

SOCIAL MEDIA

La comunicación y el sentido común en la era de las redes sociales











SOCIAL MEDIA
In Business

EVOLUCIÓN REVOLUCIÓN

Medios tradicionales

Unidireccional

Contenido
generado por la
empresa

- acceso + costo

Interrupción

Medios Sociales

Bidireccionales

Contenido
generado por
el usuario

+ acceso - costo

Viralidad

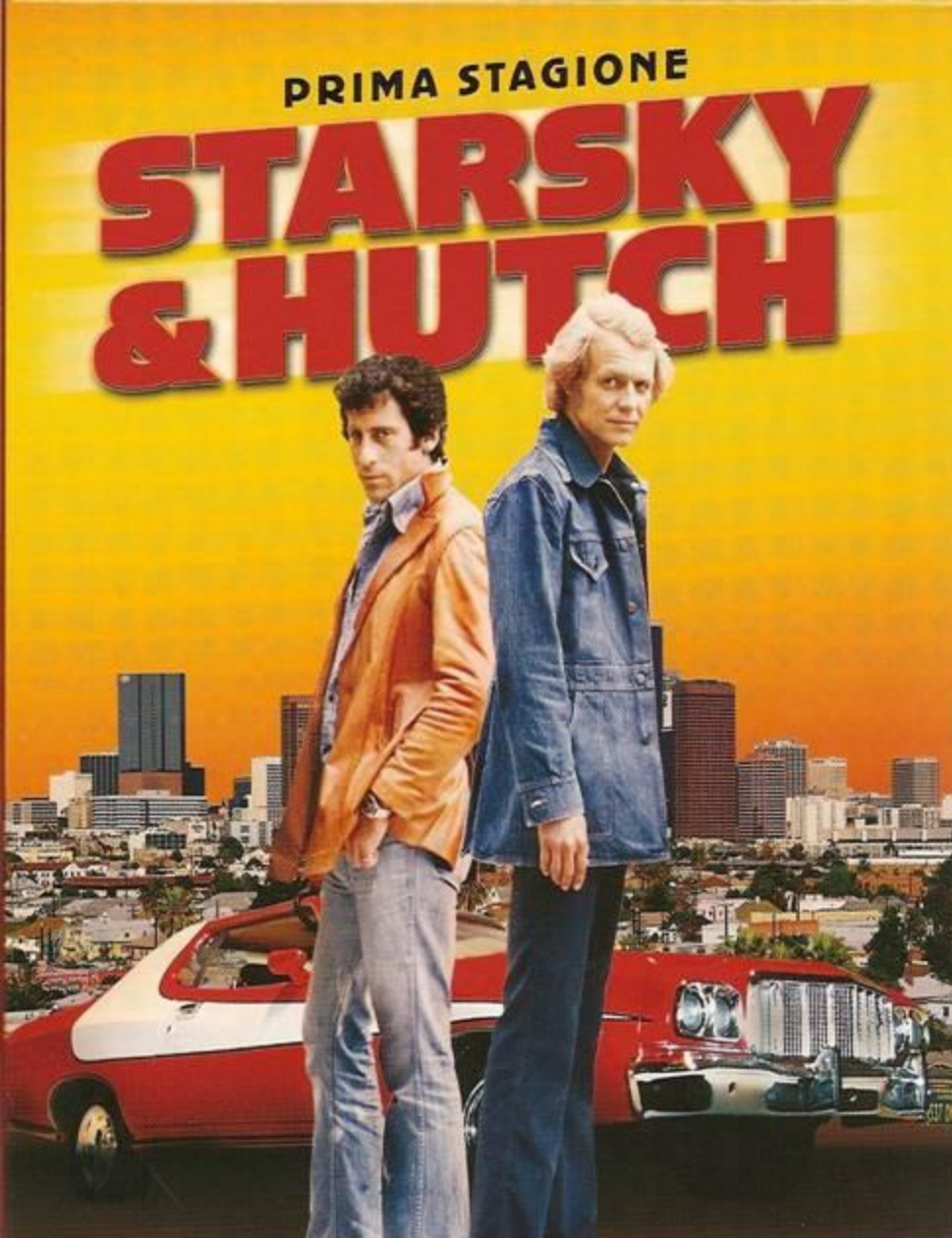


Comenzar en los medios sociales
no quiere decir crear una pagina
de “FaceBook” o una cuenta de
“Twitter”, totalmente contrario
el primer paso no es hablar es
”ESCUCHAR”



