



Parte 1: Introducción al Pentágono Digital y Funnel de Tres Pasos

Parte 2: Ejercicio Práctico

Parte 3: Cómo generar confianza para vender más



Parte 1: Introducción al Pentágono Digital y Funnel de Tres Pasos

Michel Edery - CEO smartBeemo | IG: @michedery



smartbeemo



MARKETERO QUE SE RESPETE NO SABE DÓNDE ESTÁ PARADO
MICHEL EDERY

[View Insights](#) [Promote](#)

👍 💬 📍 📌

Liked by caroclack and 1,597 others

smartbeemo IMPORTANTE LEER ESTO:
Marketero que se respete no sabe dónde está parado. Y esto es normal, está bien. De hecho, si tú no sabes qué hacer, cuál camino tomar, por dónde comenzar, si tú cambias de opinión todos los días, queremos decirte que muy probablemente estás

TEN TUS EXPECTATIVAS CLARAS

	Etapa 1	Etapa 2	Etapa 3	Etapa 4			
	Exploración	Conocimiento	Validación	Optimización			
Tácticas de Marketing	Test	Test	Lo que más funcionó	Test	Lo que más funcionó	Test	
%	100%	80%	20%	80%	20%	90%	10%

ENTIENDE EL TERRENO DIGITAL

Mundo Orgánico

?

**Mundo Pago
(Pauta Digital)**

?

ENTIENDE EL TERRENO DIGITAL

Mundo Orgánico

Búsqueda Orgánica (SEO)
Social Orgánico (Redes Sociales)

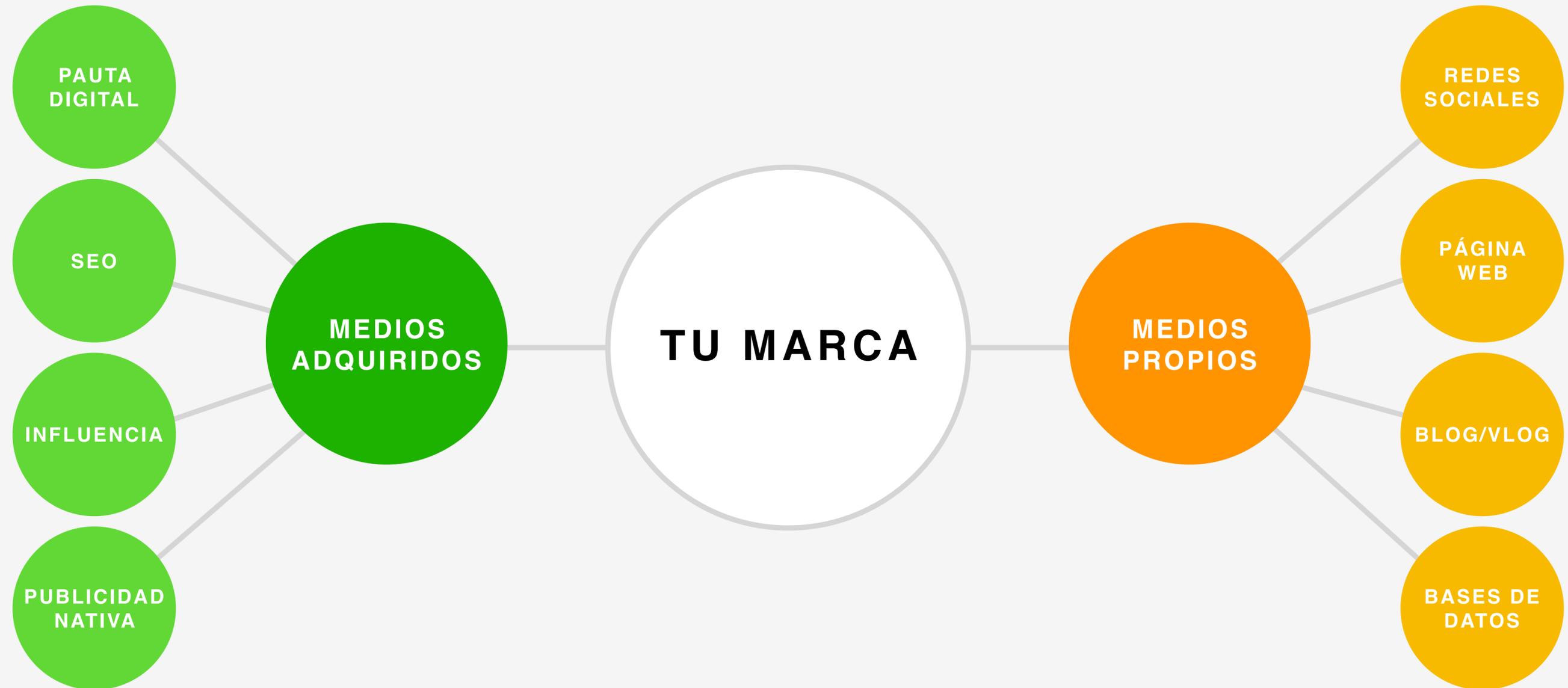
Mundo Pago (Pauta Digital)

Búsqueda Paga (SEM)
Display Pago
Social Pago
Native Advertising

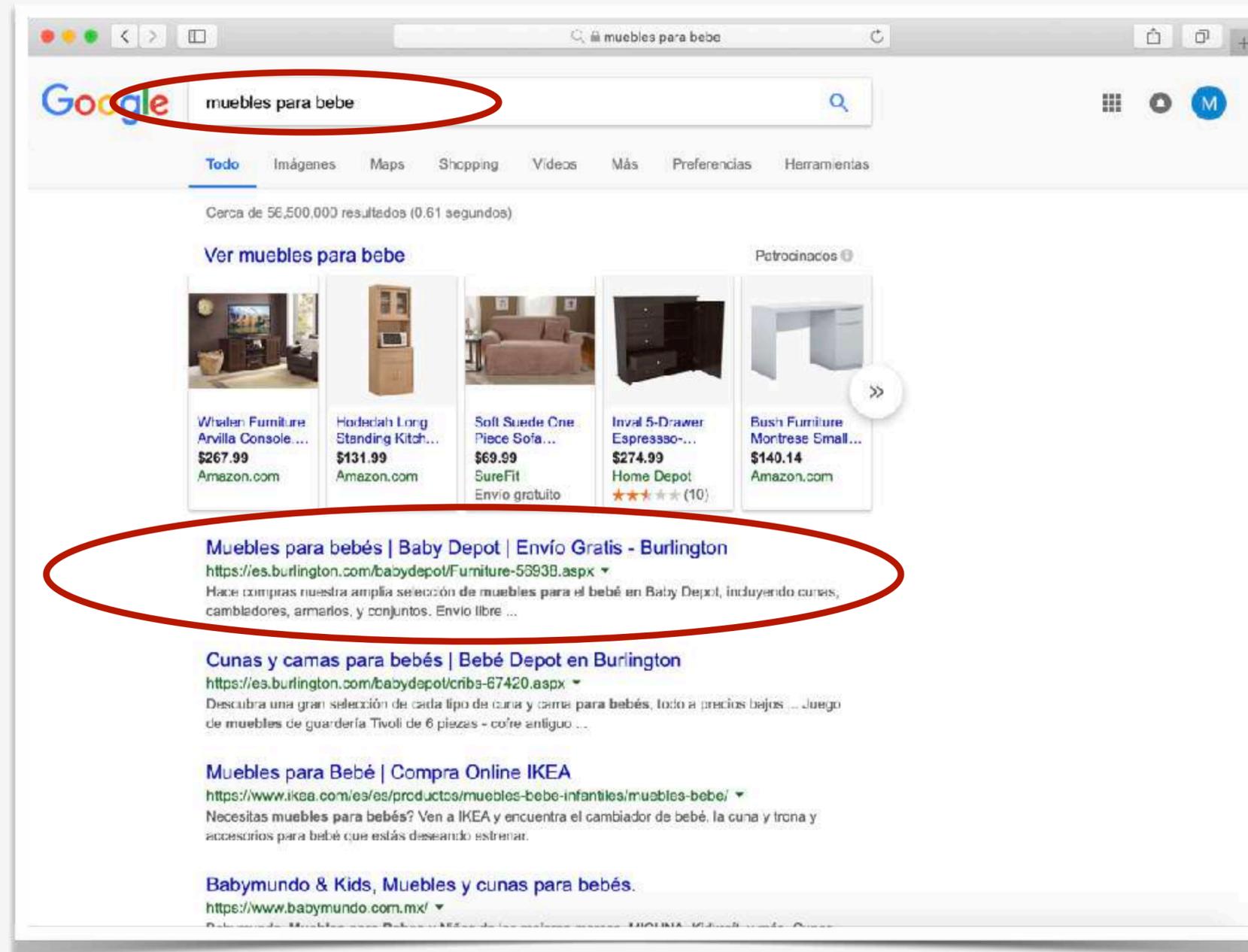
ENTIENDE EL TERRENO DIGITAL



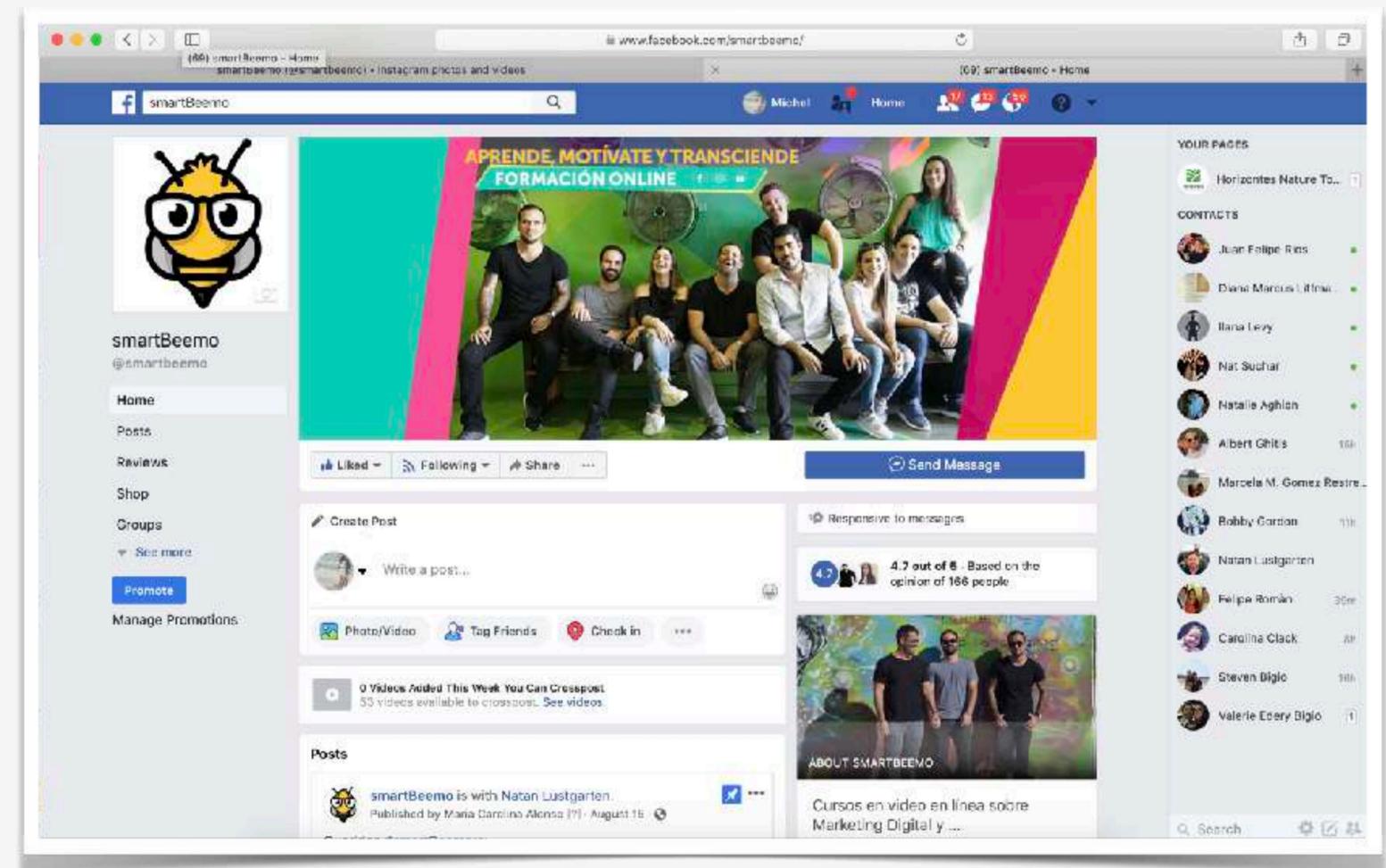
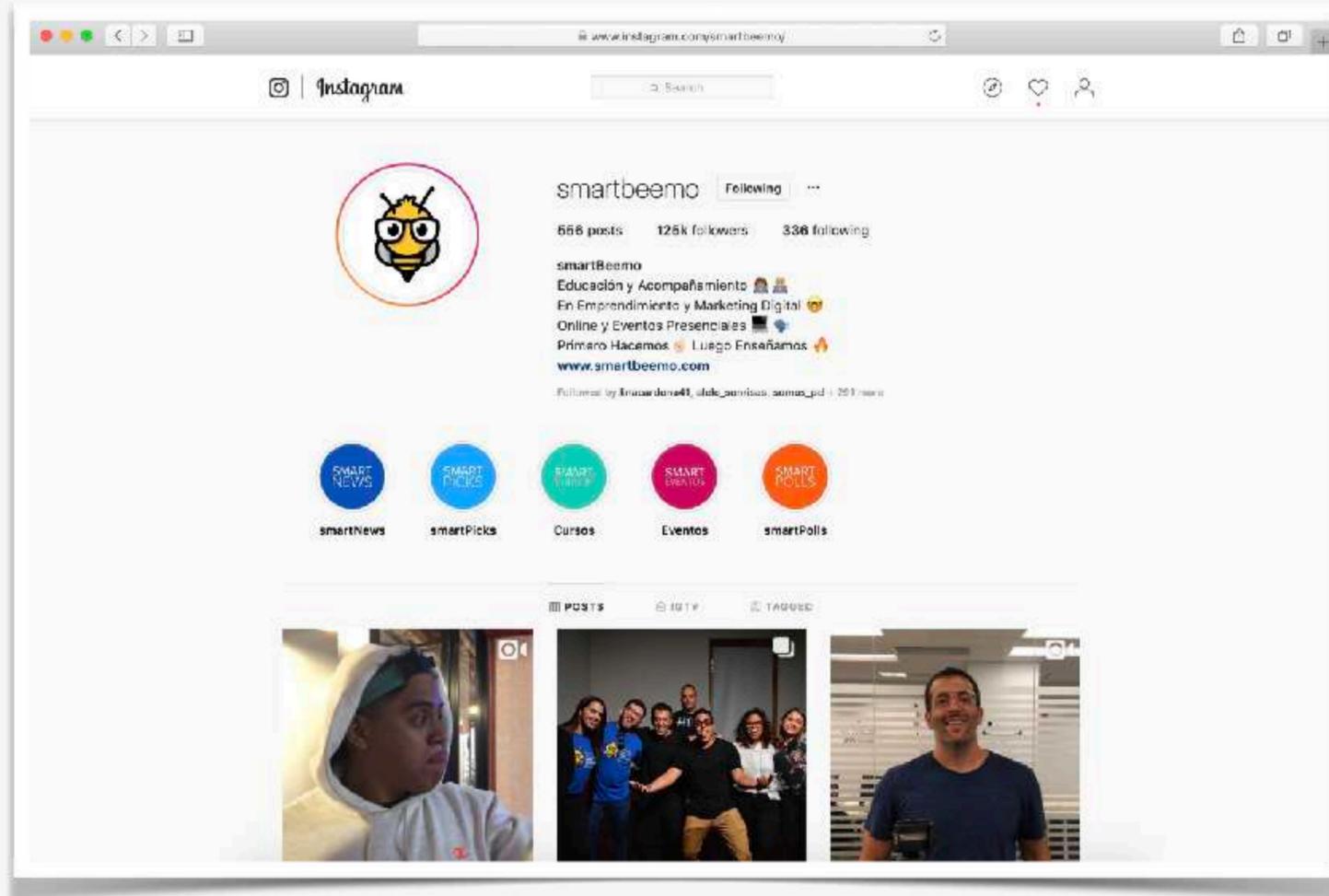
ENTIENDE EL TERRENO DIGITAL



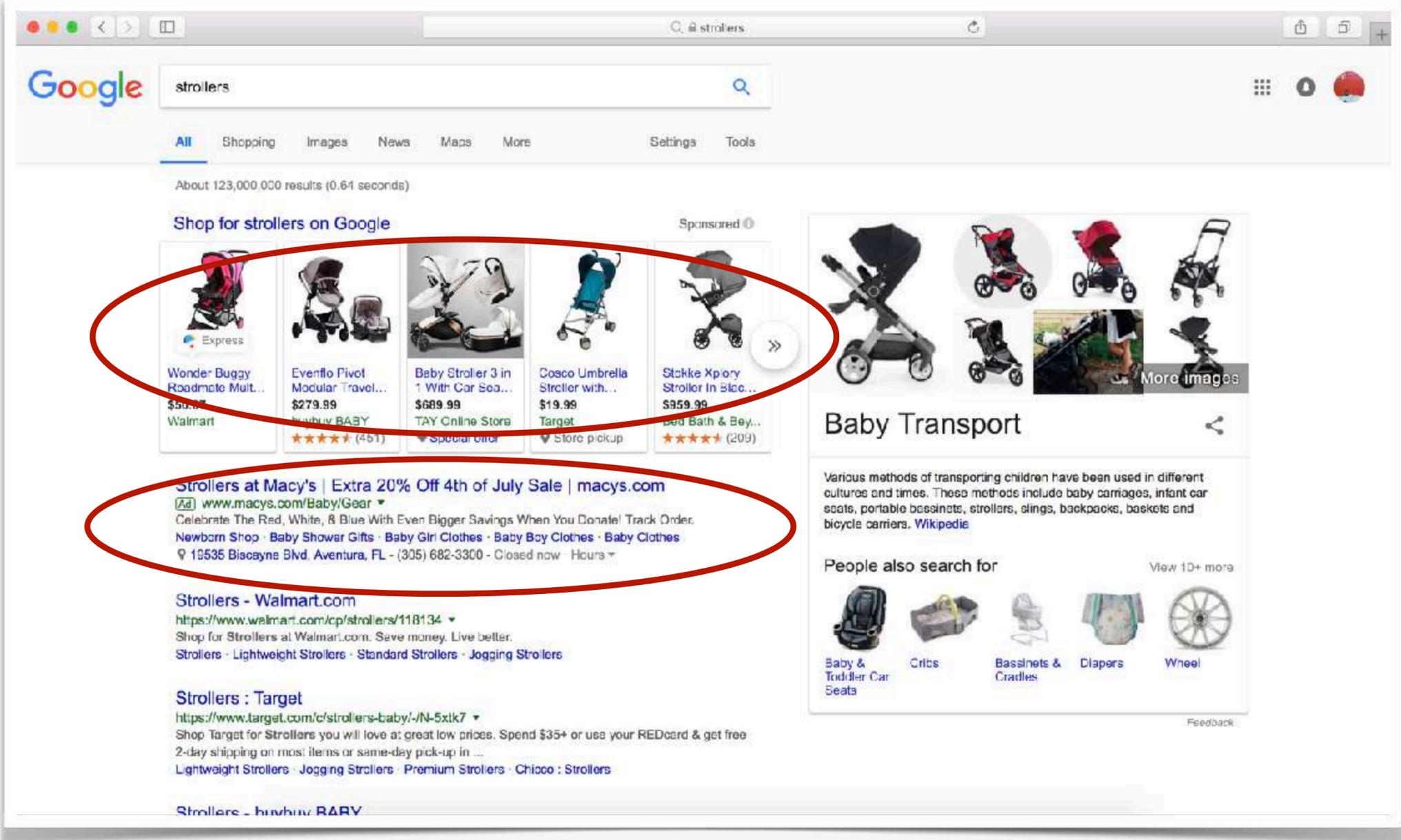
MUNDO ORGÁNICO / BÚSQUEDA ORGÁNICA (SEO)



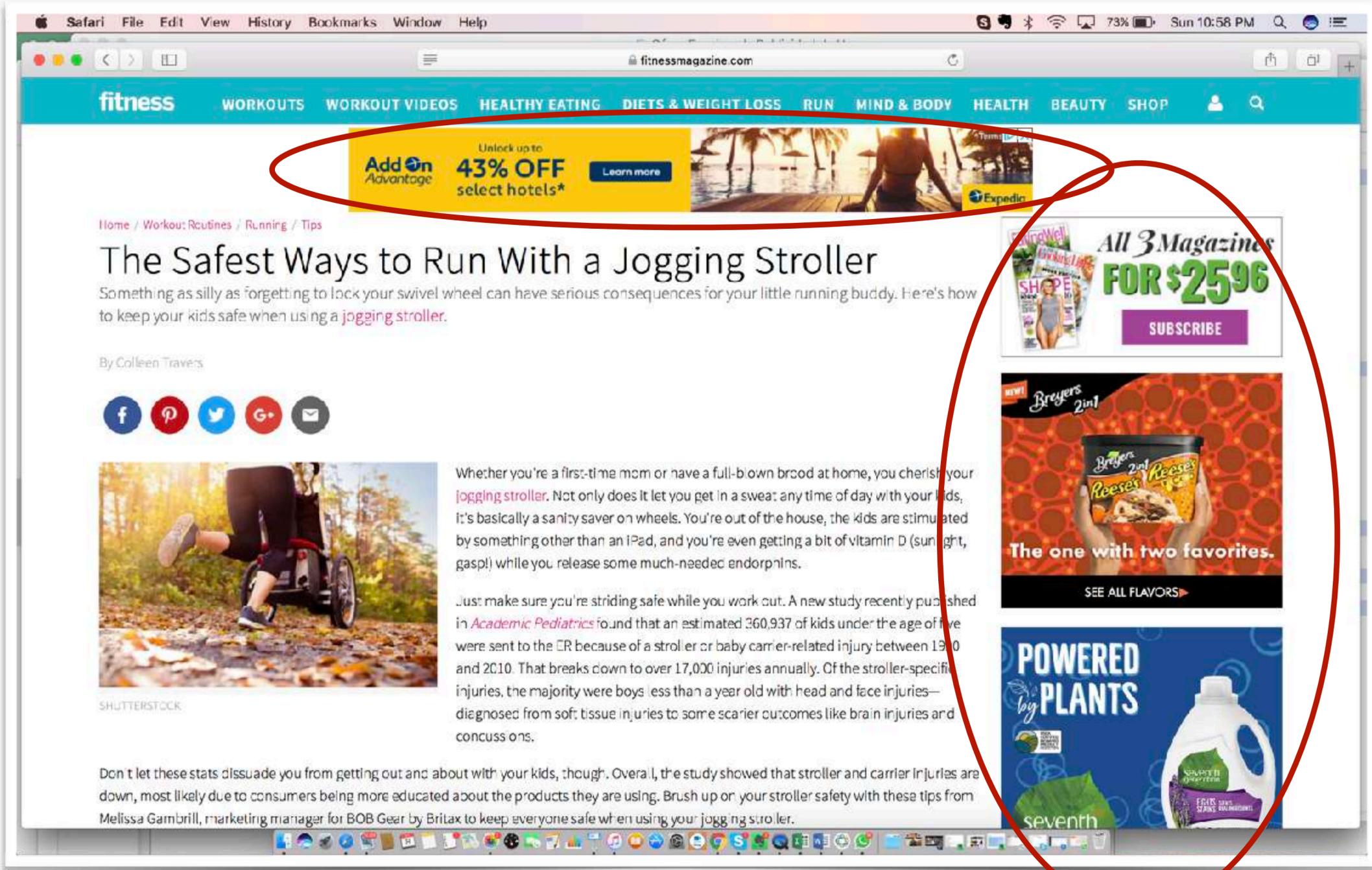
MUNDO ORGÁNICO / SOCIAL ORGÁNICO



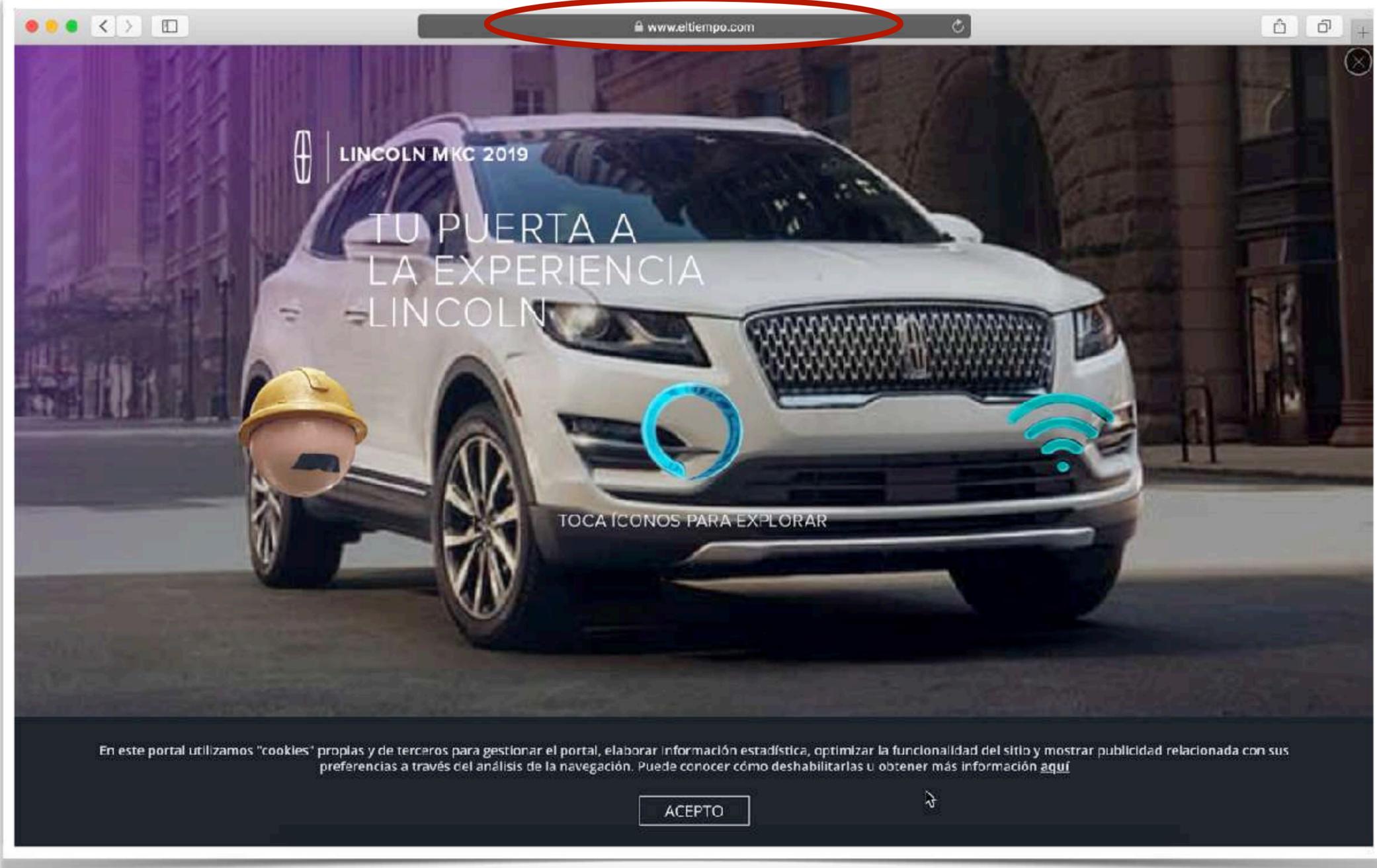
MUNDO PAGO (PAUTA DIGITAL) / BÚSQUEDA PAGA



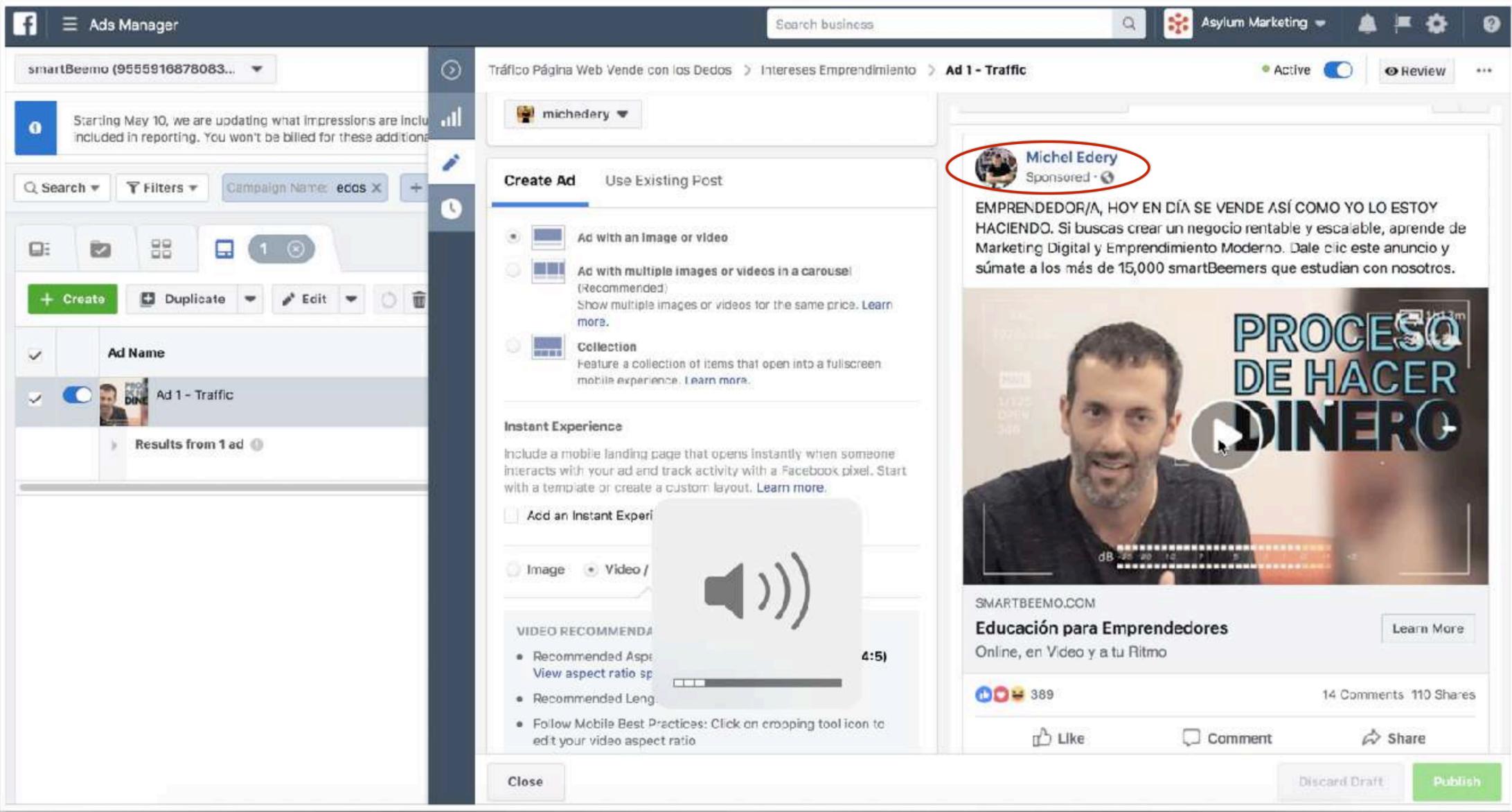
MUNDO PAGO (PAUTA DIGITAL) / DISPLAY PAGO / AD NETWORK



MUNDO PAGO (PAUTA DIGITAL) / DISPLAY PAGO / COMPRA DIRECTA



MUNDO PAGO (PAUTA DIGITAL) / SOCIAL PAGO



MUNDO PAGO (PAUTA DIGITAL) / PUBLICIDAD NATIVA

The screenshot shows the TIME magazine website homepage. At the top, there is a red navigation bar with the TIME logo, a 'Subscribe' button, and a 'Sponsored Links by' banner. Below the navigation bar, there are tabs for 'LATEST', 'MAGAZINE', and 'VIDEOS'. On the left side, there is a stock market table with columns for 'DOW', 'NASDAQ', and 'S&P 500', showing their respective values and percentage changes. Below the stock table, there is a 'JUST POSTED' section with three news items, each with a small thumbnail image and a title. The main content area features a large article titled 'Should I Eat Tofu?' with a sub-headline 'Made from the curd of crushed-up soybeans, tofu is a meatless master of disguise. A serving packs 9 grams of protein and even more iron, gram for gram, than a lean steak'. Below this article, there is a 'AROUND THE WEB' section with four sponsored links, each with a thumbnail image and a title. To the right of the main content, there is a list of numbered items, including '9. Startup expenses' and '10. Twenty-First Century Fox denies report it held takeover talks with Discovery'. At the bottom of the page, there are several category sections: 'Health', 'World', 'Money', and 'Living', each with a sub-headline and a brief description. On the right side, there are two video thumbnails with play buttons, one showing Lady Gaga's Oscar performance and another showing a man in a suit.

Index	Value	Change	% Change
DOW	18116.84	-23.60	-0.13%
NASDAQ	4960.972	+5.01	0.10%
S&P 500	2109.66	-0.64	-0.03%

AS OF TUE 5:15 PM EST

Should I Eat Tofu?

