



GROWING TOGETHER IN THE AMERICAS

DIGITAL TRANSFORMATION CHALLENGE FOR
INTERNATIONALIZATION



Agenda

1. **Important announcements**
2. **Let's share!**
3. **Digital Marketing**
4. **E-commerce**
5. **Q&A**



Important announcements



Remember the deadline for topic 6's **individual challenge** is on Monday, August 15th



Optional session – Challenge's Q&A, Friday, August 5th



Topic 6 self-assessment survey
<https://forms.office.com/r/iqVGEw73U1>



If you have any problems, please contact us at:
creciendojuntas@connectamericas.com



Remember that in the **ConnectAmericas Academy** on Topic 6 class 2, you can find this presentation available in english, spanish and portuguese.



This is a learning environment, we come here to learn, to make mistakes, to reflect, to change our minds, **and it's all good!**

Let's share!

In this space we seek to highlight the best individual and group challenges from Theme 3. Business Model

Time: 20 minutes



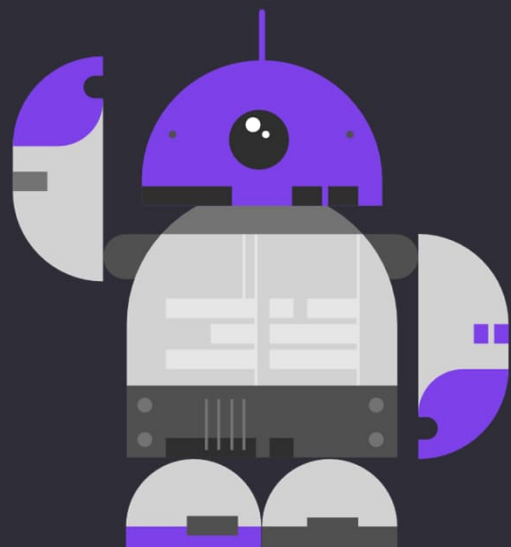
Digital world and data

Objective:

To understand the concepts involved in the extraction, query, cleaning of data for analysis.

Understand how to approach the development of digital channels for the business, aspects to consider, criteria and best practices for a digital campaign.

Classes:



- 1 Leveling: New technologies
- 2 Innovation: Business analytics
- 3 Tool: Value data generator
- 4 **Transformation:** **Digital Marketing and E-commerce**



We are here—
Tuesday, August 2nd

Carlos López

Marketing Manager – INTROCREA
M A R K E T I N G

For more than 10 years, Carlos has focused on management and business development, as Marketing Manager of the digital marketing agency INTROCREA, where digital transformation is the primary instrument for the execution of business expansion and consolidation projects.

He has led projects for the region in sectors such as retail, financial, education, manufacturing, government and insurance, allowing his clients to increase their competitiveness through digital marketing and at the same time generate components of innovation and differentiation that facilitate the transmission of the appropriate message in products or services.



//

Do you know how to **take**
advantage of digital marketing
and **get better results** for your
products or services?

THE NECESSITY

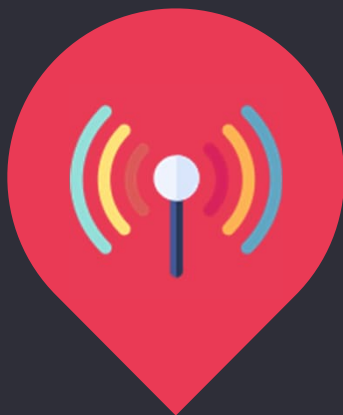
Necessity is a lack or scarcity of something that is considered indispensable. This word is also used to mean an obligation. It also refers to a difficult situation

SOLVE A PAIN.
FIND SOMETHING COMMON

An insight is a thought that involves the discovery of **a new perception of a problem**, resulting in a new understanding of the problem.



HOW HAVE WE DONE IT?



STIMULUS



**FIRST MOMENT
OF TRUTH
(GONDOLA)**



**SECOND MOMENT
OF TRUTH
(EXPERIENCE)**



HOW HAVE WE DONE IT?

ZMOT, zero moment of truth (**zero moment of truth**), can be defined as that precise moment in which a consumer **decides to buy a product or service**; it is the unique instant in which the decision is made.



STIMULUS



ZMOT



FIRST MOMENT
OF TRUTH
(GONDOLA)



SECOND MOMENT
OF TRUTH
(EXPERIENCE)



It's becomes the (ZMOT) of the following person

WHAT IS **DIGITAL** **MARKETING?**

AMA (AMERICAN MARKETING ASSOCIATION)

Activity, set of institutions and processes to create,
communicate, deliver and change offerings that have value
for consumers, customers, partners and societies in
general.

what is it for?

Marketing is used to **get closer to our (potential)**
customers and therefore to **sell more and better.**



EVOLUTION

1890 – 1959

Focus on the product

**Marketing
1.0**

It focuses on the product and its strategies are directed to it. It looks for the satisfaction of physical and functional needs and for this purpose advertising is disseminated through traditional media.

1960 - 1989

Focus on the consumer

**Marketing
2.0**

Its focus is primarily on consumer needs. The main concern is no longer selling, it is about the consumer's emotions.

Seeks to build customer loyalty.

1990 - 2015

Consumer values

**Marketing
3.0**

It is focused on the value of people. What matters most is what the consumer thinks and feels. It doesn't matter that they buy our product, it is about how they interact with it.

2016 – Present day

Social Branding

**Marketing
4.0**

Its objective is to generate trust and customer loyalty. The actions are generated by combining and integrating the best of the offline media of traditional marketing and the online interaction provided by digital marketing.

In the countries of the region approximately **45% of the population has access to the Internet**, and of these 96% use Google.

94%

ONLINE POPULATION

50 million searches per day

Approximately 6 queries per user per day



Search Network

95%

ONLINE POPULATION

20 million unique users

High-impact formats.

Millions of pages worldwide
+15 thousand pages in the region



Display Network

94%

ONLINE POPULATION

16+ million unique users

3 hours per visitor per month

47% female - 53% male

15 to 25 years old ---- 47% users

23 to 34 years old ---- 27% users

35+ years old ---- 30% users



Marketing is the performance of those activities that seek to achieve the goals of an organization by anticipating the requirements of the consumer or customer.



