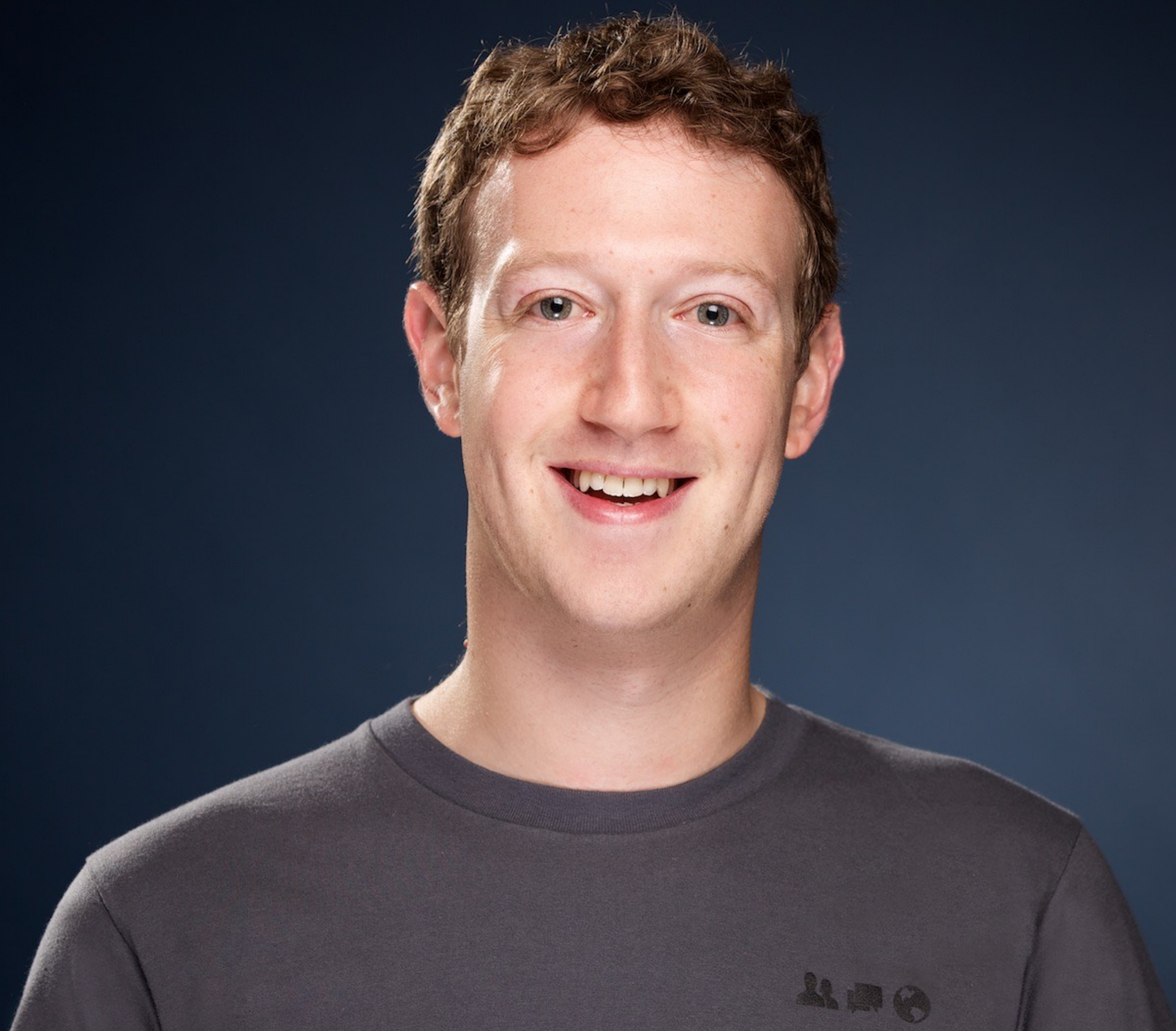


Capacitación Redes Sociales

Abril 2020

CONTEXTO





¿SIGUIENTE?

LO QUE SÍ SABEMOS

☐	1. Organic Search	713.511 (48,43 %)
☐	2. Direct	388.140 (26,34 %)
☐	3. Social	252.816 (17,16 %)
☐	4. Referral	109.374 (7,42 %)
☐	5. Email	9.432 (0,64 %)
☐	6. (Other)	102 (0,01 %)

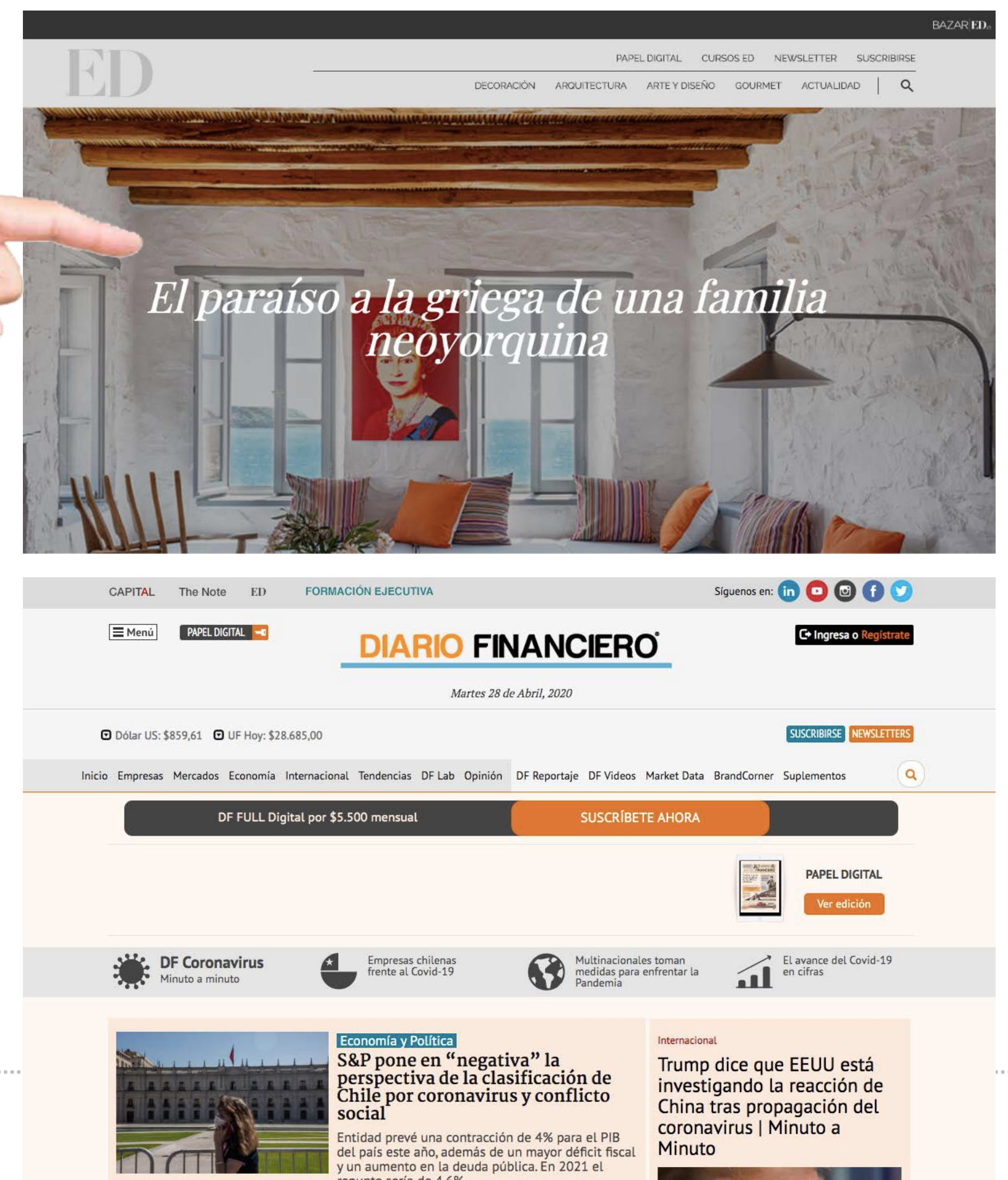
☐	1. Organic Search	3.041.717 (49,94 %)
☐	2. Direct	1.732.711 (28,45 %)
☐	3. Social	579.571 (9,51 %)
☐	4. Referral	444.130 (7,29 %)
☐	5. Email	194.791 (3,20 %)
☐	6. (Other)	93.682 (1,54 %)

☐	1. Organic Search	67.074 (62,96 %)
☐	2. Direct	22.625 (21,24 %)
☐	3. Social	11.873 (11,15 %)
☐	4. Referral	3.565 (3,35 %)
☐	5. Email	1.060 (1,00 %)
☐	6. (Other)	313 (0,29 %)



GENERAR COMUNIDAD

INFLUYES CON LA MARCA
+
BRANDED CONTENT



RESPONDER Y BUSCAR EL EQUILIBRIO:

EDITORIAL

- ¿Cuales son mis objetivos?
- ¿Cuáles son mis públicos?
- ¿Dónde están mis públicos?
- ¿Qué les interesa a mis públicos?
- ¿Cómo puedo ayudar a mis públicos?

COMERCIAL

- ¿Cuales son los objetivos de mi cliente?
- ¿Cuáles son los públicos de mi cliente?
- ¿Dónde están los públicos de mi cliente?
- ¿Qué les interesa a los públicos de mi cliente?
- ¿Cómo puedo ayudar a mi cliente?

~~FOLLOWERS~~
SUSCRIPTORES
\$\$\$

¿QUÉ ESTRATEGIA SEGUIR EN REDES SOCIALES?

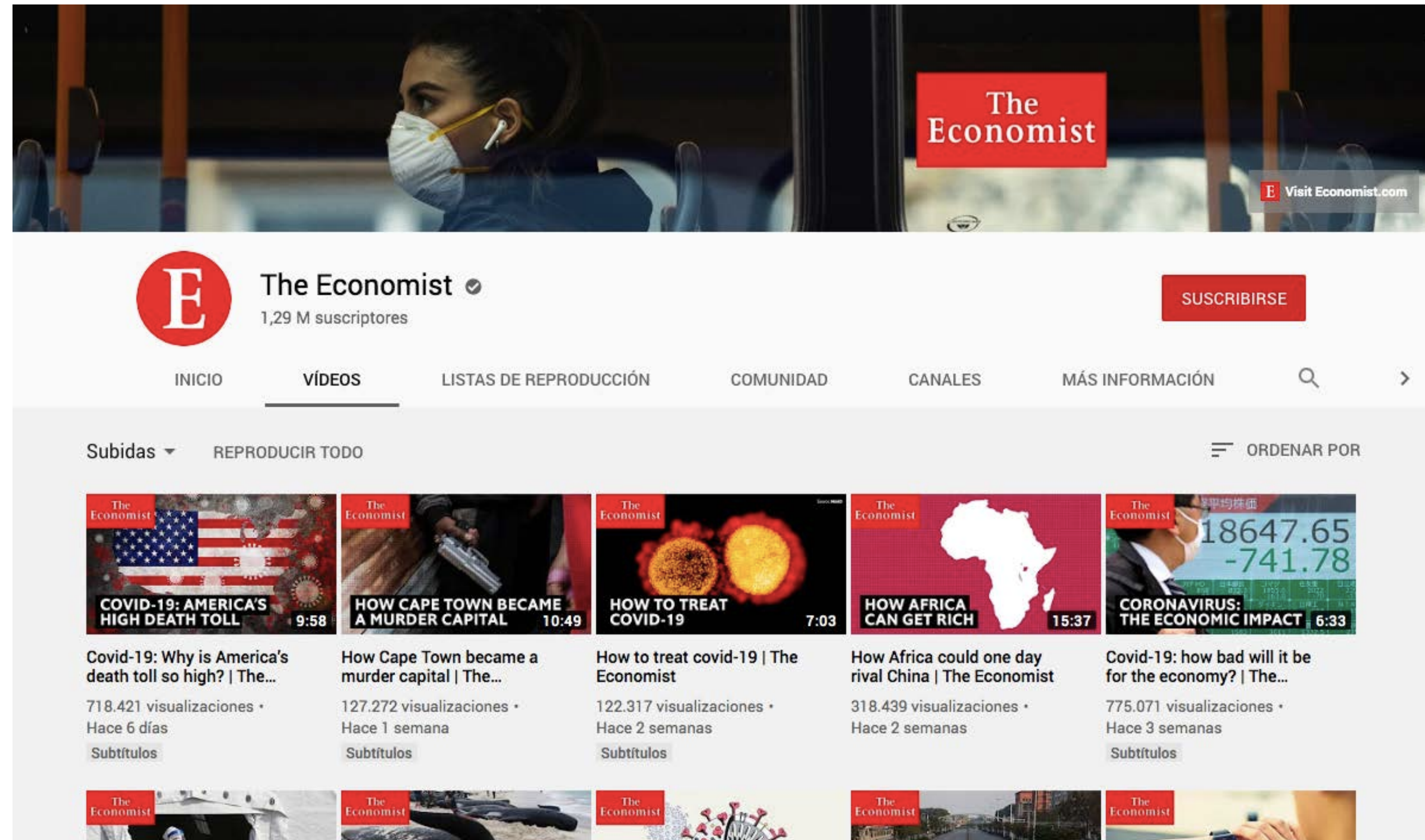
Alcanzar a la mayor cantidad de gente posible
entendiendo el algoritmo y utilizando las herramientas que
nos proporcionan las redes sociales a nuestro favor.

R E A C H O R I E N T E D
+
U S E R C E N T R I C

Interesar y entretener al usuario mejorando su experiencia
con nuestros perfiles.

¿CÓMO HACERLO?

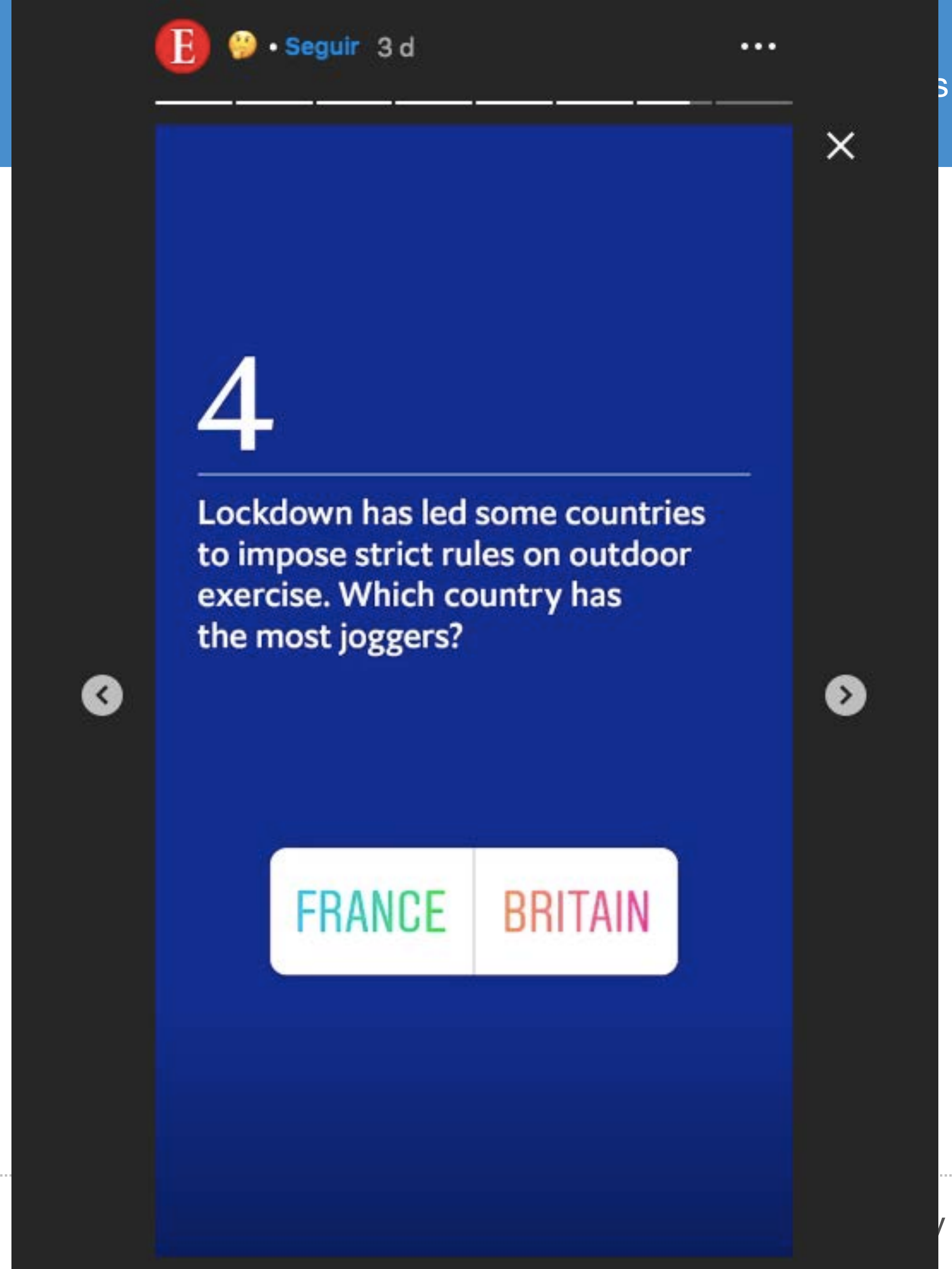
CALIDAD DE CONTENIDOS.



USUARIOS vs ANUNCIANTES.



MISIÓN Y PROPUESTA DE VALOR DEFINIDAS.



ENTENDER LA ERA
DIGITAL Y MÓVIL.

