

Nuevas tecnologías aplicadas al comercio

¿cuáles son?

¿cómo se utilizan adecuadamente?

¿cómo se accede?

Implicancias para el beneficio de los CCA

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Marketing Manager



@AlvaroCostela

director@alvarocostela.com

Sobre mi



Sobre mi



@AlvaroCostela

Business Improvement Districts (BIDs)



BIDs: ¿Qué son y cómo se financian?



Colaboración público-privada

Contribución obligatoria de los negocios



Votación para iniciar un BID



Legislación específica necesaria

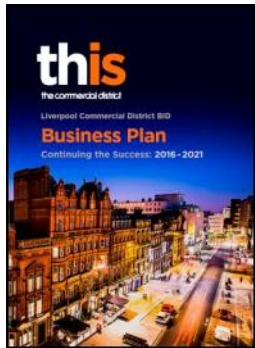


BIDs: ¿Dónde están y cómo funcionan?



Presencia en 4 continentes

Votaciones cada 5 años



Plan y financiación para 5 años

Servicios adicionales a los públicos

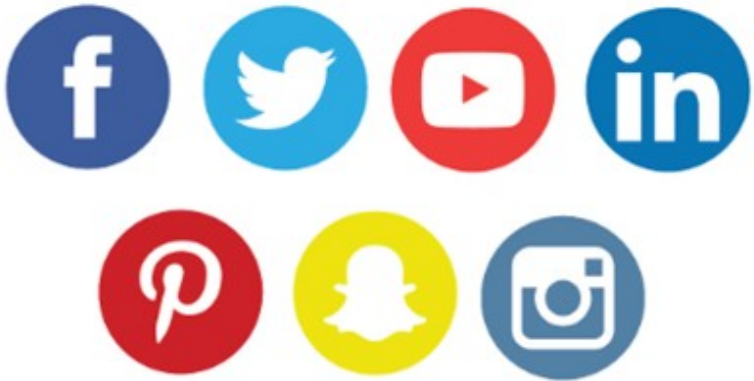


Nuevas tecnologías aplicadas al comercio



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Mkt digital y redes sociales



