

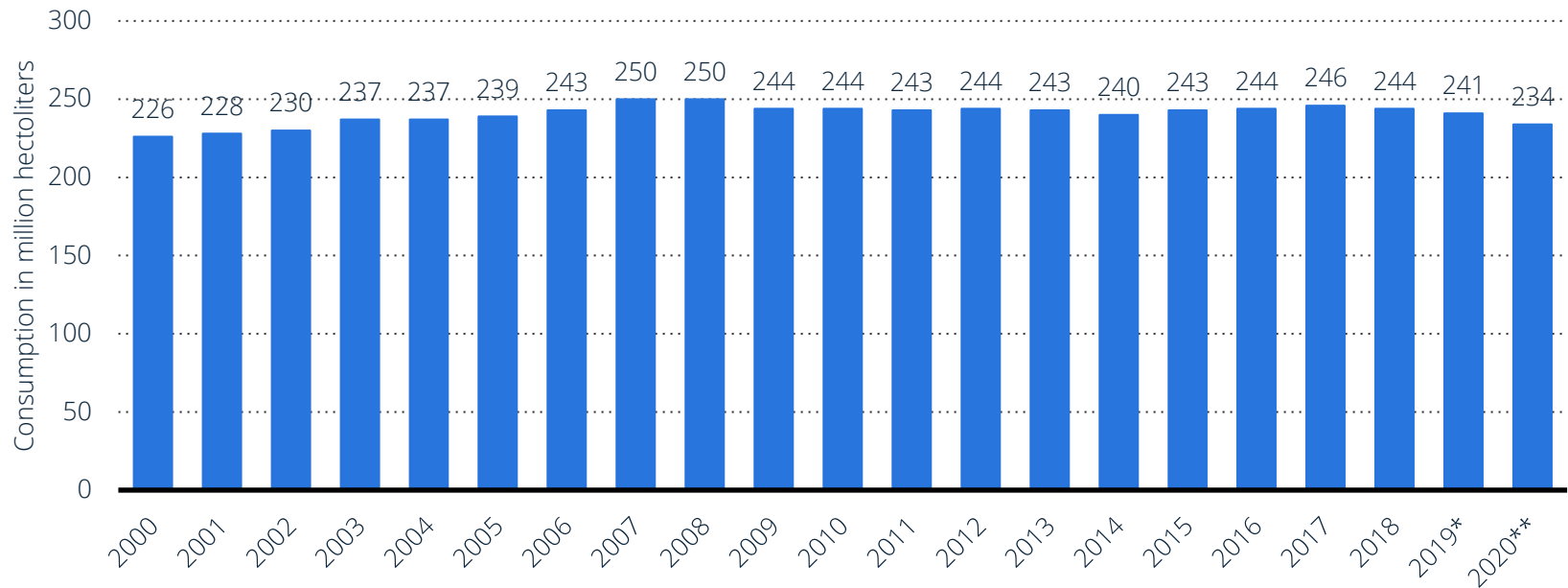
# Digital marketing in the frame of organic wines

*Dr. Jaume Gené Albesa*  
Rovira i Virgili University



# Wine consumption worldwide from 2000 to 2020 (in million hectoliters)

Global wine consumption 2000-2020



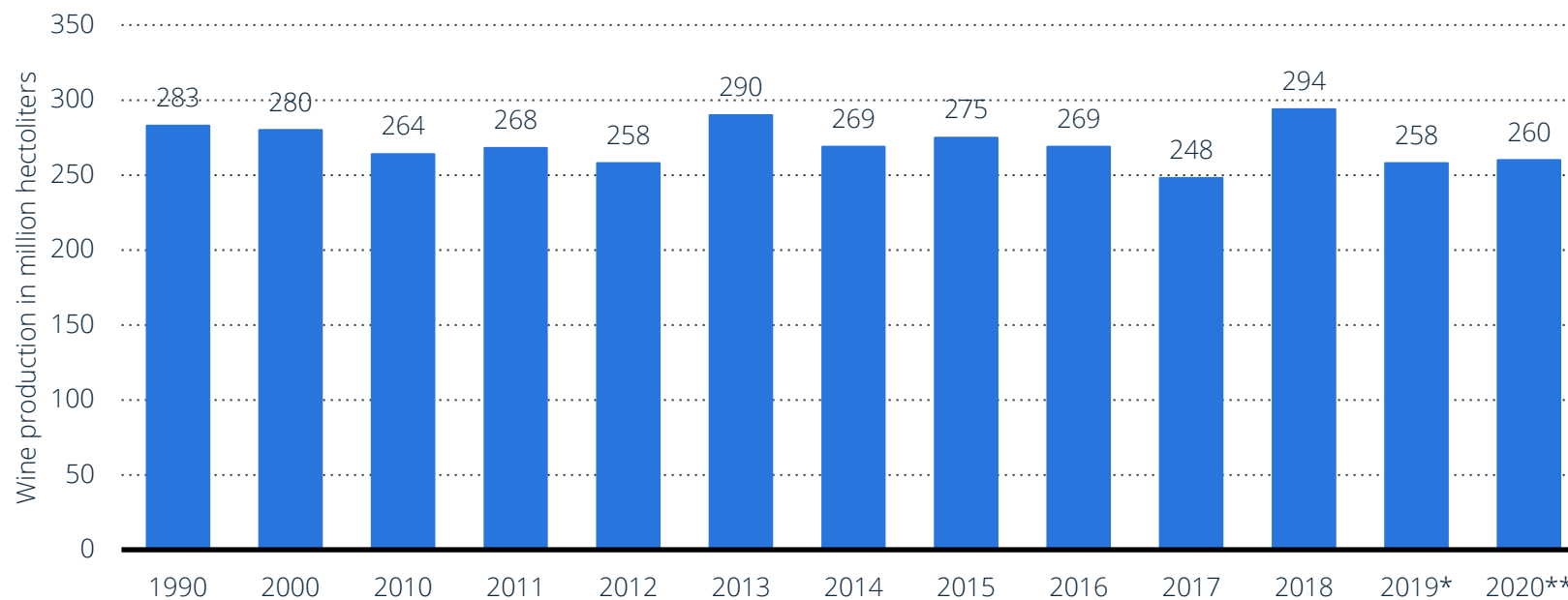
**Note(s):** Worldwide; 2000 to 2020

Further information regarding this statistic can be found on [page 8](#).

**Source(s):** OIV; [ID 232937](#)

# Wine production worldwide from 1990 to 2020 (in million hectoliters)

Global wine production 1990-2020



**Note(s):** Worldwide; 1990 to 2020

Further information regarding this statistic can be found on [page 8](#).

**Source(s):** OIV; [ID 397870](#)

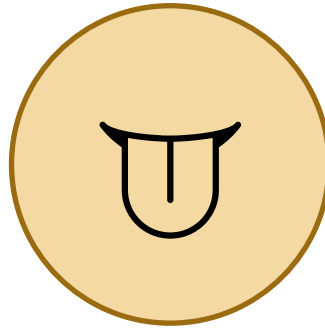


# WHY ORGANIC WINE?

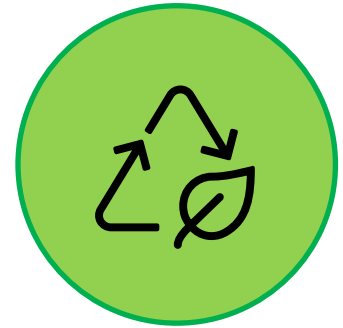
## 3 CLAIMS



HEALTH



TASTE



SUSTAINABILITY

# MARTA CASAS (OENOLOGIST)

The winemaker points out that in a blind tasting they are very difficult to distinguish, even for experts. Although she points out: "An organic or biodynamic one can easily be distinguished by its texture, authenticity and flavor. The sensations and emotions that it can transmit to us are much stronger than those that a conventional one can transmit to us.

La enóloga señala que **en una cata a ciegas son muy difíciles de distinguir**, incluso para los expertos. Aunque apunta: "Un ecológico o biodinámico **se puede fácilmente distinguir por su textura, autenticidad y sabor**. Las sensaciones y emociones que puede transmitirnos son mucho más fuertes que las que nos puede transmitir uno convencional.



Marta Casas, enóloga de la bodega Parés Baltá, /

# YOUR WINERY PERSONALITY

Which Napa Valley Winery is Perfect For You?

There are more than **400 wineries** in Napa Valley — so which one is right for you? The good news: Napa Valley has a wine experience for everyone who visits. Now for the tricky part. Not sure which of these picturesque destinations is your jam? Not certain which spot is for you? Let us help.

We've compiled six distinct visitor personalities and paired them up with a handful of local wineries that suit each one best. For more information, swing by a **Welcome Center** once you get to the valley and ask the friendly volunteers to shed some insight. Happy sipping!

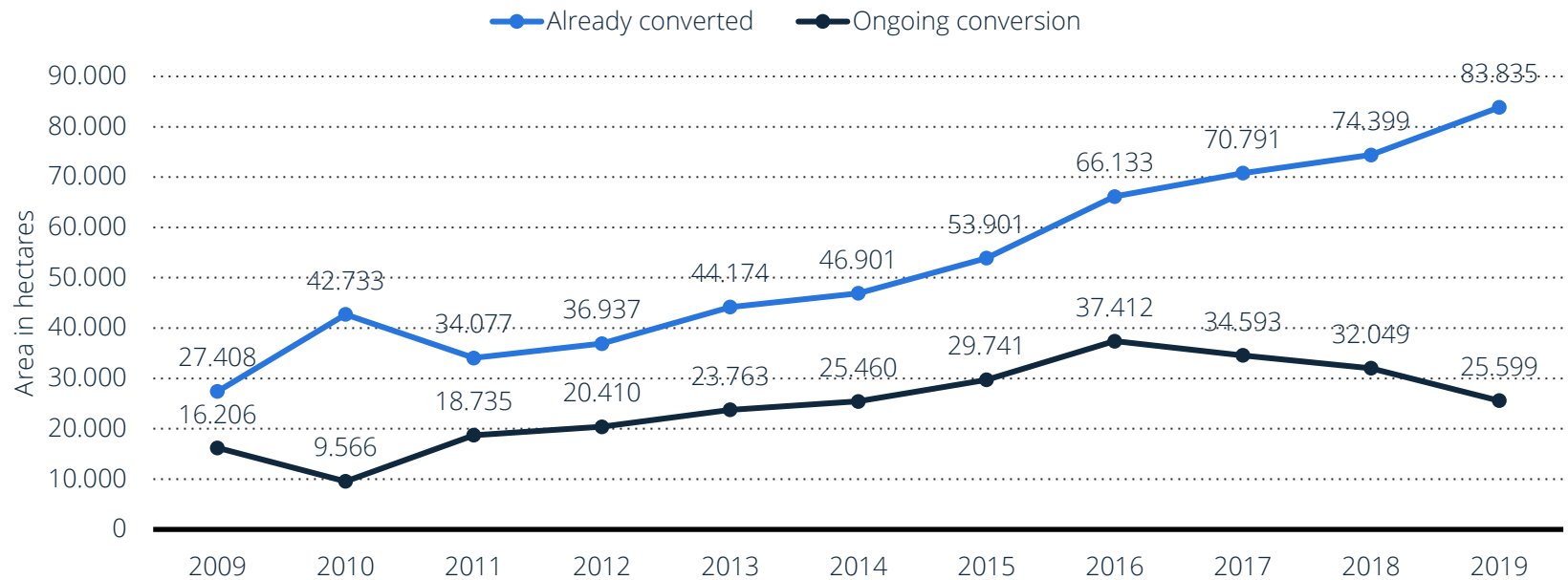
What's Your Personality?