2002

2007



"ACTION-PACKED ACTION!"
-ELBERT CAPRI, *Entertainment Inquirer*

"INCREDIBLY MINI."
-BICKY ST. JOHN, *The National American*

HAMMER & COOP



MINI USA FILMS PRESENTS AN EXPLORATOR PRODUCTION JIM THURLEIGH'S THE 2007 MINI COOPER'S "HAMMER & COOP" SHEN HARTON CHRISSE BREEZE BELLA BOUTER JONATHAN GUSEPPI JEFF STANCO
DAVID CHARLES BENJAMIN HAMPTON MORISAN BILLY KNEIP JUSTIN BACKSTROT WILLIAM DUNN PETER KOURI BY T. KINGSLEY HOBGARD BY TRUDY HARDY AND MASIER PRINZ AND KATE ALINI
BY KESSA AND TAZ AND J. JOHNSON JOHNSTON BY MARGARET DUNN AND KEIGI KURIZ & JENNIFER LAYTON BY LEONARDO VAN KROEIT & RILEY KOURI & DEXTER MAPP & HENRY HARMONO COPE
AND PETER STEELE

About MotiveQuest

MotiveQuest is an **award winning**, technology enabled, **growth strategy** company

In this new consumer centric digital age, too many marketers are stuck using out-of-date methods to understand their customers, and grow their brands. The outcome? Brands continue to miss the mark with their consumers, thus making them less relevant, and preventing organic growth. It's time for a new approach, one that doesn't restrict brands from having a cutting-edge strategy.

At MotiveQuest, we leverage custom curated consumer data from online communities to help our clients see the world through their customers' eyes, by listening, not asking. Our advantage lies in our proprietary category analytic frameworks, ten years of consumer-centric based algorithms, and our strategy team, which helps our clients rethink the way they look at their consumers, and new growth opportunities.



LOGIN | REGISTREREN

NEUWAGEN

GEBRAUCHTWAGEN

SERVICES & ZUBEHÖR

ENTDECKEN

MINI PARTNER



MINI CABRIO HIGHGATE EXTRAVAGANTES DESIGN.

- > ENTDECKE MEHR
- > DIESEN MINI KONFIGURIEREN

AB 28.800 € MTL. 259,00 €





MINI LIFESTYLE COLLECTION.

ALLES ANDERE ALS GEWÖHNLICH.

Deine Stadt schläft nie. Dazu lässt du ihr einfach keine Gelegenheit. Mit deinen Freunden eroberst du nachts die Straßen und klappst die Bürgersteige wieder runter. Denn sie sind deine Bühne. Die Skyline deine Kulisse. Geh mit deinem MINI auf Tour und bring deine Idee auf die Straße. Hauptsache laut und schrill. Das ist dein Stil. Alles andere als gewöhnlich.

ENTDECKE DIE VIELFALT.

[> ZUM MINI COLLECTION SHOP](#)





HOME

MODE

ACCESSOIRES

GEPÄCK

MINIATUREN

KIDS

BIKES

KOLLEKTIONEN

SALES

SPECIALS

MINI SCHUHPARADE.



**JEDER SCHRITT
PASST.**

Entdecke dein Modell.



*NO basta con escuchar las conversaciones ,
analizar su contenido e interpretar los datos,
hay que saber con exactitud con precisión lo
que significa para nosotros esa montaña de
datos analizados e interpretados.*

Javier Curtichs

ya sabemos que
es un medio
social ahora que
es una red social

Una red social es un lugar en línea donde la gente con intereses comunes puede reunirse para intercambiar pensamientos, comentarios u opiniones.

Larry Weber

Username:

Password:

Login

Login w/ Facebook

VampireFreaks Store



Vampirefreaks Cross Girls V-Neck Shirt



Vampirefreaks Rubber Bracelet - Black

SIGN UP!

JOIN THE WEB'S LARGEST COMMUNITY FOR GOTHIC-INDUSTRIAL CULTURE.
[W3_4R3_7H3_FU7UR3]

SIGN-UP WITH

facebook

CREATE YOUR

BAND ACCOUNT



Username:

Password:

Email:

Confirm Password:

Birth Date:

Sex:

CLICK TO JOIN

By submitting this form you agree to the [Terms Of Service](#)

FEATURED MEMBER



Jenna_Beanzz

FEATURED BAND



suicide commando

FEATURED CULT



goblins

FEATURED PREMIUM



Pick-Axe_Murderer

Top Cults

Score

Close

Inspiration

The_Tim_Burton_...

