
¿Qué le ofrece tu empresa a
3.500.000.000
posibles clientes en Internet?

mc
#rafaelmartinezc

Hablemos de marketing digital



mc
#rafaelmartinezc

Antes de comenzar...

Revisemos algunas estadísticas



3,564,595,627

Internet Users in the world



1,147,758,127

Total number of Websites



79,418,940,959

Emails sent [today](#)



1,749,102,065

Google searches [today](#)



1,632,469

Blog posts written [today](#)



223,692,803

Tweets sent [today](#)



2,029,523,052

Videos viewed [today](#)
on YouTube



22,812,530

Photos uploaded [today](#)
on Instagram



35,998,238

Tumblr posts [today](#)

Todos estos datos “nos preguntan”
¿Dónde está tu empresa?



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Tumblr posts **today**

Recuérdelo, se trata de
Evolucionar



Aprovechar lo mejor de lo
tradicional

Sin temor a la innovación

BOOKS

Welcome visitor you can [Login](#) or [Create an account](#)
 WISH LIST (0) | MY ACCOUNT | SHOPPING CART | CHECKOUT

SHOPPING CART
 0 item(s) - \$0.00

CATEGORIES

Art and Architecture

- Biography
- Body Mind and Spirit
- Economics
- Children's Books
- Computers
- Crafts and Hobbies
- Fiction
- History
- Political Science
- Law and Taxation
- Literary Collections
- Mathematics
- Medical
- Science
- Sports and Recreation
- Study Aids
- Reference
- Technology

BESTSELLERS

Lorem ipsum
 dolor sit amet
 consectetur
 adipiscing
 elit
\$25.99

Ipsum dolor sit
 amet conse
 ctetur
\$25.99

Cillum dolore
 eu fugiat nulla
 pariatur
\$25.99

Lorem ipsum
 dolor sit amet
 conse
\$25.99

Ipsum dolor sit
 amet conse
 ctetur
\$25.99

HOME

ABOUT

DELIVERY

SITE MAP

CONTACTS

Q Enter search keywords here

SEARCH

nook
 by Barnes & Noble

Our fastest, lightest tablet with the best
 entertainment displayed in
 stunning VividView™

