

Marketing digital

Nuevas tendencias

- Data-drive decision
- Comercio conversacional
- Voice Marketing
- Marketing Automation



DATA DRIVEN DECISION MAKING

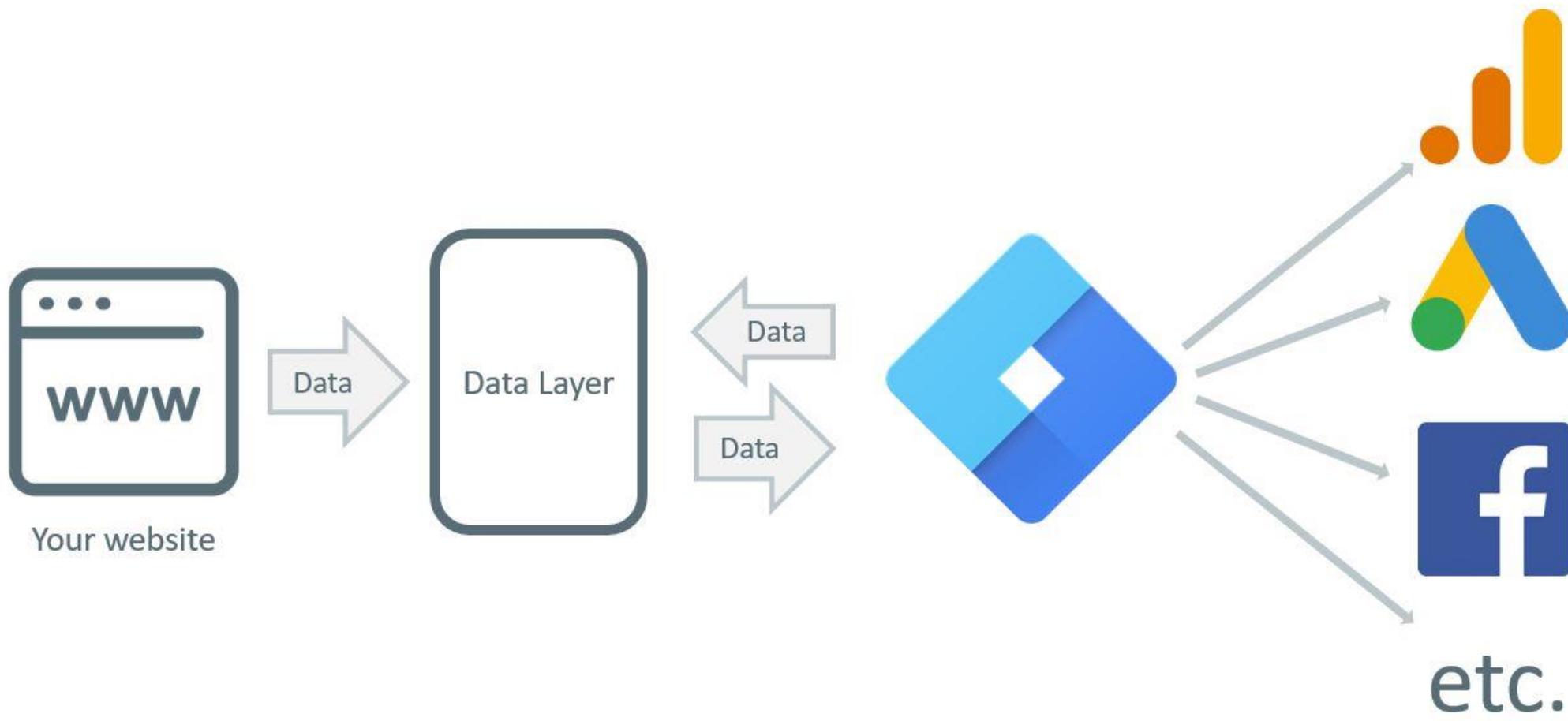
Toma de decisiones basada en datos.



