

LA ESTRATEGIA EN LAS REDES SOCIALES

UNA CLAVE DE INTERNALIZACIÓN



Solucionafacil.es





Solucionafácil

Si es posible imaginarlo, es posible hacerlo

PONENTE

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#SOCIALSELLING



MUNDIAL



**LATINO
AMÉRICA**



ECOMMERCE

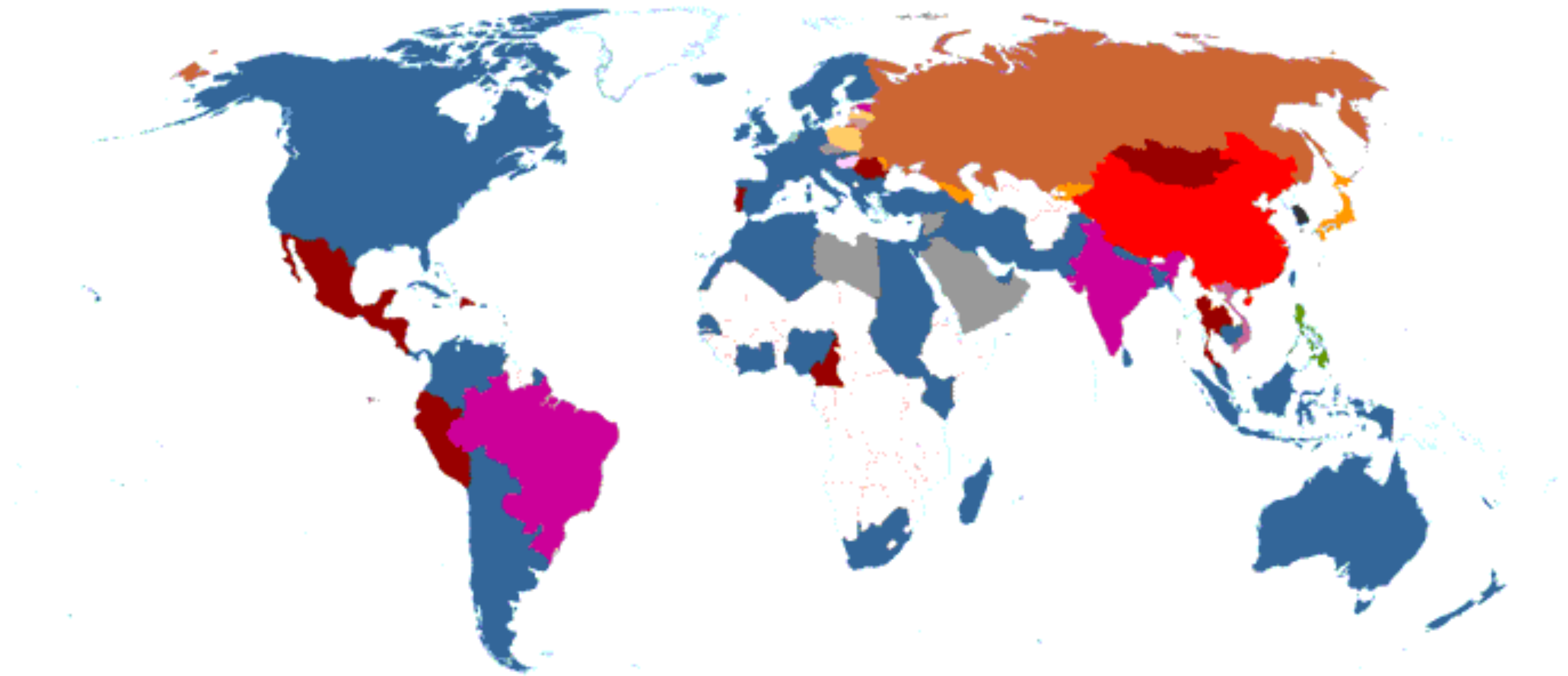
#SOCIALSELLING



MUNDIAL

WORLD MAP OF SOCIAL NETWORKS

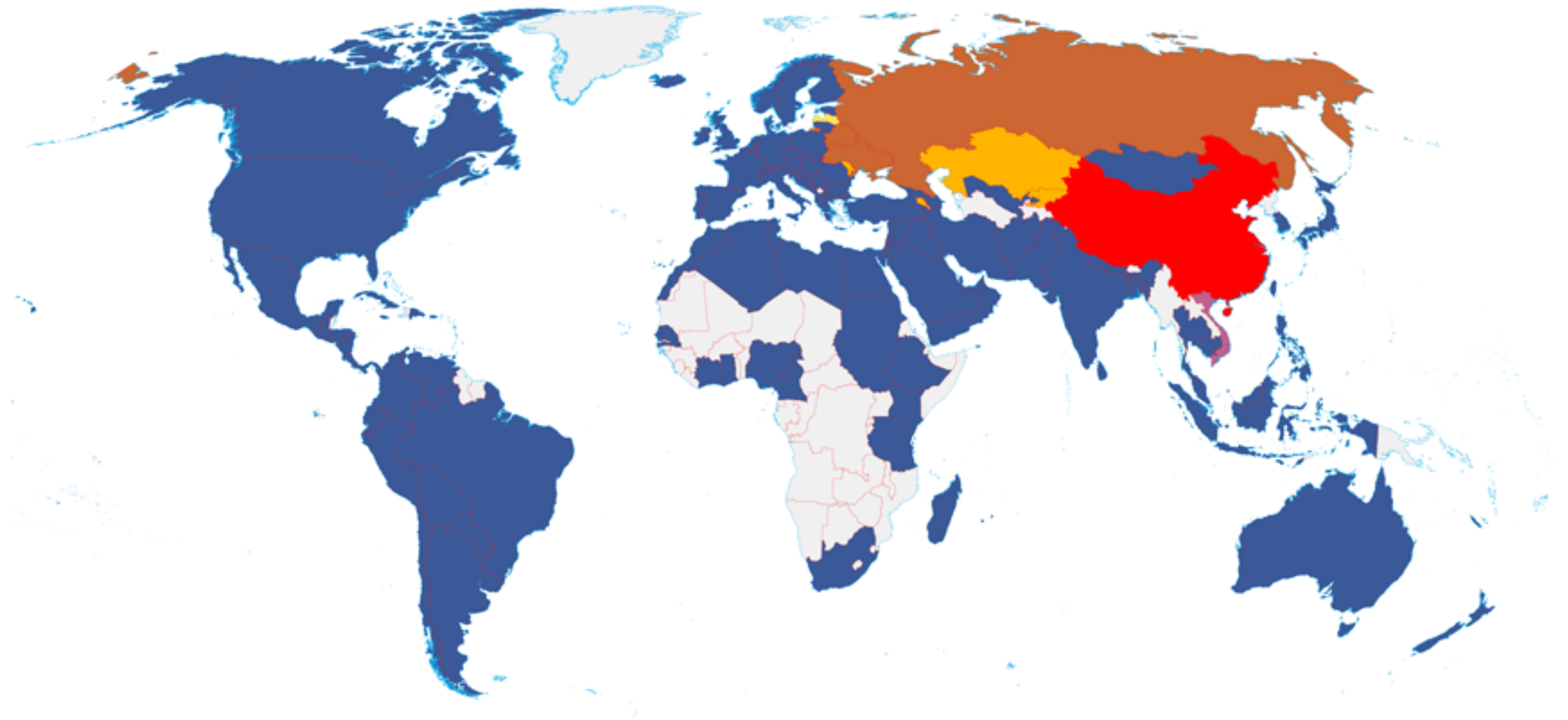
June 2009



Facebook	V Kontakte	Odnoklassniki	Lidè	Hyves	Zing	Hi5
Orkut	Nasza-Klasa	QQ Zone	Iwiw	Maktoob	One	Mixi
Friendster	Wretch	Cyworld				