CLICK HERE

FEATURED

Lorem ipsum dolor
 sit amet conse

\$25.99
 Add to cart

Ipsum dolor sit amet
 conse

\$25.99
 Add to cart

Dolor sit amet conse

\$25.99
 Add to cart

Voluptate velit esse
 cillum dolore

\$25.99
 Add to cart

Cillum dolore eu
 fugiat

\$25.99
 Add to cart

NEWS PRODUCTS

Dolore eu fugiat

\$25.99
 Add to cart

Cillum dolore eu
 fugiat nulla

\$25.99
 Add to cart

Lorem ipsum dolor
 sit amet conse

\$25.99
 Add to cart

Nulla pariatur. Excepteur
 sint

\$25.99
 Add to cart

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 sit amet conse

\$25.99
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INFORMATION

About Us
 Delivery Information
 Privacy Policy
 Terms & Conditions

CUSTOMER SERVICE

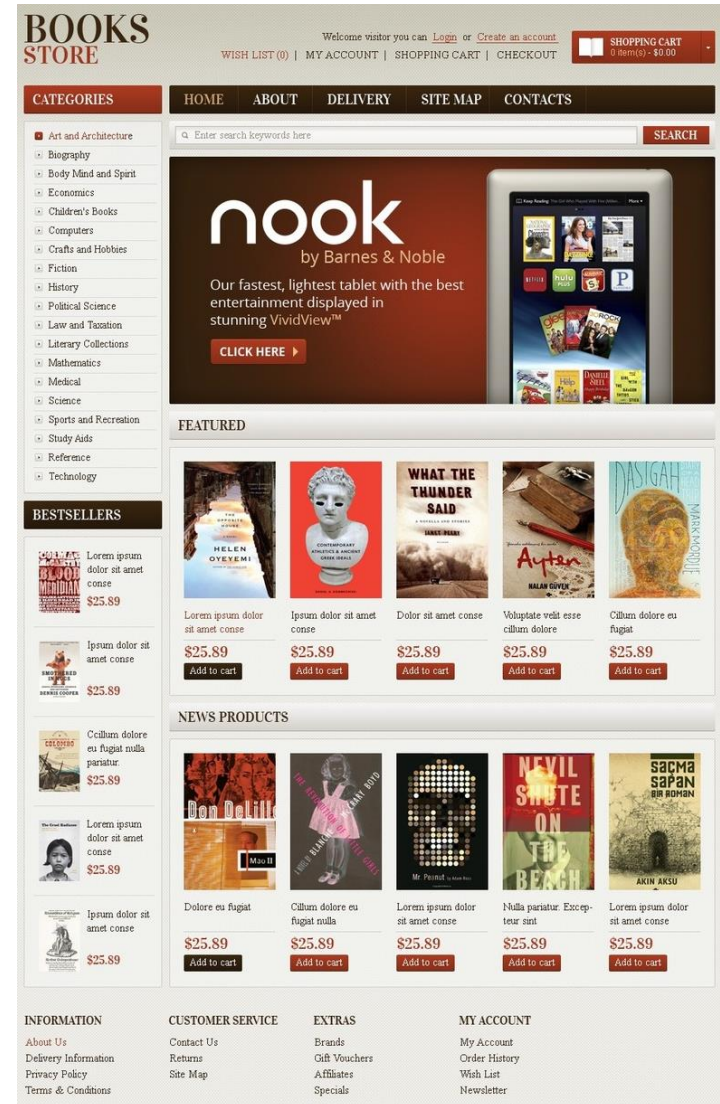
Contact Us
 Returns
 Site Map

EXTRAS

Brands
 Gift Vouchers
 Affiliates
 Specials

MY ACCOUNT

My Account
 Order History
 Wish List
 Newsletter



Algunos “nuevos” principios

Basados en la experiencia

**Si no sabemos lo que
vendemos es muy probable
que nadie nos compre**

**El cliente de hoy puede
comparar precios y calidad con
tan solo tener acceso a
internet (celular)**

**Ya no existen horarios, ni
distancias, la información debe
estar disponible siempre y
actualizada**

**Sus clientes, ahora son su
“audiencia” (en cualquier
lugar, momento y dispositivo)**

**La audiencia “visita” su
Página Web, Blog, Redes
Sociales y Comunidades
Virtuales**

**Los visitantes interesados se
convierten en “sus
seguidores”
(fideliza a tus clientes)**

Hablemos de algunas **Estrategias**





Y las redes sociales

¿Realmente nos ayudan?



PINTEREST

SOCIAL SITE
THAT IS ALL ABOUT
DISCOVERY

LARGEST
OPPORTUNITIES



USERS ARE:

