



El futuro digital
es de todos

MinTIC



Blockchain

& analítica de datos
para industrias digitales





El futuro digital
es de todos

MinTIC

GRACIAS !



CUENTA

REGRESIVA



Duración

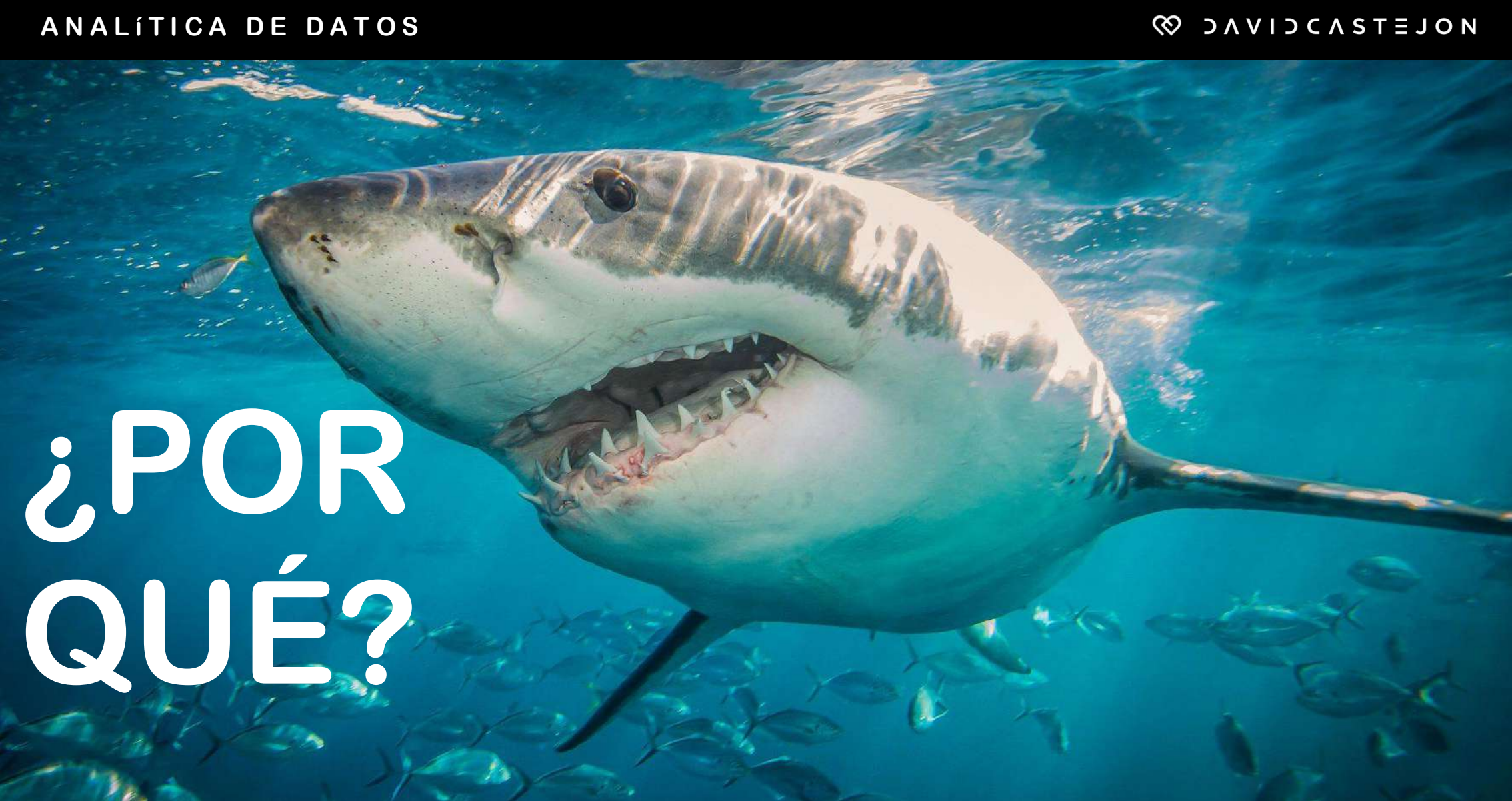


Modalidad





Vamos !

A large Great White shark is shown swimming in the ocean, its mouth wide open, revealing sharp teeth. The shark is surrounded by a large school of smaller fish. The water is a deep blue color.

¿POR QUÉ?

¿Invitar un
Tiburón a tu
estanque?



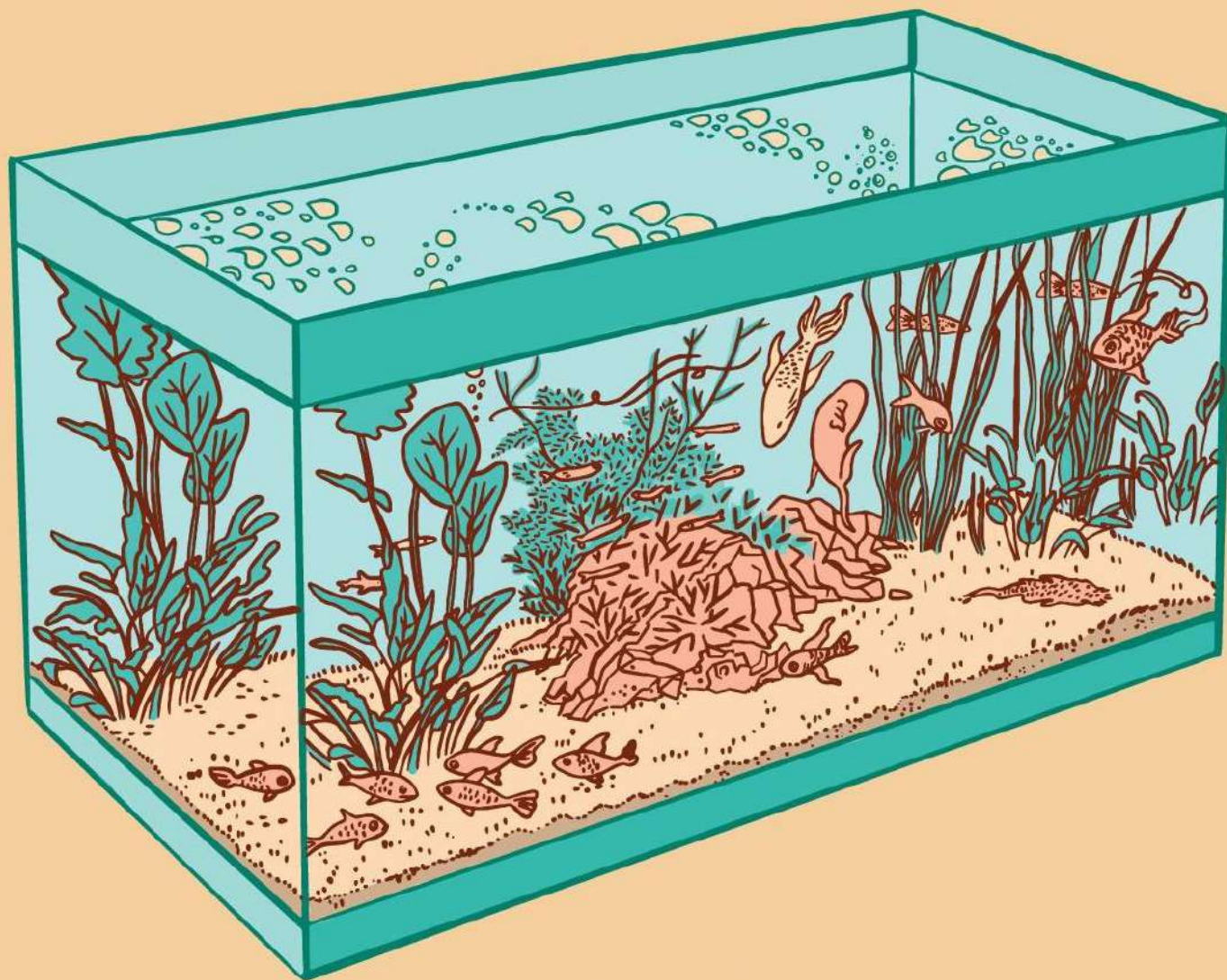














Solución



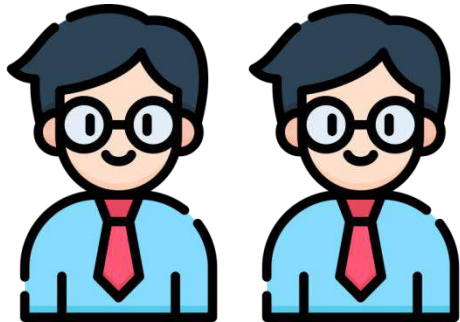




Conclusión

Actividad #1 Talleristas

Faber Hurtado + Nicolás Morales



Reflexión y debate.

**¿Qué Conclusiones
nos aporta la fábula?**



¿Qué aprendimos el 14/09?

Trabajar!



Desafiar!



Pensar!

The background is a dark blue space filled with abstract geometric shapes. Several wireframe cubes are visible, some of which have glowing cyan or orange lines along their edges. These lines appear to be made of many small segments, giving them a digital or data-like feel. In the background, there are also faint, thin white lines connecting small dots, resembling a network or a constellation. The overall aesthetic is futuristic and tech-oriented.

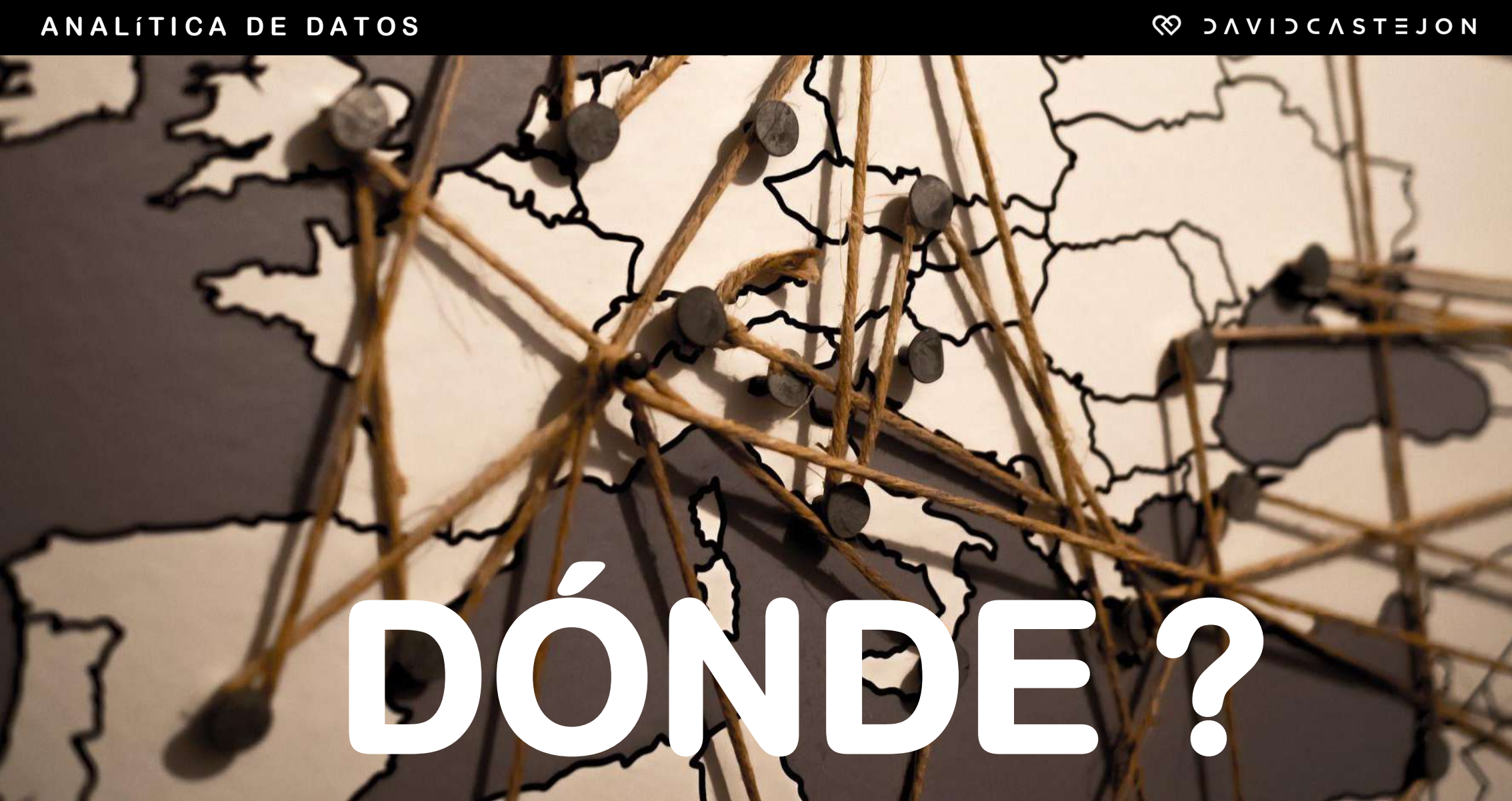


Rompiendo PARADIGMAS

¿Qué es un Paradigma?





A map of Europe is shown in the background. Overlaid on the map is a complex network of thin, light-brown strings. These strings are connected by small, dark, circular pins or weights. The network of strings crisscrosses the map, connecting various geographical locations, which visually represents a data network or a complex system. The overall image has a warm, slightly aged aesthetic.

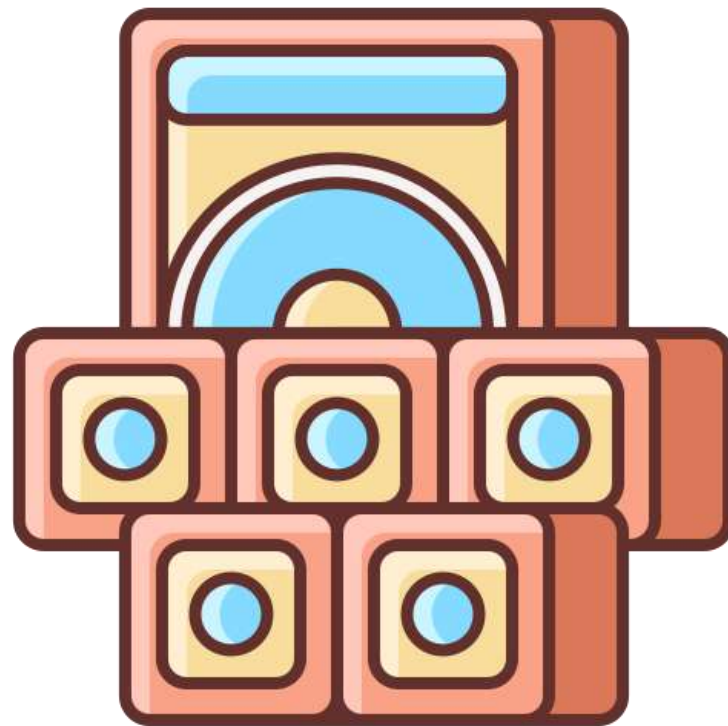
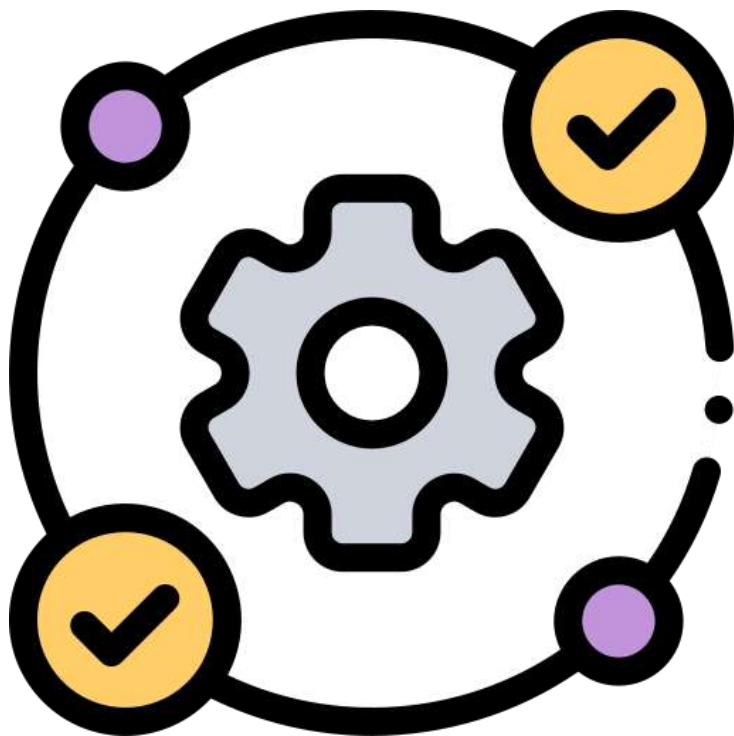
DÓNDE?



Comfort !



Afines a formación !



Estrategias / Marketing

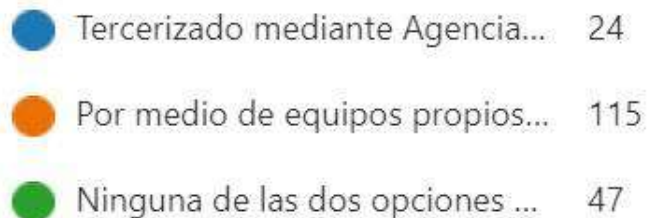


Encuesta

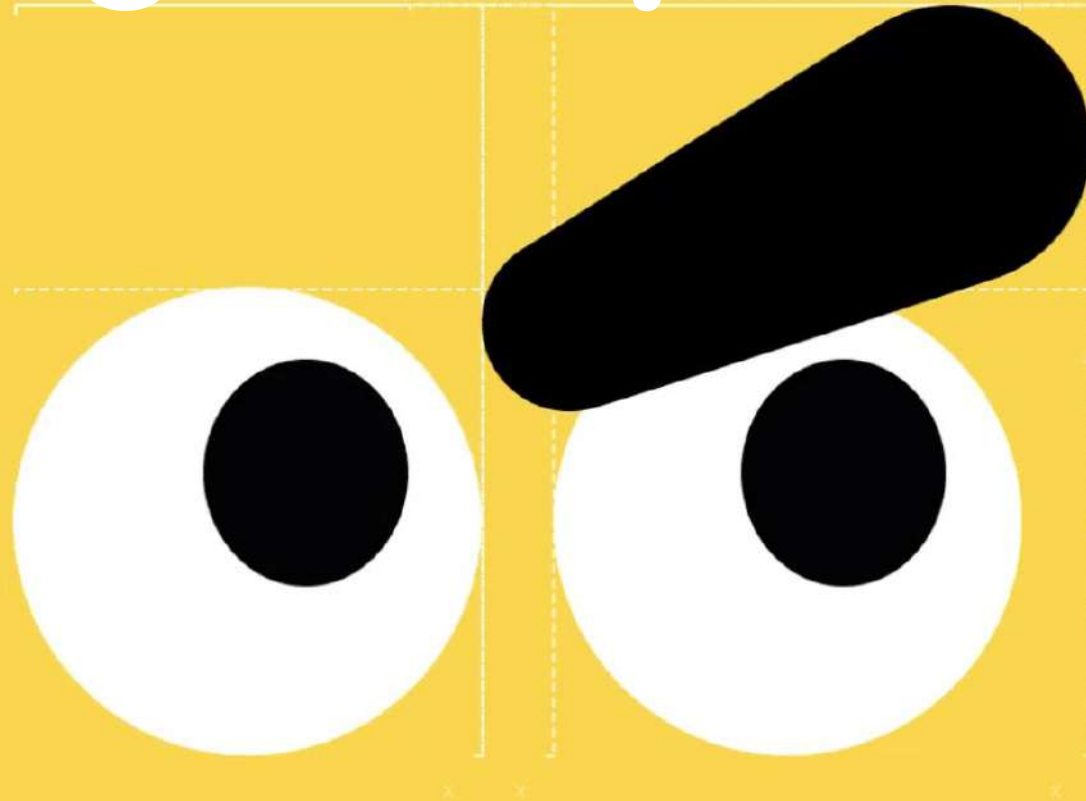


3. ¿Actualmente como le dan tratamiento a sus Estrategias y Comunicaciones Digitales?

