

CONSULTOR



PORTAFOLIO

in linkedin.com/in/laugusto/

Bē behance.com/chinoa

LUIS EDUARDO AUGUSTO

INNOVACIÓN / EMPRENDIMIENTO / CREATIVIDAD

- Ingeniero Industrial / UX Designer / Experto en innovación
- Fundador del área de Business Intelligence de Movistar
- Fundador y CEO <u>artemanifiesto.com</u> Startup para los artistas y creadores de Latam. Ganador de Wayra 2012, Startup 2014 y Creative Business Cup 2017
- Fundador de funka.pe, agencia de marketing digital
- Mentor fundador de Startup UNI, incubadora de la universidad de Ingeniería.

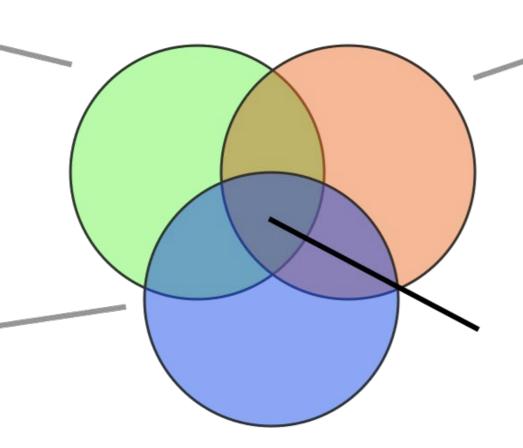
SKILLS

Business

Creación de Startups Marketing Digital E-commerce Transformación Digital Ventas B2B Product Manager

Tech

Business Intelligence Project Manager Digital workflow Productos Digitales Excel Macros VBA



Creatividad

Story Telling
UX User Experience Design
XD Experience Design
UX Research
Sketch e Invision
Design Sprints

¿QUÉ ES UN KNOWMAD?

Un knowmad ó 'trabajador nómada del conocimiento y la innovación', es una persona creativa, imaginativa e innovadora que puede trabajar con casi cualquier persona, en casi cualquier momento y lugar. Otorgando valor a su oorganización.

ESTRATEGIAS DE MARKETING DIGITAL PARA PYMES





Traditional marketing: Pros

Impactful



Permanent



Memorable



Traditional marketing: Cons

Hard to measure

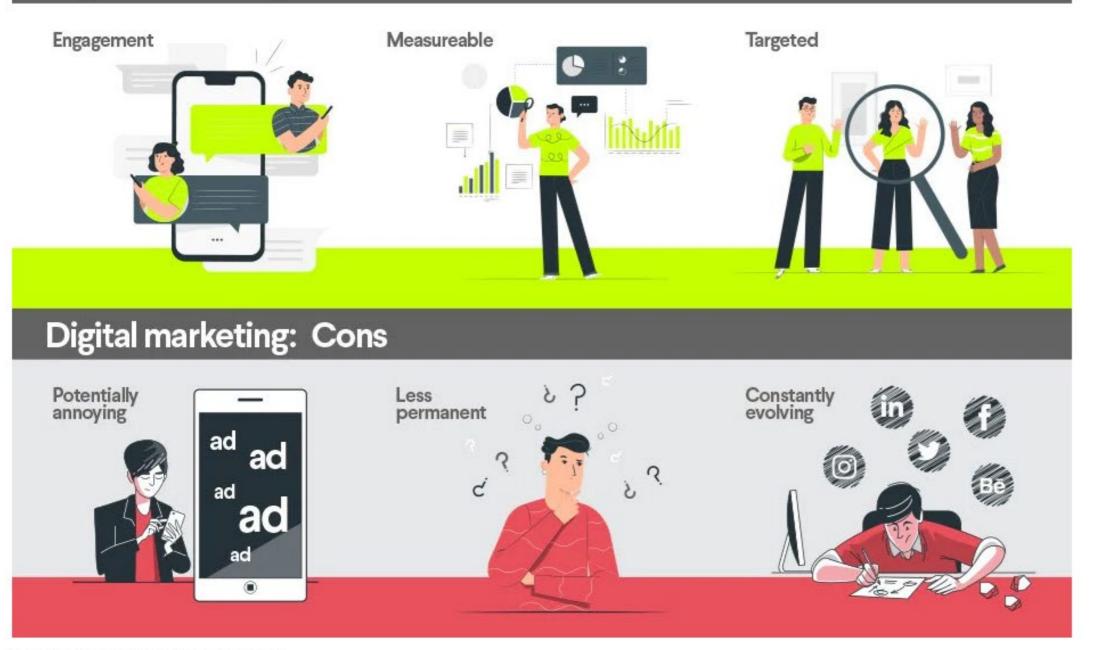


Expensive

No direct interaction



Digital marketing: Pros



QUÉ ES UNA ESTRATEGIA DIGITAL?