Toma de decisiones basada en datos

- Medir
- Analizar
- Decidir

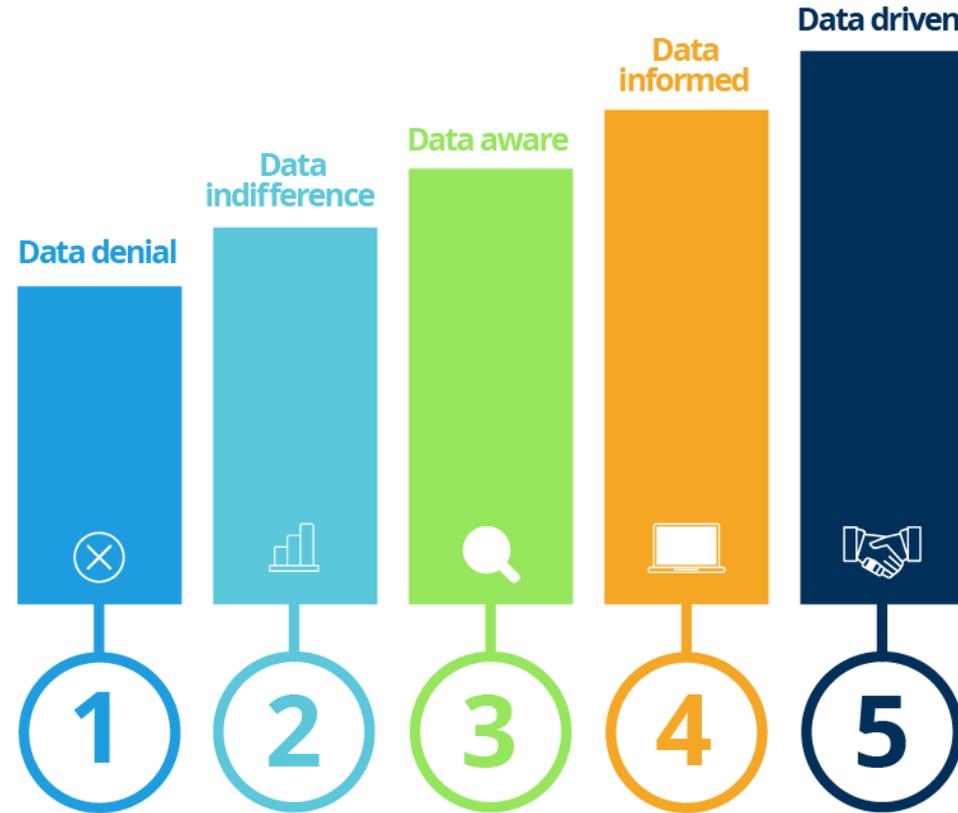








Cinco etapas hacia Cultura basada en datos



Data-driven culture

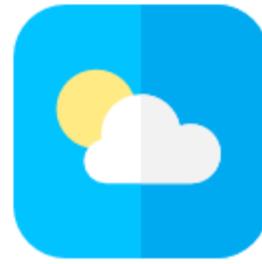
- Data Denial (negación de los datos)
- Data Indifference (indiferencia)
- Data Aware (conocimiento)
- Data Informed (informado)
- Data Driven (decisiones)



COMERCIO CONVERSACIONAL

Aplicaciones sobre un canal ya existente.







Your yearly subscription will expire on January 1st, 2017.

Your order has been placed. If there is anything else we can help you with please let us know.

Hi David, I'll send you weather forecasts every day.

What location you would like weather forecasts for?

Please select an option:

[Option 1](#)

[Option 2](#)

[Option 3](#)



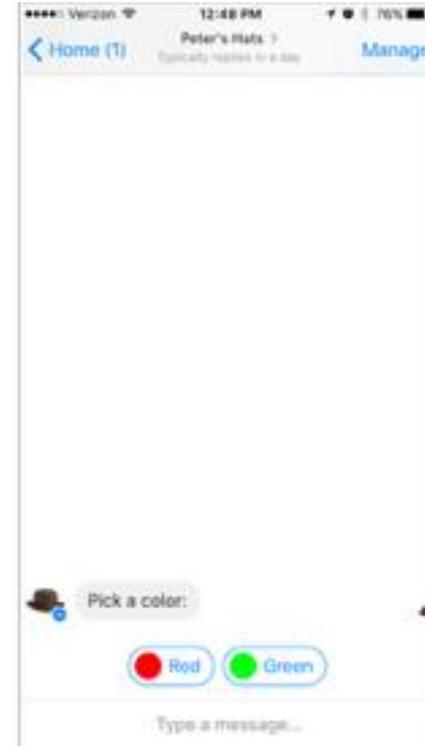
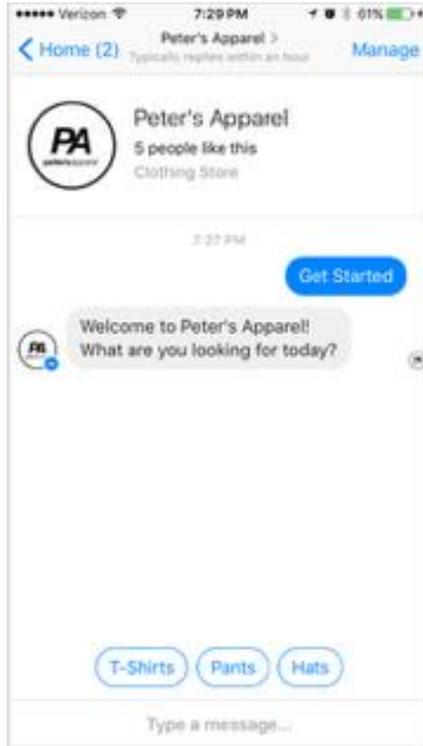
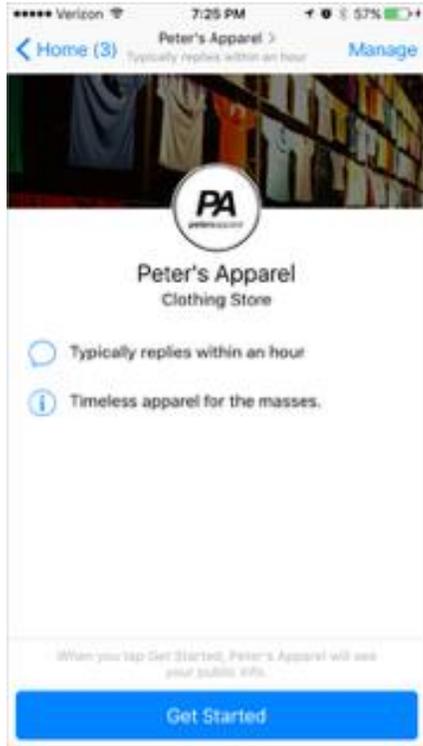
Classic White T-Shirt

