

Cómo hacer Content Marketing y la muerte del Blog

José Ignacio Stark

@stark



¡Bienvenidos!



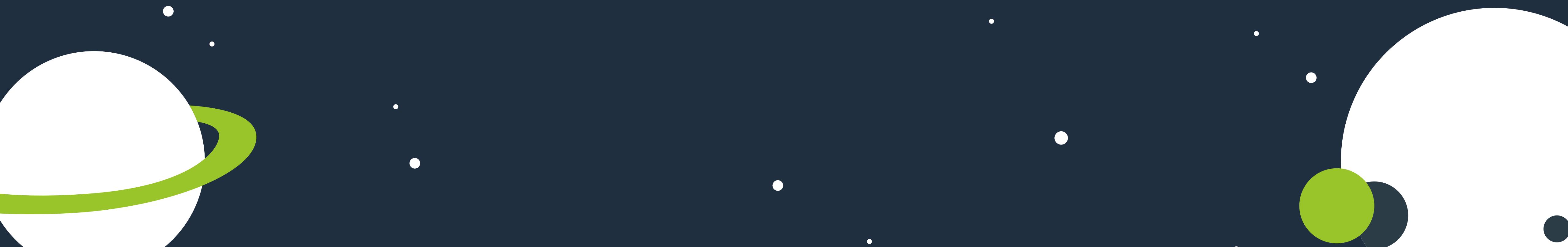
¿Quién soy yo?



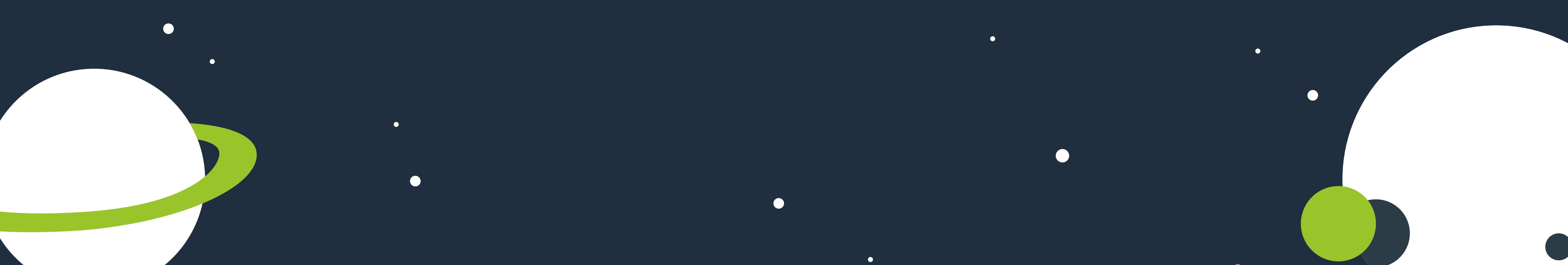
¡Hola!

- ★ José Ignacio Stark, chileno, 31 años
- ★ Soy comunicador, con más de 10 años de experiencia en Medios Digitales
- ★ Actualmente **Líder de Contenidos en Platzi**
- ★ He asesorado digitalmente a sitios web, diarios, cadenas de TV, marcas, agencias y prácticamente, lo que se te ocurra
- ★ Old millennial con más de 80K seguidores en Twitter
- ★ Tengo acceso a un PC desde los 7 años; de los 4 si contamos un Atari como PC

LA MUERTE DEL BLOG



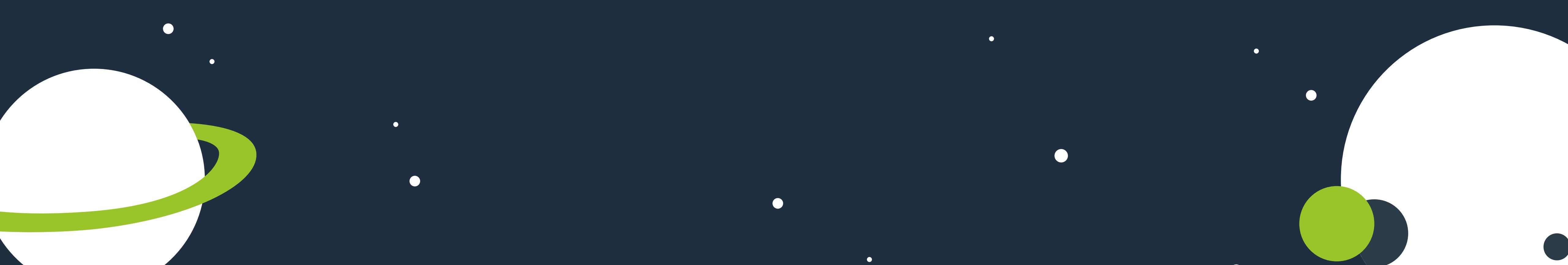
2009



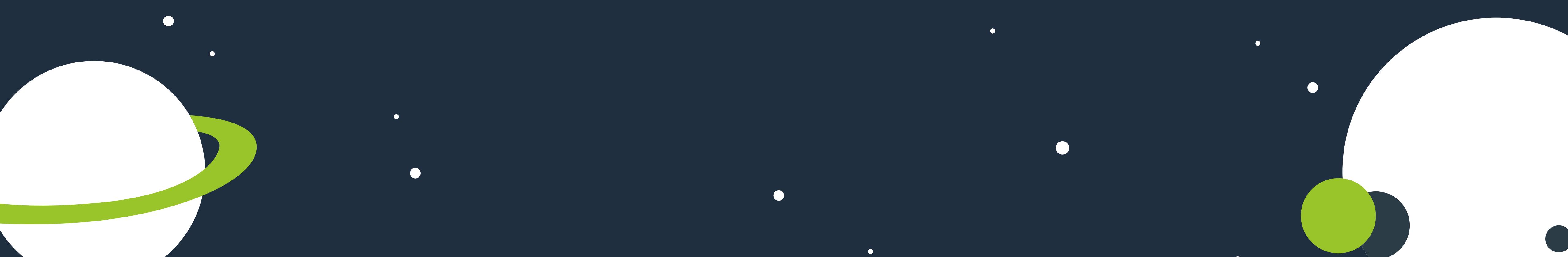
6 DE JULIO DE 2009



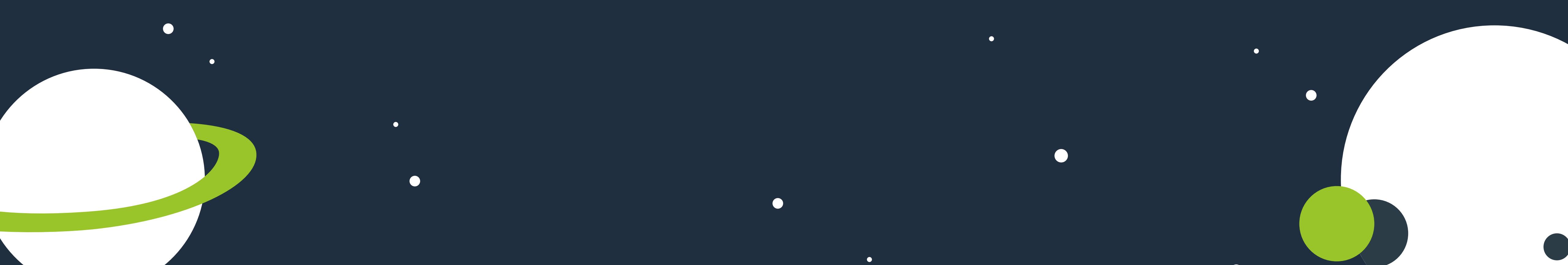
**1.000 millones de
años luz/web después...**



2016



**Los blogs son muchas cosas,
solo que ya no los llamamos así.**



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sorted by oldest

★ Fortune Tech: Technology	Today in Tech: Steve Jobs' last words - Fortune's curated selection of newsworthy tech stories from the weekend. Sign up to get the round-	12:31 AM	
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★ BoomTown	Viral Video: A Bloody iPad Wins Best Halloween Costume Ever - What do you get when you mix two Apple iPads with a ripped sweatshirt,	1:10 AM	
★ TechCrunch	Qiuqiu, The Location-based Discovery Engine For Android Applications - Google's official Android Market is not available in China, leading to	1:12 AM	
★ TechCrunch	OrderWithMe Offers Wholesale Group Buying For Small Businesses - Founded by husband and wife team Jonathan and Danielle Jenkins,	1:12 AM	
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★ TechCrunch	8 Securities Is A Sleek, Fully Customizable Financial Dashboard - My first thought as I looked at 8 Securities, a new startup launching	1:12 AM	
★ TechCrunch	Gadgets Week In Review: Windows Of The World - Here are some of the past week's stories on TechCrunch Gadgets: Apple Revealed As	1:12 AM	
★ The Next Web	Your Kindle becomes a little heavier when you load it up with ebooks. Seriously! - Scientists are the ultimate nerds, and we mean this in the	1:22 AM	
★ Fortune Tech: Technology	iPads in schools: 'The last generation with backpacks'? - In survey, 16% of school tech directors expect to have 1 tablet per student within 5	1:30 AM	
★ TechCrunch	Yuwan Lets You Check into Your Favorite TV Program with Friends - Getting folks to check into apps is hard. But what would happen if we	1:41 AM	
★ I, Cringely	How to get a job after the Singularity comes - That young man with the waxed mustache and gallic countenance is my son Cole, age seven.	1:47 AM	
★ Fortune Tech: Technology	Buick is paying dividends for GM - Treasury officials considered shutting down GM's also-ran luxury brand in 2009. Now, the decision not to	2:02 AM	
★ Fortune Tech: Technology	ZocDoc: Tech Rx for overcrowded waiting rooms? - The appointment-booking tool is quietly ushering the technophobic medical profession	2:02 AM	



Thank you for stopping by.

