

EMPREENDEDORISMO

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STEPVALUE

WEB INTELLIGENCE

(2007 - 2017)



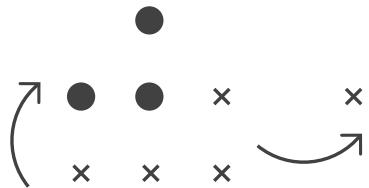
(2018)

DARWIN

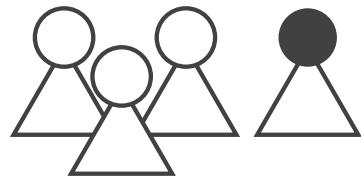
the origin of ideas

(2019)

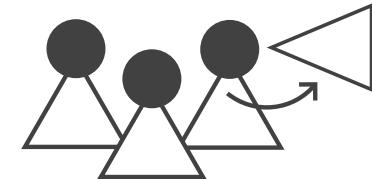
Qual é o objectivo principal do negócio ?



Identificar
Prospects

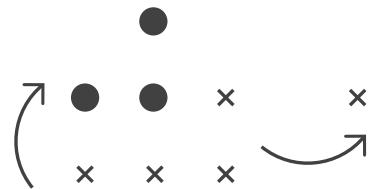


Torná-los
Clientes

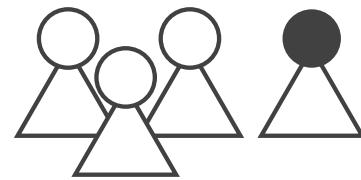


Transformá-los em
Evangelistas

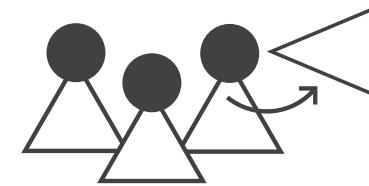
Para isso acontecer é fundamental...



Ser
Encontrado



Ser
Compreendido



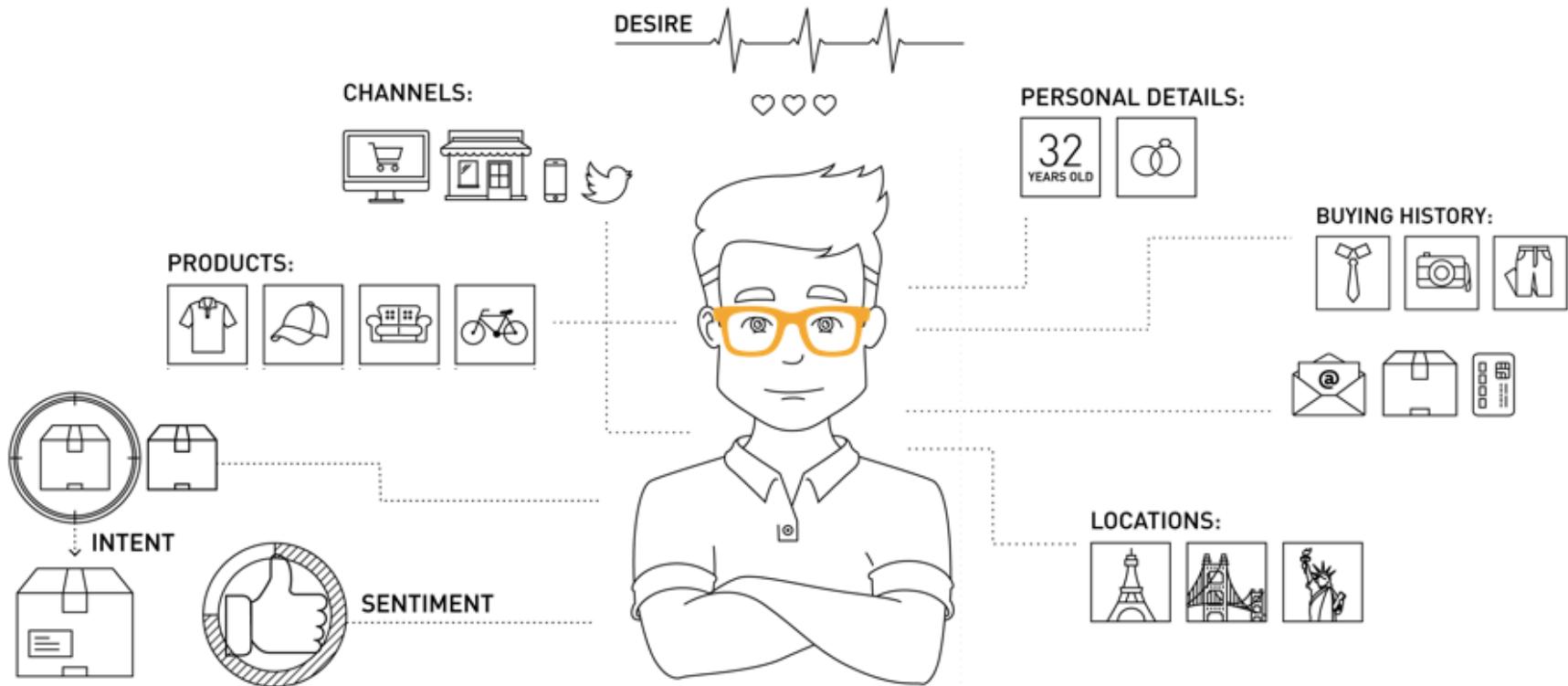
Ser
Memorável

O Cliente...