WORLD MAP OF SOCIAL NETWORKS

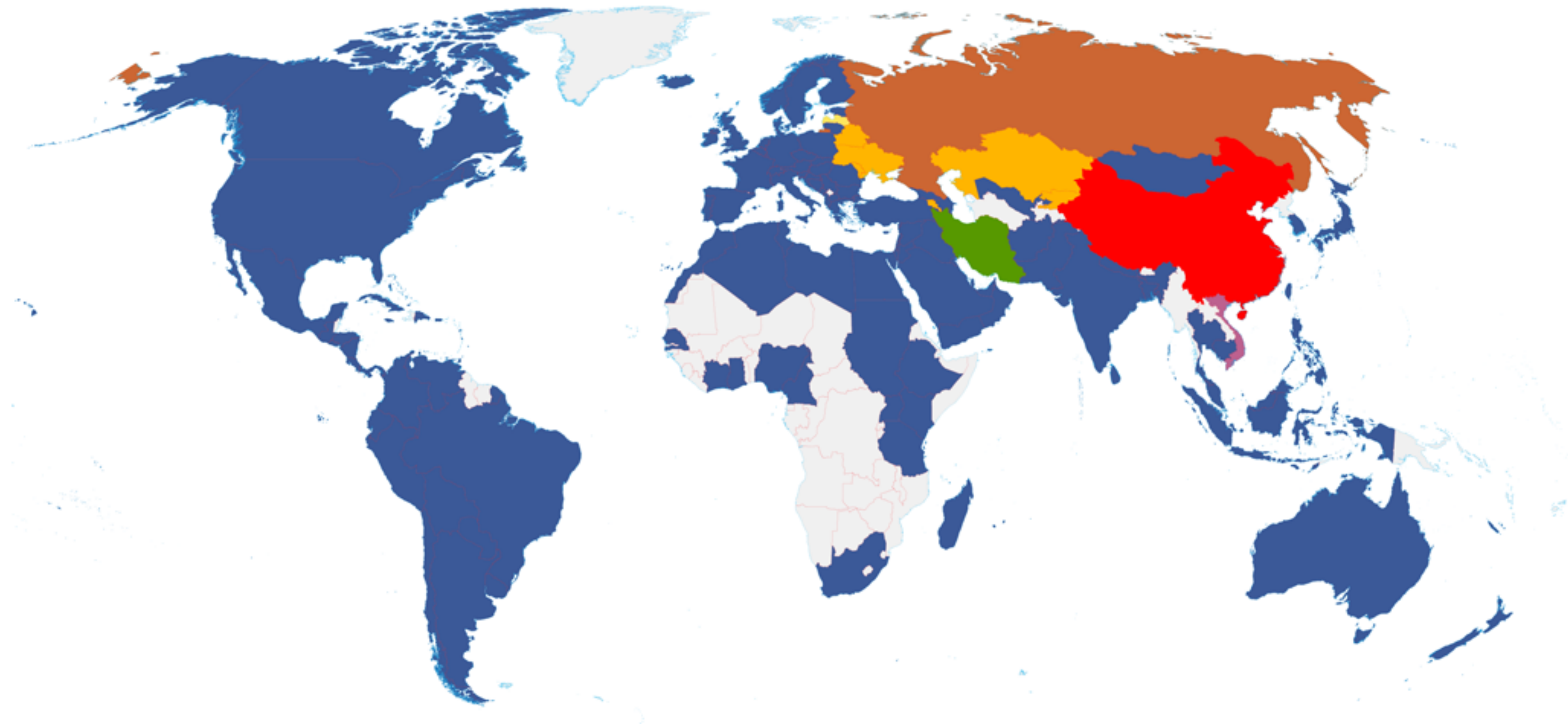
December 2011



Facebook QZone V Kontakte Odnoklassniki Drauglem Zing

WORLD MAP OF SOCIAL NETWORKS