Advertising and marketing use promotion or communication techniques that consist of making a product or service known, informing and reminding the public of it, as well as persuading, stimulating or motivating its purchase, consumption or use, through the use of impersonal communication and media.

PUBLICATIONS

CONTENT

The post that you are going to publish, whether it is an illustration, photo or video.
It must allow an easy brand identification, by means of colors, fonts, logo, style.

REELS

Increase followers and obtain greater reach.

STORIES

Generate interactions.

FEED

To obtain greater reach.

LIVES E IGTVS

Get more views.

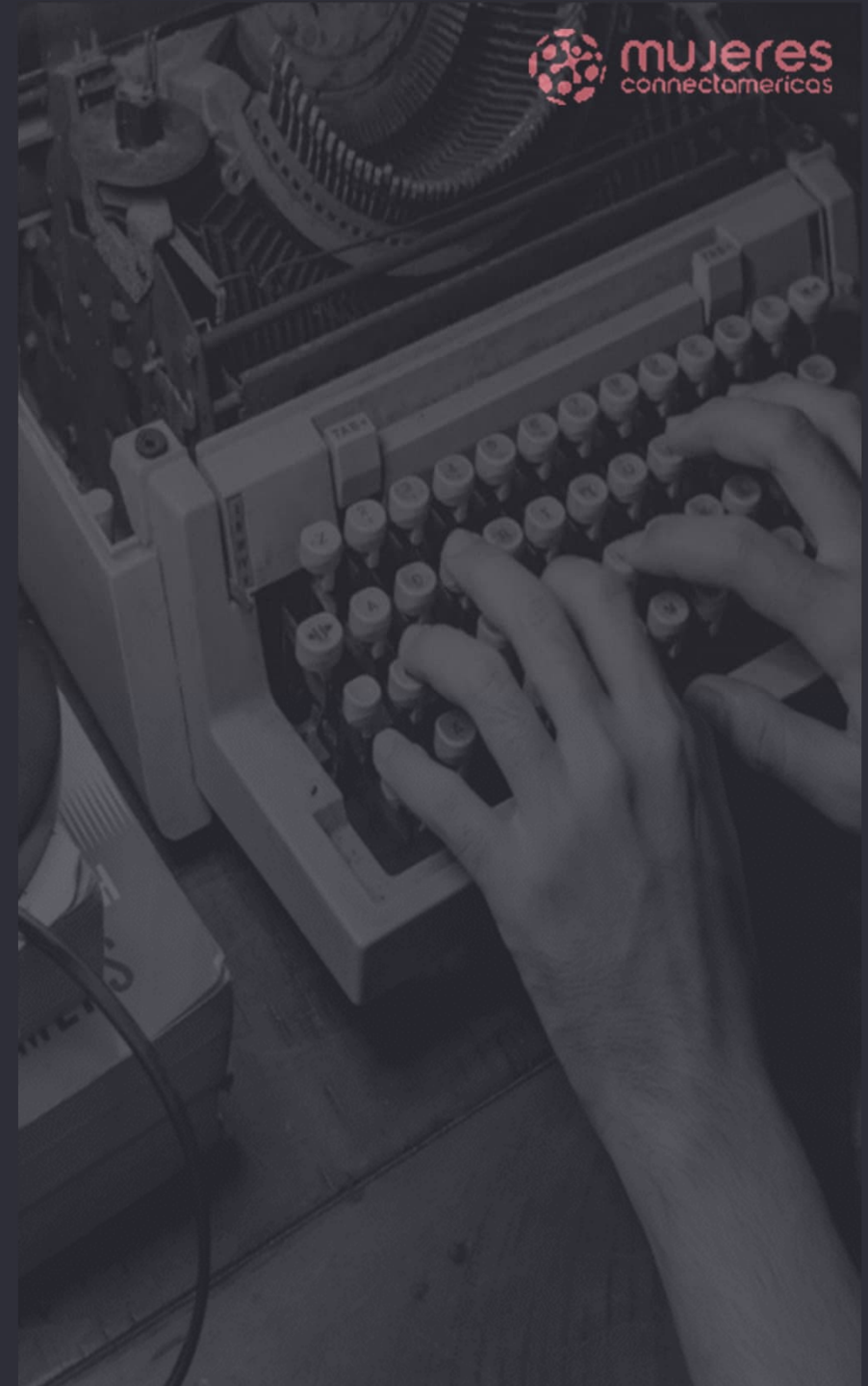


PUBLICATIONS

The COPY or description is **the text that accompanies the image within a publication**, a space intended to give a brief description of the content or to complement it in a creative way.

TIPS FOR WRITING A GOOD COPY

- Do not speak in the future tense, but in the present tense.
- Don't use blocks of text.
- Emojis, make it easy to the eyes.
- Start with a Hook, so that the first sentence catches the potential customer.
- Remember your value proposition.
- Think about the consumer's values.
- Sell emotions.



