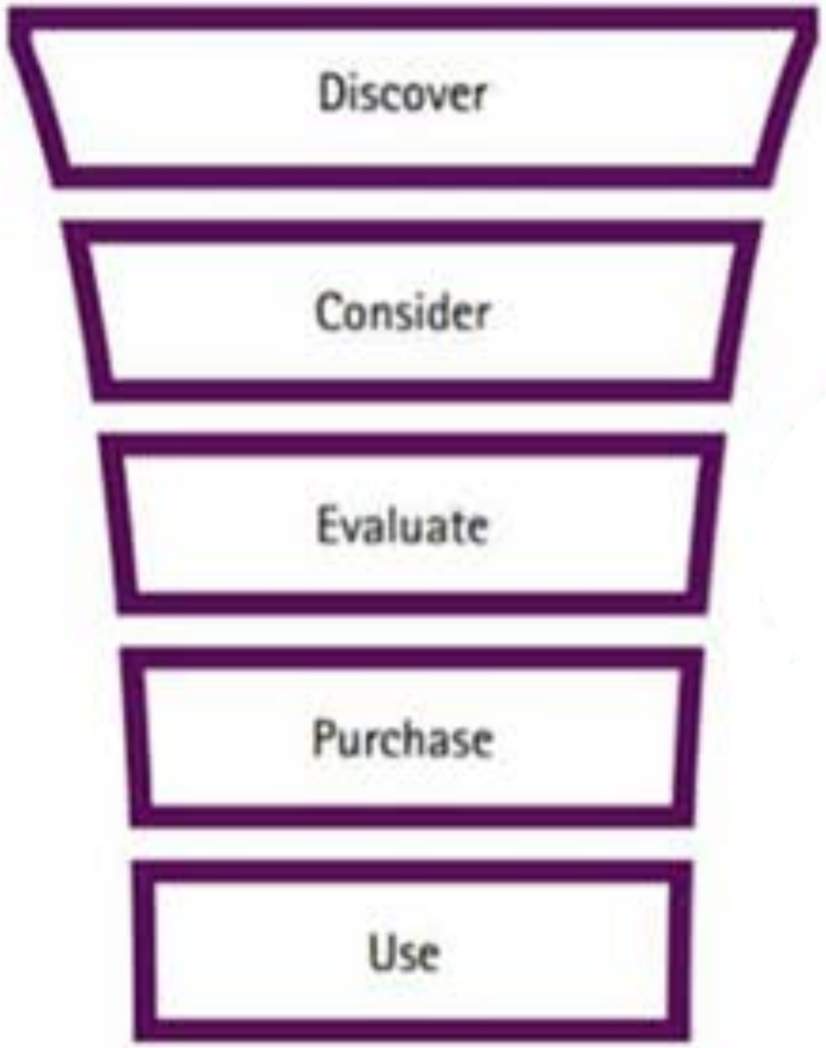


CROWDSOURCING

- Externalización, por parte de una empresa o institución, de una función realizada por un empleado, a un grupo indefinido (y normalmente grande) de personas, mediante una convocatoria abierta. Esta externalización puede tomar la forma de una producción-de-iguales (peer-production) cuando el trabajo se realiza de forma colaborativa, pero también puede llevarse a cabo de forma individual

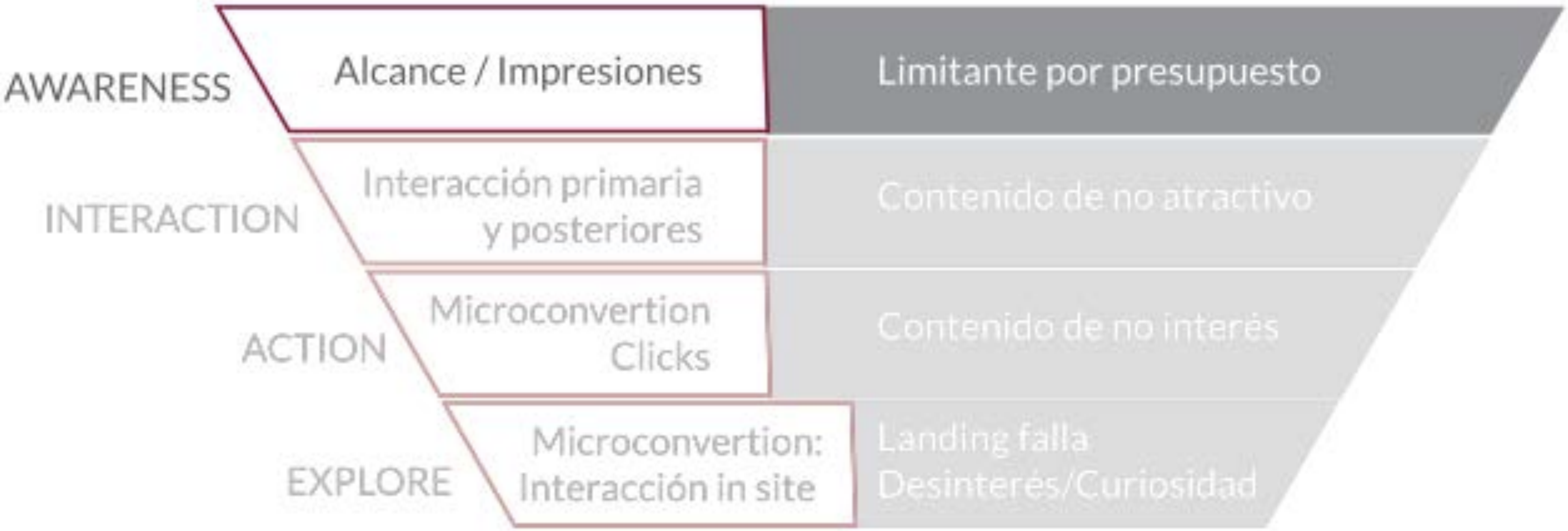
Howe J., The rise of crowdsourcing, Wired 14(6) (2006)

1.2 km
Fulton Street
Grove St
Fulton St
Main St
Hayes St
Grove St
Fell St
3
7
22:56
20 min
18 km


Discover
Consider
Evaluate
Purchase
Use

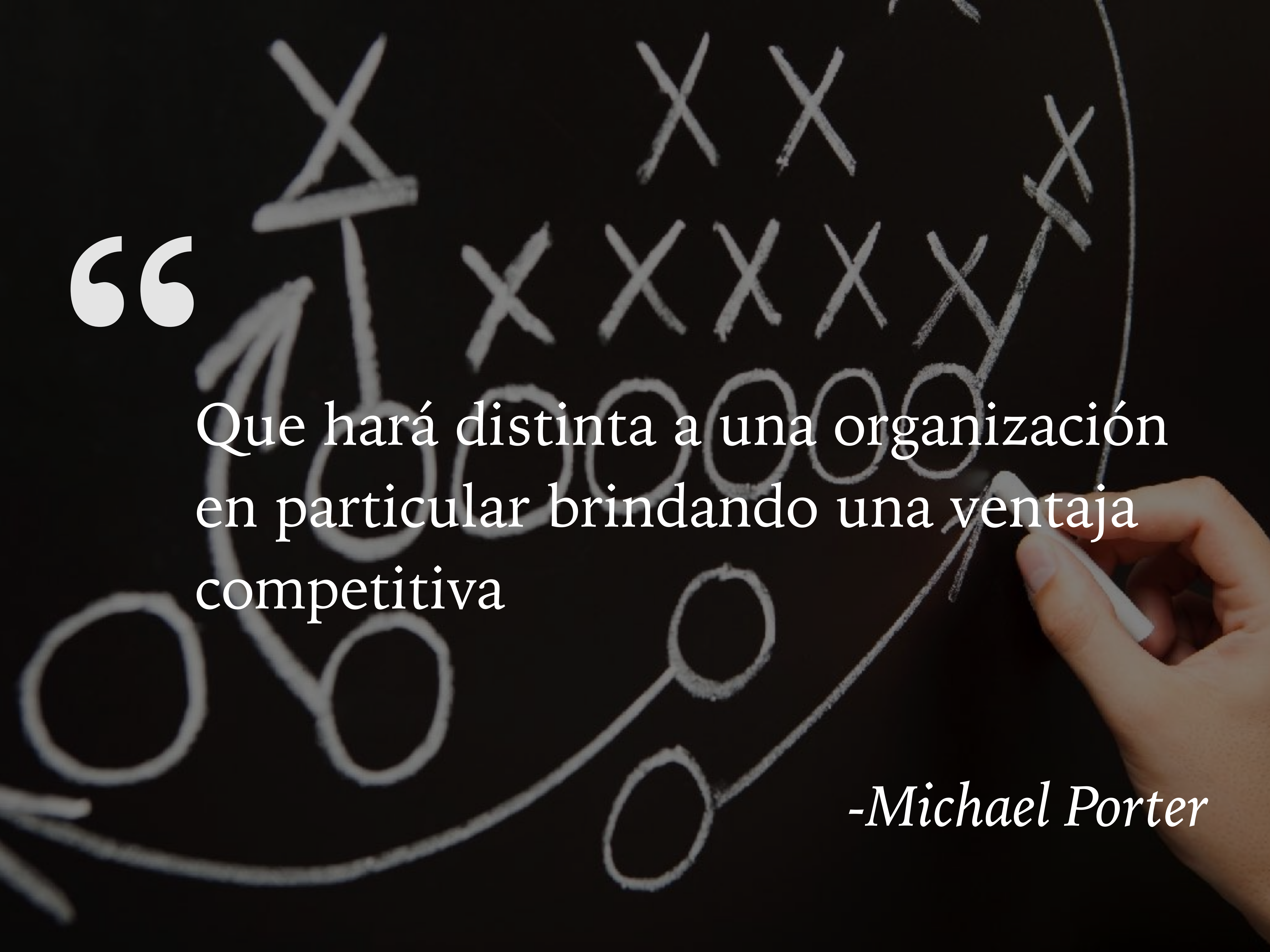
¿...Y LA VERSION DIGITAL / ACTUAL?