8870 views | Apr 21, 2020, 08:57am EDT

Follow These Influencers To Learn About Making Bread And Sourdough At Home



Abram Brown Forbes Staff
Business

f

tw

in



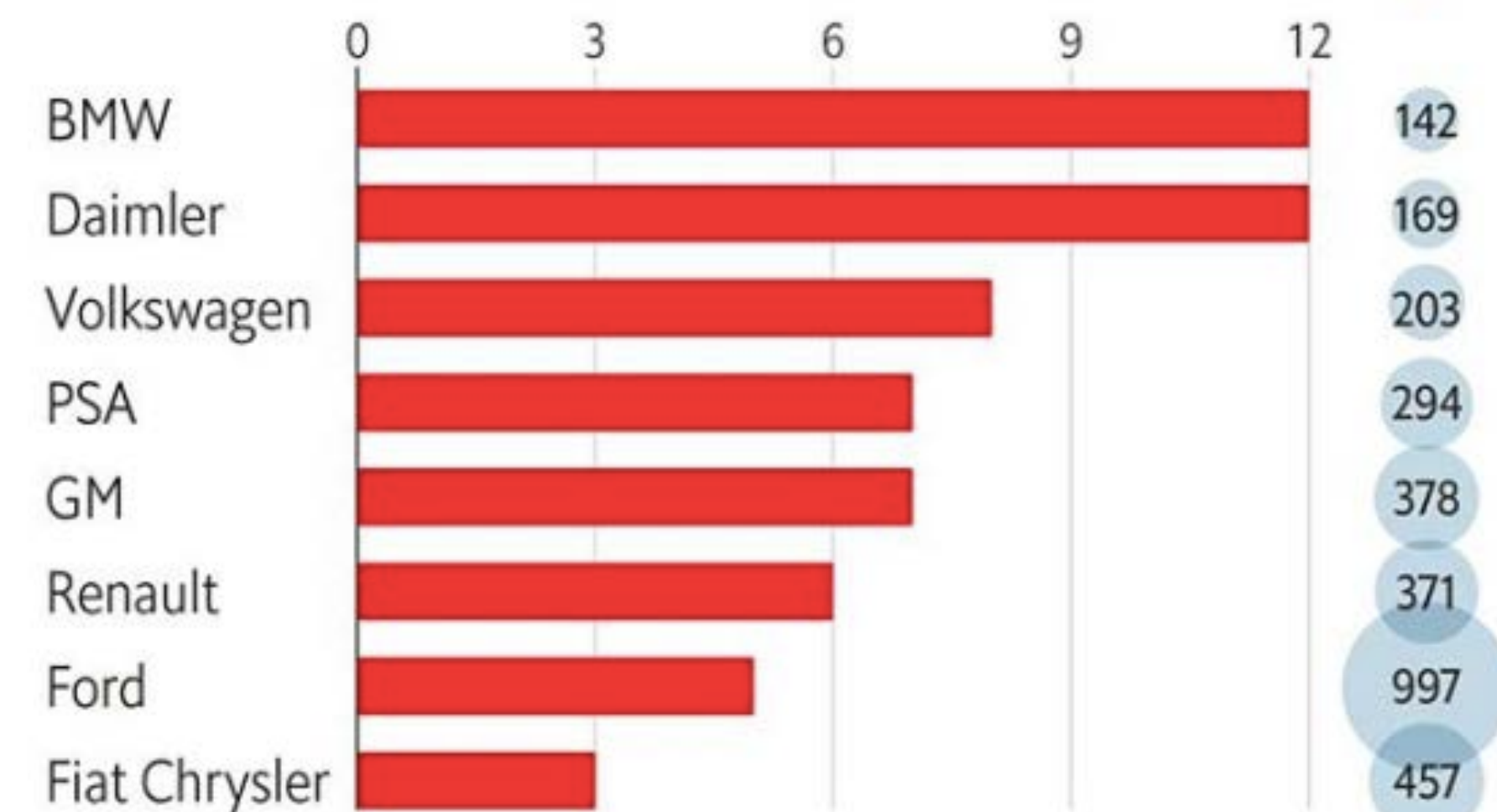
ARLINGTON, VA - MARCH 11: Sourdough bread by Eliza McGraw
photographed for Voraciously in Arlington, ... [+] THE WASHINGTON POST VIA

CONTENIDOS MÁS VISUALES

How long before car-makers run out of cash?

Selected carmakers, months of liquidity in a zero-production scenario, April 2020

Five-year credit-default swap spreads
Basis points, Apr 22nd 2020



Sources: Jefferies; Bloomberg

The Economist

theeconomist • Seguir
Detroit, Michigan

theeconomist 2020 was supposed to be a good year for carmakers.

Instead, as governments around the world have ordered factories to close and locked-down buyers put off purchases, car sales are expected to plummet by a fifth, to a level last seen in the depths of the global financial crisis of 2007-09.

The top eight Western carmakers could burn over \$50bn of cash this quarter. At that rate, they may run out of money by the end of the year.

The immediate concern is survival.

Click on the link in our bio to read how that may be achieved and why, even if



8,662 Me gusta

HACE 20 HORAS

Agrega un comentario...

Publicar

TRABAJO COLABORATIVO

EDU
CASE GRUPO GLOBO
RIO DE JANEIRO, BRAZIL
EDUARDO TESSLER | Consultant, Innovation Media Consulting | tessler@innovation.media

How digital transformation will change a 90-year old newspaper

Brazil's biggest media company faced a three-pronged business challenge and began to change things immediately.

In today's media market, after the digital revolution, if you are slow, or stand still, you will not last very long. You will die, even if you are the most important brand in your area and leader. Praying for results is not an answer. The world and the audience have changed.

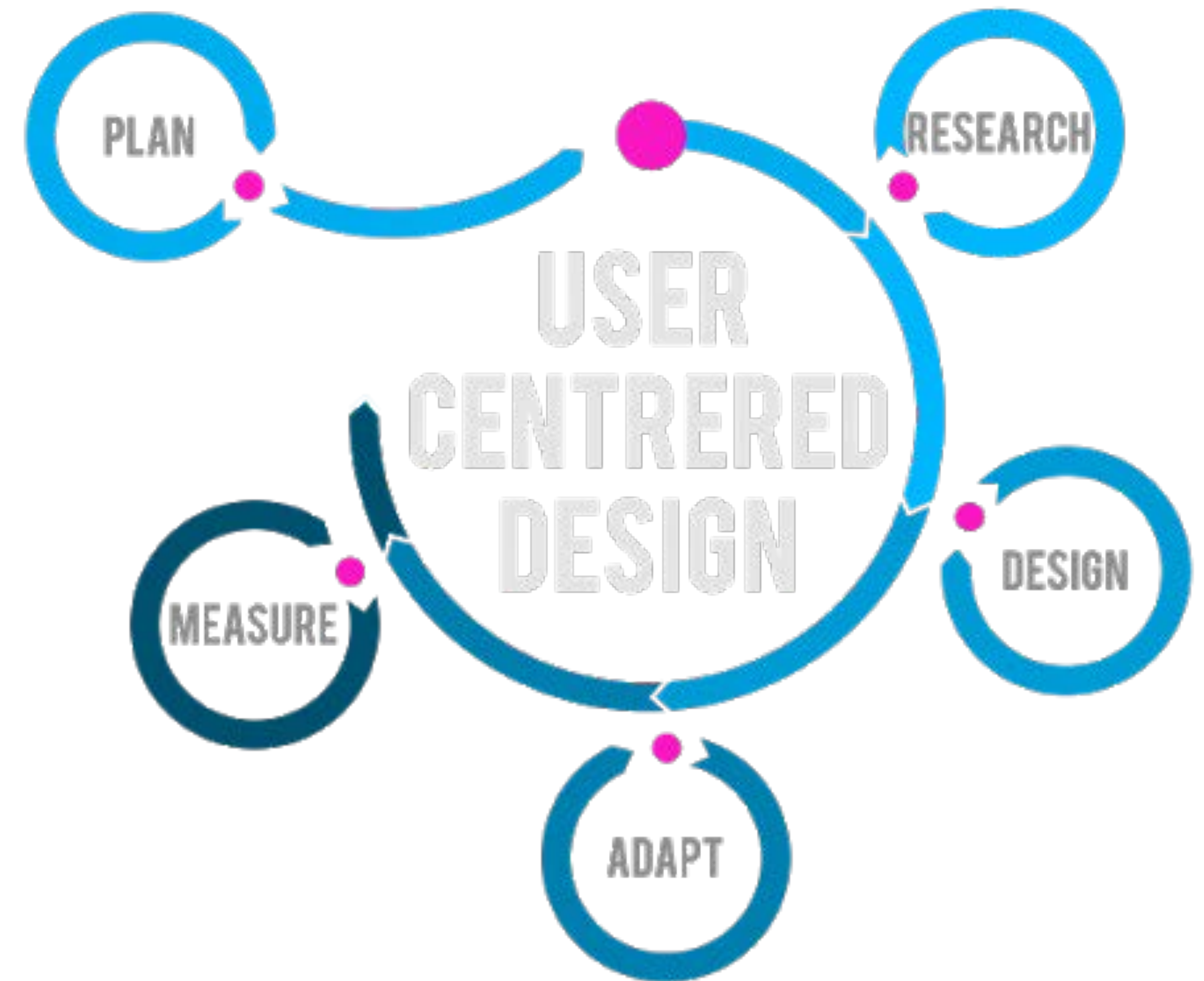
Grupo Globo is the biggest media company in Brazil. The conglomerate owns eight companies that do TV, radio, internet and magazines. When certain key business figures began to fall in 2013, warning lights started to flash and, over the following 12 months, Infoglobo's newspapers recorded falls in circulation. In 2015, the company appointed a new CEO at Infoglobo

and he had one obsession on his mind: change. Frederic Kachar understood nothing would be more foolish than to wait around for miracles and for money to just reappear. He was absolutely right.

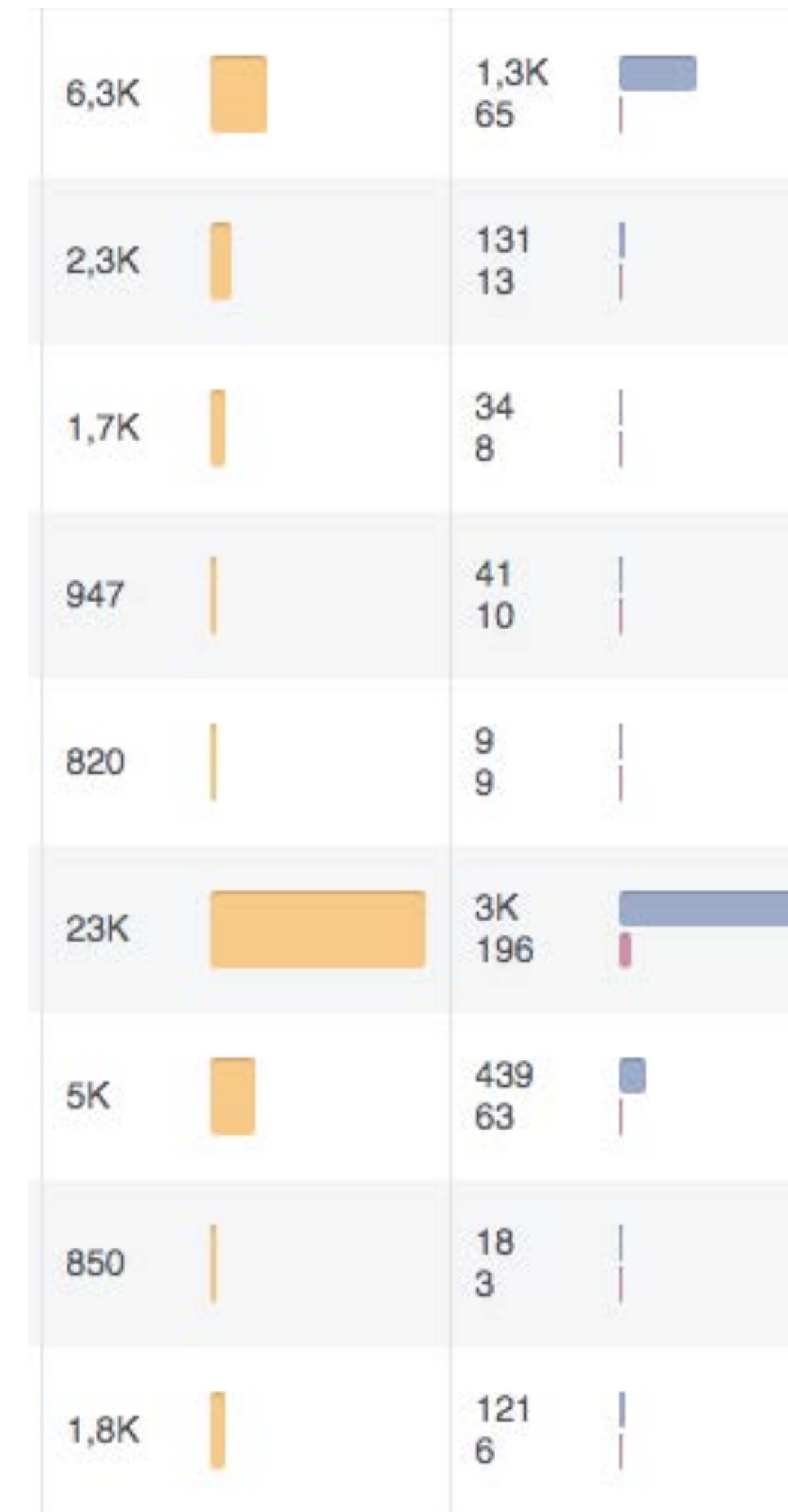
He found three pillars to the crisis: the business model, the way the audience was informed and—worst of all—Brazil's economic situation. The business model was based on ad revenues. Classified and other ads provided more than 60% of revenues. Readers were not willing to pay for content, so a breaking news model was out. A business based on declining ad revenues and falling circulation posed a serious challenge for O Globo, which has a



USER CENTRIC

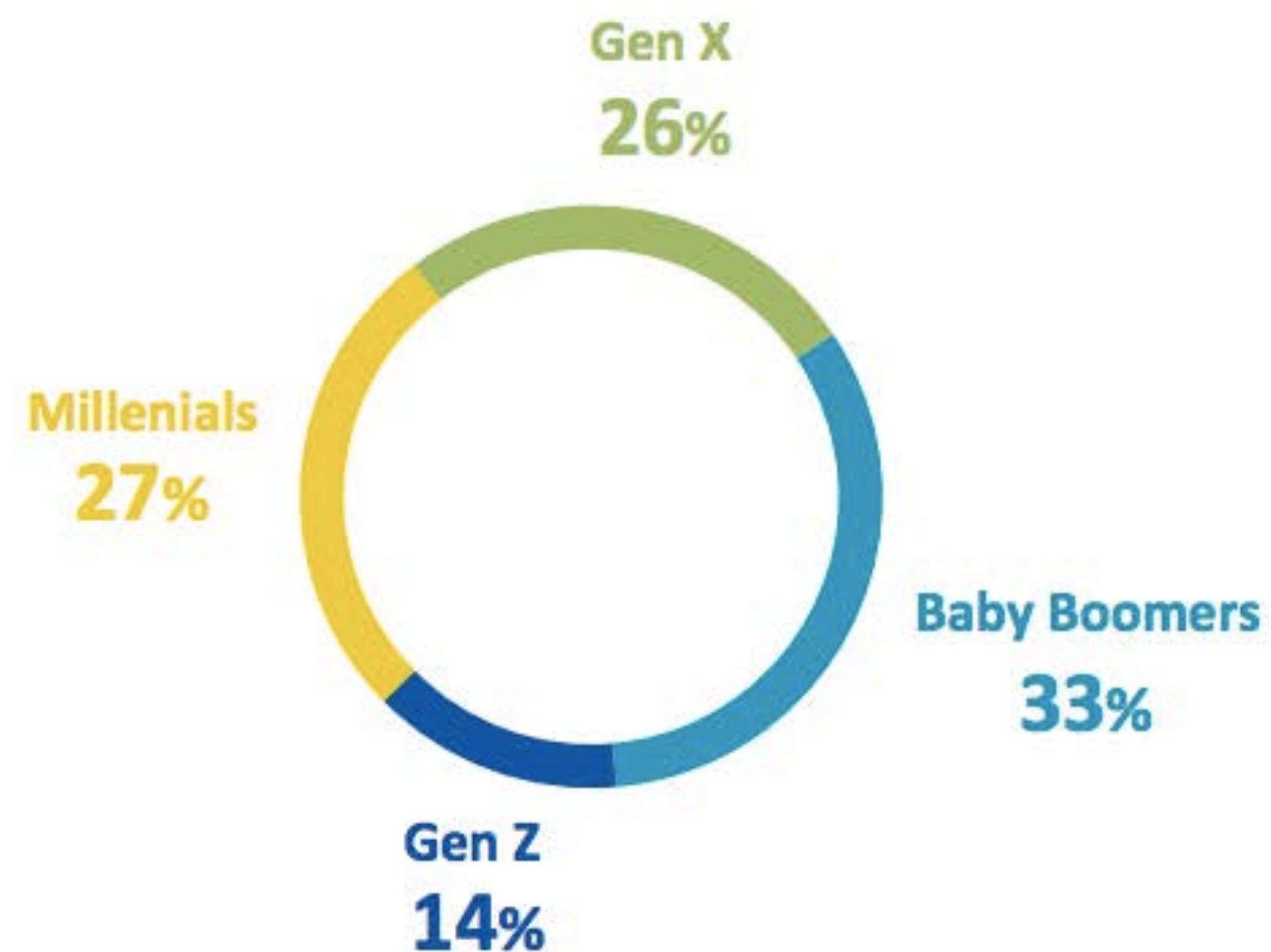


FOCO EN KPI (KEY PERFORMANCE INDICATOR)



DATOS RRSS EN CHILE

Estructura de las generaciones en Chile consideradas en el estudio



Generación Z

Personas entre 13 y 21 años.
Es la generación de las APPs, nativos digitales.

Generación Millennials

Entre 22 y 35 años.
Es la generación de los "90". La revolución tecnológica, redes sociales, globalización.

Generación X

Tienen entre 36 y 51 años.
Es la generación de los "80". El gobierno militar, la transición a la democracia, la democratización del consumo.

Generación Baby Boomers

Tienen entre 52 y 71 años.
Es la generación de los "70". 68. La guerra fría, el mundo Hippie, La revolución del 68, la polarización política.