"Una estrategia digital es un plan para lograr un objetivo con el beneficio de herramientas digitales"

QUÉ DEFINE UNA ESTRATEGIA

- 1. Un diagnóstico de tu desafío
- 2. Una política orientadora para afrontar el desafío
- 3. Un conjunto de acciones específicas que son necesarias para cumplir con la política.

1.CREATU BUYER PERSONA

CONSTRUYE TU BUYER PERSONA

¿Qué es un buyer persona?



Un buyer persona es una representación semificticia de tu cliente ideal, elaborada a partir de estudios de mercado y datos reales sobre tus clientes existentes.

¿Por qué debo usar buyer personas?



Los buyer personas proporcionan estructura y contexto a tu empresa. Esto hace que sea más fácil diseñar el contenido, asignar el tiempo y los recursos del equipo y lograr una alineación en toda la organización.



Millennial Molly

age 33 mid to late 20s - late 30s

location

medium to large urban city

education

college degree, possibly masters

sector professional industry, like finance, marketing, etc.

social media

Heavy Instagram user. Also checks Twitter or Facebook. Basic understanding of social ads & social media marketing

personality

Molly is a young millennial woman who likes to explore her city, travel, and spend time with her friends and her dog.

hobbies and habits

- enjoys being active and staying healthy
- frequently stays on top of trends, pop culture, and health news
- does a lot of after work and weekend activities, leaving her with little time for errands

goals and objectives

- eat healthy fresh food
- find a way to quickly and easily plan meals for the week

pain points

- lacks the time or desire to plan meals for the
- not sure where to start when planning her meals nutrition-wise

job position

Works at the manager or director level in a professional industry like marketing, banking, professional services, etc.

Makes a competitive salary for her city, but would like to earn more.

research method

Millennial Molly does her main research online and through social media.

tools used during research

- influencer recommendations via Instagram and YouTube
- friend recommendations via Facebook and Instagram
- Online research on Google and YouTube

how can we support them as a company?

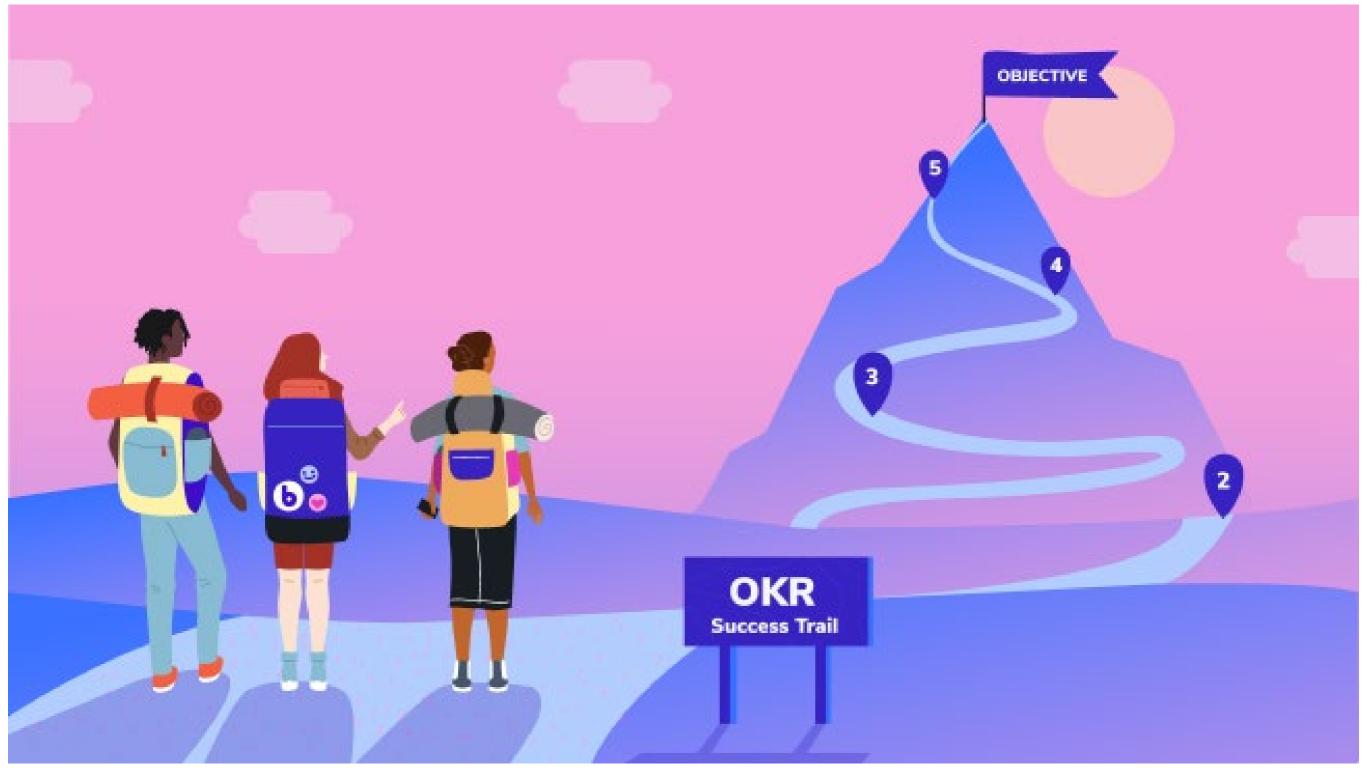
Millennial Molly is looking for a way to eat more fresh food, but lacks the time to plan meals herself. As a fresh meal kit delivery service, we can provide Molly with fresh, healthy, and preplanned meals so that she doesn't have to spend her time on planning anymore. Every week she can choose the meals she wants to receive, send her the ingredients and recipes, and schedule the deliveries.