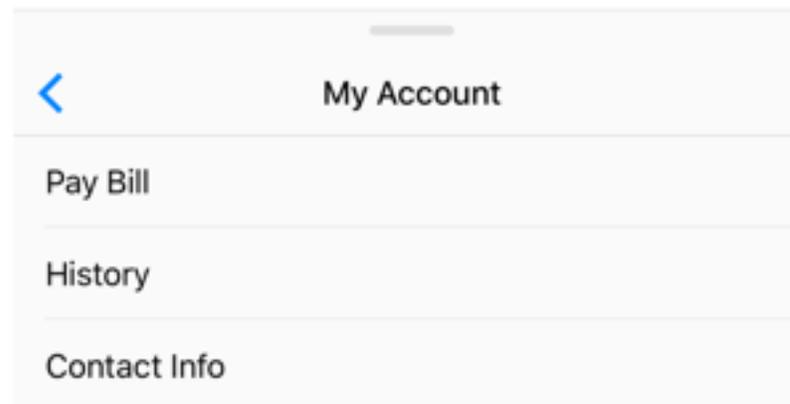
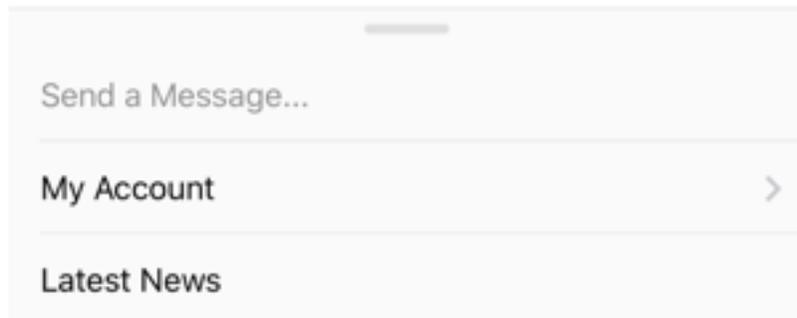
Soft white cotton t-shirt is back in style