[Más detalles](#)



¿Por qué?



MARKETING DIGITAL



#1 Cliente Centrismo



▶ PERSONAS ◀

Alrededor de las marcas



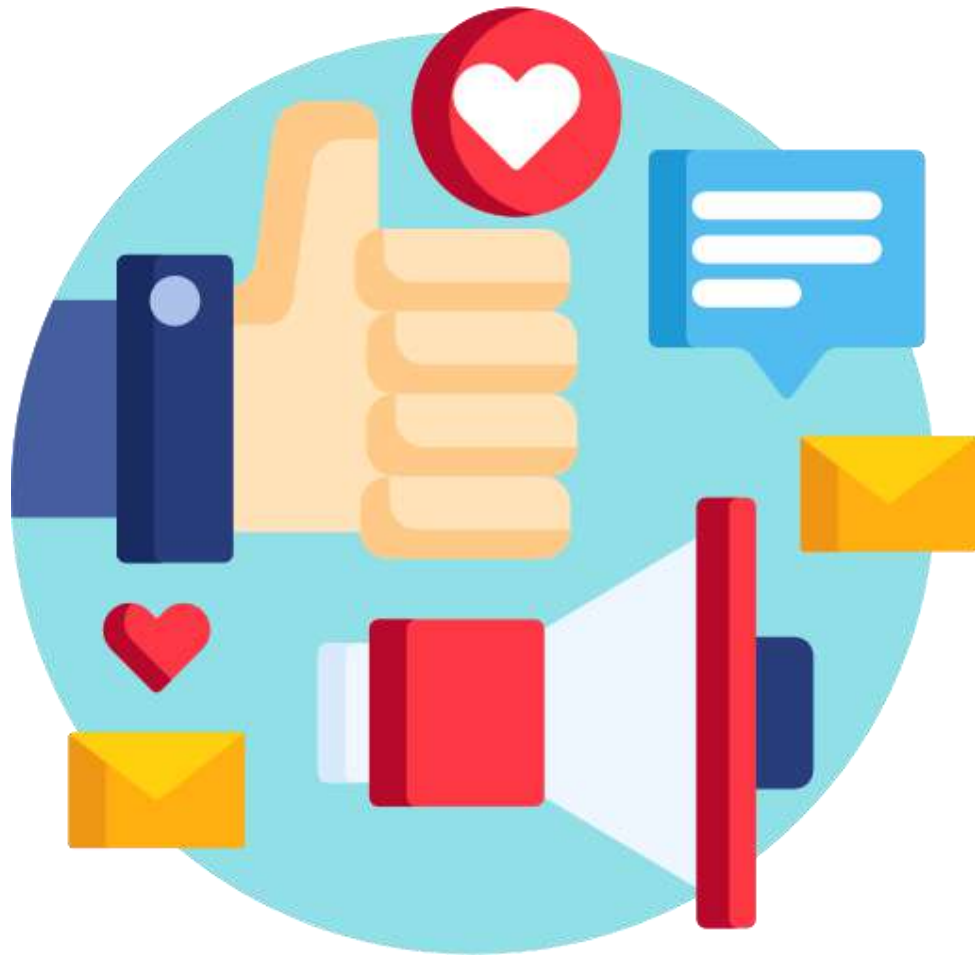
▶ MARCAS ◀

Alrededor de las personas



#2

Marketing Centrismo



Estrategia Corporativa



Otras



#3 Híper Competencia





**"MIRA COMO TE
COMO"**



▶ **RECUERDEN** ◀

Si no desarrollan
su propia Estrategia
alguien mas lo hará 😊



¿Y ahora qué hago?





#1 CONSUMIDOR





#2 OBJETIVOS



#1 Incremento Ventas



#3

Consolidar Marca



#4

Aperturar Mercados



#5 Nuevo Lanzamiento



Encuesta



3. ¿Si tuviera que enfocarse solo en uno de los cinco Objetivos para desarrollar su Estrategia de Marketing Digital, cual sería? (Seleccione solo uno)

[Más detalles](#)

● Incrementar Ventas.	64
● Fidelizar clientes.	23
● Consolidar marca.	34
● Aperturar nuevos mercados.	38
● Lanzar nuevo producto / servi...	32



NEXT

STEP

Just



3

#1 ¿Qué Vendemos?



► **“Cuenta en pocas líneas que vende sin decir que vende”** ◀

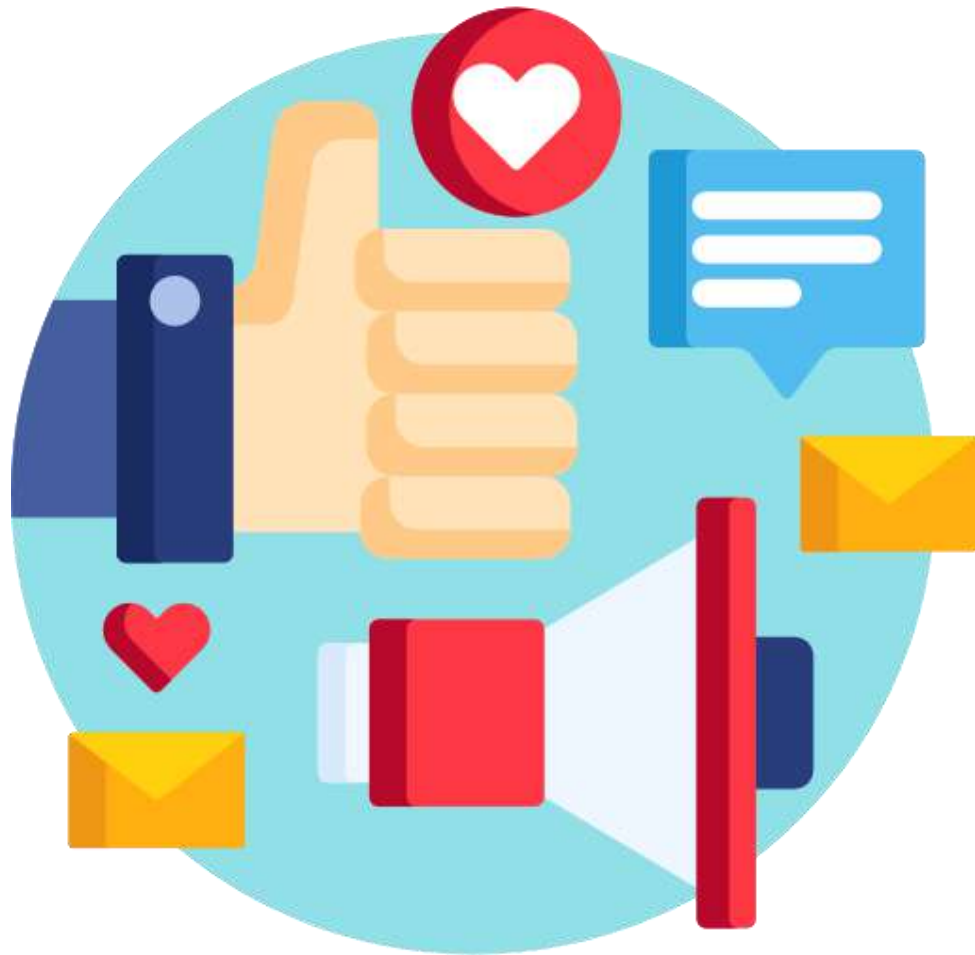
Ejemplo:

**Noches reparadoras.
Suavidad y confort.
Descanso placentero.
Durabilidad y resistencia.**

(*COLCHONES*)

#2

¿A quién le Vendemos?





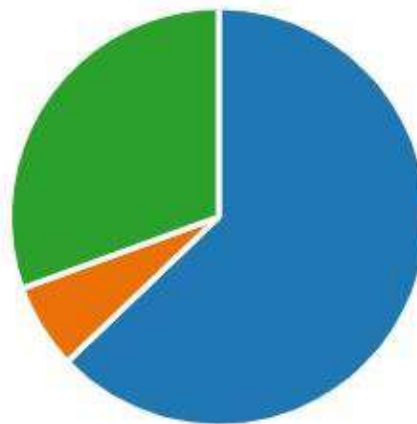
Encuesta



3. ¿A quién le vendemos? Defina su Público Objetivo:

[Más detalles](#)

- B2B (Business to Business): Ven... 105
- B2C (Business to Consumer): V... 11
- B2M (Business to Mix): Alguna... 51



#3

¿En qué Industria estamos?

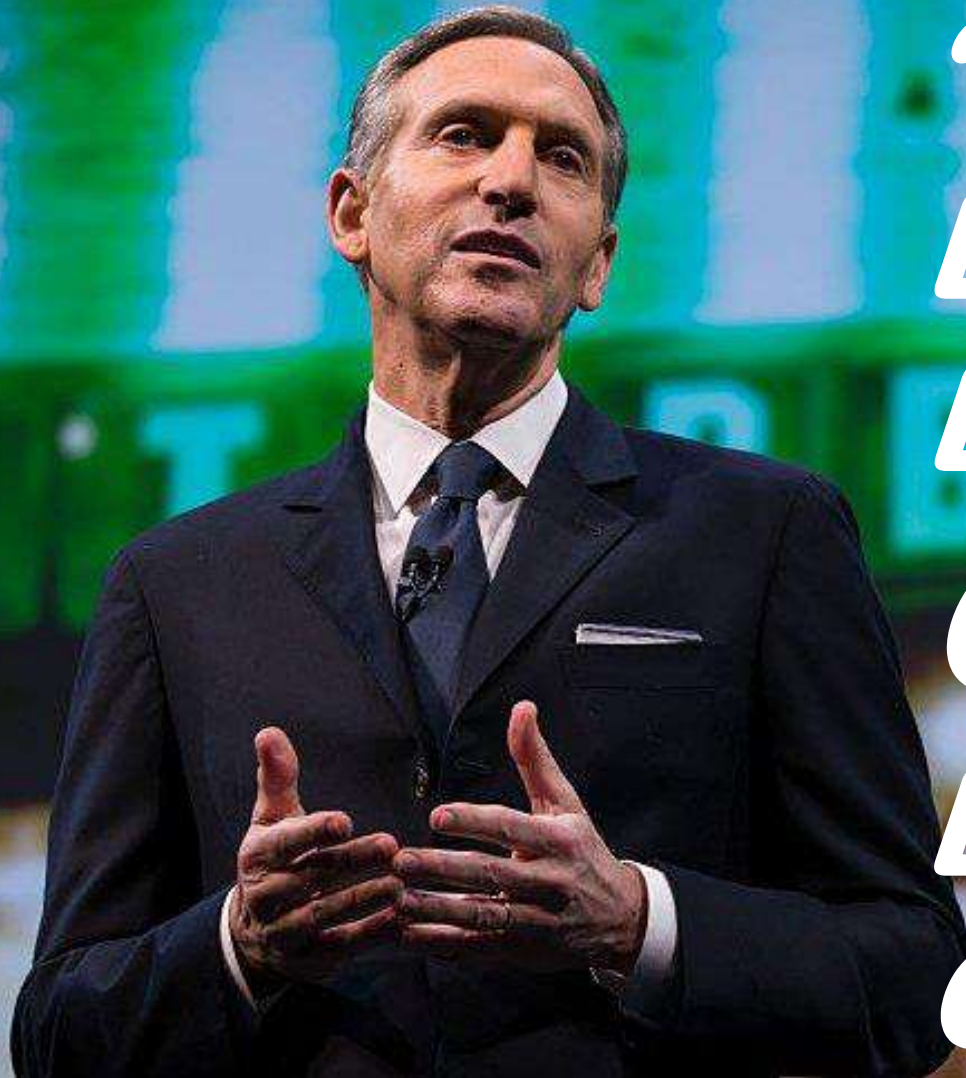






***“NO
ESTAMOS EN
EL NEGOCIO
DEL CAFÉ...”***

**Howard Schultz
CEO STARBUCKS**

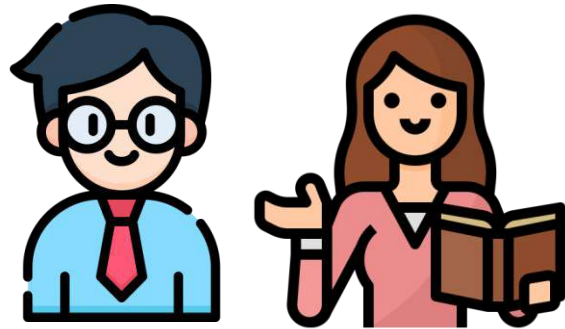


***“ESTAMOS EN
EL NEGOCIO
DE LA
GENTE Y
LES SERVIMOS
CAFÉ”***



Actividad #2 Talleristas

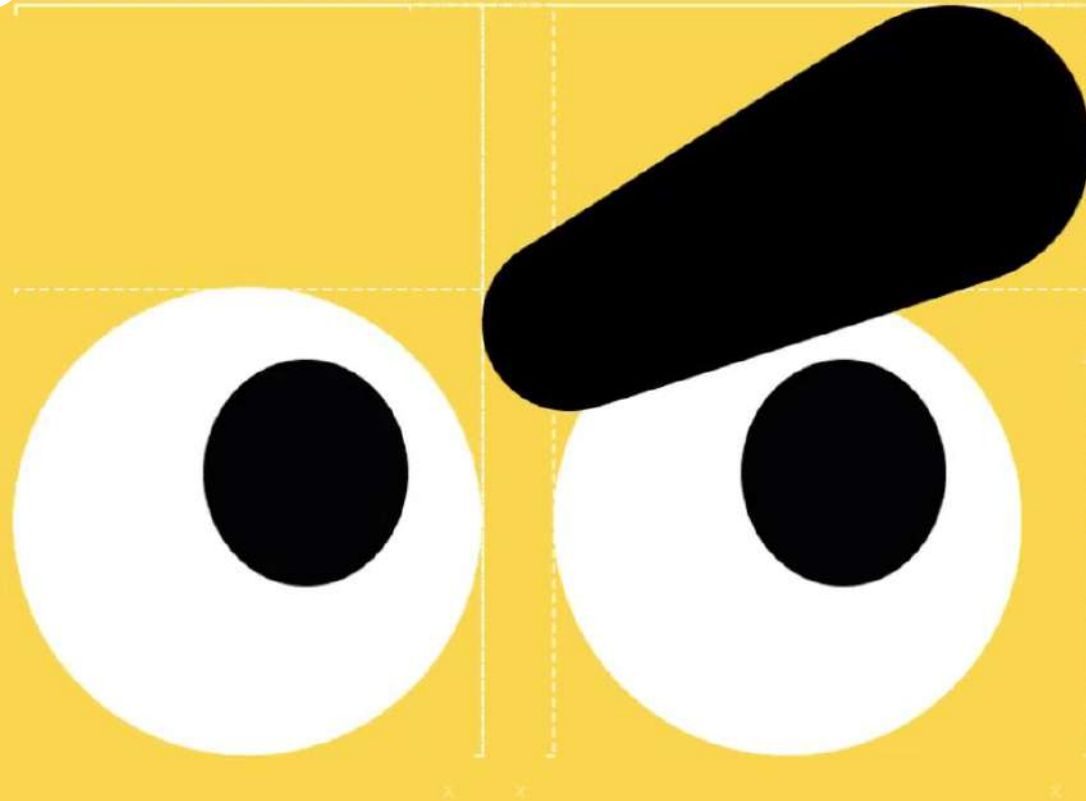
Doris Obando + Fernando Jáuregui + Diana López



Reflexión y debate.
**¿Qué fue aquello más
relevante que nos llevamos
de la primera clase?**

Conclusión

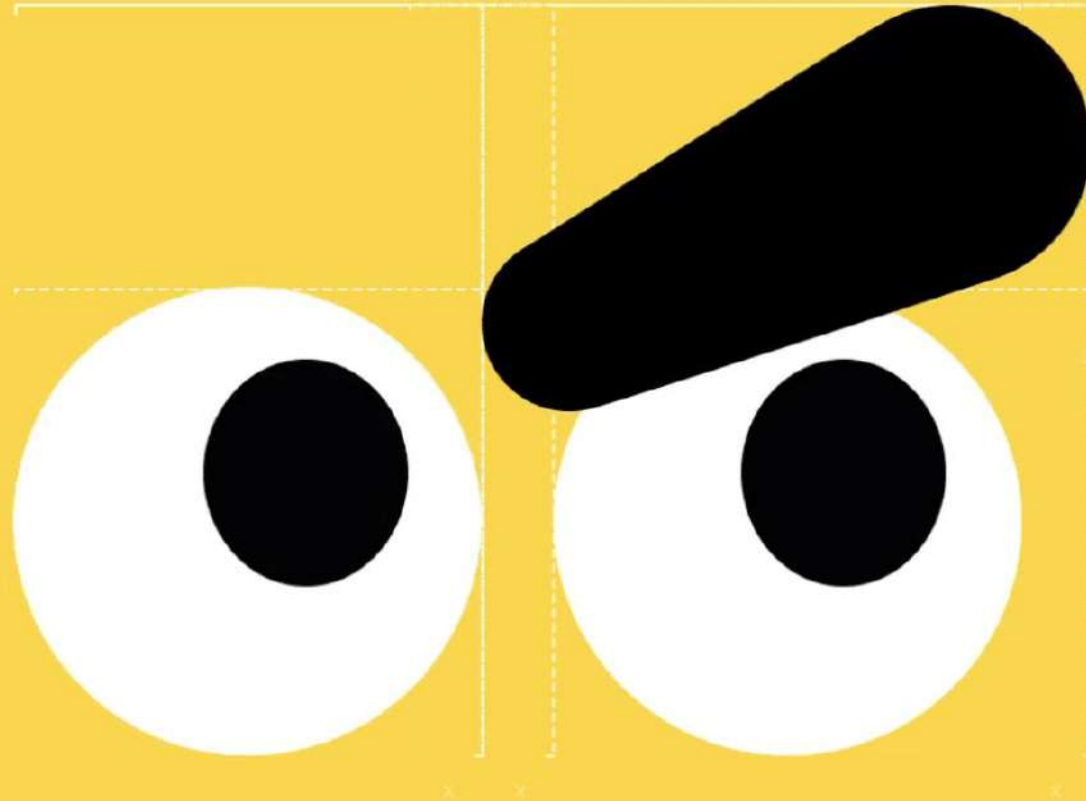
¿QUE hacer?