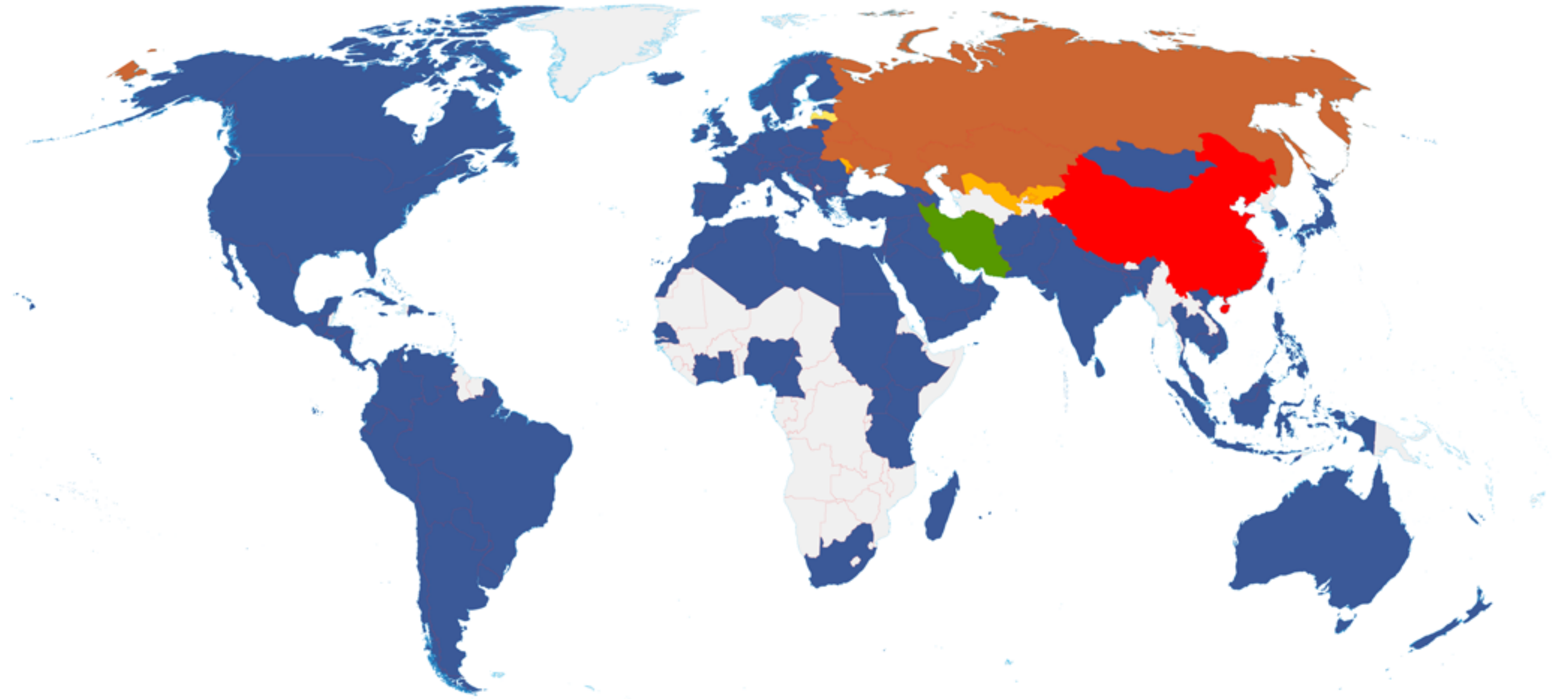
June 2012



Facebook QQZone VKontakte Odnoklassniki Draugiem
Zing Cloob

WORLD MAP OF SOCIAL NETWORKS

December 2013



Facebook QZone V Kontakte Odnoklassniki Cloob Drauglem