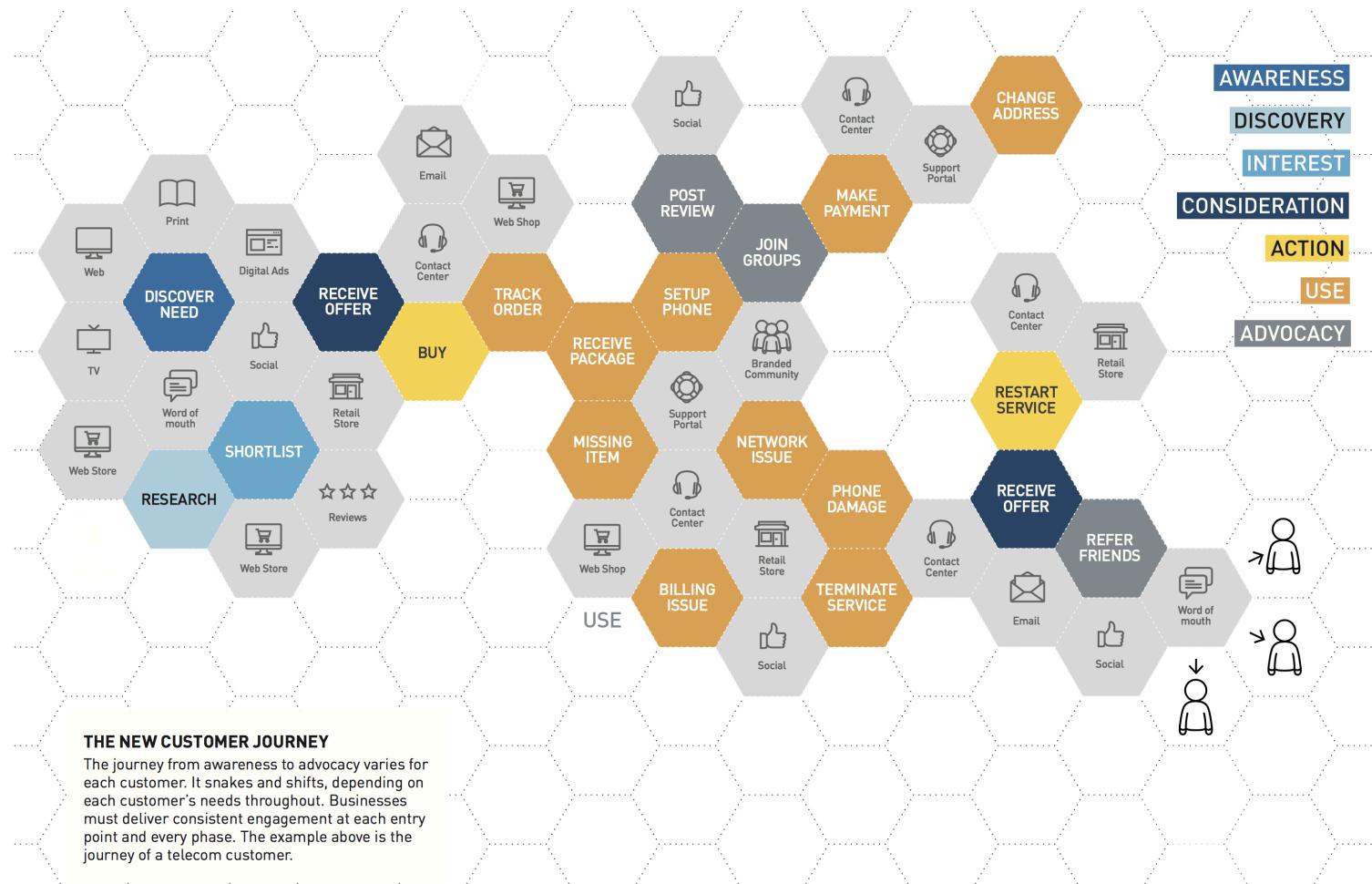
Quem é o nosso cliente potencial?

Qual é o seu comportamento?

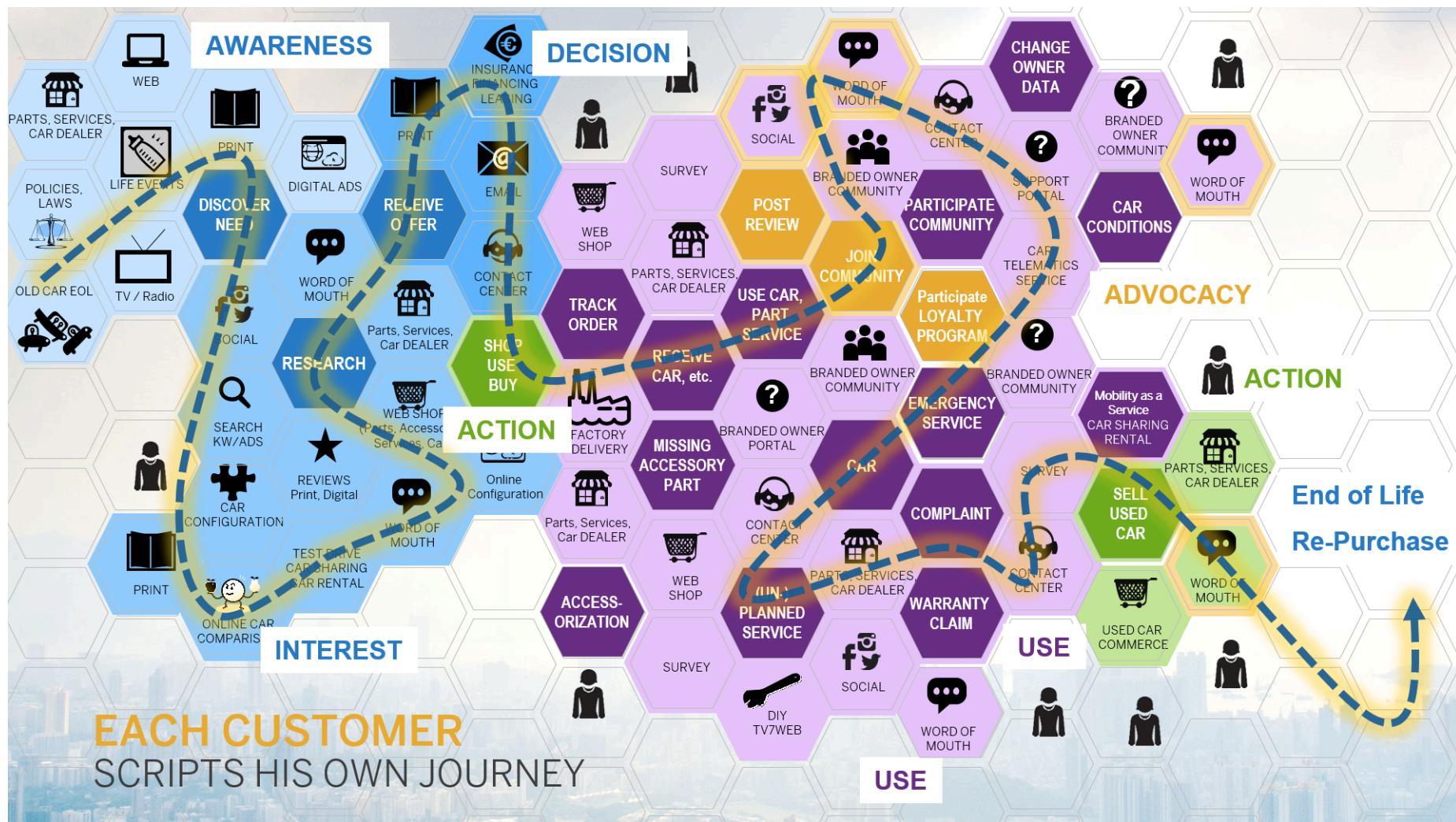
Quais são as suas necessidades?



Qual é a sua jornada até à decisão de compra ?



