

Modelos de Negocios

¿Alguien Sabe?

¿Se le ocurre?

¿Es importante?

En mi opinión es lo más importante

¿Por qué?

Una definición

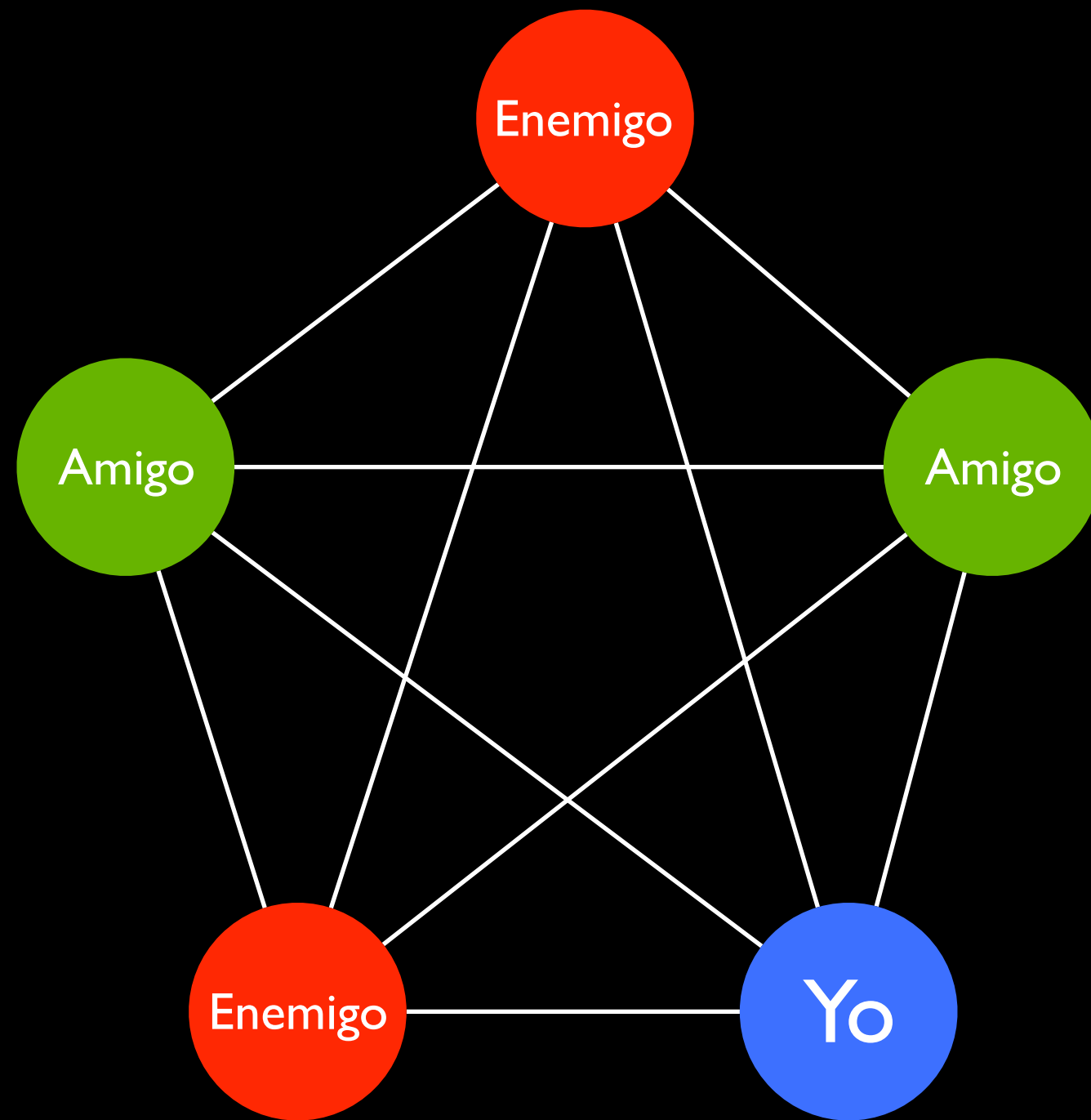
Un modelo de negocios describe el modo
en que una organización **crea, distribuye**
y captura VALOR

VALOR???

Todo necio confunde precio y valor
Antonio Machado (Poeta)

eehhh???





Se entiende mejor?







*Zum Einnehmen mit reichlich Flüssigkeit.
Anwendungsgebiete: Leichte bis mäßig starke Schmerzen, Fieber.
Arzneimittel für Kinder unzugänglich aufbewahren!
Apothekenpflichtig. Nicht über 30 °C lagern.*



ASPIRIN®

Tablette mit 500 mg Acetylsalicylsäure

20 Tabletten



ASPIRIN®

Un modelo de negocios describe el modo
en que una organización **crea, distribuye**
y captura VALOR

CREAR

INNOVACIÓN

DIFERENCIACIÓN

EXPERIENCIA

ATENCIÓN

ETC...

CREAR

INNOVACIÓN



CREAR

DIFERENCIACIÓN



CREAR

EXPERIENCIA



CREAR

ATENCIÓN



vtr.com



CREAR

ATENCIÓN

amazon

Pero todas (o casi) son empresas
“tradicionales”

Y qué pasa en Internet?

B2B?

B2C?

CPM?

CPC?

C2C?

WTF!!!

M2M?

B2B2C???