TAXONOMÍA DE GENERACIONES

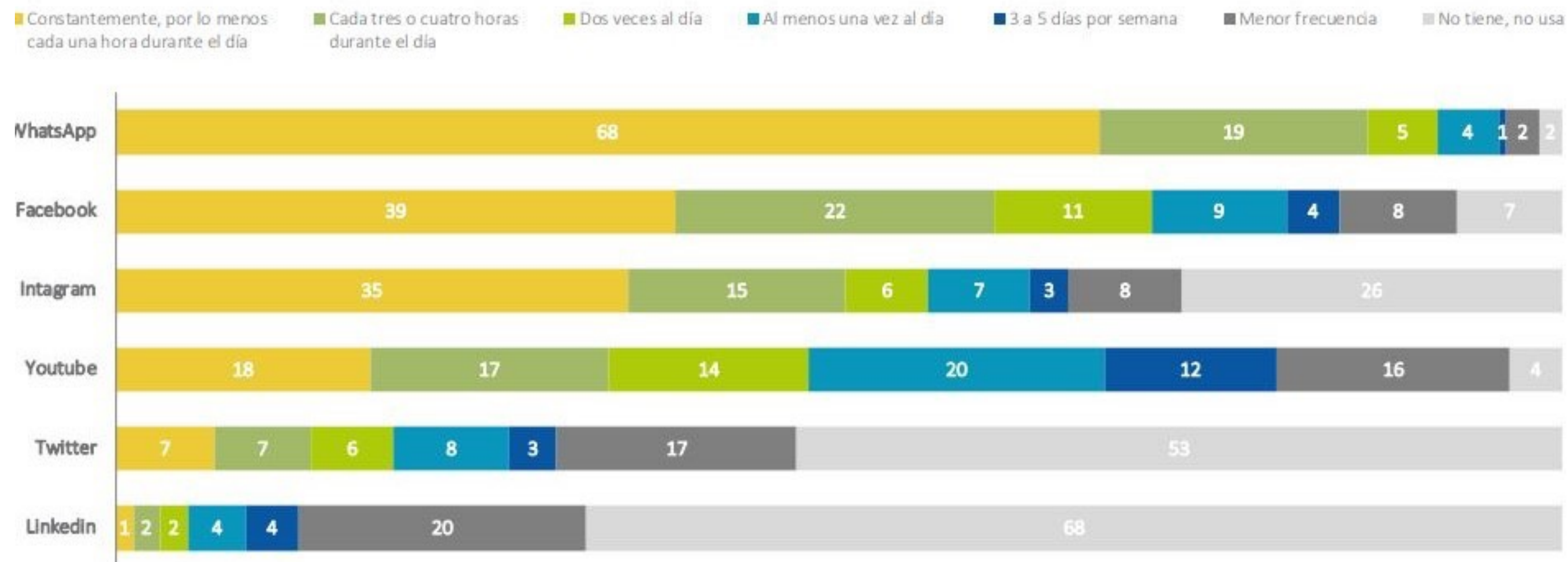
NOMBRE DE LA GENERACIÓN	MARCO TEMPORAL EN ESPAÑA	POBLACIÓN DE LAS GENERACIONES *	CIRCUNSTANCIA HISTÓRICA	RASGO CARACTERÍSTICO
Generación Z	1994 - 2010	7.800.000	Expansión masiva de internet	 Irreverencia
Generación Y <i>millennials</i>	1981 - 1993	7.200.000	Inicio de la digilitación	 Frustración
Generación X	1969 - 1980	9.300.000	Crisis del 73 y transición española	 Obsesión por el éxito
Baby Boom	1949 - 1968	12.200.000	Paz y explosión demográfica	 Ambición
Silent Generation Los niños de la posguerra	1930 - 1948	6.300.000	Conflictos bélicos	 Austeridad

LA VANGUARDIA

* Datos correspondientes a la población residente en España. Fuente: INE, 2015.

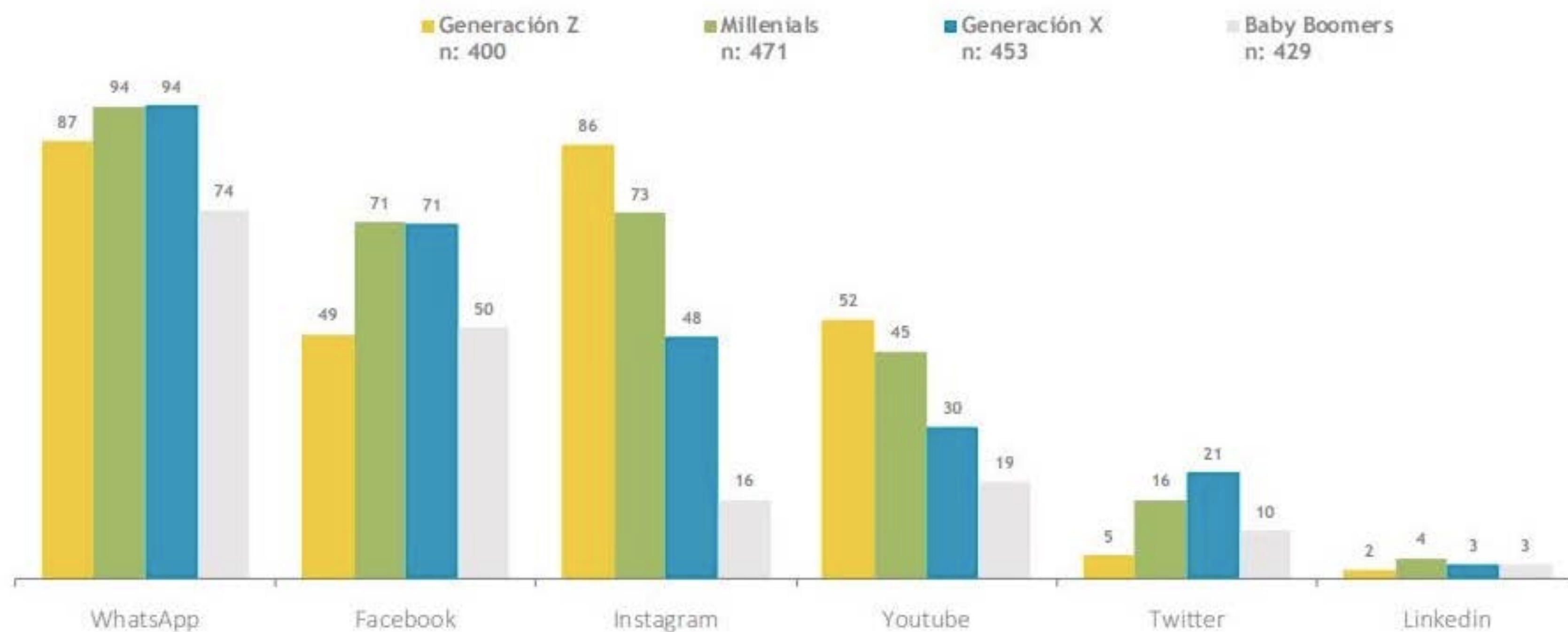
Frecuencia de uso de redes sociales

Pensando en los últimos 7 días ¿con cuánta frecuencia usaste las siguientes redes sociales y plataformas de mensajería?



Frecuencia de uso de redes sociales – Por generación

Pensando en los últimos 7 días ¿con cuánta frecuencia usaste las siguientes redes sociales y plataformas de mensajería? Considera frecuencias "Constantemente, por lo menos cada una hora durante el día", "Cada tres o cuatro horas durante el día"

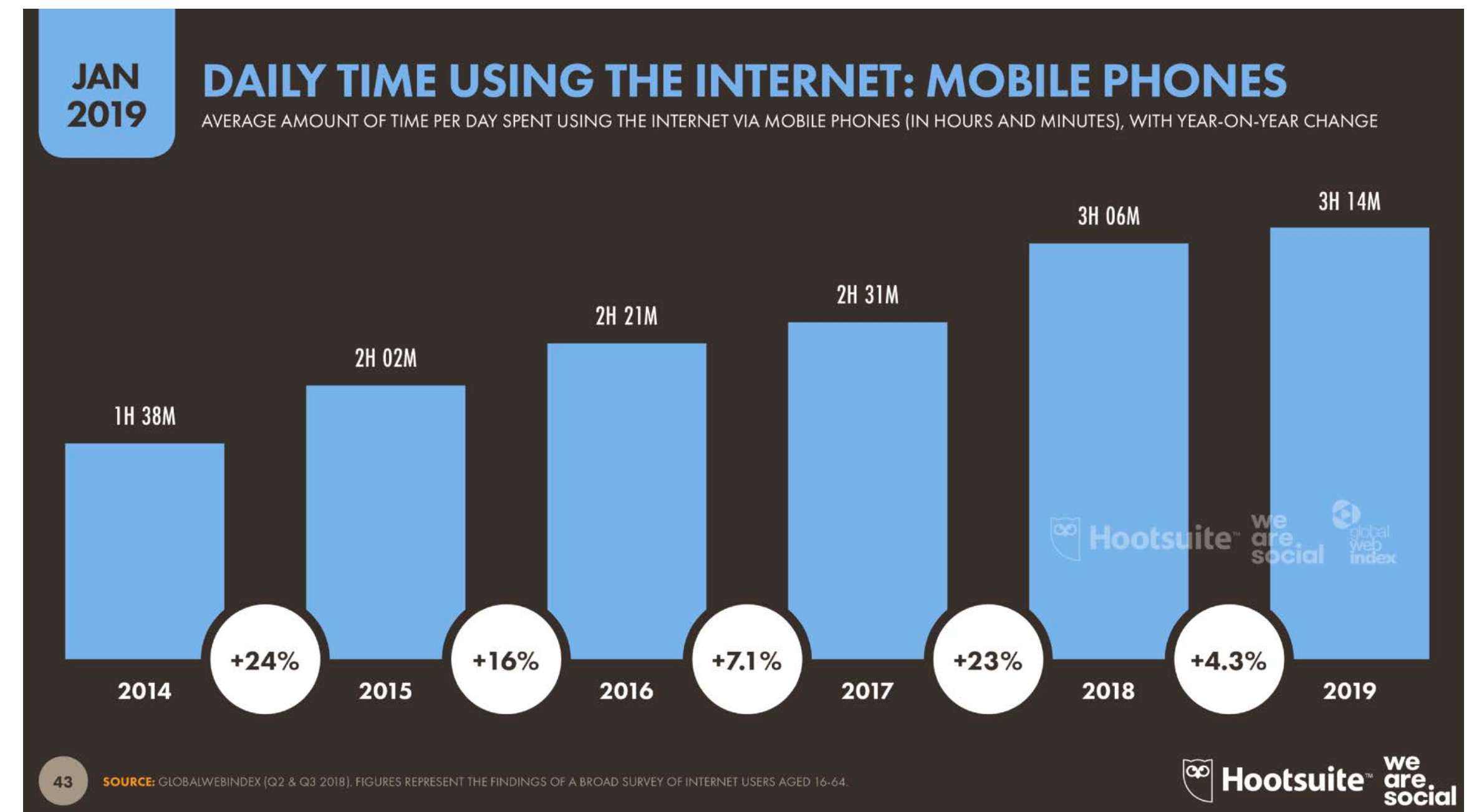
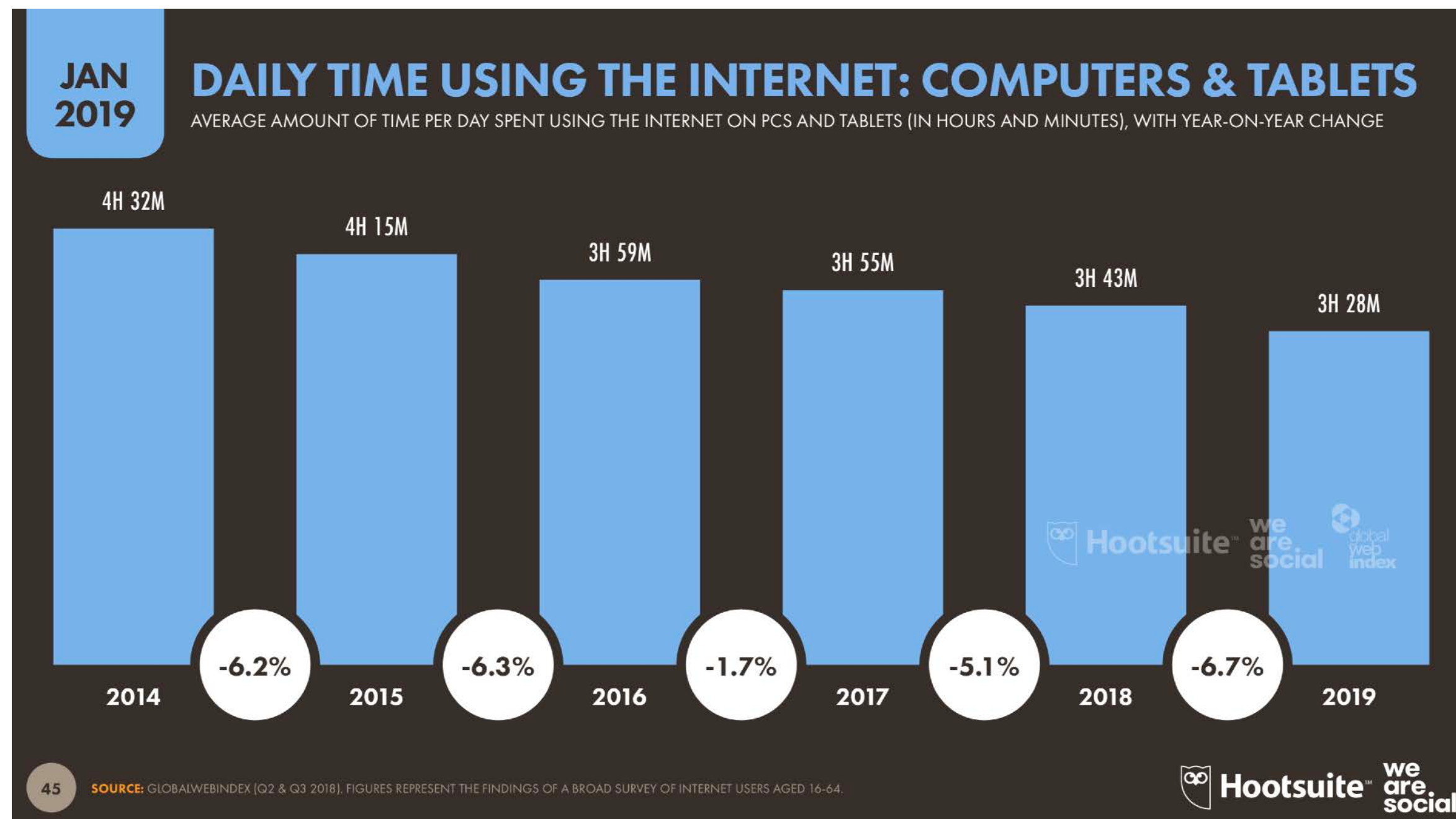


Redes sociales utilizadas habitualmente en distintas actividades

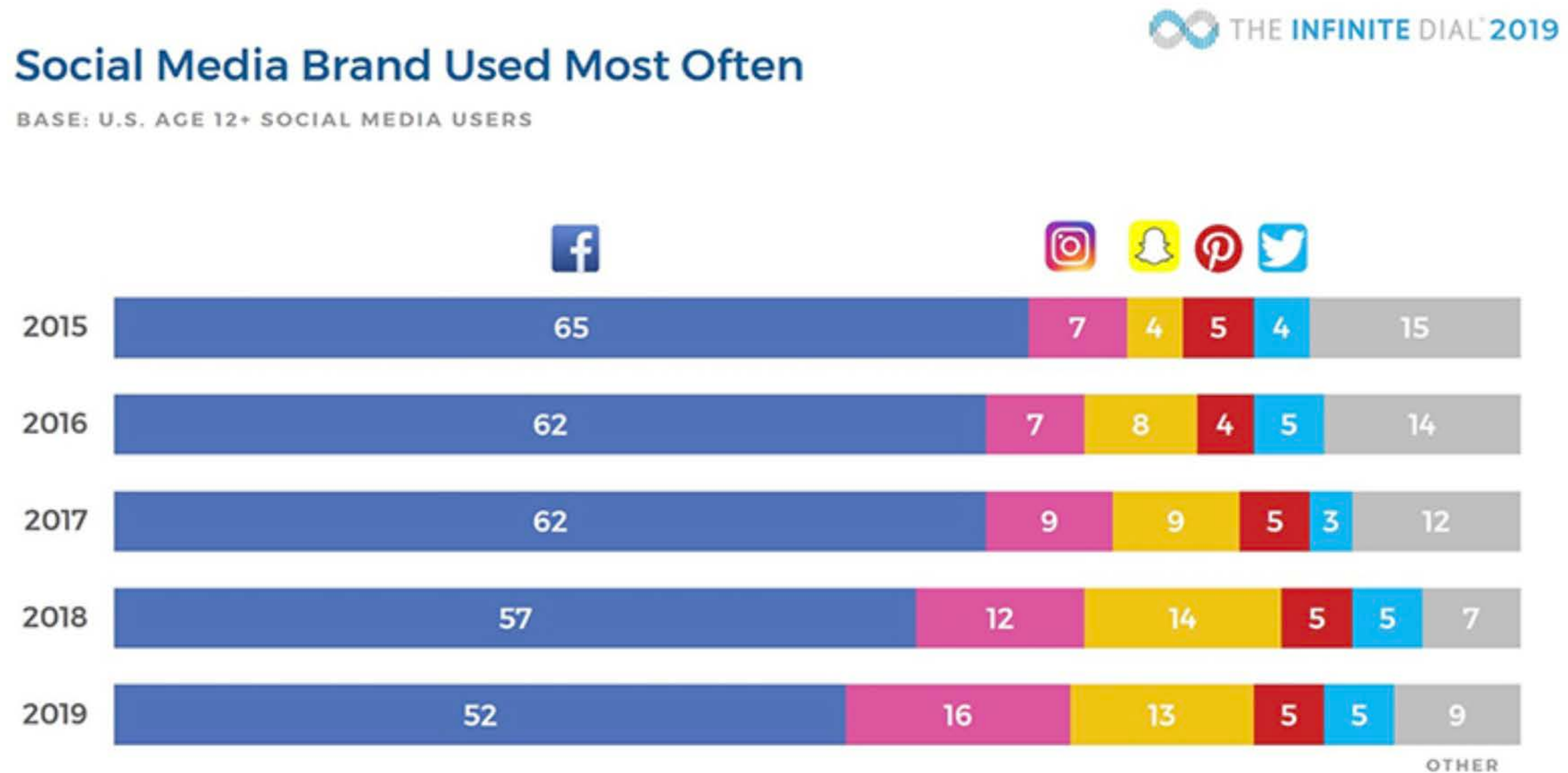
¿Qué redes utilizas habitualmente para las siguientes actividades? Respuesta única.

