

Diapositiva 1



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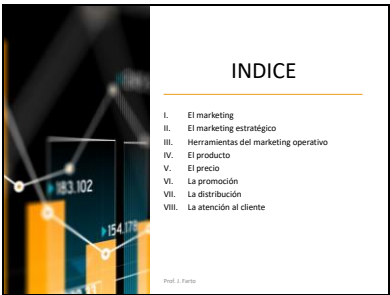
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Diapositiva 2



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Diapositiva 3



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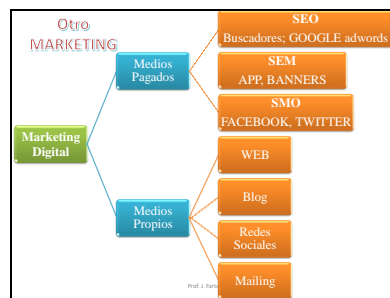
## Diapositiva 6



## Diapositiva 7



## Diapositiva 8



## Diapositiva 9



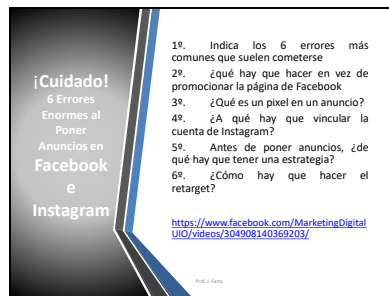
## Diapositiva

10



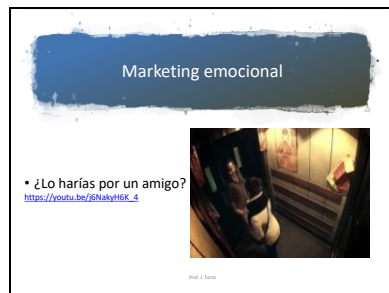
## Diapositiva

11



## Diapositiva

12



Diapositiva  
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# ENAMORA a tus clientes



¿Qué es el marketing experiencial? - Ejemplos para enamorar a tus clientes

- <https://youtu.be/Qp04neESU18>

Prof. J. García

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Diapositiva  
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## MARKETING EXPERIENCIAL

El Cajero de la felicidad –  
Cocacola

<https://youtu.be/dS5mcwbp8E4>



Prof. J. García

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Diapositiva  
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## MARKETING EXPERIENCIAL

IKEA BIG sleepover

<https://youtu.be/YMJDS3fxihU>



Prof. J. García

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Diapositiva  
16

Storytelling:  
el arte de  
contar  
historias

<https://youtu.be/H6OrTVp0J4>

Prof. L. Ferrs



Forma de marketing  
que intenta vincular  
sentimentalmente al  
producto

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Diapositiva  
17

TOMS shoes - One  
for One

- Storytelling basándose  
en valores éticos y la  
RSC



<https://youtu.be/F1vTlNmuu8>

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Diapositiva  
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Diapositiva

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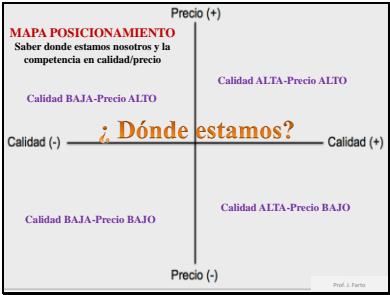
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Diapositiva

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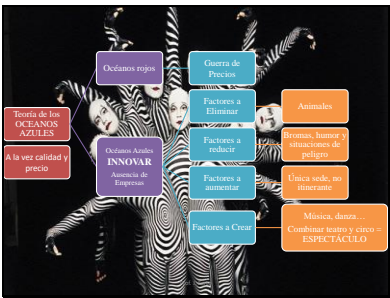
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Diapositiva  
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Diapositiva  
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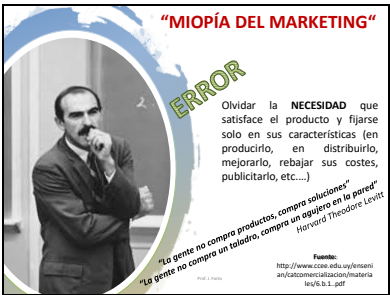
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Diapositiva  
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Diapositiva  
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Diapositiva  
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Diapositiva  
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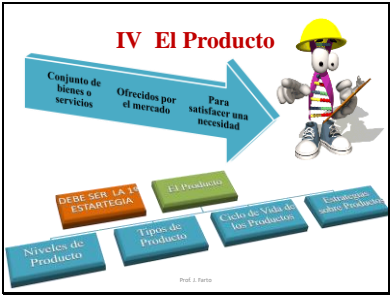
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Diapositiva  
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Diapositiva  
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Diapositiva  
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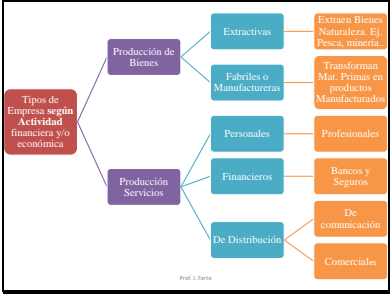
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Diapositiva  
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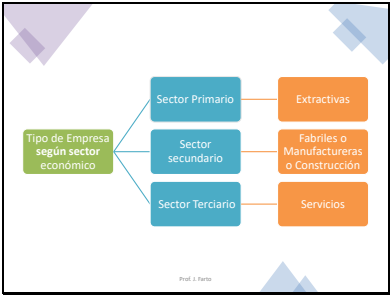
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Diapositiva  
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Diapositiva  
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Diapositiva  
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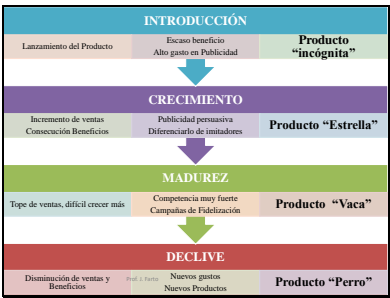
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Diapositiva  
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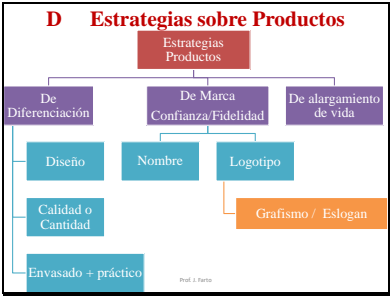
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Diapositiva  
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Diapositiva  
41