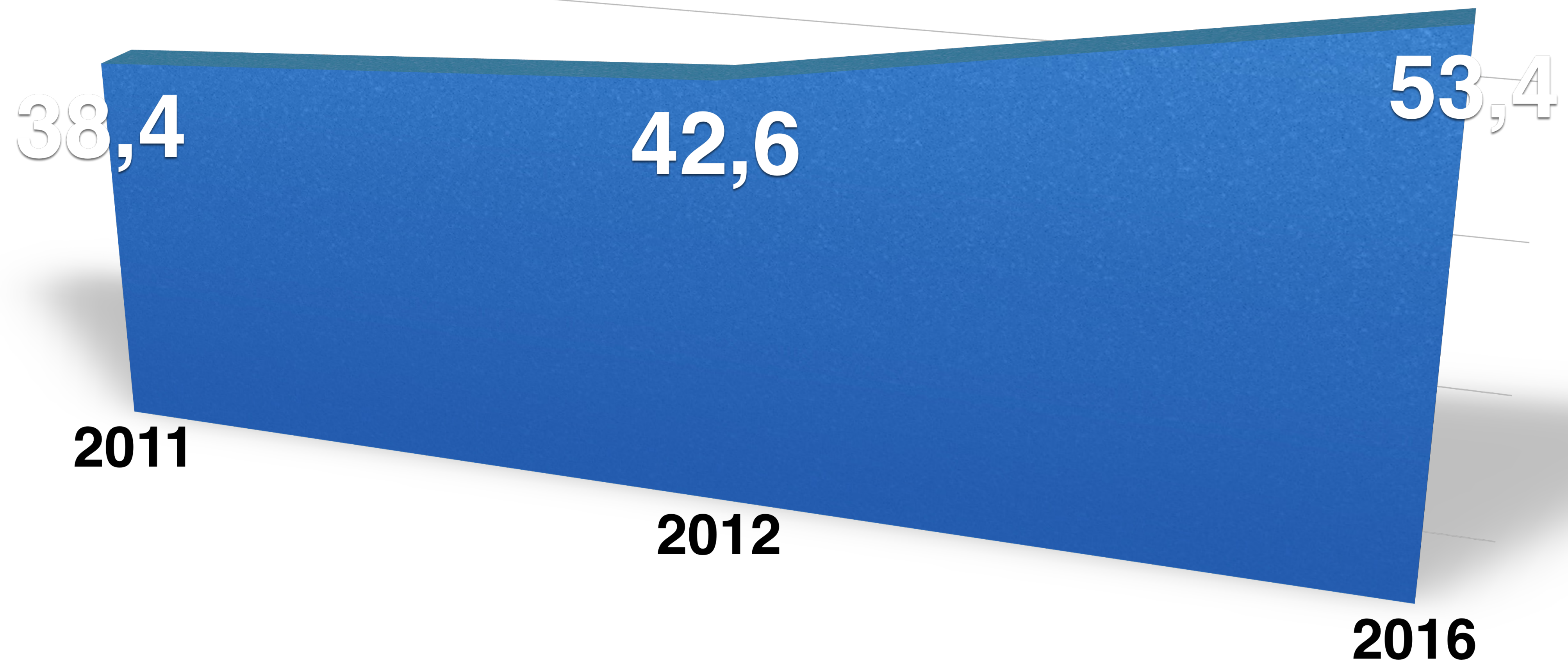
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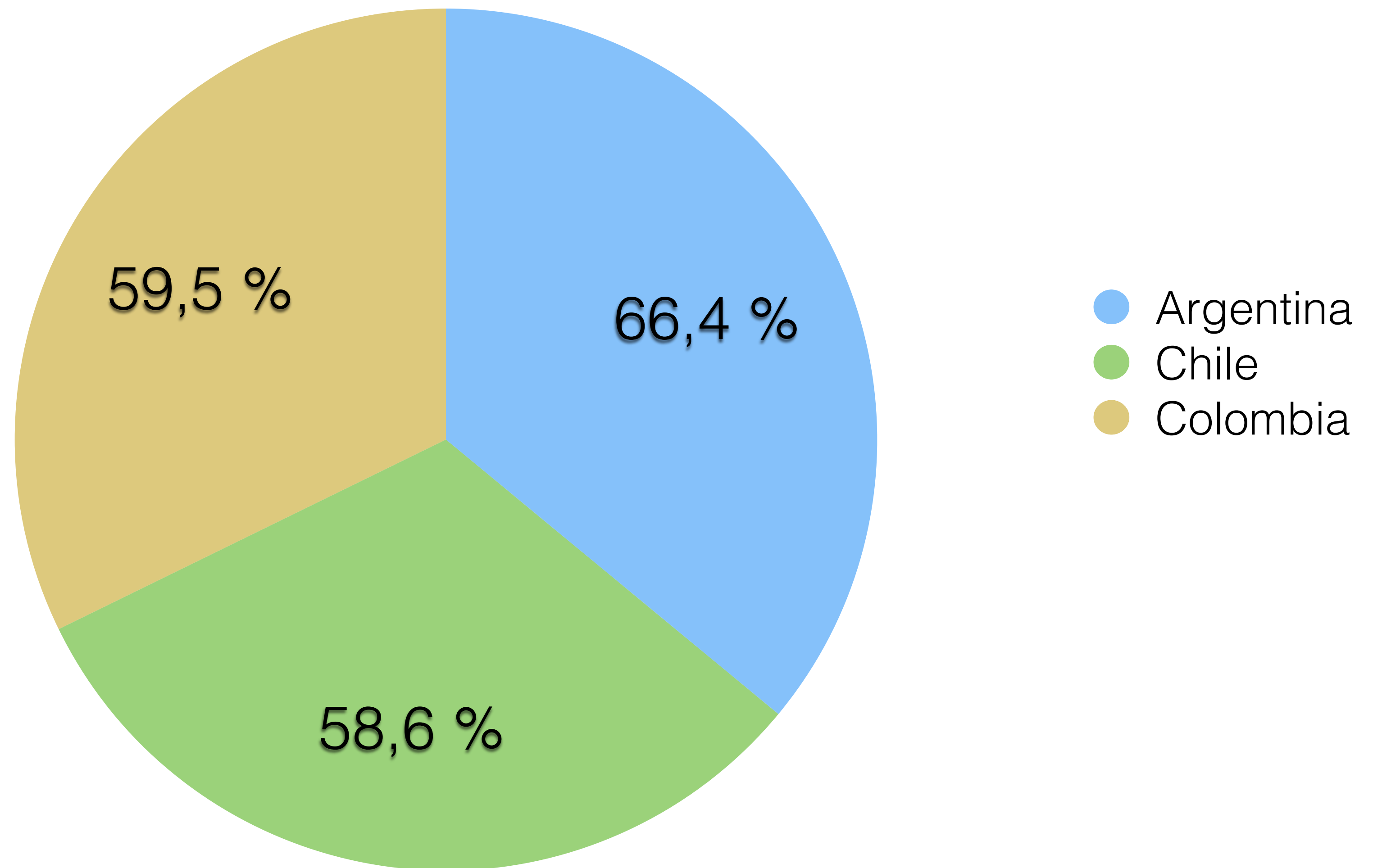
**LATINO
AMÉRICA**