<https://www.visitnapavalley.com/wineries/your-winery-personality/>

## Total area designated to organic viticulture in Italy between 2009 and 2019, by stage (in hectares)

Organic viticulture in Italy 2009-2019, by stage



**Note(s):** Italy; 2009 to 2019

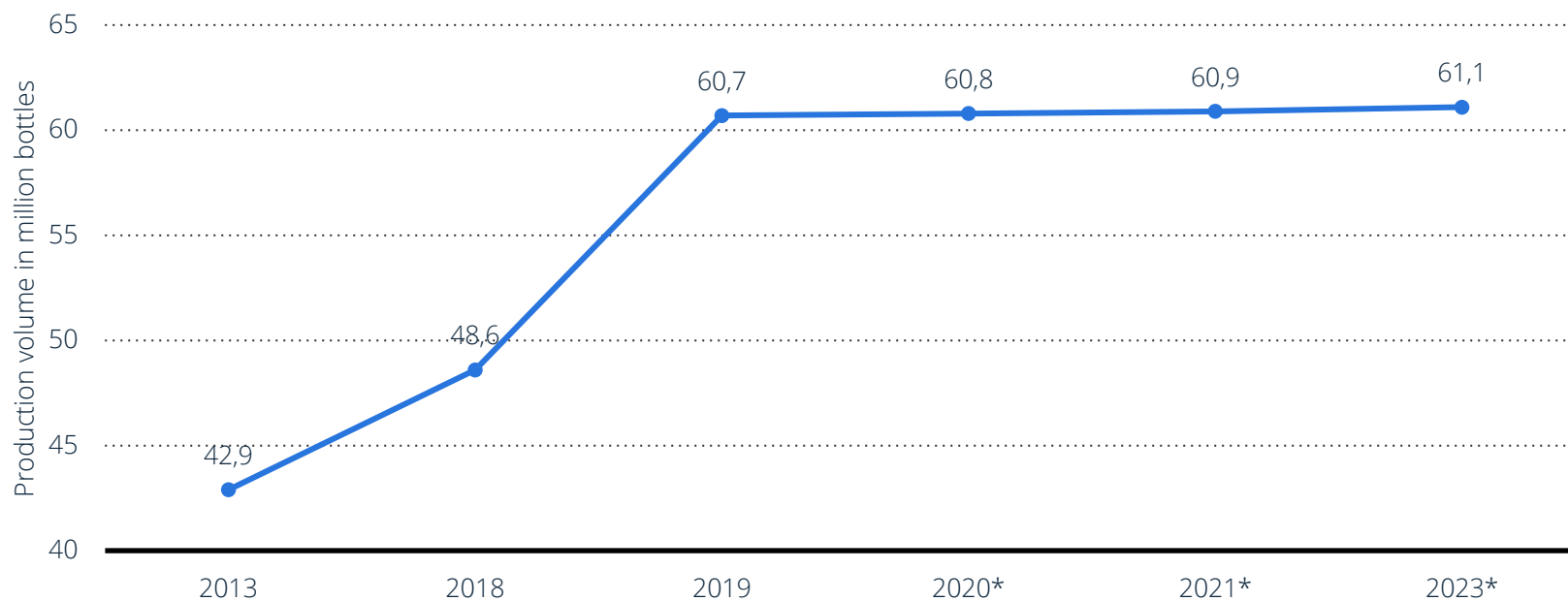
Further information regarding this statistic can be found on [page 8](#).

**Source(s):** SINAB (Italy); [ID\\_641574](#)



## Consumption volume of organic wine in Italy in selected years between 2013 and 2023\* (in million bottles)

Organic wine consumption volume in Italy 2013-2023



**Note(s):** Italy; 2020

Further information regarding this statistic can be found on [page 8](#).

**Source(s):** Sudvinbio; IWSR; [ID 1101437](#)

## Sales volume of organic wines in Systembolaget stores in Sweden from 1st quarter of 2017 to third quarter of 2020 (in 1,000 liters)

Quarterly sales volume of organic wines in Systembolaget stores in Sweden 2017-2020



**Note(s):** Sweden; Q1 2017 to Q3 2020

Further information regarding this statistic can be found on [page 8](#).

**Source(s):** Systembolaget; [ID 757068](#)



## UK sales of **organic** wine rocket, as retailers expand their offer

**Organic** wine sales in the UK have rocketed by nearly half in the past year, proving themselves to be the star performer in the whole **organic** sector. With sales up by 47%, **organic** wine is the big winner in...

## Organic wine growth outstripping rest of market in France and UK

**Organic** wine sales are on the rise, and far outstripping the non-**organic** market, with an increasing number of vineyards in Europe switching to sustainable practices. French **organic** wine sales are now in excess of 1.2 billion euros, a figure...

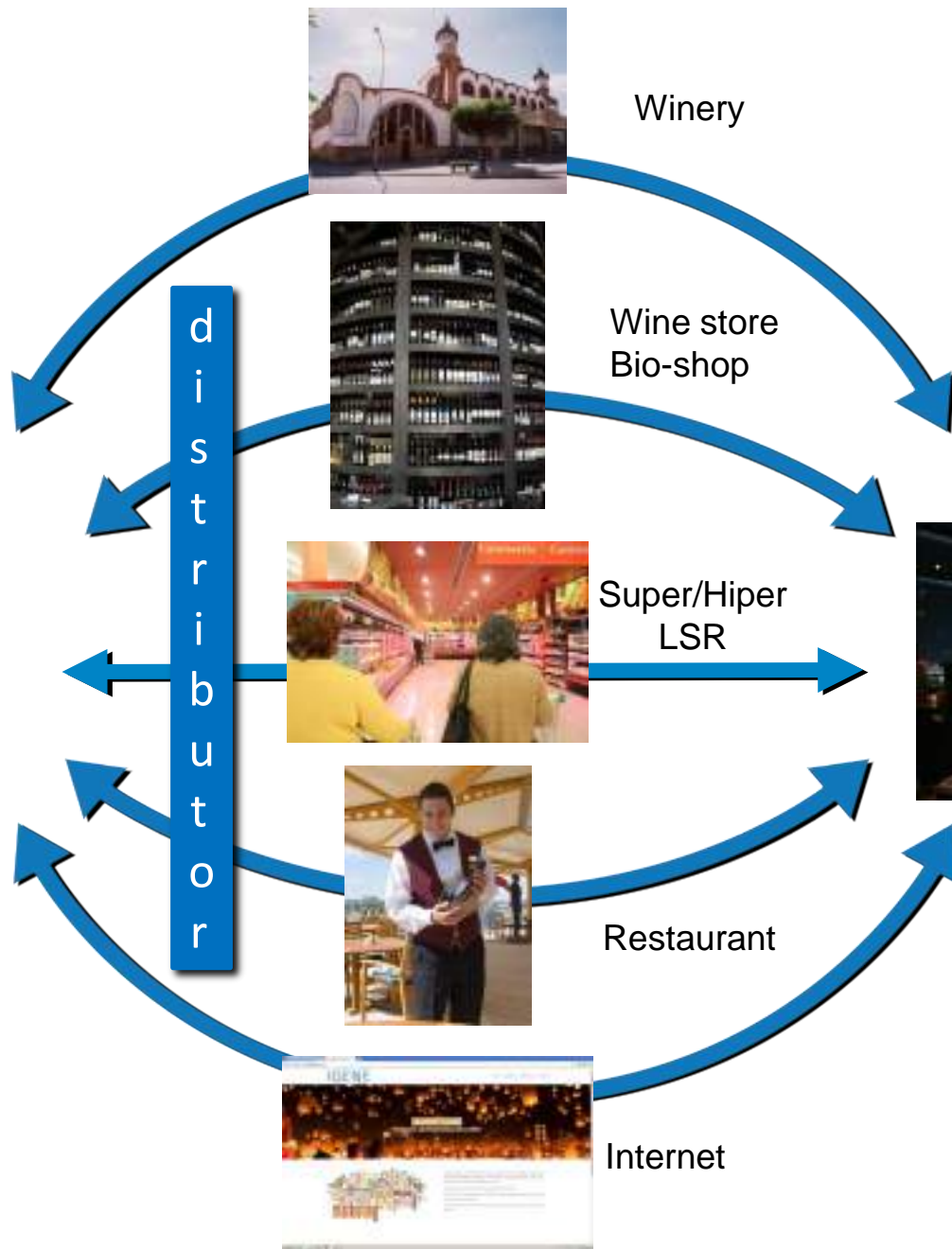
## Organic wine sales surge by over a third in a year, with sparkling wine driving growth

...umption of **organic** wine is set to reach one billion bottles within five years, more than doubling in the space of a decade, as consumers embrace more environmentally friendly products. This is according to new research by Millésime Bio,...