Google Reader has been [discontinued](#). We want to thank all our loyal fans. We understand you may not agree with this decision, but we hope you'll come to love [these alternatives](#) as much as you loved Reader.

Sincerely,

The Google Reader team

Thank you for stopping by.

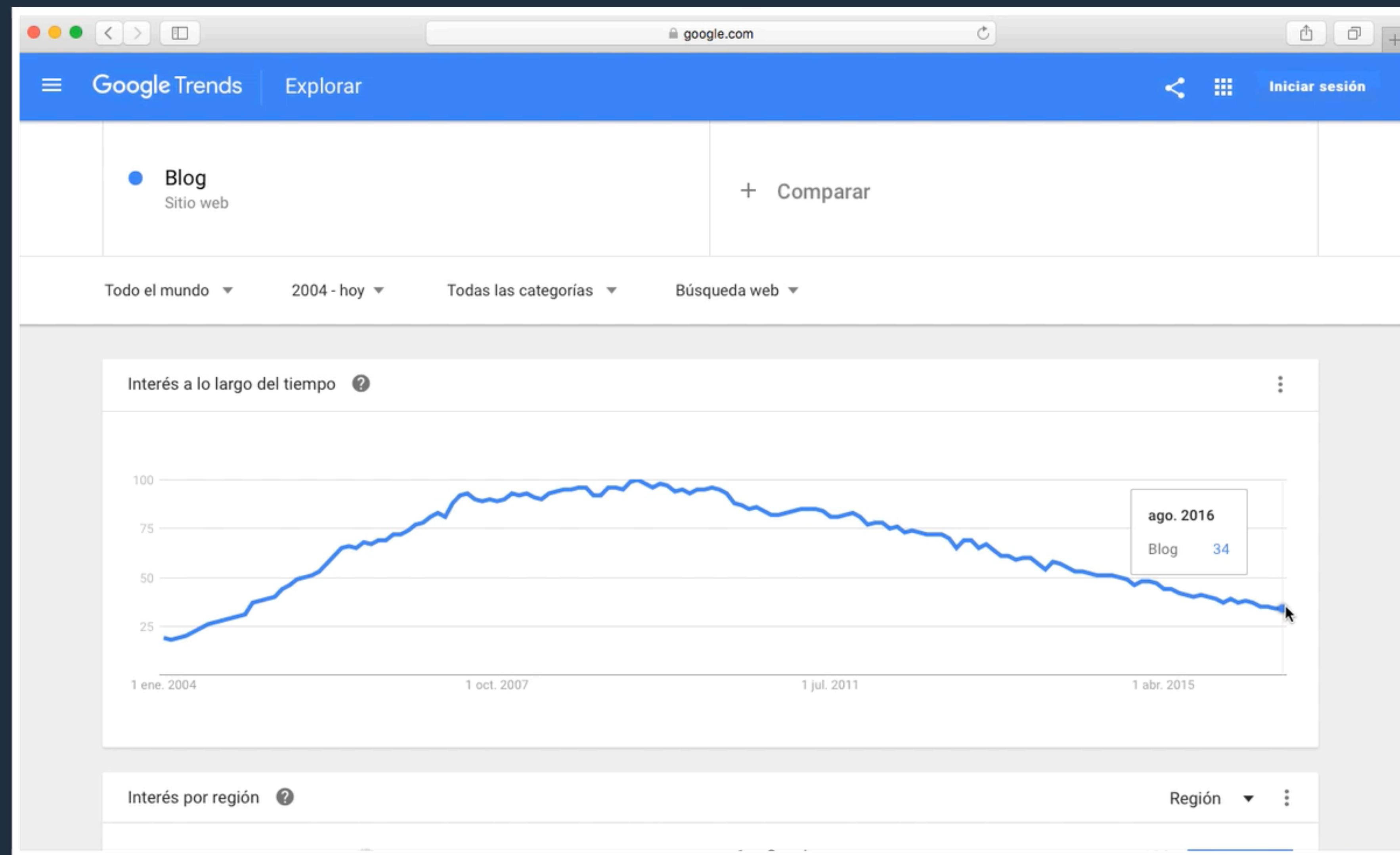
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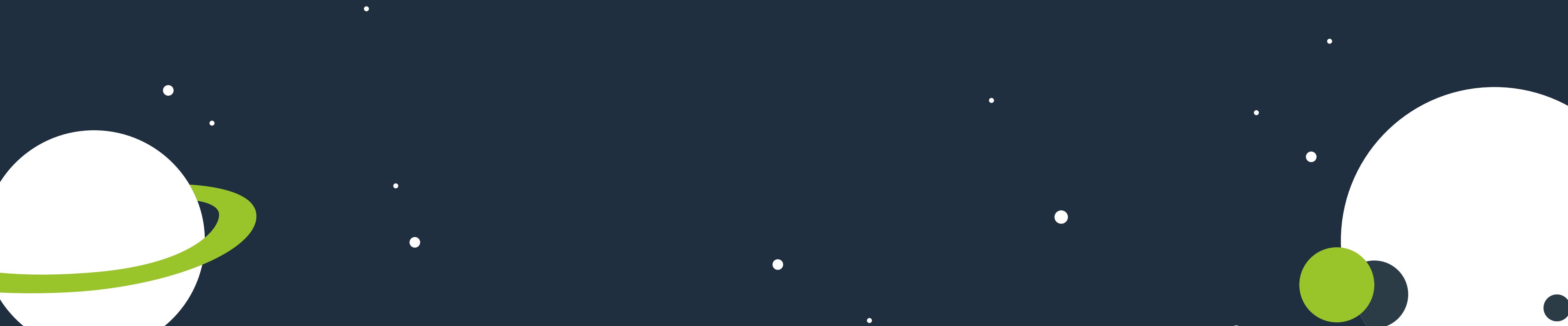
The Google Reader team