Friends

BoredAsFuck

Vunera

Hunger-Games

Cynosure

goblins

[More Top Cults](#)

Top Journals

no subject

Meet My New Boyfri...

It's okay.

Rules of VampireF...

no subject

i got bored

boop

Most guys on this s...

Euninna come to



Share
extraordinary
experiences

 **ASmallWORLD - PRIVATE INTERNATIONAL LIFESTYLE CLUB**

- Attend exclusive events
- Meet like-minded people
- Build long lasting relationships
- Travel like a local
- Access incredible privileges
- Support global causes

within a trusted network of friends

[LEARN MORE](#)


[APPLY FOR MEMBERSHIP](#)

USERNAME

PASSWORD

KEEP ME LOGGED IN ON THIS COMPUTER

[LOGIN](#)

OR LOG IN WITH  [FACEBOOK](#)

[FORGOT LOGIN DETAILS?](#)

Invest in Breasts

- Real Women. Real Donors. Real Friendships
- Exchange Messages & Chat Live 1-on-1
- Help Women Earn Free Breast Implants
- Board Certified Plastic Surgeons
- Swap Custom Photos & Videos for Donations
- Make A Difference For As Little As \$1

Find Out How It Works >





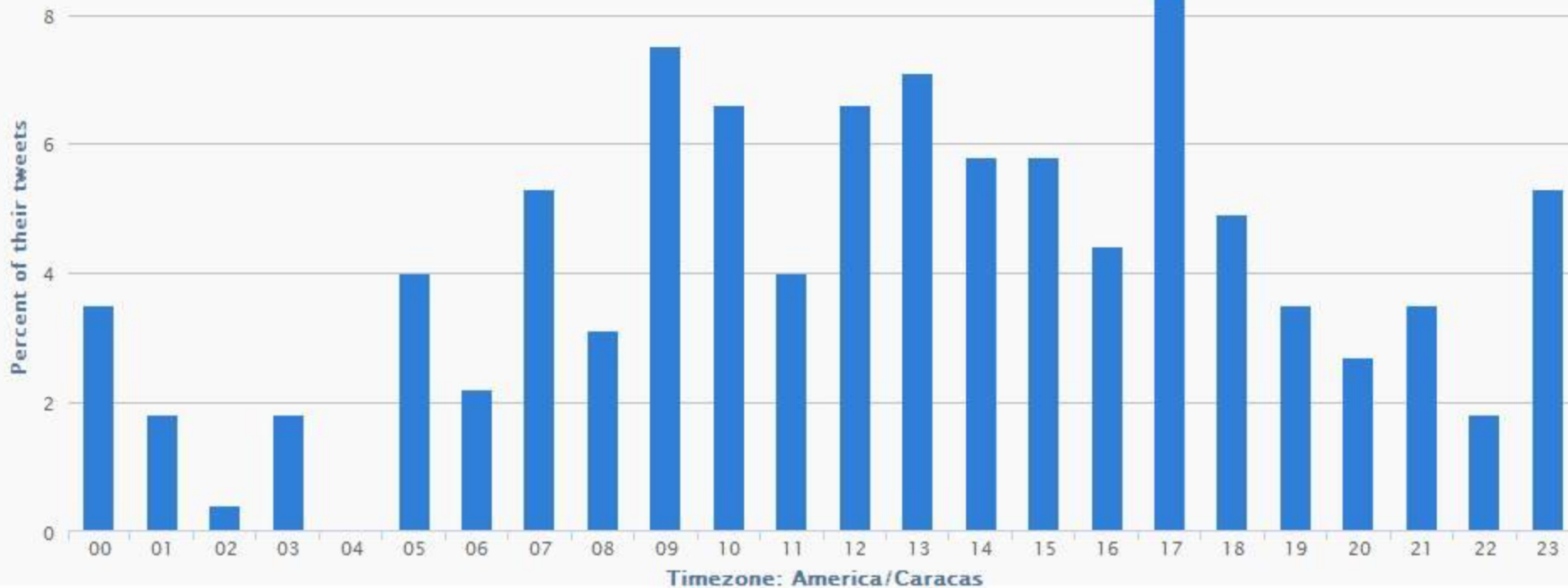
¿ Cada cuanto debo postear en la red social ?