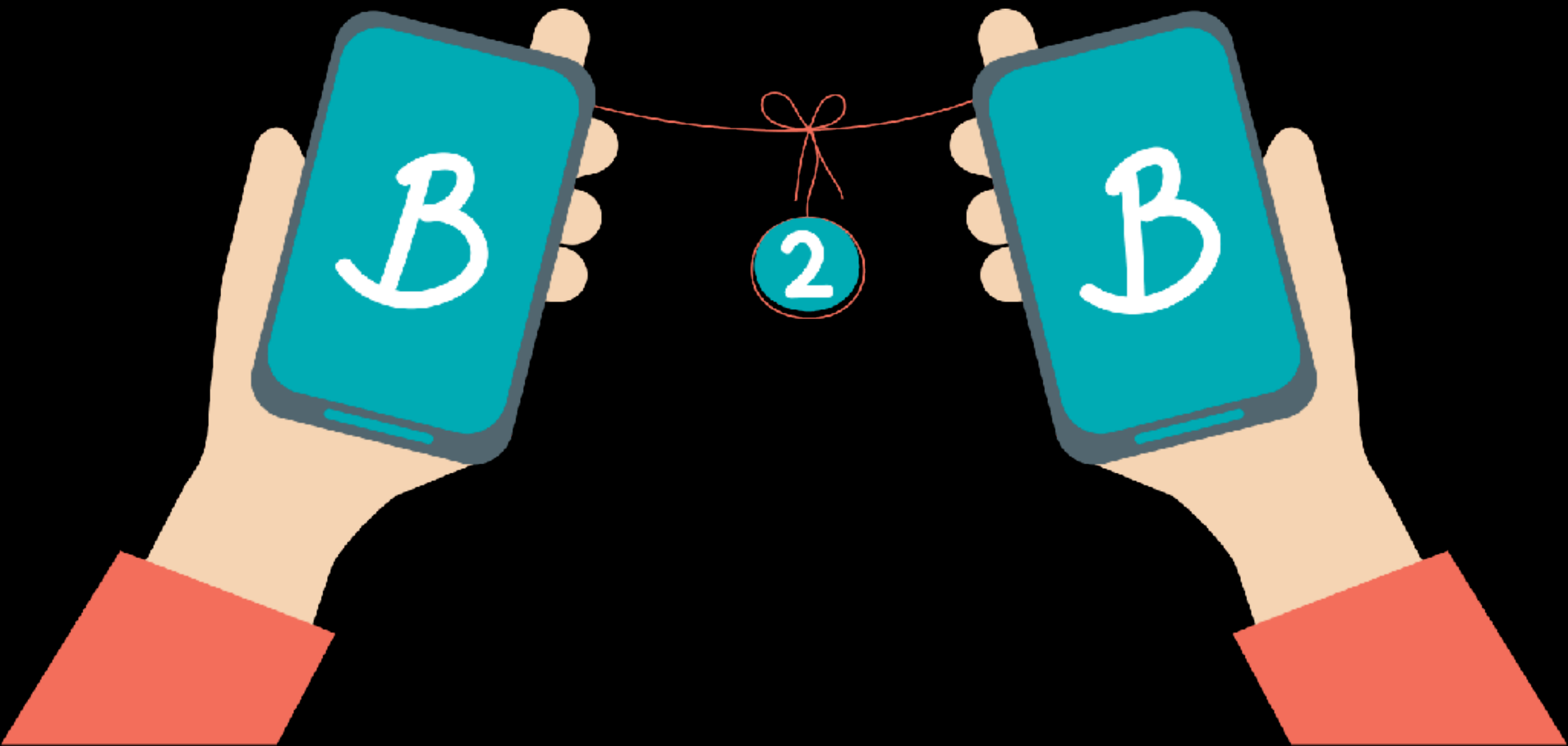
PONGAMOS

LAS
COSAS
EN

ORDEN

Disclaimer:

Todos los ejemplos que se presentará
a continuación poseen un modelo de
negocio basado en la solución que
entrega **valor** a sus cliente, en virtud
del tiempo nos enfocaremos en como
ganan **\$\$\$\$**



Quien Tiene más \$\$\$ qué las personas naturales?

LAS EMPRESAS!!!!

En Internet, las empresas que poseen
modelos B2B

Son aquellas cuyos clientes son las
Empresas

[PRODUCTOS](#)[SOLUCIONES](#)[AYUDA](#)[CLIENTES](#)[EVENTOS](#)[ACERCA DE](#)[PRUEBA GRATUITA](#)**SOLUCIONES PARA**

Pequeñas empresas

Industrias

PRODUCTOS

Ventas

Servicio

Marketing

Comunidad

Análisis

Apps

IoT

¿Preguntas?

Pregunta a uno de nuestros agentes.
Estamos aquí para ayudarte. Oppure
chiamateci allo 00800 7253 3333

[HABLEMOS](#)[NO GRACIAS >](#)

La forma divertida de aprender a utilizar Salesforce

[APRENDA DE FORMA GRATUITA >](#)

¿Qué es Salesforce?

Salesforce es la Customer Success Platform que ayuda a las empresas a conectar con sus clientes de una manera totalmente nueva a través de sus ventas, servicios, marketing, comunidades y aplicaciones de análisis.

[MIRE CÓMO LO HACEMOS >](#)[Hablemos](#)[\[+\] SU OPINIÓN](#)

Nació como CRM Online
Subscripción por Usuario
Descuento x pago anual



Uno de los mayores SaaS del Mundo
CRM + Marketing + IA
Modelo de negocio basado en pago
por uso

Toma decisiones más inteligentes

Usa la plataforma de encuestas que responde 16 millones de preguntas todos los días.

SUSCRIPCIÓN PROFESIONAL

SUSCRIPCIÓN GRATUITA



Crea, envía y analiza encuestas fácilmente

Encuestas Online Modelo Freemium

Panel de Encuestados

donación a caridad y payback!!!

[Cómo funciona](#)[Productos ▾](#)[Ejemplos ▾](#)[Recursos ▾](#)[Planes y precios](#)[INICIAR SESIÓN](#)

Planes y precios

Elige tu plan hoy. Comienza ahora con la plataforma de encuestas que se adapte a tus necesidades, incluso si cambian con el tiempo.

Con SurveyMonkey, puedes:

- ✓ Enviar encuestas profesionales en minutos
- ✓ Obtener poderosas herramientas para analizar tus datos
- ✓ Compartir percepciones con tu equipo
- ✓ Disfrutar de una plataforma de encuestas escalable

	BASIC	ESTÁNDAR	MEJOR OFERTA AVANZADO	PREMIER
	\$ 0 CLP Siempre gratis	\$ 17.990 CLP /mes Facturación mensual AHORRA con un plan anual	\$ 199.990 CLP /año	\$ 549.990 CLP /año
	SUSCRÍBETE	SUSCRÍBETE	SUSCRÍBETE	SUSCRÍBETE
Cantidad de encuestas ?	ILIMITADO	ILIMITADO	ILIMITADO	ILIMITADO
Preguntas por encuesta ?	10	ILIMITADO	ILIMITADO	ILIMITADO
Cantidad de respuestas ?	100 / encuesta	1000 al mes*	ILIMITADO	ILIMITADO
Atención al cliente 24/7 por correo electrónico ?	✓	✓	Prioridad	Prioridad
INUEVO! Cuentas y herramientas del			2 usuarios en total con	2 usuarios en total con

[Features](#)[Business](#)[Explore](#)[Marketplace](#)[Pricing](#)[Sign in](#) or [Sign up](#)

Built for developers

GitHub is a development platform inspired by the way you work. From **open source** to **business**, you can host and review code, manage projects, and build software alongside millions of other developers.

Username

Email

Password

Use at least one letter, one numeral, and seven characters.

[Sign up for GitHub](#)

By clicking "Sign up for GitHub", you agree to our [terms of service](#) and [privacy policy](#). We'll occasionally send you account related emails.

[GitHub for teams](#)

A better way to work together

Versionamiento de Software

Colaboración entre equipos

Completamente gratis para repositorios públicos

[Features](#)[Business](#)[Explore](#)[Marketplace](#)[Pricing](#)[Sign in](#) or [Sign up](#)

Plans for all workflows

GitHub is free to use for public and open source projects.

Work together across unlimited private repositories with a paid plan.

Developer		Team	Business	
\$7		\$9	\$21	\$21*
per month		per user / month	per user / month	per user / month
Includes: Personal account Unlimited public repositories Unlimited private repositories Unlimited collaborators Free for students as part of the Student Developer Pack .		Includes: Organization account Unlimited public repositories Unlimited private repositories Team and user permissions Starting at \$25 / month which includes your first 5 users.	Hosted on GitHub.com Organization account SAML single sign-on Access provisioning 24/5 support with 8-hour response time 99.95% Uptime SLA	GitHub Enterprise Multiple organizations SAML, LDAP, and CAS Access provisioning 24/7 support for urgent issues Advanced auditing Host on your servers, AWS, Azure, or GCP
Sign up		Sign up your team	Get started	Start a free trial



Herramienta para
monitoreo en tiempo real

A nivel de Software!!!