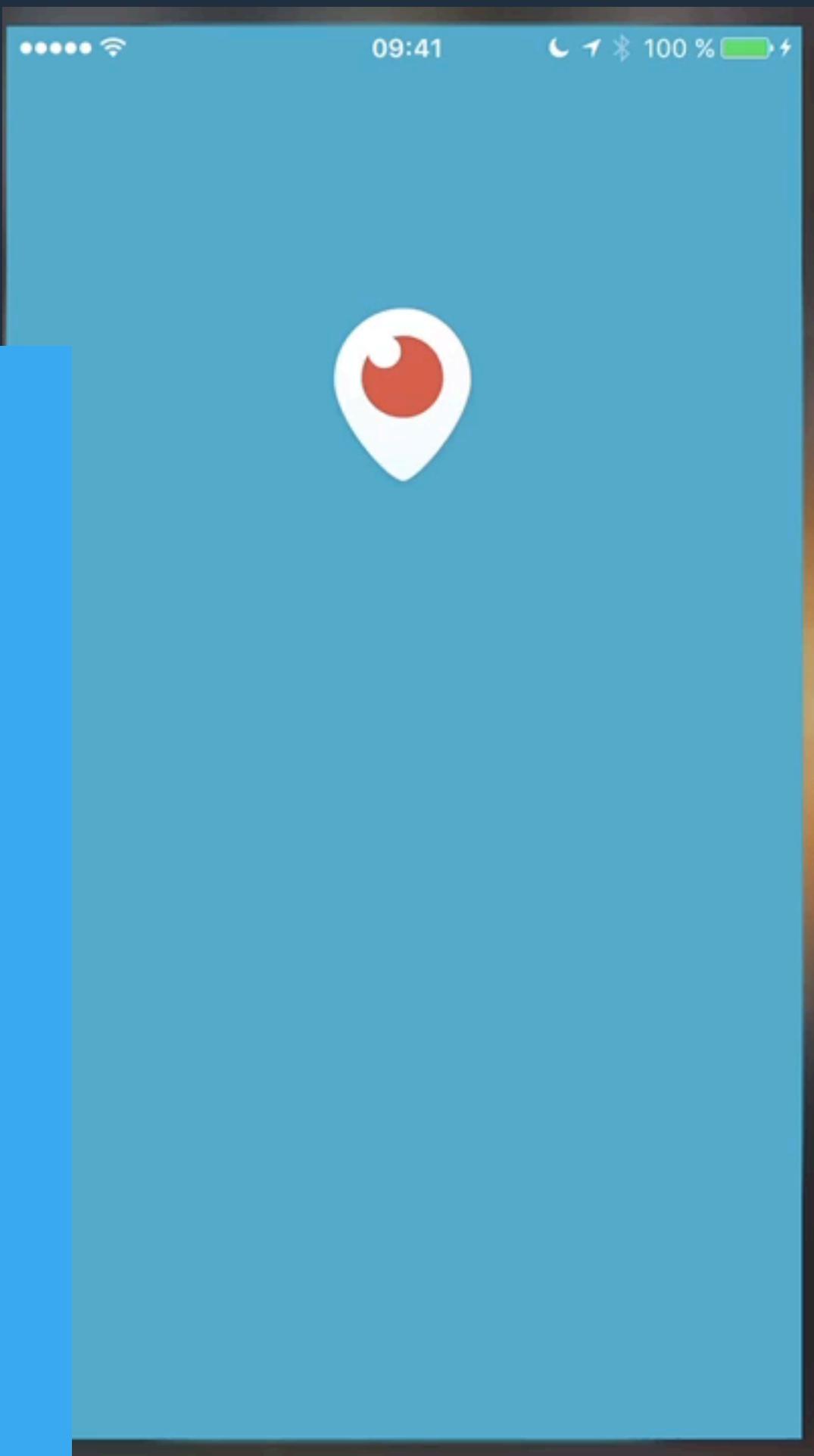
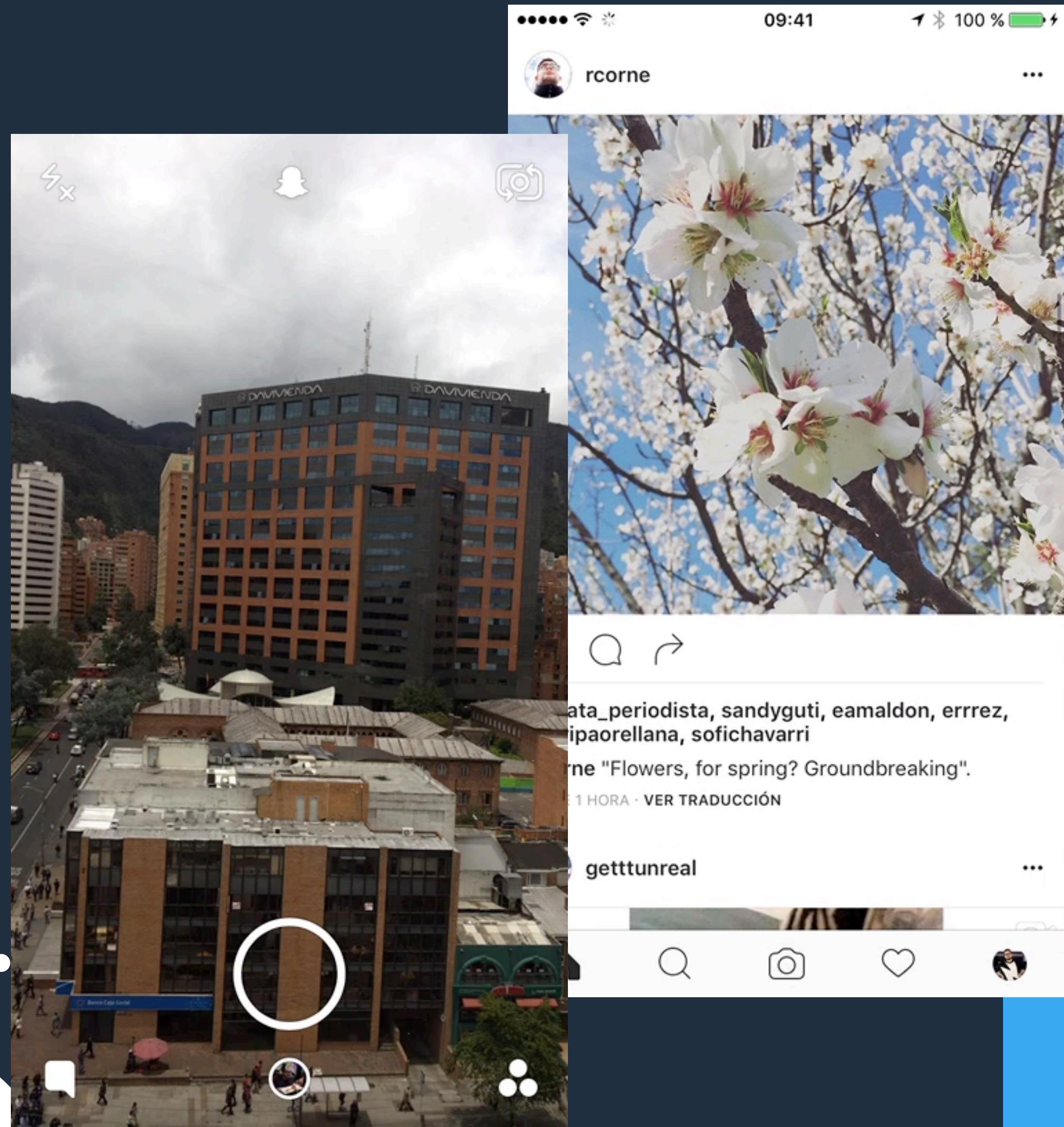
3. Why was Google Reader discontinued?

Please refer to our [blog post](#) for more information.

