



# ToolKit Marketing

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Colourize Art & Concepts

## A vibrant, isometric illustration centered around a dark blue laptop. The laptop screen displays a teal background with several floating icons: a red document with horizontal lines, a green location pin, a red telephone handset, a green gear, and a blue square with a white sun-like symbol. To the left of the laptop, a large red and white megaphone is angled towards the center. Above the laptop, a red square icon depicts a classical building with columns. To the right, a pie chart is divided into four segments of yellow, red, green, and blue. Below the pie chart, a stack of three gold coins sits on a dark blue rectangular base, which also holds a green banknote with a white dollar sign. A glowing yellow lightbulb is positioned to the right of the coins. In the bottom right corner, a small bar chart with three bars (yellow, red, blue) is shown next to a red arrow pointing upwards. To the left of the laptop, a yellow folder icon is visible, along with a small green and red bar chart. In the bottom left, a newspaper-like icon features the word 'NEWS' in red, a small pie chart, and a bar chart. A green flask with a blue stopper and a magnifying glass with a red handle are also present. The entire scene is set against a light blue background with a faint, stylized globe and white dashed lines suggesting motion or connectivity.

Conjunto de técnicas y estudios que tienen como objeto mejorar la comercialización de un producto.

# OBJETIVOS

1

## CAPTAR

La clave está en seducir. La mayor parte de la publicidad que vemos en los medios masivos responde a este objetivo.

2

## FIDELIZAR

la clave está en satisfacer. Está generalmente aceptado el hecho de que cuesta hasta cinco veces menos fidelizar a un cliente que captar uno nuevo.

3

## POSICIONAR

Los dos objetivos anteriores están muy relacionados con la venta de nuestro producto o servicio. Las acciones de captación y fidelización deben contener elementos que ayuden a posicionar la marca.