Made from the curd of crushed-up soybeans, tofu is a meatless master of disguise. A serving packs 9 grams of protein and even more iron, gram for gram, than a lean steak

AROUND THE WEB

Sponsored Links by

- nofearSingapore: Short-term stay industry eg AirBnB can be...**
nofearSingapore
- Many companies in Asia have found that corporate cards allow...**
American Express
- 13 Important educational tools you barely knew existed**
Accredited Online Colleges
- 10 Amazing Motivational Books**
Wizzed

Health

- The Strange Connection Between Saunas and Longevity
- The Surprising Way to Treat Peanut Allergies
- Blind Grandfather Gets Bionic Eye and Sees Wife for First Time in 10 Years

World

- See 30 of the Best Photos Shortlisted in the Sony World Photography Awards
- Kayla Mueller's Family Says Bergdahl Deal Hurt Her Chance for Freedom
- Russian Gas Flows to Eastern Ukraine in 'Humanitarian' Gesture

Money

- Krispy Kreme Is Giving Away 1 Million Free Donuts on

Living

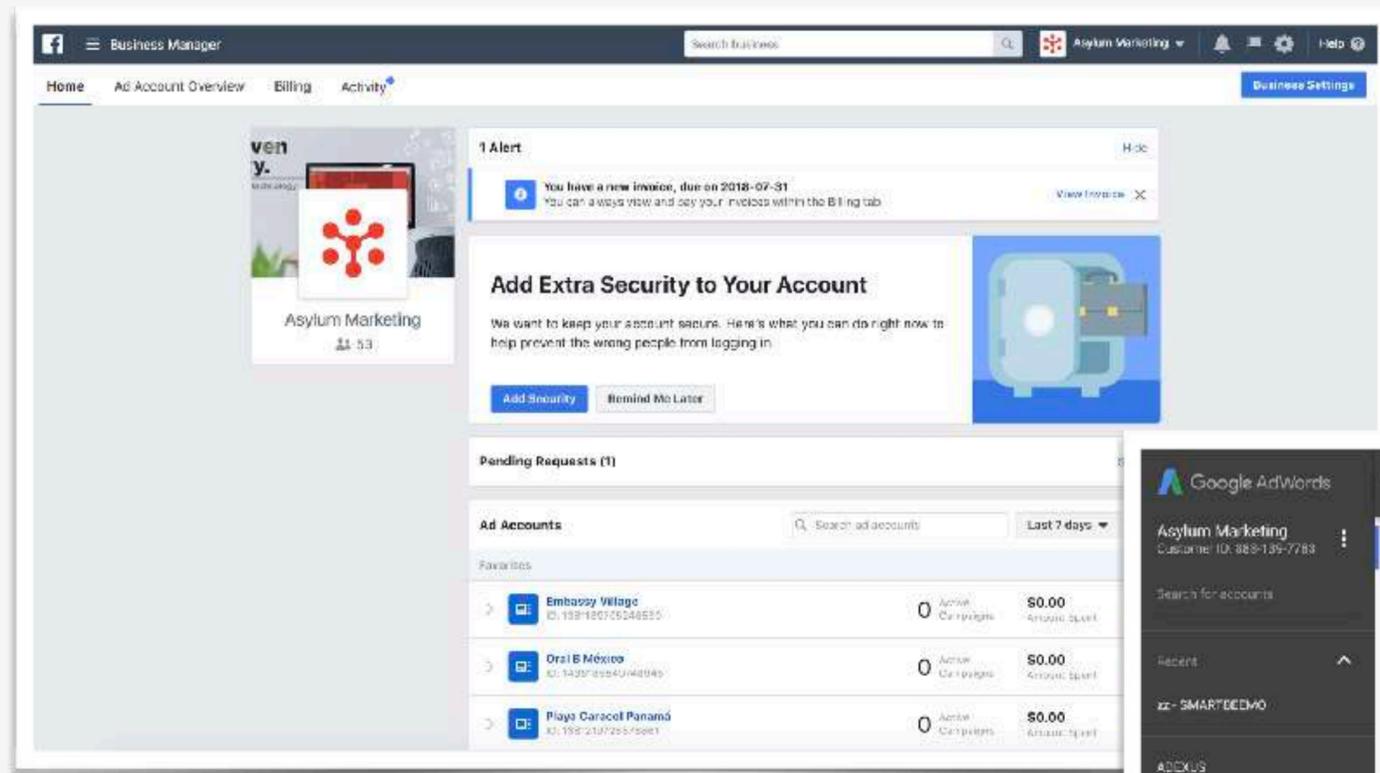
- Texas Teacher Will Donate a Kidney to 6-Year-Old

9. Startup expenses

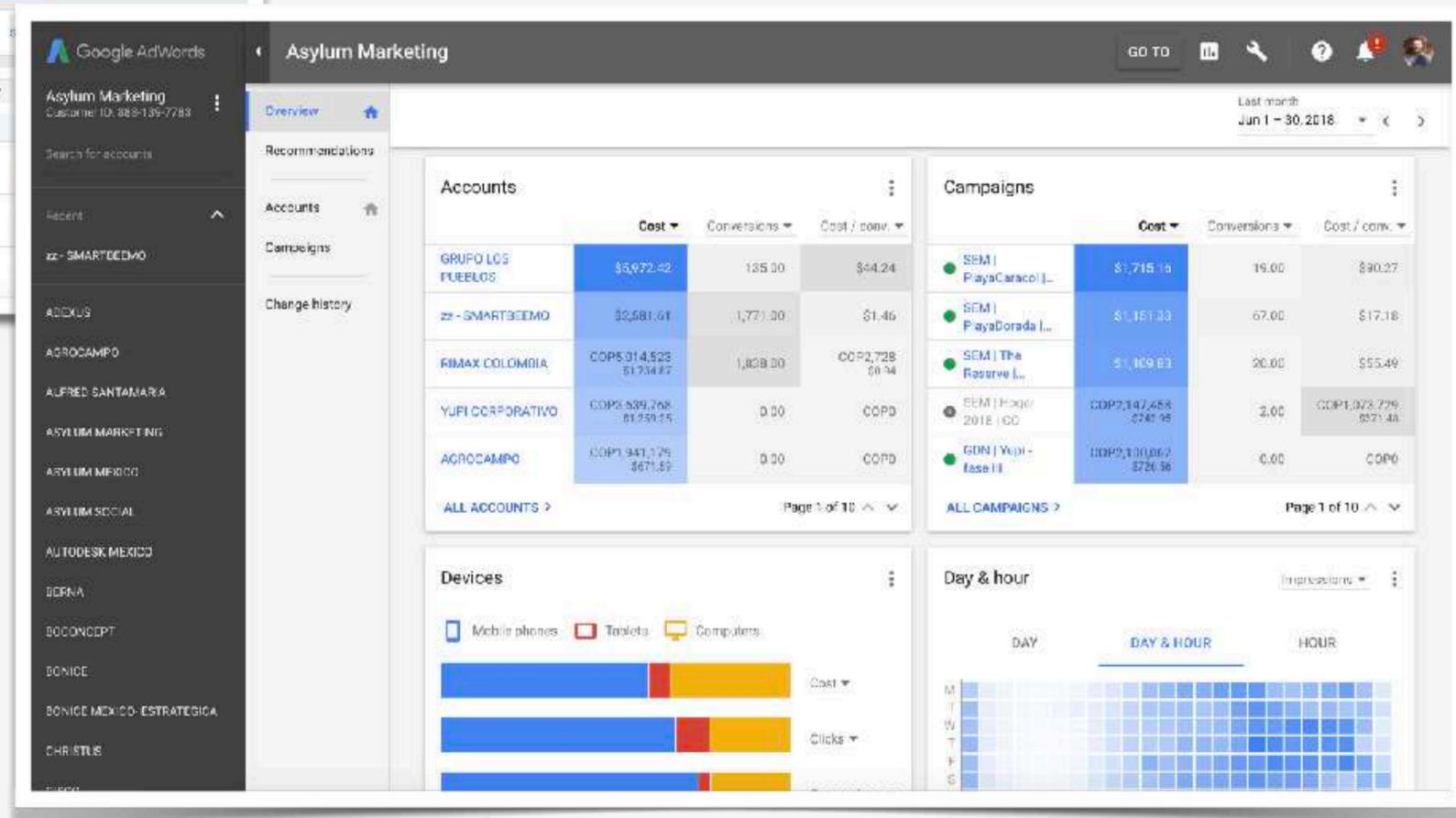
10. Twenty-First Century Fox denies report it held takeover talks with Discovery

Lady Gaga's Oscar Performance: Love It or Hate It?

SCROLL TO SEE MORE



Facebook Ads Manager



Google Adwords

TERMINOLOGÍA IMPORTANTE

Impresiones:

Alcance:

CPC:

CPM:

CPA:

CPL:

CPV:

CTR:

Frequency:

Relevance Score:

Display:

Pixel:

Remarketing:

TERMINOLOGÍA IMPORTANTE

Impresiones: La cantidad de veces que sale un anuncio

Alcance: La cantidad de personas que alcanzó un anuncio

CPC: Costo por Clic

CPM: Costo por Mil Impresiones

CPA: Costo por Adquisición

CPL: Costo por Lead / Like

CPV: Costo por View

CTR: Clic Through Rate

Frequency: La cantidad de veces que se le muestra un anuncio a una persona

Relevance Score: Relevancia de un anuncio

Display: Banner

Pixel: Código de Facebook para medir o para perseguir

Remarketing: Perseguir a alguien que tuvo algún contacto conmigo, con anuncios

TERMINOLOGÍA IMPORTANTE

Conversión: Cuando logramos un objetivo deseado

Micro Conversión: El objetivo es un clic, o un comentario

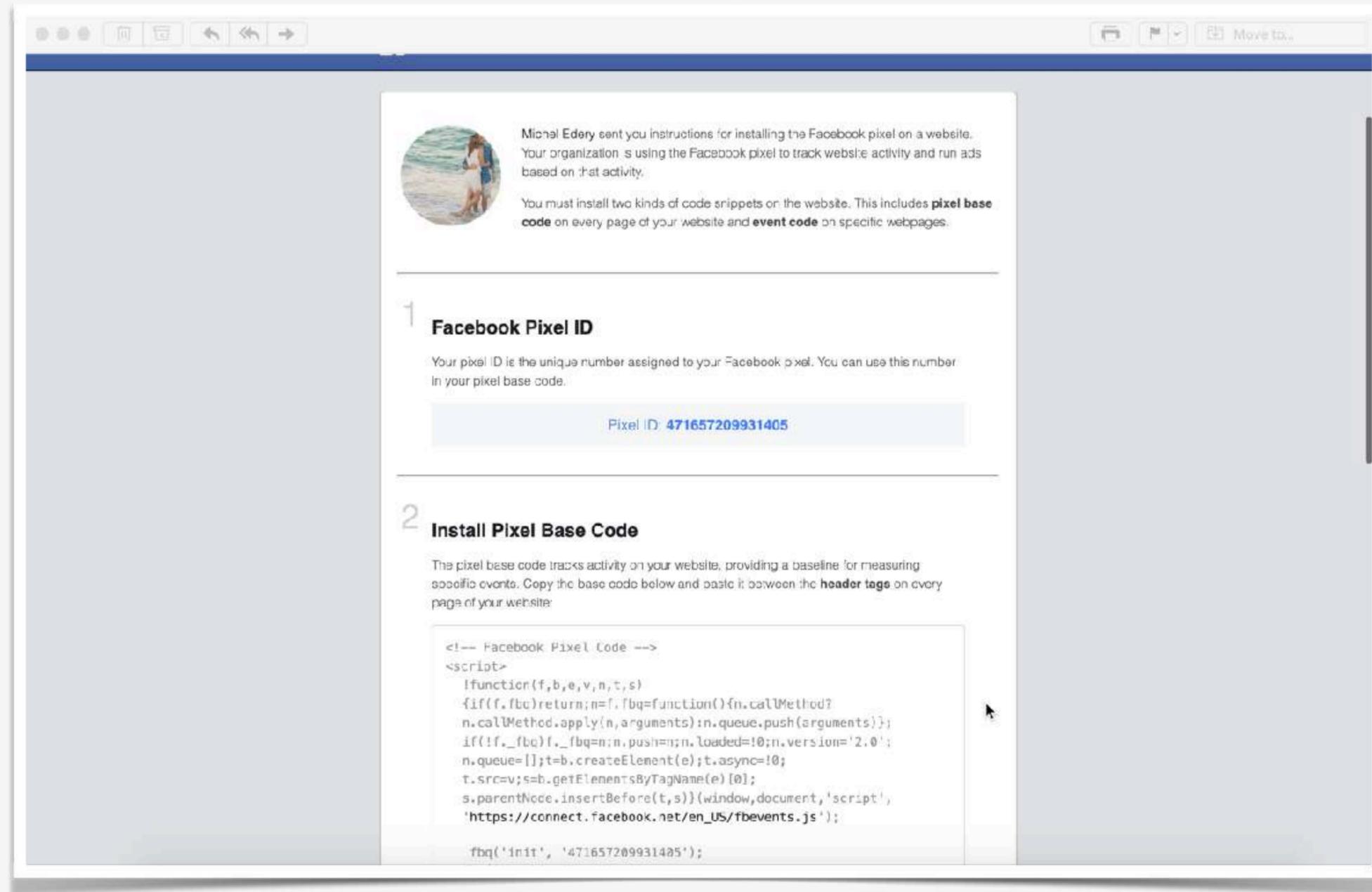
Macro Conversión: El objetivo es un Lead

Lead: Cuando logramos obtener información de un potencial cliente

ML: Marketing Qualified Lead: Lead calificado para marketing

SL: Sales Qualified Lead: Lead calificado para ventas

PIXEL DE FACEBOOK



Michel Edery sent you instructions for installing the Facebook pixel on a website. Your organization is using the Facebook pixel to track website activity and run ads based on that activity.

You must install two kinds of code snippets on the website. This includes **pixel base code** on every page of your website and **event code** on specific webpages.

1 Facebook Pixel ID

Your pixel ID is the unique number assigned to your Facebook pixel. You can use this number in your pixel base code.

Pixel ID: **471657209931405**

2 Install Pixel Base Code

The pixel base code tracks activity on your website, providing a baseline for measuring specific events. Copy the base code below and paste it between the **header tags** on every page of your website:

```
<!-- Facebook Pixel Code -->
<script>
  !function(f,b,e,v,n,t,s)
  {if(!f.fbq)return;n=f.fbq=function(){n.callMethod?
  n.callMethod.apply(n,arguments):n.queue.push(arguments)};
  if(!f._fbq)f._fbq=n;n.push=n;n.loaded=!0;n.version='2.0';
  n.queue=[];t=b.createElement(e);t.async=!0;
  t.src=v;s=b.getElementsByTagName(e)[0];
  s.parentNode.insertBefore(t,s)}(window,document,'script',
  'https://connect.facebook.net/en_US/fbevents.js');

  fbq('init', '471657209931405');
```

TIENE TRES FUNCIONES

1. Reportar resultados
2. Crear Públicos Personalizados
3. Optimizar (AI)

FACEBOOK BUSINESS MANAGER

The screenshot shows the Facebook Business Manager interface for 'Asylum Marketing'. At the top, there is a navigation bar with the Facebook logo, 'Business Manager', a search bar, and the user's name 'Asylum Marketing'. Below this, there are tabs for 'Home', 'Ad Account Overview', 'Billing', and 'Activity', along with a 'Business Settings' button. The main content area features a profile card for 'Asylum Marketing' with 53 members. A notification banner states '1 Alert: You have a new invoice, due on 2018-07-31'. Below this is a security prompt: 'Add Extra Security to Your Account'. The 'Pending Requests (1)' section is currently empty. The 'Ad Accounts' section lists three favorite ad accounts: Embassy Village, Oral B México, and Playa Caracol Panamá, each with 0 active campaigns and \$0.00 spent.

Ad Account Name	ID	Active Campaigns	Amount Spent
Embassy Village	1361189705248530	0	\$0.00
Oral B México	1430185548748945	0	\$0.00
Playa Caracol Panamá	1361219728578861	0	\$0.00



1.0B

USUARIOS ACTIVOS EN INSTAGRAM
AL MES



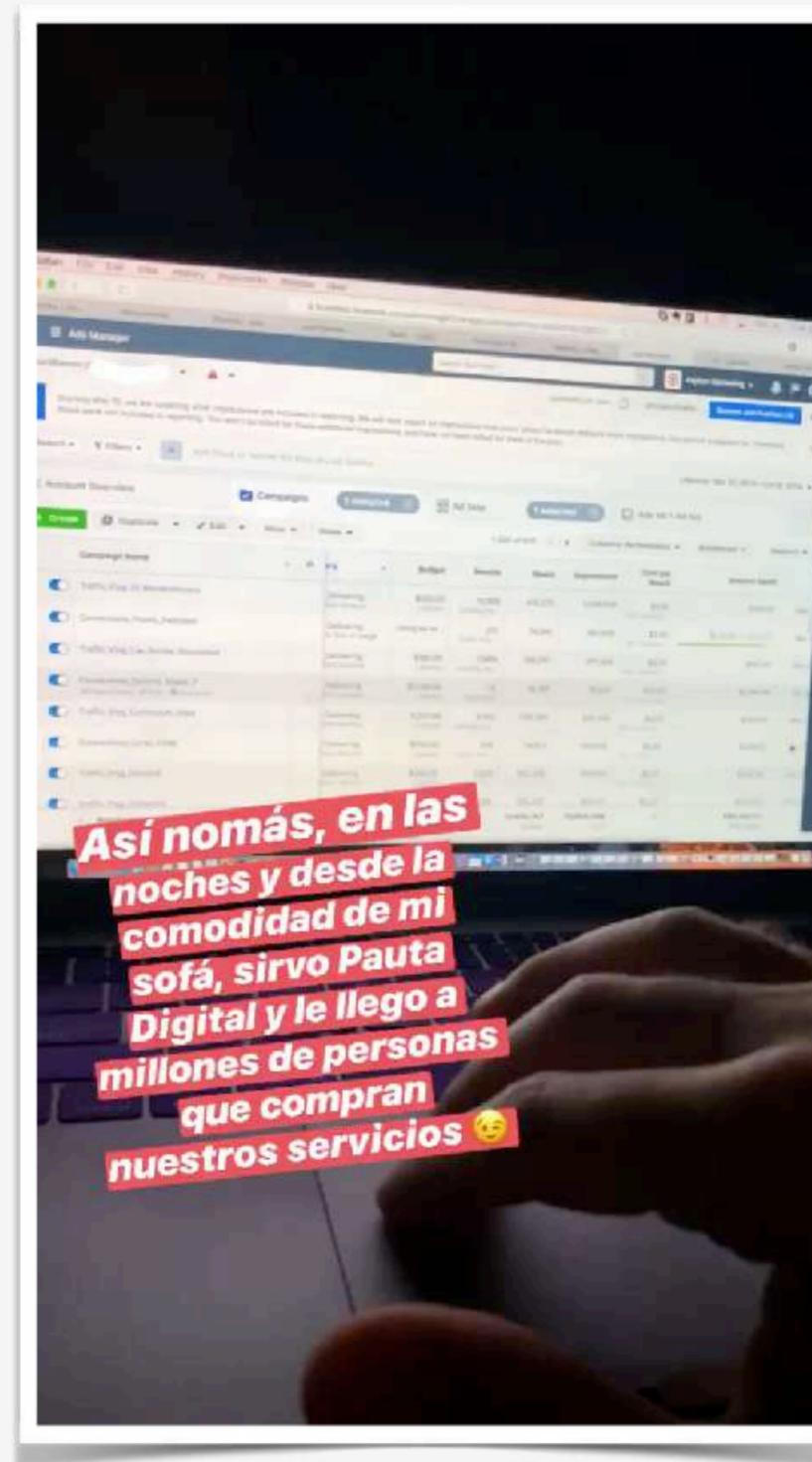
2.17B

USUARIOS ACTIVOS EN FACEBOOK AL MES



1.5B

USUARIOS ACTIVOS EN WHATSAPP AL MES



Usuarios de Redes Sociales

Páginas de Negocios

Cuentas de Anuncios



Fuente: Digital Marketer

LOG IN

CREATE ACCOUNT

Business Manager

Manage ad accounts, Pages, and the people who work on them — all in one place. It's free.



Why choose Business Manager?



Unique Link Clicks ⓘ

1,016,346

Reach ⓘ ▾

18,946,173

Link Clicks ⓘ

1,485,678

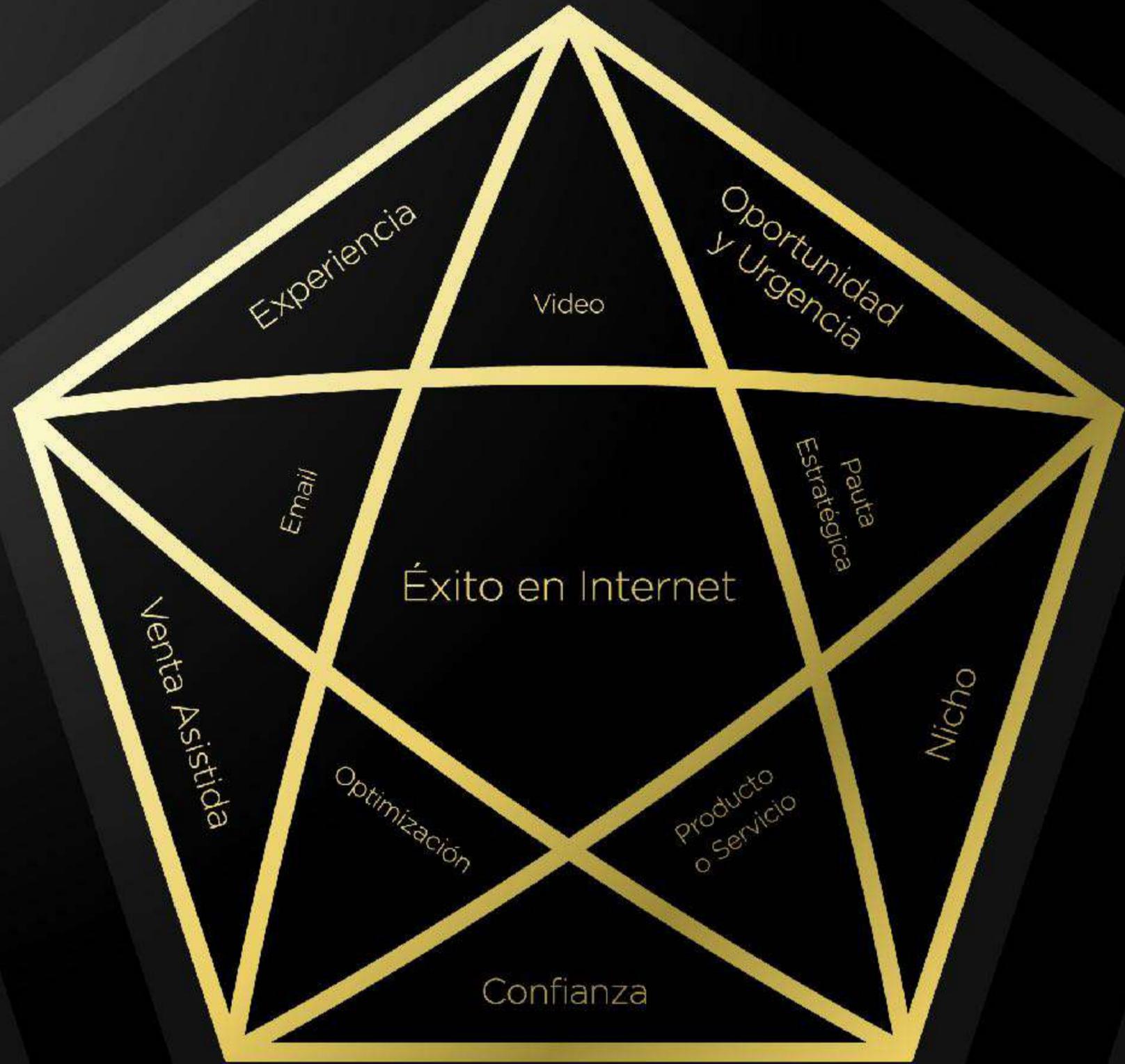
Impressions ⓘ

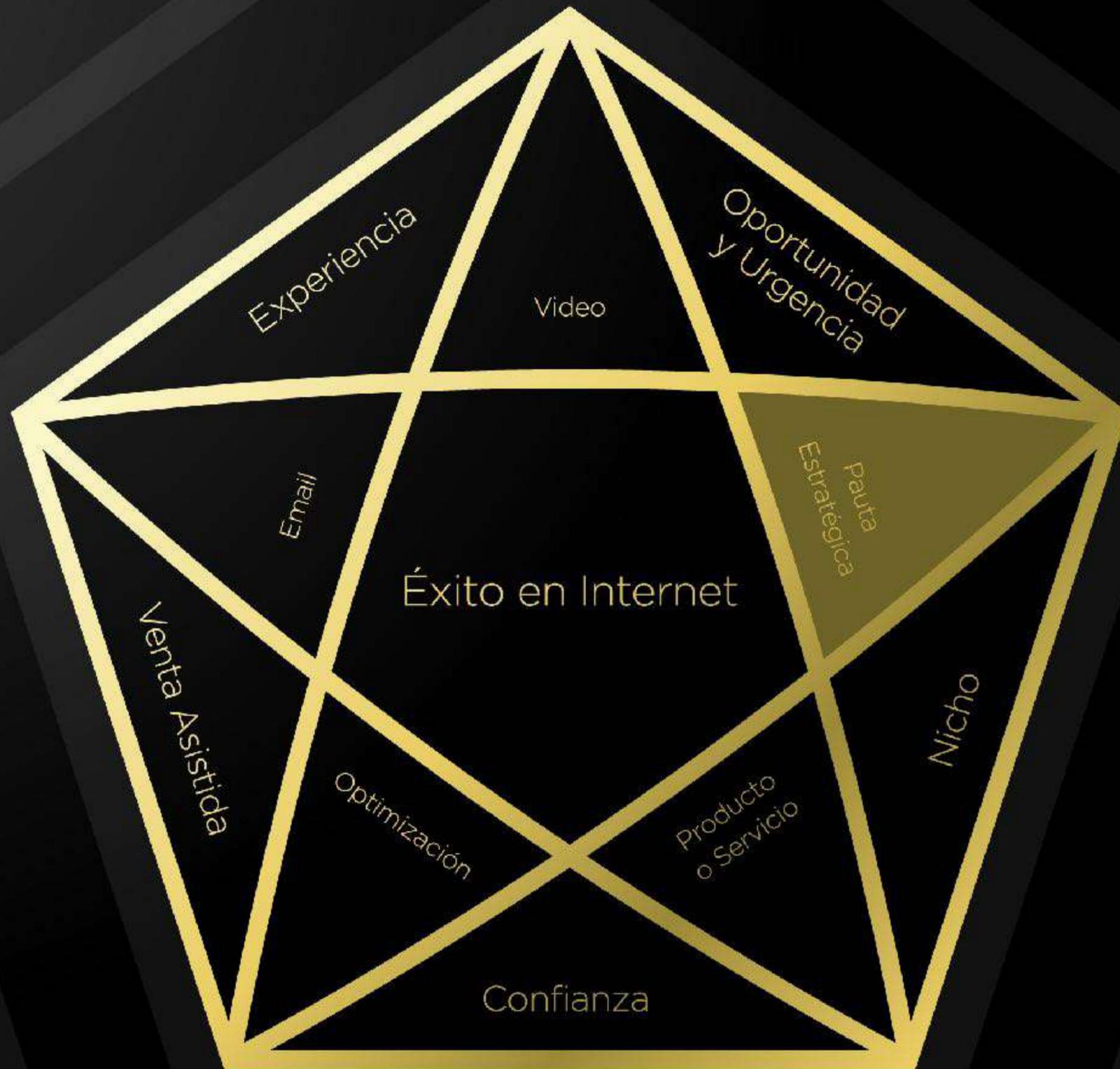
105,849,968

18,946,173 Reach 5.59 Frequency



EXPLOREMOS JUNTOS...





**“El funnel de conversión no
se crea, se descubre.”**

Michel Edery

TEN TUS EXPECTATIVAS CLARAS

	Etapa 1	Etapa 2	Etapa 3	Etapa 4			
	Exploración	Conocimiento	Validación	Optimización			
Tácticas de Marketing	Test	Test	Lo que más funcionó	Test	Lo que más funcionó	Test	
%	100%	80%	20%	80%	20%	90%	10%

Funnel de tres pasos

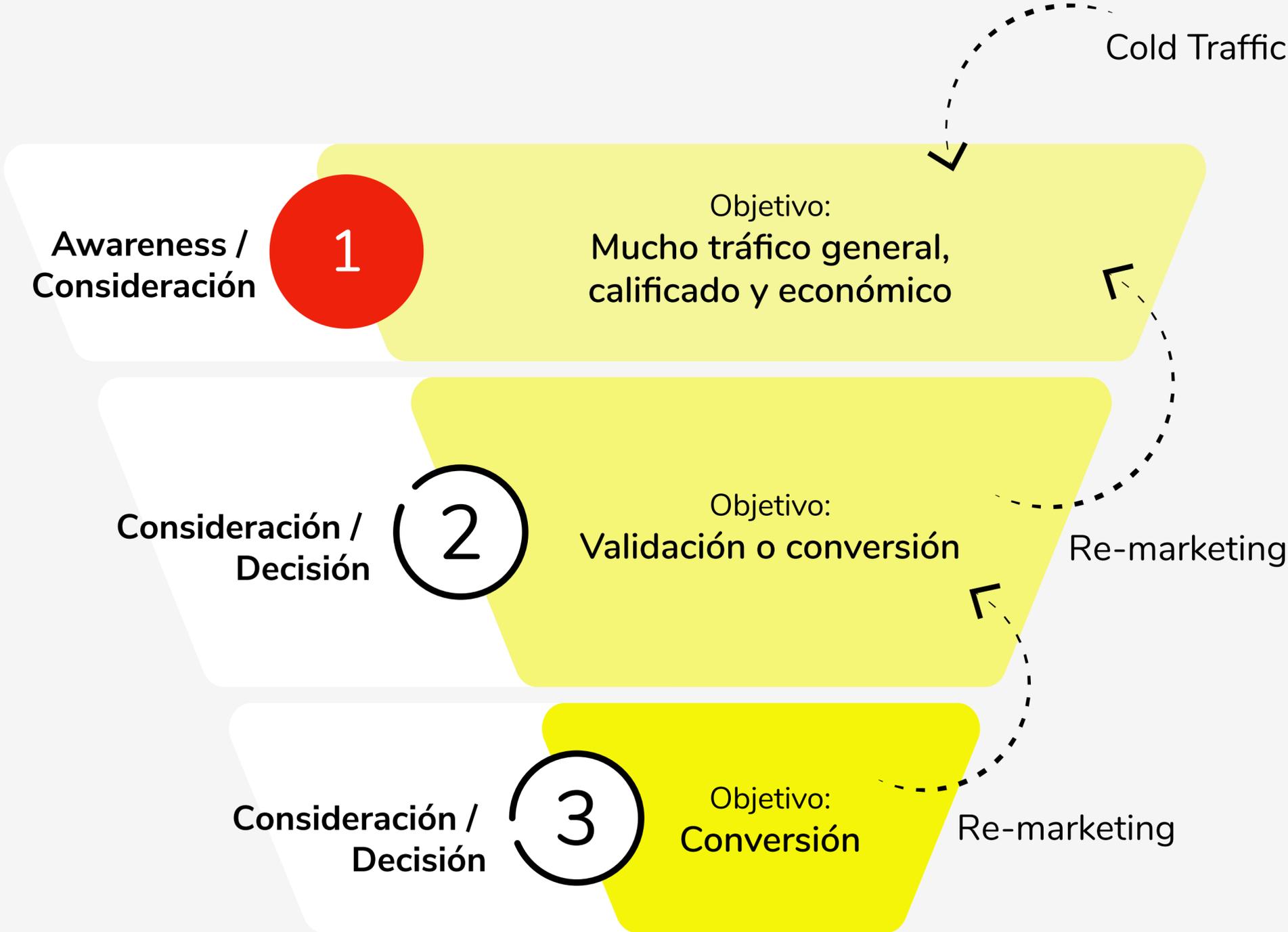
Antes, recordemos: El Recorrido Tradicional del Consumidor



Pauta Estratégica de tres pasos



Etapa 1



1

Objetivo: Mucho Tráfico General, Calificado y Económico

The screenshot shows the Facebook Ads Manager interface for the account 'smartBeemo (9555916878083...)'. The main view is 'Campaigns' with 1 selected. The table below lists various campaigns with their performance metrics. The campaign 'Tráfico Página Web smartBeemo' is highlighted with a red circle, and its budget, results, and cost per result are also circled in red.

Campaign Name	Delivery	Budget	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends
Tráfico Página Web Video Hilda - Audiencia Hilda	Inactive	\$300.00 Lifetime	355 Landing Pa...	27,102	82,870	\$0.35 Per Landing ...	\$124.11	Oct 11, 2018
Conversiones Bootcamp de Marca - Intereses / T...	Inactive	\$500.00 Lifetime	3,554 Landing Pa...	100,895	180,383	\$0.06 Per Landing ...	\$227.25	Sep 30, 2018
Tráfico Página Web smartBeemo - Perfil Michel	Inactive	\$300.00 Lifetime	64 Landing Pa...	2,140	2,211	\$0.27 Per Landing ...	\$17.07	Aug 15, 2018
Tráfico Página Web smartBeemo	Inactive	\$2,500.00 Lifetime	38,483 Landing Pa...	913,671	2,244,068	\$0.06 Per Landing ...	\$2,138.41	Oct 24, 2018
Tráfico Página Web Video Hilda - Intereses	Completed	\$700.00 Lifetime	10,661 Landing Pa...	424,624	644,568	\$0.07 Per Landing ...	\$700.00	Oct 11, 2018
Tráfico Página Web Hámster smartBeemo	Completed	\$1,200.00 Lifetime	16,652 Landing Pa...	1,090,811	2,008,209	\$0.07 Per Landing ...	\$1,200.00	Sep 30, 2018
Results from 8 campaigns			89,535 Landing Pa...	2,709,397 People	7,270,004 Total	\$0.07 Per Landing ...	\$6,101.33 Total Spent	

1

Objetivo: Mucho Tráfico General, Calificado y Económico / Ad-Set

The screenshot shows the Facebook Ads Manager interface for a campaign named 'tráfico'. The account is 'smartBeemo (9555916878083...)'. The campaign is active and has 1 selected ad set. The interface displays a table of ad set performance metrics.

Ad Set Name	Delivery	Bid Strategy	Budget	Last Significant Edit	Results	Reach	Impressions	Cost per Result
Lookalike Personas que Compraron hace 15 Días	Inactive	Lowest cost Landing Page ...	Using camp...	Oct 15, 2018, 12:44 PM 30 days ago	229 Landing Pa...	12,092	13,748	\$0.09 Per Landing ...
Intereses Gary, Tai, Grant Cardone	Inactive	Lowest cost Landing Page ...	Using camp...	—	51 Landing Pa...	9,662	10,397	\$0.07 Per Landing ...
Intereses Emprendimiento	Inactive	Lowest cost Landing Page ...	Using camp...	—	20,852 Landing Pa...	743,174	1,599,108	\$0.06 Per Landing ...
Lookalike Audience + Interests	Inactive	Lowest cost Landing Page ...	Using camp...	Jul 24, 2018, 4:12 PM 113 days ago	17,349 Landing Pa...	239,298	620,199	\$0.05 Per Landing ...
Results from 4 ad sets					38,481 Landing Pa...	895,879 People	2,243,452 Total	\$0.06 Per Landing ...

1

Objetivo: Mucho Tráfico General, Calificado y Económico / Ad

The screenshot shows the Facebook Ads Manager interface for a business named 'smartBeemo'. The main view is 'Ad Sets' with 1 selected. The table below displays the performance of four ad sets. The selected ad set, 'Intereses Emprendimiento', shows the highest performance with 20,852 results, 743,174 reach, and 1,599,108 impressions.

Ad Set Name	Delivery	Bid Strategy	Budget	Last Significant Edit	Results	Reach	Impressions	Cost per Result
Lookalike Personas que Compraron hace 15 Días	Inactive	Lowest cost Landing Page ...	Using camp...	Oct 15, 2018, 12:44 PM 30 days ago	229 Landing Pa...	12,092	13,748	\$0.09 Per Landing ...
Intereses Gary, Tai, Grant Cardone	Inactive	Lowest cost Landing Page ...	Using camp...	—	51 Landing Pa...	9,662	10,397	\$0.07 Per Landing ...
Intereses Emprendimiento	Inactive	Lowest cost Landing Page ...	Using camp...	—	20,852 Landing Pa...	743,174	1,599,108	\$0.06 Per Landing ...
Lookalike Audience + Interests	Inactive	Lowest cost Landing Page ...	Using camp...	Jul 24, 2018, 4:12 PM 113 days ago	17,349 Landing Pa...	239,298	620,199	\$0.05 Per Landing ...
Results from 4 ad sets					38,481 Landing Pa...	895,879 People	2,243,452 Total	\$0.06 Per Landing ...

1

**Objetivo: Mucho Tráfico General,
Calificado y Económico / Ad**



1

Objetivo: Mucho Tráfico General, Calificado y Económico / Ad

smartBeemo Estudia Online Instagram Live Comenzar Eventos 0 Items Entrar

Educación online para ayudar a emprendedores a crecer sus negocios y volverlos rentables.

Estudia 100% online y a tu ritmo.