Jornada do Consumidor



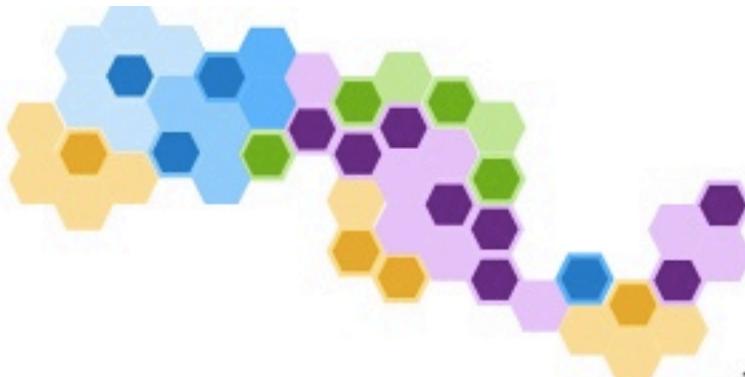
Jornada do Consumidor



Cada jornada é única.



Todas as jornadas contam.



Personas e Mapeamento da Jornada

Sasha

ASTUTE, CONFIDENT,
SAVVY, KNOWLEDGEABLE

SMART SHOPPER

GOAL Shopping smart to get more for her money

“ I don't have stacks of money so I need to make the most of what I have.

FRUSTRATION Struggling to believe she's found the best price

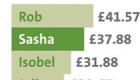
“ I often spend too long looking for the best price on something. I'm never satisfied that I've got the cheapest price.

SATISFACTION Getting one up on retailers

“ I enjoy saving so much it's starting to feel like a game. I love beating the system.



PERCENTAGE OF
CUSTOMER BASE



WEEKLY ONLINE
SPEND



ANNUAL HOUSEHOLD
INCOME

Sasha is 34. She is married and has a 2 year old child. She currently works as a part-time office manager for a sales company and lives in the suburbs of Bristol.

