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# REDES SOCIALES PARA GENERAR VENTAS EN TU WOOCOMMERCE

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# JOSÉ J HERNÁNDEZ

Estratega, emprendedor y consultor de marketing digital, e-commerce y desarrollo web con más de 20 años en la industria.



# LÍGATE A TUS CLIENTES





Muestrame más...  
y  
pregúntame después

5 a 9 contactos para  
concretar venta



# **LAS 3 ETAPAS DE UNA CAMPAÑA EXITOSA**

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- 1. Estrategia**
- 2. Gestión de anuncios**
- 3. Seguimiento**



# Estrategia

- Investigación de mercado
- Definir ofertas / Segmentación
- Presupuesto / Proyección



# INVESTIGACIÓN DE MERCADO



**TriboDyn**  
PERFORMANCE LUBRICANTS

**WIN 4 QUARTS**

OF OUR **PATENTED BLUE**  
**SYNTHETIC OIL**

FOR YOUR  
**HARLEY-DAVIDSON**



Click "Sign Up" Below to Enter





	A	B	C	D	E
1	Name	E-mail	Top Engine Issues	Performance Indicators	Motor Oil Considerations
2	Anthony Rusk	ar	running on one cylinder at i	dependability	best oils for my bike to last
3	Michael Evenson	xe	hotmail.com dont have Harley need 1	having a bike	cost
4	Ricky Burgess	st	ihoo.com noisy sportster cam gears	longevity	appropriate for air cooled bikes
5	David Anderson	ha	igmail.com Noise	Reliability	Quility and proven preformance
6	Bob McCluskey	rn	ail.com Power	Longivity	How good is it!
7	Loyce G Scott	kt	gmail.com oil leaks	consistency	quality
8	Gilbert Mendez	sc	'1@gmail.com electrical	oil	life and lubricity
9	Garry Combe	ee	@yahoo.com none	carb	change it
10	Donald Carnahan	sk	mail.com Runs hot	Fuel mileage	Quality
11	Jody Smith	sr	iotmail.com don't have any	maintenance	best for the engine
12	Brian Gano	br	@gmail.com None	Good pickup speed	None
13	Elton Byrd	el	ahoo.com heat	longevity	value
14	Dale Smith	da	gmail.com pinging	clean lube in all holes	i look for oil that lubricates well in t
15	Richard Scamihorn	ri	iihorn@gmail.co none so far	responsiveness	harley name brand.best protection
16	Mike Scott	m	@aol.com wont run on anything but 9	good lubrication and mileage	needs to be pure synthetic
17	James Bishop	Je	igmail.com Hot in the summer.	A good tune and good oil.	Quality.
18	Derrick Crawford	de	ord1954@gmail heat	longevity	specs
19	Manuel Lucero	m	3619@yahoo.c none	Harley parts	i get Harley oil
20	Ken Watters	ke	8824@yahoo.cc cams and cam shoes	bike running good making the	quality
21	Terry Harvey	th	iyahoo.com head gasket	dependability	protection
22	michael regis	rg	nail.com Carb	very loud	top quality
23	Kenn Pipkin	ke	ahoo.com none	none	none
24	William Foster	w	8@hotmail.com overheat	high top end	how many miles i can get on a oil c
25	Scott Erickson	sc	on56@gmail.co Compensator	reliability	thermal breakdown
26	George Hammond	gl	inicematters.cc engine noise	response	performance
27	Eddie Yarberry	ec	y@yahoo.com None	Dependability	Senthctic
28	Amos Myers	th	31@gmail.com pecking like a sewing mach	internal parts	viscosity
29	Daniel Sheffler	da	irls005@gmail. could be meaner	reliability	proper lubrication means everythin
30	Ervin Aspell Jr.	ea	il.com Small leak at head bolt	Maintenance	Quality
31	Frankie J Parks Sr.	fp	ahoo.com leaks	#1	long lasting, durable





## Harley Davidson Owners Research Results

**Top Audience:** Male 55-64 (By far)

**Second:** Male 45-54

**Total Reach:** 9,196 people

**Total Responses:** 160 (2 were eliminated for not owning a Harley)

**Cost per response:** \$.091

### What's the biggest engine issue you have with your Harley?

1. Overheating, runs hot - 40 responses
2. No issues - 38 responses
3. Noise, rattle, pinging - 21 responses
4. Oil leaks, wet sumping - 7 responses
5. Not enough power, want more power - 6 responses

#### Observations:

It is clear that Harley owners take care of their bikes because "no issues" was the 2nd most popular response. This ties right into the top answers for the performance question. The engine issues for Harleys are also very clear: Overheating and noise (pinging) are the 2 big ones, followed by oil leaks (wet sumping) and lacking power.