32% MALE

68% FEMALE

70
MILLION
ACTIVE USERS



TWITTER

MICRO BLOGGING
SOCIAL SITE
THAT LIMITS EACH
POST TO **140**
CHARACTERS

LARGEST
PENETRATION



BUT SPREADING
SLOWLY AND STEADILY

5,700 TWEETS
HAPPEN
EVERY
SECOND

560
MILLION
ACTIVE USERS



FACEBOOK

SOCIAL SHARING
SITE THAT HAS
1 BILLION
USERS WORLDWIDE

LARGEST
OPPORTUNITIES



COMMUNICATING WITH
CONSUMERS
IN A NON-OBTRUSIVE WAY

USERS
SHARE
2.5 BILLION
PIECES OF CONTENT EACH DAY

1
BILLION
ACTIVE USERS



INSTAGRAM

SOCIAL SHARING
SITE ALL AROUND
PICTURES
AND NOW 15 SECOND
VIDEOS

MANY BRANDS
ARE PARTICIPATING
THROUGH THE USE OF
HASHTAGS

AND POSTING

PICTURES
CONSUMERS
CAN RELATE TO

MOST FOLLOWED
BRAND IS



150
MILLION
ACTIVE USERS



GOOGLE+

SOCIAL NETWORK
BUILT BY GOOGLE
THAT ALLOWS FOR
BRANDS
AND **USERS**
TO BUILD CIRCLES

NOT AS MANY
BRANDS
ACTIVE,
BUT THE ONES THAT ARE
TEND TO BE A
GOOD FIT WITH A
GREAT FOLLOWING

GROWING RAPIDLY
WITH **925,000**

NEW USERS
EVERY DAY

400
MILLION
ACTIVE USERS



LINKEDIN

BUSINESS
ORIENTED
SOCIAL NETWORKING SITE

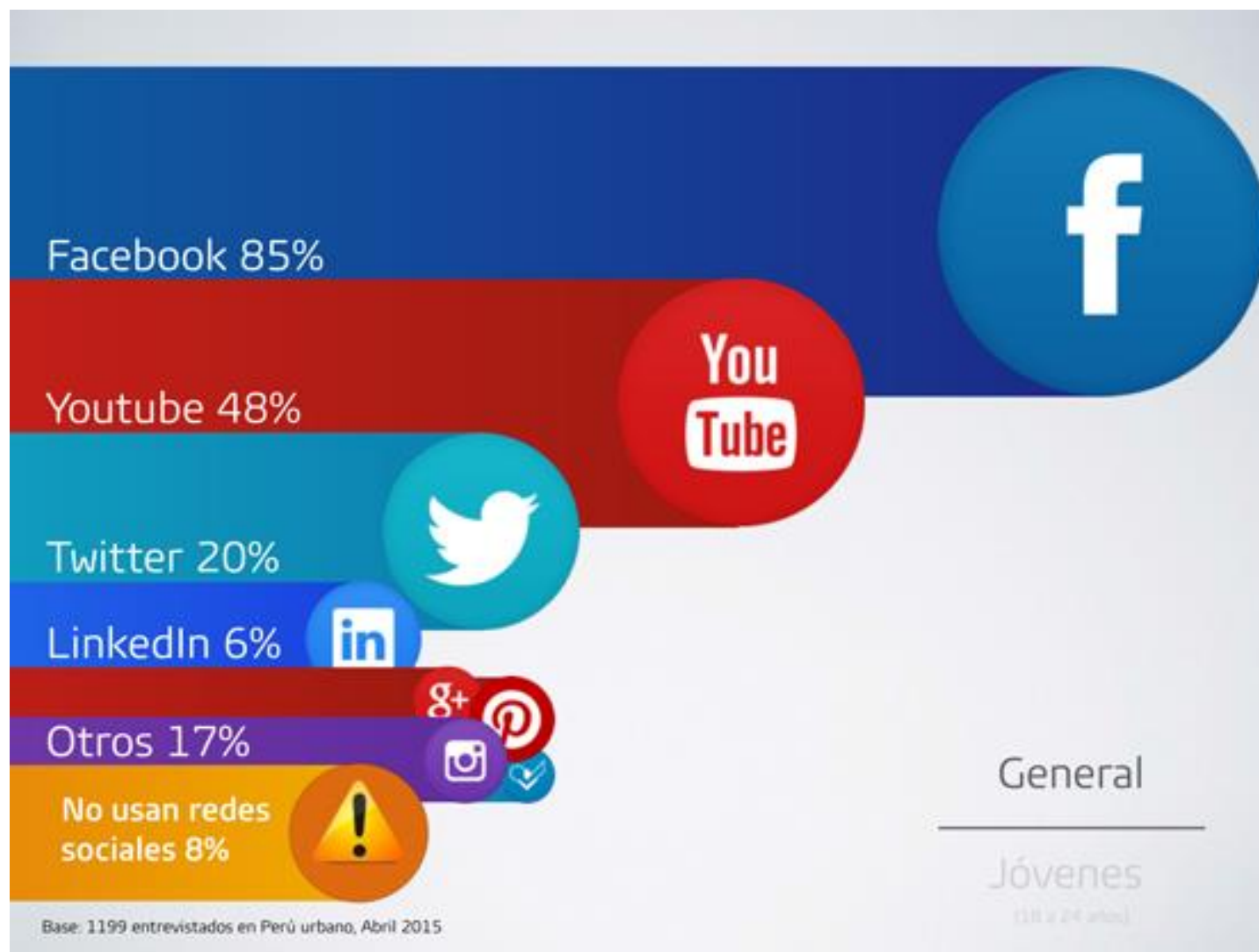
BRANDS THAT ARE
PARTICIPATING
ARE CORPORATE
BRANDS
GIVING POTENTIAL AND
CURRENT ASSOCIATES
A PLACE TO NETWORK
& **CONNECT**