USER EVOLUTION

WHAT ARE THE OBJECTIVES

TRAFFIC

01

Boost branding

02

Increases sales opportunities

03

Greater visibility, higher profitability

04

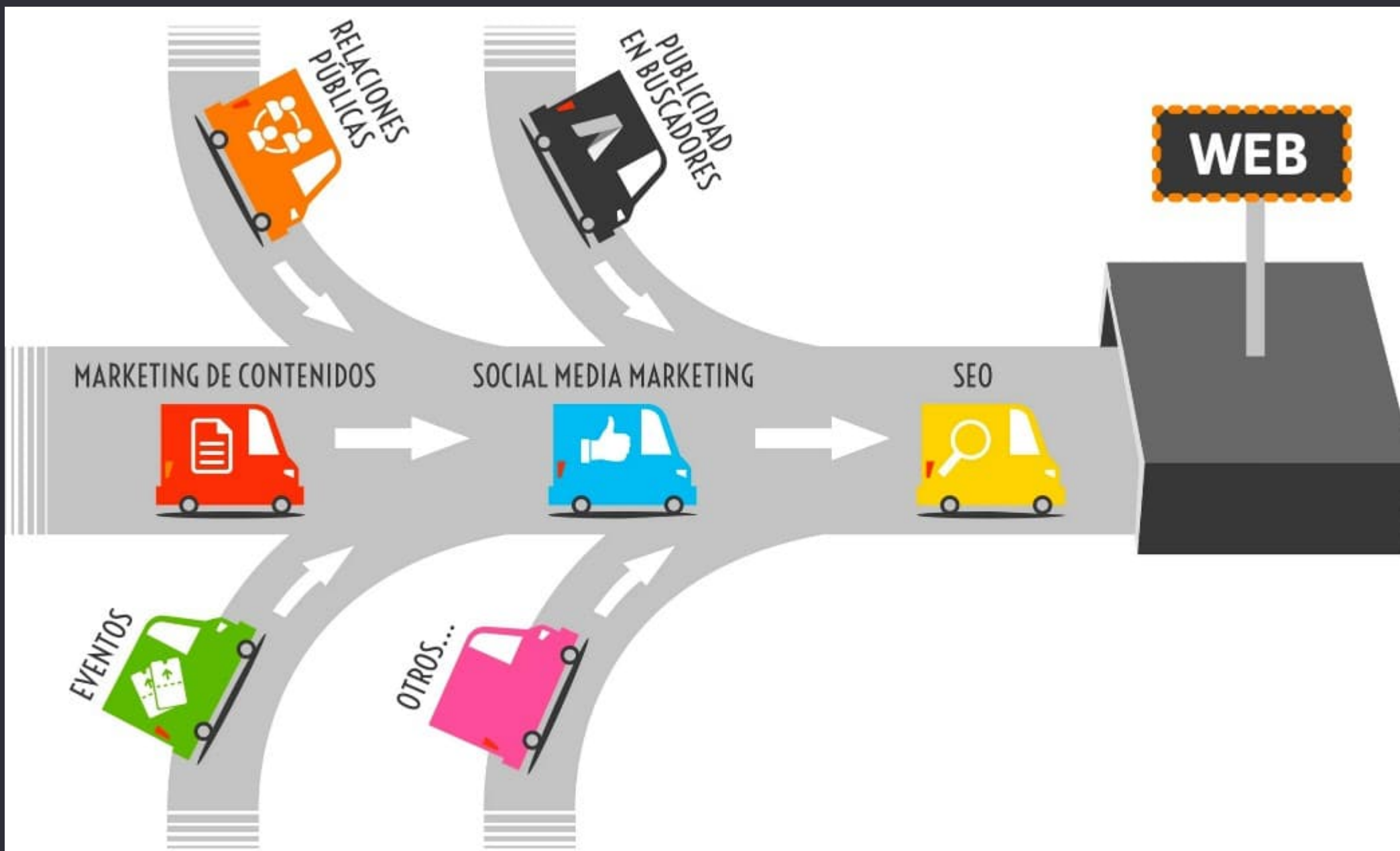
Continuous optimization for better results



HOW DO WE CONVINC LEADS **TO BUY** **FROM US?**

To achieve this, we attract traffic to our content and then use content offers, or what we call lead magnets, to capture these leads or registrations.





BRANDING

The brand strategy is what defines the brand voice; it is the intellect of the ecosystem and a fundamental part of carrying a message across all channels.

1. Segmentation
2. Price
3. Defined audience
4. Buying intention
5. Impact duration
6. Profitability measurement

Características del marketing digital



SEGMENTACIÓN

Es más personalizado y menos invasivo.



PRECIO

Es más flexible y se adapta a objetivos comerciales.
Genera mayor ROI.



AUDIENCIA

Comercializa en función a intereses, necesidades y preferencias.



INTENCIÓN DE COMPRA

Se dirige a usuarios con mayor probabilidad de comprar un producto/servicio.



LONGEVIDAD

Un contenido bien optimizado puede atraer visitantes y/o clientes hasta por años.



MEDICIÓN

Las estrategias son medibles para comprobar su rendimiento.

CONVERSION

It starts on your landing page or profile, where customers will be taken by the hand to the sale through contact formats, lead creation and emails.



WHAT IS ADVERTISEMENT?

It is the way in which an ad is built in a social network, from segmentation, budget, design and the choice of the type of ad.

ACCOUNT

It is necessary to have a business account to advertise on social networks, a personal account will not allow it.

AD

Think about what to advertise, whether you want to advertise a specific product or service or promote your company.

BUDGET

Set a budget to your account, the platforms give you different options on how to manage it.

SEGMENT

A correct segmentation of your audience (Buyer persona) will ensure that the information about your product or company reaches the right people.

AD DESING

Let your imagination fly, remember that you have milliseconds to capture the user's attention; you need a successful copy and a very attractive image.



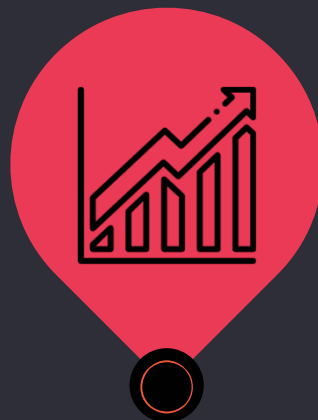
ADVERTISEMENT

TYPES:



AWARENESS

The objective is to be present in the daily navigation of users. Here you are paying for the number of impressions your ad has. It is commonly used to make a brand known.



GROWTH

The main goal is to increase the number of followers, likes, etc. exponentially. If they do not see your content, it will be impossible to increase your sales.



INTERACTION

This type of ad seeks to increase the interactions of each publication. Not only the number of people that see it, but also that comment, like it, etc. Basically, a power boost to each publication.



TRAFFIC

This type of ad is the most used within Inbound Marketing, as it has the objective of bringing users to your website. The purpose is to get their data so that they receive a reward, and you continue to push them towards the sale.