Empresas tecnológicas



@Aivarocosteia

Multi-plataforma

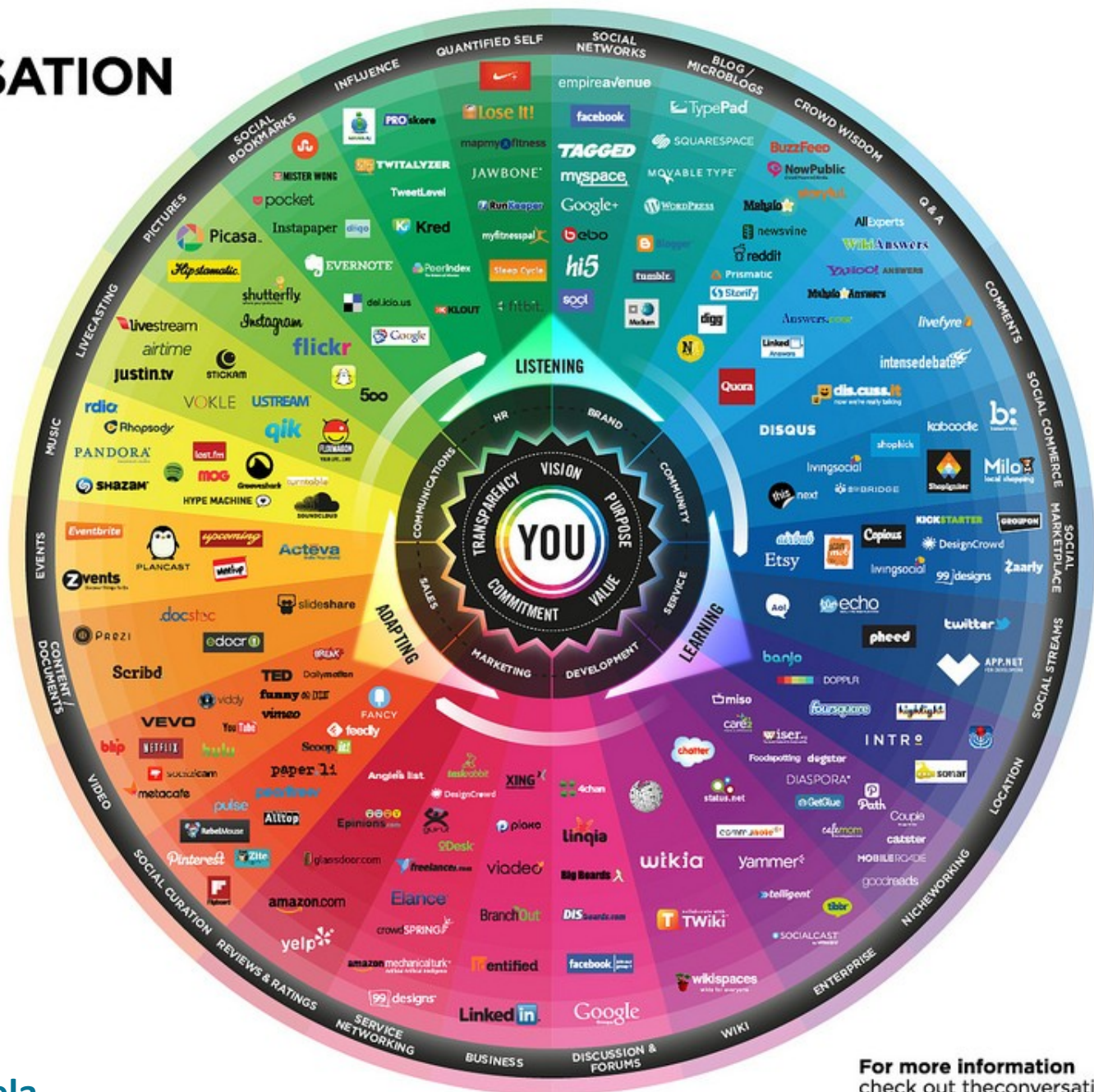


Big Data



THE CONVERSATION PRISM

Brought to you by
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For more information
check out theconversationprism.com



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Índice

¿Lo estamos haciendo bien?

¿Qué hay disponible?

Casos prácticos



¿Lo estamos haciendo bien?



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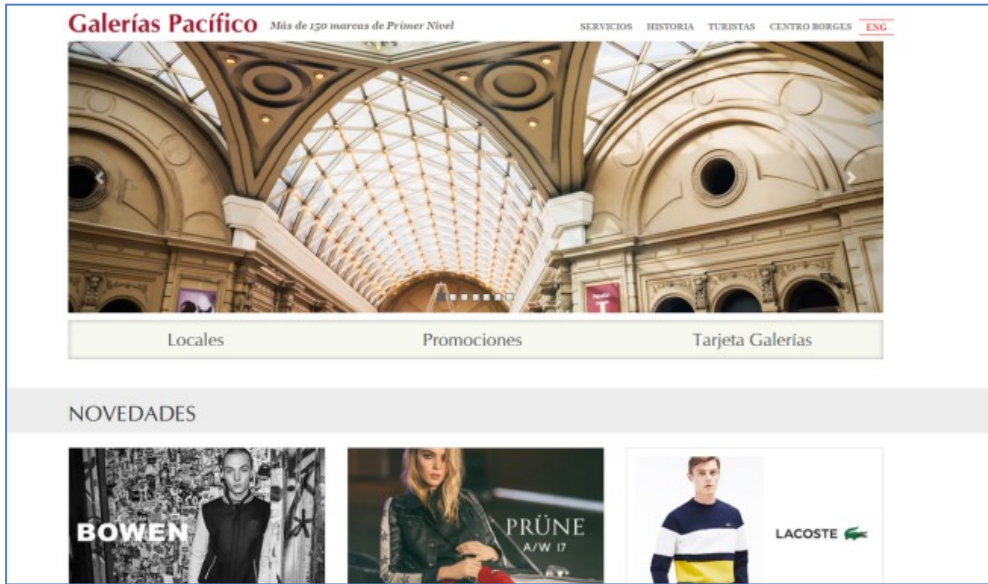
Presencia digital



Presencia física versus presencia digital



Presencia física versus presencia digital



Galerías Pacífico Más de 150 marcas de Primer Nivel

SERVICIOS HISTORIA TURISTAS CENTRO BORGES ENG

Locales Promociones Tarjeta Galerías

NOVEDADES

BOWEN PRÜNE A/W 17 LACOSTE



Galerías Pacífico ★ Website Directions

4.3 ★★★★★ 6,192 Google reviews
Shopping centre in Buenos Aires, Argentina

Galerías Pacífico is a shopping centre in Buenos Aires, Argentina, located at the intersection of Florida Street and Córdoba Avenue. Wikipedia

Address: Florida y Av. Córdoba, Cdad. Autónoma de Buenos Aires, Argentina
Opened: 18 May 1992
Hours: Open today 12-9pm
Phone: +54 11 5555-5110
Number of stores and services: 150