Modelo Freemium

Permite medir
performance

14 days of Pro for **Free!** No credit card required.

Lite

FREE

Forever. Seriously. That's right. Free.
Just the basics.

Create your account now!
Great for keeping an eye on your app!

Standard

\$24

/month/server
w/ annual commitment
or \$49 month-to-month

Full functional app performance
management includes server and real
user monitoring tool.

Pro

\$149

/month/server
w/ annual commitment
or \$199 month-to-month

All the bells and whistles.
Great volume discounts available with
5 or more servers. Get started today!



Monthly pricing for common host providers

Pricing is shown at the reduced annual rate.
Monthly costs without an annual contract are 3x higher.



AMAZON



GOOGLE



RACKSPACE



MICROSOFT

INSTANCE

ESSENTIALS

PROFESSIONAL

INSTANCE	ESSENTIALS	PROFESSIONAL
m1.small	\$16.87	\$33.75
m1.medium	\$29.69	\$59.38
m1.large	\$59.37	\$118.75
m1.xlarge	\$100.00	\$200.00
c1.medium	\$23.12	\$46.25
c1.xlarge	\$93.75	\$187.50
cc2.8xlarge	\$100.00	\$200.00
cg1.4xlarge	\$100.00	\$200.00
m2.xlarge	\$100.00	\$200.00
m2.2xlarge	\$100.00	\$200.00

1 Select a provider.

CLOUD-BASED OPTIONS

AWS

Instance Size

Select...

What type of instance?

SELF-HOSTED ENVIRONMENTS

Don't see what you're looking for?

2 Select a billing cycle

New Relic Team

Any questions about APM Pricing or Features?

Write a reply...



Freemium???

Modelo “**Narco**” - La primera es **gratis!!!**

Se entrega una suscripción muy limitada
gratis

Cuando un llega a alguna condición de borde
comienza a pagar

Free Trial???

No estás seguro si te sirve???

Usalo gratis por un tiempo, pero después te cobro

Si no pagas después del trial, se corta el servicio

~~B2B?~~

B2C?

CPM?

CPC?

C2C?

WTF!!!

M2M?

B2B2C???



Los consumidores finales pueden no tener
tanta \$\$\$

PERO SON MUUUUUUCHOSSSSSS!!!!

B2C son todos aquellos negocios
donde el cliente final es el
consumidor

SUBSCRIPCIÓN

NETFLIX

Iniciar sesión

Tu próxima historia, ahora.

DISFRUTA DONDE QUIERAS. CANCELA CUANDO QUIERAS.

DISFRUTAR UN MES GRATIS



Prueba 2 meses de Premium gratis.

Música ilimitada, sin interrupciones y offline.

HAZTE PREMIUM AQUÍ

Después, solo \$ 3.490,00 al mes. La oferta no está disponible para los usuarios que ya hayan probado Premium. Consulta los términos y condiciones.



ECOMMERCE



Amazon Music Unlimited

Prime Music

CDs & Vinyl ▾

Download Store ▾

Settings

\$10 & Under with **FREE** shipping[Back to search results for "rush vinyl"](#)

Share

A Farewell To Kings

40th Anniversary Edition

180 gram

[Rush](#) Format: Vinyl

★★★★★ ▾ 361 customer reviews

[See all 25 formats and editions](#)**Streaming**
Unlimited[Listen with our](#)
[Free App](#)**MP3**
\$4.99**Audio CD**
\$6.0512 Used from \$1.14
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\$26.221 Used from \$21.98
3 New from \$22.20**Audio, Cassette**
from \$3.008 Used from \$3.00
3 Collectible from \$13.13[Report incorrect product information.](#)[Click to open expanded view](#)**Frequently bought together**Total price: **\$107.65**[Add all three to Cart](#)[Add all three to List](#)https://www.amazon.com/Low-Price-With-Free-Shipping/bbp?ref_=bbp_bb_757550_in_jlm **Buy New** **\$63.19**

Qty: 1 ▾

In Stock.Ships from and sold by Amazon.com.
Gift-wrap available. **Add to Cart**[Turn on 1-Click ordering for this browser](#)This item ships to **Santiago, Chile**.
Want it Monday, March 26? Order
within **17 hrs 2 mins** and choose
AmazonGlobal Priority Shipping at
checkout. [Learn more](#)**Ship to:**Luis Eduardo Dujo- Santiago -
7500191 ▾ **Buy Used** **\$56.30**[Add to List](#)**Other Sellers on Amazon**28 used & new from **\$40.66**

**CUPONATIC**

¡Encuentra la oferta que buscas!



Mi carro



Clientes

CATEGORÍAS ▾

Destacados

Black Days

Lo + vendido

Despacho Gratis

Outlet

Cargo Conciencia

Despacho 24 hrs

¿CARGO DE CONCIENCIA?

¡VER OFERTA!

Productos



Salón de belleza



Servicios



Viajes y turismo



Estética corporal



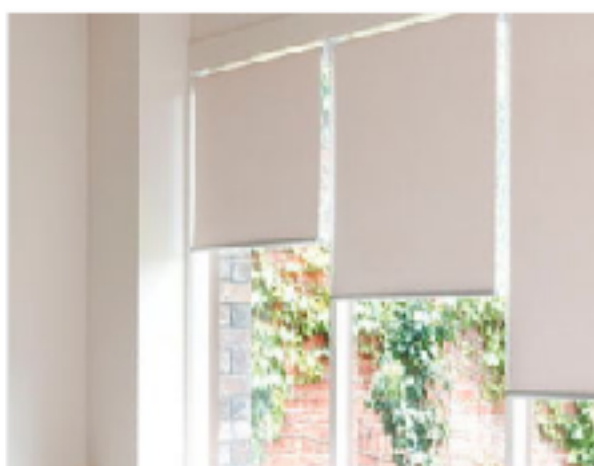
Bienestar y salud



Gastronomía



Panoramas



Cortina Roller Translúcida Meriggi

\$6.899

246 Me gusta

Aromatizador Eléctrico Air Wick +
Pack 5 Recargas

\$9.999

Pack 2 Frascos Spirulina 150 Cápsulas
FNL

\$9.999

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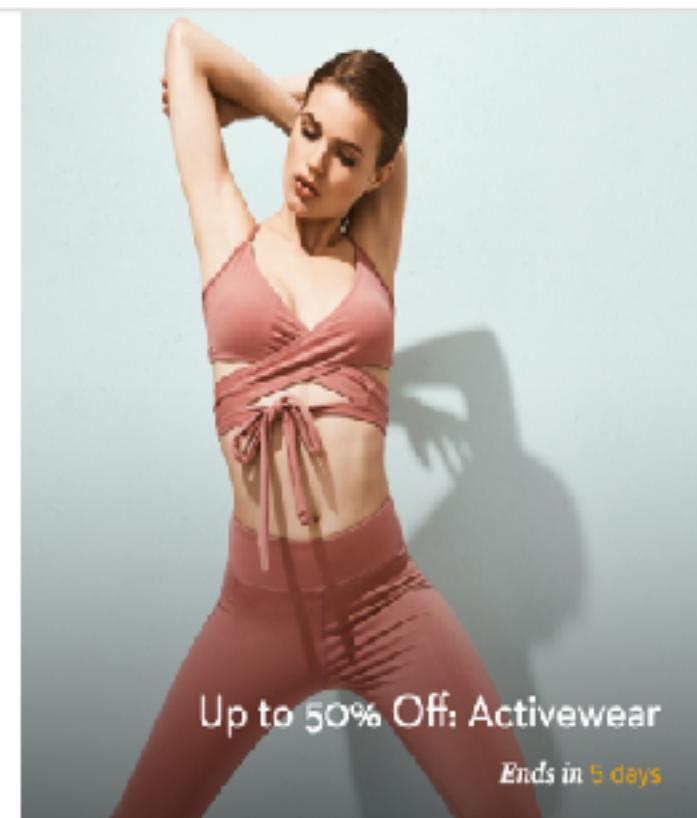


It Brands, East, English Factory

Ends in 5 days

March 19, 2018

Top Picks for You



Up to 50% Off: Activewear

Ends in 5 days



Extra 30% Off: Bedding



Sign up for personalized [deal alerts](#) and [exclusive discounts](#)

Join Gilt

70%

~~B2B?~~

~~B2C?~~

CPM?