## New Zealand grape growers urged to switch to **organic** to fulfil global demand

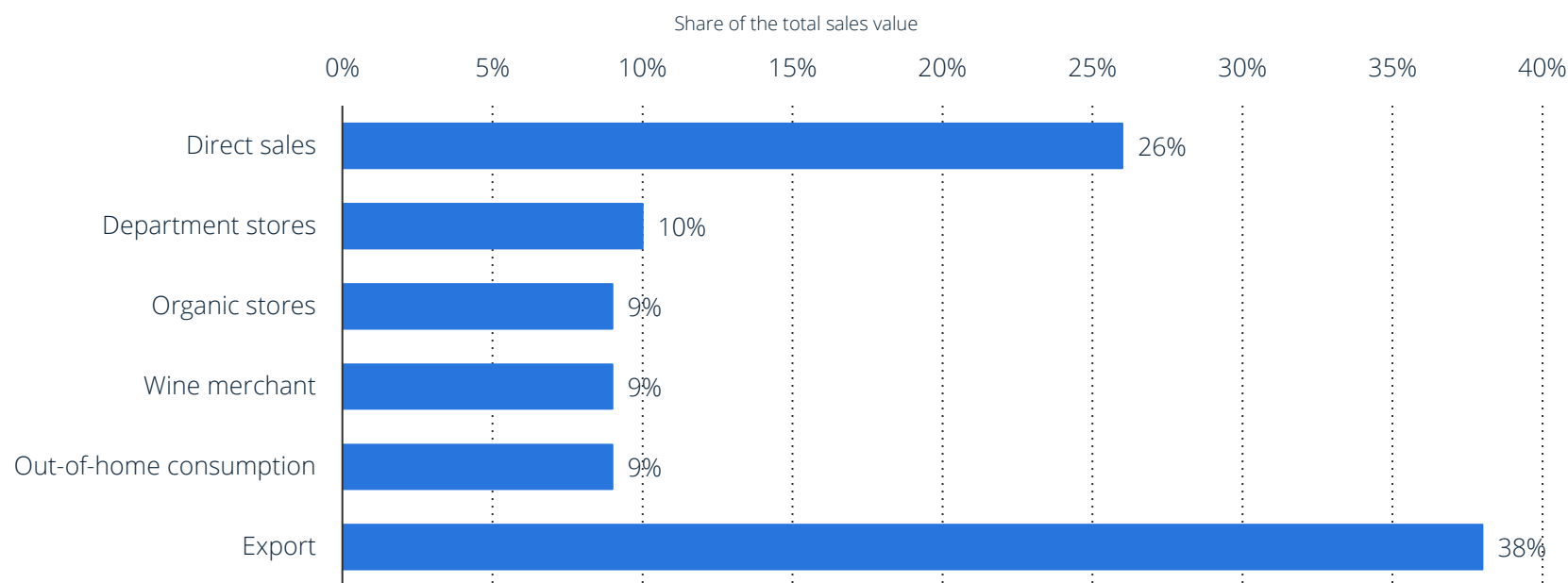
... switch to **organic** production to satisfy the increasing international demand. **Organic** viticultural consultant Bart Arnst said that the current level of production is failing to fulfil that demand, and there is an obvious shortage of **organic** producers in...

## Number of Spain's **organic** producers rising, with demand greatest from international markets



## Distribution of the estimated sales value of organic wine in France in 2018, by sales channel\*

Sales value of organic wine by sales channel in France 2018



**Note(s):** France; January to April, 2019

Further information regarding this statistic can be found on [page 8](#).

**Source(s):** Agence Bio; AND-International; [ID 953613](#)



4,945,584,457

Internet users in the world



1,865,613,342

Total number of Websites



135,068,884,392

Emails sent today



3,968,389,991

Google searches today



3,831,026

Blog posts written today



407,123,154

Tweets sent today



3,853,943,501

Videos viewed today  
on YouTube

48,138,739

Photos uploaded today  
on Instagram

81,343,858

Tumblr posts today



2,831,900,211

Facebook active users



970,782,158

Google+ active users



374,911,835

Twitter active users



368,096,674

Pinterest active users



245,068,268

Skype calls today



97,573

Windows hardware today



333,296

Computers sold today



2,182,158

Smartphones sold today



195,264

Tablets sold today



5,140,153,878 GB

Internet traffic today



2,215,564 kWh

Electricity used today  
for the Internet

1,754,933 tons

CO2 emissions today  
from the Internet



Google My Business

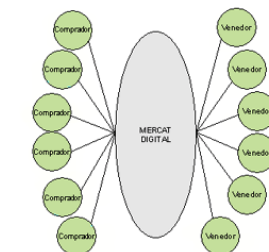
SEO



OFF LINE



Google Analytics



marketplaces  
B2B – B2C



Google Ads

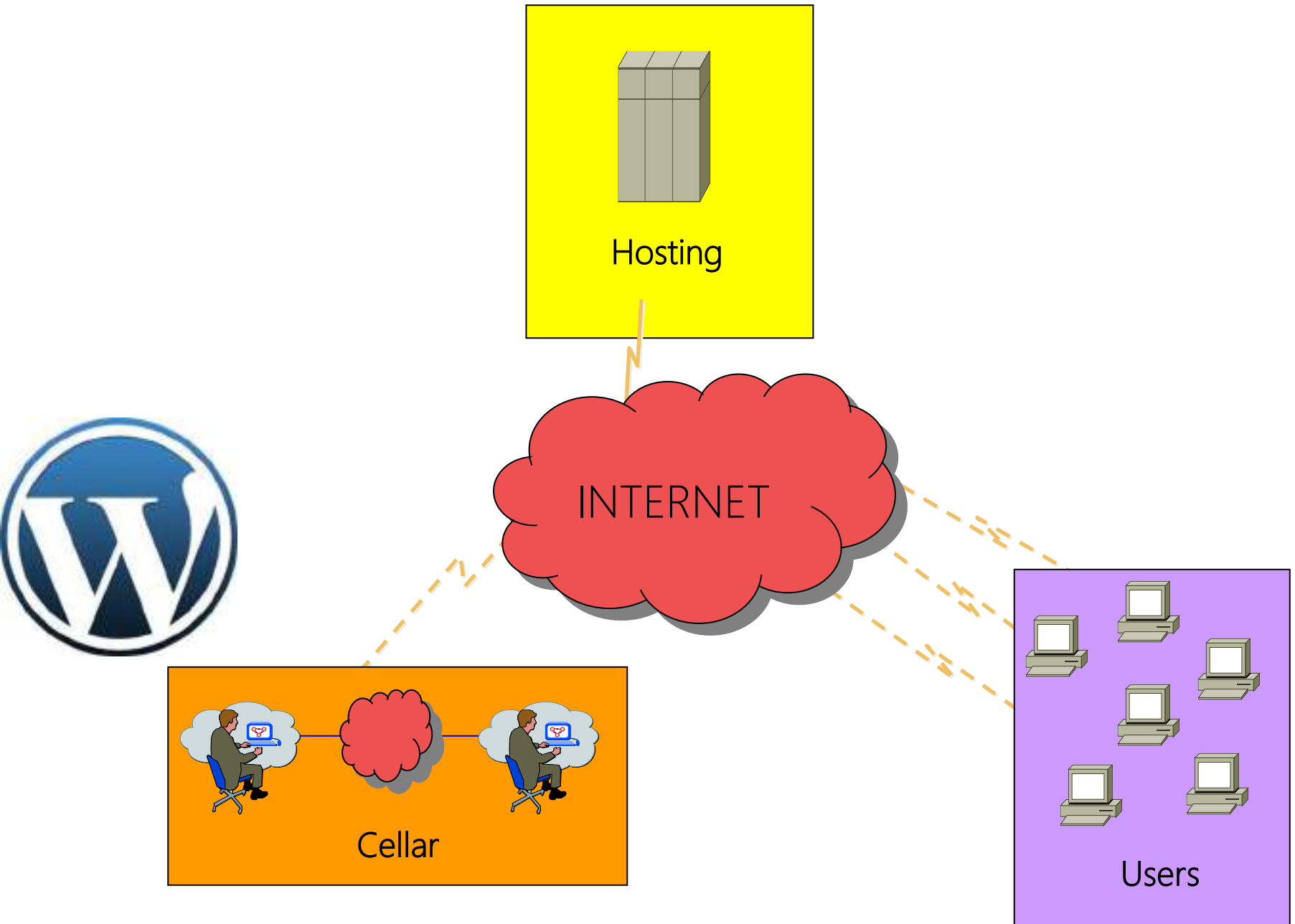
SEM

SMP



email  
Marketing

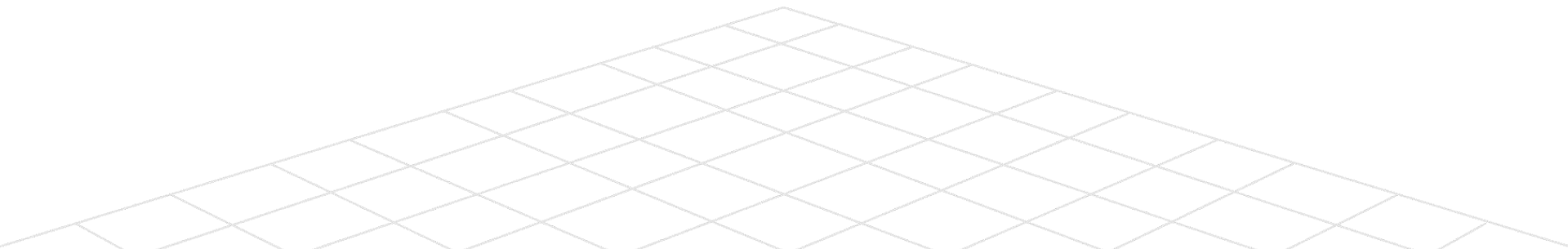






# WEB OBJECTIVES

- eCommerce
- Brand Image/Awareness.
- Lead generation. Catalogs. Showcase.
- (Self)service.  
FAQ.  
Loyalty programs, gamification



# USABILITY

The ease of use and learnability of a human-made object such as a tool or device.





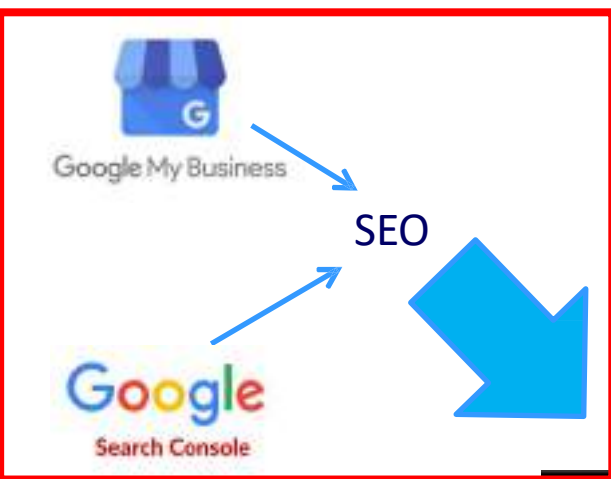
The future present  
is mobile



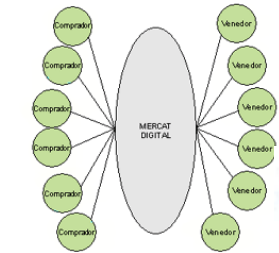
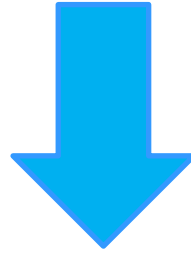


The near future is





OFF LINE



marketplaces  
B2B – B2C



SEM

SMP



email  
Marketing





Google

Web

Results 1 - 10 of about 676,000 for "digital camera" cheapest /0.36 seconds

Sponsored Links

Searches in Stock

Lowest Prices at Cnet

Digital Camera - Buy

Free Digital Camera

Digital Camera

Factory Refurbished Cameras -

Unbeaten price and owner makes plus

Best Digital Camera

Store Sponsored Links

Aproximadamente 3.010.000 resultados (0,69 segundos)

### Vinissimus - Vino Online - Gran Selección: + de 4.500 Vinos

[Anuncio](http://www.vinissimus.com/) [www.vinissimus.com/](http://www.vinissimus.com/)

Compra Online al Mejor Precio!