CÓMO USAR EL BUYER PERSONA

- 1. Distribuir la pauta según perfil
- 2. Reacomodar los recursos y equipo
- 3. Usar un lenguaje familiar para el
- 4. Segmentar lista por buyer persona
- 5. Crear contenido con un buyer en mente
- 6. Optimizar los landing pages

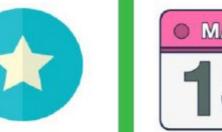
2. IDENTIFICA TUS OBJETIVOS





Jumbandandandand







S

SPECIFIC (ESPECÍFICO)

MESURABLE (MEDIBLE)

ATTAINABLE (ALCANZABLE)

RELEVANT (RELEVANTE)

TIMELY (TIEMPO)

Los objetivos deben de plantearse de forma detallada y correcta.

Un buen objetivo puede medirse con facilidad.

Los objetivos no realistas pueden llevar al fracaso inmmediato.

Los objetivos deben ser relevantes para tu empresa.

Un marco de tiempo apropiado es necesario para crear cierta urgencia.

Plan de 1 página de Elon Musk

Puedes revisarlo aquí: https://www.tesla.com/blog/secret-tesla-motors-master-plan-just-between-you-and-me

The Secret Tesla Motors Master Plan (just between you and me)

Elon Musk, Co-Founder & CEO of Tesla Motors • August 2, 2006

Background: My day job is running a space transportation company called <u>SpaceX</u>, but on the side I am the chairman of Tesla Motors and help formulate the business and product strategy with Martin and the rest of the team. I have also been Tesla Motor's primary funding source from when the company was just three people and a business plan.

As you know, the initial product of Tesla Motors is a high performance electric sports car called the Tesla Roadster. However, some readers may not be aware of the fact that our long term plan is to build a wide range of models, including affordably priced family cars. This is because the overarching purpose of Tesla Motors (and the reason I am funding the company) is to help expedite the move from a mine-and-burn hydrocarbon economy towards a solar electric economy, which I believe to be the primary, but not exclusive, sustainable solution.

Critical to making that happen is an electric car without compromises, which is why the Tesla Roadster is designed to beat a gasoline sports car like a Porsche or Ferrari in a head to head showdown. Then, over and above that fact, it has twice the energy efficiency of a Prius. Even so, some may question whether this actually does any good for the world. Are we really in need of another high performance sports car? Will it actually make a differenc to global carbon emissions?

Well, the answers are no and not much. However, that misses the point, unless you understand the secret master plan alluded to above. Almost any new technology initially has high unit cost before it can be optimized and this is no less true for electric cars. The strategy of Tesla is to enter at the high end of the market, where customers are prepared to pay a premium, and then drive down market as fast as possible to higher unit volume and lower prices with each successive model.

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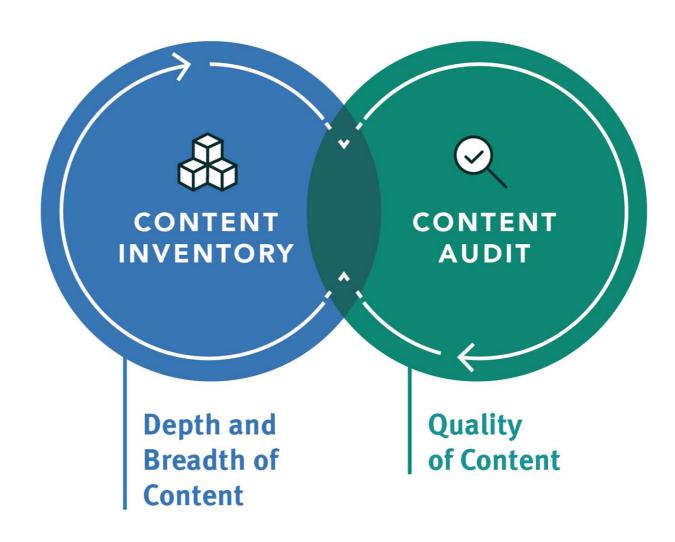
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3. AUDITA TUS CANALES, Y ACTIVOS DE CONTENIDO