HER FAVOURITE BRANDS

TESCO

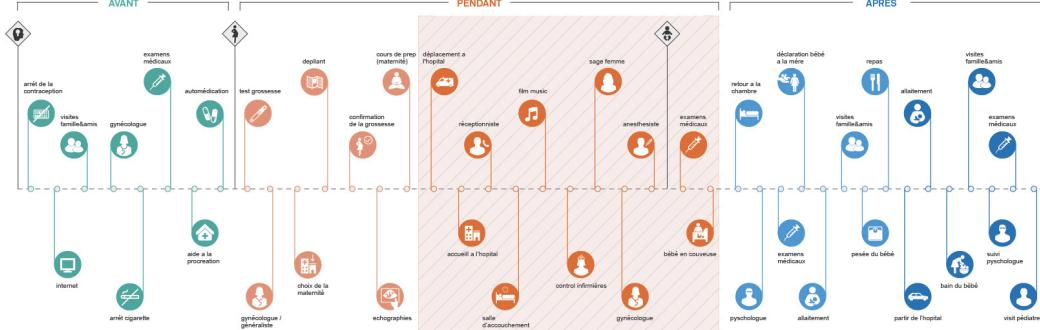
DOROTHY PERKINS

heat

Superdrug

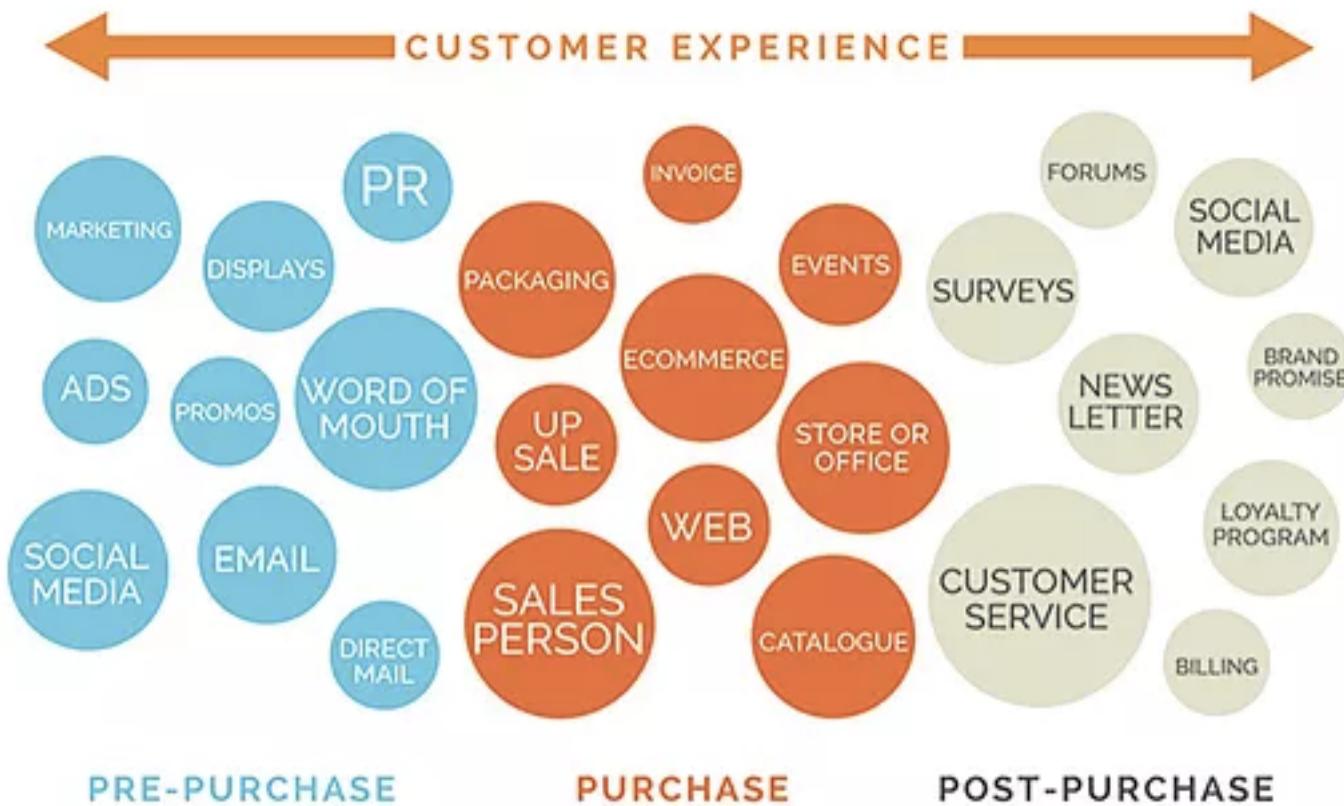
DEBENHAMS

PARCOURS PATIENT



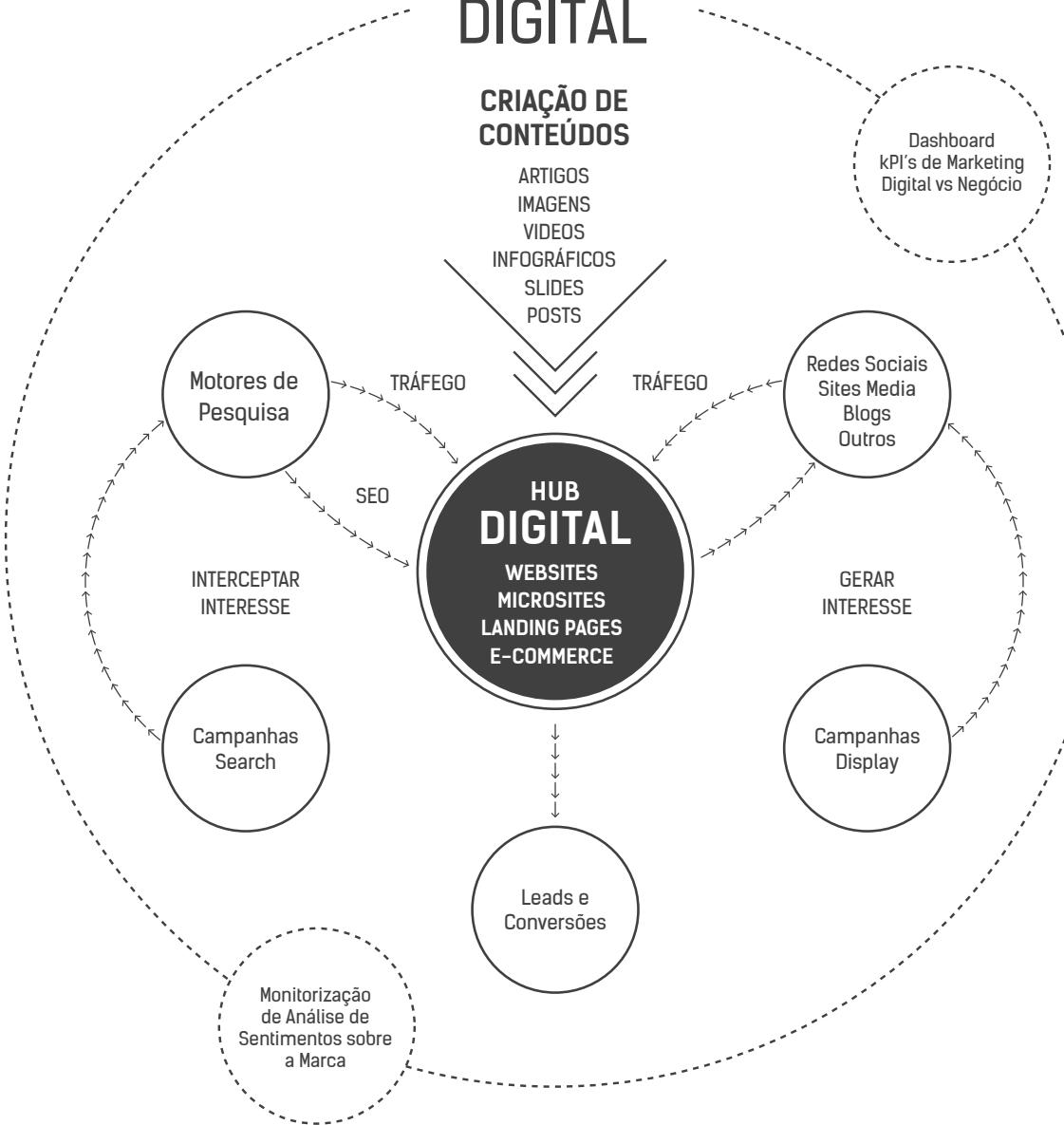
ACTIONS	PREPARATION	GROSSESSE	ACCOUCHEMENT	DANS LA CHAMBRE	RETOUR À LA MAISON
Arrêt de la contraception Visites amies à la maternité Suivi gynécologique Tests de grossesse Arrêt de cigarette Changement des habitudes de vie Aide à la Procréation Automédication Information e-conseil	Rendez-vous médical Confirmation de la grossesse et estimation de la date d'accouchement Choix de la maternité Echographies Tests sanguins Cours de préparation à l'accouchement Information e-conseil	Rendez-vous médical Confirmation de la grossesse et estimation de la date d'accouchement Choix de la maternité Echographies Tests sanguins Cours de préparation à l'accouchement Information e-conseil	Déplacement jusqu'à la maternité Salle d'accouchement, attente Film, musique Verification de la sage femme toutes les heures Anesthésie Accouchement	Examens médicaux pour la mère et l'enfant Toilette et habillage du bébé avec les infirmières Déclaration de l'enfant à la mairie Allaitement Visites parents et amis Pesée du bébé Repas	Repos Allaitement Bain du bébé Ré-éducation Visite psychologue Examens médicaux Visite pédiatre Courses
Where can I find general information? What is the legal framework, what are my rights? (foreigners) Is there any social and physiologic assistance to inform me about he process? Is there a help provided to quit smoking?	Where do I go to all the medical tests? Is there a informative brochure about the whole process? (agenda) What are the criterias to choose the best maternity? To whom can I ask all my questions/doubts? Will I have the same staff before and during the birth? (doctor, sage femme)	Is there a service to take me to the hospital? What can I do to relax while waiting? Is there always someone available to answer my questions? Where does baby stay after the birth?	What is going on after the birth? What is the process? Where is the doctor, nurse and family visit schedule? Do I get help to feed the baby, anything for the pain? Can I have specific meal?	Is there a service that takes me back home? Is there a 24hours call assistance for questions?	Should I do any other tests after the birth? Any help to get in shape and lose weight after birth? General help in daily life and continuity in medical assistance.
Getting ready mentally and physically, social support to have a clear understanding of the process.	Clear information and organization of the medical process.	Physical and physiologic relaxing reassurance, continuity in the staff.	Being aware of what are the next steps. Good organization of the visits. Comfortable ambient.		