### What's your top priority when it comes to your bike's performance?

1. Engine lubrication - 32 responses
  - Lubrication - 29 responses
  - Keeping the engine cool - 10 responses
2. Regular maintenance - 29 responses
3. More power, torque - 17 responses
4. Fuel mileage - 14 responses
5. Smooth running, shifting - 11 responses

#### Observations:

Harley owners place engine lubrication as their top performance priority and they are clearly committed to regular maintenance. After lubrication they desire more power, both of which tie into the engine issues on the previous question. Better fuel mileage and smooth running are lower in priority (in that order).

### What are the top factors you consider when purchasing engine oil?

1. Quality, best oil - 44 responses
2. Trustworthiness - 26 responses
  - Meets/exceeds specs, compatible, manufacturer approved, doesn't void warranty - 9
  - Name brand is important, reputation - 6
  - Buys Harley Brand - 6
  - Correct oil grade/blend - 5
3. Proven performance, results - 19 responses
4. Protection - 16 responses
5. Price, value - 15 responses
6. Synthetic, full synthetic - 14 responses

#### Observations:

Quality and having the best oil are by far the top factors Harley owners care about. They are very cautious as to what they put into their bikes, so making an informed decision is very important to them. They are definitely NOT impulse buyers. Price, while being somewhat important, does not seem to be a deal breaker if quality, trustworthiness, performance, and protection are met. Important: A considerable number of owners replied they were looking for full synthetic oil.



# Gestión de anuncios

- Textos publicitarios (copy)
- Imágenes / Videos
- Landing Pages / Pruebas



# COPY



**TriboDyn Lubricants**

Publicidad · 🌐



ATTN: HARLEY-DAVIDSON OWNERS

Take care of your bike: Prevent overheating, pinging & wet sumping/leaks with TriboDyn patented lubricants.

Click [▶ tribodyn.com/h-d](https://tribodyn.com/h-d)

The best oils in motorsports are now public and... Más



Texto ⓘ

4/5 opciones

ATTN: HARLEY-DAVIDSON OWNERS

Take care of your bike: Prevent overheating, pinging & wet sumping/leaks with TriboDyn patented lubricants.

Click [▶ tribodyn.com/h-d](https://tribodyn.com/h-d)

The best oils in motorsports are now public and they are revolutionizing the industry with their proprietary coating process, long-lasting protection and unrivaled performance.

We know you wouldn't trust just any oil inside your Harley...

Rest assured that after years of research and successful testing on racetracks around the world we have the highest-rated oils on the market.

We also have a certified Master of Technology for Harley-Davidson in our advisory board (The most coveted H-D technician classification), so yes, our oils work great on Harleys!

With TriboDyn Patented Oils:

- ✓ No pinging while engine runs hot
- ✓ Reduce wet sumping & leaks
- ✓ Increase fuel mileage
- ✓ Lower engine & tranny temps.
- ✓ Prevent corrosion in winter

us Our patented lubricants are proudly engineered and manufactured in the USA.

Get TriboDyn [▶ tribodyn.com/h-d](https://tribodyn.com/h-d)



Get The Best  
**LUBRICATION**

For Your



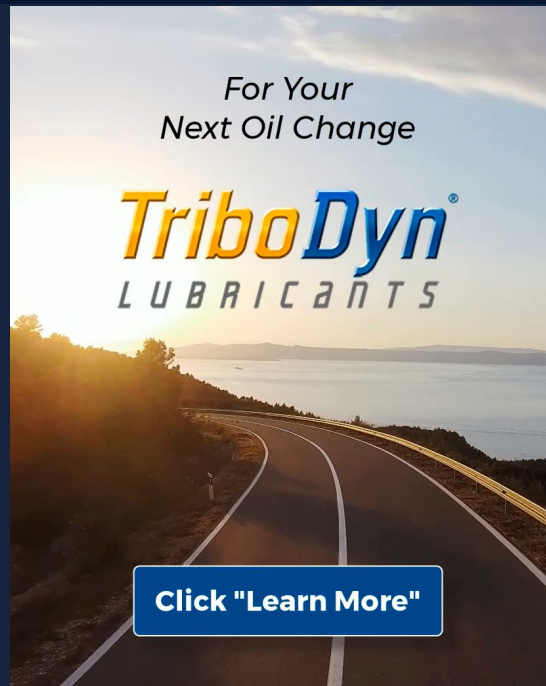
**PATENTED BLUE**  
**Coating Technology**