Comienza ahora

Comienza a estudiar hoy. Inscripciones abiertas hasta el 28 de febrero

Incluye presentación online de bienvenida (en vivo)

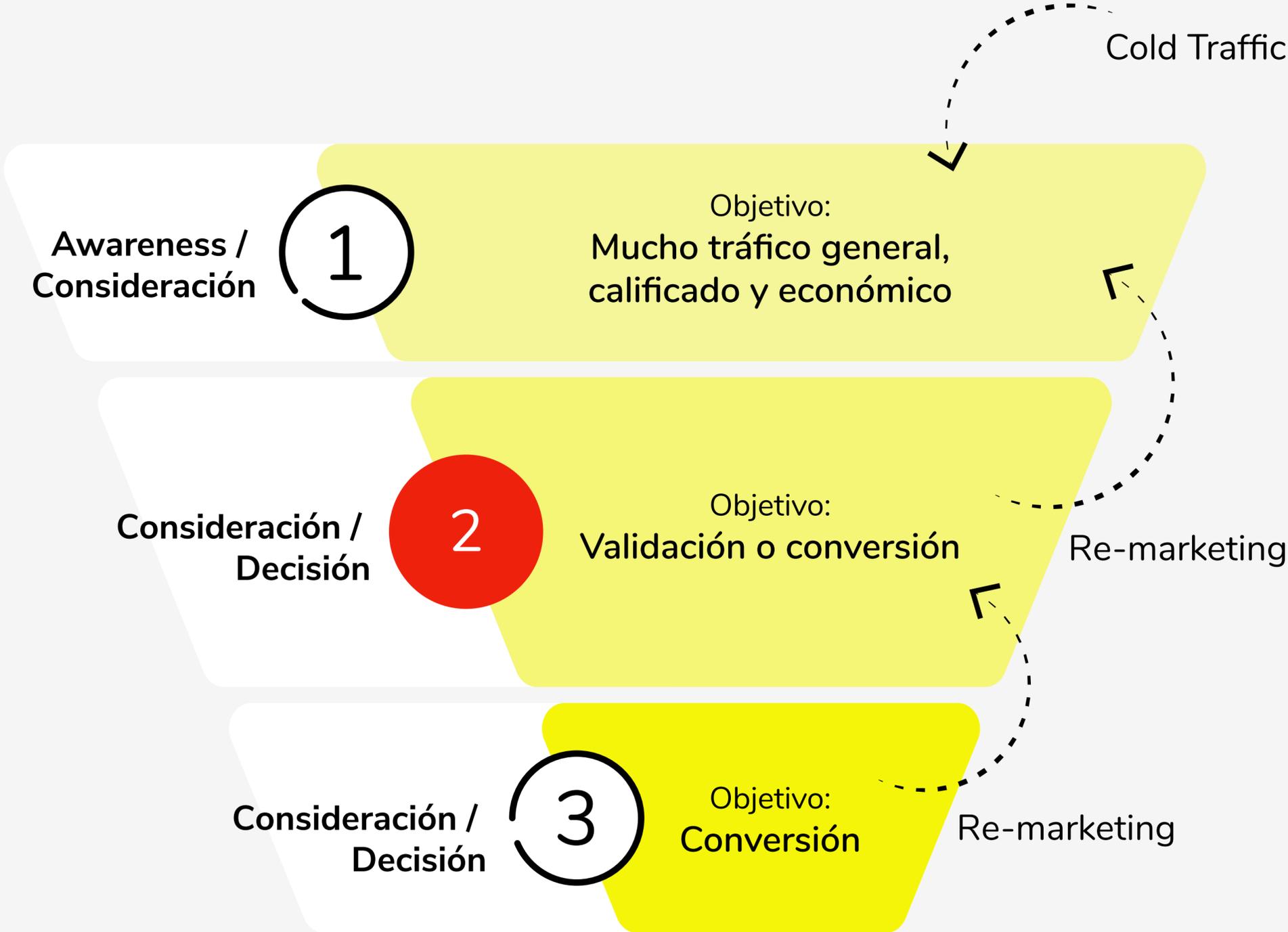
Inscríbete hoy

zendesk chat

iChatea con nosotros aquí!

Escribir mensaje aquí

Etapa 2



1

Objetivo: Conversión

smartBeemo (9555916878083...)

Updated just now Discard Drafts Review and Publish (2)

We've created new standard events and will be removing redundant metrics starting September 2018. These metrics will be available in Ads Reporting through the end of the year, but we recommend transitioning to the new metrics as soon as possible. Learn more.

Search Filters Campaign Name: beemo X Save Filter Clear Lifetime: Mar 27, 2015 - Nov 14, 2018

Account Overview Campaigns 1 selected Ad Sets 1 selected Ads 1 selected

+ Create Duplicate Edit Rules View Setup Columns: Performance Breakdown Reports

	Campaign Name	Delivery	Budget	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends
<input type="checkbox"/>	El Eslabón Perdido - smartBeemo Engagement - ...	Active	\$100.00 Lifetime	3 Smartbeem...	7,869	22,566	\$19.19 Per Smartbe...	\$57.56	Nov 20, 2018
<input checked="" type="checkbox"/>	Conversiones Método Beemo - Engaged Audience	Not Delivering Ad Sets Inactive	\$1,400.00 Lifetime	38 Thank You ...	98,992	435,172	\$36.84 Per Thank Y...	\$1,400.00	Sep 30, 2018
<input type="checkbox"/>	Conversiones Método Beemo - Intereses	Not Delivering Ad Set Inactive	\$600.00 Lifetime	9 Thank You ...	212,033	354,819	\$66.67 Per Thank Y...	\$600.00	Aug 31, 2018
<input type="checkbox"/>	Tráfico Página Web smartBeemo - Perfil Michel	Inactive	\$300.00 Lifetime	64 Landing Pa...	2,140	2,211	\$0.27 Per Landing ...	\$17.07	Aug 15, 2018
<input type="checkbox"/>	Fan Acquisition smartBeemo	Inactive	Using ad se...	7,766 Page Likes	145,984	277,797	\$0.03 Per Page Like	\$211.28 of \$211.28	Aug 15, 2018
<input checked="" type="checkbox"/>	Tráfico Página Web smartBeemo	Inactive	\$2,500.00 Lifetime	38,483 Landing Pa...	913,671	2,244,068	\$0.06 Per Landing ...	\$2,138.41	Oct 24, 2018
Results from 20 campaigns				—	2,283,749 People	6,568,354 Total	—	\$6,938.43 Total Spent	

1

Objetivo: Conversión

Nota: En la realidad, convertimos más o menos el doble de este número que se atribuye Facebook

	Campaign Name	Delivery	Budget	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends
<input type="checkbox"/>	El Eslabón Perdido - smartBeemo Engagement - ...	Active	\$100.00 Lifetime	3 Smartbeem...	...	22,566	\$19.19 Per Smartbe...	\$57.56	Nov 20, 2018
<input checked="" type="checkbox"/>	Conversiones Método Beemo - Engaged Audience	Not Delivering Ad Sets Inactive	\$1,400.00 Lifetime	38 Thank You ...	98,992	435,172	\$36.84 Per Thank Y...	\$1,400.00	Sep 30, 2018
<input type="checkbox"/>	Conversiones Método Beemo - Intereses	Not Delivering Ad Set Inactive	\$600.00 Lifetime	9 Thank You ...	212,033	354,819	\$66.67 Per Thank Y...	\$600.00	Aug 31, 2018
<input type="checkbox"/>	Tráfico Página Web smartBeemo - Perfil Michel	Inactive	\$300.00 Lifetime	64 Landing Pa...	2,140	2,211	\$0.27 Per Landing ...	\$17.07	Aug 15, 2018
<input type="checkbox"/>	Fan Acquisition smartBeemo	Inactive	Using ad se...	7,766 Page Likes	145,984	277,797	\$0.03 Per Page Like	\$211.28 of \$211.28	Aug 15, 2018
<input checked="" type="checkbox"/>	Tráfico Página Web smartBeemo	Inactive	\$2,500.00 Lifetime	38,483 Landing Pa...	913,671	2,244,068	\$0.06 Per Landing ...	\$2,138.41	Oct 24, 2018
Results from 20 campaigns				—	2,283,749 People	6,568,354 Total	—	\$6,938.43 Total Spent	

1

Objetivo: Conversión / Ad-Set

The screenshot shows the Facebook Ads Manager interface for a campaign named 'beemo'. The top navigation bar includes the Facebook logo, 'Ads Manager', a search bar, and the user profile 'Asylum Marketing'. Below the navigation bar, there's a dropdown menu for the account 'smartBeemo (9555916878083...)' and buttons for 'Updated just now', 'Discard Drafts', and 'Review and Publish (2)'. A notification banner states: 'We've created new standard events and will be removing redundant metrics starting September 2018. These metrics will be available in Ads Reporting through the end of the year, but we recommend transitioning to the new metrics as soon as possible. Learn more.' The main interface has a search bar and filters, with 'Campaign Name: beemo' selected. Below this, there are tabs for 'Account Overview', 'Campaigns (1 selected)', 'Ad Sets for 1 Campaign', and 'Ads for 1 Campaign'. The 'Ad Sets for 1 Campaign' tab is active, showing a table of ad sets. The table has columns for Ad Set Name, Delivery, Bid Strategy, Budget, Last Significant Edit, Results, Reach, Impressions, and Cost per Result. There are three ad sets listed: 'Engaged Website' (Inactive), 'Engaged Instagram Michel y smartBeemo' (Inactive), and 'Engaged Website - 15 Days' (Completed). A summary row shows 'Results from 3 ad sets' with a total of 38 Thank You conversions, 98,992 Reach, 435,172 Impressions, and a Cost per Result of \$36.84.

Ad Set Name	Delivery	Bid Strategy	Budget	Last Significant Edit	Results	Reach	Impressions	Cost per Result
Engaged Website	Inactive	Lowest cost Conversions	Using camp...	Aug 7, 2018, 11:03 PM 99 days ago	27 Thank You ...	25,280	159,218	\$25.40 Per Thank Y...
Engaged Instagram Michel y smartBeemo	Inactive	Lowest cost Conversions	Using camp...	Aug 7, 2018, 11:04 PM 99 days ago	6 Thank You ...	61,888	188,872	\$56.29 Per Thank Y...
Engaged Website - 15 Days	Completed	Lowest cost Conversions	Using camp...	Sep 26, 2018, 11:26 PM 49 days ago	5 Thank You ...	19,420	87,082	\$75.31 Per Thank Y...
Results from 3 ad sets					38 Thank You ...	98,992 People	435,172 Total	\$36.84 Per Thank Y...

1

Objetivo: Conversión / Audiencia

¿Cómo segmentar esa audiencia en Facebook?

The screenshot shows the Facebook Ads Manager interface for the account 'smartBeemo'. The main table displays the following data:

Ad Set Name	Delivery	Bid Strategy	Budget	Last Significant Edit	Results	Reach	Impressions	Cost per Result
Engaged Website	Inactive	Lowest cost Conversions	Using camp...	Aug 7, 2018, 11:03 PM (99 days ago)	27 Thank You ...	25,280	159,218	\$25.40 Per Thank Y...
Engaged Instagram Michel y smartBeemo	Inactive	Lowest cost Conversions	Using camp...	Aug 7, 2018, 11:04 PM (99 days ago)	8 Thank You ...	61,888	186,872	\$66.28 Per Thank Y...
Engaged Website - 15 Days	Completed	Lowest cost Conversions	Using camp...	Sep 26, 2018, 11:26 PM (49 days ago)	5 Thank You ...	19,420	87,082	\$75.31 Per Thank Y...
Results from 3 ad sets					38 Thank You ...	98,992 People	435,172 Total	\$36.84 Per Thank Y...

Below the table, a preview of an ad is shown. The ad is titled 'BOOTCAMP DE PAUTA DIGITAL' and features a red background with the 'bootcamps' logo and the text 'BOOTCAMP Pauta Digital'. The ad details include 1 month and 1,725 impressions, and it is directed by Michel Edery, CEO and Co-founder of smartBeemo y Co. and Founder of Asylum Marketing.

1

Objetivo: Conversión / Ad

The screenshot shows the Facebook Ads Manager interface for a campaign named 'beemo'. The interface includes a search bar, filters, and a table of ad sets. The table has columns for Ad Set Name, Delivery, Bid Strategy, Budget, Last Significant Edit, Results, Reach, Impressions, and Cost per Result. The 'Engaged Website' ad set is selected and shows 27 results, 25,280 reach, and 159,218 impressions. The 'Engaged Instagram Michel y smartBeemo' ad set shows 6 results, 61,888 reach, and 188,872 impressions. The 'Engaged Website - 15 Days' ad set shows 5 results, 19,420 reach, and 87,082 impressions. A summary row for 'Results from 3 ad sets' shows a total of 38 results, 98,992 reach, and 435,172 impressions.

Ad Set Name	Delivery	Bid Strategy	Budget	Last Significant Edit	Results	Reach	Impressions	Cost per Result
Engaged Website	Inactive	Lowest cost Conversions	Using camp...	Aug 7, 2018, 11:03 PM 99 days ago	27 Thank You ...	25,280	159,218	\$25.40 Per Thank Y...
Engaged Instagram Michel y smartBeemo	Inactive	Lowest cost Conversions	Using camp...	Aug 7, 2018, 11:04 PM 99 days ago	6 Thank You ...	61,888	188,872	\$56.29 Per Thank Y...
Engaged Website - 15 Days	Completed	Lowest cost Conversions	Using camp...	Sep 26, 2018, 11:26 PM 49 days ago	5 Thank You ...	19,420	87,082	\$75.31 Per Thank Y...
Results from 3 ad sets					38 Thank You ...	98,992 People	435,172 Total	\$36.84 Per Thank Y...

1

Objetivo: Conversión / Ad



La comunicación de una oferta puede construir marca



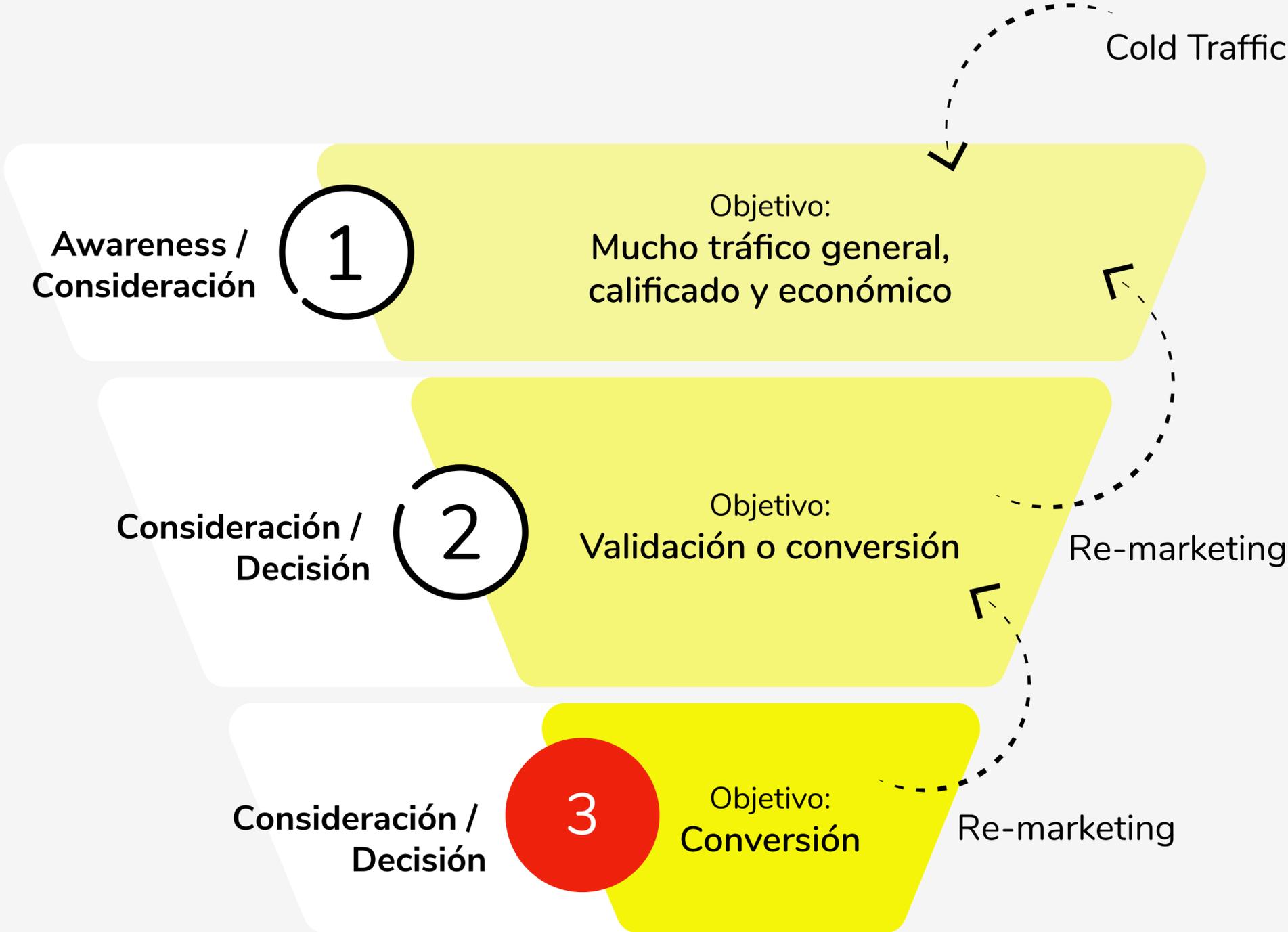
Siempre céntrico en el consumidor

1

Objetivo: Conversión / Ad

The screenshot shows a landing page for a course on smartBeemo. The header includes the smartBeemo logo, navigation links for 'Estudia Online', 'Instagram Live', 'Comenzar', and 'Eventos', and a shopping cart icon with '0 Items' and an 'Entrar' button. The main content area features a large image of a man with arms outstretched, overlaid with the text 'MÉTODO BEEMO: Fórmula comprobada para monetizar en Instagram'. To the right of the image, there is a call to action: 'Inscríbete para acceder a este curso y muchos más' with a 'Suscríbete' button. Below this, a list of course features is provided: 'Incluye certificado', '3 módulo(s)', '6 a 8 horas a tu propio ritmo', and '2369 estudiantes'. The instructor's name, 'Michel Edery', is listed with a small profile picture and his title: 'CEO y Co-Fundador de smartBeemo y Co-Fundador de Asylum Marketing'. At the bottom, there is a 'Descripción' section with a video player showing a thumbnail of the course title. On the right side of the page, there is a yellow chat widget from zandesk chat that says '¡Chatea con nosotros aquí!' and includes a smartBeemo logo and a text input field.

Etapa 3



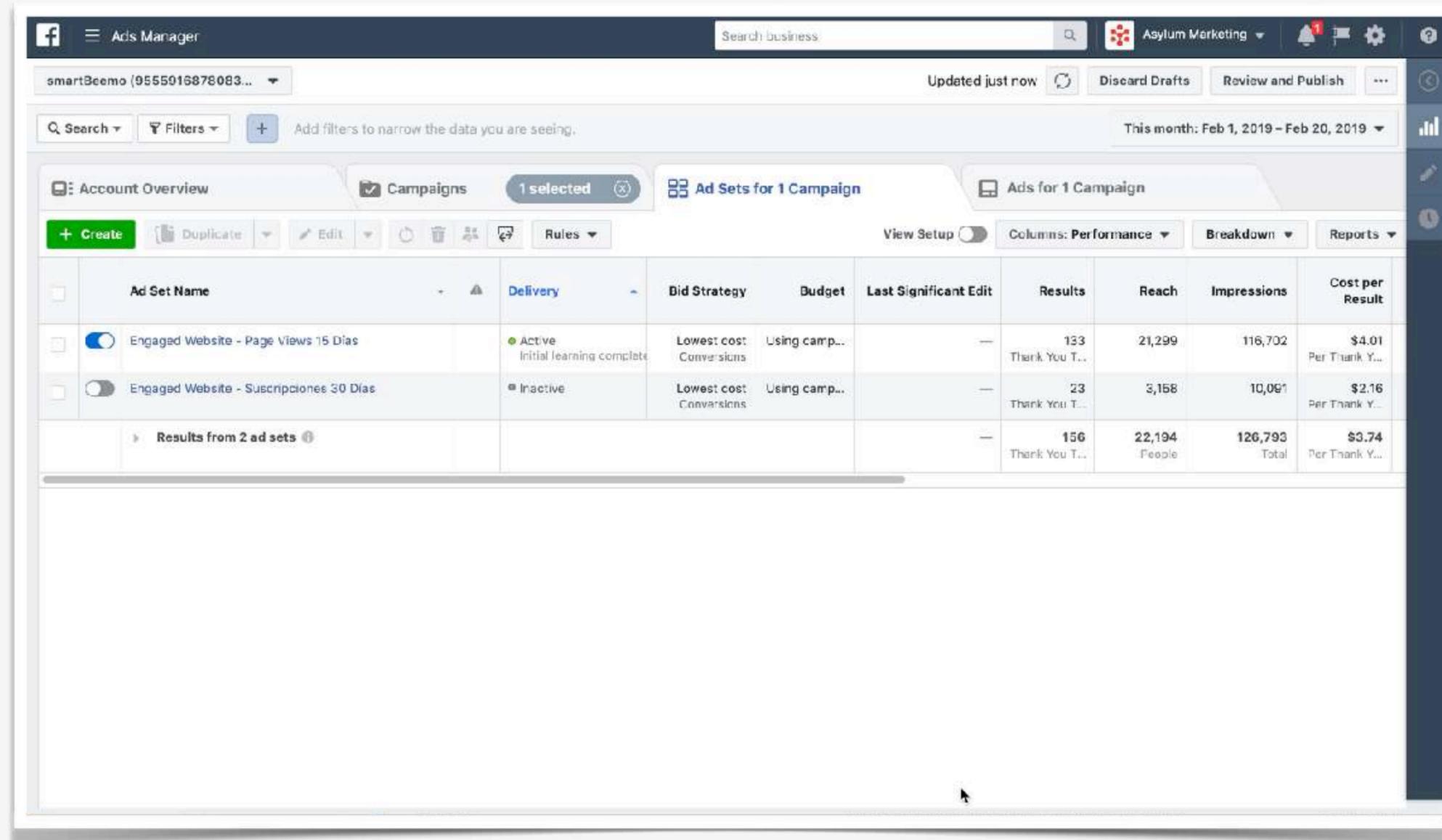
3

Objetivo: Conversión (Generación de Demanda)

Ad Set Name	Delivery	Bid Strategy	Budget	Last Significant Edit	Results	Reach	Impressions	Cost per Result
Engaged Website - Page Views 15 Días	Active Initial learning complete	Lowest cost Conversions	Using camp...	---	133 Thank You T...	21,299	116,702	\$4.01 Per Thank Y...
Engaged Website - Suscripciones 30 Días	Inactive	Lowest cost Conversions	Using camp...	---	23 Thank You T...	3,158	10,091	\$2.16 Per Thank Y...
Results from 2 ad sets					156 Thank You T...	22,194 People	126,793 Total	\$3.74 Per Thank Y...

3

Objetivo: Conversión (Generación de Demanda) / Ad-Set



The screenshot displays the Facebook Ads Manager interface for a campaign named "smartBeemo (9555916878083...)". The view is set to "Ad Sets for 1 Campaign" for the month of February 2019. The table below shows the performance of two ad sets: "Engaged Website - Page Views 15 Dias" (Active) and "Engaged Website - Suscripciones 30 Dias" (Inactive). A summary row shows results from both ad sets.

Ad Set Name	Delivery	Bid Strategy	Budget	Last Significant Edit	Results	Reach	Impressions	Cost per Result
Engaged Website - Page Views 15 Dias	Active Initial learning complete	Lowest cost: Conversions	Using camp...	—	133 Thank You T...	21,299	116,702	\$4.01 Per Thank Y...
Engaged Website - Suscripciones 30 Dias	Inactive	Lowest cost: Conversions	Using camp...	—	23 Thank You T...	3,158	10,091	\$2.16 Per Thank Y...
Results from 2 ad sets					156 Thank You T...	22,194 People	126,793 Total	\$3.74 Per Thank Y...

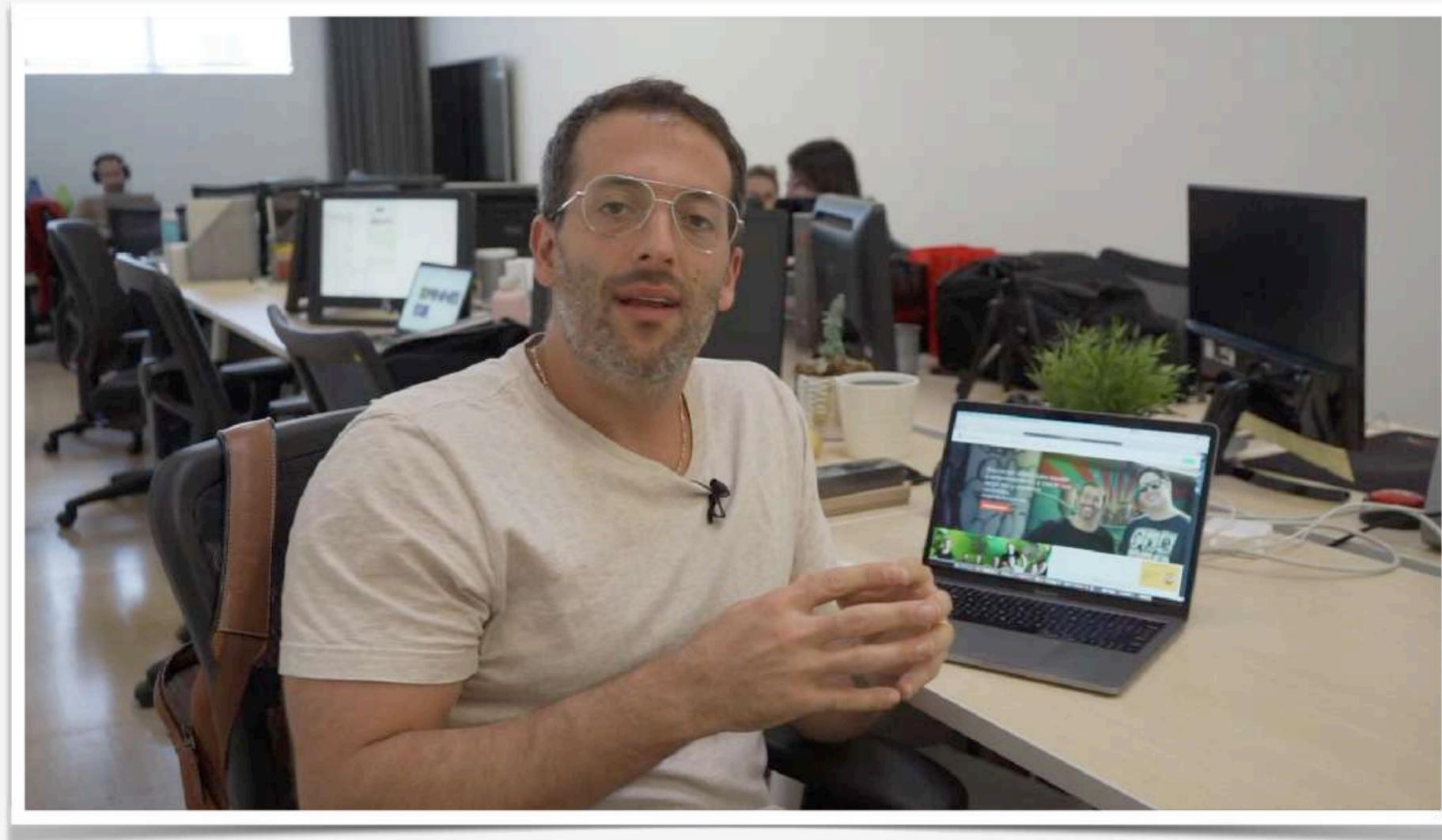
3

Objetivo: Conversión (Generación de Demanda) / Ad-Set

The screenshot displays the Facebook Ads Manager interface. The top navigation bar includes the Facebook logo, 'Ads Manager', a search bar, and the user's name 'Asylum Marketing'. The left sidebar shows a search bar and a list of ad sets: 'Generación de Demanda Tour Virtual', 'Engaged Website - Page Views 15...', 'Ad Generación de Demanda P...', 'Engaged Website - Suscripciones...', and another 'Ad Generación de Demanda P...'. The main content area is titled 'Generación de Demanda Tour Virtual > Engaged Website - Page Views 15 Días > Ad Generación de Demanda Pauta Digital' and is in 'Active' status. It features 'Edit' and 'Review' buttons. The ad configuration section includes a link type selector with 'Website' selected, a text input field containing promotional text about a virtual tour, a 'Website URL' field with 'https://smartbeemo.com/tour-personalizado/', a 'Display Link' field with 'www.smartbeemo.com', and a 'Headline' field with 'Educación Online para Emprendedores'. A preview window on the right shows the ad as it will appear, featuring the smartBeemo logo, the same text, a video thumbnail, and a 'LEARN MORE' button. Below the preview, it shows engagement metrics: 'Dalia Edery and 249 others', '21 Comments', and '33 Shares'. At the bottom, there are 'Close', 'Discard Draft', and 'Publish' buttons, along with a disclaimer: 'By clicking the "Publish" button, you agree to Facebook's Terms and Advertising Guidelines.'

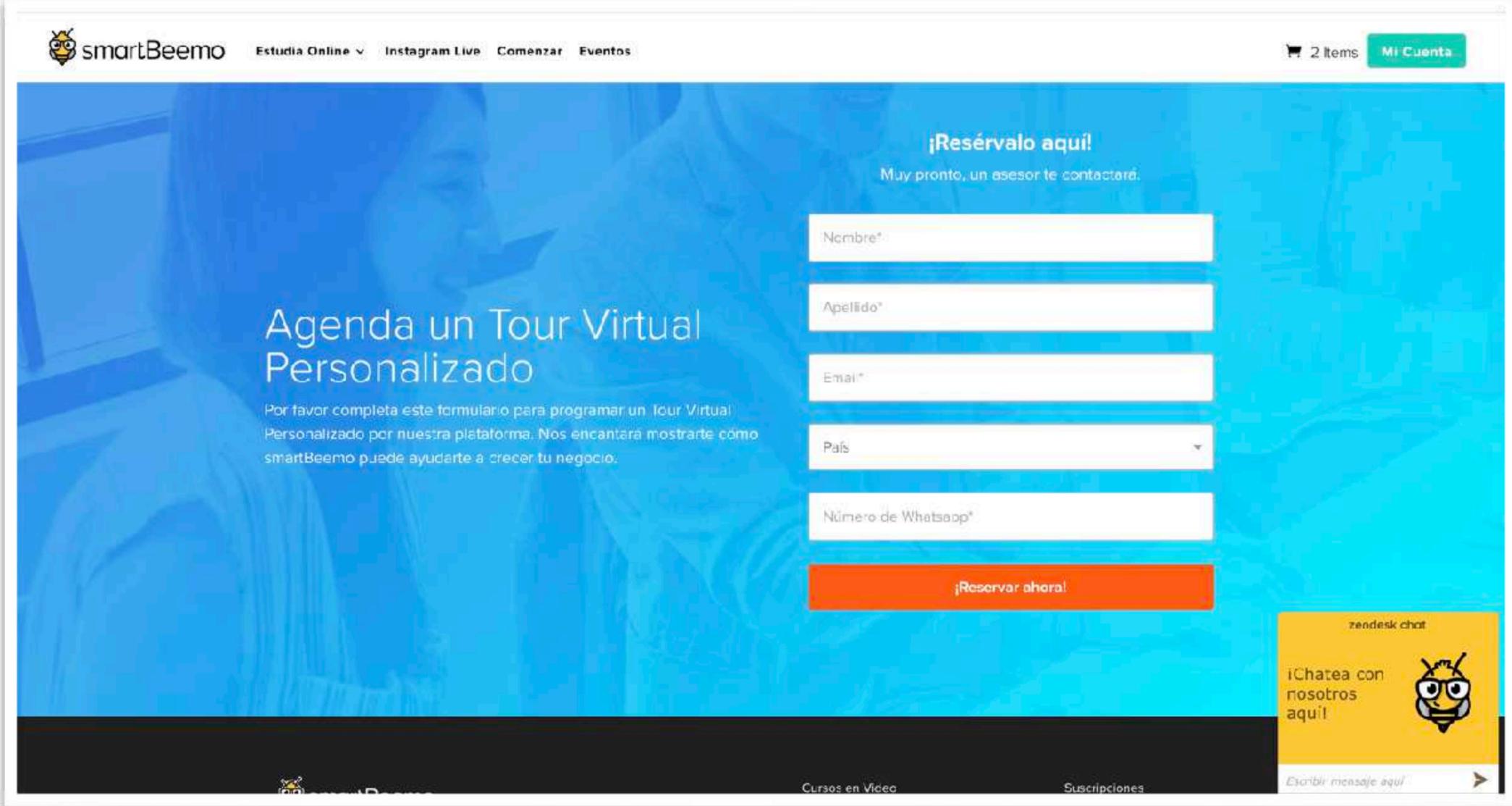
3

Objetivo: Conversión (Generación de Demanda) / Ad



3

Objetivo: Conversión (Generación de Demanda) / Ad

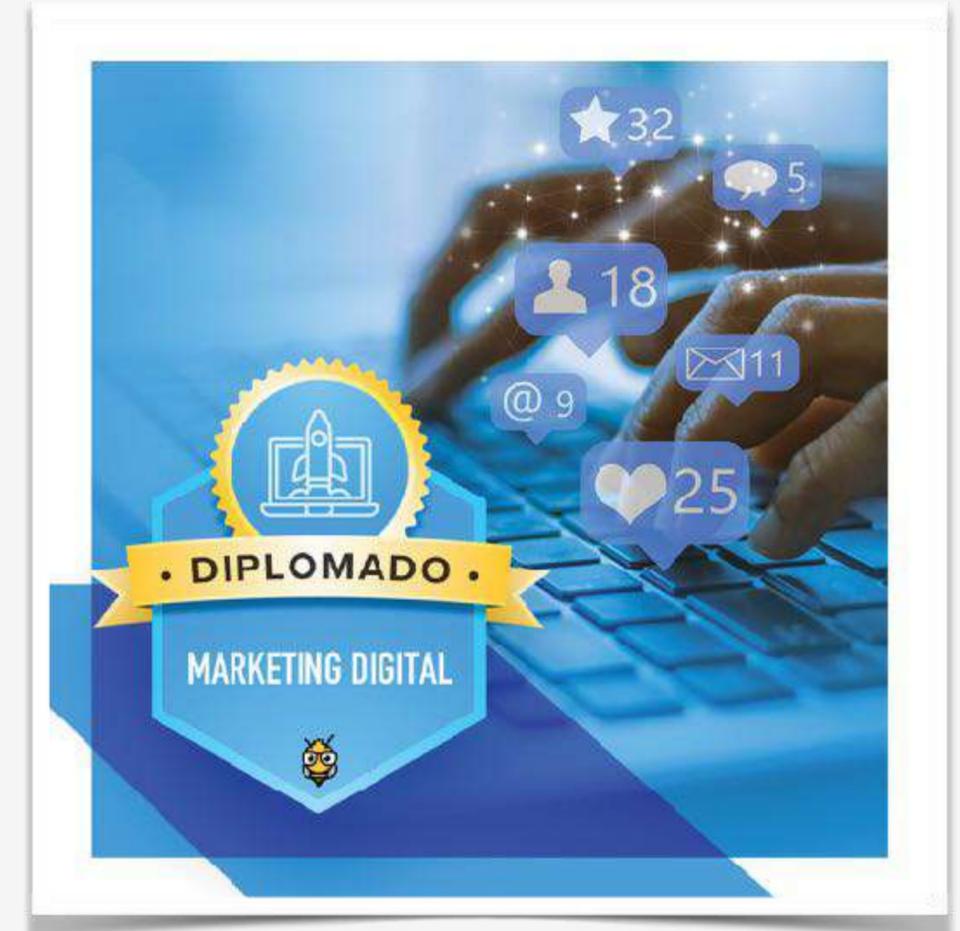


The screenshot displays the smartBeemo website interface. At the top left is the smartBeemo logo. The navigation menu includes "Estudia Online", "Instagram Live", "Comenzar", and "Eventos". On the top right, there is a shopping cart icon with "2 Items" and a "Mi Cuenta" button. The main content area features a blue background with a blurred image of people. The headline reads "Agenda un Tour Virtual Personalizado". Below it, a sub-headline says "¡Resévalo aquí!" followed by the text "Muy pronto, un asesor te contactará." A registration form is positioned on the right side, containing input fields for "Nombre*", "Apellido*", "Email*", "País" (a dropdown menu), and "Número de Whatsapp*", along with an orange "¡Reservar ahora!" button. In the bottom right corner, there is a yellow Zendesk chat widget with the text "¡Chatea con nosotros aquí!" and the smartBeemo logo. The footer contains the text "Cursos en Video" and "Suscripciones".