# THE EXPERIENCE MIX EVOLUTION

PRODUCT

PRICE

PLACEMENT

PROMOTION

E. Jerome McCarthy, 1960

CUSTOMER

COST

CONVENIENCE

CONVERSATION

EXPERIENCE &  
EMOTIONS

EXCHANGE

EVERYPLACE

EVANGELISM

Christopher Graves, Presidente & CEO, en Asia Pacific, de Ogilvy





Modo avión desactivado



SparkPost



Google Analytics



AdMob



AdSense



Analytics



Android



Anuncios de  
inventario local



Asistente



Blogger



Campañas de Google  
Shopping



Chrome



Data Studio



DoubleClick by  
Google

**G Suite**

G Suite



Google Ads



Google Cloud  
Platform



Google Digital  
Garage



Google Domains



Google Enterprise  
Search



Google Manufacturer  
Center



Google Maps  
Platform



Google Merchant  
Center



Google My Business



Google Surveys



Google Tag Manager



Google Trends



Google Trusted  
Stores



Google Web  
Designer



Hire



Marcas en Google+



Optimize



Search Console

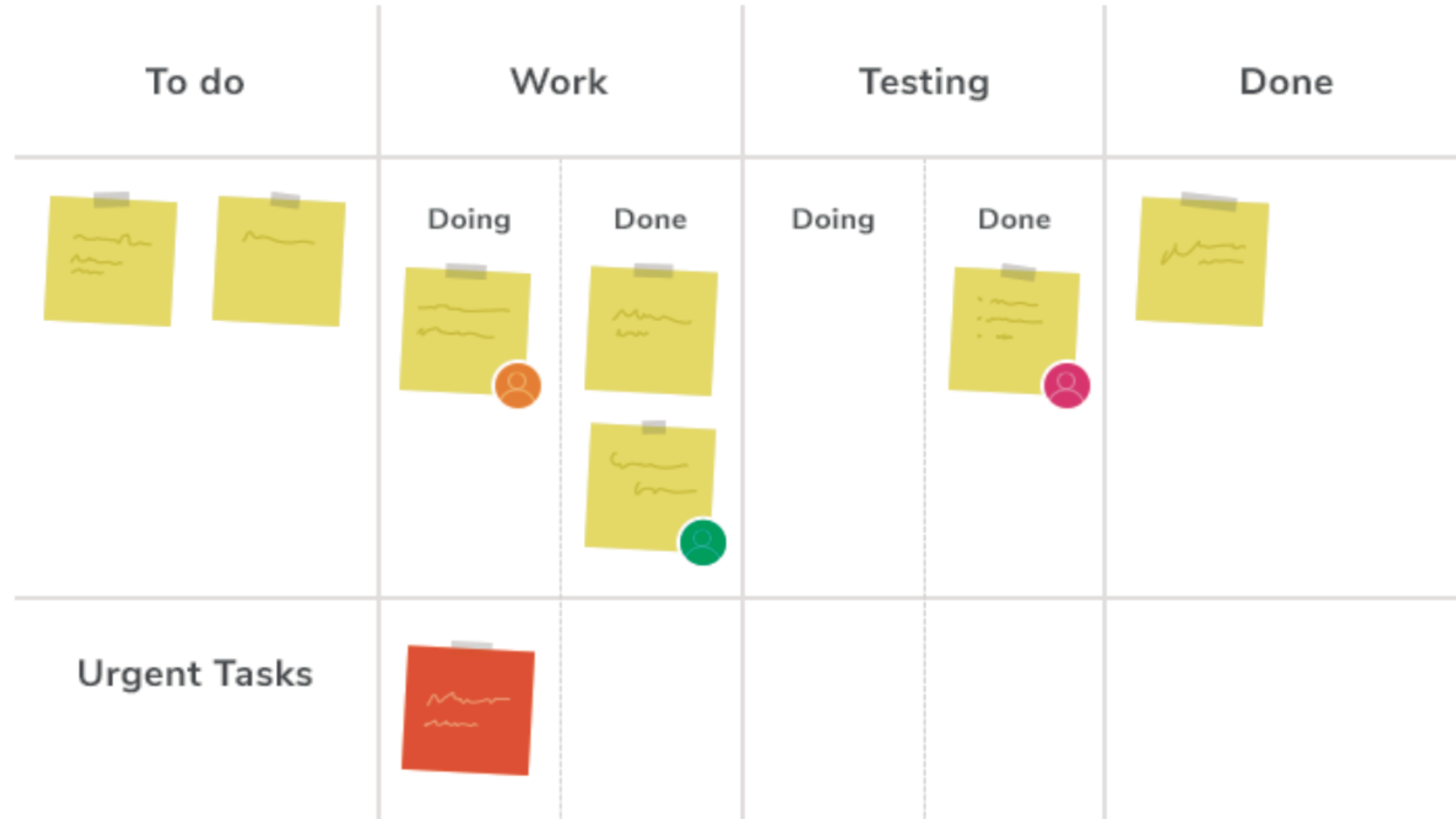


Waze Local

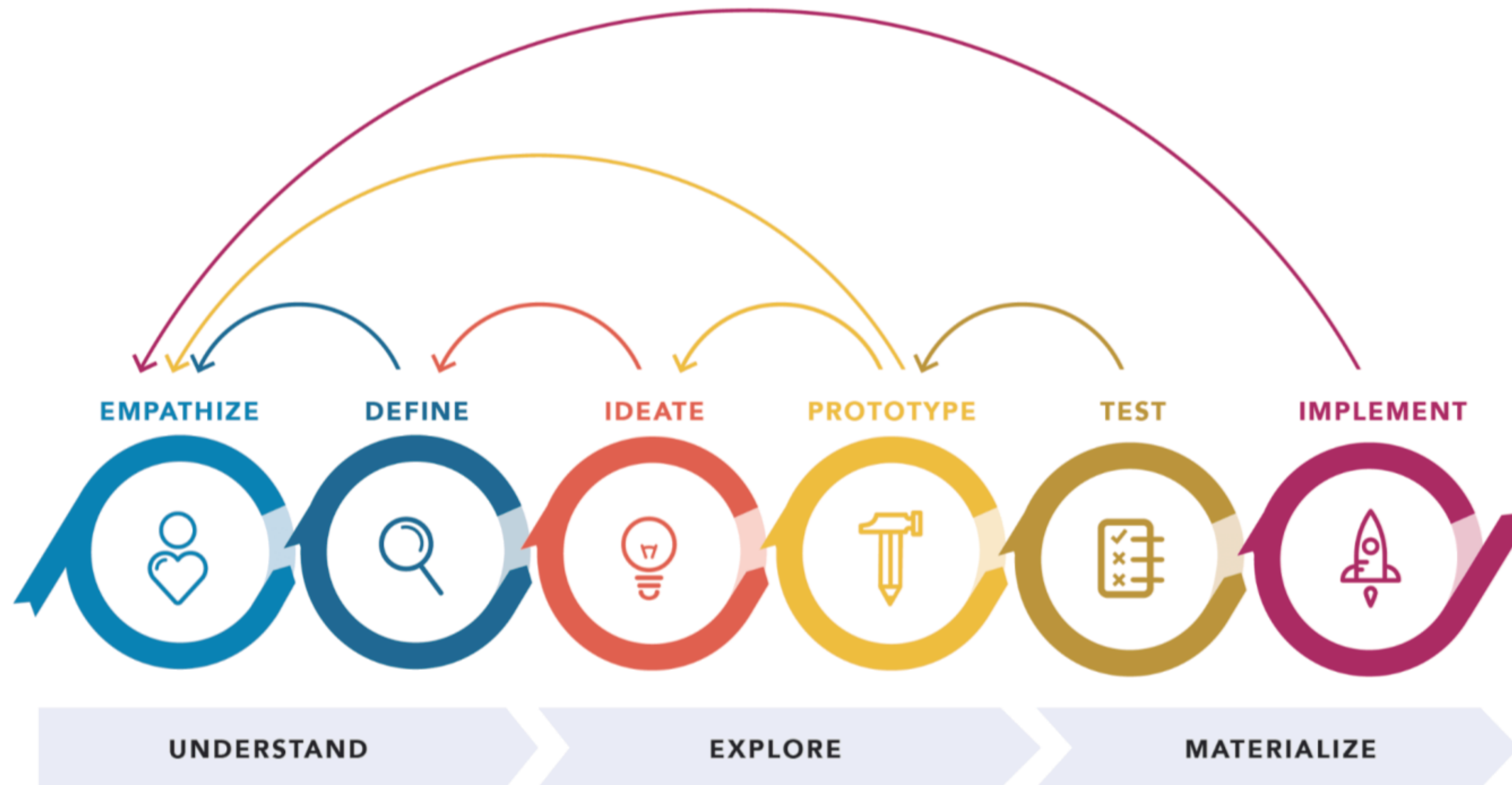




# kanban



# Design Thinking

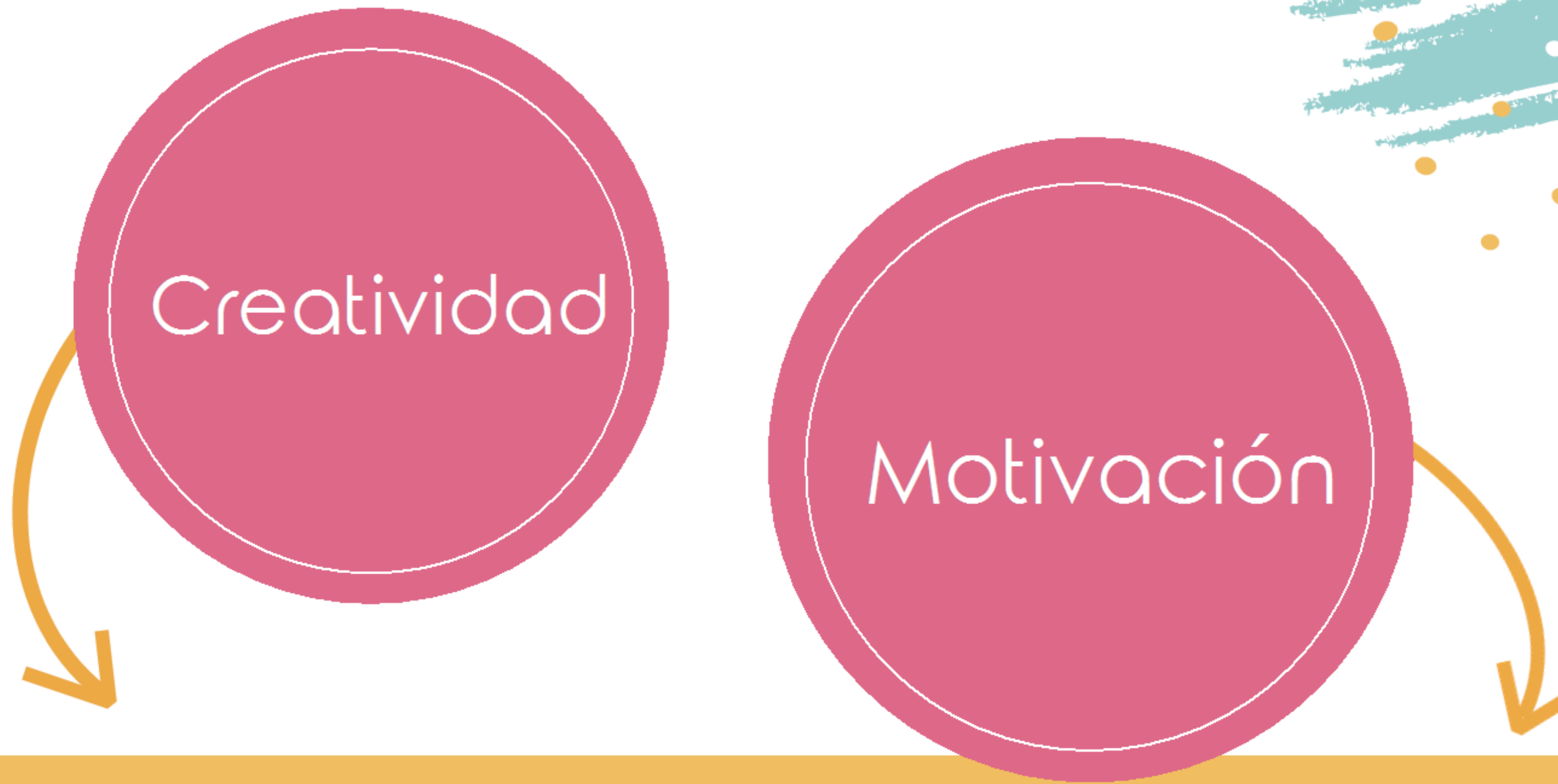


WHY IS NOT  
  
WORKING?