GOOGLE ADS

This platform is one of the most used by companies. It aims to create traffic to the website. It is based on keywords. Here you have to apply SEO so that little by little your campaign is successful organically.

Google Ads is also used for advertising within web sites, Youtube and ads within the search engine. Generally, these do not get many clicks because people find them annoying, but it is key for brands to have visibility in many places. It is the perfect example of Awareness.





FACEBOOK ADS

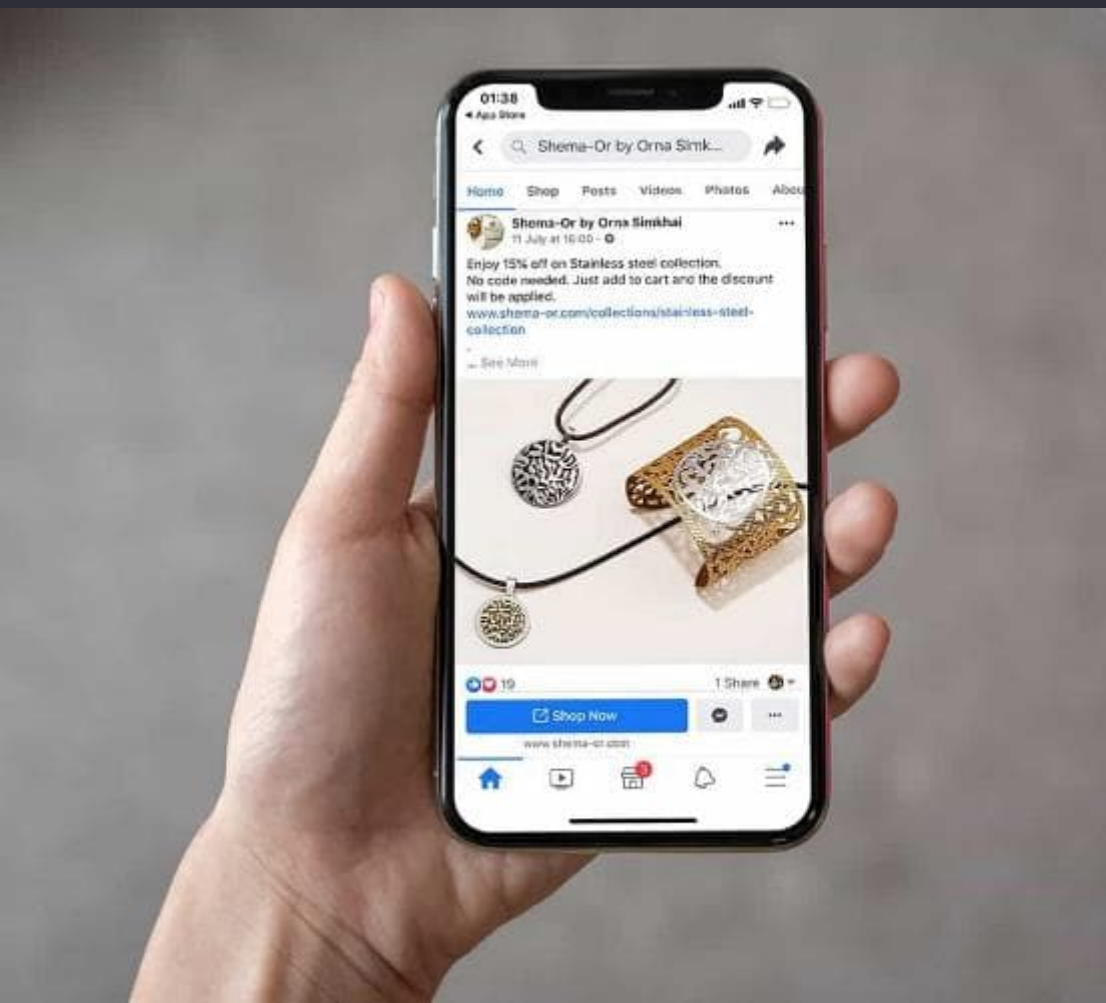
Facebook relies on the information that people provide to the platform.

- Two billion people use Facebook
- 500 million Instagram users.

The advantage it offers is the choice of audience by different options such as demographics, behavior and information.

It allows you to track results by pattern, allowing you to see the growth in followers, likes, reach, etc.

You can develop any of the strategies previously mentioned.



TO KEEP IN MIND

Remember that Facebook and Google users are completely different. Your task will be to study them and analyze where you can best develop your company's ads.



DIGITAL MARKETING TRENDS

INFLUENCER MARKETING

Advertising through influencers is becoming more and more popular and allows the development of a closer relationship between advertisers and their target, as well as micro influencers for local or niche businesses.

VOICE SEARCH

Voice search is becoming more and more popular, so pages must adapt their content to facilitate its exposure, thinking about what keywords would be used to find their content, both written and spoken.

CHAT BOTS & LIVE CHATS

Through artificial intelligence, Chat bots are designed, which allow us to speed up sales processes, solve doubts, improve user experience and customer satisfaction.

REELS / TIKTOK

Short videos on social networks which allow advertisers to have greater reach for their ideas, products or content in general.

LIVE STREAMING SHOPPING

It consists of a live broadcast on a social network, where different products are shown, and viewers buy them in real time. It can be very successful in sales and reach for awareness and brand recognition purposes.

BRANDS ASSOCIATED WITH SOCIAL CAUSES

Brands or companies that empathize with social causes in an authentic and unself-serving way have an appeal to people who share the same values.

E.g. LGBTQ community, environment and women's empowerment.

PEOPLE-FOCUSED MARKETING

Seek to connect your brand with your Buyer persona, it is not just about selling a product, it is about connecting through valuable content with their interests and values.

