5

HOW TO PROMOTE THE ONLINE SALES CHANNEL OUTSIDE THE MARKETPLACES: DIGITAL MARKETING BASICS

"THE VALLEY IS THE HUB WHER KNOWLEDGE BECOMES THE DRIVER THAT TRANSFORMS"

5. HOW TO PROMOTE THE ONLINE SALES CHANNEL OUTSIDE THE MARKETPLACES: DIGITAL MARKETING BASICS

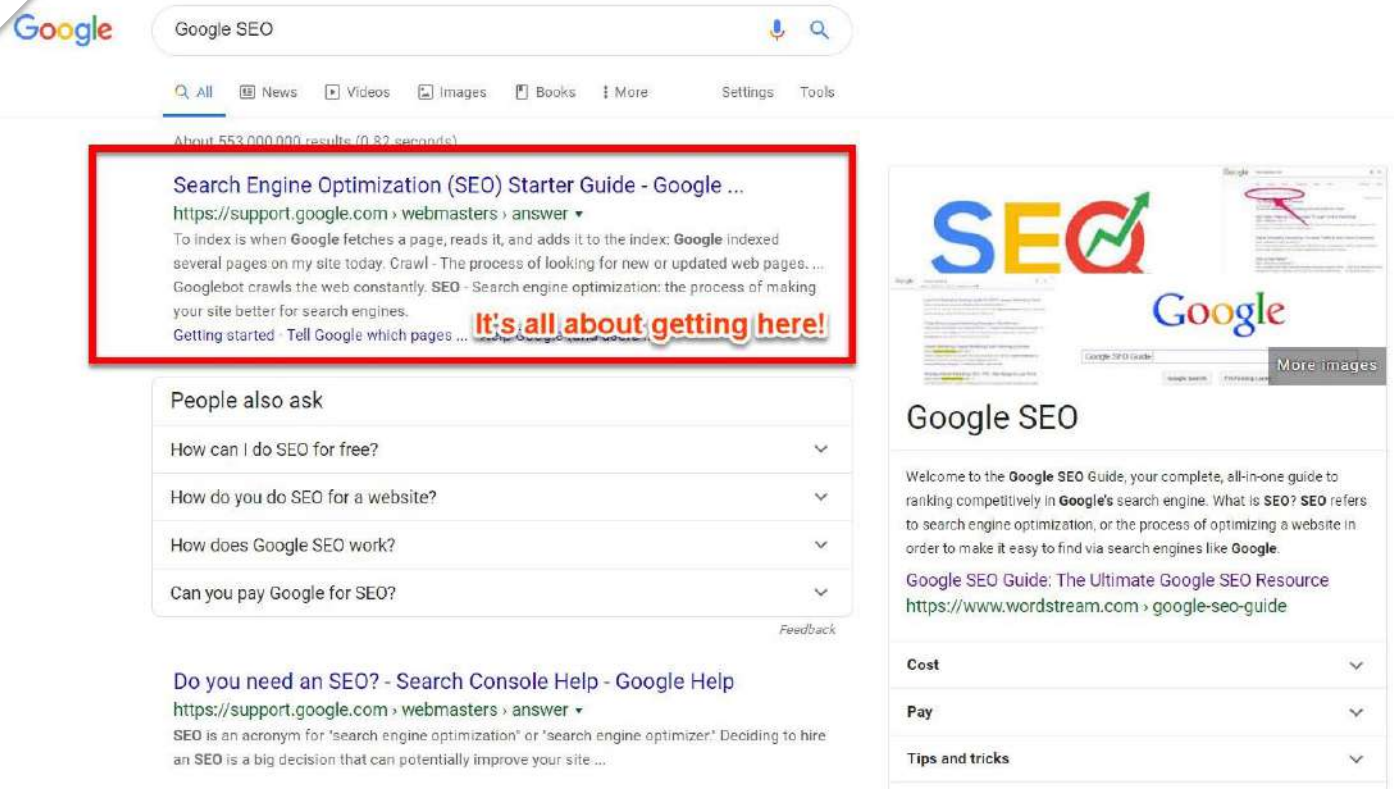
In this section the various strategies and tools for an adequate promotion of the online store will be analyzed. The Internet has become an obligatory channel in any action, both for its possibilities of interaction and for its international coverage. Even in its early stages, online marketing offers a wide range of variants and possibilities that move at the same speed as the network itself. Many of its terms, currently widely accepted, were simply unknown 5 years ago.

- ✓ Basic concepts: SEO/SEM/SMO...
- ✓ Main metrics of online marketing : CPM/CPC/CPL/CPA.
- ✓ Engine search optimization : what to do to be on the “golden mile”.
- ✓ Planification, execution and campaign tracking SEM.
- ✓ Google Adwords campaign example.
- ✓ Email marketing actions.
- ✓ Affiliate programs : typology and recommendations.
- ✓ The control of online reputation as an element of capturing leads and as a competitive intelligence tool .
- ✓ Use of social media in online marketing strategy (SMO): the role of community manager .
- ✓ Social Commerce: current status, forms of implementation and new trends.
- ✓ New media powered by social media : “influencers’ marketing ”. Some examples.
- ✓ ***Application examples in the agro-food sector***

BASICS: SEO

SEO, an acronym for Search Engine Optimization -in Spanish search engine optimization-, are the set of actions and techniques that are used to improve the positioning (visibility) in search engines of a website on the Internet, within the organic results in search engines such as Google, Bing or Yahoo.

BASICS: SEO


Google
Google SEO
All
News
Videos
Images
Books
More
Settings
Tools
About 553,000,000 results (0.82 seconds)
Search Engine Optimization (SEO) Starter Guide - Google ...
https://support.google.com › webmasters › answer
To index is when Google fetches a page, reads it, and adds it to the index: Google indexed several pages on my site today. Crawl - The process of looking for new or updated web pages. ... Googlebot crawls the web constantly. SEO - Search engine optimization: the process of making your site better for search engines.
Getting started · Tell Google which pages ...
It's all about getting here!
People also ask
How can I do SEO for free?
How do you do SEO for a website?
How does Google SEO work?
Can you pay Google for SEO?
Feedback
Do you need an SEO? - Search Console Help - Google Help
https://support.google.com › webmasters › answer
SEO is an acronym for "search engine optimization" or "search engine optimizer." Deciding to hire an SEO is a big decision that can potentially improve your site ...
SEO
Google
More images
Google SEO
Welcome to the Google SEO Guide, your complete, all-in-one guide to ranking competitively in Google's search engine. What is SEO? SEO refers to search engine optimization, or the process of optimizing a website in order to make it easy to find via search engines like Google.
Google SEO Guide: The Ultimate Google SEO Resource
https://www.wordstream.com › google-seo-guide
Cost
Pay
Tips and tricks

BASICS: SEO

Search engines collect the list of pages on the web and order it based on their algorithm. These algorithms are updated from time to time to try to offer the user the results that best match the search they have made and that among the top of the list there is no manipulated text or spam.

BASICS: SEO

Search engines rely on more than 200 factors to position a web page. These factors can be internal or external. The external ones would be those that cannot be controlled and that depend mainly on the behavior that users have on that website:

- Whether or not it is a site that is shared on social networks
- Number of quality links you have linked
- The number of visits you receive
- Bounce rate
- …

The **internal** ones are those that do depend on the person in charge of the web:

- Charging speed
- Domain authority
- The publication of quality content that corresponds to the keywords
- The architecture or structure of the web
- The HTML code
- Write the URLs with the necessary information
- …

BASICS: SEO

SEO techniques and strategies to position a website in the first positions:

The content.

The content must provide an answer to the user's search, but searches are not always very specific. Searching for 'restaurant in Madrid' is not the same as searching for 'Italian restaurant in Madrid in the Chamberí area that opens at night'. To be indexed by search engine robots, websites have to offer clear content that includes several keywords..

ecommercenews

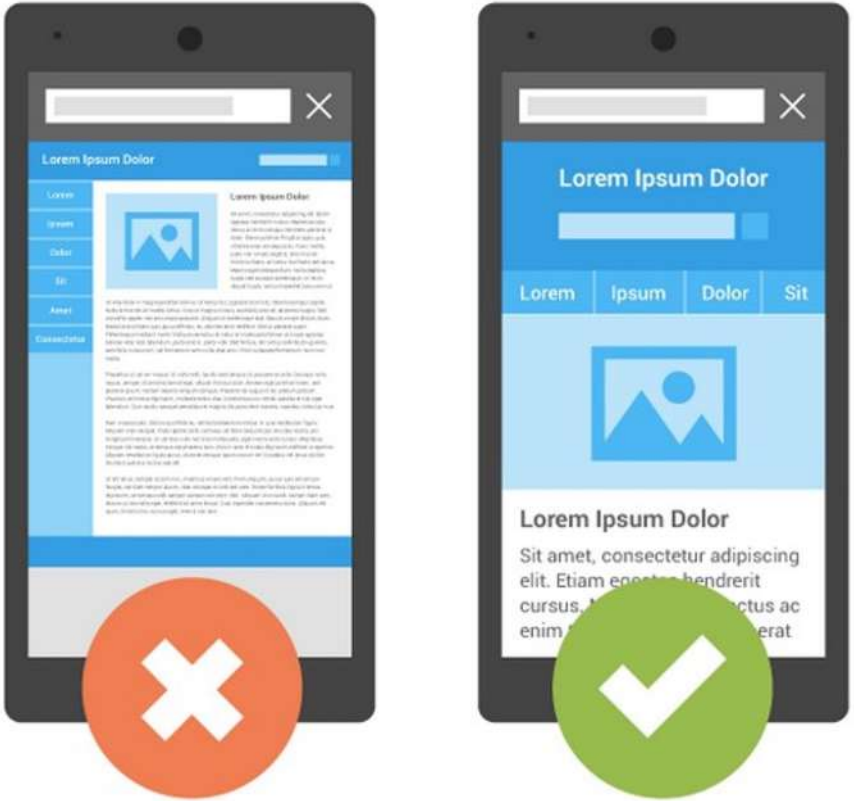
SEO techniques and strategies to position a website in the first positions:

Mobile search optimization.

Search engines like Google give preference to those pages that are Mobile Friendly or that are based on the characteristics of the responsive web; that is, they offer the best response regardless of the device from which the query is made.

Mobile Friendly sites are those that use text so that it is readable on a mobile without using the zoom and that it is not necessary to scroll horizontally to read it, those that place links with enough distance from each other so that the user can touch the correct one, and those who avoid software that are not common on mobile devices, such as Flash.

BASICS: SEO


Lorem Ipsum Dolor
Lorem Ipsum Dolor
Lorem
Ipsum
Dolor
Sit
Lorem Ipsum Dolor
Sit amet, consectetur adipiscing

SEO techniques and strategies to position a website in the first positions:

Site speed.

A page that takes more than five seconds to load causes a high number of bounces.

The factors that most influence the loading speed of a website are: Hosting, which is where the server is located, the network and programming.

BASICS: SEO

SEO techniques and strategies to position a website in the first positions:

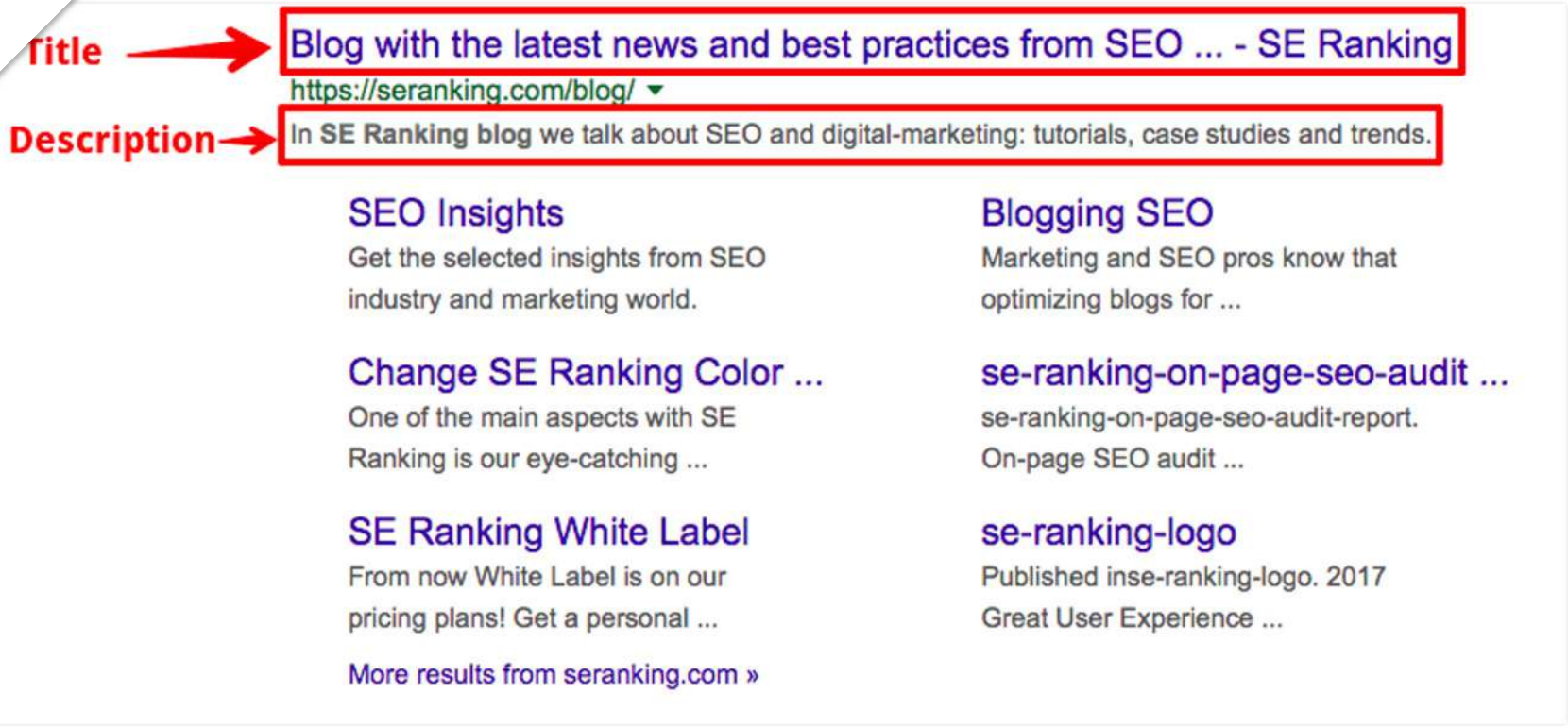
HTML.

There are a series of meta tags that favor SEO, and, for this, the HTML must be validated, that is, it must meet the standards of the World Wide Web Consortium. The first two **meta tags** are the ones that provide the information that search engines use to display in their search results:

Title tag: After the page content itself, the Title tag is the second most important piece of content on a page. It is the first piece of code that the search engine reads when it arrives at the web page. It will also be the title that is displayed when sharing the content on social networks and, generally, the title that search engines show in their search results.

H1 tag: acts as a second Title tag and corresponds to the description that usually appears below the title.

BASICS: SEO


Title
Blog with the latest news and best practices from SEO ... - SE Ranking
https://seranking.com/blog/
Description
In SE Ranking blog we talk about SEO and digital-marketing: tutorials, case studies and trends.
SEO Insights
Get the selected insights from SEO industry and marketing world.
Blogging SEO
Marketing and SEO pros know that optimizing blogs for ...
Change SE Ranking Color ...
One of the main aspects with SE Ranking is our eye-catching ...
se-ranking-on-page-seo-audit ...
se-ranking-on-page-seo-audit-report. On-page SEO audit ...
SE Ranking White Label
From now White Label is on our pricing plans! Get a personal ...
se-ranking-logo
Published inse-ranking-logo. 2017 Great User Experience ...
More results from seranking.com »

BASICS: SEO

```
<!DOCTYPE html>
<html>
<head>
  <title>Sample Title Tag</title>
  <meta name="description" content="Sample Meta Description" />
  <meta http-equiv="Content-Type" content="text/html; charset=utf-8" />
    <link rel="stylesheet" href="includes/style-sew.css" />

    <meta name="robots" content="noindex, nofollow" />
    <meta name="robots" content="noindex, follow" />
    <meta name="robots" content="index, follow" />
    <meta name="robots" content="index, nofollow" />
```