CPC?

C2C?

WTF!!!

M2M?

B2B2C???



Y qué pasa si no quiero comprar y vender?

O no tengo una propuesta de valor por la
que un usuario esté dispuesto a
pagar???

Que transen ellos mismos y yo gano por
comisión!!!!

C2C son todos aquellos negocios donde los consumidores transan entre ellos, yo sólo facilito la comunicación



Comprar por categoría ▼

Todas las categorías ▼

Buscar

Búsqueda avanzada

Lo que sigues

Lo último

Moda

Tecnología

Artículos de colección y arte

Hogar y jardín

Artículos deportivos

Autos, motos y otros

Promociones del día

Artículos
por US \$10,
¡o menos!

Ahórrate también el costo
de envío

Compra ya →



A todos
nos gusta

Ahorra con tus
marcas preferidas

Compra ya →



Consigue tu
nuevo funkó

Ver todos →



Colecciones destacadas de hoy



[post to classifieds](#)

[my account](#)

search craigslist

for sale

event calendar

M	T	W	T	F	S	S
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Translation Forum

[help, faq, abuse, legal](#)

[avoid scams & fraud](#)

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[about craigslist](#)

[craigslist is hiring in sf](#)

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Encuentra alojamientos en Airbnb

Descubre casas enteras y habitaciones privadas, perfectas para cualquier viaje.

DÓNDE

Chile

LLEGADA

dd/mm/aaaa

SALIDA

dd/mm/aaaa

ADULTOS

1 adulto



NIÑOS

0 niños



Buscar

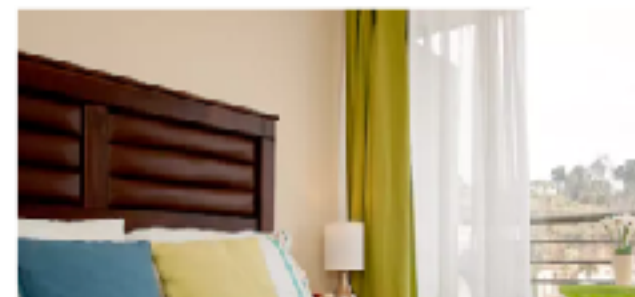
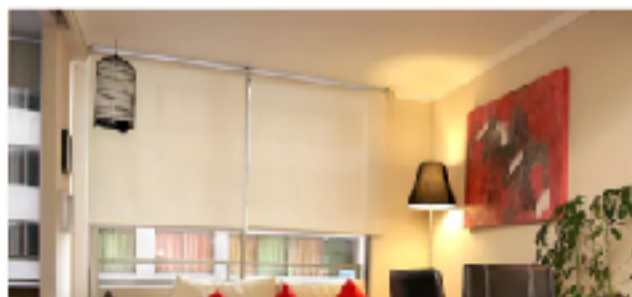
Lo que dicen los huéspedes sobre los alojamientos de Chile



Más de 150,000 evaluaciones
de alojamientos de Airbnb en Chile



4.7 estrellas sobre 5
evaluación promedio de alojamientos en Chile



~~B2B?~~

~~B2C?~~

CPM?

CPC?

~~C2C?~~

WTF!!!

M2M?

B2B2C???

B2B2C

Qué pasa si quiero entregar un servicio gratis para mis usuarios pero quiero que alguien pague por ello???

O si quiero “apoyar” a empresas que no tienen cómo llegar al **longtail** a que puedan hacerlo?

B2B2C son aquellos negocios, donde una empresa “orquesta” un servicio que permite conectar a usuarios con distintas empresas

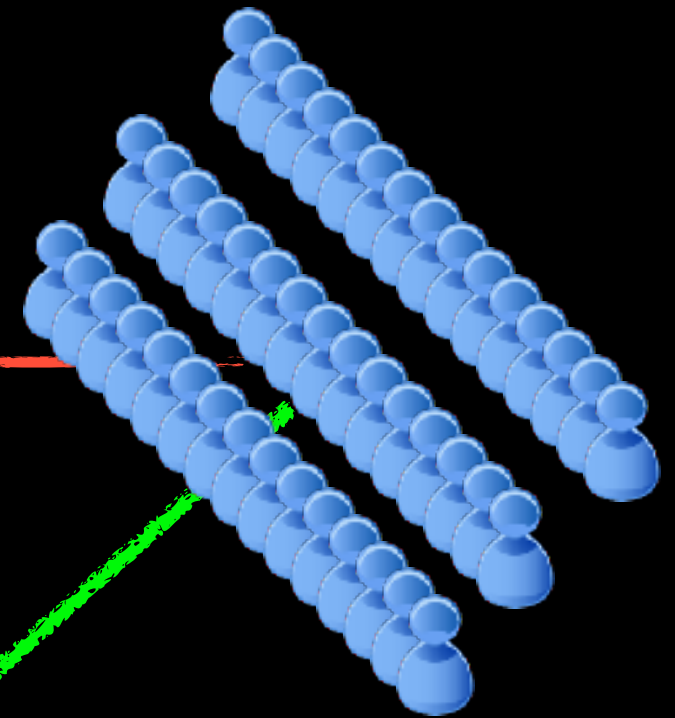


Marketing 1:1? Difícil



SODIMAC

Marketing 1:1? Yo SI



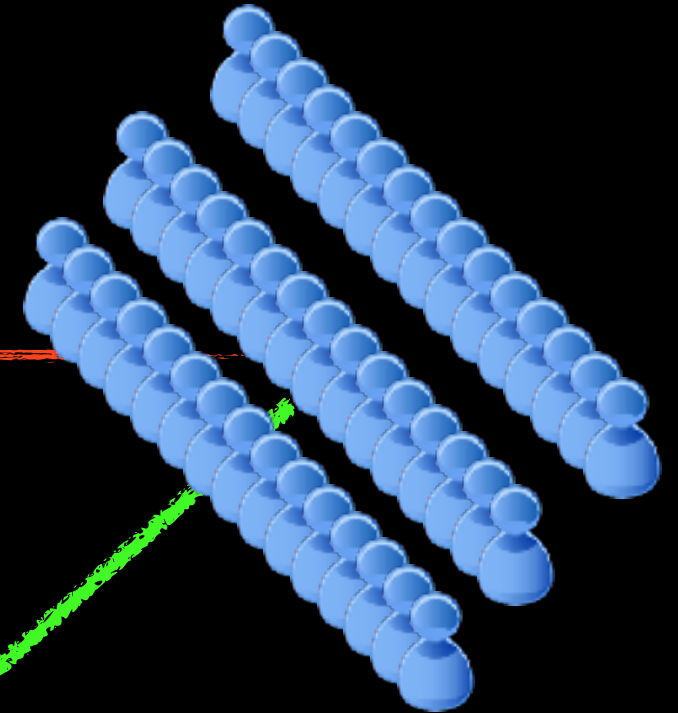


Coordinar mi viaje? No
gracias

Yo SI, con mejor
precio



y cobro comisión en las dos
puntas!



