



El futuro digital
es de todos

MinTIC



Blockchain

& analítica de datos
para industrias digitales

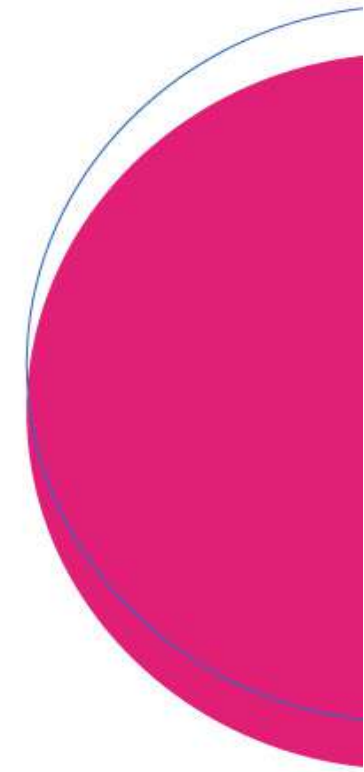




El futuro digital
es de todos

MinTIC

GRACIAS !









David Castejon

Keynote Speaker & Marketing Consultor

Argentina · [Más de 500 contactos](#) · [Información de contacto](#)



MARKETING DIGITAL









NETFLIX

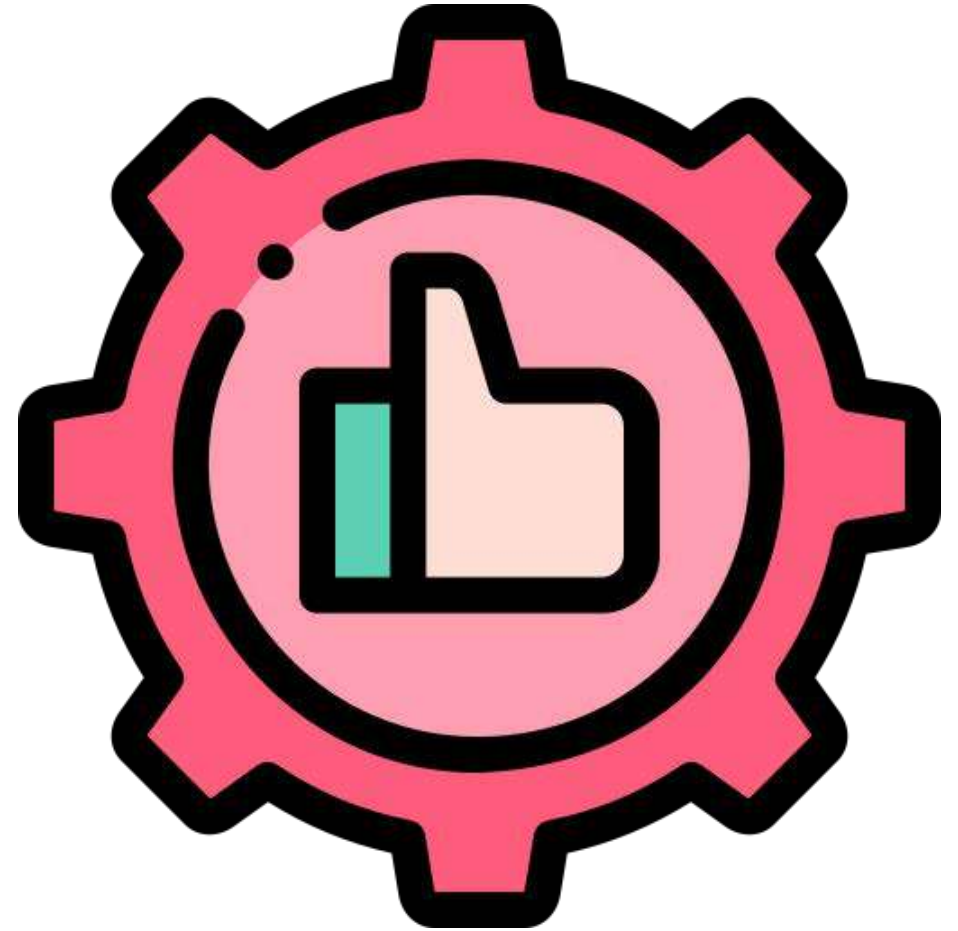


You Tube





#1 SIMPLE



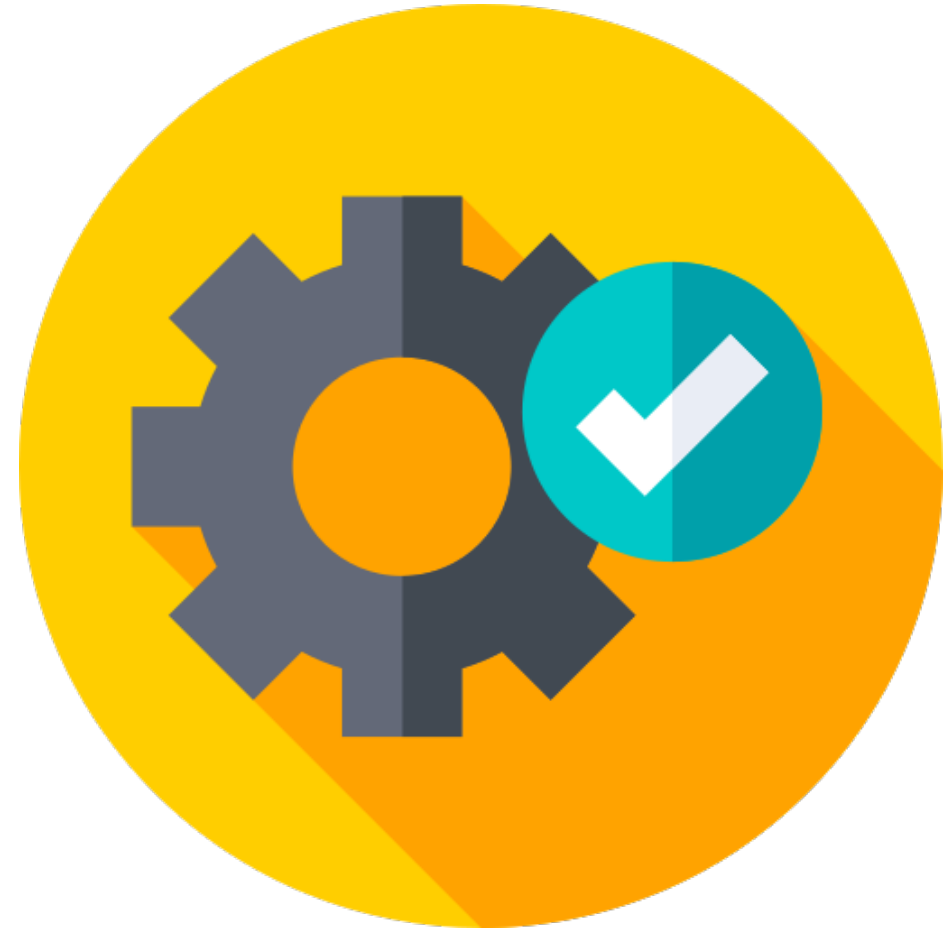
#2

PRACTICO



#3

INMEDIATO



Just



3

A hand-drawn map of Europe is shown in the background. Overlaid on the map is a network of light-colored sticks or twigs, connected by thin black lines. Several dark, circular coins are placed at various points along the sticks, representing data points or nodes in a network. The overall image conveys a sense of complex data analysis and navigation.

DONDE ?

QUE ?



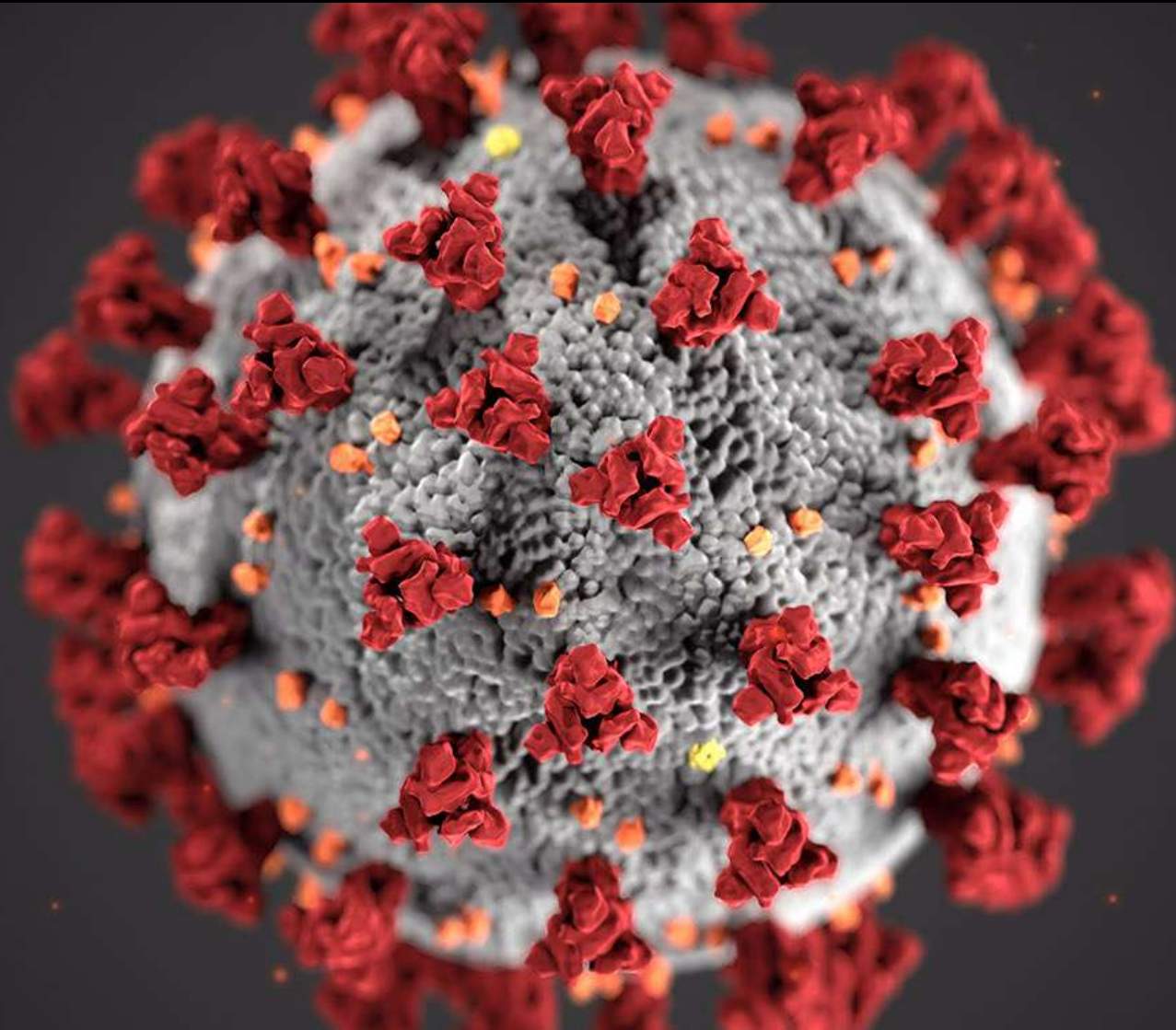
A large audience is seated at round tables in a conference hall, facing a stage with bright, colorful lights. In the foreground, a camera on a tripod is positioned to capture the event. To the left, several computer monitors display data and charts. The overall atmosphere is professional and high-tech.

COMO?



A map of Europe is shown in the background. Overlaid on the map is a network of thin, light-brown sticks connected by black, wavy lines. Several small, dark, circular coins are placed at various points along the sticks, representing data points or nodes in a network.

DONDE ?