3

Objetivo: Conversión (Ventas) / Landing

Otras ideas



3

Objetivo: Conversión (Ventas)

The screenshot displays the Facebook Ads Manager interface. At the top, the account name 'smartBeemo (9555916878083...)' is visible, along with a search bar and navigation icons. The main header shows 'Updated just now', 'Discard Drafts', and 'Review and Publish (2)'. Below this, there are search and filter options, including 'Campaign Name: cursos michel'. The interface is divided into sections for 'Account Overview', 'Campaigns (1 selected)', 'Ad Sets (1 selected)', and 'Ads for 1 Ad Set'. A toolbar contains options like '+ Create', 'Duplicate', 'Edit', and 'Rules'. The main table shows performance metrics for a campaign named 'Conversiones Cursos Michel - Stories - Website'. The 'Results' column shows 5 conversions, and the 'Cost per Result' column shows \$7.68. A summary row at the bottom of the table shows 'Results from 1 campaign' with 5 Thank You conversions, 1,940 reach, 3,006 impressions, and a total cost of \$38.40.

✓	Campaign Name	⚠	Delivery	Budget	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends
✓	Conversiones Cursos Michel - Stories - Website		● Completed	\$100.00 Lifetime	5 Thank You ...	1,940	3,006	\$7.68 Per Thank Y...	\$38.40	Aug 31, 2018
▶ Results from 1 campaign ⓘ					5 Thank You ...	1,940 People	3,006 Total	\$7.68 Per Thank Y...	\$38.40 Total Spent	

3

Objetivo: Conversión (Ventas) / Ad-Set

The screenshot displays the Facebook Ads Manager interface. At the top, there's a navigation bar with the Facebook logo, 'Ads Manager', and a search bar. Below this, the account name 'smartBeemo (9555916878083...)' is visible, along with buttons for 'Updated just now', 'Discard Drafts', and 'Review and Publish (2)'. Two informational banners are present: one about new standard events and another about view tags changes. The main content area shows a search bar with 'Campaign Name: cursos X' and a filter for 'Lifetime: Mar 27, 2015 - Nov 14, 2018'. Below the search bar, there are tabs for 'Account Overview', 'Campaigns' (1 selected), 'Ad Sets' (1 selected), and 'Ads for 1 Ad Set'. A toolbar includes '+ Create', 'Duplicate', 'Edit', and 'Rules' buttons. The main table displays campaign performance metrics:

✓	Campaign Name	Budget	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends	Frequency
✓	Conversiones Cursos Michel - Stories - Website	\$100.00 <small>Lifetime</small>	5 <small>Thank You ...</small>	1,940	3,006	\$7.68 <small>Per Thank Y...</small>	\$38.40	Aug 31, 2018	1.55
▶ Results from 1 campaign ⓘ			5 <small>Thank You ...</small>	1,940 <small>People</small>	3,006 <small>Total</small>	\$7.68 <small>Per Thank Y...</small>	\$38.40 <small>Total Spent</small>		1.55 <small>Per Person</small>

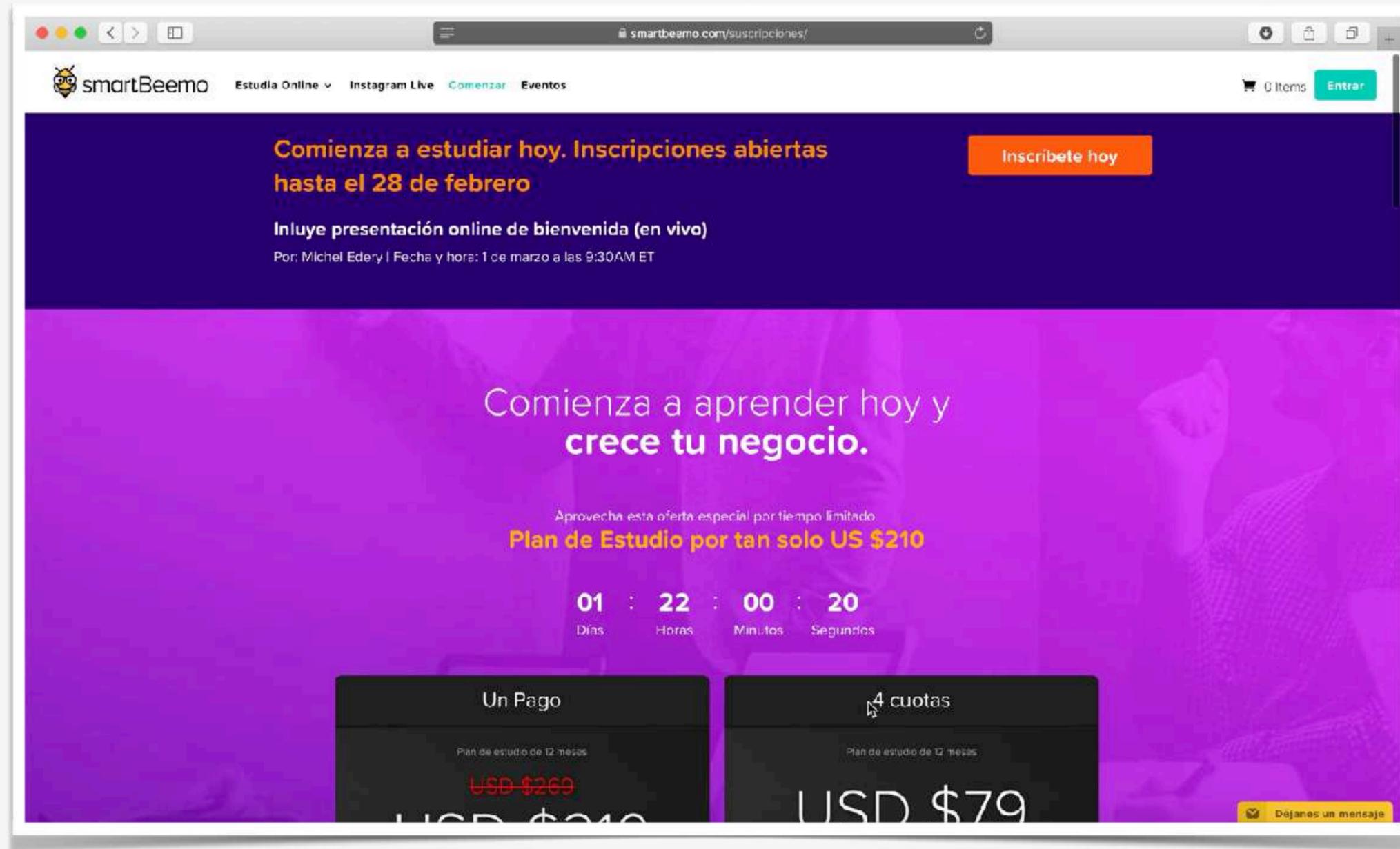
3

Objetivo: Conversión (Ventas) / Ad



3

Objetivo: Conversión (Ventas) / Landing



The screenshot shows a web browser window displaying the smartBeemo website. The URL in the address bar is smartbeemo.com/suscripciones/. The page features a dark blue header with the smartBeemo logo and navigation links: "Estudia Online", "Instagram Live", "Comenzar", and "Eventos". A shopping cart icon shows "0 Items" and an "Entrar" button is present.

The main content area has a dark blue background with the following text and elements:

- Comienza a estudiar hoy. Inscripciones abiertas hasta el 28 de febrero**
- Inscríbete hoy** (button)
- Incluye presentación online de bienvenida (en vivo)**
- Por: Michel Edery | Fecha y hora: 1 de marzo a las 9:30AM ET

The background of the main section is a purple-tinted image of a woman in a classroom setting. The text in the center reads:

- Comienza a aprender hoy y crece tu negocio.**
- Aprovecha esta oferta especial por tiempo limitado
- Plan de Estudio por tan solo US \$210**

A countdown timer shows: **01** : **22** : **00** : **20**
Días : Horas : Minutos : Segundos

Below the timer are two pricing options:

- Un Pago**: Plan de estudio de 12 meses, ~~USD \$269~~, USD \$210
- 4 cuotas**: Plan de estudio de 12 meses, USD \$79

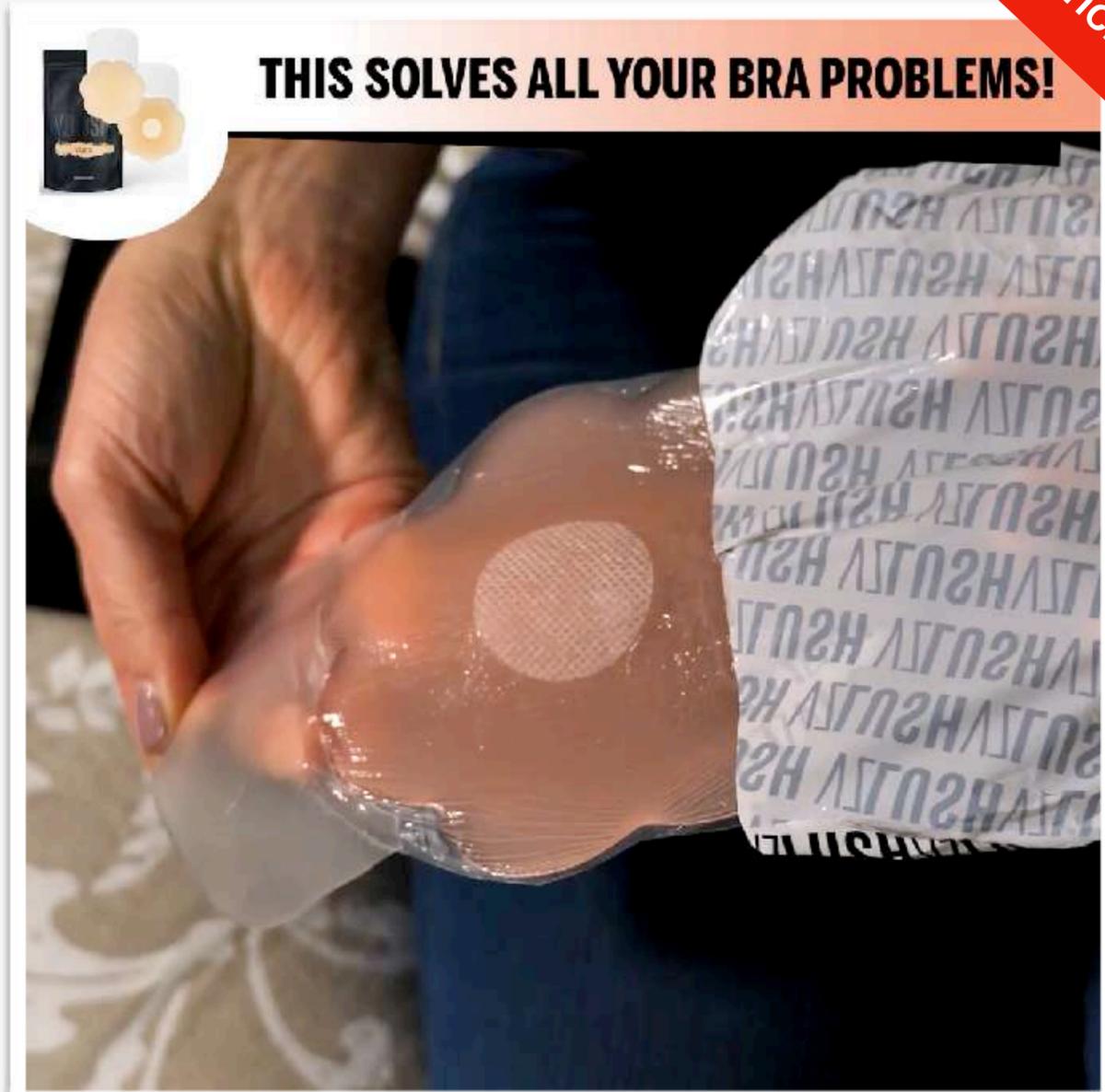
A "Déjanos un mensaje" button is located in the bottom right corner.

FUNNEL DE DOS PASOS

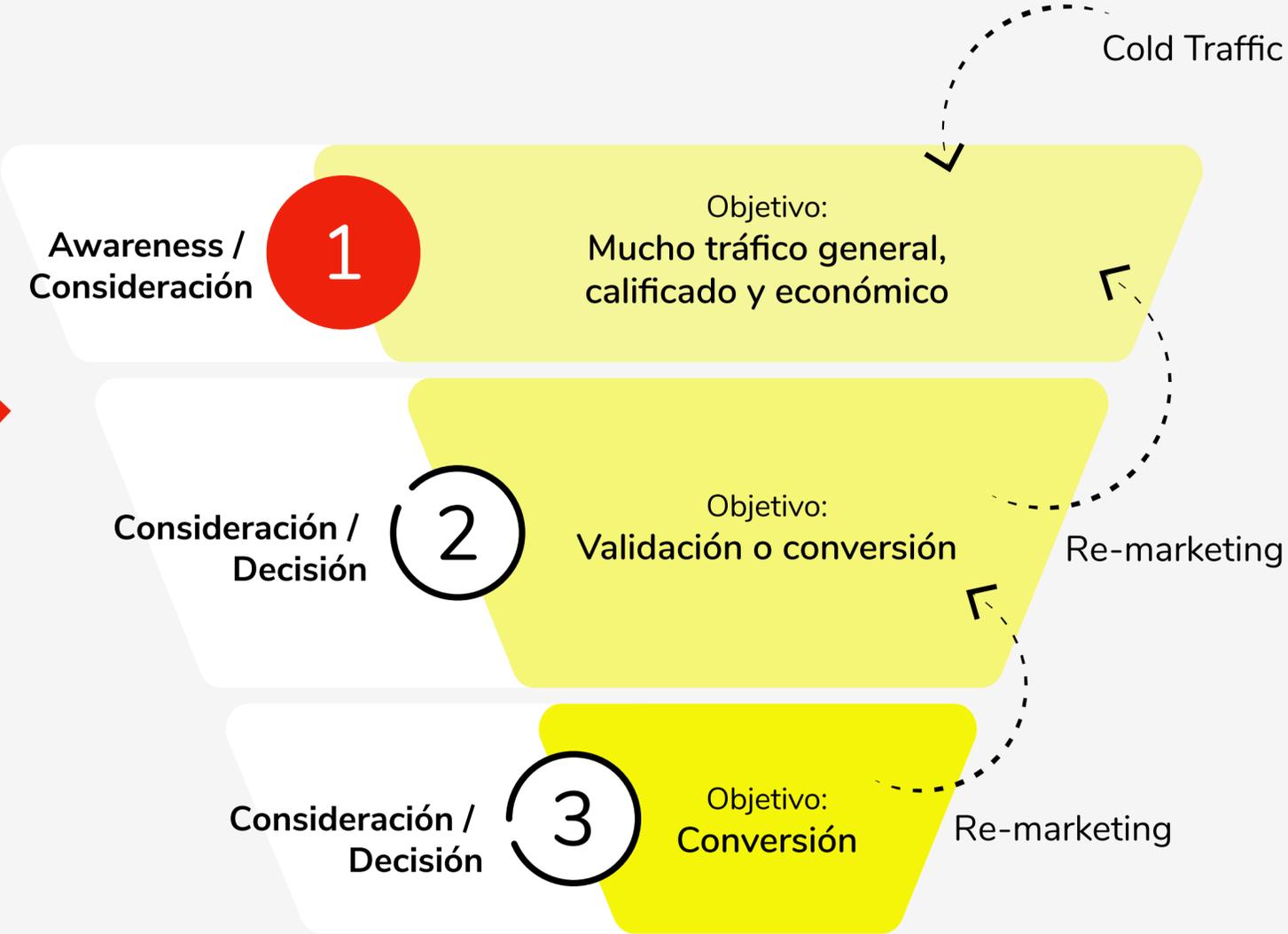
(otro ejemplo)

Top of the funnel

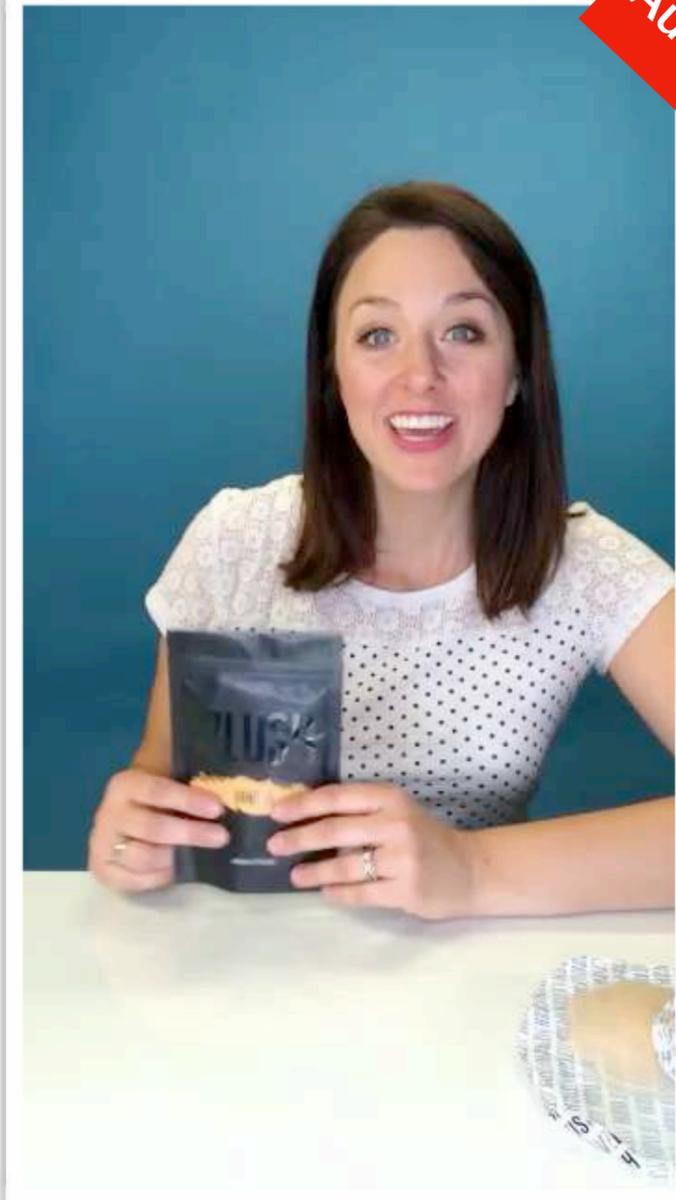
(Cold Traffic)



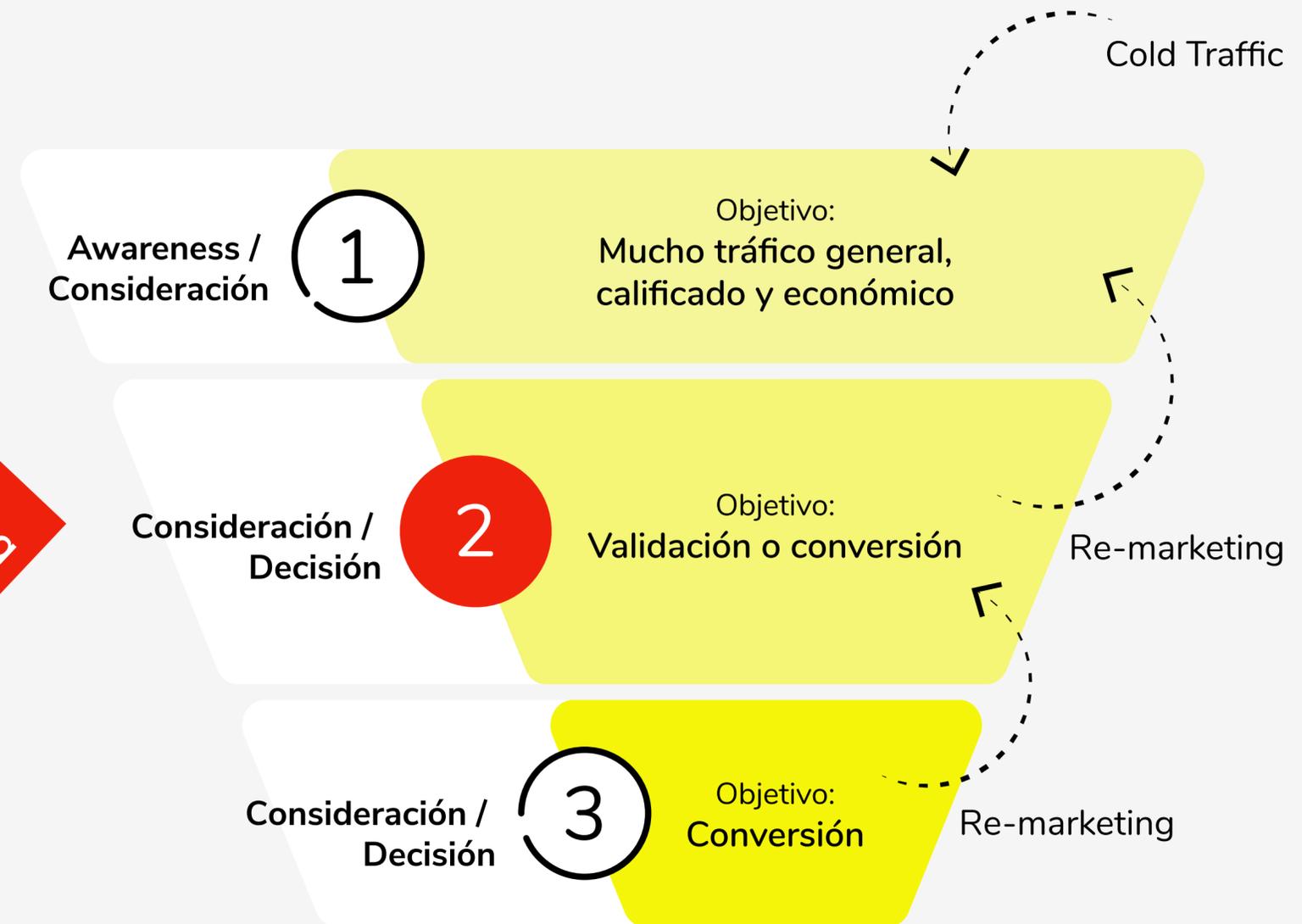
Audiencia general



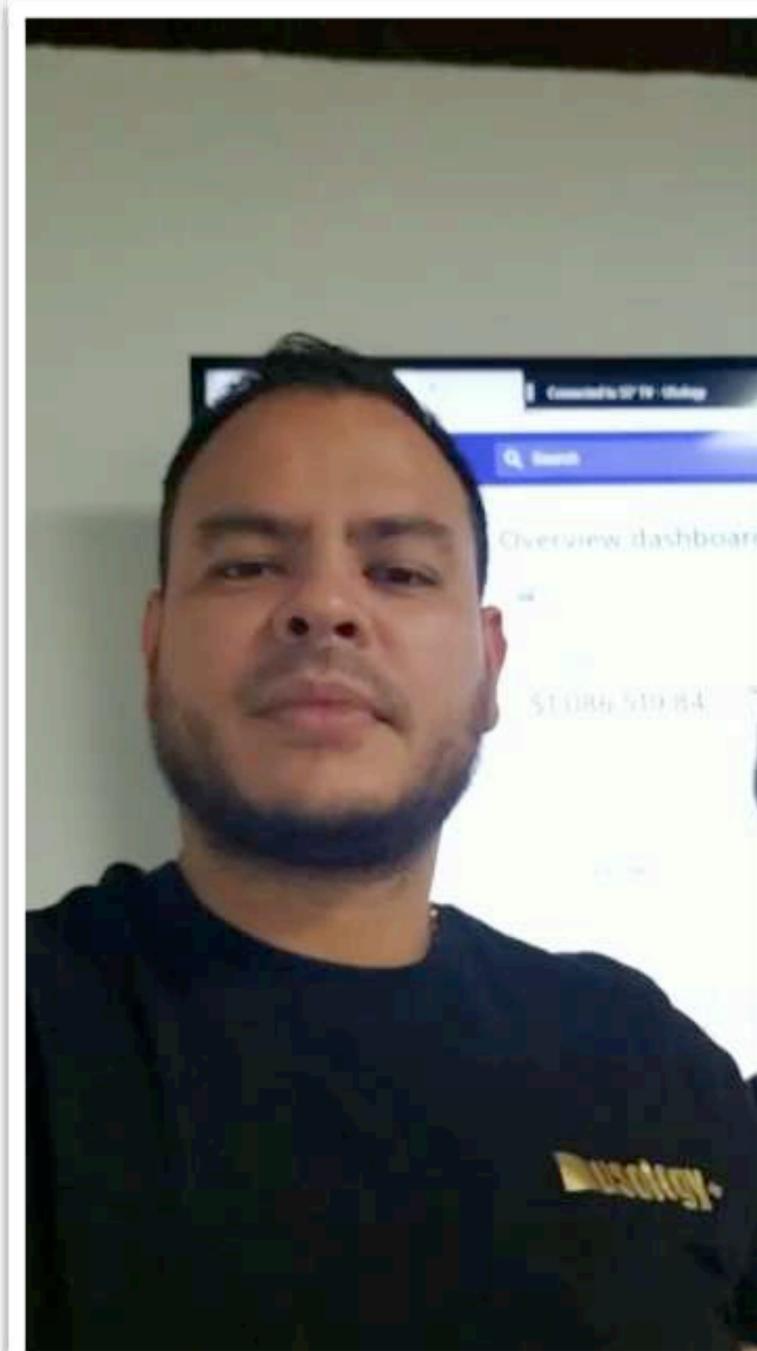
FUNNEL DE DOS PASOS (otro ejemplo) Bottom of the funnel (Warm Traffic)



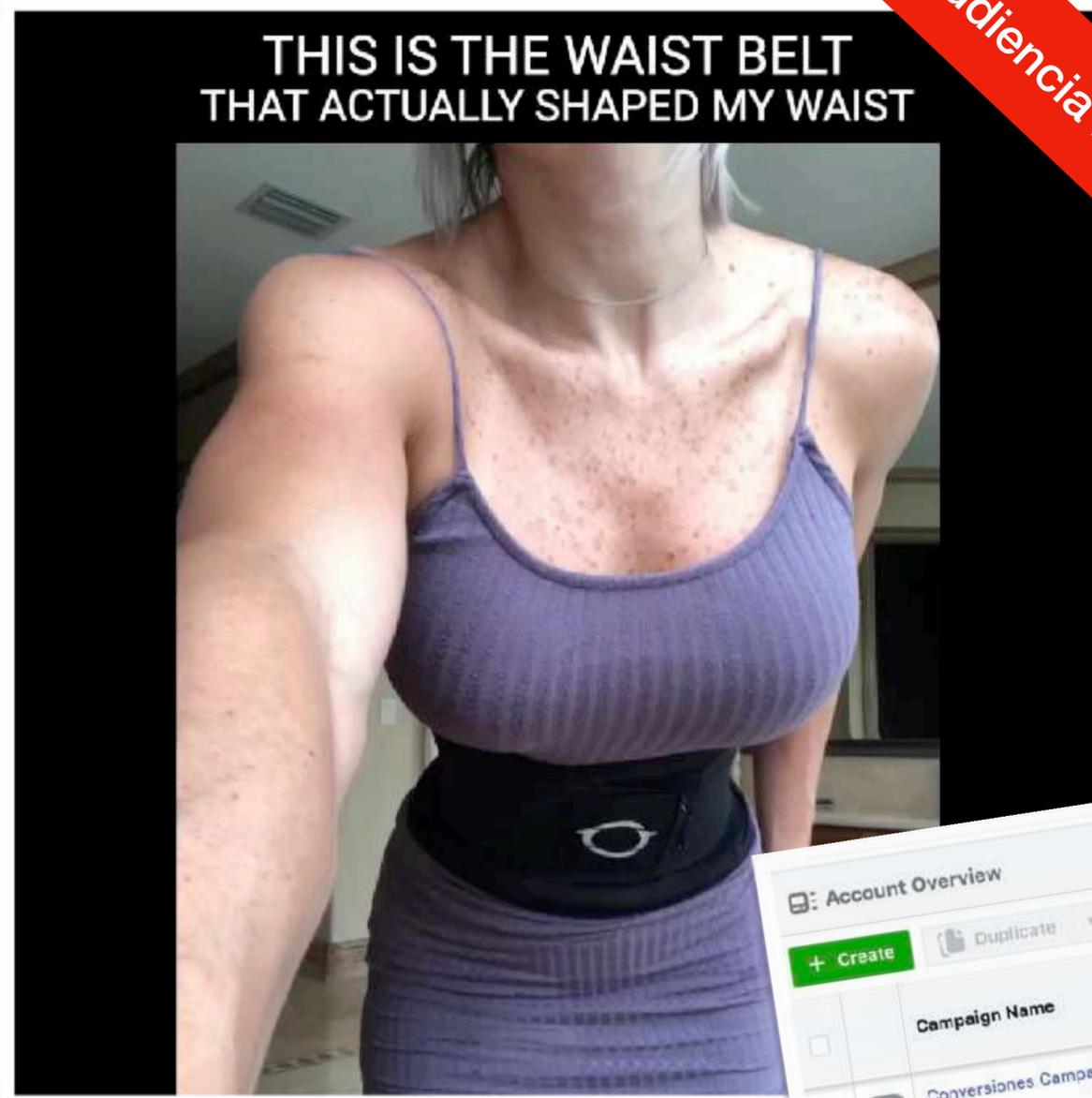
Audiencia remarketing



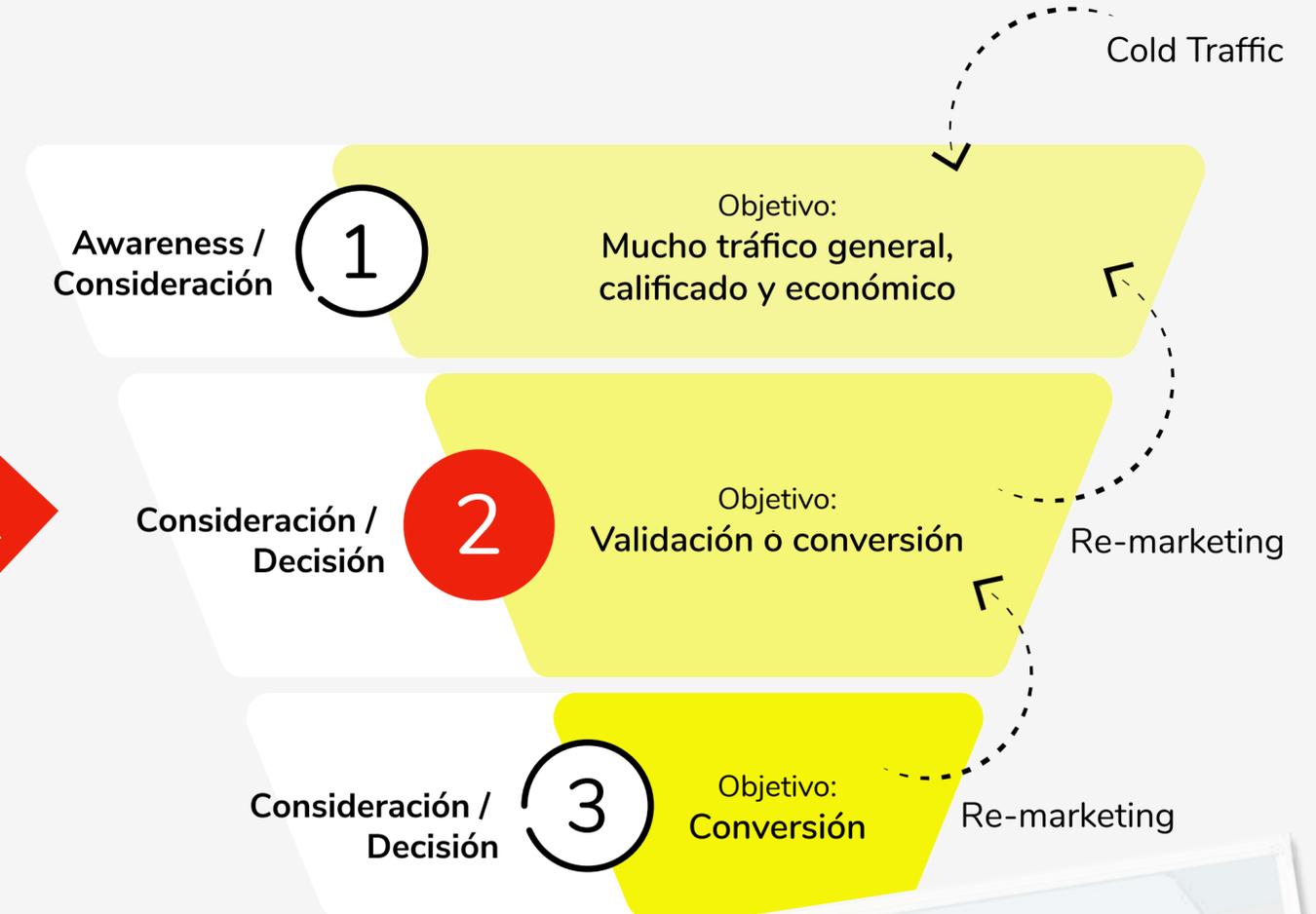
RESULTADOS



FUNNEL DE DOS PASOS (otro ejemplo) Bottom of the funnel (Warm Traffic)



Audiencia remarketing



Campaigns		Budget	Results	Reach	Impressions	Cost per Result	Amount Spent
<input type="checkbox"/>	Conversiones Campaña Waist Belt Video Michelle	\$600.00 Daily	157 Thank You ...	42,562	104,406	\$9.96 Per Thank ...	\$1,566.18

Noten que estos videos son completamente consumer centric. La marca casi no aparece.