	Total	Generación Z	Generación Millennial	Generación X	Generación Baby Boomer
→ Mantenerme informado/seguir noticias	f	f	f	f	f
→ Compartir opiniones	f, w, t	i, f	f, t	f, t	f, w
→ Seguir medios de comunicación	f	i, f	f	f	f
Compartir hitos importantes de tu vida	f	i	i, f	f	w, f
Seguir marcas que te gustan o a las que te gustaría comprar	f, i	i	i, f	f, i	f
Compartir la opinión o el comentario de un político	f, t	i, f	f, t	f, t	f, t
Hacer un reclamo	f, t	i, f	f, t	f, t	f, t
Ver/compartir memes	f, w, i	i	i, f	f, w	w
Ver/compartir opiniones de personas influyentes	f, t, i	i	f, t, i	f, t	f, t
Ver/compartir chistes	f, w, i	i	i, f	w, f	w, f
→ Ver/compartir videos	f, y	y, i	f, y, i	f, y	f, y
→ Ver/compartir fotos o imágenes	f, i	i	i	f, i	w, f
Compartir contenido personal	w, i	i	i	w, f	w
Compartir contenido profesional	f, in	i, Ninguna	f, in	f, in, w	f, w
Seguir a un político	t	i, t	t	t	t
Coquetear por mensaje interno	w	w, i	w, i	w, Ninguna	Ninguna

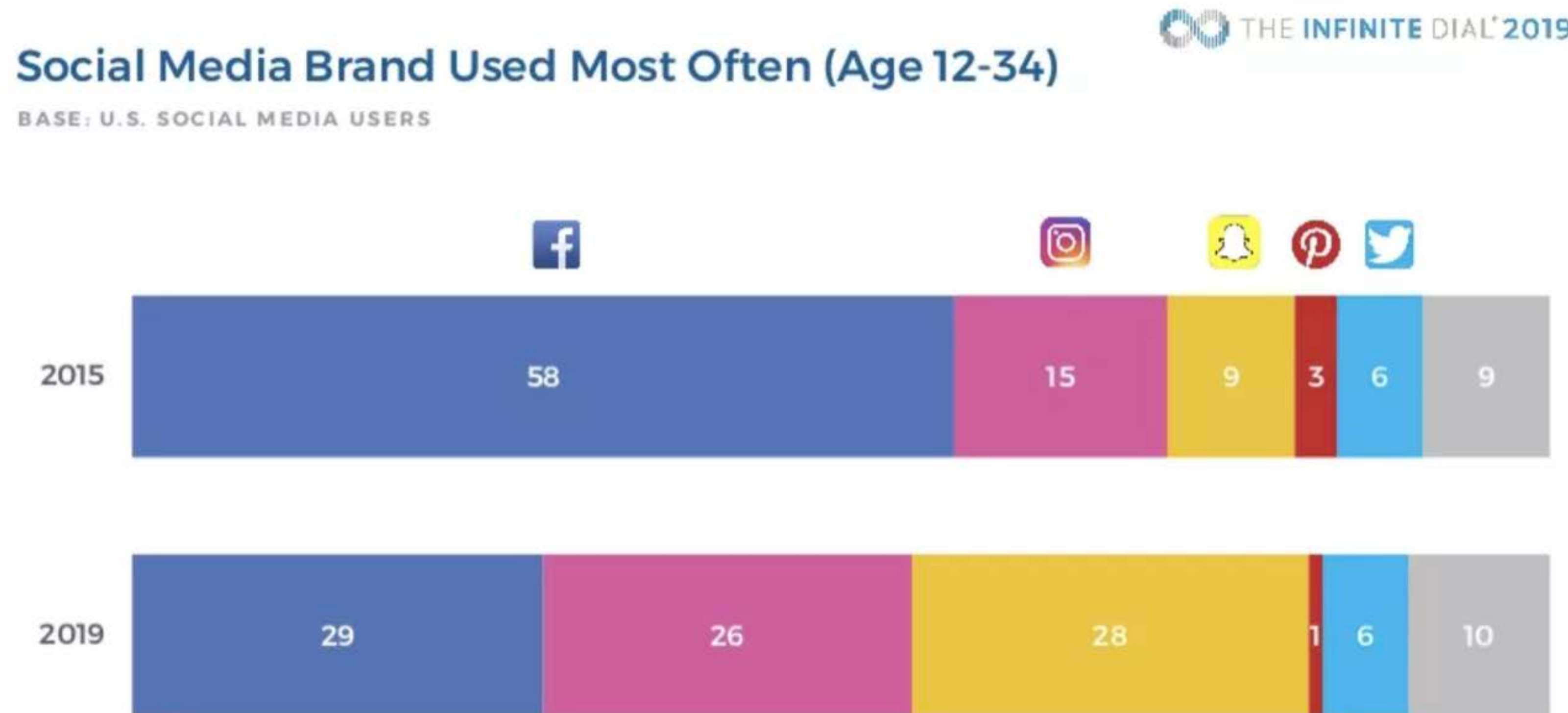
DE FIJO A MÓVIL



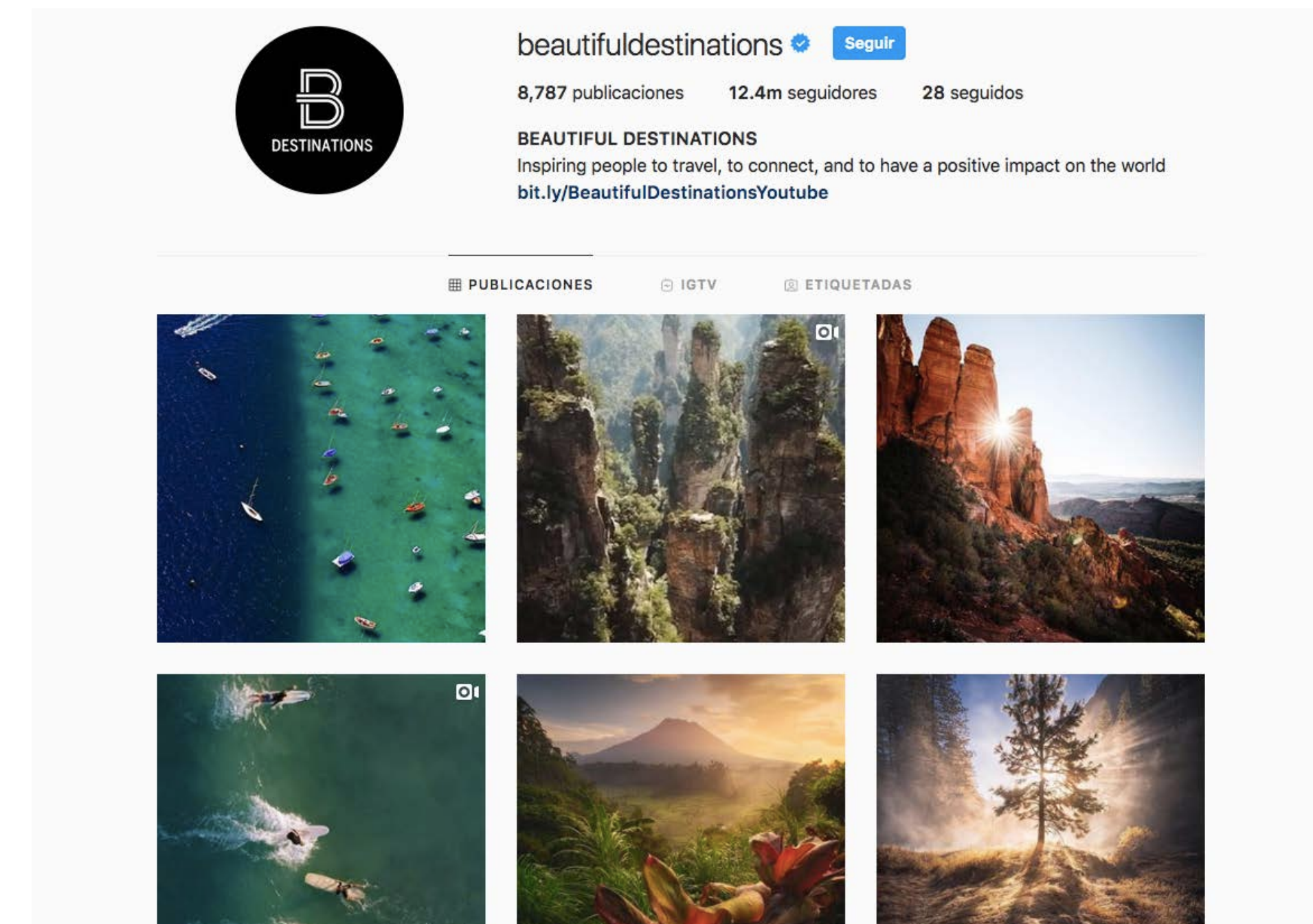
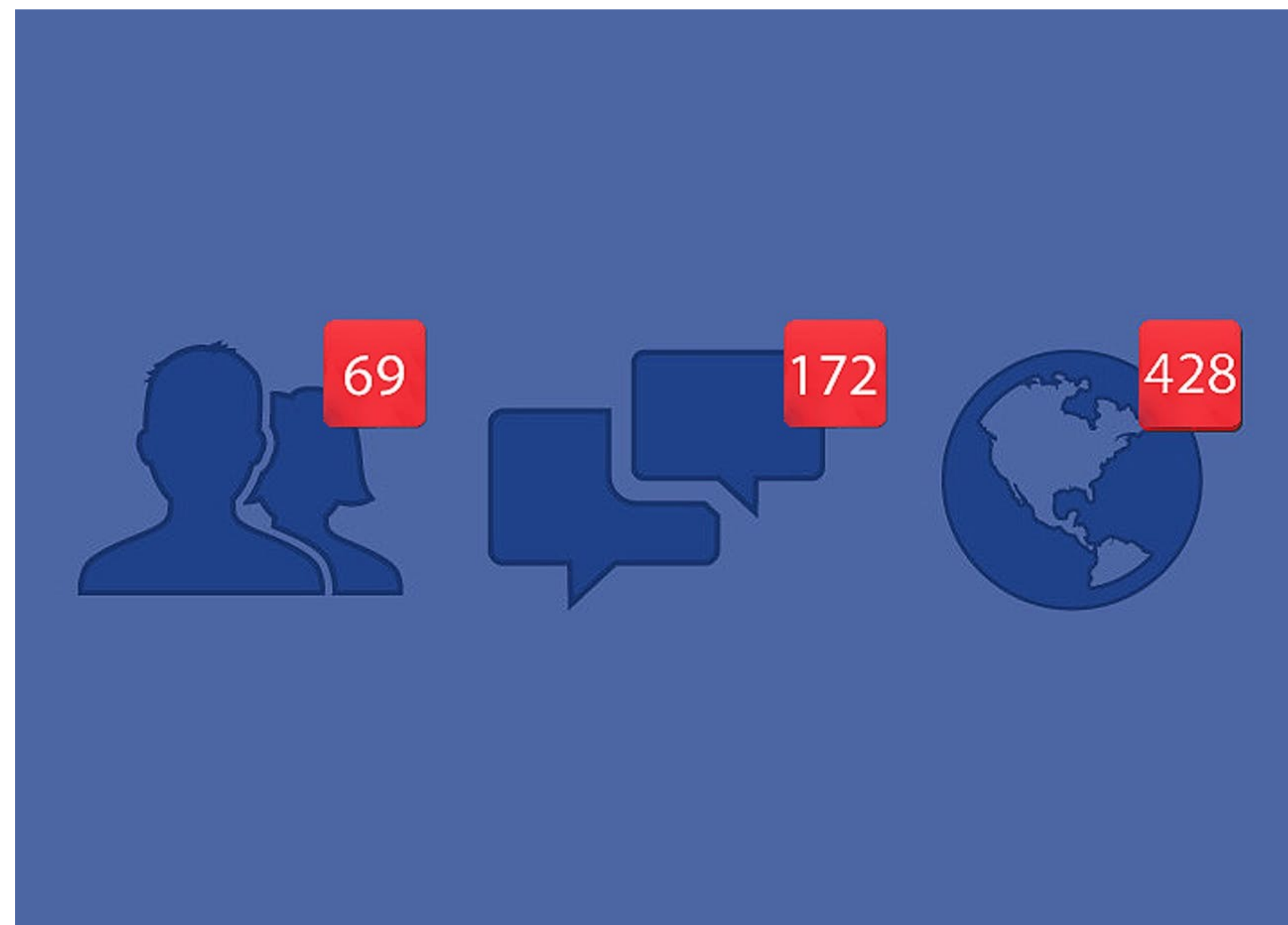
DE TEXTO A IMAGEN Y VIDEO



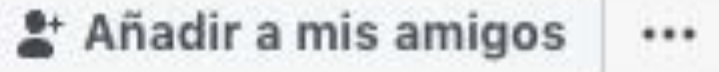
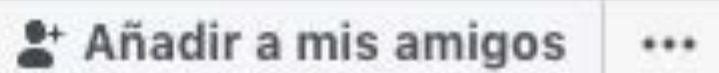
EL CAMBIO ES MÁS PRONUNCIADO EN LAS NUEVAS GENERACIONES



DE CONECTAR A INSPIRAR Y ASPIRAR



DE SEGUIR AMIGOS A SEGUIR INFLUENCIADORES

	Juan Palacios	
	Marcos Lopez	
	Laura García	



muradosmann [Follow](#)  

417 posts **4.6m followers** **463 following**

Murad Osmann Executive Producer, MP at Hypepro.tv  Currently in Moscow 
one@muradosmann.com  NATALY's NEW VLOG  www.youtube.com/watch?v=xXwpO8OFqCE



FACEBOOK

Select the story you would most want to see in your News Feed

2 of 7

Can't decide



Ta Virot Chiraphadhanakul

January 25 · Instagram · 🌐



Like · Comment · Share



Write a comment...



Alex Peysakhovich

49 mins · 🌐

Friendship can overcome any distance.



Friendship Around the World

True stories and stats about friendship.

WWW.FACEBOOKSTORIES.COM/FRIENDSHIP

Like · Comment · Share

👍 22 people like this.



Write a comment...



Recursos multimedia sobre el coronavirus

Más información

Descubre cómo Facebook puede ayudarte a
ampliar tu alcance y tu público

<https://www.facebook.com/facebookmedia/>

My Facebook Page Post Reach Dropped Dramatically!

 Ask a Question

Business Pages

Posts on Your Page



I have a facebook page with over 800,000 fans. My posts were regularly getting 80,000 reach or more....the post reach dropped suddenly and very clearly. Now my typical posts gets less than 2000 reach each, or down about 97.5%. Nothing has changed and all my fans were obtained via Facebook Ads that I spent thousands of dollars on.

I don't even get my page pots in MY ON feed! I have to manually GO TO the page to see what is new since I don't get in my news feed. Sorry, it really upset me since it took me years to get my fans and now they can't even see what I post.

Asked about 7 months ago by [Abraham Hailu](#)

7 votes · 12 followers · Seen by 860

▲ Good Question ▼

[Follow this Question](#) · [Share](#)



Rick Sanchez Facebook Help Team ✓

0 of 1 people found this helpful

Hi Abraham,

There are a few reasons why your organic reach may be declining. There's lots of content being shared every day on Facebook, which means that your Page's posts have a lot of competition in your fans' News Feeds.

News Feed is designed to show each person on Facebook the content that's most relevant to them, which may mean less exposure for your posts. To learn more about the reasons for a decline in organic reach, please see the following article from our Facebook for Business center:

<https://www.facebook.com/business/news/Organic-Reach-on-Facebook?ref=u2u>

3 comments · Share · Answered about 7 months ago

“Queremos proporcionar el contenido más relevante a nuestros usuarios”

on Facebook. To that end, today I'd like to answer some questions we've been hearing.

Why is organic reach declining?

There are two main reasons.

The first reason involves a simple fact: More and more content is being created and shared every day. You've probably felt this change yourself. Just a few years ago, sharing important moments and experiences, articles you've read, and photos and videos of your loved ones was a relatively labor-intensive process. Today, thanks to devices like smartphones, many people can share this content with just a few swipes of the finger or taps of a button.

There is now far more content being made than there is time to absorb it. On average, there are 1,500 stories that could appear in a person's News Feed each time they log onto Facebook. For people with lots of friends and Page likes, as many as 15,000 potential stories could appear any time they log on.

As a result, competition in News Feed — the place on Facebook where people view content from their family and friends, as well as businesses — [is increasing](#), and it's becoming harder for any story to gain exposure in News Feed. In addition to the growth in content, people are also liking [more Pages](#). Facebook's director of product management for News Feed [told TechCrunch this April](#) the total number of Pages liked by the typical Facebook user grew more than 50% last year. With each new Page like, competition in News Feed increases even further.

News Feed displays approximately 300. To choose which stories to show, News Feed ranks each possible story (from more to less important) by looking at thousands of factors relative to each person.