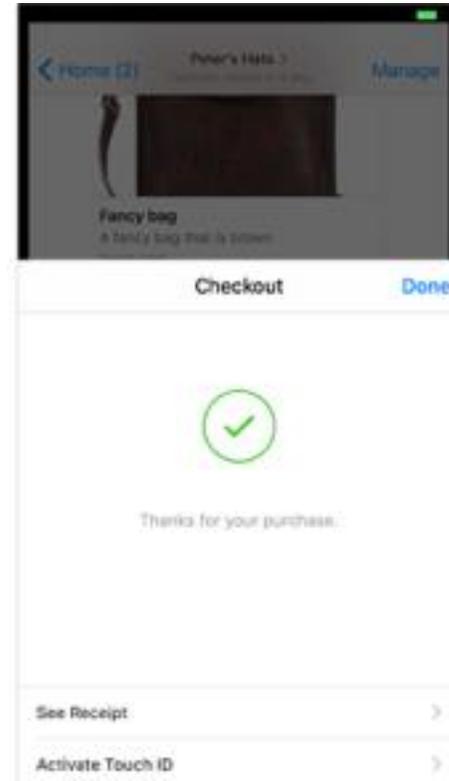
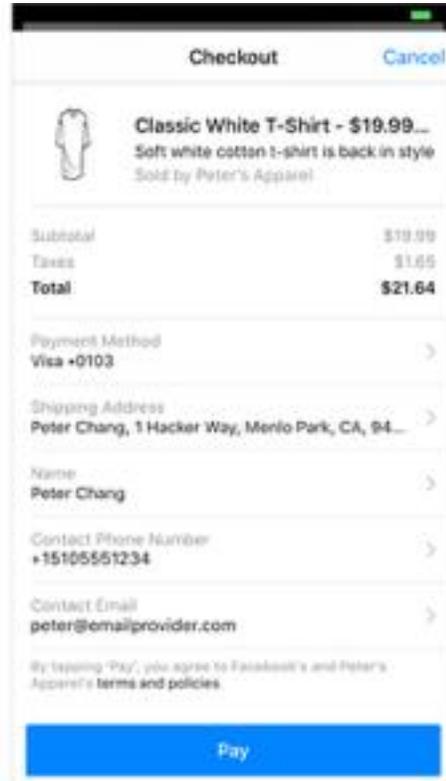
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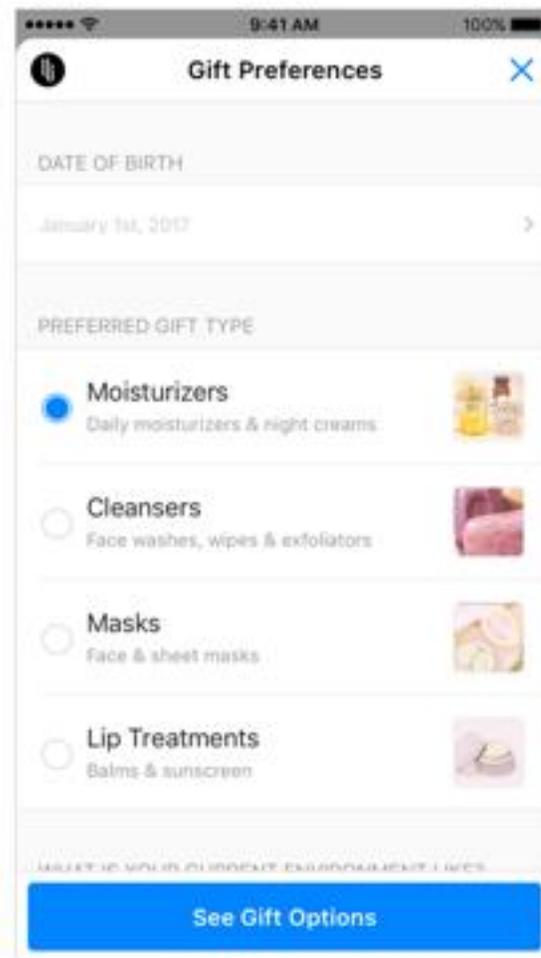
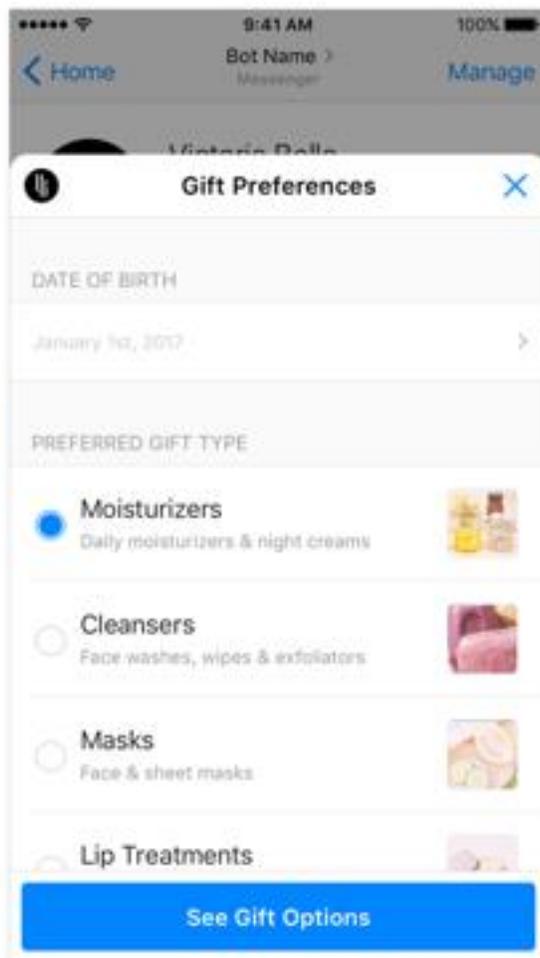
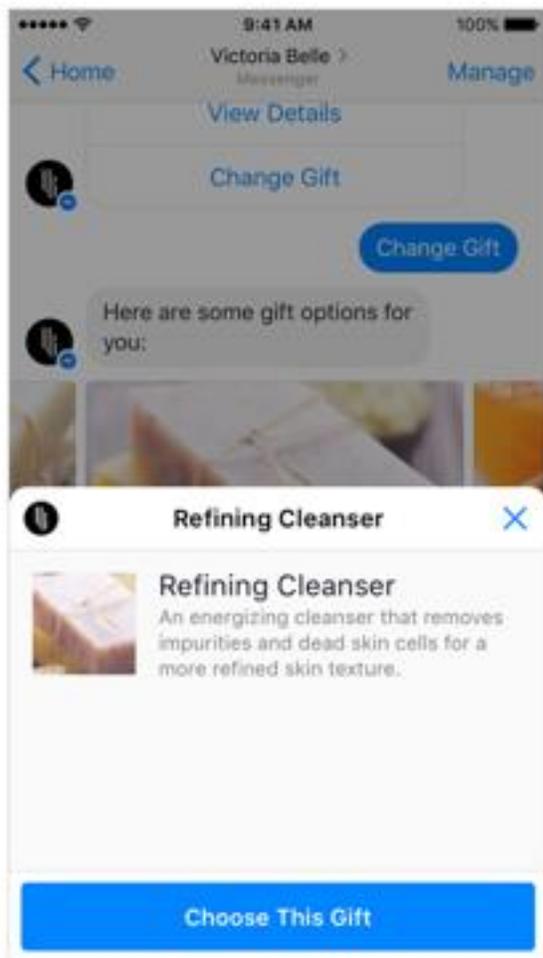
[Bookmark Item](#)