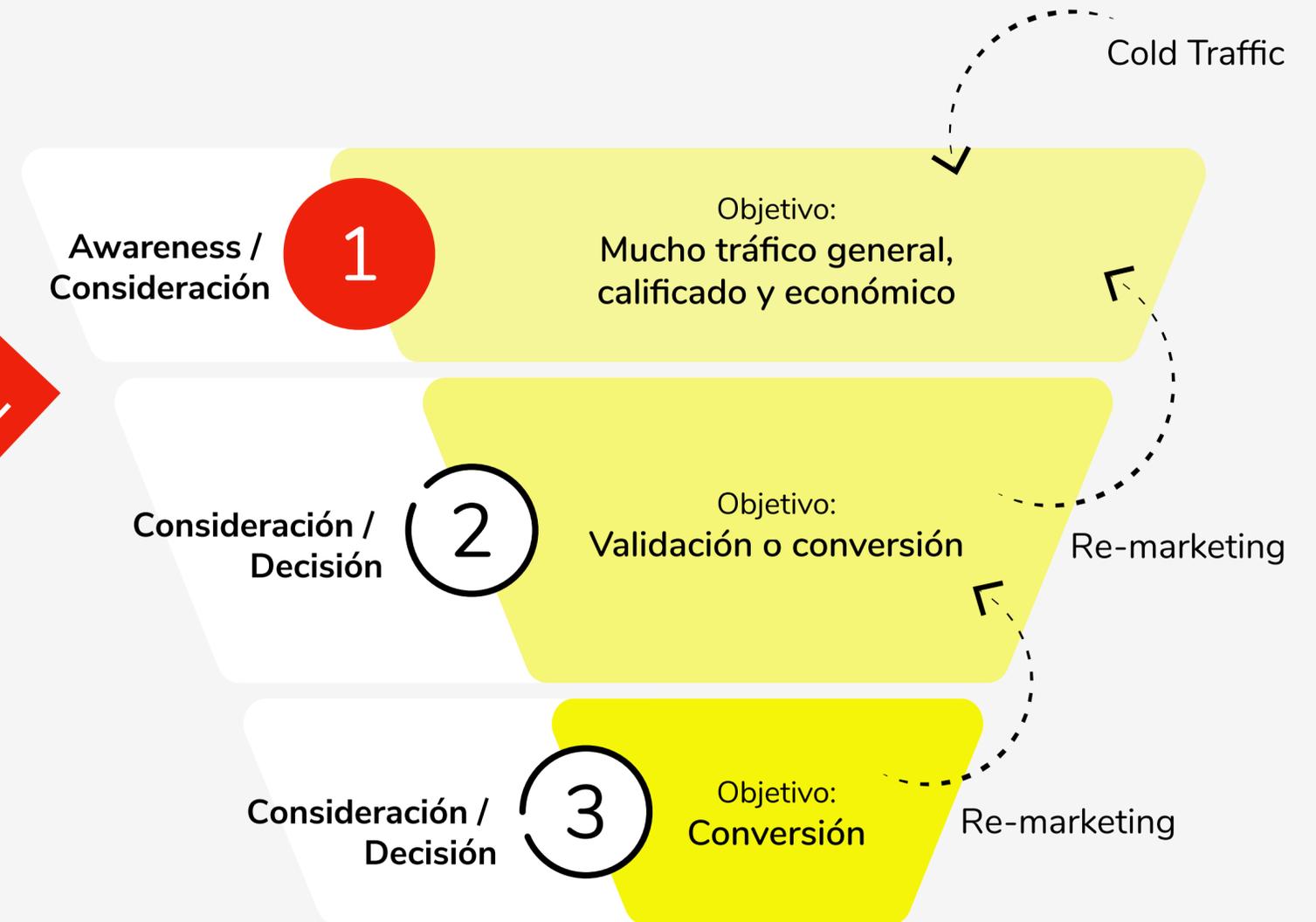
¡SI NO VENDES ONLINE, ENTONCES
GENERA DEMANDA ONLINE!

FUNNEL DE DOS PASOS

Top of the funnel
(Cold Traffic)



Audiencia general



FUNNEL DE DOS PASOS

Top of the funnel (Cold Traffic)

smartBeemo Diplomados Online Biblioteca Digital Portal de Estudiantes [Inscríbete](#)

¡Aprovecha nuestras ofertas! Por tiempo limitado.

¡Empieza a aprender hoy y crece tu negocio!

Ingresa tus datos y uno de nuestros asesores académicos te contactará.

Nombre*
Apellido*
Email*
Selecciona tu país*
Teléfono de WhatsApp*
¿Cuál es tu programa de interés? *
¿Has escuchado de smartBeemo? *

COMIENZA AHORA

Diplomados Online en temas de Vanguardia Digital, para crear empresa **moderna y competitiva.**

Educación basada en la experiencia.

zendesk chat

¡Chatea con nosotros aquí!

Escribir mensaje aquí

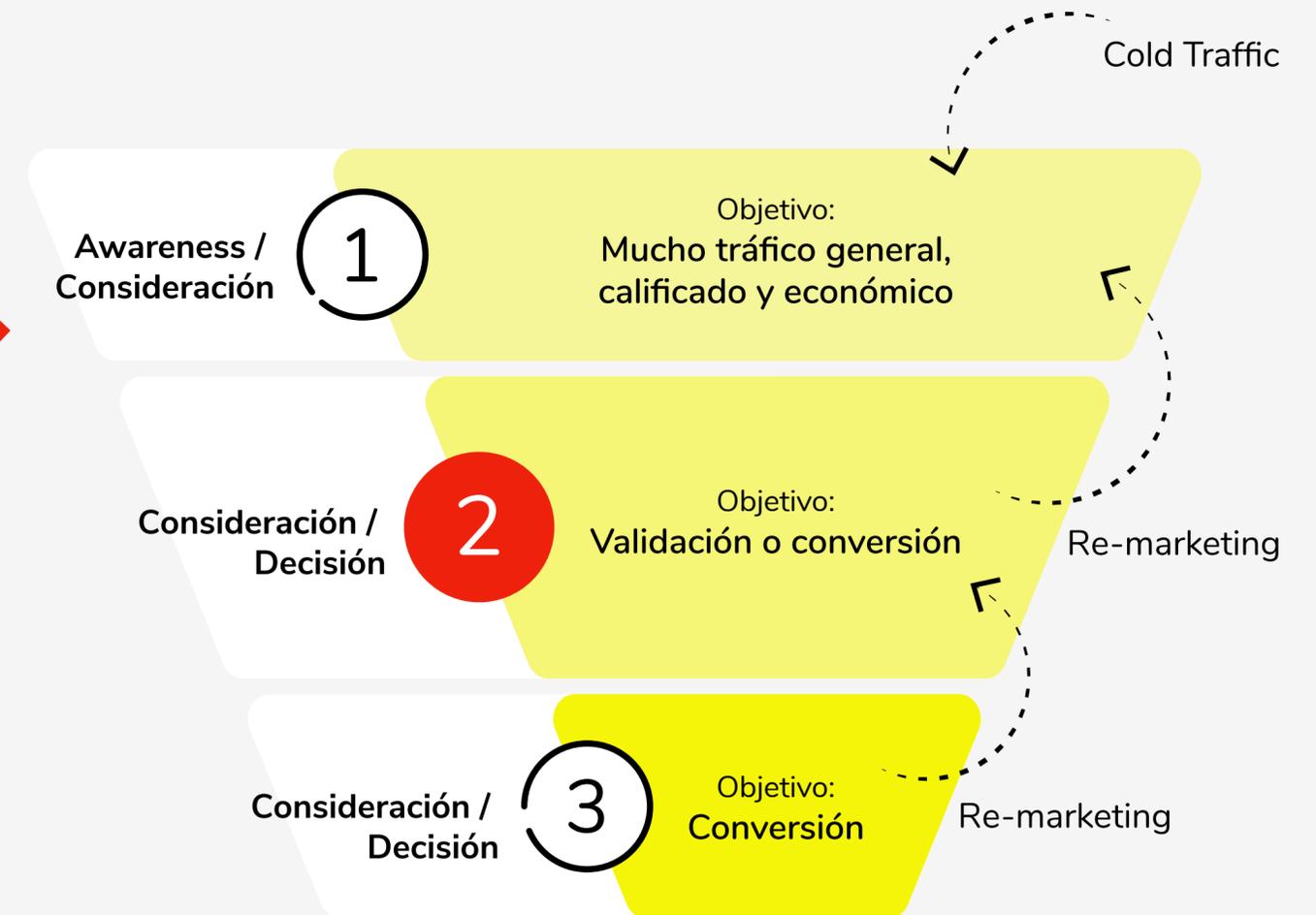
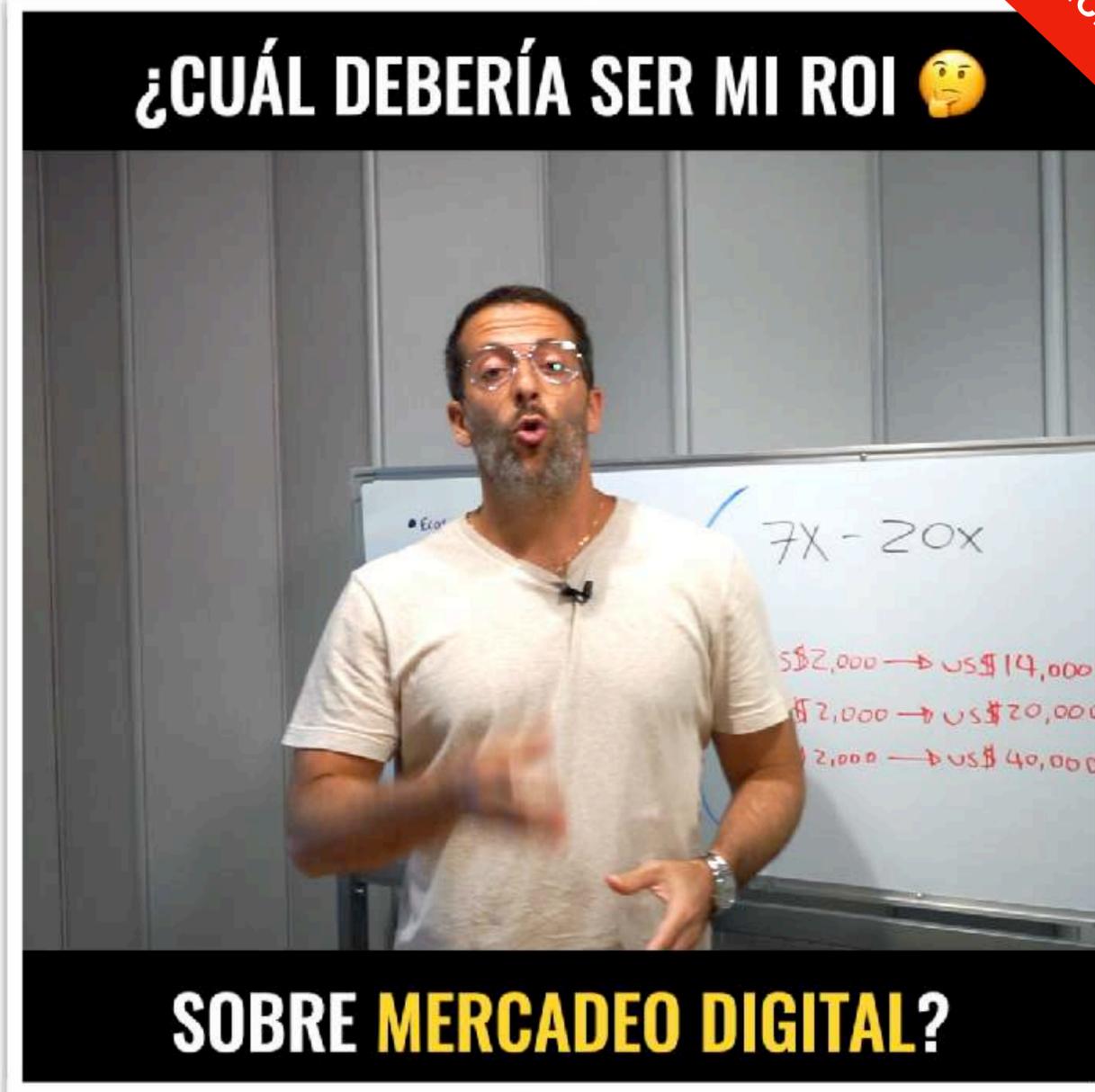
Diplomados online en video

Disponibles 24/7 y creados por expertos líderes en mercadeo digital y emprendimiento moderno.

FUNNEL DE DOS PASOS

Bottom of the funnel
(Warm Traffic)

Audiencia remarketing



FUNNEL DE DOS PASOS

Bottom of the funnel (Warm Traffic)

smartBeemo | Diplomados Online | Biblioteca Digital | Portal de Estudiantes | [Inscríbete](#)

¡Aprovecha nuestras ofertas! Por tiempo limitado.

Diplomado Online en Marketing Digital

Nuestro Diplomado en Marketing Digital, fue creado con todas las metodologías y herramientas para que puedas crear una estrategia digital de la A a la Z, e implementarla. Este diplomado es práctico, didáctico y muy accionable, y está pensado de acuerdo a los objetivos reales de cualquier negocio. Contiene teoría, pero fue creado bajo la premisa de enseñar cómo hacer, pues para aprender de Marketing Digital, no solo basta con "aprender", sino con entender el detalle.

¡Empieza a aprender hoy y crece tu negocio!

Ingresar tu datos y uno de nuestros asesores académicos te contactará.

Nombre*

Apellido*

Email*

Selecciona tu país*

Teléfono de WhatsApp*

¿Cuál es tu programa de interés?

¿Has escuchado de smartBeemo?

COMIENZA AHORA

zendesk chat

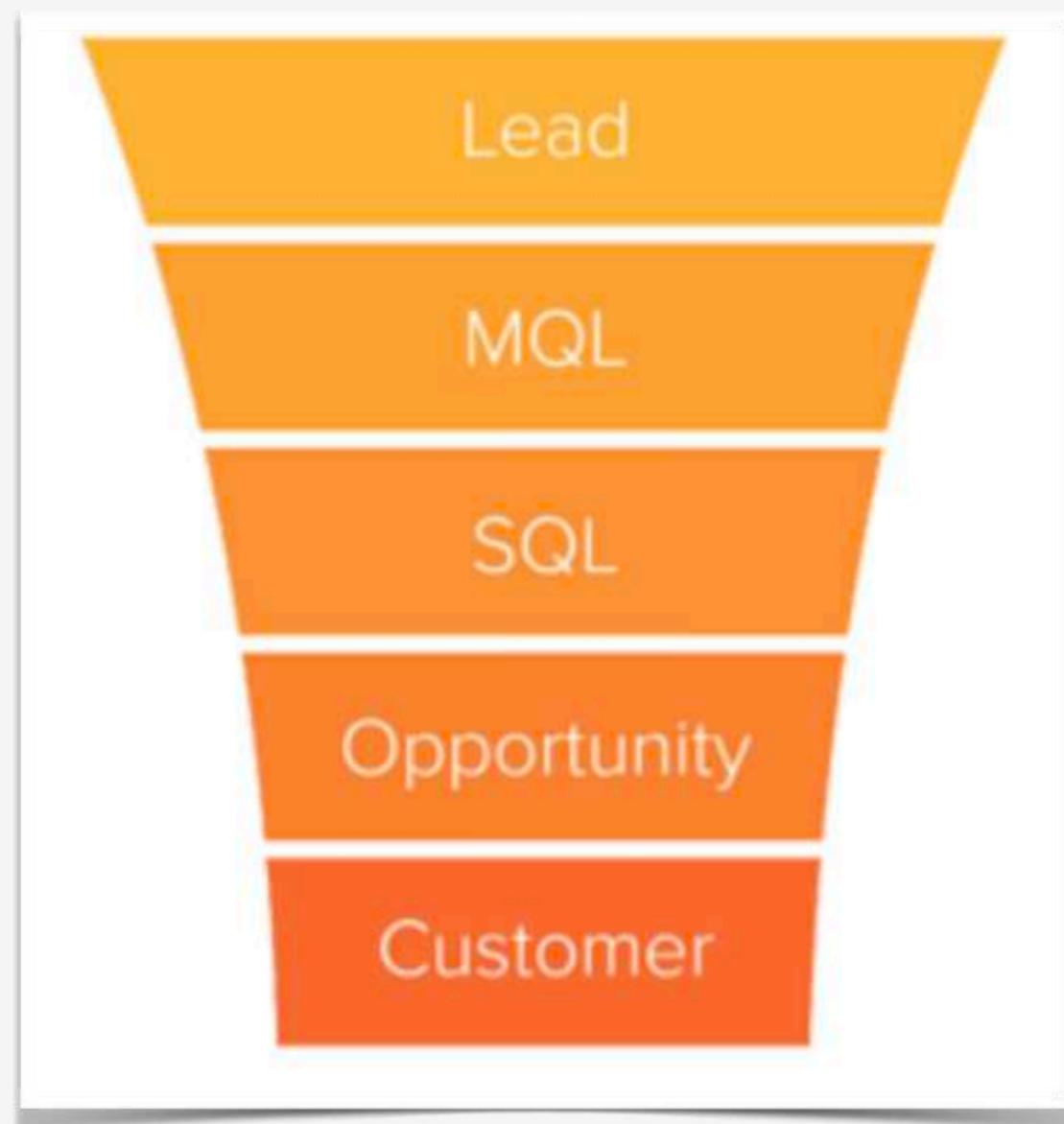
¡Chatea con nosotros aquí!

Escribir mensaje aquí

"Puedes generar un retorno entre 7X y 20X sobre tu inversión en mercadeo"

LLEVA AL PÚBLICO DEL FUNNEL DE MARKETING AL FUNNEL DE VENTAS

Lleva a tu lead por este recorrido, en una llamada telefónica.



10min, 20min, 45min...
depende del precio y de qué
tan bien calificado llegue.

Search results | smartBeemo LLC | Close

Michel Edery smartBeemo LLC ME

← → Q sort:-created |

Search results ★

22,591 total results

✉ Email ☎ Call ✎ Edit 📄 Export ⚡ Sort by

Company	✉	☎	Status	Created	Latest communi...	Active opp. ...
AlejandraSantama...	✉	☎	SQL	less than a minute...		
sindy monsalve	✉	☎	Hot Eventos	27 minutes ago	16 minutes ago	
José David Sus	✉	☎	SQL	2 hours ago	2 hours ago	
Yair palenciaTrillos	✉	☎	SQL	2 hours ago	2 hours ago	
Ismael Rodriguez	✉	☎	SQL	3 hours ago	2 hours ago	
Sebastian Arbeláe...	✉	☎	Cliente EVENTO	3 hours ago	2 hours ago	
Alice Reyes	✉	☎	Cliente EVENTO	4 hours ago	2 hours ago	
Edmi Alejandra So...	✉	☎	SQL	4 hours ago	2 hours ago	
James Clavijo	✉	☎	SQL	13 hours ago	2 hours ago	
Gizeh Edith Ibarra ...	✉	☎	SQL	15 hours ago	2 hours ago	
MichelpuebaEdery	✉	☎	SQL	20 hours ago	20 hours ago	
Christian Quintero	✉	☎	SQL	20 hours ago	an hour ago	
Laura Gomez	✉	☎	SQL Interesados	21 hours ago	2 hours ago	
Jorge Castillo	✉	☎	SQL	a day ago	an hour ago	
Beatriz Restrepo	✉	☎	SQL Interesados	a day ago	2 hours ago	
RogelioSanchez	✉	☎	SQL	a day ago	43 minutes ago	

SMART VIEWS

Smart Views are saved search queries allowing easy access to sets of Leads based on certain criteria.

[Learn more about Smart Views](#)

Support & FAQs Integrations Settings

Collapse

▼ Narrow your results

- ▶ LEAD
- ▶ CUSTOM FIELDS
- ▶ EMAIL ACTIVITY
- ▶ CALL ACTIVITY
- ▶ SMS ACTIVITY
- ▶ COMMUNICATION
- ▶ NOTES
- ▶ OPPORTUNITIES
- ▶ TASKS



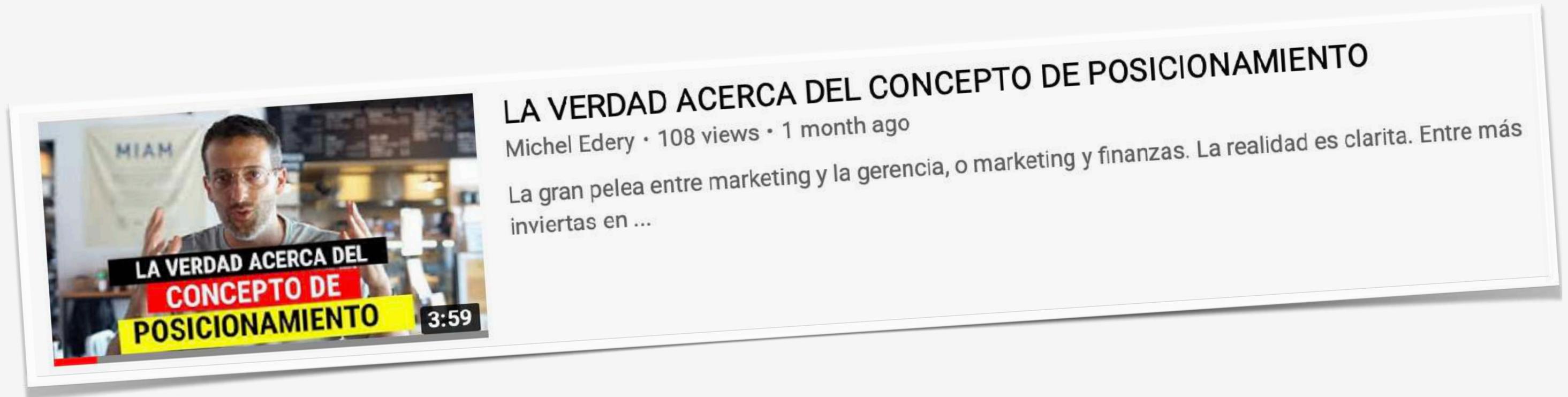
Nuestro Wolfpack



- Equipo de 12 Vendedores
- Más de 10,000 llamadas mensuales
- Más de 400 horas al aire
- Convertimos el 15% de nuestros leads, a ventas

Tips Importantes

- Entre más inviertas en la parte de arriba del funnel (posicionamiento), menos tienes que invertir en esfuerzos de ventas.



Tips Importantes

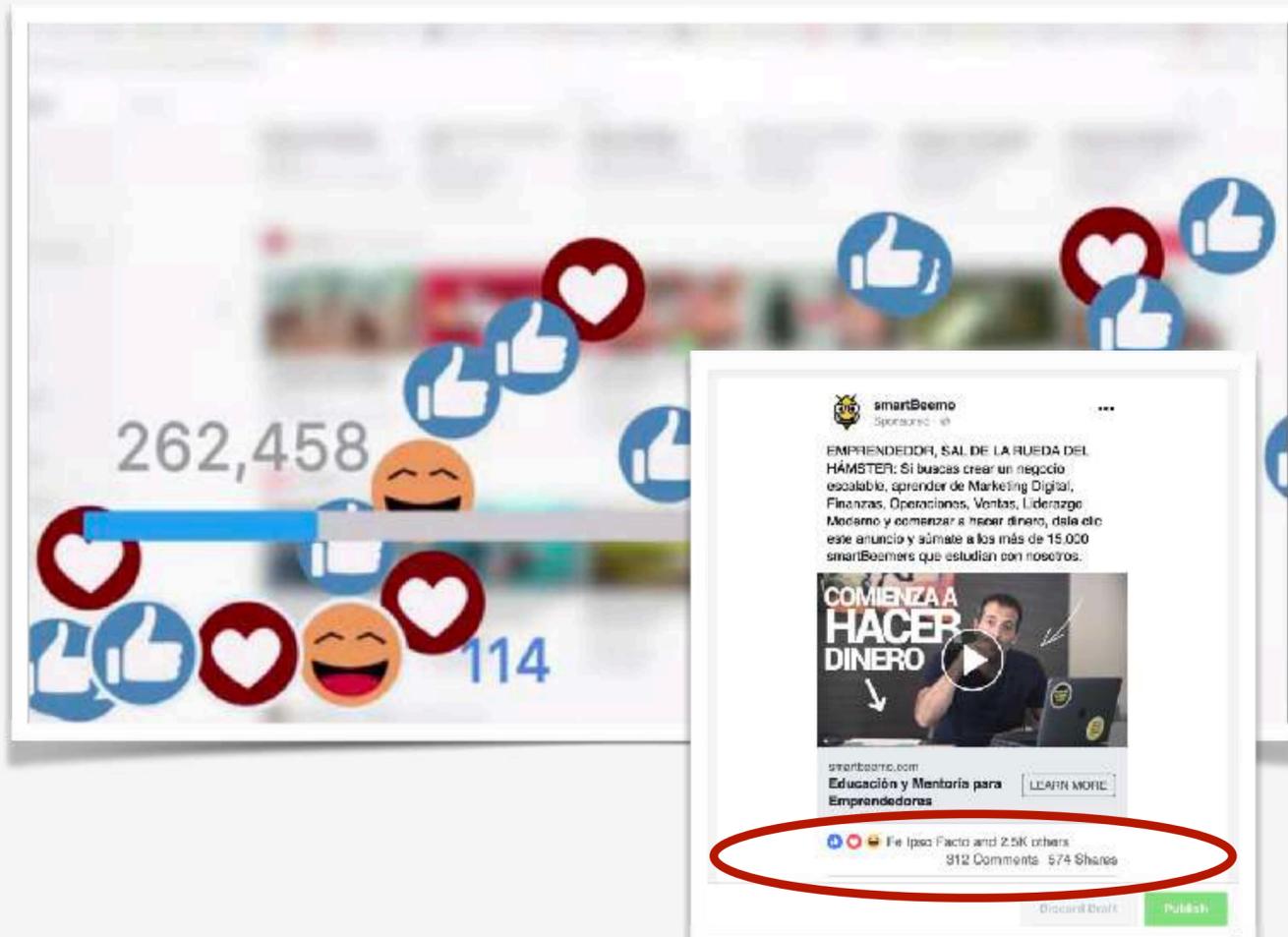
- Los leads son como las rosas. Se marchitan en tres días.



Tips Importantes

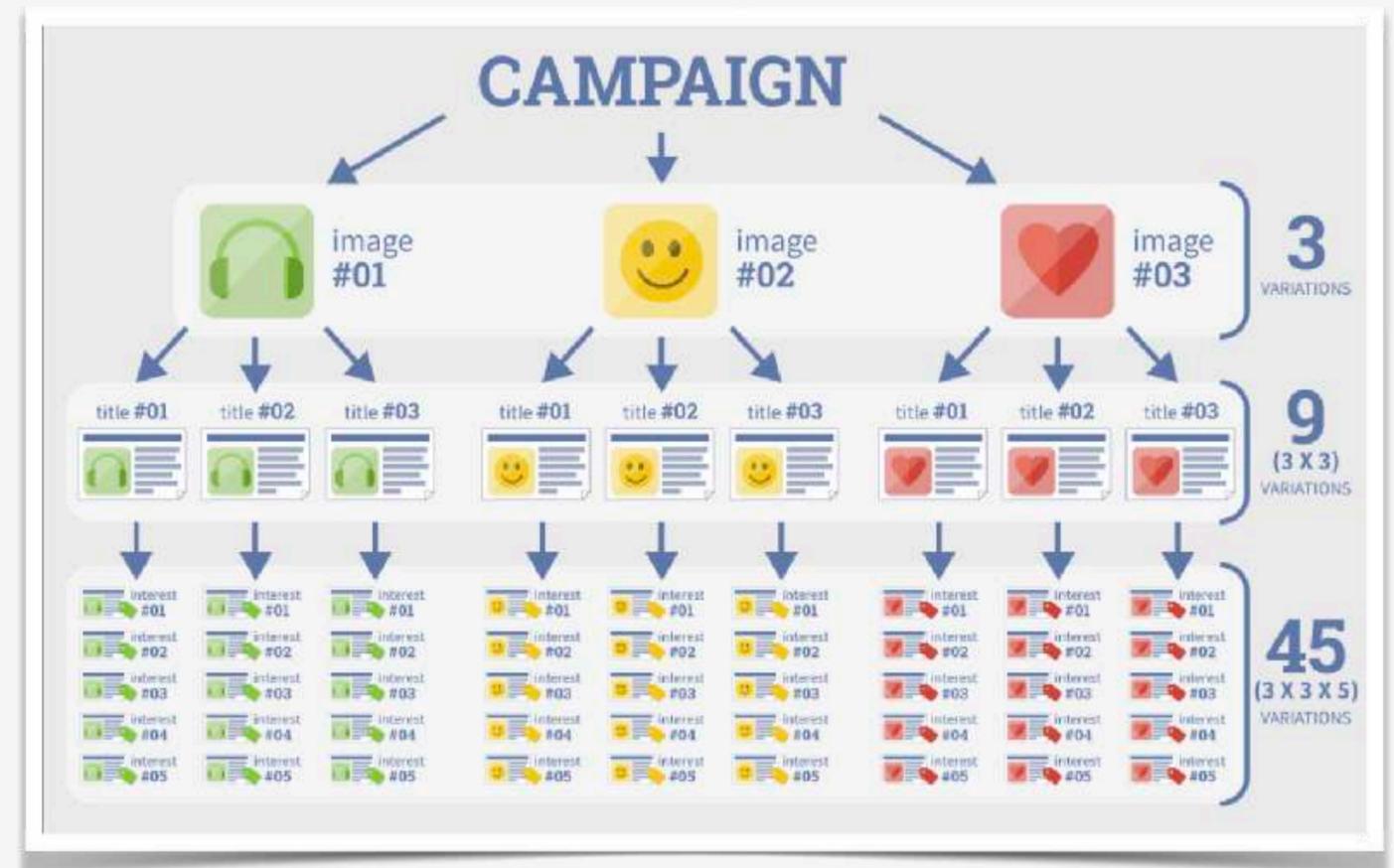
- Prefiero pocos ads con más views e interacciones que muchos ads para hacer AB Testing

Efecto Momentum



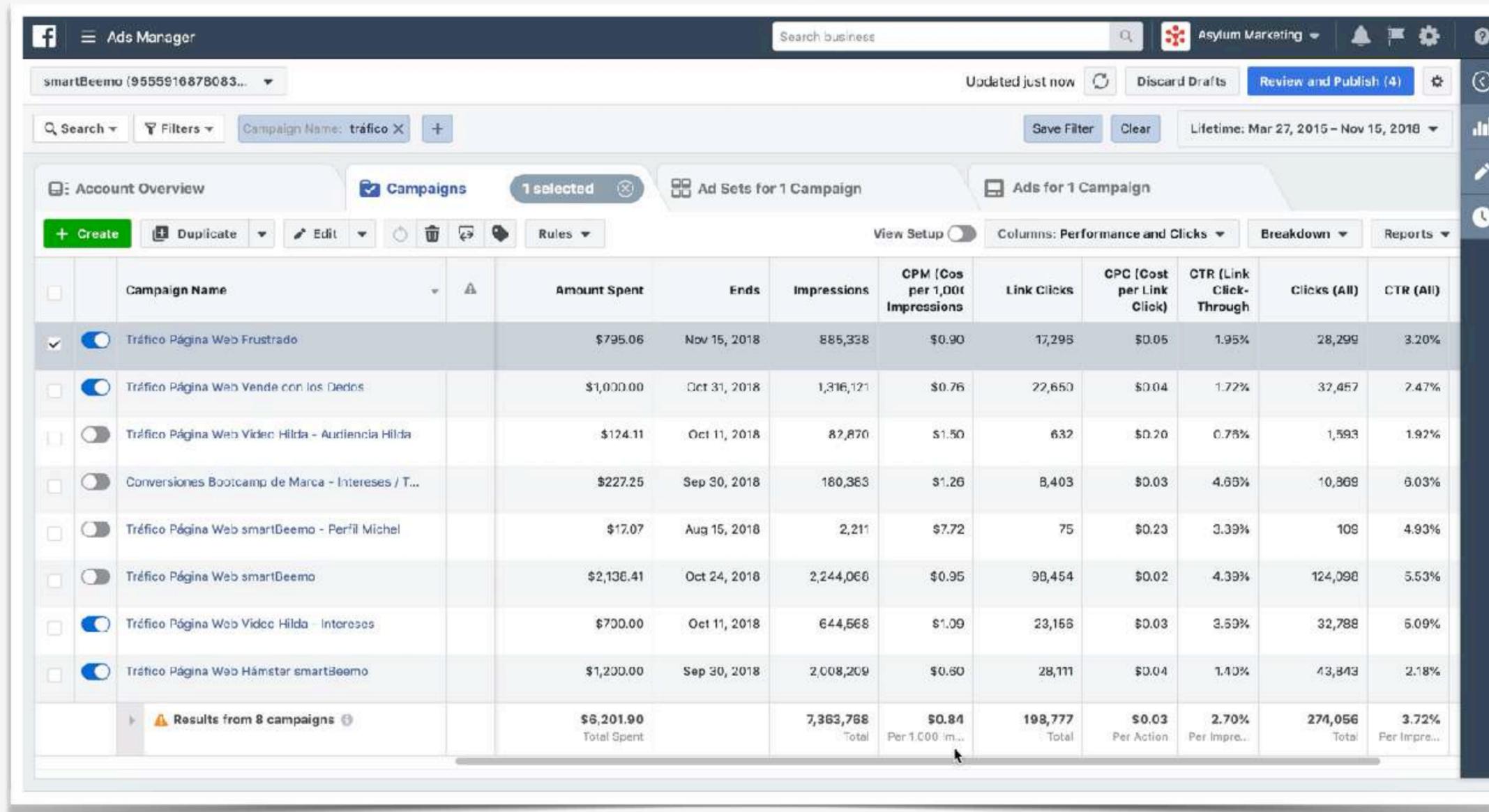
AB Testing

Vs.



Tips Importantes

- Landing Page Views te da una segmentación más calificada para remarketing



The screenshot shows the Facebook Ads Manager interface for the account 'smartBeemo (9555916878083...)'. The main view is 'Campaigns', with 1 selected. The table below lists various campaigns with their performance metrics. The columns include Campaign Name, Amount Spent, Ends, Impressions, CPM (Cost per 1,000 Impressions), Link Clicks, CPC (Cost per Link Click), CTR (Link Click-Through), Clicks (All), and CTR (All). The total results for 8 campaigns are shown at the bottom of the table.

Campaign Name	Amount Spent	Ends	Impressions	CPM (Cos per 1,000 Impressions)	Link Clicks	CPC (Cost per Link Click)	CTR (Link Click-Through)	Clicks (All)	CTR (All)
Tráfico Página Web Frustrado	\$795.06	Nov 15, 2018	885,338	\$0.90	17,295	\$0.05	1.95%	28,299	3.20%
Tráfico Página Web Venda con los Dedos	\$1,000.00	Oct 31, 2018	1,316,121	\$0.76	22,650	\$0.04	1.72%	32,457	2.47%
Tráfico Página Web Video: Hilda - Audiencia Hilda	\$124.11	Oct 11, 2018	87,870	\$1.50	632	\$0.20	0.75%	1,593	1.92%
Conversiones Bootcamp de Marca - Intereses / T...	\$227.25	Sep 30, 2018	180,363	\$1.26	8,403	\$0.03	4.68%	10,969	6.03%
Tráfico Página Web smartDeemo - Perfil Michel	\$17.07	Aug 15, 2018	2,211	\$7.72	75	\$0.23	3.39%	108	4.93%
Tráfico Página Web smartDeemo	\$2,136.41	Oct 24, 2018	2,244,068	\$0.95	98,454	\$0.02	4.39%	124,098	5.53%
Tráfico Página Web Video Hilda - Intereses	\$700.00	Oct 11, 2018	644,568	\$1.09	23,156	\$0.03	3.59%	32,788	5.09%
Tráfico Página Web Hámster smartBeemo	\$1,200.00	Sep 30, 2018	2,008,209	\$0.60	28,111	\$0.04	1.40%	43,843	2.18%
Results from 8 campaigns	\$6,201.90 Total Spent		7,363,768 Total	\$0.84 Per 1,000 im...	198,777 Total	\$0.03 Per Action	2.70% Per Impre...	274,056 Total	3.72% Per Impre...

Tips Importantes

- Métricas importantes a considerar: Costos por Resultados / Relevance Score / CTR / Frecuencia

The screenshot shows the Facebook Ads Manager interface for a campaign named 'smartBeemo'. The table below displays the performance metrics for the selected ad set.

Ad Name	Cost per Result	Budget	Amount Spent	Relevance Score	Unique CTR (Link Click-Through)	Link Clicks	Cost per Unique Link Click	CTR (Link Click-Through)	Frequency
Ad 1 - Traffic	\$0.09	Using camp...	\$352.5	6	2.70%	8,450	\$0.05	2.05%	1.45
Results from 1 ad	\$0.09		\$352.54		2.70%	8,450	\$0.05	2.05%	1.45
	Per Landing ...		Total Spent		Per Person	Total	Per Action	Per Impr...	Per Person

Tips Importantes

- Ojo con la frecuencia. No te vuelvas spam

The image displays two screenshots from the Facebook Ads Manager interface. The left screenshot shows the 'Audiences' section with a table of existing audiences. The right screenshot shows the 'Audience Definition' section for a new ad set, where specific audience exclusions are highlighted with red circles.