Experiência do Consumidor

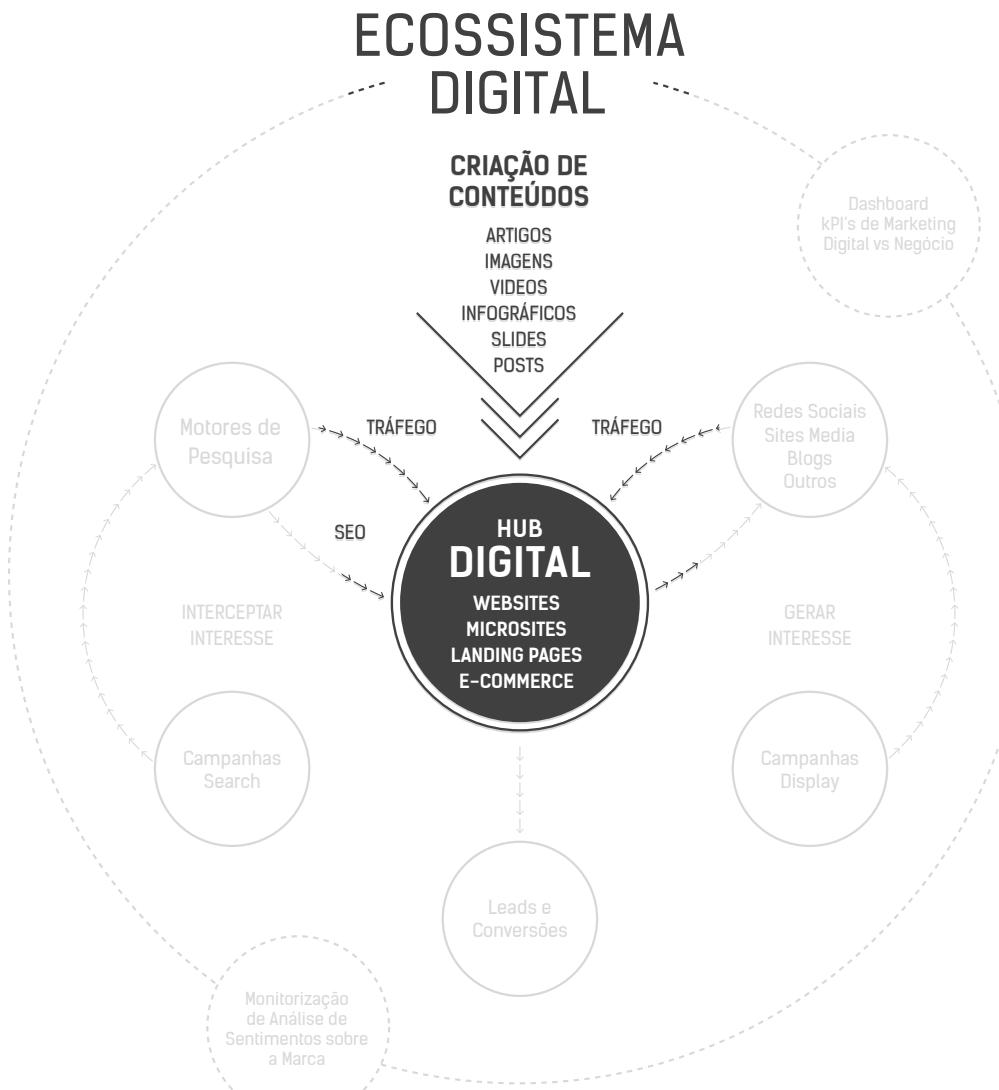


Qual a melhor estratégia para
chegar ao consumidor na fase certa
da sua jornada ?