Bienvenidos



¿CÓMO hacerlo?





#1 Optimización para motores de búsquedas (SEO)



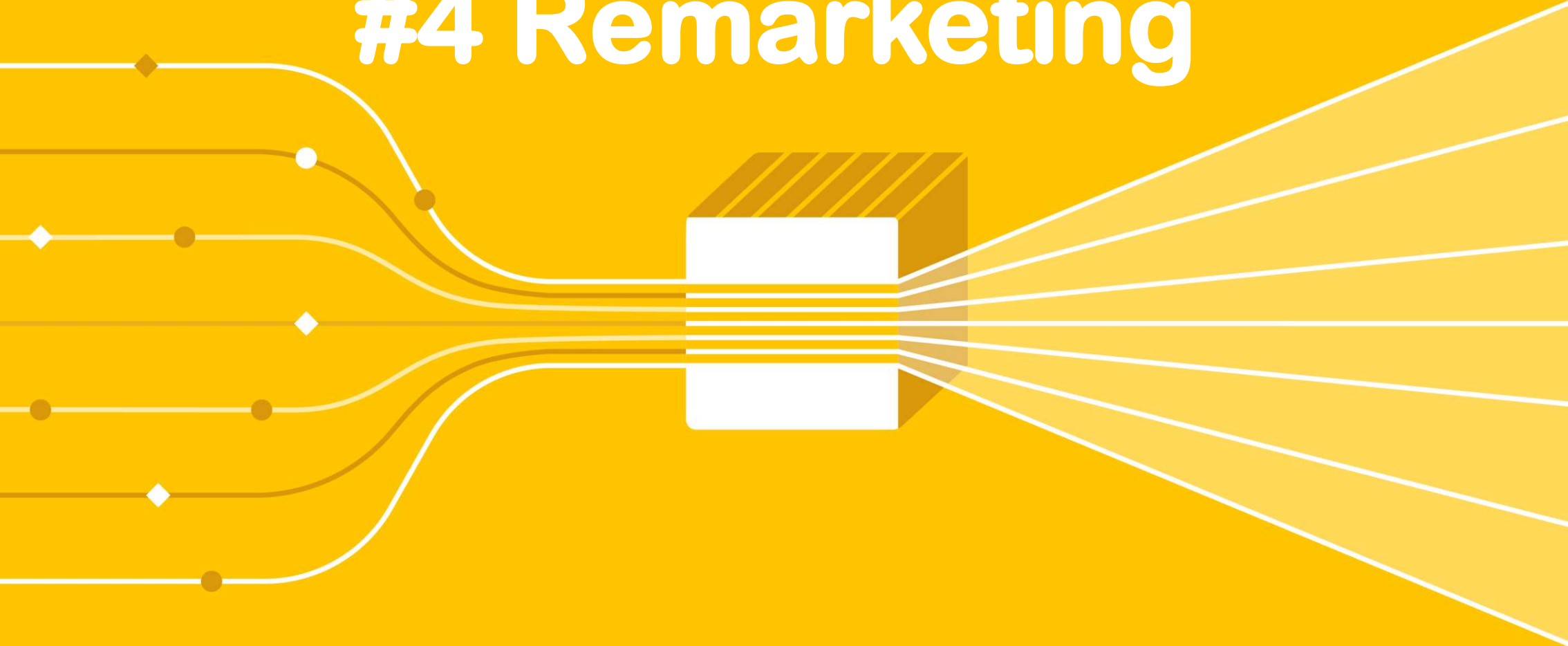
#2 Marketing de Buscadores (SEM)



#3 Marketing de Contenidos



#4 Remarketing



#5 Display de Google



#6 Afiliación



#7 Email Marketing

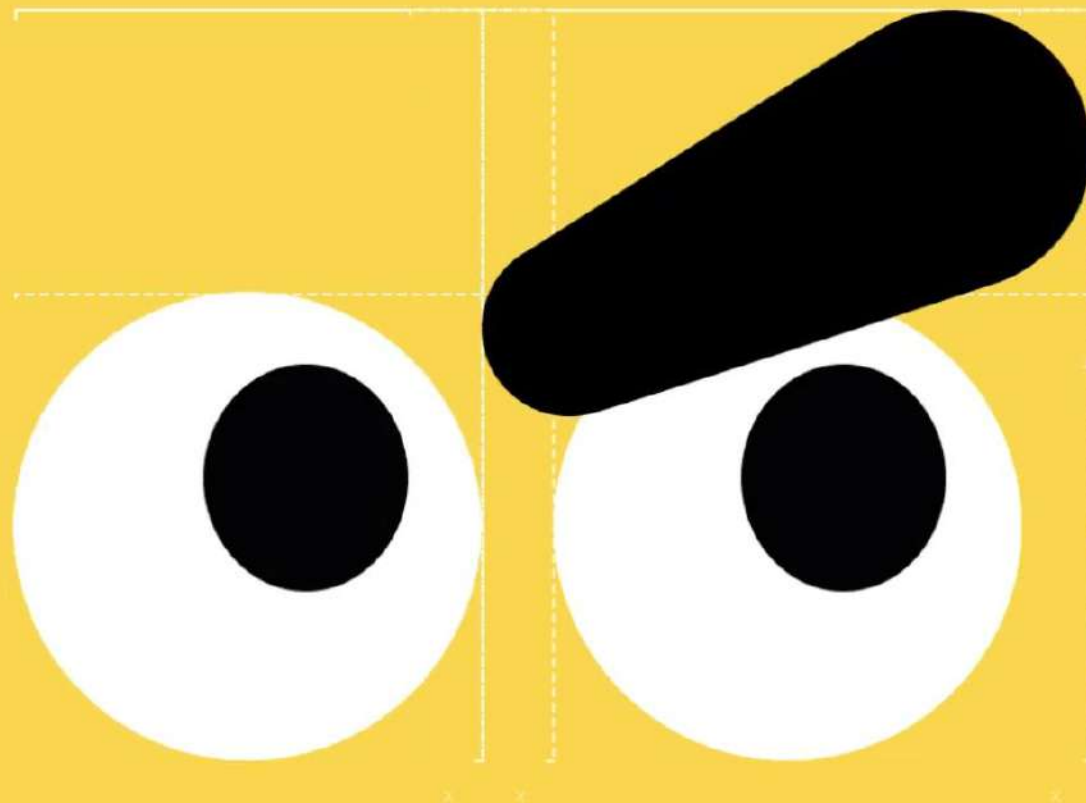


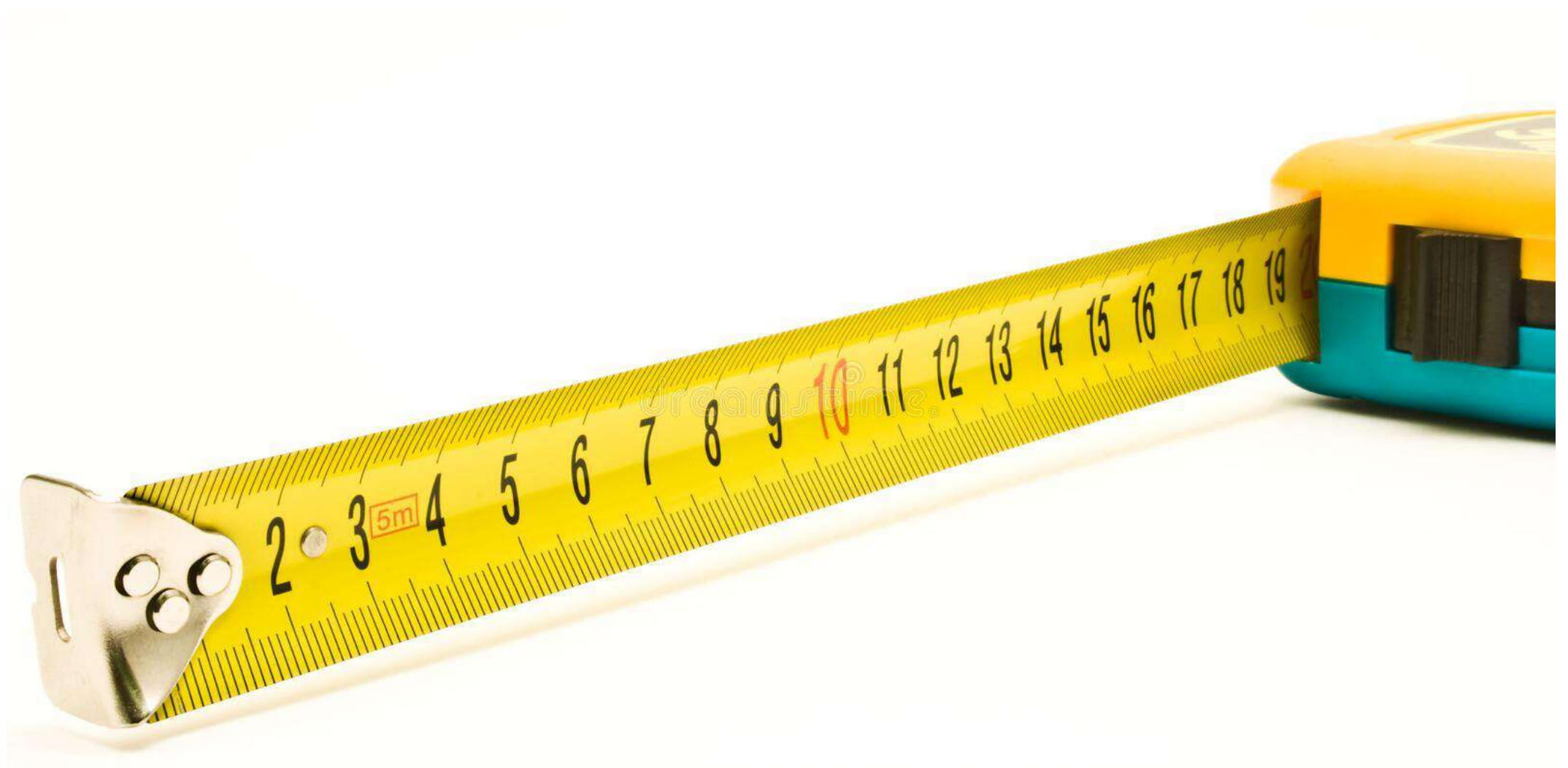
#8 Redes Sociales



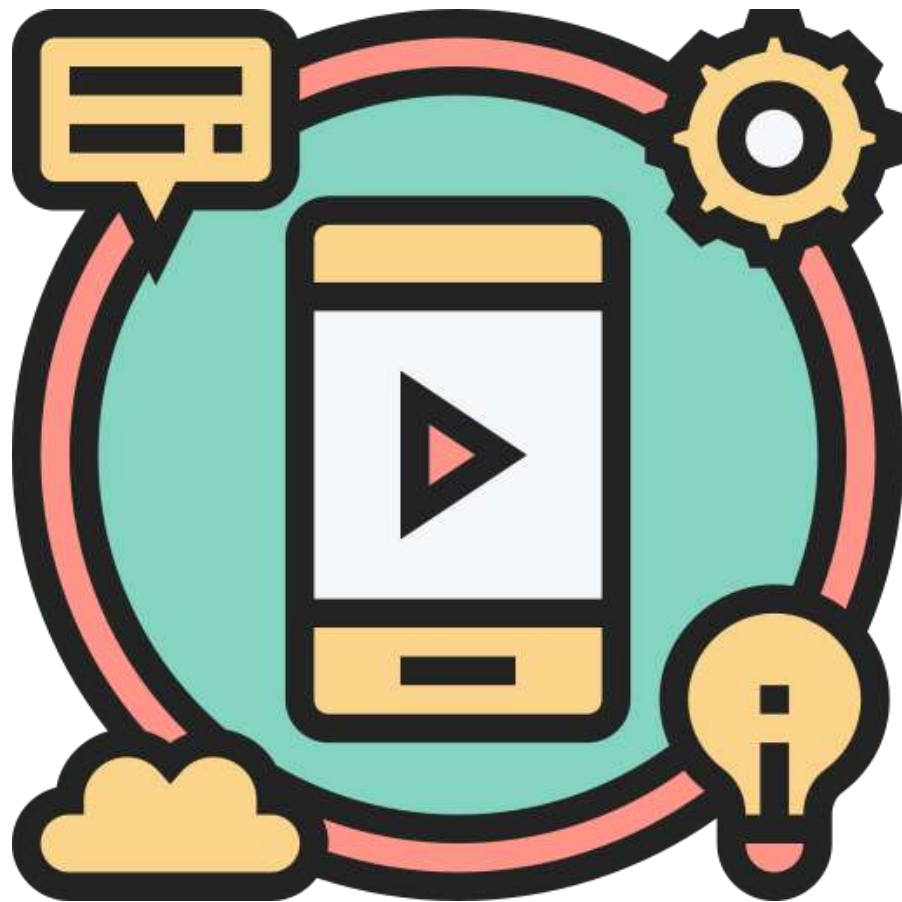
**SPOILER
ALERT!**

¿CÓMO medirlo?





Google Analytics



Social Media Listening





Vamos !