Pago seguro · Líder en venta de vinos · Más de 50.000 clientes · Garantía de devolución

Tipos: Vino tinto, Vino blanco, Vino rosado, Cava y espumosos

Vino tinto

Destilados

Cavas y espumosos

Vino blanco

### 2ª Unidad al 50% Hasta 24/05 - Vinos en Carrefour - carrefour.es

[Anuncio](http://www.carrefour.es/Bodega/Carrefour) [www.carrefour.es/Bodega/Carrefour](http://www.carrefour.es/Bodega/Carrefour)

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Franjas de Entrega de 2h · 1% Dto. en Cheque Ahorro · 23.000 Artículos Online · Entrega a Domicilio

Tipos: Denominación Origen, Grandes Vinos, Tendencias, Ecológicos, Tintos, Blancos, Rosados, Est...

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### Comprar vino por internet - al mejor precio en Decántalo - decantalo.com

[Anuncio](http://www.decantalo.com/vino-tinto) [www.decantalo.com/vino-tinto](http://www.decantalo.com/vino-tinto)

Compra tus vinos online en Decántalo, siempre al mejor precio. Entrega 48 horas.

### Compra de Vino Online - Grandes vinos al mejor precio - uvinum.es

[Anuncio](http://www.uvinum.es/Vino) [www.uvinum.es/Vino](http://www.uvinum.es/Vino)

El Mayor Catálogo de Europa de Vinos Al Mejor Precio. Compra ahora en Uvinum.

### Lavinia: Comprar vino online - Venta de vinos

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Lavinia es una tienda de vinos online donde podrás comprar la mayor selección de vinos españoles e internacionales y destilados del mundo al mejor precio.

Puntuaciones Parker y Otras · Tiendas · Top Ventas Vino · Restaurante LAVINIA

### BODEBOCA - Compra vino en la Mejor Tienda Online de Vino de ...

[www.bodeboca.com/](http://www.bodeboca.com/)

Ya somos más de 500.000 Socios. Únete a nuestra comunidad y descubre una nueva forma de comprar vino online.

Ventas Privadas · Todos los vinos · Más vendidos · Ribera del Duero

### Vinissimus: Comprar vino online - Venta de vinos de España y resto ...

<https://www.vinissimus.com/es/>

Líder en venta de vinos españoles por Internet. Más de 5.000 vinos españoles. Más de 85.000 clientes satisfechos en toda Europa. Servicio personalizado y

Mi cuenta · Vino blanco · Ofertas y promociones · Vino tinto

SEM

### Resultados de Google Shopping



Hacienda López de Haro Crianza 2014

4,94 €

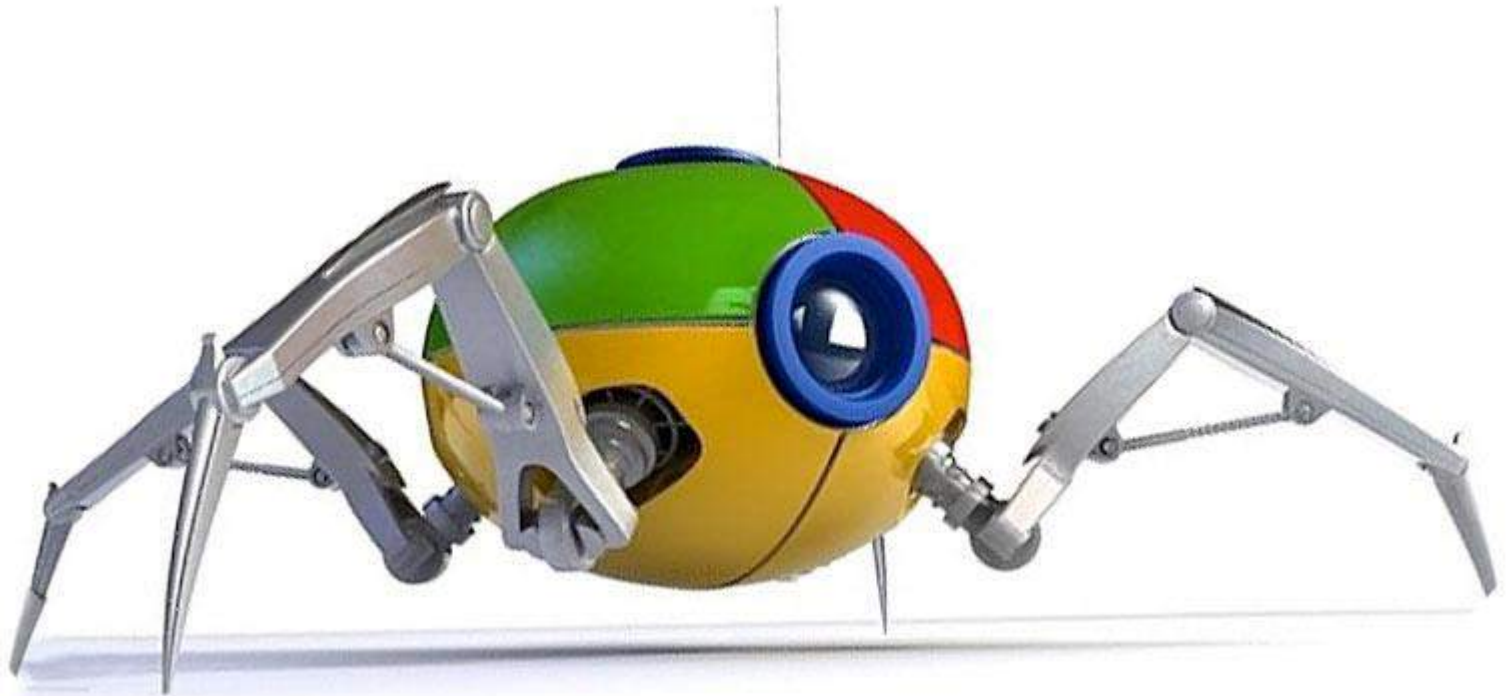
[Uvinum.es](http://Uvinum.es)

→ Más en Google

SEM

SEO

Googlebot is crawling the web and gathering all the websites in the Google's databases





In a search, if you were Google

¿which websites would you show?

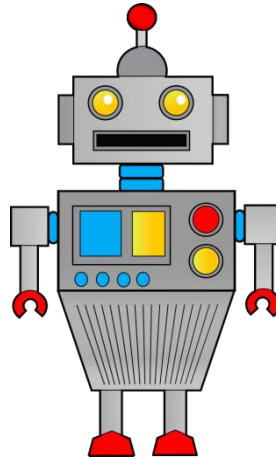
and

¿in which order?

1 - Webs that deal with the subject

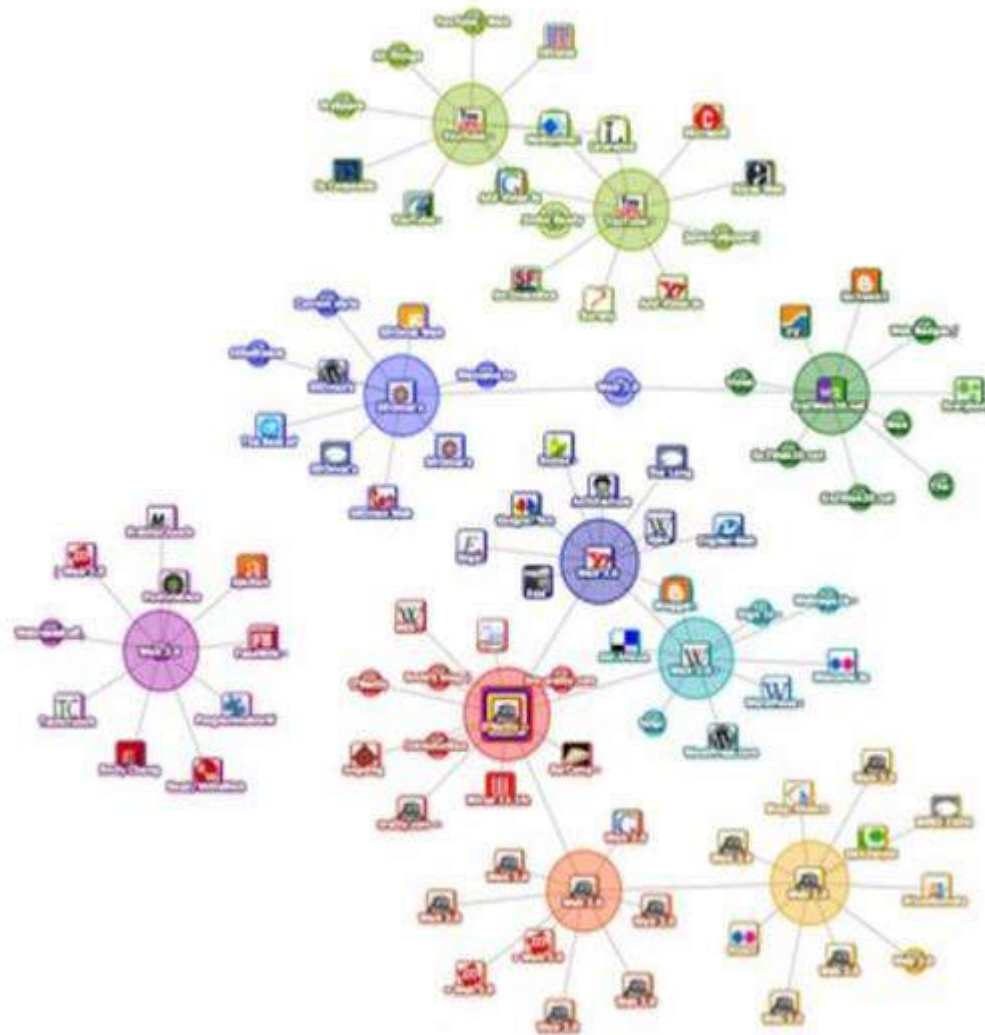
2 – From more important to less

YOU ARE DEALING WITH ROBOTS  
(ALGORITHMS) NOT HUMANS



[illegible]

# LINK BUILDING





# LOCAL SEO





## Buily Gine Cellar

[illegible]

## Buil & Gine

[Reviews](#)
[Sign up](#)
[Open](#)

4.5
4.5
4.5
4.5
4.5
4.5
4.5
4.5
4.5
4.5

[Check availability](#)

Time	Price	Availability
11:30 AM - 2:00 PM	\$15.00	Available
2:30 PM - 4:00 PM	\$15.00	Available
4:30 PM - 6:00 PM	\$15.00	Available
6:30 PM - 8:00 PM	\$15.00	Available
8:30 PM - 10:00 PM	\$15.00	Available

[View this place's location on a map](#)

[Review summary](#)
[Write a review](#)
[Add a photo](#)

[View all reviews](#)

[Questions & answers](#)
[Ask a question](#)

[Popular times](#)

[People also search for](#)

[Buil & Gine](#)

[Café de la Paix](#)

[Café de la Paix](#)

[Café de la Paix](#)

[Café de la Paix](#)

[Help improve accuracy](#)

[Suggest an edit](#)







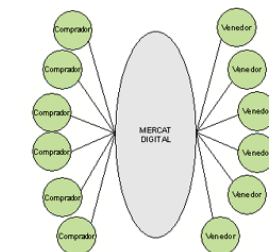
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OFF LINE



Google Analytics



marketplaces  
B2B – B2C



SEM

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SEM

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4,94 €

[Uvinum.es](http://Uvinum.es)

→ Más en Google

SEM

SEO

# Google Ads Account

Campaign 1

summer

Ad Group 1a

Ad Group 1b

red

white

Keyword  
Keyword  
Keyword  
Keyword  
Keyword

Ad A  
Ad B

Keyword  
Keyword  
Keyword  
Keyword  
Keyword

Ad A  
Ad B

organic  
red  
Keyword  
Keyword  
Keyword


Ad A  
Ad B

organic  
white  
Keyword  
Keyword  
Keyword


Ad A  
Ad B

1/9 Your account cannot show ads - To start running your ads, enter your billing information.