Choose wisely

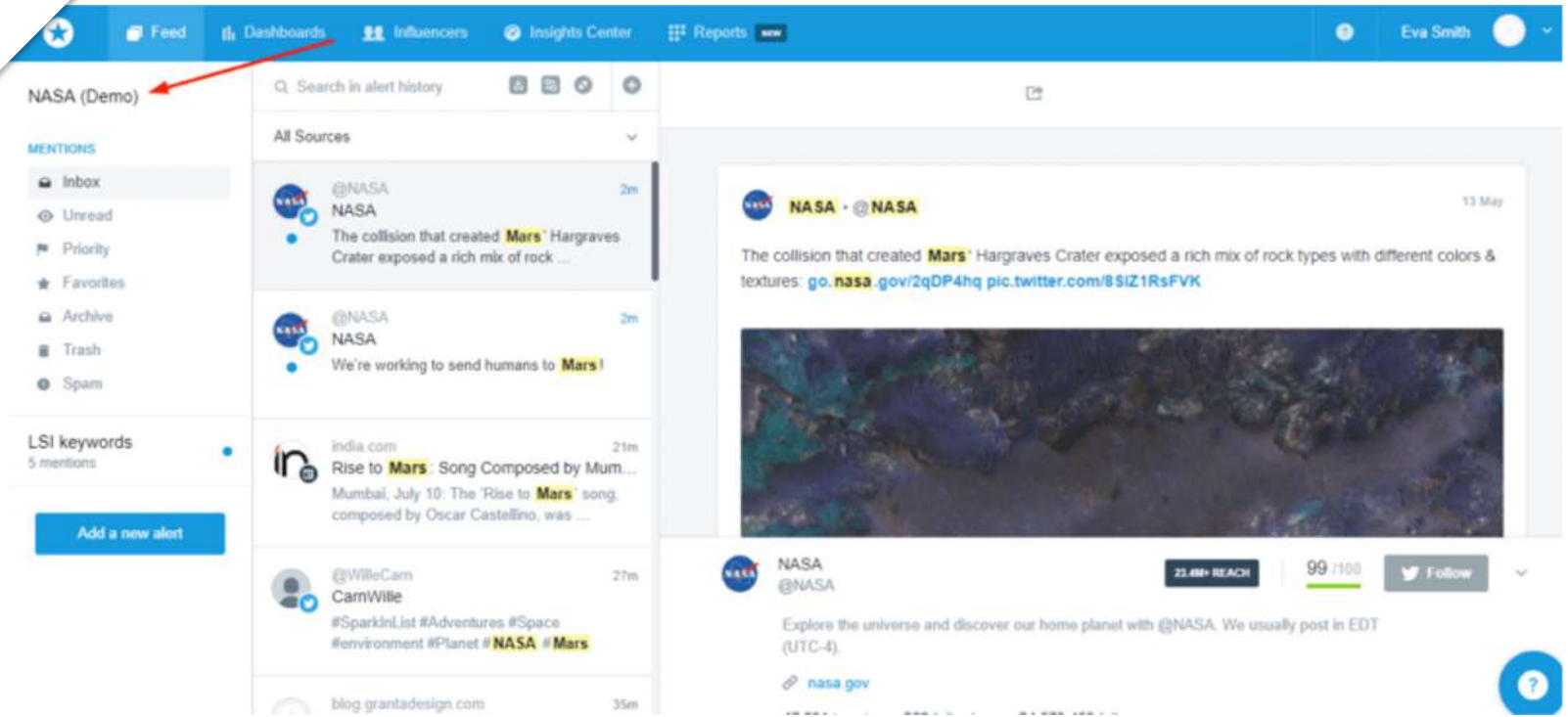
BASICS: SEO

SEO techniques and strategies to position a website in the first positions:

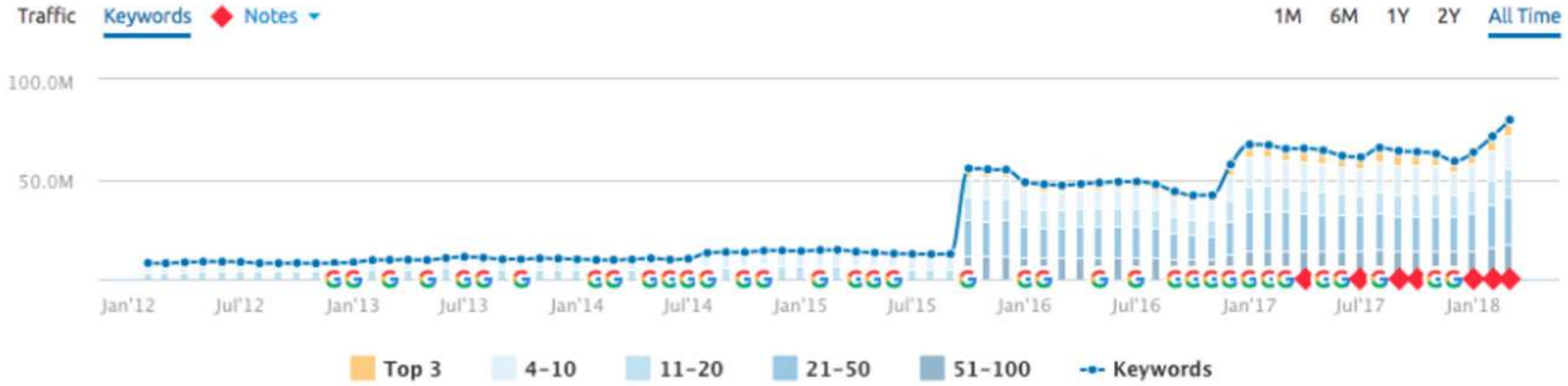
Presence in Social Networks.

An active presence on social media helps us reach all of our users, as we don't all use the same sites or apps to search. But, in addition, there are certain actions that search engines take into account, such as the number of times a page is shared on Facebook or the '**likes**' it has, the number of tweets from an account or the authority of the account. Twitter.

BASICS: SEO


Feed
Dashboards
Influencers
Insights Center
Reports
Eva Smith
NASA (Demo)
MENTIONS
Inbox
Unread
Priority
Favorites
Archive
Trash
Spam
LSI keywords
5 mentions
Add a new alert
Search in alert history
All Sources
@NASA
2m
NASA
The collision that created Mars' Hargraves Crater exposed a rich mix of rock ...
@NASA
2m
NASA
We're working to send humans to Mars!
india.com
21m
Rise to Mars: Song Composed by Mum...
Mumbai, July 10: The 'Rise to Mars' song, composed by Oscar Castellino, was ...
@WillieCarn
27m
CarnWillie
#SparkInList #Adventures #Space #environment #Planet #NASA #Mars
blog.grantadesign.com
35m
NASA · @NASA
13 May
The collision that created Mars' Hargraves Crater exposed a rich mix of rock types with different colors & textures: go.nasa.gov/2qDP4hq pic.twitter.com/8SIZ1RsFVK
NASA
@NASA
23.4M+ REACH
99 /100
Follow
Explore the universe and discover our home planet with @NASA. We usually post in EDT (UTC-4).
nasa.gov

HOW SOCIAL NETWORKS AND THEIR KEYWORDS INFLUENCE SEO



BASICS: SEO

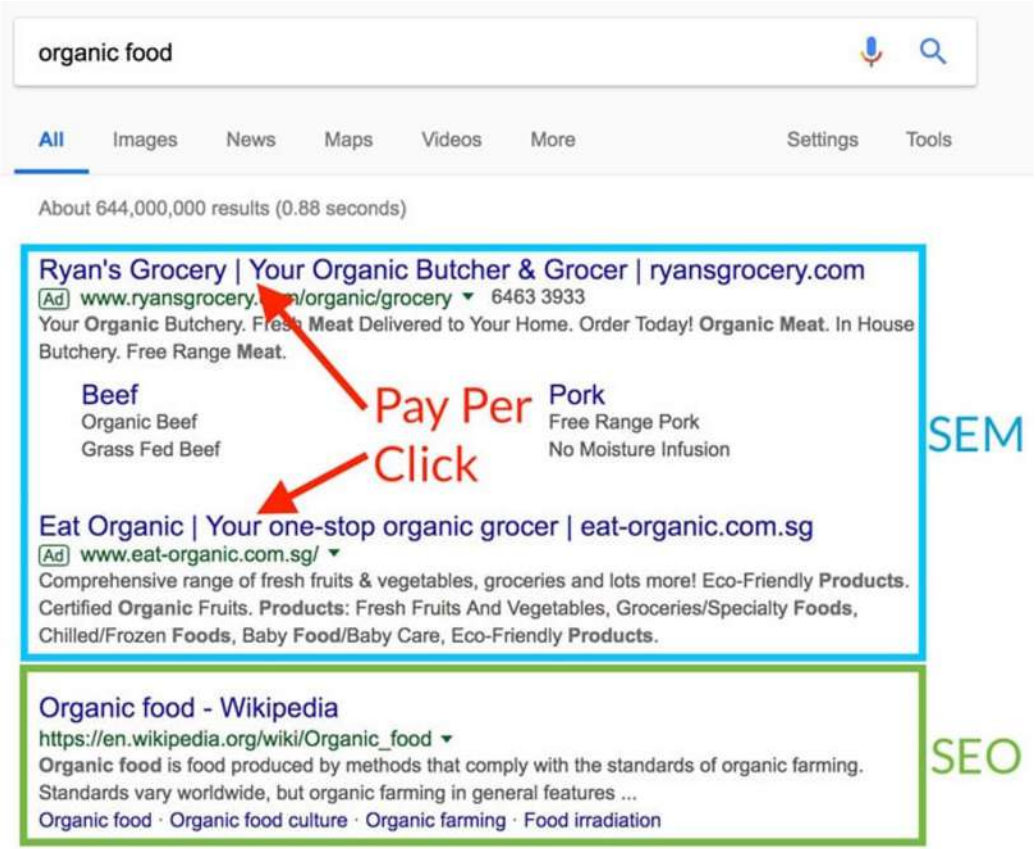
https://www.youtube.com/watch?v=MYE6T_gd7H0

WHAT IS SEM?

The SEM represents the initials of Search Engine Marketing, or it can also be called search engine marketing.

Normally the SEM is used to designate paid search engine advertising campaigns…

BASICS: SEM


organic food
All
Images
News
Maps
Videos
More
Settings
Tools
About 644,000,000 results (0.88 seconds)
Ryan's Grocery | Your Organic Butcher & Grocer | ryansgrocery.com
Ad www.ryansgrocery.com/organic/grocery 6463 3933
Your Organic Butchery. Fresh Meat Delivered to Your Home. Order Today! Organic Meat. In House Butchery. Free Range Meat.
Beef
Organic Beef
Grass Fed Beef
Pay Per Click
Pork
Free Range Pork
No Moisture Infusion
SEM
Eat Organic | Your one-stop organic grocer | eat-organic.com.sg
Ad www.eat-organic.com.sg/
Comprehensive range of fresh fruits & vegetables, groceries and lots more! Eco-Friendly Products. Certified Organic Fruits. Products: Fresh Fruits And Vegetables, Groceries/Specialty Foods, Chilled/Frozen Foods, Baby Food/Baby Care, Eco-Friendly Products.
Organic food - Wikipedia
https://en.wikipedia.org/wiki/Organic_food
Organic food is food produced by methods that comply with the standards of organic farming. Standards vary worldwide, but organic farming in general features ...
Organic food · Organic food culture · Organic farming · Food irradiation
SEO

WHAT IS SEM?

… although the truth is that its definition could include all those marketing actions that take place within a search engine, whether or not they are paid.

BASICS: SEO VS. SEM

BASICS: SEO VS. SEM

BASICS: SEO VS. SEM

ecommercenews

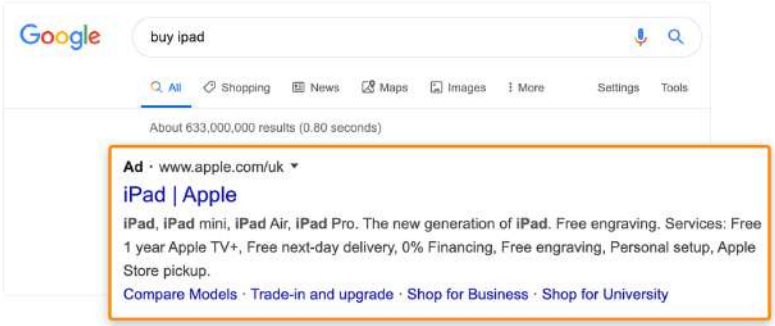
DIFFERENCES	SEM	SEO
Search Results	Include "Ad" designation and have ad extensions	Appear as organic results and have featured snippets
Cost	Pay each time user clicks	Pay nothing
Visibility	Shown to select targeted audience	Shown to anyone
Results	Are immediate	Take time
Good for testing	✓	X
Provide value over time	X	✓
Click-through rate	Lower	Higher

Alexa An amazon.com company

BASICS: SEM

Some of the benefits that Search Engine Marketing can bring to your brand:

- Get highly qualified traffic to your page
- Make your brand or company known to the whole world
- Generate conversions
- Go far on a tight budget
- Contextual advertising



BASICS: SEM

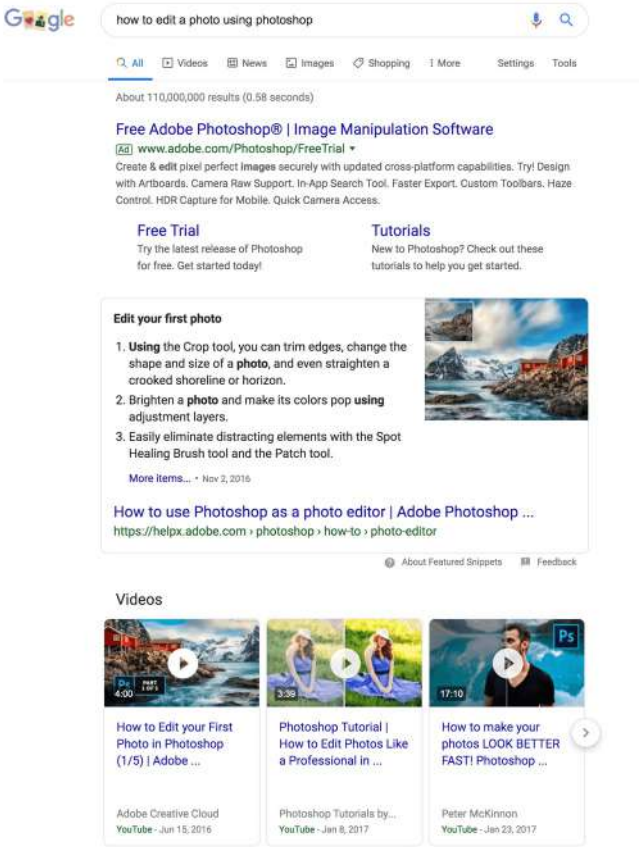
https://www.youtube.com/watch?v=CEpcMPyjX4s

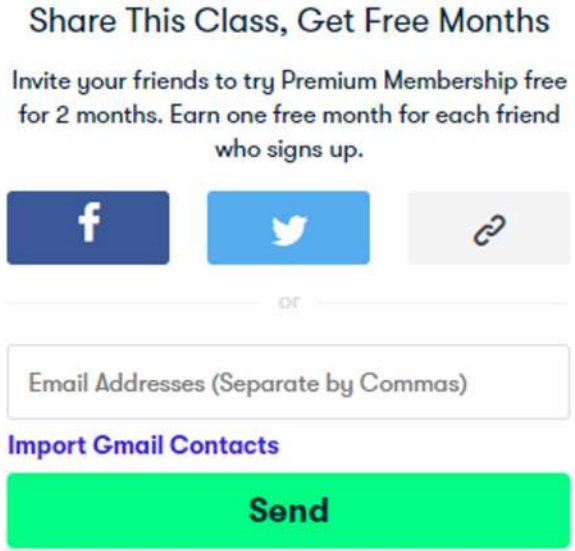
BASICS: SMO

WHAT IS SMO?

SMO, or **Social Media Optimization**, is a concept whose main idea is to use social networks to expand the digital presence of a brand and improve the performance of its positioning strategy, based on optimizations that make Social Media channels have the optimal performance to meet your objectives.

BASICS: SMO


Google
how to edit a photo using photoshop
All Videos News Images Shopping More Settings Tools
About 110,000,000 results (0.58 seconds)
Free Adobe Photoshop® | Image Manipulation Software
Ad www.adobe.com/Photoshop/FreeTrial
Create & edit pixel perfect images securely with updated cross-platform capabilities. Try! Design with Artboards. Camera Raw Support. In-App Search Tool. Faster Export. Custom Toolbars. Haze Control. HDR Capture for Mobile. Quick Camera Access.
Free Trial
Try the latest release of Photoshop for free. Get started today!
Tutorials
New to Photoshop? Check out these tutorials to help you get started.
Edit your first photo
1. Using the Crop tool, you can trim edges, change the shape and size of a photo, and even straighten a crooked shoreline or horizon.
2. Brighten a photo and make its colors pop using adjustment layers.
3. Easily eliminate distracting elements with the Spot Healing Brush tool and the Patch tool.
More items... • Nov 2, 2016
How to use Photoshop as a photo editor | Adobe Photoshop ...
https://helpx.adobe.com › photoshop › how-to › photo-editor
About Featured Snippets Feedback
Videos
4:00
3:38
17:10
How to Edit your First Photo in Photoshop (1/5) | Adobe ...
Adobe Creative Cloud
YouTube - Jun 15, 2016
Photoshop Tutorial | How to Edit Photos Like a Professional in ...
Photoshop Tutorials by...
YouTube - Jan 8, 2017
How to make your photos LOOK BETTER FAST! Photoshop ...
Peter McKinnon
YouTube - Jan 23, 2017


Share This Class, Get Free Months
Invite your friends to try Premium Membership free for 2 months. Earn one free month for each friend who signs up.
or
Email Addresses (Separate by Commas)
Import Gmail Contacts
Send

MAIN METRICS OF ONLINE MARKETING: CPM

CPM is a digital marketing term that stands for **Cost Per Thousand**.

CPM measures the cost of an online ad **per 1,000 impressions**.

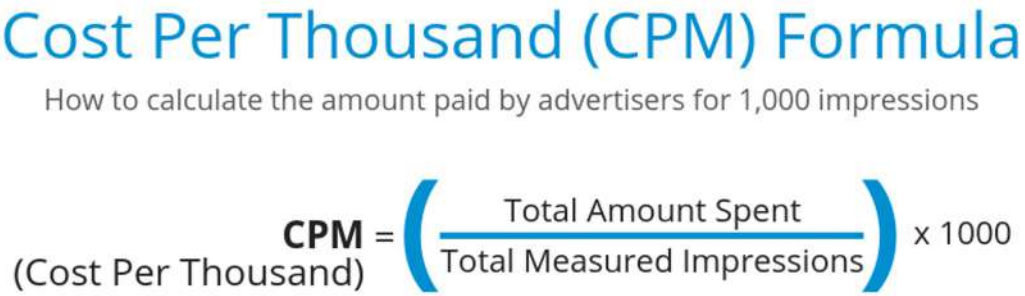
An impression is when the ad is displayed on a web page.

MAIN METRICS OF ONLINE MARKETING: CPM

CPM is commonly used in **bidding systems**.

