

# E-commerce

técnicas de planejamento e desenvolvimento

2º dia

2013



...VOLTANDO



# PLANO DE VIABILIZAÇÃO

vale a pena abrir a loja?





PÓS-VENDA  
ENTREGA  
PAGAMENTO  
PONTO DE VENDA  
CLIENTE  
PRODUTO  
MERCADO



# Criação de Cenários

Cada um deve pensar em um cenário específico com:

- tipo de produto
- público alvo (sexo, idade, classe social, ...)
- modelo de venda (direta, leilão, coletiva, ...)



# mão a obra

construção de cenários

escolha de 5 cenários

criação de 5 grupos



# ferramentas

open source,  
comprada,  
alugada/SaaS  
ou exclusiva



# open source

**osCommerce** - PHP/MySQL - [oscommerce.com](http://oscommerce.com)  
cara de amazon, base para outros e-commerces

**Magento E-commerce** - PHP/MySQL -  
[magentocommerce.com](http://magentocommerce.com)  
wordpress do e-commerce, tem versão paga  
(enterprise)

**OpenCart** - PHP/MySQL - [opencart.com](http://opencart.com)  
focado em front-end



# comprada

**elasticpath** - Java/SQL - [elasticpath.com](http://elasticpath.com)  
foco em flexibilidade

**Konakart** - Java/SQL - [konakart.com](http://konakart.com)  
com linguagem compilada, tem versão paga

**Primordia** - PHP/MySQL - [primordia.com.br](http://primordia.com.br)  
Empresa de desenvolvimento que  
tem ferramenta própria em PHP

**Magento Enterprise** - PHP/MySQL - [magentocommerce.com](http://magentocommerce.com)  
versão paga mais robusta



# Marketplace

**iluria**

**tanlup**

**Rakuten**

**net-a-porter**

Força de marketing do canal,  
pouco/médio controle de layout,  
custo por venda



# alugada / SaaS

**e-Hub**

**Ikeda/Rakuten**

**Linx**

**Tray**

**VTEX**

custos de setup,  
hospedagem  
e manutenção



# exclusiva

Construída especificamente para um cliente:

eBay

Amazon

Americanas.com

Dafiti.com

...



# social

Que vive e depende de uma mídia Social:

Facebook Commerce

Pinterest

twitter

instagram

...



# Pagamento

gateway	sistema de pagamentos	adquirente
Conecta seu sistema de e-commerce com o adquirente diretamente. Não recebe \$, só cobra depois por transação	Fica entre o cliente e você. Recebe o \$ e paga depois retirando seu revenue	Bancos, Cartões, Financeiras. Faz a transação financeira efetivamente.



projeto de  
arquitetura,  
navegação,  
identidade visual  
e usabilidade



# estrutura de produtos

organização de SKUs em categorias e famílias

URL simples, preocupação com SEO

introdução de personas

# A.P.C. STORE

RECHERCHE

NEWSLETTER

VOTRE COMPTE

VOTRE SAC



FEMME  
HOMME  
DENIM  
COLLABORATIONS  
EASTPAK  
VANESSA SEWARD  
LOUIS W.  
QUILTS  
OBJETS  
MUSIQUE

PAYS DE LIVRAISON

MAGASINS  
ESSAYAGE PRIVÉ  
CONTACT  
GUIDE DES TAILLES  
A.P.C. JOURNAL

UN CONSEIL ?  
+ 33 (0)1 53 63 43 79





# LN-CC

MEN WOMEN MUSIC BOOKS STYLE FEED STORE





Theory offers up sharp jackets, shirts, pants, and more.

men's suits



▶ See more

Men's cords, sweaters, and jackets—from J.Lindeberg, Gant by Michael Bastian, and more.

TOWN



Country



▶ See more





[ONLINE STORE](#)

[BLOG](#)

[STOCKISTS & LINKS](#)

[FAQ](#)

[FACEBOOK](#)

[TWITTER](#)

[PINTEREST](#)

[CONTACT US](#)



FROM WEBSITE TO WARDROBE  
FROM AS LITTLE AS £10 WITH FREE SHIPPING







THE INFAMOUS

£25.00



THE VIVA

£25.00



THE FAM SCRIPT

£25.00



THE HIGH TIMES

£25.00



SCALES COLLABO  
(BLACK & TIFFANY)

£25.00



THE OUTSIDER

£25.00





# ohw?

[WHO'S OHW?](#) [PRODUCT RANGE](#) [RESPONSIBILITY](#) [OUR FACTORY](#) [STOCKISTS](#) [CONTACT US](#)

## SPRING/SUMMER 13

*ohw? has a clean, easy design aesthetic. For Spring/Summer 13, eight styles of 'optimum fit' (pretty damn comfortable) shoes and boots come in forty-nine material and colour options. Some utilise ohw's signature white stitch-down sole or cup sole. The moccasin constructions sit on a slimmer profile white sole.*

*Full grain leathers, silk suedes and oiled nubucks come in colours ranging from Black, Tan, Off-White and Grey to Navy, Claret and Pea Green. Styling details include material combinations, leather laces and trims, and pyramid tread soles.*





WOMEN



MEN



GIRLS



BOYS



HELP



COMPANY

STORES

NOW  
HIRING

SIGN IN / REGISTER



0

FEATURED

COLLECTIONS

OUTERWEAR

TOPS

BOTTOMS

INNERWEAR +  
LOUNGE

ACCESSORIES

NEW ARRIVALS

ADAM SCOTT'S  
2013 MASTERS  
STYLE

WEEKLY  
FAVORITES

ONLINE  
EXCLUSIVE

SALE

DJOKOVIC  
PERFORMANCE  
WEAR

CASHMERE

FLANNEL

FLEECE

SHIRTS

DENIM

LEGGINGS  
JEANS

ULTRA LIGHT  
DOWN

HEATTECH

AIRISM

UT: UNIQLO T-  
SHIRTS

EXTENDED  
SIZES

BLAZERS

JACKETS

COATS

ULTRA LIGHT  
DOWN

DRESS SHIRTS

CASUAL SHIRTS

SWEATERS +  
KNITS

SWEATSHIRTS

FLEECE

T-SHIRTS

PRINTED T-  
SHIRTS

POLO SHIRTS

JEANS

PANTS

SHORTS +  
CROPPED

UNDERSHIRTS

UNDERWEAR

LOUNGEWEAR

SOCKS

BELTS

HATS

ACCESSORIES

UNIQLO PRESENTS  
**10 NEW STORE  
OPENINGS  
THIS FALL**

EAST COAST

10/04 BRIDGEWATER COMMONS, NJ  
10/18 STATEN ISLAND MALL, NY  
10/25 ATLANTIC TERMINAL, NY  
11/01 MENLO PARK MALL, NJ  
11/08 SMITH HAVEN MALL, NY  
11/08 WESTFIELD TRUMBULL MALL, CT

HELP US CELEBRATE! ENTER FOR A CHANCE TO  
**WIN A \$500 SHOPPING SPREE**  
WITH LUCKY CUBES!

\*Prizes must be redeemed at your selected store location. Terms & Conditions apply.



# mão a obra

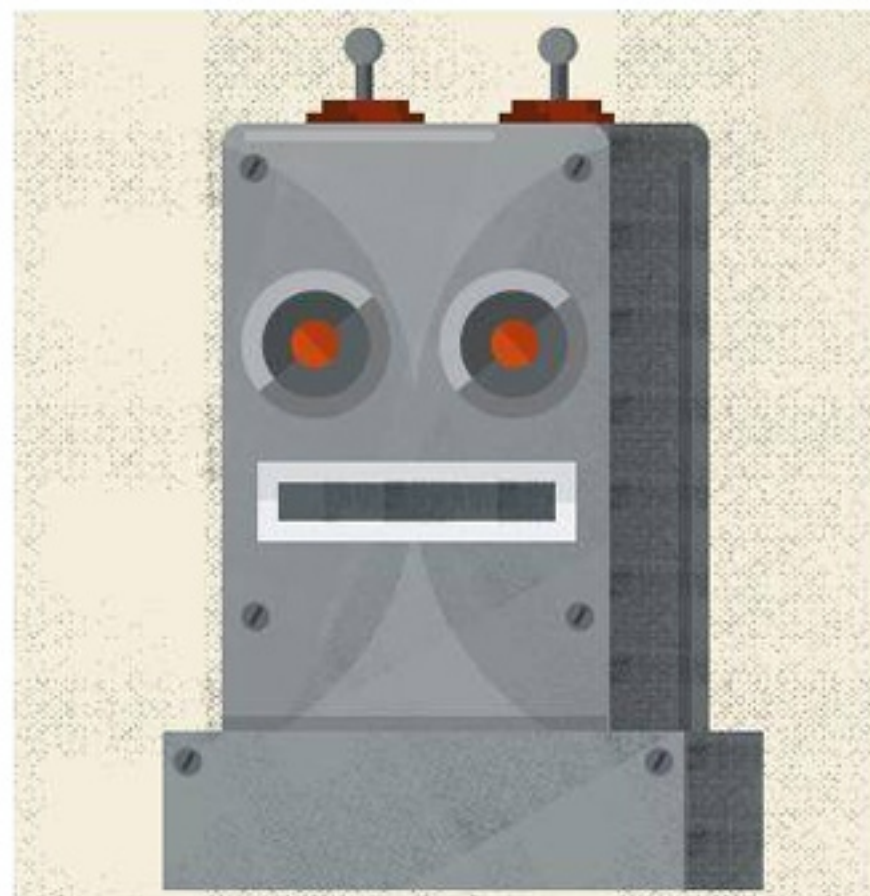
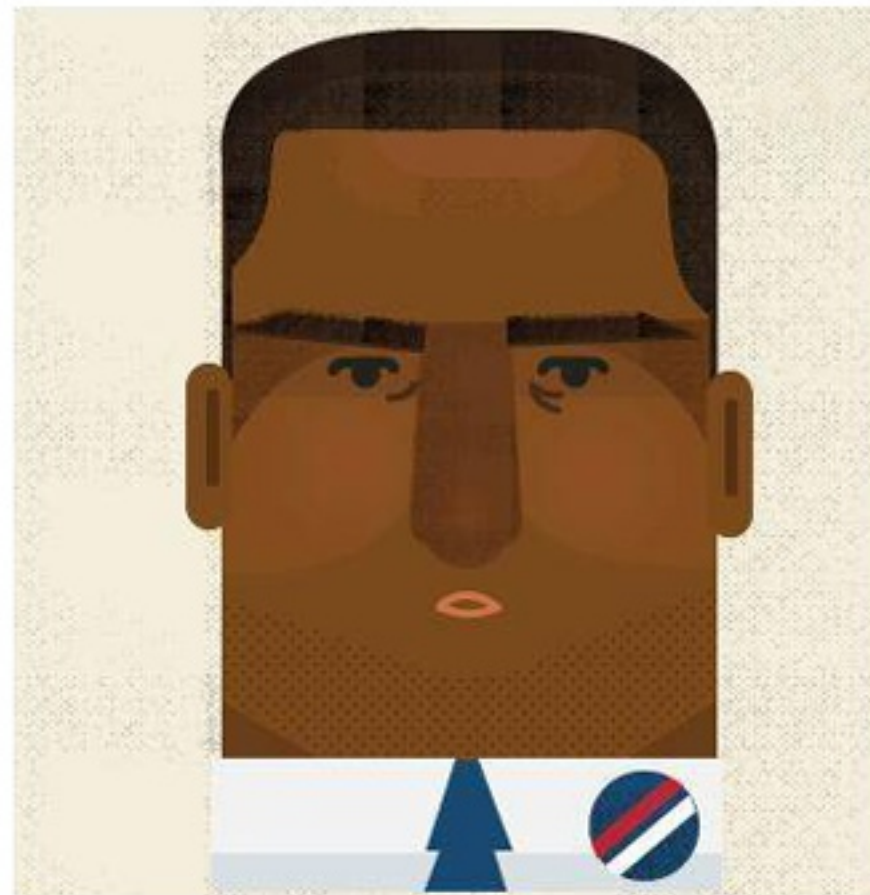
Criar estrutura de produtos