Name	Type	Size	Availability	Date Created
Views Video - vender en IG - Watched 25%	Custom Audience Engagement - Video	Below 1000		
SmartBeemo - Mktng Influencia	Custom Audience Website	Below 1000 Not updated		
SB - Vlog Influencia	Custom Audience Website	Below 1000 Not updated		
smartBeemo All Website Visitors 180 Days	Custom Audience Website	140,000 Not updated		
Engaged with IG Profile	Custom Audience Engagement - Instagram	210,000		
Vlog "oportunidad" - Excluding Visitor - 30 days	Custom Audience Website	Below 1000 Not updated		
Vlog Emprendimiento	Custom Audience Website	Below 1000 Not updated		
SmartBeemo - All Website Audience 30 days	Custom Audience Website	42,000		
SB - No Converted (últimos 180 días)	Custom Audience Customer List	2,900		
SB - Usuarios convertidos (últimos 15 meses)	Custom Audience Customer List	4,100		

Ad Set Name: Engaged Instagram SB y Michel
Views Website 30 Dias menos Clientes

Audience Definition:
INCLUDE people who are in at least ONE of the following:
Engagement - Instagram
Audience Instagram Michel
Engaged with IG Profile
EXCLUDE people who are in at least ONE of the following:
SmartBeemo - All Website Audience 30 days

Tips Importantes

- Ojo con la frecuencia. No te vuelvas spam

<input type="checkbox"/>		Ad Name		Engagement Rate Ranking <small>Ad Relevance Dia...</small>	Conversion Rate Ranking <small>Ad Relevance Dia...</small>	Amount Spent	Ends	Link Clicks	Website Purchases	Frequency
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 Conversiones Cali - Copy		Above average	Average	\$28.69	Jun 24, 2019	100	—	1.78
<input type="checkbox"/>	<input type="checkbox"/>	 Conversiones Cali - Imagen		—	—	\$94.07	Jun 24, 2019	142	—	3.52
<input type="checkbox"/>	<input type="checkbox"/>	 Conversiones Cali - Copy		—	—	\$117.93	Jun 24, 2019	245	—	3.13
<input type="checkbox"/>	<input type="checkbox"/>	 Conversiones Cali - Copy 2		—	—	\$41.86	Jun 24, 2019	118	—	1.89
<input type="checkbox"/>	<input type="checkbox"/>	 Conversiones Cali		—	—	\$343.77	Jun 24, 2019	1,446	—	7.35
						\$626.32 <small>Total Spent</small>		2,051 <small>Total</small>	— <small>Total</small>	10.48 <small>Per Person</small>

Tips Importantes

- **Deja que la campaña corra, no te desesperes**



Trabajar con Ads no es juego de niños

- Puedes quemar dinero
- Puedes quemar tu marca personal
- Puedes quemar tu marca comercial



Parte 2: Ejercicio Práctico

Michel Edery - CEO smartBeemo | IG: @michedery

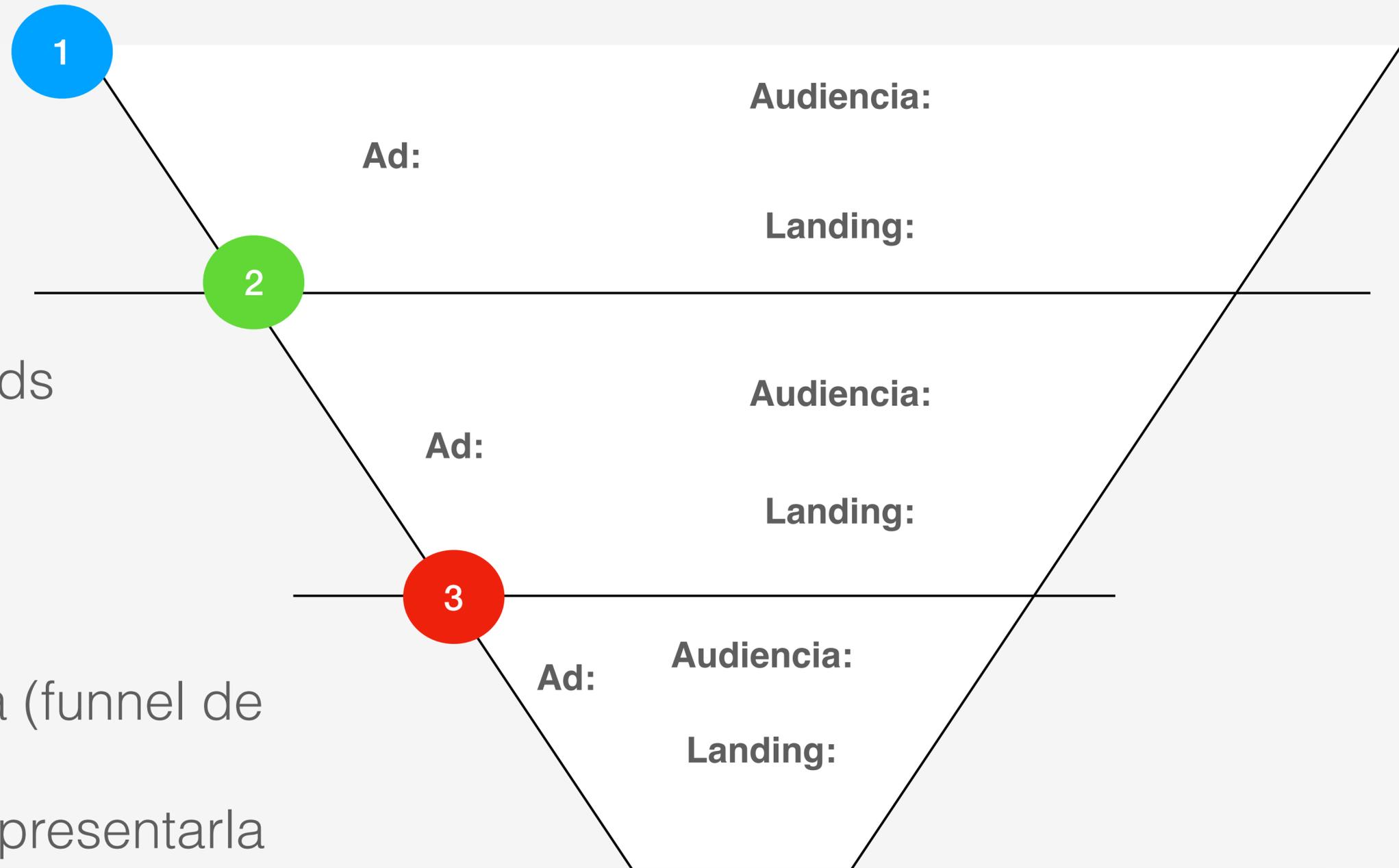
Ejercicio:

¡CREA TU FUNNEL!

Objetivo: Vender o Generar Leads

Instrucciones:

- Agrúpanse en parejas
- Define tu objetivo
- Crear y dibujar una estrategia (funnel de dos o tres pasos)
- Dos parejas voluntarias para presentarla

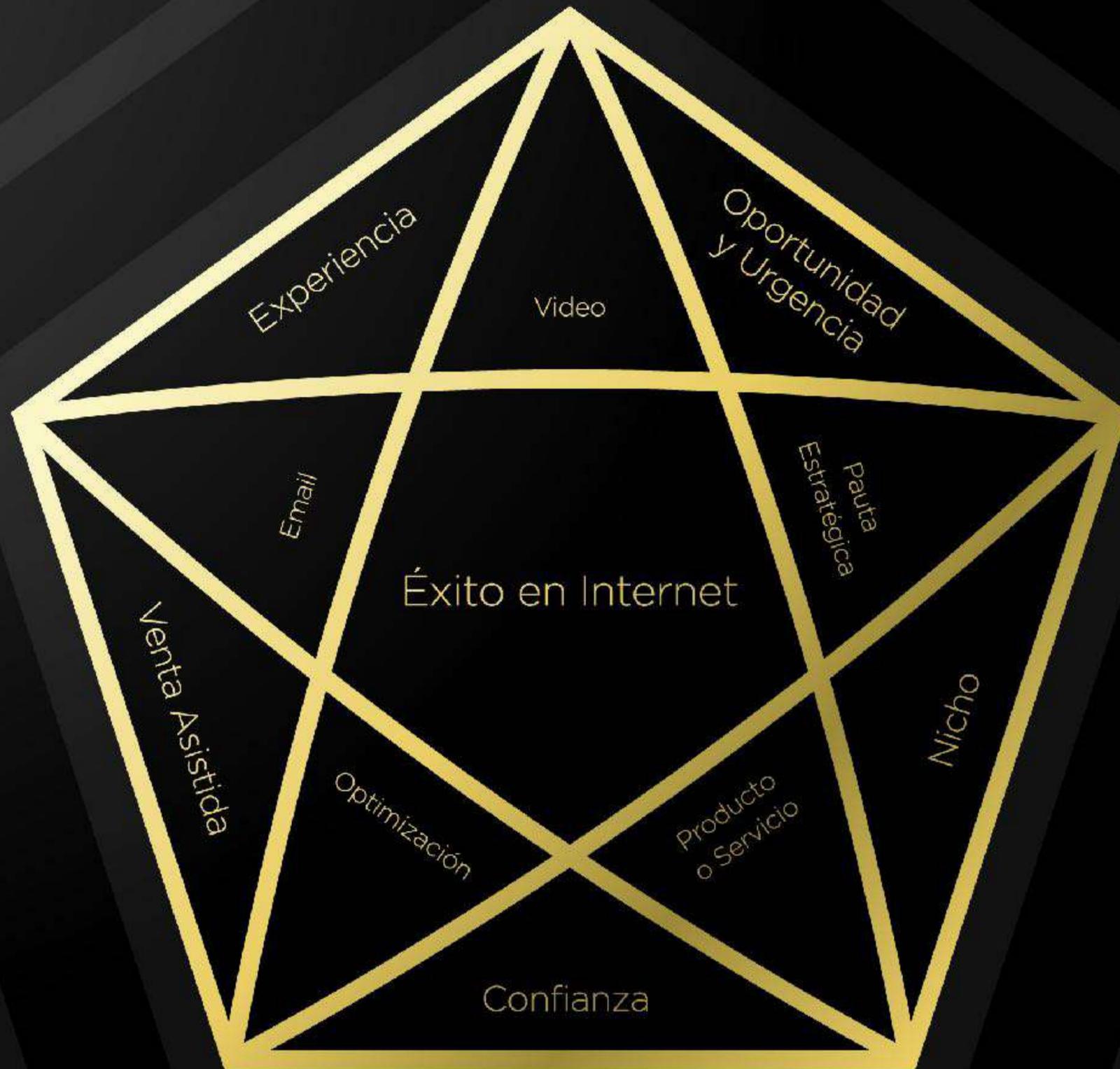


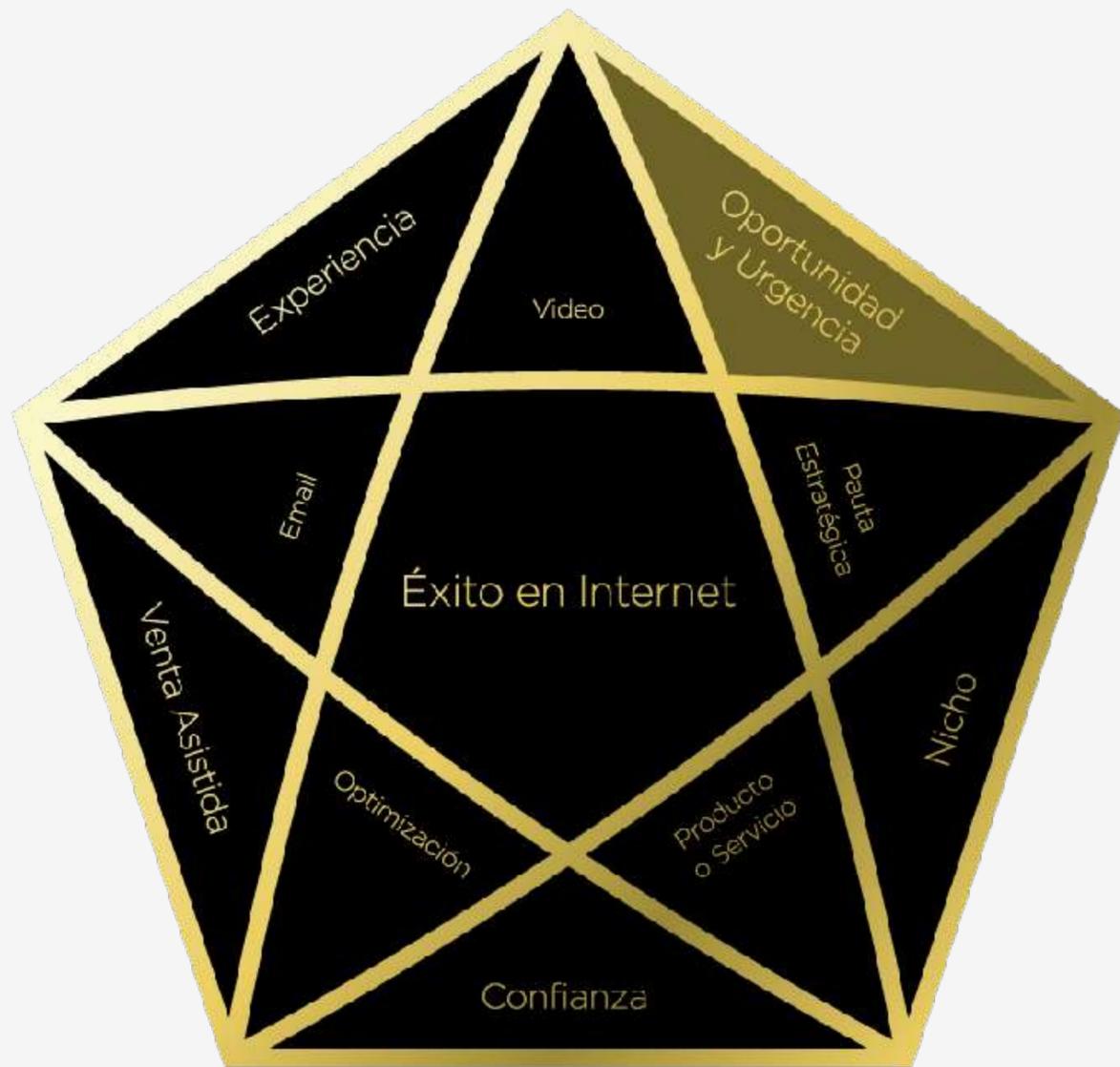


Parte 3: Cómo generar confianza para vender más

Michel Edery - CEO smartBeemo | IG: @michedery

Antes de comenzar...

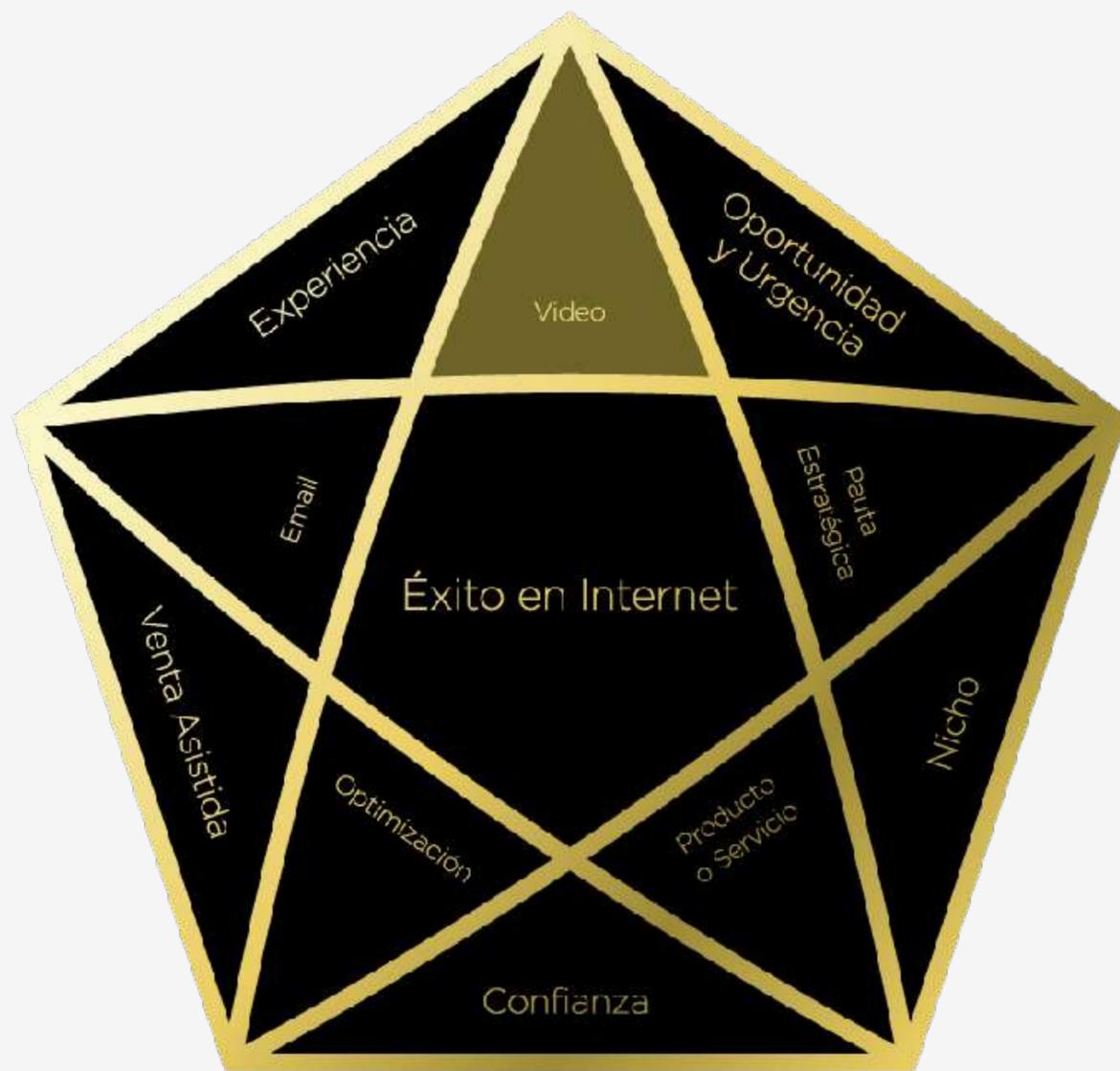




Oportunidad y Urgencia

“Para gastar, tiempo sobra”

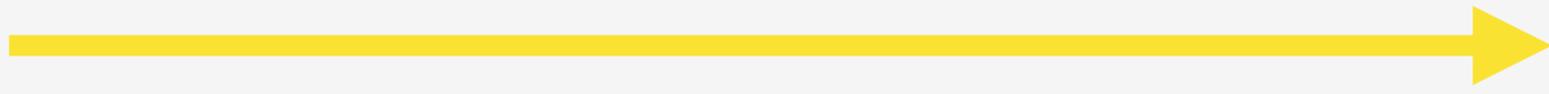
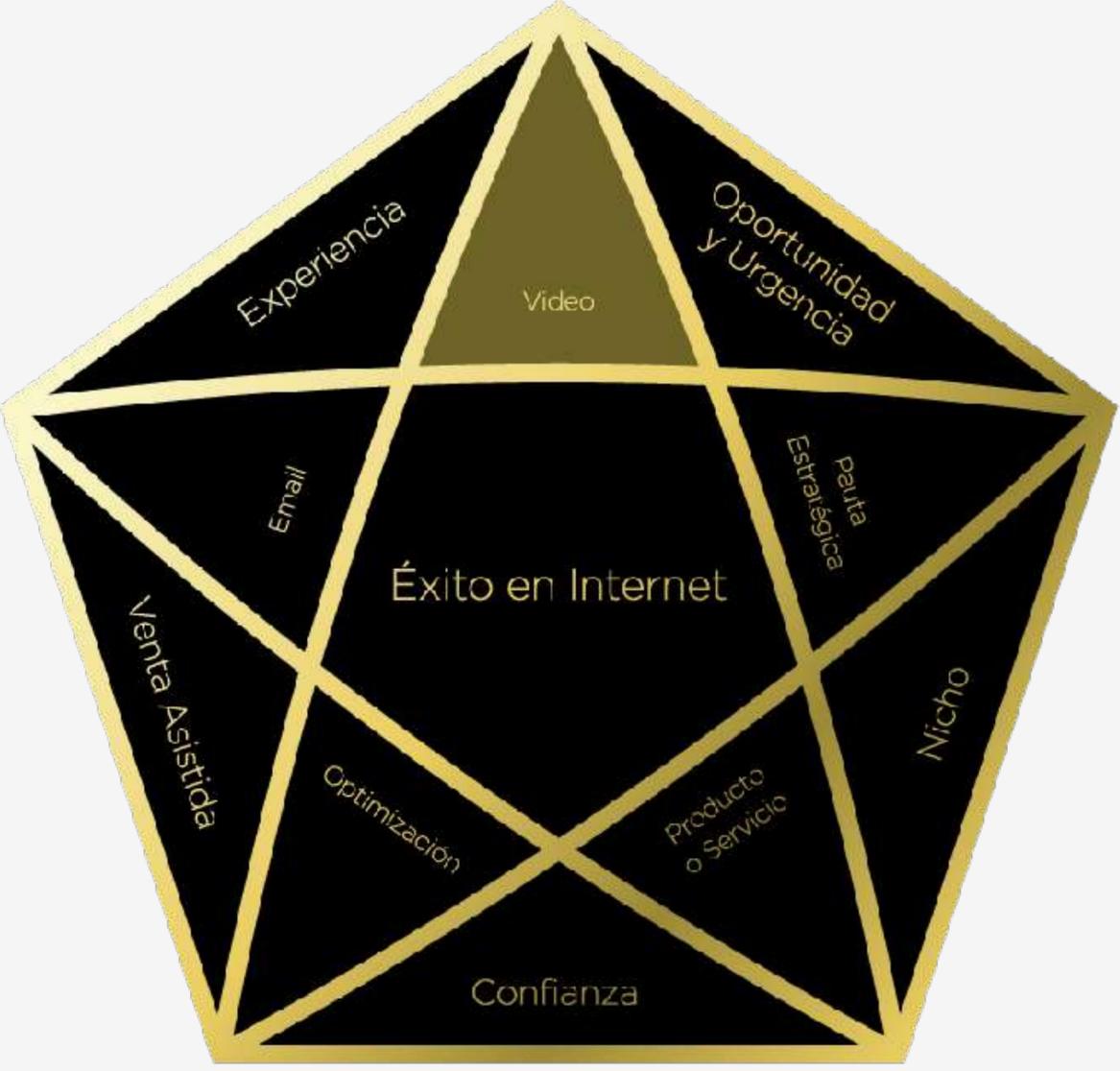




¿Dónde?

- Página Web
- Ads
- Publicaciones orgánicas
- Lives

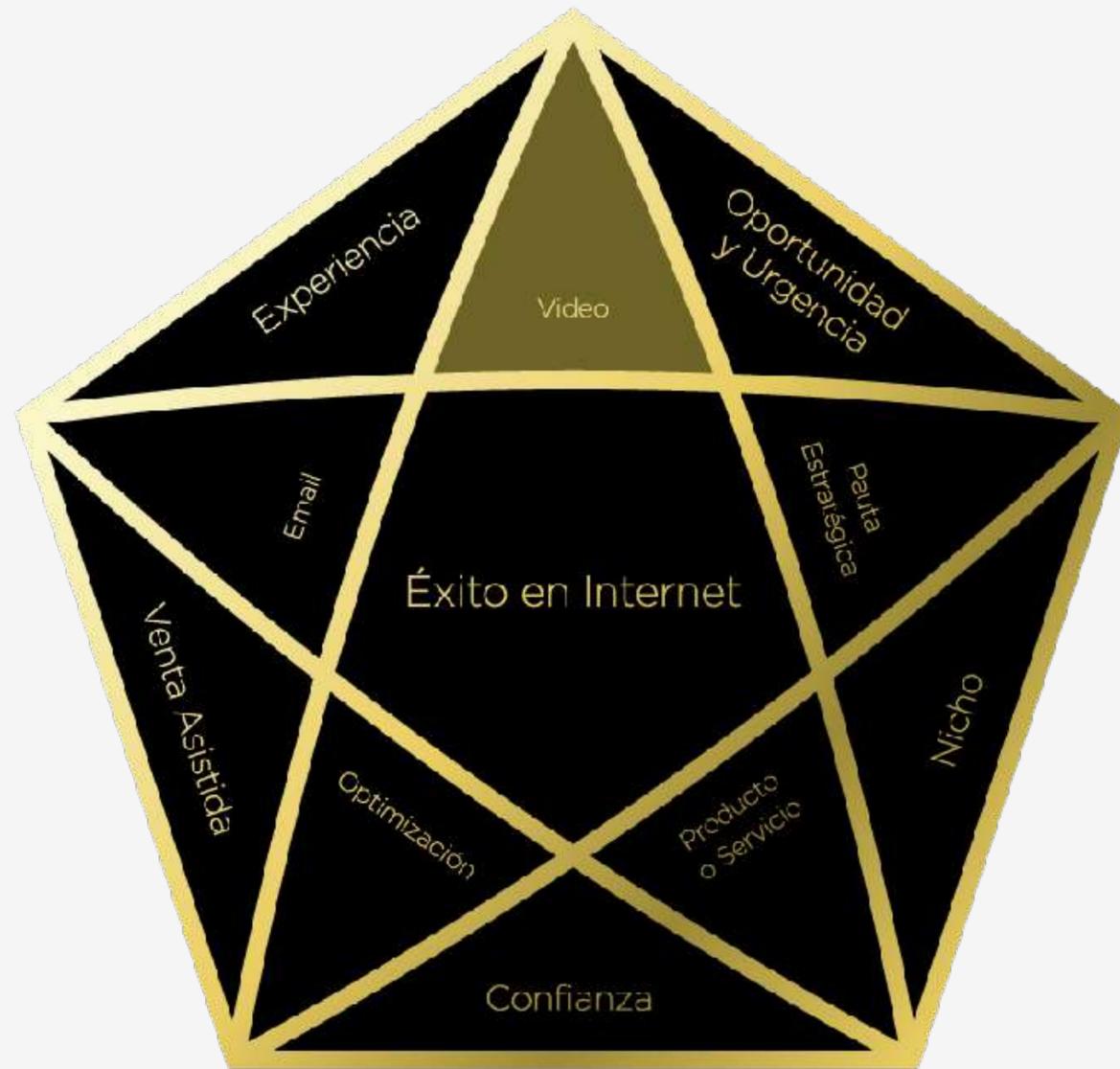
Siempre crea tu secuencia de comunicación



NECESIDAD	SOLUCIÓN	VENTAJA	ACCIÓN
NECESIDAD	VALOR	SOLUCIÓN	ACCIÓN
VALOR	SOLUCIÓN	VENTAJA	ACCIÓN
SOLUCIÓN	NECESIDAD	SOLUCIÓN	ACCIÓN

Antes de producir crea un guión o un storyboard.

Edición



El proceso de edición los sistemas operativos como Windows (Windows Movie Maker) y MAC (iMovie) son una buena forma de arrancar... Sin embargo recomendamos otras herramientas, que según el nivel de dominio se pueden ser de mejor ayuda.

BÁSICA GRATIS



iMovie



Windows Movie Maker

COSTO MEDIANO



WeVideo

COSTO ALTO



Adobe Premiere



Final Cut

Producción



CONFIGURACIÓN BÁSICA

Celular 4K / Trípode

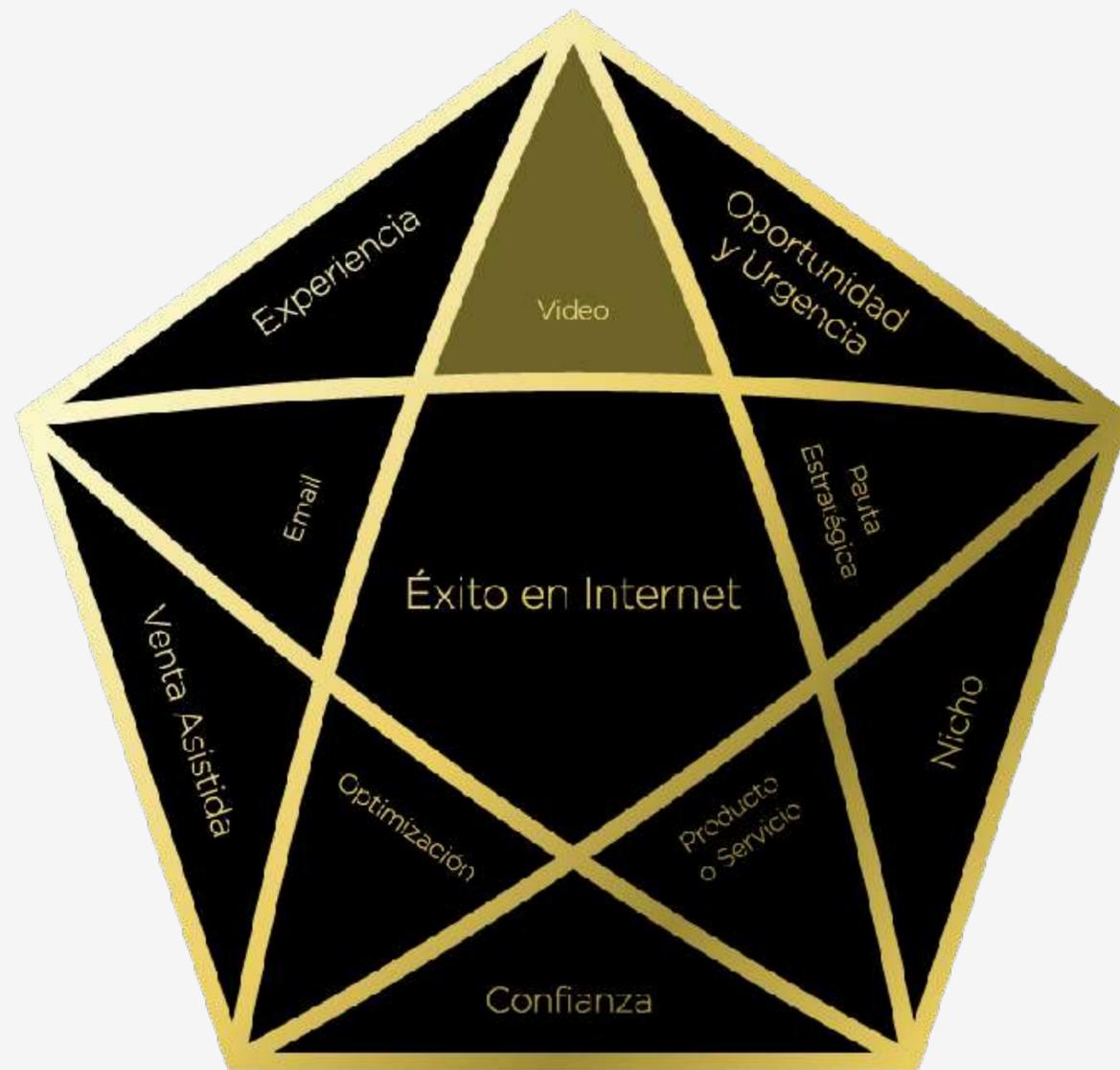
CONFIGURACIÓN MEDIANA

Cámara entry level (Sony a6000) / Trípode / Luces

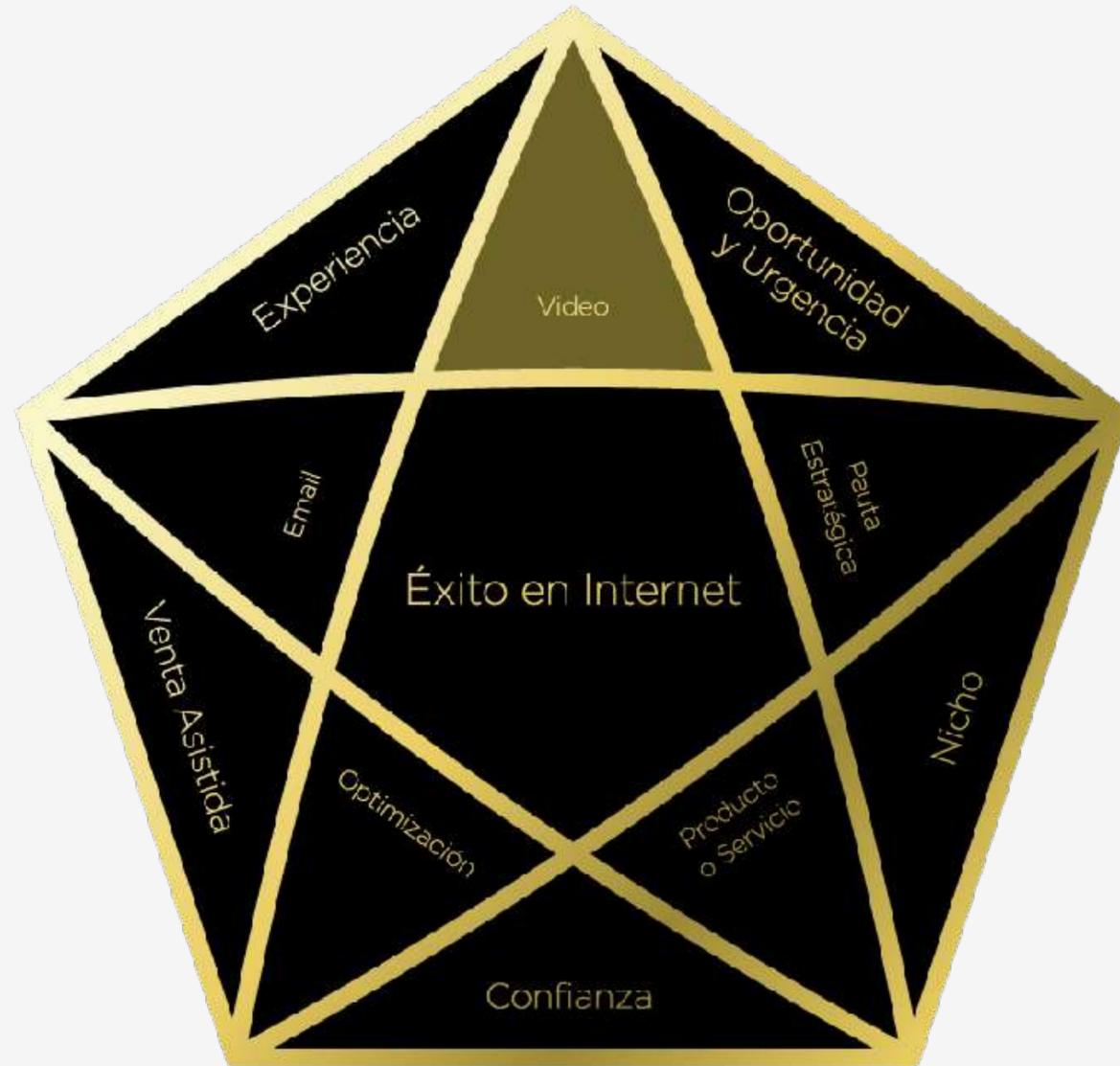
CONFIGURACIÓN AVANZADA

Cámara para nivel entusiasta (Canon 5D MkIV) / Trípode / Micrófonos / Luces / Backdrops (Sin fin)

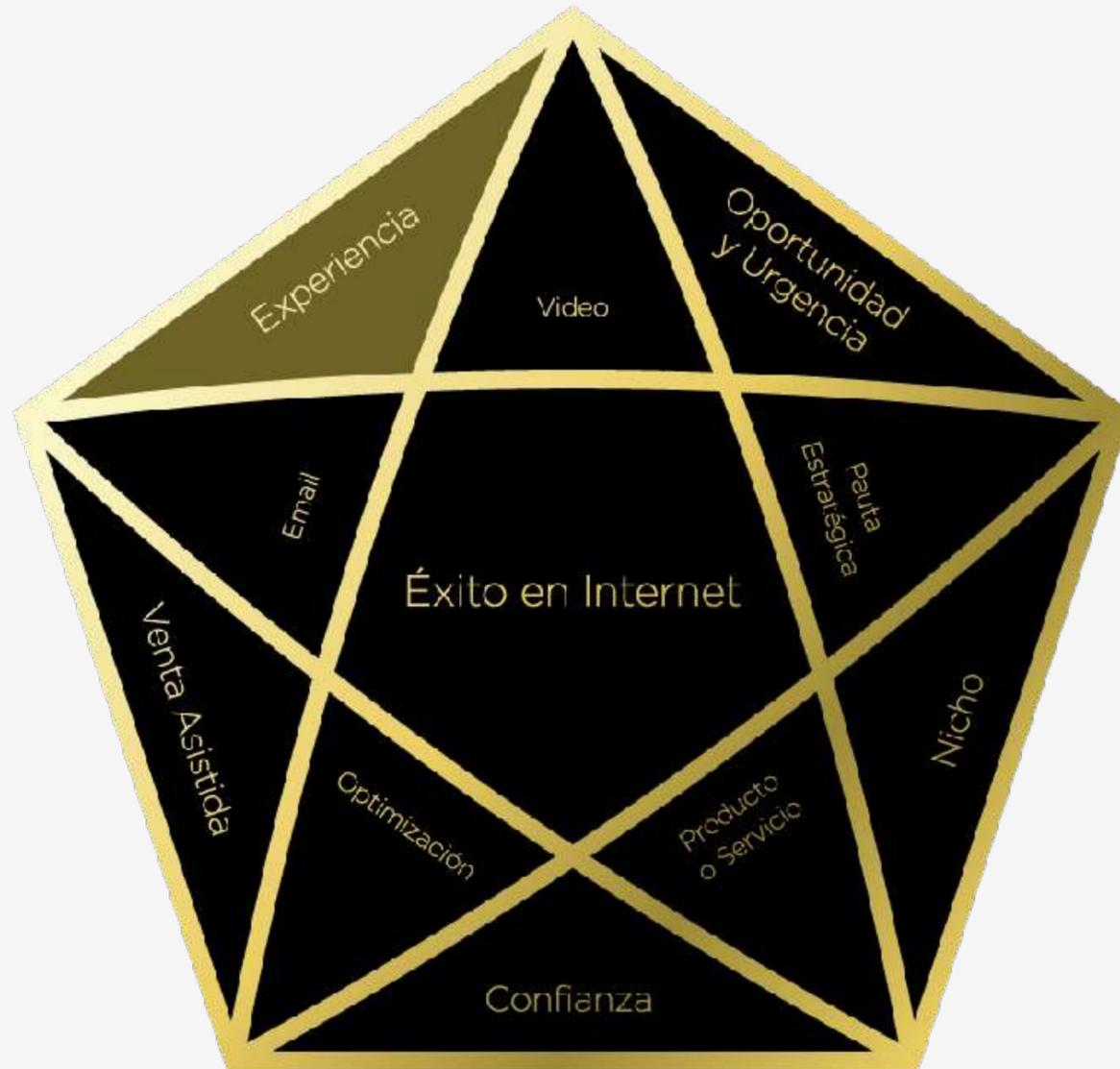
Para grabar un video, no necesariamente necesitas una gran producción, el smartphone cubre muchas de las necesidades (incluso, grabar en 4K). Hay quienes quieren tener producción sofisticada y tener luces y estudio incorporado... Esta bien.