~~B2B?~~

~~B2C?~~

CPM?

CPC?

~~C2C?~~

WTF!!!

M2M?

~~B2B2C???~~

M2M

Ahora las maquinas son
“inteligentes”

Puedo sacar \$\$\$ de
eso???

M2M son aquellos negocios en que la comunicación entre máquinas aporta valor a las empresas, generalmente son un subconjunto de B2B



GPS + Sensores
(Temp,Apertura, etc)



Dashboard

~~B2B?~~

~~B2C?~~

CPM?

CPC?

~~C2C?~~

WTF!!!

~~M2M?~~

~~B2B2C???~~



\$US 94.200.000.000

2012

\$US 209.000.000.000

2017

\$US 333.000.000.000

2019

354%

2012 - 2019

\$US 178.000.000.000

Publicidad TV 2017

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REAL ESTATE

Sharon Sigman

Welchert
Realtors

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\$500 on your next car!

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Tonight at 10

Metro teachers with
sexy MySpace and
Facebook web pages.



McCain seals GOP nomination as Romney suspends campaign

John McCain effectively sealed the Republican presidential nomination on Thursday as chief rival Mitt Romney suspended his faltering presidential campaign.

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- [Russell Stover Candies to lay off 150 workers in Montrose](#)
- [2009 NCLR annual conference moved to Chicago](#)
- [Ex broadcaster, NFL star gets probation on gun and drug charges](#)
- [Kansas City apartment fire injures tenants](#)
- [Missing man found OK](#)
- [Firefighters search elementary for gas leak](#)
- [Bus crashes in Eastern Kansas City](#)
- [Classmate charged in death of teen said to be bullying victim](#)
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Call For Action



Morning Netcast, Feb. 7, 2008



Trigger Test

lock down
your identity today



LifeLock

Disrupt the bad guys

www.lifelock.com

Local Gasoline Prices

Kansas City, MO
Average Gas Price

\$2.81 Per Gallon

Find Your Local Prices

Enter Zip

GO

Prices by automotive.com

KCGasPrices.com

Today's Local Prices

Low Price **2.69**

High Price **2.96**

Sports News

Where's Google™ making its money?

\$32.2 billion
in total advertising revenue

SPOILER ALERT: **ADVERTISING!**

\$33.3 billion
in total revenue in Q3 2010 - Q2 2011

of Google's
Revenue
97%
is from
advertising

Top 20
Most Expensive
Keywords
in Google™ AdWords Advertising

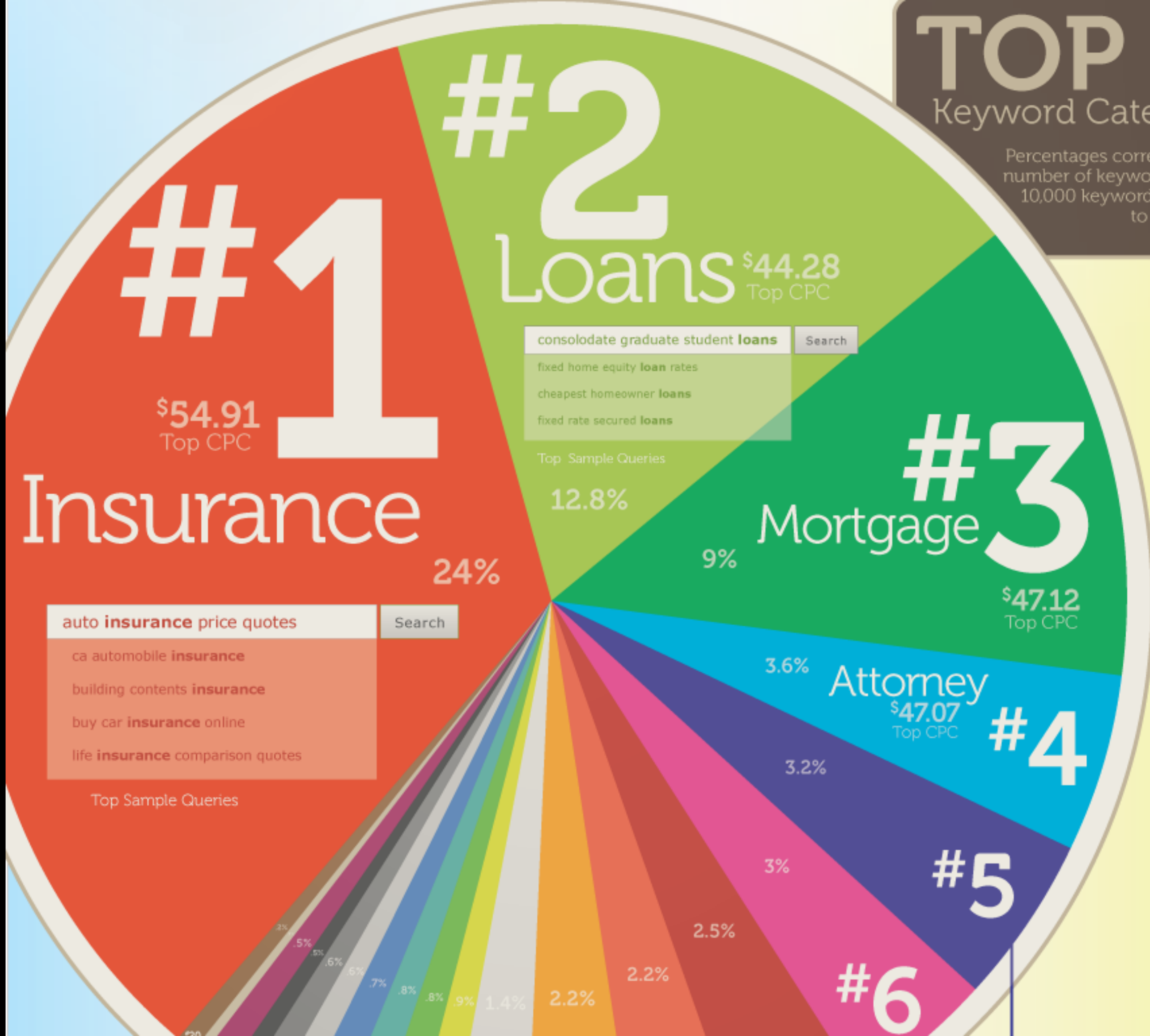
TOP 20
Keyword Categories

Percentages correspond to the
number of keywords in the top
10,000 keywords that belong