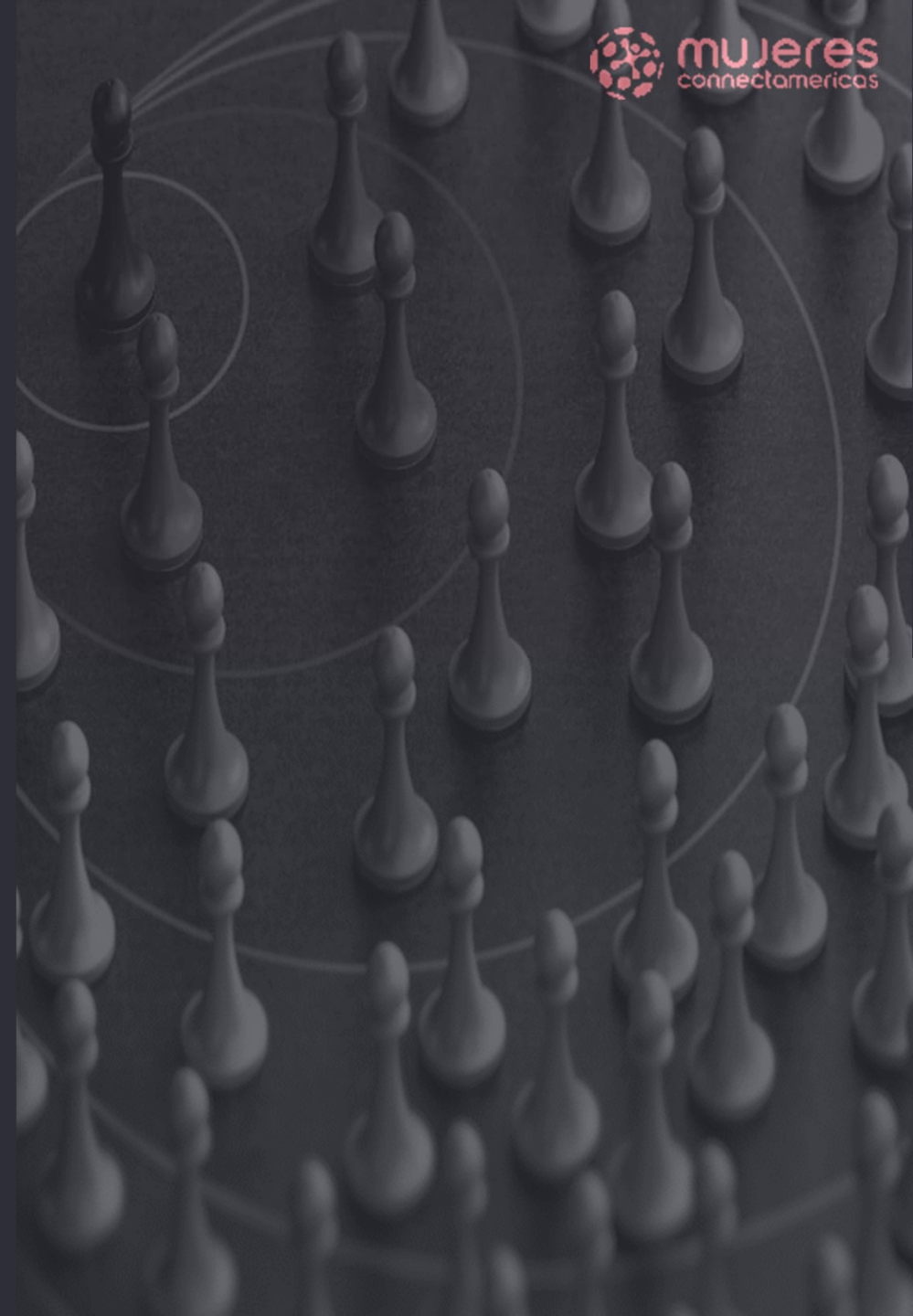
DIGITAL ECOSYSTEM

A SOLID STRATEGY AND VALUE PROPOSITION

The long-term success of a digital ecosystem depends not so much on scaling quickly, but on taking the time to design the right strategy and value proposition and attract the best partners for you.

DIGITAL ECOSYSTEM - OBJECTIVES

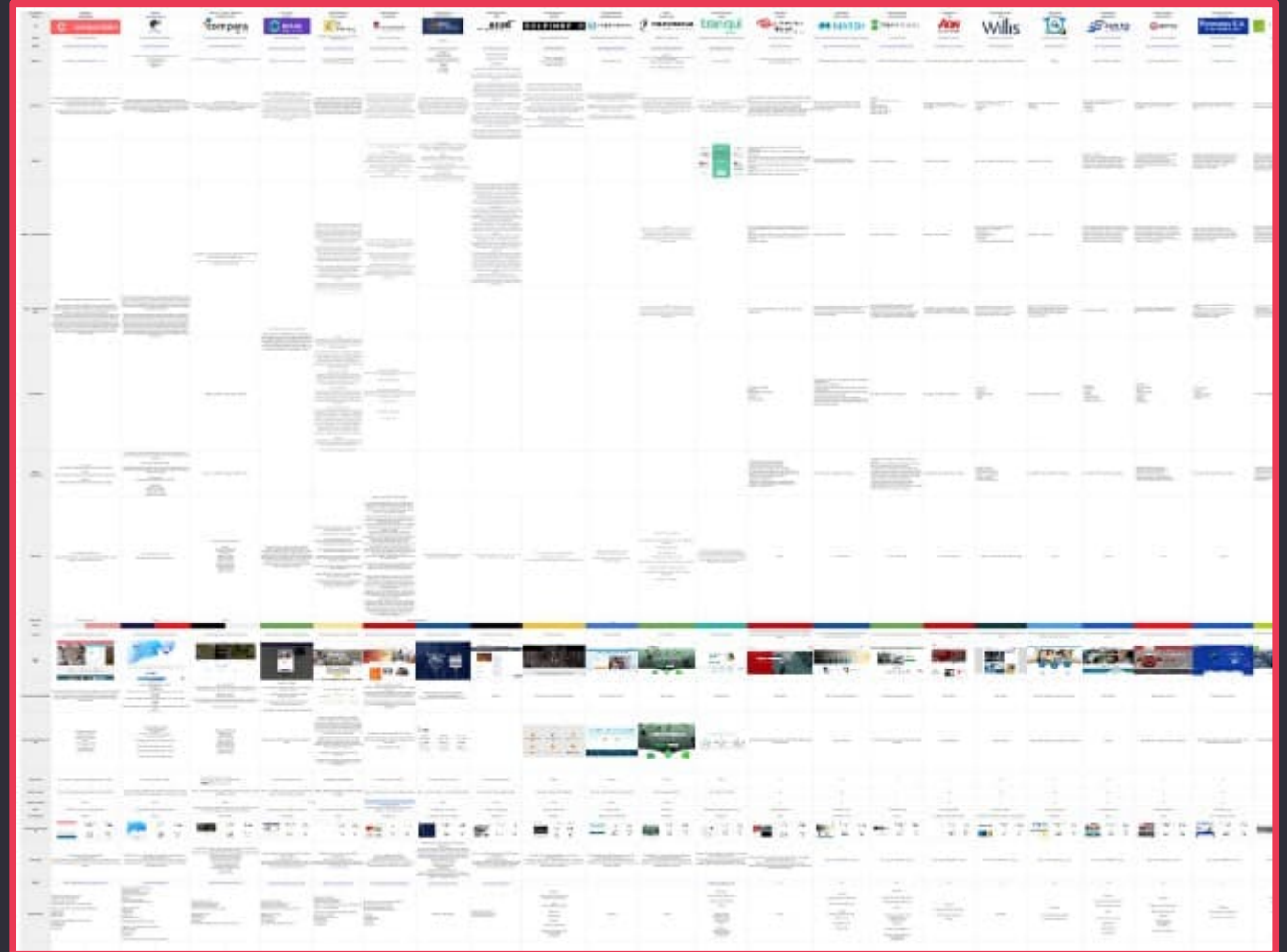
- A. Raise awareness of the brand among the target audience
- B. Increase market share
- C. Launch a new product
- D. Improve return on investment
- E. Introduce the company into new markets at the international or local level.
- F. Increase the company's profits
- G. Optimize the conversion funnel
- H. Capture new customers
- I. Build customer loyalty
- J. Increase sales