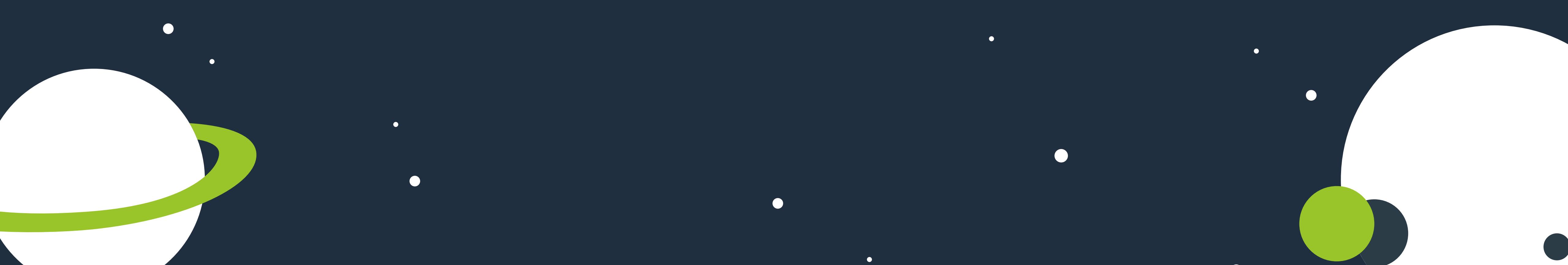


**Hoy, generamos contenidos en
múltiples plataformas.**





**Todo lo que generamos y consumimos
ahora es más o menos lo que hacíamos
ayer, pero sin la ubicuidad de hoy.**



1996

BBS

2006

Blogs

2016

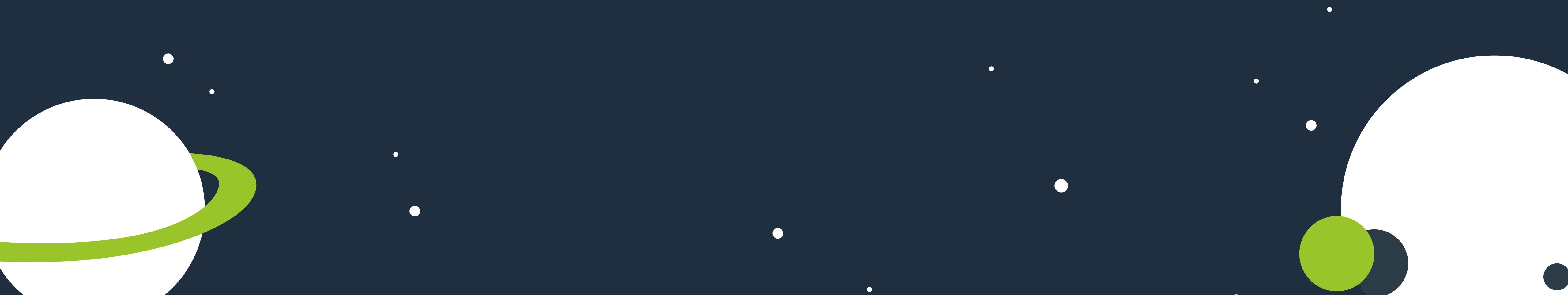




2016



**Nuestra dieta de contenidos está
total y absolutamente
personalizada.**



f Search Facebook

José Ignacio Stark
Edit Profile

FAVORITES

- News Feed
- Ads Mana
- Messages
- Events

Top Stories
Most Recent

Photo/Video

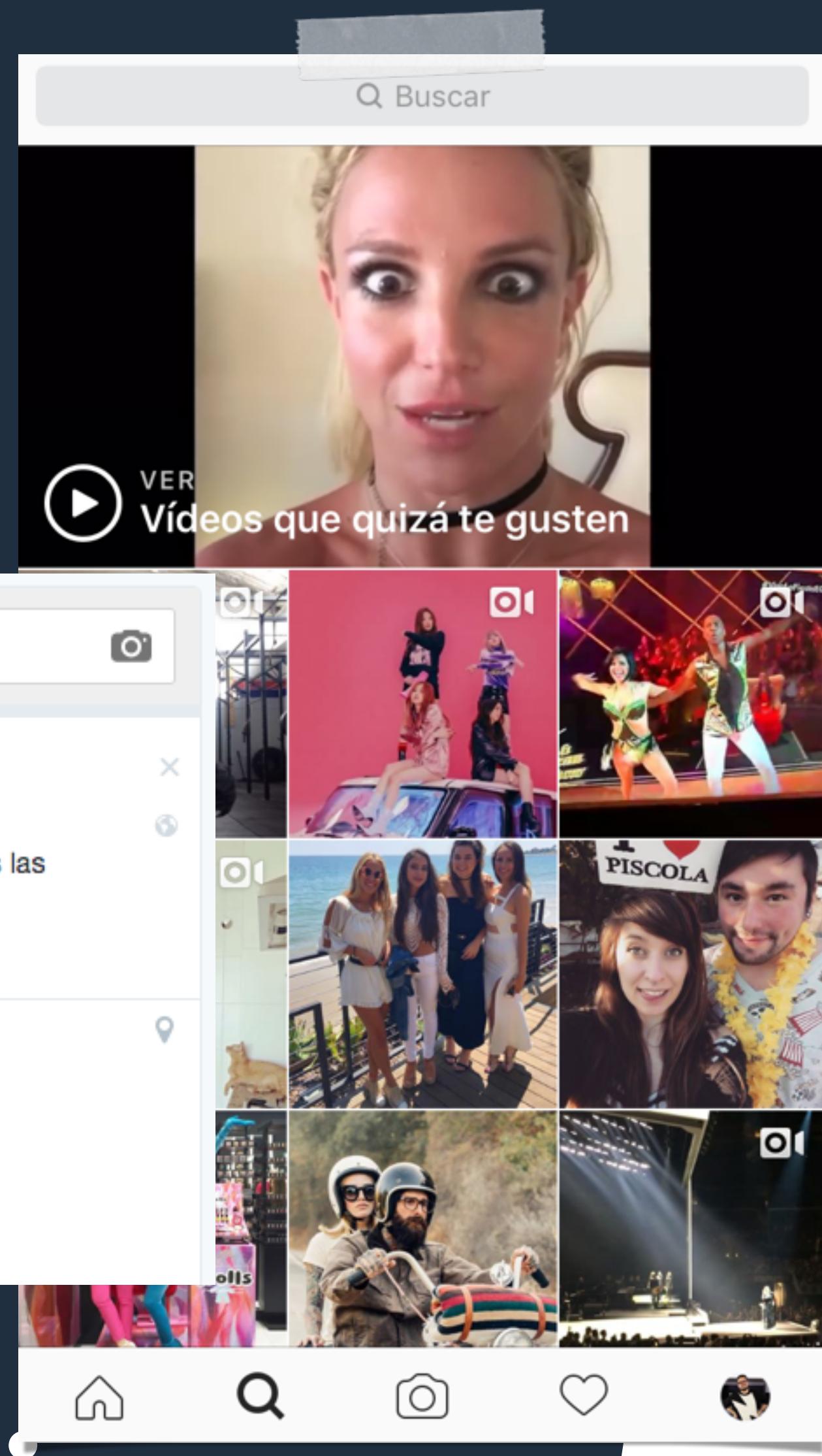
What's on you

What's happening?

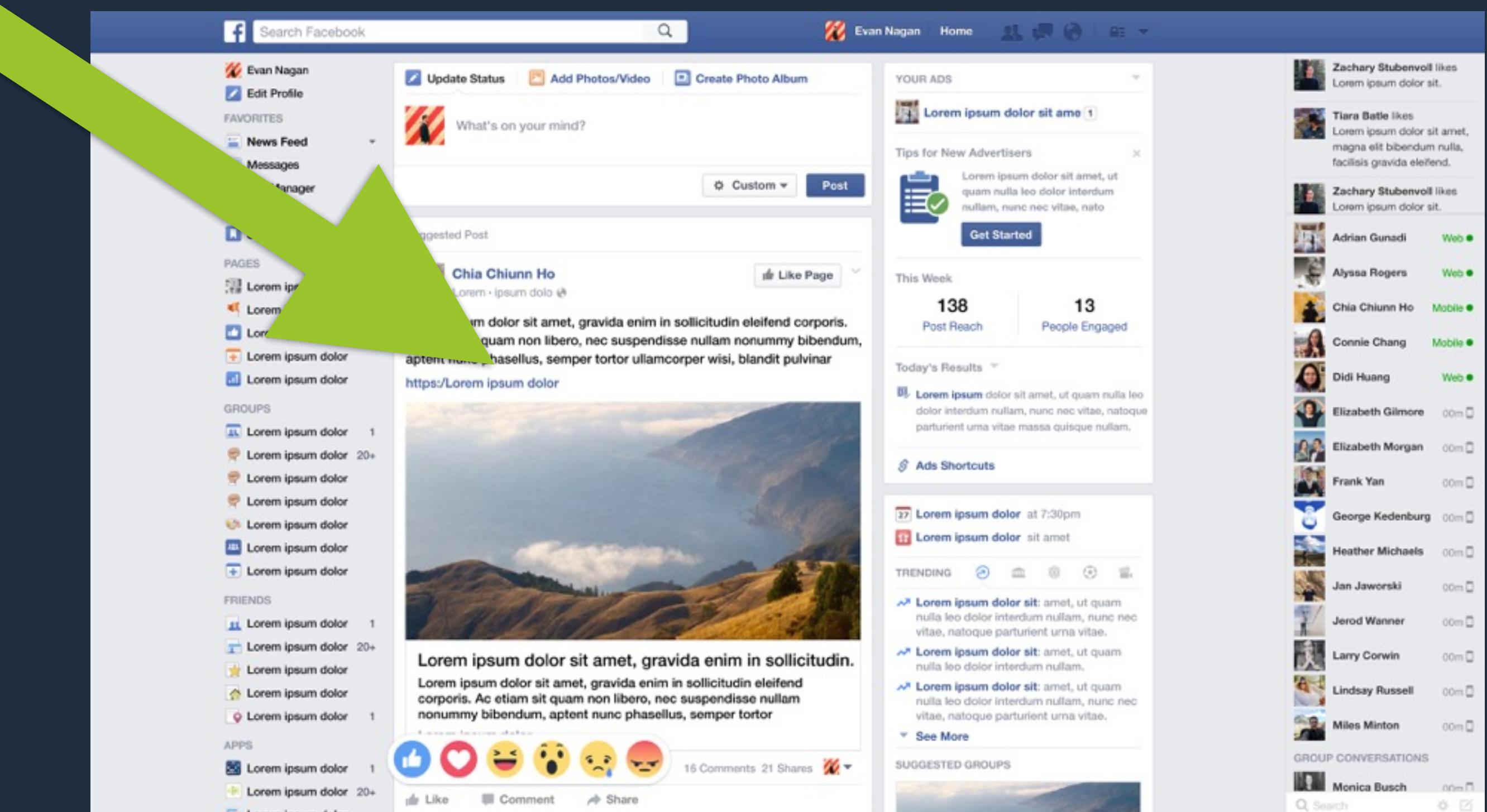
While you were away...

hdur @hdur · 24m
Lo primero que pensé al despertar en la mañana es que si cambias las consonantes, Lucho Jara se vuelve Chulo Raja.