TOP 20

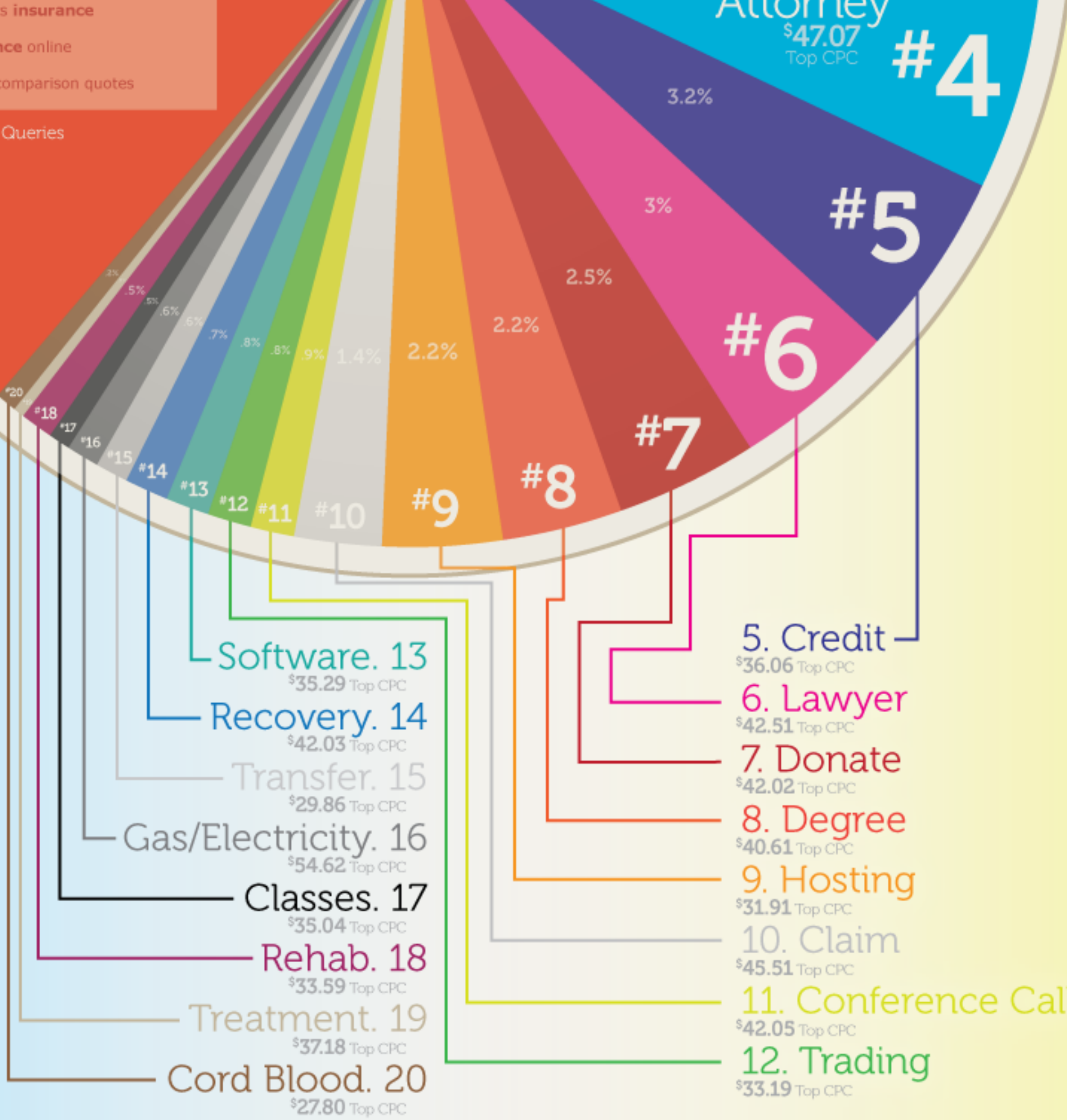
Keyword Categories

Percentages correspond to the number of keywords in the top 10,000 keywords that belong to that category.



building contents **insurance**
buy car **insurance** online
life **insurance** comparison quotes

Top Sample Queries



- 5. Credit
\$36.06 Top CPC
- 6. Lawyer
\$42.51 Top CPC
- 7. Donate
\$42.02 Top CPC
- 8. Degree
\$40.61 Top CPC
- 9. Hosting
\$31.91 Top CPC
- 10. Claim
\$45.51 Top CPC
- 11. Conference Call
\$42.05 Top CPC
- 12. Trading
\$33.19 Top CPC

- 13. Software
\$35.29 Top CPC
- 14. Recovery
\$42.03 Top CPC
- 15. Transfer
\$29.86 Top CPC
- 16. Gas/Electricity
\$54.62 Top CPC
- 17. Classes
\$35.04 Top CPC
- 18. Rehab
\$33.59 Top CPC
- 19. Treatment
\$37.18 Top CPC
- 20. Cord Blood
\$27.80 Top CPC



Mobile

Admob, Jumptap, Inmobi,
Amobee, Mojiva, Medialets,
Greystripe, Quattro, Crisp
Wireless, Millennial Media,
Mobclix, Transpera.



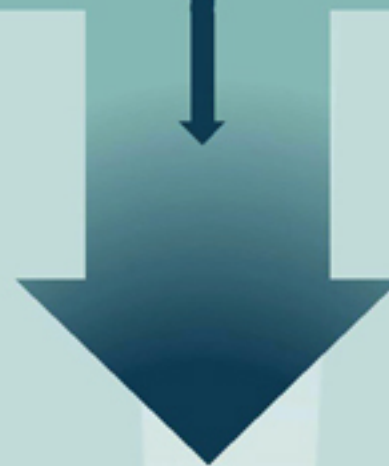
Yield Optimization

Rubicon Project,
Pubmatic, Ad Meld.



Publishers Tools

Fat Tail, Yieldex, Lijit, Short Tail,
Yield Build, Yieldbot,
Scout Analytics.



AUDIENCE



PUBLISHERS



Targeted/Audience

Media 6 Degrees, Collectivemedia, Pulse 360, 33 Across, Specific Media, Turn, Lotame, Croospixelmedia, Chango, Lucidmedia, Audience Scene, Dotomi, Criteo, Fetchback, Simpli.fi.



Ad Networks Horizontals

Yahoo!, Microsoft Media Work, Google, AOL, Tribal Fusion, 24.7 Realmedia, Audience, ValueClick, Burstmedia, Traffic, Interclick, Undertone Networks, CPX interactive, Ad Grity.com, Brand.net. Video/Rich Media: Say:, Tidal tv, Tremor Media, Ooyala, Bright Roll, Brightcove, ScanScout, Yume, BBE, Eye Wonder, Adconion, Oggi Finogi.



Video/Rich Media

Say:, Tidal tv, Tremor Media, Ooyala, Bright Roll, Brightcove, ScanScout, Yume, BBE, Eye Wonder, Adconion, Oggi Finogi.



Ad Exchanges

DoubleClick, Rightmedia, Adversiting.com Ad Desk, Ad ECN, Contextweb, AdBrite, Adap.tb, OpenX, Adjuj.



Ad Networks Verticals

Travel, NetShelter, Gorilla Nation, Sportgenic, Jumpstart, IDG Tech Network, Glam, Intergi, Tecnorati, Federated Media.