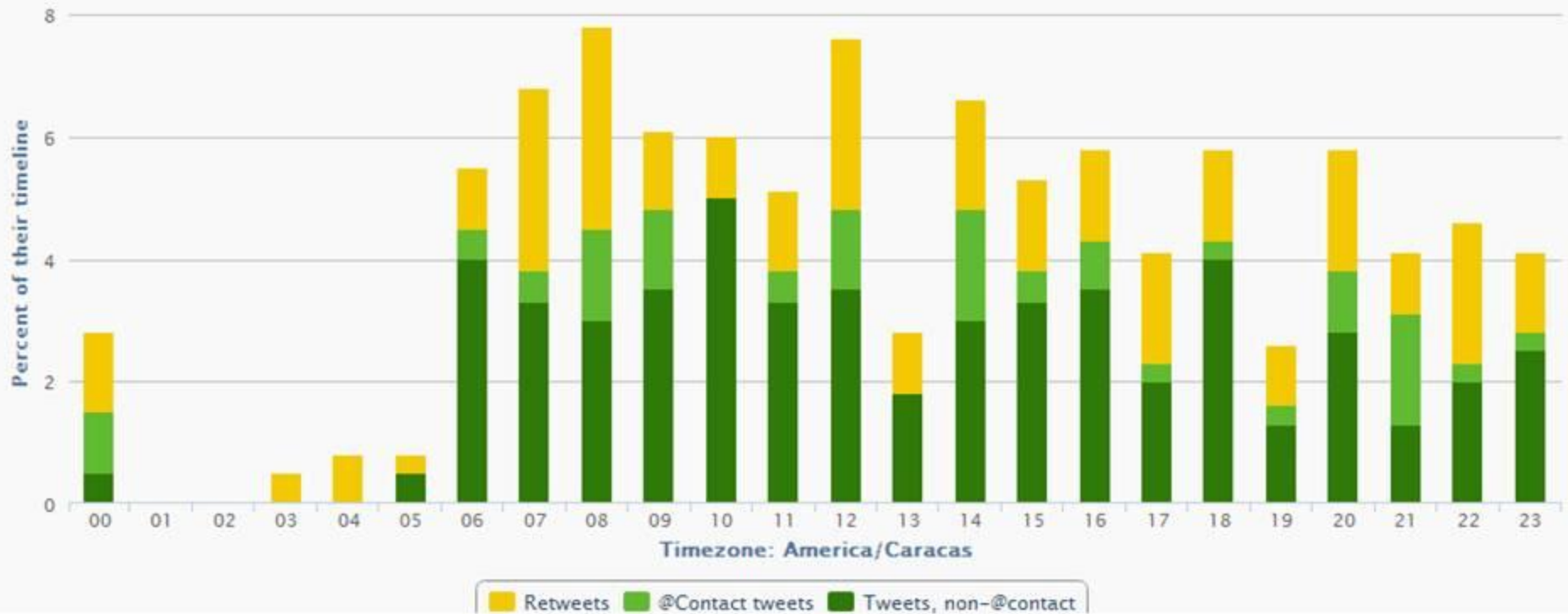
Most active hours for users marketing_pills follows

This chart breaks down the hourly Twitter activity of marketing_pills's friends.



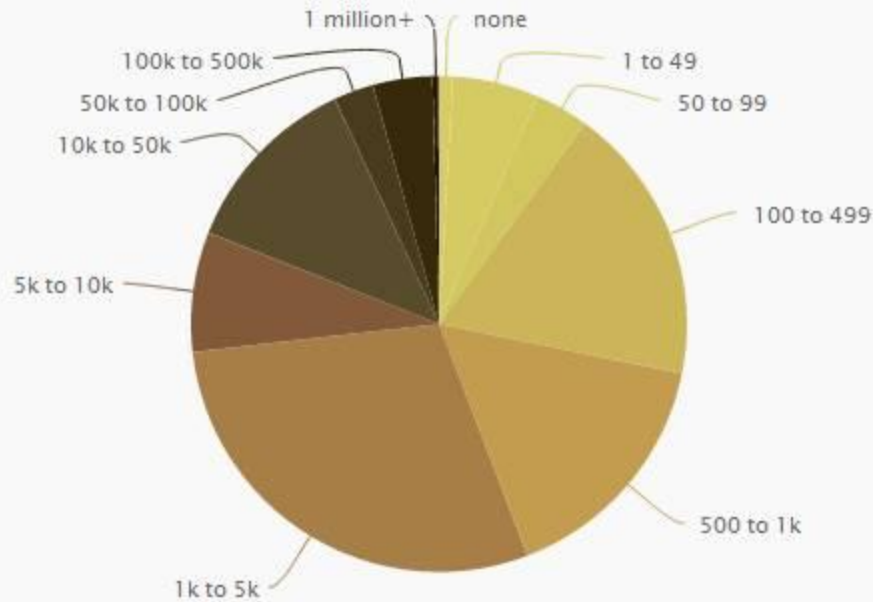
Most active hours for marketing_pills

This chart details marketing_pills's Twitter activity. Using up to 400 of their most recent actions, we chart when they tweet, @contact tweet (ones that begin with someone's name), and retweet. Compare to the above chart to see how their activity compares to their friends.