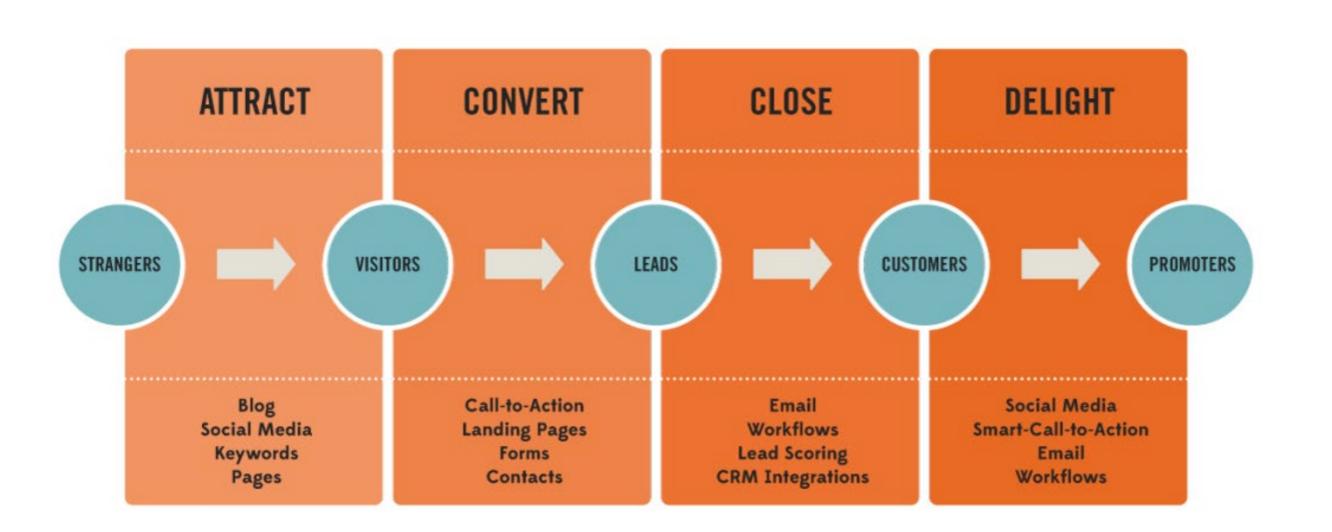
Inventario de contenido

Es un esfuerzo por congregar e identificar todos los activos y contenidos que se han utilizado hasta la fecha, desde fotos, videos entre artículos, noticias etc.

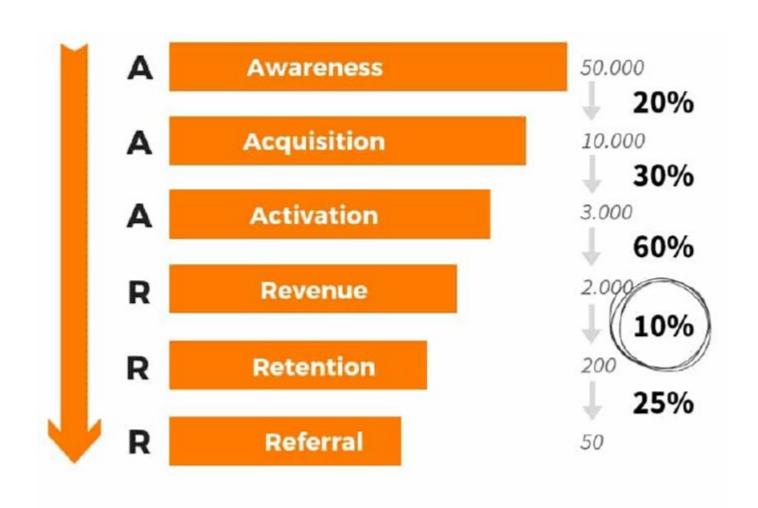
Content Inventory & Audit



4. ENVISIONA TU PLAN Y ELIGE TUS CANALES/MEDIOS



Enfoque de Funnel







Paid Traffic

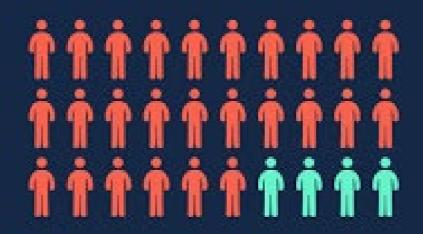


VS Organic Traffic

WHY IS SOME THE SECOND TO SECOND TO



SEO = Visibility



93%

of your customers won't go further than the first page of Google

† These ones won't see you!