# fluxo de navegação

mindmaps, telas, pontos de contato, personas, destaques







Home

News

Game Background

New Player Guide

Looking for a Game

Community

Game updates

Game/patch history

Download

History of History

User to Linkage II

Discover Group II

System Requirements

Message Board

Fan Art

Fun Facts

Latest News

Join the Party

Discover Group II

Getting started

Character Appearance

Player Comments

Fun Site Listings

Item Site Links

Castle Control

Events

Newsletter Archive

Adventure Bonuses

Game Guides

Looking for a Game

L2 Fun

Team Bios

Spotlight

User to Play

Using Clones Skills

Official Group II Actions

Features

The Library

Downloads

Art & Media

My Account

Quests

Monsters

Items & Equipment

Crafting Recipes

Equipment

Transformations

Class, Abilities & Movement

Castle Siege

Transformers

Seven Signs

3D Models & Images

Player vs Player Content

Season System & Rules

Underground Exploration

Database

Fishing

Mount Olympus

Events, Classes & Skills

Advanced Dungeons

Game Download

Official Downloads

Player's Screenshots

Rules

Music

Concept Art

Wallpaper

Maps

Account Login

Account Settings

Referral Program

Support Center

Security FAQ

Content Support

User Agreement

Rules of Conduct

How to get support

Home

Game

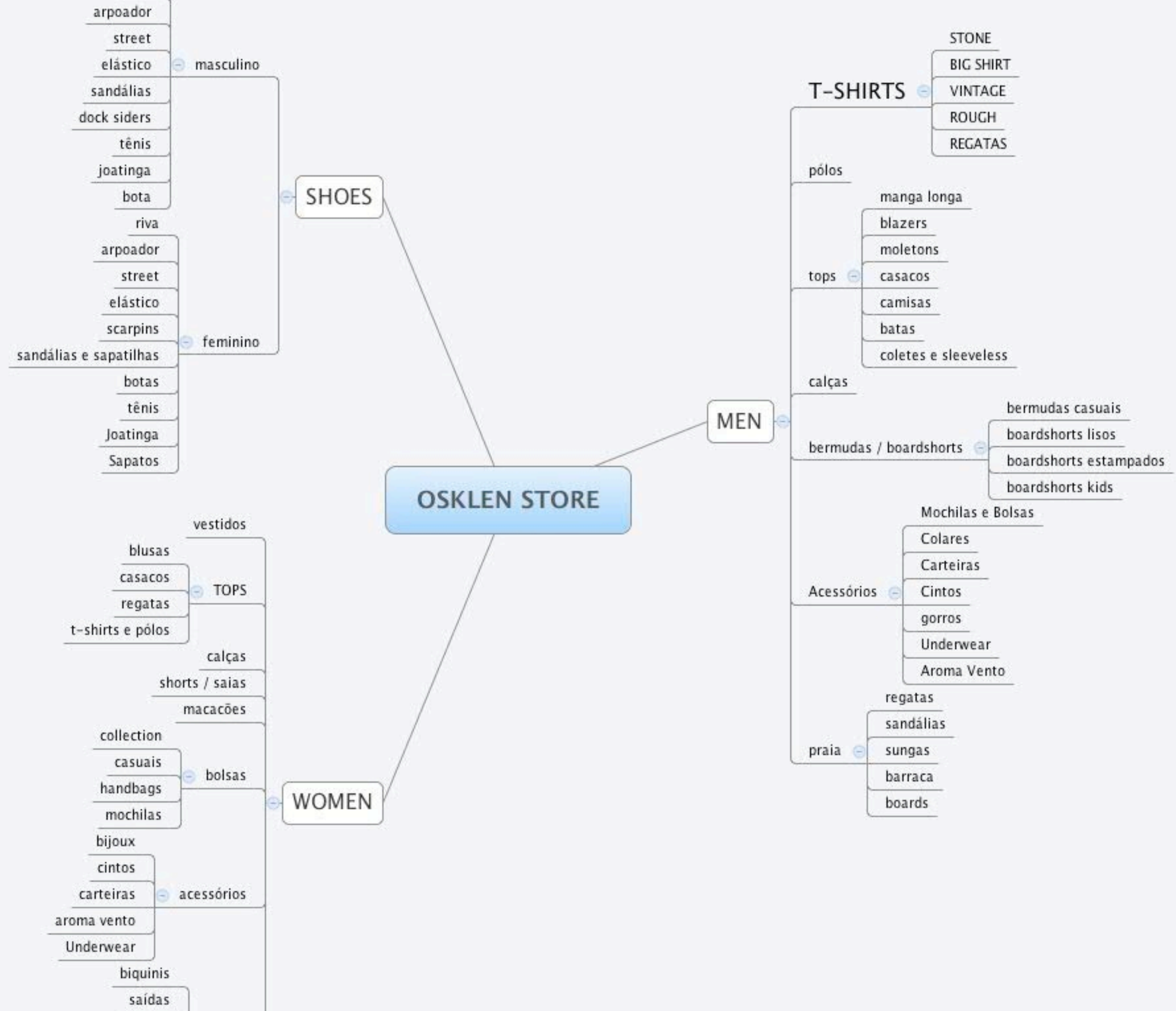
Community

Media

Services

Legacy







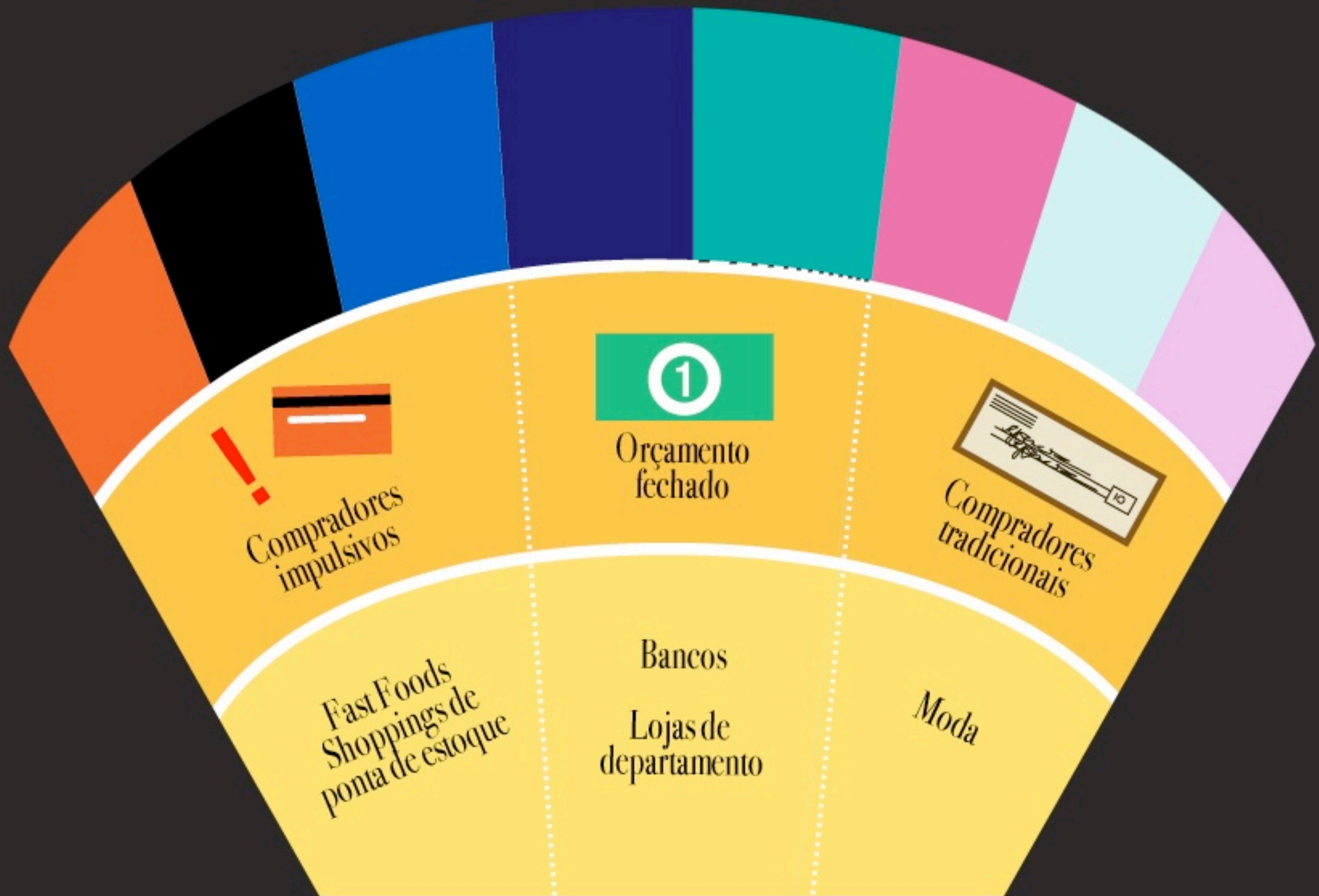
# mão a obra

Criar mindmap do seu e-commerce



# design

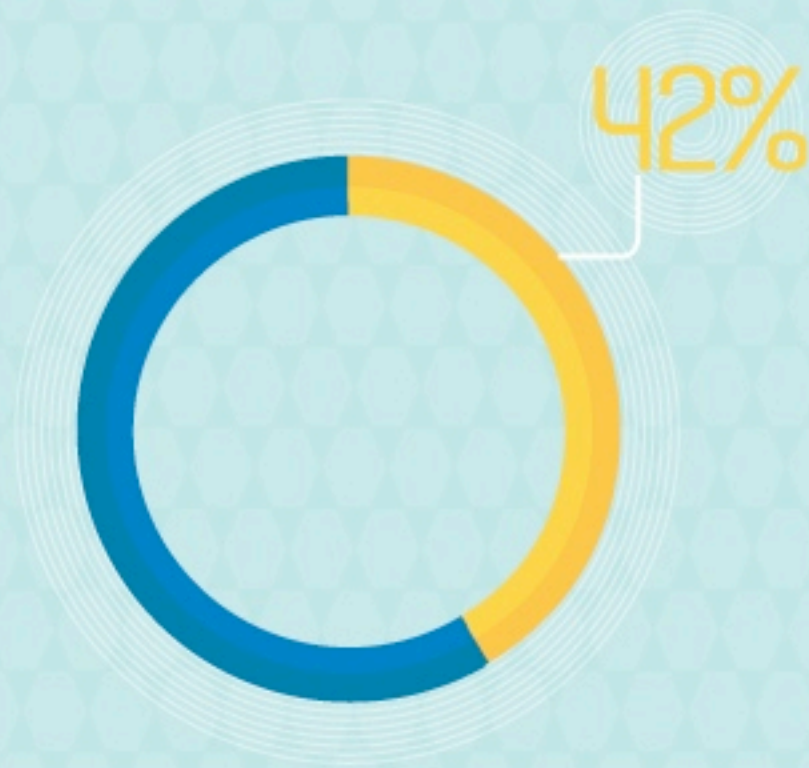
layout, logo, cores, fontes ...



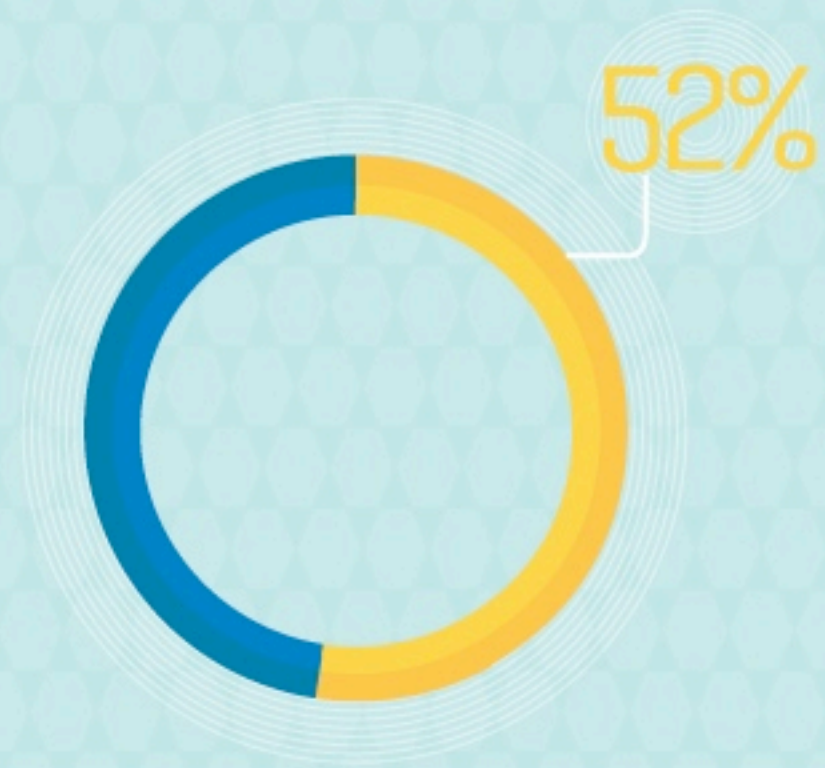


For many online shoppers, poor website navigability and poor overall design is the reason why they choose not to purchase from a particular website.

> PERCENTAGE OF SHOPPERS THAT BASE THEIR  
OPINION OF A WEBSITE ON OVERALL DESIGN ALONE:



> PERCENTAGE OF SHOPPERS THAT DID NOT  
RETURN BECAUSE OF OVERALL AESTHETICS:

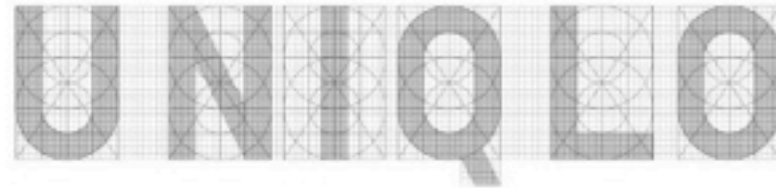




kashiwa sato



# UNIQLO



ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789/ @\$%#!?&()[]'""'.,:;-+\_\*



UNIQLO Soho NY  
546 Broadway, New York, NY 10012  
<http://www.uniqlo.com>



UNIQLO Soho NY <http://www.uniqlo.com>  
546 Broadway, New York, NY 10012



UNIQLO Soho NY  
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New York, NY 10012  
<http://www.uniqlo.com>



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New York, NY 10012



UNIQLO Soho NY  
<http://www.uniqlo.com>



UNIQLO Soho NY





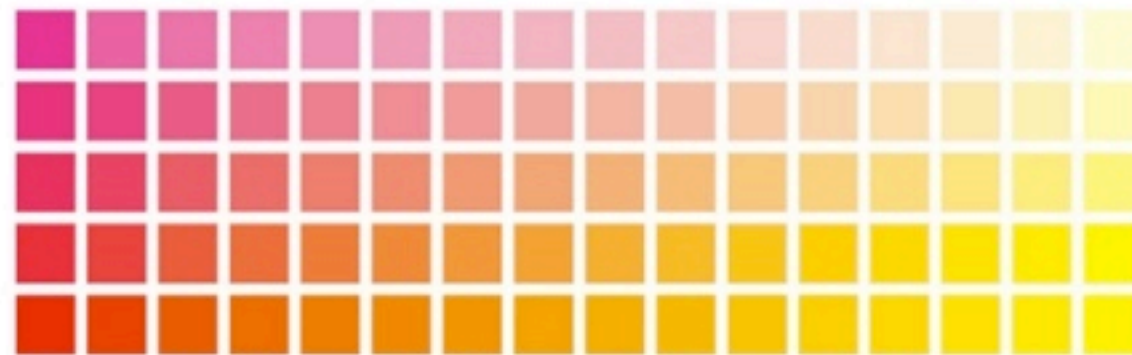






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# HEATTECH



## JAPAN TECHNOLOGY

HEATTECH is the smart way to stay warm and comfortable in cold weather. Developed by UNIQLO and Toray Industries, the world's leading fiber maker, this revolutionary material keeps you warm by retaining body heat. Now you can dress more inventively in cold weather by taking advantage of this sheer, innovative fashion technology from Japan. Open up exciting possibilities. Give yourself a fashion edge with HEATTECH.

---





Jil Sanders



## Open the Future

Luxury will be simplicity.

Purity in design, beauty and comfort for  
all. Quality for the people.

Basics are the common language.

The future is here: +J.





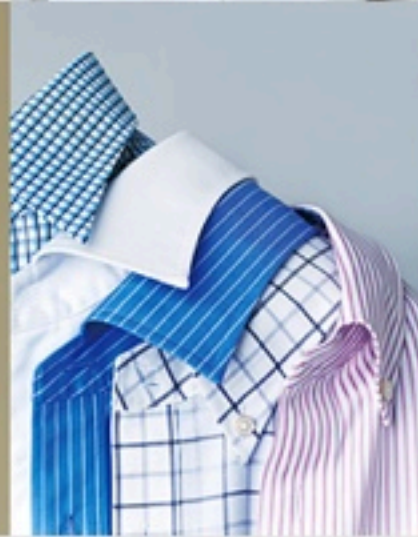


## SPECIAL PROMOTIONS

VALID FROM  
MARCH 12 – APRIL 1

Please take this opportunity to try on our signature products, which show off our high quality standards. Offered at special prices for a limited time only.

GO



### UNIQLO WEB NEWS

- UNIQLO Announces October Opening Dates for Its Two New Flagship Stores in NYC
- UNIQLO All-Product Recycling Initiative To Start in the US from Sept. 1, 2011
- UNIQLO POP-UP'S ALL OVER MANHATTAN



# TUNICS

With these new tunics,  
you can create any style you like.



## TUNIC Variation



Cut & Sew



Knit



Shirt



**WOMEN  
COTTON LINEN  
STRIPE HALF  
SLEEVE TUNIC**

Product code: 071406

**\$ 39.90**



■ **Color**

Color: 01 OFF WHITE



■ **Size**



Size Chart >

UNIQLO USA does not offer  
e-COMMERCE at this time.



# mão a obra

HOME do site

como captar o cliente, mostrar seu produto,  
explicar o objetivo na primeira “dobra”.



# fotos

## de produtos

[HOME](#)[THE CONCEPT](#)[LOOKBOOK](#)[SURFBOARDS](#)[ONLINE STORE](#)[CONTACT](#)[BELOW THE SALT](#)[SALT STORE](#)[ALL](#)[SURFBOARDS](#)[SKATEBOARDS](#)[CLOTHING](#)[PRINT](#)[ACCESSORIES](#)[VIEW CART \(0\)](#)

## LA PLAGE TEE - RED

**\$30.00**

Each 100% cotton shirt is treated with an enzyme wash that simulates 40 laundry cycles, giving it a super soft feel. The fit features a slightly more open neckline and looser fitting body. Hand printed, soft to the touch, white shirt with red print.

The shirt reads "LA PLAGE AVEC SALT SURF".

Add to cart



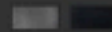


# A&F PREP



INDIAN PASS

\$98



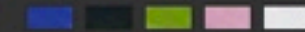
GREEN MOUNTAIN

\$68



SEWARD RANGE

\$68



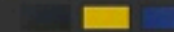
RAQUETTE RIVER

\$60



SLIDE BROOK

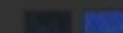
\$200



THE A&F REDESIGNED SKINNY CHINO

FLAGSHIP EXCLUSIVE

\$78





SHOP  
FIT GUIDE

OUR STORY  
OUR WAY  
OUR FACTORY

BLOG  
HISTORYTAG  
YEAR BOOKS

CLUBS  
LOVE  
FILMS

STOCKISTS  
FAQ  
NEWSLETTER

ALL PRODUCTS

MENS

WOMENS

DENIM

ACCESSORIES

TOOLS

HOME

BOOKS

## Organic Denim Cod@ 2013

Slim fit

£125.00

A slimmed down version of the men's fit, with smaller back pockets and a narrower leg but in the same raw organic denim.

Slim but not skinny and with a rise that sits just above the hip bone.

There's no stretch in the fabric but it softens with age. Break them in gently and over time they will become your favourites.

