

“MARKETING DIGITAL Y COMERCIO ELECTRÓNICO”

Seminario/Taller:

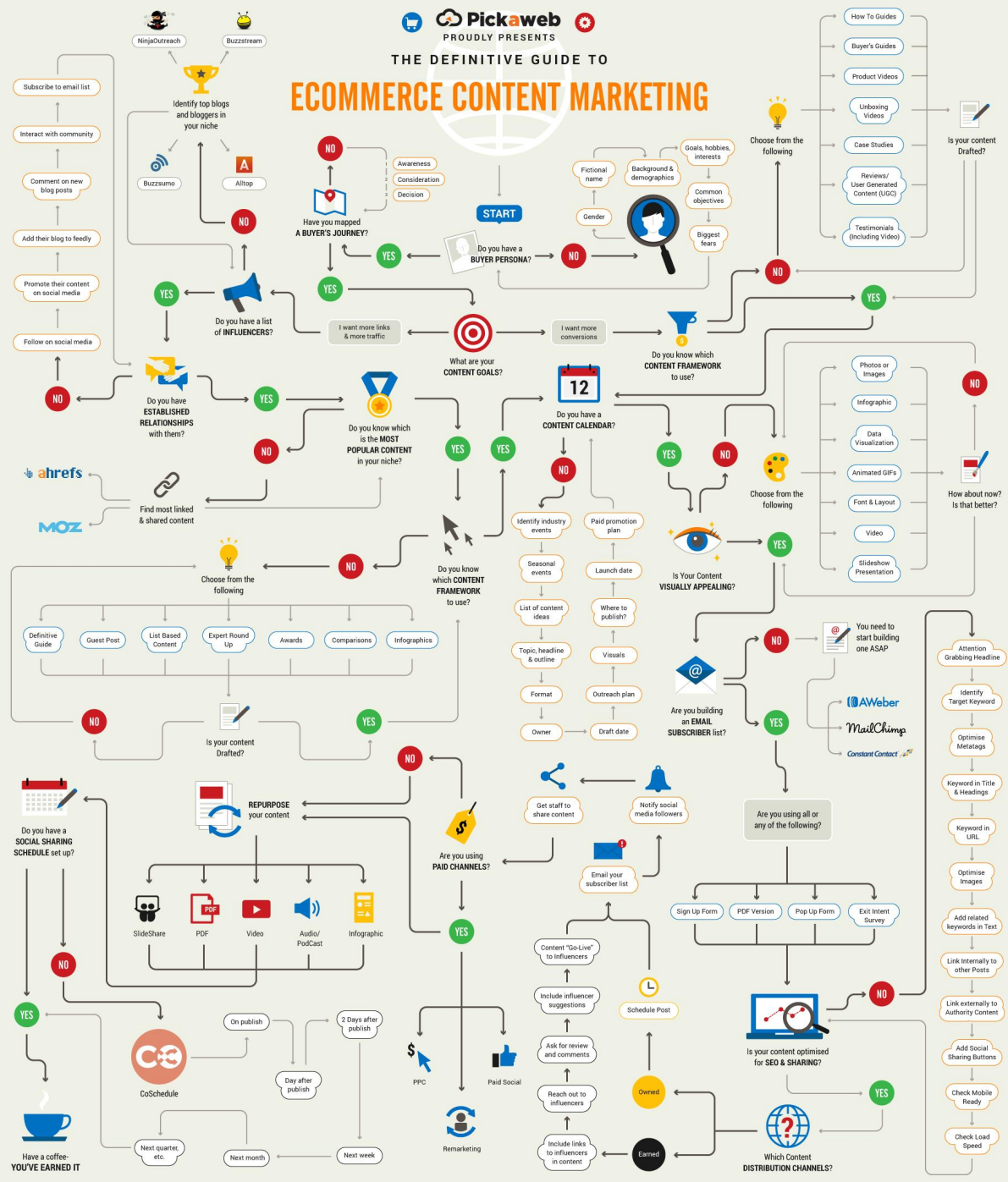
Fernando Chávez Gomes da Silva

Zoftcoapps Software SRL

PROGRAMA

1. Marketing en Buscadores
2. Performance Marketing: Afiliación y Permission Marketing
3. Técnicas de Investigación, CRM y Fidelización Online
4. Estrategias en Social Media
 - a. Entorno Social Media: ¿Qué es el Social Media Optimization?
 - b. Estrategia Social Media
 - c. Social Media Plan. Buzz marketing o cómo influir en la imagen de mis productos y servicios a través de los nuevos medios.
 - d. Dinamización y Gestión del Social Media Plan.
 - e. Formatos publicitarios en las principales redes sociales.
5. Mobile e-commerce
6. Diseño y Usabilidad (UI/UX)
7. Operaciones del Comercio Electrónico

Pickaweb PROUDLY PRESENTS
THE DEFINITIVE GUIDE TO
ECOMMERCE CONTENT MARKETING



THE DEFINITIVE GUIDE TO

ECOMMERCE CONTENT MARKETING



THE DEFINITIVE GUIDE TO ECOMMERCE CONTENT MARKETING



Do you have **ESTABLISHED RELATIONSHIPS** with them?