† Those ones may see you ...

Mi Website

Hacer una website es el corazón de tus acciones digitales.

No code movement y recursos

webflow

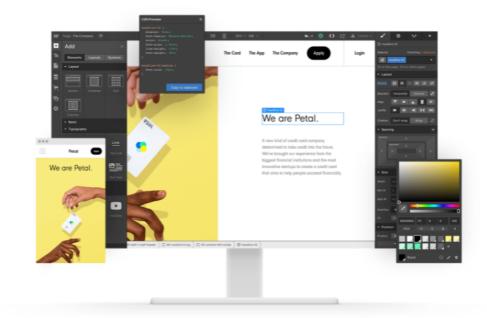
Log in

Get started — it's free

The modern way to build for the web

Webflow empowers designers to build professional, custom websites in a completely visual canvas with no code.

Get started — it's free



zendesk

Rakuten

DØLL

Upwork

W Lattice

getaround

▼HELLOSIGN

Petal

Inbound Marketing

Inbound marketing es una estrategia que se basa en atraer clientes con contenido útil, relevante y agregando valor en cada una de las etapas del recorrido del comprador.

¿Cuáles son las diferencias entre inbound marketing y outbound marketing?



DIFERENCIAS ENTRE INBOUND Y OUTBOUND MARKETING

INBOUND

OUTBOUND

Está centrado en el cliente.

Aprovecha los canales digitales para hablarle directamente a su público.

Crea una comunicación bidireccional y en tiempo real con su audiencia.

Obtiene datos valiosos en tiempo real sobre el comportamiento, gustos e intereses del público.

Crea contenido para cada etapa del recorrido del comprador, así que su mensaje es oportuno para quien lo recibe. Está centrado en el producto o servicio.

Utiliza medios tradicionales (televisión, radio, espectaculares) para hablarle a todos.

No tiene posibilidad de interactuar con el público en tiempo real.

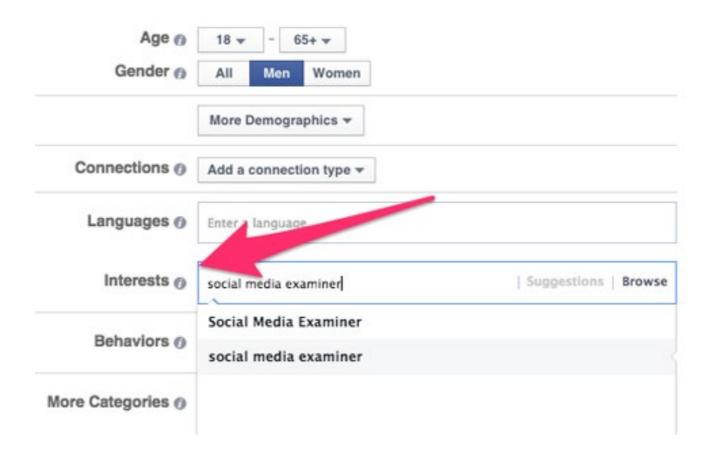
Conoce los resultados de su desempeño hasta el término de su comunicación y campañas.

No tiene en cuenta el momento en el que se encuentra su público porque quiere llegar a todas las personas al mismo tiempo.

Facebook Ads

La red social más popular en el Perú es Facebook con 23.5 millones de cuentas creadas