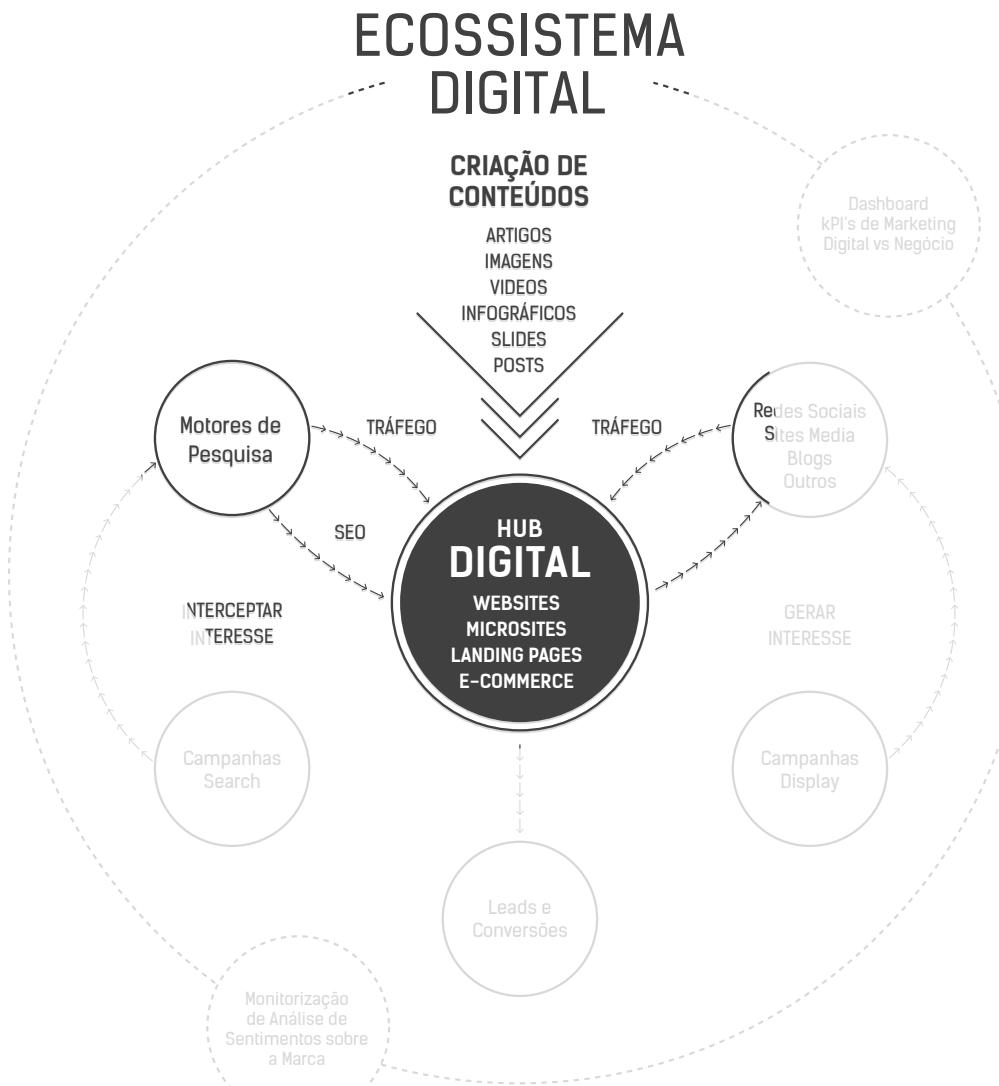
ECOSISTEMA DIGITAL



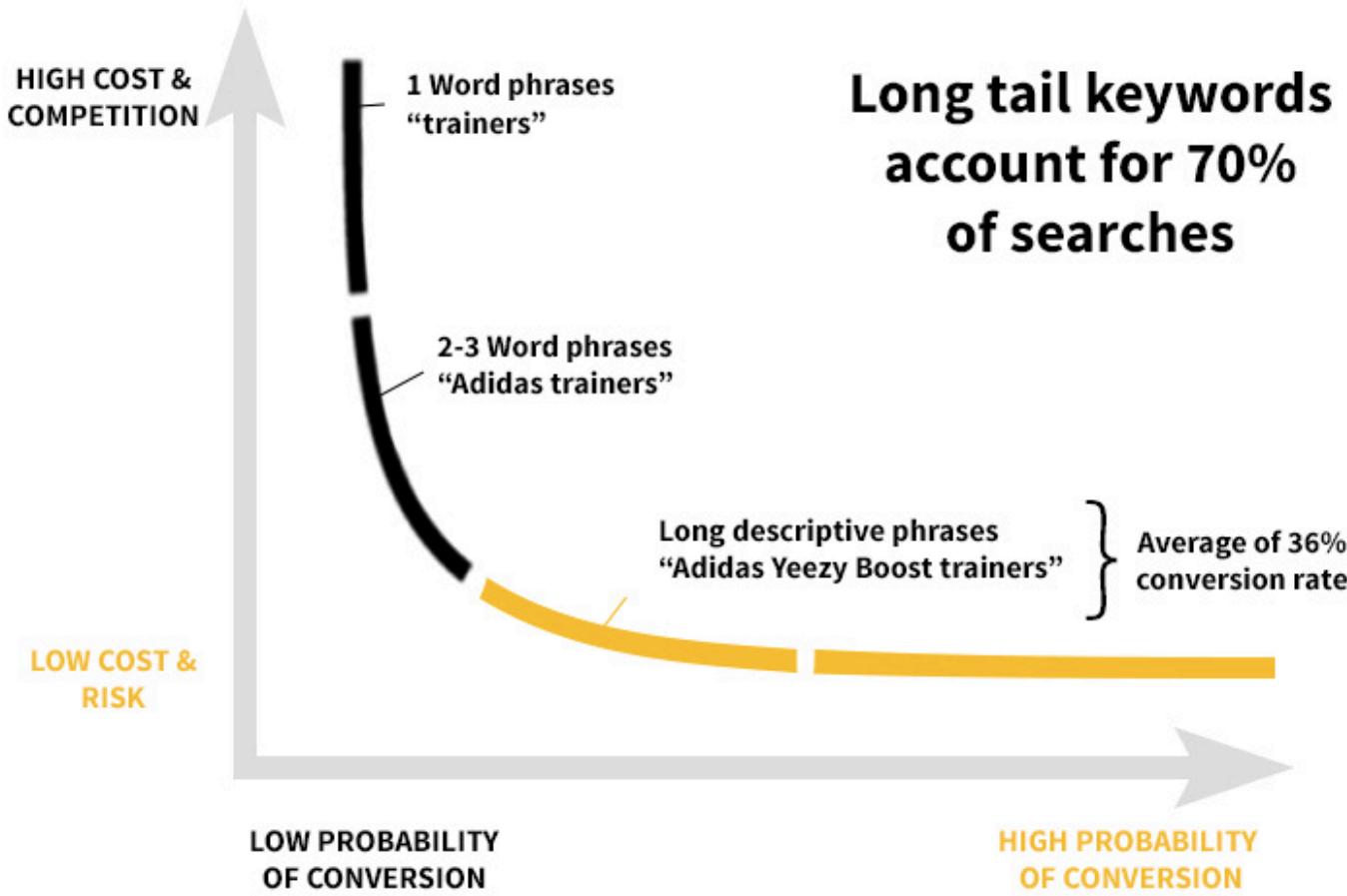
Conteúdos - Combustível (Inbound)