La bombilla led que dura 100 años y más - Benito Muros

• <https://youtu.be/5QdIKVsRW8>

Prof. J. Garro

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Diapositiva  
42

<https://youtu.be/TUALXSZL2ww>

• **COMPRAR, TIRAR, COMPRAR**

Prof. J. Garro

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Diapositiva  
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Diapositiva  
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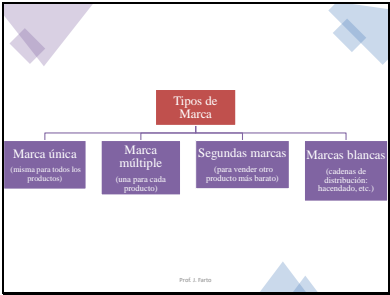
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Diapositiva  
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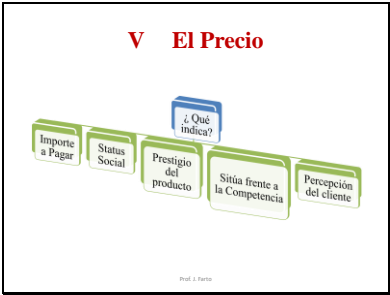
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Diapositiva  
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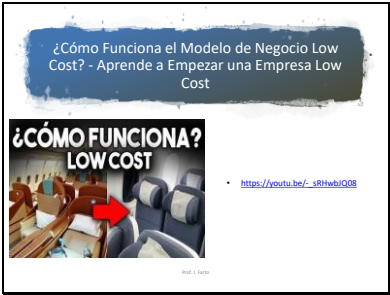
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Diapositiva  
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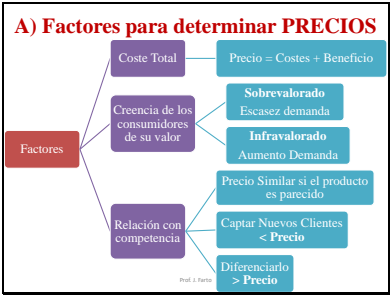
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Diapositiva  
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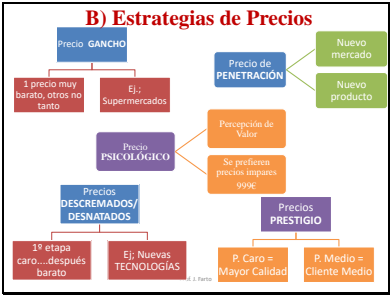
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Diapositiva  
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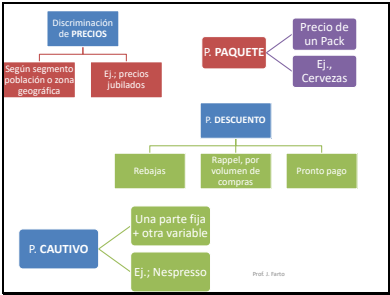
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Diapositiva  
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Diapositiva  
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## Diapositiva

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## Diapositiva

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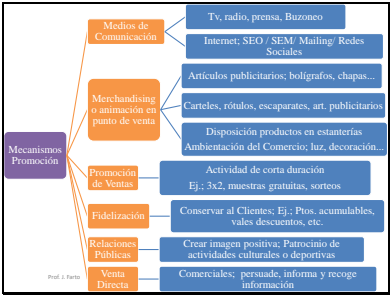


## Diapositiva

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Diapositiva  
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Diapositiva  
56