COMPETITORS MATRIX

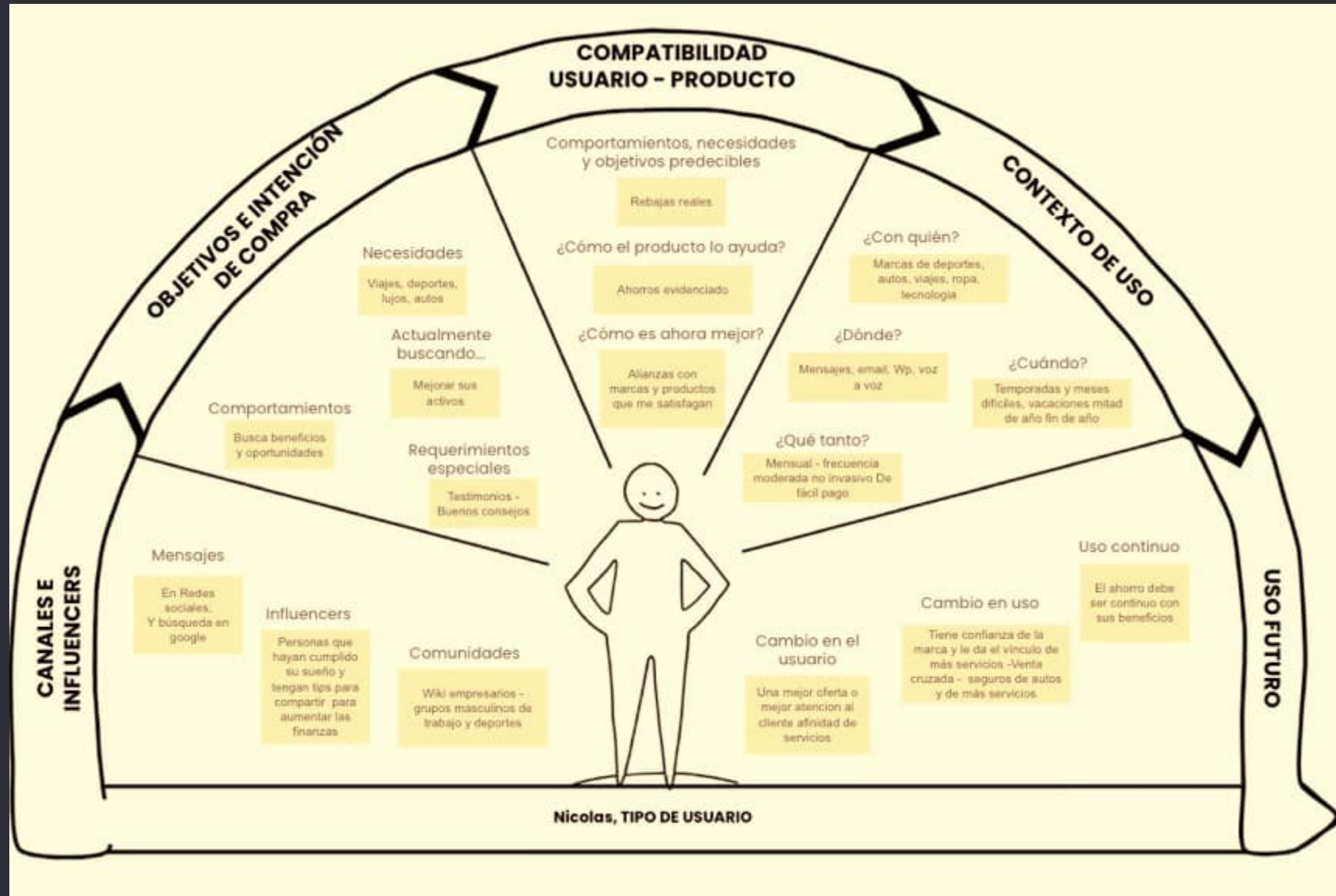
The purpose of this matrix is to evaluate the strengths and weaknesses of the different brands competing with my company's products.

As a first step, the criteria to be used for the evaluation must be chosen (see example).