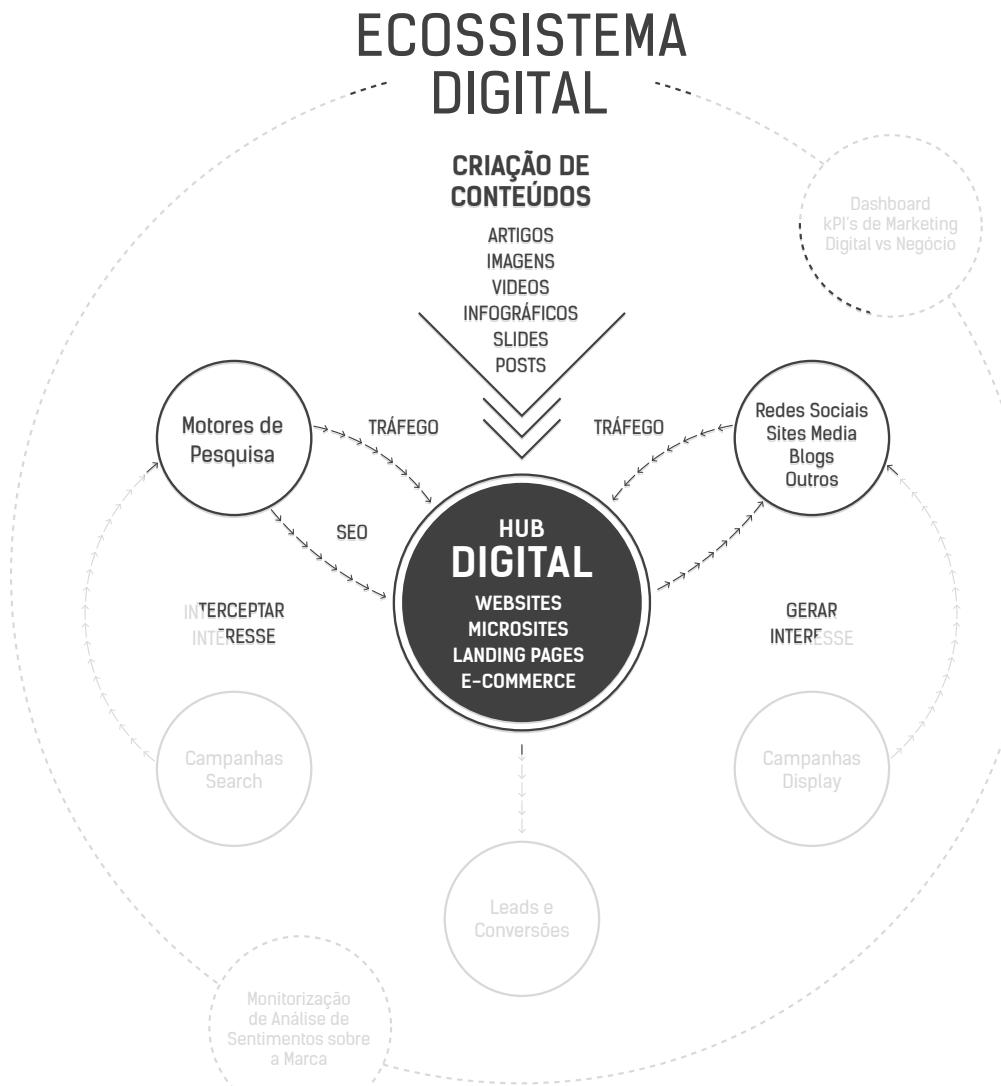
Motor de Pesquisa - Tráfego Orgânico



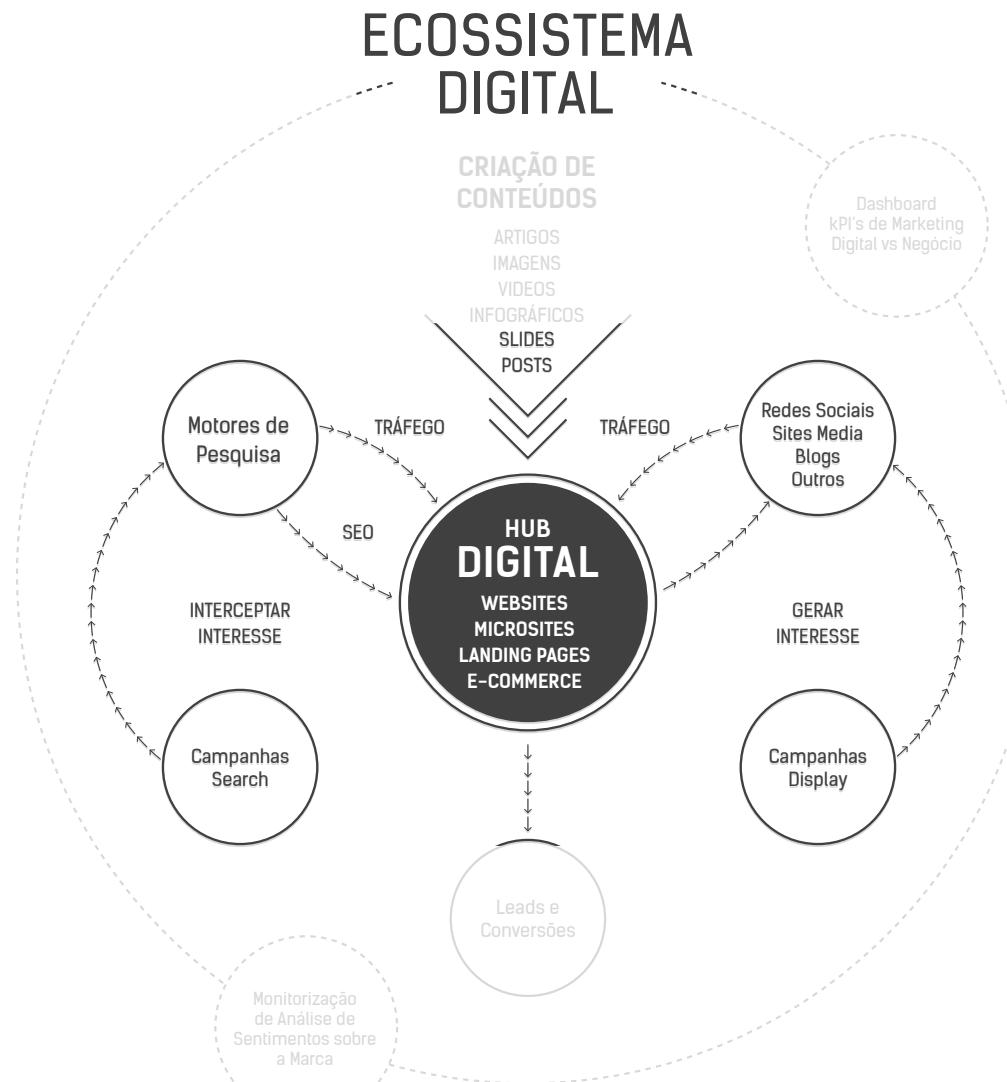
Long Tail SEO



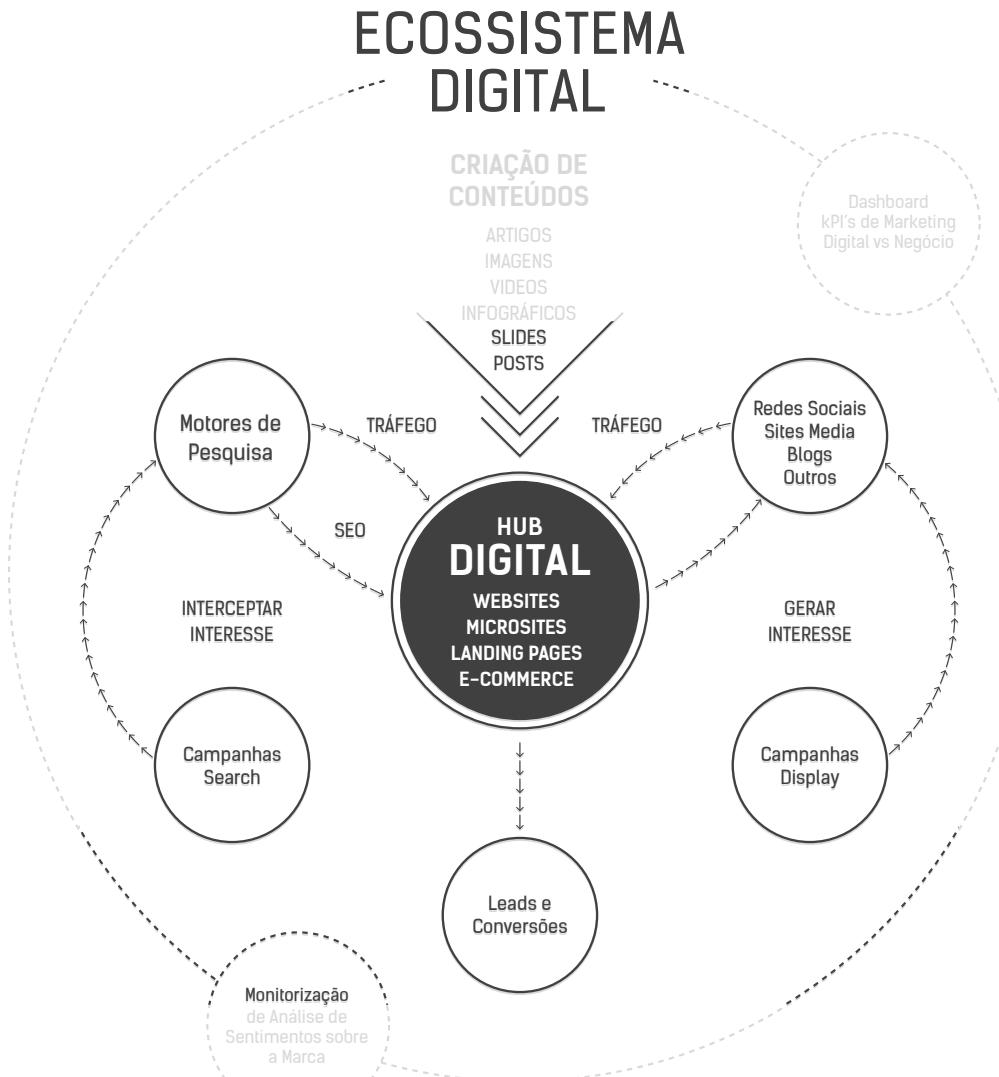
Redes Sociais - Tráfego de Referência



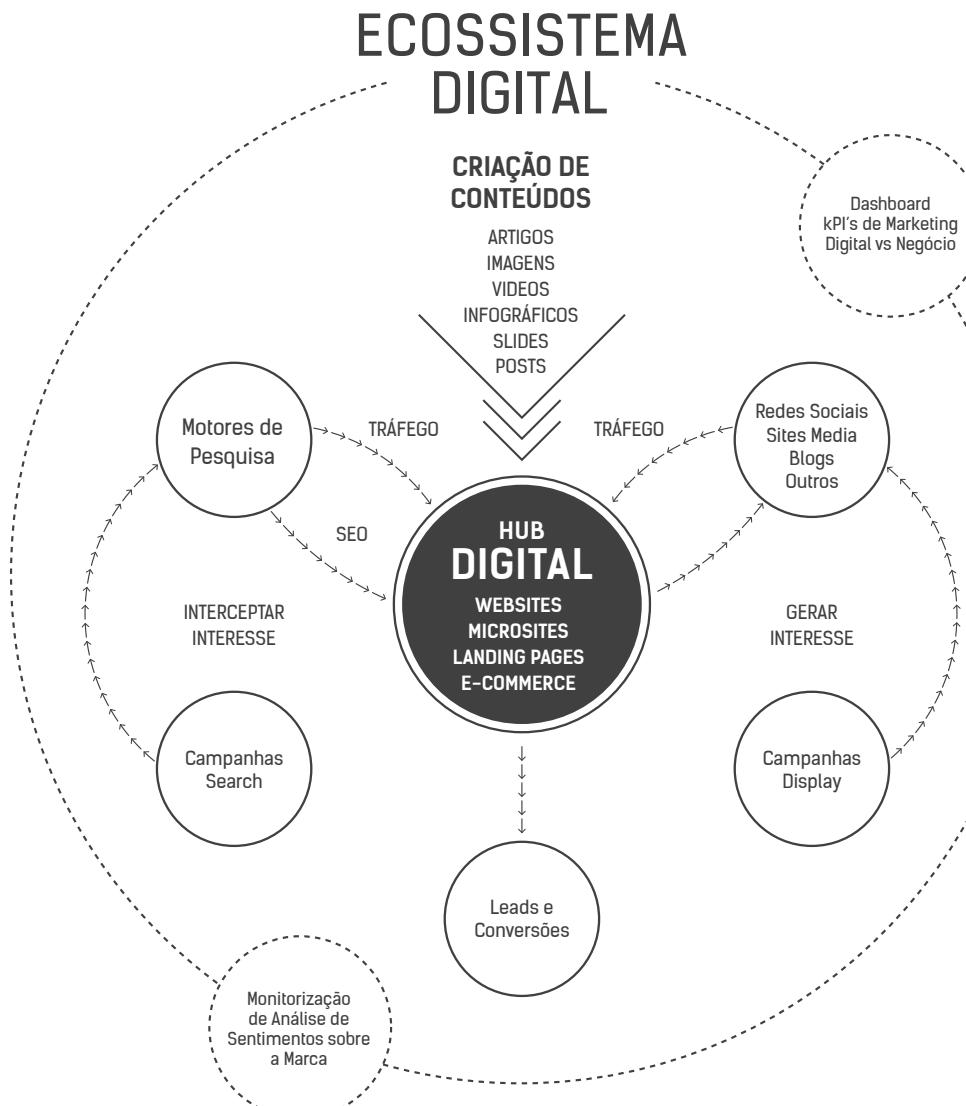
Campanhas - Tráfego Pago



Resultado - Leads e Vendas



Medir - Analytics e Monitorização



Medir - Retorno de cada canal/activo

Escolher as métricas mais adequadas para o negócio

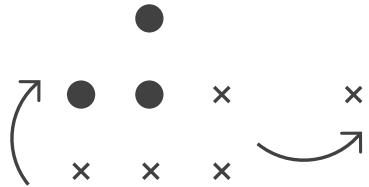
	Consumption	Retention	Sharing	Engagement	Conversion	Operations	ROI
SITE/BLOG	<ul style="list-style-type: none">• Page views• Unique visitors• Avg. Time on site	<ul style="list-style-type: none">• % returning• Bounce rate• Number of visits• Subscribers• Time on site	<ul style="list-style-type: none">• Social shares• Retweets• Likes	<ul style="list-style-type: none">• Session duration• Pages / visit	<ul style="list-style-type: none">• Trial signup• Demo request• New Leads• New opportunities• Converted leads• Sales• Members• Downloads• Recommendations• Key pages• Retention metrics• CRO• Audience metrics• Evergreen ratio• Email subscribers• ...	<p><i>Operations:</i></p> <ul style="list-style-type: none">• Time to live• Number of assets• Number of landing pages• Number of pillars <p><i>Cost:</i></p> <ul style="list-style-type: none">• Cost per asset• Distribution cost• Promotion cost	Profit
CONTENT ASSET	<ul style="list-style-type: none">• Downloads• Form completion	<ul style="list-style-type: none">• Subscribers• Time on page					