Digital Customer Funnel



AWARENESS	Alcance / Impresiones	Limitante por presupuesto
INTERACTION	Interacción primaria y posteriores	Contenido de no atractivo
ACTION	Microconvertion Clicks	Contenido de no interés
EXPLORE	Microconvertion: Interacción in site	Landing falla Desinterés/Curiosidad

ESTRATEGIA



“

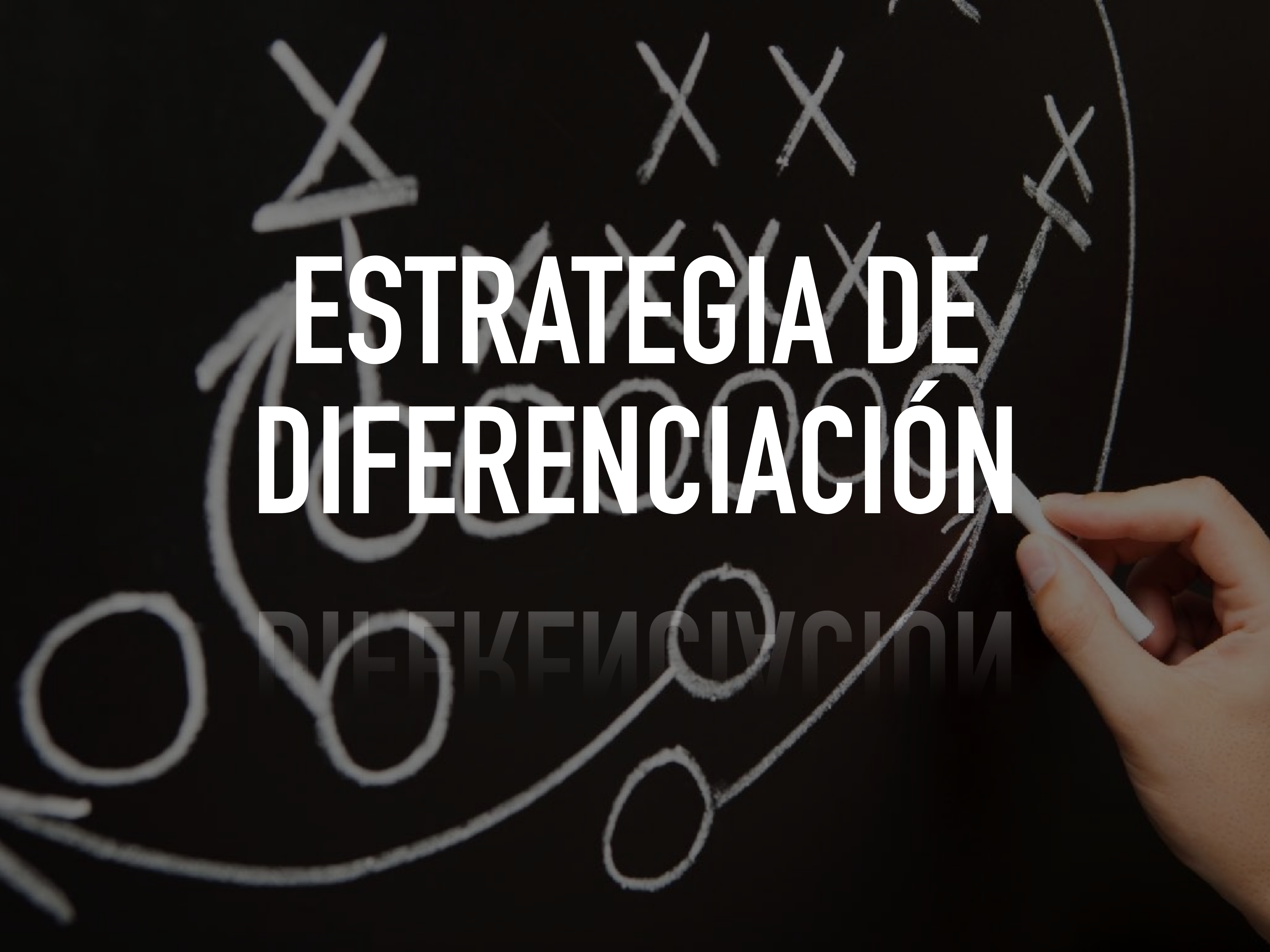
Que hará distinta a una organización en particular brindando una ventaja competitiva

-Michael Porter

ESTRATEGIAS COMPETITIVAS GENÉRICAS

ESTRATEGIA DE COSTOS BAJOS

pagás menos
llevás más
13 58
19 88
1 80
2 87
6 28
5 72
poett
Ayudín



ESTRATEGIA DE DIFERENCIACIÓN

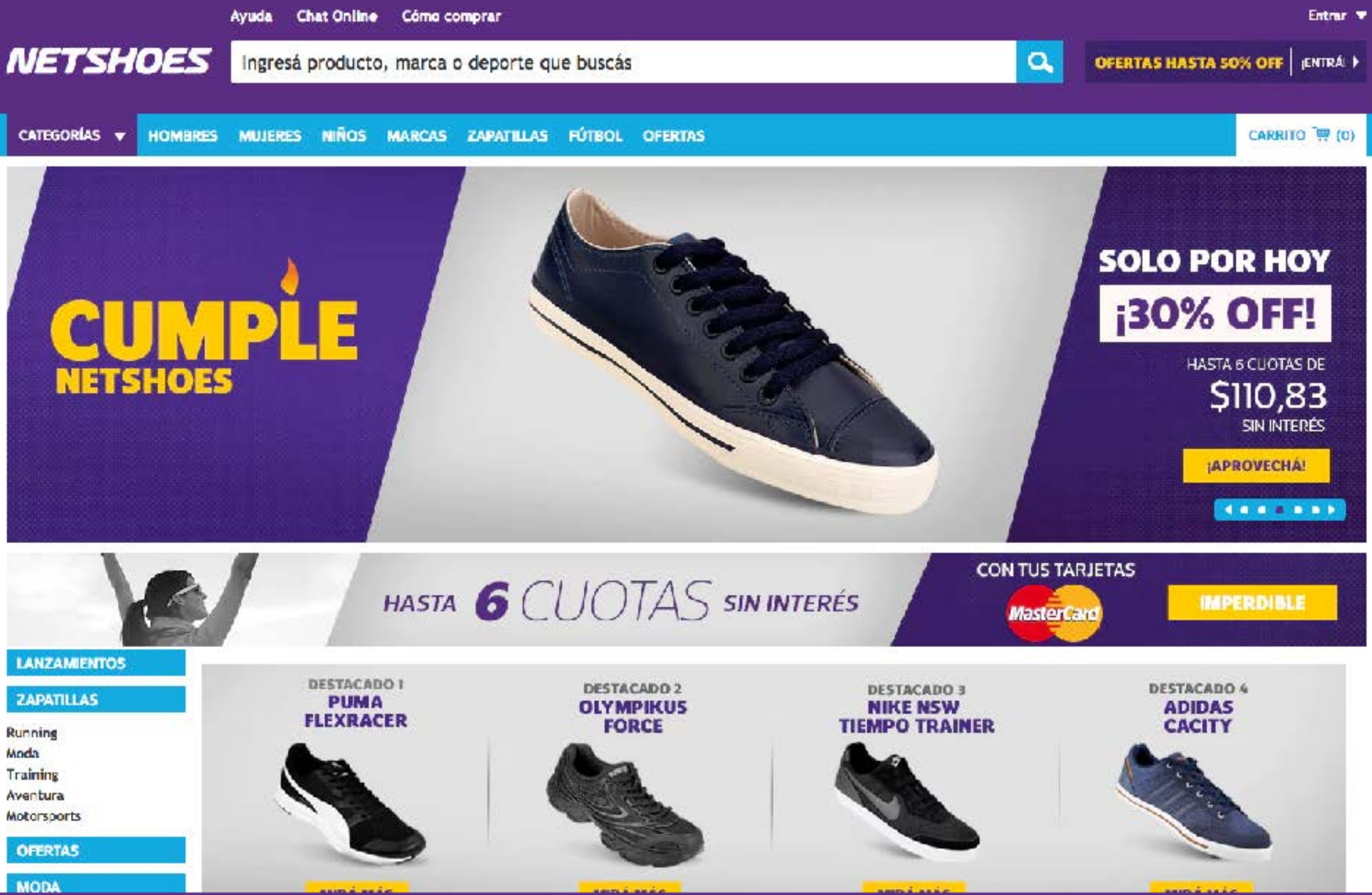
ESTRATEGIA DE NICHO DE MERCADO

EL CLUB DE LA MILANESA
EL CLUB DE LA MILANESA
DESPENSA Y FIAMBRERIA
"LA ESTANCIA"
SALVADOR BANITI
¿CUAL VAS A PROBAR HOY?