25 / 30 (waist/leg) 4 weeks

*If you wear turn-ups, buy the next size up from your normal leg length.*

Add to basket





[< SUITS](#)

## INK BIRDSEYE SUIT

### \$499

Play up the subtle texture of the Ink Birdseye Suit and add a dash of wit and whimsy to your look with a patterned shirt and bright accessories. [Learn More](#)

[CUSTOMIZE NOW](#)

- Fabric Composition: 100% Wool
- Fabric Weight (g/m): 280gms

FREE SHIPPING

Receive by October 23rd

CUSTOM MADE

Based on your measurement profile



SHARE



TWEET

[MODERN DANDY COLLECTION >](#)



- SUITS
- SHIRTS
- OUTERWEAR
- JACKETS
- KNITWEAR
- PANTS
- TIES
- SHOES**
- BAGS
- ACCESSORIES
- PRE-ORDER NEW ITEMS

Line -

- Antonio Maurizi for SuitSupply
- Classic Line
- Premium Line
- Seasonal Line

Sizes -

- 5
- 6
- 7
- 7.5
- 8
- 8.5
- 9
- 9.5
- 10
- 10.5
- 11
- 11.5
- 12
- 13
- 14

SHOES | Put your best foot forward in a pair of our shoes. With a selection of loafers, brogues, monk strap, boots, or oxfords. You're not likely to run out of options.

sort by: price | color  
Showing items: 1 - 26 of 26



BROWN MONK STRAP  
ITALIAN CALF LEATHER  
CLASSIC LINE \$ 289



LIGHT BROWN SUEDE BOOT  
ITALIAN CALF SUEDE  
CLASSIC LINE \$ 289



BROWN TASSEL LOAFER  
ITALIAN CALF LEATHER  
CLASSIC LINE \$ 289



BROWN LEATHER BOOT  
ITALIAN CALF LEATHER  
ANTONIO MAURIZI FOR SUITSUPPLY \$ 399



COGNAC MONK STRAP  
ITALIAN CALF LEATHER  
PREMIUM LINE \$ 249



GREY MOUNTAIN BOOT  
ITALIAN CALF LEATHER  
ANTONIO MAURIZI FOR SUITSUPPLY \$ 399



- SUITS
- SHIRTS
- OUTERWEAR
- JACKETS
- KNITWEAR
- PANTS**
- TIES
- SHOES
- BAGS
- ACCESSORIES
- PRE-ORDER NEW ITEMS





Collection -

- Fall/Winter
- Spring/Summer

Sizes -

Reg.	Short	Long
26		
28		
30		
32	32S	32L
34	34S	34L
36	36S	36L
38	38S	38L
40	40S	40L
42	42S	42L
44	44S	44L

Color -

-  Blue
-  Grey
-  White
-  Brown

PANTS | Inject some prep into your wardrobe with our tailored pants and casual chinos with charming details.

sort by: price | fit | color  
Showing items: 1 - 14 of 26 1 | 2



PINK PANTS  
COTTON  
\$ 149



LIGHT BROWN PANTS  
COTTON  
\$ 149



BLUE JEANS BY BALDWIN  
COTTON  
\$ 229

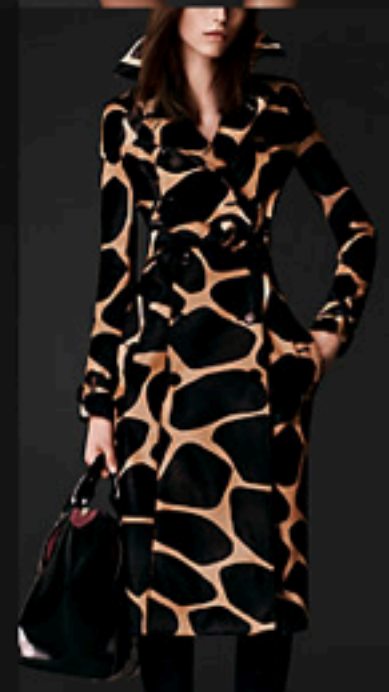
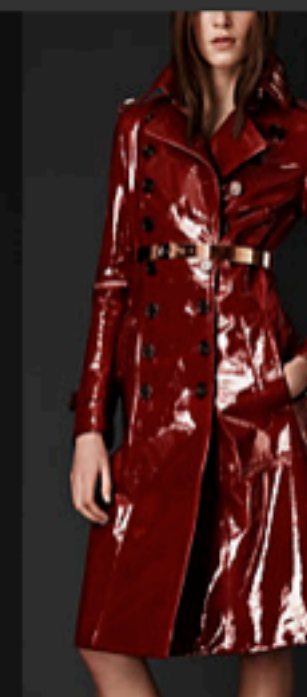
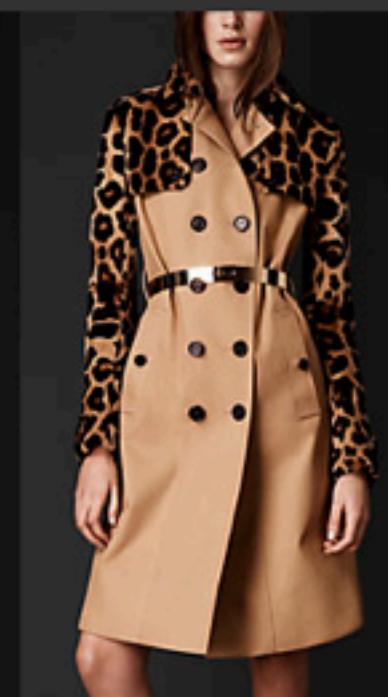
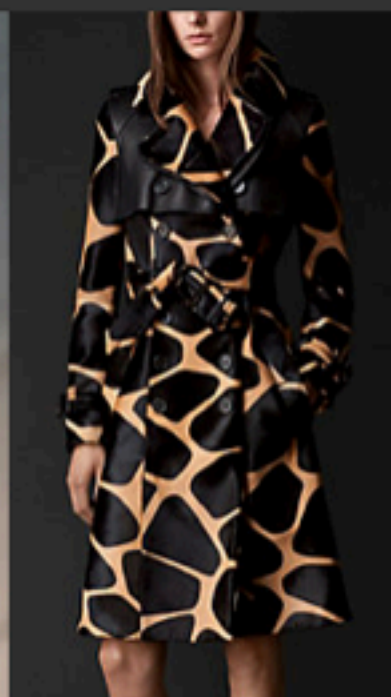




## WOMEN'S TRENCH COATS

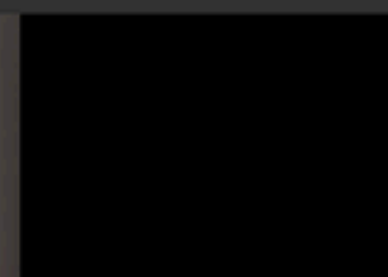
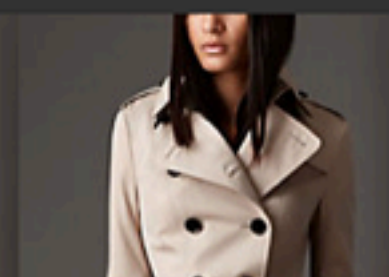
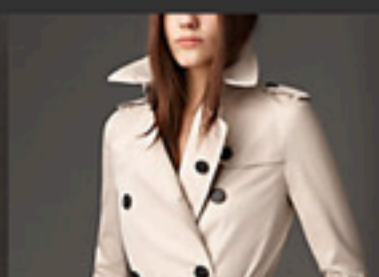
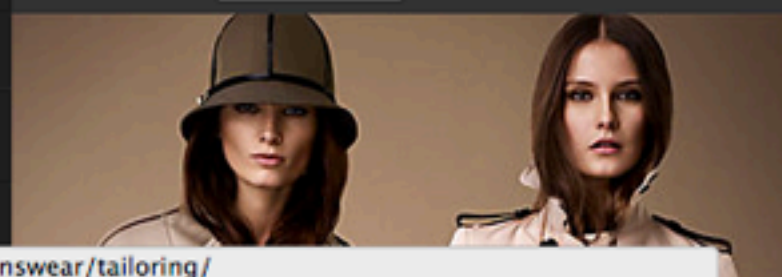
PRORSUM

VIEW ALL



LONDON

VIEW ALL





## ANIMAL PRINT CALFSKIN TRENCH COAT

£6,000

Item 44977701

COLOUR: CAMEL/BLACK



SELECT SIZE

34

36

38

40

46

QUANTITY

1



ADD TO BA



ADD TO WISH L

CUSTOMER SERVICE



CLICK TO CAL

### DESCRIPTION

A trench coat crafted from neoprene and calfskin.

The animal print design is complemented by a soft plonge leather overlay on the double collar and closure.

Heritage features include epaulettes and belted cuffs.

The metal belt featured is not shown.

### FEATURES & CARE







## MEDIUM STUDDED LEATHER SHOPPER



£695

Item 38822391

COLOUR: DAMSON MAGENTA



QUANTITY

1



ADD TO BAG



ADD TO WISH LIST

CUSTOMER SERVICE



CLICK TO CALL

### DESCRIPTION

Directional studded leather shopper

Vintage luggage-inspired tag

Open top, interior zip pocket

### FEATURES & CARE

### RECOMMENDED PRODUCTS







## horse tack print crepe de chine shirt

## description

- mauve horse tack print on crepe de chine
- hidden mother-of-pearl button closure
- tone-on-tone one-button cuff
- 100% silk
- Made in Italy

323386 ZAS16 5470

\$1450

size guide

select size

[add to wish list](#)[add to shopping bag](#)consult a personal shopper  
or call 877.482.2430

## views



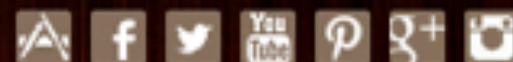
may we help?

[assistance](#)  
[shipping](#)  
[returns](#)  
[contact us](#)

company information

[store locator](#)  
[about gucci](#)  
[news & events](#)  
[careers](#)  
[legal notices/privacy](#)

find us on

CHIME  
FOR  
CHANGE

saturday delivery now available | free two day shipping and free returns

sign up for our newsletter 

by signing up, I accept the terms of Gucci's Privacy Policy







HOME > >> LIQUI 50% OFF > HOODIE TRICOT LISTRADO BASICO MINI



Passa o mouse para ver detalhes.

**HOODIE TRICOT LISTRADO BASICO  
MINI**

CÓD. DO PRODUTO: 3608

**R\$ 139,00**

HOODIE TRICOT LISTRADO BASICO MINI

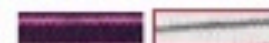
f Curtir 15

 [ESPALHE VIA TWITTER](#)

COMPARTILHE COM  
UM AMIGO

ADICIONE A UMA LISTA

SELEZIONE A COR



SELECIONE O TAMANHO

P M G GG

 Tabela de medidas

SELEZIONE A QUANTIDADE: 01

♥ QUERO!

→ **ADICIONE À SACOLA**





# mão a obra

Planejar sessão de fotos/tratamento

quantas imagens por produto?

quais detalhes são importantes?

qual apelo?



# branding

## digital



# história

se você tem história, lembre algo com frequência,  
reforce tradição e solidez.



Red Bull

Linha do tempo ▼

Fundada em ▼

Destaques ▼

✓ Curtiu

Crie uma página



## The First Red Bull MINI

15 de Maio de 1987

Saved up for this sweet ride. The Wings Team is coming your way!



Curtir · Comentar

👍 97 💬 6



Red Bull

17 de Abril de 1987 🌐

Check out our first ad. "Red Bull: So awesome that polka dots will literally fly off your tie!"

[Ver tradução](#)

REGALPREMIERE.  
RED BULL ENERGY DRINK. BELEBT GEIST UND KÖRPER.

Agora

Fevereiro

2012

2011

2010

2009

2008

2007

2006

2005

2004

2003

2002

2001

2000

1999

1998

1997

1996

1995

1994

1992

1990

1980s

Fundada em





EMILIO PUCCI

CAMPAIGN

COLLECTIONS

EYEWEAR

SHOP ONLINE

THEN

NOW

TIMELINE

# 1950s

the new style in fashion



Skip to Decade: 1947 1950s 1960s 1970s 1980s 1990s 2000s 2010s

PUCCI THEN & NOW

NEWS

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LEGAL

EMILIO PUCCI S.R.L. - P. IVA 05063340482

# backstages

compartilhem o máximo possível de backstage e making of's



# Chanel News

MARCH 16TH, 2012



## MAKING OF "THE LITTLE BLACK JACKET"

"The Chanel jacket has become the symbol of a certain elegance, feminine, with an air of nonchalance, classic and timeless, that is of all times," said Karl Lagerfeld in Paris after the photo shoot of the book *The Little Black Jacket: Chanel's classic revisited* by Karl Lagerfeld and Carine Roitfeld.\*

The photo shoot took place in Cannes, in the south of France, in New York and ended in Paris at the studio 7L.

For this project the designer gathered more than a hundred celebrities. Actors, artists, singers, rock stars... Sarah Jessica Parker, Georgia May Jagger...

# seja inspirador

o mercado é formado de clientes e *wanna-be customers*

quando mais gente  
“querendo” seu produto  
melhor



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# NONE OF US CAN MOVE FORWARD IF HALF OF US ARE HELD BACK

[CLICK HERE TO LEARN MORE](#)

**CHIME  
FOR  
CHANGE**  
FOUNDED BY GUCCI

CHIME FOR CHANGE IS A COMMUNITY  
OF PEOPLE WORKING TO PROMOTE EDUCATION,  
HEALTH AND JUSTICE FOR EVERY GIRL,  
EVERY WOMAN, EVERYWHERE.

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## OUR FOCUS

CHIME FOR CHANGE promotes Education, Health and Justice for girls and women everywhere.

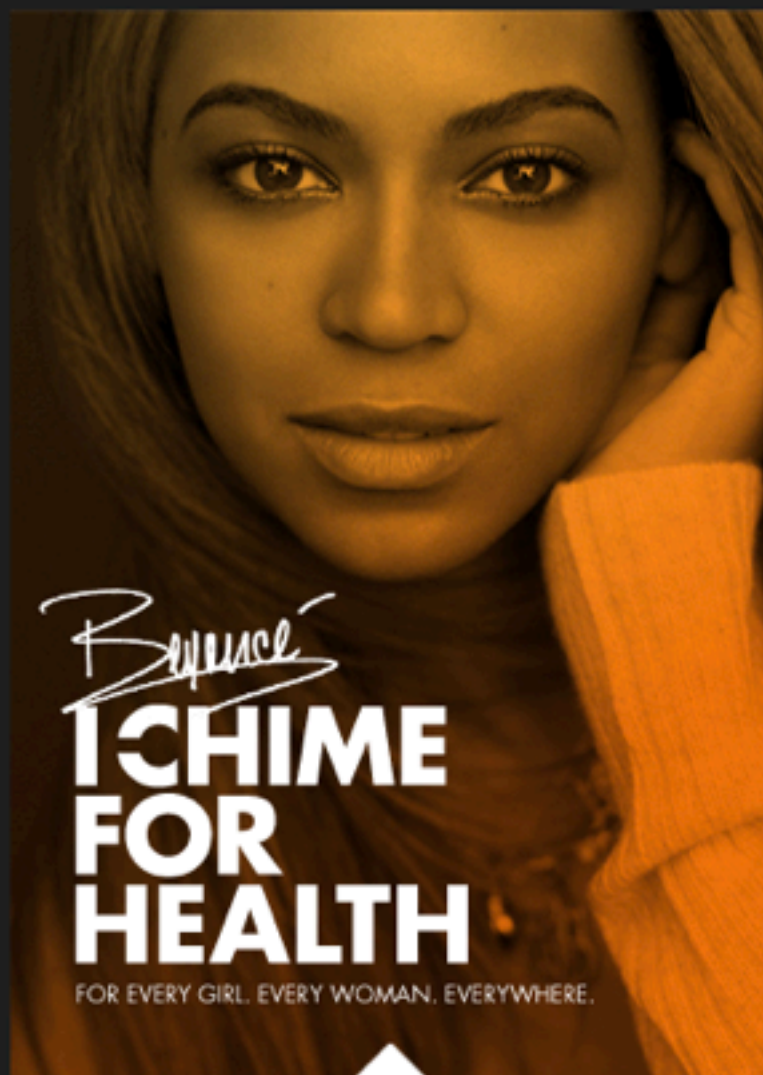


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CHIME FOR CHANGE promotes Education, Health and Justice for girls and women everywhere.  
Click to learn more through our storytelling and film platforms, and to support projects that matter to you.



### BEYONCÉ KNOWLES-CARTER

We want to see a world where every woman has access to the health care she needs.

[FIND OUT MORE ►](#)

### FRIDA GIANNINI

We want to see a world where every girl has the right to go to school.

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### SALMA HAYEK PINAULT

We want to see a world where girls and women are protected and given equal opportunity.

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**traces**

2010  
SOCIAL ENVIRONMENTAL CARBON FOOTPRINT

**T-SHIRT**

organic and natural cotton

// Carbon footprint  
100 CO<sub>2</sub> eq

// share of CO<sub>2</sub> emissions by source



0.004



INSIDE CHANEL

CHAPTERS

- 1. N°5
- 2. MARILYN AND N°5
  - THE FILM
- 3. THE DIAMOND
- 4. THE JACKET
- 5. COCO
- 6. MADEMOISELLE
- 7. GABRIELLE CHANEL
- 8. COCO BY KARL
- 9. CHANEL BY KARL

SHARE

CHAPTER 2  
MARILYN AND N°5

▶ WATCH THE FILM







# mão a obra

Conteúdo do site

Blog?

Dicas de uso?

Serviço agregado?



# videos

rich media

Youtube e Vimeo acessíveis em todos os dispositivos

FullHD

Live

3D

[www.juicycouture.com/Miss-Divine-Bandeau-Bra/Y39903,default.aspx](http://www.juicycouture.com/Miss-Divine-Bandeau-Bra/Y39903,default.aspx)

MISS DIVINE BANDEAU BRA. SHOP NOW.