OBJETIVOS



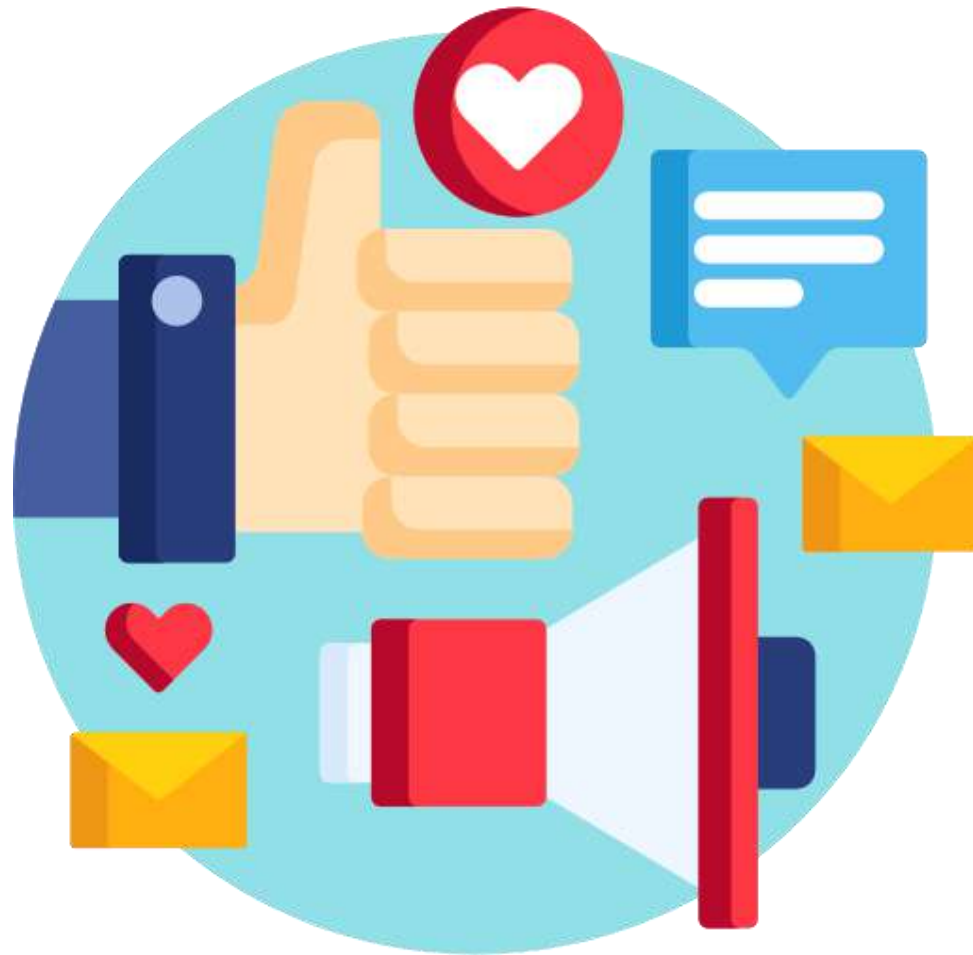
#1 Incremento Ventas



#2

Fidelizar

Clientes



#3

Consolidar Marca



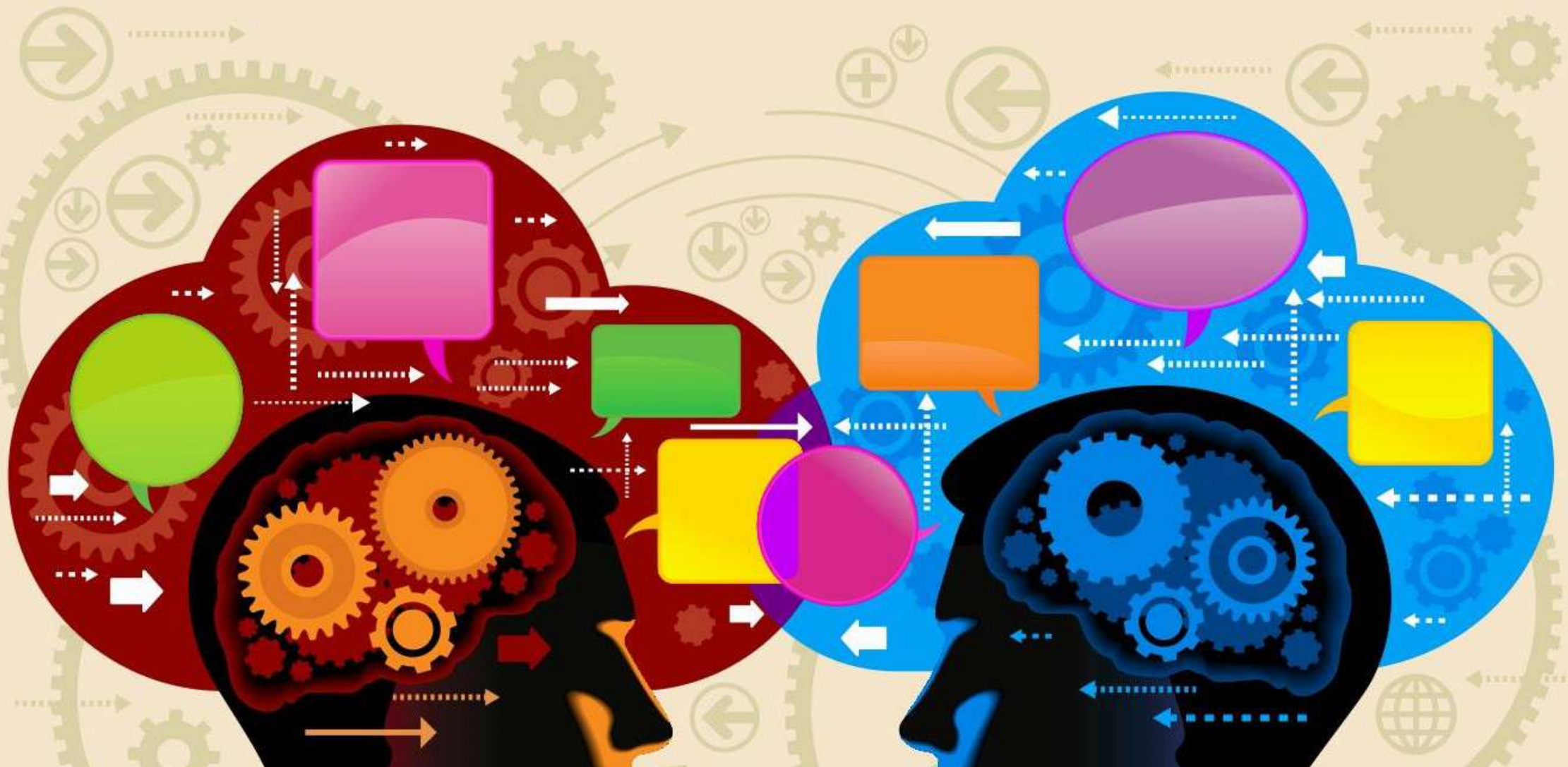
#4

Aperturar Mercados

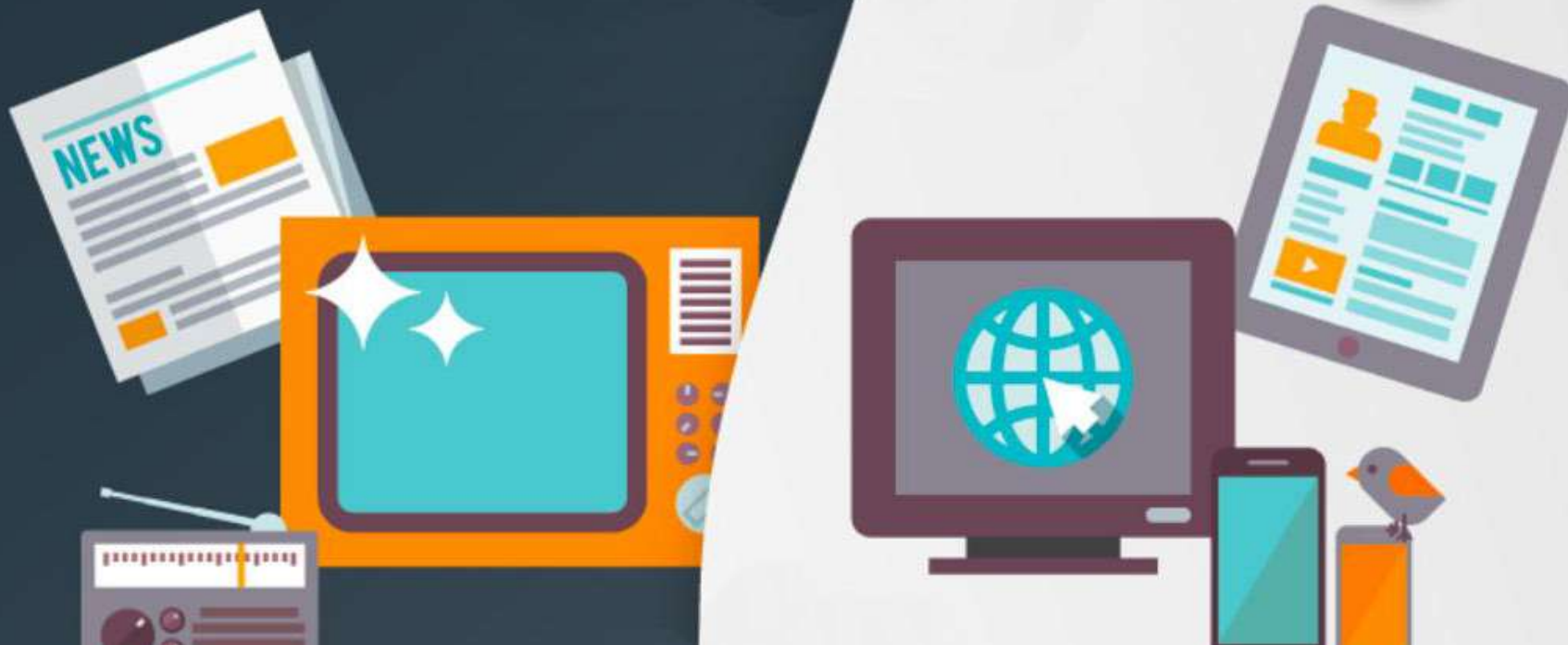


#5 Nuevo Lanzamiento





Marketing tradicional VS Marketing digital

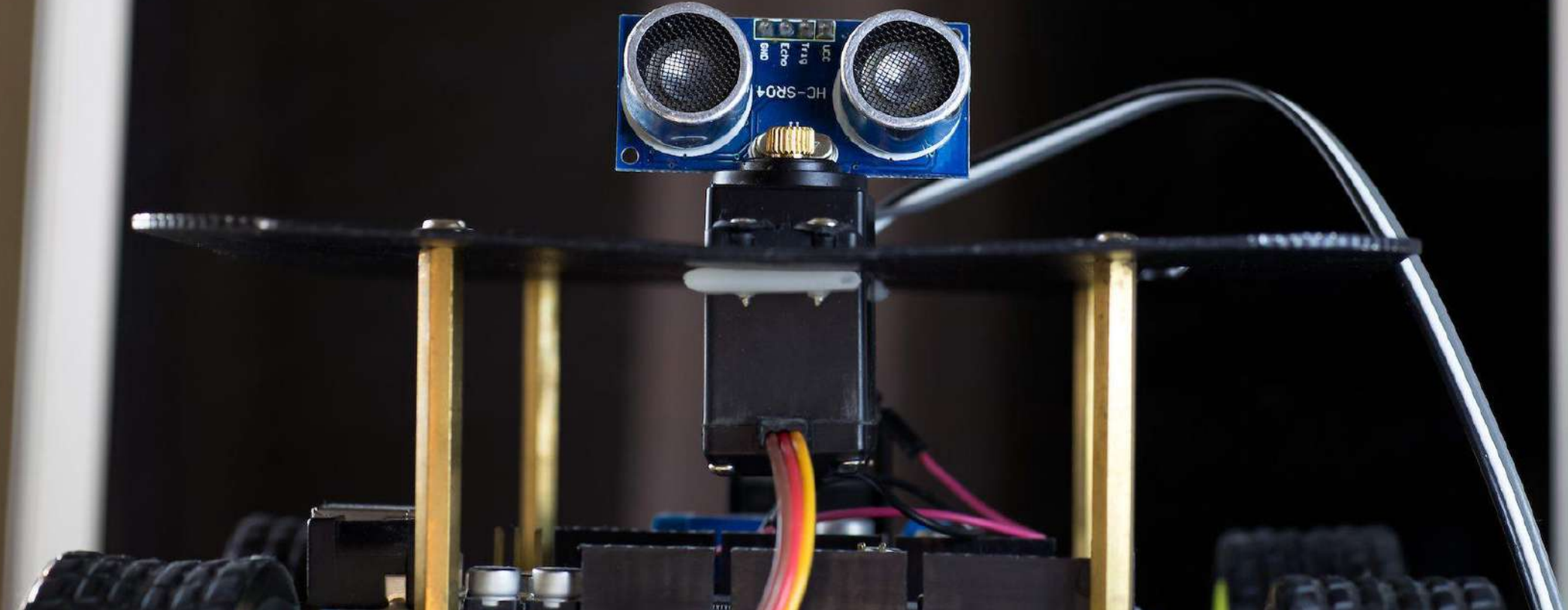






C H A N G E

Herramientas



Veamos ...

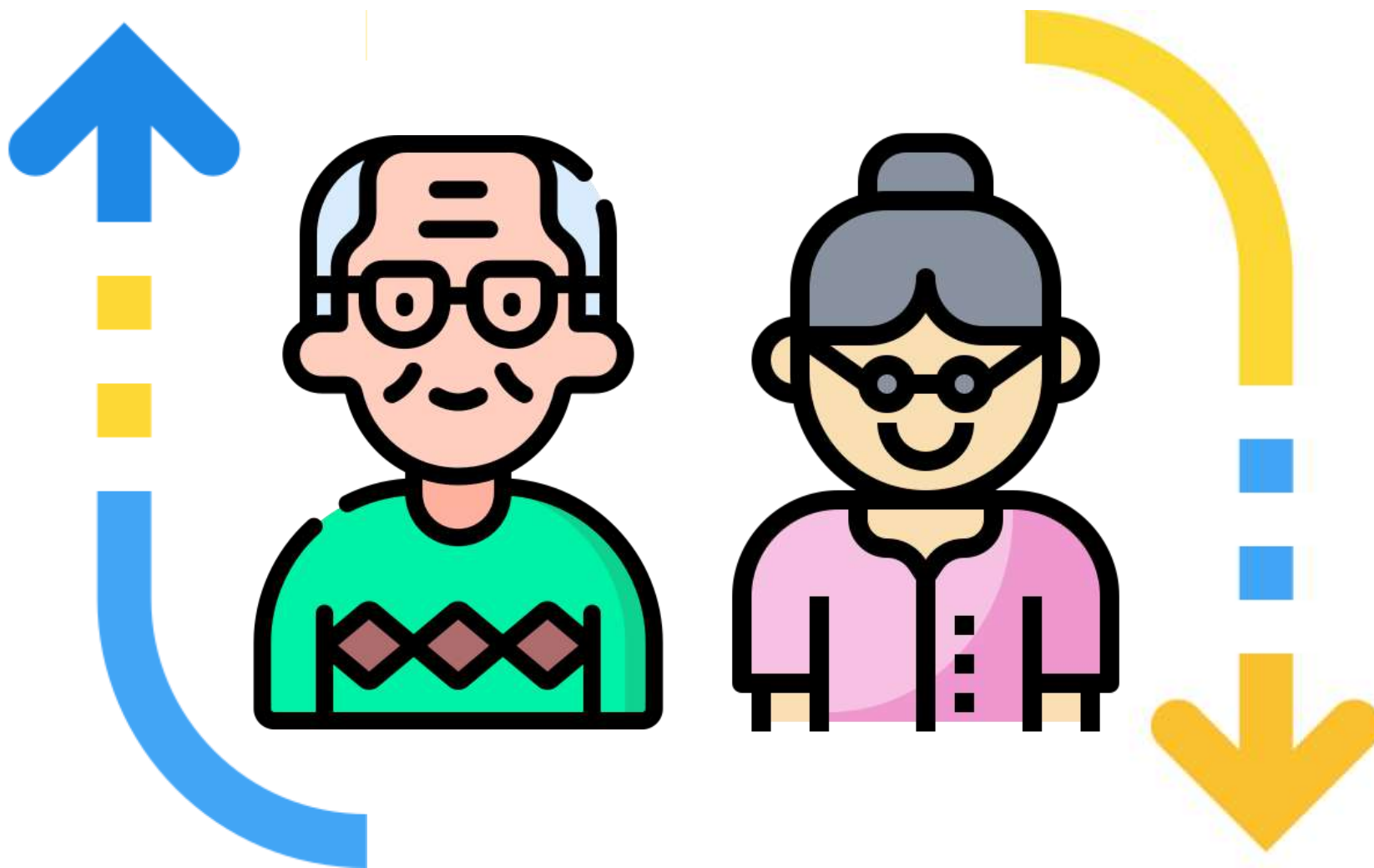


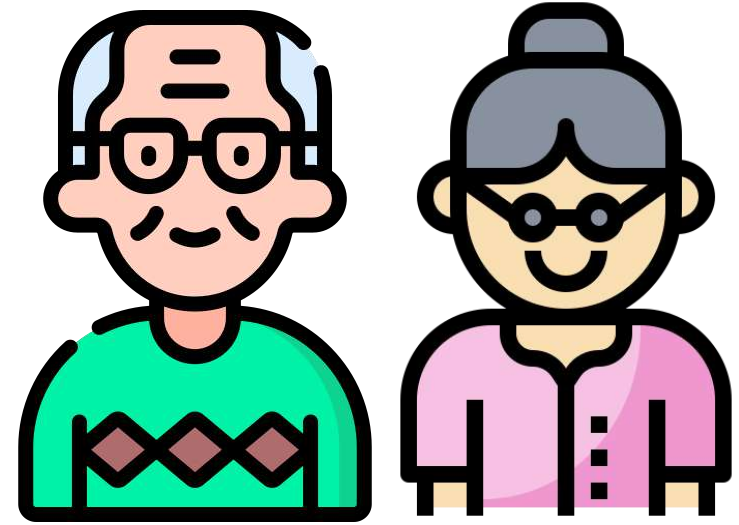
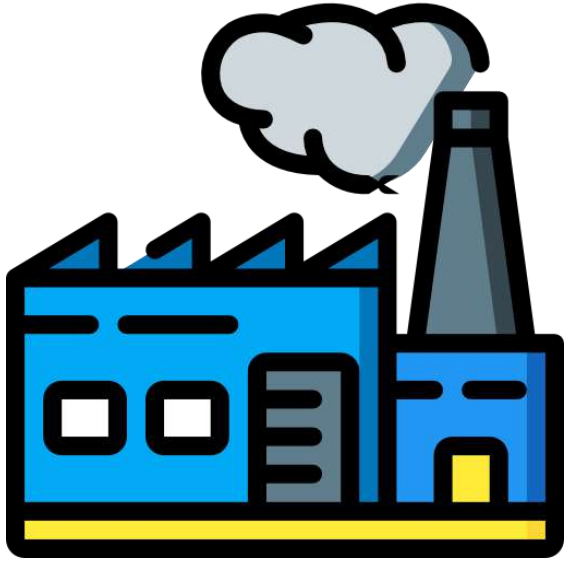
Marketing Tradicional







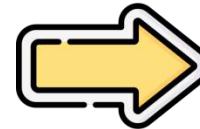
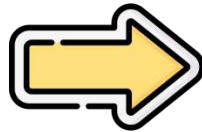




EMPRESA

HERRAMIENTAS

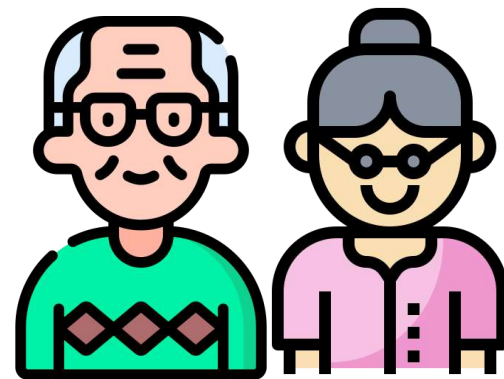
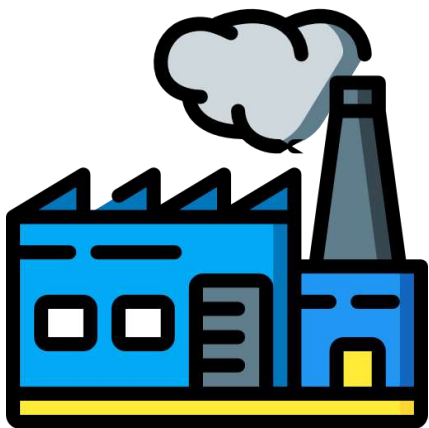
CONSUMIDORES