¿Y EN EL MUNDO DIGITAL?

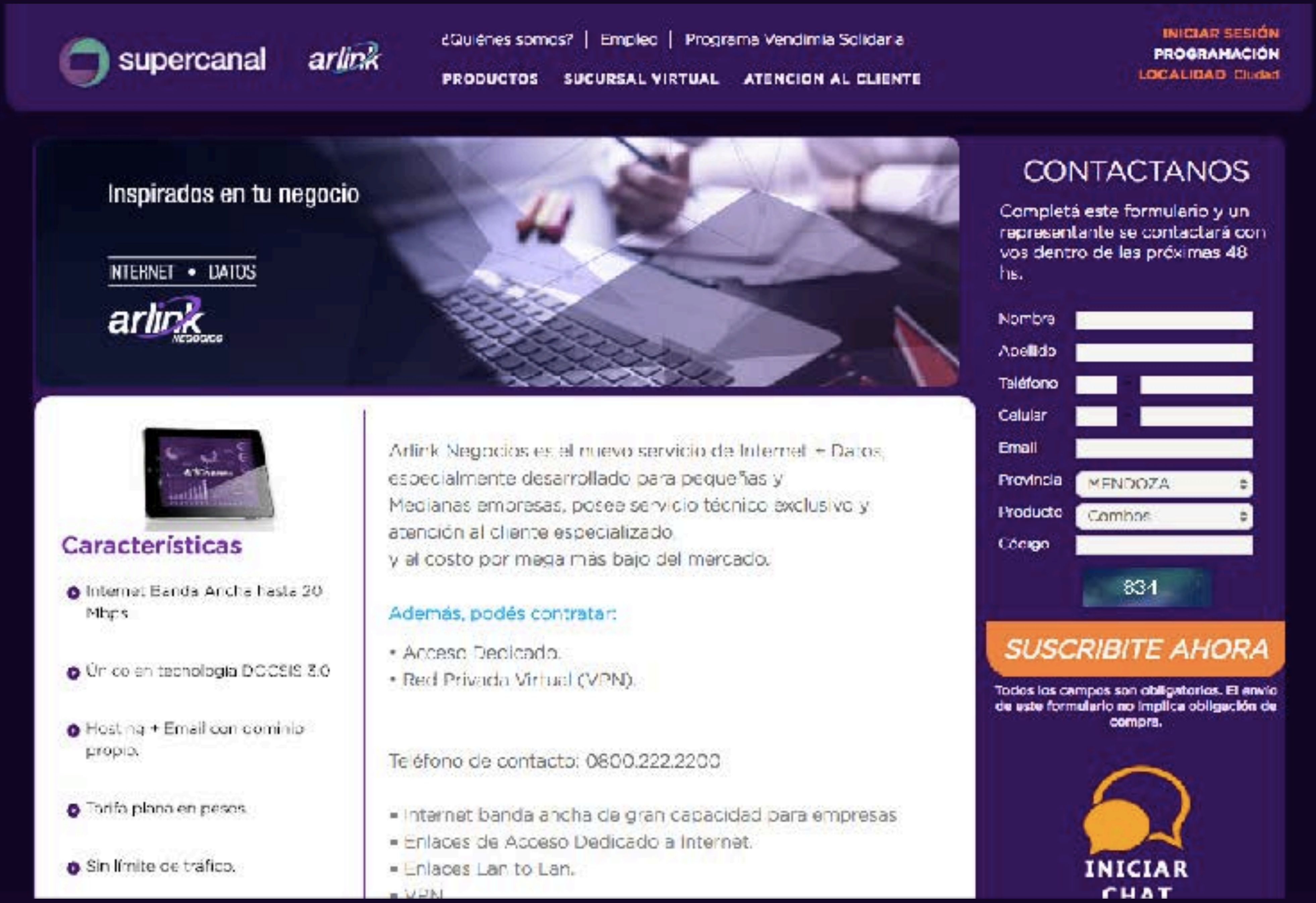
Goal: vender

productos y/o servicios


Ayuda
Chat Online
Cómo comprar
Entrar
NETSHOES
Ingresá producto, marca o deporte que buscás
OFERTAS HASTA 50% OFF
¡ENTRÁ!
CATEGORÍAS
HOMBRES
MUJERES
NIÑOS
MARCAS
ZAPATILLAS
FÚTBOL
OFERTAS
CARRITO (0)
CUMPLE NETSHOES
SOLO POR HOY
¡30% OFF!
HASTA 6 CUOTAS DE
$110,83
SIN INTERÉS
¡APROVECHÁ!
HASTA 6 CUOTAS SIN INTERÉS
CON TUS TARJETAS
MasterCard
IMPERDIBLE
LANZAMIENTOS
ZAPATILLAS
Running
Moda
Training
Aventura
Motorsports
OFERTAS
MODA
DESTACADO 1
PUMA FLEXRACER
DESTACADO 2
OLYMPIKUS FORCE
DESTACADO 3
NIKE NSW TIEMPO TRAINER
DESTACADO 4
ADIDAS CACITY

¿OBJETIVO?

VENDER PRODUCTOS Y/O SERVICIOS


supercanal
arlink
¿Quiénes somos? | Empleo | Programa Vendimia Solidaria
PRODUCTOS
SUCURSAL VIRTUAL
ATENCION AL CLIENTE
INICIAR SESIÓN
PROGRAMACIÓN
LOCALIDAD Ciudad
Inspirados en tu negocio
INTERNET • DATOS
arlink NEGOCIOS

Características

- Internet Banda Ancha hasta 20 Mbps
- Único en tecnología DOCSIS 3.0
- Hosting + Email con dominio propio.
- Tarifa plana en pesos.
- Sin límite de tráfico.

Arlink Negocios es el nuevo servicio de Internet + Datos, especialmente desarrollado para pequeñas y Medianas empresas, posee servicio técnico exclusivo y atención al cliente especializado
y al costo por mega más bajo del mercado.

Además, podés contratar:

- Acceso Dedicado.
- Red Privada Virtual (VPN).

Teléfono de contacto: 0800.222.2200

- Internet banda ancha de gran capacidad para empresas
- Enlaces de Acceso Dedicado a Internet.
- Enlaces Lan to Lan.
- VPN

CONTACTANOS

Completá este formulario y un representante se contactará con vos dentro de las próximas 48 hs.