The image shows a large, complex Competitors Matrix table. The table has many columns and rows, each containing various logos and text. The logos include brands like Google, Facebook, Twitter, LinkedIn, YouTube, and others. The text appears to be a list of criteria or attributes used for evaluation. The table is organized into a grid, with each cell containing a specific piece of information related to a brand and a criterion. The overall structure is a large grid of data points, likely used for comparing different brands across multiple dimensions.

LET'S REMEMBER OUR **BUYER PERSON**



STRATEGIES FOR SMEs

To choose the right strategy for your business it is necessary to perform an internal and external analysis, to avoid wasting time and money, optimizing the available resources.

For this we can rely on tools such as:

SWOT Matrix

PESTEL Matrix

CANVAS model

Target audience definition
(Buyer person)

Analysis of available
resources

These are some of the
strategies that are
recommended for
SMEs



STRATEGIES FOR SMEs

SEO Strategy:

Tools

For Web Page design :

- www.wix.com
- wordpress.org

For the keyword search we recommend the use of:

- Google Trends
- Semrush.com

Web Page

It is necessary to design a website to have a presence in search engines such as Google.

Design

The design of the web site must be user friendly, and the shopping experience must be easy. In addition to having quick means of contact.

Keywords

In order to grow organically, it is necessary that your content carries keywords, facilitating the potential customer's search in search engines.



STRATEGIES FOR SMEs

EMAIL MARKETING STRATEGY:

Tools

Databases

- Bank of the Republic
- Chamber of commerce
- Own CRM

Email marketing software/pages

- Mailchimp.com
- Sendiblu.com

DATA

The collection of information is the basis for the email marketing strategy, you must have a database of your potential customers' emails.

SEGMENTATION

This database must be segmented with the ideal characteristics of your Buyer person, in order to allow the content to reach the target audience.

OBJECTIVE

It is necessary to define the objective of your email. What do I want to achieve? To be known, to be bought, to interact with my networks, Etc

STRATEGIES FOR SMEs

EMAIL MARKETING STRATEGY:

Tools

Databases

- Bank of the Republic
- Chamber of commerce
- Own CRM

Email marketing software/pages

- Mailchimp.com
- Sendibblue.com

Design

It is necessary to design an email that engages the consumer, for this it is necessary to avoid blocks of text, have quick contact buttons and with an eye-catching subject. In addition to a light and eye-catching design.

E-mail

Make use of mass mailing software's.



A black and white photograph of a hand holding a smartphone, with various digital icons like a globe, Wi-Fi, and social media symbols floating around it.

BENEFITS OF IMPLEMENTING DIGITAL MARKETING

The benefits of digital marketing are becoming more and more remarkable compared to traditional marketing, this mainly represents a **significantly lower capital investment with a higher return**, in addition to having options for all types of budgets and markets.

A black and white photograph of a hand typing on a laptop keyboard, with several social media icons like hearts, thumbs up, and @ symbols floating above the keyboard.

01

Fully measurable

05

Greater reach

02

Easy to optimize

06

Build brand loyalty

03

Get a great return on investment

07

Save money

04

Allows you to target more precisely

E-COMMERCE

WHAT IS E-COMMERCE?

E-commerce, or electronic commerce, **refers to transactions conducted via the internet.** The term also encompasses other activities incl. Online auctions, internet etc.



HISTORY

- 1994: First transaction in e-commerce was made
- 1995: Launch of e-commerce giants like Amazon and eBay
- 1998: Launch of PayPal
- 2002: Start of Google Shopping
- 2006: Facebook starts selling ads
- 2010s: Mobile commerce gained speed

SECTOR



Fashion



Furniture &
Appliances



Toys,
Hobbies



Food &
Personal Care



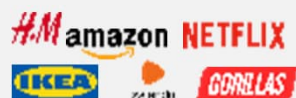
Electronics &
Media

E-COMMERCE

Classification by involved parties

Business to consumer (B2C)

Transaction between businesses and individuals. Most common business model



Business to business (B2B)

One business provides the other with products and/or services



Consumer to business (C2B)

Consumers provide companies with products and/or services or co-operate on projects



Consumer to consumer (C2C)

Two parties involved are consumers that trade with one another



Government to business (G2B)

Government provides companies with goods and services



Business to government (B2G)

Companies and businesses that provide goods and services for the government



Consumer to government (C2G)

Every time consumers pay taxes, health insurance, etc.

BENEFITS AND TRENDS

Online Store

Marketplace

Mobile commerce APP

RRSS Commerce

WEB site / blog / corporate

- Speed
- Immediate - Transactions
- Inventory
- Easy electronic payment
- Positioning



E-COMMERCE TRENDS

Augmented Reality & Virtual Reality

With Augmented reality (AR) and virtual reality (VR) customers can virtually try on products, place furniture within rooms of their homes, and more

Social Shopping & Livestream Shopping

Platforms enabling eCommerce stores to sell directly through their social pages are increasingly driving sales. With a simple click on a product link consumers are immediately taken to a product page.

Progressive Web Apps (PWAs)

Progressive Web Apps (PWAs) are websites accessed directly in a browser that provide the high-converting features of a native app. These apps are not downloaded from an app store platform

Subscription models

It allows to build deep relationships with consumers, increases purchase recurrence and also allows access to valuable consumer information.

E-COMMERCE TRENDS

Voice Commerce

Mobile users and owners of devices are increasingly comfortable with speaking their queries. Nearly 1/3 of users have used voice search to either shop or look up information about a product,

Chatbots

A chatbot is a computer program that simulates a human conversation. It instantly communicates with customers and can resolve their challenges among multiple platforms 24/7

Customization

Consumers increasingly expect customized products and, thanks to advances in digital and manufacturing technology, brands can enable them to personalize or customize products online

Blockchain

The blockchain technology enables users to share and securely store digital assets both automatically and manually. This technology has the capacity to handle user activities such as payment processing, product searches, product purchases and customer care

Advantages

- (+) Low costs
- (+) Flexibility
- (+) Data collection
- (+) Expandability
- (+) Non-invasive personalized experience
- (+) Organic growth
- (+) Automation
- (+) Barrier elimination
- (+) Process optimization

Disadvantages

- (+) Low costs
- (+) Flexibility
- (+) Data collection
- (+) Expandability
- (+) Non-invasive personalized experience
- (+) Organic growth
- (+) Automation
- (+) Barrier elimination
- (+) Process optimization

SEO - SEM



AND THEIR CHARACTERISTICS





SEO - SEM






It refers to the smart investment in digital media marketing, both in social media, search engines and optimized content.