Diego Torres @dtorres · 29m
Looking for a comedy in Netflix:
Went through 4 different American ones.
Settled for the first British



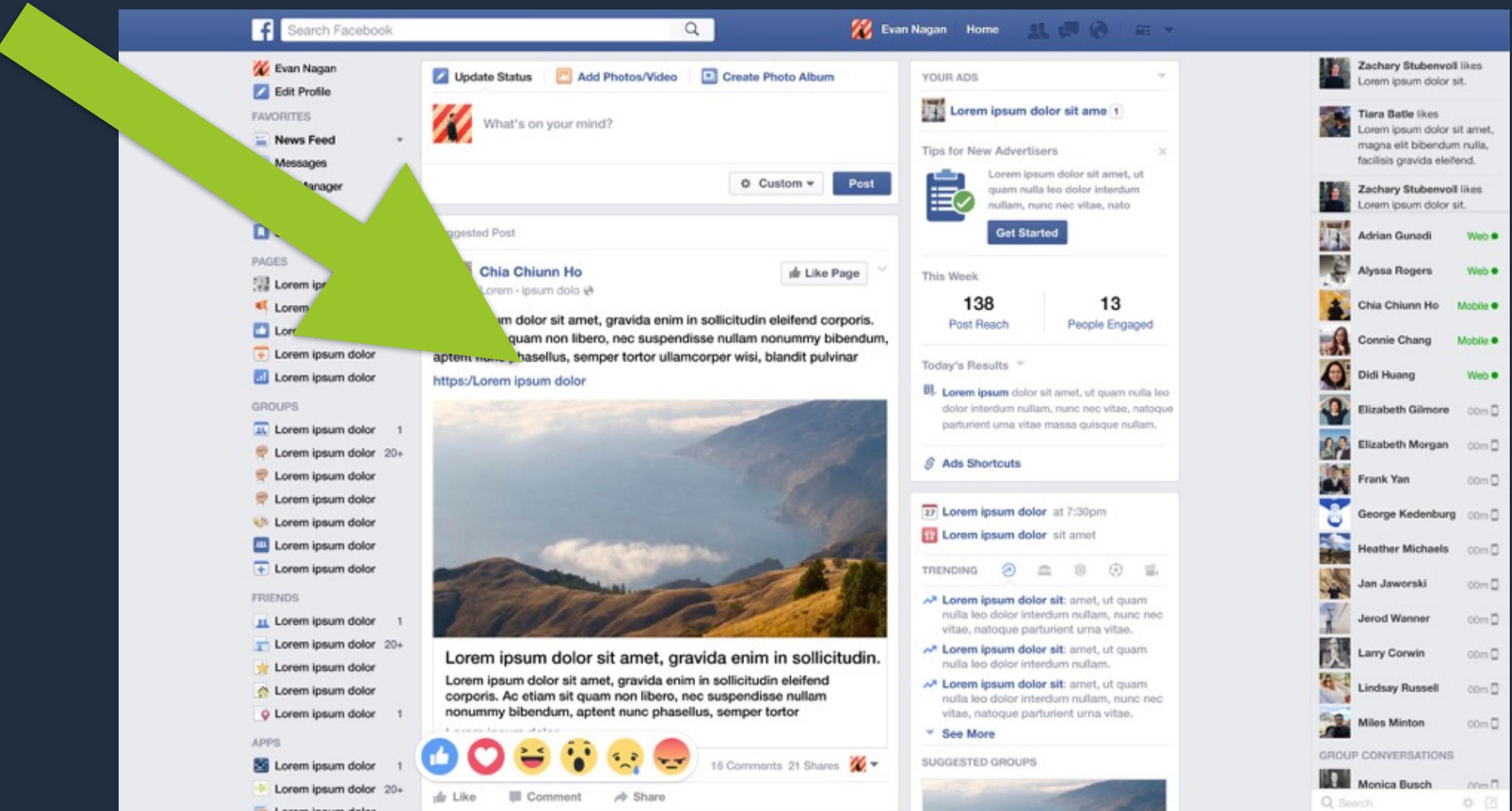
40 minutos diarios aquí por usuario

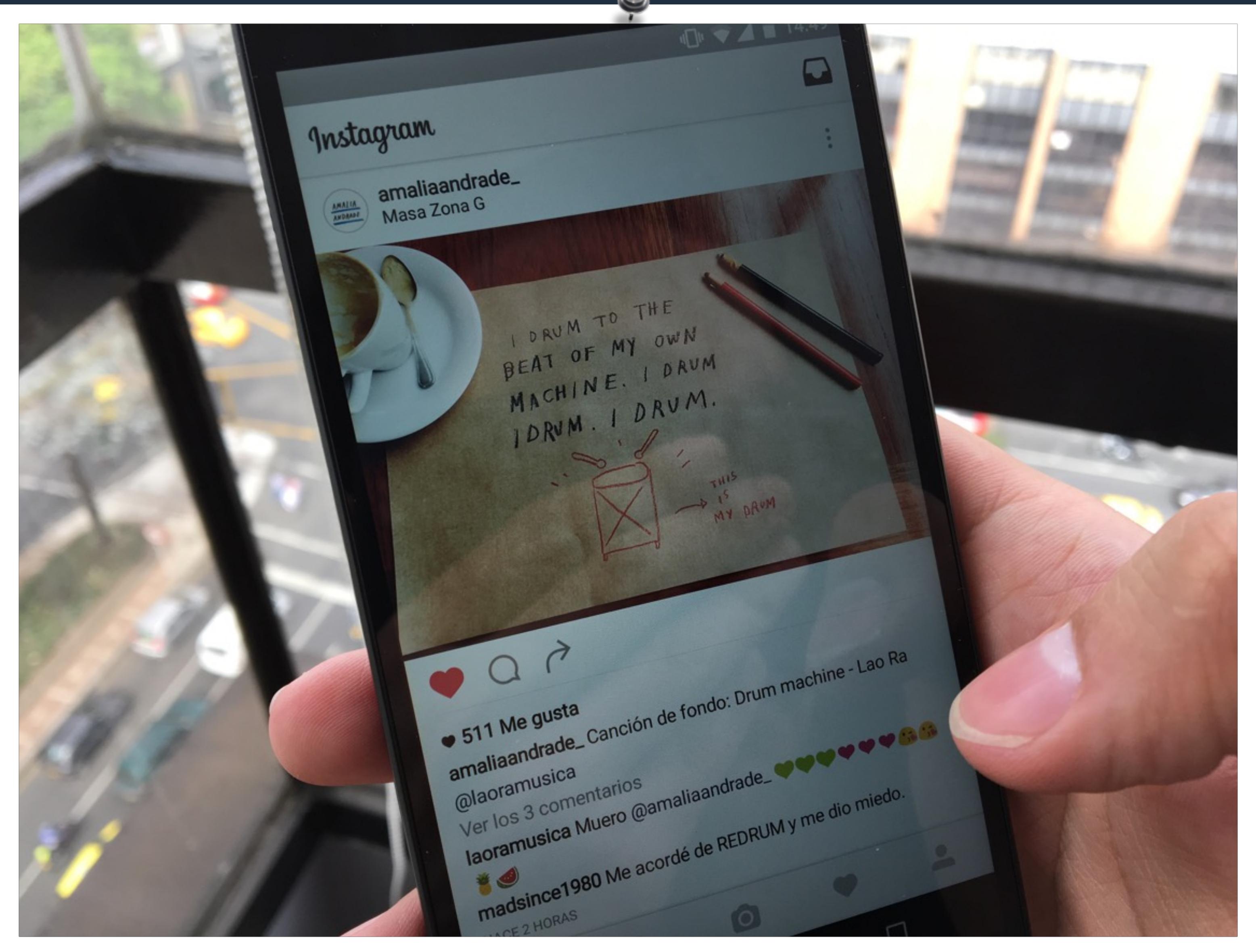


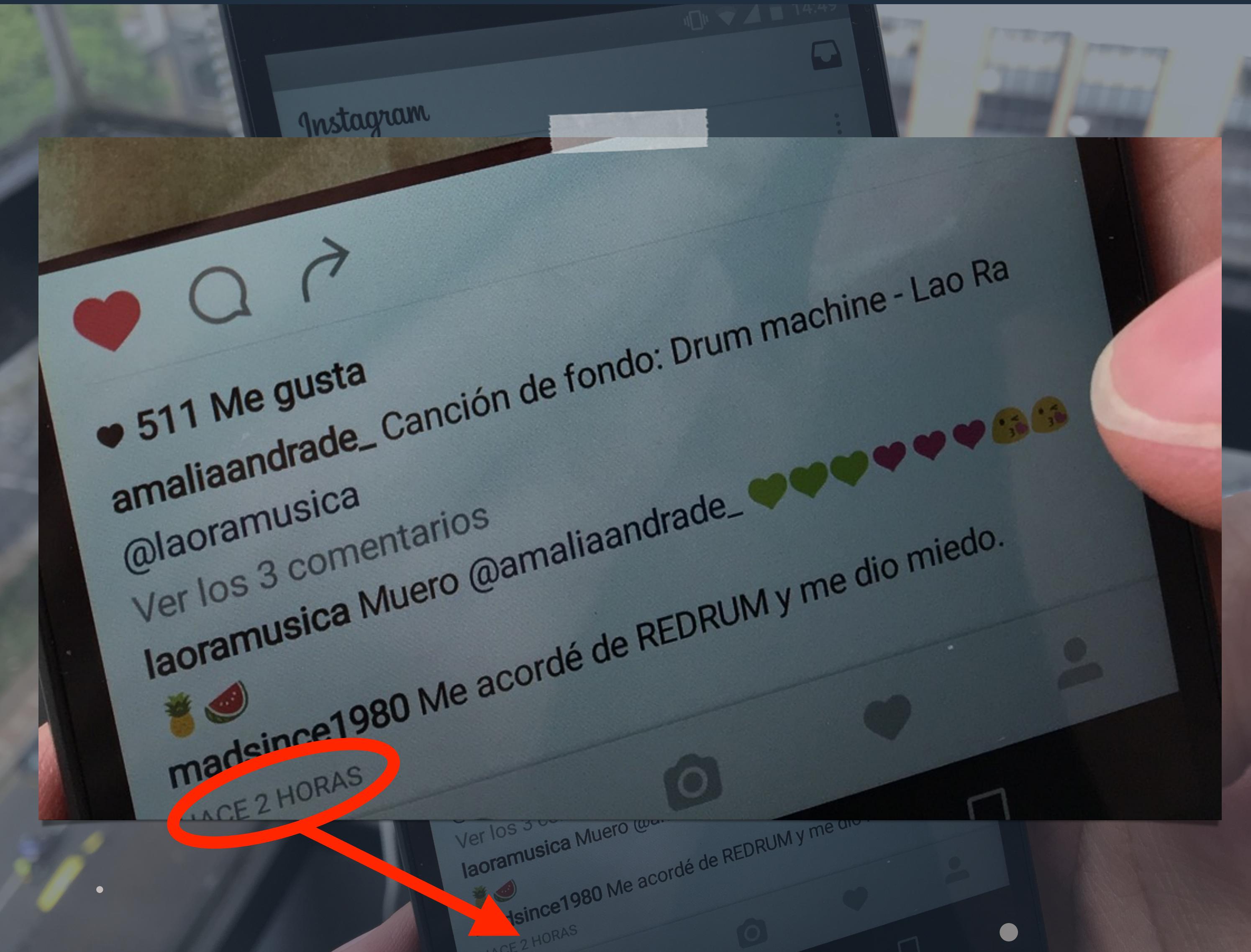
1.500 historias/día por usuario



Tu ves sólo 100









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See the Moments You Care About First

See the Moments You Care About First

2,191 NOTES MARCH 15, 2016

You may be surprised to learn that people miss on average 70 percent of their feeds. As Instagram has grown, it's become harder to keep up with all the photos and videos people share. This means you often don't see the posts you might care about the most.

up, no matter how many accounts you follow or what time zone you live in. And when your best friend posts a photo of her new puppy, you won't miss it.