Reviews from the web
4.6/5 Facebook 117 votes

Popular times
: People typically spend 20 min to 1.5 hr here



tripadvisor UNITED KINGDOM Galerías Pacífico Shopping

Buenos Aires Hotels Flights

Find: Things to Do

South America Argentina Capital Federal

Galerías Pacífico

3,357 Reviews #2 of 185 Shopping Malls, Gift & Specialty Stores in Buenos Aires

San Nicolas Shopping Malls, Gift & Specialty Stores

Overview Tours & Tickets Reviews (3)



Arte y shopping

GALERIAS PACIFICO

RIDA & CORDOBA

Galerías Pacífico

Florida y Av. Córdoba Lun a sábado de 10 a 21. Dom de 12 a 21. Tel: (04 11) 5555 5110

Te unió en septiembre de 2014

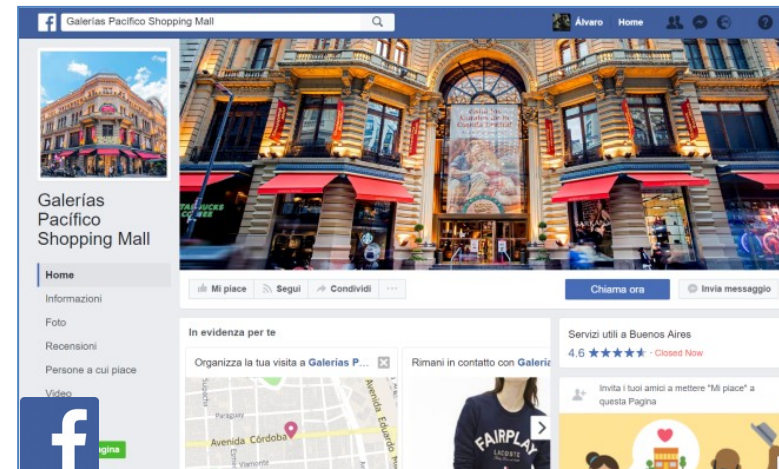
Tweets y respuestas Multimedia

A quién seguir

Trevor George (@trevorjg) Seguir

Revista info RETAIL (@retail) Seguir

Ceyma (@ceyma) Seguir



Galerías Pacífico Shopping Mall

Home

Informazioni

Foto

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Persone a cui piace

Video

In evidenza per te

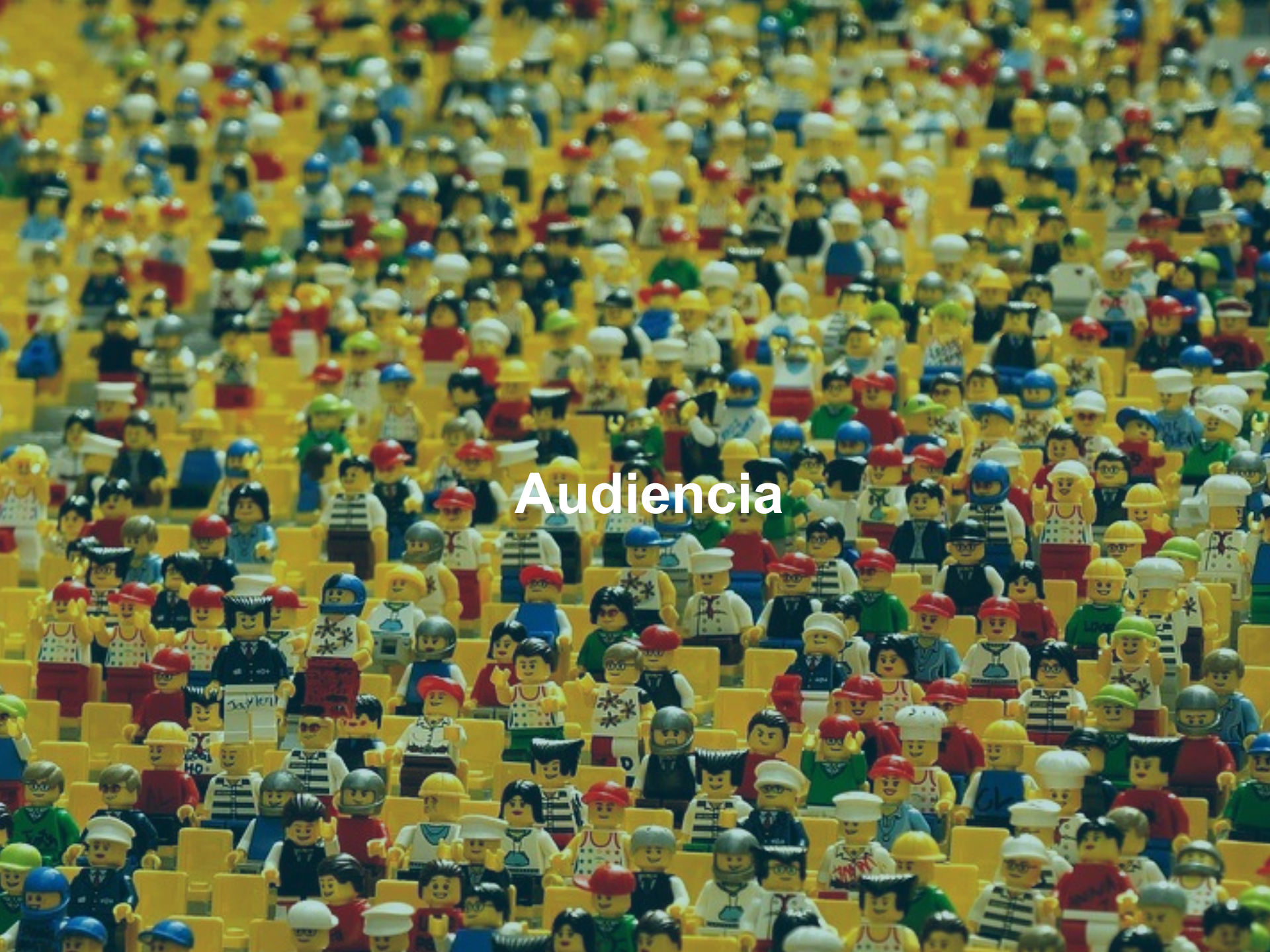
Organizza la tua visita a Galerías P...