NEW

NORMAL



NEW **A** NORMAL





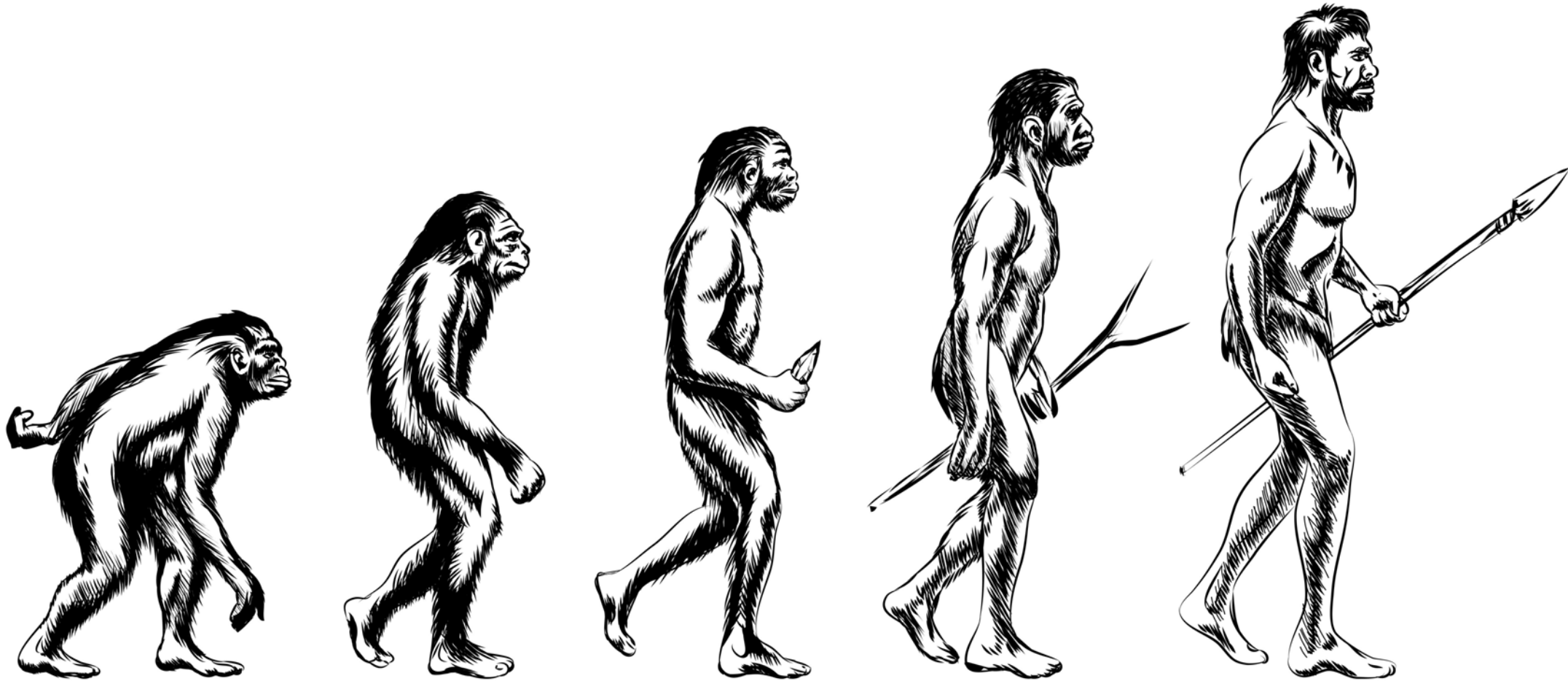


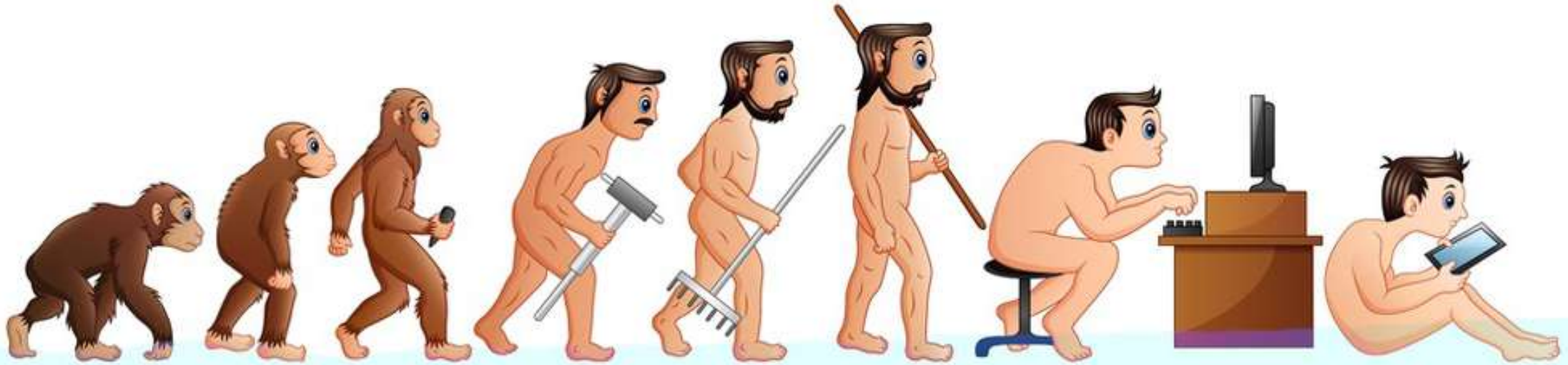






















571 CADA 60'

FUENTE

www.qmee.com

571 BRANDS





+ 800 mil





+ 21 millones

+ 40 mil

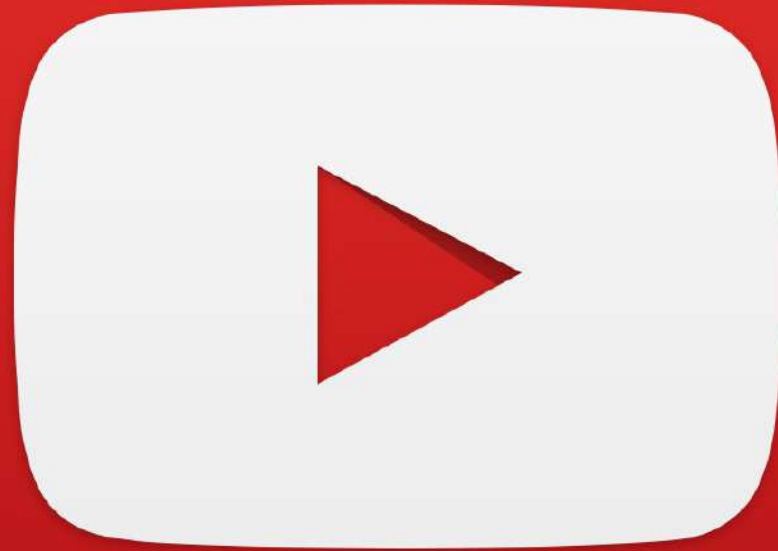




40 MIL HORAS



+ 70 Mil



2,78 MILLONES



972 MIL SWIPES



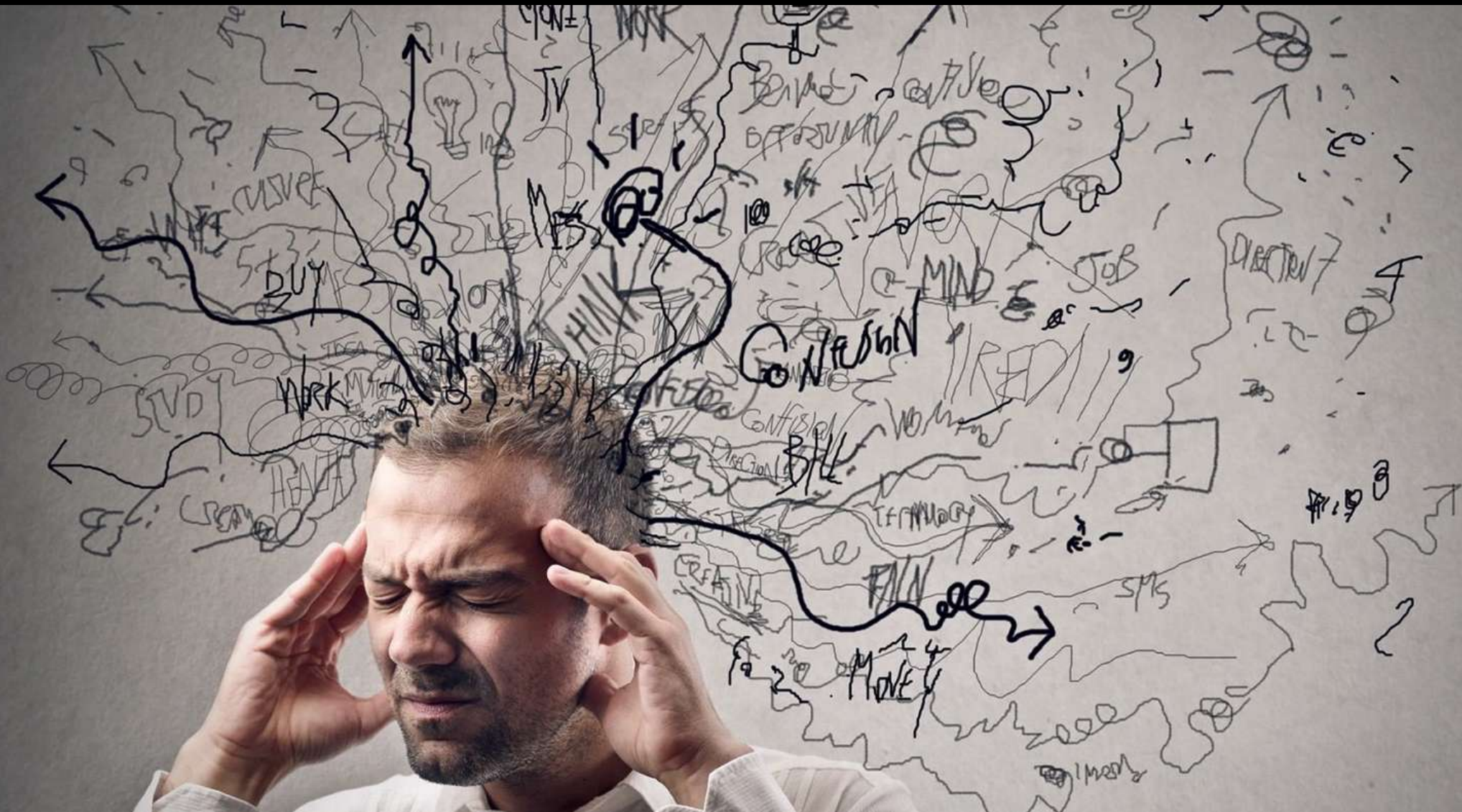
INFOXICACIÓN





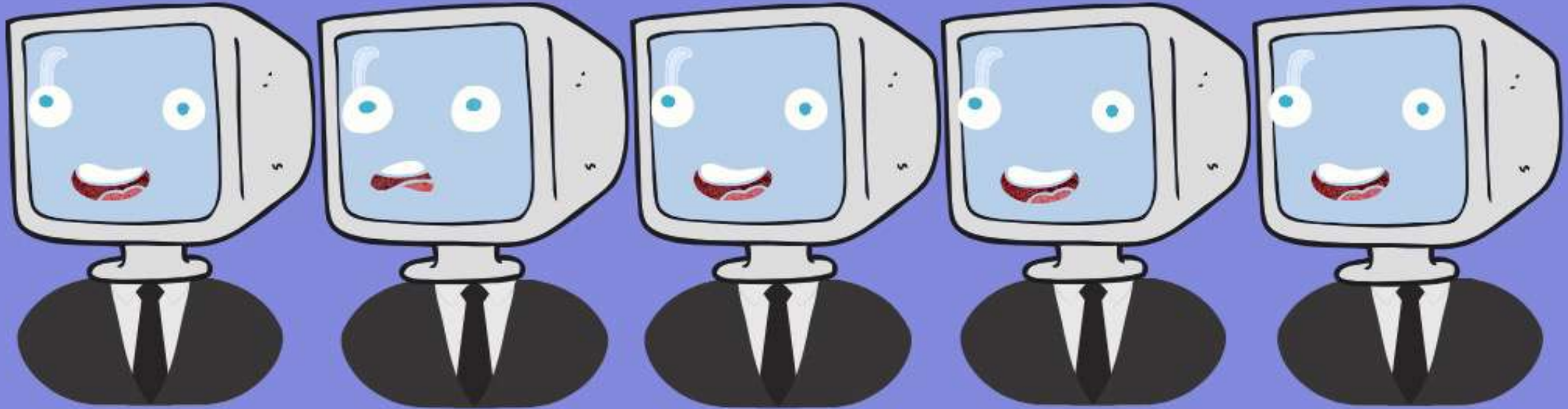
CONTAMINACIÓN DE ESTÍMULOS

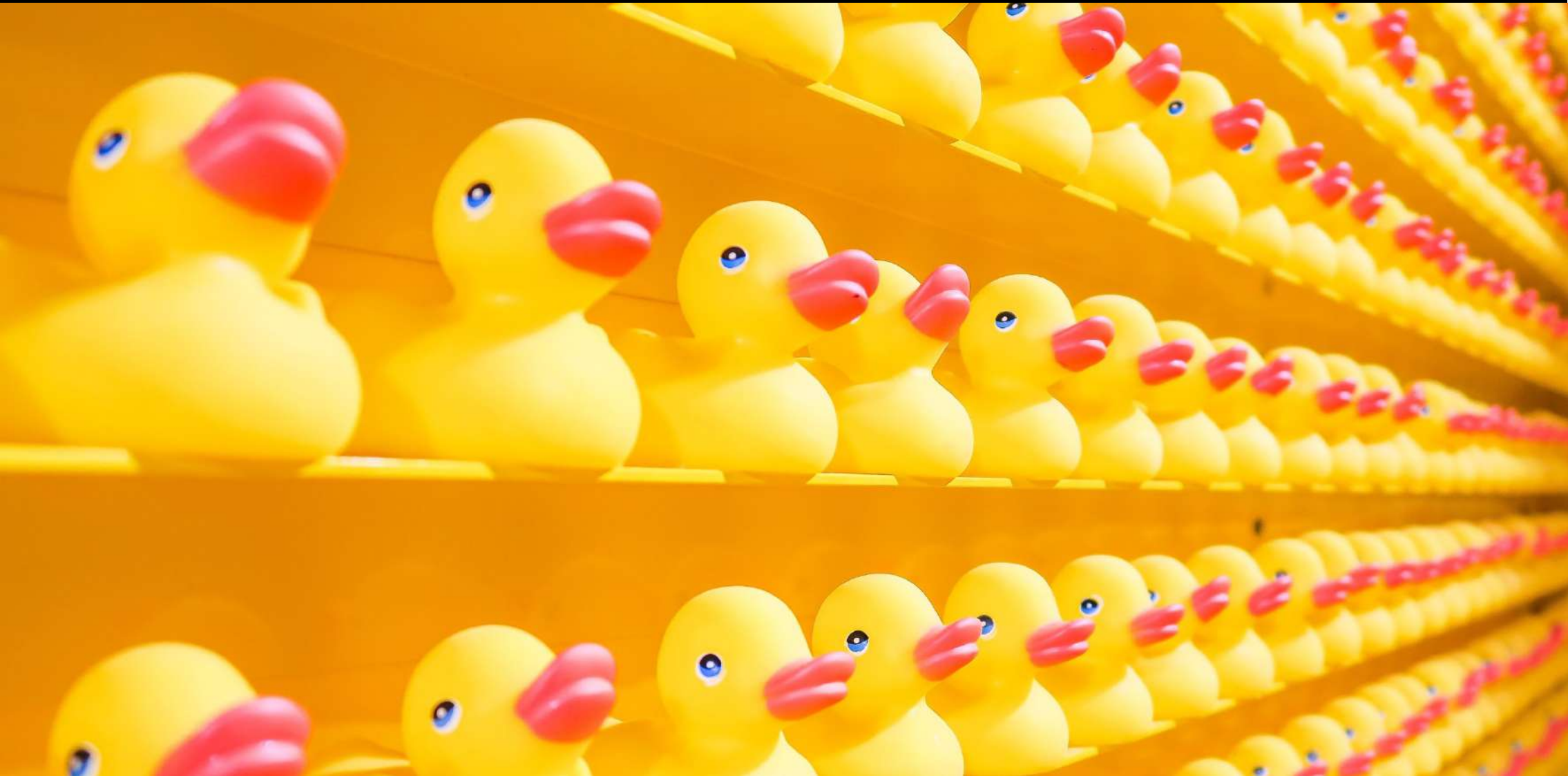






#COMODITIZACION



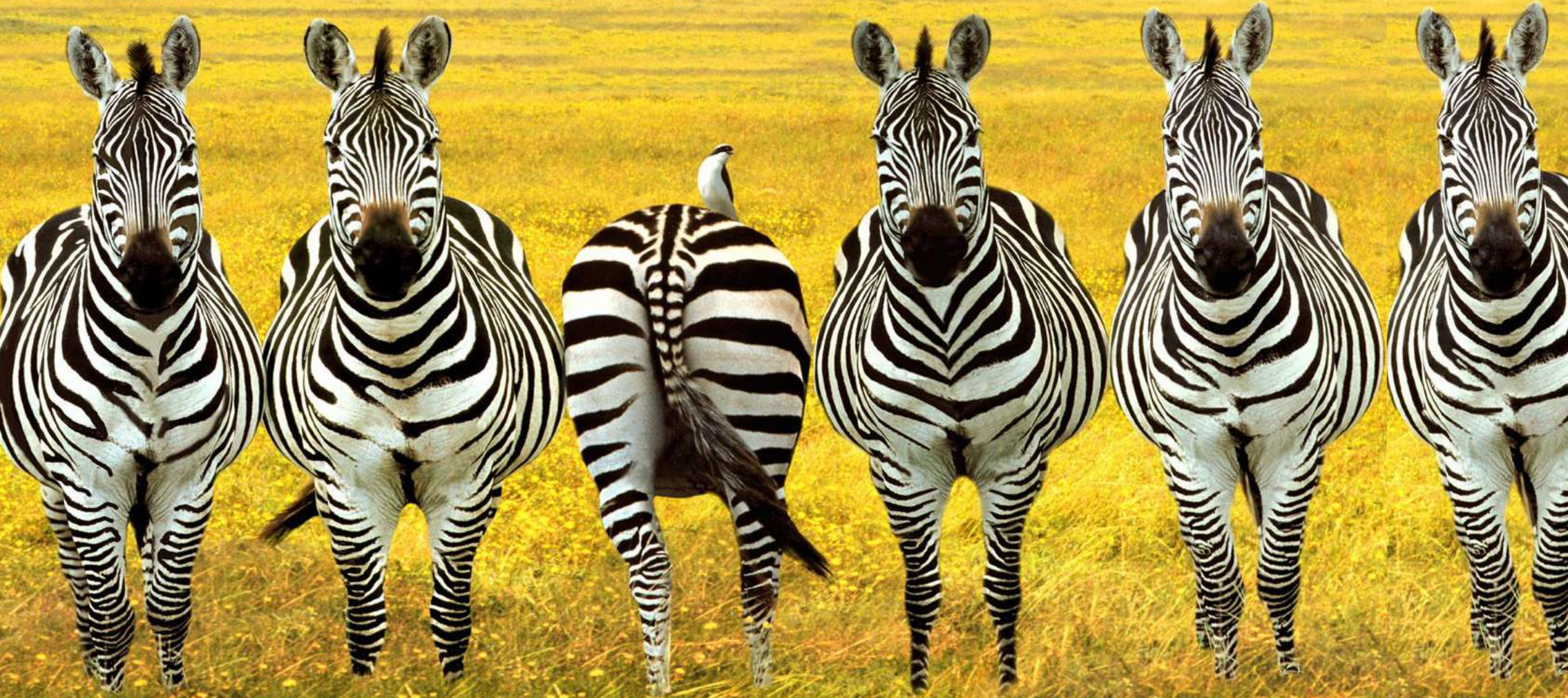






2021