These systems use CPM to indicate **how much the ad will cost per thousand people exposed.**

For example, if a CPM price is set to $3.00, the advertiser must pay $3.00 for every thousand impressions on their ad.



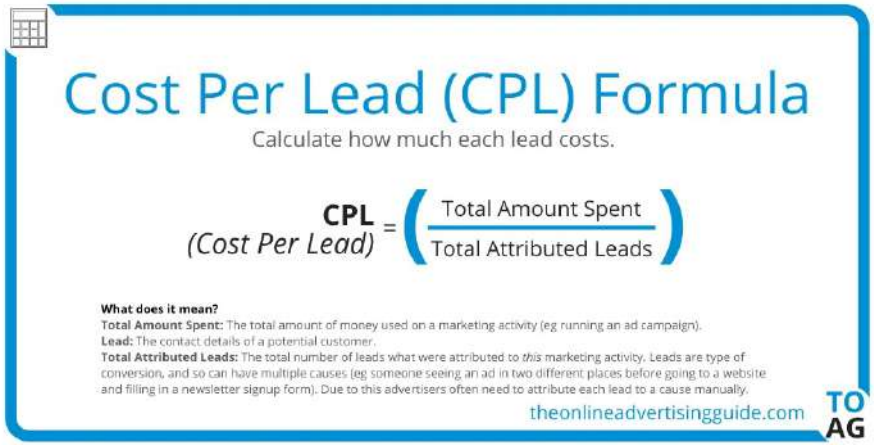
MAIN METRICS OF ONLINE MARKETING: CPC

Cost per click (CPC) is a measure for paid media campaigns that indicates the cost per click on your ad. It tells you how much an online ad format is worth investing in.

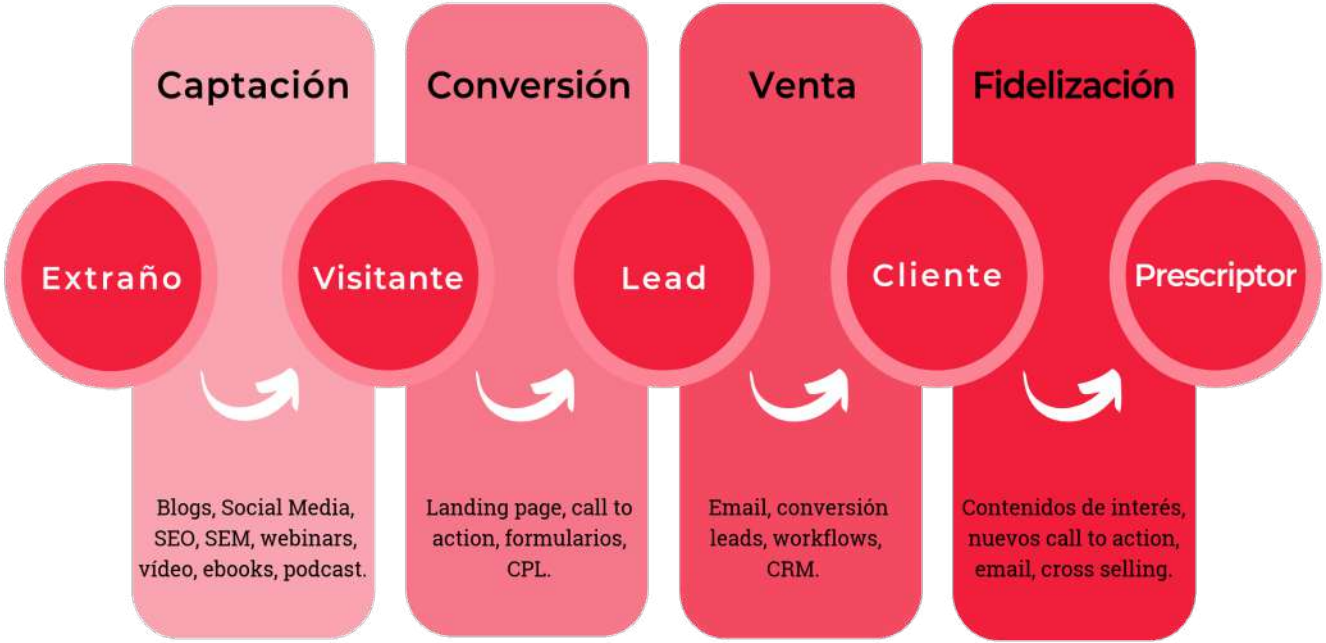
MAIN METRICS OF ONLINE MARKETING: CPC

MAIN METRICS OF ONLINE MARKETING: CPL

The CPL (Cost Per Lead) is the cost of capturing **each lead** (or potential customer). Within Affiliate Marketing we could say that it is **the price set for each potential client that we get from a company**, either by registering on its website, filling out a form, etc.



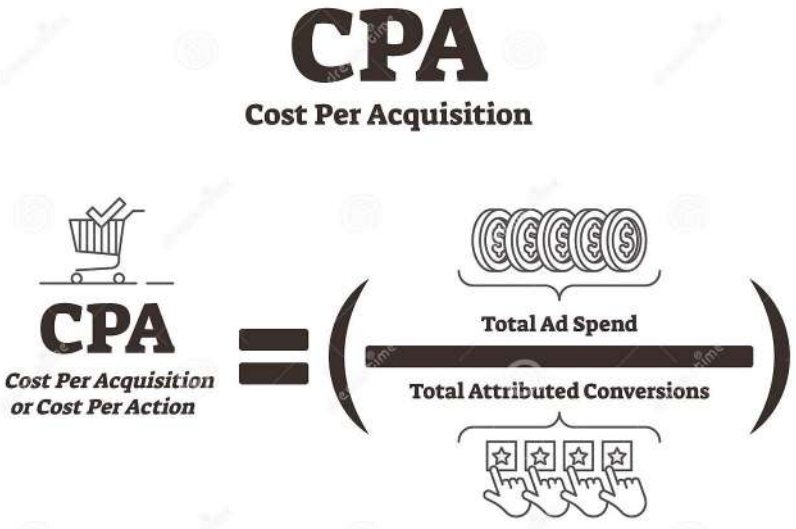
MAIN METRICS OF ONLINE MARKETING: CPL



Cyberclick

MAIN METRICS OF ONLINE MARKETING : CPA

The **CPA** or **Cost Per Acquisition** is a payment method used within the field of online advertising in which the advertiser **only pays if the user makes a purchase through an ad.** That is, the advertising company will only have to pay for that ad if it is finally effective and the purchase is carried out.



MAIN METRICS OF ONLINE MARKETING : CPM, CPC, CPL, CPA.

MAIN METRICS OF ONLINE MARKETING : CPM, CPC, CPL, CPA.

ecommercenews

EMBUDO DE CONVERSIÓN

CPM
Coste por 1.000 impresiones.
Cantidad de veces que se muestra un anuncio. Ej: 5 euros al CPC, 30.000 impresiones -> coste 150€.

CPC
Coste por clic.
Sólo se paga por los clics que se hacen en anuncios. Objetivo, captar tráfico.

CPL
Paso previo a convertirse en cliente.
Se calcula en función de la cantidad de datos.
Información dejada por el cliente potencial.

CPA
Coste que se paga por una venta realizada.
Sólo se paga por cada acción convertida de usuario.

Otros indicadores:

CPI - Coste por instalación (software, app, juego ...)

CTR - Click Through Rate (proporción). Muestra la frecuencia con la que los usuarios que ven publicidad online, acaban pulsando sobre los enlaces que se muestran. Para obtener el porcentaje de clicks se divide el número de usuarios que han pulsando entre el número de visualizaciones del anuncio.

SEARCH ENGINE OPTIMIZATION: THE GOLDEN MILE.

Being on the “golden mile”, that is, at the top of Internet searches/results, continues to be a key activity within a digital marketing plan.

In summary, in order to be at the top of the results list, it is important to remember:

- Take care of the structure of the web (design, usability, distribution)
- Present original content that adds value to the user and differentiates itself from the competition.
- Obtain a good digital reputation and recommendations among users.

HOW TO ORGANIZE A SEM CAMPAIGN

First of all, we will analyze in which **search engine** we want to carry out the campaigns. The search engine par excellence is **Google**, but we can also run campaigns on other search engines such as Bing, Yahoo or Yandex, the latter being very popular in the Russian market.

HOW TO ORGANIZE A SEM CAMPAIGN

Once we are clear about the search engines in which we want to carry out campaigns, we will select the type of campaigns that we want to carry out in accordance with our business objectives (notoriety, branding, sales, etc.).

HOW TO ORGANIZE A SEM CAMPAIGN

For example, if we focus on the ads that we can make within the Google network, which is the one that undoubtedly offers the most possibilities, we have the following types of campaigns:

- Ads within the Search Network: we can show text ads
- Ads on the Display Network: we can show text ads as well as banners with creatives.
- Ads with Display selection: unifies the two previous points but for the display network.
- Ads on the Shopping platform: it is a specific format for online product stores since the products are shown directly in the search engine with an image, price, as well as the direct link to make the purchase.
- Video ads on the YouTube platform: videos in ad format that are shown between videos or before videos on the platform are played.
- Ads to advertise Apps: to promote applications within Android users.

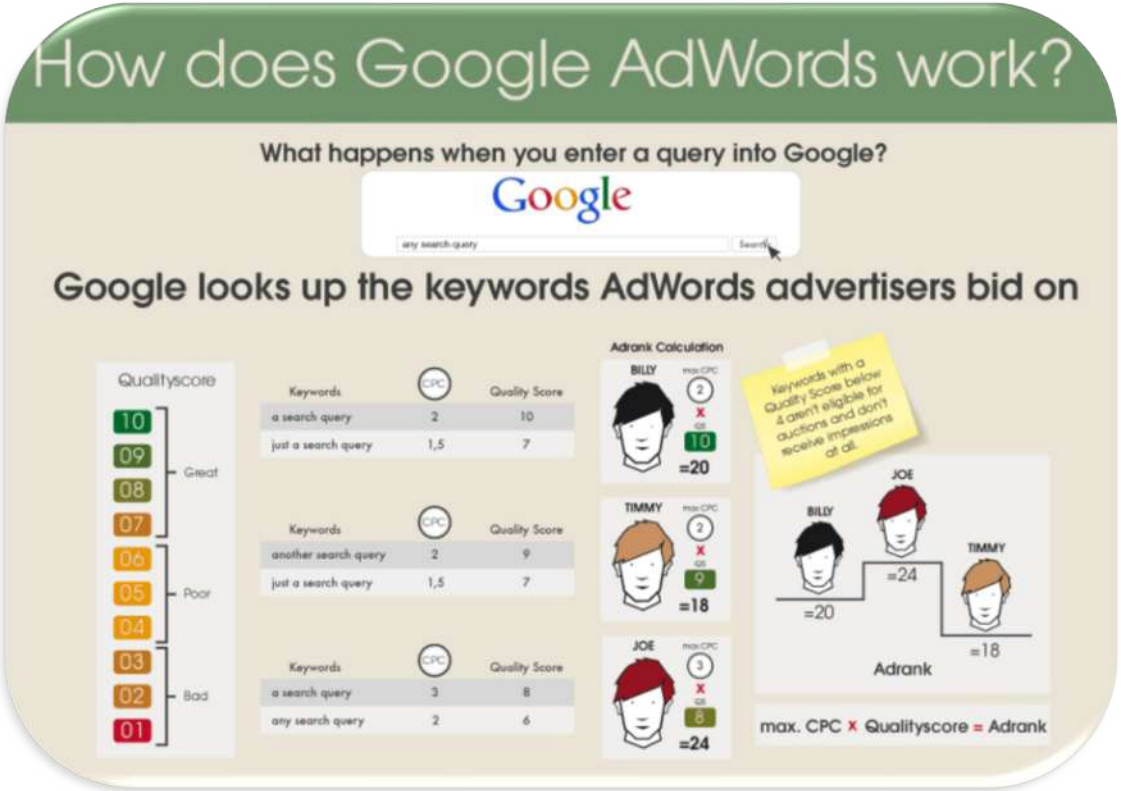
HOW TO ORGANIZE A SEM CAMPAIGN

https://www.youtube.com/watch?v=CEpcMPyjX4s

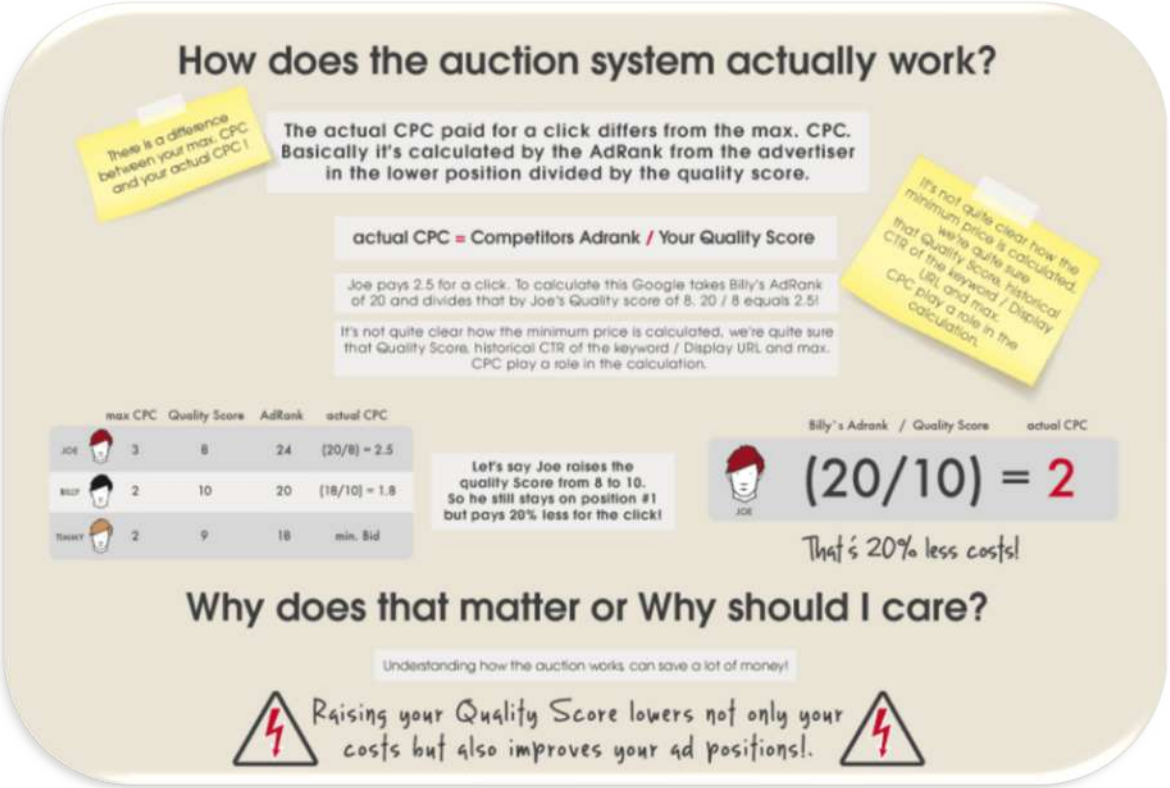
WHAT IS GOOGLE ADWORDS?

It is an online program (free), which Google makes available to us, to carry out advertising campaigns on the Internet. It is a very complete tool and hides many possibilities to help us optimize our SEM campaign. You only need to have a Google account to access the tool.