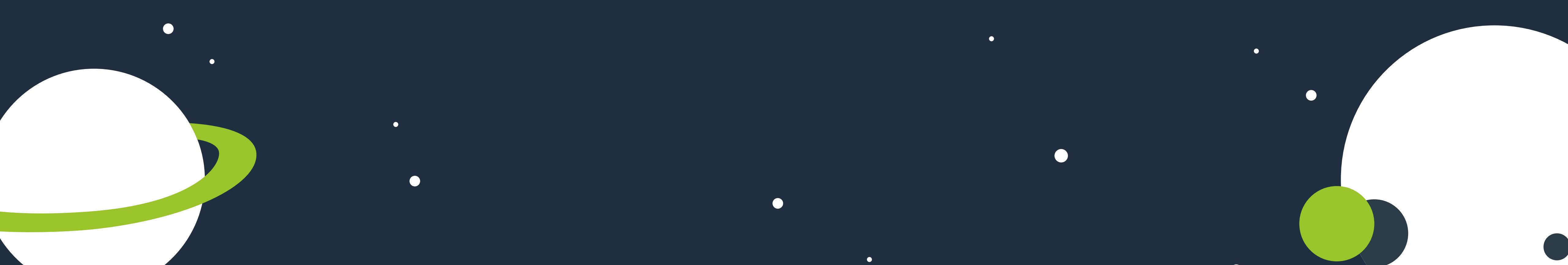
We're going to take time to get this right and listen to your feedback along the way. You'll see this new experience in the coming months.

#INSTAGRAM NEWS, #INSTAGRAM

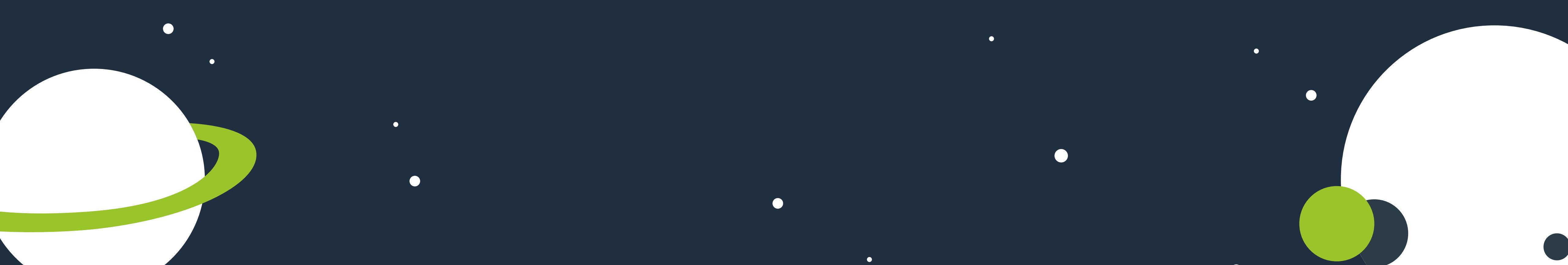


“Cómo mostramos las fotos y videos en Instagram se basará en la probabilidad de que estés interesado en el contenido, tu relación con la persona que lo envía y la fecha. Nos estamos centrándonos solo en el orden - todos los mensajes seguirán ahí, solo que en un orden diferente.”

Bueno, entonces... ¿Y qué hago
yo para destacar?

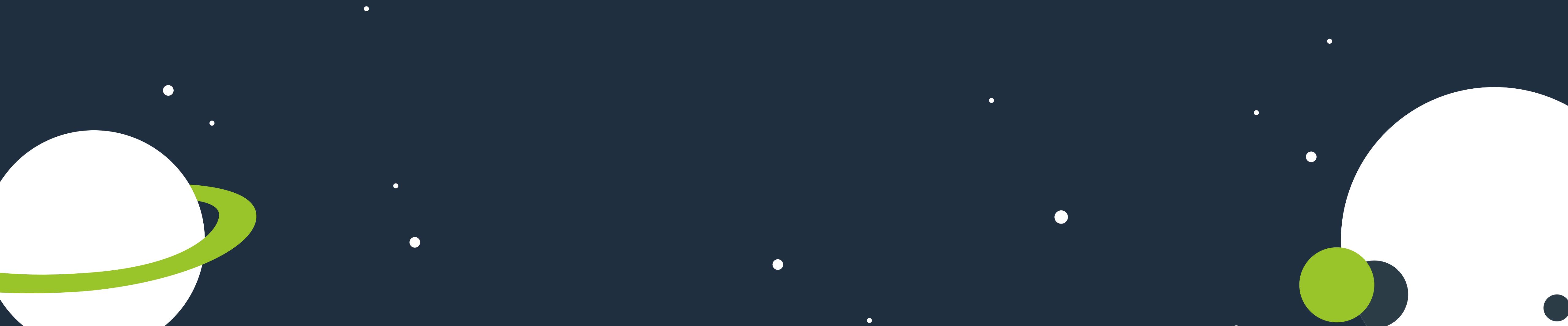


¿Existe una **fórmula** para
“**ganarle**” al algoritmo?

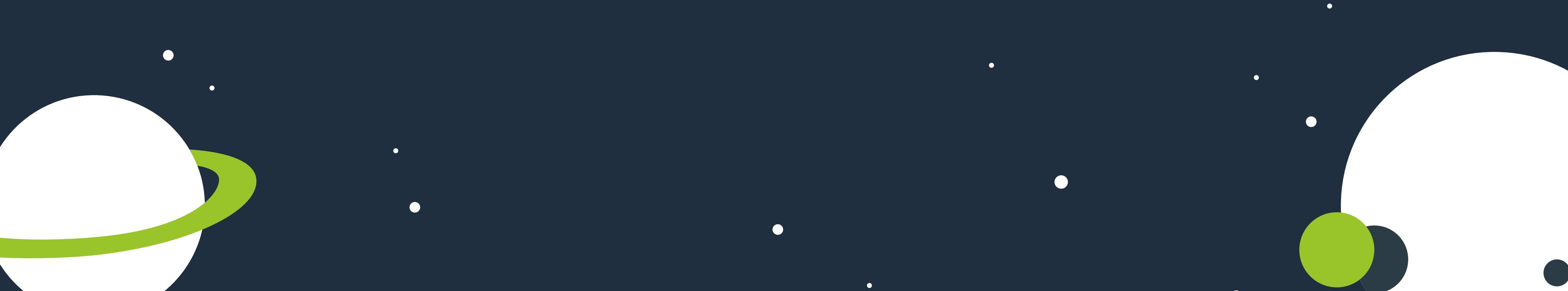


No

Intentarlo es, potencialmente,
quemar tus canales sociales.