Mobile

Admob, Jumtapt, Inmobi, Amobee, Mojiva, Medialets, Greystripe, Quattro, Crisp Wireless, Millennial Media, Mobclix, Transpera.



Yield Optimization

Rubicon Project, PubMatic, Ad Meld



Publishers Tools

Fat Tail, Yieldex, Lijit, Short Tail, Yield Build, Yieldbot, Scout Analytics.

ADVERTISERS



Agencies

OmnicomGroup, WPP, Publicis,
IPG, Havas, Aegis, MDC Partners,
Akqa, LBi, Epsilon, HH, Icrossing,
Innovation Interactive, AT&T
Interactive, Yodle, Webvisible.



Media Buying Desk

Accuen, Mig, Cadreon,
Adnetik, Varickmedia.



Data Optimization

Aggregate Knowledge, Bizo,
Quantcast, TellApart, Red Aril,
Jovian Data, Adchemy, Permuto.



Creative Optimization

Aggregate Knowledge, Bizo,
Quantcast, TellApart,
Red Aril, Jovian Data,
Adchemy, Permuto.



Demand Side Platforms (DSP's)

Media Math, Invitemedia, Turn,
DataXu, X+1, Appnexus, Efficien
Frontier, Triggitt, The Trade Desk,
Ad Buyer, BrandScreen.



Sharing Data/ Social Tools



Ad Ops/ Infrastructure



Ad Servers

DoubleClick, Mediamind,

ONLINE ADVERTISING TECHNOLOGY



Data Suppliers

Experian, Acxiom, Datalogic, Quova,
Tuargusinfo, eBureau, Netezza, Infogroup,
Merkle, Symphony IRI Group.



DMP's and Data Aggregators

Data Management Platform

Blue Kai, Exelate, Demdex, Krux,
Quantcast, Brillig, Bizo,
JovianData, Red Aril, RapLeaf,
Proximic, Peer39, Akamai,
Legolas, AlmondNet, BrightTag.



Ad Servers

DoubleClick, Mediamind,
Point Roll, Atlas, Mediaplex,
APT, OpenX, 24.7 Real Media,
Zedo, Adtech, FreeWheel.



Analytics

Omniure, Unica, Coremetrics,
Tracksimple, Webtrends,
Marketshare Partners,
Google Analytics, Flurry.



Verification/ Attribution

DoubleVerify, Adsale, Anchor
Intelligence, Ad-Juster, Vizu,
Convertro, Visual IQ, AdXQse,
AdMetrix, Click Forensics,
Clear Sale Inc.

CPC: Cost per Click

CPM: Cost per Mille

CPL: Cost per Lead

CPV: Cost per Visitor

NOOB GUIDE

TO ONLINE MARKETING

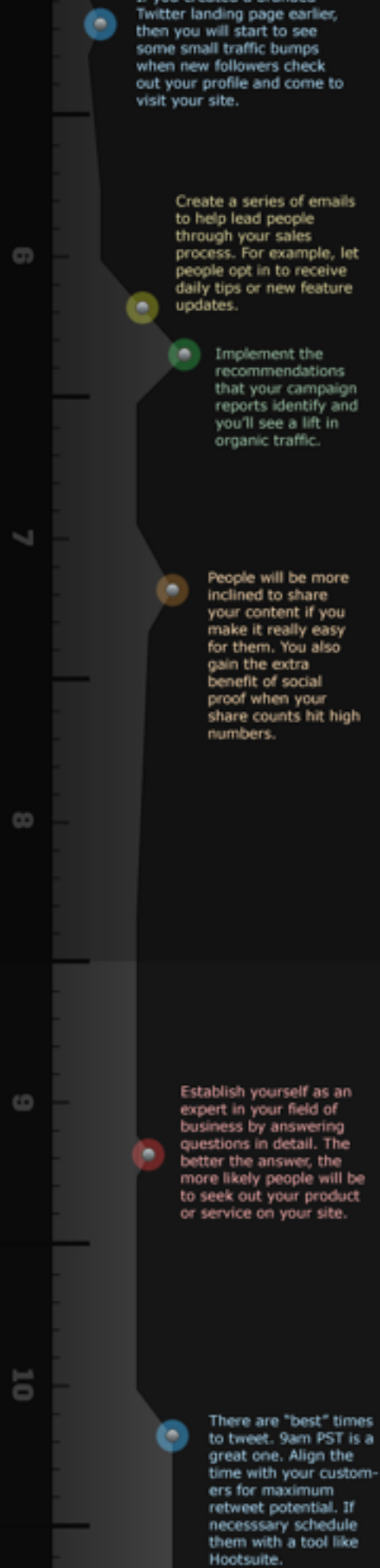
- dots on wheel center show
- where an activity should
- utilize landing pages

Infographic created by

unbounce
THE DIY LANDING PAGE PLATFORM







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Use a drip campaign for education and retention

Use SEOMoz campaigns to optimize for search

Create an editorial calendar and stick to it

Enable social sharing mechanisms

Add important custom reports to your dashboard

Answer questions on LinkedIn & Quora

Time your tweets to match your audience's hours.

Write an ebook or whitepaper that solves a customer need

11

12

13

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15

16

You will get an instant spike in traffic by running a PPC campaign. Try targeting cheaper long tail keywords to make your budget last longer.

The more visitors you can convert into fans, the more traffic Facebook will create for you when you make announcements there.

Push your blog content through to your Facebook fan page to extend it's reach and create a forum for dialog.

Guest posts on big blogs can provide massive traffic spikes. Try to make them epic and engage every comment you receive on the post.

The extra brand reach helps maintain traffic levels after the post - note how the spike only drops half way back down.

Give away something with great value and you'll get word of mouth and viral traffic.

If your landing page directs people through to your website

Segment your customers by creating lists

Create a conversion oriented Facebook page

Get more FB visitors to "Like" you

Connect your blog to Facebook for active content

Seed your Facebook account with some fans

Give something away in exchange for customer data

Offer your ebook in exchange for email

Have a single purpose and CTA for every page

Focus your pages on conversion

Rate your landing pages with the scorecard

This will give you a To-Do list

Discover under performing areas of your site

Start writing guest posts for other sites with similar visitors

Work on your message match to improve Quality Score

Match your ad to your page content

Run a test PPC campaign using landing pages

They convert better than hompages

Use one landing page for each ad group

Make your content more focused

Create a Google AdWords account with a free coupon

17

people through to your website (click through), improving your message match will drive more conversions and traffic.

18

Producing great content will get people to link back to your site bringing new visitors. Contact link authors to suggest better anchor text.

Start networking on LinkedIn for extended reach

19

Testing will improve your open rates and click through rates - bringing more people to your site.

A/B test your emails to polish your messaging and open rates

20

Write blog posts that mention other relevant tools and companies. They'll likely share it with their audience and may return the favour in the future.