Producción

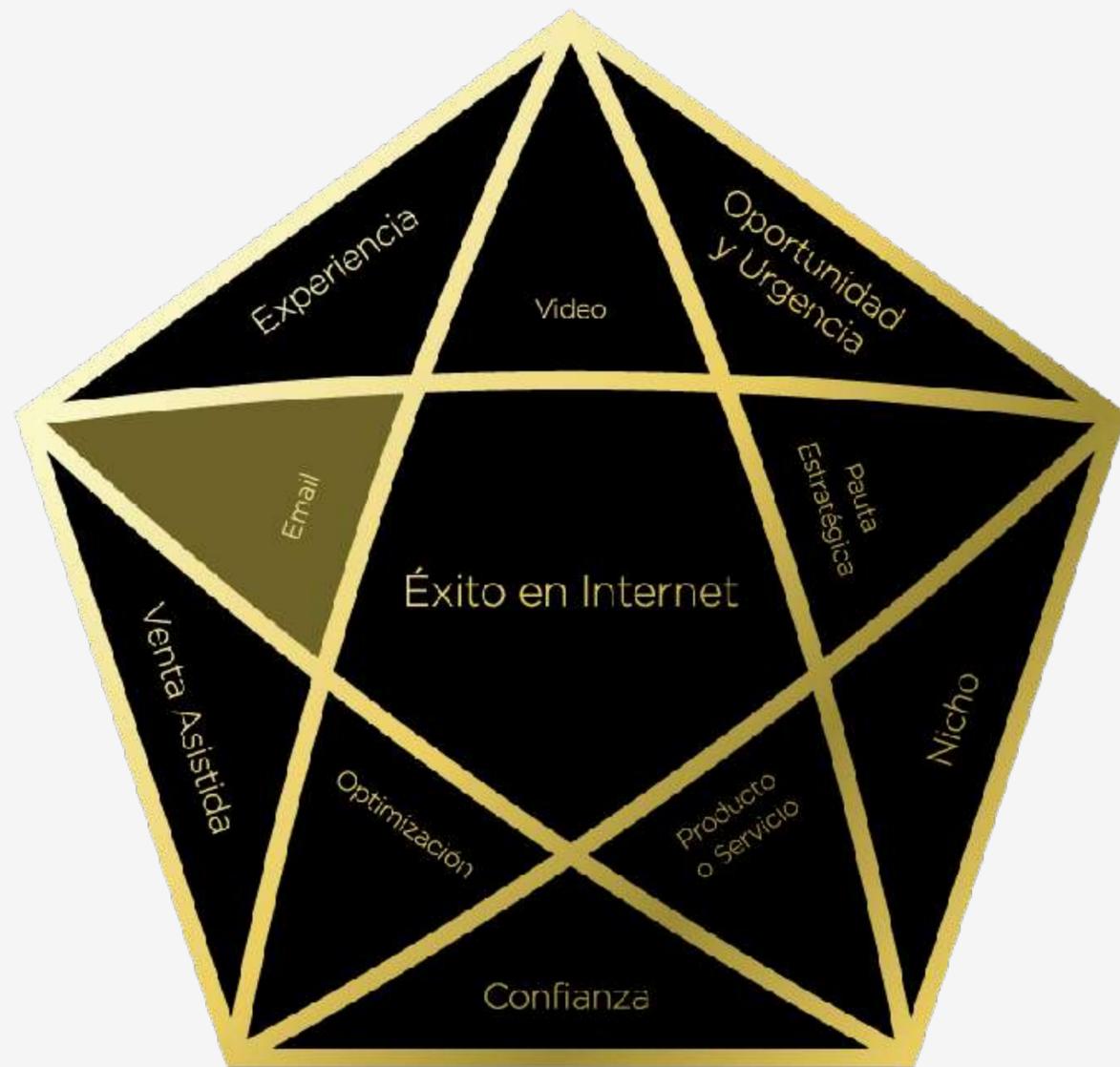


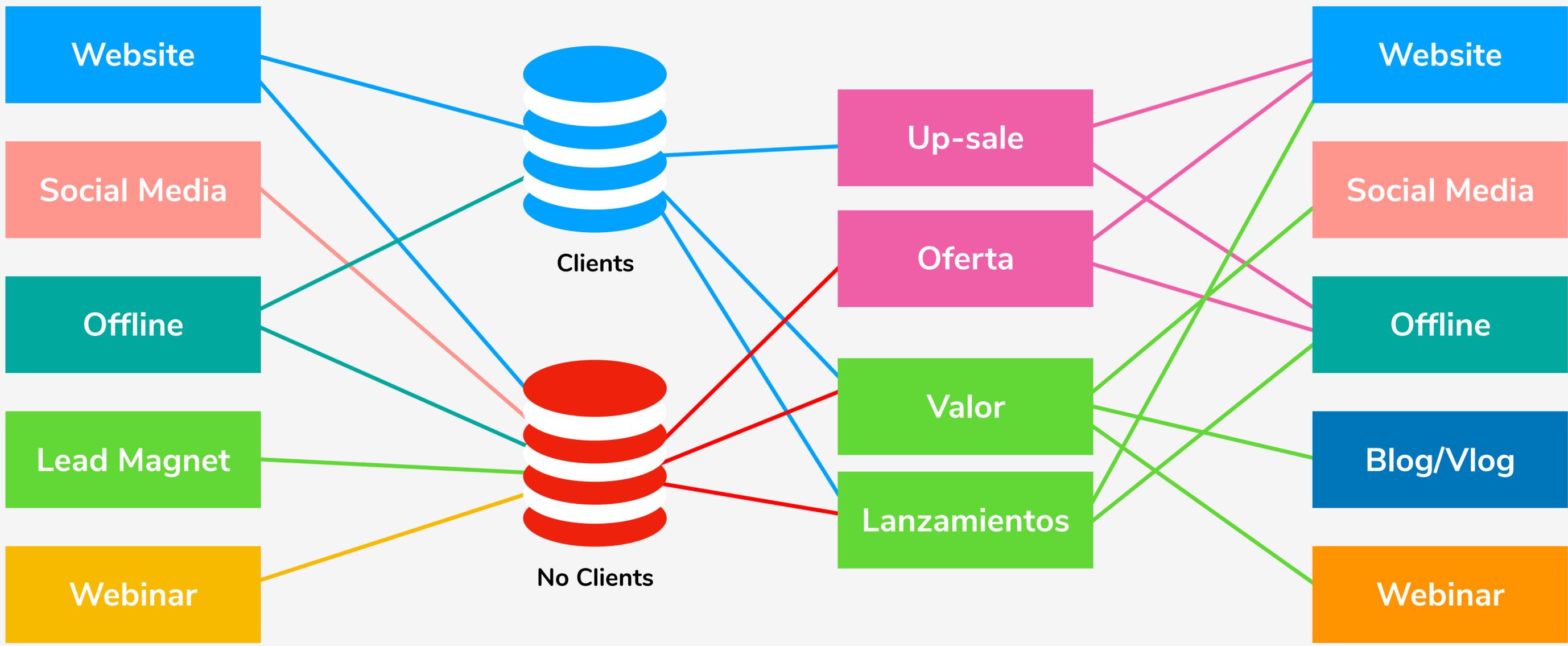
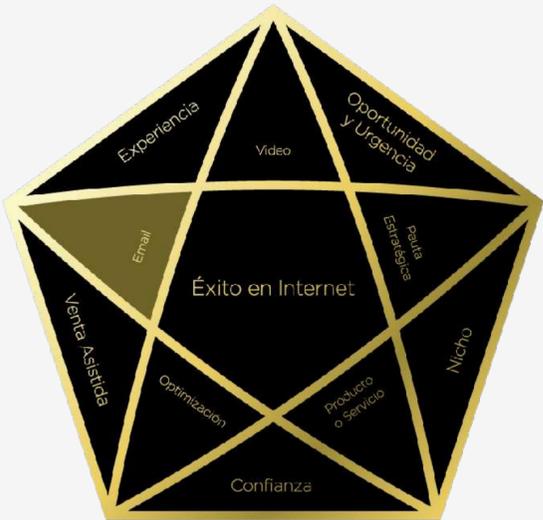
Experiencia Web

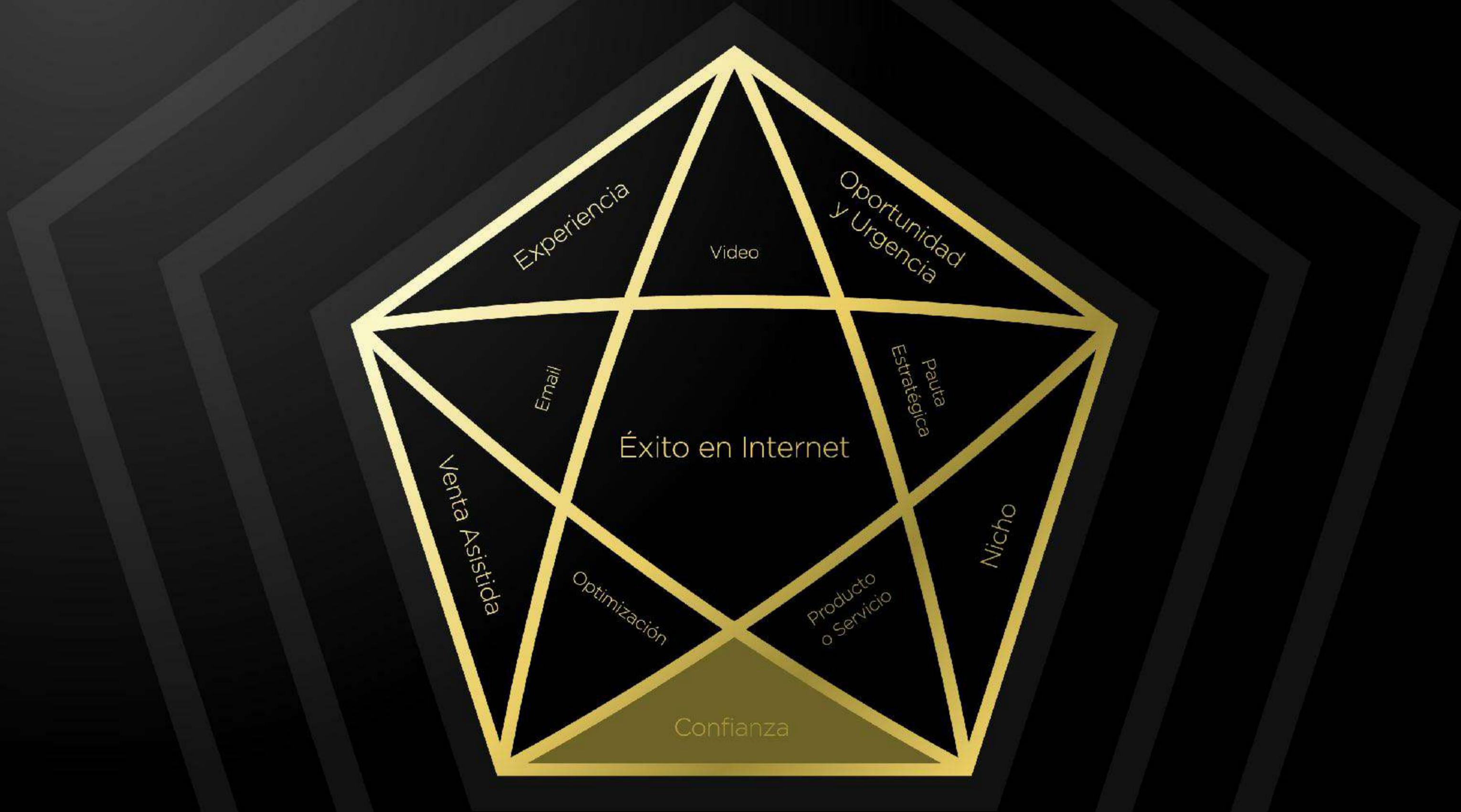


- Mobile First
- Al comienzo: Qué y Por qué
- Poco texto
- Utiliza imágenes e íconos
- Utiliza video
- Genera oportunidad y urgencia
- Genera confianza: 1. Testimonios, 2. Media
- Formulario
- Si es un Landing Page, no uses botones distractors









Éxito en Internet

Experiencia

Video

Oportunidad y Urgencia

Email

Publicidad Estratégica

Nicho

Venta Asistida

Optimización

Producto o Servicio

Confianza

The 3 Elements of Trust

by **Jack Zenger** and **Joseph Folkman**

FEBRUARY 05, 2019

Positive Relationships. Trust is in part based on the extent to which a leader is able to create positive relationships with other people and groups. To instill trust a leader must:

Good Judgement/Expertise. Another factor in whether people trust a leader is the extent to which a leader is well-informed and knowledgeable. They must understand the technical aspects of the work as well as have a depth of experience. This means:

Consistency. The final element of trust is the extent to which leaders walk their talk and do what they say they will do. People rate a leader high in trust if they:

**Harvard
Business
Review**

1

Relaciones

2

Expertise

3

Consistencia

1 Relaciones

1. Relaciones

- **Redes Sociales**
- **Influenciadores**
- **Testimonios**

1. Relaciones

- **Redes Sociales**
- Influenciadores
- Testimonios

1. Relaciones

- **Redes Sociales**

**Gestión de Publicar en
Redes Sociales**

**Gestión de Crear
Comunidad**

1. Relaciones

- **Redes Sociales**

**Gestión de Publicar en
Redes Sociales**

- **Creatividad**
- **Diversificación**
- **Generar Valor**

1. Relaciones

- **Redes Sociales**

Gestión de Publicar en Redes Sociales

- **Creatividad**
- Diversificación
- Generar Valor

1. Relaciones

- ◉ Redes Sociales
- ◉ Publicar
- ◉ Creatividad

“La estructura potencia la
creatividad”

Michel Edery

1. Relaciones

- Redes Sociales
- Publicar
- Creatividad



Content Verticals

Product/Brand	Lifestyle	Games/Promos/Sweeps	UGC
Highlighting the functional aspects of the brand and product, boosting recognition and awareness of product packaging, benefits, variations and points of purchase.	Emotionally relevant to the day-to-day lives of our audience, presented through a series of stories or content streams based on specific insights gathered about the target consumer.	Engaging with our audience through a series of interactive, creative activities, boosting engagement, product sampling and circulation.	Requesting from audience to create and publish content in fun and creative ways, boosting engagement, shares, reach, product sampling and brand advocacy
<i>Product Glorification, Where to Buy, Brand Benefits, Product Benefits, Product Lineups, Events</i>	<i>Relevant, Creative, Clever, Engaging, Shareable, Entertaining, Informative, Reactive</i>	<i>Interactive, Fun, Creative, Engaging, Entertaining, Challenging, Sampling</i>	<i>Relevant, Fun, Creative, Engaging, Challenging, Shareable, Sampling</i>

1. Relaciones

- Redes Sociales
- Publicar
- Creatividad

Formato de Calendario de Contenido Editorial

smartBeemo

Toda la información en este formato es ejemplo. Crea tus propios pilares de contenido.

Tema		MARKETING DIGITAL						EMPRENDIMIENTO REAL						VENTAS					
Semana 1		MARKETING						EMPRENDIMIENTO REAL						VENTAS					
		YT	InF	Sty	Live	FB	Blg	YT	InF	Sty	Live	FB	Blg	YT	InF	Sty	Live	FB	Blg
7	Lunes																		
8	Martes																		
9	Miércoles								x										
										x									
10	Jueves																		
11	Viernes																		

1. Relaciones

- Redes Sociales

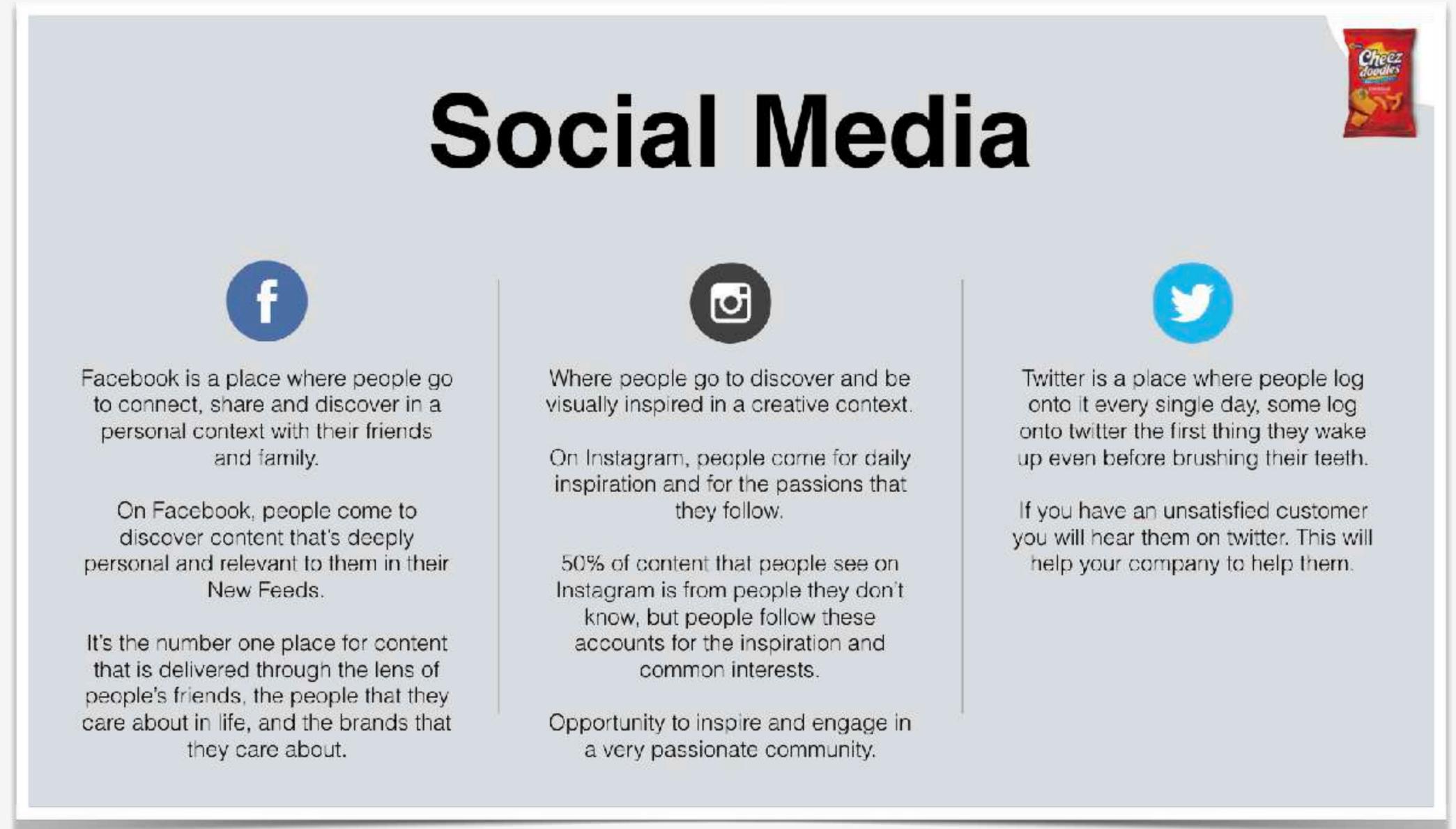
Gestión de Publicar en Redes Sociales

- Creatividad
- **Diversificación**
- Generar Valor

1. Relaciones

- Redes Sociales
- Publicar
- Diversificación

Encuentra el propósito de cada canal y descubre cómo ese canal puede contribuir a la estrategia de marca.



Social Media



Facebook is a place where people go to connect, share and discover in a personal context with their friends and family.

On Facebook, people come to discover content that's deeply personal and relevant to them in their News Feeds.

It's the number one place for content that is delivered through the lens of people's friends, the people that they care about in life, and the brands that they care about.



Where people go to discover and be visually inspired in a creative context.

On Instagram, people come for daily inspiration and for the passions that they follow.

50% of content that people see on Instagram is from people they don't know, but people follow these accounts for the inspiration and common interests.

Opportunity to inspire and engage in a very passionate community.



Twitter is a place where people log onto it every single day, some log onto twitter the first thing they wake up even before brushing their teeth.

If you have an unsatisfied customer you will hear them on twitter. This will help your company to help them.

1. Relaciones

- Redes Sociales

Gestión de Publicar en Redes Sociales

- Creatividad
- Diversificación
- **Generar Valor**

1. Relaciones

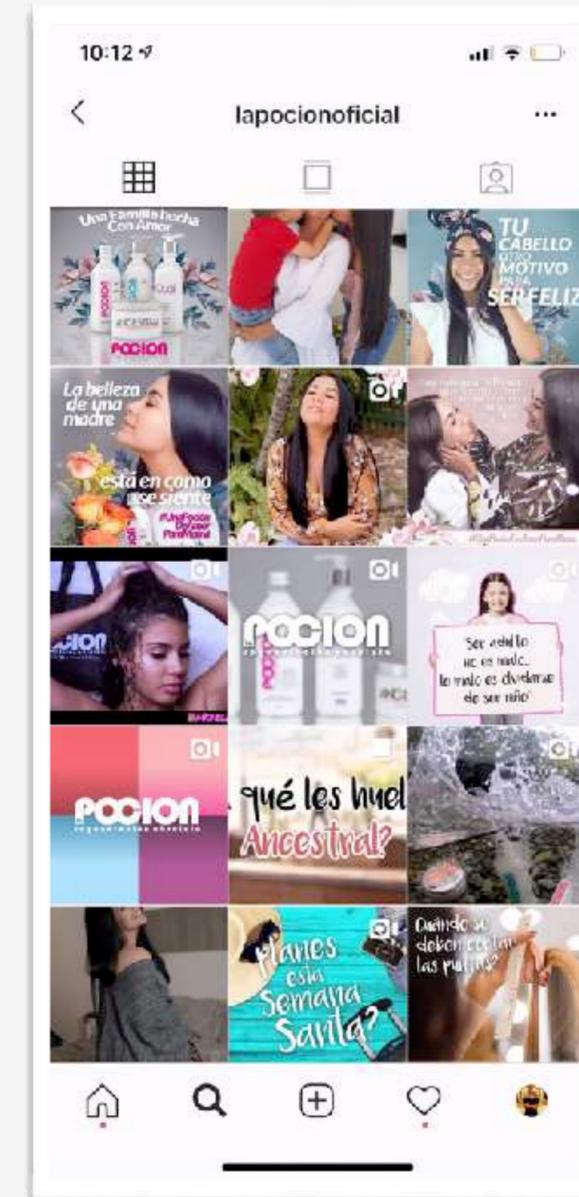
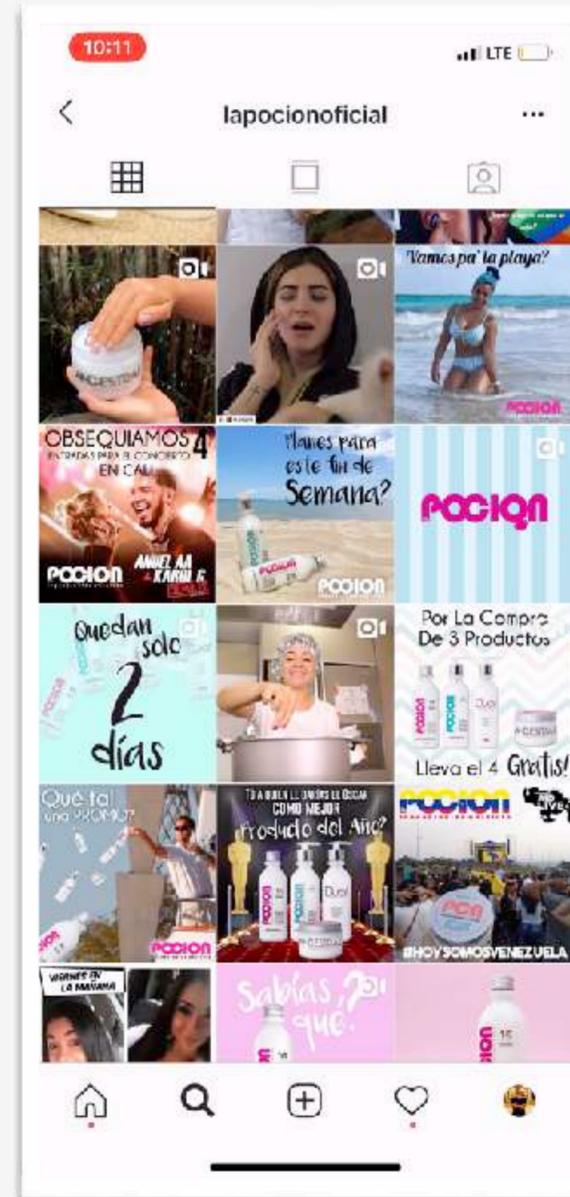
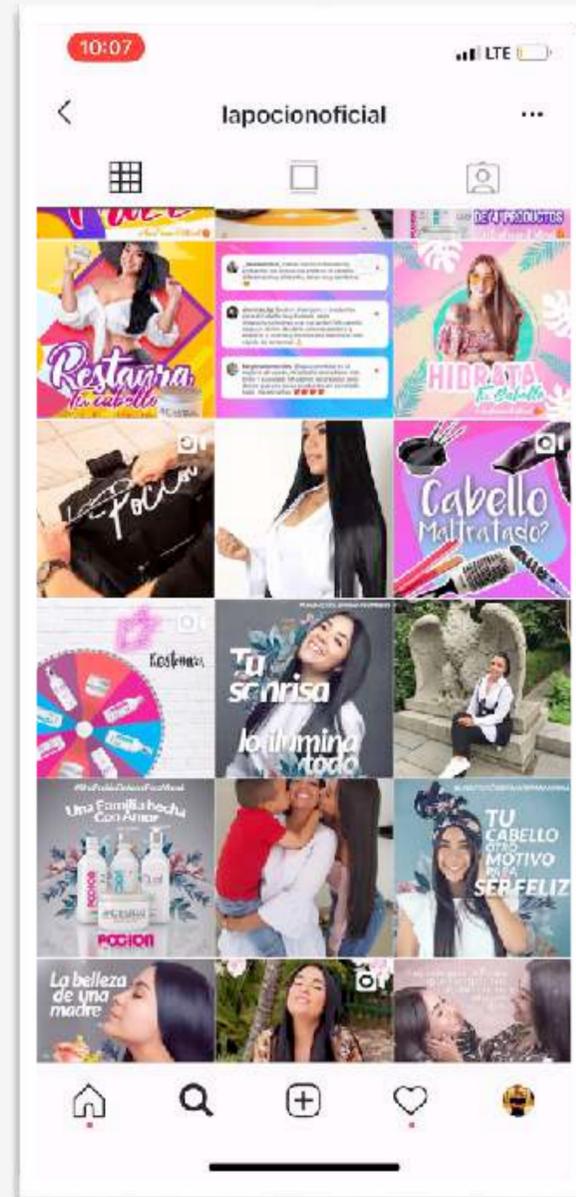
- Redes Sociales
- Publicar
- Generar Valor

Entretenimiento	Educación	Informativo	Motivacional
Comedia y Ocio	Aptitudes y Nuevas Capacidades	Noticioso y Actualidad Mundial	Visión al Futuro, Inspiracional
@chubbies	@smartbeemo	@3M	@mattelsa
			

1. Relaciones

- Redes Sociales
- Publicar
- Generar Valor

Ejemplo
@La Poción:



1. Relaciones

- Redes Sociales
- Publicar
- Generar Valor

Be There
Build anticipation of consumption and then commit to being there when the moment occurs.
Juan Valdez needs to always be there.

Be Useful
Build relevancy to consumers to answer what they need.
Juan Valdez is not only quality, we also have what you need.

Be Quick
Build a fast, mobile, experience that lets our consumer relate to us.
**Juan Valdez is everywhere...
"They want me, there I am"**

CONSUMER MICRO-MOMENTS

Google

1. Relaciones

◉ Redes Sociales

◉ Publicar

¿Cómo superar obstáculos para crear contenido?

- **No sé por dónde comenzar:** Comienza, no sé por dónde. Vas a aprender en el camino.
- **Miedo a la cámara:** **1.** Que no vean tu mejor versión, para que cuando te conozcan, se sorprendan. **2.** El miedo jamás se quita, pero si eres consistente, te acostumbras y lo dominas.
- **Miedo al qué dirán:** Vas a encontrar tres tipos de personas: **1. Los amigos amigos:** Serán tus cheerleaders. **2. Los amigos envidiosos:** Se alejan de ti porque les estresa ver en ti lo que nunca hicieron por ellos. **3. Los amigos bullies:** Te molestan todo el día. Esto también es una insatisfacción e inseguridad personal.
- **Me quedé sin contenido:** no se me ocurren ideas. **1.** No es que no seas creativo, es que no tienes tus ideas estructuradas. **2.** Las mejores ideas ocurren en momentos de inspiración. Estructura tus ideas en un Evernote. **3.** Sácale más propósito a tu contenido.
- **No tengo herramientas y no tengo dinero:** Comienza haciéndolo tú. Aprende a editar. No tienes que comenzar perfecto. Se va a ver una **evolución**. No intentes abarcar todo.

1. Relaciones

- Redes Sociales
- Publicar

Trucos para Instagram 2019



Comenzar

- Incluye certificado
- 4 módulo(s)
- 2-3 horas a tu propio ritmo
- 1949 estudiantes

Dictado por:

 Michel Edery
CEO y Co-Fundador de smartBeemo y Co-Fundador de Asylum M

CREACIÓN Y ADMINISTRACIÓN DE CONTENIDO DIGITAL

MARCA PERSONAL

INSTAGRAM Y MARKETING DE INFLUENCIA

MARKETING DIGITAL

1. Relaciones

- Redes Sociales

**Gestión de Crear
Comunidad**



1. Relaciones

- **Redes Sociales**

**Gestión de Crear
Comunidad**

- **Interactúa y Conversa**
- **¡Prende el LIVE!**
- **Crea Marca Personal y Humaniza tu Marca Comercial**
- **Trasciende Pantallas**

1. Relaciones

- **Redes Sociales**

Gestión de Crear Comunidad

- **Interactúa y Conversa**
- ¡Prende el LIVE!
- Crea Marca Personal y Humaniza tu Marca Comercial
- Trasciende Pantallas

1. Relaciones

- ◉ Redes Sociales
- ◉ Comunidad
- ◉ Interactúa y Conversa

“Las marcas que generen un vínculo personal con sus audiencias, van a ganar”

Michel Edery

1. Relaciones

- ◉ Redes Sociales
- ◉ Comunidad
- ◉ Interactúa y Conversa



DMs



Posts



Messenger



WhatsApp

1. Relaciones

- Redes Sociales
 - Comunidad
 - Interactúa y Conversa



Esto es clave. Incursiona en Grupos de Facebook, de WhatsApp, etc. **Una comunidad no es solo Marca - Audiencia.**

1. Relaciones

● Redes Sociales

Gestión de Crear Comunidad

- Interactúa y Conversa
- **¡Prende el LIVE!**
- Crea Marca Personal y Humaniza tu Marca Comercial
- Trasciende Pantallas

1. Relaciones

- ◉ Redes Sociales
- ◉ Comunidad
- ◉ ¡Prende el LIVE!

La clave está en:

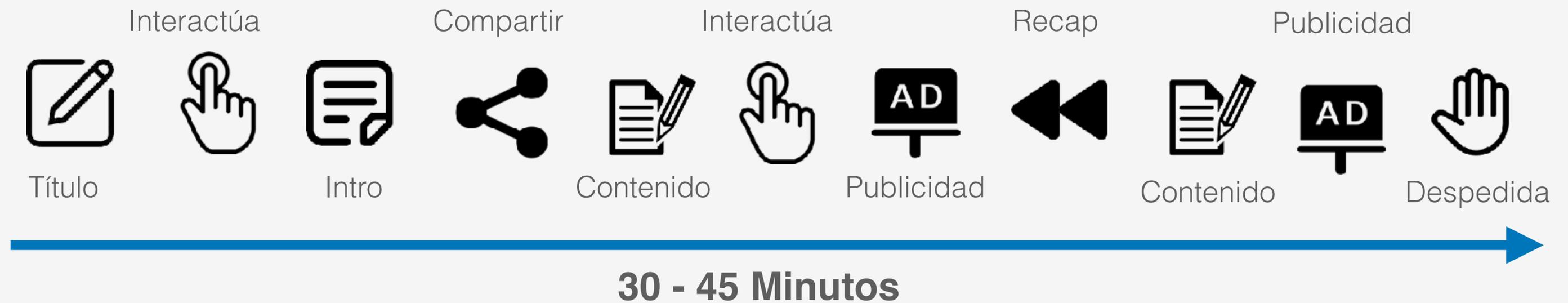
- La consistencia
- La estructura
- La producción



1. Relaciones

- Redes Sociales
 - Comunidad
 - ¡Prende el LIVE!