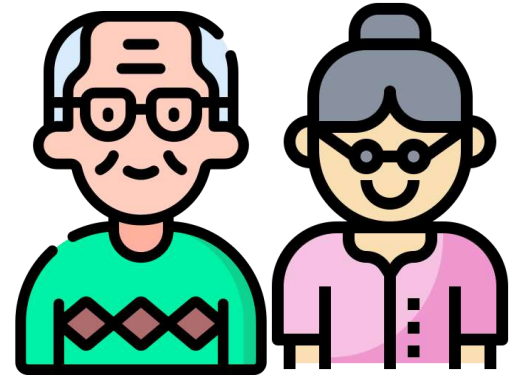
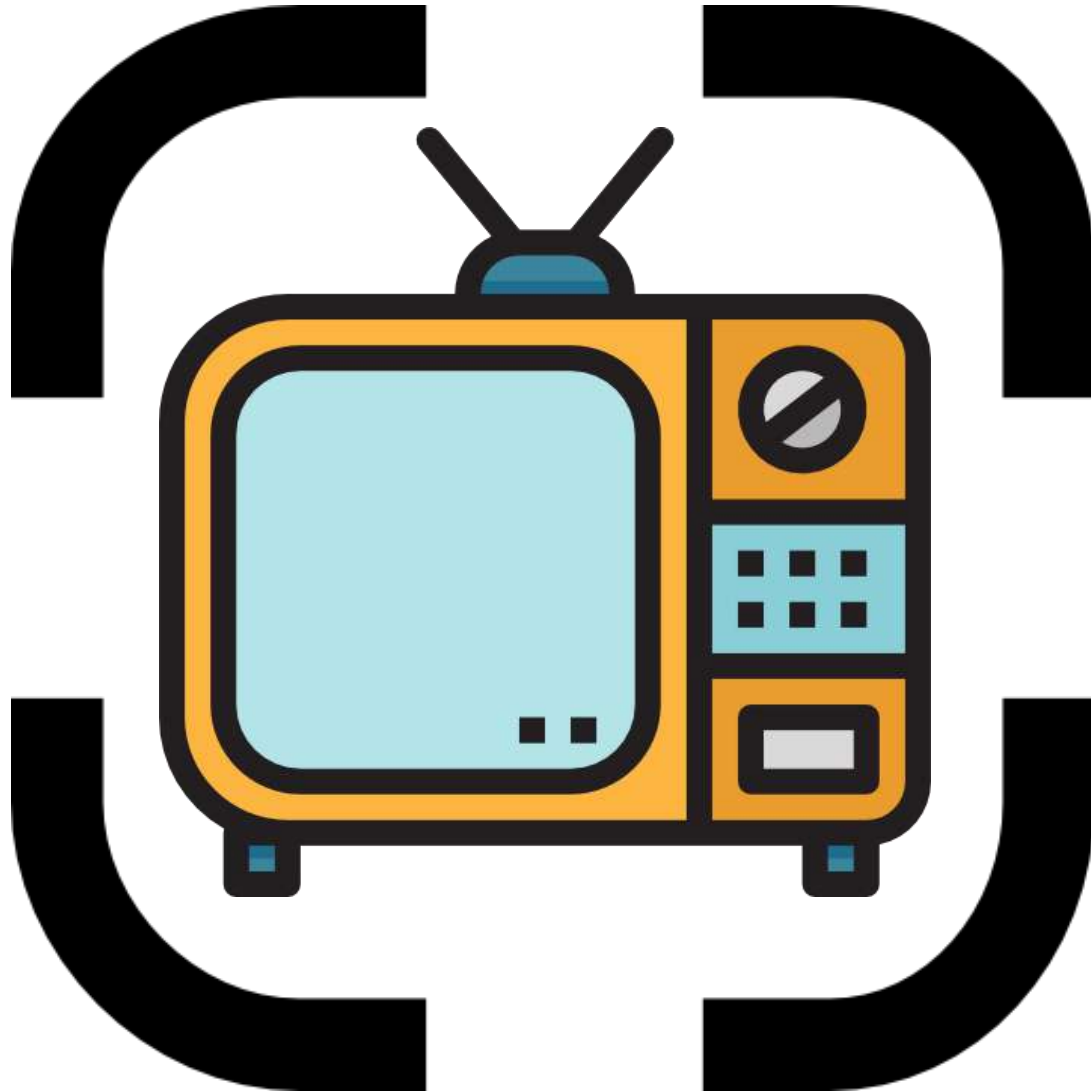
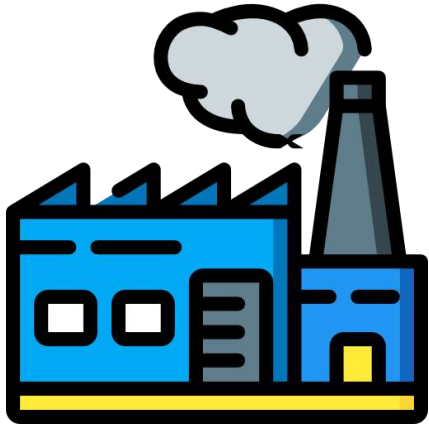


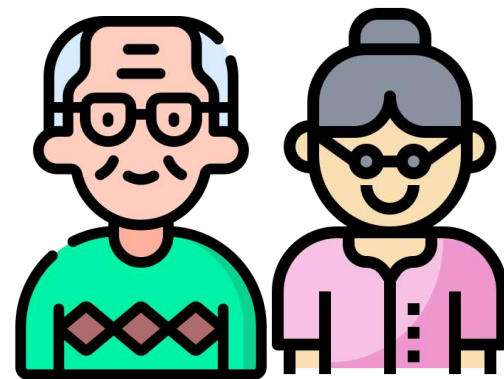
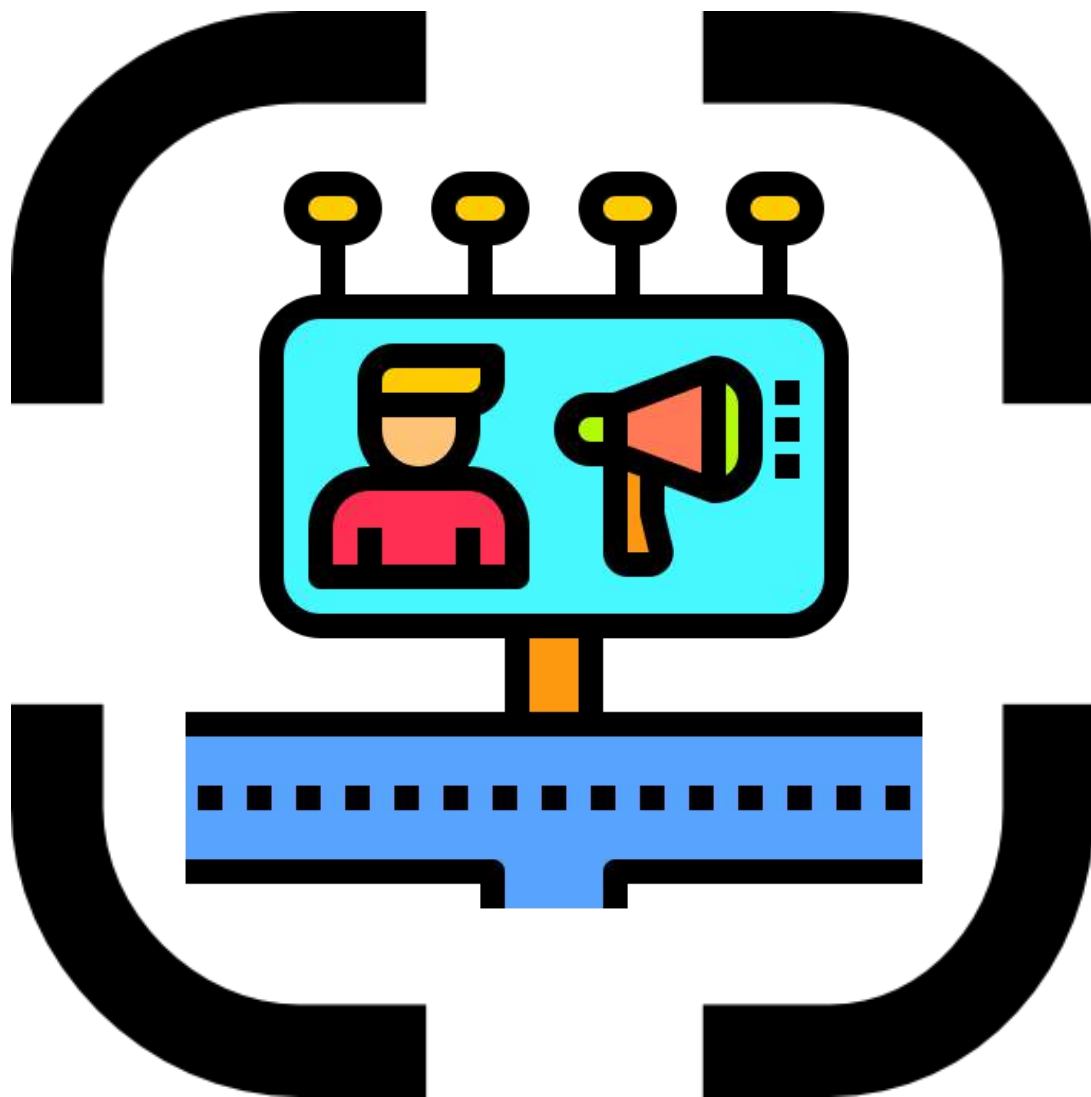
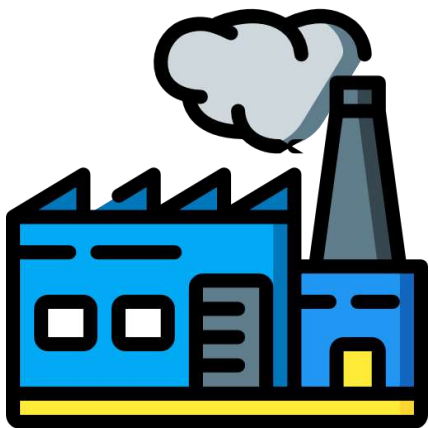


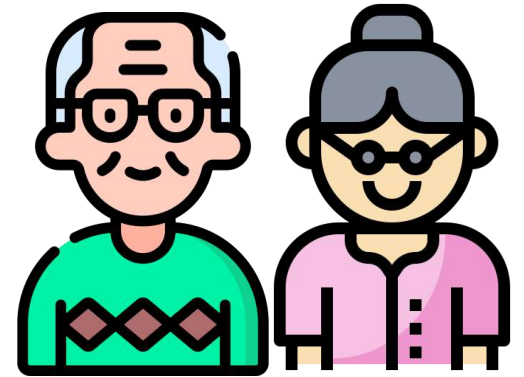
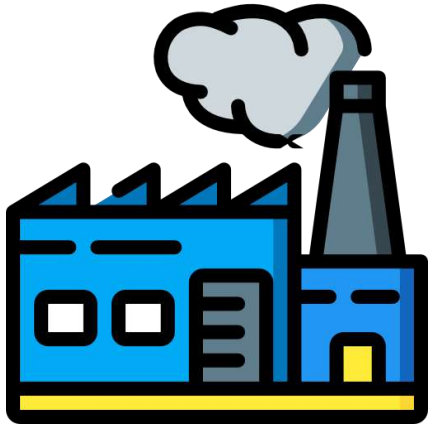
Marketing Tradicional

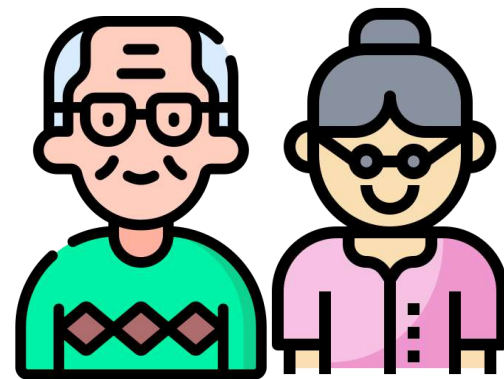
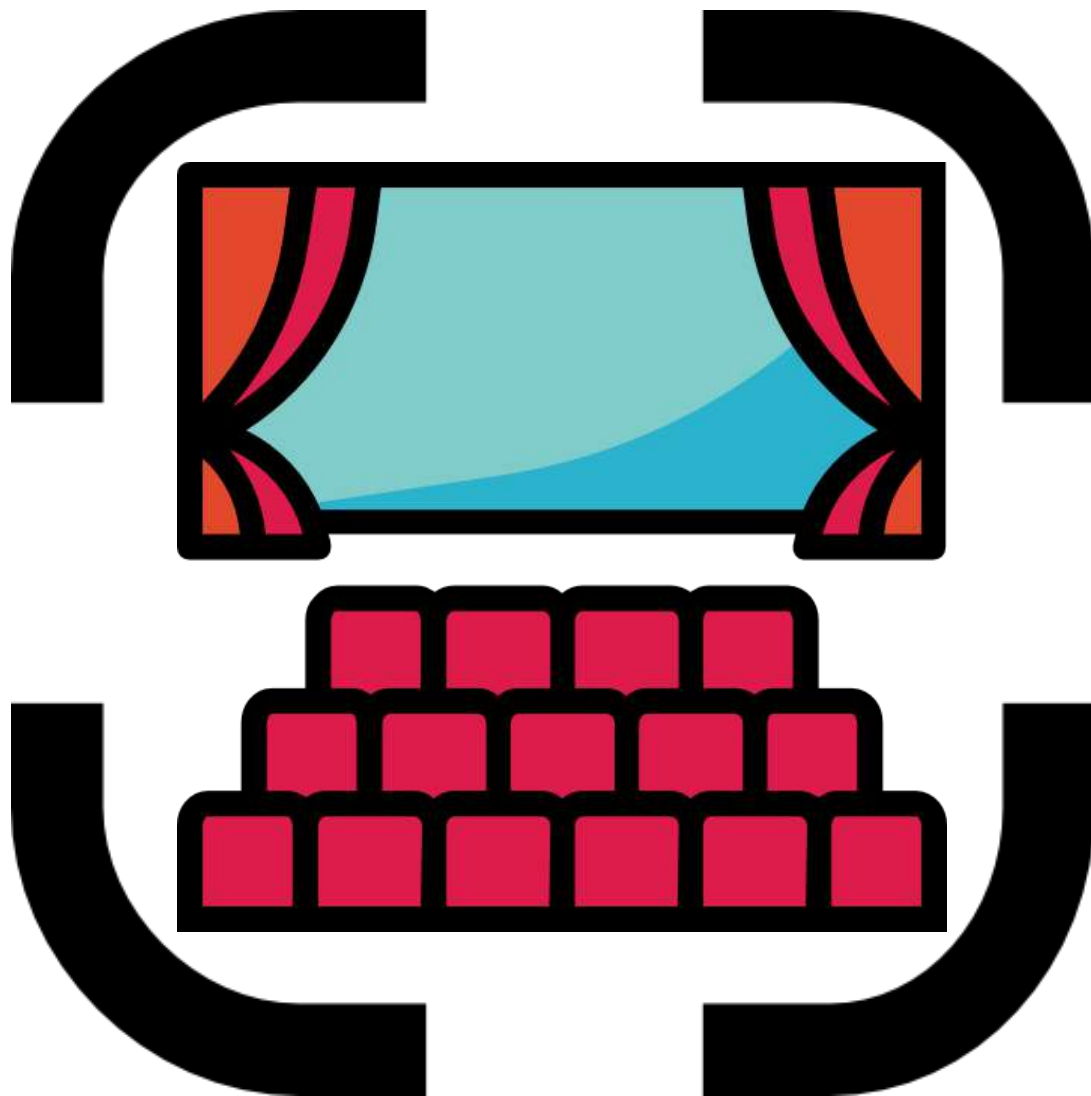
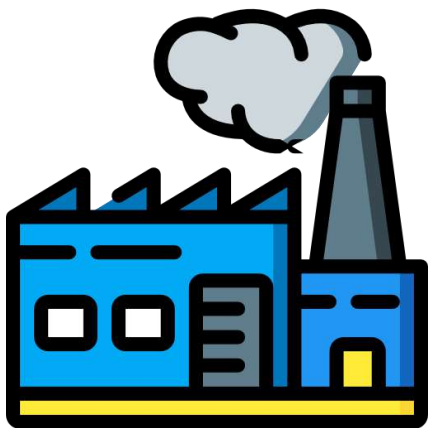


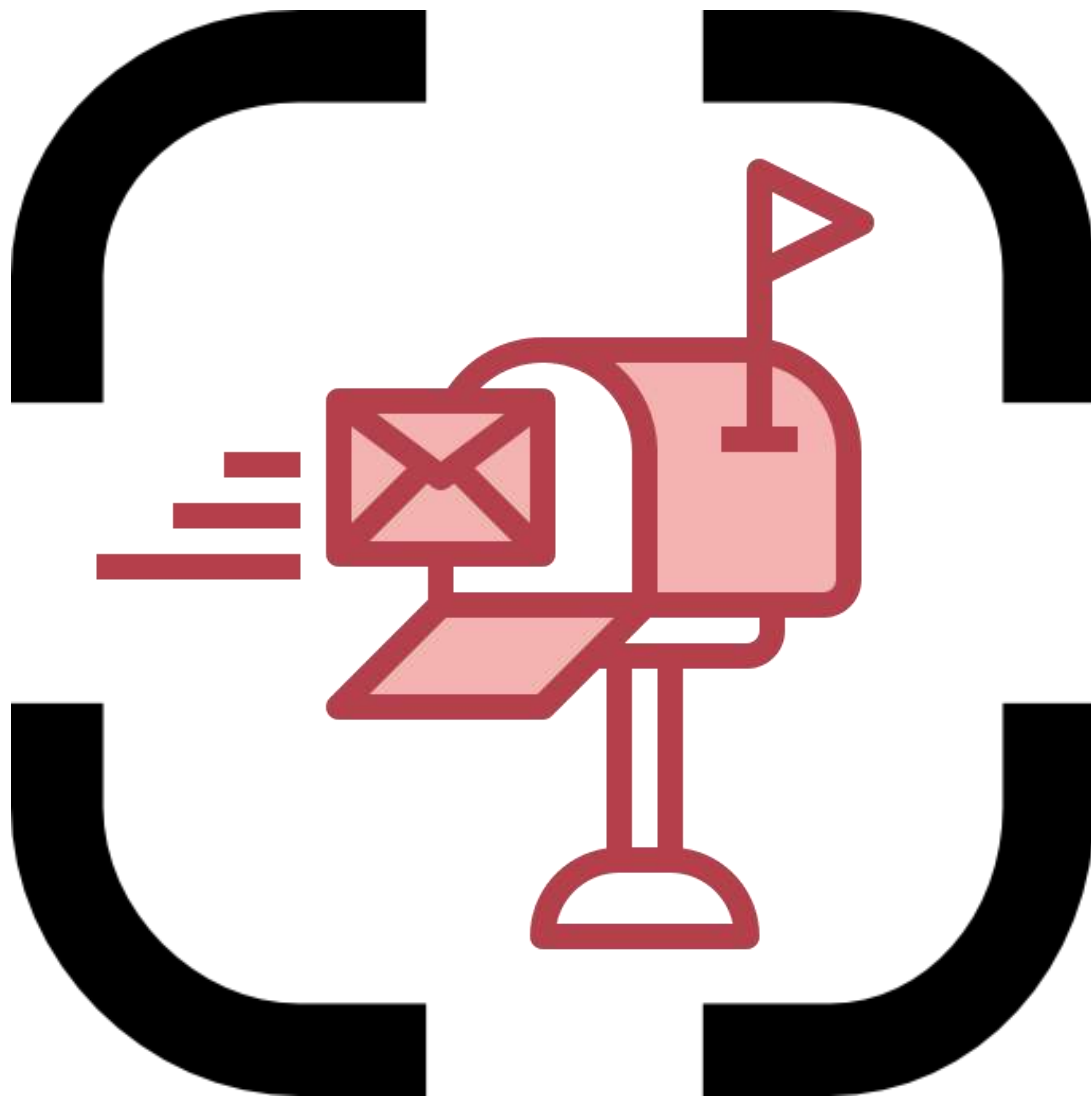
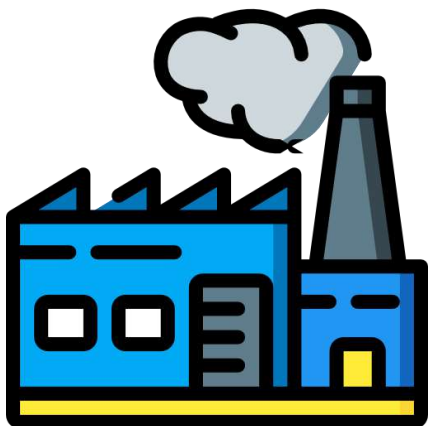