Select the goal that would make this campaign successful to you




Sales




Leads




Website traffic




Product and brand consideration



Brand awareness and reach




App promotion



Create a campaign without a goal's guidance

Select a campaign type

Search




Reach customers interested in your product or service with text ads

Display




Run different kinds of ads across the web

Shopping




Promote your products with Shopping ads

Video



Reach and engage viewers on YouTube and across the web

App



Drive app installs across Google's networks

# GOOGLE ADS - DISPLAY NETWORK

**THESE ARE DISPLAY ADS**

**THE BLUE CANONICAL JOURNEY OF A LIFETIME**

**Dick Costolo Takes Twitter CEO Role So Evan Williams Can Focus On Product**

**After that it PAYS YOUR BUSINESS.**



# LANDING PAGE

- Different page for every Ad, never the homepage.
- Offer the promised information in an appealing way.
- Clear and visible Call-to-action.







SEO



OFF LINE



Google Analytics



marketplaces B2B – B2C



SEM

SMP



email  
Marketing

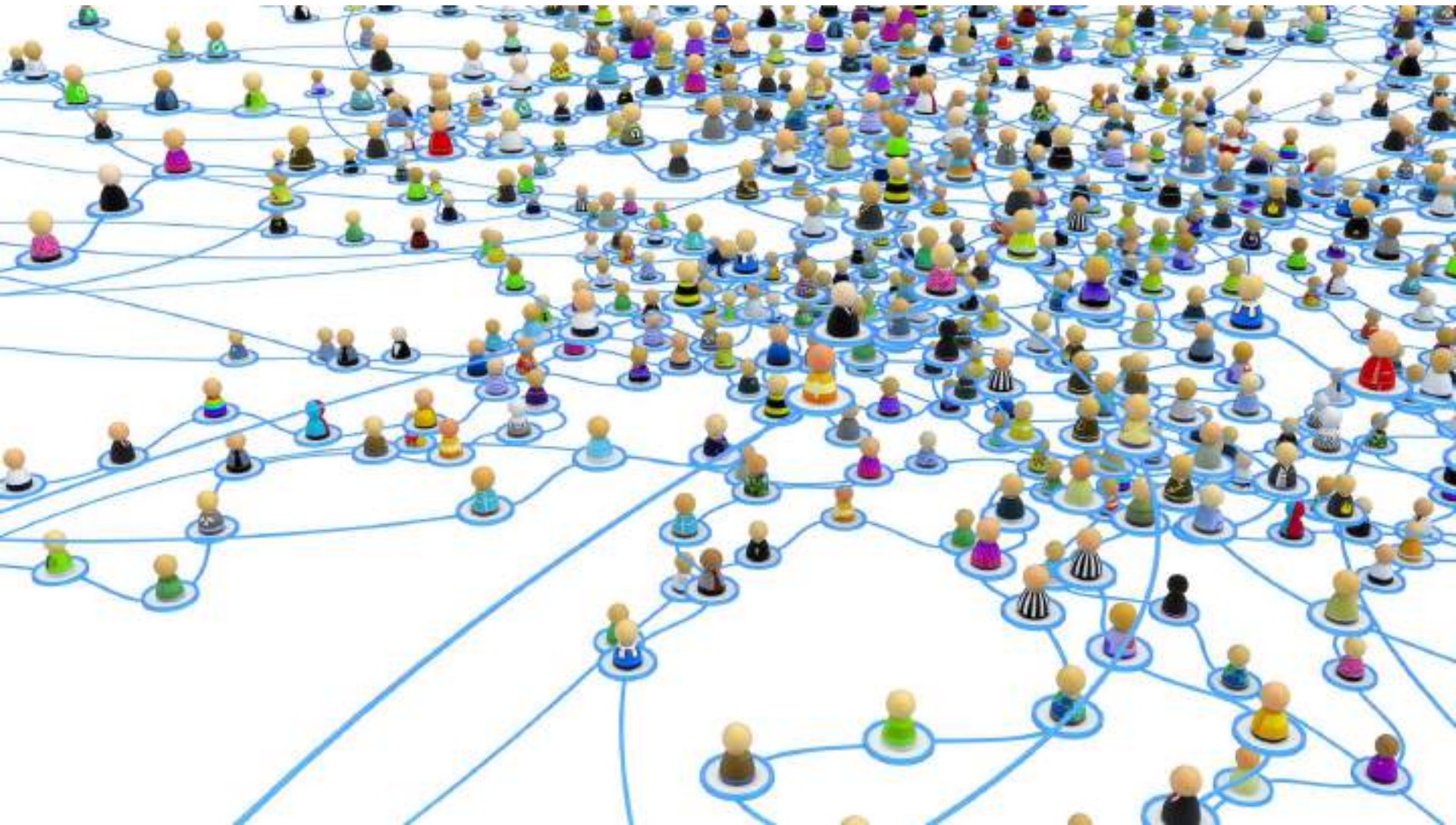


# Web 1.0



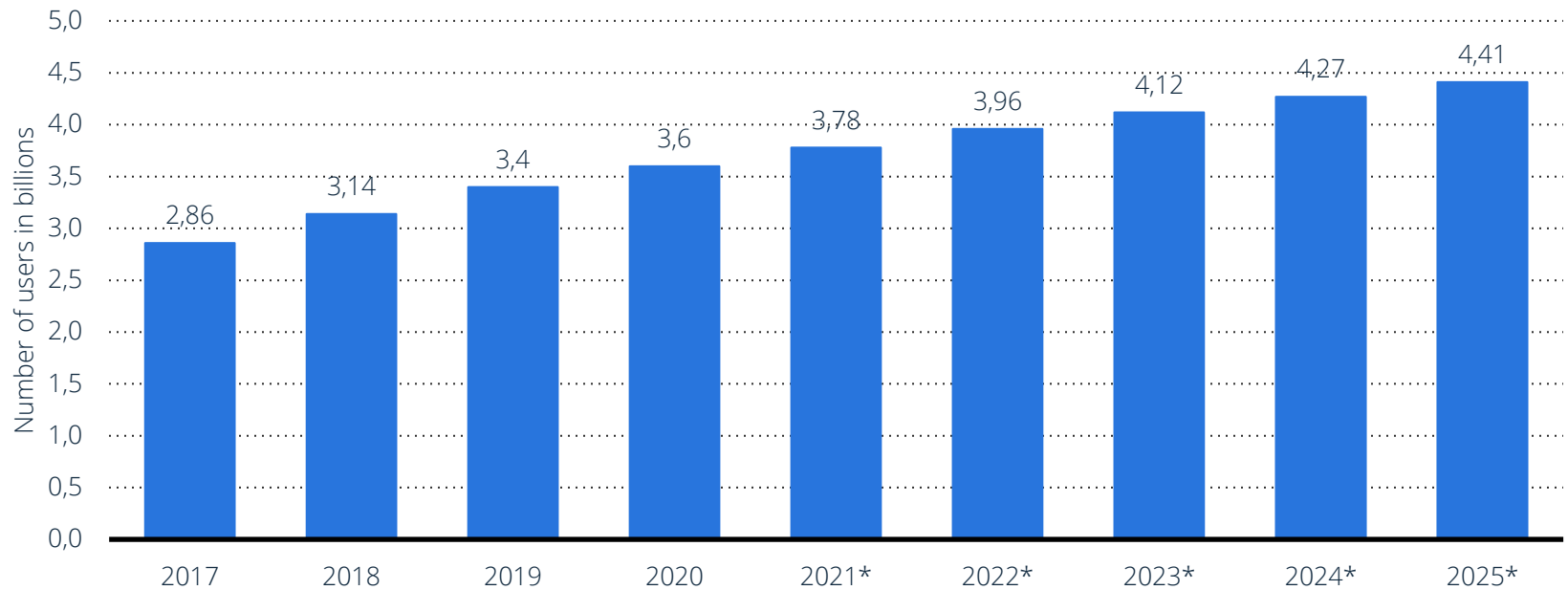


# Web 2.0



# Number of social network users worldwide from 2017 to 2025 (in billions)

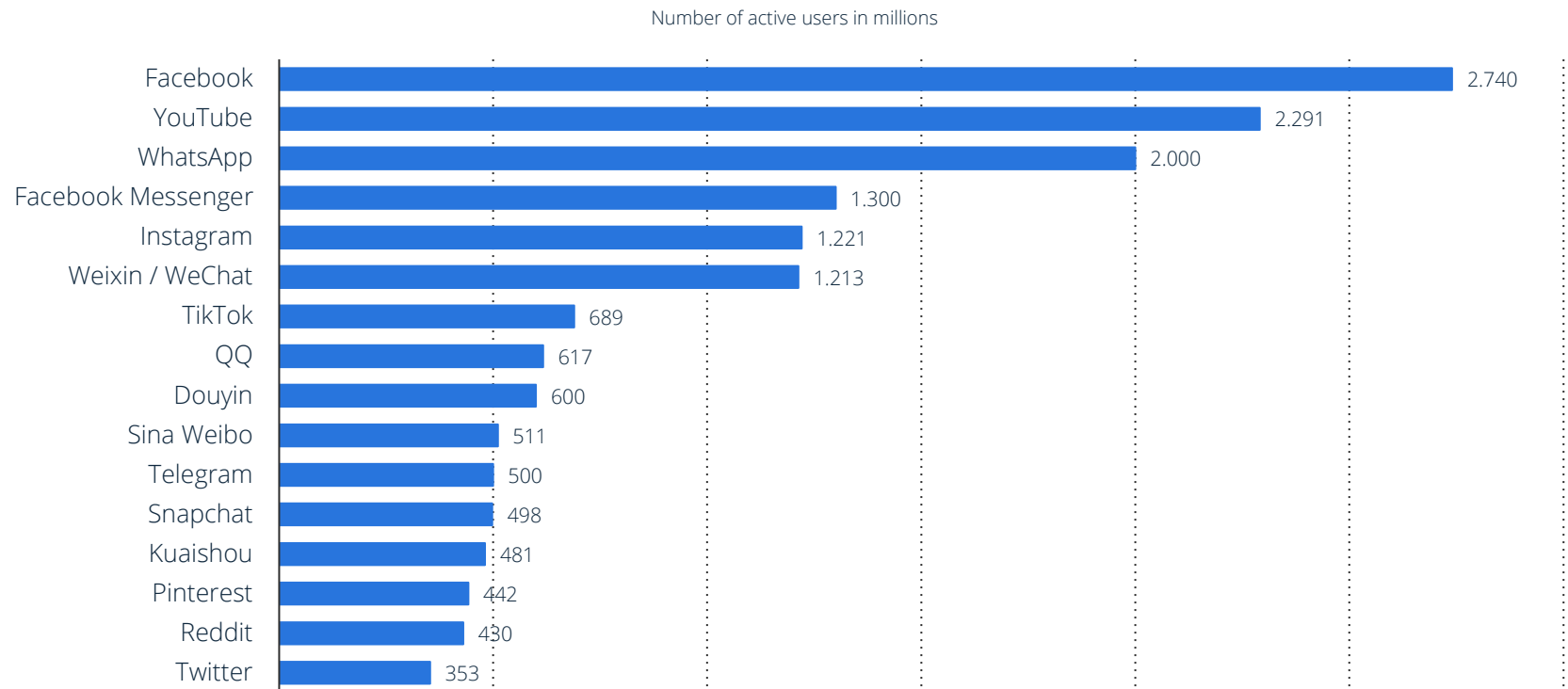
Number of global social network users 2017-2025