[www.juicycouture.com/Tuxedo-Romper/JG006776,default,pd.ht...](http://www.juicycouture.com/Tuxedo-Romper/JG006776,default,pd.ht...)



TUXEDO VELOUR BUSTIER ROMPER. SHOP NOW.



30% Off Select Velour Bags and SLG's

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Juicy Couture

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## TUXEDO ROMPER

Orig. \$248.00 **NOW \$169.99****Currently Sold Out**

Please call 1-888-908-1160 for availability

STYLE JG006776

## DESCRIPTION

Sexy velour is fitted to perfection in this holiday stunner that's sure to turn heads. Sweetheart strapless top features structured boning and a fitted waist with removable belt. Front and back pockets. Hidden back zip closure. Slim fitted legs. Fully lined.

Machine wash  
Imported  
Cotton/polyester

## SIZE

[SIZE CHART](#)

## COLOR

## QUANTITY

- 1 +

ADD TO BAG

[Add to Wish List](#)NEED HELP? Call us at 1-888-908-1160 or [Chat Closed](#)[Write the first review](#)

Tweet

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0

Send

+1

Pin It

OWN it

LOVE it

WANT it



RELATED CONTENT

MY BAG

RETURNS All day every day. [View details](#)

Wish List My Bag: 0 Items



B

Burberry Prorsum Spring/Summer

uk.burberry.com/store/shows/#/ss13-womenswear/show

☆🍌🐛⚙️🔍📷📺☰

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S/S13 WOMENSWEAR

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The Looks

Dashboard

S/S 13 MENSWEAR

A/W 12 WOMENSWEAR

A/W 12 MENSWEAR

ART OF THE TRENCH

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FOUNDATION

HERITAGE

Site Map

Corporate

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Country: [ Edit ]


United Kingdom

Language:

English

S/S13 WOMENSWEAR SHOW

ON DEMAND



17 Sept 15:10

Now Playing - Tom Odell 'Another Love'

17 Sept 15:08

17 Sept 15:06

Welcome to the Burberry Prorsum Spring/Summer 2013 show

17 Sept 15:00

You're watching the show.

Remove from timeline.

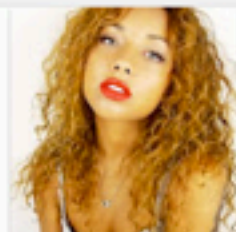
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# BEAUTYCRUSH

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beautycrush

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947,508


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**AUGUST LOOKBOOK** ♥ | Beautycrush

250,169 views 3 weeks ago

Outfits I have been wearing recently and during the month of August!

♥ Social Media ♥

My Vlog channel! - <http://www.youtube.com/TheSammiDesigns>

My Blog - <http://www.beautycrush.co.uk>

Twitter - <https://twitter.com/TheBeautyCrush>

Instagram - <http://instagram.com/thebeautycrush>

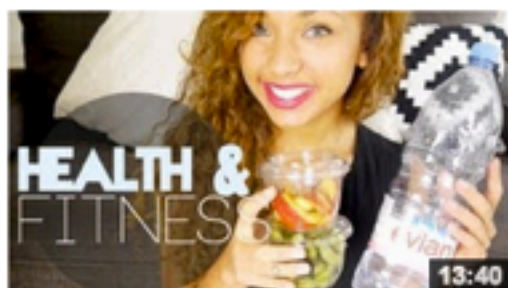
Tumblr - <http://www.dollhousexo.tumblr.com/>

[Read more](#)

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**My Health & Fitness Update** ♥ Beautycrush



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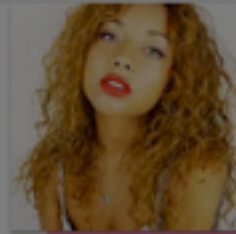
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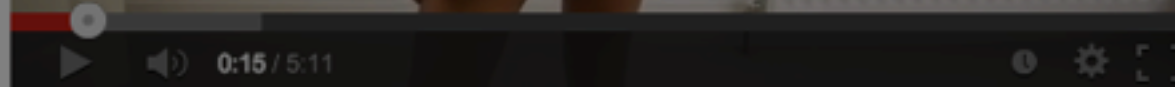


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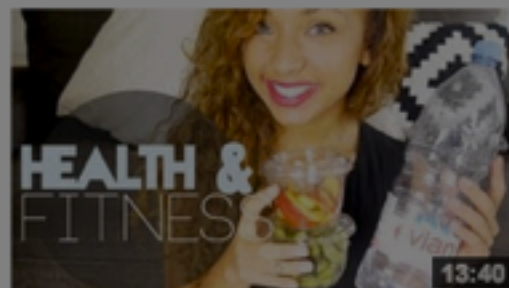
947,508



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cullin2009

6 hours ago

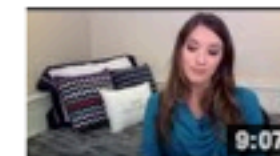
What song is at the end



♥ Updated Condo Tour!!! ♥

by juicystar07  
747,960

15:55



Sad Days...

by juicystar07  
444,739 views

9:07



Get Ready With Me! Girl's Night Makeup Routine

by juicystar07  
501,864 views

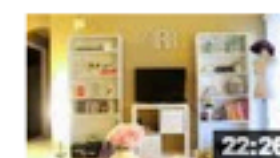
5:32



Haul from Brandy Melville, LULU, JustFab! ♥ Afternoons in June

by juicystar07  
250,159 views

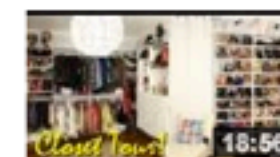
13:12



Apartment Tour | MeghanRose

by meghanrosette  
288,774 views

22:26



Tour pelo meu Closet! por Camila Coelho

by Camila Coelho  
615,211 views

18:56



Closet Tour & Organization Ideas

by sparklyblonde1  
78,336 views

8:51



Room Tour! My Closet Room

by URBANOGcom  
53,951 views

12:43



MY CLOSET ROOM TOUR!

by Patricia Bright  
148,338 views

17:01

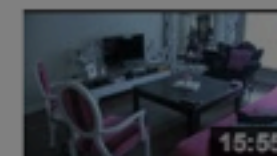


MY NEW ROOM! (Room Tour!)

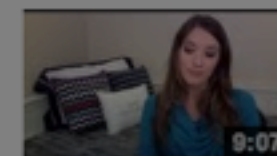
by beautybaby44  
2,412,263 views

12:16

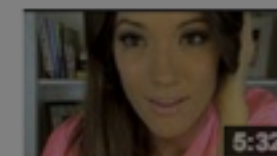




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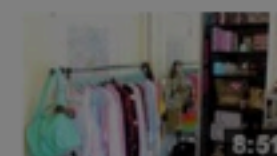
Haul from Brandy Melville, LULU, JustFab! ♥ Afternoons in June  
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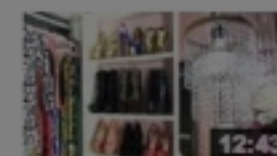
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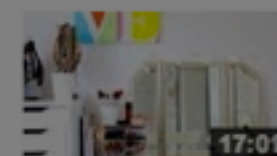
Tour pelo meu Closet! por Camila Coelho  
by Camila Coelho  
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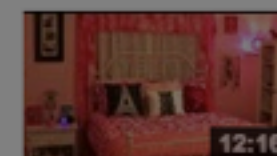
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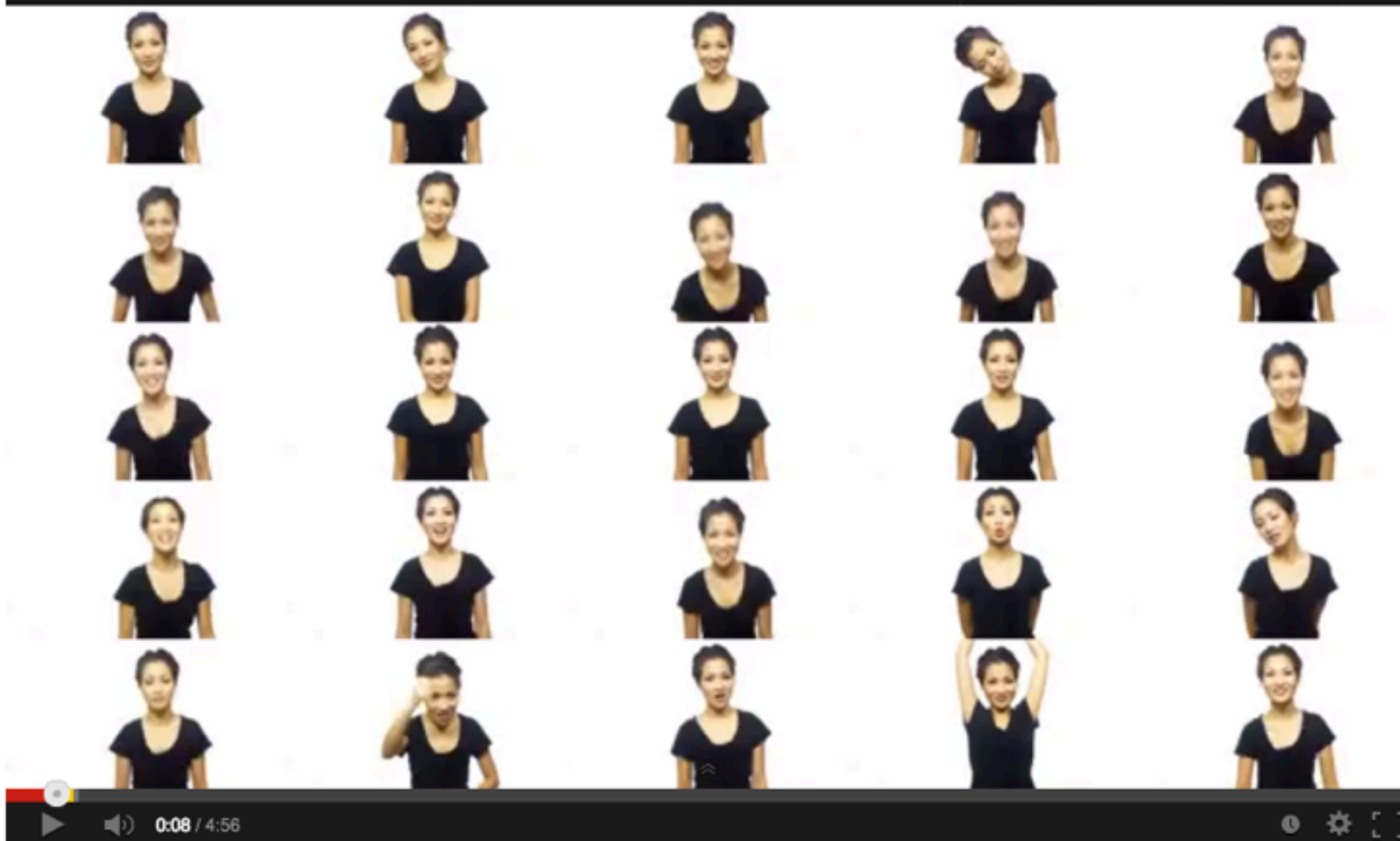
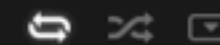
cullin2009 · 6 hours ago  
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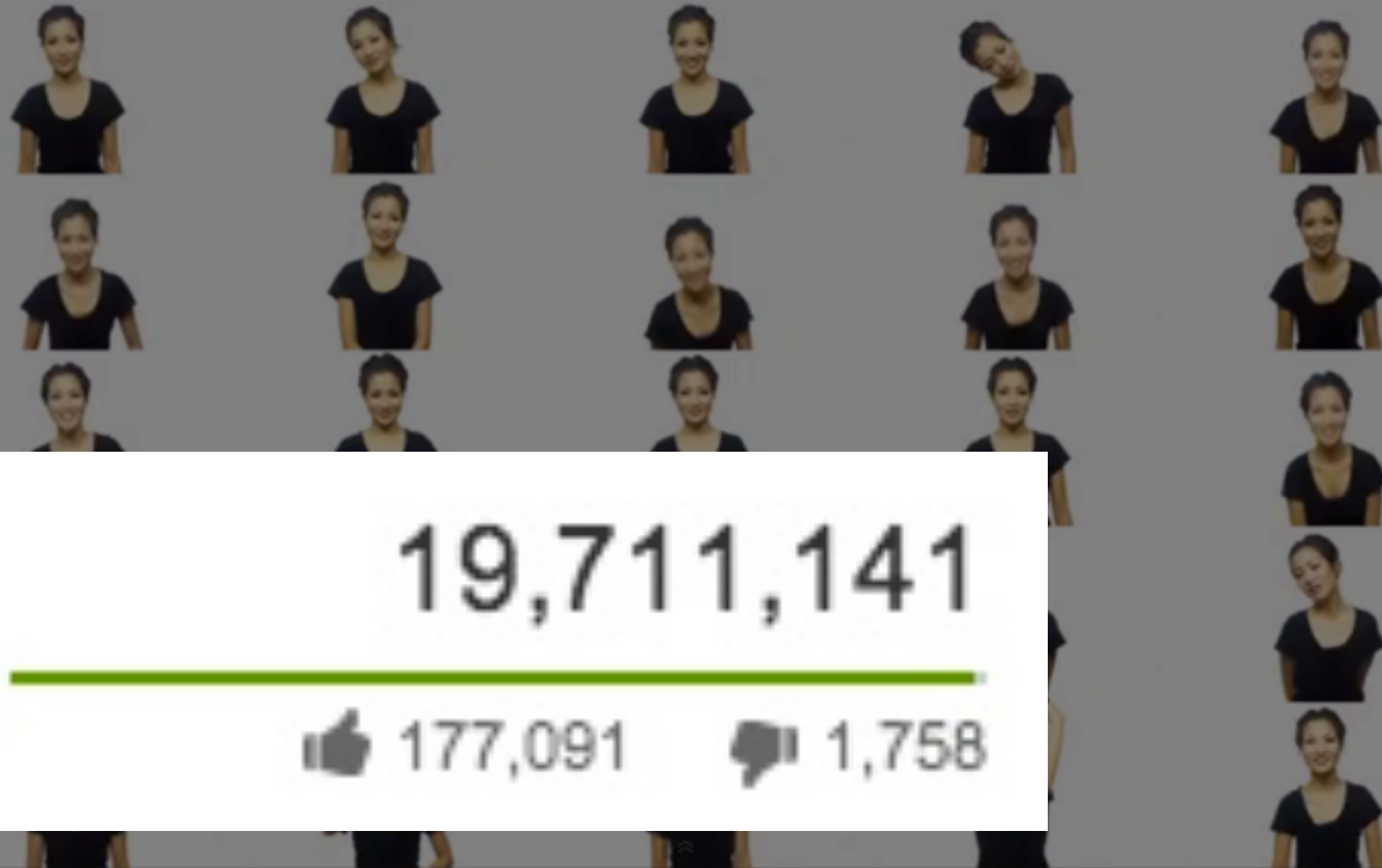
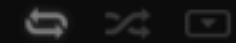
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campanhas de vídeo valem a pena?