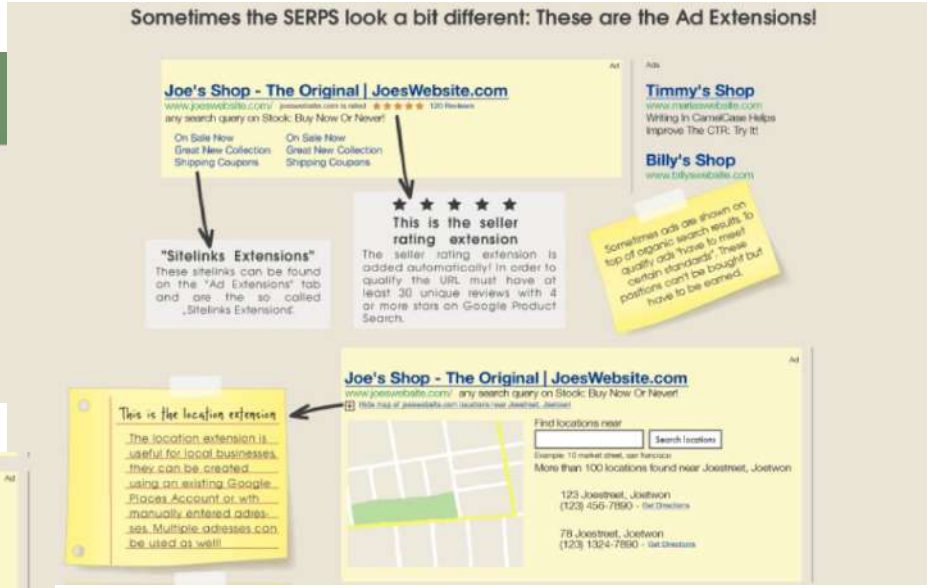
SEM CAMPAIGN WITH GOOGLE ADWORDS



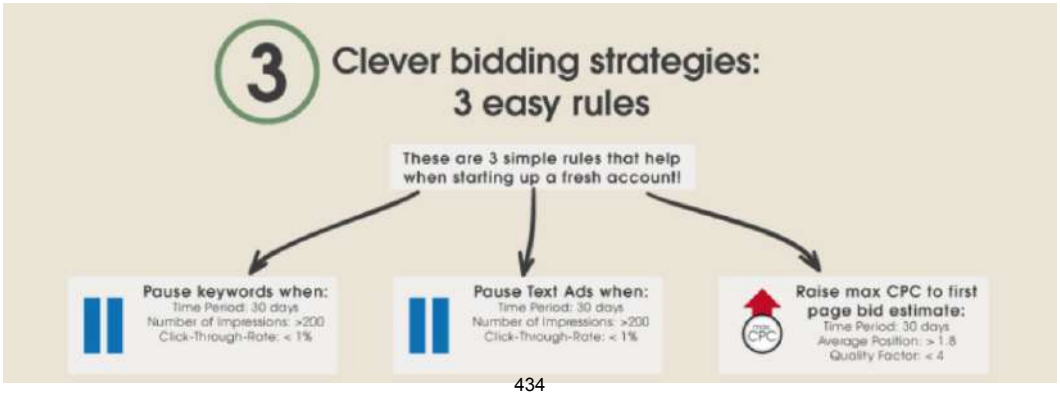
SEM CAMPAIGN WITH GOOGLE ADWORDS



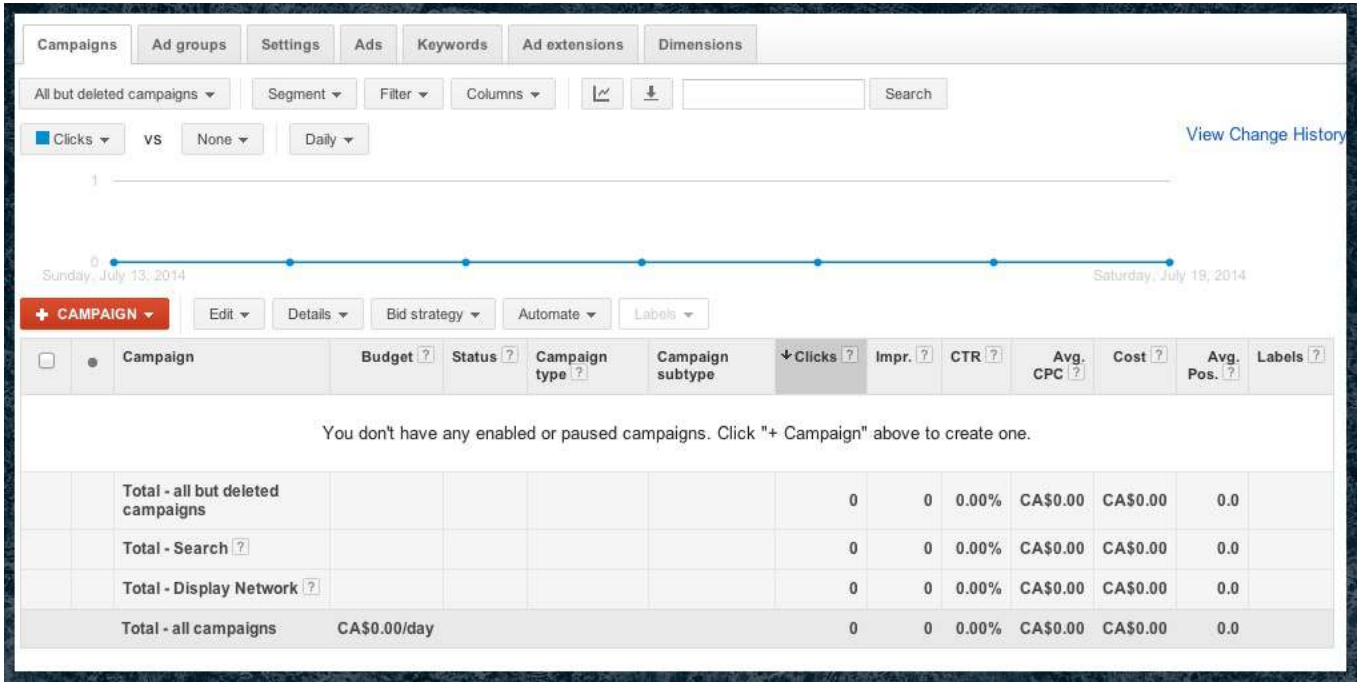
SEM CAMPAIGN WITH GOOGLE ADWORDS



SEM CAMPAIGN WITH GOOGLE ADWORDS



SEM CAMPAIGN WITH GOOGLE ADWORDS



SEM CAMPAIGN WITH GOOGLE ADWORDS

https://youtu.be/oQw8pn-xgZY

AMAZON ADVERTISING CAMPAIGN EXAMPLE

CREATING STORES

An example of a Store created in Amazon Spain:

AMAZON ADVERTISING CAMPAIGN EXAMPLE

A+ CONTENT CREATION

For all products uploaded under a registered trademark, Amazon allows you the possibility of increasing the information displayed, through what is called A+ Content.

In the Seller Central section “Ads-Content Manager A+” we can manage and propose to Amazon the content we want to show. We must select the product for which we want to create the A+ content and start creating it through the selection of a series of modules, which combine text with images.

AMAZON ADVERTISING CAMPAIGN EXAMPLE

An example of A+ Content, active on Amazon:

Farala #behappy Woman

Eau de Toilette 100ml

Alegre, alocada y explosiva, Farala #behappy siempre está buscando nuevas emociones. En su mundo infinito solo hay lugar para la curiosidad y la felicidad. Su espíritu de libertad encarna la juventud desenfadada y con ganas de exprimir al máximo cada minuto de su vida.

Floral Especiada

Sus expresivas notas de rosa y jengibre en la salida se entrelazan en el corazón de esta fragancia con la fuerza del nardo y el alegre jazmín en flor, creando un aromático mundo casi mágico. En su fondo descansan notas a pachulí y almizcle que contagia todo a su alrededor.

Pirámide Olfativa

- Notas de Salida: rosa y jengibre
- Notas de Corazón: nardo, lonicera y jazmín
- Notas de Fondo: pachulí, almizcle y osmanto

Tendencia y notas olfativas

FLORAL ESPECIADA

Notas de Salida
Rosa y jengibre

Notas de Corazón
Nardo, lonicera y jazmín

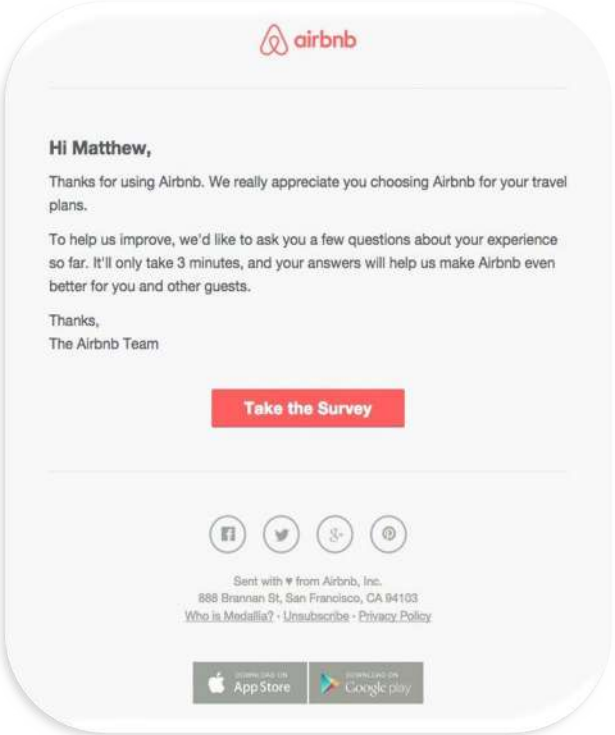
Notas de Fondo
Pachulí, almizcle y osmanto

	Farala #behappy EdT 100ml	Estuche de regalo Farala #behappy	Farala #bff EdT 100ml100ml	Farala #bff EdT 200ml
Tendencia Olfativa	Floral Especiada	Floral Especiada	Floral	Floral
Contiene	1 Producto	3 Productos	1 Producto	1 Producto
Fragancia (ml)	100ml	100ml	100ml	200ml
Contenido del Estuche		Gel de Baño perfumado 75ml - Body Lotion Perfumado 75ml		
Valor	11,95	13,95	11,95	13,95
Genero	Mujer	Mujer	Mujer	Mujer

WHAT IS IT?

Email marketing or emailing focuses on sending a message in order to acquire new customers, develop relationships with current ones, create loyalty, interact with contacts, increase sales, build trust in a service or product, confirm a purchase order, among other goals.

EMAIL MARKETING



EMAIL MARKETING ACTIONS

1. PERSONALIZE EMAILS

Pinterest ¡Hola Juan! No te pierdas estos Pines... - Encontramos algunos nuevos Pines para ti Del tablero Community Management Google AdWords: The Sma

gremyo

Hola

Esta magnífica cámara compacta con impresora incorporada imprime tus fotos al momento y las guarda en formato digital. Incluye una funda para tu cámara y un pack de 20 papeles para imprimir tus fotografías.

¡Usa el código DESC10 y obtén un 10% de dto. extra en cualquier producto!

2. AUTOMATE EMAILS FOR YOUR ABANDONMENT IN THE SHOPPING CART.

Mis pedidos | Mi cuenta | Amazon.es

amazon.es

Pedido cancelado

Pedido nº

Hola Juan:

El pedido se ha cancelado correctamente. En la mayoría de los casos, dado que solo pagas los productos cuando te los enviamos, no te cobraremos los productos cancelados.*

Detalles del pedido

Pedido nº

Realizado el sábado,

Kindle Paperwhite, pantalla de 6" (15,2 cm) de alta resolución (300 ppp) con luz integrada, wifi - incluye ofertas especiales

Vendido por Amazon EU S.a.r.L.

Motivo de la cancelación: Cancelado por el cliente

Si necesitas más ayuda, visita nuestras páginas de ayuda.

Esperamos volver a verte pronto.

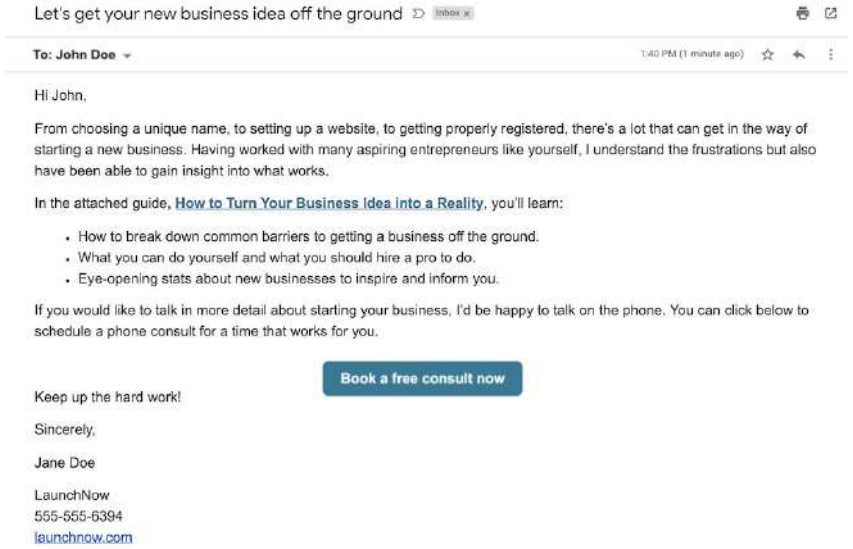
Amazon.es

*En algunos casos (por ejemplo, si utilizaste un cheque regalo), podría producirse un cargo por un producto cancelado. En estos casos, procederemos a realizar un reembolso en el plazo de 1 a 2 días laborables.

Nota: este correo ha sido enviado desde una dirección de e-mail que no acepta correos entrantes. Por favor, no respondas a este e-mail.

EMAIL MARKETING ACTIONS

3. SEND A BUYING GUIDE



Let's get your new business idea off the ground

To: John Doe

1:40 PM (1 minute ago)

Hi John,

From choosing a unique name, to setting up a website, to getting properly registered, there's a lot that can get in the way of starting a new business. Having worked with many aspiring entrepreneurs like yourself, I understand the frustrations but also have been able to gain insight into what works.

In the attached guide, How to Turn Your Business Idea into a Reality, you'll learn:

- How to break down common barriers to getting a business off the ground.
- What you can do yourself and what you should hire a pro to do.
- Eye-opening stats about new businesses to inspire and inform you.

If you would like to talk in more detail about starting your business, I'd be happy to talk on the phone. You can click below to schedule a phone consult for a time that works for you.

Book a free consult now

Keep up the hard work!

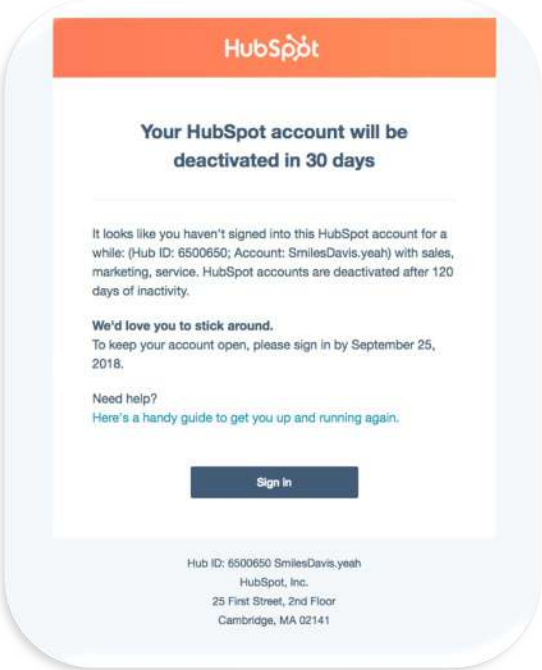
Sincerely,

Jane Doe

LaunchNow
555-555-6394
launchnow.com

EMAIL MARKETING ACTIONS

4. REMINDER EMAILS

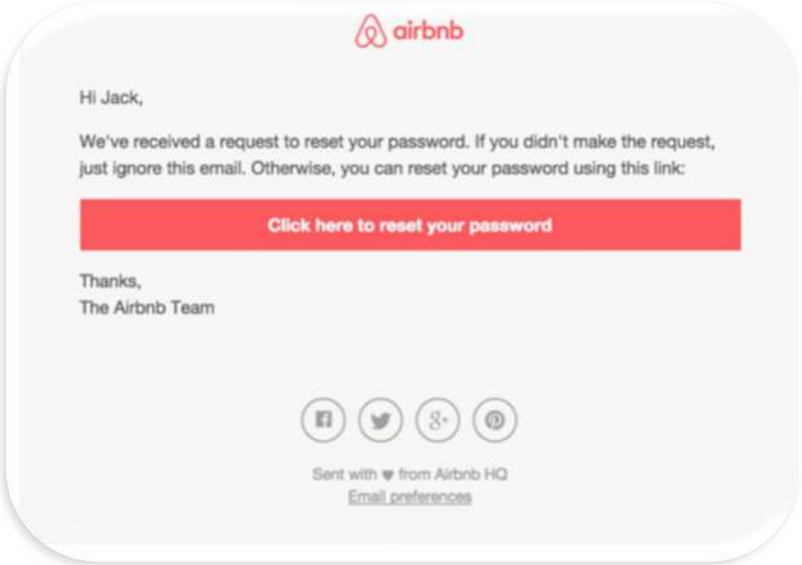


keting actions

ecommercenews

5. REWARD LOYALTY

6. TRANSACTIONAL EMAILS



Exploiting customer pain points in an order cancellation or emailing a recent buyer with suggestions for improving the product they just purchased is a great way to increase a customer's value per purchase.

EMAIL MARKETING ACTIONS

https://youtu.be/P4LzwX31Egg

WHAT IS AFFILIATE MARKETING?

They are strategies that allow us to open new channels to **increase sales using resources outside the company.**

AFFILIATE MARKETING

AFFILIATE MARKETING

HOW IT WORKS:

SOFTWARE TO CREATE OUR OWN AFFILIATE NETWORK

AFFILIATE MARKETING

https://www.youtube.com/watch?v=9cysrZC4NSI

AFFILIATE MARKETING

ADVANTAGES:

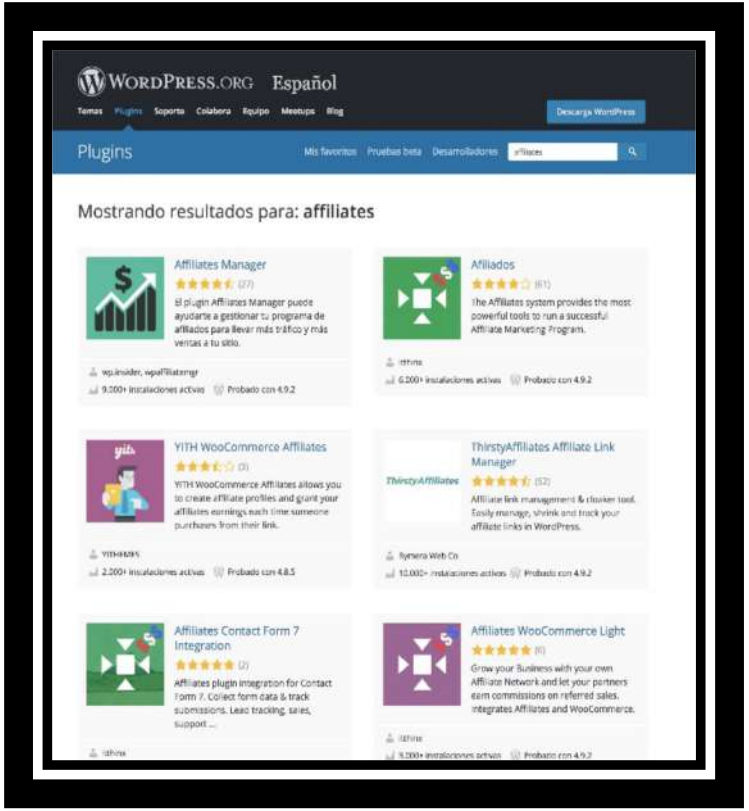
- Traffic increase
- Greater range
- You pay for goals
- Semi-automated process

DISADVANTAGES:

- The margin is reduced
- There is no full control of the message
- Affiliates / Competitors

AFFILIATE PLATFORMS

SOFTWARE FOR WORDPRESS:



AFFILIATE MARKETING

AffiliateWP is not only particularly easy to use, but also has a great set of features and a range of useful extensions, it has been built to **integrate seamlessly with WooCommerce**. If you're already familiar with WooCommerce admin pages, then getting started with AffiliateWP shouldn't be a problem at all.