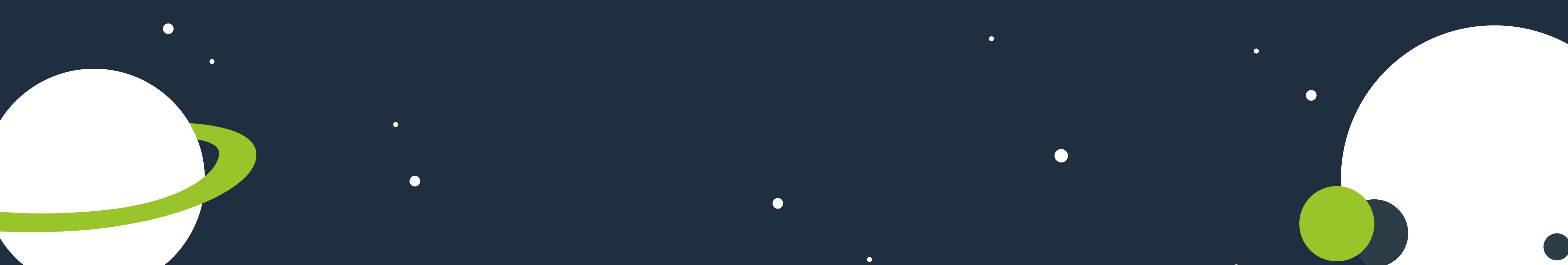
Para que **tu audiencia** se
identifique contigo, debes
hacerlo contando historias



Storytelling



**Modelar y dar forma a una idea a
través de la emoción**



Henry Jenkins: *Storytelling transmedia*



Henry Jenkins: *Storytelling transmedia*

Ofrece contexto

Te sitúa en el mundo

Muestra puntos de vista diversos

Crea un lazo entre emisor y audiencia

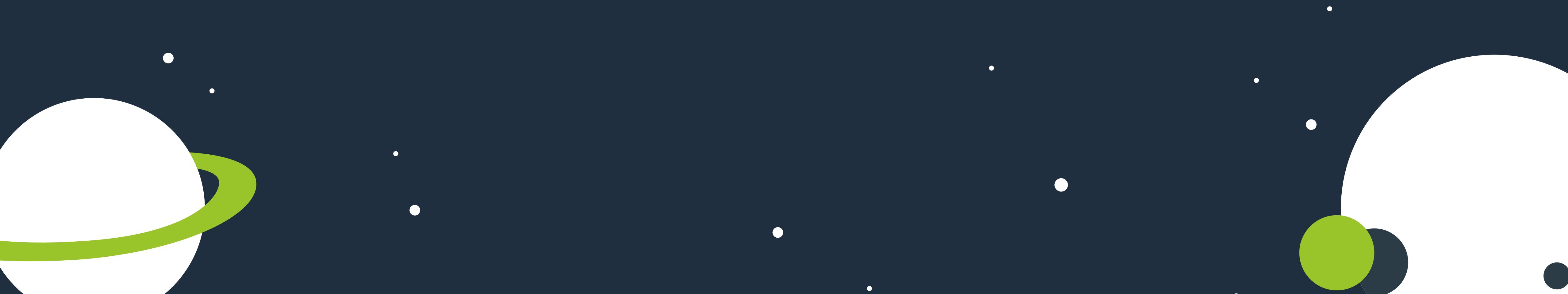
Múltiples canales

Experiencia unificada y coordinada

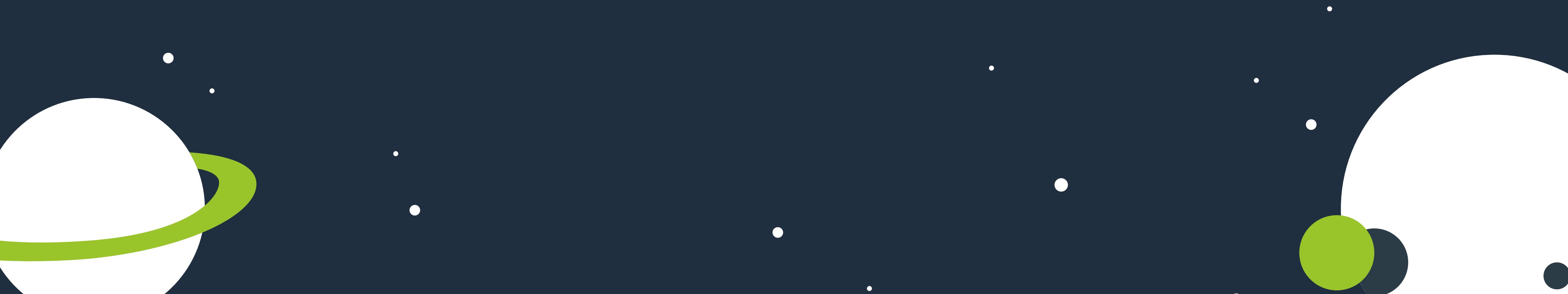
No tiene fórmula

Fuente: **Henry Jenkins**, *Transmedia 202: Further Reflections*
Encuéntralo en **bit.ly/2aycSMt**

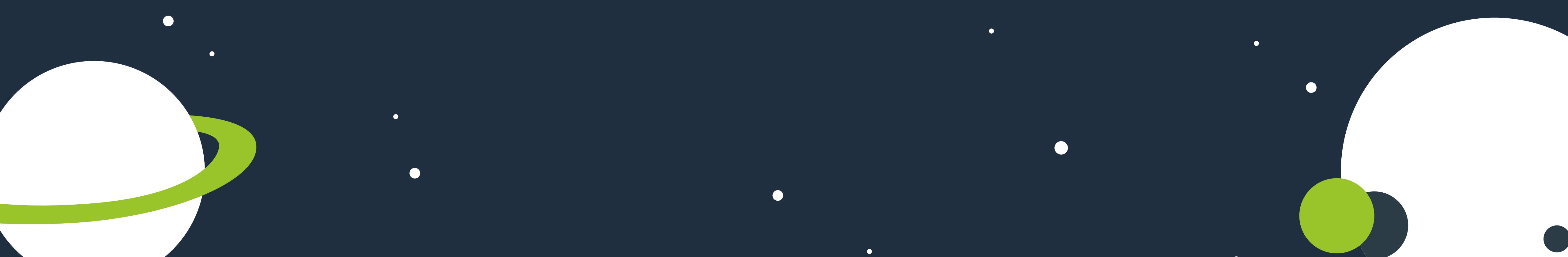
**El content marketing es eso.
Contar pequeñas grandes
historias.**

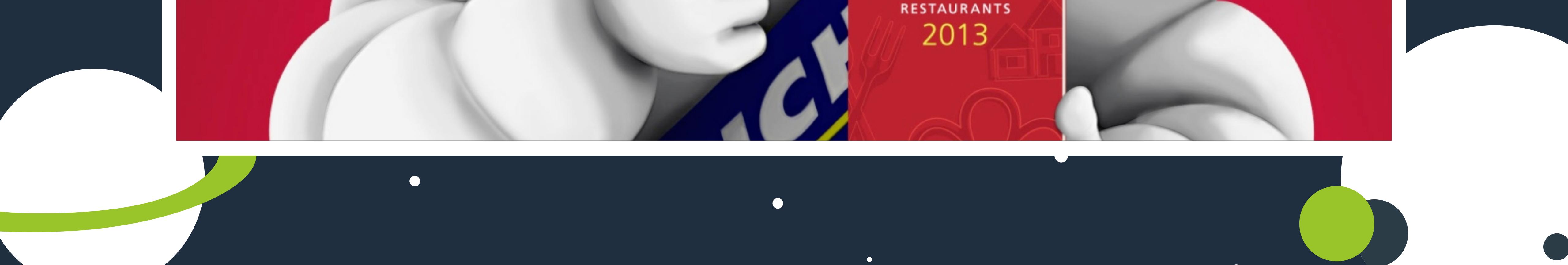


Historias que asocien a **tu marca**
al contexto en el que viven **tus**
clientes de hoy y mañana.