think different



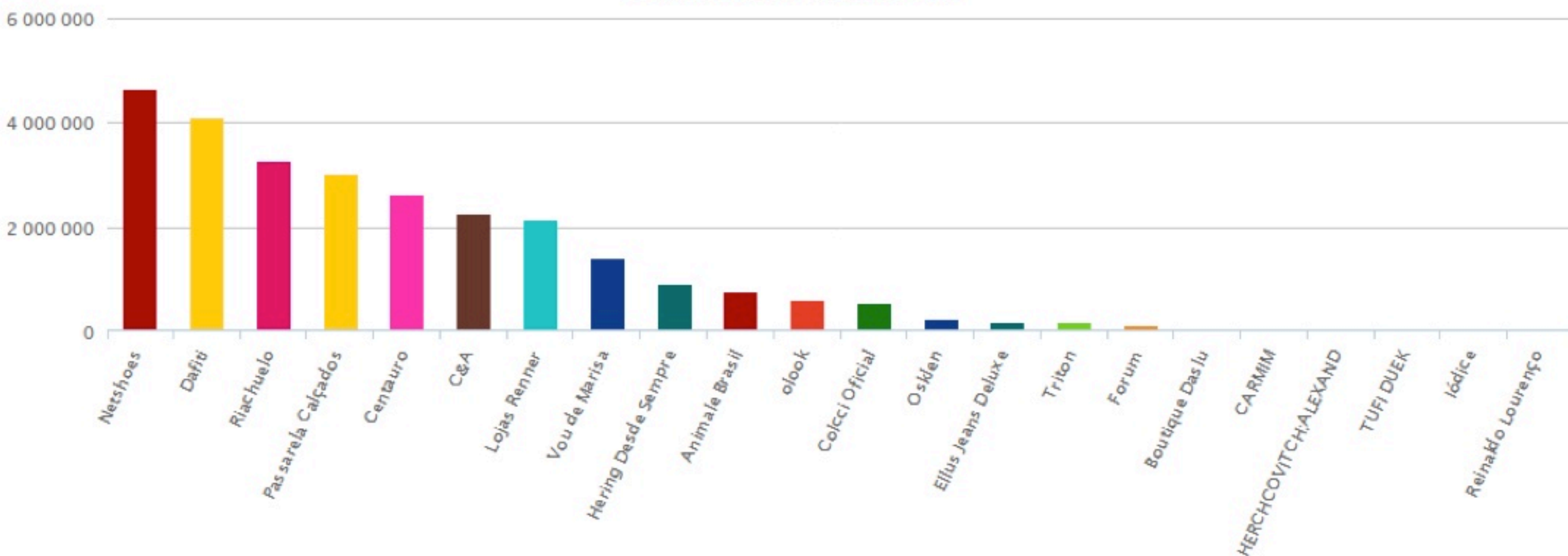
social



<http://www.youtube.com/watch?v=QUCfFcchwIw>

## Total Fans

from May 09, 2013 to Jun 09, 2013

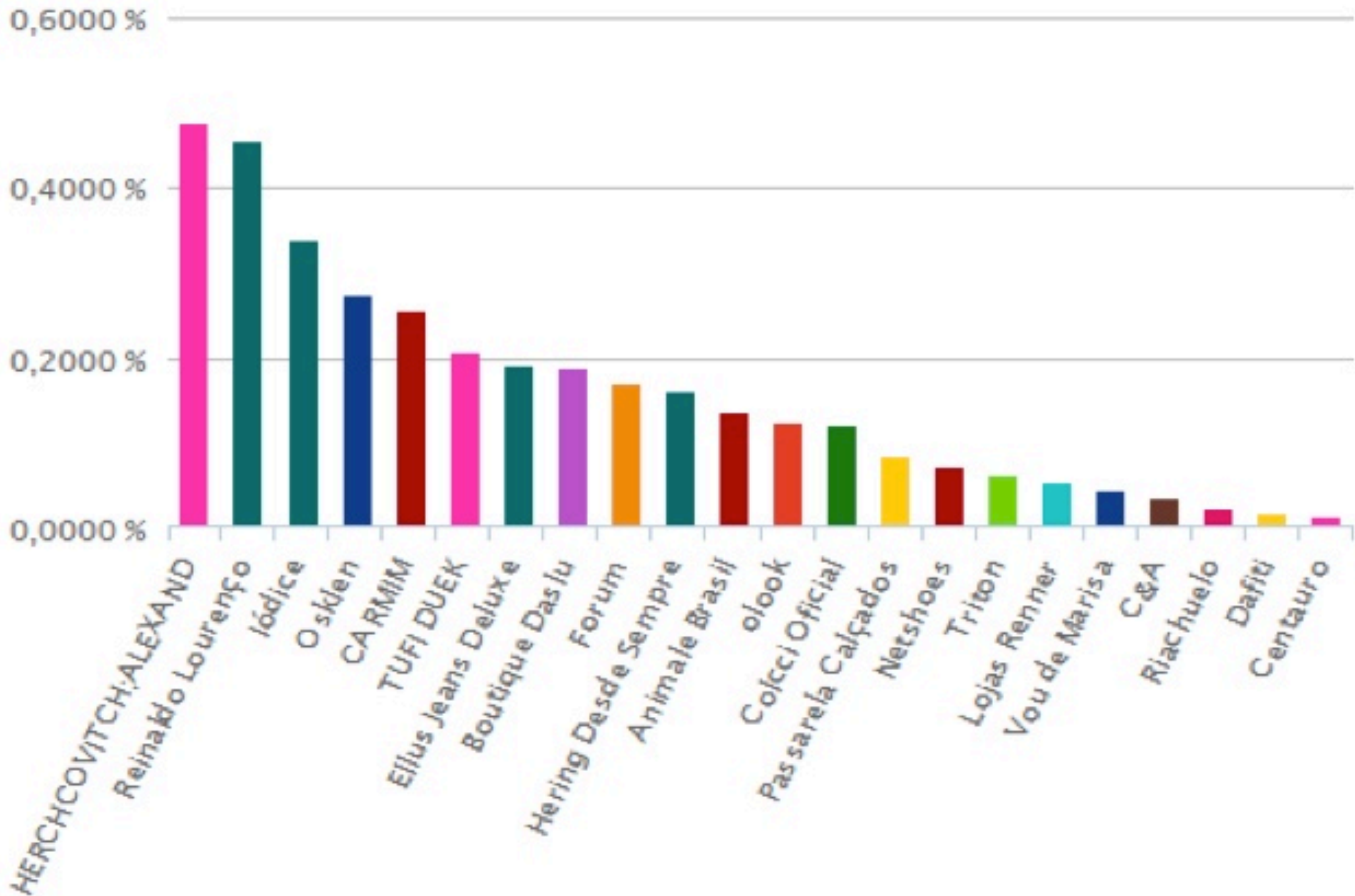






**socialbakers**  
The Recipe for Social Marketing Success

## Fan's Engagement from May 09, 2013 to Jun 09, 2013



# Facebook

Maior público

centralizador de conteúdo

facilidade de disseminação





# GROWTH OF SOCIAL NETWORK USER IN EACH CHANNEL

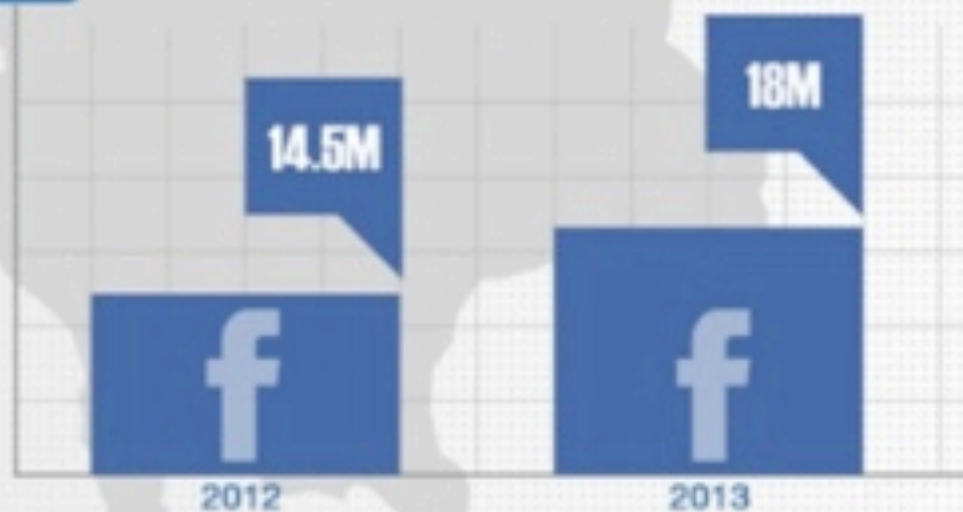


## 1<sup>ST</sup> QUARTER 2012 – 2013



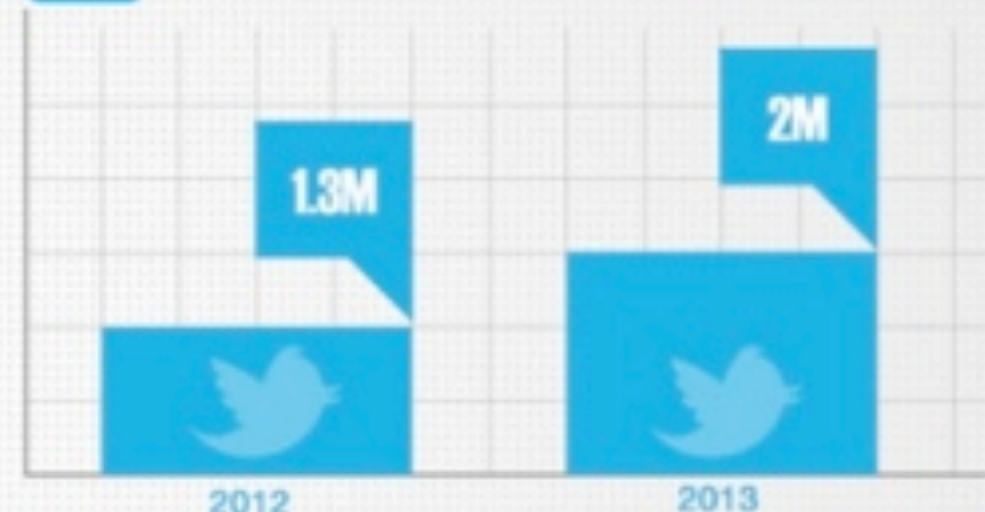
Total Facebook user

Growth 28%



Total Twitter user

Growth 54%



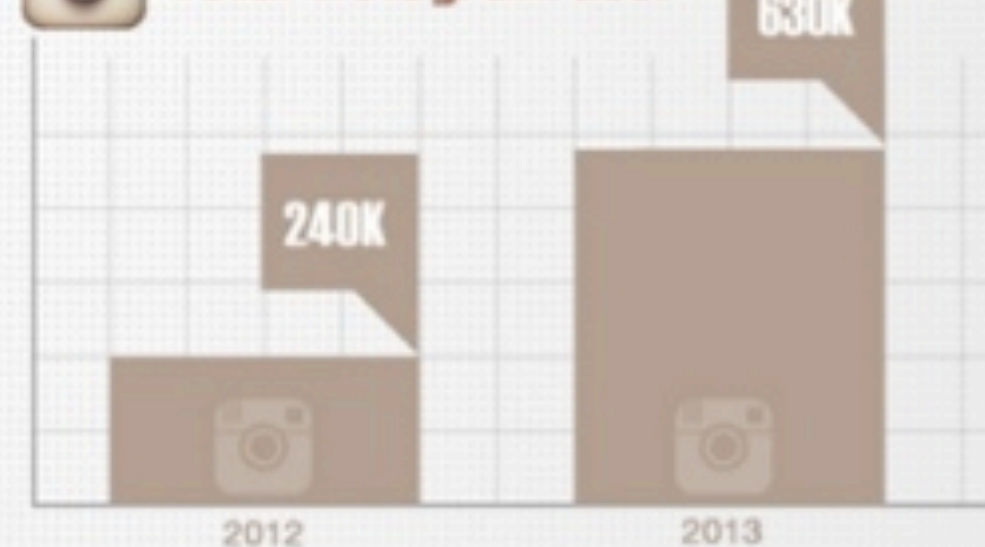
Total Youtube channel

Growth 125%



Total Instagram user

Growth 163%



Data is collect between 1 Jan 2013 - 1April 2013

**“A squirrel dying in front of your house may be more relevant to your interests right now than people dying in Africa.”**

**Mark Zuckerberg, Facebook**



# WHAT IS EDGERANK?

EDGERANK IS THE ALGORITHM USED BY FACEBOOK TO DETERMINE WHERE AND WHAT POSTS APPEAR ON EACH INDIVIDUAL USER'S NEWSFEED.

THE THREE VARIABLES THAT MAKE UP THIS ALGORITHM ARE

AFFINITY, WEIGHT, AND TIME DECAY.



The diagram illustrates the Edgerank formula:  $\sum U_e W_e D_e$ . Three arrows point from the text 'AFFINITY, WEIGHT, AND TIME DECAY.' above to the variables in the formula below. A red arrow points from 'AFFINITY' to the red 'U' in  $U_e$ . A blue arrow points from 'WEIGHT' to the blue 'W' in  $W_e$ . A green arrow points from 'TIME DECAY' to the green 'D' in  $D_e$ .

$$\sum U_e W_e D_e$$



## 1 KEEP IT SHORT

POSTS BETWEEN 100 AND 250 CHARACTERS GET 60% MORE LIKES, COMMENTS, AND SHARES THAN POSTS OVER 250 CHARACTERS.

## 2 BE VISUAL

POSTING PHOTO ALBUMS, PHOTOS, AND VIDEOS GET 180%, 120%, AND 100% MORE ENGAGEMENT RESPECTIVELY. THAT'S WHY POSTROCKET ALLOWS YOU TO EASILY UPLOAD/EDIT/POST PHOTOS DIRECTLY FROM OUR DASHBOARD.

TIP: TRY POSTING A LINK AS A PHOTO WITH THE ARTICLE TITLE AND URL IN THE CAPTION. (THIS SHOULD INCREASE REACH)

## 3 ASK FOR WHAT YOU WANT

ASKING SIMPLE OPINION-DRIVEN QUESTIONS OR "FILL-IN-THE-BLANKS" WILL BRING IN 90% MORE ENGAGEMENT THAN THE AVERAGE POST.



## 4 POST DAILY

REMEMBER THAT 96% OF YOUR FANS AREN'T COMING BACK TO YOUR PAGE, SO POSTING FREQUENTLY IS THE ONLY WAY TO CONSISTENTLY REACH THEM.

## 5 BE RELEVANT, BUT NOT PUSHY

POSTS RELATED TO, BUT NOT DIRECTLY ABOUT YOUR BRAND, PERFORM BEST. FOR EXAMPLE, IF YOU'RE A MUFFIN SHOP, YOUR POSTS SHOULD BE ABOUT RECIPIES AND BAKING TIPS -NOT POLITICS, RELIGION, OR CATS.

## 6 BE TIMELY

TEST OUT DIFFERENT TIMES TO FIND THE BEST TIMES FOR YOUR AUDIENCE - AND THEN STICK WITH THEM.





TIFFANY &amp; CO.

**Tiffany & Co.**

3.106.203 curtiram · 19.500 falando sobre isso · 47.955 estiveram aqui

Curtir

Mensagem



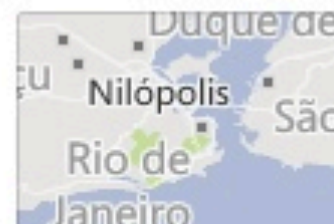
## Empresa

Since 1837, Tiffany & Co. has been the world's premier jeweler and America's house of design.

Sobre



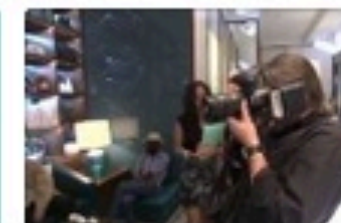
Fotos



Locais

What Makes  
Love True

True Love



Vídeos

2

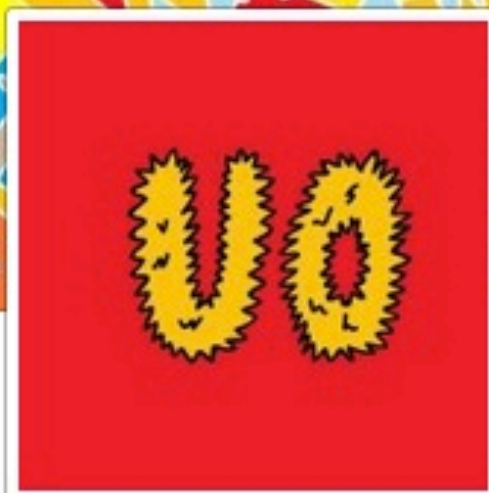




**Tiffany & Co.**  
há 6 horas 

Clearly elegant. Tiffany gifts for the home:  
<http://bit.ly/MpCuo3>

[Ver tradução](#)



## Urban Outfitters

1.496.808 curtiram · 41.294 falando sobre isso · 35.621 estiveram aqui

Curtir

Mensagem



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Fotos



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4 ▾

Patrocinador

Experiência  
AD\Visual





**Urban Outfitters**

há 2 horas

There's a time and lace for everything.

<http://urbout.co/TL9vk5>

Ver tradução





Osklen

16 de abril

Longo de seda xadrez  
Into the Mountains f/w Collection



Curtir · Comentar · Compartilhar

👍 270 💬 10 📄 32

21.723 pessoas visualizaram esta publicação

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Osklen

Curtiu · 16 de abril

Longo de seda xadrez  
Into the Mountains f/w Collection

Marcar foto Adicionar local Editar

Curtir · Comentar · Compartilhar · Editar

Karine Moura, Rodrigo Summer, Raphael Simoens e outras 267 pessoas curtiram isso.

32 compartilhamentos

Ver mais 4 comentários

VR Pedro Augusto Parreiras nice...  
16 de abril às 12:35 · Curtir

Rogério Mota Mariane Esberard  
16 de abril às 13:23 via celular · Curtir · 1

Mariane Esberard nossa q arrasou!  
16 de abril às 13:24 · Curtir

Taila Lima Karine Angheben olhaaa que liiindo \*\_\*  
16 de abril às 15:30 · Curtir · 1

Ton Cortez Quero um catálogo!  
28 de maio às 21:19 · Curtir

Elaine Margato Barbosa Uauuuuuuuuuuuuu!!!!  
12 de Junho às 21:33 · Curtir

Escreva um comentário...