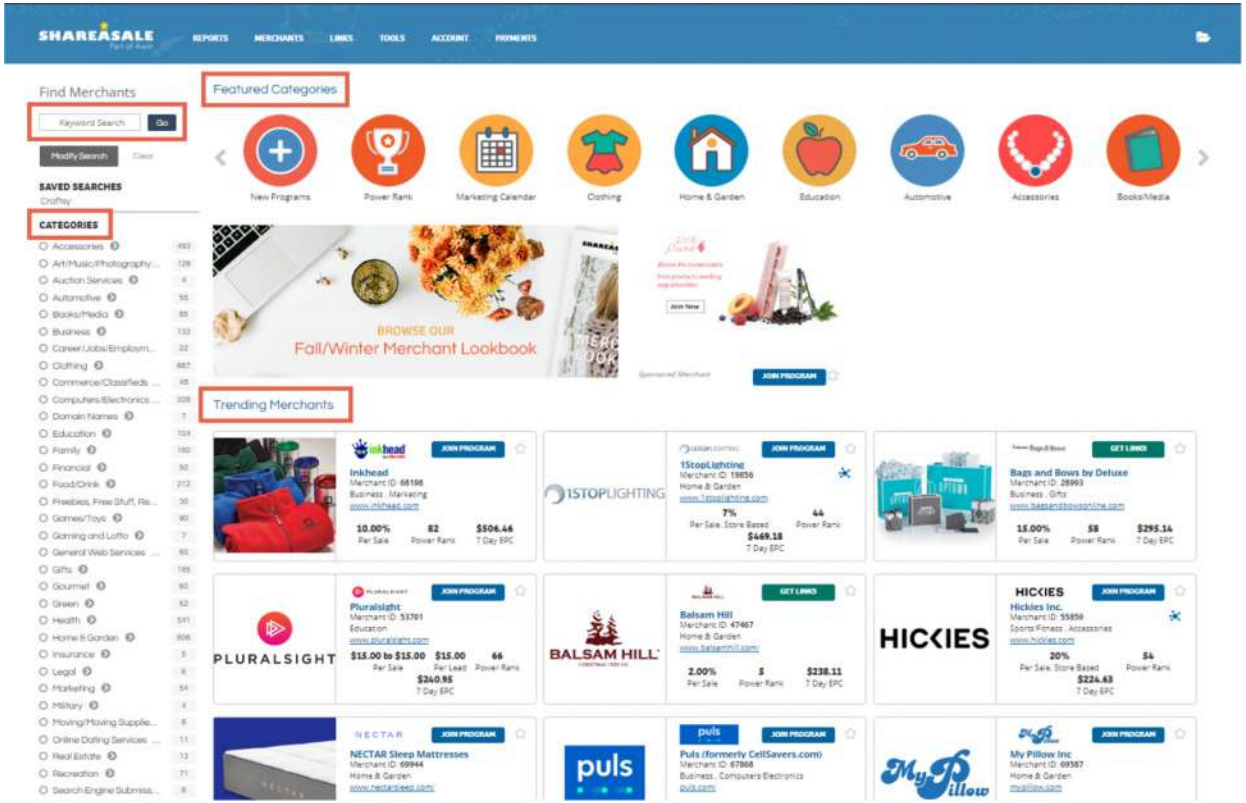
AffiliateWP

AFFILIATE PROGRAMS: SHARESALE

It is one of the largest platforms where you can find programs with countless themes from all sectors.

It has affiliate programs for example solutions for online stores, b2b advertising, domain registration, hosting, tools for social networks, wordpress templates and tools for monitoring clicks on links.

AFFILIATE PROGRAMS: SHARESALE

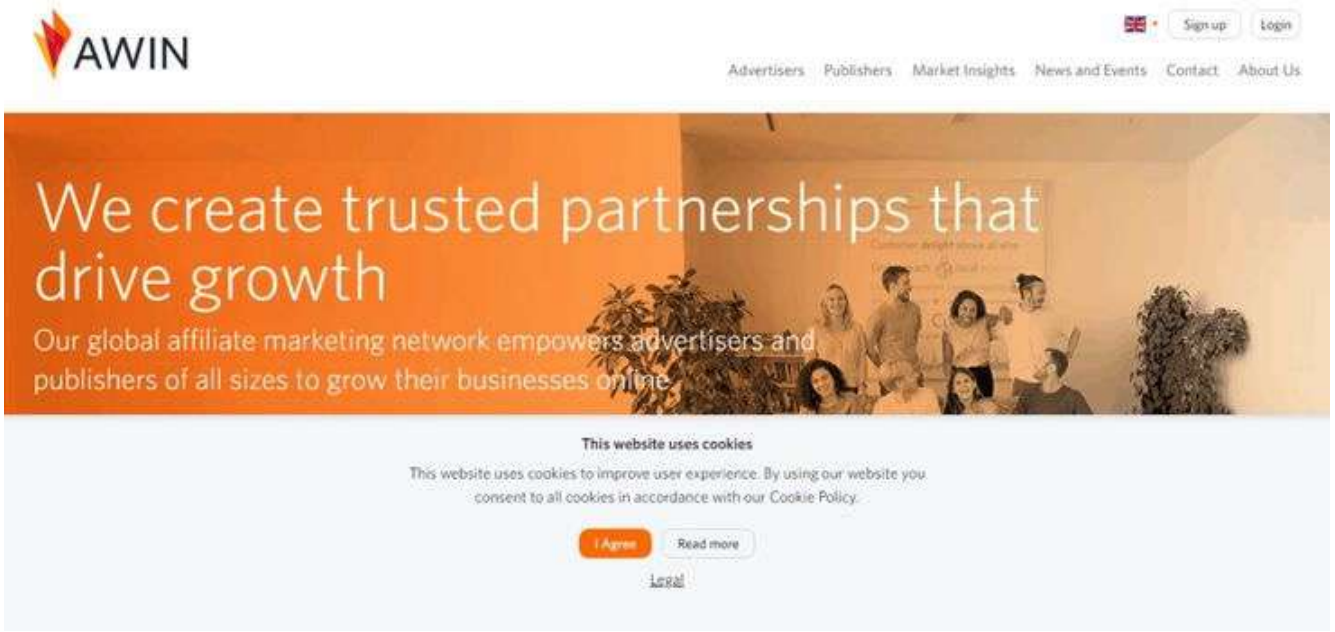


AFFILIATE PROGRAMS: AWIN

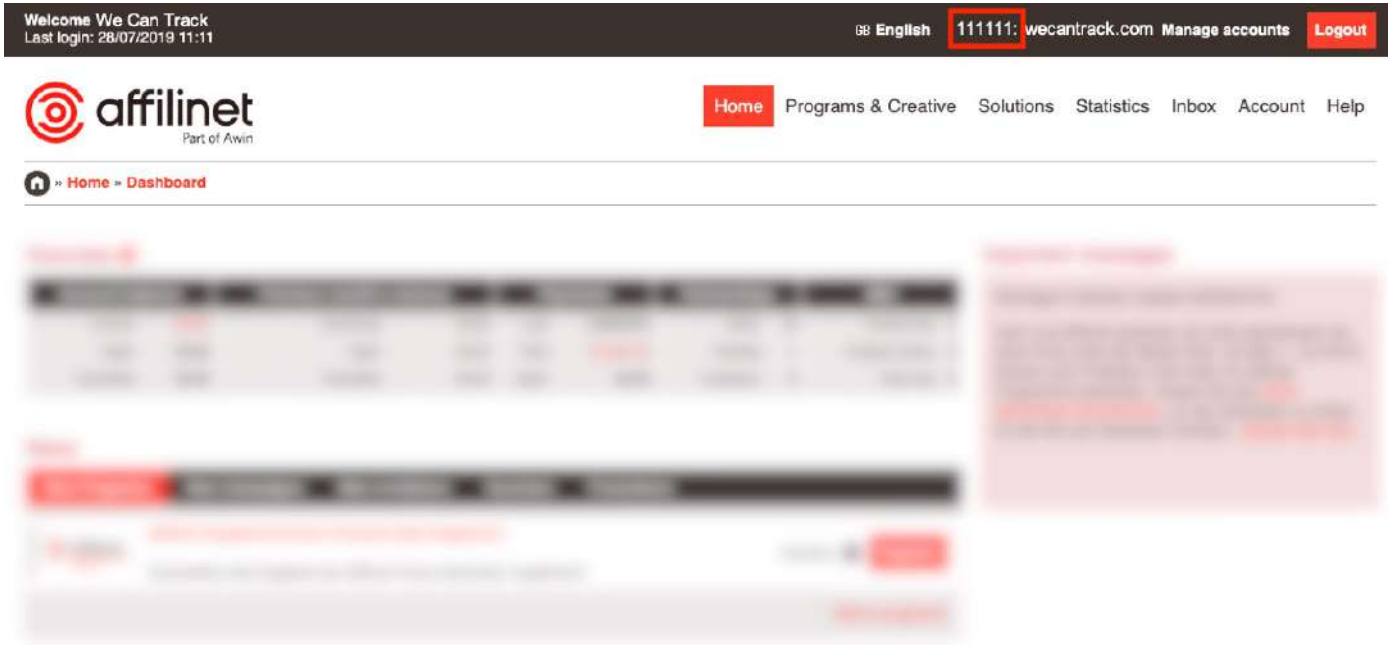
It is a very large platform that you can manage in different languages (including Spanish) and in which you can opt for affiliate programs from the following sectors:

- Financial and Insurance
- Retail Sales and Purchases
- Telecommunications and Services
- Travels

AFFILIATE PROGRAMS: AWIN



AFFILIATE PROGRAMS: AFFILINET



AFFILIATE PROGRAMS: TRADEDOUBLER

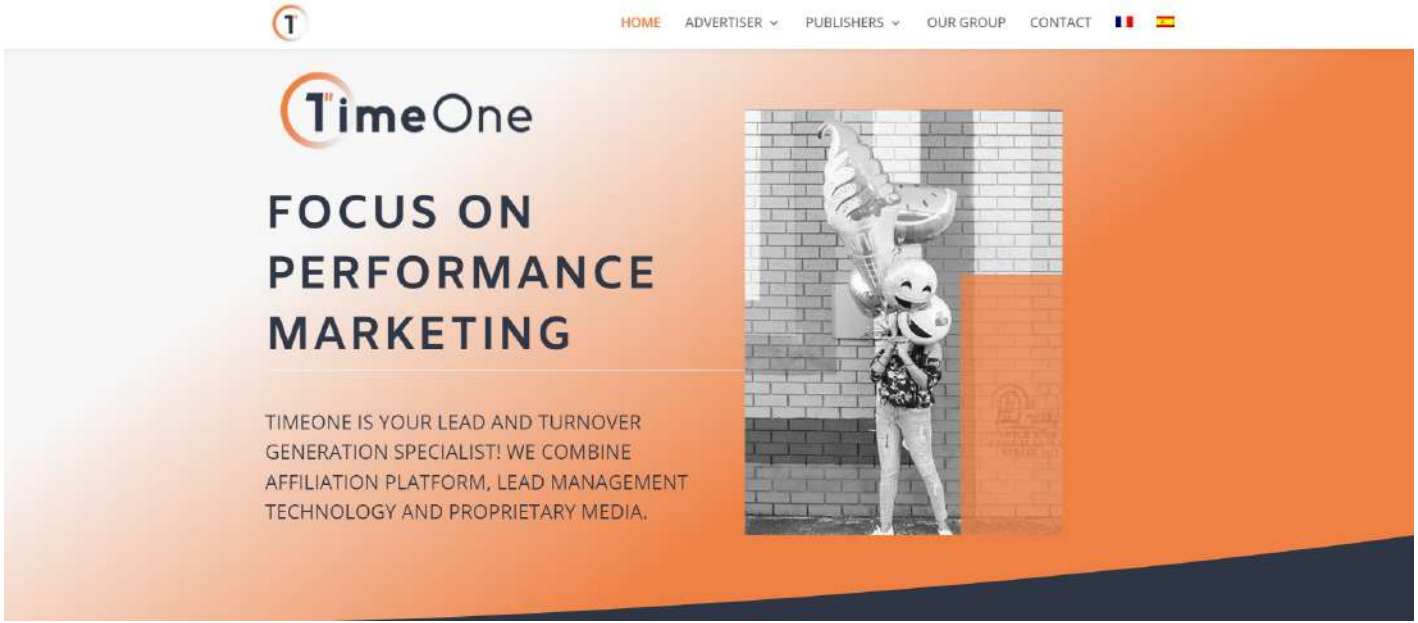
Affiliate works for many sectors and has a record of more than 2,000 advertisers. The website contains various contents so that you know what to do at each step, in that sense it is one of the most complete.

You have a quick start guide, examples in case you want to know other success stories and among its affiliate network are well-known companies such as Fnac, among others.

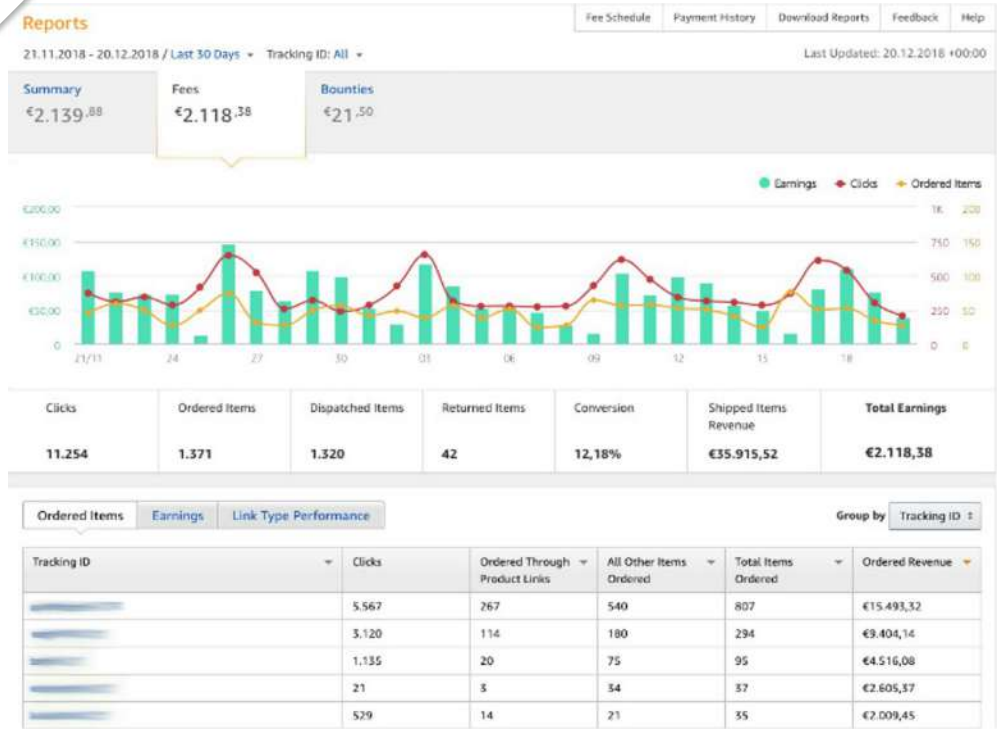
Tradedoubler
CONNECT & GROW

AFFILIATE PROGRAMS: TRADEDOUBLER

AFFILIATE PROGRAMS: TIMEONE



AFFILIATE PROGRAMS: AMAZON ASSOCIATES



Reports

Fee Schedule | Payment History | Download Reports | Feedback | Help

21.11.2018 - 20.12.2018 / Last 30 Days ▾ Tracking ID: All ▾ Last Updated: 20.12.2018 +00:00

Summary	Fees	Bounties
€2.139,88	€2.118,38	€21,50

Earnings Clicks Ordered Items

Clicks	Ordered Items	Dispatched Items	Returned Items	Conversion	Shipped Items Revenue	Total Earnings
11.254	1.371	1.320	42	12,18%	€35.915,52	€2.118,38

Ordered Items | Earnings | Link Type Performance — Group by: Tracking ID

Tracking ID	Clicks	Ordered Through Product Links	All Other Items Ordered	Total Items Ordered	Ordered Revenue
[redacted]	5.567	267	540	807	€15.493,32
[redacted]	3.120	114	180	294	€9.404,14
[redacted]	1.135	20	75	95	€4.516,08
[redacted]	21	3	34	37	€2.605,37
[redacted]	529	14	21	35	€2.009,45

amazonassociates

THE CONTROL OF ONLINE REPUTATION AS AN ELEMENT OF CAPTURING LEADS AND AS A COMPETITIVE INTELLIGENCE TOOL .

THE CONTROL OF ONLINE REPUTATION AS AN ELEMENT OF CAPTURING LEADS AND AS A COMPETITIVE INTELLIGENCE TOOL .

THE ROLE OF THE COMMUNITY MANAGER

The Community Manager is a digital marketing professional responsible for the management and development of the online community of a brand or company in the digital world.

THE ROLE OF THE COMMUNITY MANAGER

The **Community Manager** must add value in the following 4 areas:

- **Content creation** and management.
- **Analytics**. Monitoring of all strategic parameters and definition of KPIs (Key Performance Indicators): community growth, ROI (Return of Investment), social web traffic...
- **Communication with the community**. Establish two-way dialogues, create audiences, humanize the brand and generate value. At this point, customer service comes into play. Social Networks are a perfect setting for this.
- **Planning** of digital marketing actions.