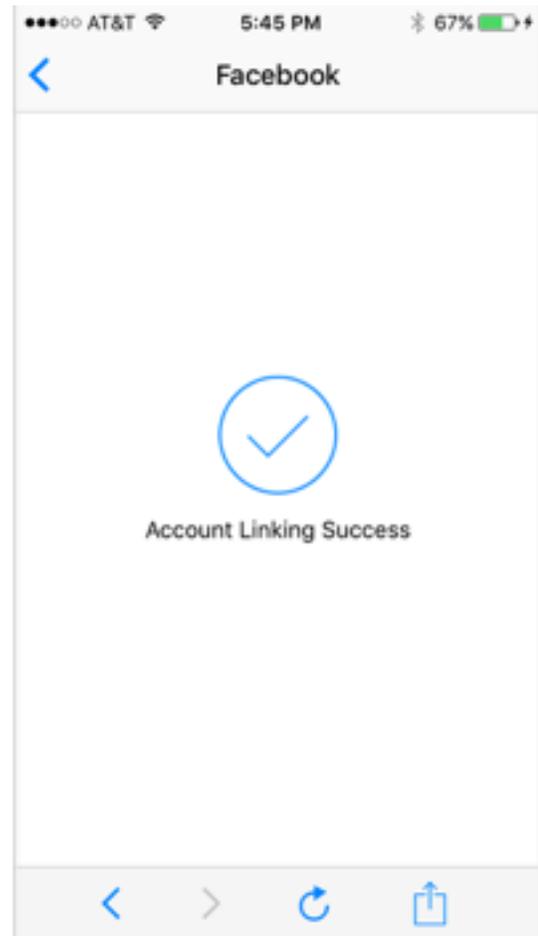
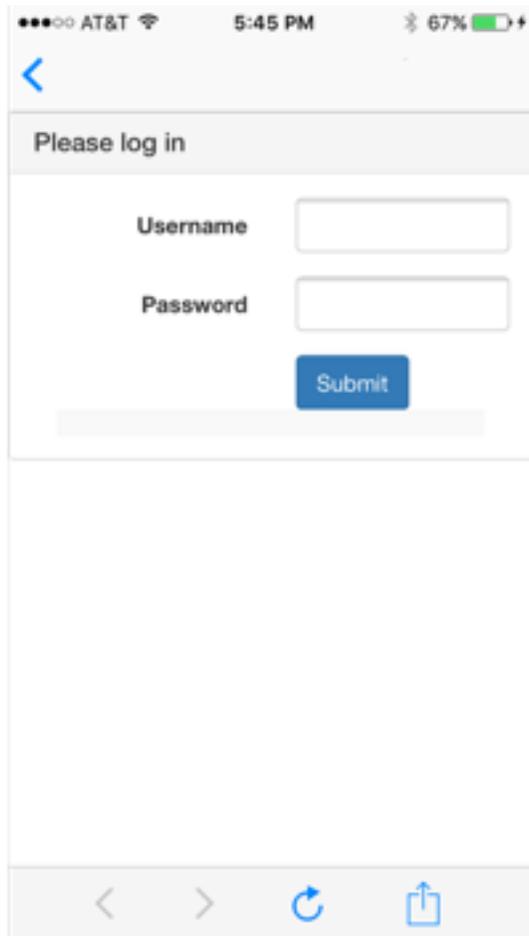
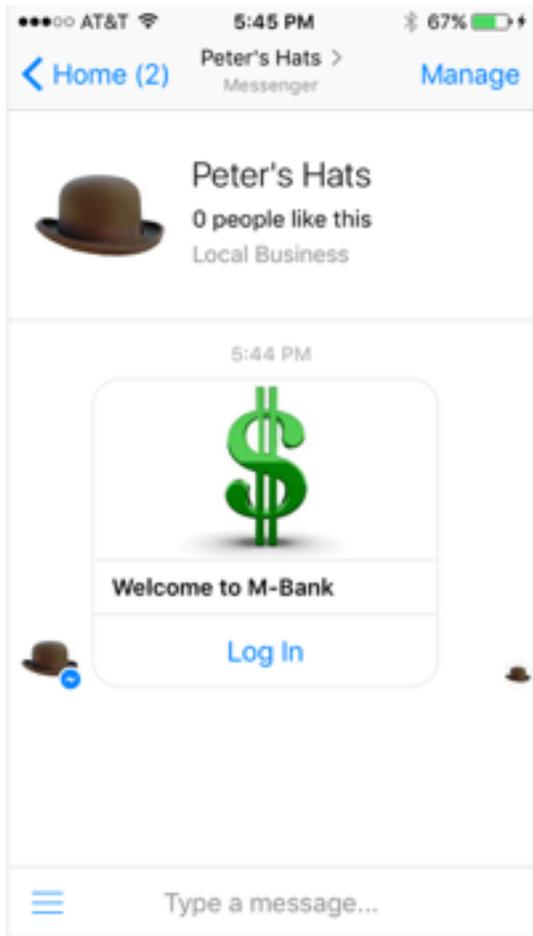