Nombre
Apellido
Teléfono
Celular
Email
Provincia: MENDOZA
Producto: Combos
Código
834

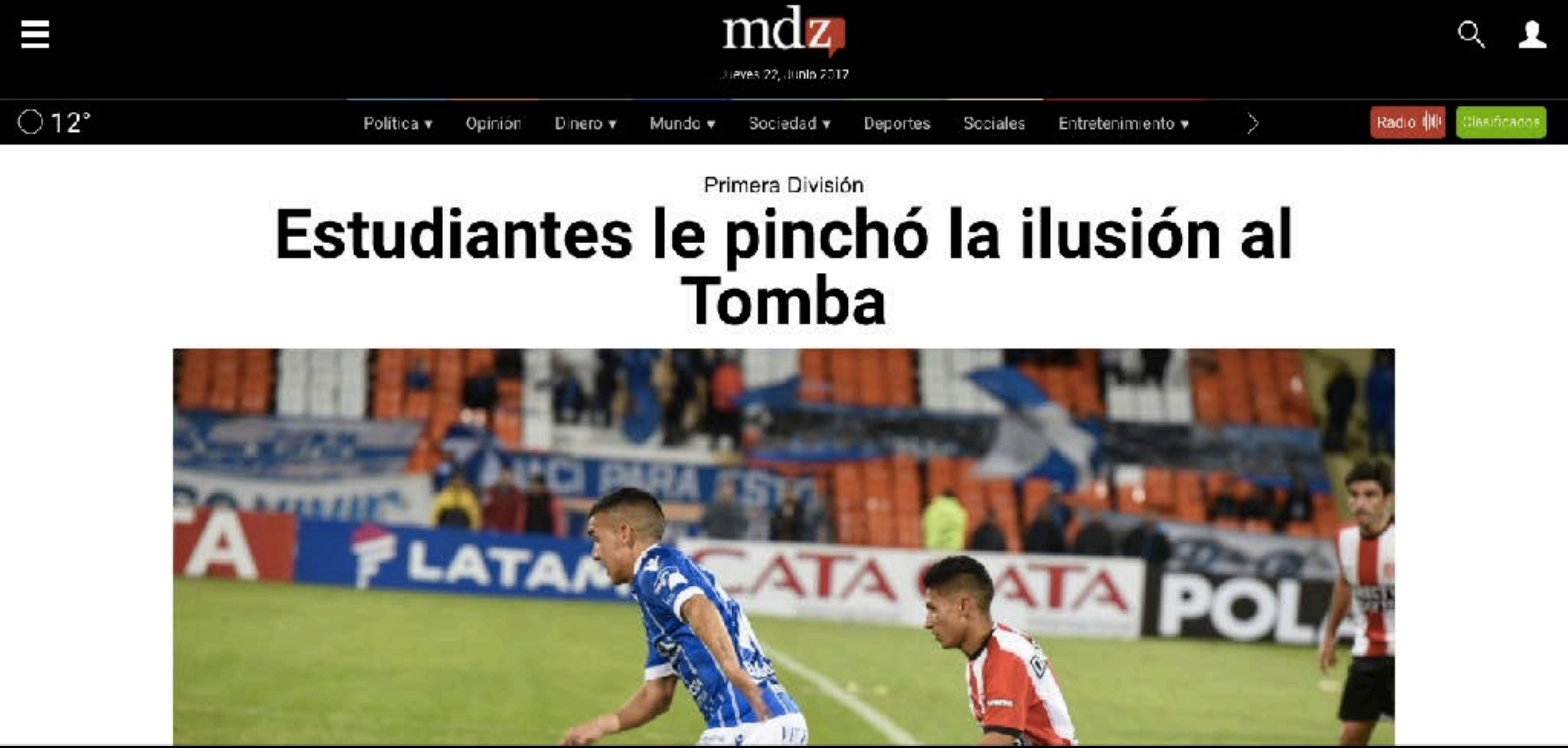
SUSCRIBITE AHORA

Todos los campos son obligatorios. El envío de este formulario no implica obligación de compra.

INICIAR CHAT

¿OBJETIVO?

GENERAR CONSULTAS DE PERSONAS INTERESADAS (LEAD GEN)

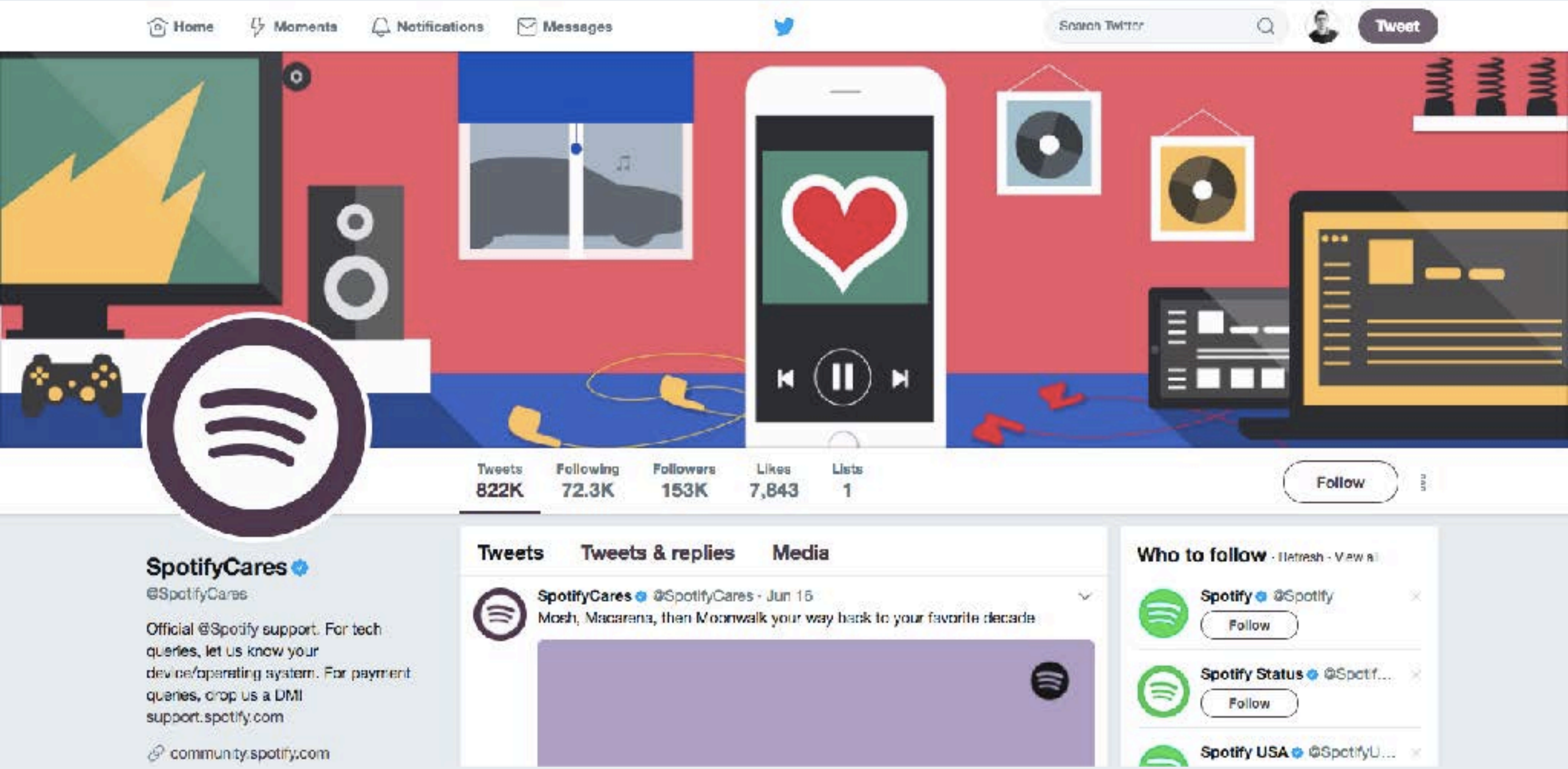

mdz
Jueves 22, Junio 2017
12°
Política
Opinión
Dinero
Mundo
Sociedad
Deportes
Sociales
Entretenimiento
Radio
Clasificados
LATAM
CATA CATA
POL

Primera División

Estudiantes le pinchó la ilusión al Tomba

¿OBJETIVO?

GENERAR TRÁFICO


Home
Moments
Notifications
Messages
Search Twitter
Tweet
Follow
Tweets
Tweets & replies
Media
Follow
Follow

Tweets 822K
Following 72.3K
Followers 153K
Likes 7,843
Lists 1

SpotifyCares
@SpotifyCares

Official @Spotify support. For tech queries, let us know your device/operating system. For payment queries, drop us a DM! support.spotify.com

community.spotify.com

SpotifyCares @SpotifyCares · Jun 15
Mosh, Macarena, then Moonwalk your way back to your favorite decade