THE ROLE OF THE COMMUNITY MANAGER

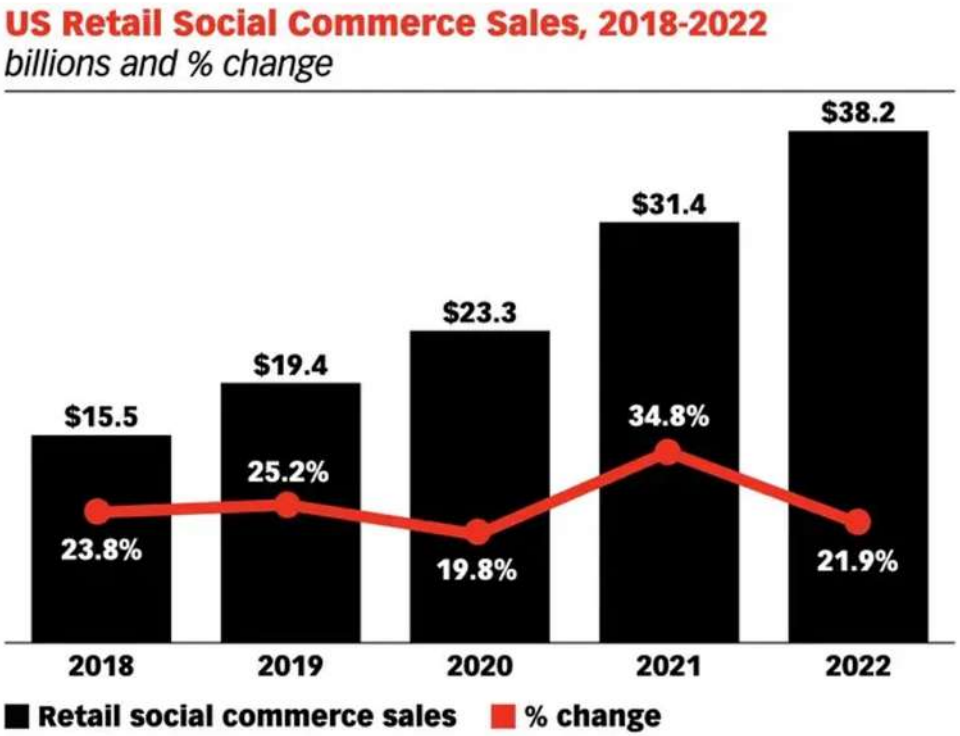
THE CONCEPT OF "SOCIAL COMMERCE"

Social commerce or social commerce is a form of online commerce that uses social networks as another sales channel, both for products and services.

The profiles on social networks that your brand has are an excellent setting in which you attract potential clients and in which you have the opportunity to generate the necessary trust that every sale needs.

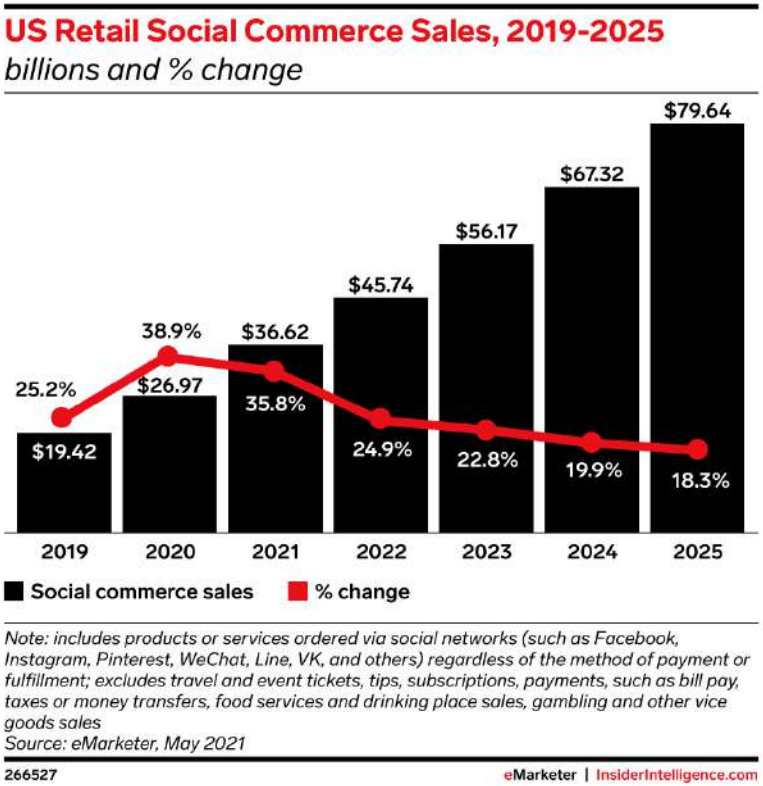
THE CONCEPT OF "SOCIAL COMMERCE"

ecommercenews



THE CONCEPT OF "SOCIAL COMMERCE"

ecommercenews



ADVANTAGES OF "SOCIAL COMMERCE"

• You generate greater **trust** between your community and your potential clients, due to the recommendations that others make of you.

• Due to what we just said, your **reputation** increases. And that feeds confidence and boosts sales.

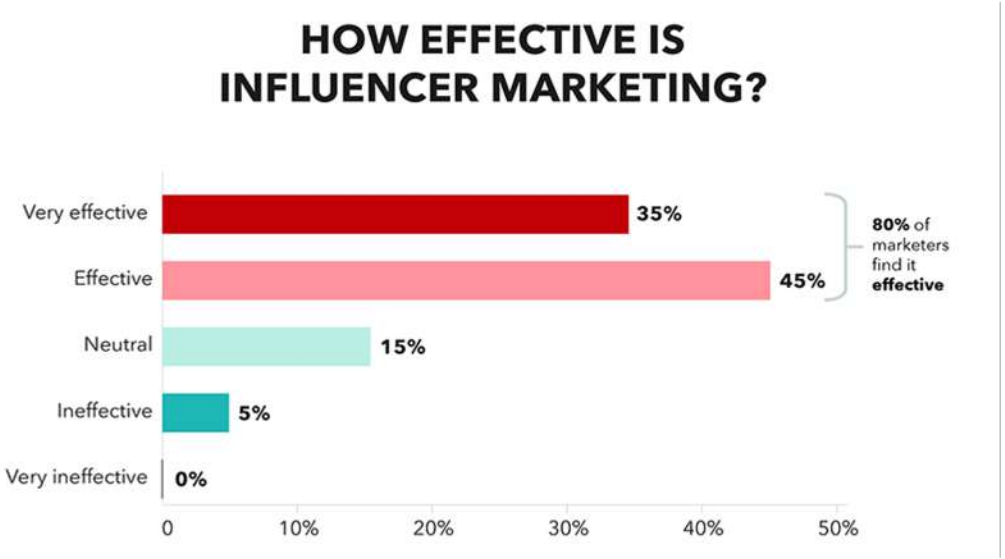
• Improve **engagement** on your social profiles, which makes you more **visible** on social networks.

• Even if you don't do direct sales social commerce, you **push** the sales of the products or services on your **website**.

• It **differentiates** you from the competition, since most brands still do not have a defined strategy on this issue.

INFLUENCER MARKETING

Influencer marketing is a new marketing **strategy** that consists of achieving a series of collaborative links between **brands** and companies and those **people with great visibility** and prominence on the internet, who are known as 'influencers'.



INFLUENCER MARKETING

The main benefits of using influencer marketing techniques are as follows:

- The **positive** messages of our brand or company are amplified.
- A lot of **conversation** is generated on the network about our products or services: awareness
- **Traffic** to our website or the landing page of our campaign is increased.
- Influencers are closely followed by a target audience with a great **purchasing power** and who are very consumerist: the **millennial** generation.
- If designed well, an influencer campaign doesn't have to be very expensive, and a satisfying and profitable return on investment (ROI) can be achieved.
- The brand gains **reputation** and prestige

INFLUENCER MARKETING

To design a good influencer marketing strategy…

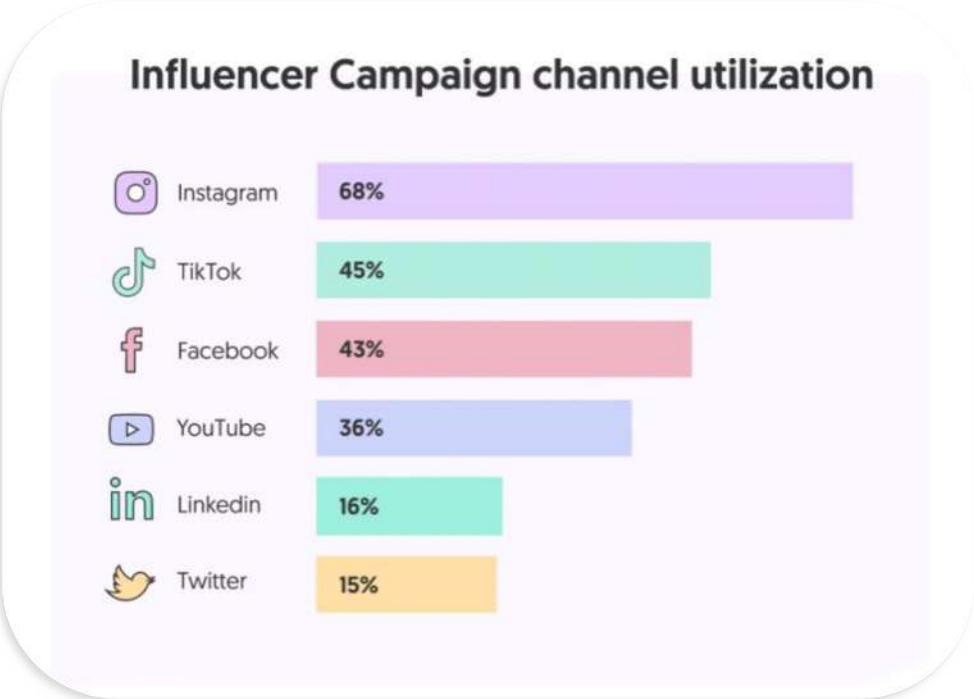
1. **Identify** the most relevant influencers and, above all, those who best fit our products and the values of our brand or company.

2. We have to get positive criticism from the influencer towards our brand or product.

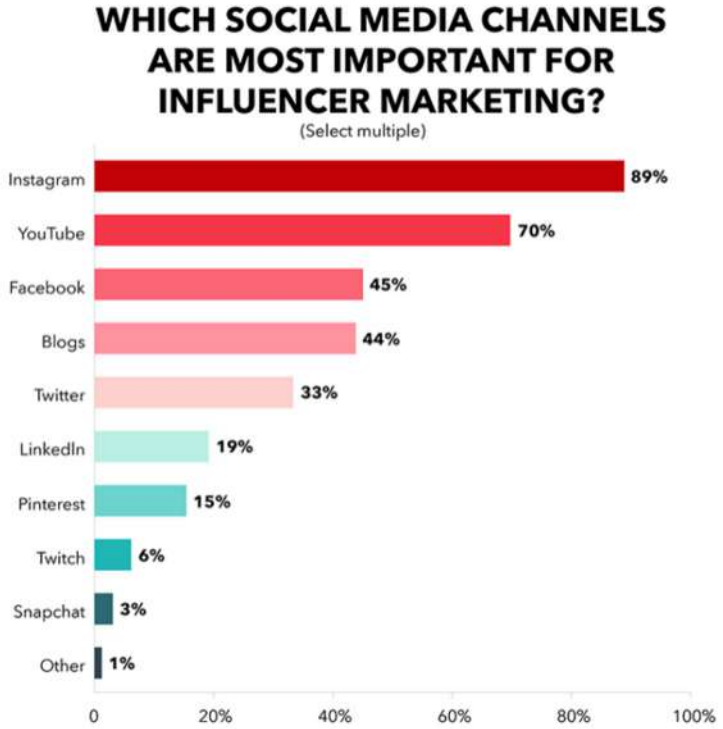
3. Another option is the insertion of an **advertisement**, more or less hidden, during the appearances (content) of these influencers.

4. We may also **invite** them to our product launches in order to promote them.

INFLUENCER MARKETING



INFLUENCER MARKETING

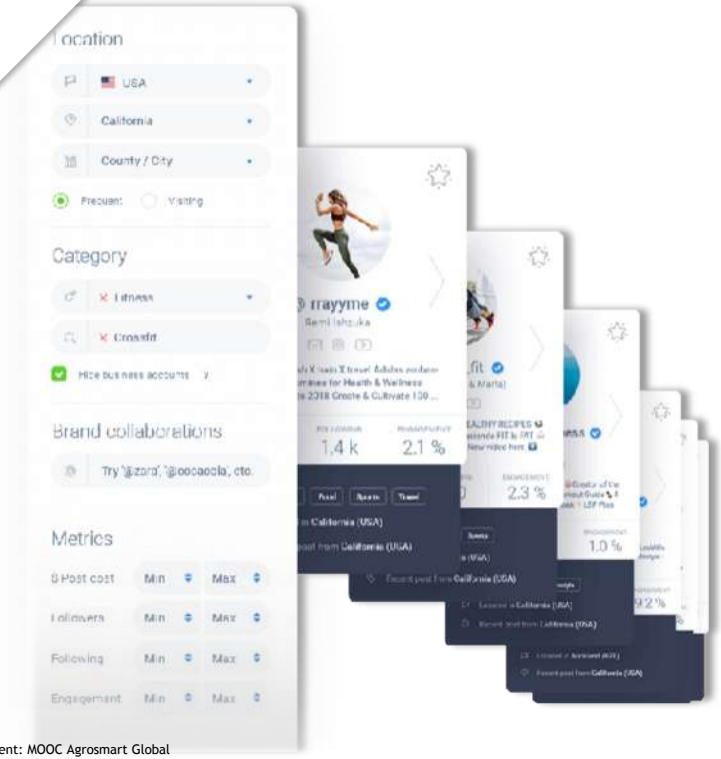


INFLUENCER MARKETING

INFLUENCER MARKETING AS A GROWING TREND

ecommercenews

Heepsy

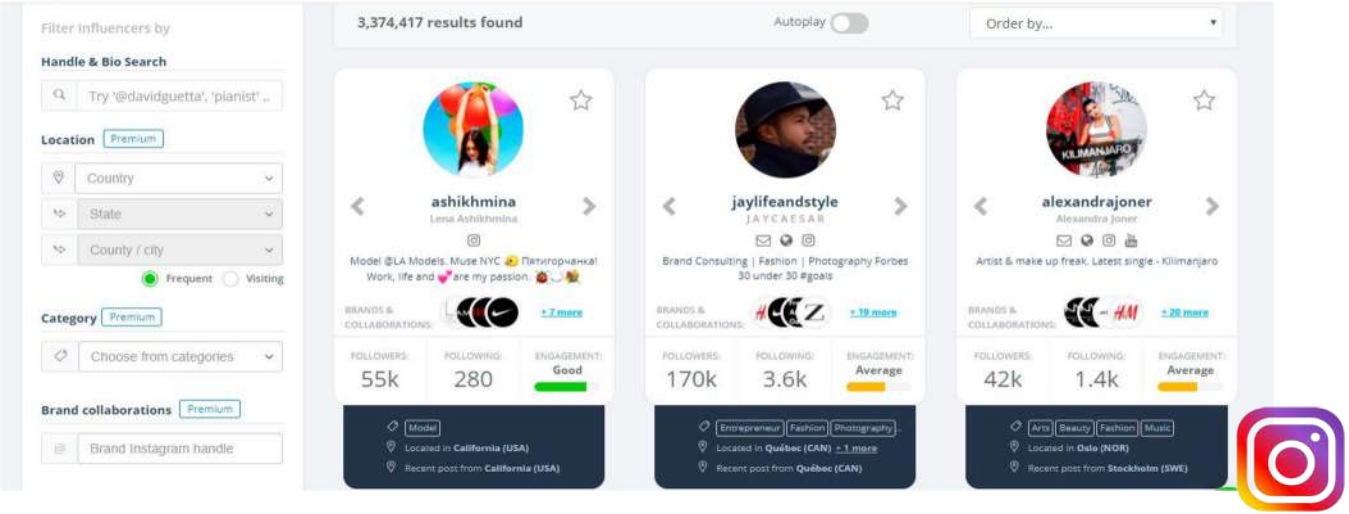


Heepsy is a website that facilitates the search for influencers for companies that request their services to give visibility to their products and activities. It has more than 3 million distinguished influencers in more than 40 categories.

WHICH IS ITS GOAL?

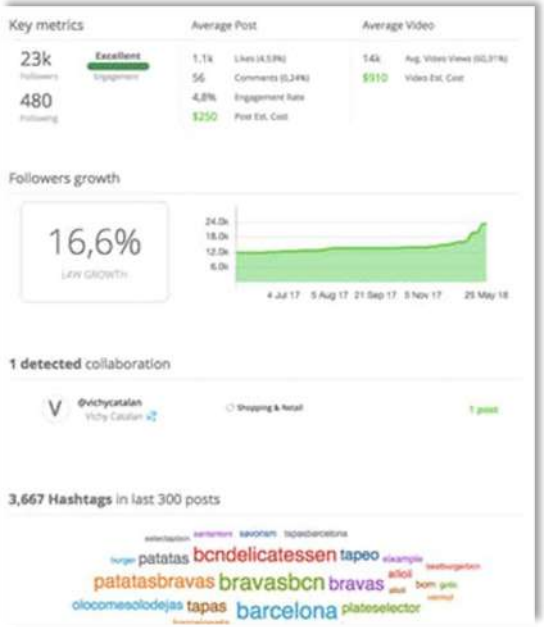
Heepsy

It consists of searching for a series of filters, according to the needs of each company. Heepsy shows Instagram users who have more than 5,000 followers and a public profile. You can filter by different categories and location. In this way, the company will find the influencer that best suits its product or service, according to its identity, tastes and target audience.



INFLUENCER MARKETING AS A GROWING TREND

Heepsy



HOW DOES IT WORK?

