

cómo el marketing digital está reinventando el comercio.

fabían baldovinos

associate director

accenture song

fabian.baldovinos@accenture.com

**primero que nada,
las cosas claras...**

Branding vs. Marketing

Branding is why.

Marketing is how.

Branding is long-term.

Marketing is short-term.

Branding is macro.

Marketing is micro.

Branding defines trajectory.

Marketing defines tactics.

Branding builds loyalty.

Marketing generates response.

Branding creates value.

Marketing extracts value.

Branding is the being.

Marketing is the doing.

List developed by **Matchstic**

Designed by **Brice**
This is not a collaboration



Branding vs. Marketing

- Branding is long-term. Marketing is short-term.
- Branding is macro. Marketing is micro.
- Branding defines strategy. Marketing defines tactics.
- Branding creates value. Marketing creates response.
- Branding is the being. Marketing is the doing.

List developed by **Matchstic** Designed by **Brice**
This is not a collaboration

**digital ≠ marketing.
marketing ≠ publicidad.
publicidad ≠ creatividad.**

publicidad = mensaje.
media = distribución.

empujar vs atraer.
presencia vs relevancia.
alcance vs atención.
corto plazo vs largo plazo.

estrategia digital.

estrategia digital.



marketing digital.

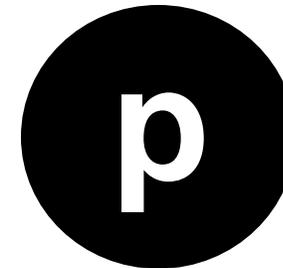
marketing deal.



enfoque digital **de la estrategia** **de marketing.**

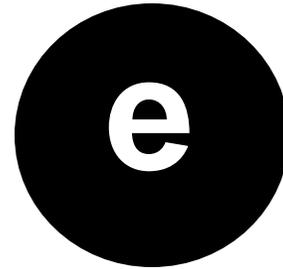
**marketing se enfoca
en traer dinero
a la empresa.**

marketing

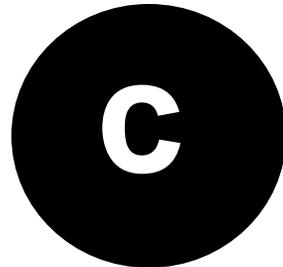


**product
place
promotion
price**

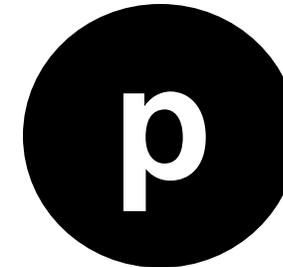
experience
everywhere
evangelism
exchange



customer
convenience
communication
costs



marketing

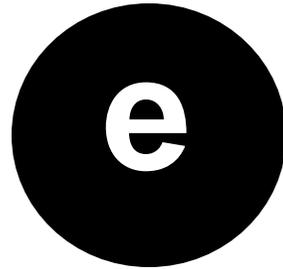


product
place
promotion
price

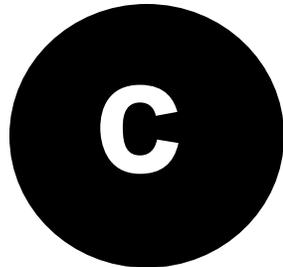


motivations
message
media
maximization

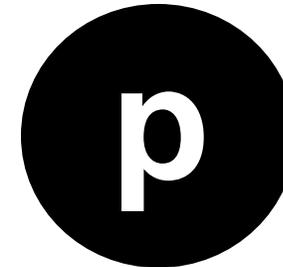
experience
everywhere
evangelism
exchange



customer
convenience
communication
costs



marketing



product
place
promotion
price



motivations
message
media
maximization

**digital transforma cuando
se utiliza como **palanca**
para mejorar la experiencia
del consumidor.**

máxima:

percepción es realidad.

Curt Harding · 3rd+
 Host of "The Short Pause" podcast/Writer/Publicist
 9h · Edited · [+ Follow](#)

I couldn't believe my eyes. I just spent \$120 on my new **Allbirds** (The most comfortable shoe ever) and my dog ate one of them the day after they arrived. I emailed the company to tell them what happened, hoping maybe they'd offer a coupon code or something. They responded immediately telling me to send them back for a FULL REFUND! They even paid the shipping! In their email, they added, "Please don't be angry with your puppy." Of course, I ordered a new pair right away. This entire process took six days and I have my new pair on today. Outstanding company. Outstanding product. Thank you ALLBIRDS!