Demografica Intereses Micro segmentación Look a like

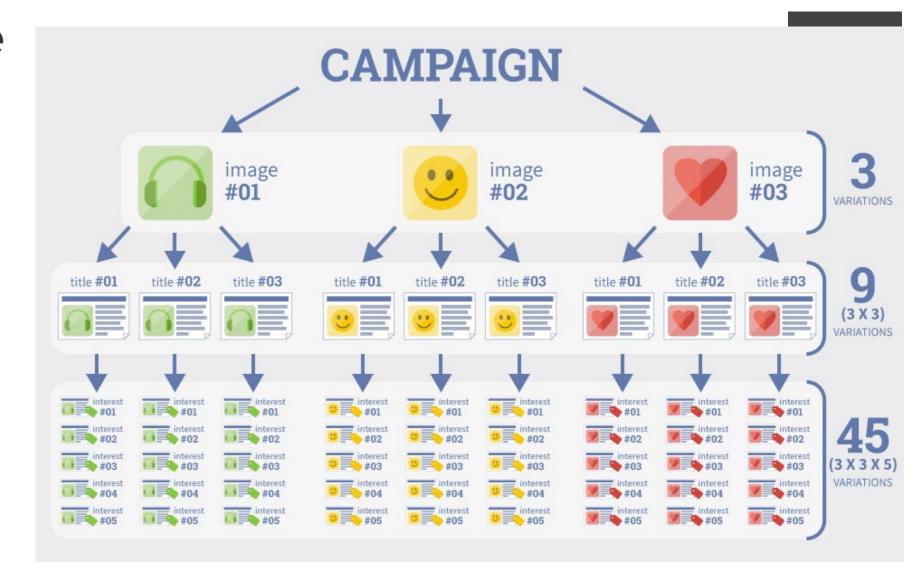


Te permite una ultra segmentación

Optimizacion de la pauta digital

Puedes hacer diferentes variantes de las campañas y los textos, para saber cuál es el anuncio que mejor te funciona para los diferentes públicos.

Pro tip: Sólo mueve **una variable a la vez**



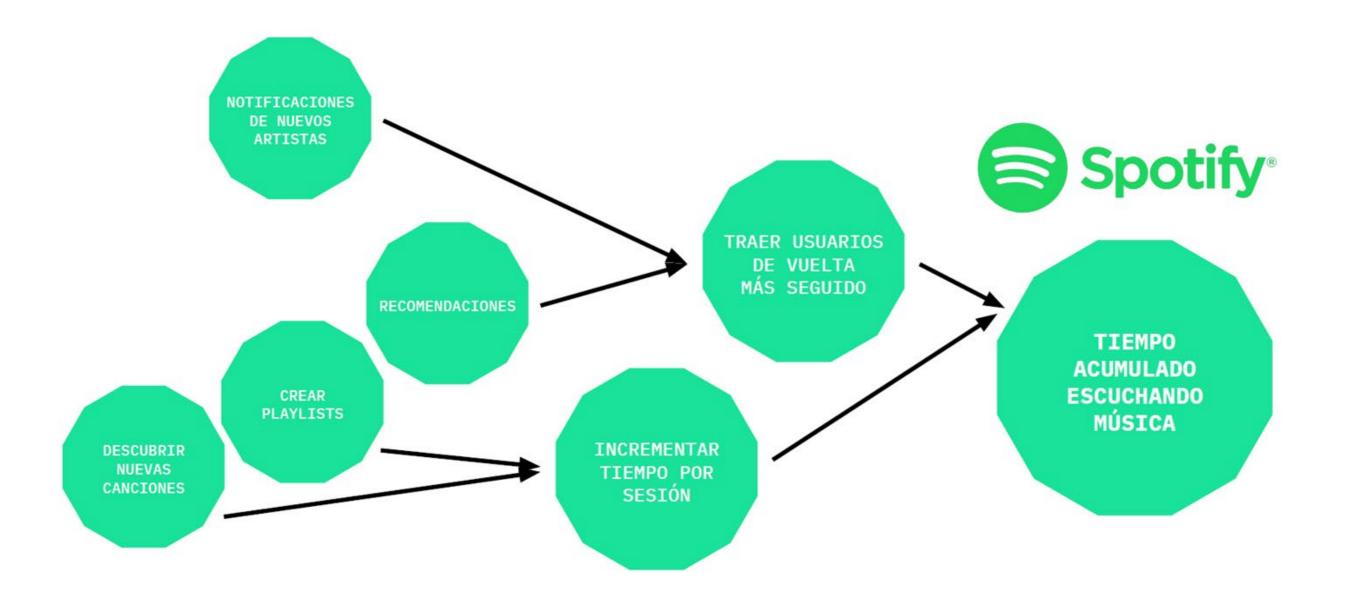
Google Adwords

Google Adwords tepermite subastar por palabras o búsquedas específicas para aparecer en los primeros resultados.

Pro tip: Cómo buscarías tu producto?