**Note(s):** Worldwide; 2017 to 2020  
**Source(s):** Statista; [ID 278414](#)

# Social networks worldwide (January 2021) ranked by number of active users (in millions)

Global social networks ranked by number of users 2021



**Note(s):** Worldwide; January, 2021; social networks and messenger/chat app/voip included; figures for TikTok does not include Douyin

**Source(s):** We Are Social; Various sources (Company data); Hootsuite;

# SOCIAL NETWORKS

To establish relations



To share multimedia content



Messaging





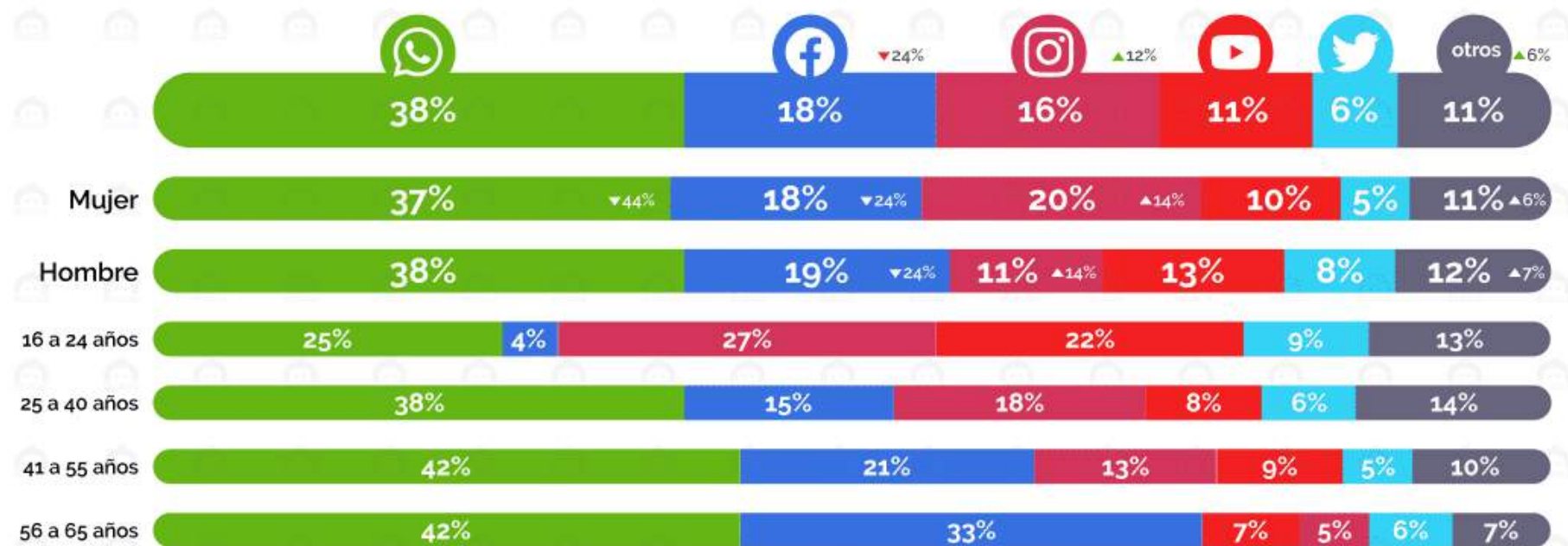
Social networks can be used to connect with customers, not to sell to them.

In social networks people talk to their Friends, share pictures, watch videos, discover interesting articles and so on. You must be very careful in this space.

They are having fun









Facebook is a social network created for people to connect with their friends, family, co-workers or people with similar interests.



# TIPS




Try to be **useful**,  
try to be **fun** and  
talk about your product 1 of each 5 posts.

**Don't promote your product all the time**



## Top Performing Pages on Facebook

Rank		Page	Fans	Posts	Interactions
1		<b>Beer Ganzberg</b> <a href="#">/ganzberg.beer</a>	1,378,158	246	1,049,876
2		<b>Familia Torres</b> <a href="#">/familia.torresoficial</a>		60	869,062
3		<b>Chang World</b> <a href="#">/Changworld</a>	1,617,357	101	799,836
4		<b>Junupinga Dinallie</b> <a href="#">/JunupingaDinallie</a>	1,891,618	36	792,618
5		<b>Budweiser</b> <a href="#">/BudweiserUSA</a>		151	757,115
6		<b>8848</b> <a href="#">/8848china</a>	876,899	11	486,736

For Alcohol Worldwide, the top performing Brands page on Facebook is Beer Ganzberg, with 1,049,876 interactions on 246 posts. Other pages performing well include Familia Torres and Chang World.

Date Range: January 01, 2021 - March 31, 2021  
Sample: 5,713 Facebook Alcohol Pages Worldwide  
Source: Socialbakers Data



Busca en Facebook



Familia Torres

Seguir

Me gusta

Enviar mensaje



I liked the Mas La Plana vineyard the moment I saw it. We wanted to do something that has never been done before. #MasLaPlana took us in a new direction, we had what it takes to m... Ver más

186 Mil reproducciones · hace 2 años

414

## Información

Ver todo

1 Cheers to celebrating life, #StaySafe  
(Celebremos la vida brindando, y #NoBajemosLaGuardia)  
Guardians of the landscape for five generations.  
Guardian... Ver más

1 El apellido Torres está ligado al vino desde hace más de tres siglos, cuando la familia plantó las primeras viñas en el Penedès. Desde sus orígenes en... Ver más

1 A 954 222 personas le(s) gusta esto, incluido(s) 105 de tus amigos



856 733 personas siguen esto

<http://www.torres.es/>

938 17 74 00

Enviar mensaje

[info@torres.es](mailto:info@torres.es)

Vino/bebidas alcohólicas · Bodega/vinedo



Crear publicación

Foto/video

Registrar visita

Etiquetar a amigos













Familia Torres

3 d ·



## Resultados de la búsqueda

### Filtros

-  Todo
-  Publicaciones
-  Personas
-  Fotos
-  Videos
-  Marketplace
-  Páginas
-  Lugares
-  Grupos
-  Eventos



Pradorey & Pradorey

Visite el enoturismo privilegiado de Pradorey. La cata de vinos es una de las act...



### ORGANIC WINE

Página · A 1571 personas les gusta esto

A Manel Subirà Pociello y 5 amigos más les gusta esto  
All about organic wine - Tout sur le vin biologique - Todo sobre el vino organi...



### ORGANIC WINES

Grupo público · 106 miembros

Discover Organic Wines  
4 publicaciones al mes



### Organic&Orgasmic

Página · A 3140 personas les gusta esto

A Maria Sengenis Vaqué y 54 amigos más les gusta esto  
Organic & Orgasmic es un proyecto que defiende y promueve el vino a granel...



### Spanish Organic Wines SOW

Página · A 660 personas les gusta esto

A Pablo Chamorro y 8 amigos más les gusta esto  
La primera asociación española que promueve la cultura y calidad de los vinos...



### Organic Living (with a side of wine)

Grupo privado · 329 miembros

Hello and welcome to the Organic Living (with a side of wine) community. My ...  
5 publicaciones a la semana



### Bodegas La Eralta

Publicidad · 





¿What's going on?

¿What are people talking about?

- Home
- All Profiles
- Search
- Analytics
- Competitor
- Keywords
- Hashtags
- Places
- Events
- API

## Twitter Brands statistics - Wine

12 items



## Largest Audience

La Crema Winery



80 518

barefootwine



80 314

Kendall-Jackson



73 695

## Fastest-Growing Wine Profiles

12 items

Redigros  
428 FollowersPascual Torres  
418 FollowersLes Vins de  
417 FollowersChateau  
417 FollowersBeringer  
417 Followers

Discover the influencers your Audience Trusts

Get Started Now

## Twitter Profiles Stats

		Followers	Following
1	La Crema Winery (@lacreamw)	40 006	80 518
2	barefootwine (@barefootwine)	2 894	80 314
3	Kendall-Jackson (@kjwines)	40 555	73 695
4	Kendall-Jackson (@kjwines)	1 390	44 089
5	BUSCASSUT TORRES (@buscassut)	5 193	35 294
6	David & Charles (@davidc)	492	32 946
7	Redigros (@redigros)	5 275	31 462
8	Chateau (@chateau)	14	41 252
9	Chateau (@chateau)	5	35 975
10	Chateau (@chateau)	1 120	37 088

Show More Wine Twitter Profiles





Home



Explore



Notifications



Messages



Bookmarks



Lists



Profile



More

Tweet



#organicwine



Top

Search for "#organicwine"



**Will Davenport**  
@organicwineuk

2,100



**OrganicWineExchange**  
@organicwineex

1,600



**The Organic Wine Company**  
@organicwineco

811



**Martha Hunter**  
@organicwinelady

146



**Roy Cook**  
@OrganicWineryUK

2,500



**Organic Wine Solutions**  
@OrganicWineMan

2,300



**OrganicWine.co**  
@OWB2B

682



**Organic Wine Fan - España**  
@OrganicWinesESP

700



**Organic Wine Find**  
@OrganicWineFind

465



**Organic Wine & Beer**  
@organicwinebeer

333



Lots of users: 1.200 millions with exponential growing.

Very actives.

Create engagement: closeness, conversation, Brand interaction.