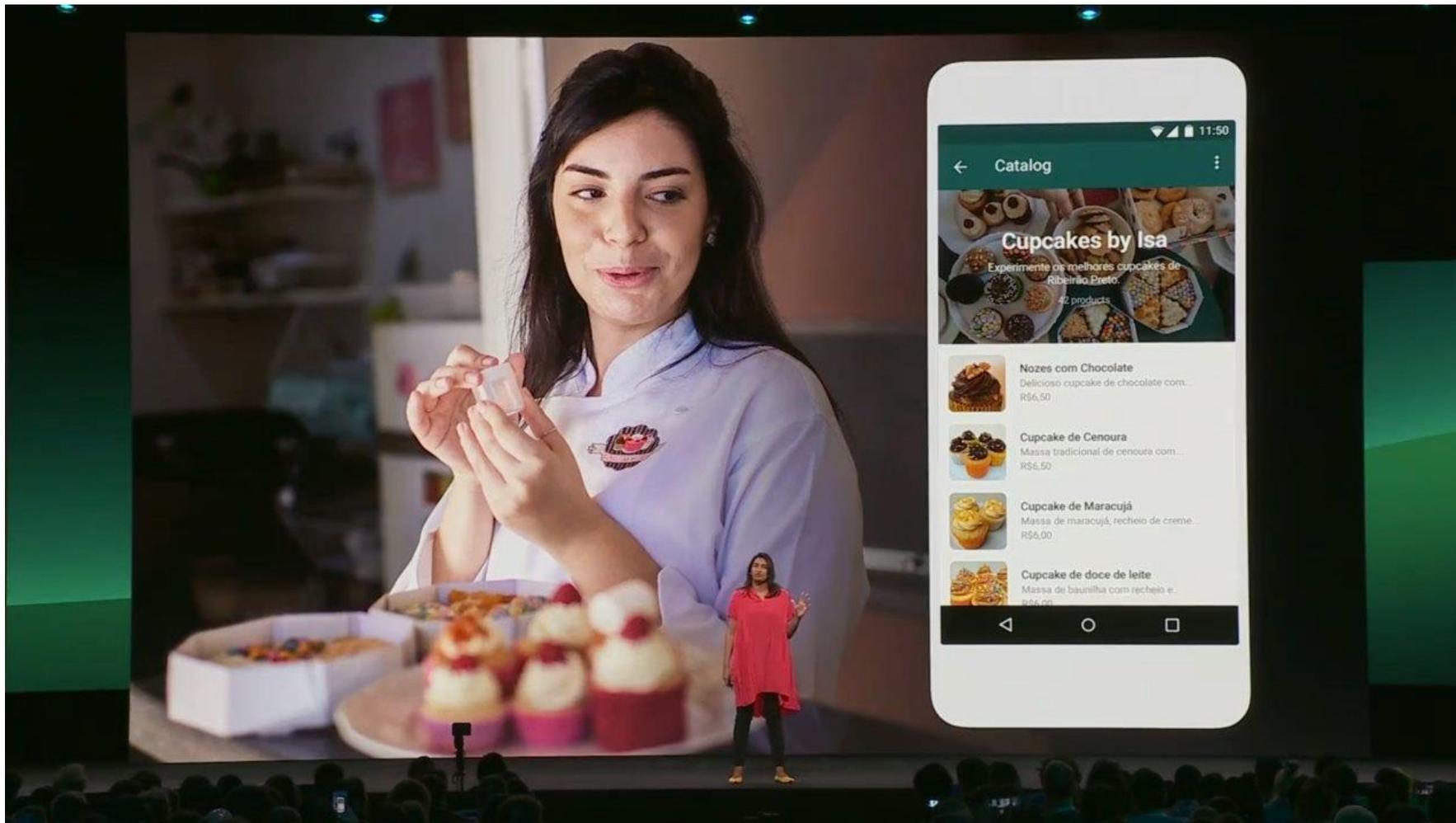












VOICE MARKETING

Asistentes de voz.









Ok Google, let's talk to Google IO 18



Sure! Here's Google IO 18.



Hi, I'll be your guide to Google IO 18, I can help you explore topics or pick a session to attend. What would you like to know?