Prevents overheating, pinging  
& wet sumping / leaks

For Your  
Next Oil Change

**TriboDyn**<sup>®</sup>  
LUBRICANTS



Click "Learn More"



# Prueba TODO

- Diferentes públicos
- Diferentes textos
- Diferentes Imágenes / Videos
- 2+ versiones de landing pages







En esta página encontrarás precios exclusivos para las llantas de tu Jetta en GUADALAJARA, muy por debajo de otros competidores en la ciudad.

¡Compruébalo!

\* Los precios señalados en esta página aplican únicamente para la ZMG.

Contáctanos por teléfono, por nuestro chat en línea o en nuestra sección de contacto



Chat en línea



(33) 1588 3099

Ofertas para Jettas en Guadalajara por medidas



Llantas  
225 45 R17

Modelo de llanta	Promoción
Continental ContiProContact 225/45 R17	<b>\$1929</b>
	<b>\$2,245</b> IVA incluido / Montaje GRATIS

#### MONTAJE GRATIS

##### DIRECCIÓN

FYR TYRE & SERVICES  
Las Conchas 920, Col. San Carlos  
Guadalajara, Jal. C.P. 44460



Ver en Google Maps

#### ENTREGA A DOMICILIO



Entrega GRATIS  
Dentro de la ZMG

#### PAGA HASTA 12 MESES



En esta página encontrarás precios exclusivos para las llantas de tu Jetta en GUADALAJARA, muy por debajo de otros competidores en la ciudad.

¡Compruébalo!

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# NO UTILICES PROMOCIONAR EVENTO



The screenshot shows a Facebook event page. At the top, there's a header with a logo on the left, a central illustration of people working on laptops with various icons (gears, charts, etc.), and the 'WooCommerce' logo on the right. Below the illustration, there's a circular profile picture of José Hernández, a digital marketing consultant. The event title is 'Meetup #17: Redes sociales para generar ventas en tu WooCommerce', and it's scheduled for 'HOY A LAS 19:00'. The event is organized by 'Marce, Alfonso y 7 amigos más'. At the bottom, there are statistics: '14 Personas alcanzadas' and '2 Interacciones'. A blue button labeled 'Promocionar evento' is circled in red.

**WooCommerce**

REDES SOCIALES PARA GENERAR VENTAS EN TU WOOCOMMERCE

JOSÉ HERNÁNDEZ  
CONSULTOR DE MARKETING DIGITAL

connectory  
Talexa

HOY A LAS 19:00

**Meetup #17: Redes sociales para generar ventas en tu WooCommerce**

✓ Asistiré ▾

Marce, Alfonso y 7 amigos más

14 Personas alcanzadas

2 Interacciones

**Promocionar evento**





# USA EL ADMINISTRADOR DE ANUNCIOS



Facebook interface showing the 'Administrador de anuncios' (Ad Manager) section. The top navigation bar includes the Facebook logo and the text 'Administrador de anuncios', which is circled in red. Below the navigation bar, there's a search bar with '4000 MXN - Last Day (2200715111...' and a filter dropdown. The main content area displays a table of ad campaigns under the 'Campañas' tab.

	Nombre de la campaña	Entrega	Importe gastado	Alcance	Costo por mil personas alcanzadas	Impresiones
<input type="checkbox"/>	<input checked="" type="checkbox"/> Video - Segmentacion - Frio - PS	Activa	\$112,58	6.476	\$17,38	6.647
<input type="checkbox"/>	<input checked="" type="checkbox"/> Video - Segmentacion - Frio - Co...	Activa	\$113,84	6.053	\$18,81	6.407
<input type="checkbox"/>	<input checked="" type="checkbox"/> Video - Segmentacion - Frio	Activa	\$411,87	19.366	\$21,27	23.450
▶ Resultados de 3 campañas			\$638,29 Gasto total	30.148 Personas	\$21,17 Por mil perso...	36.504 Total



Facebook interface showing the profile of José J Hernández (@realjosejhernandez). The profile picture is a circular image of a man with a goatee. The cover photo is a video thumbnail showing a group of people in a classroom setting, with the text "CONSULTOR DE MARKETING DIGITAL Y E" overlaid. A green circular logo with the letters "JH" is visible in the center of the cover photo.