## Top Performing Profiles on Instagram

Rank		Profile	Followers	Posts	Interactions
1		<b>BEATS from</b> <i>(beatsfrom)</i>	1,503,737	83	2,705,554
2		<b>CACTI</b> <i>(cacti)</i>	575,686	24	1,191,994
3		<b>Moët &amp; Chandon Offi...</b> <i>(moetchandon)</i>	683,692	57	374,314
4		<b>Busch Beer</b> <i>(buschbeer)</i>	204,143	39	345,893
5		<b>Corona</b> <i>(corona)</i>	779,297	85	343,879
6		<b>Trillium Brewing Com...</b> <i>(trilliumbrewing)</i>	229,869	157	327,569

For Alcohol Worldwide, the top performing Brands profile on Instagram is BEATS from , which has 1,503,737 followers and generated 2,705,554 interactions on 83 posts. Other profiles performing well include CACTI and Moët & Chandon Official.



Transmission of messages that boost the memory and generates image.  
Create interaction.  
It helps SEO.  
Repository of institutional contents.

- Home
- All Channels
- Brands
- Hashtags
- Keywords
- Locations
- Media
- Real
- Search
- API

## Brands YouTube statistics - Wine

4 items



## Largest Audience

Strongbow Mx



Subscribers

61 068 485

Moët &amp; Chandon Offic...



Subscribers

38 895 445

SPY Thailand



Subscribers

19 434 549



Discover the Influencers Your Audience Trusts

Get Started Now

## YouTube Channels Stats

		Subscribers	Total estimated video views
1	 Strongbow Mx	4 701	61 068 485
2	 Moët & Chandon Official	7 652	38 895 445
3	 SPY Thailand	21 400	19 434 549
4	 Caillon 1811 Chateau	9 494	18 999 038
5	 Strongbow	3 342	15 824 446
6	 JORDAN VANDERKAM & SONS	26 569	10 116 199
7	 Falconet	3 913	9 427 067
8	 VinoGourmet	818	9 421 440
9	 Crown Cellar Company	979	8 238 743
10	 Wineapartners	467	7 540 267

[Show More Wine YouTube Channels](#)

# Find Influencers Your Audience Trusts

Before you get started with a complete influencer discovery platform try out a free Instagram influencer search tool. Select what should be the influencer's interests and location to find the right people in seconds.

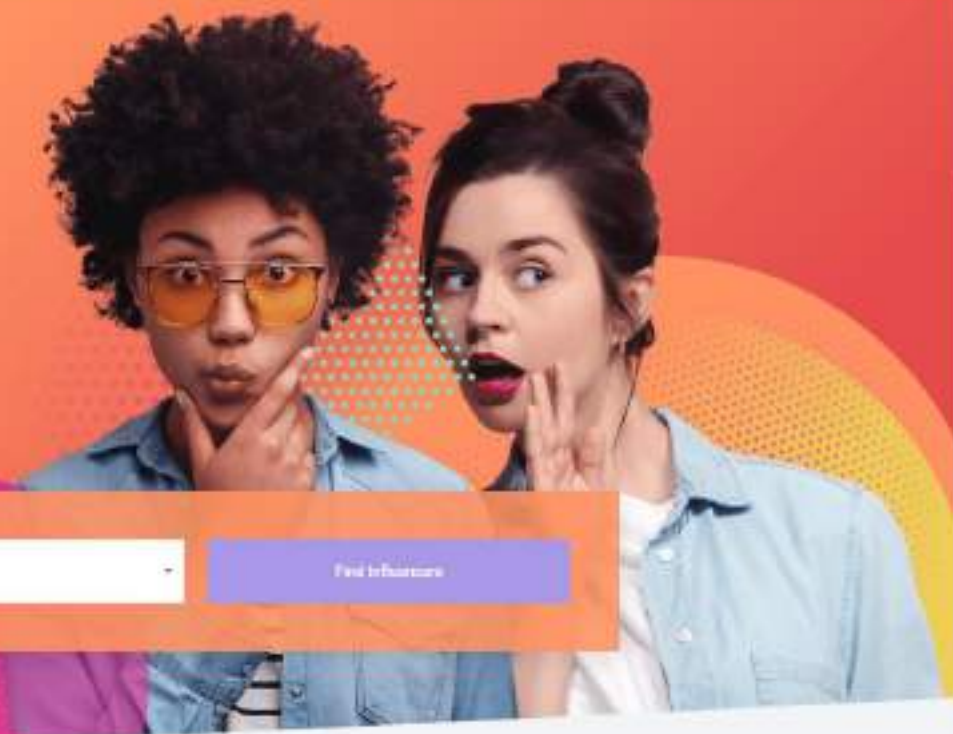
Select a Region



Select an Interest



Find Influencers





Influencer	Website	Twitter	Facebook	Instagram	Location
Wine Spectator	<a href="http://winespectator.com">winespectator.com</a>	244K	270K	225K	New York
Wine Enthusiast	<a href="http://winemag.com">winemag.com</a>	208K	246K	158K	New York
The Wine Wankers	<a href="http://thewinewankers.com.au">thewinewankers.com.au</a>	386K	30K	164K	Australia/Sweden
Jancis Robinson	<a href="http://jancisrobinson.com">jancisrobinson.com</a>	267K	27K	39K	UK
Julien Niquel	<a href="http://socialignerons.com">socialignerons.com</a>	260K	23K	40K	France
Randall Grahm	<a href="http://beendoonsoalong.com">beendoonsoalong.com</a>	322K	unknown	-	California
Eric Asimov	New York Times	80K	7.7K	18K	New York
Decanter Magazine	<a href="http://Decanter.com">Decanter.com</a>	117K	66K	54K	UK
Madeline Puckette	<a href="http://winefolly.com">winefolly.com</a>	34K	129K	95K	Seattle
Vinepair	<a href="http://vinepair.com">vinepair.com</a>	14K	133K	37K	New York
Jon Thorsen	<a href="http://reversewinesnob.com">reversewinesnob.com</a>	256K	63K	17.3K	Minnesota
Jessica Altieri	<a href="http://winechanneltv.tv">winechanneltv.tv</a>	61K	206K	54K	Illinois
Joe Monizot	Once Upon A Wine	13K	38K	126K	Australia
Demi Cassiani	-	65K	24K	20K	Australia
WineryLovers	<a href="http://winerylovers.club">winerylovers.club</a>	3.3K	2.7K	128K	Italy
Kelly Mitchell	<a href="http://thewinesiran.com">thewinesiran.com</a>	88K	unknown	14.9K	California
Julie Brosterman	<a href="http://womenandwine.com">womenandwine.com</a>	14K	154K	3.3K	California
Jeff Kralik	<a href="http://thedrunkencyclop.com">thedrunkencyclop.com</a>	80K	4.6K	6.6K	Texas
Amy Lieberfarb	<a href="http://siponthisjuice.com">siponthisjuice.com</a>	117K	2K	20K	California
Tim Atkin	<a href="http://timatkin.com">timatkin.com</a>	60K	9.3K	6.2K	UK
Jamie Goode	<a href="http://wineanorak.com">wineanorak.com</a>	44K	7.4K	18K	UK
Francesco Saverio Russo	<a href="http://wineblognoli.com">wineblognoli.com</a>	4.6K	5.3K	55K	Italy
Snoot	<a href="http://snoot.com">snoot.com</a>	18.7K	36K	1.8K	New York
Luiz Alberto	<a href="http://thewinehub.com">thewinehub.com</a>	44K	5.6K	5.8K	Massachusetts
Joey Casco	<a href="http://thewinestalker.net">thewinestalker.net</a>	16.5K	0.7K	25K	Massachusetts
Alder Yarrow	<a href="http://vinoigraphy.com">vinoigraphy.com</a>	30K	5.2K	3.5K	California

They can be talking about your wine.

¿Are you interested in knowing what they are saying?



# OBJECTIVES - SOCIAL LISTENING SOCIAL MONITORING

- Monitor the brand
- Measure campaign effectiveness
- Understand customers
- Customer service
- Ideas for future campaigns
- New product ideas
- Competitive intelligence



socialmention\*





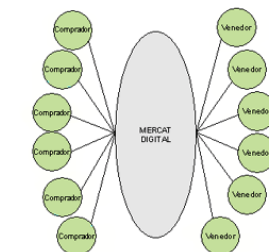
SEO



OFF LINE



Google Analytics



marketplaces  
B2B – B2C



SEM

SMP



email  
Marketing



# SOCIAL NETWORKS ADVERTISING



Ads





organic wine

organic wine

Nuevo anuncio de tráfico

Encuentra ayuda cuando la necesites

Aquí encontrarás recursos para solucionar problemas y conocer las prácticas recomendadas a la hora de mejorar tu publicidad con las herramientas para empresas de Facebook.

Let's

organic wine

organic wine

1 Anuncio

Editar

Revisar

Audencias personalizadas

Crear

Buscar audiencias existentes

Excluir

Logares

Personas que viven o han estado recientemente aquí

Europe

Europe

Incluir

Buscar ubicaciones

Explorar

Añade logares de forma manual

Edad

18 - 55+

Sexo

Todos los géneros

Segmentación detallada

Incluir personas que coinciden con

Intereses - Otros intereses

Organic wine

Añade datos demográficos, intereses o comportamientos

Sugerencias

Explorar

Excluir

Ajustar audiencia

Depuración de la segmentación detallada

Urga a personas que no haya seleccionado en la segmentación detallada cuando sea probable que mejore el rendimiento

Idiomas

Cerrar

Se han guardado todos los cambios

Definición de la audiencia

Tu selección es bastante amplia

Alcance potencial: 520 000 personas

Resultados diarios estimados

Alcance

23K - 66K

Clics en el enlace

338 - 976

La precisión de las estimaciones de alcance se reduce cuando los datos de la campaña son limitados. Al proporcionar información, los datos del terreno, los efectos de segmentación y las características de los usuarios, se proporcionan valores más precisos que los que se obtienen al utilizar solo el rendimiento de la campaña, pero con una precisión limitada.

¿Qué es?