When is the next Assistant talk?



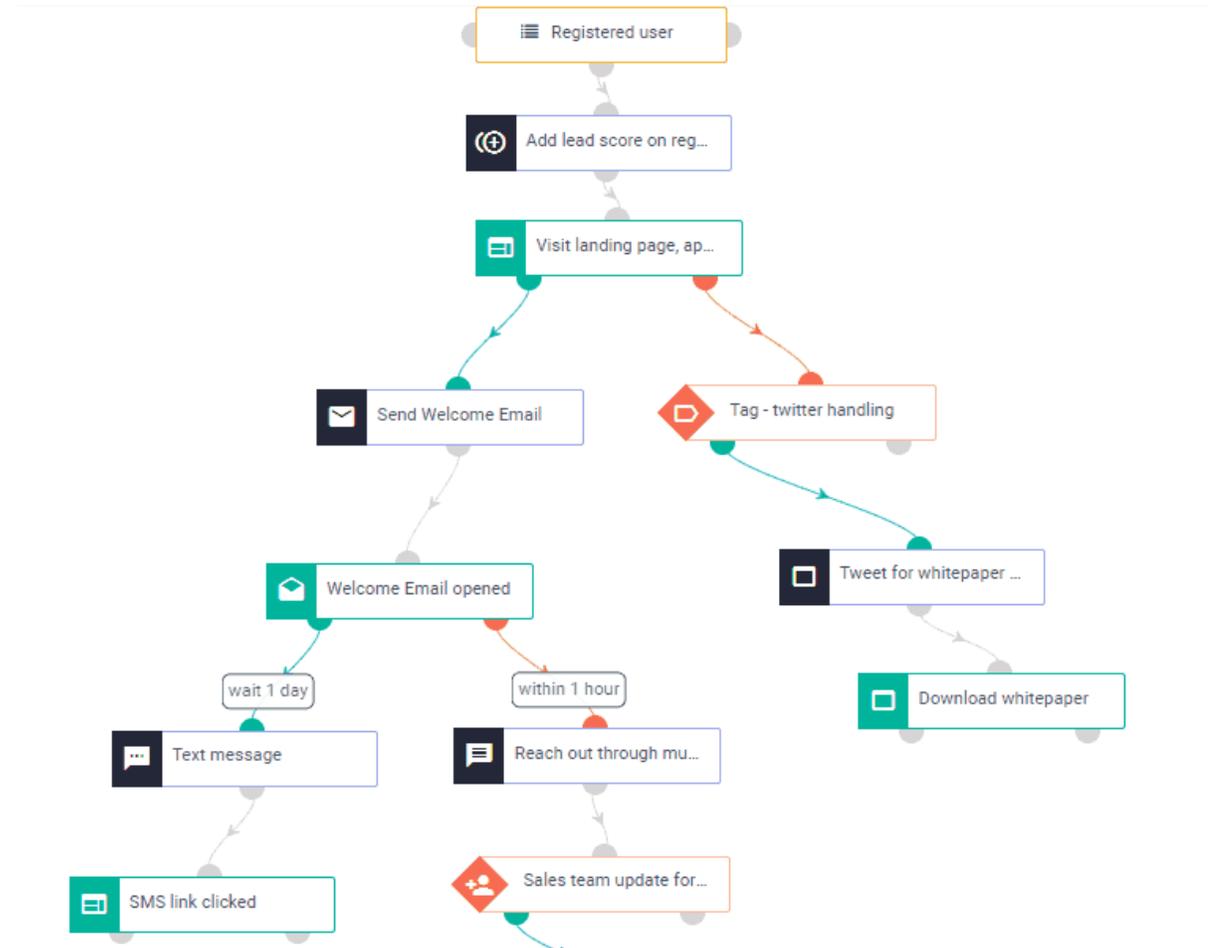
The next session about Assistant is "10 tips for building almost better Actions" in room 4004 on Wednesday at 4. Is there another topic you're interested in?