Over the past year, we've made some key changes to improve how News Feed chooses content:

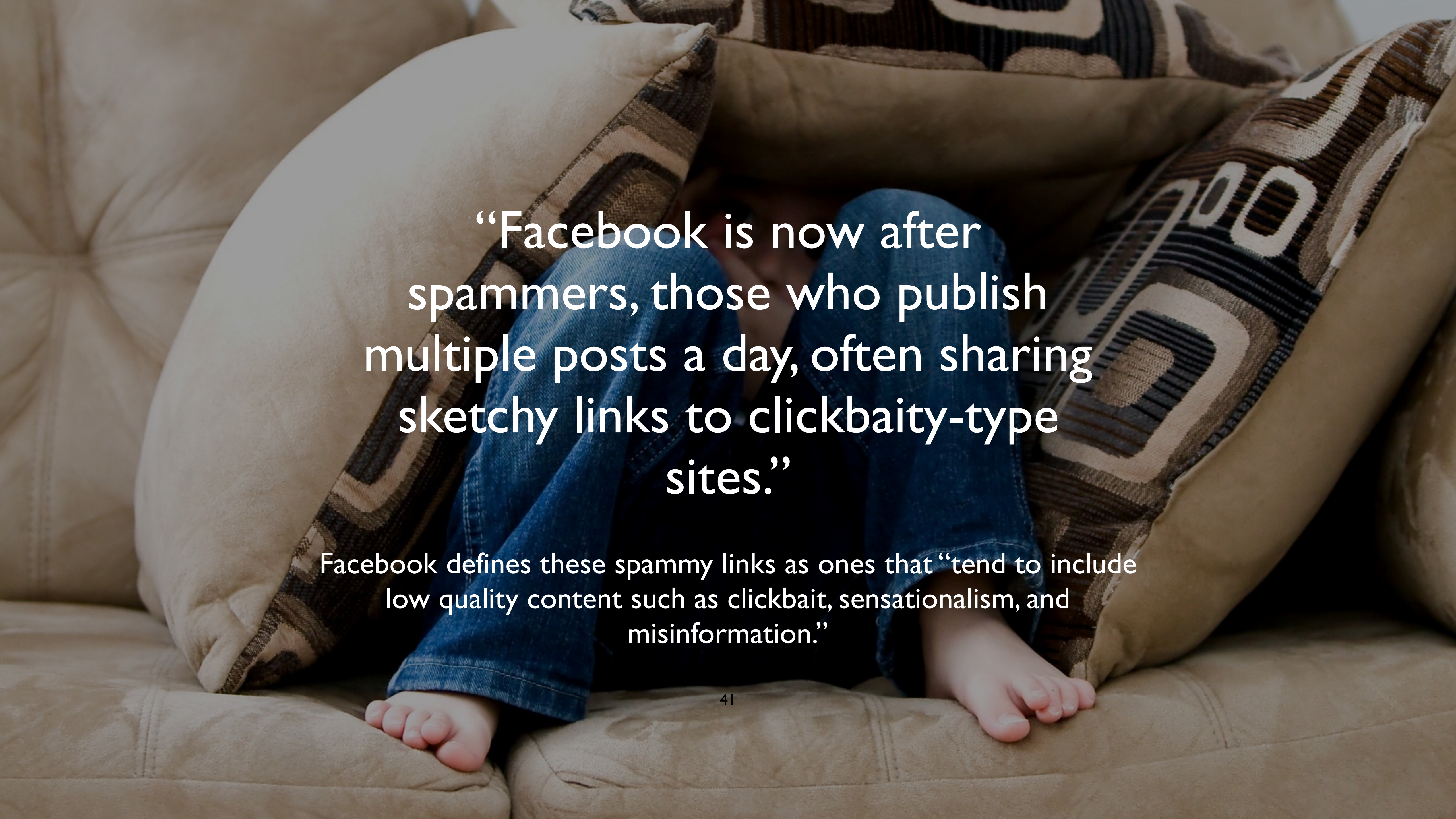
- We've gotten better at [showing high-quality content](#)
- And we've [cleaned up News Feed spam](#)

A photograph of a person's legs in blue jeans sitting on a beige couch. The person is barefoot. There are several pillows with geometric patterns in shades of brown, tan, and blue. The text is overlaid in the center of the image.

“Following Google’s lead in ranking sites, Facebook will now prioritize websites with faster loading times in the News Feed.”

A person is sitting on a light-colored, tufted couch. Their legs are crossed at the ankles, and they are wearing blue denim jeans. Their bare feet are resting on the couch cushions. The person is holding a smartphone in their hands, which are positioned near their face. The background consists of several large, patterned pillows with geometric designs in shades of brown, beige, and dark blue. The overall lighting is soft and warm.

“Facebook has announced that it will bury links to low-quality sites that come from posts or even Facebook ads.”

A person's legs, wearing blue jeans, are visible from the knees down, sitting on a light-colored, tufted couch. The person is barefoot. Two large pillows with a brown, beige, and dark blue geometric pattern are positioned behind the legs. The background is softly blurred, showing more of the couch and pillows.

“Facebook is now after
spammers, those who publish
multiple posts a day, often sharing
sketchy links to clickbaity-type
sites.”

Facebook defines these spammy links as ones that “tend to include
low quality content such as clickbait, sensationalism, and
misinformation.”

A person's legs, wearing blue jeans, are visible from the knees down, resting on a light-colored, tufted couch. The person is barefoot. Two large, patterned pillows with geometric designs in brown, beige, and dark blue are positioned behind the legs. The background is softly blurred, showing more of the couch and pillows.

“Facebook will now be analyzing the
“percent completion” rate for every video
the user watches. If the user watches all or
most of a video, then Facebook will
prioritize similar videos in the user’s future
News Feed. ”

EN 2018 FACEBOOK VUELVE A CAMBIAR EL FOCO



“One of our **big focus** areas for 2018 is making sure the time we all spend on Facebook is time well spent. The first changes you’ll see will be in **News Feed**, where you can expect to see more from your friends, family and groups.

As we roll this out, you’ll see **less public content like posts from business, brands and media**”

Mark Zuckerberg, 12 de enero de 2018

FACEBOOK VUELVE A CAMBIAR EL FOCO



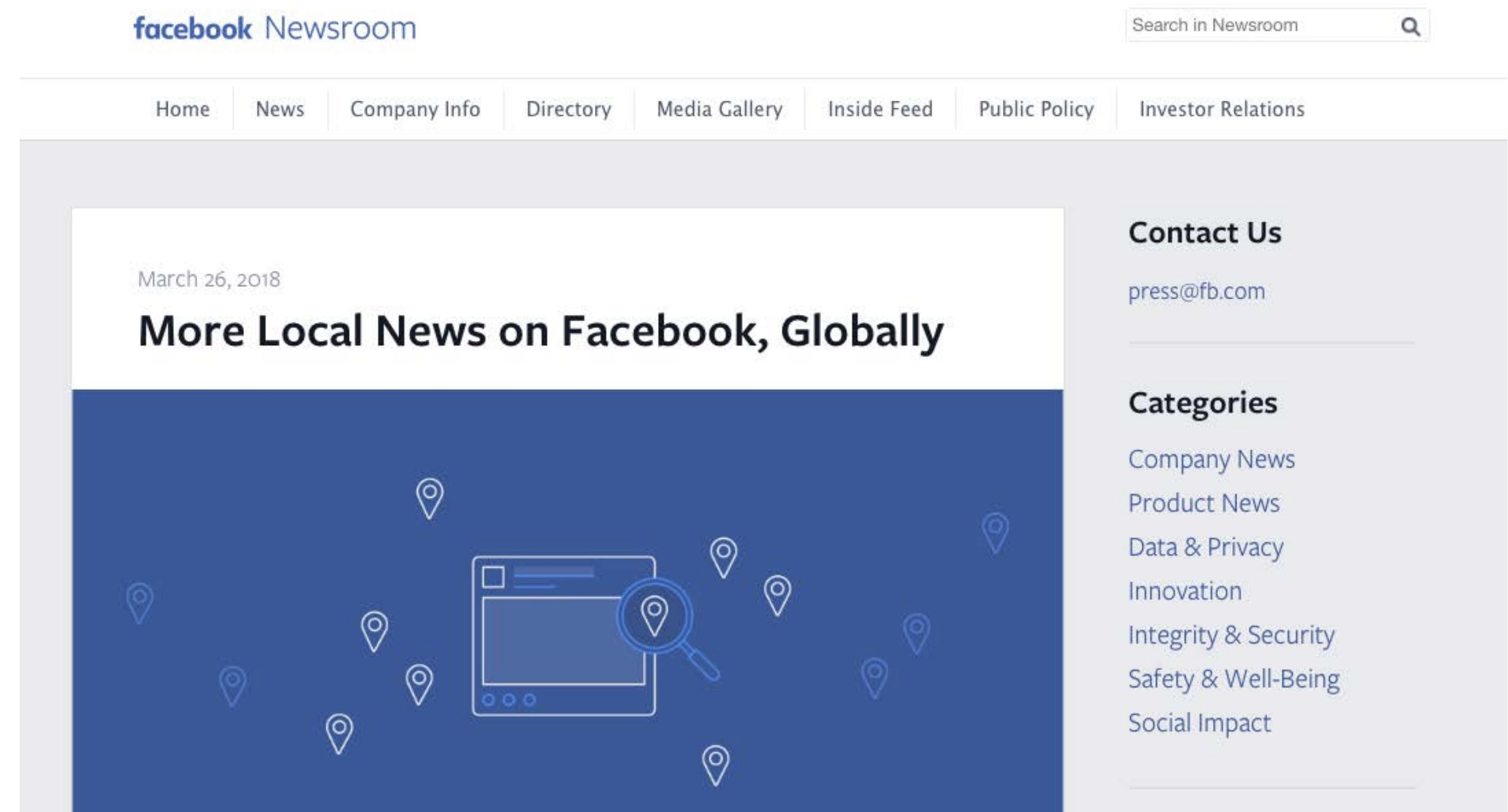
Facebook post by Mark Zuckerberg, dated "hace aproximadamente un año". The post discusses Facebook's 2018 focus on high-quality, trusted news, specifically mentioning updates to show more news from local sources. The post includes engagement metrics: 144 mil likes, 11 mil comments, and 7833 shares.

Mark Zuckerberg 
hace aproximadamente un año

Our next update on our 2018 focus to make sure Facebook isn't just fun but also good for your well-being and for society...

We're making a series of updates to show more high quality, trusted news. Last week we made an update to show more news from sources that are broadly trusted across our community. Today our next update is to promote news from local sources. People consistently tell us they want to see more local news on Facebook. Local news helps us understand the issues... [Ver más](#)

👍 144 mil 💬 11 mil ➦ 7833



Facebook Newsroom page screenshot. The page features a navigation bar with links: Home, News, Company Info, Directory, Media Gallery, Inside Feed, Public Policy, and Investor Relations. The main content area displays a post dated March 26, 2018, titled "More Local News on Facebook, Globally". The post includes a blue graphic with location pins and a magnifying glass icon. The right sidebar contains a "Contact Us" section with the email press@fb.com and a "Categories" section listing various topics.

facebook Newsroom

Home News Company Info Directory Media Gallery Inside Feed Public Policy Investor Relations

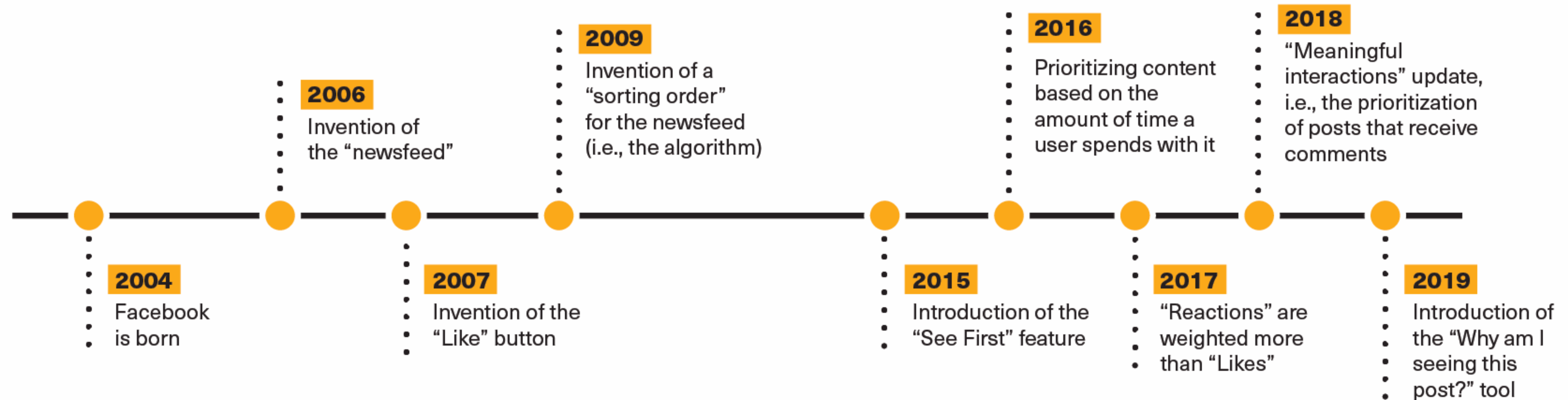
March 26, 2018

More Local News on Facebook, Globally

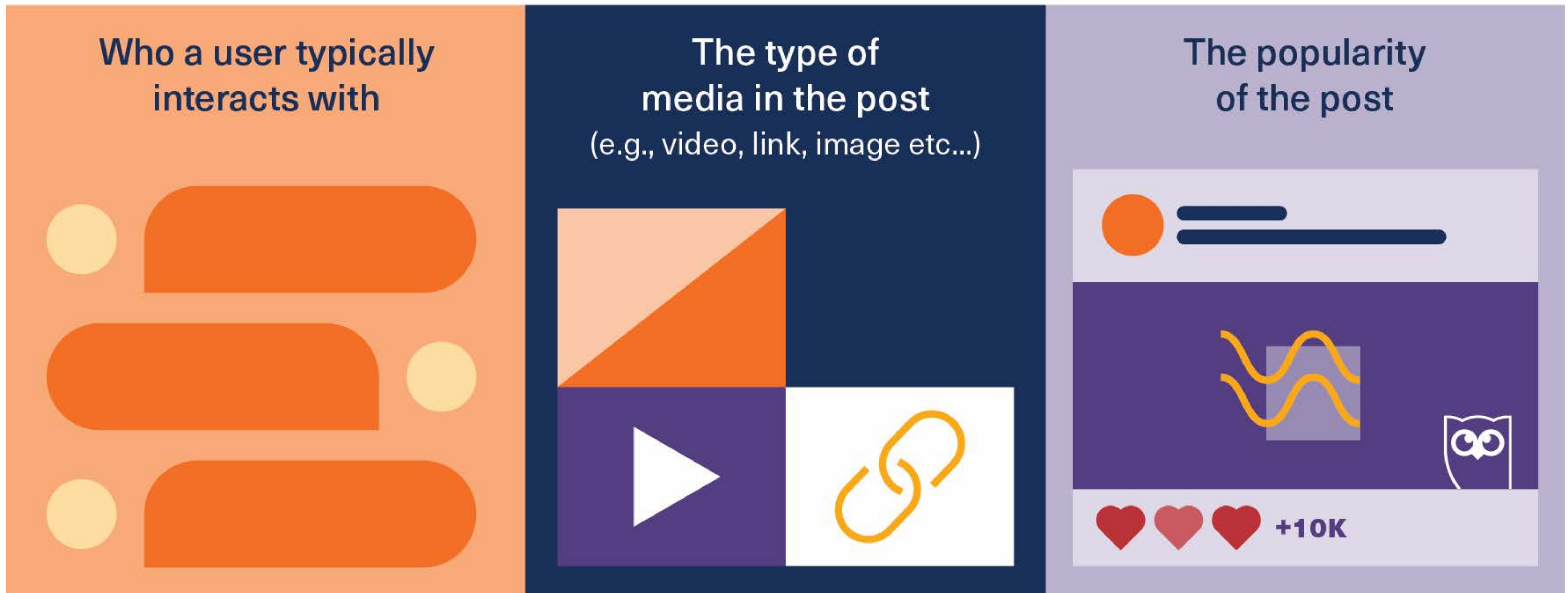
Contact Us
press@fb.com

Categories
[Company News](#)
[Product News](#)
[Data & Privacy](#)
[Innovation](#)
[Integrity & Security](#)
[Safety & Well-Being](#)
[Social Impact](#)

Key Moments in the History of the Facebook Algorithm



Facebook Algorithm Ranking Signals in 2020



APOSTAR POR:

CONVERSACIONES
CUIDAR EL VISUAL
SEGMENTACIÓN (ORGÁNICA/PAID)

The Boston Globe
18 de abril a las 0:27 · 🌐

We're not running the marathon on Monday, but Boston is still "running". Whether you're donating, volunteering, working, homeschooling your kids, or helping your neighbors, we want to see. Post a photo or video with [#BostonStillRunning](#) to show us how you're still running. Voiceover by Newton native John Krasinski. globe.com/stillrunning



In its purest form -0:36

Le Monde
19 h



Ver más

Le Monde
19 h



Jungholtz

Avec la crise, le centre médicalisé Sainte-Anne a été transformé en « unité Covid ». Personne ne s'est préoccupé d'autorisation. « On serait parti là-dedans, on était face à une morgue », assure Claude Moser, le directeur du pôle Sud Alsace à l'Ugecam. Il se marre en pensant aux autorités de tutelle. « Si le Covid-19 n'était pas si dangereux, ils nous feraient des inspections. »

Ver más

Dezeen va a transmitir en directo.
38 min · 🌐

Architect Chris Precht speaks to Dezeen live in this Screentime discussion sponsored by Enscape as part of Virtual Design Festival



vdf Screentime Chris Precht

HOY A LAS 15:00
Live interview with archite...
Sigue el vídeo en directo

★ Recibir recordatorio

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Me gusta Seguir Compartir



823 6 comentarios 57 veces compartida

Más información

Información Ver todo

www.interiordesign.net
Revista
Sugerir cambios

Transparencia de la página Ver más

Facebook te muestra información para que comprendas mejor el propósito de las páginas. Consulta qué acciones han realizado las personas que administran y publican contenido.