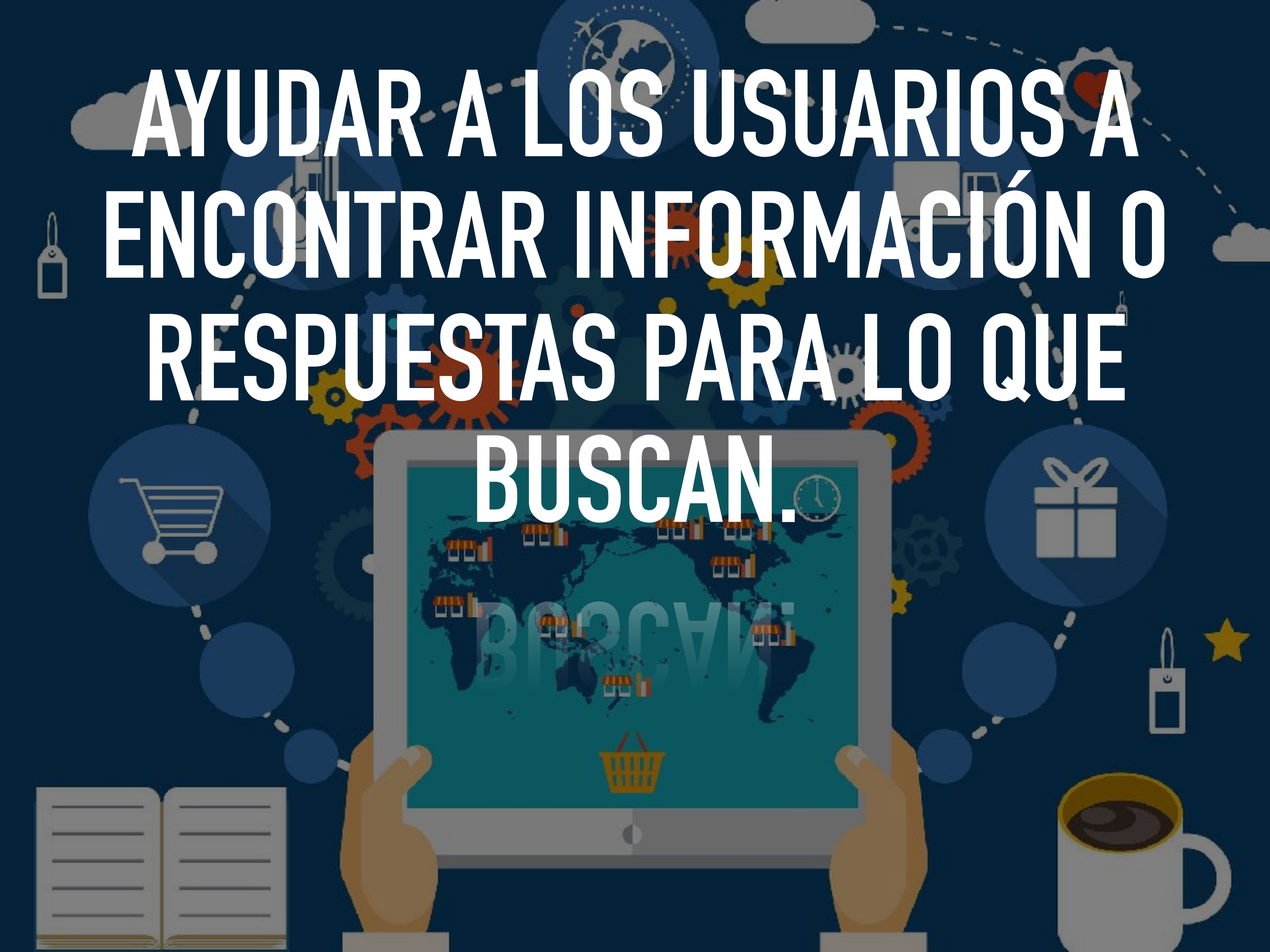
Who to follow · Refresh · View all

Spotify @Spotify

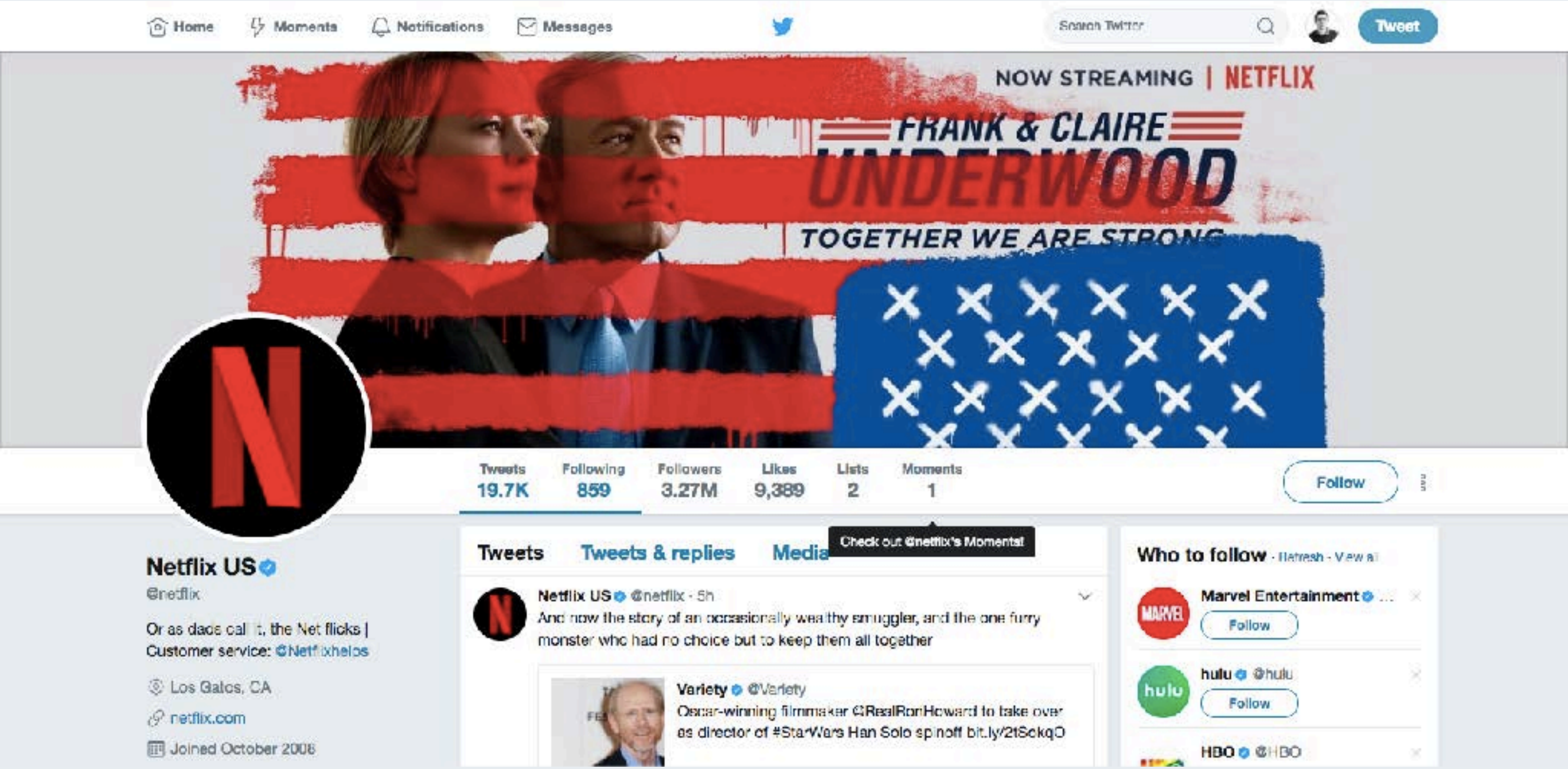
Spotify Status @Spotif...

Spotify USA @SpotifyU...

¿OBJETIVO?



AYUDAR A LOS USUARIOS A ENCONTRAR INFORMACIÓN O RESPUESTAS PARA LO QUE BUSCAN.


Home
Moments
Notifications
Messages
Search Twitter
Tweet
NOW STREAMING | NETFLIX
FRANK & CLAIRE
UNDERWOOD
TOGETHER WE ARE STRONG
Follow
Check out @netflix's Moments!
Who to follow · Refresh · View all
Follow
Follow

Tweets	Following	Followers	Likes	Lists	Moments
19.7K	859	3.27M	9,389	2	1

Netflix US
@netflix

Or as dads call it, the Net flicks | Customer service: @Netflixhelps

Los Gatos, CA
netflix.com
Joined October 2008

Tweets Tweets & replies Media

Netflix US @netflix · 5h
And now the story of an occasionally wealthy smuggler, and the one furry monster who had no choice but to keep them all together

Variety @Variety
Oscar-winning filmmaker @RealRonHoward to take over as director of #StarWars Han Solo spinoff bit.ly/2tSckqO