LA REGIÓN DONDE MÁS CRECE EL USO DE INTERNET

PENETRACIÓN

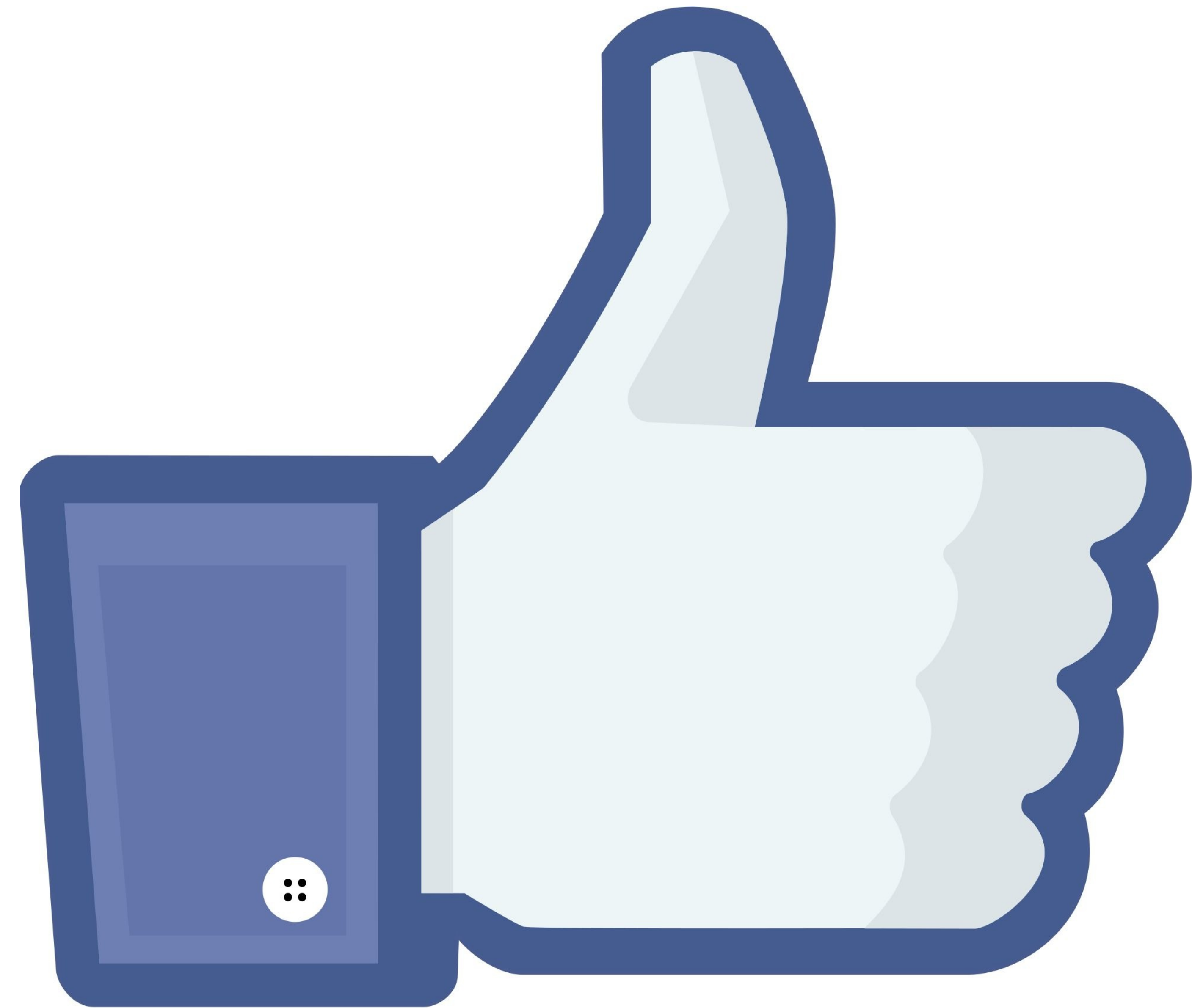


POR PAÍSES



A large, stylized graphic of the Google logo on the left side of the image. The letters 'G', 'o', 'o', 'l', and 'e' are partially visible, rendered in blue, red, green, and yellow respectively, with white spaces between them. The background is white.