Rimani in contatto con Galerías

Servizi utili a Buenos Aires

4,6 ★★★★★ - Closed Now

Invita i tuoi amici a mettere "Mi piace" a questa Pagina



Audiencia

¿A quién nos dirigimos y dónde lo decimos?

¿Quién es tu audiencia?

¿Dónde están? ¿Qué plataformas usan?

¿Qué necesitan? ¿Qué les preocupan?

¿Qué puedes ofrecerles?



Creando una persona – cliente tipo

JESÚS STRATEGIST

Información base

Información clave

Chicha

Antecedentes

Demografía

Identificadores

Objetivos

Retos

Cómo podemos ayudarle

Verbatims

Pain points

Mensaje de Marketing

Elevator pitch



Creando una persona – cliente tipo



JESÚS STRATEGIST

Social media strategist en Tip digital

Vive en Madrid

Se encarga de la creación de estrategias de social media para importantes multinacionales. Tiene total poder de decisión sobre proveedores, herramientas y metodologías.

Tiene 28 años y lleva 5 años trabajando en varias agencias.

Ha hecho 2 másters en importantes escuelas de toda la vida.

Busca informarse y formarse todo el tiempo. Está constantemente aprendiendo. Sabe mucho de marketing online pero es consciente de la velocidad en la que esto cambia. Tiene siempre la visión puesta en Estados Unidos.

Da ponencias en diferentes eventos importantes anuales y se las da de sabidillo de todas las campañas que se hacen.

Siempre quiere estar a la última, busca sobre todo tendencias y tips accionables que aplicar en su día a día en estrategia y gestión de su equipo de community managers y analistas.

Lee siempre en Inglés pero si la información es buena acude a fuentes españolas.