The navigation bar at the top includes the search bar, the user's name "José", and icons for "Inicio", "Crear", and notifications. The left sidebar shows the user's profile information and a list of links: "Inicio", "Información", "Grupos", "Videos", "Videos en vivo", "Fotos", and "Publicaciones".

The main content area displays a message: "Ve al **administrador comercial** para administrar esta página." Below this is a video player showing a group of people in a classroom setting. The video has a duration of 1.00. Below the video are buttons for "Me gusta", "Seguir", "Compartir", and a menu icon.

A dropdown menu is open on the right side of the page, showing the user's pages and the "Administrador comercial" section. The "Administrador comercial" section lists three items: "Get Results Agency - Cli...", "Get Results / E-Commerce", and "Get Results Agency - Mé...". Below this is the "Administrar páginas" section, which includes a link to "Nuevos grupos" and a link to "Administrar mis anuncios" (highlighted with a red circle). Other options in the dropdown include "Registro de actividad", "Preferencias de noticias", "Configuración", and "Salir".



¿Cuál es tu objetivo de marketing? [Ayuda: selección de un objetivo](#)

Reconocimiento	Consideración	Conversión
 Reconocimiento de marca	 Tráfico	 Conversiones
 Alcance	 Interacción	 Ventas del catálogo
	 Instalaciones de la app	 Tráfico en el negocio
	 Reproducciones de video	
	 Generación de clientes potenciales	
	 Mensajes	



# Conversiones

- Ver contenido
- Agregar a carrito
- Compra



# Seguimiento

- **Análisis de datos**
- **Remarketing**
- **Atención a prospectos**



Filtros

Campaña modificada: posterior al 14 de marzo de 2019

Información general de la campaña
 **Campañas**
 Conjuntos de anuncios
 Anuncio

Duplicar
 Editar
 Reglas

Nombre de la campaña		Entrega	Importe gastado	Alcance	Costo por mil personas alcanzadas	Impresiones	Reacciones a la publicación	Comentarios de la publicación
Video - Segmentacion - Frio - PS		Activa	\$112,58	6.476	\$17,38	6.647	8	2
Video - Segmentacion - Frio - Co...		Activa	\$113,84	6.053	\$18,81	6.407	12	7
Video - Segmentacion - Frio		Activa	\$411,87	19.366	\$21,27	23.450	62	27
▶ Resultados de 3 campañas			\$638,29 Gasto total	30.148 Personas	\$21,17 Por mil perso...	36.504 Total	82 Total	36 Total



# PIXEL DE FACEBOOK


```
<!-- Facebook Pixel Code -->
<script>
  !function(f,b,e,v,n,t,s)
  {if(f.fbq)return;n=f.fbq=function(){n.callMethod?
  n.callMethod.apply(n,arguments):n.queue.push(arguments)};
  if(!f._fbq)f._fbq=n;n.push=n;n.loaded=!0;n.version='2.0';
  n.queue=[];t=b.createElement(e);t.async=!0;
  t.src=v;s=b.getElementsByTagName(e)[0];
  s.parentNode.insertBefore(t,s)}(window, document,'script',
  'https://connect.facebook.net/en_US/fbevents.js');
  fbq('init', '290319004772357');
  fbq('track', 'PageView');
</script>
<noscript></noscript>
<!-- End Facebook Pixel Code -->
```

## Pixel Caffeine - General Settings

[Dashboard](#) [Custom Audiences](#) [Conversions/Events](#) [General Settings](#)

⚙️

FACEBOOK PIXEL SETUP

Enable 

Tracking is OFF, you have to set a pixel ID!

Manual Setup ⓘ


⚠️ Warning: Only with Facebook Connect you'll have access to all the features

Insert your Pixel ID

Pixel position [Head](#) ▼


Facebook Connect ⓘ

the easiest way to get up and running with all the advanced features. Connect your Facebook account and you're good to go!