LAS WEBS MÁS VISITADAS



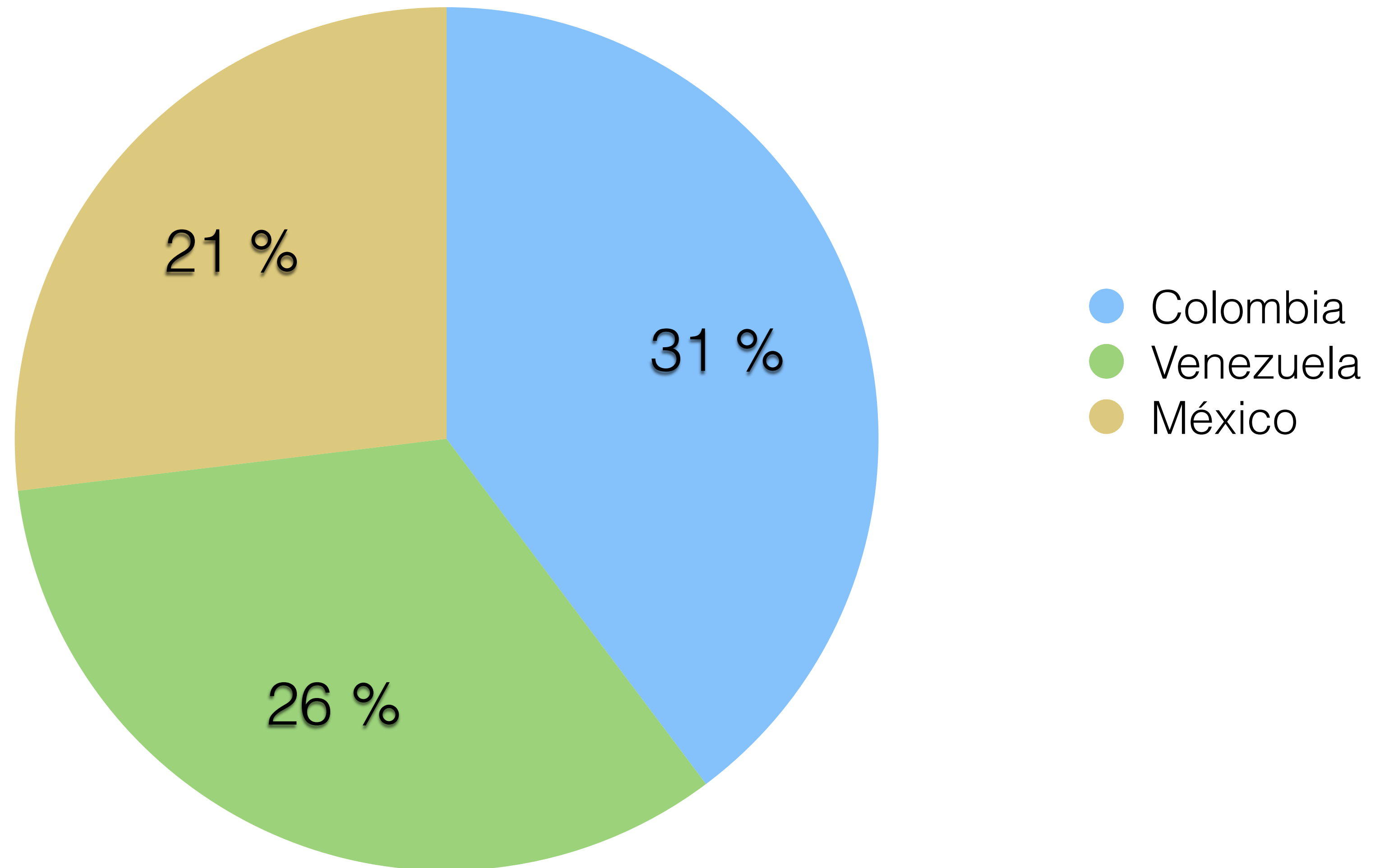
**MÁS TIEMPO SE
PASA**

TIEMPO EN LAS REDES



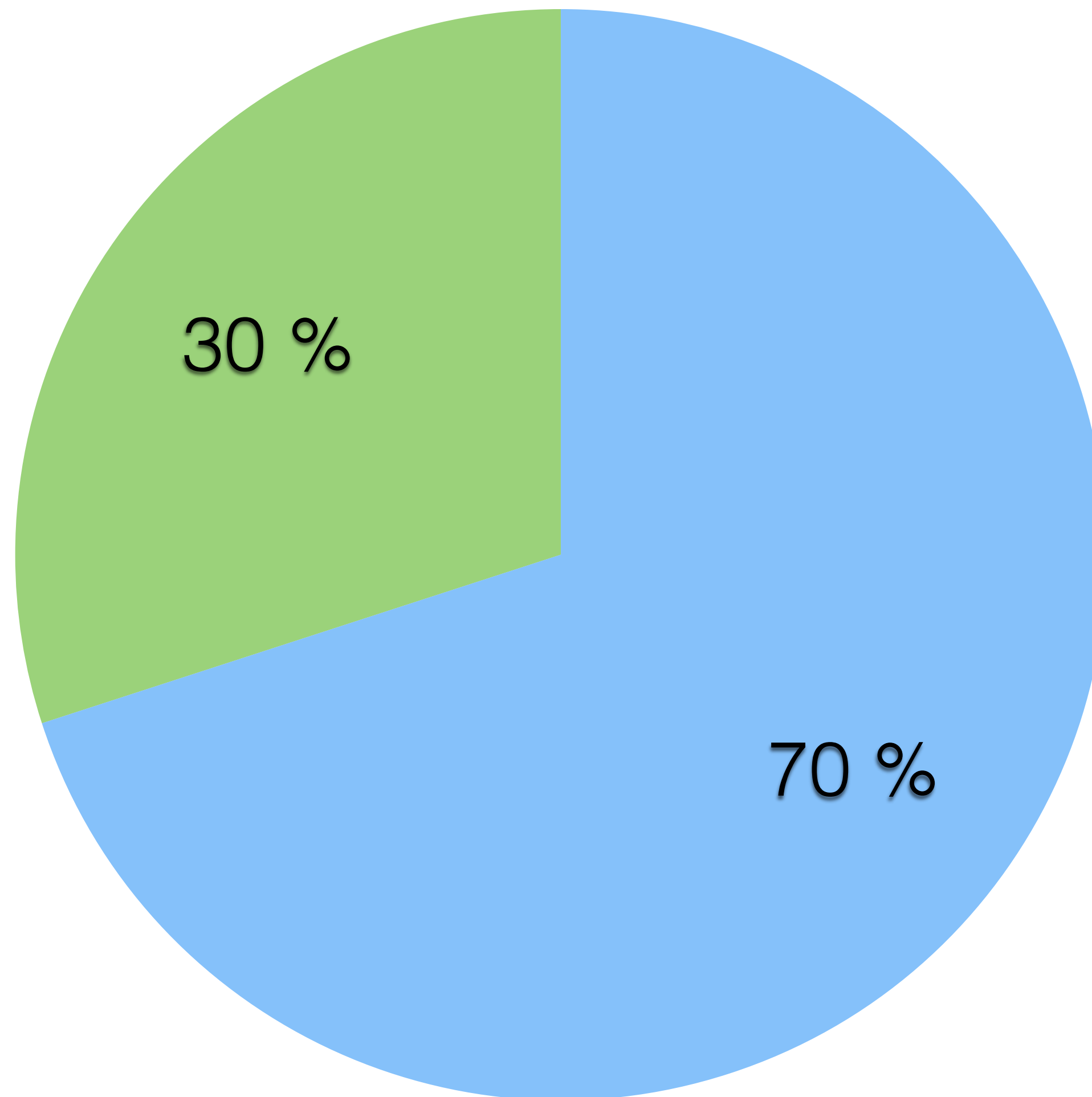
- Argentina
- Chile
- Perú
- Colombia
- México