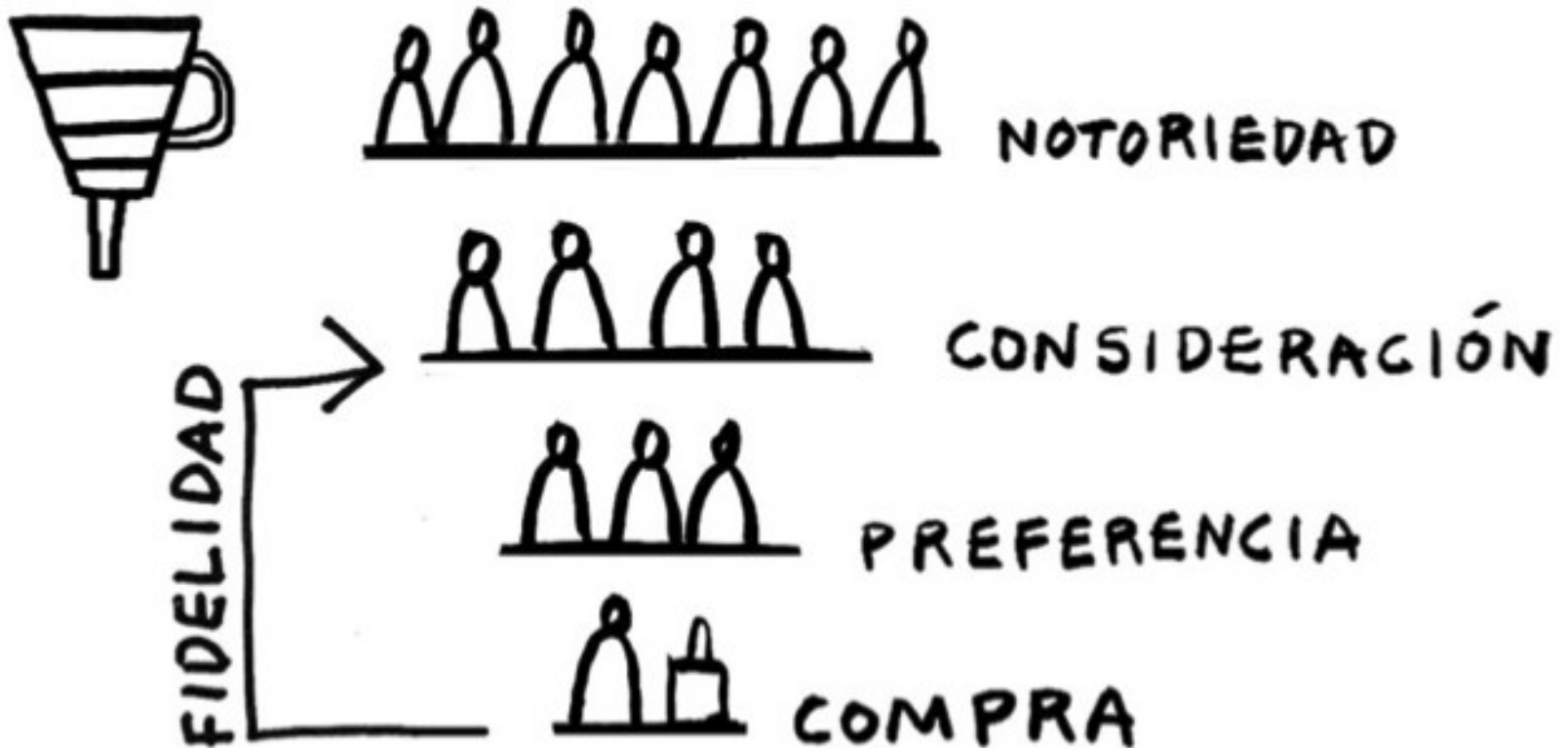


A photograph of various tools on a wooden workbench. In the foreground, there is a pair of red-handled pliers and a blue-handled hammer. In the background, a screwdriver with a red handle is visible. The word "Herramientas" is overlaid in white text in the center of the image.

Herramientas



Ciclo de compra tradicional



Interruption Marketing versus Inbound Marketing



Interruption Marketing versus Inbound Marketing



Nuevo ciclo de compra





¿Qué hay disponible?



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Información, mucha información...