A vibrant, celebratory graphic featuring the year '2021' in a bold, multi-colored font. The numbers are outlined with a thick, multi-layered border in shades of cyan, orange, and pink. The background is a teal gradient with soft bokeh circles and scattered confetti in purple, yellow, and blue. A large, semi-transparent blue circle is visible in the upper right corner.



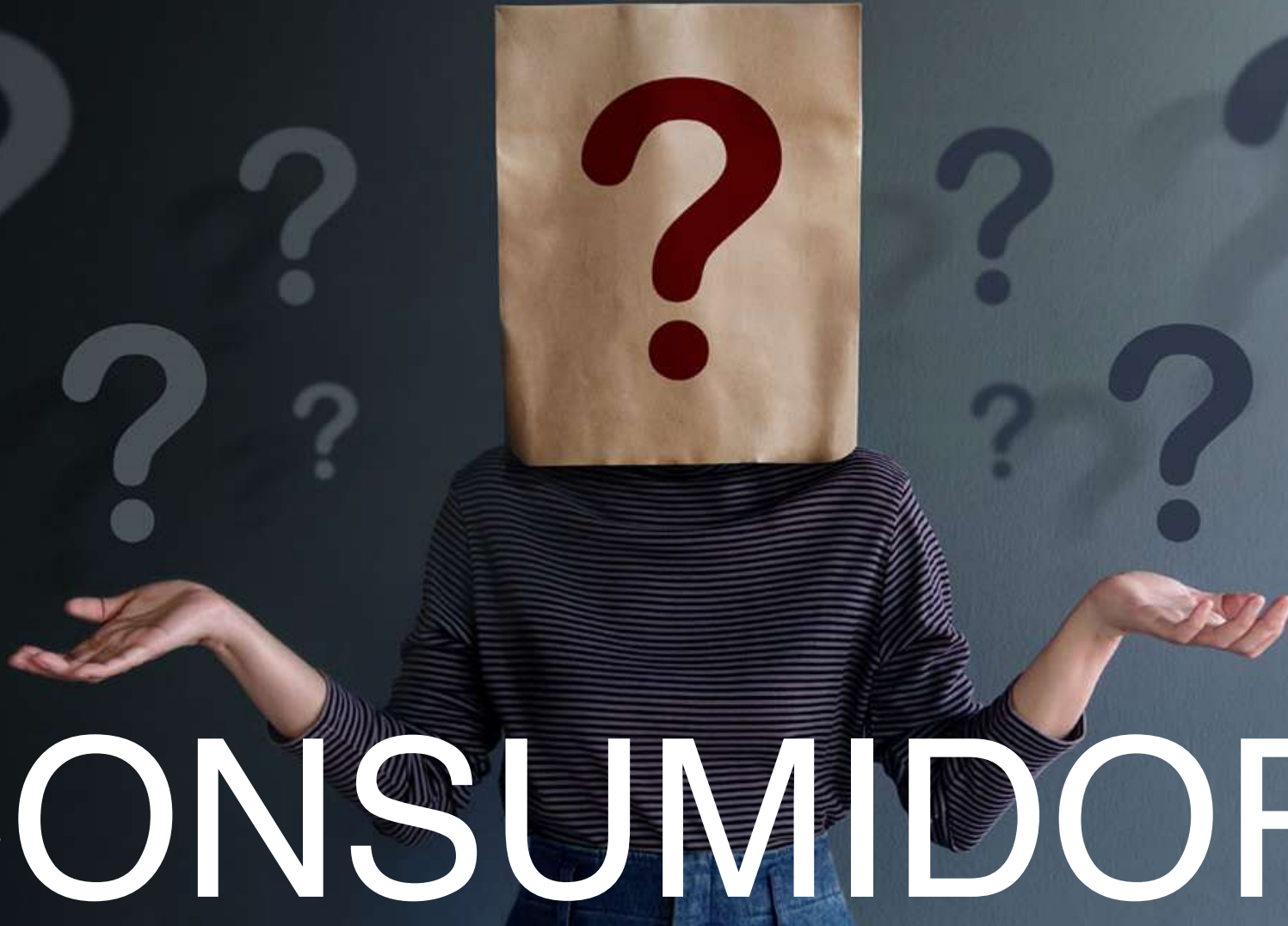
A field of dark blue umbrellas with one bright green umbrella standing out. The green umbrella is positioned in the middle-right area of the frame, contrasting sharply with the surrounding blue umbrellas. The text is overlaid on the image in a bold, white, sans-serif font.