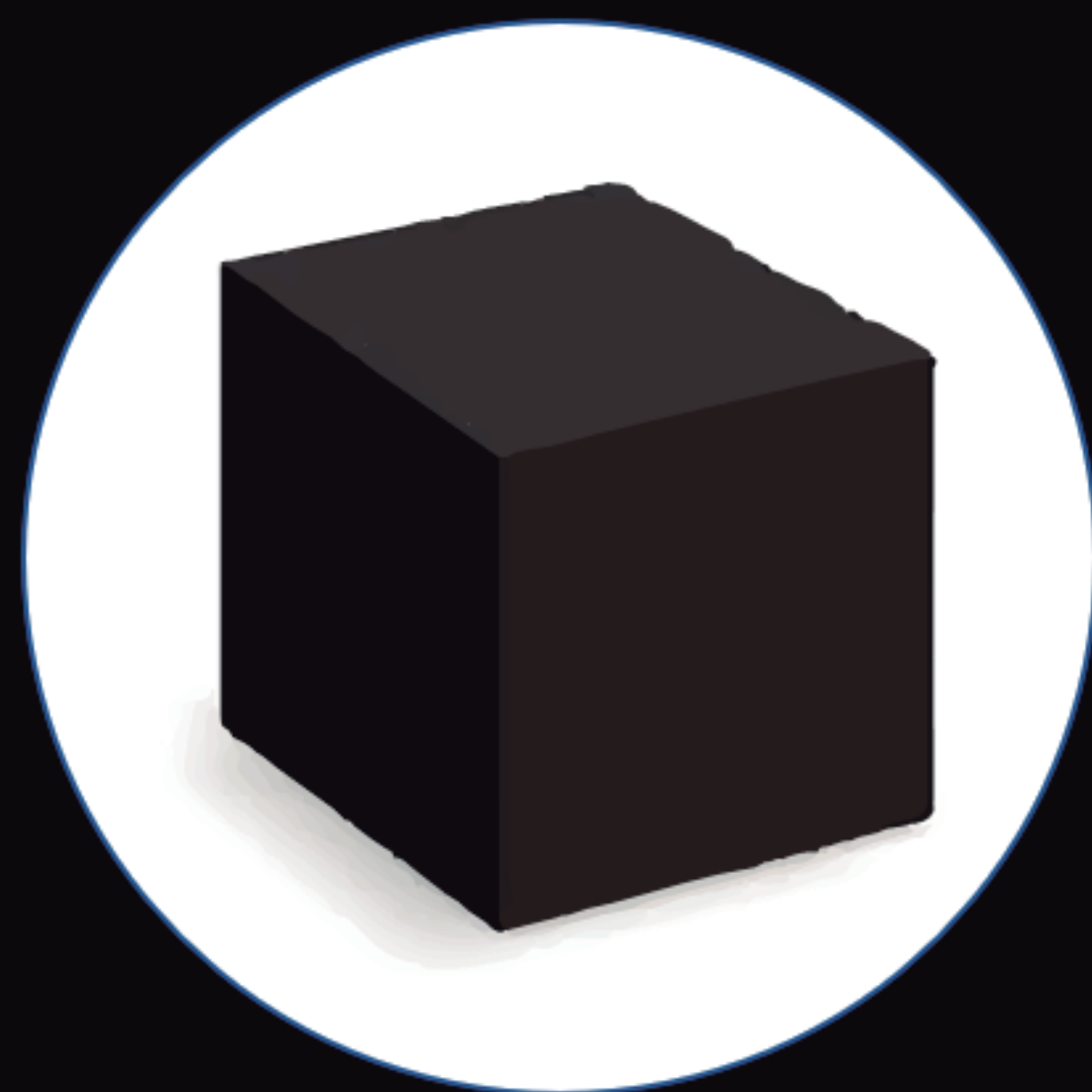


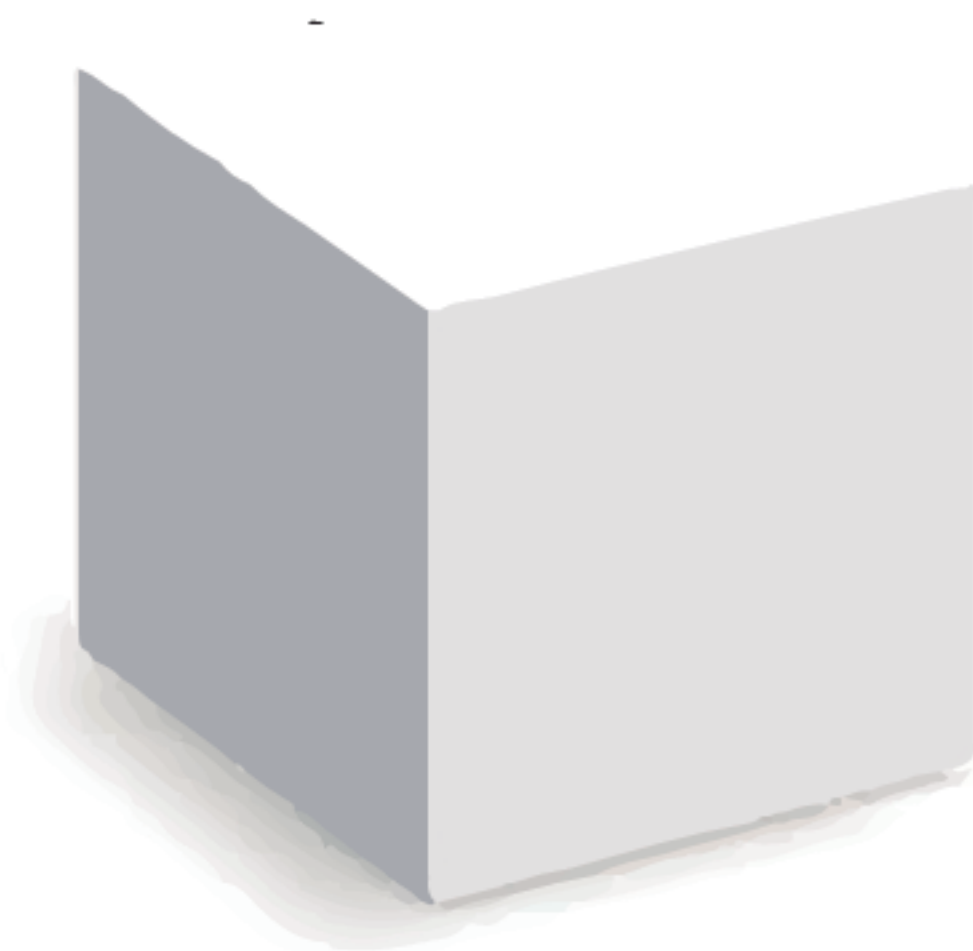
# marketing de