Herramientas disponibles



Google Analytics



Google My Business



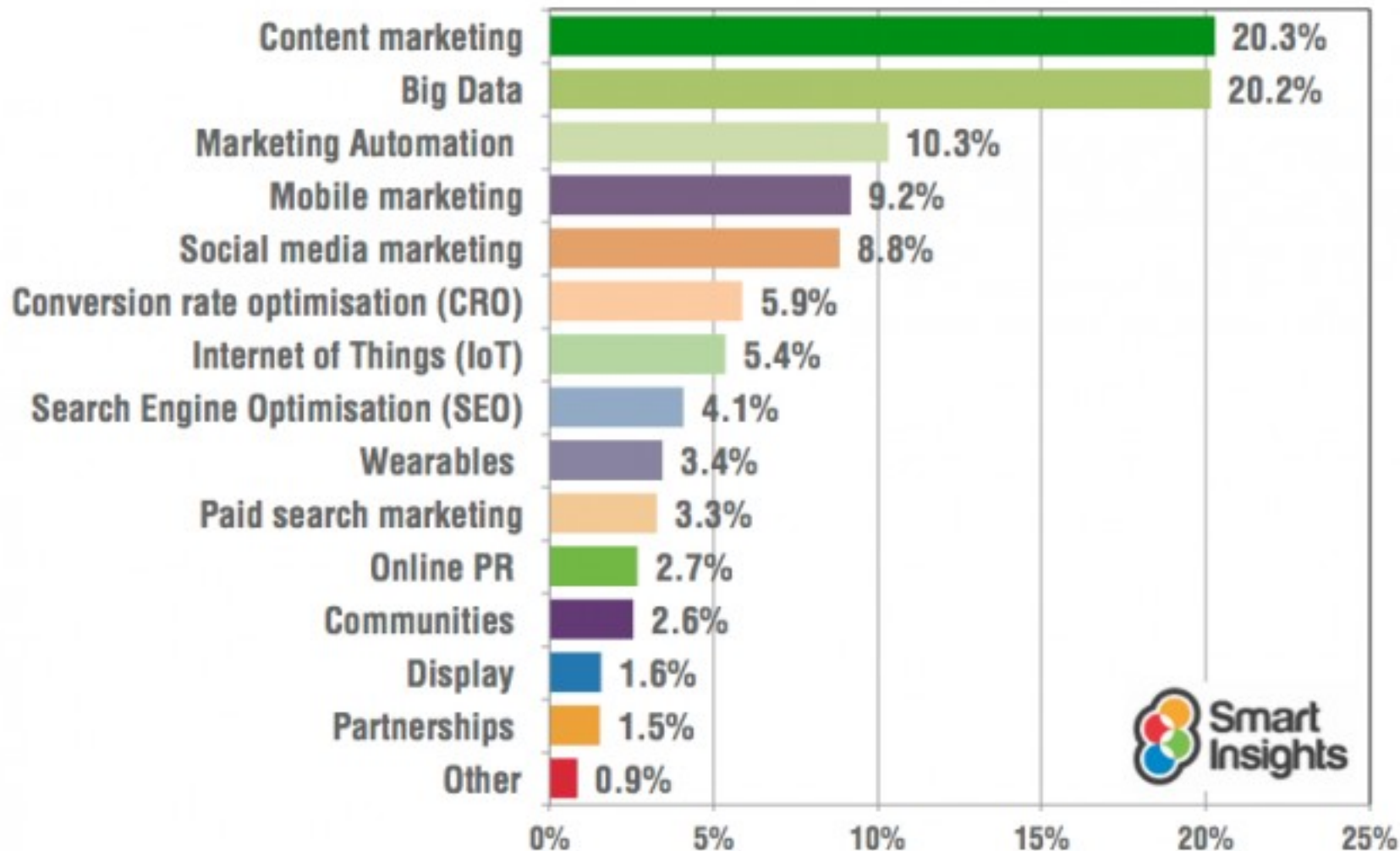
Business Manager



Ads



Técnicas de marketing más valoradas para 2017



Herramientas del Inbound Marketing

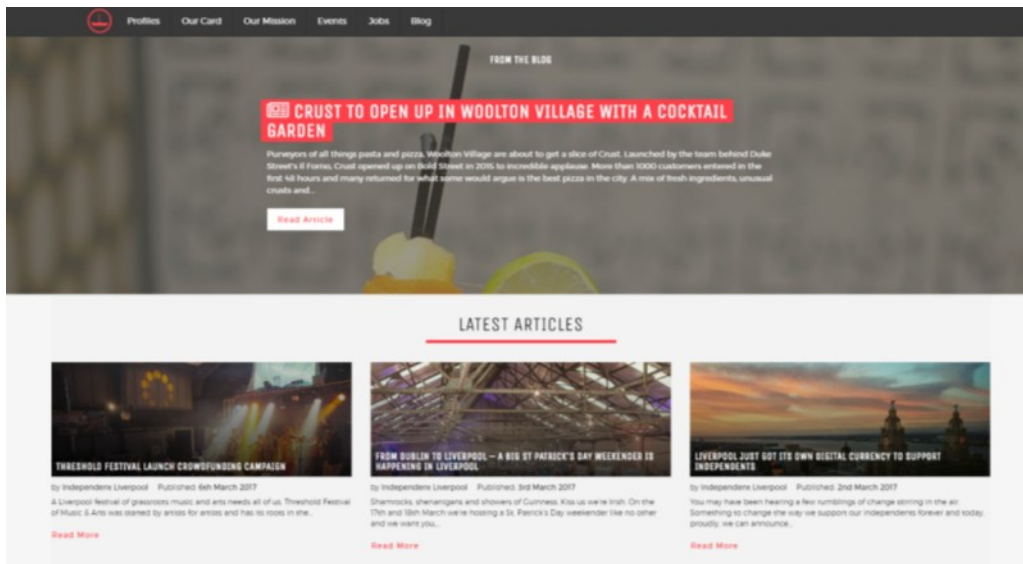


Casos prácticos



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Contenido y redes sociales: Independent Liverpool