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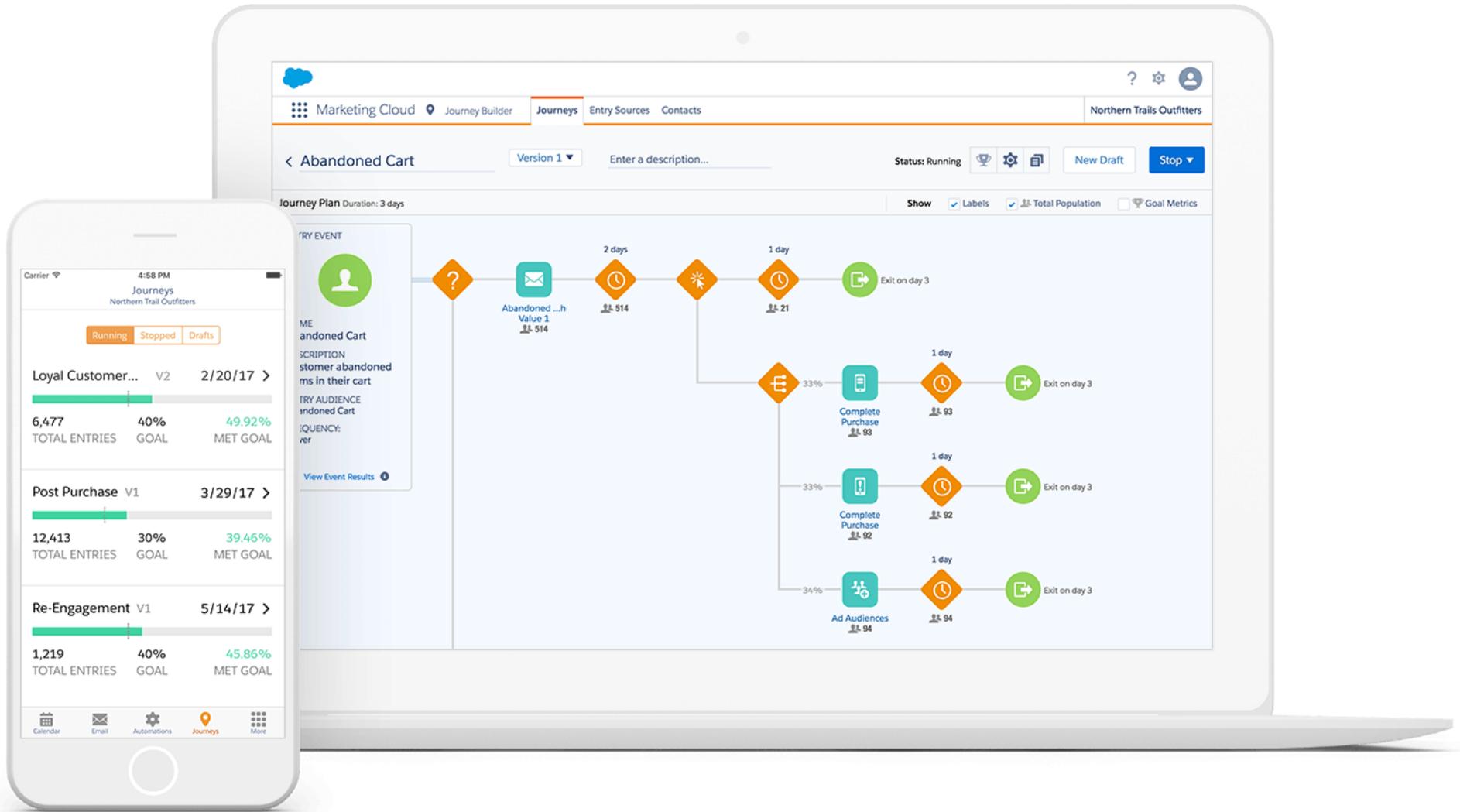


MARKETING AUTOMATION

Mercado automatizado.







Muchas gracias

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- b@mnrva.io