contenido

# THINK OUT THE BOX





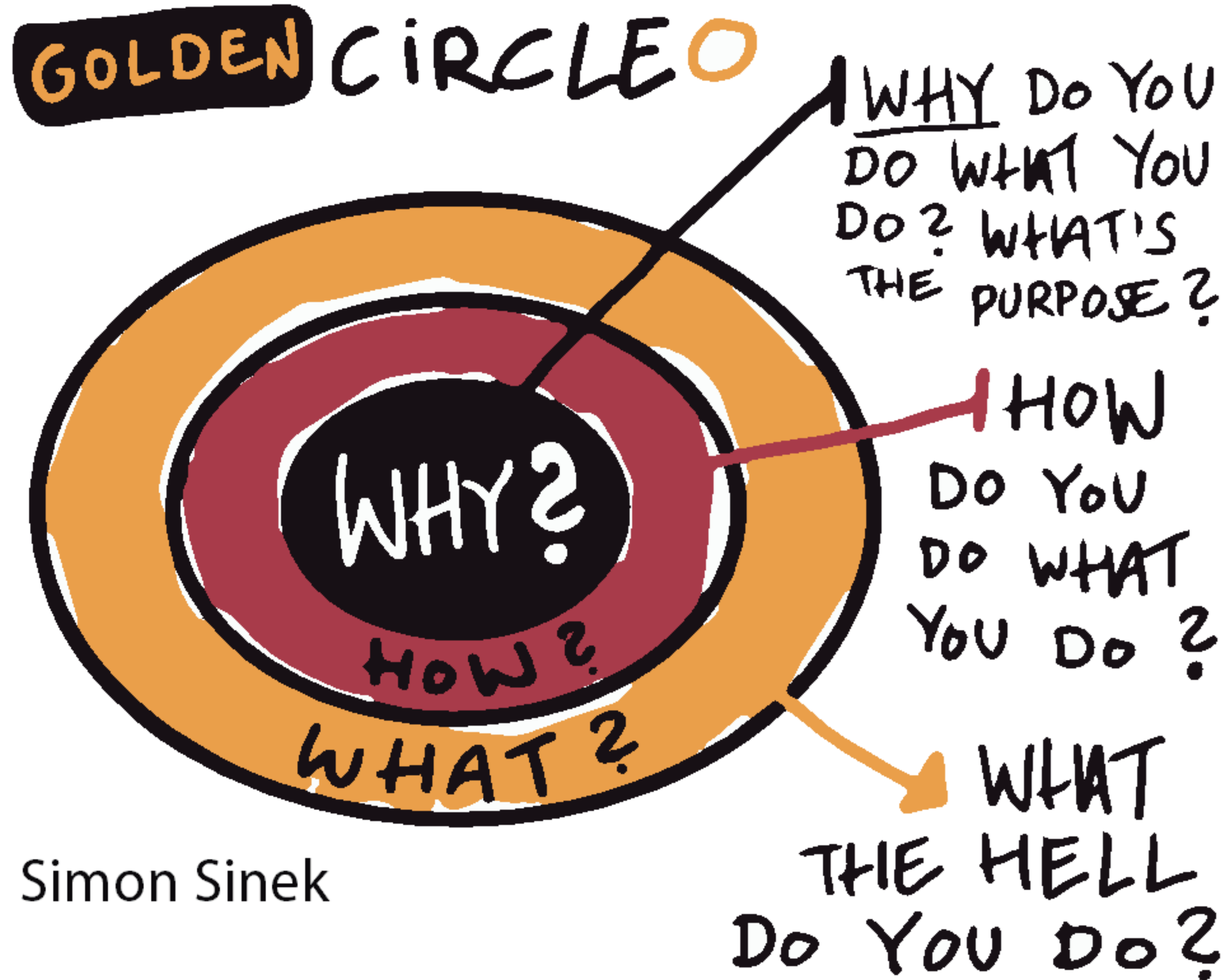








# START WITH WHY




Simon Sinek