Contenido y redes sociales: Independent Liverpool



Obama y los cocodrilos

M News ▶ Weird News ▶ Barack Obama

Barack Obama is given crocodile insurance during Australia visit

Barack Obama snapped up crocodile insurance on a visit to a part of Australia infested with the giant killer reptiles.



BY RYAN PARRY
00:01, 18 NOV 2011 | UPDATED 19:50, 12 MAR 2012

NEWS



@AlvaroCostela

E-newsletters personalizadas: IKEA



Select your location

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- Danmark (Denmark)
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- Eire (Ireland)
- Ελλάδα (Greece)
- España | Espanya | Espainia (Spain)
- France
- Hrvatska (Croatia)
- Ísland (Iceland)
- Italia (Italy)
- Κύπρος (Cyprus)
- Lietuva (Lithuania)
- Magyarország (Hungary)
- Nederland (Netherlands)
- Norge (Norway)
- Österreich (Austria)
- Polska (Poland)
- Portugal (Portugal)
- România (Romania)
- Россия (Russia)
- Schweiz | Suisse | Svizzera (Switzerland)
- Slovensko (Slovakia)
- Suomi (Finland)
- Sverige (Sweden)
- Türkiye (Turkey)
- United Kingdom

North America

- Canada
- United States

Middle East

- جمهورية مصر العربية (Egypt)
- ישראל (Israel)
- المملكة الاردنية الهاشمية (Jordan)
- الكويت (Kuwait)
- قطر (Qatar)
- المملكة العربية السعودية (Saudi Arabia)
- الإمارات العربية المتحدة (United Arab Emirates)

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- Australia
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- 香港 (Hong Kong)
- Indonesia
- 日本 (Japan)
- Malaysia
- Singapore
- 대한민국 (South Korea)
- 台湾 (Taiwan)
- ประเทศไทย (Thailand)



E-newsletters personalizadas: IKEA

Explore the 2015 IKEA® Catalog now!

The 2015 IKEA Catalog was so popular that we're fresh out! But don't worry, you can still pick up a copy at your local IKEA store, or download the digital version to enjoy extra interactive features and extended content!

Plus, sign up today and you can be one of the first to receive your 2016 IKEA Catalog when it becomes available.

Download your digital catalog



OFFERS!
NEWS!
EVENTS!

Let the inspiration come to you

Sign up for IKEA mobile to get the latest info when you're on the go. Receive emails and be the first to find out about special offers, news and events.

Sign up

Log in

[en Español](#)

Please send me:

- Inspirational emails and updates
- Mobile text messages*

Catalog:

- Yes, send me the Annual IKEA Catalog
 - Digital Catalog
(only send me the digital, don't mail me a catalog)
 - Printed Catalog
(only send me the printed catalog in the mail)
 - Both
(I want both the digital and the printed catalog)

Required fields are in **bold**

Email address

Confirm email address

First name

Last name

Country

:

ZIP Code

Join **IKEA FAMILY?** [WHAT'S IKEA FAMILY?](#)

- Yes
- No



E-newsletters personalizadas: IKEA

My account

Communications I'm subscribed to:
Emails

My contact information:
Jimmy Daly
85737
jimmy+ikea@getvero.com

What interests you?

Please take a minute to help us customize your IKEA emails. Our goal is to provide you with the most relevant information.

Are you engaged to be married?

No Yes

Do you have children?

No Yes

Are you planning to move, or have you recently moved?

No Yes

Are you planning a kitchen remodel (cabinets, countertops, appliances, floors, etc.)?

No Yes

Are you a homeowner or a renter?

Owner Renter



E-newsletters personalizadas: IKEA

My account

Communications I'm subscribed to:
Emails

My contact information:
Jimmy Daly
85737
jimmy+ikea@getvero.com

My profile

A few things about me
I am planning to move in March 2015.
I am currently a renter and have been at my home for between 1 and 5 years.

We'd love to get to know you

Thanks for your input! Now if we could just have a little bit more information:

What's the highest level of education that you've completed?

College graduate

Including yourself, how many people are currently living in your household?

2

What is your marital status?