 **FACEBOOK CONNECT**

👤

CUSTOM AUDIENCES

Enable 

Advanced Tracking is ON!

Advanced tracking info: Get the most out of Pixel Caffeine enabling our advanced tracking to create Custom Audiences based on WP custom fields, taxonomies and more.

Track Custom Fields Based Events ⓘ

Start typing the name of the custom fields you want to track to create laser-focused Custom Audiences!


Advanced data tracking

☒ Enable advanced tracking  
Enable to track post type, login status, browser info and more.

☒ Enable taxonomy tracking  
Enable to track custom taxonomies for each page or post.

🛒

CONVERSIONS

Enable 

eCommerce Tracking is ON!

eCommerce plugin detected: **WooCommerce**

Track this eCommerce Conversions ⓘ

☒ View product


☒ Search

☒ Add to cart

☒ View Checkout

☒ Add payment info

☒ Purchase

 **SAVE**





# Plugins para pixeles

- Pixel Caffeine (Facebook)

<https://wordpress.org/plugins/pixel-caffeine>

- DuracellTomi's Google Tag Manager for WordPress

<https://wordpress.org/plugins/duracelltomi-google-tag-manager/>



# SEGUIMIENTO A PROSPECTOS

The screenshot displays a CRM application interface. The top navigation bar includes links for 'Página', 'Centro de an...', 'Bandeja de ...', 'Notificaciones 1', 'Estadísticas', 'Herramientas...', 'Más', and 'Ayuda'. The left sidebar, titled 'Principal', lists several prospects with their names, profile pictures, and last contact times. The main area shows a detailed chat conversation with 'Silvia Farias' (Sin asignar). The chat history includes messages from both the user and the prospect, with some messages highlighted in blue. The bottom of the chat window features a text input field with the placeholder 'Escribe una respuesta...' and icons for sending, attaching files, and other actions.

**Lista de Prospects (Left Sidebar):**

- Silvia Farias (18:33): Tú: Hola Silvia, voy a tener un curso...
- Mich Gutiérrez (17:41): Tú: Estamos en contacto!
- Polo Polo Cuellar Parra (16:29): Tú: Hola Polo, aquí tienes mi sugerencia...
- Daniel Gutierrez (16:20): Tú: Hola Daniel, aquí esta mi sugerencia...
- Hector Gech (16:14): Tú: Hombres y mujeres 22-49. Radio en...
- Victor Hugo Higareda Muratalla (14:34): Saludos
- Gabriela Ariaga Barreto (13:45): ok
- Oscar Preciado Aguilar (07:58): Tú: Hola Oscar, estoy revisando lo que...
- Fergo Iluminacion (04:41): Tú: Hola Fergo, estoy revisando lo que...

**Chat Conversation with Silvia Farias:**

- User (Blue bubble):** como hacer tener mi dinero lo mas posible
- System (Small text):** Enviado por Jose Hernandez (?)
- User (Blue bubble):** Perfecto y tú haces esos anuncios
- User (Blue bubble):** Si, claro. Pero tambien hago capacitaciones para que emprendedores puedan hacerlos por su cuenta... Les muestro todo el proceso, desde la estrategia, la implementacion del anuncio, y el seguimiento al cliente (que es lo mas importante de todo)
- User (Blue bubble):** Tengo clientes en Mexico y Estados Unidos, pero siendote sincero me gusta mas enseñar
- System (Small text):** Enviado por Jose Hernandez (?)
- System (Small text):** 12:22
- User (Grey bubble):** Muy bien perfecto yo quiero aprender para saber con exactitud qué es lo que quiero proyectar al cliente
- User (Grey bubble):** Bueno y cómo das la capacitación y que costó tuene?
- User (Blue bubble):** Tiene
- System (Small text):** 18:33
- User (Blue bubble):** Hola Silvia, voy a tener un curso especializado en ventas por FB e Instagram el 5 de abril. Si gustas mañana que lo confirme al 100% te doy todos los detalles. Va a estar muy completo.
- System (Small text):** Enviado por Jose Hernandez (?)

**Bottom Bar:** Escribe una respuesta... \$ 📎 😊 💬 👍



# Plugin para botones de chat

- WhatsHelp Chat Button

<https://wordpress.org/plugins/whatshelp-chat-button/>



# ¡Gracias!



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