They enable the digital ecosystem to move forward and guide you to make the right decisions moving forward.

Google  

+Felipe    

Web Imágenes Videos Noticias Más ▾ Herramientas de búsqueda   




Cerca de 38,600,000 resultados (0.37 segundos)


Vuelos Baratos a Miami - Despegar.com.co
Anuncio www.despegar.com.co/Vuelos_Miami ▾
 Vuelos Súper Baratos a Miami. Reserva Online en Despegar Ahora!

Vuelos a Miami en Oferta - LosTiquetesMasBaratos.com
Anuncio vuelos.lostiquetesmasbaratos.com/ ▾
 Precios muy Baratos, con todos los Impuestos Incluidos. Comprueballo.
 Paga hasta en 24 cuotas. · Atención 24 Horas · Semana de Ofertas
 Avianca desde \$667.900 - Lan desde \$784.490

LAN Vuelos a Miami - LAN.com
Anuncio www.lan.com/Miami ▾
 Vuelos a Miami por USD \$309. Compra tu Pasaje y Viaja con LAN®!
 LAN el Destino del Mes - Vuela a San Andrés LAN - Miércoles Happy Hour LAN

6 vuelos diarios, 3 h 50 m de duración
 De Bogotá, Colombia (BOG) a Miami, EE. UU. (MIA)

7:00 a. m. → 11:58 a. ...	 American 1130	L M M J V S D	BOG-MIA
9:07 a. m. → 1:57 p. m.	 Avianca 6	L M M J V S D	BOG-MIA
2:00 p. m. → 7:00 p. m.	 LAN 3502	L M M J V S D	BOG-MIA

 Otros vuelos directos o de conexión con una duración mínima de 5 h 45 m

Válido hasta el 06-may. Enviar comentarios

Vuelos a Miami desde Bogotá - Despegar.com
www.despegar.com.co ▾ Vuelos ▾
 Encuentre una gran variedad de vuelos a Miami desde Bogotá en Despegar.com.
 Consulte disponibilidad de vuelos económicos y reserve ahora!

Vuelos a Miami - TripAdvisor
www.tripadvisor.co ▾ ... ▾ Florida (FL) ▾ Miami ▾ Vuelos a Miami ▾
 Vuelos baratos a Miami: introduce tus fechas una vez y TripAdvisor buscará en múltiples sitios para hallar los mejores precios en vuelos a Miami.

Anuncios

Pasaje Aéreo a Miami
www.viajesfalabella.com.co/Vuelo_Miami ▾
 Vuele a Miami con Tiquetes Baratos. Haga su Compra Online!

Vuelos Baratos a Miami
www.cheapoair.com/es/Miami ▾
 Nuestro Mejor Precio Garantizado Reservando en Línea!

Paquete a Miami por \$299
www.wyngateresorts.com/promo_50% ▾
 Oferta Especial - 50% Descuento Miami, Playas, Crucero-Solo Hoy Dia

Vuelos A Miami
www.tripadvisor.co/FortuneHouseHotel ▾
 Lee opiniones, ve precios y reserva
 Infórmate sobre Fortune House Hotel

Vuelos Miami
www.lastminute.com/Vuelos-Miami ▾
 Vuelos Baratos Con Tasas Incluidas Reserva Ya ¡Plazas Limitadas!

\$128 Miami Flights
www.dealbase.com/Miami-Flights ▾
 Get Cheap Miami Flight Deals.
 Vuelos A Miami - from \$128

Ultima Hora Vuelos Miami
www.wow.com/Ultima+Hora+Vuelos+Miami ▾
 Search for Ultima Hora Vuelos Miami
 Look Up Quick Results Now!

Vuelos Miami desde 39€
vuelos-miami.co.edreams.com/ ▾

SEM Search Engine Marketing

Advertisers compete for position and a better cost per click (CPC).

SEO - Search Engine Optimization



DON'T FORGET WHAT IS SEO?

IMPROVE THE POSITION OF
KEYWORDS

Increase traffic to your website content



KEYWORDS

LIFE INSURANCE

- The structure of the URL
- The architecture of the website
- The titles and descriptions of the pages
- The loading speed of the website.

-
- Indexed keyword searches
 - Keywords research
 - Keywords selection
 - Site content optimization



STRATEGIES

SEM

Practice that seeks to improve the visibility of a brand in search engines, through paid marketing actions.

Advantages

- Promotes return on investment
- Allows segmentation of audiences
- Generates short-term benefits
- Specific campaigns can be generated
- Allows A/B Testing, to test which segments are of greater interest

SEO

Practice that seeks to improve the visibility of a brand in search engines, through organic marketing actions

Advantages

- Avoid intrusive advertising
- Free, no financial muscle required
- Organic growth



A DIGITAL ECOSYSTEM

It is the environment of digital tactics that together achieve a single purpose: Generate qualified traffic, convert visits to leads, qualify leads, generate sales.

Let's get to work!



Working time: 15 min

1. Create your buyer person

Think about who is your SEO campaign aimed at?
Who are you going to sell your products or services to?

2. Identify your keywords

Start by searching for words or phrases related to your products or services.

Be creative by including words related to category, context, functionality, etc.

3. Integrate SEO into the customer buying cycle

Identify the stages of the buying cycle
Relate the key words to each of the stages

4. Put it to the test

Use Google's keyword planner or similar tools to determine which keywords are related to your business and your competition.

Q & A

Thanks!

See you next Tuesday



Por favor, accede al siguiente enlace y danos tu opinión sobre la clase de hoy:

<https://forms.office.com/r/GBHVZRfYmm>

Su opinión es muy importante para nosotros.