Marvel Entertainment …

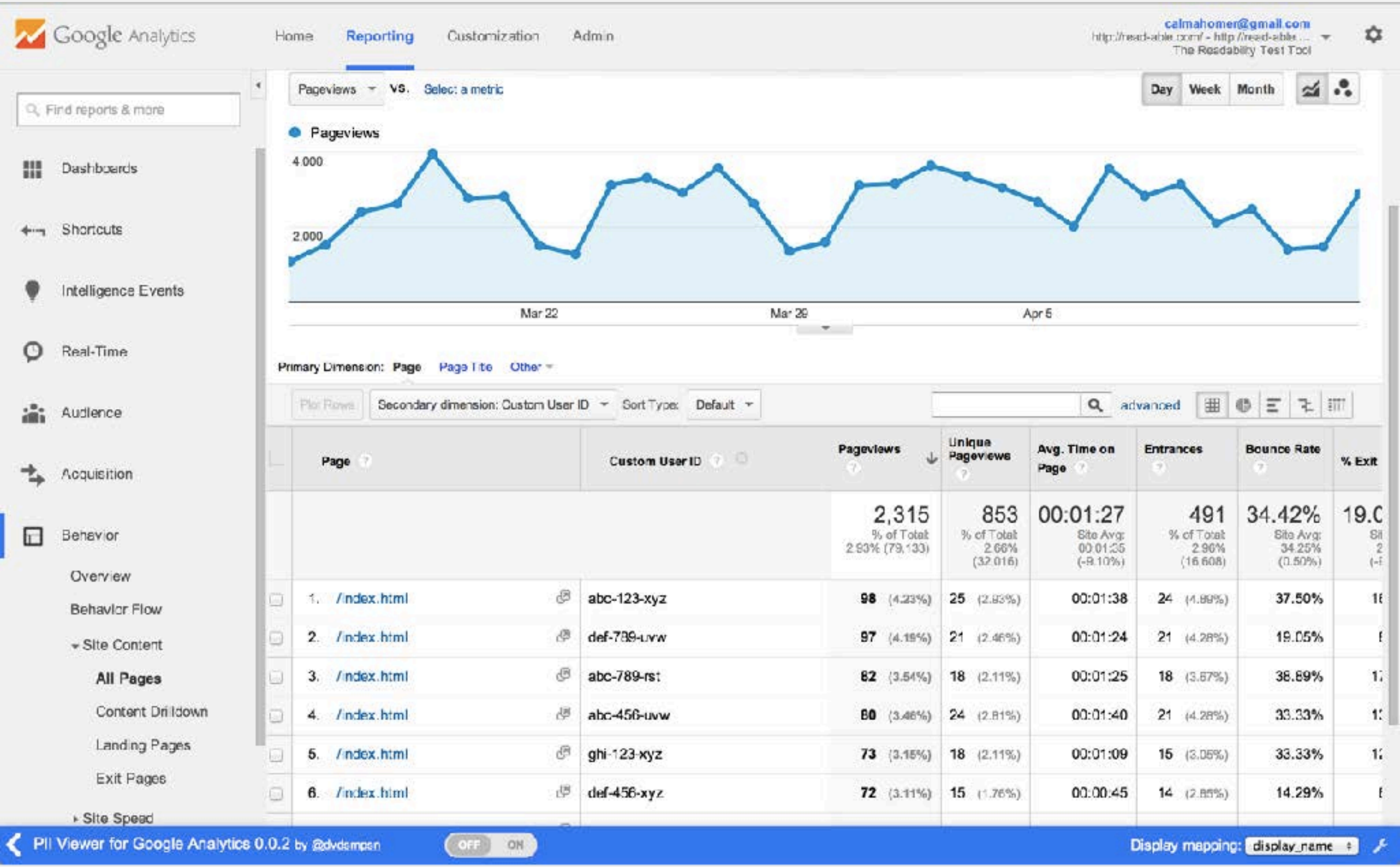
hulu @hulu

HBO @HBO

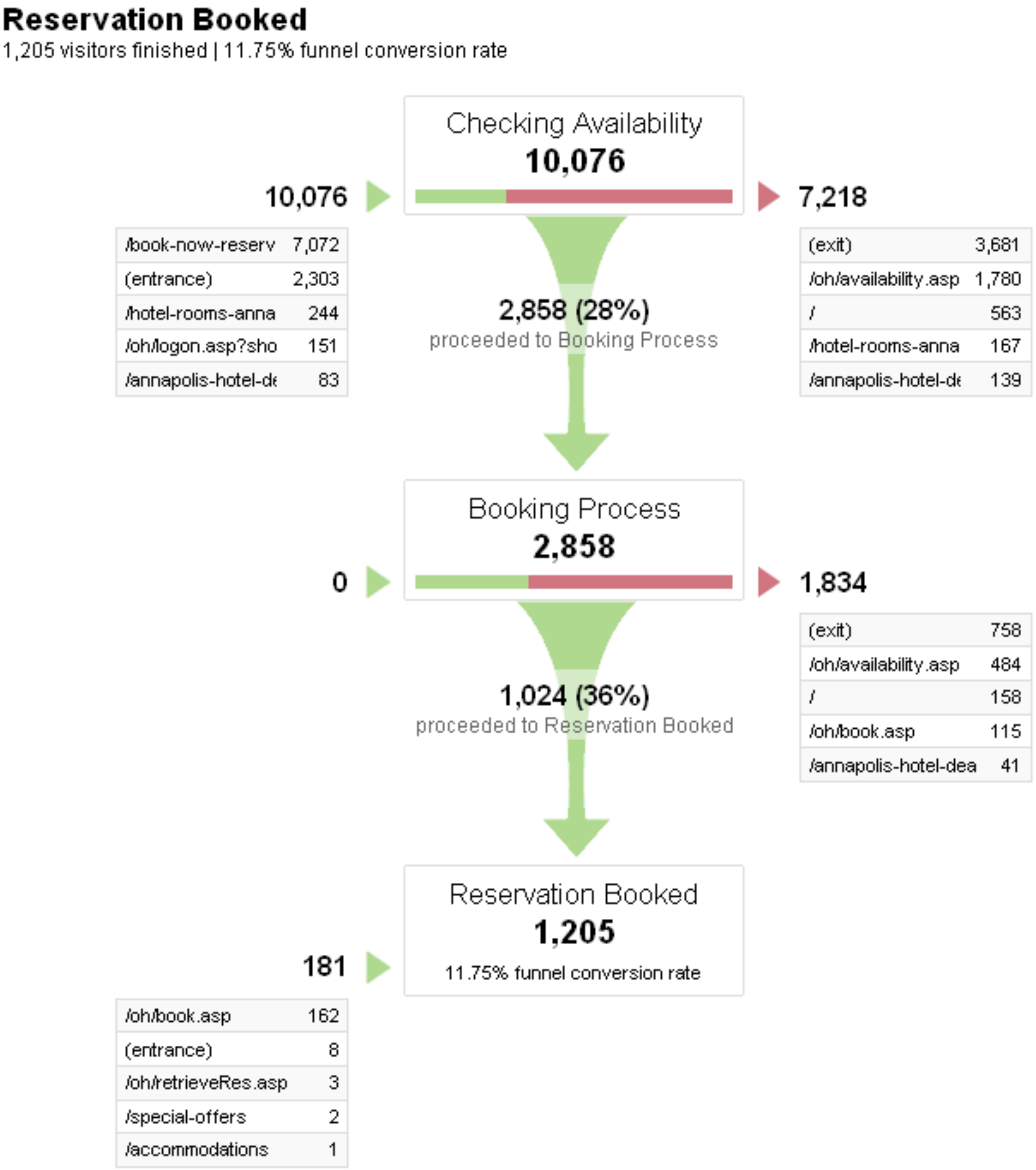
¿OBJETIVO?

PRESENCIA DE MARCA, AWARNESS, ENGAGEMENT.

HERRAMIENTAS


Google Analytics
Home
Reporting
Customization
Admin
calmahomer@gmail.com
http://read-able.com/ - http://read-able ...
The Readability Test Tool
Find reports & more
Dashboards
Shortcuts
Intelligence Events
Real-Time
Audience
Acquisition
Behavior
Overview
Behavior Flow
Site Content
All Pages
Content Drilldown
Landing Pages
Exit Pages
Site Speed
Pageviews
VS.
Select a metric
Day
Week
Month
Pageviews
4,000
2,000
Mar 22
Mar 29
Apr 5
Primary Dimension: Page
Page Title
Other
Plot Rows
Secondary dimension: Custom User ID
Sort Type: Default
advanced
PII Viewer for Google Analytics 0.0.2 by @dvdsmpsn
OFF
ON
Display mapping: display_name

	Page	Custom User ID	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit
			2,315 % of Total: 2.93% (79,133)	853 % of Total: 2.66% (32,016)	00:01:27 Site Avg: 00:01:35 (-9.10%)	491 % of Total: 2.96% (16,608)	34.42% Site Avg: 34.25% (0.50%)	19.0
☐	1. /index.html	abc-123-xyz	98 (4.23%)	25 (2.93%)	00:01:38	24 (4.89%)	37.50%	1
☐	2. /index.html	def-789-uvw	97 (4.19%)	21 (2.46%)	00:01:24	21 (4.28%)	19.05%	
☐	3. /index.html	abc-789-rst	82 (3.54%)	18 (2.11%)	00:01:25	18 (3.67%)	38.89%	1
☐	4. /index.html	abc-456-uvw	80 (3.46%)	24 (2.81%)	00:01:40	21 (4.28%)	33.33%	1
☐	5. /index.html	ghi-123-xyz	73 (3.15%)	18 (2.11%)	00:01:09	15 (3.05%)	33.33%	1
☐	6. /index.html	def-456-xyz	72 (3.11%)	15 (1.76%)	00:00:45	14 (2.85%)	14.29%	



