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INGLÉS PARA DESARROLLO DE *Software*

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Clase N°5

Marketing

Vocabulary and specific
concepts



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What is marketing?

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Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

- Digital marketing

Is a set of strategies oriented to communication and electronic commerce of products and services

VOCABULARY

BRAND



I've tried lots of other **brands** of shampoo, but this one's still my favourite.

CONSUMER



the person who buys and uses a product or service

*Most consumers **don't** care where the products they buy come from.*

DISTRIBUTION



the delivering of products to end-users, including advertising, storing etc
*Has your company ever handled **distribution** of luxury goods for a top international brand?*

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FUNNEL SALES

Embudo de vendas



TOFU: TOP OF FUNNEL

MOFU: MIDDLE OF FUNNEL

BOFU: BOTTOM OF FUNNEL

ROI (Return of investment)
Retorno de inversión



CMS (content management system)
sistema de gestión de contenidos



CPA (Cost Per Acquisition)
Costo por adquisición



CRM(customer relationship management)
Gestión de administración con los clientes



Strength, Weaknesses,
S.W.O.T. Opportunities, Threats



SEO (SEARCH ENGINE OPTIMIZATION)
Optimización en motores de búsqueda



SEM (SEARCH ENGINE MARKETING)
mercado de los motores de búsqueda



CTA (CALL TO ACTION)
llamada a la acción

GROWTH HACKING
Hackeo de crecimiento



ENGAGEMENT
Compromiso

KPI (key performance indicator)
Indicador de rendimiento

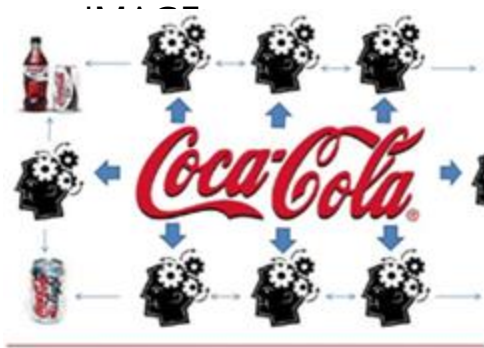


RWD (RESPONSIVE WEB DESIGN)
Diseño responsable de web





LINK BUILDING



the concept, or perception
the general public has of a
company or product -
public image

LEAD
Usuario potenciales



LANDING PAGE



OUTBOUND MARKETING





LABEL



To find out how much sugar a drink contains, check the nutrition information on the **label**.

PACKAGING



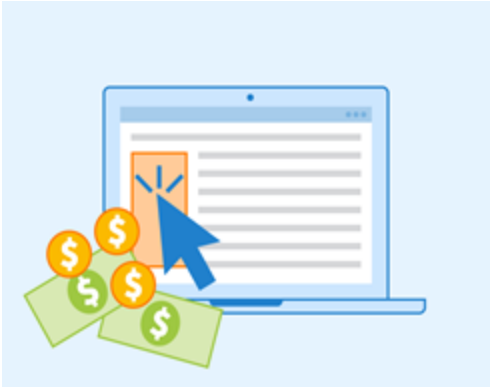
If a product's **packaging** is made of plastic, environmentally-aware consumers might not buy it.

CPC - Cost Per Click

LAUNCH



If Kim **launches** a new line of clothing, she invites heaps of celebrities to the product launch





GOOGLE ADWORDS



Google Ads

CUSTOMER
comprador



SOCIAL MEDIA



FACEBOOK ADS



Sales Pitches



What is a sales pitch?

A sales pitch is a presentation where a salesperson explains the nature and benefits of their business, ideally in less than one or two minutes.

Sales pitches are often referred to as 'elevator pitches' because they should be able to be delivered within the time constraints of a single elevator ride.

How to make a sales pitch?

Make it short

It is not a conventional presentation

Make it clear

Straight to the point

Explain who your customers are

Be specific in identifying who will be interested in your product

Explain the problem they are facing

Cover why your customer base needs you.

How your product can solve a problem

You have to establish why they would buy from you



Show the benefits of your product



The sales pitch framework



Estructura que se puede utilizar para construir nuestro sales pitch



- **Problem:** Start with a statement or question about the problem you solve and share eye-opening statistics.
- **Value Statement:** Share a very clear, concise statement of value.
- **How We Do It:** Highlight unique differentiators and explain what you do.
- **Proof Points:** Provide clear reference examples and list recognizable achievements. Share industry validation and awards.
- **Customer Stories:** Share customer examples and successes. Tell emotional and personalized customer stories. Make it real and tangible.
- **Engaging Question:** Close the pitch with an open-ended question creating a space to have a conversation.





Sales pitch ideas



- **Tell a story:** Keep your listeners engaged by telling a brief story
- **Include a value proposition:** What value will you be providing for this person or their company?
- **Personalize the sales pitch:** Make sure your sales pitch is relevant to them and piques their interest.



- **Switch up your pitch:** Depending on the potential customer and situation, change up the type of pitch you use
- **Practice your pitch:** Once you've created your pitch, practice it so you feel comfortable presenting it in front of prospective clients
- **Try not to use metaphors:** Remember, you want to keep things clear.
- **Create a WOW moment:** One way to ensure your pitch is memorable is by blowing the listener's mind
- **Back it up with facts:** By providing statistics or case studies that support the emotional appeal
- **Educate them:** Some interesting, relevant facts can help grab your customers' attention



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