# El viaje del Héroe







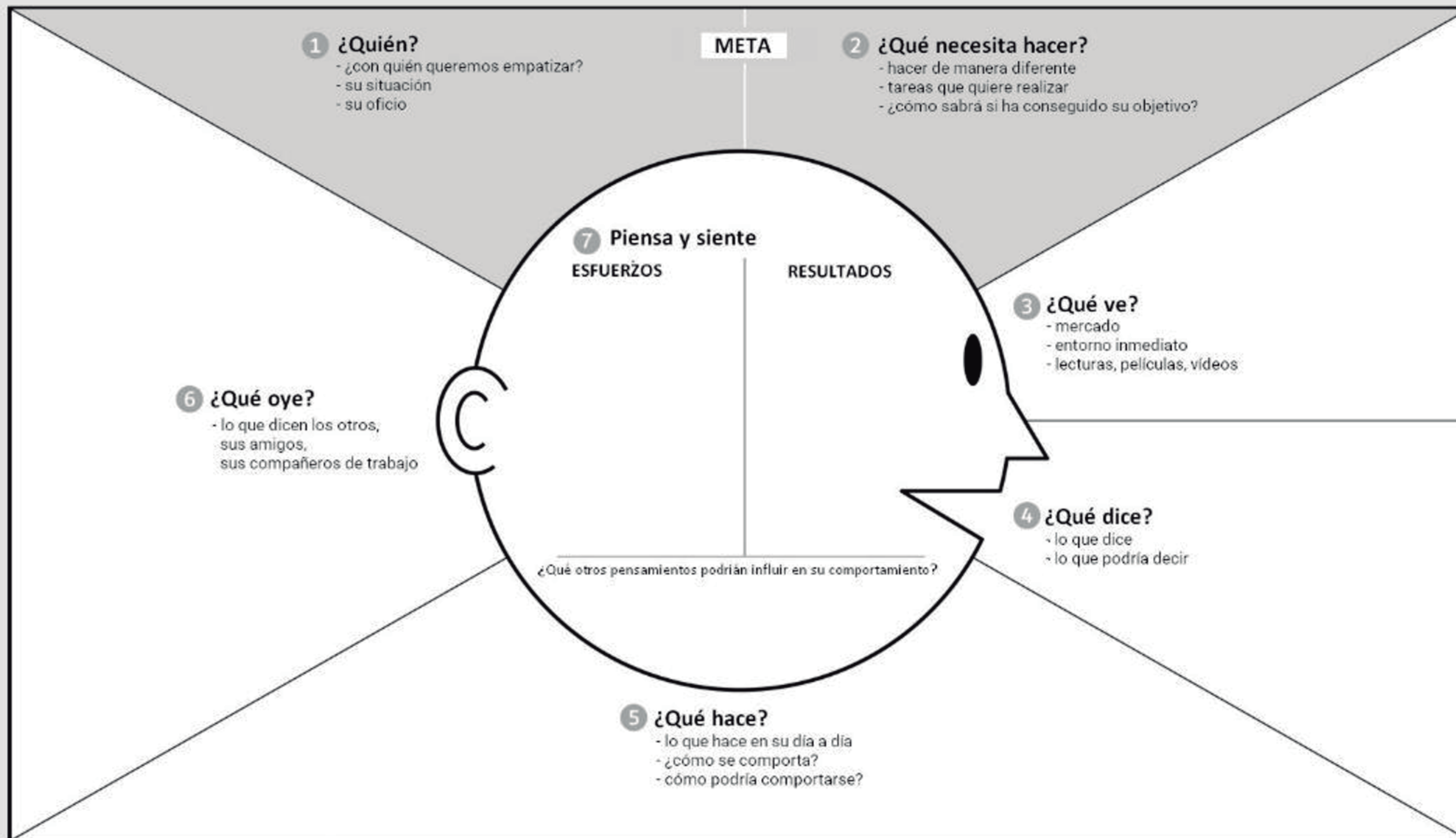


¿Quién es  
tú héroe?