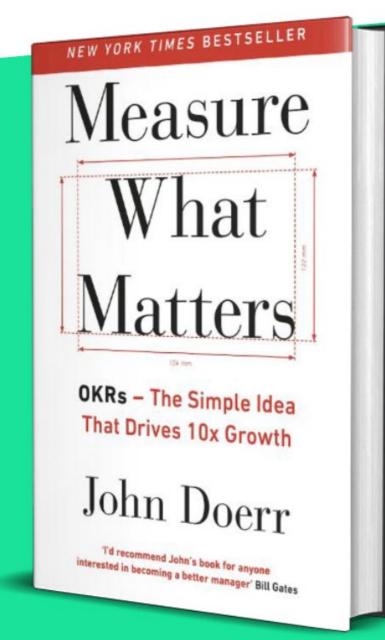


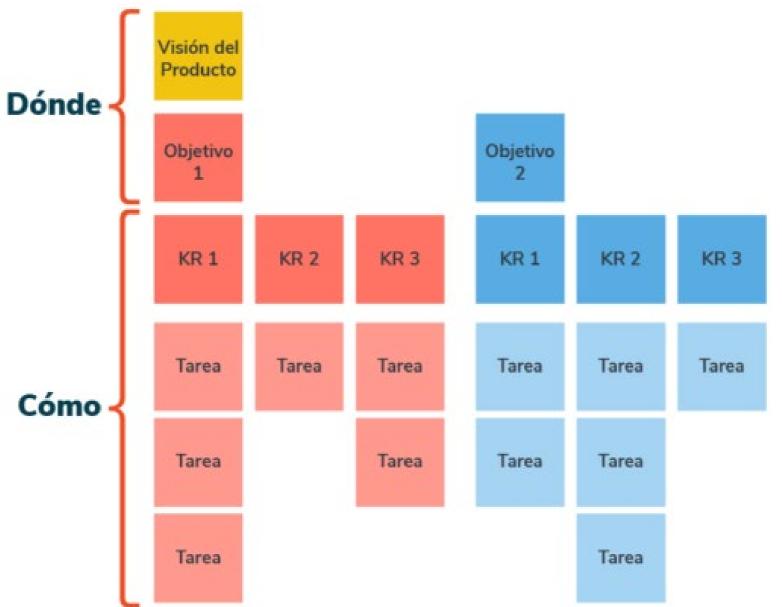
5. MIDE TUS RESULTADOS Y REPITE



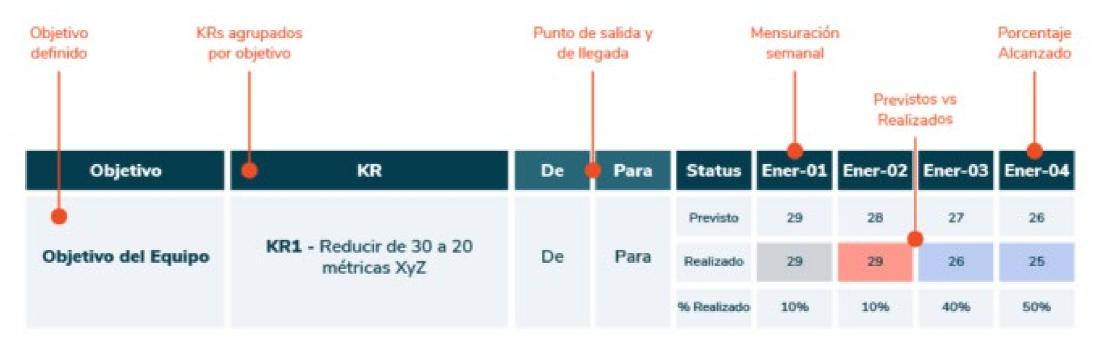
Medir lo que importa

Metodlogía usada en google para perseguir objetivos específicos con indicadores clave.