SI NO TE VEN DISTINTO

NO

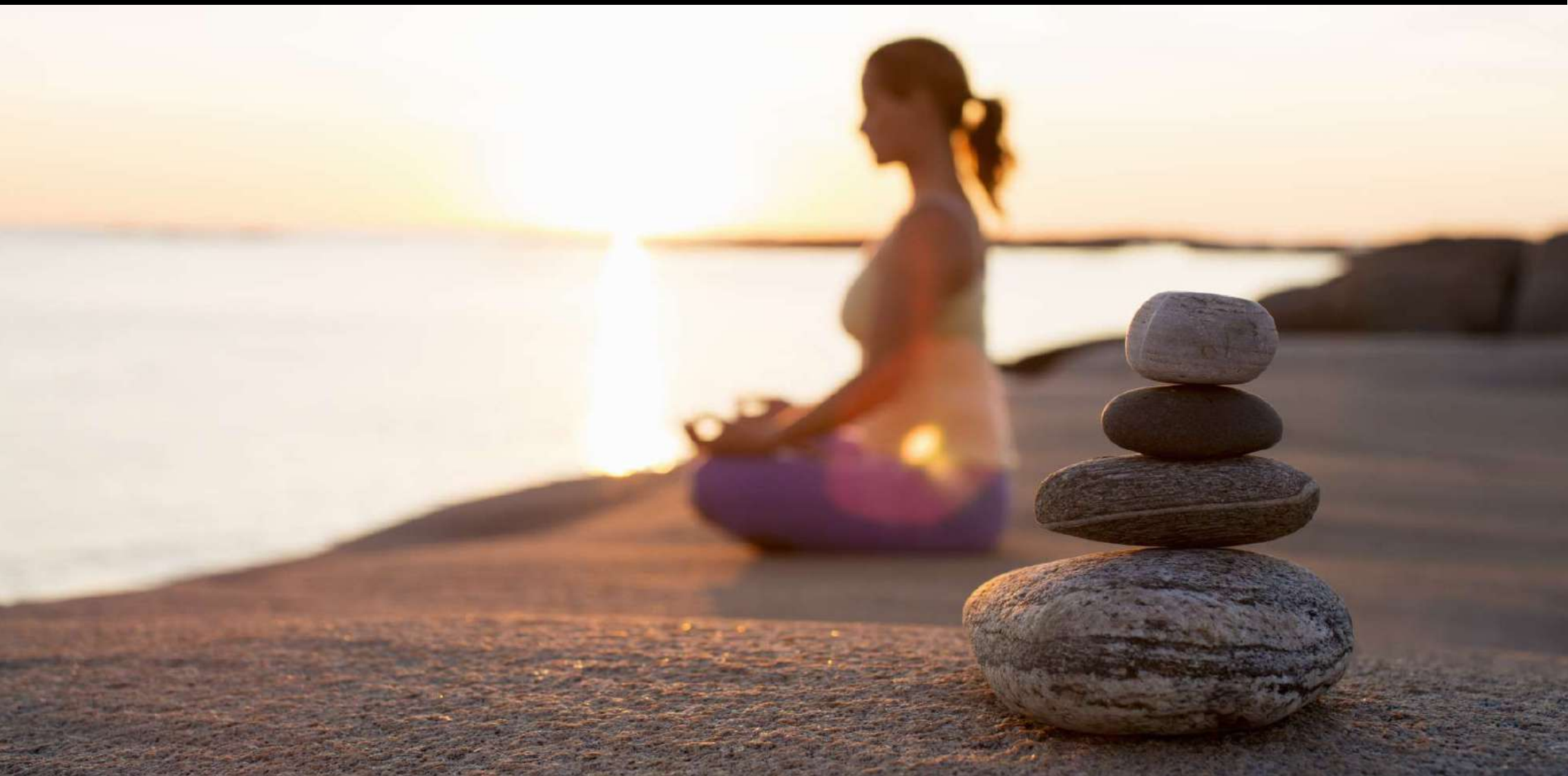
EXISTES





CONSUMIDOR 20









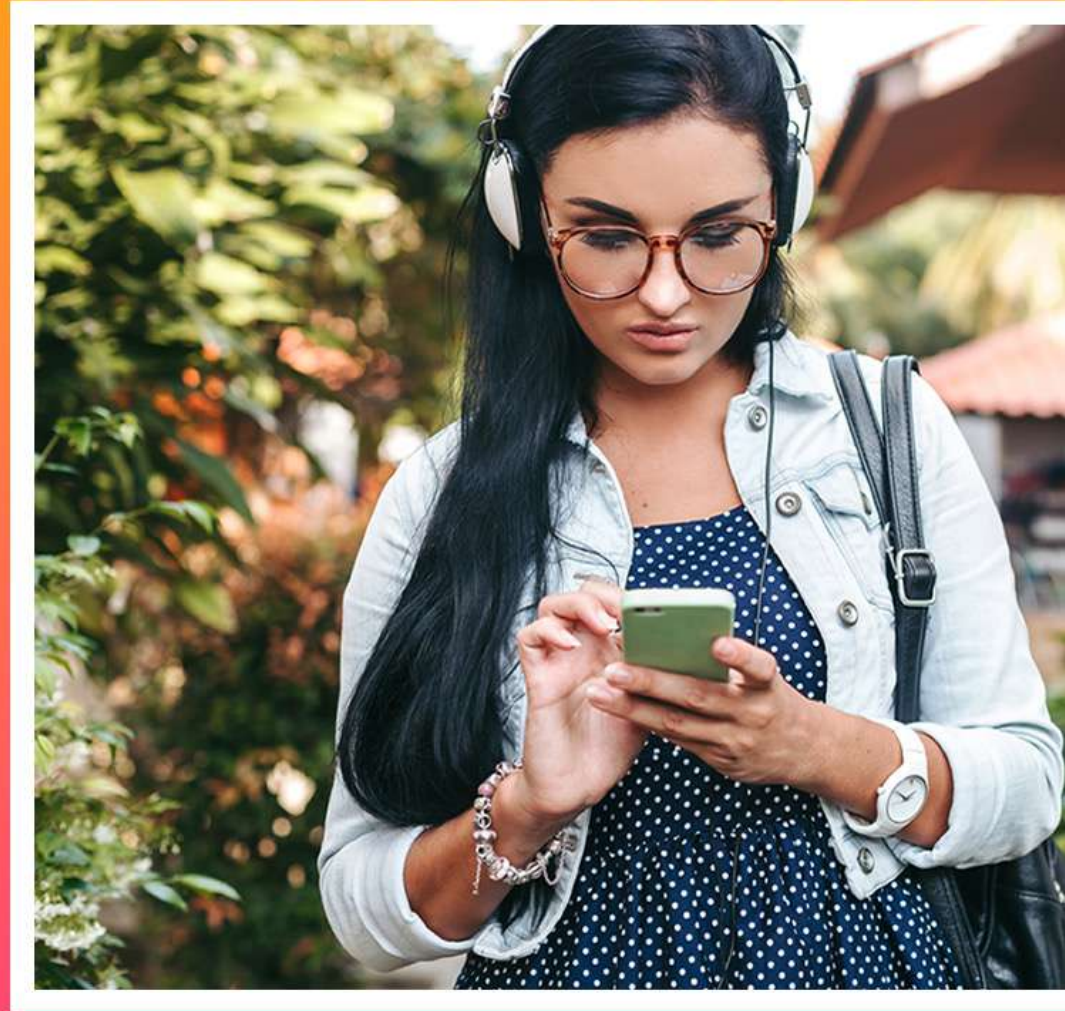






#1 EN TRÁNSITO

Bye al Cliente de por vida.
Hola al Consumidor "Traveler".



#2

INMEDIATEZ

Se impone la respuesta en
"Tiempo Real"



#3

SUPER PODERES

El Consumidor 100% al
Centro de la Escena.



#4

NUEVOS VALORES

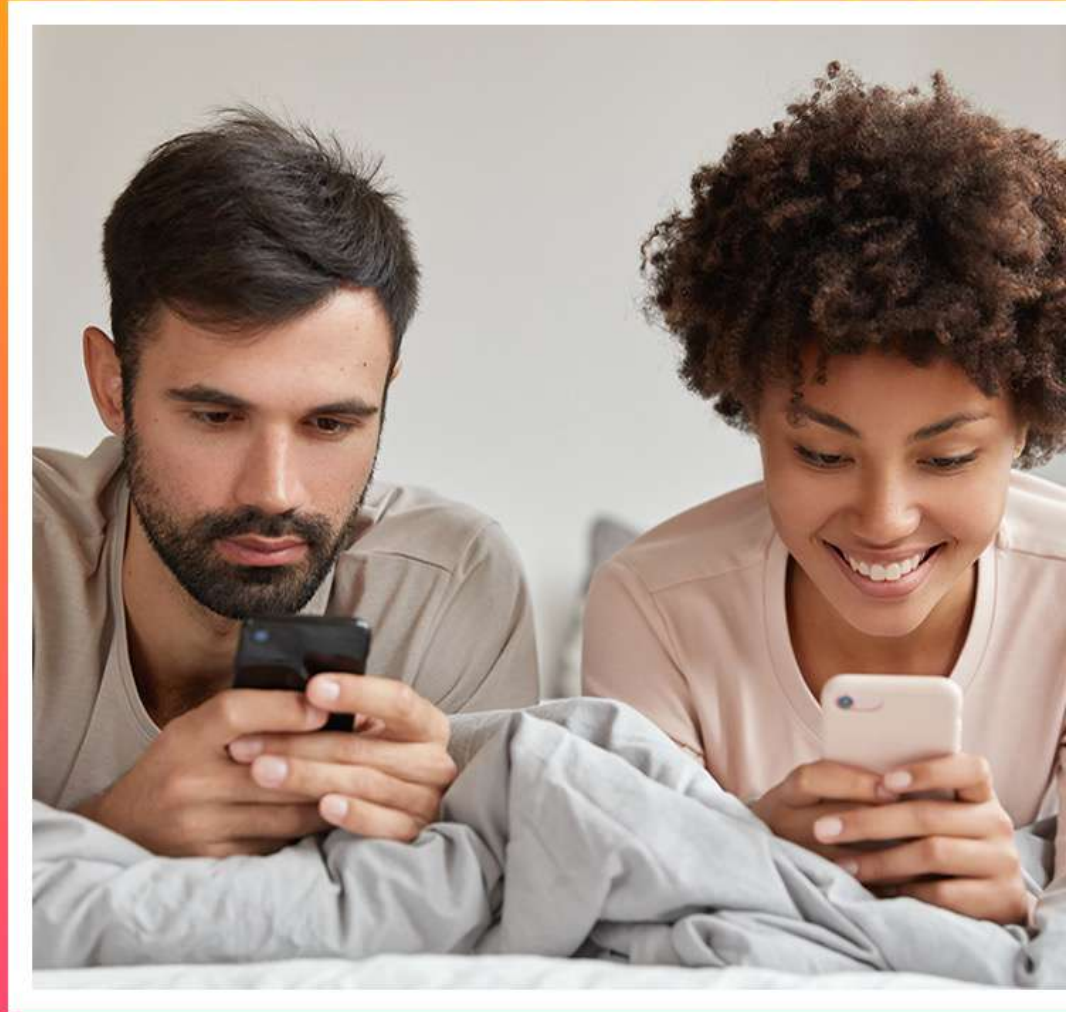
Humanidad, Sensibilidad
y Calidad de Atención.