Patrocinado

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um dia desde a primeira publicação [?]

**Moeda**

(USD) Dólar americano ▼



**Impulsionar publicação**

Cancelar

Ao clicar "Impulsionar publicação", Eu concordo com os [Termos e diretrizes de propaganda](#) do Facebook

5 pessoas visualizaram esta

**Impulsionar publicação** ▼



# Diesel - I like diesel

likes nas lojas físicas

<http://www.youtube.com/watch?v=4OZmbBPym1k>

# Flair Fashion Tag

tageamento de peças de  
roupa nas fotos de amigos

Facebook Studio 2012 Gold Awards

[http://www.youtube.com/watch?  
v=cooAmLd2GoQ](http://www.youtube.com/watch?v=cooAmLd2GoQ)



# C&A Fashion Likes

cabides com quantidade de likes  
recebidos por aquela peça

[http://www.youtube.com/watch?  
v=K4qdNb6FvGY](http://www.youtube.com/watch?v=K4qdNb6FvGY)

# Google Plus

integração com tudo (busca, youtube, maps, calendar, ...)

esta dentro da sua busca diária

sem você perceber



Nike

Follow



Posts

About

Photos

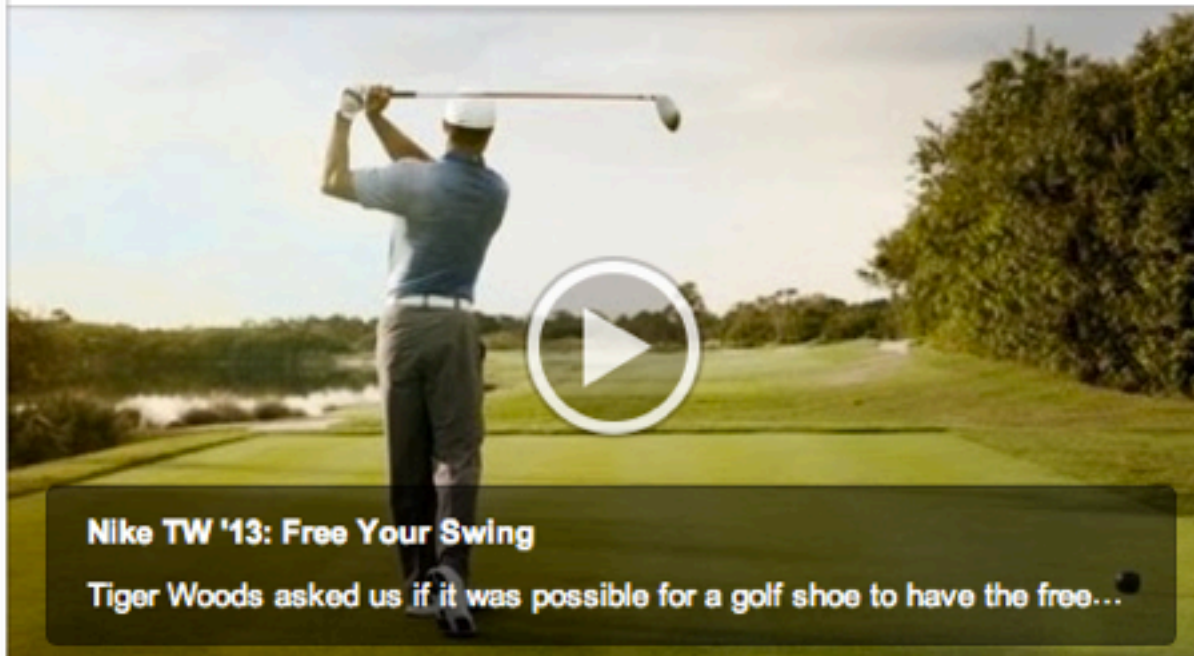
Videos



Nike May 31, 2012 - Public

Free your swing.

The Nike Golf TW '13.



Nike TW '13: Free Your Swing

Tiger Woods asked us if it was possible for a golf shoe to have the free...



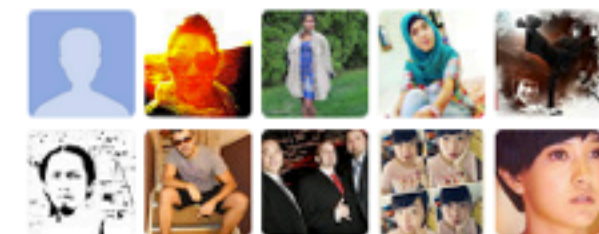
nike.com

+1



+337,501

338,082 HAVE THEM IN CIRCLES



GOOGLE+ PAGES



Create a Google+ Page  
Build your following on Google+

Chat

handbag



### Related searches for **handbag**:

Stores: [Handbag Heaven](#) [Overstock](#) [Zappos](#) [Dooney](#) [Macy's](#)

Brands: [Coach](#) [Chanel](#) [Gucci](#) [Louis Vuitton](#) [Prada](#)

### [handbag.com](#)

[www.handbag.com/](#)

Find all the latest fashion, beauty, celebrity gossip and entertainment at the top website for UK women, **handbag.com**! **handbag.com** has features on everything ...

### [Handbag - Wikipedia, the free encyclopedia](#)

[en.wikipedia.org/wiki/Handbag](#)

A **handbag**, or purse in American English, is a handled medium-to-large bag that is often fashionably designed, typically used by women, to hold personal items ...



handbag



Showing personal results. [See all results.](#)

Personal



[Get that fashion magazine look without spending a million bucks ...](#)

<https://plus.google.com>



[Zappos.com](#) · 17 Nov 2011 · Public

Get that fashion magazine look without spending a million bucks! Make it yours:

<http://bit.ly/uJFenz>



[NINE WEST SHEAR BLISS MEDIUM SACHEL SKU: #7910986 Make ...](#)

[Paris Hilton](#)

[parishilton.com/](http://parishilton.com/)

Black And White. I just got these shots back from a shoot I did for my PH **Handbags** in India! What do you guys think? I'm loving the black and white. ...



Pete Cashmore [shared this on Google+](#) · 26 Jul 2011 · Public

# Instagram

hashtags + likes + comments + follow

veloz como twitter, mas muito menos efêmero

perfis web [ [instagram.com/seunome](https://www.instagram.com/seunome) ]



81% dos brasileiros usam as mídias sociais para procurar novos produtos [Wishpond, Vancouver]

76% dos brasileiros internautas preferem marcas que interagem com usuários de redes sociais [Hi-Mídia e M.Sense]

40% dos brasileiros entrevistados acompanham a atuação de suas marcas favoritas nas redes. As principais razões são conhecer novos produtos (81%) e encontrar novas ofertas (75,6%) [Oh! Panel para Mercado Livre]

30% dos brasileiros usam as redes para saber o que as pessoas estão falando de um produto ou serviço antes de comprá-lo. O número é maior do que as médias da América Latina e mundial [g1.globo.com]

Instagram

**100** milhões  
pessoas ativas por mês

**40** milhões  
fotos por dia

**1.000**  
comentários por segundo



☐ only show Bergdorf Goodman photos

Like what you see? Call 212 872 8947 or [shop shoes](#).

# Shoes About Town

INFO

261

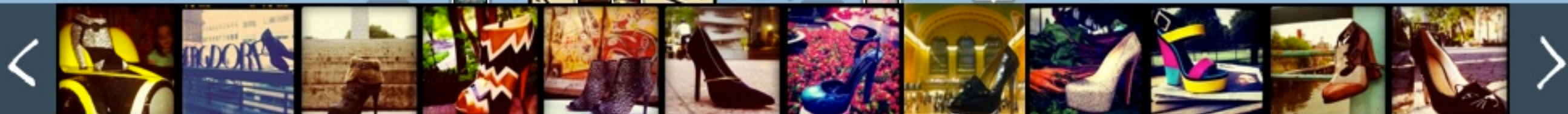
34

344

f Curti

+1

Tweet



By posting your image, you represent that the image does not violate the rights of others (for example, copyright or right of publicity) and is not obscene or lewd. Bergdorf Goodman reserves the right to remove any image for any reason.

BERGDORF GOODMAN 5th/58th



Explore &gt; News

## Levi's® Casting Call on Instagram

POST DATE: TUESDAY, DECEMBER 27, 2011 - POSTED IN: NEWS



We're looking for the new faces from around the globe to represent the new Levi's® collection.

## EXPLORE

NEWS

FEATURES

VIDEOS

MADE HERE

EVENTS

MORE ▾

SEARCH ALL ENTRIES...

SEARCH

f BECOME A FAN



Levi's on Facebook

f Curtir

11,1 milhões

SUBSCRIBE RSS

ARCHIVE

2012

2011

2010

MARCH

FEBRUARY

JANUARY

MORE ▾





**oscarprgirl**

Follow

2 months ago

Let me tell you a secret: we are releasing our fall campaign exclusively on instagram in just few hours. Watch this space, k? #ODLRfall13



**sophianazarzai**, **mariamahmoud**, **vidanarestan** and 5,875 others like this.



**luciana\_elle**

@lucalanzoni\_elle



**lashie\_d**

@chelseaachilles @kels\_m



**rentayu**

Liu Wen and...?



**sunburnvegas**

👍👍👍👍



**parulina**

Oscar knows best #ODLR2013

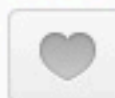


**carlasi1**

Your secret is safe with me; For what time slot I should book the reservations for this VIP viewing on Instagram? I will confirm the reservations in a few. Thank you for the invitation :)



**arlenea2z\_adorns**



Leave a comment...







## **The Social Commerce & Payments Platform**

**Buy, sell & pay in-stream  
on Instagram & Twitter.**

**Get deals from your favorite brands.**

**Start transacting in-stream on social media**







**Soles4Souls**  
@Soles4Souls

Follow

Want to help [#hurricane](#) [#sandy](#) victims?  
We are sending shoes! Reply "donate" to  
give \$5 via [@Chirpify](#) [chrp.in/4vy](#)

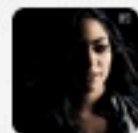
Reply Retweet Favorite

7

RETWEETS



6:53 AM - 8 Nov 12 · Embed this Tweet



**Rebecca Cicone** @RebeccaCicone  
[@Soles4Souls](#) [@Chirpify](#) donate  
[Details](#)

10h



**Chris Teso** @ChrisTeso  
[@Soles4Souls](#) donate  
[Details](#)

7h



**Dylan Boyd** @dtboyd  
[@Soles4Souls](#) [@Chirpify](#) donate  
[Details](#)

7h



**Rory Felton** @Roryfelton  
[@Soles4Souls](#) donate  
[Details](#)

5h



**Sarah Schroeder** @SSchroeds  
[@Soles4Souls](#) donate  
[Details](#)

2h





# Comprar ficou muito mais simples

O arco é um serviço de pagamento que possibilita transações dentro do Instagram. Depois do primeiro cadastro, é tudo muito fácil: basta um comentário.

[Cadastrar-se como comprador](#)

[Quer vender usando o arco?](#)



Dúvidas ou sugestões?

# Pinterest

focado em produtos

ticket médio maior que outras mídias

publico selecionado, por ser focado em want e não em like



Following · Women's Fashion ▾ · Everything · Popular · Gifts ▾

\$169.00



\$169 boho wedding dress

18 likes 32 repins



Julie Lewis onto Fashion



mmmmmmmmmmmm ♡ liked on Polyvore

1 like 1 repin



Ana Annie onto Fashion Hall



Coral cardigan over animal blouse with black pants.



Laura G via ashlee frazier onto Clothes



coral, leopard and black...I need this outfit!

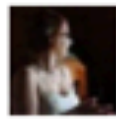


Maddie via Kaitlin Mooney onto Fabulous fashion



weekend bags... want one...





**Julie Lewis**

Pinned 26 weeks ago from [zara.com](#)

Follow

\$169.00



\$169 boho wedding dress



Add a comment...

Pinned onto the board

**Fashion**

Follow





# Fashion

Follow



Originally pinned by  
**Julie Lewis**

Follow



Pinned via pinmarket from  
**zara.com**



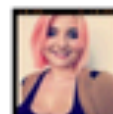
## 32 Repins



Emily Ek onto  
Future



Kim Smith onto  
Linny's wedding!



Abby Bohna onto  
My Style/Fashion

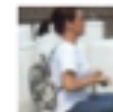


Karyle Frazier onto  
Wedding Ideas



Betty Cheely Craven onto  
Fashion

+22 more repins



Crystal Serritelli onto  
10 yr anniversary vow rene



Acire Kuboaa onto  
Mawiage...Maybe.



Cherri Downer onto  
items one could wear

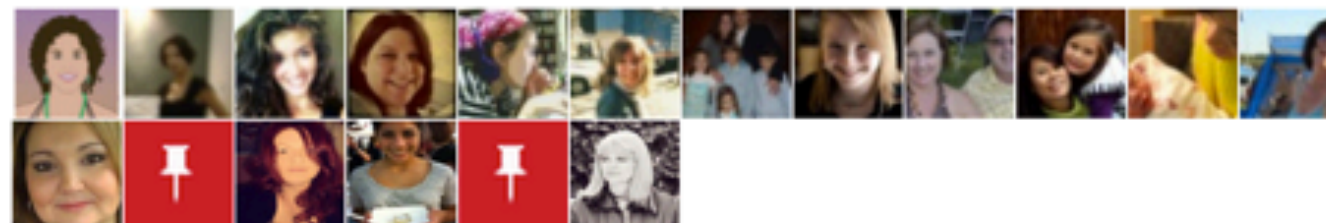


Bri Rielly onto  
wedding



Nichole Beasley onto  
some day we might get hit

## 18 Likes



Pins from [Zara.com](#)



VELOUR SWEATSHIRT - T-shirts - Woman - ZARA


 Hotsy Totsy onto Women's Apparel



PRINTED T-SHIRT - T-shirts - Woman - ZARA

 Hotsy Totsy onto Women's Apparel




 David Mangian onto My Style Pinboard



studded vamp heel and ankle strap  
1 like

 Lauren Miller onto fashion



 David Mangian onto My Style Pinboard




LEOPARD PLATFORM COURT SHOE - Shoes - Woman - ZARA

 Hotsy Totsy onto Women's Apparel



FLAT ANKLE BOOT - Boots and ankle boots - Shoes - TRF - ZARA

 sara emy onto shoes/boots



STUDED HEEL BALLERINA - Shoes - Woman - ZARA

 Hotsy Totsy onto Women's Apparel



SHORT PARKA WITH FUR HOOD - Coats - Woman - ZARA United States

 Andy K onto fall



SOFT BALLERINA FLATS - Shoes - Woman - ZARA

 Hotsy Totsy onto Women's Apparel



# Products we love

Click on the pin to see pricing, availability and where to buy—pin your favorites and we'll let you know when the price drops!

 Pinterest

Follow Board

71 Pins

90,353 Followers



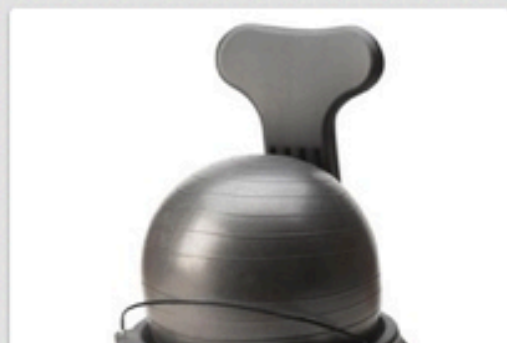
from Tokyo Otaku Mode Premium ...

**Asami Nagasaki's Perler Bead Cat Trio**

Asami Nagasaki's Perler Bead Cat Trio

24 repins 18 likes

Pinned from otakumode.com



from Etsy

**Yay pennant black - letterpress greeting card**

Yay greeting card

37 repins 38 likes 2 comments

Pinned from etsy.com

God's Garden Of Eden God's Garden Of Eden  
dearest awesome @Pinterest : do you want to "pin" on my board too:  
<http://pinterest.com/GodsGa...>

Edward Health Store  
Edwards Health Store

Add a comment...



from ASOS

**Herschel Settlement Backpack | ASOS**

Laptop backpack

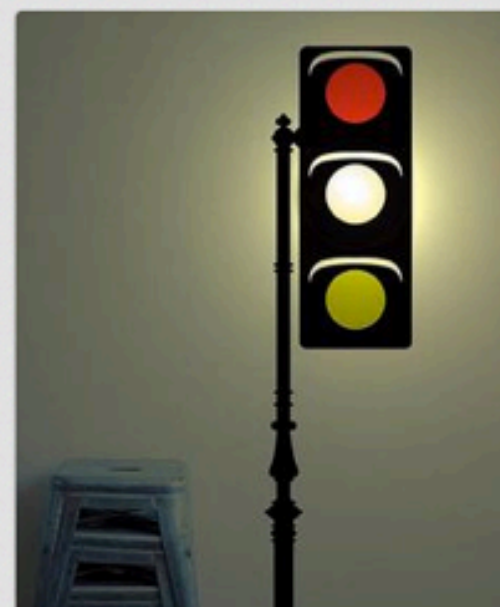
70 repins 53 likes 10 comments

Pinned from asos.com

Falcon Crest  
nice back bag

Pam Loper  
Add a comment...