Creación de la página: 28 de enero de 2009

Páginas que le gustan a esta página

CURIOSITY Me gusta

fräsch! Fräsch Me gusta

Peter Pepper Pro... Me gusta

Español (España) · Español · Català · English (US) · Français (France)

Información sobre los datos de las estadísticas Chat

TWITTER

**Kurt Wagner** ✓

@KurtWagner8

Seguir



NEW: Twitter is finally sharing how many daily users it has: 126 million. That's 60 million fewer daily users than Snapchat, and a lot fewer users than anything FB owns. [\\$TWTR](#)

[investor.twitterinc.com/files/doc_fina ...](https://investor.twitterinc.com/files/doc_fina...)

Traducir Tweet

13:05 - 7 feb. 2019

209 Retweets 306 Me gusta



33



209



306



TWITTER

IDEAL PARA:

GENERAR INFLUENCIA SOBRE TEMAS RELEVANTES
MONITORIZACIÓN



-  Inicio
-  Explorar
-  Notificaciones
-  Mensajes
-  Guardados
-  Listas
-  Perfil
-  Más opciones

Twittear



NYTimes en Español 

26,1 mil Tweets






Seguir

NYTimes en Español 
@nytimeses

Esta cuenta ya no se administra activamente. Si te encantaba The New York Times en Español, suscríbete al boletín:
nytimes.com/newsletters/el...

 México
 nytimes.com/es/
 Se unió el enero de 2015

4.448 Siguiendo 563,7 mil seguidores

 Un Clic Menys, SantCugatCreix y 15 más de las cuentas que sigues siguen a este usuario

Tweets Tweets y respuestas Multimedia Me gusta



NYTimes en Español  @nytimeses · 17 sept. 2019

Aunque las instituciones democráticas de los países más ricos pueden resistir una nueva crisis económica, América Latina no está en la misma

INSTAGRAM

La oportunidad de los Stories

Industry	Average Reach Rate	Average Completion Rate 2017	Average Completion Rate 2018
Brand	4.51%	64%	69%
Entertainment	6.47%	67%	72%
Media	2.29%	55%	67%
Sports	10%	67%	80%

INSTAGRAM

ENTENDER SU ALGORITMO ES CLAVE

INTERÉS El contenido más relevante para tus intereses aparecerá más arriba en tu feed

TEMPORALIDAD El contenido más cercano en el tiempo al momento de conexión aparecerá más arriba en tu feed

RELACIÓN El contenido con el que más interactúas y que suben las personas más cercanas a ti aparecerá más arriba en el feed



5sem



The new coronavirus has had terrible human and financial effects.

What do some of the economic costs mean to you?



Swipe on any of the following topics to learn more



Enviar mensaje

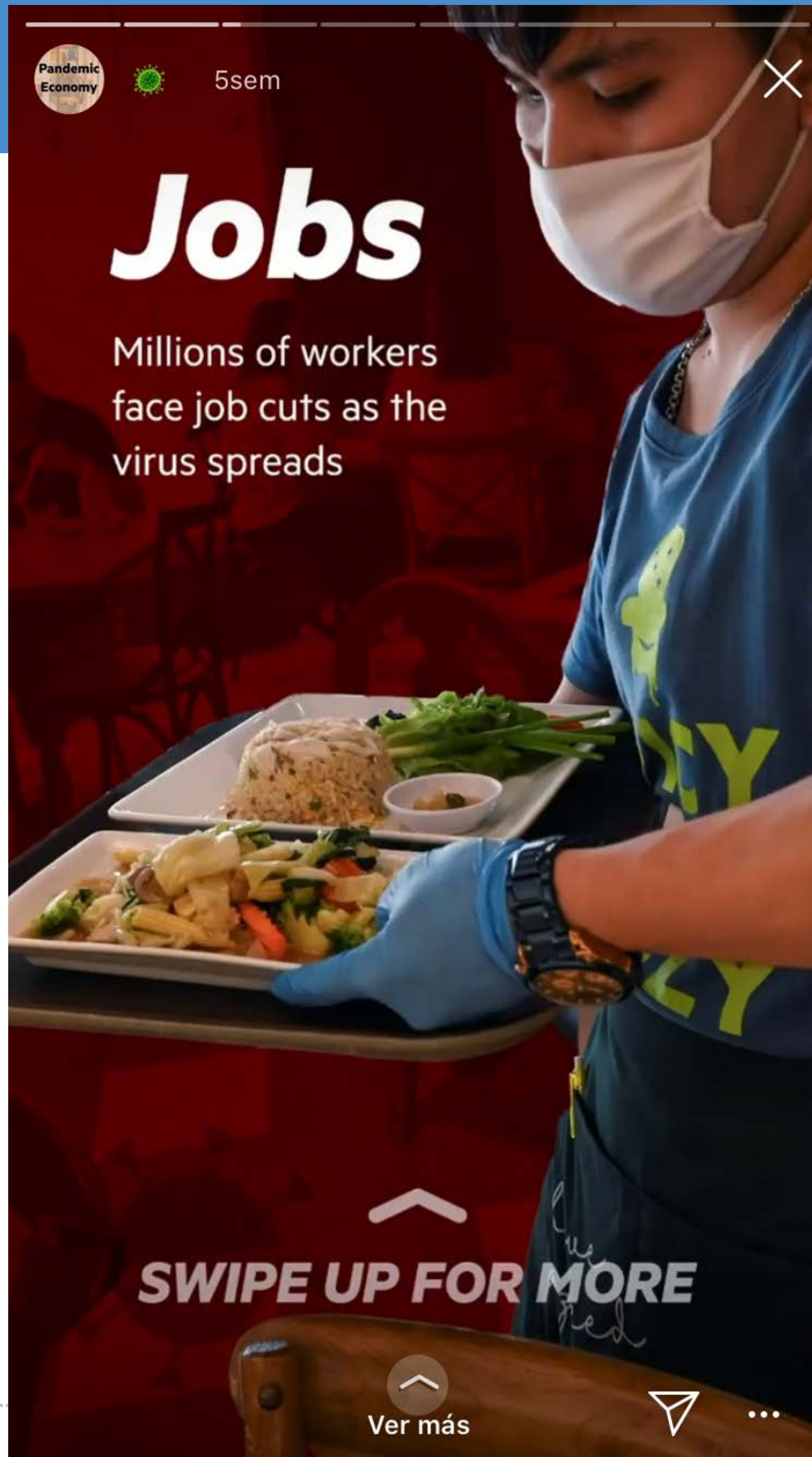


5sem



Jobs

Millions of workers face job cuts as the virus spreads



SWIPE UP FOR MORE



Ver más



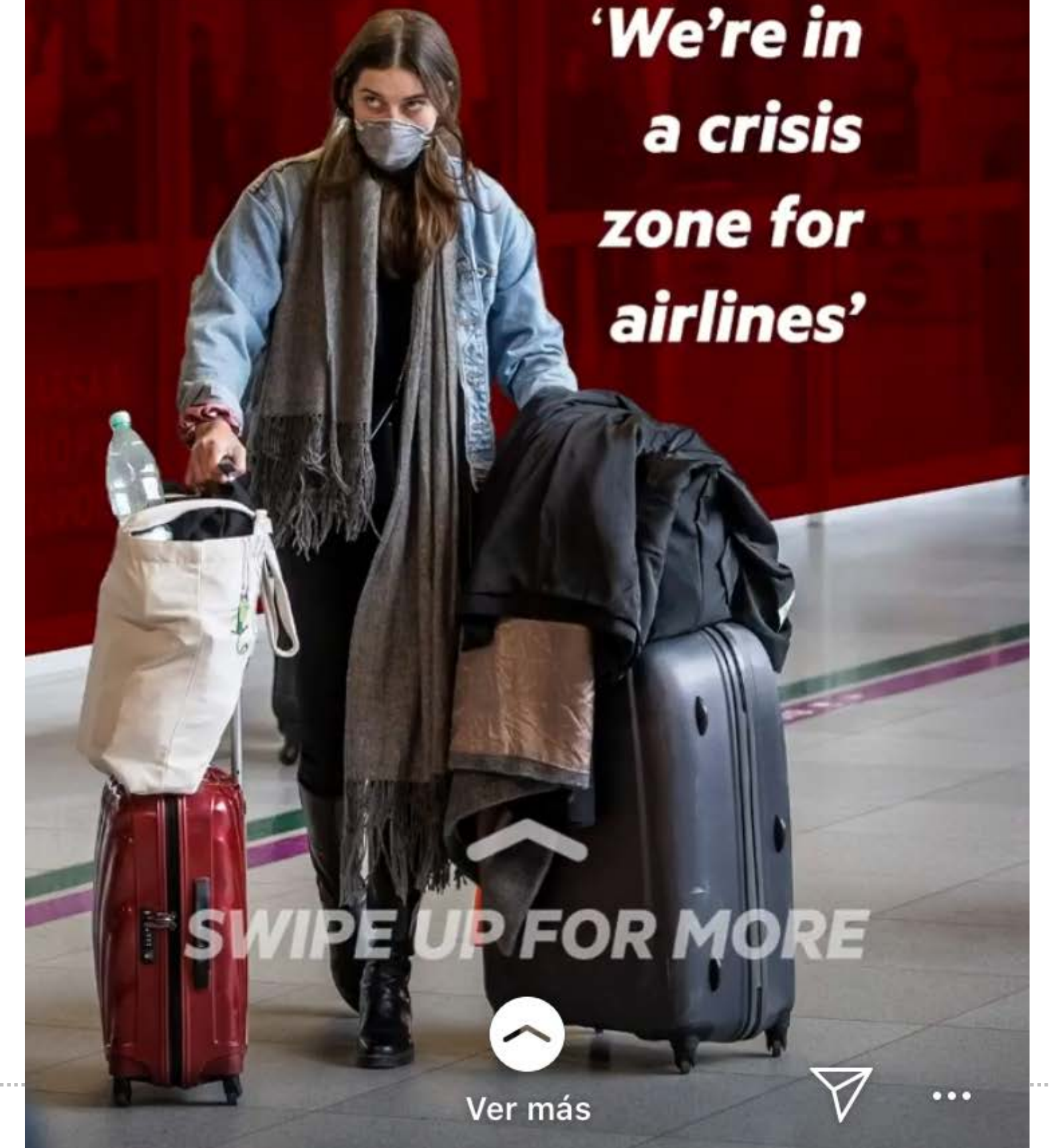
5sem



Air Travel

Widespread cancellations from domestic and international carriers could interrupt your travel plans

'We're in a crisis zone for airlines'



SWIPE UP FOR MORE



Ver más







EN DIRECTO 1sem

EL MUEBLE *Live*

¡ESPECIAL ZAPATOS!
CON LA ORGANIZADORA
PROFESIONAL, VANESA TRAVIESO
@ponorden



¿TE PERDISTE NUESTRO ÚLTIMO DIRECTO?
¡YA PUEDES VERLO EN IGTV!

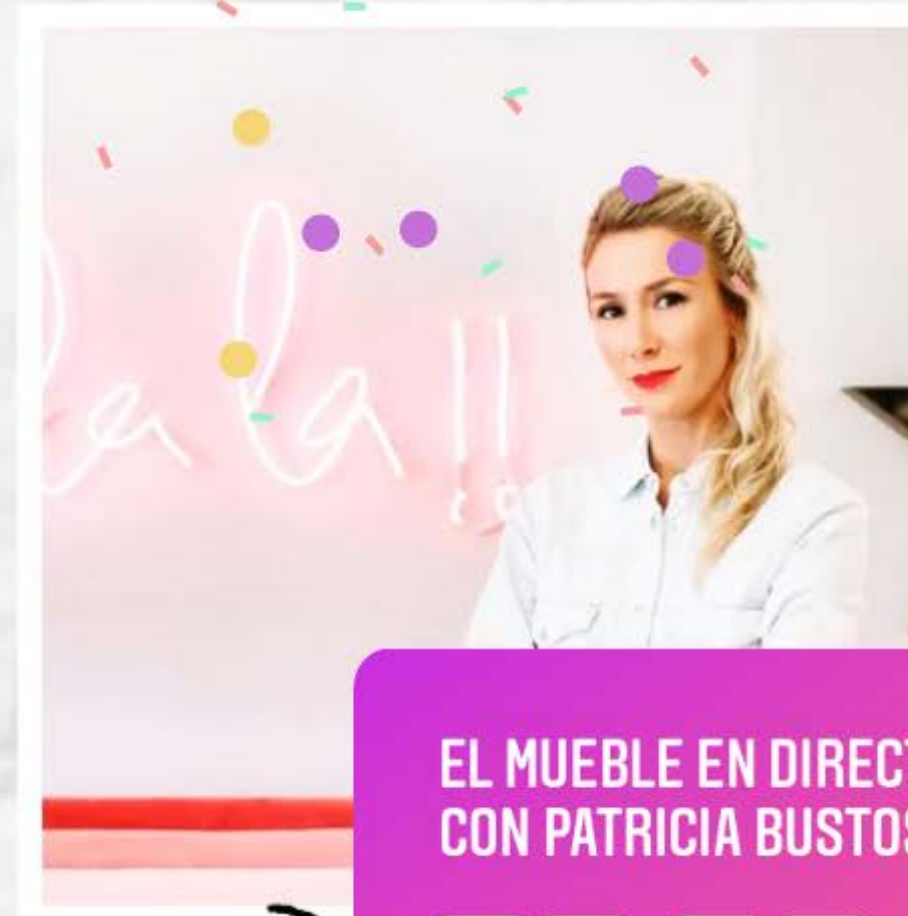


EN DIRECTO 6d

EL MUEBLE *Live*

DISEÑAR EL BAÑO PERFECTO
CON LA DISEÑADORA DE INTERIORES
@patricia_bustos DE LA MANO DE
@hansgrohe

MIÉRCOLES 22 DE ABRIL, 12:00 H



EL MUEBLE EN DIRECTO
CON PATRICIA BUSTOS



00:00:00
horas minutos segundos

ACTIVA LA CUENTA
ATRÁS Y ¡CONÉCTATE!



EN DIRECTO 6d

EL MUEBLE *Live*

DISEÑAR EL BAÑO PERFECTO
CON **@patricia_bustos**
DE LA MANO DE **@hansgrohe**
¡DÉJALE TU PREGUNTA!



EL MUEBLE

¿Qué te gustaría saber?

Escribe algo...



MONETIZACIÓN

MONETIZACIÓN

 **UnboxTherapy**
February 27 · 🌐

NEW VIDEO - The New Smartphone Is Not What It Looks Like...
<https://youtu.be/r8vFZ0HAaz0...> < WATCH NOW



 Like  Comment

Thusitha Sampath, Bheemaji B, Jisin T Saji and 435 others like this.

187 Shares



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 **Unbox Therapy** ✓
Published on Dec 30, 2017

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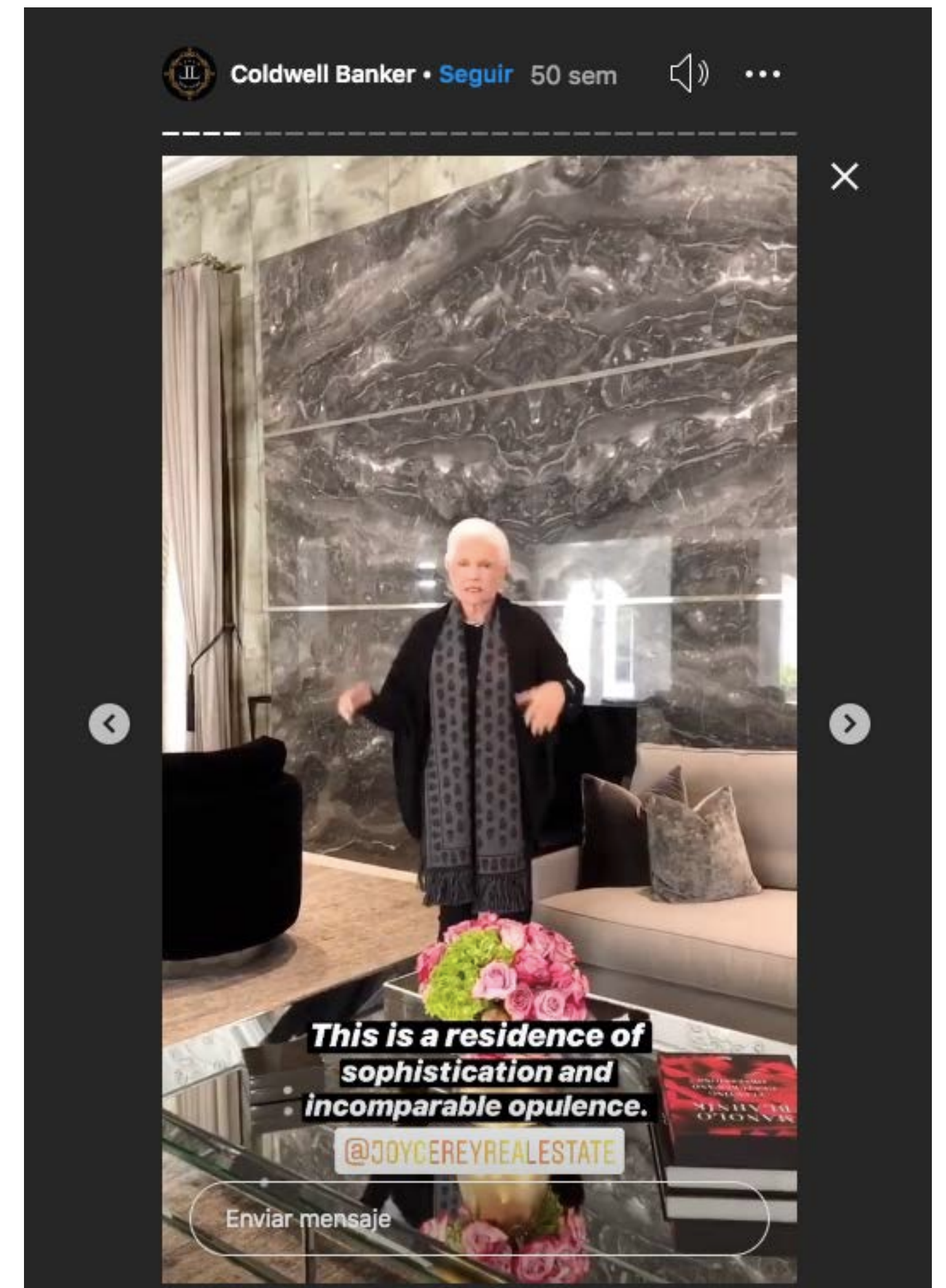

Simply Ma...