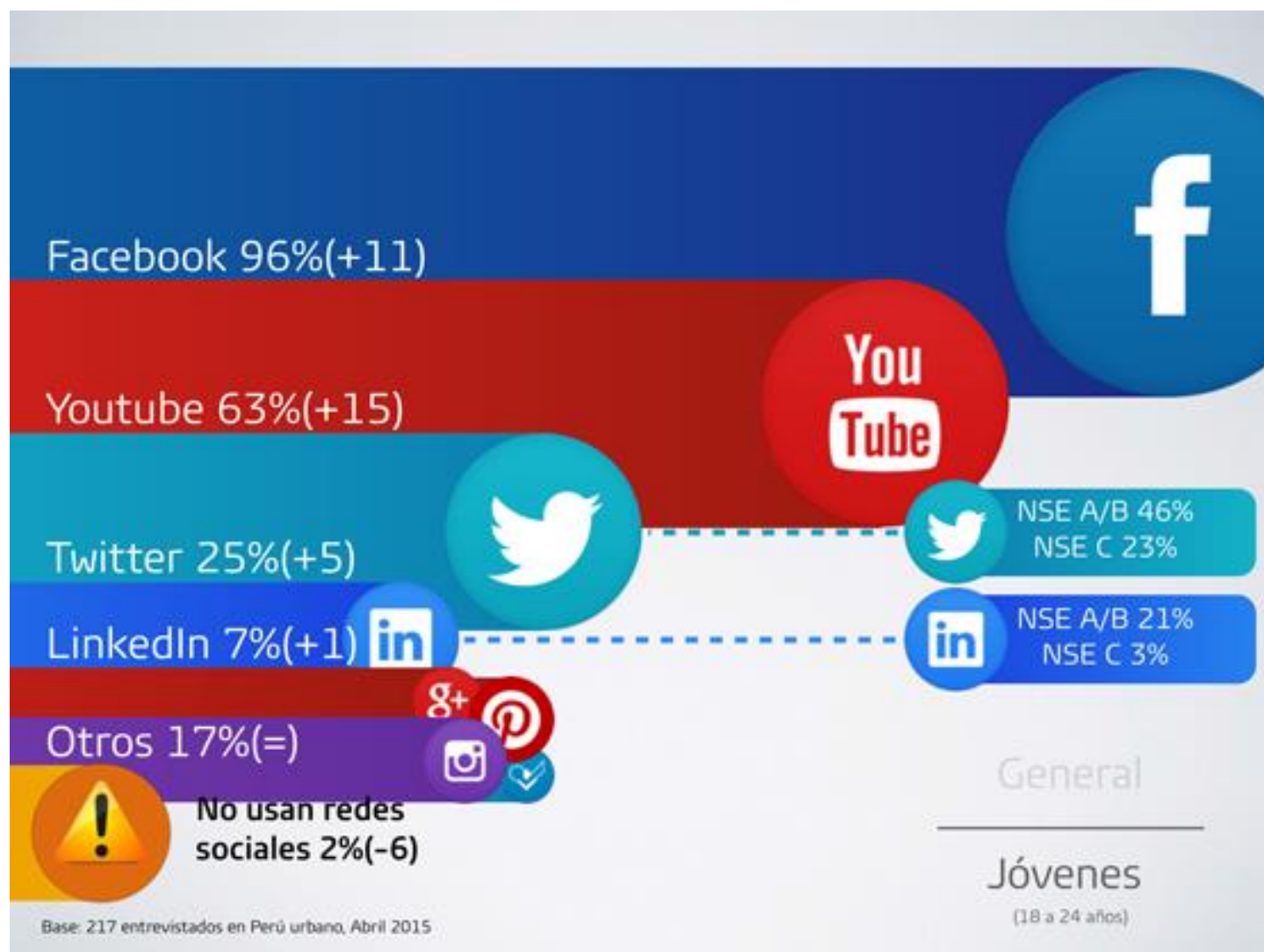


79% OF USERS
ARE 35
OR OLDER

240
MILLION
ACTIVE USERS

¿Qué pasa en el Perú?