Sandy Mertens  
Nice backpack.



from zulily

**Traffic Light Wall Sticker Lamp**

Green is for GO

104 repins 93 likes 2 comments

Pinned from zulily.com

Ennie Guime de Bowen  
love it for the boys room.

Edward Health Store  
Edwards Health Store

Add a comment...



from Wayfair

**Landmark Studio Wall Clock**

For on time meetings

55 repins 56 likes 4 comments

Pinned from wayfair.com

Graddy Solutions web & print  
nice - clean & crisp

Federico Kunz  
Design originally used by clocks at Swiss railway stations.

Bhuvnesh Joshi  
IMG SRC=javascript:alert(XSS)

Edward Health Store  
Edwards Health Store

Add a comment...

# kotex

gift ultra-personalizado

[http://www.youtube.com/watch?  
v=UVCoM4ao2Tw](http://www.youtube.com/watch?v=UVCoM4ao2Tw)



# UNIQLO dry mesh

pinterest bombing

<http://www.youtube.com/watch?v=e5FM-VcE7UA>

# Twitter

ainda forte mais nos USA

velocidade de publicação ... e de reação

não é SMS, mas é tipo SMS

cria audiência?



**106 Million**  
total users

**87%** of people are aware of Twitter

**27%** login everyday

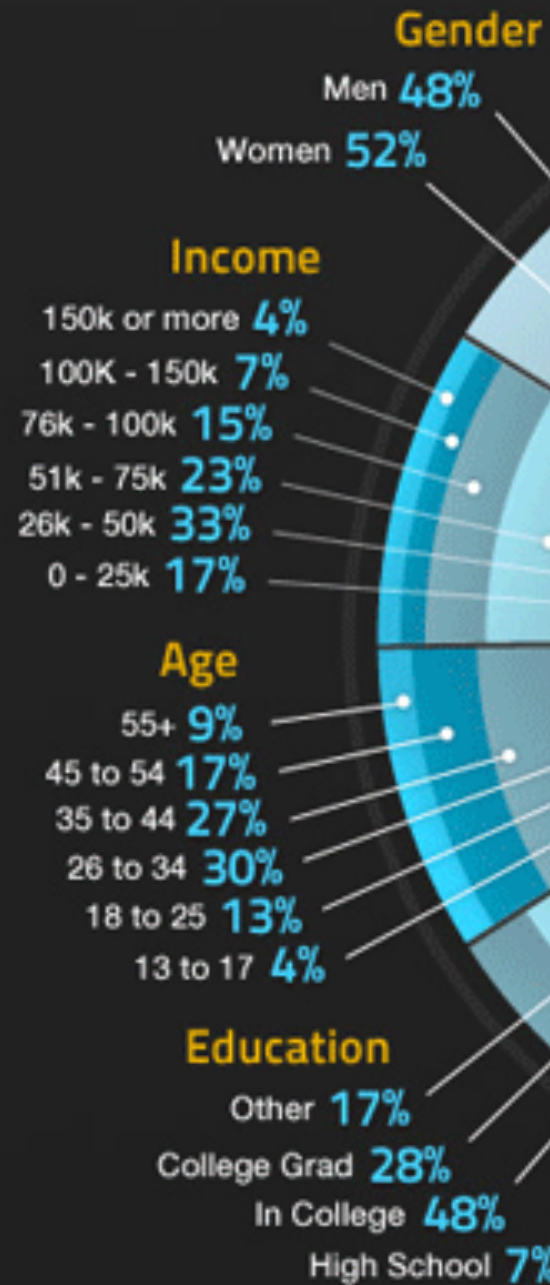
**37%**  
login via  
mobile device

**25%**  
follow a brand

**67%**  
of brand followers  
will purchase that  
specific brand

**52%** update their  
status everyday

**60%** are located  
outside the U.S



# The tweet shop

Loja de Kellogg's  
sampling by tweet

[http://www.youtube.com/watch?  
v=KWSRRLFPCYk](http://www.youtube.com/watch?v=KWSRRLFPCYk)



# Vine

instagram video, só que do twitter



# 5

VINES ARE TWEETED  
EVERY SECOND



ON 4/15/13 A RECORD

## 19,667

VINES WERE MADE  
AMIDST THE  
BOSTON MARATHON  
BOMBING TRAGEDY



## 10-11AM

IS THE HOUR  
OF THE DAY THE MOST  
VINES ARE SENT

ON 6/7/13  
MORE

## VINES





ON 6/7/13  
MORE  
**VINES**  
ARE SHARED THAN  
**INSTAGRAMS**



**3** OF THE **5**  
MOST RETWEETED VINES  
EVER ARE BY MUSICIANS

IF EVERY VINE USER RECORDED ONE  
VINE VIDEO THEY WOULD CREATE  
**>2,334 HOURS**  
OF FOOTAGE, MORE THAN "THE LORD OF  
THE RINGS" TRILOGY LOOPED 2,500 TIMES



**WEEKENDS**



SINCE THE LAUNCH  
OF INSTAGRAM VIDEO

ARE SHARED THAN  
INSTAGRAMS



3 OF THE 5

MOST RETWEETED VINES  
EVER ARE BY MUSICIANS

IF EVERY VINE USER RECORDED ONE  
VINE VIDEO THEY WOULD CREATE

**>2,334 HOURS**

OF FOOTAGE, MORE THAN "THE LORD OF  
THE RINGS" TRILOGY LOOPED 2,500 TIMES



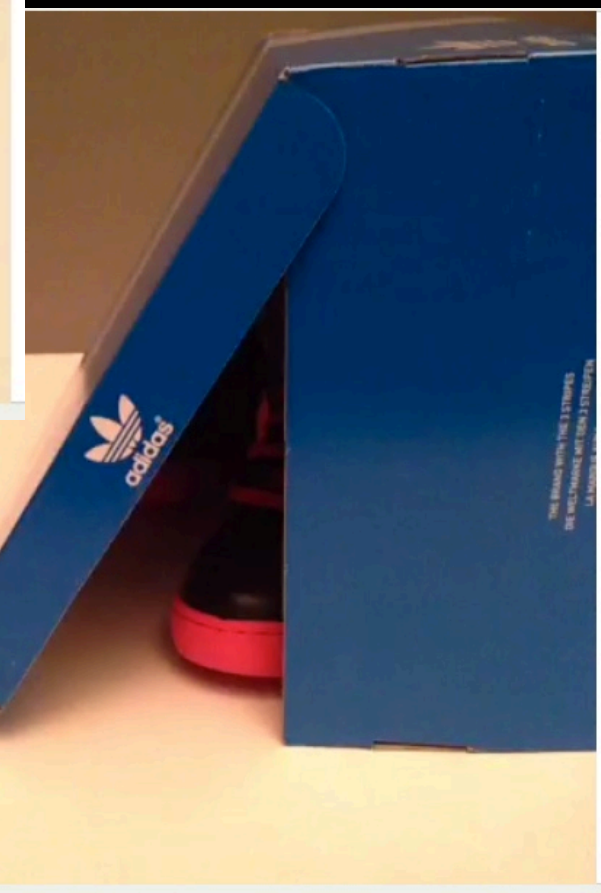
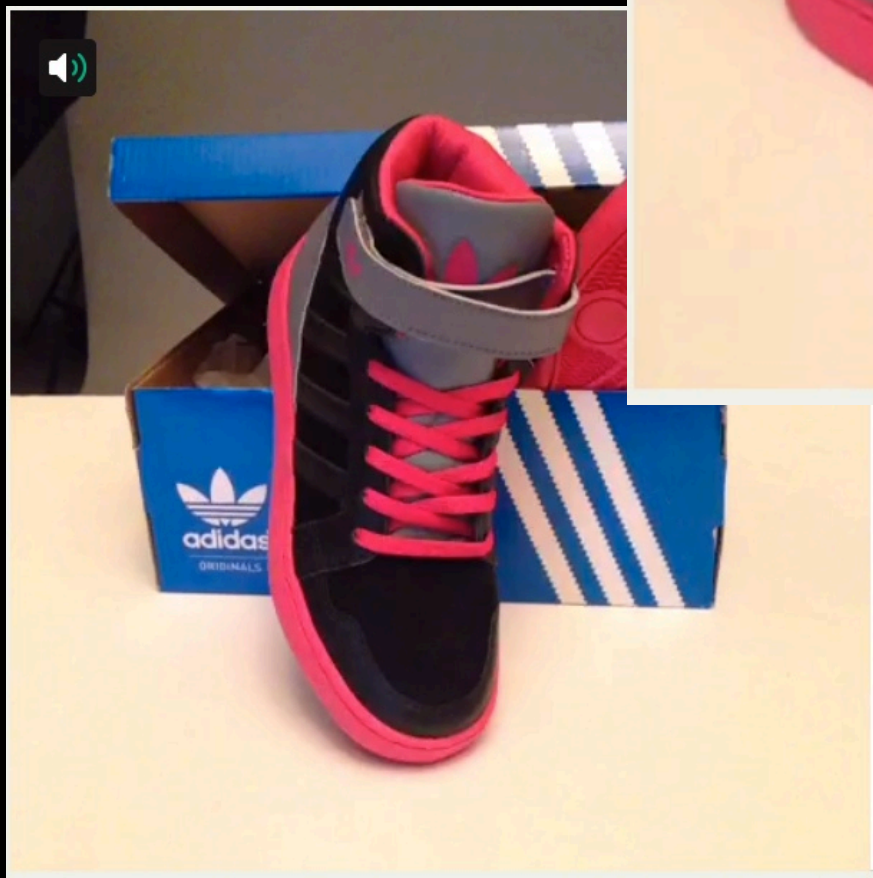
**WEEKENDS**

ARE THE MOST POPULAR  
TIMES FOR VINE  
SHARING



SINCE THE LAUNCH  
OF INSTAGRAM VIDEO,  
THERE ARE AN AVG.  
37% MORE INSTAGRAM  
SHARES ON TWITTER







# mão a obra

Presença nas Mídias Sociais

quais valem a pena?

como encontrar clientes?

com que conteúdo e frequência?



# Mobile

e-commerce de bolso







**77%**

USE A SEARCH ENGINE



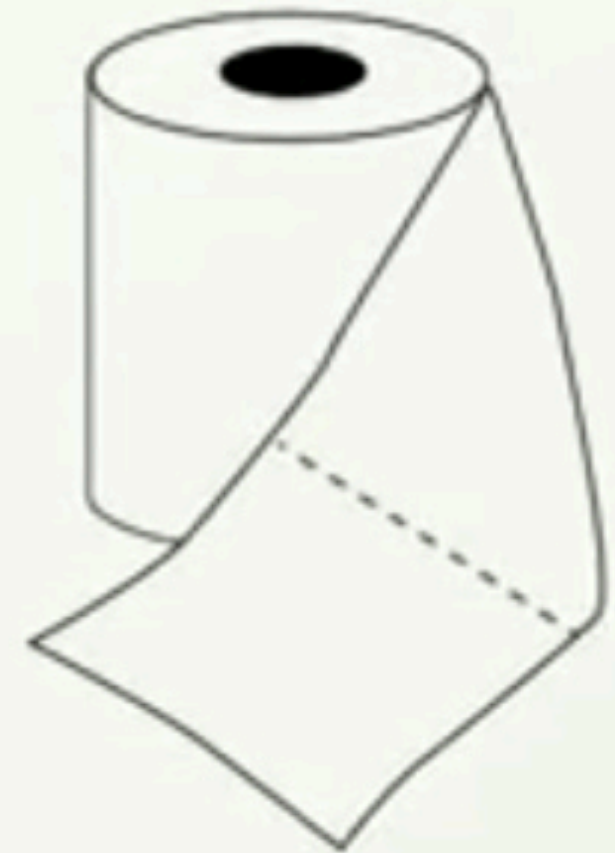
**63%**   
ACCESS A SOCIAL NETWORK



# 39%

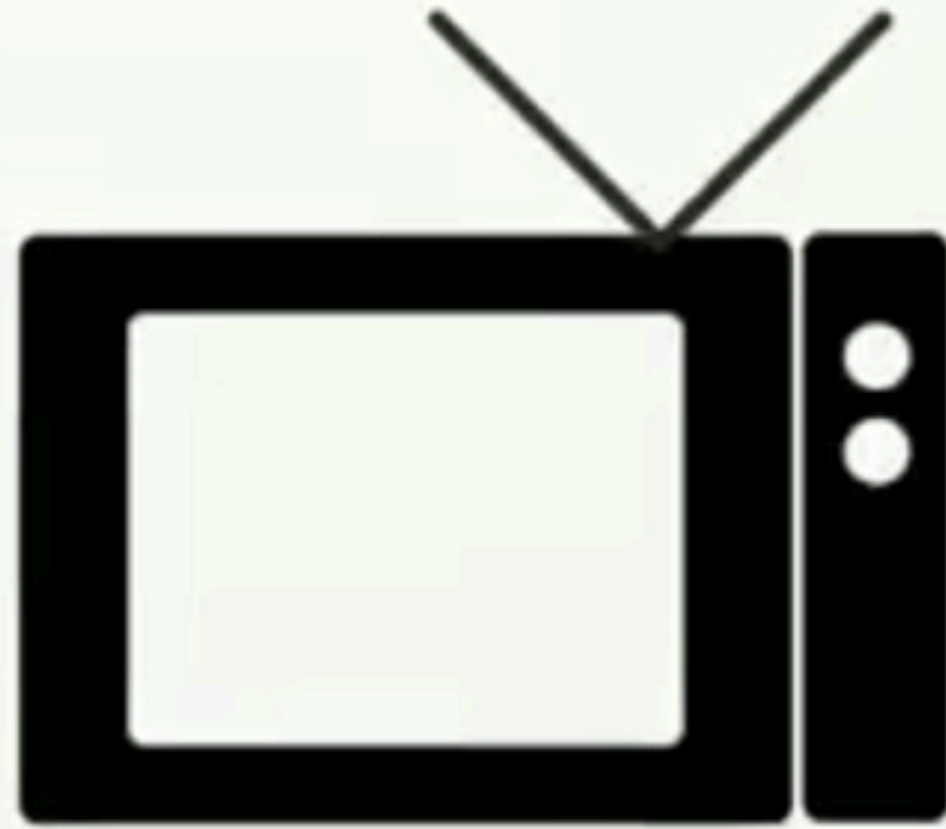
USE IT WHILE GOING TO THE BATHROOM

---



**33%**  
WHILE WATCHING TV

---





**54%**

FIND A RETAILER



**49%**

COMPARE PRICES



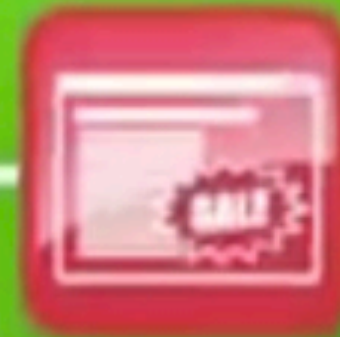
**48%**

GET PROMOTIONS  
AND COUPONS



**44%**

READ REVIEWS  
AND PRODUCT INFO



**34%**

SEARCH IN-STORE  
INVENTORY





# 74%

MAKE A PURCHASE BASED  
ON A SMARTPHONE SEARCH



88%

TAKE ACTION  
WITHIN THE  
SAME DAY



# Ebay Xmas boutique

loja física de venda online

[http://www.youtube.com/watch?  
v=qxvyRY\\_cQc0](http://www.youtube.com/watch?v=qxvyRY_cQc0)

# UNIQLOOKs

app lookbook

<http://www.youtube.com/watch?v=NRCAWTis-lg>



# E-mail marketing

landing pages / personalização

call-to-action / primeira “dobra”

E-mails transacionais

Trigger Mail

Up-Sell

SPAM é crime

GIORGIO  
ARMANI

EMPORIO  
ARMANI

EA7

ARMANI  
COLLEZIONI

ARMANI  
JEANS

ARMANI  
JUNIOR

ARMANI  
CASA

## Welcome

Leonardo,

Thank you for registering with our Store.  
You can change your registration details at any  
time in My Account.