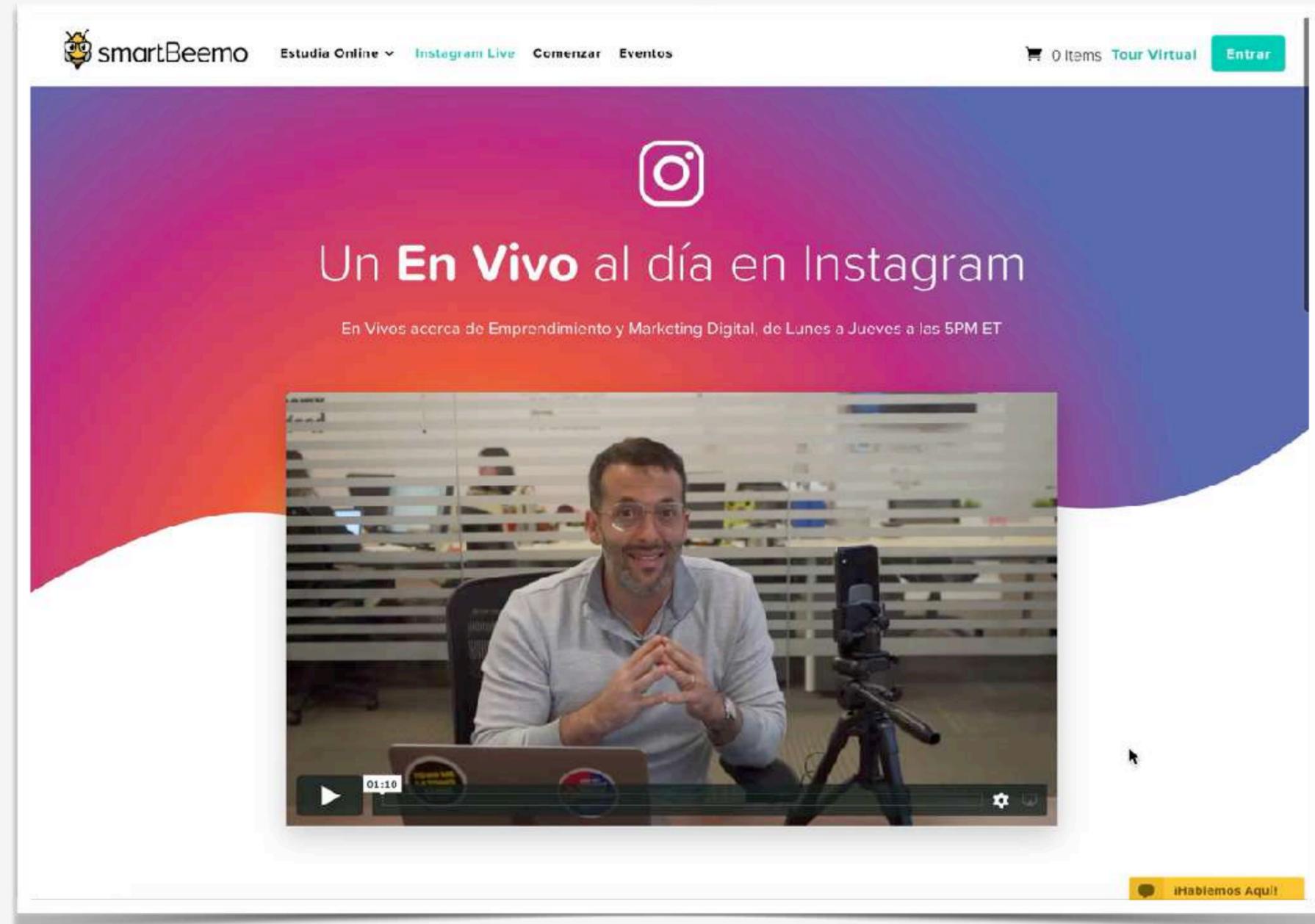
Nuestra Fórmula de En Vivos:



1. Relaciones

- Redes Sociales
- Comunidad
- ¡Prende el LIVE!

¡Llévalo al siguiente nivel!



The screenshot displays the smartBeemo website interface. At the top, the navigation bar includes the smartBeemo logo, a dropdown menu for 'Estudia Online', a link for 'Instagram Live', and buttons for 'Comenzar' and 'Eventos'. On the right side of the navigation bar, there is a shopping cart icon with '0 Items', a 'Tour Virtual' link, and an 'Entrar' button. The main content area features a large Instagram logo and the text 'Un **En Vivo** al día en Instagram'. Below this, it states 'En Vivos acerca de Emprendimiento y Marketing Digital, de Lunes a Jueves a las 5PM ET'. A central video player shows a man in a light blue shirt sitting at a desk with a laptop and a camera on a tripod. The video player has a play button, a progress bar at 01:10, and settings and share icons. At the bottom right of the page, there is a yellow button that says '¡Hablemos Aquí!'.

1. Relaciones

- Redes Sociales

Gestión de Crear Comunidad

- Interactúa y Conversa
- ¡Prende el LIVE!
- **Crea Marca Personal y Humaniza tu Marca Comercial**
- Trasciende Pantallas

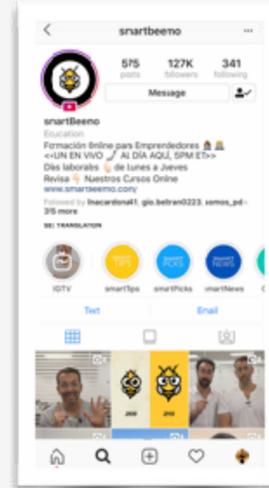
1. Relaciones

- Redes Sociales
- Comunidad
- Crea Marca Personal y Humaniza tu Marca Comercial

Las personas
conectan más con
personas.



Marca Comercial Personal



Marca Personal Comercial



1. Relaciones

- Redes Sociales

Gestión de Crear Comunidad

- Interactúa y Conversa
- ¡Prende el LIVE!
- Crea Marca Personal y Humaniza tu Marca Comercial
- **Trasciende Pantallas**

1. Relaciones

- Redes Sociales
- Comunidad
- Trasciende Pantallas



1. Relaciones

- Redes Sociales
- Comunidad
- Trasciende Pantallas



1. Relaciones

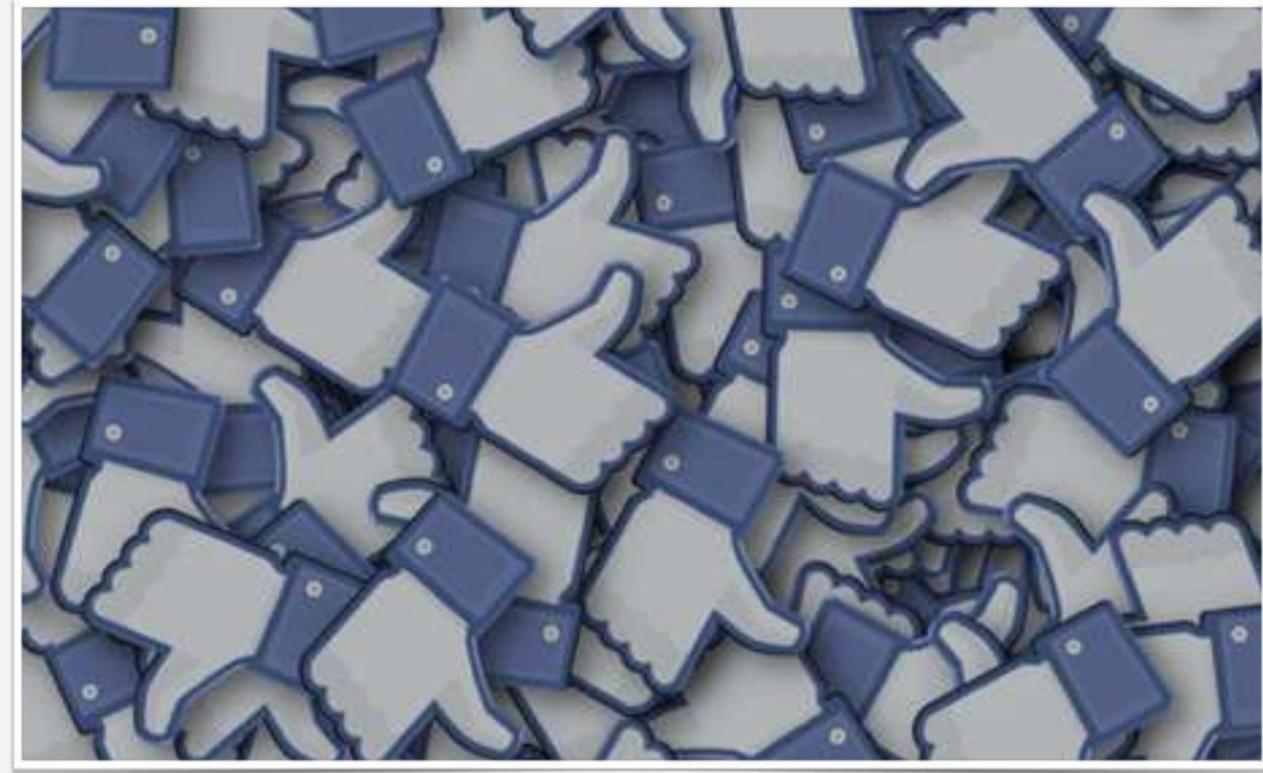
- Redes Sociales
- **Influenciadores**
- Testimonios

1. Relaciones

● Influenciadores

1. El Efecto Momentum

A la gente le encanta descubrir cosas nuevas. Y hacerlo vía redes sociales, particularmente con la validación de **muchos Likes, Comments y Shares**, es más poderoso que un aviso publicitario servido al mundo. Este concepto fue creado por Jean-Claude Lareche en su libro *The Momentum Effect*.



1. Relaciones

● Influenciadores

2. Incremento de la Confianza

Los consumidores confían más en otras personas que en marcas. De hecho, en un reporte global de Nielsen, **el 82% de las personas en USA confían en recomendaciones de personas que ellos conocen,** y 66% confían en recomendaciones derivadas de las opiniones publicadas por consumidores online. Todos esos métodos de recomendación son más confiables que cualquier publicidad en TV, Prensa, etc. **De hecho la publicidad paga en redes sociales es también menos confiable, con un 42% de confianza.**



1. Relaciones

● Influenciadores

3. Inspiración

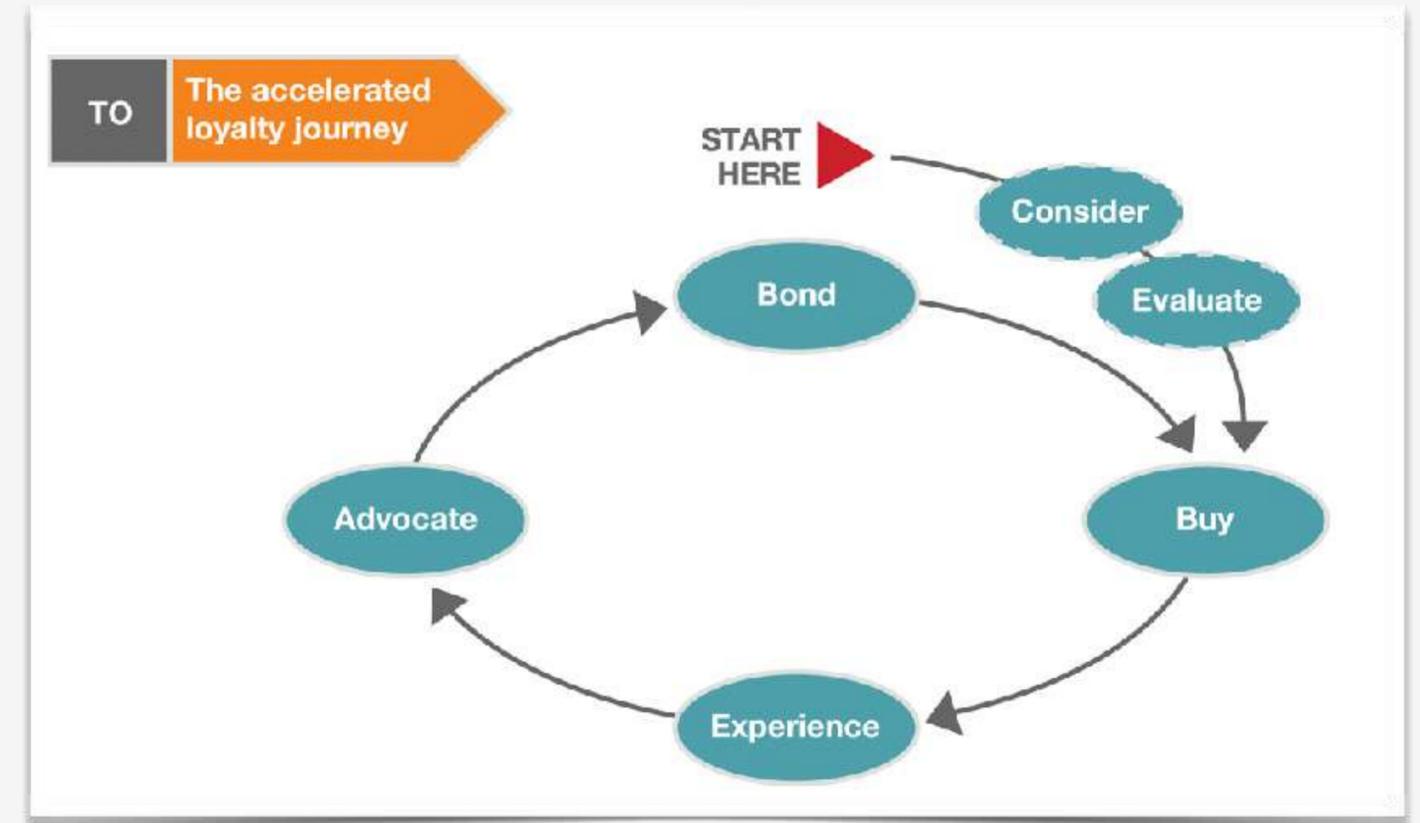
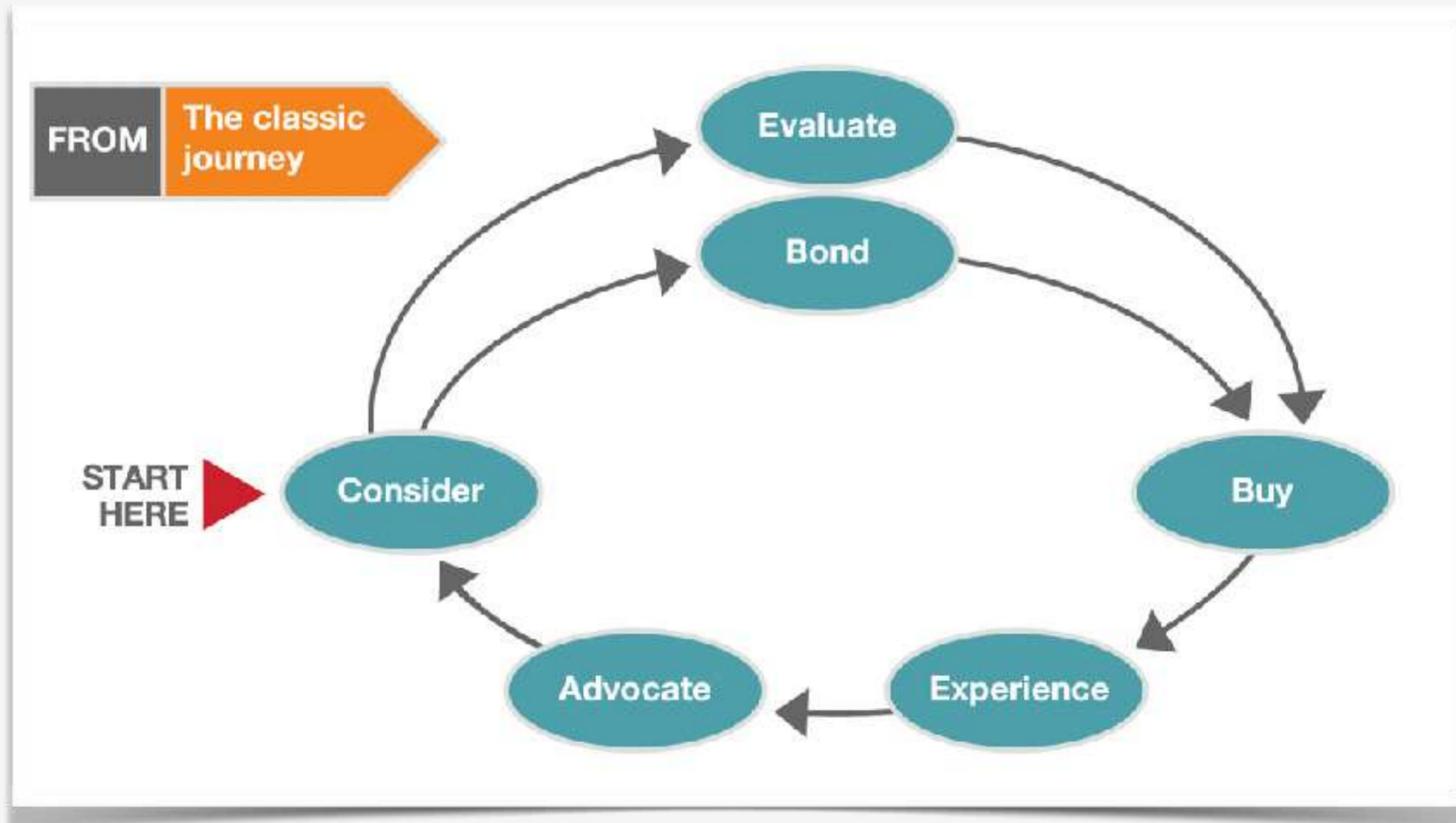
La manera como los influenciadores cuentan historias acerca de productos, genera una pregunta en las audiencias que no existía antes: **¿Por qué me debería interesar? Esto genera ventas.**

Un estudio hecho por Nielsen Catalina encontró que **las ventas de un influenciador pueden ser hasta 11 veces más que las de un típico banner de advertising**



1. Relaciones

● Influenciadores



Fuente: <https://www.mckinsey.com/business-functions/marketing-and-sales/our-insights/the-new-consumer-decision-journey>

1. Relaciones

- Influenciadores



1. Relaciones

- Redes Sociales
- Influenciadores
- **Testimonios**

1. Relaciones

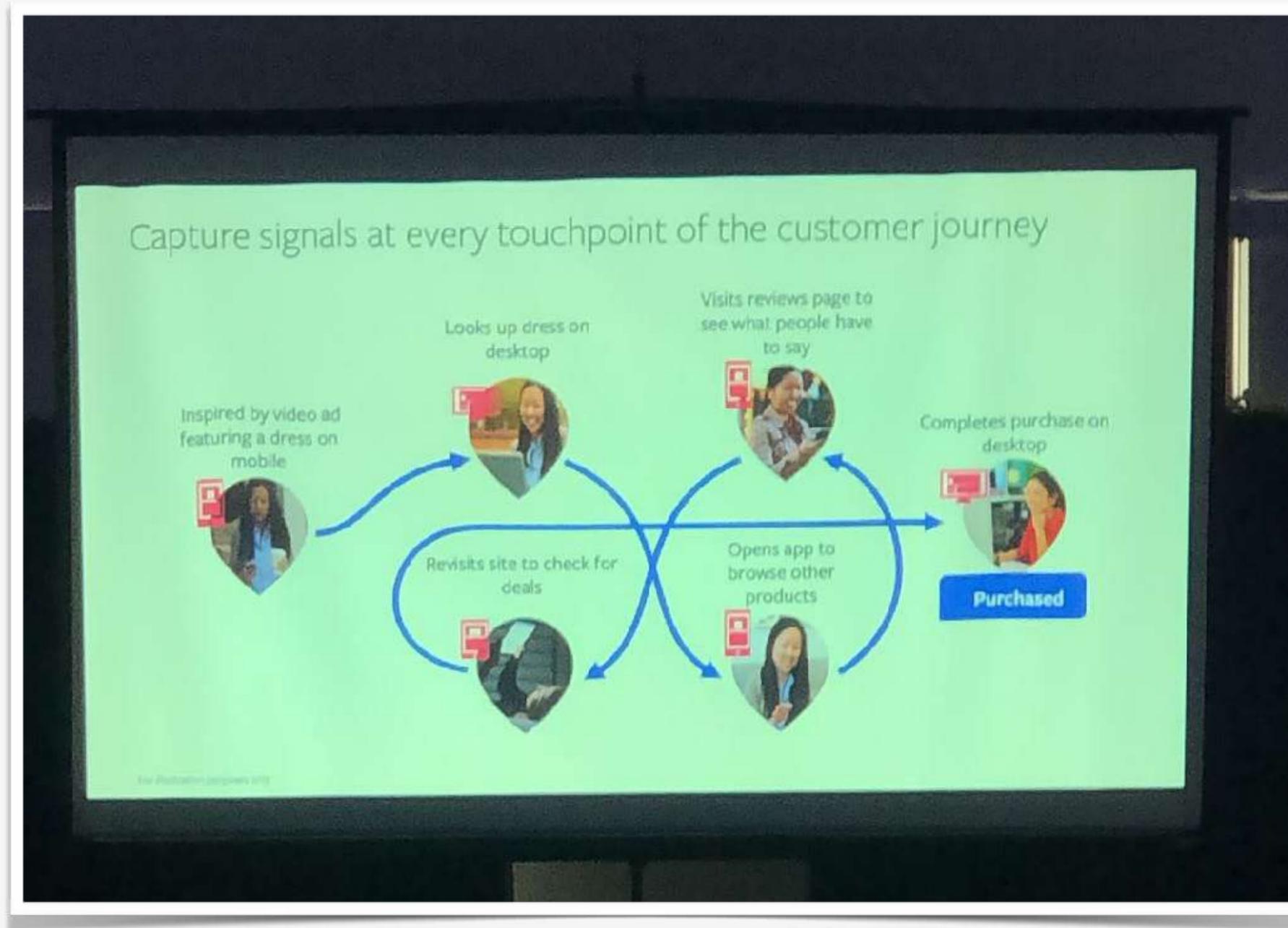
● Testimonios

“Mientras más nos
especializamos en vender, las
audiencias más se especializan
en comprar”

Majo Besson

1. Relaciones

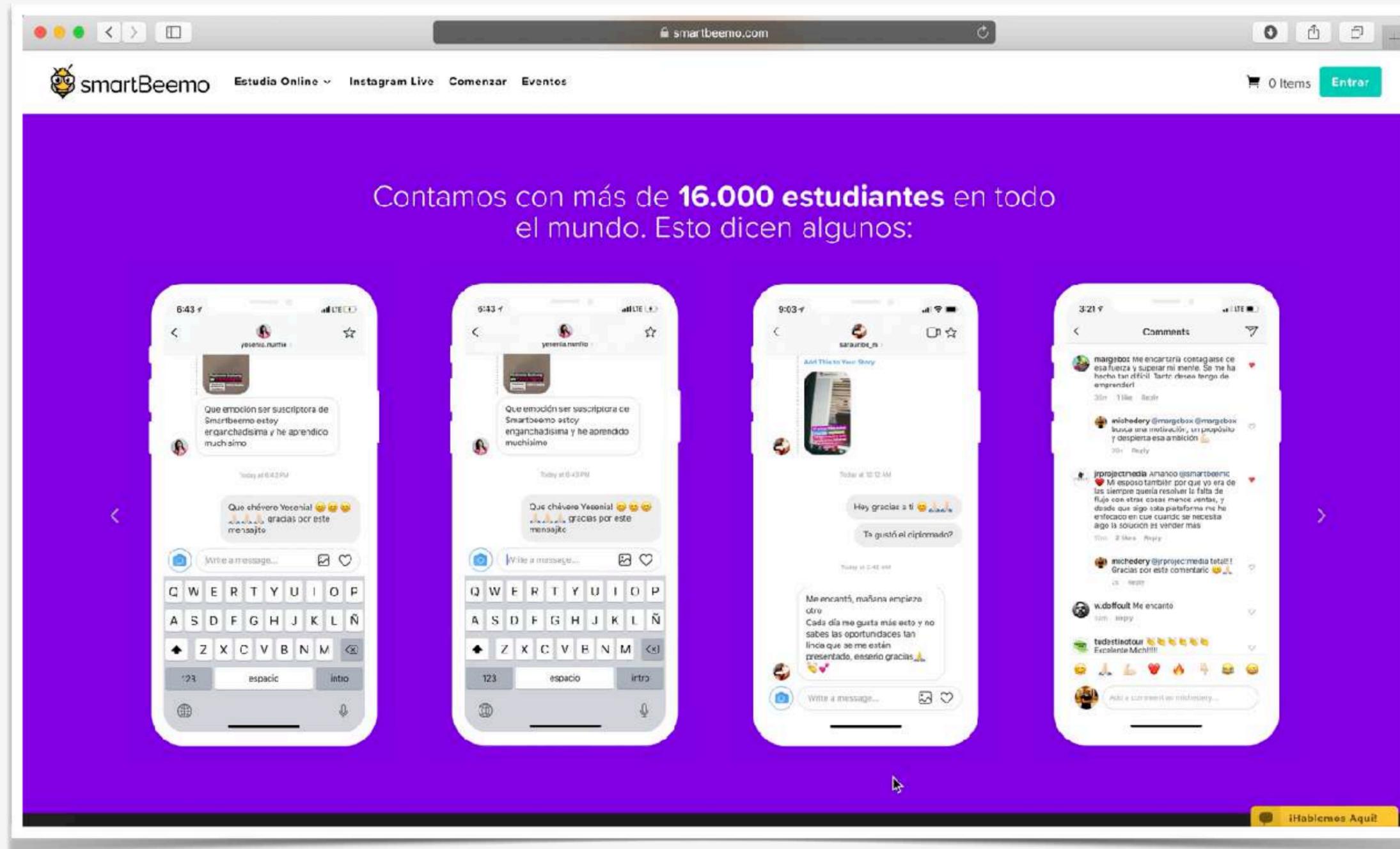
● Testimonios



Charlie Maltagliatti

1. Relaciones

● Testimonios



2 Expertise

2. Expertise

CONTENIDO

EDUCATIVO

2. Expertise

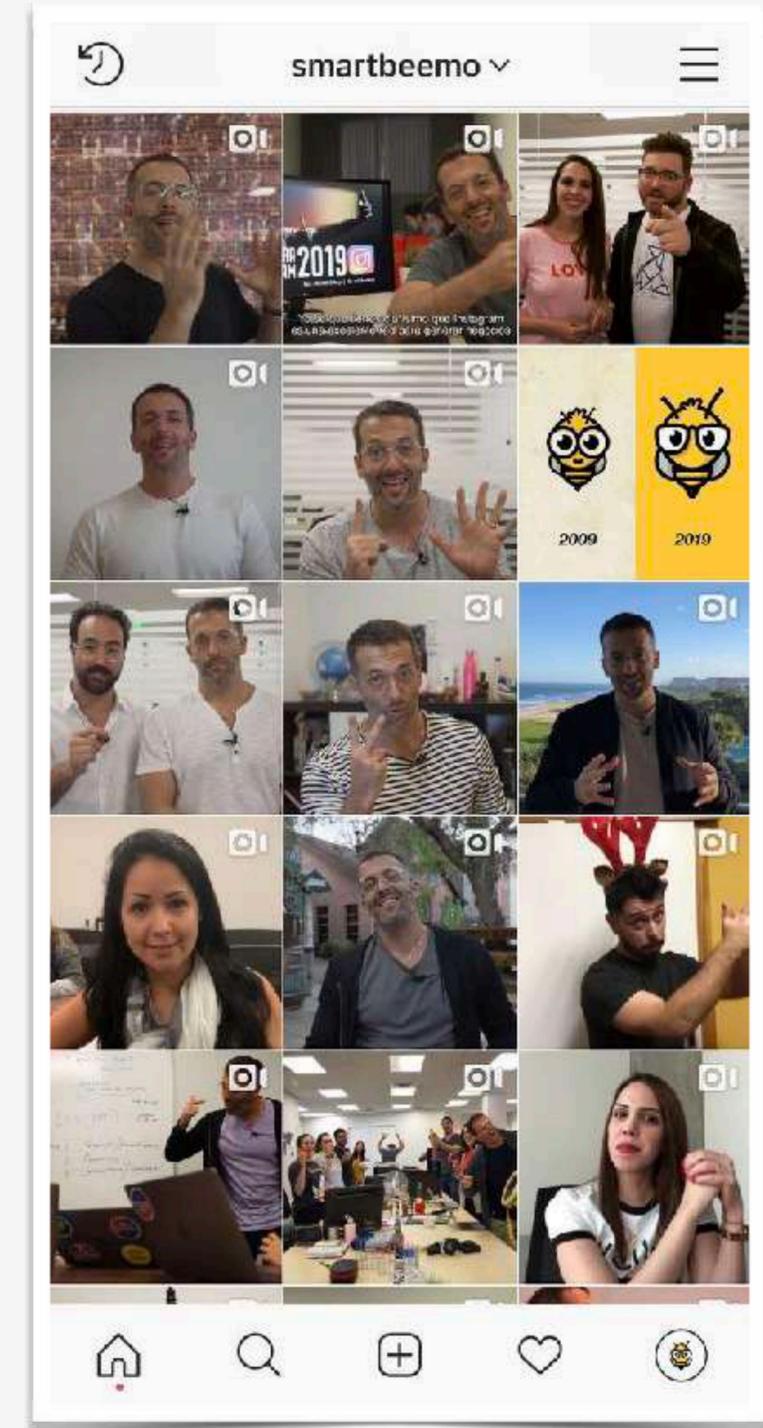
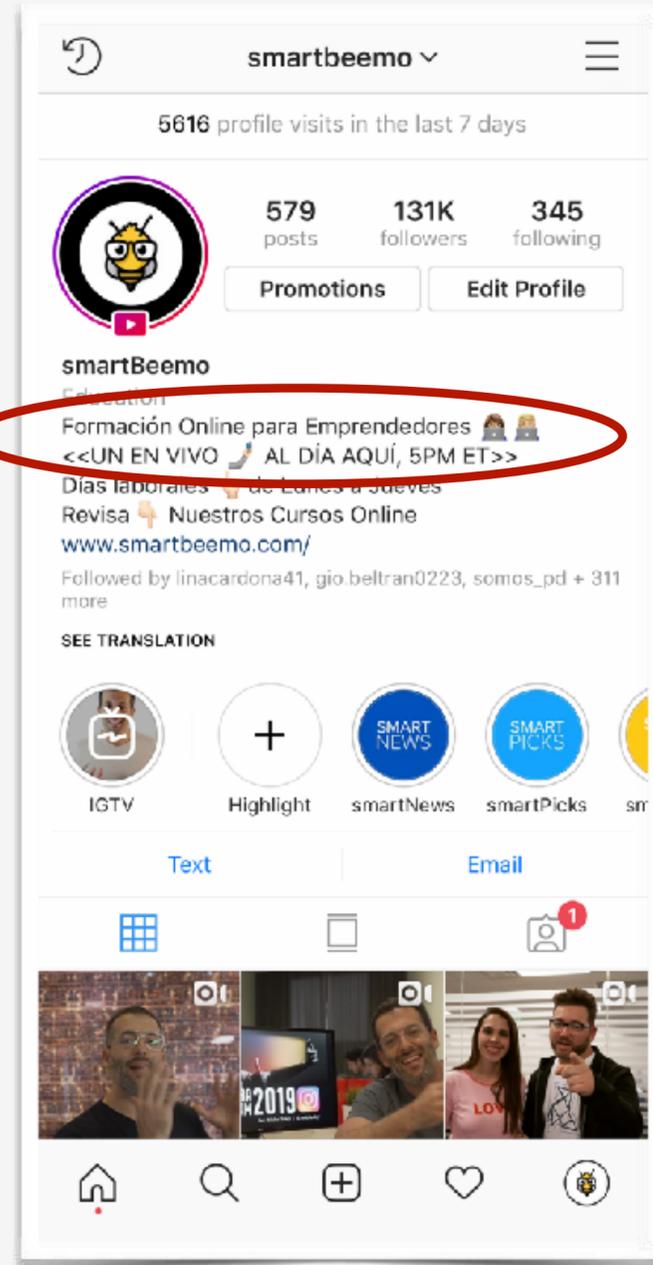
- Blogs
- e-Books
- **Redes Sociales**
- YouTube
- **Webinars**

2. Expertise

- Blogs
- e-Books
- **Redes Sociales**
- YouTube
- Webinars

2. Expertise

● Redes Sociales



3 Consistencia

3. Consistencia

**Harvard
Business
Review**

Consistency. The final element of trust is the extent to which leaders walk their talk and do what they say they will do. People rate a leader high in trust if they:

3. Consistencia

- **Macro**
 - **Marca**
- **Micro**
 - **Expectativas**
 - **Servicio al Cliente**

3. Consistencia

- **Macro**
 - **Marca**
- Micro
 - Expectativas
 - Servicio al Cliente

3. Consistencia

- Macro
 - Marca

Misión

Visión

Sistema de Creencias

Propuesta Única de Ventas

Propuesta de Valor

Promesa de la Marca

Visual ID

Voice ID



3. Consistencia

- Macro
- Marca

<h3>Insight</h3> <p>We live in a digital society that provides a range of opportunities for virtual interaction. Consequently, emojis have become popular for clarifying online communication. This presented an exciting opportunity for us to use the pre-existing defined characteristics of the emojis and create and a smooth transition that will speak to the target audience.</p> <ul style="list-style-type: none">• Emojis are used by 92% of the online population• 78% women / 60% men• More than 110 billion emojis have been tweeted in the US.• 78% use emoji for personality impression	<h2>Emocheez</h2> <p>Based on the information gathered about the current audience and the ideal target audience, we wanted to create a concept that is relatable to both and also customized to their unique personality traits.</p> <p>Using different "Emocheez" characters we were able to relate to the overly attached millennial that can't go a day without communicating with their friends and craves the use of emojis to do so.</p> <p>This concept will be a fun way for our audience to not only relate to these characters, but interact with Cheez Doodles digitally through a series of posts.</p>	
<h3>On Brand</h3> <p>Tone: Fun and liberating</p> <p>Visual/Character: A friend that always knows how to have a good time</p> <p>Equity: Using emojis always brings a fun twist to any conversation. So, kind of taking a playful twist from a serious conversation and making the best out of it. <u>Emocheez</u> will be used to communicate different aspects of <u>unauduling</u>.</p>	<h3>Channels</h3> 	<h3>Format</h3> <p>Image and GIF</p>

3. Consistencia

- Macro
 - Marca
- **Micro**
 - **Expectativas**
 - **Servicio al Cliente**

3. Consistencia

- ◉ Micro
 - ◉ Expectativas

Regla de oro: Sub-promete y sobre-entrega

“Walk the talk”

3. Consistencia

- ◉ Micro
 - ◉ Servicio al Cliente

“Que el servicio sea tan bueno que si no termina en una transacción, termine en una recomendación”

Michel Edery



Gracias

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