Following counts of users marketing_pills follows

Here we highlight the following counts of users marketing_pills follows. Generally, this is a less useful metric than the follower count (above). That said, we've found that people who follow a large number of users are often less "valuable" than those who follow fewer – this is because those people who follow a lot are less likely to comprehensively read their Twitter stream.



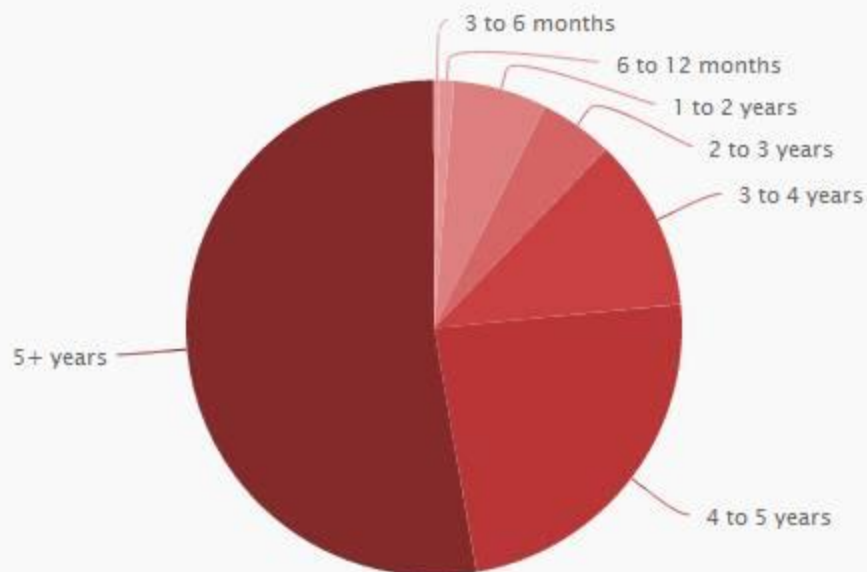
Breakdown

2	0.9%	none »
13	5.6%	1 to 49 »
8	3.5%	50 to 99 »
42	18.2%	100 to 499 »
37	16%	500 to 1k »
67	29%	1k to 5k »
18	7.8%	5k to 10k »
28	12.1%	10k to 50k »
6	2.6%	50k to 100k »
9	3.9%	100k to 500k »
1	0.4%	1 million+ »

avg: 18,819.8, median: 1,275

Account ages of users marketing_pills follows

The age of an account is an interesting way to measure value. Users who have been on Twitter for a while are early adopters, and generally more valuable than newbies. As well, there is a higher percentage of spam accounts in newer user segments (as Twitter has not yet cleared them out).



Breakdown

1	0.4%	3 to 6 months »
2	0.9%	6 to 12 months »
14	6.1%	1 to 2 years »
11	4.8%	2 to 3 years »
26	11.3%	3 to 4 years »
55	23.8%	4 to 5 years »
122	52.8%	5+ years »







Twitter

- Numero de Tweets
- Numero de marcados favoritos.
- Numero de DM
- Numero de #FF conseguidos
- Numero de Seguidores
- Numero de seguidos
- Numero de RT
- Menciones
- Listas en las que aparecemos

A close-up photograph of two hands clasped together. The hand on the right is wearing a gold ring with a large, round, brilliant-cut diamond on the ring finger. The skin is light-toned, and the nails are short and clean. The background is a soft, out-of-focus light color.

