Marketing Digital para potenciar las ventas

Jornadas de especialización 2018 Universidad Internacional SEK

Joline Jaraiseh A.

HOW AIRBNB STARTED

BY ANNA VITAL

Or How 3 Guys Went From Renting Air Mattresses To A 10 Billion Dollar Company

(Joe) (Brian)















two guys in San Francisco can't pay

one

week later

they think to rent out 3 air matresses on floor to people and serve breakfast they make a simple website (a blog with maps) airhedandhreaktast com

2 men.1 woman showed up, paying \$80 each

after guests left they thought this could be a big idea

2009

they invited former roommate as a

co-founder to build the site

2008

launched at SXSW - got two bookings

Brian, I hope it's not the only idea you are working on.





No



were making \$200 a week for months. not growing



got \$20,000 in first funding from Paul Graham's Y Combinator



sold "Obama O's" cereal before the election, for \$40 each making

first money \$30,000



2010-2011



made \$400 a week started to **Grow**

were rejected by a famous VC in New York (Fred Wilson)

Barry Manilow's drummer rents an entire house

raised \$600,000 seed round from Seguoia

raised \$7.2 million, then \$112 million from many

investors and Ashton Kutcher



VALUATION

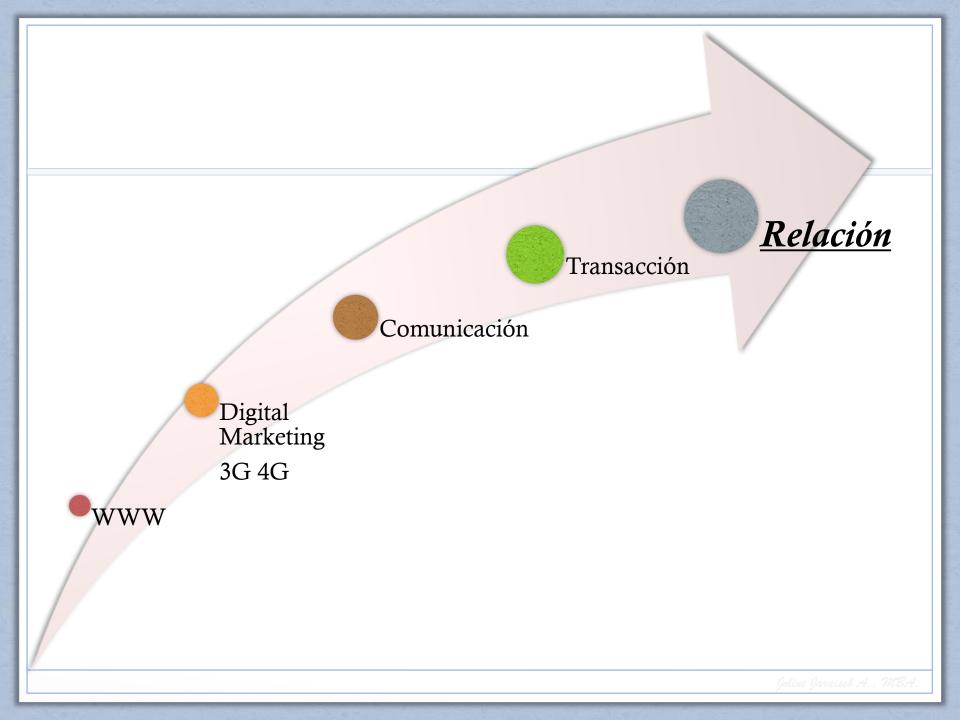
(friend)

Funders and Founders

based on reports in Telegraph, WSJ, and The Atlantic

- Marketing 2.0
- Online Marketing
- Marketing Digital
- Cybermarketing





MARKETING DIGITAL

Aplicación de las estrategias de comercialización llevadas a cabo en los medios digitales.

WEBSITES

- Corporativa vs. Marca
- Transaccional vs. No Transaccional

Ex.:

https://visitfaroeislands.com

https://ecuador.travel

https://www.gogalapagos.com

Contexto

Layout & Diseño

Contenido

Texto, imágenes, música, video Aspectos clave Web

Customización

Habilidad de la pagina para adaptarse a diferentes usuarios

Permite cambio por usuarios

Comunicación

Interactividad

Conexión

El grado en que el sitio esta conectado a otros

Comercio

Capacidad de permitir transacciones comerciales





Joline Jaraiseh A., MBA.

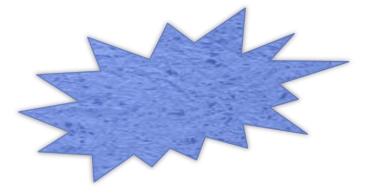
BUSCADORES MARKETING DE BUSQUEDA

- Los esfuerzos de marketing para ganar visibilidad o prominencia de una pagina web dentro de los motores de búsqueda.
- El objetivo es atraer visitantes que buscan mediante palabras claves dentro de su portal favorito de búsqueda.

EJERCICIO DE BUSQUEDA







MARKETING VIRAL

- Personas
- Conversaciones

BOCA – A -BOCA

VERSIÓN ONLINE

- Videos, websites, email, redes sociales
- Pasar contenido "infeccioso"

VIRAL

Social Media Networks







tripadvisor®

Mobile Marketing

Marketing
 conducido a través
 del internet pero
 que es solo
 accesible vía data móvil de las redes
 telefónicas.

- iPhones
- Androids

Plataformas de compra electrónica.

PizzaDominos APP – Order your pizza

Interacción

Cliente - Cliente

Blogs, experiencias

Cliente -Negocio Relaciones:

Dudas,
quejas

RIESGOS del Marketing Directo