In addition to the search for influencers by filters, there is a qualitative data analysis section that controls the growth of followers over time and captures it in graphs for better visibility. Likewise, the data of the brands with which each user has worked is collected.

INFLUENCER MARKETING AS A GROWING TREND

Heepsy

TOOLS

DISCOVER

It allows you to find the most suitable influencers for the needs of companies by applying different filters:

- category
- location
- followers
- engagement
- more filters

MY INFLUENCERS

Having applied the filters or not, the number of influencers that each user considers appropriate for their economic activity can be collected.

This information can be downloaded in different formats

There is the possibility of leaving comments to the influencer, leaving a rating and saving the information of each influencer.

PRICING

It divides the user's subscription possibilities into 4 sections:

- Free
- starter
- Plus
- Pro

Each one with different characteristics and limitations in the search for those influencers that best suit the interests of the company.

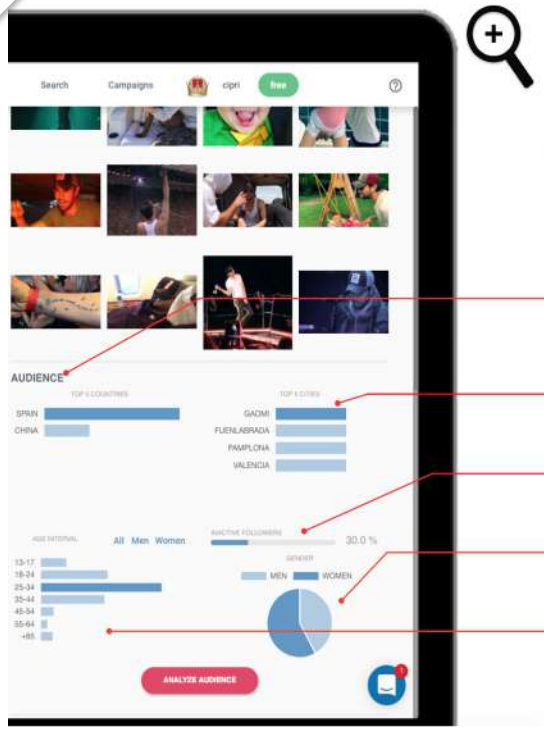
INFLUENCER MARKETING AS A GROWING TREND

Heepsy

According to the number of followers, we can classify influencers as follows:

- **Micro-influencers: between 5K and 15K.**
- **Small influencers: between 15K and 100K**
- **Medium influencers: between 100K and 250K**
- **Great influencers: 250K and 1M**

INFLUENCER MARKETING AS A GROWING TREND



BINFLUENCER'S SOLUTION 11

ANALYSIS

The audience analysis of the influencers is a differential value offered by Binfluencer. With this metric, brands can ensure that the audience of the influencer matches the target audience desired.

TOP 5 COUNTRIES

The countries where the influencer's audience impact the most organized from highest to lowest.

TOP 5 CITIES

Also, the cities where the influencer most impact.

% SUSPICIOUS ACCOUNTS

Suspicious accounts of being bots or false followers

GENDER

The percentage of the gender of their audience.

AGE

The division of their audience by age range.

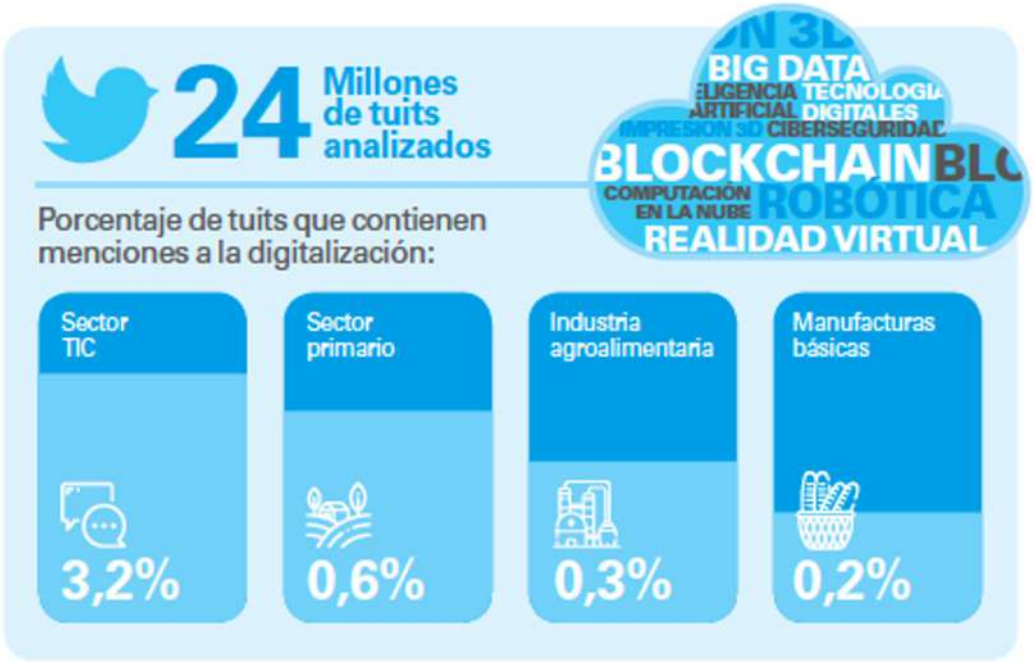
binfluencer

INFLUENCER MARKETING AS A GROWING TREND

https://youtu.be/gbbEXnRG9d8

THE AGRI-FOOD SECTOR: MENTIONS IN SOCIAL NETWORKS.

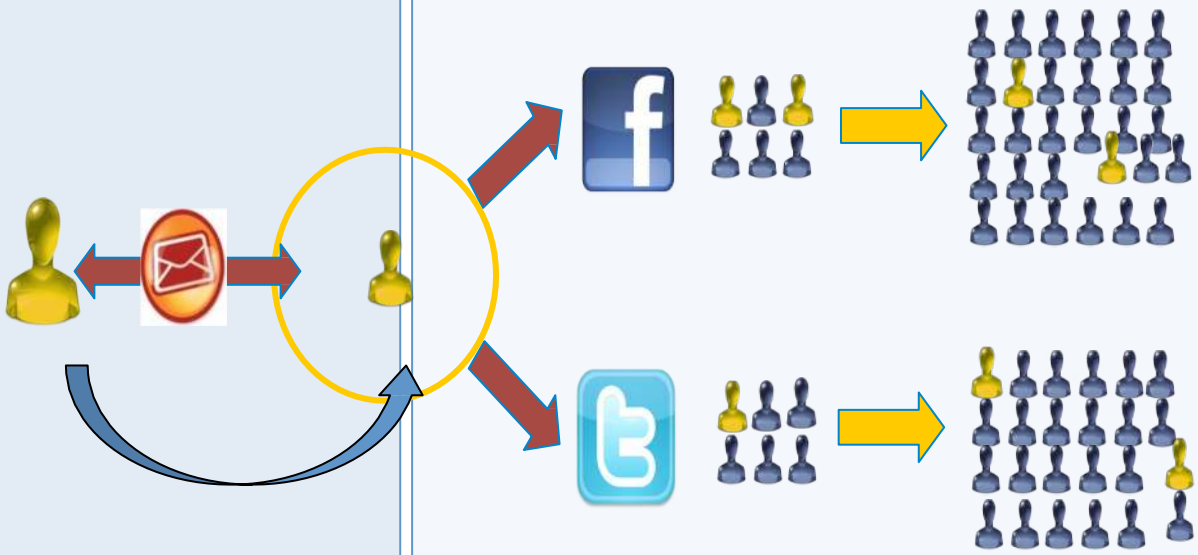
ecommercenews



THE IMPACT OF SOCIAL MEDIA

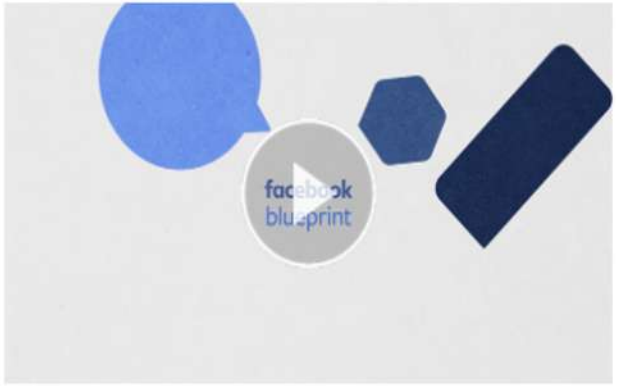
1.0 COMMUNICATION

SOCIAL COMMUNICATION: VIRAL EFFECT



MARKETING ON FACEBOOK: E-LEARNING AND CERTIFICATION

Learn the skills you need to move your business forward



Explore courses >

Browse free eLearning courses in a wide variety of topics and languages.

Choose a learning path >

Follow a tailored learning path made up of courses curated for your role.

Get certified >

Establish your Facebook marketing expertise. Put your skills to the test and earn verified credentials.

MARKETING ON FACEBOOK: INSTAGRAM ADS

Within Instagram it is possible to measure the impact of the campaign through metrics:

- Engagement by followers.
- Post engagement.
- Reach engagement.
- Hashtags, volume of mentions.
- Number of users who have participated in the hashtag.
- Hashtags, interactions and impressions generated.
- Increase in followers, related to the potential reach of your content.
- Referral traffic; The clickable link in the bio.
- Best times to post.
- Share of social media, which allows you to know what your role is in the market with respect to the competition.

MARKETING ON FACEBOOK: INSTAGRAM ADS

https://youtu.be/6qjkU3F128k

MARKETING ON TWITTER

- Is my strategy B2B / B2C / both?
- Identifying the main digital market data (Statista, ComScore, Forrester, Consumer Barometer, ICEX, etc.)

Consumer / client profile (in the case of B2C models):

- Consumer Barometer
- Facebook Audience Insights

Identifying and analyzing my competitors:

- Google local search engine.
- Sem Rush
- Similar website
- builtwith
- woorank

Designing the Marketing Plan:

- Content Marketing: (SEO, Social Networks, Videos, etc)
- Performance Marketing (SEM, affiliation)
- Use of marketplaces
- Contract models and associated costs
- assigned team

TOP 10 INFLUENCERS IN THE AGRI-FOOD SECTOR

Dani Nierenberg

Rob Leclerc

TOP 10 INFLUENCERS IN THE AGRI-FOOD SECTOR

Louisa Burwood

Lisa Prassack

TOP 10 INFLUENCERS IN THE AGRI-FOOD SECTOR

Juan Francisco Delgado

Xavier Niel

TOP 10 INFLUENCERS IN THE AGRI-FOOD SECTOR

Nicolas Ferras

Anais Maury

Influencers in the agri-food sector

Benoit Rousseaux

John Hartnett

WHAT IS A MARKETPLACE?

WHAT IS A MARKETPLACE?

As if it were an online shopping center, where we find multiple stores and people who sell their products and services.

- *"A marketplace is a "**space**" that serves as contact between bidders and applicants, normally for a **commercial** purpose and always in exchange for a fee or service commission"*

- *"In exchange for that fee and/or **commission**, the marketplace provides **technology** (platform) on the one hand and **marketing** (users) on the other"*

- *We can find a marketplace for **products** (Amazon) or **services** (Upwork) for the final **consumer** (eBay) or for **companies** (Alibaba.com) there are **horizontal** (Rakuten) or **vertical** (Mumumio in food, Westwing in decoration)*

ADVANTAGES AND DISADVANTAGES OF A MARKETPLACE

litcommerce

PROS

- Have more traffic & audience engagement.
- Take less financial risk.
- Don't run inventory.
- Quick to set up.
- Have low or no costs upon set up.

CONS

- Compete among competitors.
- Lack of brand awareness.
- Can't build a customer list for marketing strategy.

Selling on Online Marketplace

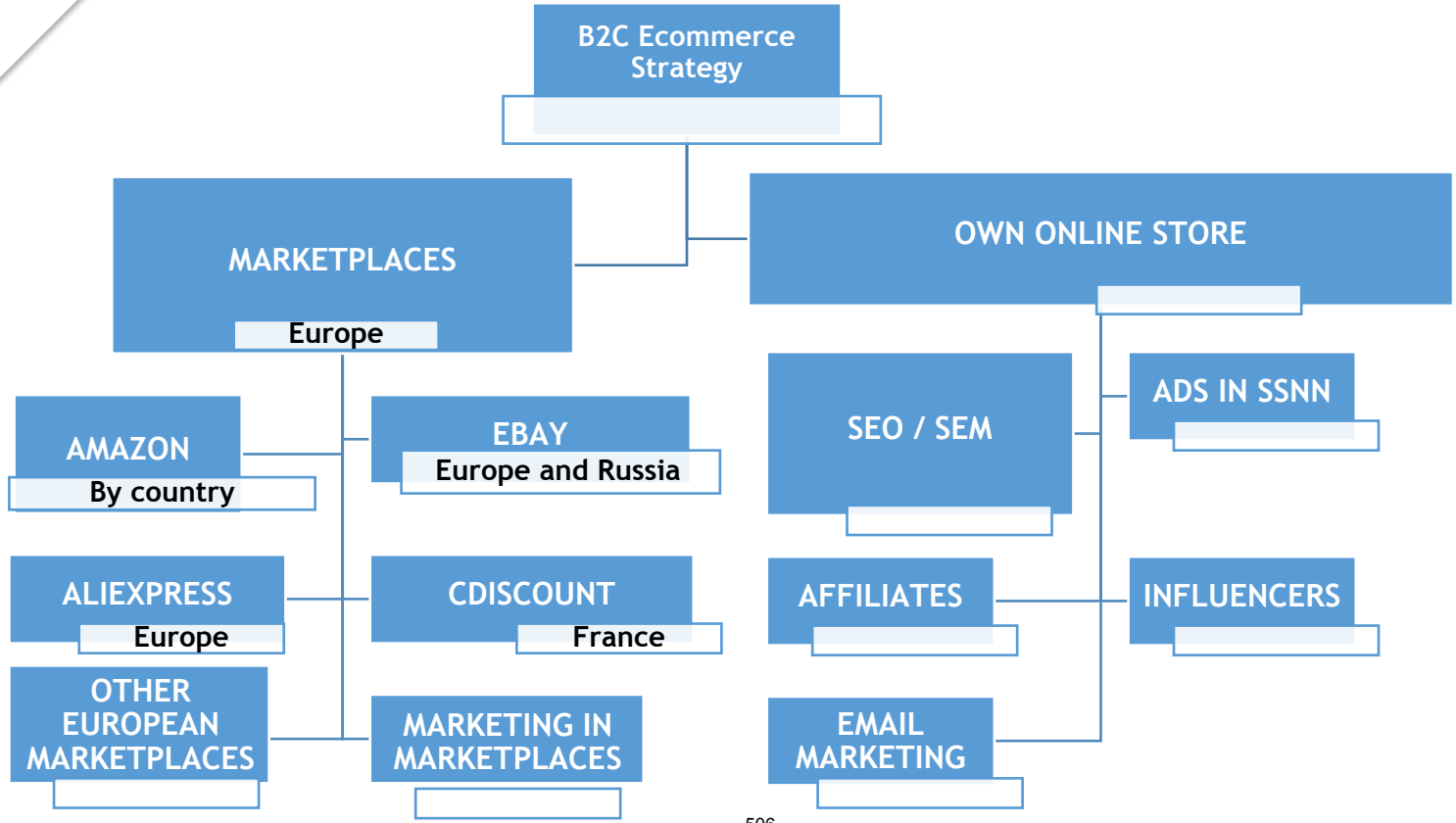
VALUE PROPOSITION FOR SELLERS

- Cheap access to new business opportunities.
- Showcase for the offer of your products and services.
- Possibility of testing international markets at low cost.
- Market information about the competition.
- Low cost branding (International visibility)
- In many B2C, fraud management (Amazon)
- Value-added services (Amazon… hosting services, logistics, payments…)