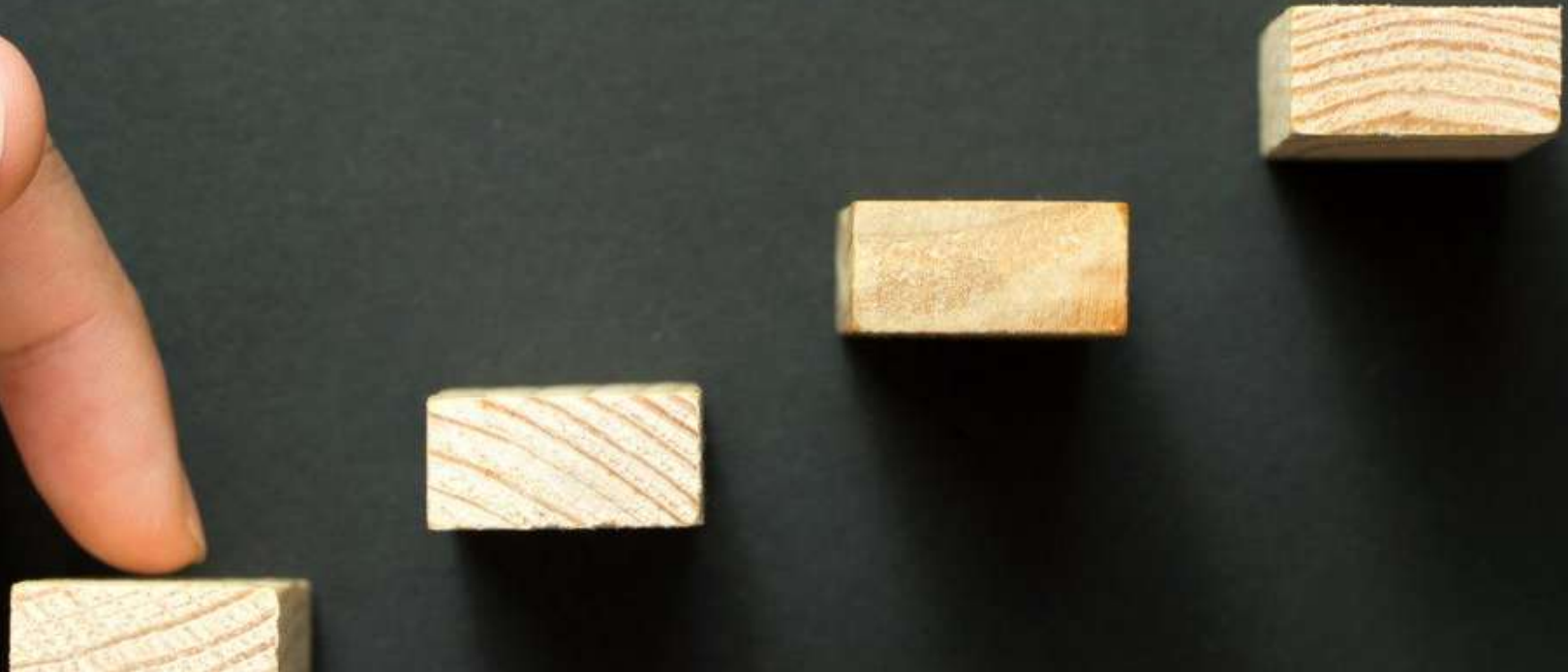
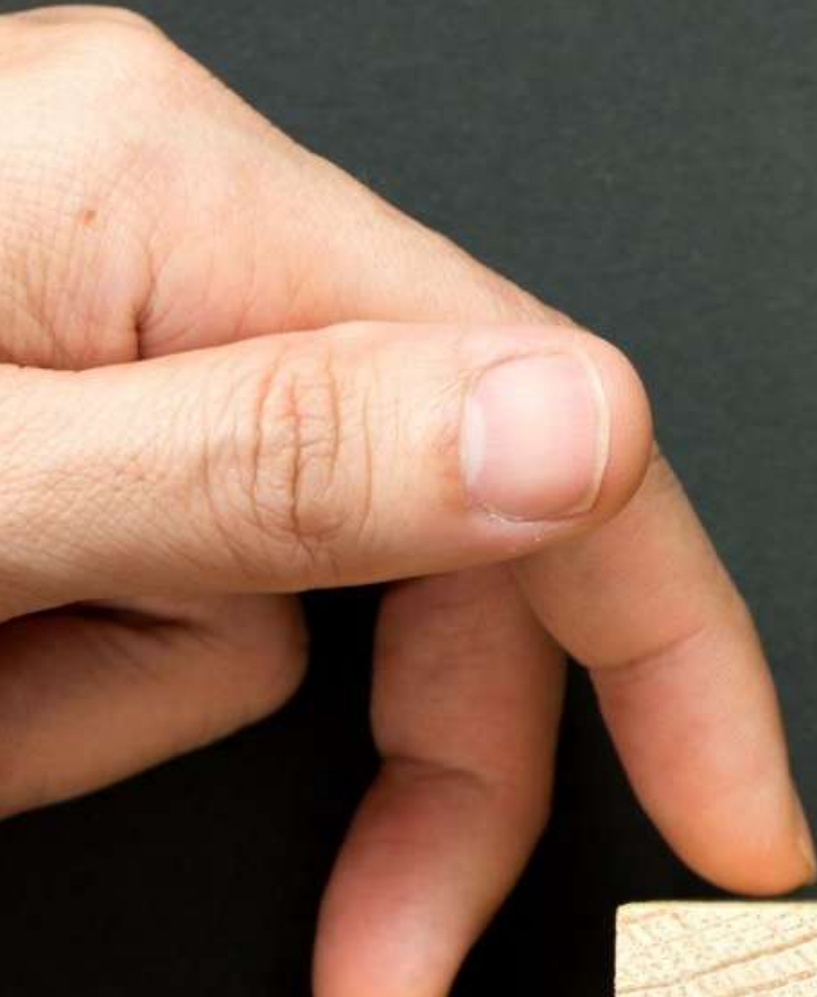
#5

HIPER CONECTADOS

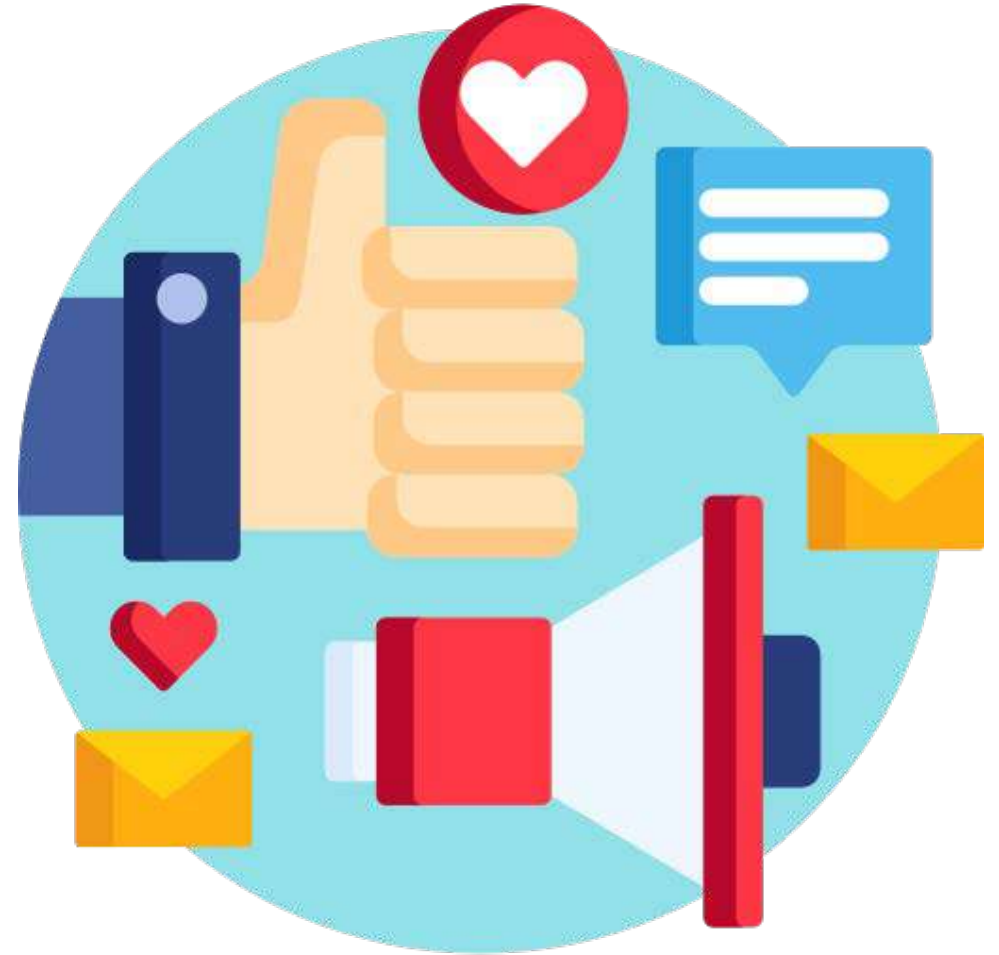
Destacar y llamar la atención
antes que vender.



QUE ?