NO

YES

Do you know which is the **MOST POPULAR CONTENT** in your niche?

NO

YES

YES

Do you have a **CONTENT CALENDAR?**

NO

YES

NO

Is Your Content **VISUALLY APPEALING?**



Are you building an **EMAIL SUBSCRIBER** list?



ahrefs

MOZ

Find most linked & shared content



Choose from the following



NO

Do you know which **CONTENT FRAMEWORK** to use?



Identify industry events

Seasonal events

List of content ideas

Topic, headline & outline

Format

Owner

Paid promotion plan

Launch date

Where to publish?

Visuals

Outreach plan

Draft date

NO

Is your content **Drafted?**



YES

NO

REPURPOSE your content

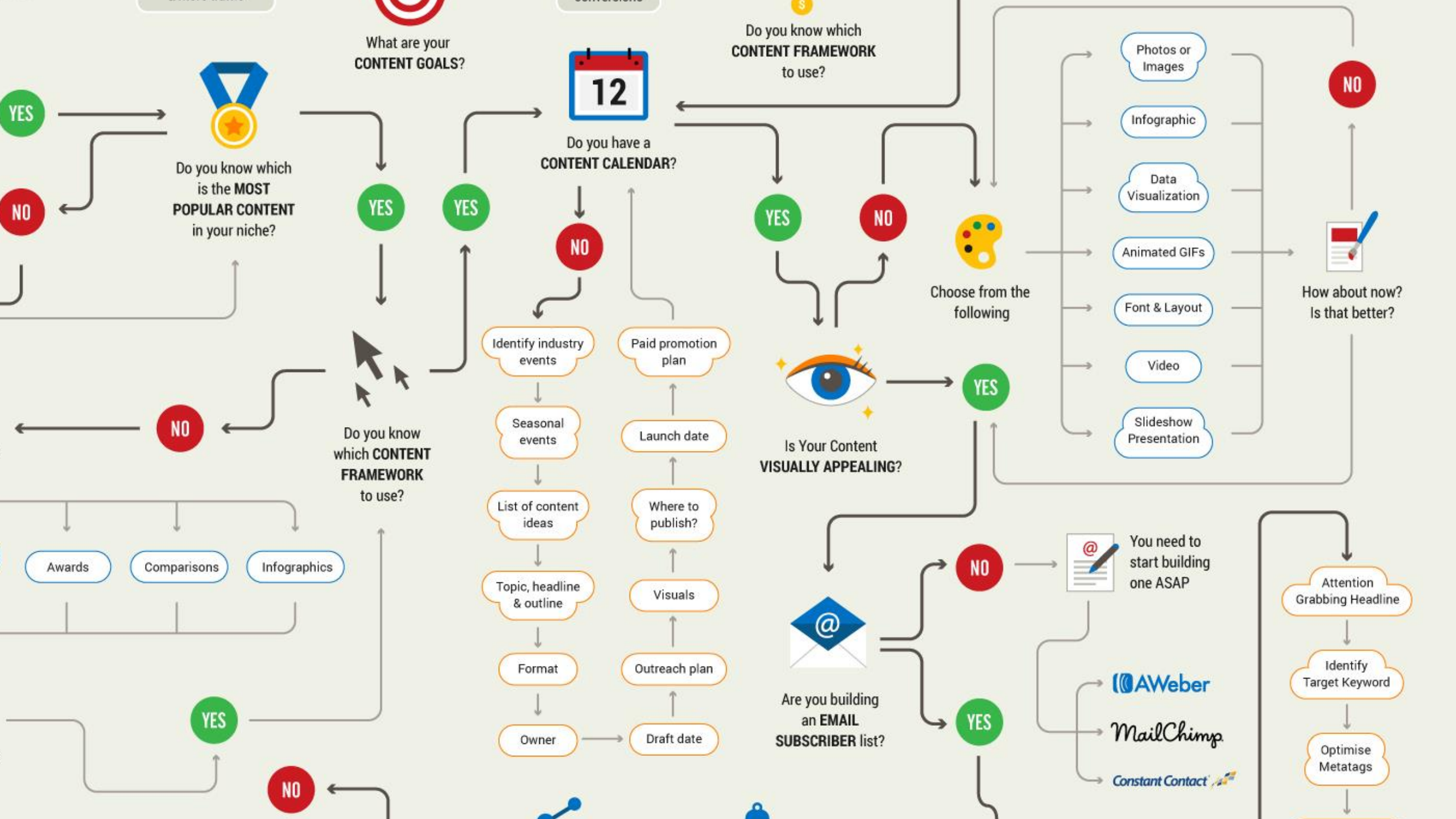