Reservation Booked

1,205 visitors finished | 11.75% funnel conversion rate

Checking Availability

10,076

10,076

/book-now-reserv	7,072
(entrance)	2,303
/hotel-rooms-anna	244
/oh/logon.asp?sho	151
/annapolis-hotel-de	83

7,218

(exit)	3,681
/oh/availability.asp	1,780
/	563
/hotel-rooms-anna	167
/annapolis-hotel-de	139

2,858 (28%)
proceeded to Booking Process

Booking Process

2,858

0

1,834

(exit)	758
/oh/availability.asp	484
/	158
/oh/book.asp	115
/annapolis-hotel-dea	41

1,024 (36%)
proceeded to Reservation Booked

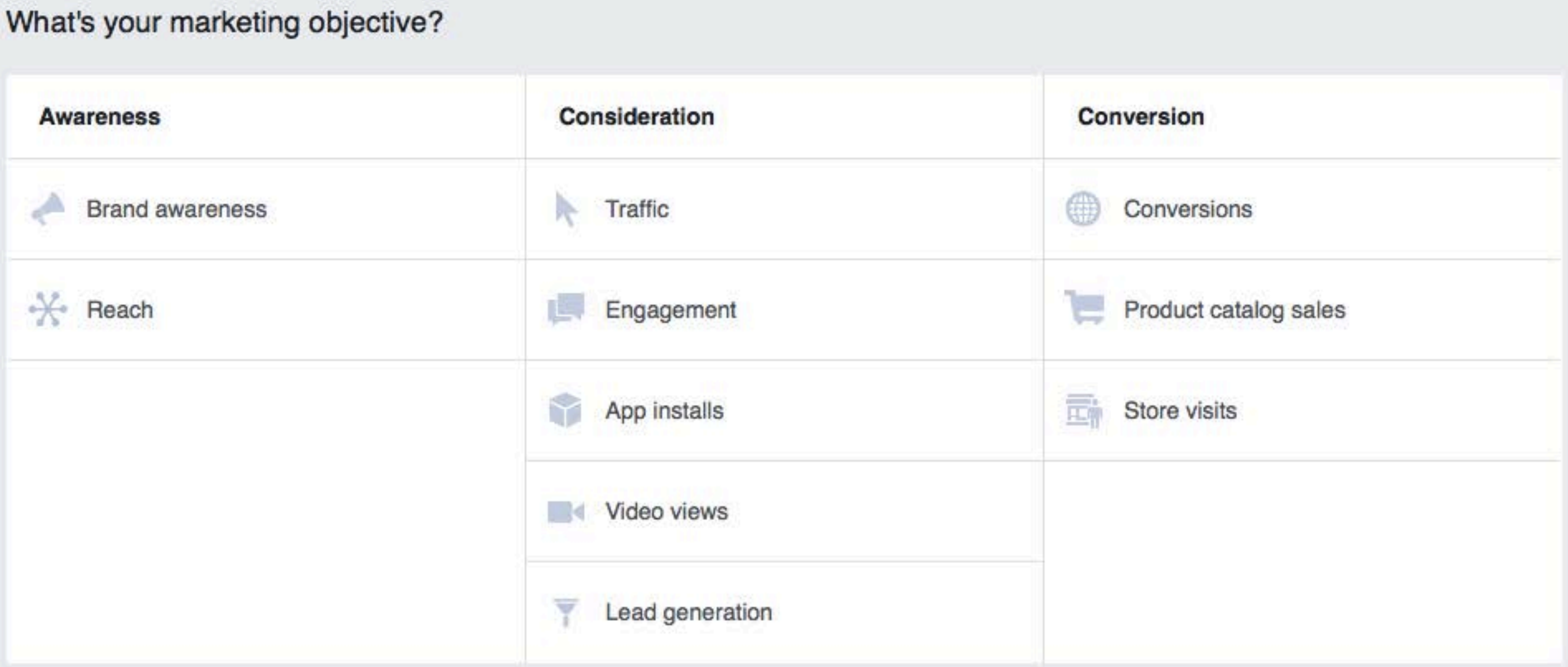
Reservation Booked

1,205

11.75% funnel conversion rate

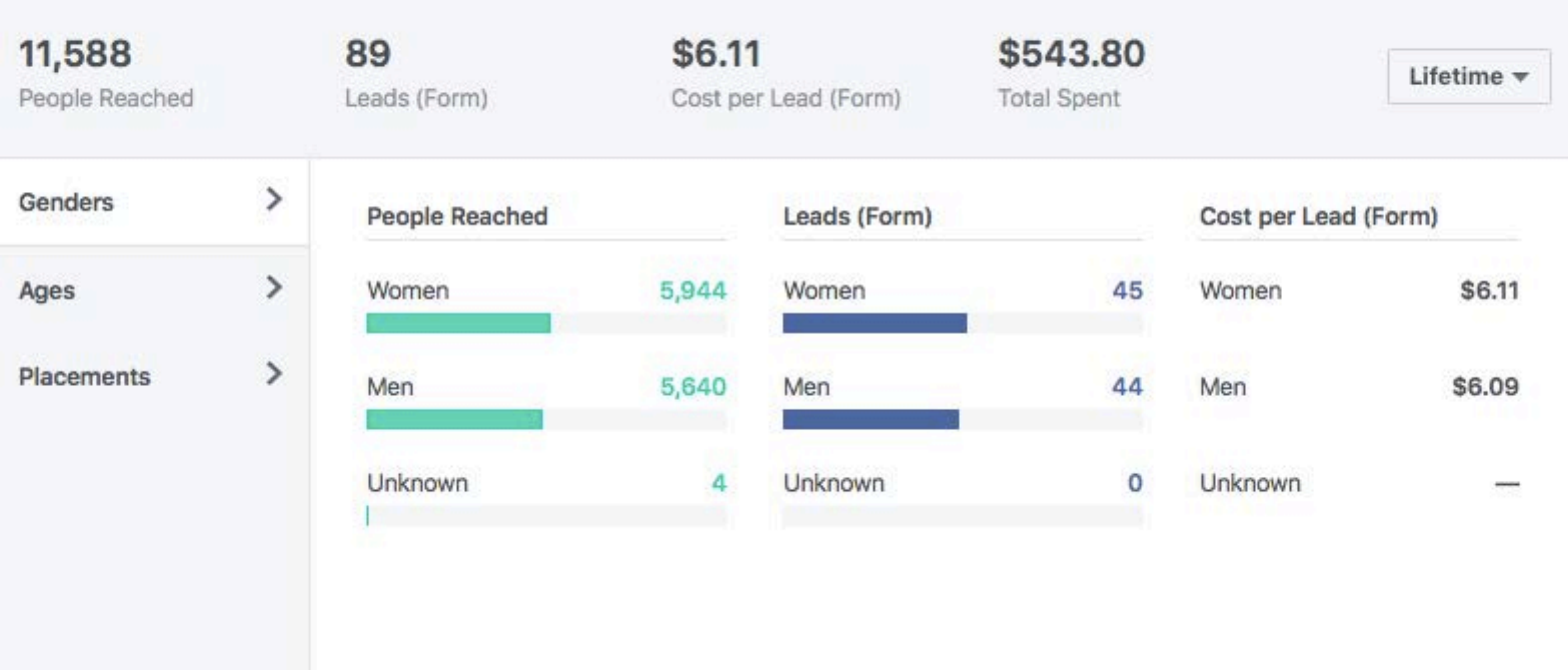
181

/oh/book.asp	162
(entrance)	8
/oh/retrieveRes.asp	3
/special-offers	2
/accommodations	1



What's your marketing objective?