**NO OLVIDES EL
CONTEXTO**



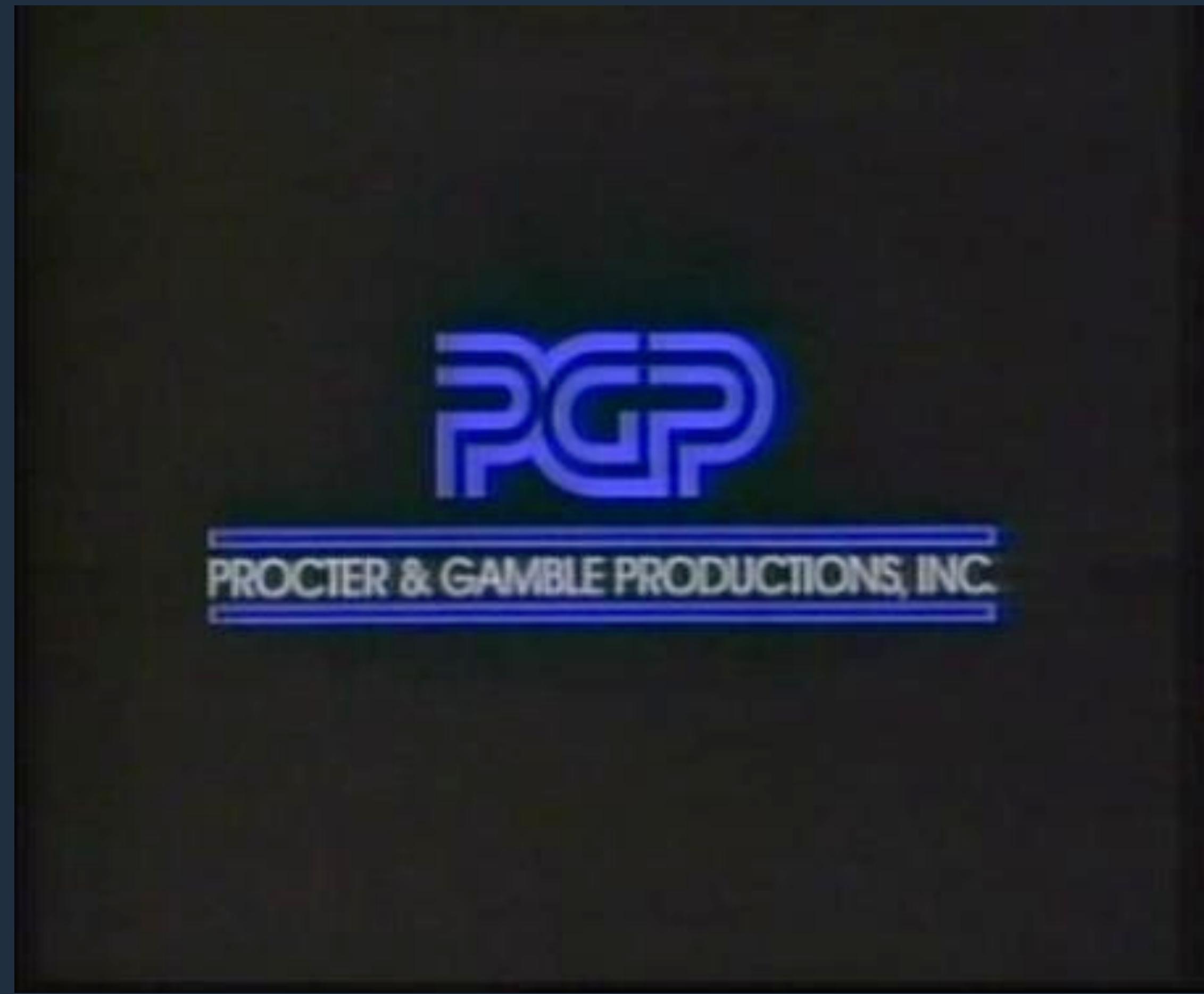




Rosemarie Prinz



“As The World Turns”



52 años

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The 9 Guys - Who We Are

Publicado: mar. 15, 2004 a las 12:06
Por: The Channel 9 Team

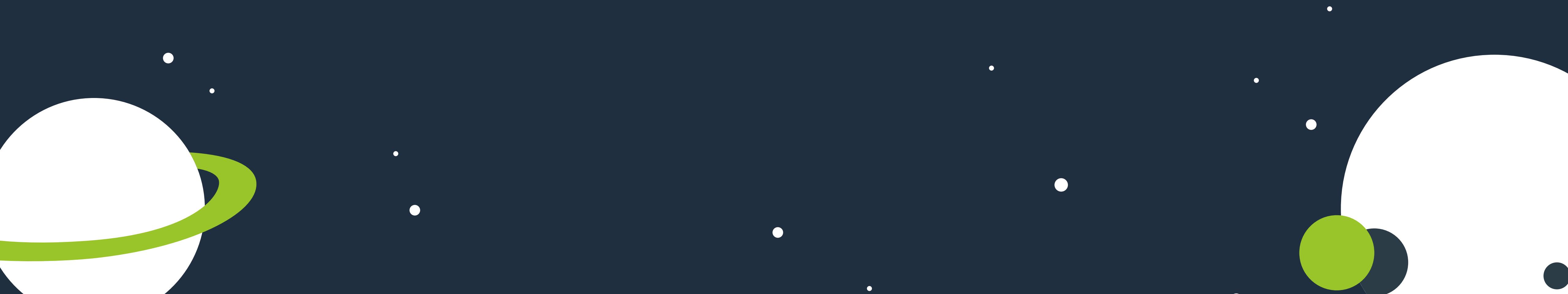
★★★★★ (16) | 637,571 vistas | 111 comentarios
Promedio: 4,5

reddit Twittear Like 5

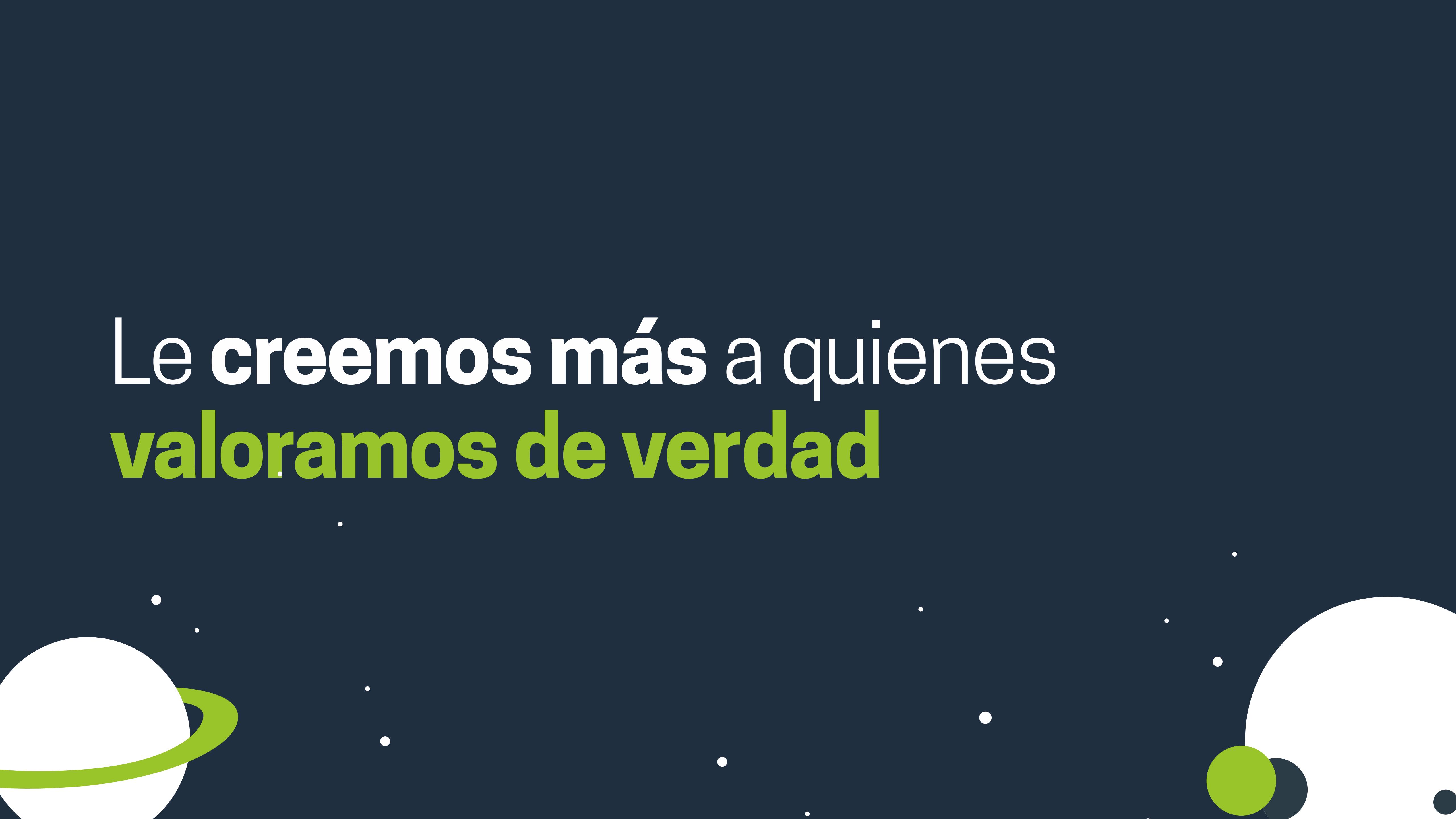
"We could get
in trouble for
saying this....."

15 de marzo de 2004

Historias que asocien a **tu marca**
al contexto en el que viven **tus**
clientes de hoy y mañana.



Le creemos más a quienes
valoramos de verdad



Muchas gracias

José Ignacio Stark

ji@platzi.com - @stark