USUARIOS ÚNICOS

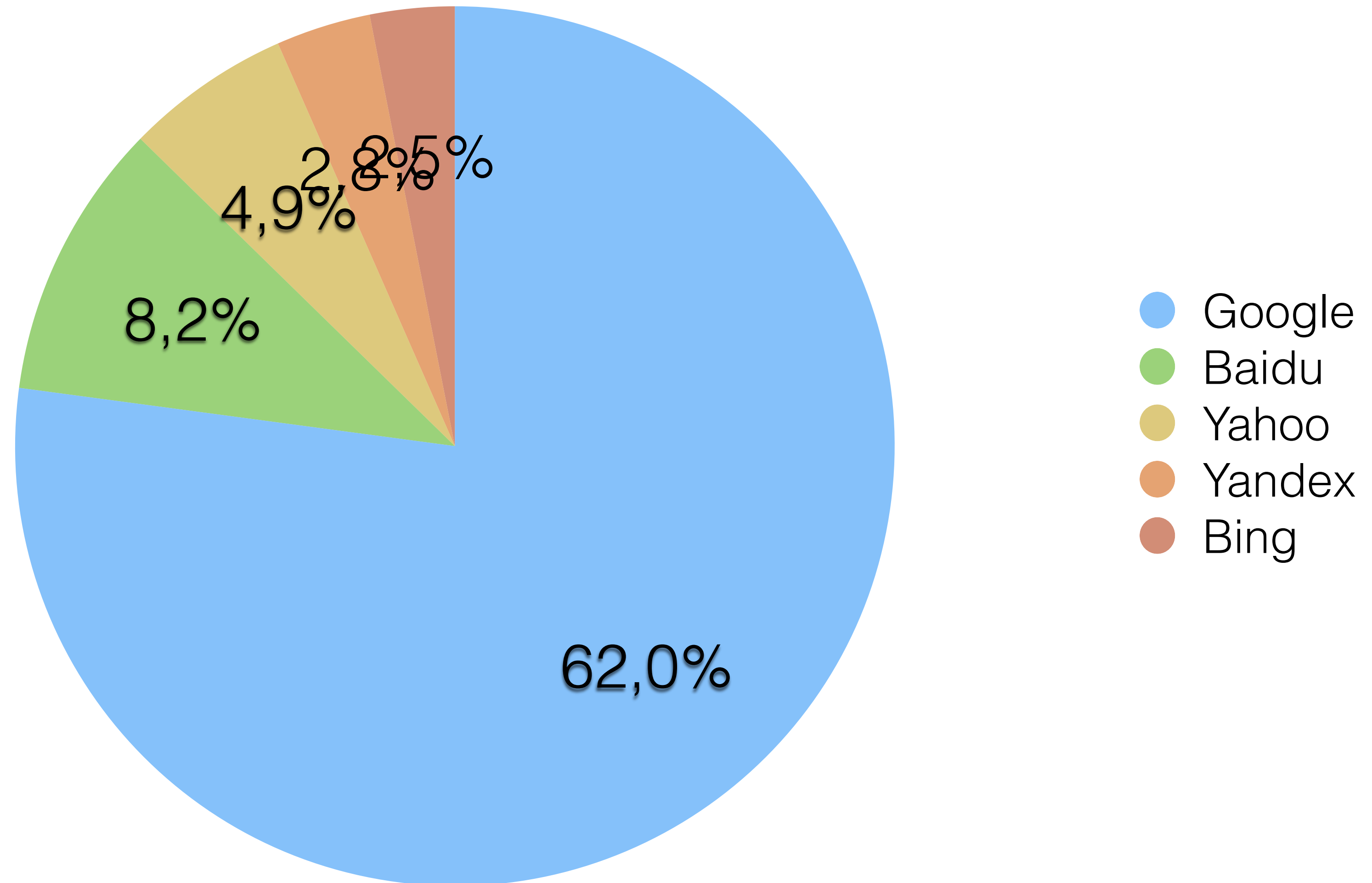


POR RED

- Facebook & Google+ & YouTube & Twitter
- Otras



BUSCADORES EN EL MUNDO





300

MILLION MEMBERS

We now have 300 million LinkedIn members, more than half of whom live outside of the U.S. That's enough to make LinkedIn the fourth largest country in the world. In celebration, we took a look back to see how much our membership has grown and diversified over the past five years. It's a helpful reminder of not only where we've been, but also where we're headed as we work to create economic opportunity for every professional in the world.



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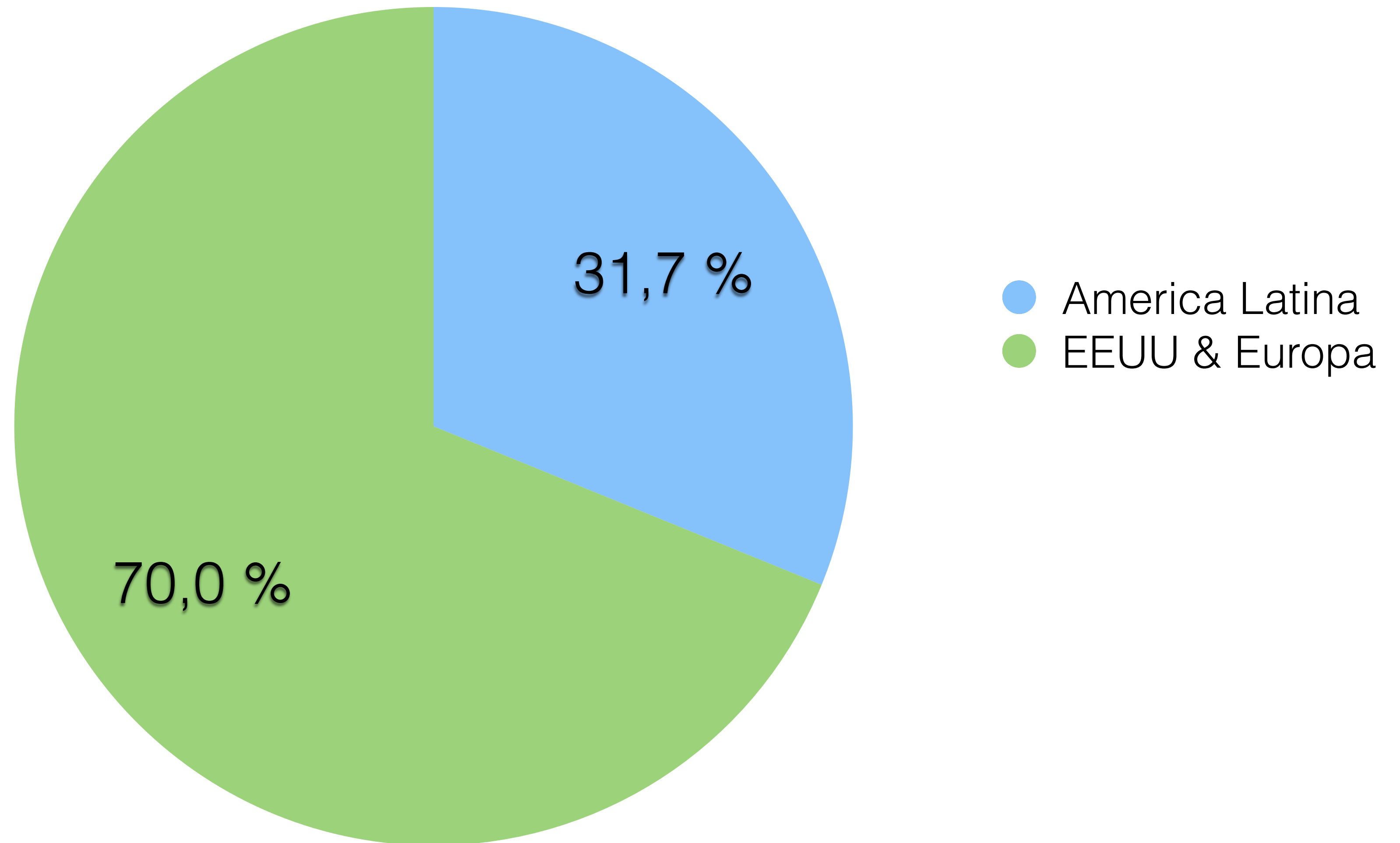


ECOMMERCE



MITOS

ECOMMERCE



The background of the image is a close-up of the Brazilian flag, showing the green field, the yellow rhombus, and the blue globe with the motto 'Ordem e Progresso'.