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IGTV

ETIQUETADAS







2. FRONDA

Fronda No es solo una tienda de plantas *online*, también podrás encontrar flores, bonsáis, semillas, productos para el cuidado de tus plantas y objetos de decoración para la casa y el jardín. Además también realizan actividades en sus talleres. Envío: entrega a domicilio en días hábiles de 24 a 48h.
Fronda



3. VILLOR STORE

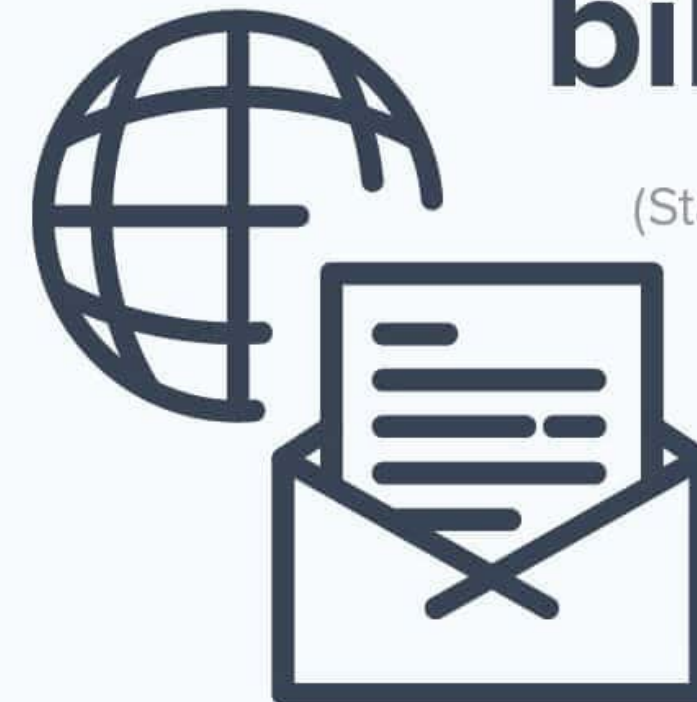
Villor store En esta tienda de plantas, encontrarás una gran variedad de enredaderas, cactus, plantas aromáticas... Una selección realizada con detalle por Azuzena, su propietaria, desde Oviedo. Envío: En 48 horas si es una capital de provincia o en 72h si es una localidad no capital de provincia.
Villor Store



NEWSLETTER

The Widespread Usage of Email

In 2019, global email users amounted to **3.9 billion** users.
(Statista, 2020)



In 2023, this figure is set to grow to

4.3 billion users.
(Statista, 2020)

That's half of the world's population.



Email Continues to Deliver a Strong Return on Investment



For every \$1 you spend
on emails marketing,
you can expect an
average return of

\$42

(DMA, 2019)





Email Marketing Helps to Grow Your Business



81%

of SMBs still rely on
email as their primary
customer acquisition
channel, and **80% for
retention**

(Emarsys, 2018)

Jack Craver highlights the Austin City Council's happenings in his own newsletter in Texas; Shay Castle started sending out a newsletter about the activities of politicians in Boulder, Colorado after leaving the Daily Camera; and Adam Wren launched a newsletter alongside his freelance reporting on Indiana's national political presence.

**“I wanted to know
that there was still
an audience for
thoughtful
reporting...and
wanted to show
that people still
respected good
information”**

Inboxes are swelling with newsy email newsletters these days, and a lot of the industry dialogue centers on major national brands. (The New York Times in California, Wall Street Journal tweaks, Axios engagement, etc.) While places like The Atlantic, The Wall Street Journal, The Washington Post, and The New Yorker have all recently created roles specifically for developing their newsletter portfolios and purposes, the trend has taken off locally too — with a twist.

As revenue-starved local newsrooms shed journalists, some of them are using newsletters as a tool to build out their own one-person-show reporting operation — sometimes making money, but often using it to establish a brand presence while piecing together money from freelancing for national outlets,

FACTORES CLAVE DE ÉXITO:
LA MARCA
SEGMENTACIÓN
OFERTA
TIMMING
CONTENIDO

FACTORES CLAVE DE ÉXITO: LA MARCA

POR ORDEN DE IMPORTANCIA:

DE
ASUNTO
CONTENIDO

FACTORES CLAVE DE ÉXITO: SEGMENTACIÓN

Tu lista(bbdd) es una fuente de ventaja competitiva que nadie **puede copiar**.

Versión Online | Añade deals@mail.letsbonus.com a tus contactos | [Darme de baja](#)



Propuestas del día en Barcelona

¡Recomienda LetsBonus y os regalamos 10€!



VAYA, VAYA,
¡AQUÍ SÍ HAY PLAYA!

No sería verano sin escapadas a la playa, ¡escoge la tuya!

[¡descúbrelo!](#)



95% Dto. Paga 99€ y obtén un descuento de 1.978€ en Aumento de Mamas

Policlínica Barcelona

99€ [Ver toda la oferta](#)

Valor	Descuento	Ahorro
1.978€	95%	1.879€



96% Dto. Carné de Coche: 6 prácticas y clases ilimitadas. Nou Barris

Autoescola La Sexta Marcha

29€ [Ver toda la oferta](#)

Valor	Descuento	Ahorro
681€	96%	652€



67% Dto. Elige Color Redken, Reflejos o Mechas y más. El Putxet

Compagnia della Belleza

21€ [Ver toda la oferta](#)

Valor	Descuento	Ahorro
64€	67%	43€

FACTORES CLAVE DE ÉXITO: SEGMENTACIÓN

La selección del target debe partir de un análisis exhaustivo que permita definir **cómo son mis mejores usuarios**, y en definitiva los más potenciales.



FACTORES CLAVE DE ÉXITO: SEGMENTACIÓN

HAY QUE RECORDAR:

**No es gratis enviar newsletters.
No nos han dado permiso para siempre.**

FACTORES CLAVE DE ÉXITO: OFERTA

Un newsletter ha de responder la siguiente pregunta:

¿Y a mí que?

¿Tendré más beneficios?

¿Mejorará mi vida?

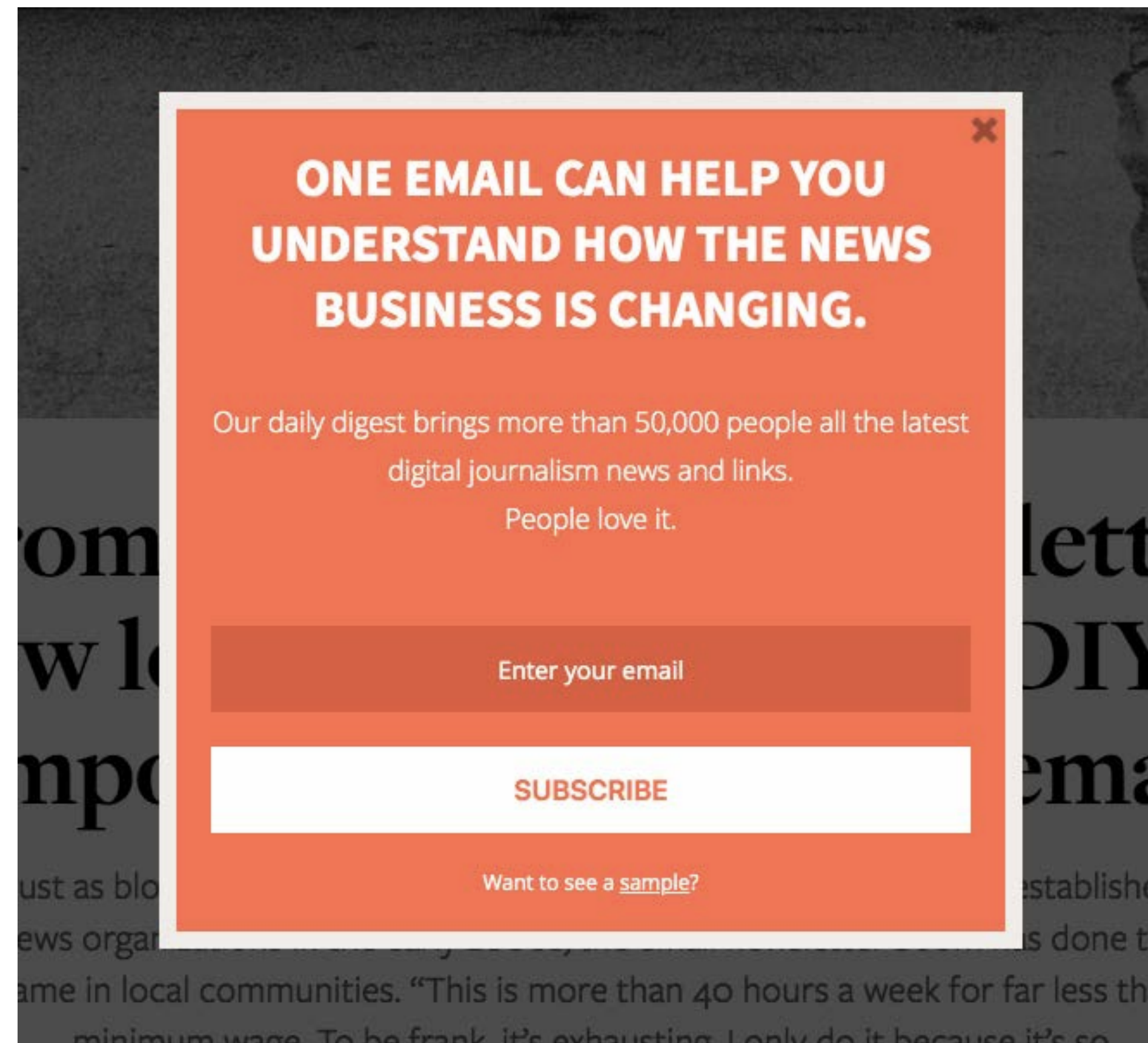
¿Me ayudará en algo?

¿Me ahorra dinero?

¿Me encontraré mejor?

...

FACTORES CLAVE DE ÉXITO: OFERTA



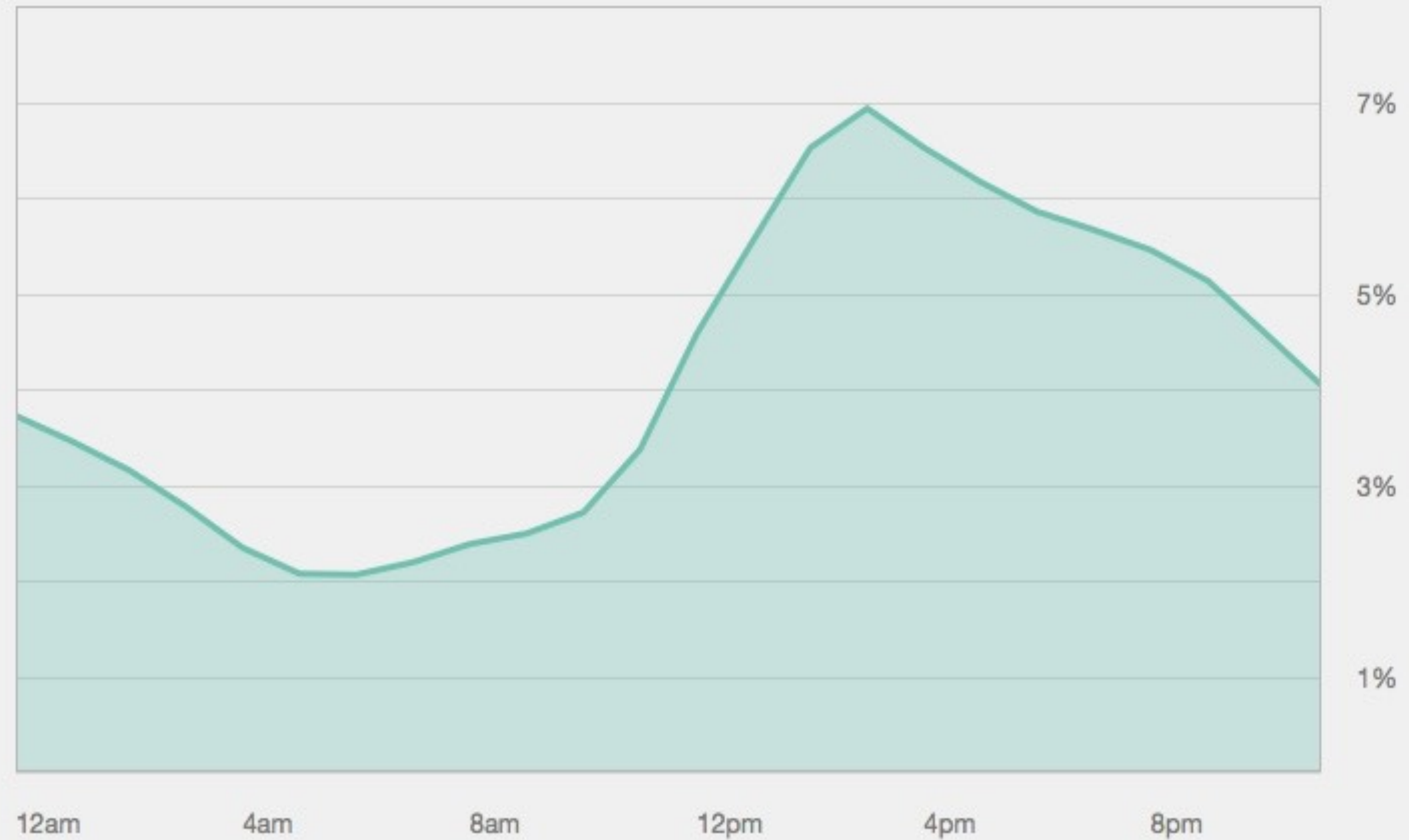
FACTORES CLAVE DE ÉXITO: TIMMING

El mejor momento:

El que nos diga el **test y los datos**.

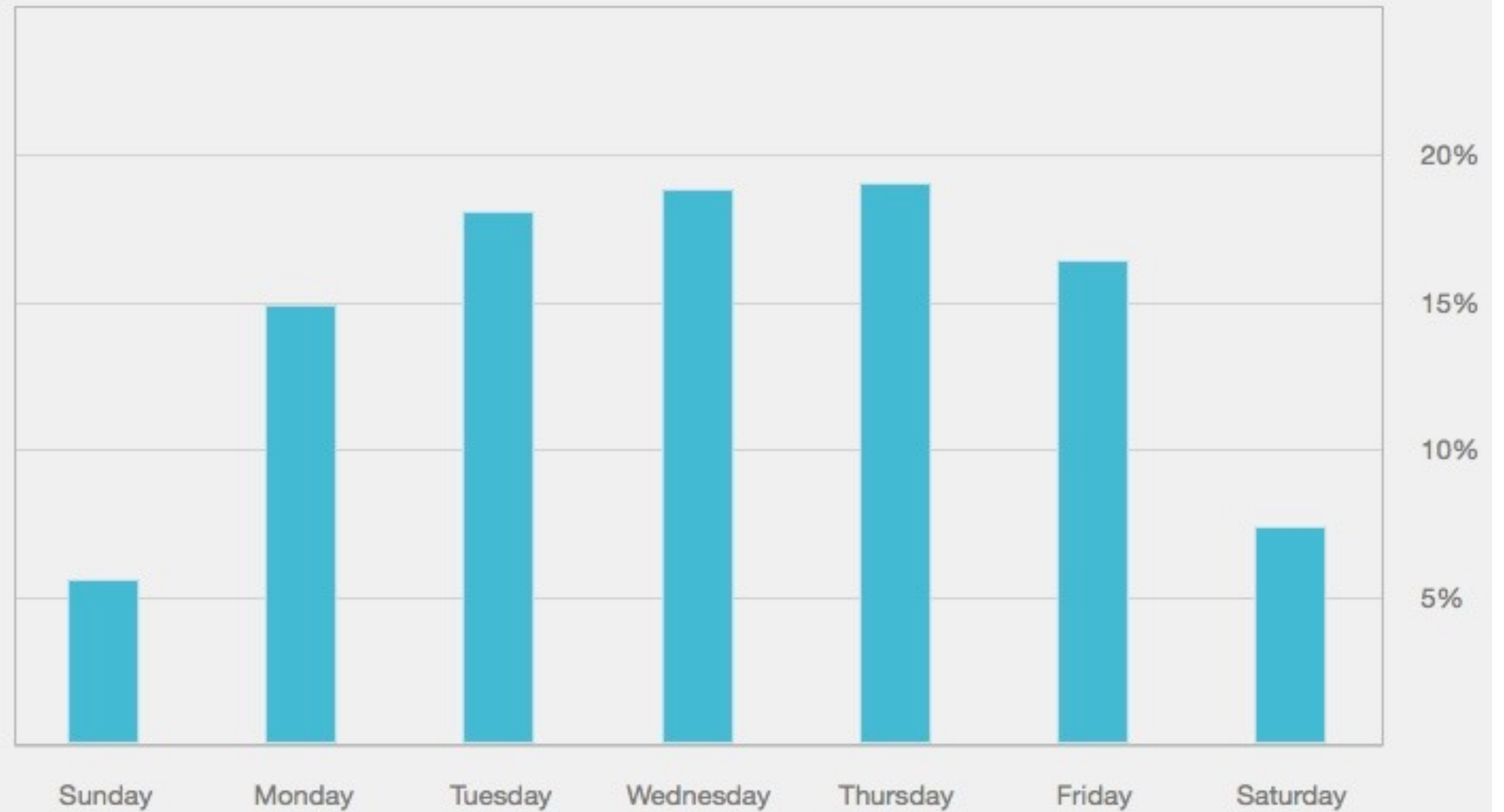
Email Opens by Time of Day

Subscribers are likely to open email after 12pm, and the most active hours are 2-5pm.