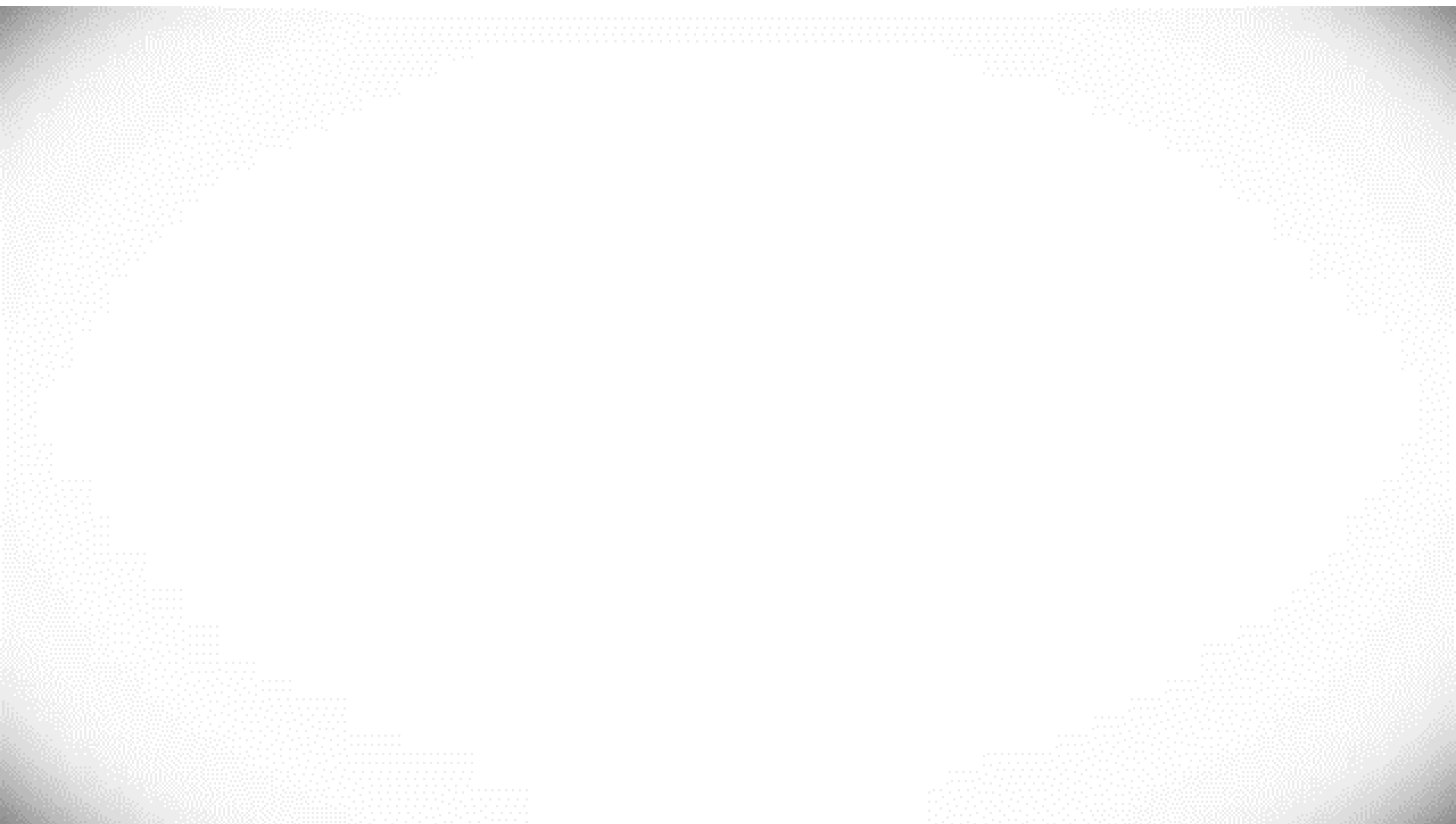




Pensemos en el
Contenido



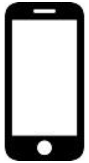
Y si hablamos del **Futuro**



Nuestras Recomendaciones



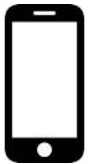
No invierta sin necesidad, **avance poco a poco**



Contrate a los que saben: **casos de éxito demostrables**



Abarcar toda la Web es imposible, **isegmente!**



No se sume a las **campañas digitales negativas**



Tenga siempre presente que **el mundo es móvil**

Seguimos
Contectados

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