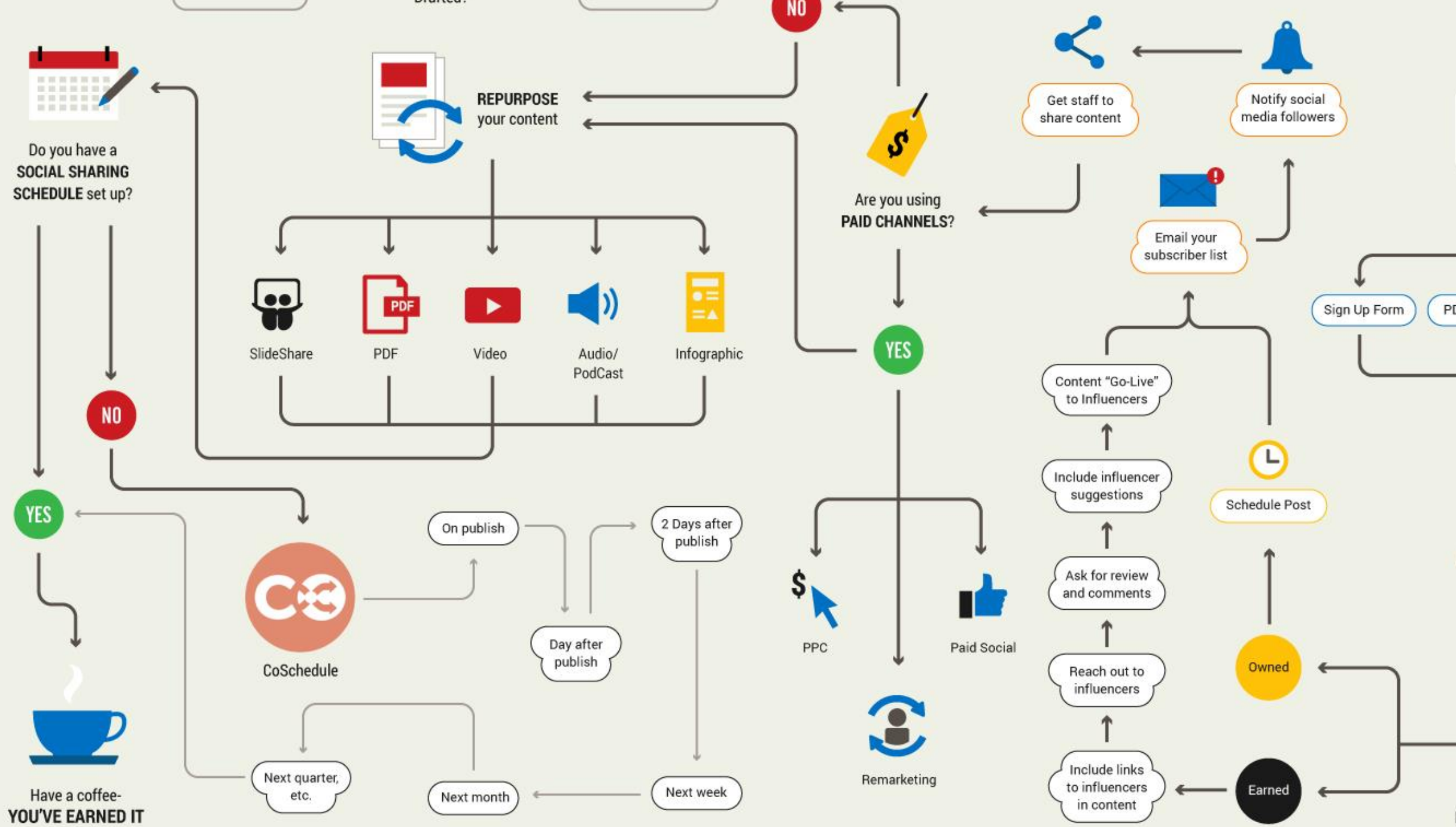
Get staff to share content

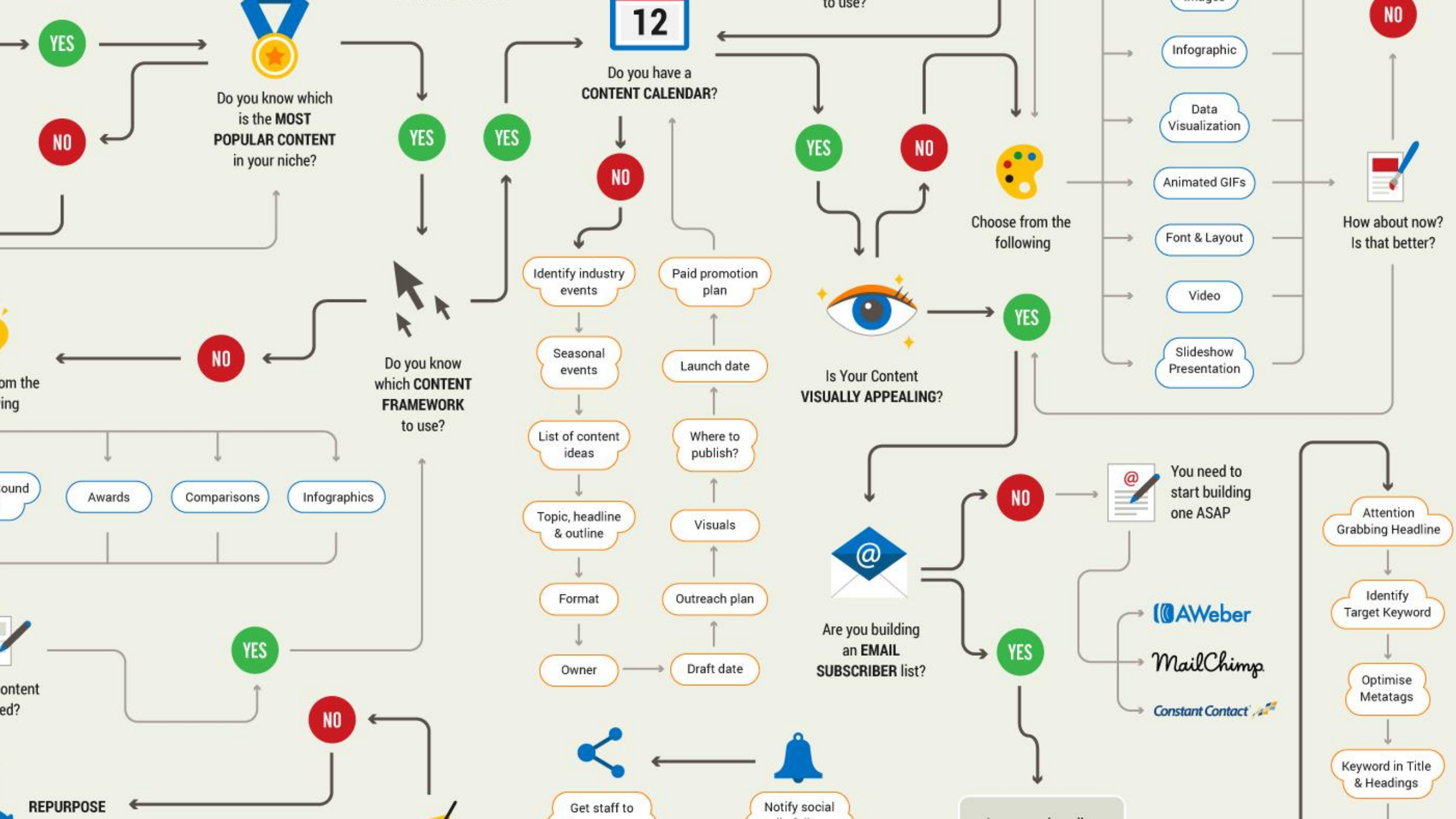


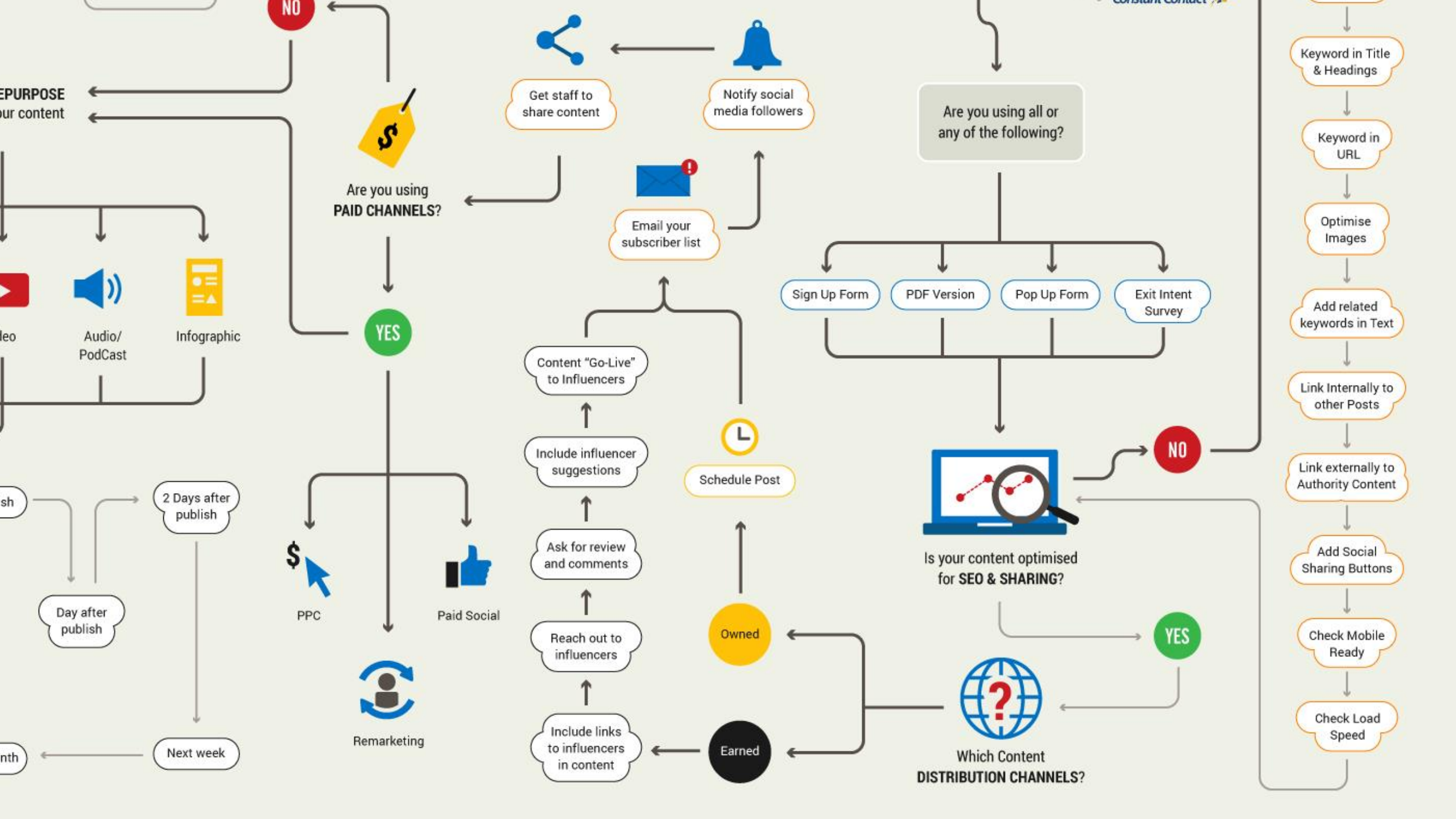
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Más



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NOVEDADES



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AC 10V (E) 1400W / 1400W / 1400W / 1400W
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COMPRAR



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Bs. 299,00

COMPRAR



Aspiradora WD7 Karcher
Bs. 990,00

COMPRAR



Picadora vaso Conqueror 200w
Praga
Bs. 790,00

COMPRAR



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138 following

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4 Write a comment...

Jewelry/Watches

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- 305,718 people like this
- 302,654 people follow this
- Waldo Xavier Viana Cardesobal and 131 other friends like this

About See All

- Typically replies within a few hours Send Message
- www.funkyfish.com
- Jewelry/Watches - Jewelry & Watches Store

Pages liked by this Page

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- La Onda Like
- Cups N Cakes Like

English (US) - Español - Português (Brasil) - Français (France) - Deutsch



ESTRATEGIA

- Qué (mensaje comunicar)
- Cómo (qué elementos)
- Cuando (en qué momento)

COMERCIO ELECTRÓNICO E INNOVACIÓN



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Echo and other Alexa devices let you instantly connect to Alexa to play music, control your smart home, get information, news, weather, and more using just your voice.

amazon tap \$129⁹⁹

Now with hands-free mode

The advertisement features a dark blue background with a close-up of the Amazon Tap smart speaker on the right. The speaker has a textured mesh and a glowing blue light ring at the top. A microphone icon is visible on the front of the speaker. The text 'amazon tap' is in white and blue, with the price '\$129⁹⁹' in white. Below it, the text 'Now with hands-free mode' is in white.