Tamaño: 972.3M

Intereses - Otros intereses - Organic wine

Descripción: Personas que han mostrado interés por páginas relacionadas con Organic wine a que les han gustado

Demuestra esto como resultado

Antes

Siguiente





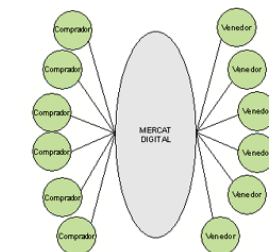
SEO



OFF LINE



Google Analytics



marketplaces  
B2B – B2C

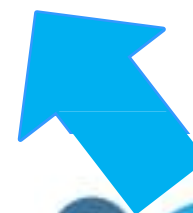


SEM

SMP

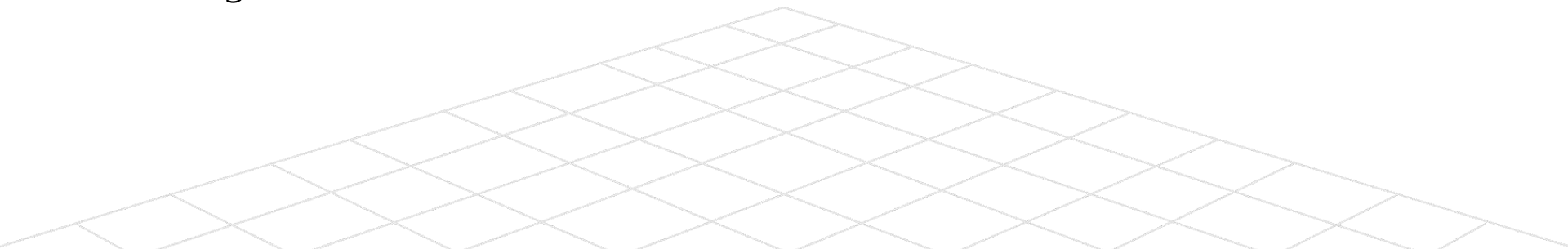


email  
Marketing



# EMAIL MARKETING BENEFITS

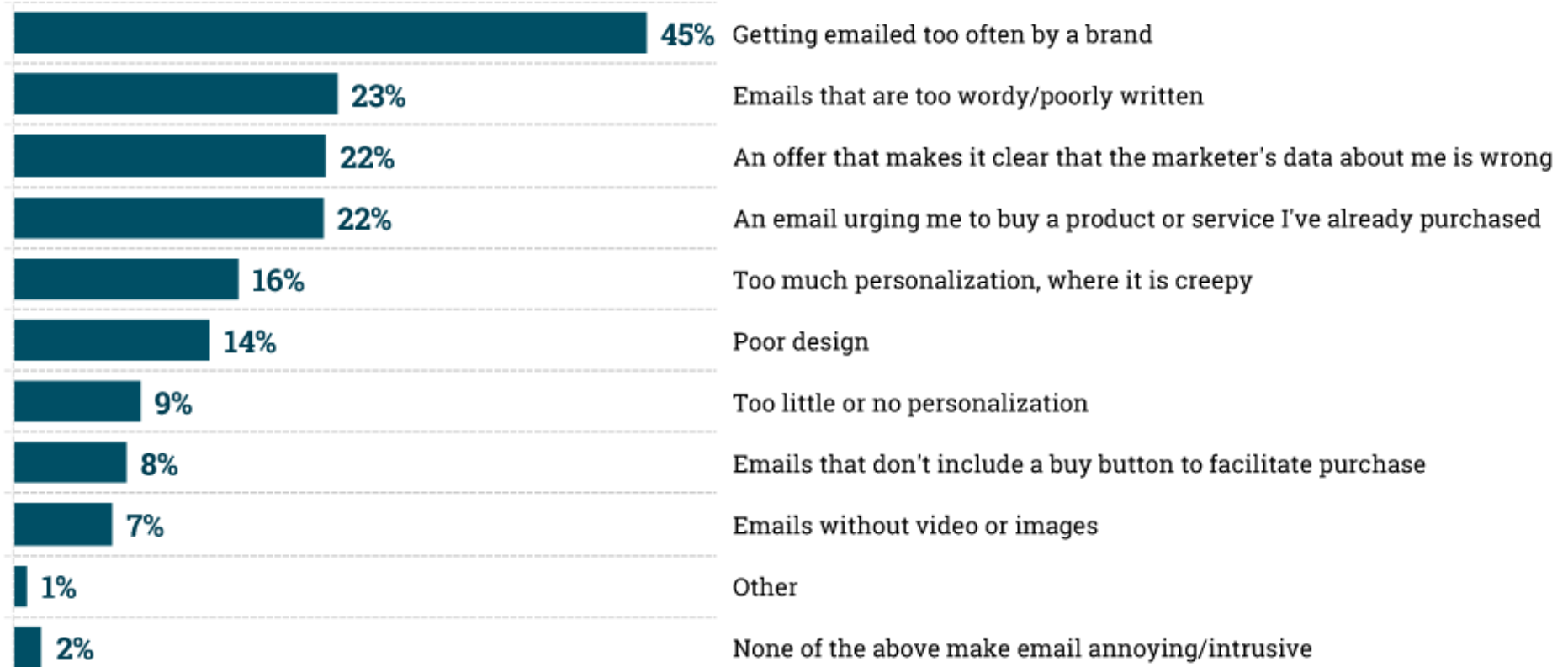
- Cheap.
- Campaigns are easy to design and implement.
- Speed of response and immediacy. (48 h.)
- Direct and personalized communication.
- Flexibility of formats. (newsletter, survey, offers, invitations, etc.)
- Measurement.
- Quick test and changes.
- Segmentation.



# LET'S DO IT RIGHT



## Most Annoying Aspects of Brands' Email Offers



Published on MarketingCharts.com in September 2018 | Data Source: Adobe

Based on an unweighted survey of 1,001 US white-collar workers who own a smartphone, 54% of whom are ages 35-64.

Q: "When you receive an email offer from a marketer, which of the following is most annoying? (Multi-response: select up to 3)"

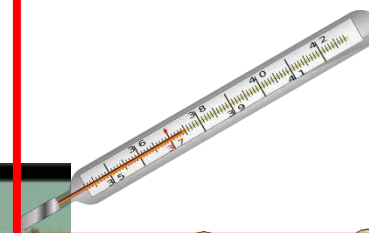
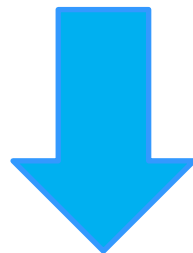


Google My Business

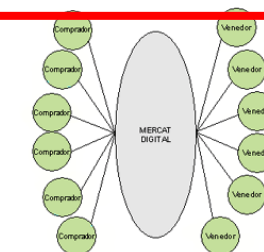
SEO



OFF LINE



Google Analytics



ebay

amazon marketplace

marketplaces  
B2B – B2C



Google Ads

SEM

SMP



Ads



email  
Marketing





Google Analytics

# Providing Answers to Difficult Questions

How are visitors using my site?

How can I make my marketing campaigns more effective & accountable?

Am I creating effective content?

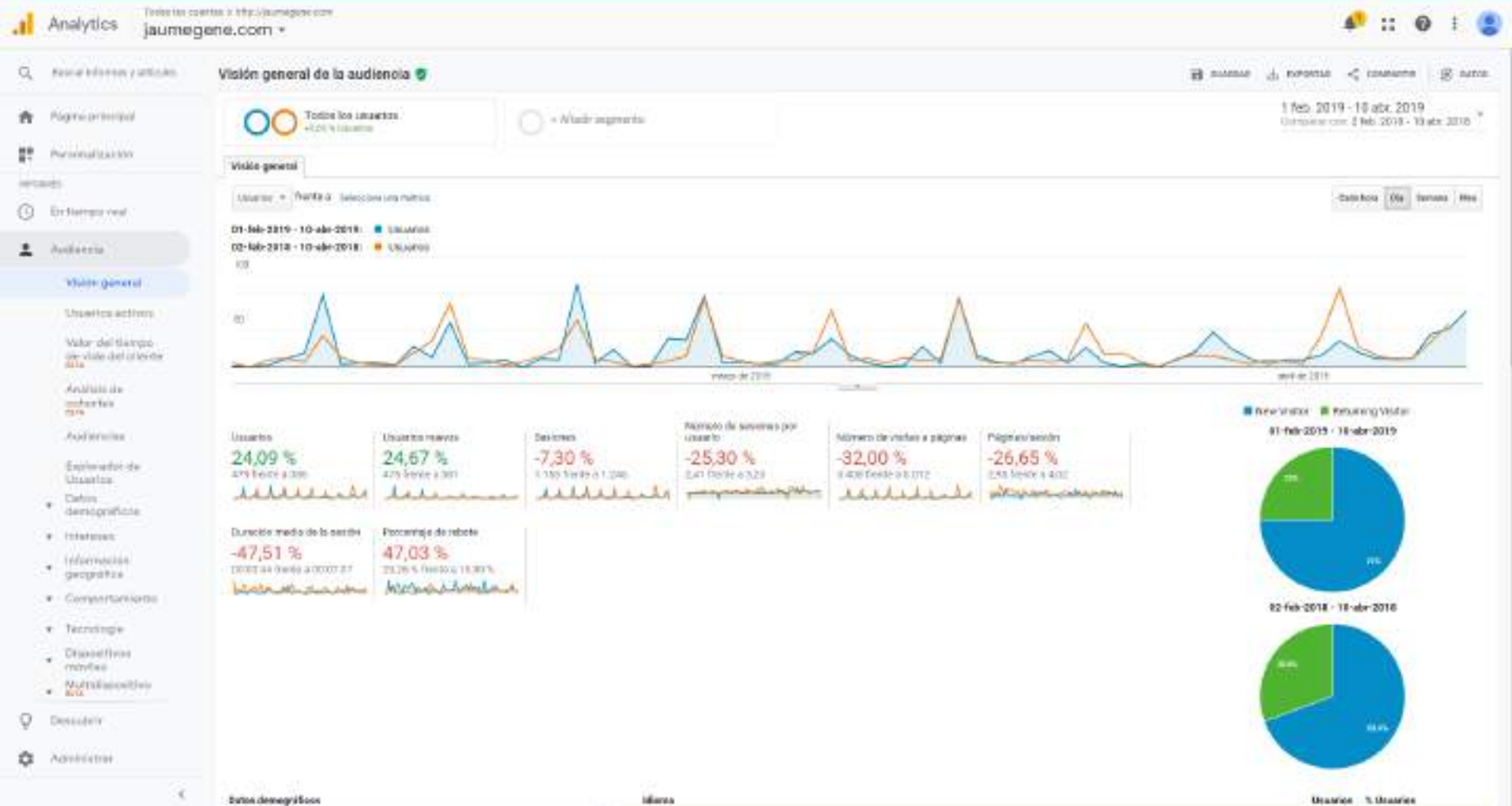
Where and why are visitors abandoning my shopping cart?

How do I improve site interaction?











Google My Business

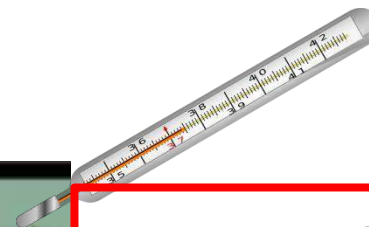
SEO



OFF LINE



Google Analytics



Google Ads

SEM

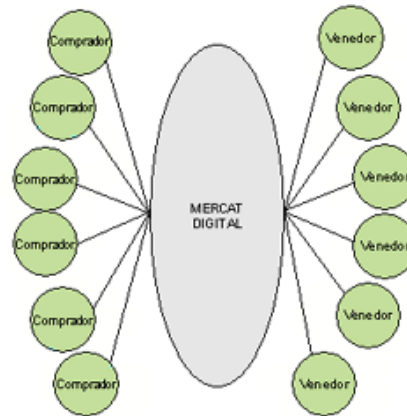
SMP



email  
Marketing



# MARKETPLACES



wine-searcher.com

*Wine*trade<sup>™</sup>  
ONLINE



ebay

amazon

 Rakuten

  
Alibaba.com™

# Digital marketing in the frame of organic wines

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Rovira i Virgili University