[#customerexperience](#) [#allbirds](#)



[Jacob Bush and 21,417 others](#) · 1,174 comments · 121 shares

Reactions

Like Comment Share Send

Rob Griffin · 1st
 Brand, Demand, ABM.
 18h · [+ Follow](#)

Hey **Lids** stop pissing your ad money away. Whoever is running this ad campaign is not worth their salt. I already bought the damn hoodie. Stop pounding me with excessive frequency. Even if you cant attribute the purchase, the analytics will tell you I purchased or did not so that means so much of this is wasteful targeting.

Just sayin'

8:06 5G

Celeste Violette its time for ... See more
 Like Reply
 View 2 more replies...

Write a comment...

Boston Celtics on Lids
 Sponsored · [+ Follow](#)

Your team. Your style. Represent the Boston Celtics today!



Men's Nike Kelly Green Boston Celtics Authent...
 When the weather sta... [Shop now](#)

Men's '4 Natural E
 Top off a

Like Comment Share

Home Watch Feeds Notifications Menu

[16](#) · 9 comments

Reactions

Funny Comment Share Send



*“Una marca no es lo que tú
dices que es, sino lo que
ELLAS dicen que es.”*

- Marty Neumeier
Author of “The Brand Gap”

el **valor** que un consumidor le asigna a una marca, es directamente proporcional a la **experiencia** que vive con ella.

**digital se trata de
disminuir fricción.**

menor fricción

mejor experiencia

mayor preferencia



“La marca todavía es importante. Pero la forma en que uno produce, introduce o entrega marca es a través de la diferenciación de producto, mejor distribución, mejor servicio al consumidor, más formas únicas de generar conocimiento.

Íconos tradicionales de antaño continúan aferrándose a la era de la marca. ¿Qué tienen en común las nuevas grandes marcas? Hacen muy poca publicidad.

Waze es una marca espectacular. No tiene nada que ver con su imagen, identidad de marca, su logo o su publicidad. Pero literalmente es un producto que es mejor en 10x.”

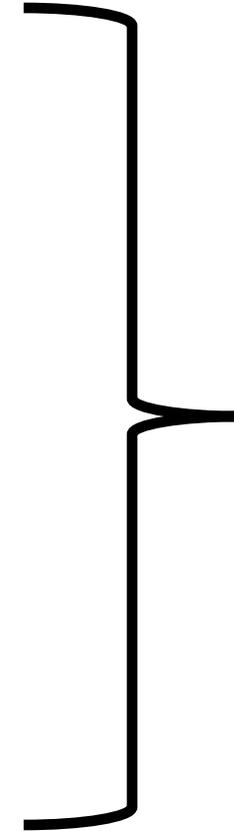
-Scott Galloway

Source: “State of Play: The Sharing Economy”, The prof G Show with Scott Gallogay. 3 Sep, 2020

menor fricción

mejor experiencia

mayor preferencia



**CON
FIAN
ZA**



*“La nueva moneda de cambio
es la confianza.”*

- Jeff Bezos
Fundados y CEO de Amazon

**¿qué métricas
le añaden valor
a mi marca?**

ba

sba

aa

saa

br

tom...

¿métricas de campaña?

¿cuál es el **impacto**
de estas métricas
en mi negocio?

¿som?

¿sow?

¿roi?

roas...

¿correlación?

¿y el consumidor?

... bien gracias.

**el problema de las
métricas tradicionales,
es que no toman en
cuenta a quien compra.**

found rate



**definir y abordar
correctamente:**

problemas

desafíos

objetivos

resultados clave

métricas de éxito

**¿la clave de una correcta
definición y abordaje?**

tiempo.

THE WALL STREET JOURNAL.

CMO TODAY

Average CMO Tenure Holds Steady at Lowest Level in Decade

Study from executive search firm Spencer Stuart also shows women made up more than half of CMOs at 100 major ad spenders



The average amount of time chief marketing officers at 100 top-spending U.S. brands remain in their roles held steady at 40 months last year, still the lowest level in more than a decade, according to a new report.

PHOTO: KRISZTIAN BOCSI/BLOOMBERG NEWS

By [Megan Graham](#) [Follow](#)

May 5, 2022 6:00 am ET

MarketingWeek

Marketers, like chancellors, need time in the job to succeed

Short tenures engender short-term thinking, as the UK economy currently demonstrates. To be successful, both politicians and marketing teams need time to learn what works and what doesn't.



By Mark Ritson | 18 Oct 2022

Share this article



Beware of ROAS, ROI's dangerous digital twin

Too great a focus on return on ad spend (ROAS) is leading to short-term thinking and under-investment, which in turn is stifling growth, and it has the potential to be far more damaging than ROI.

By Tom Roach | 12 Oct 2022

Share this article



marketing = negocio.

negocio = comercio.

comercio = monetización.

monetización = **ejecución.**

**¿el marketing digital
está reinventando el
comercio?**

sí. todo el tiempo.

gracias 😊

fabián baldovinos

associate director

accenture song

fabian.baldovinos@accenture.com