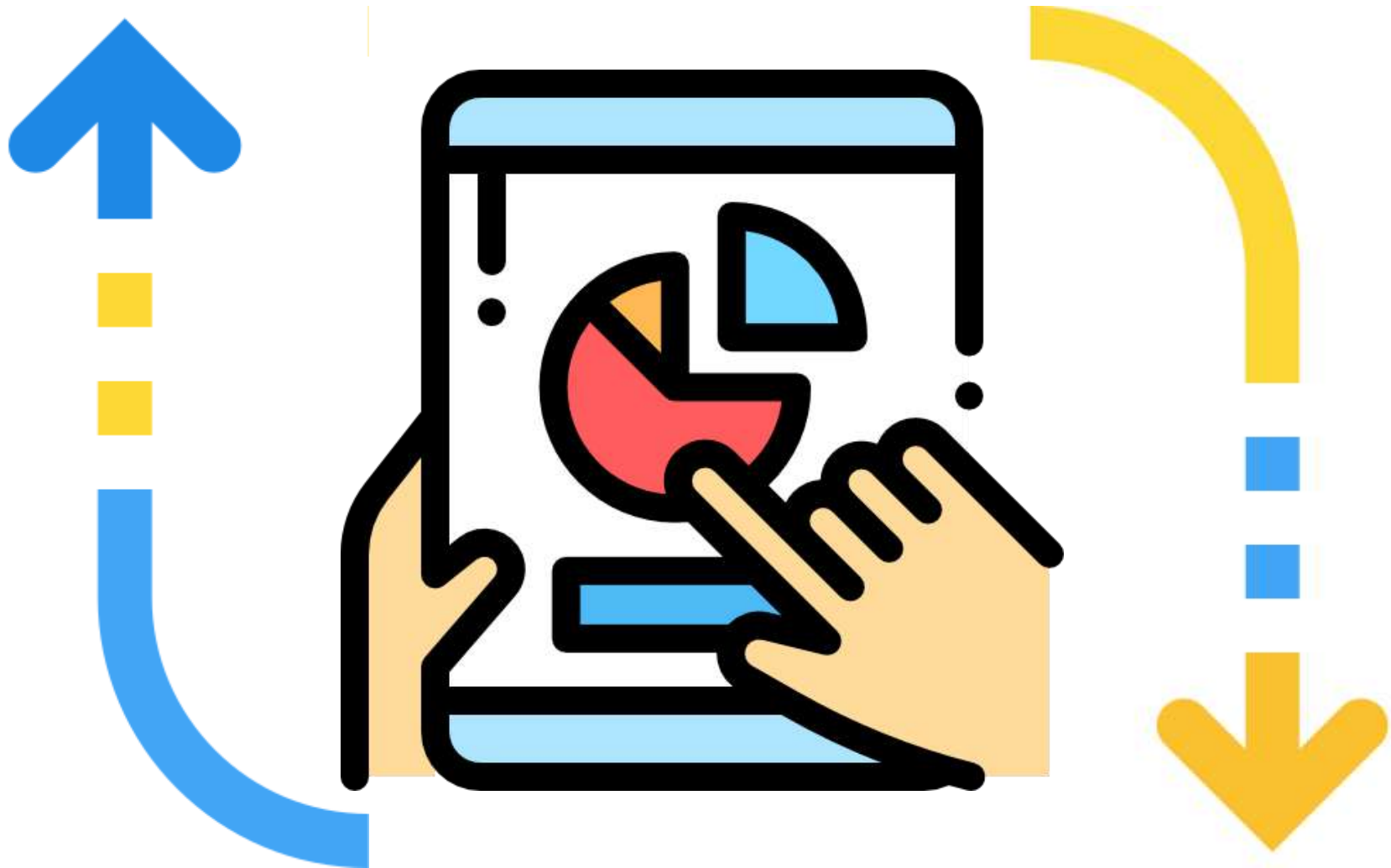




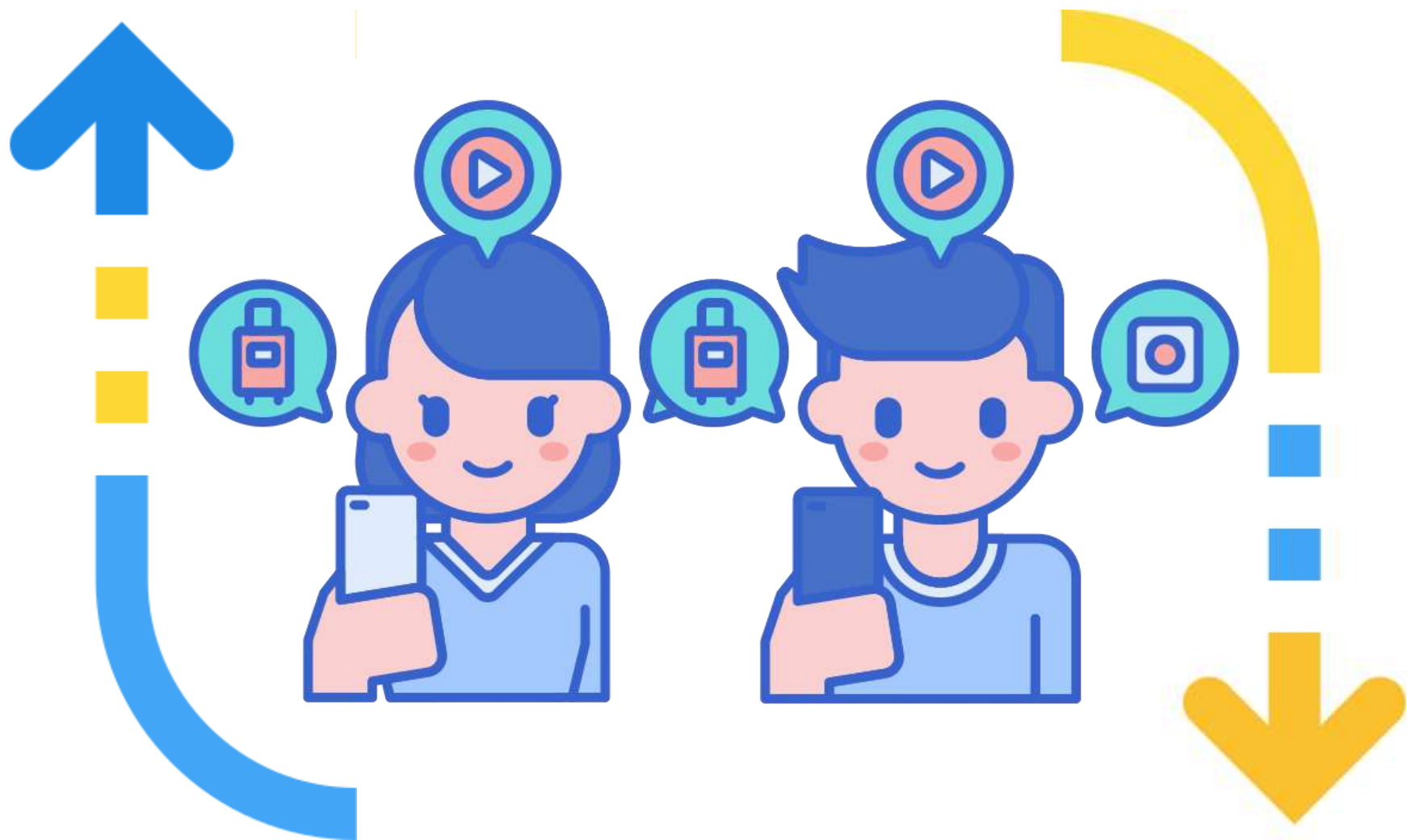


Marketing Digital



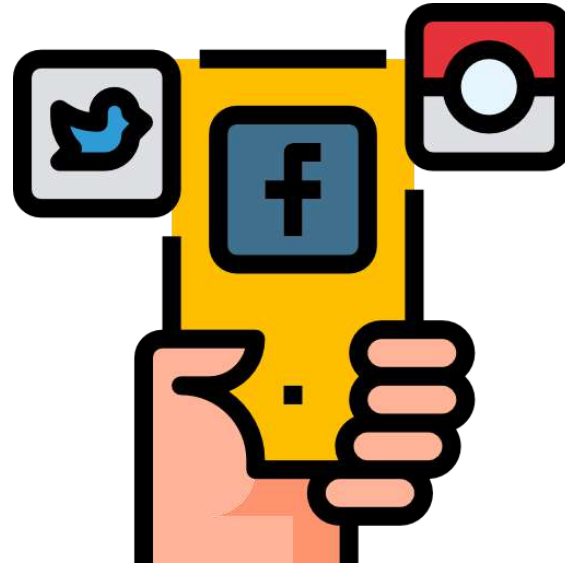
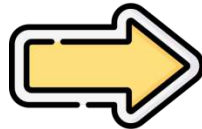




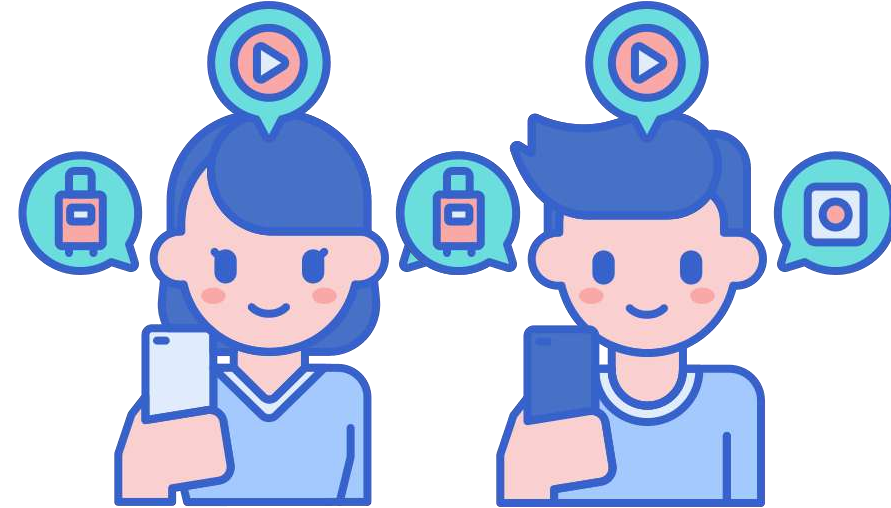




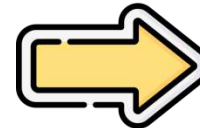
EMPRESA



HERRAMIENTAS



CONSUMIDORES



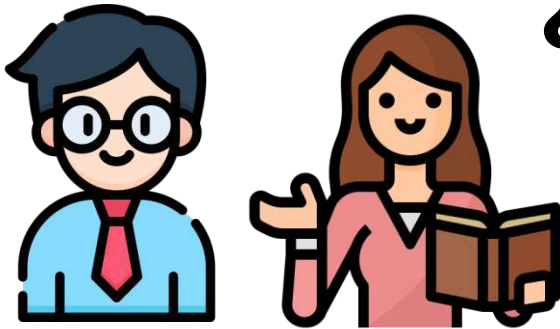


Actividad #3 Talleristas

Alejandra Campo + Rodolfo Gómez

Reflexión y debate.

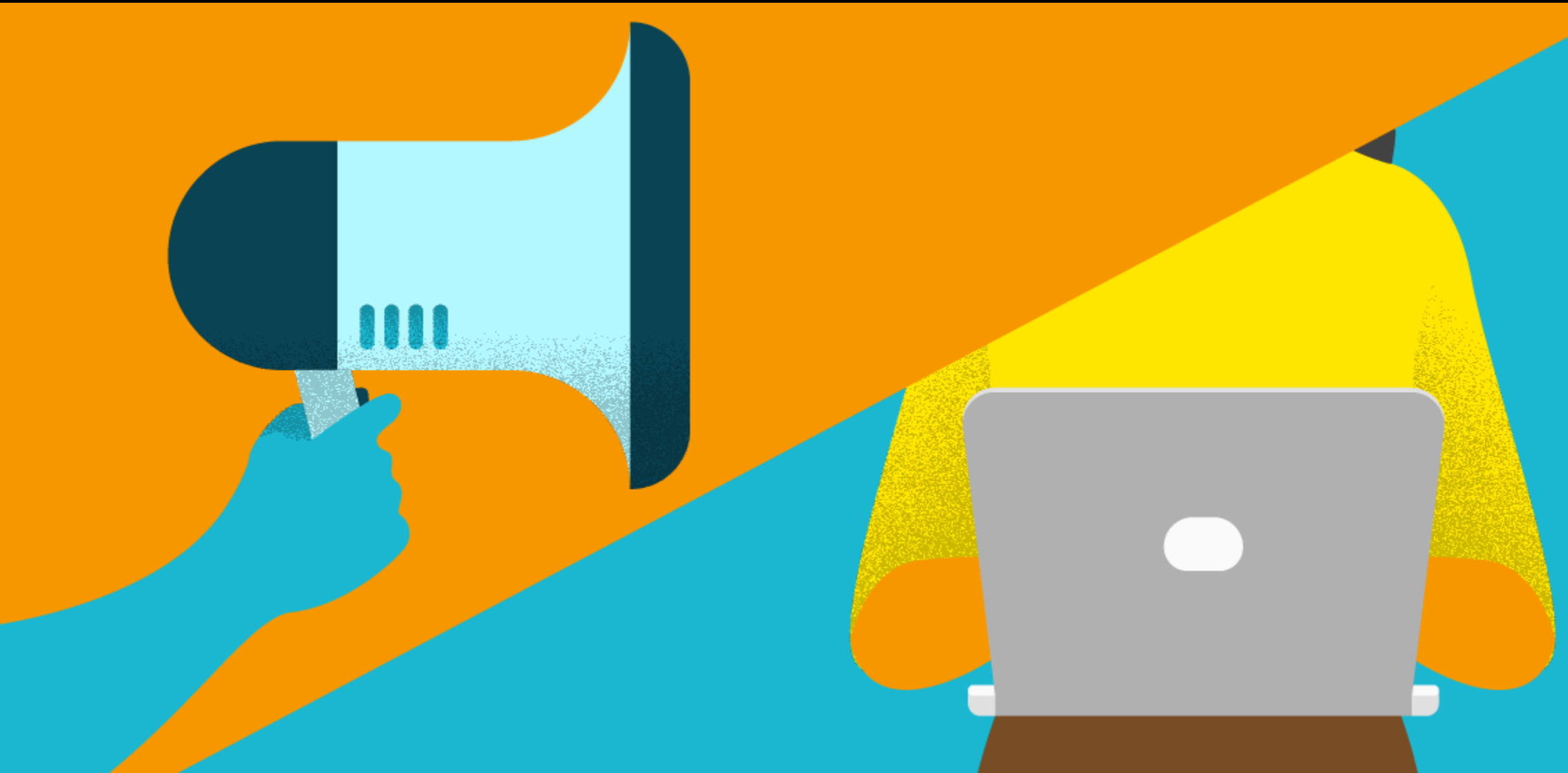
¿Quiénes lograron probar y comparar algunas de las herramientas del tradicional vs digital?
(principalmente empresas más longevas)



Conclusión

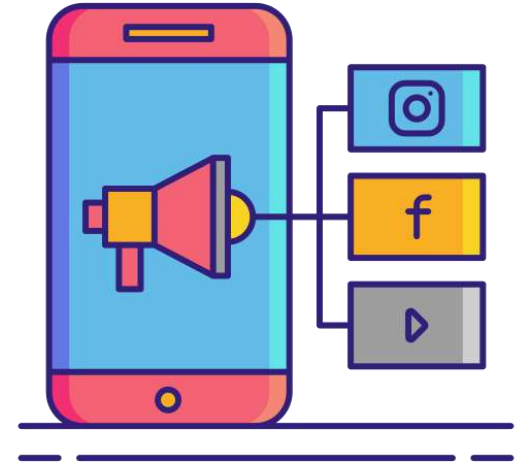






#1

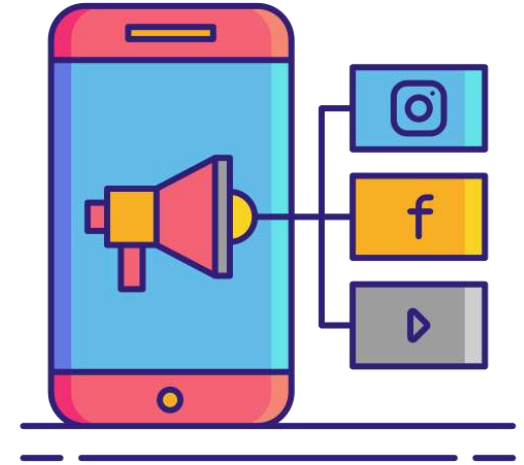
ALCANCE



Masivo Segmentado

#2

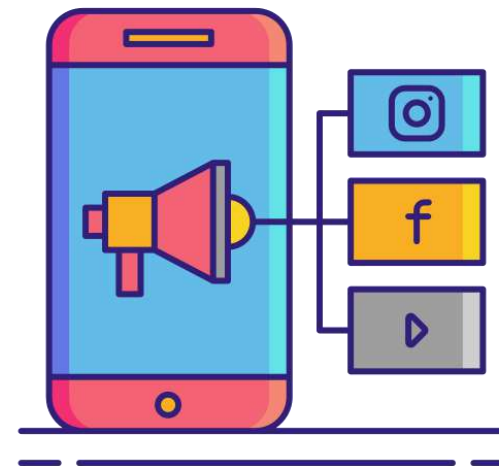
DIÁLOGO



Unilateral Interactivo

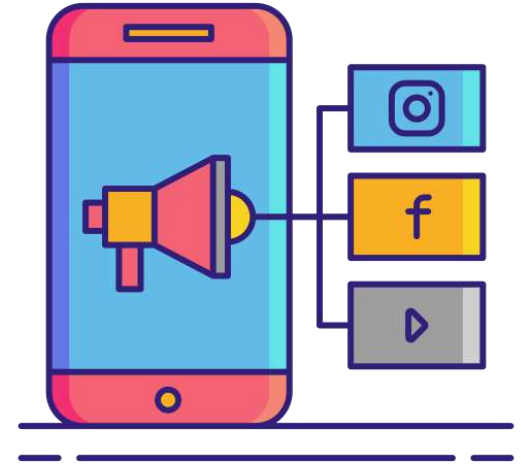
#3

INVERSIÓN

**Elevada****Adecuada**

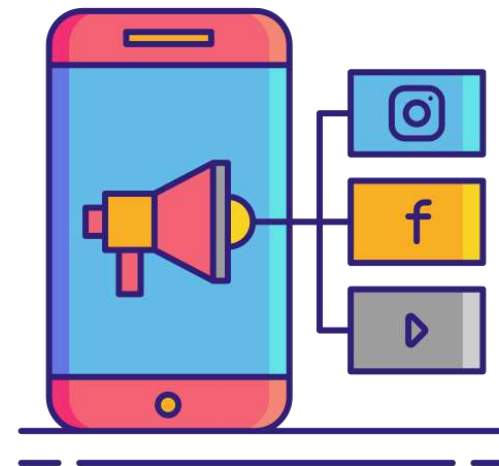
#4

PUBLICIDAD

**Invasiva****Orgánica**

#5

MEDICIÓN



Demorada Inmediata



Ventajas !