Marketing Digital



Estrategia Digital



Redes Sociales



Facebook



Instagram



YouTube



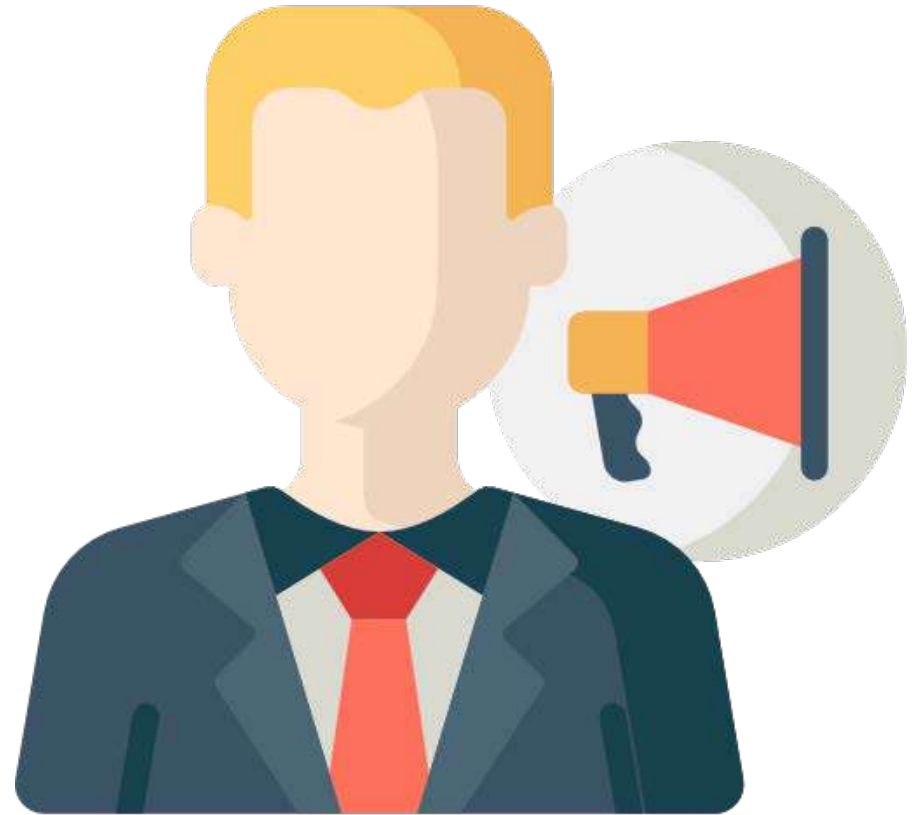
LinkedIn



Twitter



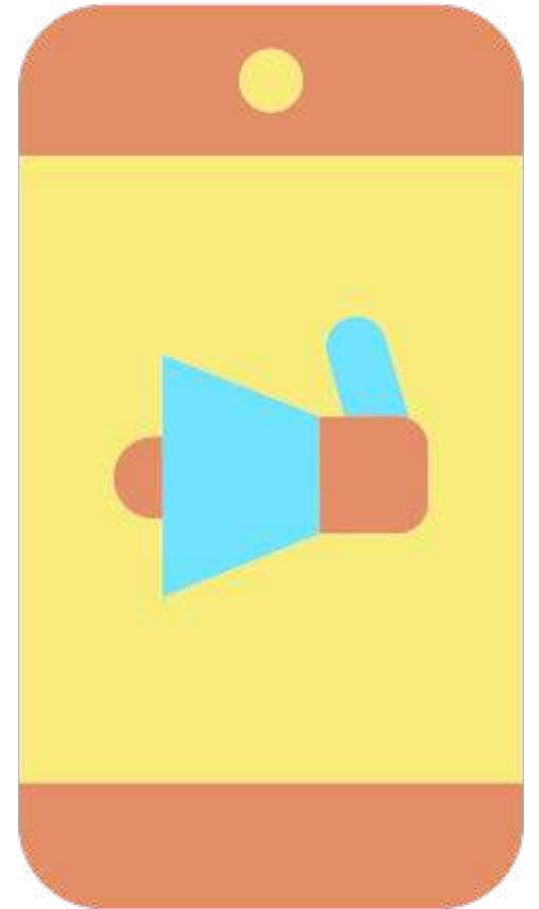
Psicología Consumidor



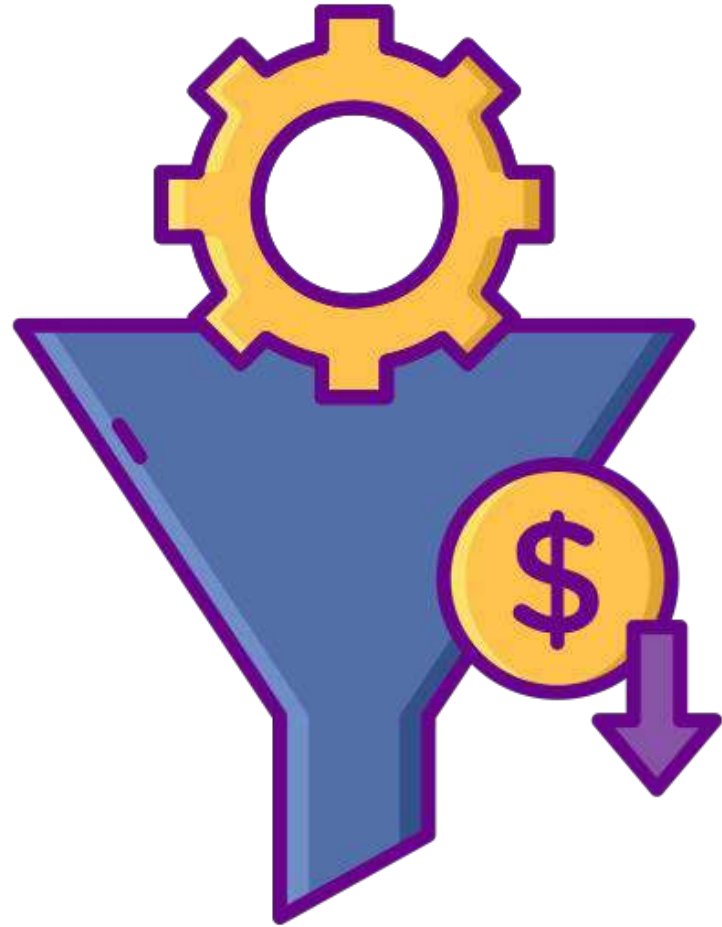
Segmentación Audiencias



Posicionamiento Digital



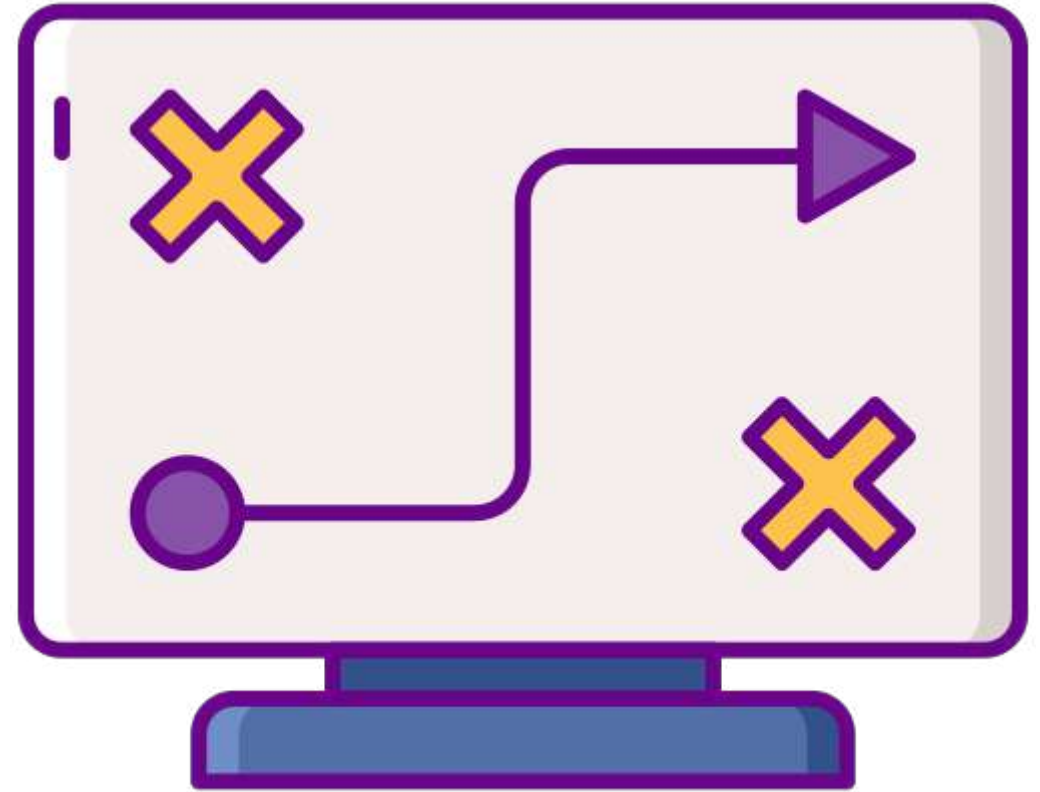
Embudo Ventas



Analítica Digital



Omni Canalidad



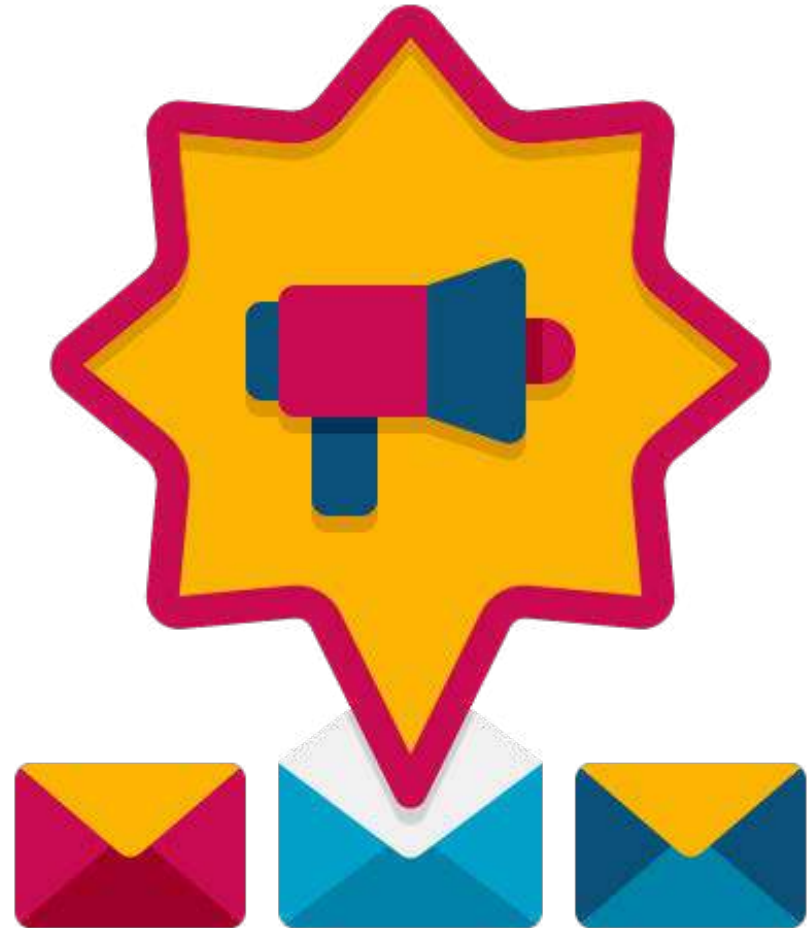
Funnels Ventas



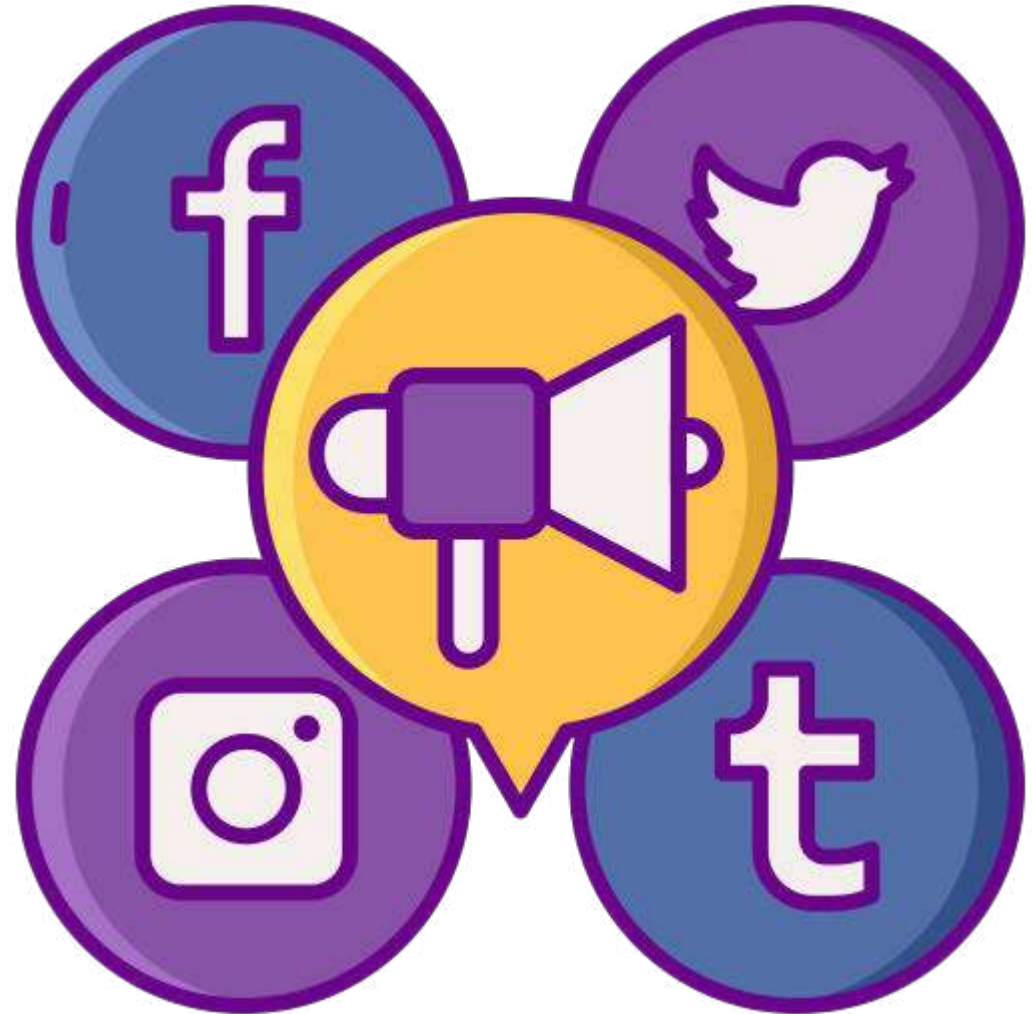
SEM & SEO



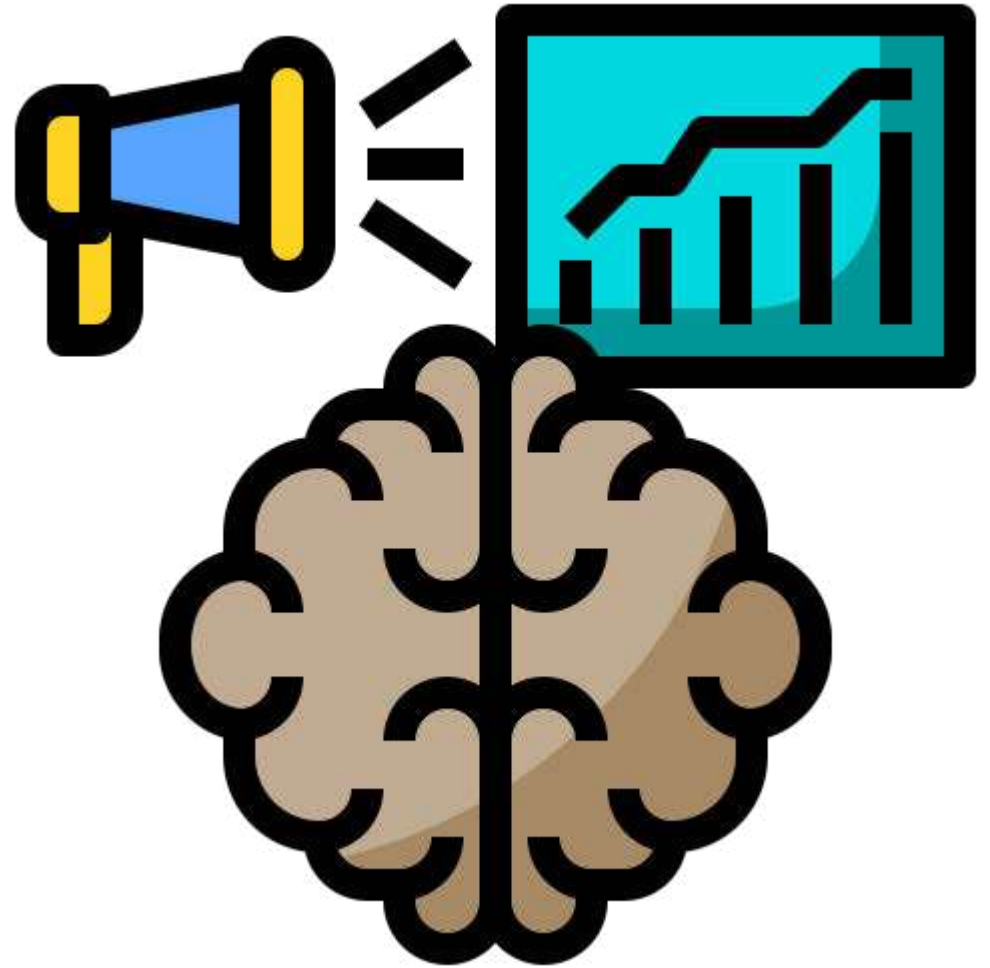
eMail Marketing