Leave Twitter tabs open for "live" social interaction

21

22

Start A/B testing your pages with your new ideas

Choose an appropriate testing tool

Do some "Live" tests with real people to gain insight

Try running a 5-second test

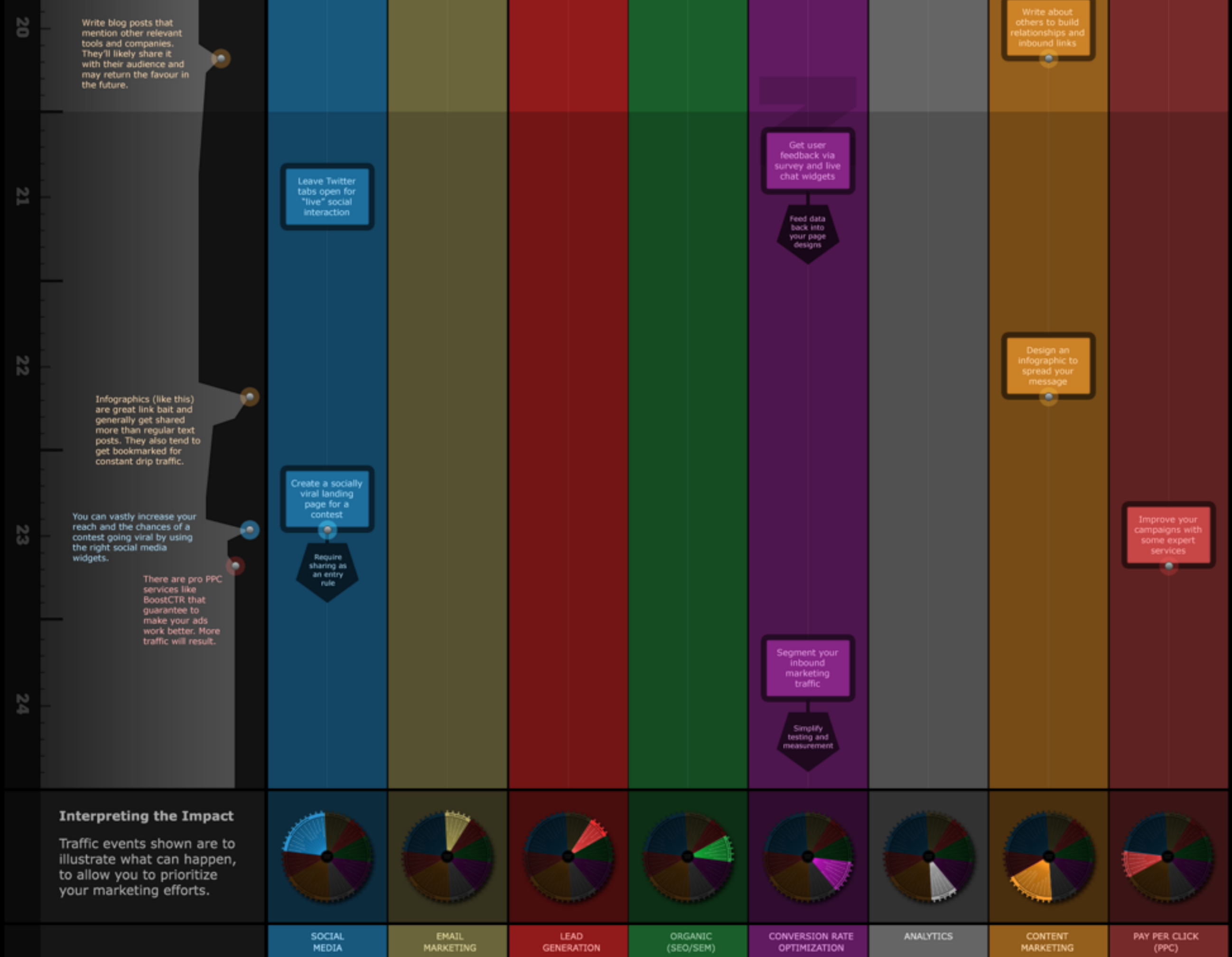
Link building - write great content and monitor links

Write about others to build relationships and inbound links

Get user feedback via survey and live chat widgets

Feed data back into your page designs

Design an infographic to spread your message



AFFILIATE MARKETING 101

BROUGHT TO
YOU BY

PEPPERJAM
EXCHANGE

THERE ARE 3 KINDS OF PEOPLE INVOLVED.

PUBLISHERS



MEET
PAT

THE AFFILIATE

"I HAVE A BLOG
ABOUT HATS!"

ADVERTISERS



MEET
ANDY

THE MERCHANT

"I RUN A
HAT E-STORE!"

CONSUMERS



MEET
SUE

THE SHOPPER

"I WANT TO
BUY A HAT!"

HOW DO THEY ALL WORK TOGETHER?

1

PAT WANTS TO
MAKE SOME MONEY.



"HM... I BLOG ABOUT
HATS THAT I LIKE.
MAYBE I CAN MAKE
SOME MONEY WHILE
DOING THAT!"

2

PAT JOINS AN
AFFILIATE NETWORK.



"I CAN ADD LINKS
TO MY BLOG AND
GET PAID FOR IT!
NOW THIS IS
WHAT I'M TALKING
ABOUT!"

3 ANDY WANTS TO GET MORE BUSINESS.

“MAYBE I CAN GET BLOGGERS & OTHERS TO PROMOTE MY PRODUCTS FOR ME!”



4 ANDY JOINS AN AFFILIATE NETWORK.

“NOW I HAVE AN AFFILIATE PROGRAM AND PUBLISHERS WILL PROMOTE MY STORE FOR ME!”



5 PAT JOINS ANDY'S AFFILIATE PROGRAM.



“I CAN JOIN THIS PROGRAM & USE THE AFFILIATE NETWORK'S TOOLS TO PROMOTE IT!”

6 PAT ADDS A BANNER TO HIS BLOG.



“NOW PEOPLE WILL SEE THIS AD FOR ANDY'S HAT STORE AND MAYBE THEY WILL SHOP THERE!”

7 SUE READS PAT'S BLOG & SEES THE BANNER.

“WOW, I LOVE PAT'S BLOG! OH, ANDY'S HAT STORE? I THINK I WILL CHECK THIS STORE OUT!”



8 SUE CLICKS THE AD & BUYS A HAT.

“THIS IS THE CUTEST HAT I HAVE EVER SEEN! I AM GOING TO BUY IT RIGHT NOW!”





PROGRAM & USE
THE AFFILIATE
NETWORK'S
TOOLS TO
PROMOTE IT!



SEE THIS AD FOR
ANDY'S HAT STORE
AND MAYBE THEY
WILL SHOP THERE!"

7

**SUE READS PAT'S BLOG
& SEES THE BANNER.**

"WOW, I LOVE
PAT'S BLOG! OH,
ANDY'S HAT STORE?
I THINK I WILL CHECK
THIS STORE OUT!"



8

**SUE CLICKS THE AD
& BUYS A HAT.**

"THIS IS THE
CUTEST HAT I HAVE
EVER SEEN! I AM
GOING TO BUY IT
RIGHT NOW!"



9

**ANDY SELLS A HAT, & PAT
GETS A COMMISSION.**



"THANKS TO
PAT I SOLD A
HAT! NOW HE
WILL GET A %
OF THE SALE!"

10

**THE AFFILIATE
NETWORK PAYS PAT.**



"WOW! I GOT
A % OF A SALE
FROM ANDY'S
HAT STORE!
THIS IS SUPER!"



~~B2B?~~

~~B2C?~~

~~CPM?~~

~~CPC?~~

~~C2C?~~

WTF!!!

~~M2M?~~

~~B2B2C???~~