SOCIAL MEDIA	<ul style="list-style-type: none">• Link click-throughs	<ul style="list-style-type: none">• Followers		<ul style="list-style-type: none">• Comments & chatter			
EMAIL	<ul style="list-style-type: none">• Clicks• Open rate	<ul style="list-style-type: none">• List growth• Unsubscribe	<ul style="list-style-type: none">• Forwards				
SEARCH	<ul style="list-style-type: none">• Organic traffic• Clicks	<ul style="list-style-type: none">• Ranking					

Monitorar - Reputação da marca

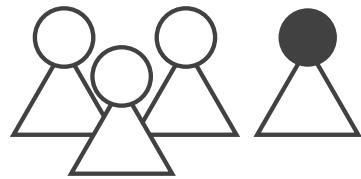
The collage illustrates the process of monitoring brand reputation through different platforms:

- Brandwatch Social Media Monitoring:** Shows a map of Europe with the most popular brand logos in each country. A legend lists logos for Nike, Adidas, Google, BBC, Mercedes-Benz, Vodafone, and Apple.
- Airline Trend Dashboard:** A screenshot of a dashboard titled "Airline Trend Dashboard" showing gender split statistics (56% male, 44% female) and a word cloud related to travel and flight delays.
- Trending topics, Demographics, Share of voice:** Three separate views of a dashboard for the topic "ben_and_jerrys" over the last 7 days. Each view includes a pie chart of interests, a line graph of unique authors, and a bar chart of mentions per day.
- FCT Faculdade de Ciências e Tecnologia da Universidade Nova de Lisboa logo:** Located in the bottom left corner.

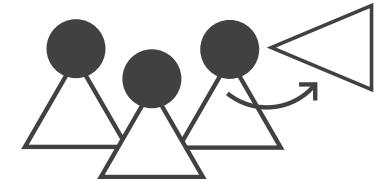
Qual é o objectivo principal ?



Identificar
Prospects



Torná-los
Cientes



Transformá-los em
Evangelistas

OBRIGADO

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