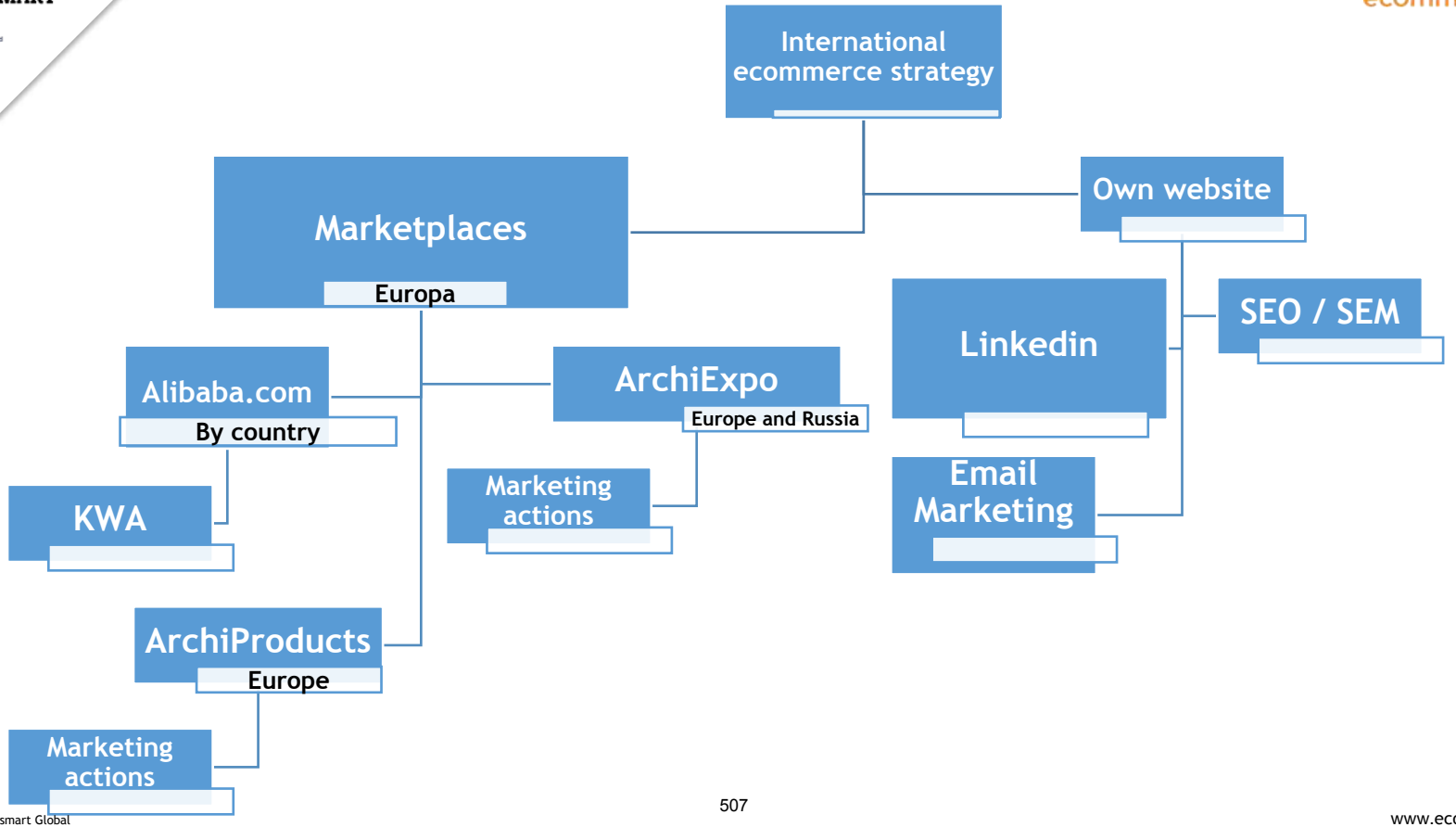
MARKETING IN MARKETPLACES

Promotion of the online store: digital marketing

EXAMPLE OF B2C STRATEGY IN MARKETPLACES



EXAMPLE OF B2B STRATEGY IN MARKETPLACES

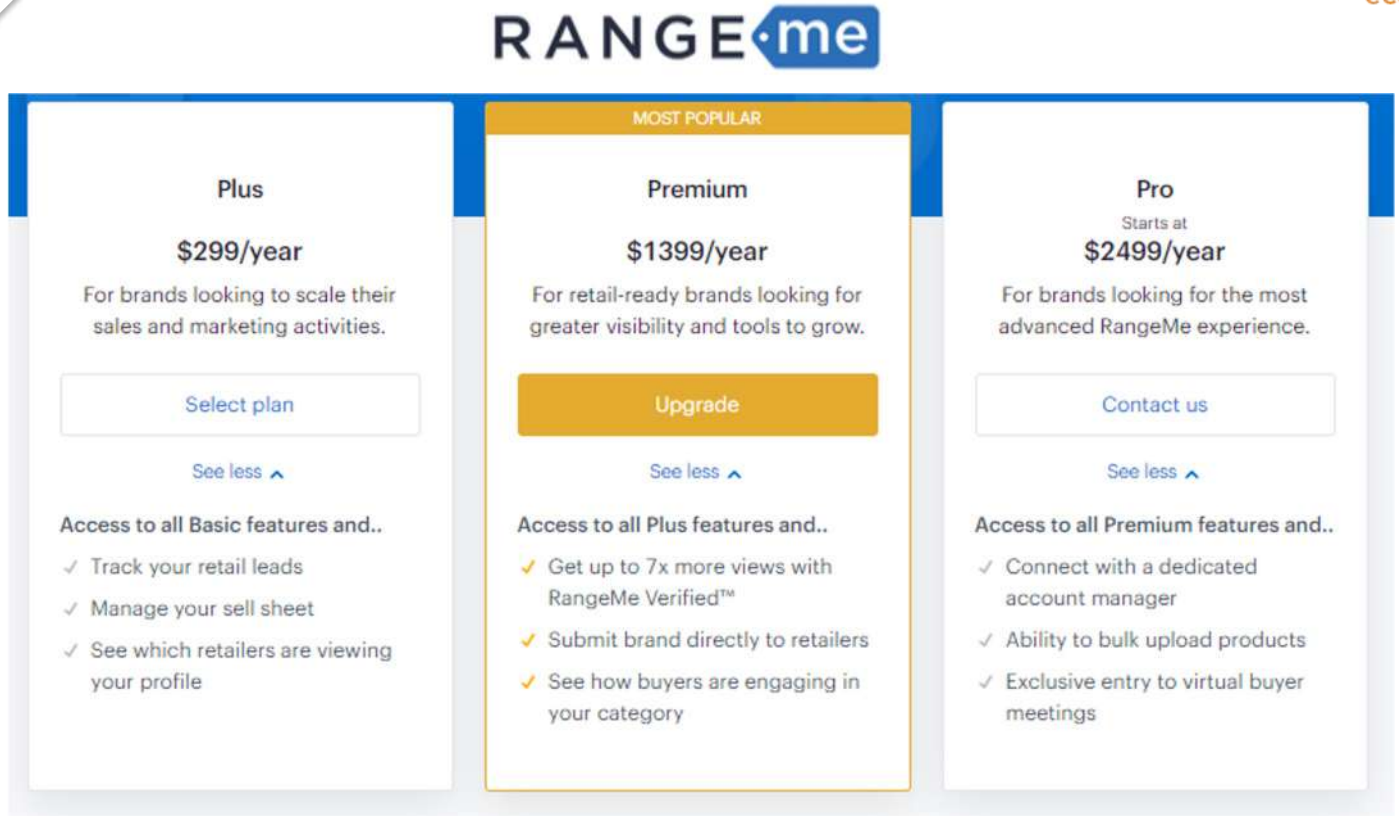


EXAMPLE OF A B2B MARKETPLACE FOR THE AGRI-FOOD SECTOR

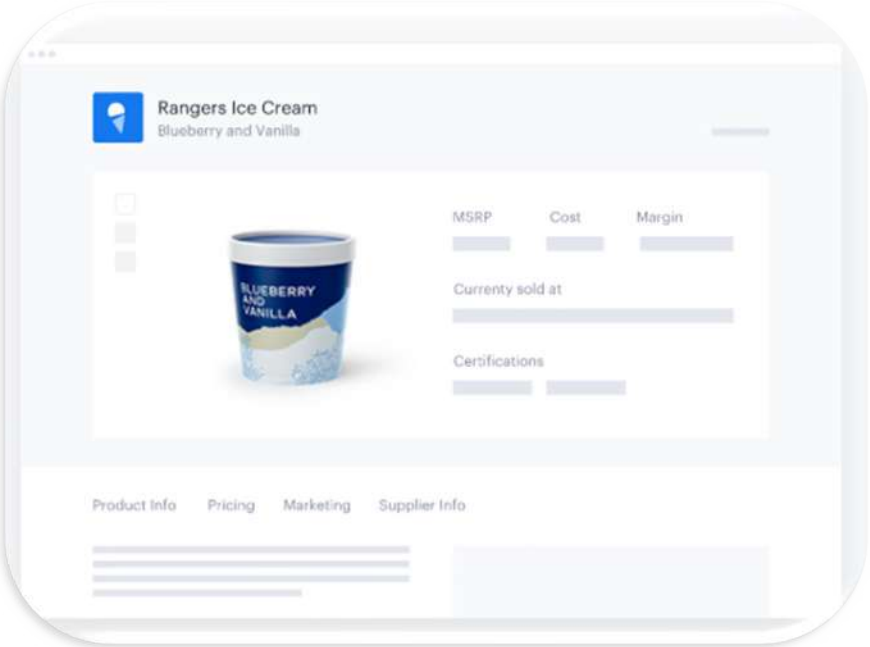
ecommercenews

RANGE me

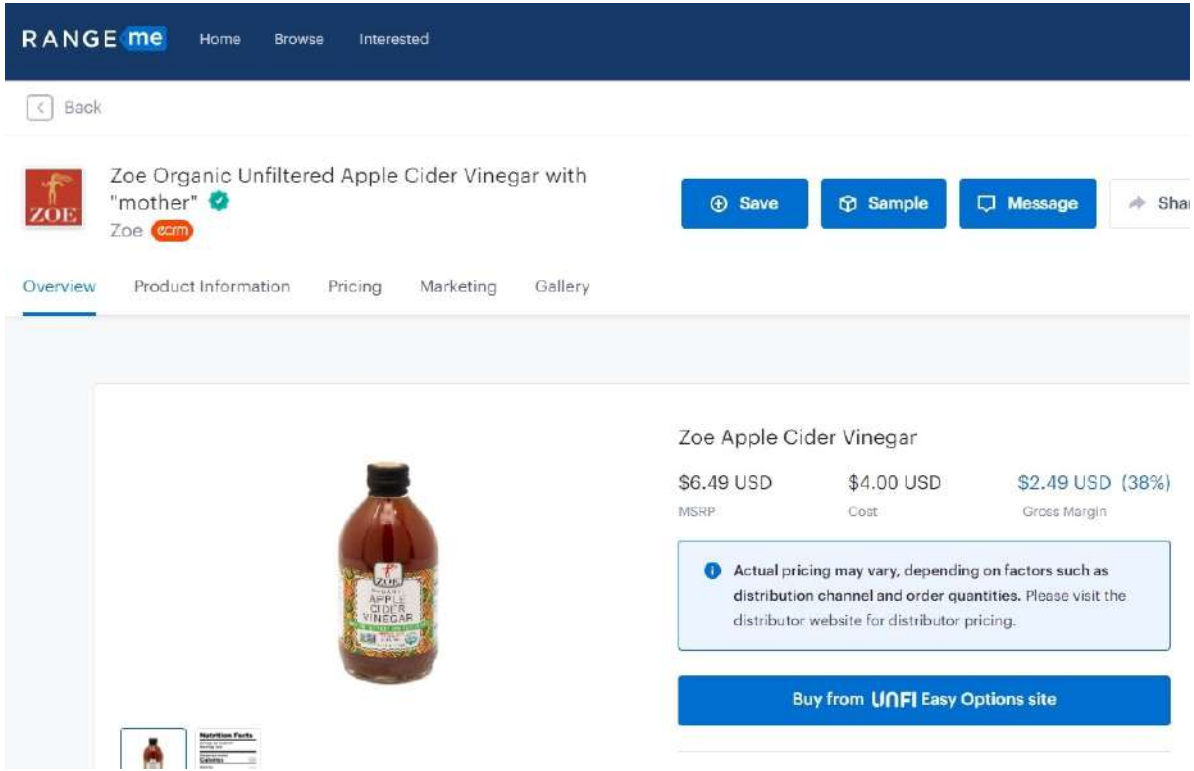
EXAMPLE OF A B2B MARKETPLACE FOR THE AGRI-FOOD SECTOR



EXAMPLE OF A B2B MARKETPLACE FOR THE AGRI-FOOD SECTOR



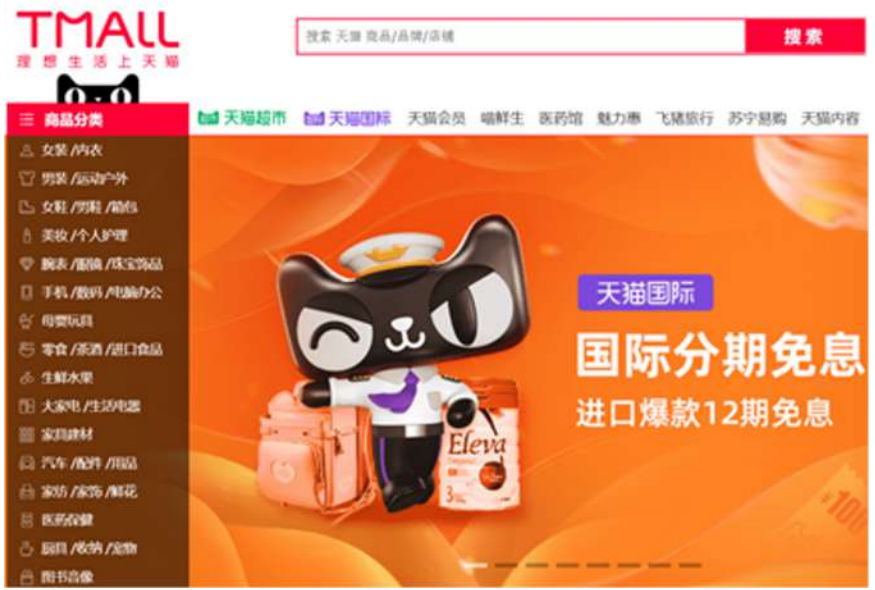
EXAMPLE OF A B2B MARKETPLACE FOR THE AGRI-FOOD SECTOR



EXAMPLE OF A B2B MARKETPLACE FOR THE AGRI-FOOD SECTOR

https://youtu.be/quSyKPYr8O0

CHINESE MARKETPLACES AND THEIR FORMS OF MARKETING



CHINESE MARKETPLACES AND THEIR FORMS OF MARKETING

Both Taobao and Tmall have diverse marketing tools. For example, Zhitongche, which is commonly used for attract and generate traffic to the store. In addition, there are other tools that allows you to participate in all the different marketing campaigns inside the platform or add a live streaming, among others.

CHINESE MARKETPLACES AND THEIR FORMS OF MARKETING

Live streaming is not only used on Chinese social media, it is also hugely changing the way Chinese consumers buy. In these years, Taobao and Duoyin live streaming have increased the majority of online sales of products that use them. It is the biggest change in ecommerce in the Chinese market in recent years.

Austin Li and Viya are two of the people who are always at the top of the ranking of online sellers in China. At the online festival 6.18, which is the mid-year sale, Austin Li sold 200 million RMB (about 26 million euros) worth of goods in a single night.

CHINESE MARKETPLACES AND THEIR FORMS OF MARKETING

To break into the Chinese market, Pascual chose to work with live streamer Austin Li. He tried Pascual's yogurts and said they taste better than other brands.

Thanks to this, people began to know their brand and search for information on social networks, while sales increased in their official store on Tmall and Taobao.

CHINESE MARKETPLACES AND THEIR FORMS OF MARKETING

This is the biggest selling website in China and mainly for wholesale and from manufacturers. It is the best commercial option of the B2B type to reach the Chinese consumer.

CHINESE MARKETPLACES AND THEIR FORMS OF MARKETING

Marketing tools inside 1688:

- Coupons
- Online festivals

CHINESE MARKETPLACES AND THEIR FORMS OF MARKETING

After Taobao and Tmall, JD is the second B2C marketplace with the most consumers in China.

CHINESE MARKETPLACES AND THEIR FORMS OF MARKETING

A new JD platform called JingXi has recently been added. It is similar to Pinduoduo, that is, it is used for group purchases.

You can also connect with WeChat, which is the most used app by people on a daily basis. The strategy of this platform is to connect social networks with the marketplace, so the marketing of this platform depends on WeChat KOL accounts.

CHINESE MARKETPLACES AND THEIR FORMS OF MARKETING

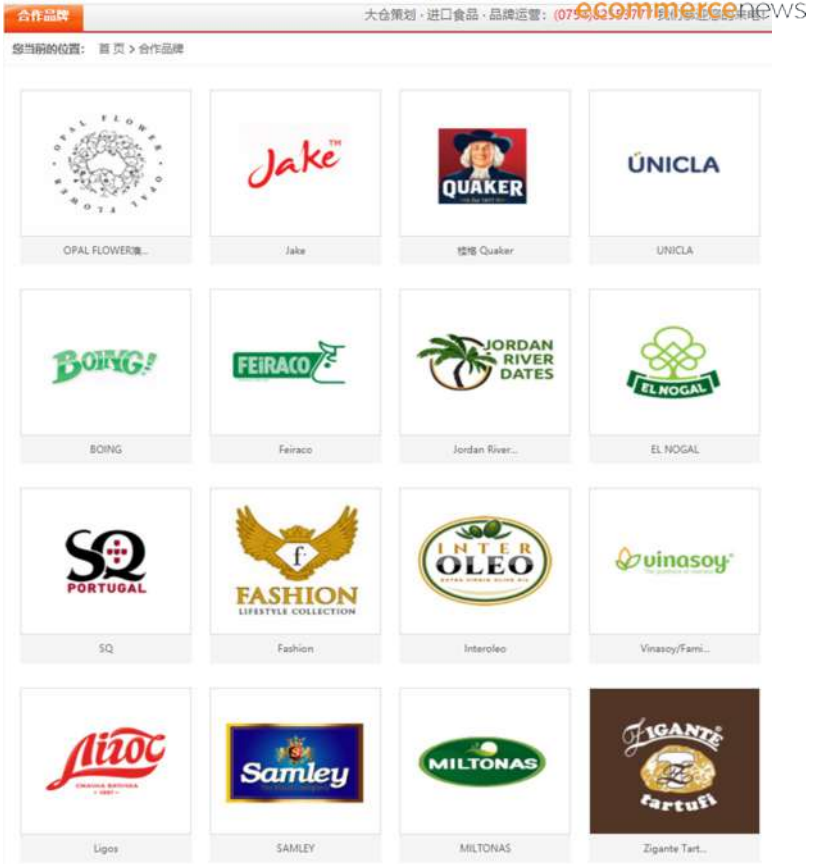
The B2B Marketplace for the food sector in China

CHINESE MARKETPLACES AND THEIR FORMS OF MARKETING

Customers in more than 100 countries and regions.

It participates in the organization and cooperation with more than 100 professional imported food exhibitions in China and abroad:

Canton Fair, National Sugar and Wine Fair, SIAL (France), FHC (UK), SEOUL FOOD (South Korea), HOFEX (HK), Anuga (Germany), etc.



Chinese marketplaces and their forms of marketing

Chinese B2B platform specialized in wine.