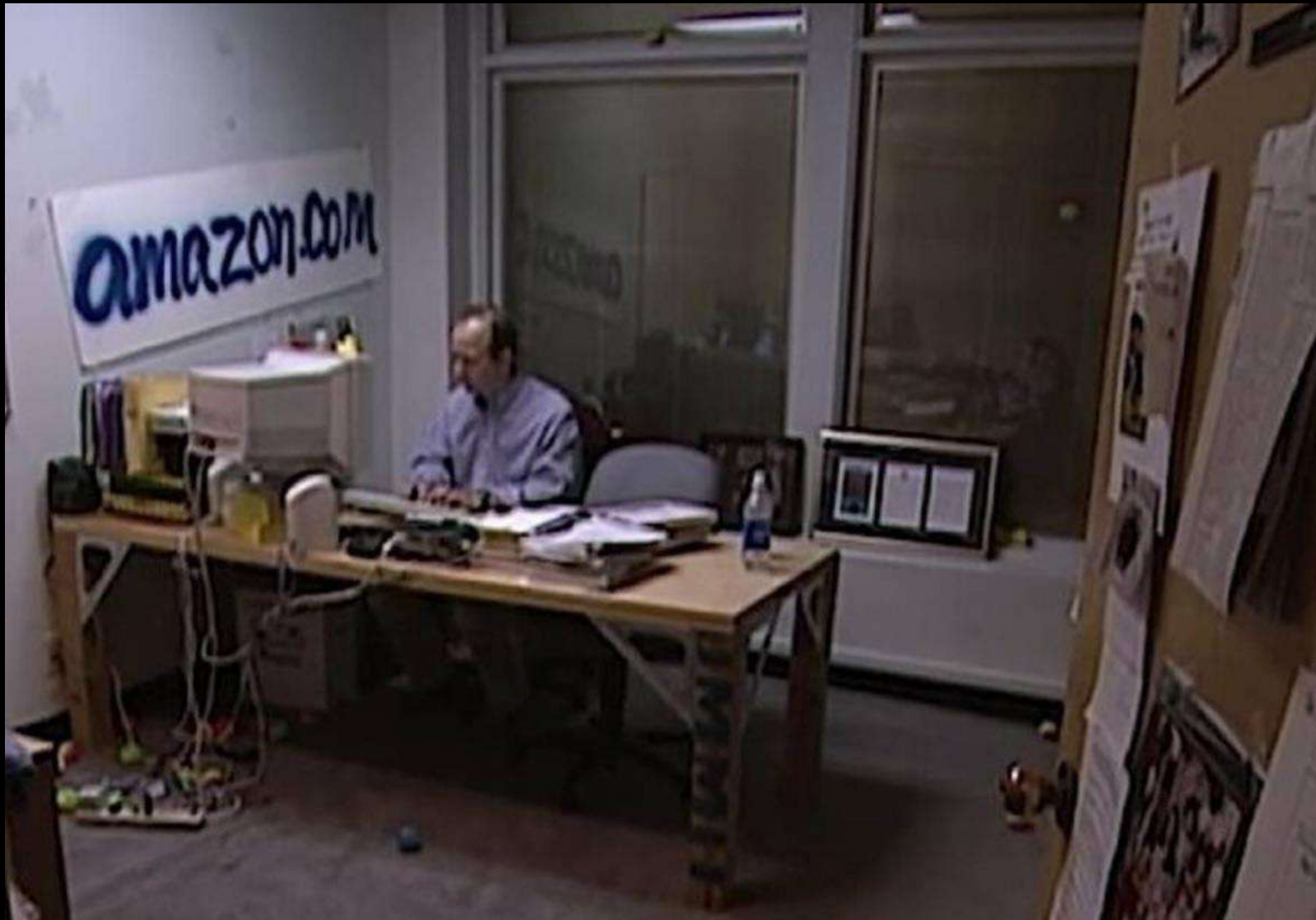




“El arte de contar historias para sentirnos conectados”





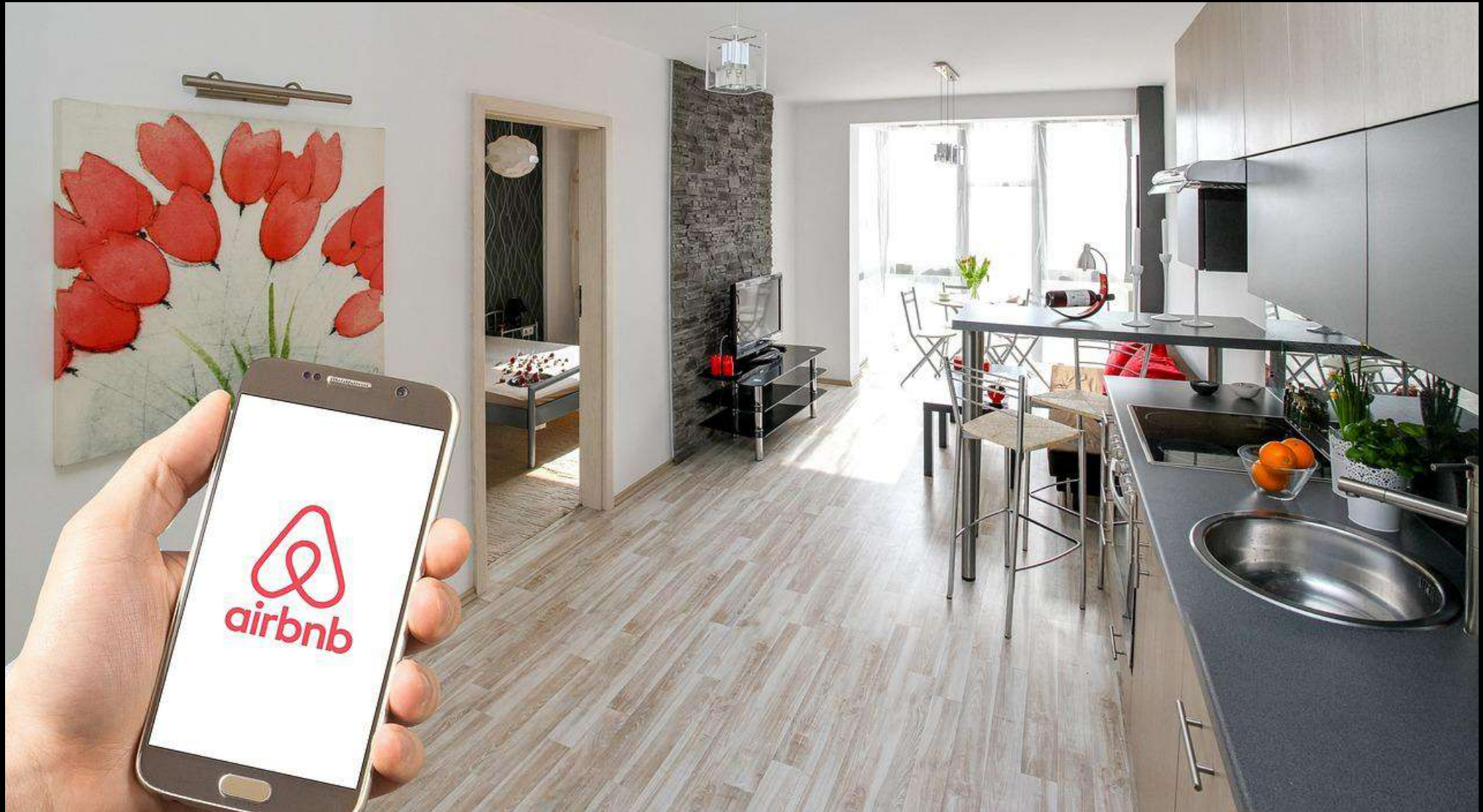


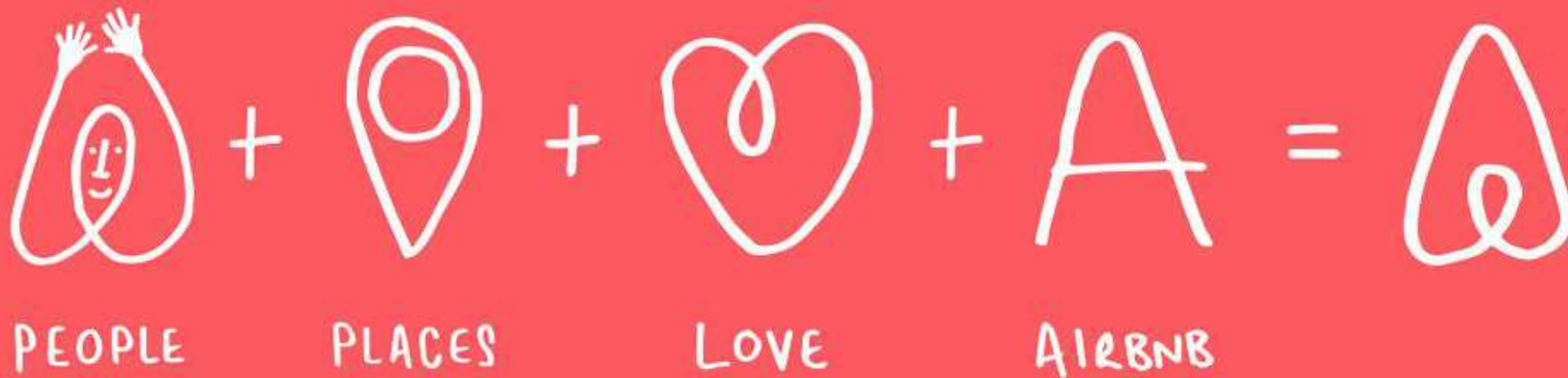






airbnb













Marketing Digital



Aclaración

#1 Optimización para motores de búsquedas (SEO)





Optimización para motores de búsqueda (SEO)

#1

Optimización para motores de búsquedas (SEO)



#2 Marketing de Buscadores (SEM)





Marketing de buscadores (SEM)

#2

Marketing de Buscadores (SEM)



MARKETING

POINT.