Married or living as married

You consider yourself primarily to be:

White, non-Hispanic

What is your date of birth?

What best describes the total combined annual income of all members of your household?

Total combined household income

[Skip this step](#)



E-newsletters personalizadas: IKEA

Jimmy, BESTÅ is 15% off, just in time for the Big Game!

IKEA USA IKEA-USA@mail.ikea-usa.com Jan 22

Your preferred store is: [IKEA Tempe](#)

All products Special offers Living room Bedroom Kitchen Children's IKEA Textiles

You got a new TV for the big game.
Now it's time to show it off!

Make your TV the star of your living room with customizable media storage solutions.

Explore the possibilities with BESTÅ

All BESTÅ storage 15% off for IKEA FAMILY members

Check out our social spaces

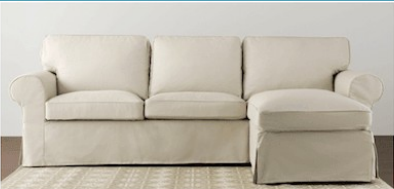

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LIVING ROOM FURNITURE






We all have a story to tell

Your living room is where you share the story of who you are. So our living room furniture helps you do that - with lots of ways to show off the things you've done and the places you've been. And plenty of comfortable seating - because sharing it all with your favorite people is the best part.

Sofas & armchairs (246)
Fabric sofas, Leather sofas, Sofa beds, Modular sofas, Chaise lounges, Footstools & pouffes, Armchairs, Extra covers

TV & media furniture (188)
TV benches, TV & media storage

Living room storage (512)
Sideboards, buffets & sofa tables, Bookcases, Shelving units, Wall shelves, Cabinets & display cabinets, Storage boxes & baskets

Coffee & side tables (52)
Coffee tables, Side tables, Sofa tables


Living room lighting (420)
LED lights, Table lamps, Floor lamps, Ceiling lights, Decorated lighting, Wall...

Living room textiles & rugs (487)
Rugs, Cushions & cushion covers, Curtain rods & rails, Curtains & blinds, Blankets

ALL SERIES

LIVING ROOM IDEAS

20 ideas for rooms you'll love to live in




Big Data y SEM: Amazon

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John's Amazon.com Today's Deals Gift Cards Sell Help

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Boston College Eagles NCAA Sweatshirt Blanket Throw

www.broadwayworld.com/.../FreshDirect-Launches-Major-Service-Expansion-Covering-State-of-Delaware-and-Rockland-County-NY-10120808

NEWS TODAY TOP TOPICS MOBILE APPS

TV MOVIES MUSIC FASHION BOOKS ART COMEDY DANCE CLASSICAL OPERA TRAVEL FITNESS THEATER

Rockland County, NY

September 9 11:03
by Geeks News Desk Print Article
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Geek News

FreshDirect, the leading online retailer of fresh foods and grocery items, announced today the company will expand its popular service into 123 new zip codes throughout PA, NJ, Rockland County NY, and new Delaware! On September 9, 2013 FreshDirect's expansion will include its official launch into the state of Delaware, which will consist of 13 zip codes in New Castle County and include the cities of Wilmington, Newark, Bear, Claymont, Hockessin and Parkton. In addition to entering the state of Delaware, FreshDirect will begin delivering to 33 zip codes throughout Rockland County, NY, as well as an additional 83 new zip codes throughout Pennsylvania and New Jersey.

"At FreshDirect our business model is based on our unique farm-to-table offering and convenient service structure, and we're thrilled to be able to expand the promise to new customers in the state of Delaware and beyond," said Jason Haskman, FreshDirect Co-Founder and CEO. "Time and time again customers ask for FreshDirect to come to their neighborhood and we are growing that call. We already have thousands of residents in our new expansion areas pre-registered to be future customers, and we are eager to bring our mission to change the relationship people have with food, freshness, and farmers, to the new communities we will soon call home."

amazon.com
Boston College Eagles NCAA Sweatshirt... \$40.00

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Habilidades y presencia on-line: ATCM Digital High Street

Digital High Street Skills

Understanding your Customer and Digital Marketing



@AlvaroCostela

No son las herramientas,



es cómo las usas.



Preguntas para llevarse a casa

¿Cuándo fue la última vez que revisaste tu presencia digital?

¿Sabes quién es tu audiencia y cómo hablarle?

¿Haces algo por el hecho de que siempre se haya hecho así?

¿Estás midiendo el impacto de lo que haces? ¿Le das uso a la información?



Gracias

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director@alvarocostela.com

0044 75 28 4558 07

alvarocostela.com