Influencer Marketing



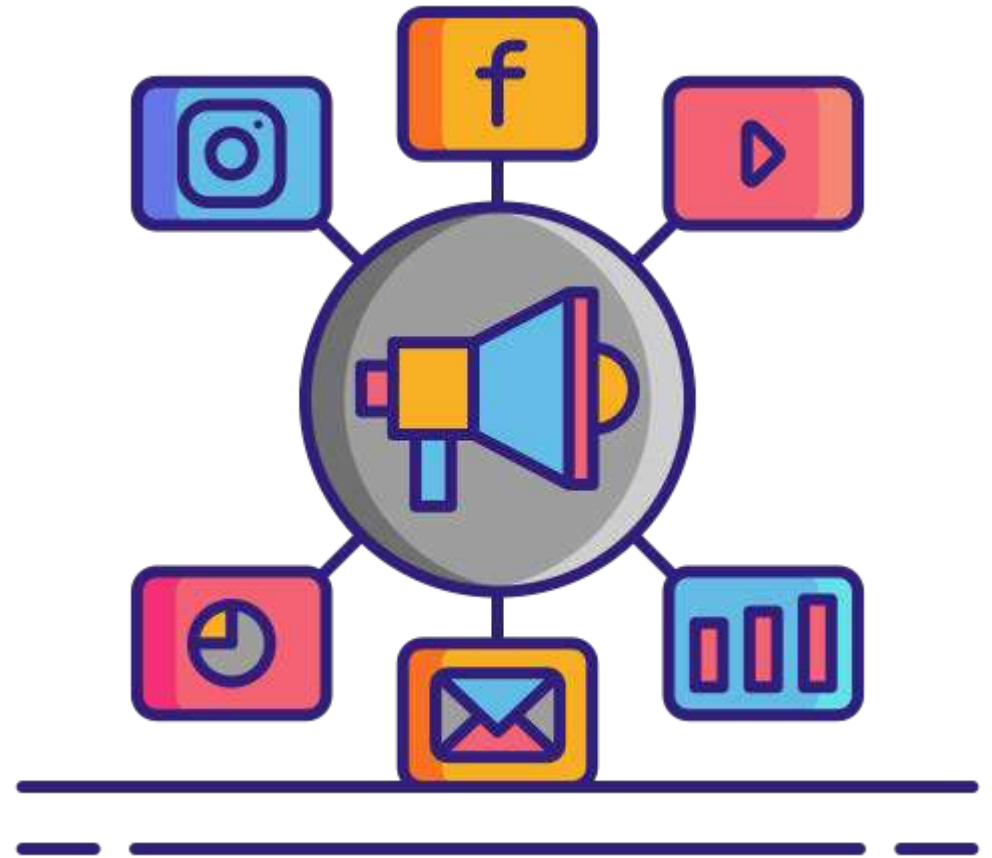
Creatividad Digital



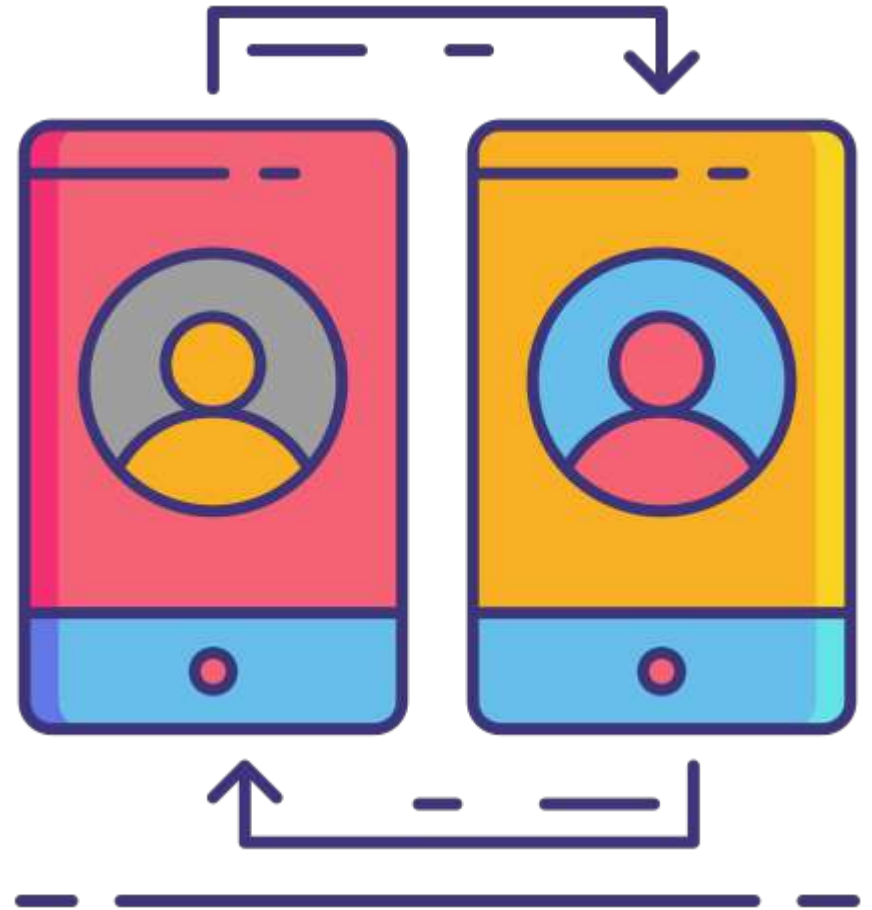
Análisis Competencia



Customer Journey Digital



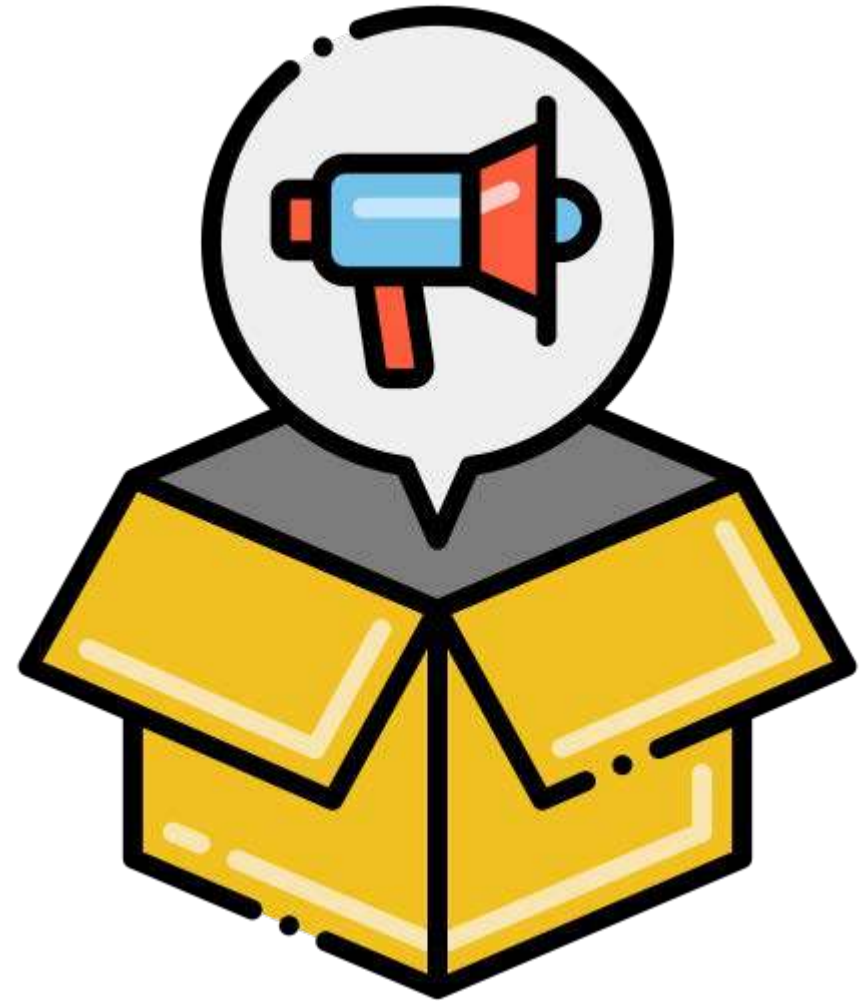
Conversión Leads



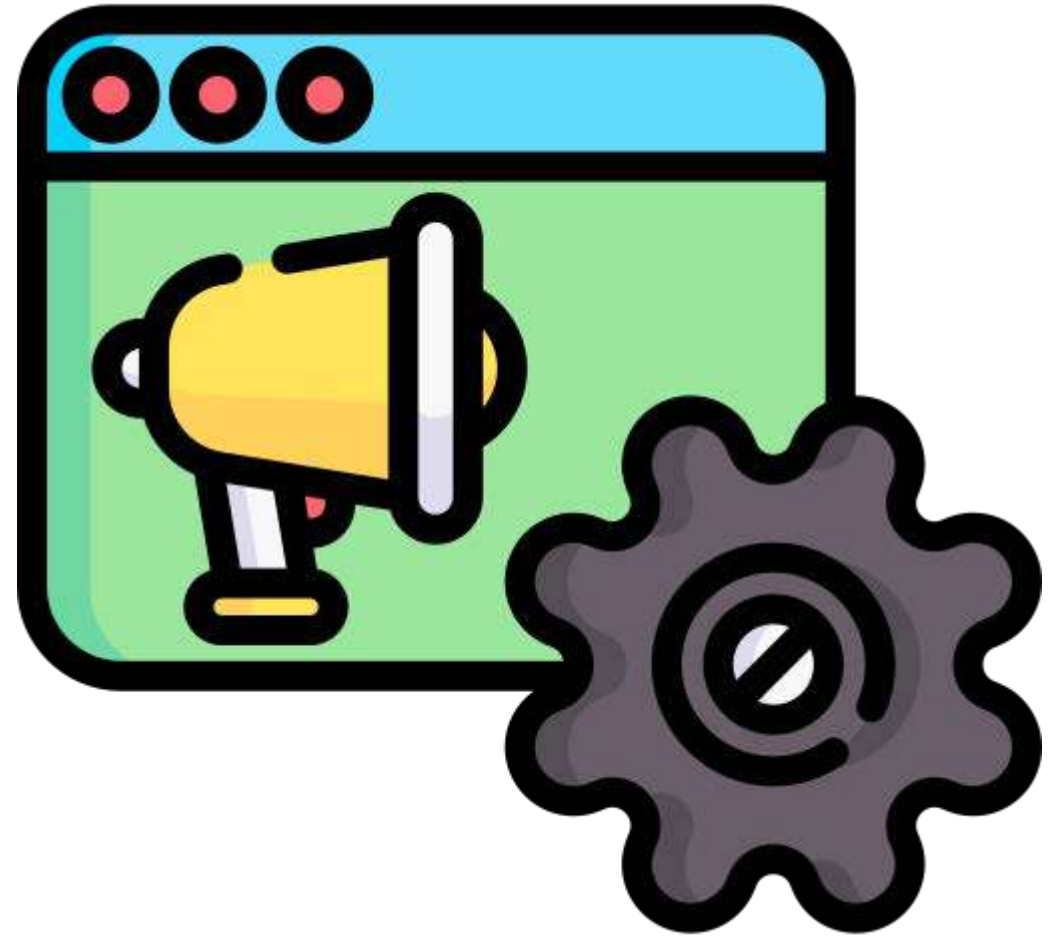
Google Ads



eCommerce



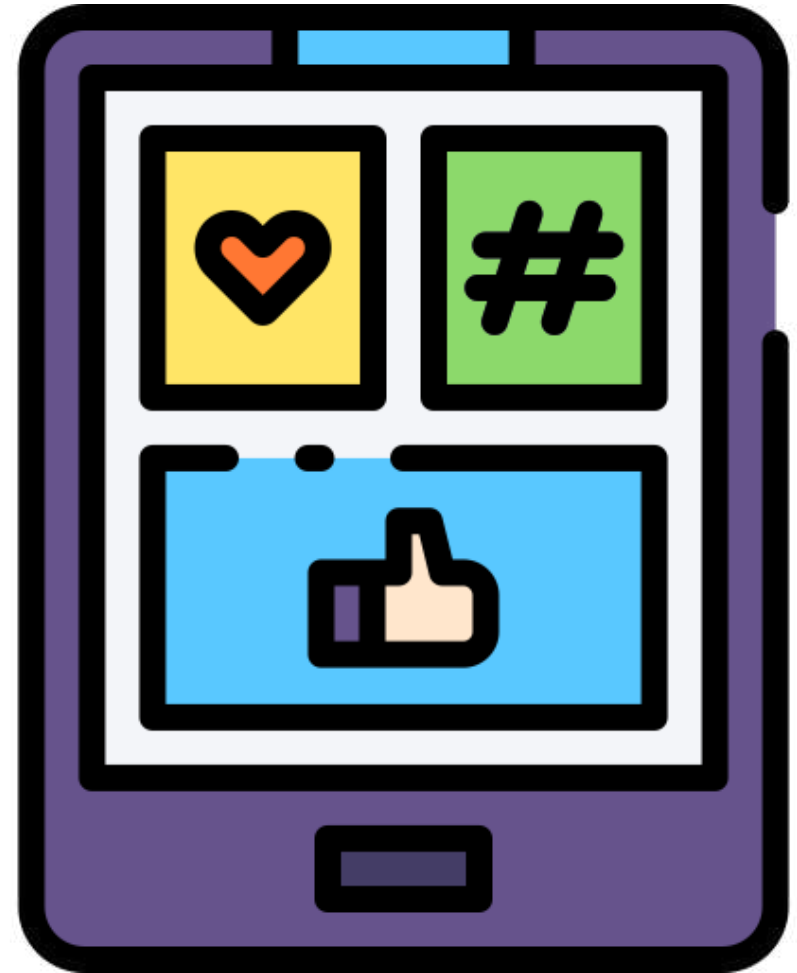
Mobile Marketing



Optimización Web



User Experience



WhatsApp Marketing





COMO?



TEORIA





PRACTICA

VIDEOS



EJERCICIOS



EXPERIENCIA



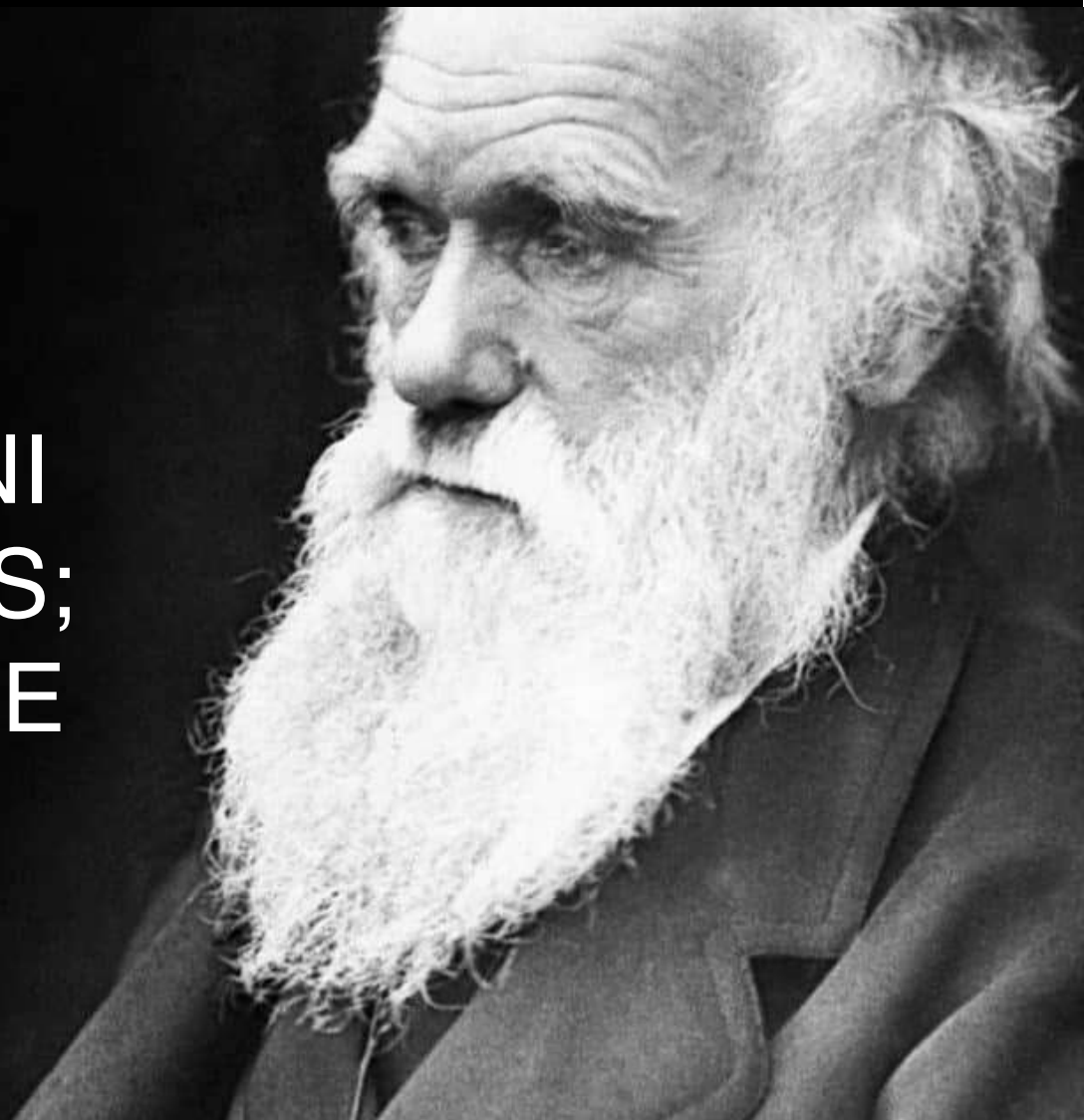


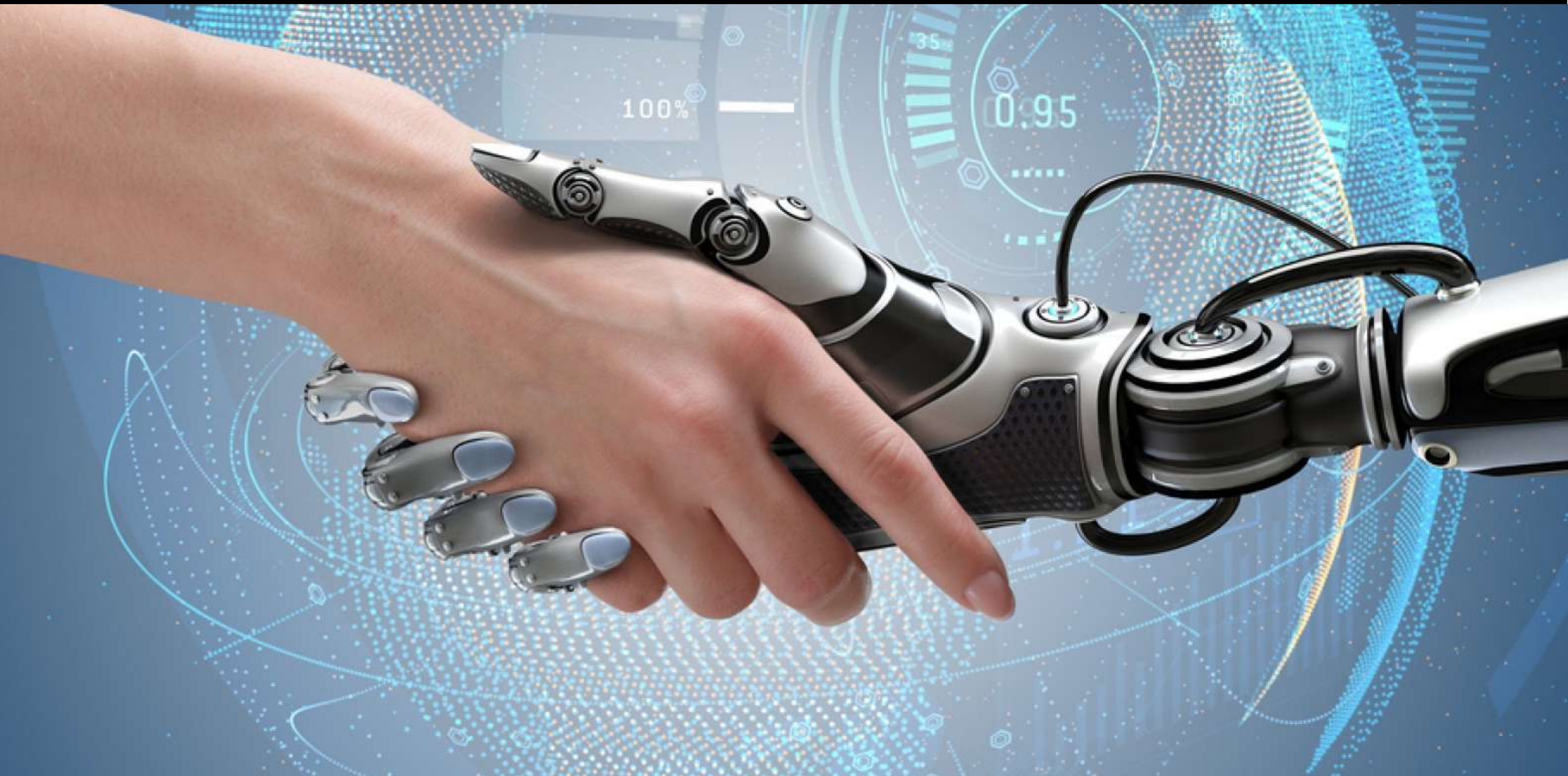
INTERACCIONES

conclusions

"LAS ESPECIES QUE SOBREVIVEN NO SON LAS MÁS FUERTES, NI LAS MÁS RÁPIDAS, NI LAS MÁS INTELIGENTES; SINO AQUELLAS QUE SE ADAPTAN MEJOR AL CAMBIO"

C. DARWIN





FUTURO !





El futuro digital
es de todos

MinTIC



Blockchain

& analítica de datos
para industrias digitales





@DavidCastejon

817 publicaciones

20k seguidores

4,607 seguidos



David Castejon | MARKETING

 #Speaker  #Consultor  #Innovador

 #Marketing #Ventas #RedesSociales

 Dicto #Conferencias #Seminarios #Capacitaciones

The End



El futuro digital
es de todos

MinTIC

GRACIAS !