Email Opens by Day of Week

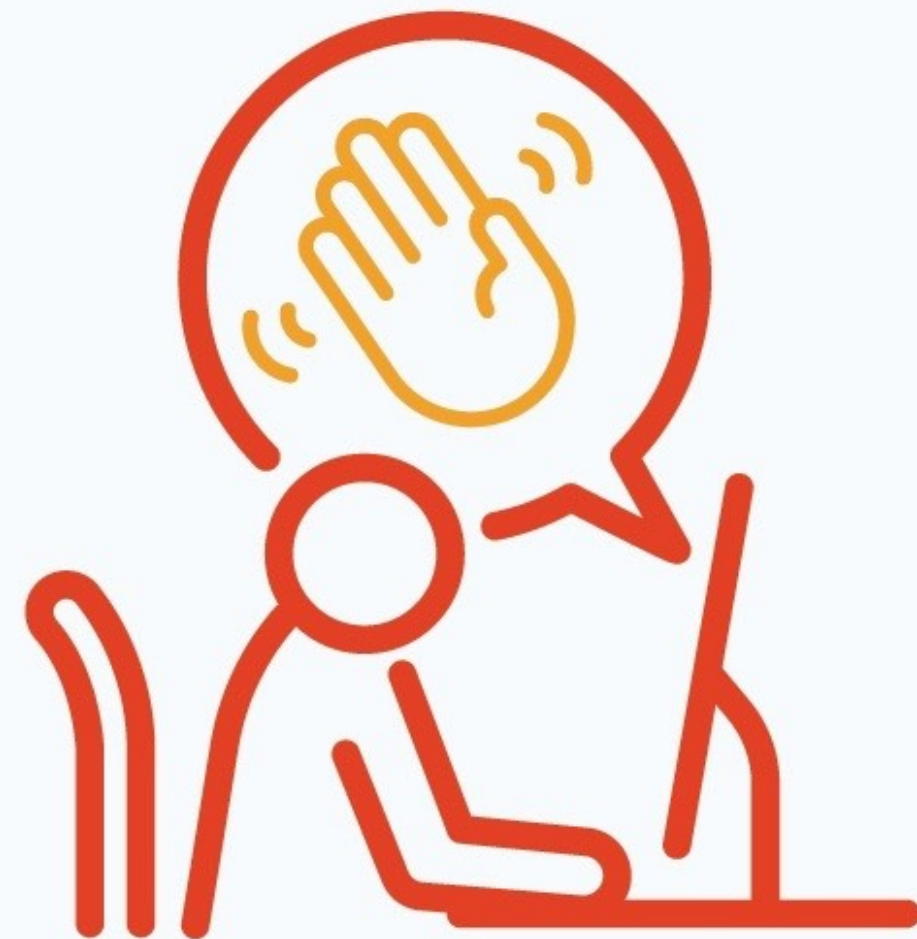
Most Emails are sent between Monday and Friday. Tuesday and Thursday are the highest-volume days.



FACTORES CLAVE DE ÉXITO: CONTENIDO



Welcome Emails Have Great Potential



On the other hand, the
average open rate for a
welcome email is

82%

(GetResponse, 2017)

Newsletter de bienvenida

Declaración de intenciones

Compromiso de lo que harás

Racional y Emocional

Bidireccional



Interactive Emails Are the Way Forward



Adding videos to your
email can increase
click rates by

300%

(Martech Advisor's 2017 data)





Personalization Works Wonders For Email

Emails with
**personalized subject
lines** generate

50%

higher open rates

(Yes Lifecycle
Marketing, 2017)



Dear Jose,

When Alphabet chief legal officer David Drummond stepped down 8 days ago, former Google Ventures head Bill Maris attacked him publicly. It was a very unusual display of the sort of corporate in-fighting usually kept secret—and we have the [backstory](#) in a look at the status of Google Ventures.

Elsewhere, it has been a busy week of scoops about one of SoftBank's biggest investments yet, Sam's 91(!) [predictions about the next ten years in tech](#) (feedback on which has been flooding our inboxes) [and our list of troubled companies](#).

The Tech Agenda at Davos

Next week, tech CEOs will trade their vests for furry hats and boots and trek to the World Economic Forum in Davos, Switzerland. Years ago, the trek was a sort of celebratory victory lap. With their businesses skyrocketing, executives from Facebook, Google, Microsoft, Uber and Salesforce, to name a few, were rock stars. But amid privacy scandals and competition concerns, last year unfolded more like an apology tour.

This Week's The Information Articles. [To read these articles, subscribe here.](#)

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- **[Grading My 2020 Predictions —and What I Learned](#)** by Sam Lessin
- **[My Predictions for the Next Decade](#)** by Sam Lessin
- **[NBCUniversal's Peacock Will Look More Like Cable Than Like Netflix](#)** by Jessica Toonkel and Tom Dotan
- **[Netflix's Asia Growth Challenge: Trading Price for Volume](#)** by Wayne Ma
- **[The Information's Troubled Tech Companies List](#)** by The Information Staff
- **[Microsoft's Plan to Go Carbon Negative Raises Bar for Tech Rivals](#)** by Kevin McLaughlin

EXCLUSIVE The People With Power at Twitter

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Having to get top executives to agree on everything often drags out the decision-making process and leads to turf battles, said former and current employees. Dorsey's decision to live in Africa for up to six months this year, which he announced at the end of 2019, is likely to complicate those management challenges further.

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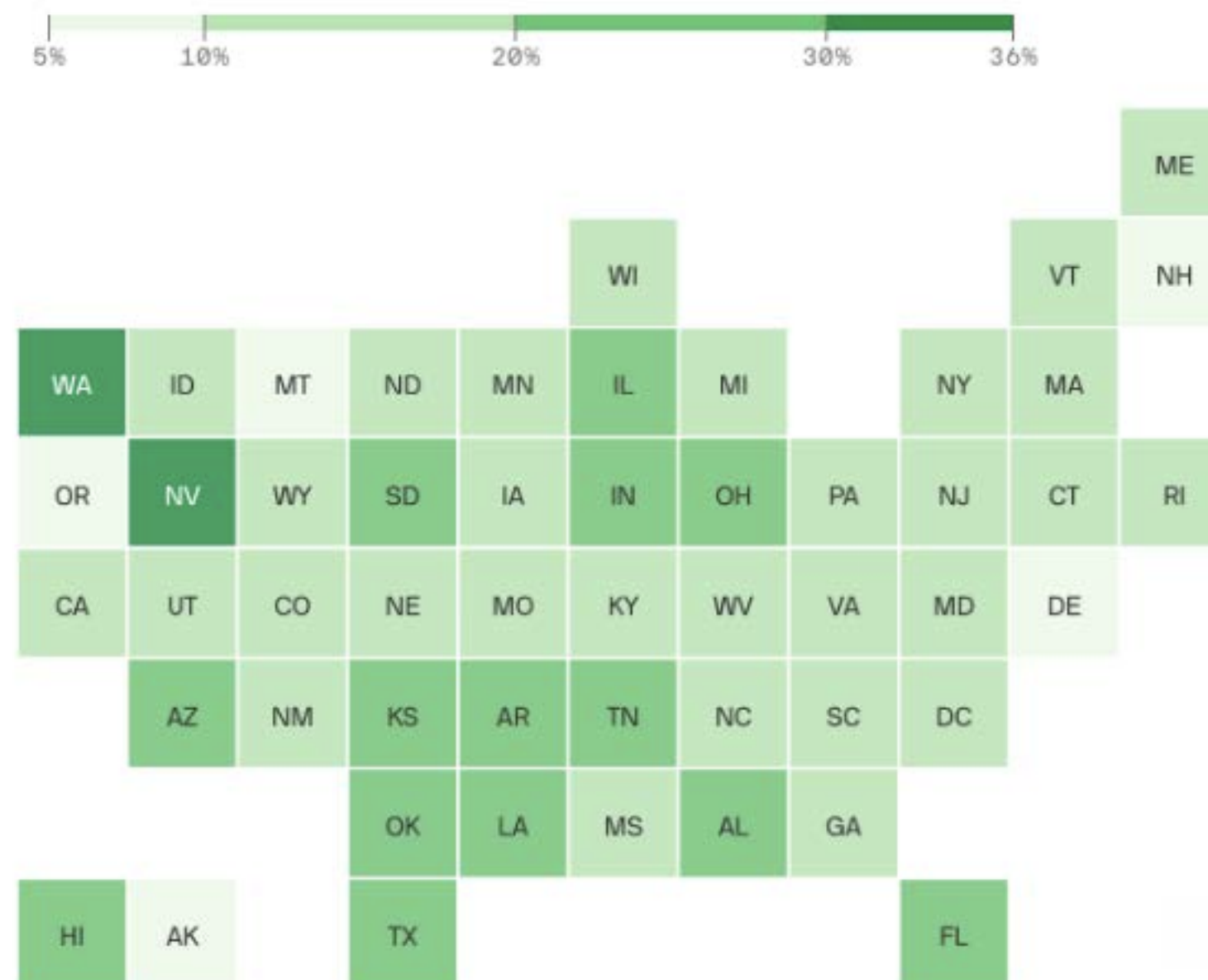
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De: Mike Allen <mike@axios.com>

Date: lun., 13 abr. 2020 a las 12:35

Subject: Axios AM: Mike's Top 10 — What Fauci has coming — Exclusive: Mrs. Obama's next drive — Virtual tastings

Sales and tourism tax as a share of total taxes collected, by state



Data: Census Bureau; Chart: Naema Ahmed/Axios

America's economic crisis soon will expand to states, cities, and towns,

[Axios Staff Writer and Dan Primack report](#)

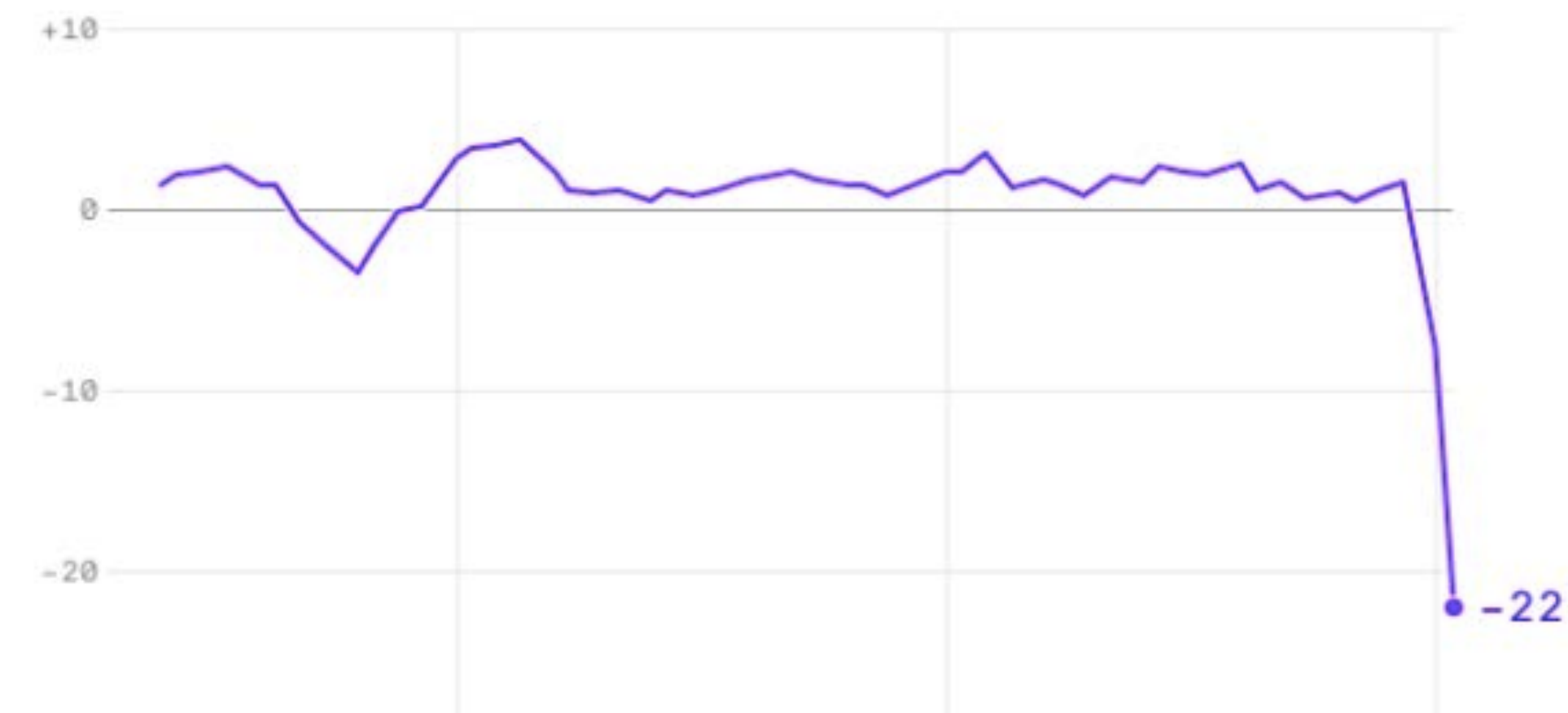
- **Boston Phillips**, 11, during a drive-through Easter celebration at StoryHeights Church in Newton, Mass.



5. A world locked down and drowning in oil

Year-over-year global oil demand change

Q1 2007 to Q2 2020, MMb/d



APRIL 13, 2020

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[SIGN UP](#)

Skimm'd with *picks to Press Pause*

foreigners equally when it comes to enforcing containment efforts.

theSkimm

This pandemic has brought out some of the best in our society as we've **banded together** (at a safe distance). But it also appears to have brought out the worst. And serves as a reminder that fear is no excuse for racism and xenophobia.



FOOD PROBLEMS

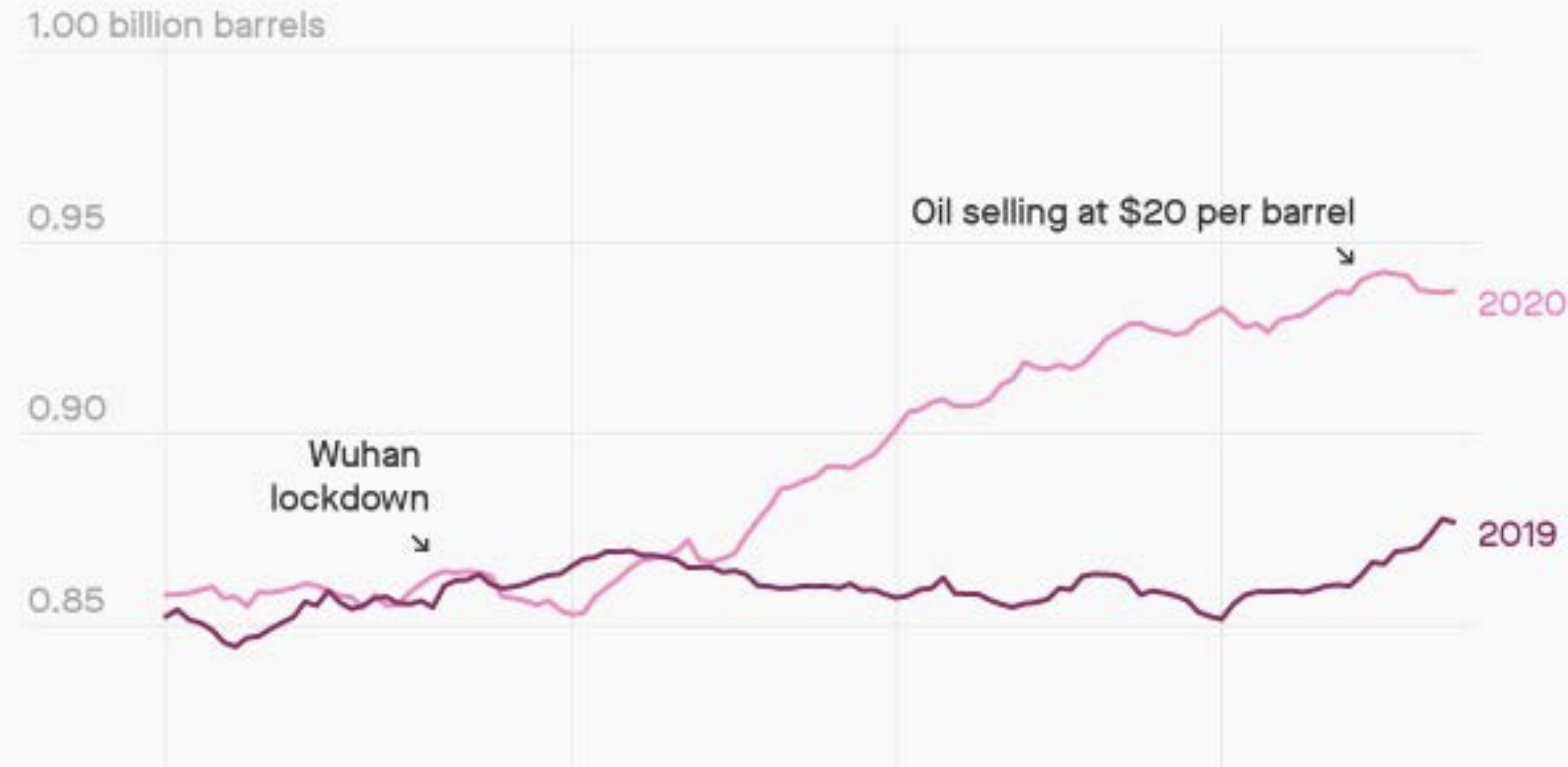
One challenge coming out of COVID-19: **food supply chains**. Roughly half of US farms reportedly send their food to restaurants, schools, and places like theme parks, cruises, and stadiums. But with shutdowns across the US, they're having to rearrange their supply chains to get food to places like grocery stores and food banks.

That kind of adjustment can reportedly take a year or so to coordinate, but farmers only have about a week before the food goes bad. If they're unable to move and sell the produce quickly, their farms could shut down. And until then, many have reportedly resorted to **dumping** millions of

CHARTING CHINA'S OIL-BUYING SPREE

Data from Orbital Insight show **937 million barrels of oil in China's observable storage** (◆ a Quartz member exclusive). It's the highest level the company has measured since it began tracking in January 2017, and it provides a valuable indication of broader global trends.

China's oil storage in tanks with floating roofs



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China still has 1.5 billion barrels of storage to spare.

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