Awareness	Consideration	Conversion
Brand awareness	Traffic	Conversions
Reach	Engagement	Product catalog sales
	App installs	Store visits
	Video views	
	Lead generation	



11,588
People Reached

89
Leads (Form)

$6.11
Cost per Lead (Form)

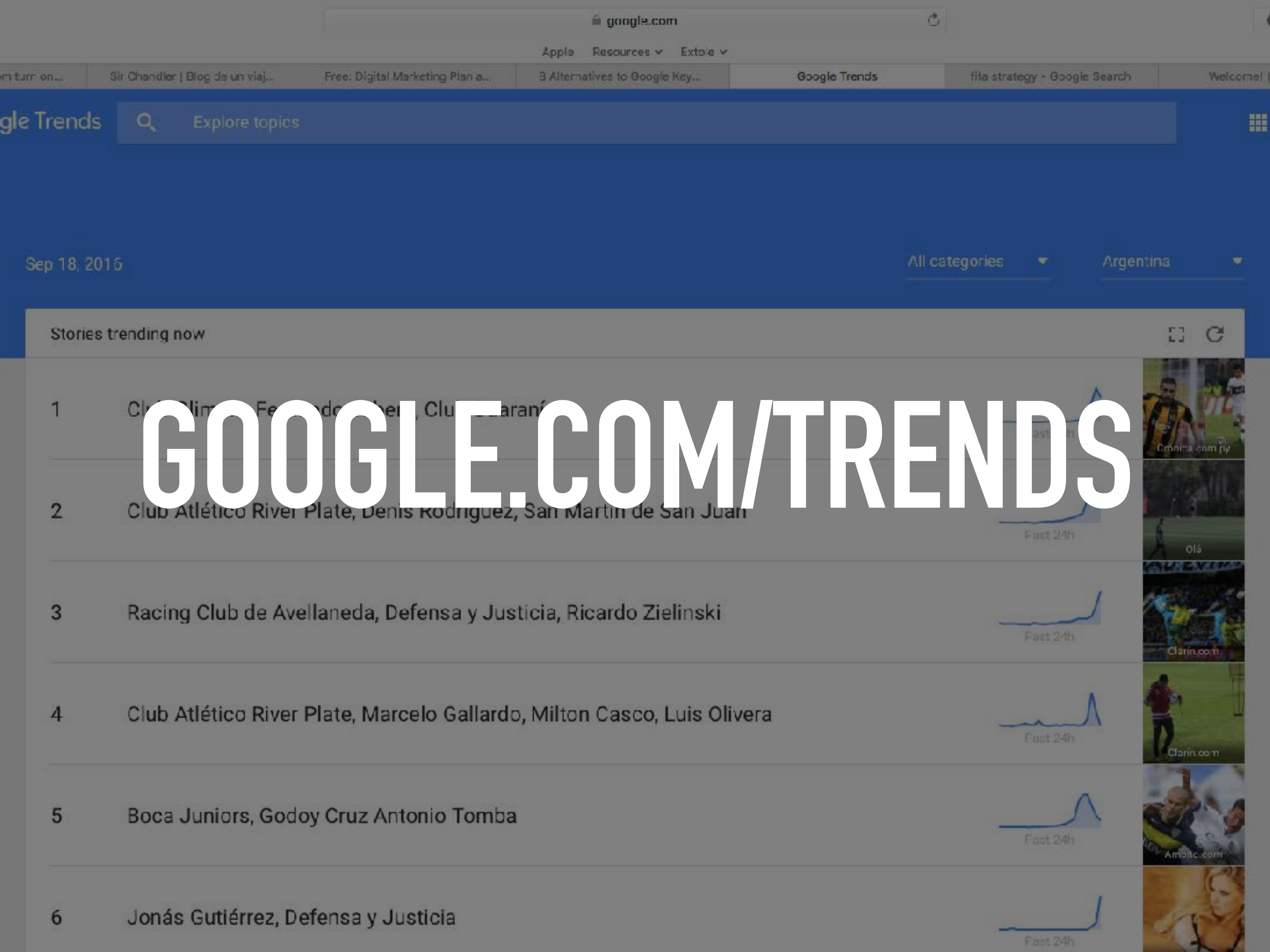
$543.80
Total Spent

Lifetime ▾
Genders >
Ages >
Placements >

	People Reached	Leads (Form)	Cost per Lead (Form)
Women	5,944	45	$6.11
Men	5,640	44	$6.09
Unknown	4	0	—

Google Trends

GOOGLE.COM/TRENDS



google.com
Apple
Resources
Extole
m turr on...
Sir Chandler | Blog de un viaj...
Free: Digital Marketing Plan a...
3 Alternatives to Google Key...
Google Trends
fifa strategy - Google Search
Welcome!
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Sep 18, 2016

All categories

Argentina

Stories trending now

1 Club Olimpia, Fernando [illegible], Club Guaraní

2 Club Atlético River Plate, Denis Rodríguez, San Martín de San Juan

3 Racing Club de Avellaneda, Defensa y Justicia, Ricardo Zielinski

4 Club Atlético River Plate, Marcelo Gallardo, Milton Casco, Luis Olivera

5 Boca Juniors, Godoy Cruz Antonio Tomba

6 Jonás Gutiérrez, Defensa y Justicia

Past 24h
Omnia.com.py
Olé
Clarín.com
Clarín.com
Ámbito.com

PARA BENCHMARKING

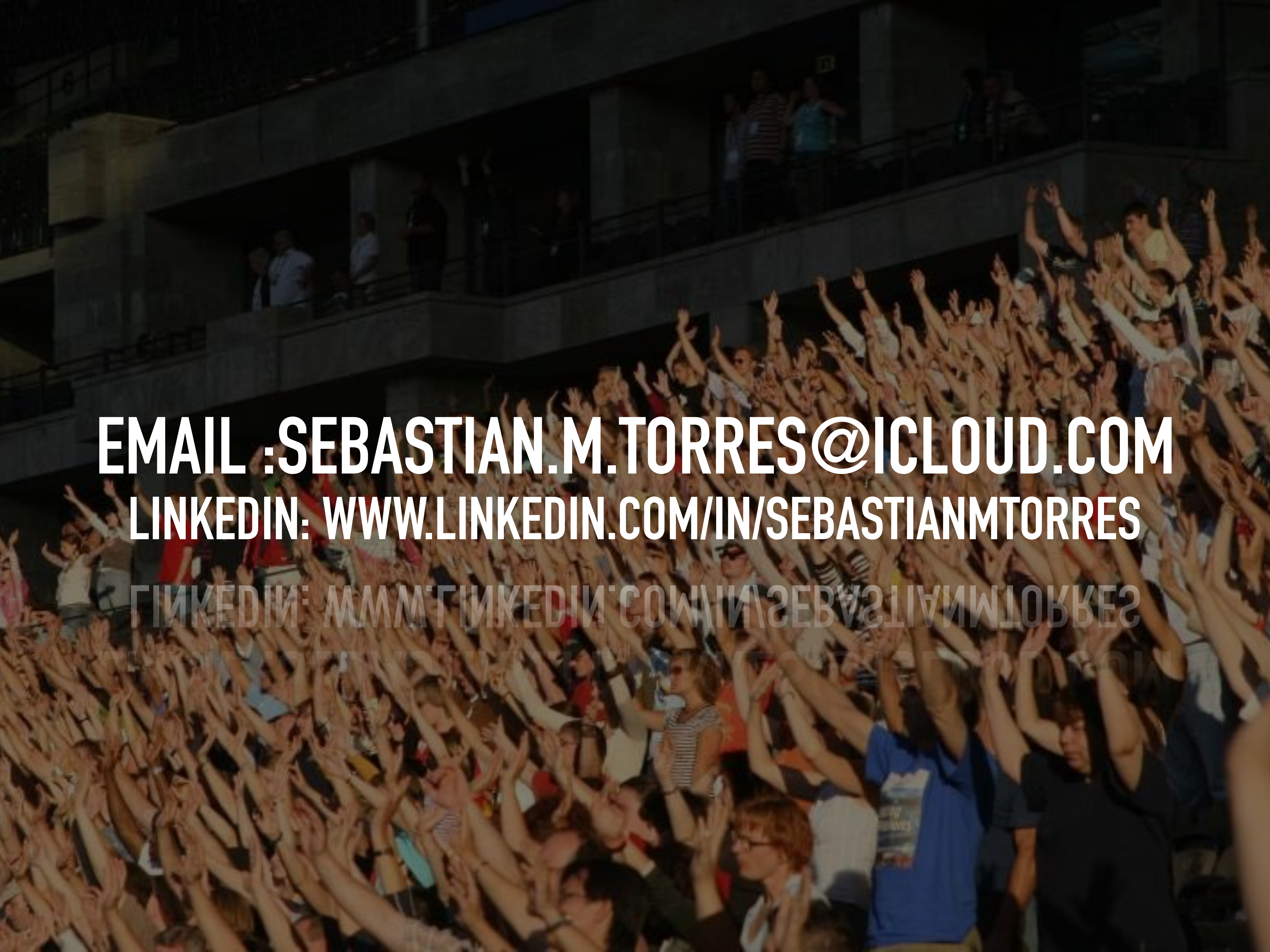
SIMILARWEB.COM

SimilarWebPRO

Discover your competitors' website traffic statistics

Feb. 2014 - Jul. 2014 (6 months)
WorldWide
All Domains
Need Help?
Audience Overview
om Feb, 2014 to Jul, 2014
Daily
Weekly
Monthly
Avg. Monthly Visits
74,700,000
Avg. Visit Duration
00:04:22
Pages / Visit
5.57
Bounce Rate
42.62%
Sources
Google Play Keywords
Search for any keyword
Google Play Keywords
Top Keywords
Keyword Analysis
"Facebook"
57
+ Compare keywords
Top Go
All apps gettin
App positioning (in US)
Facebook
Facebook Messenger
Fast for Faceb

¿CONSULTAS?



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