**EL PAÍS CON MAYOR USO DEL
COMERCIO ELECTRÓNICO
DE LATINOAMERICA**

EXPANSIÓN COMERCIO ELECTRÓNICO

ARGENTINA 18,0%
MÉXICO 14,5%

NUEVOS COMPRADORES

BRASIL

79,3%

ARGENTINA

60,0%

MÉXICO

114,0%

Forrester

B2C Ecommerce Sales Growth in Latin America, by Country, 2012-2017

% change

	2012	2013	2014	2015	2016	2017
Argentina	31.1%	6.3%	24.0%	18.0%	12.0%	10.0%
Mexico	55.8%	41.9%	20.0%	14.5%	10.0%	5.0%
Brazil	21.8%	16.5%	19.1%	8.5%	6.9%	6.0%
Other	54.6%	40.8%	19.6%	14.2%	9.4%	4.5%
Latin America	37.5%	28.0%	19.8%	12.5%	8.8%	5.6%

Note: includes products and services ordered and leisure and unmanaged business travel sales booked using the internet via any device, regardless of the method of payment or fulfillment

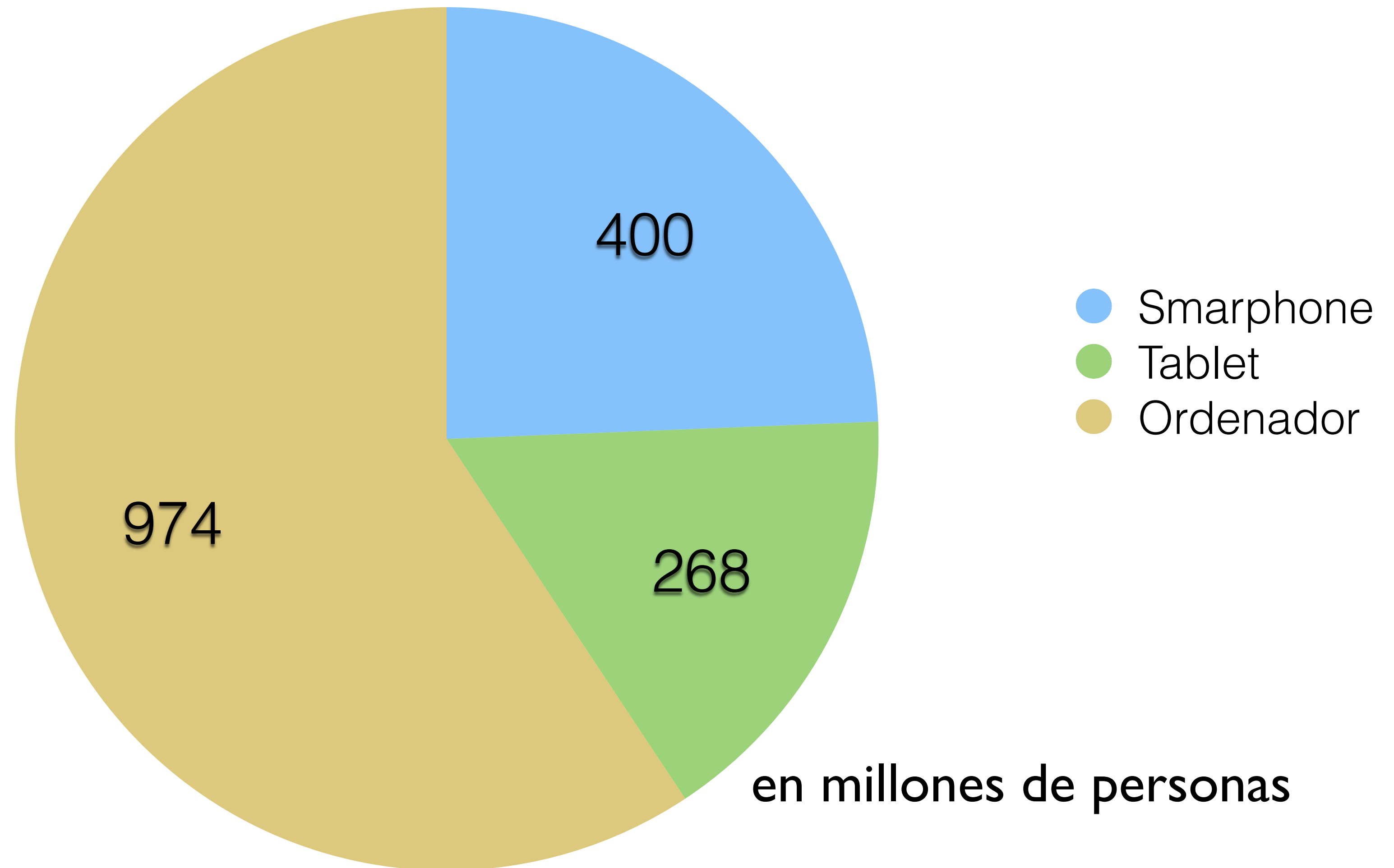
Source: eMarketer, Jan 2014

167725

WWW.eMarketer.com



TIPO DE VISITANTE



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CONVERSACIÓN MULTICANAL Y EL TÚNEL DE VENTA

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GRACIAS

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