# Mapa de empatía

Fecha:

Versión:





# STORY TELLING



Creative



Brand



Content



Valuable



Emotion



Marketing



Communication



Share

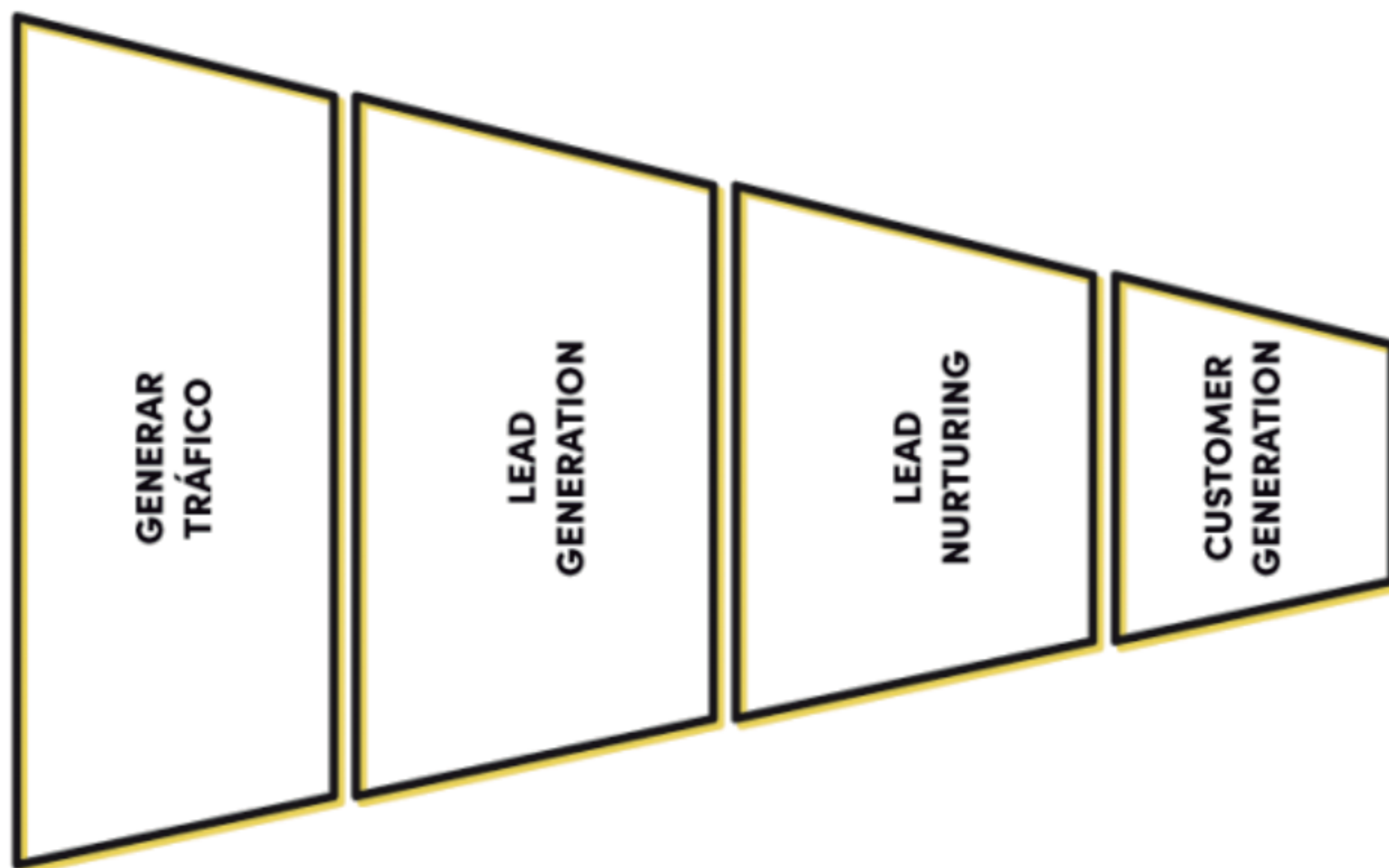


Viral



## CONTENT MARKETING FUNNEL

4 tipos de campañas de marketing de contenidos



## LOS 4 RETOS DEL MARKETING DE CONTENIDOS

1

PRODUCIR  
SUFICIENTE  
CONTENIDO

2

PRODUCIR  
BUEN  
CONTENIDO

3

CONSEGUIR  
PRESUPUESTO

4

VARIEDAD DE  
CONTENIDO





***El marketing tradicional habla a las personas,  
el marketing de contenidos con ellas.***

*DOUG KESSLER*









Colorear la vida de las personas.



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