Engagement

**“No hay nada tan difícil como
entretener al público.”**

(Mohamed Ali)

BEHAVIOUR



Dregrees of Engagement

	Bajo	Medio	Alto	Muy Alto
	Seguidores	Menciones DM	RT/Tweets	Favoritos Listas
	Likes en Página	Post Likes Alcance Orgánico	Alcance Viral	Shares
	Añadir a lista	Share o Email	Share o Email	Insert Code

Fuente: Elaboración Propia

Representación porcentual en base a la generación de contenidos

Complex Engagement

Likes + Comment + Share (Time Period)

#Wall Post (Time Period)



**Post
Engagement**

Total Fans(Time Period)



Utilizando las Redes Sociales

- La marca incluye la palabra **"AMOR"**
- Es un producto es una infusión de consumo masivo en un mercado altamente competitivo.
- El producto se consume mas en el sector masculino que femenino.
- El empaque es en bolsa de 50grs, 100grs, 250grs , 500grs y un 1 kilo
- Para su preparación incluye un proceso de cocción.
- Se requiere presentar un storyboard con la posible campaña publicitaria en #RedesSociales y BTL en menos de 4 días.
- No hay tiempo ni presupuesto para investigar.

#alamujerleencanta

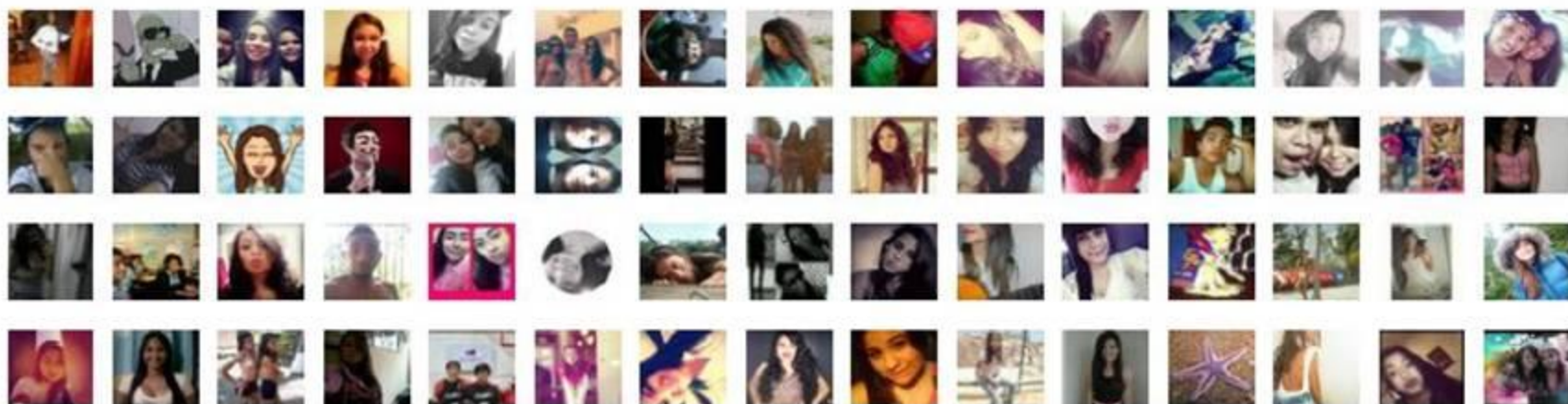
Cosas que le gustan a las mujeres

Cosas que les gustan a las mujeres

Trending Words

que, le, la, rt, y, respondan, rapido,,
tengas, buen, perfume,, sorpresas,
hables, bonito, ninguna, otra

Event Participants





RT @Jean_martinez27: #ALaMujerLeEncanta Que le respondan rapido, que tengas buen perfume, que la sorprendas y que no le hables bonito a ninguna otra

18-May-13 20:54 | broizd15



#ALaMujerLeEncanta. Q la consientan :) ♥

18-May-13 20:54 | Katykoritiz



RT @Jean_martinez27: #ALaMujerLeEncanta Que le respondan rapido, que tengas buen perfume, que la sorprendas y que no le hables bonito a ninguna otra

18-May-13 20:54 | cecydelamora



RT @Jean_martinez27: #ALaMujerLeEncanta Que le respondan rapido, que tengas buen perfume, que la sorprendas y que no le hables bonito a ninguna otra

18-May-13 20:53 | reginahdaued



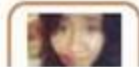
#ALaMujerLeEncanta Que le respondan rapido, que tengas buen perfume, que la sorprendas y que no le hables bonito a ninguna otra.

18-May-13 20:52 | NataliaMedina_3



RT @Jean_martinez27: #ALaMujerLeEncanta Que le respondan rapido, que tengas buen perfume, que la sorprendas y que no le hables bonito a ninguna otra

18-May-13 20:52 | july_velasco



RT @Jean_martinez27: #ALaMujerLeEncanta Que le respondan rapido, que tengas buen perfume, que la





**KEEP
CALM
AND
WORK
HARD**



Escuchar, analizar y medir

@marketing_pills