Encuentro ↔ Marketing

#3 Marketing de Contenidos

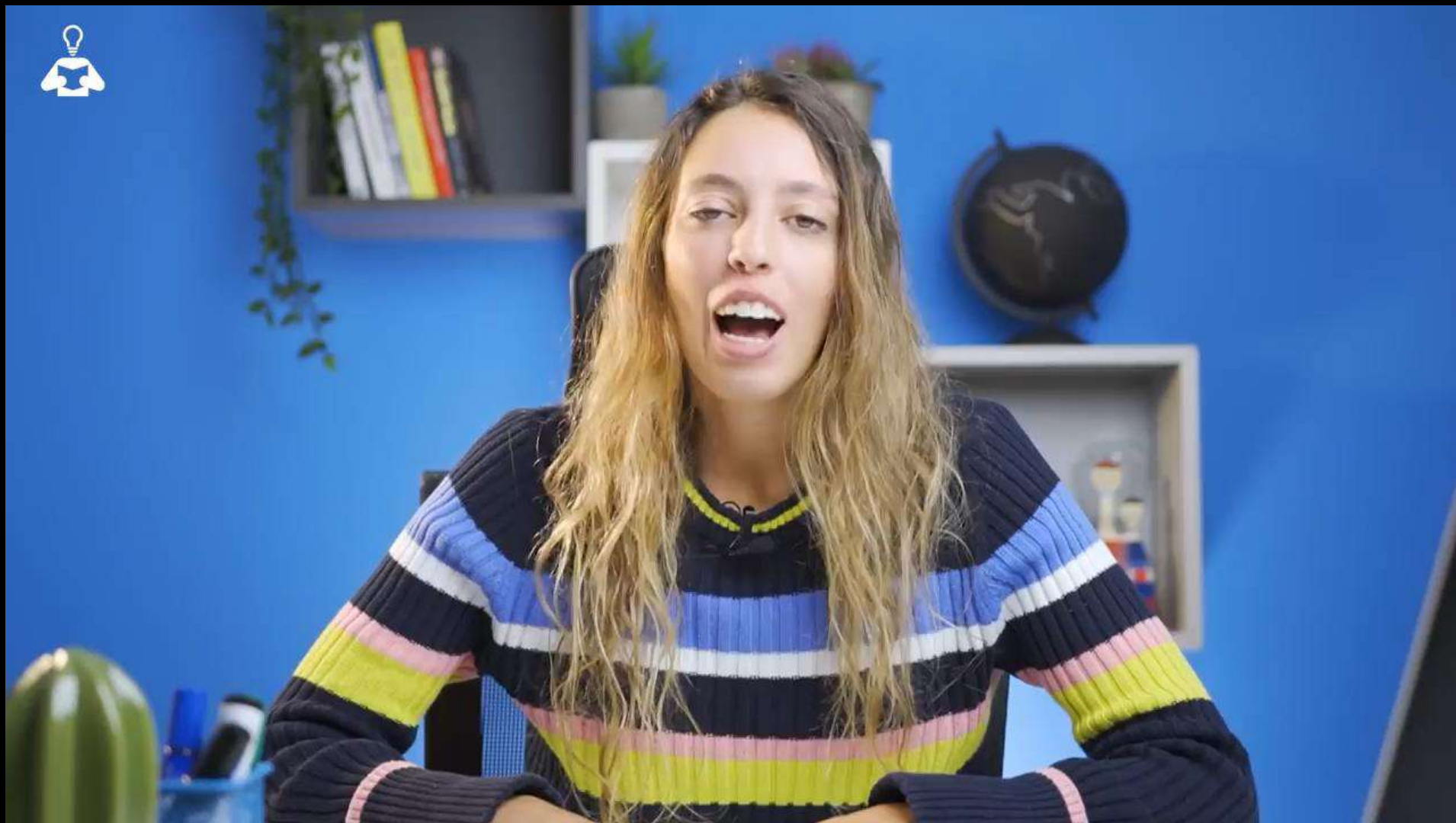




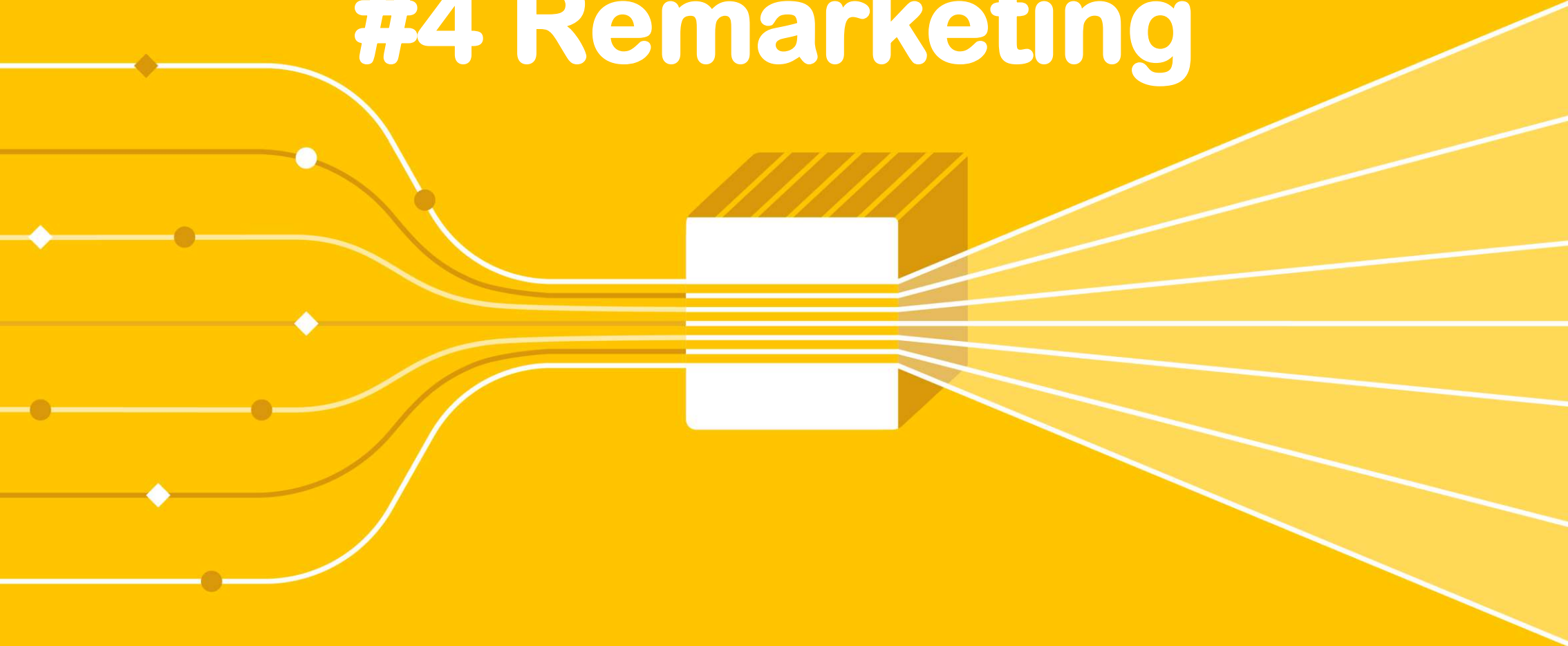
Marketing de contenidos

#3 Marketing de Contenidos



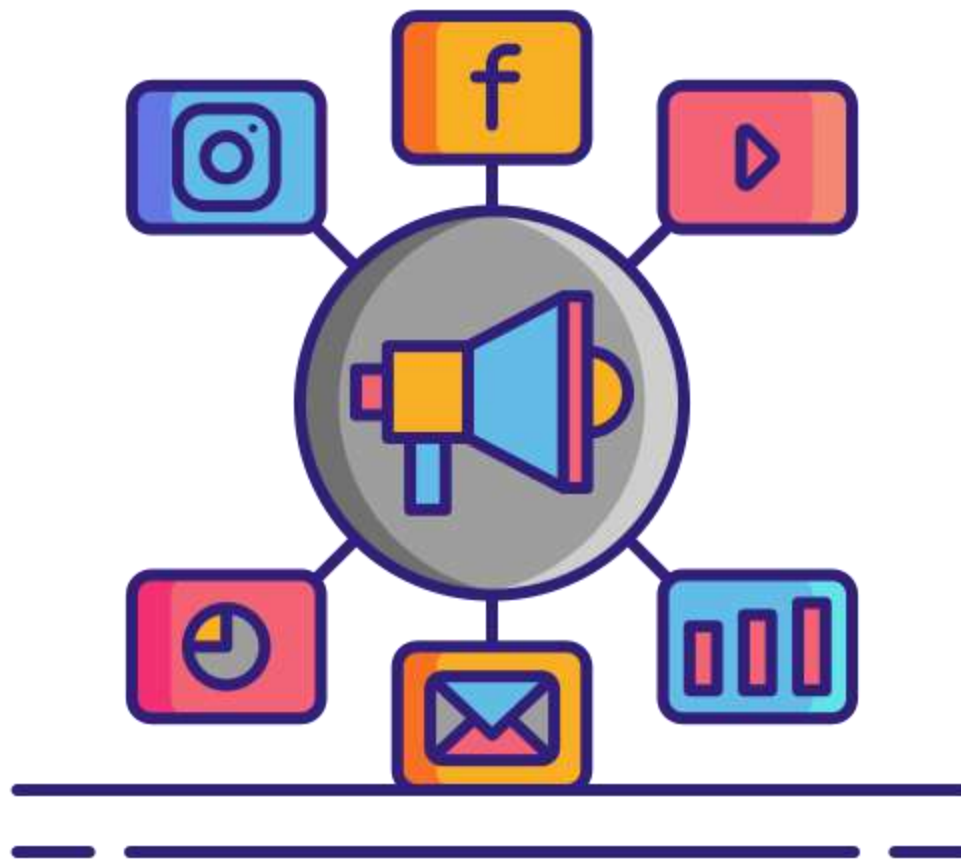


#4 Remarketing



8 Remarketing

#4 Re Marketing





#5 Display de Google



5 Plataformas de publicidad online

#5

Google Display



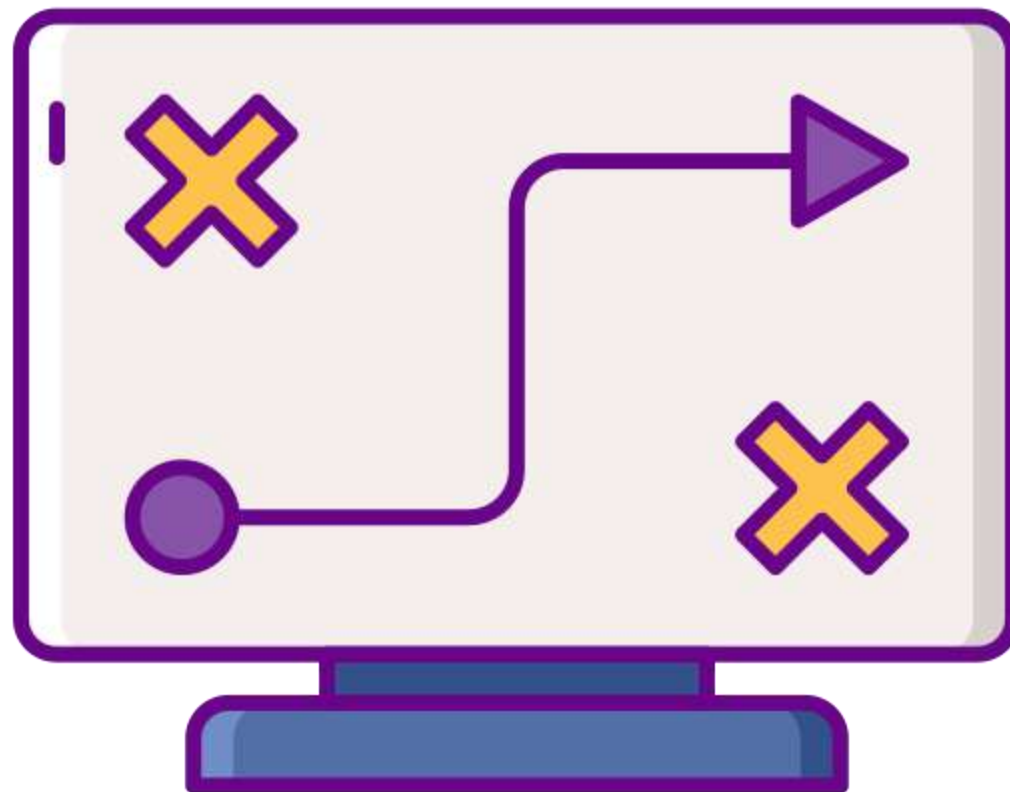
#6 Afiliación





Marketing de afiliación

#6 Marketing de Afiliación





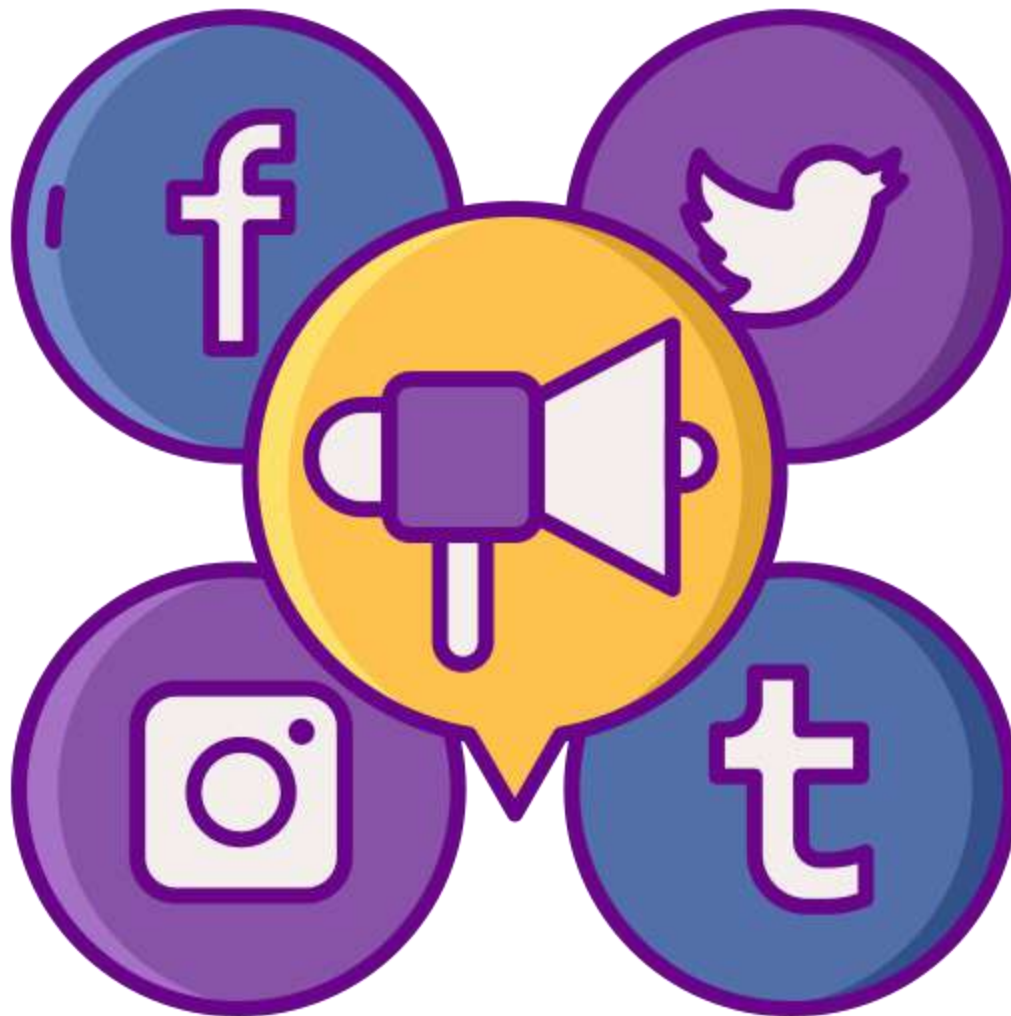
#7 Email Marketing





Marketing por correo electrónico

#7 Email Marketing



#8 Redes Sociales





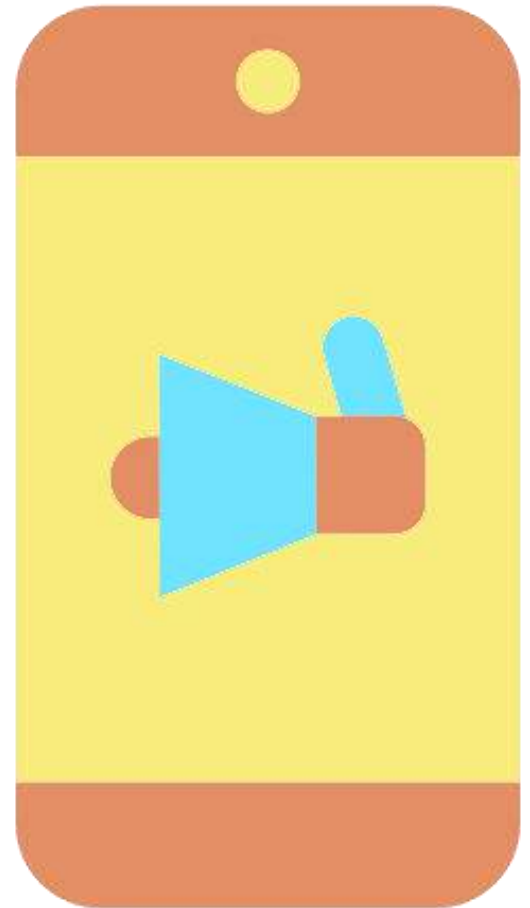
Marketing en redes sociales

#8

Marketing

en

Redes Sociales



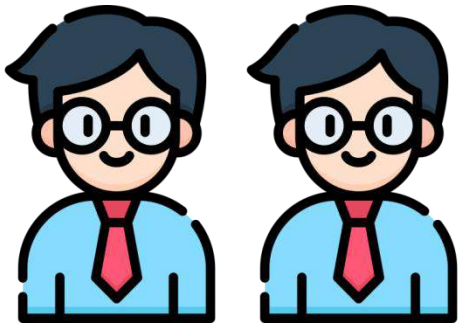


COMING
Soon

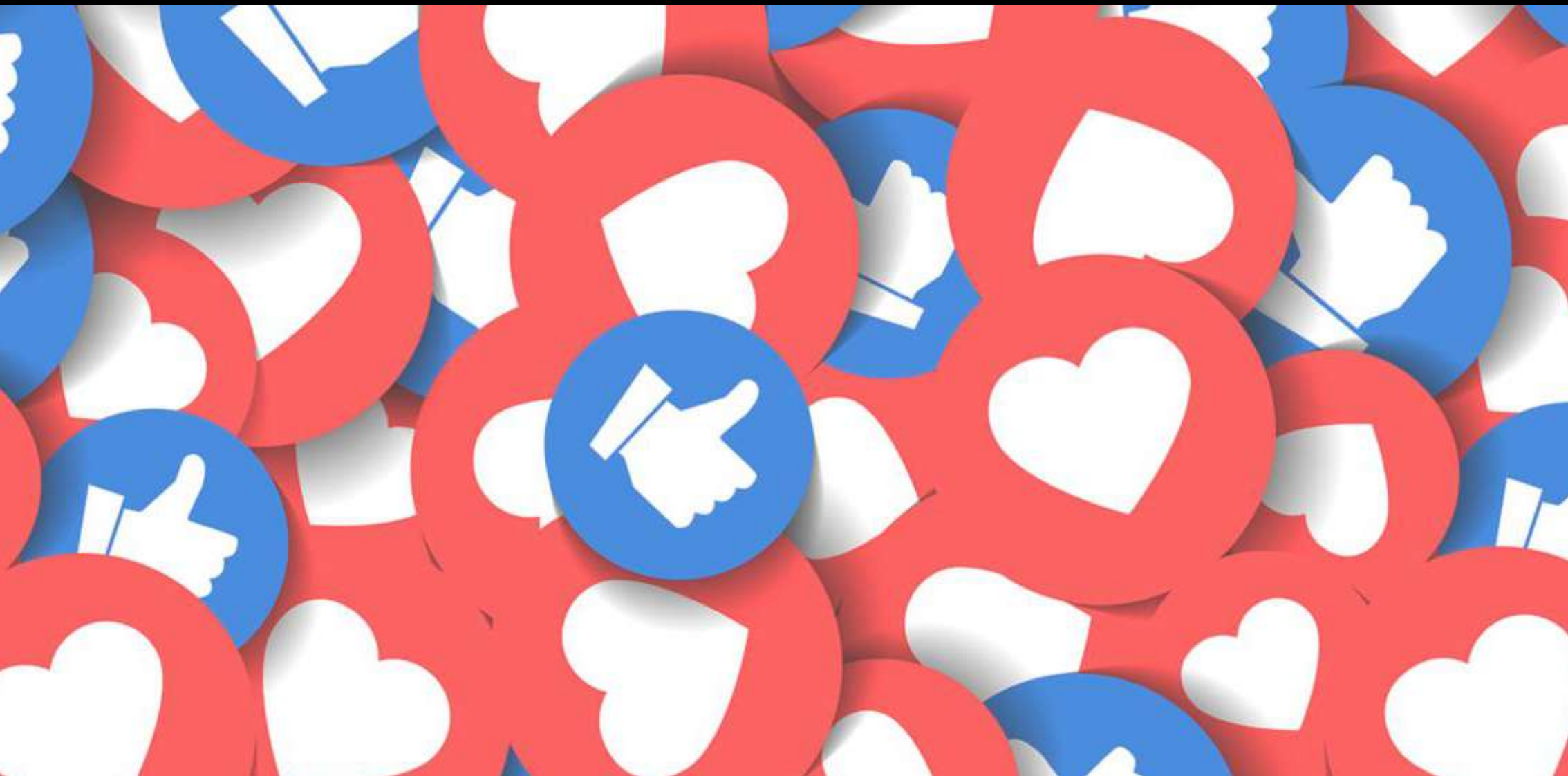
Actividad #4 Talleristas

Oscar Caballero + Andrés González

**¿Cuáles de las herramientas de Marketing Digital creen que mejor se adaptarían a sus Objetivos actuales?
(Exceptuando Redes Sociales que van por default)**



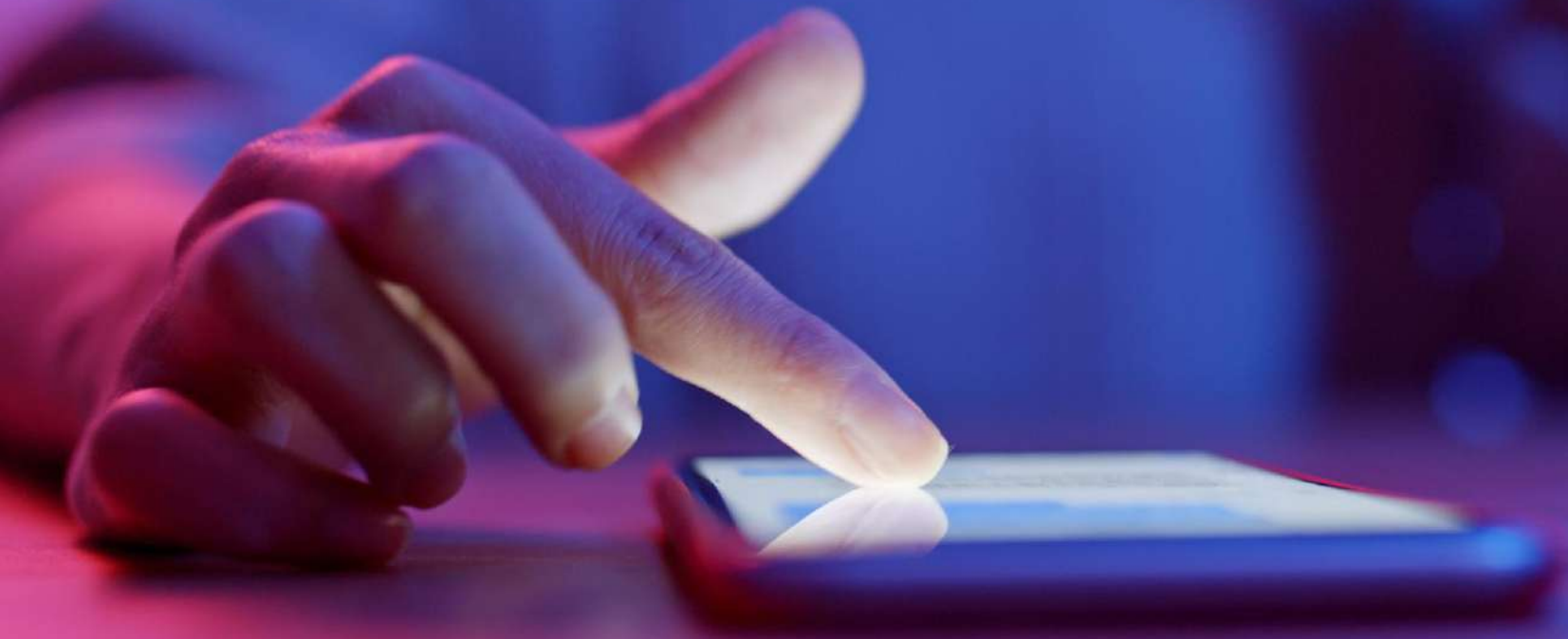
conclusión



Pasar del "Like" ...



... al "Buy"



The End



@DavidCastejon



817 publicaciones

20k seguidores

4,607 seguidos

David Castejon | MARKETING



#Speaker



#Consultor



#Innovador



#Marketing

#Ventas

#RedesSociales



Dicto

#Conferencias

#Seminarios

#Capacitaciones



El futuro digital
es de todos

MinTIC

GRACIAS !





El futuro digital
es de todos

MinTIC



Blockchain

& analítica de datos
para industrias digitales