**Ejemplo de Diferenciación por diseño**

**El Grupo Billingham**

- Fabrica, importa y exporta regalos de empresa
- Estrategia de marketing/productos estrella:
- Pendrives, con diseño personalizado
  - De madera, pvc, aluminio...
  - Tipos: tarjeta, bolígrafo...
  - Finos, elegantes...
  - Altísima calidad

Puedes ver diseños: <http://pendrivespersonalizados.es/>

Prof. J. Barrio

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Diapositiva  
57

**Dayketing estrategia promocional para celebrar fechas señaladas**

<https://youtu.be/72yUHMbuXSA>

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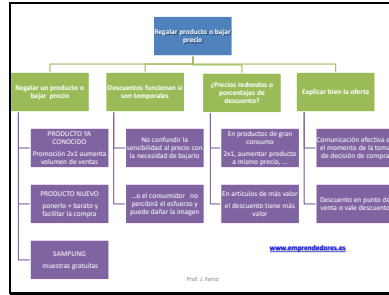
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## 58

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## 59

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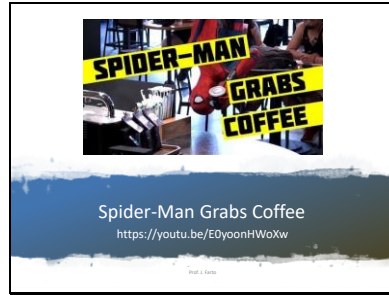
## 60

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## Estrategias de Merchadising

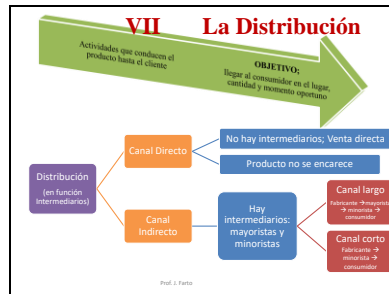
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Diapositiva  
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Diapositiva  
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Diapositiva  
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## Diapositiva

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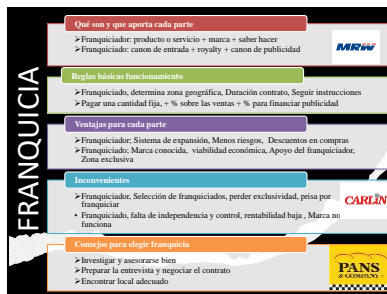
¿Que es una FRANQUICIA y que significa? Es un modelo de negocio rentable? Como comprar FRANQUICIAS

- <https://youtu.be/SASzjIAQdnd>

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## Diapositiva

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**FRANQUICIA**

**Que son y que aporta cada parte**

- Franchisor: producto o servicio + marca + saber hacer
- Franchised: canon de entrada + royalty + canon de publicidad

**Reglas básicas funcionamiento**

- Franchising: determina zona geográfica, Duración contrato, Seguir instrucciones
- Pagar una cantidad fija, + % sobre las ventas + % para financiar publicidad

**Ventajas para cada parte**

- Franchisor: Sistema de expansión, Menos riesgos, Descuentos en compras
- Franchised: Marca conocida, viabilidad económica, Apoyo del franchisor, Zona exclusiva

**Inconvenientes**

- Franchisor: Selección de franquiciados, perder exclusividad, pena por franquiciar
- Franchised: falta de independencia y control, rentabilidad baja, Marca no funciona


**Como pas para elegir franquicia**

- Investigar y seleccionar bien
- Preparar la entrevista y negociar el contrato
- Encontrar local adecuado

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## Diapositiva

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**VIII La Atención al Cliente**

“5º P” (people)  
Marketing mix

cliente feliz

“conserva TU Cliente”

**Claves ATENCIÓN CLIENTE**

1 (34%)	1. Cumplir todas las promesas.
2 (22%)	2. Respetar el tiempo del cliente
3 (11%)	3. Obsesión por los detalles
4	4. Ser siempre cortés
5	5. Mantener un rol profesional
6	6. Dar seguridad al cliente
7	7. Respetar la confidencialidad
8	8. Ser muy accesibles
9	9. Comunicar comprensiblemente
10	10. Reaccionar frente al error

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Diapositiva  
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Departamento de Atención al Cliente

Compradores misteriosos: les pagan por ir de compras

<https://youtu.be/edv802-R0ns>



Compra misteriosa

Prof. J. Barrio

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Diapositiva  
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Fidelización: Fans, y no solo Clientes

- <https://youtu.be/enYmHRcjBZQ>



Fidelización

Prof. J. Barrio

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72

Fidelización: Fans, y no solo Clientes

Un fan es un "admirador de alguien", si ofreces un producto de calidad el cliente se convierte en fans, y los fans se quedan!!

- <https://youtu.be/fg1D2FpMBA>



CON PASIÓN

Prof. J. Barrio

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Diapositiva

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Diapositiva

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Diapositiva

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¿crees que este video consigue fidelizar al cliente?

<https://youtu.be/25fqaK0ScE>

Vendemos un estilo, un sentimiento de vida. Las motos las entregamos gratis.

Prof. J. Farto

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