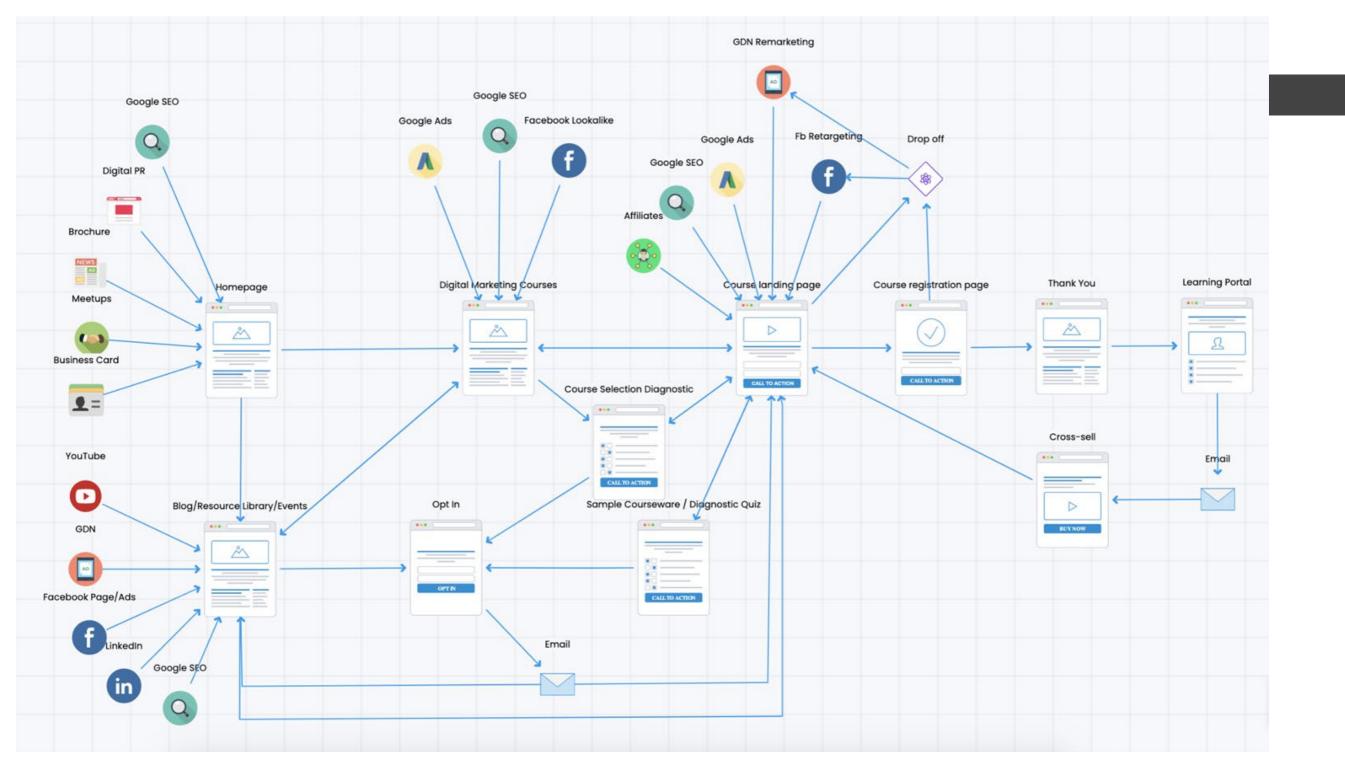


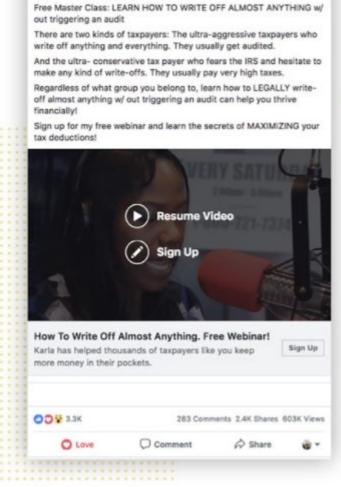






CASO DE ANÁLISIS





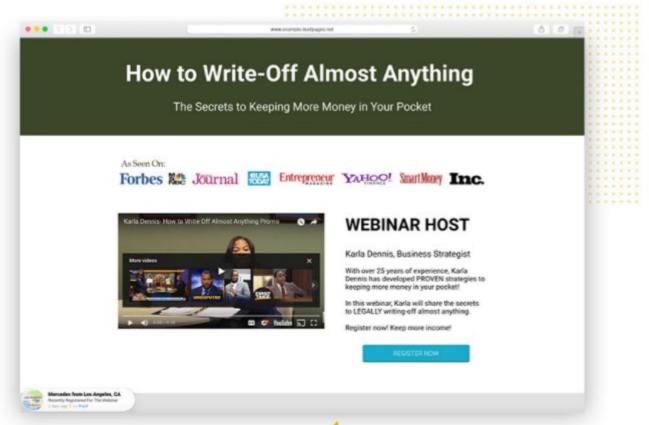
Karia Dennis and Associates Inc.
Written by Kenny Dennis 17. - March 9 - 3



RESULTS

Leads: 5,886

CPL: .81 Cents



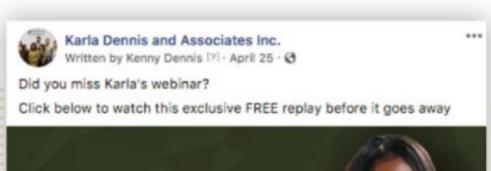




What is your #1 one question/challenge you have when it comes to getting more write offs on your taxes?

What is your #1 one question/challenge you have when it comes to how to get more write offs your taxes?

Submit survey





KARLADENNIS.LPAGES.CO

Webinar Replay

[LIMTED TIME REPLAY] Watch In Now

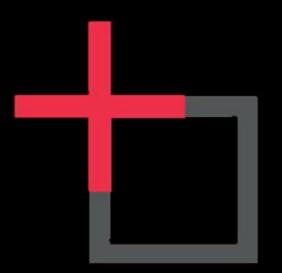
Watch More



RESULTS

Link Clicks: 573

CPL: \$1.57



INNOVATE OR DIE

...it's a cold game

Gracias

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