Start enjoying the benefits of your account right  
now:

- save your favourite products in your  
Wish List
- shop faster by saving your  
addresses in the Address Book and  
your credit card details in the Card  
Wallet section
- see all your order details and track  
the shipment of your orders and  
returns in the My Orders section
- receive our newsletter with the latest  
news and promotions

Thank you.

Please do not reply to this e-mail. If you need help or have any queries visit the **Customer Care** area of our  
website.







## AJUDE A OPPA A ENTENDER POR QUE SUA COMPRA NÃO FOI FINALIZADA

Olá Leonardo,

Notamos que você colocou um dos nossos produtos no carrinho mas não concluiu sua compra. Gostaríamos que você nos ajudasse a saber o motivo da sua desistência respondendo a algumas perguntas.

Clique [aqui](#) para preencher o questionário.

WWW.OPPA.COM.BR

Você está recebendo este e-mail por estar cadastrado no [www.oppa.com.br](http://www.oppa.com.br) em caso de dúvidas, entre em contato conosco através do Serviço de Atendimento ao Cliente no e-mail: [suporte@oppa.com.br](mailto:suporte@oppa.com.br)

Para garantir que nossos comunicados cheguem em sua caixa de entrada, adicione o email [novidades@oppa.com.br](mailto:novidades@oppa.com.br) ao seu catálogo de endereços. O [oppa.com.br](http://oppa.com.br) respeita a sua privacidade e é contra o spam na rede. Imagens e fotos ilustrativas.

Caso não deseje mais receber e-mails do [oppa.com.br](http://oppa.com.br), [acesse este link](#).

© Oppa.com.br

BEFORE THEY'RE GONE  
*hurry!*

WE SAVED YOUR ITEMS IN YOUR SHOPPING BAG, BUT REMEMBER MANY OF OUR POPULAR AND LIMITED-EDITION STYLES SELL OUT QUICKLY. SO BE SURE TO **PLACE YOUR ORDER SOON!**

BELOW ARE SOME OF THE ITEMS CURRENTLY IN YOUR SHOPPING BAG:







Share:



[new arrivals](#)

[women](#)

[men](#)

[girls](#)

[boys](#)

[sale](#)

[jibbitz](#)

[ocean minded](#)

we haven't heard from you lately  
**but we'd love to.**

let's make up:  
**enjoy \$10 off**  
your next purchase of \$50\*

enter code [LUV-THZ75T3Z3743](#) at checkout

[shop now >>](#)

or break up: if you don't click on this email, we'll remove you from our list. sniff. sniff.

[unsubscribe or update your crocs email preferences here](#)

**crocs**  
cares™

3,000,000 pairs of shoes donated — and counting. [Learn how you can help >](#)



## NEW ULTRA LIGHT DOWN ARRIVALS!

Now is the time to stock up on high-tech, always-popular Ultra Light Down jackets, vests and coats. Shop online for just-arrived colors and styles.

UL ULTRA  
LIGHT  
DOWN

Unbelievably light, Ultra Light Down can be layered with ease for comfortable warmth.





S.E.O. // Search Engine Optimization

Indexação de conteúdo

Links

Reputação

```
<head>
  <meta http-equiv="Content-Type" content="text/html; charset=UTF-8"/>
  <meta name="description" content="ENDLESS SUMMER SIS 2013 COLLECTION"/>
  <meta name="site_name" content="osklen.com"/>
  <meta name="title" content="Osklen"/>
  <meta name="image" content="http://osklen.com/wp-content/themes/osklen/img/facebook_tab_ES_thumb.jpg"/>
  <meta name="keywords" content="osklen, moda, roupas, acessorios"/>
  <meta name="author" content="Manager:Leonardo Rodrigues, Developers:Rodrigo Moura, Rodrigo Pereira, Everton Santos, Designers: Rafael Simoens, Sthefano"/>
  <meta property="og:site_name" content="osklen.com"/>
  <meta property="og:type" content="website"/>
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  <script type="text/javascript" async="" src="http://www.google-analytics.com/ga.js"/>
  <script type="text/javascript" src="http://osklen.com/wp-content/themes/osklen/js/jquery-1.6.2.min.js"/>
  <script type="text/javascript">
    <title>Osklen</title>
    <script type="text/javascript" src="http://esmp3.net/plugin/youtubemp3.js?v=1352250331874"/>
  </head>
```



```
<meta name="description" content="ENDLESS SUMMER SIS 2013 COLLECTION"/>
<meta name="site_name" content="osklen.com"/>
<meta name="title" content="Osklen"/>
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<meta name="keywords" content="osklen, moda, roupas, acessorios"/>
<meta name="author" content="Manager:Leonardo Rodrigues, Developers:Rodrigo Moura, Rodrigo Pereira, Everton Santos, Designers: Rafael Simoens, Sthefano"/>
```

busca em geral

Google, Bing, yahoo!, yandex, etc.

```
<meta property="og:site_name" content="osklen.com"/>
<meta property="og:type" content="website"/>
<meta property="og:title" content="Osklen"/>
<meta property="og:image" content="http://osklen.com/wp-
content/themes/osklen/img/facebook_tab_ES_thumb.jpg"/>
<meta property="og:description" content="ENDLESS SUMMER SIS 2013 COLLECTION"/>
```

## Facebook / Open Graph



```
<meta itemprop="name" content="Osklen"/>  
<meta itemprop="description" content="ENDLESS SUMMER SIS 2013 COLLECTION"/>  
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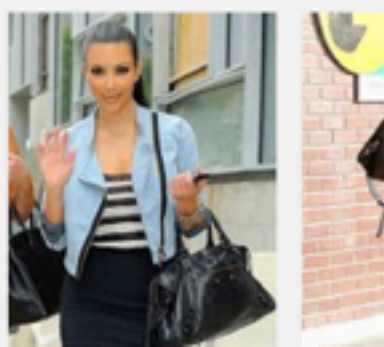
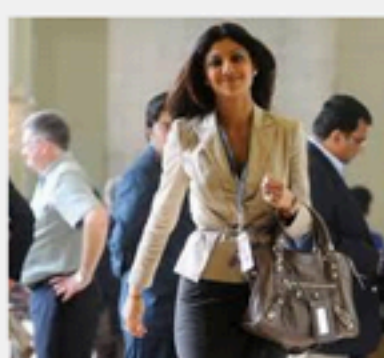
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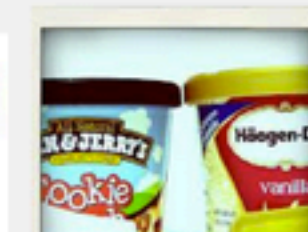
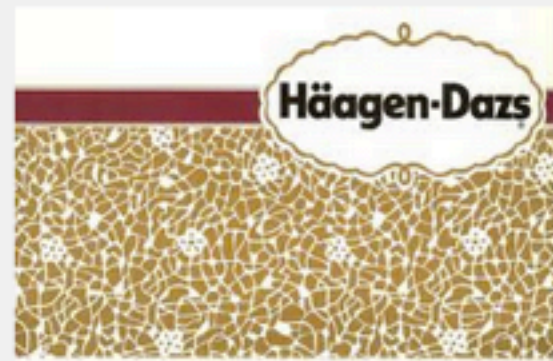
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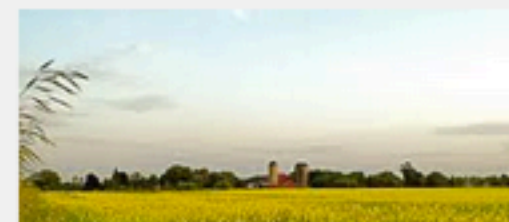
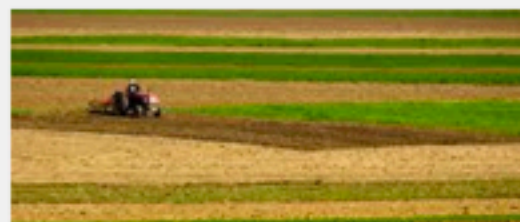
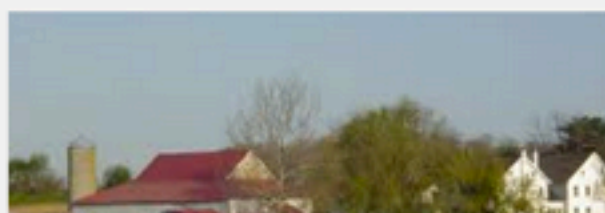
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**Capital:** [Hamilton](#)

**Dialing code:** 441

**Area:** 53.2 km²

**Currency:** Bermuda dollar

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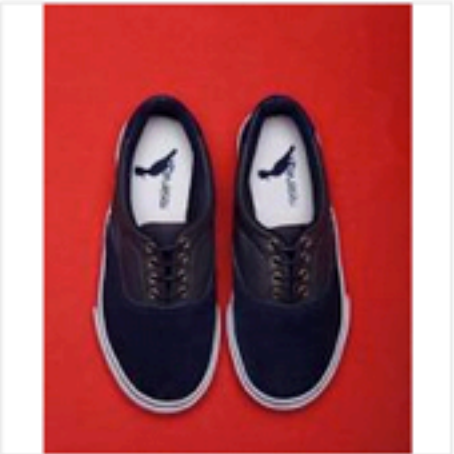
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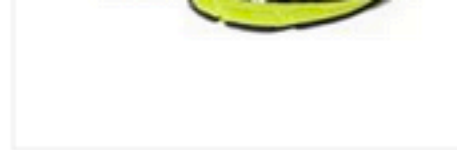
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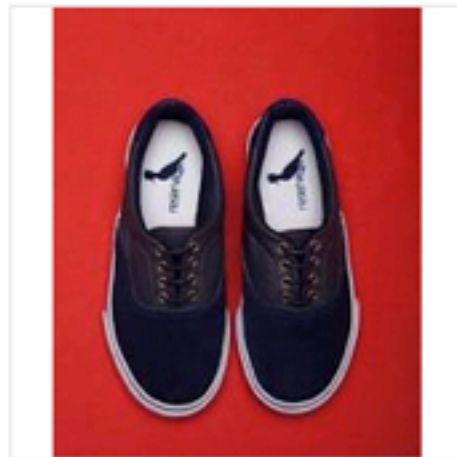
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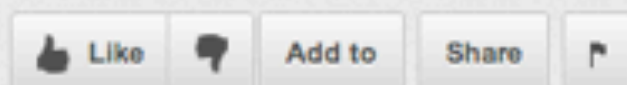
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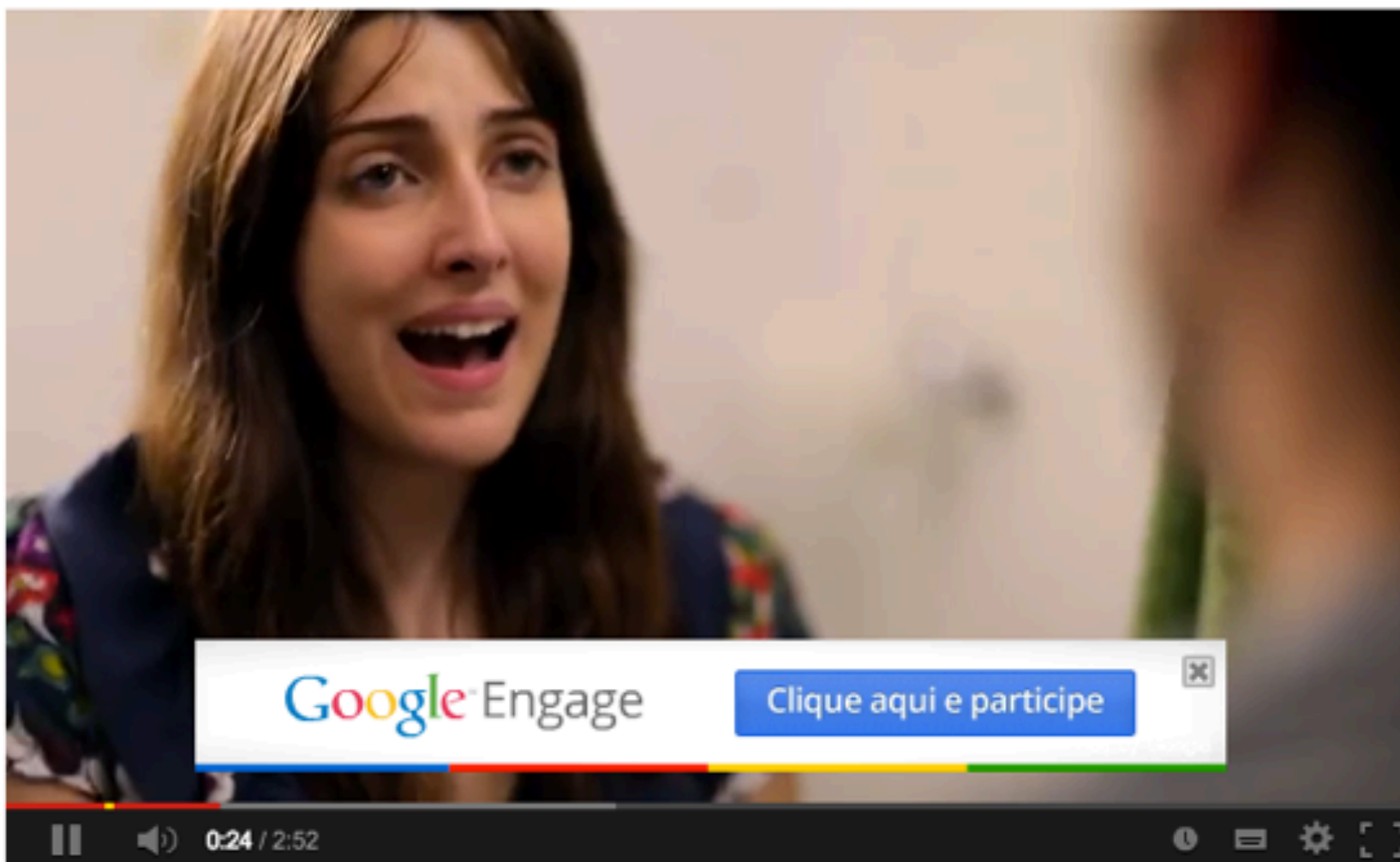


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NEWS

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VOGUE  
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Diamante raro pode ser arrematado por US\$ 60 milhões em leilão

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Meia irmã de Lindsay Lohan gasta US\$ 25 mil para se parecer com ela

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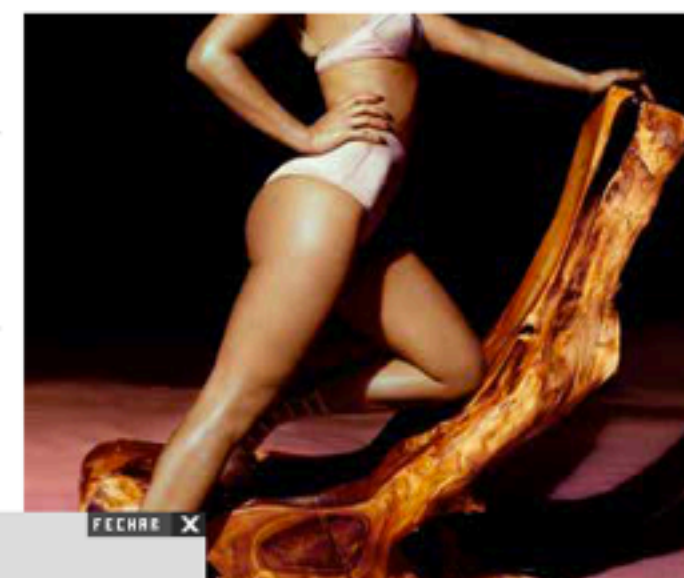
Filho de Simone Abdelnour e Marcelo Pires já tem data pra nascer

### SUPER BASS

E a única mulher na lista dos rappers mais ricos do mundo é...

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Discret  
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## MAIS NOTAS



### O AMOR VENCEU

Efeito iolô: Rosie Huntington-Whiteley e Jason Statham reatam



### FLOR

Olá,  
detal  
Party



### SINTONIA FINA

Sinfônica NDR de Hamburgo vem a SP e tem programa para crianças



### LEITURAS

Grande agito na abertura da Livraria Cultura no Iguatemi São Paulo. Vem ver!





## Linha Make B. Miami Sunset Alto Verão

Publicado em 05/11/2012 - 13:56 por [Gabriela Dourado](#) | [Comentar](#)

Categorias: [Make](#)

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O São Paulo Fashion Week continua rendendo **novidades**. Dessa vez, é a **beleza** que toma conta dos **lançamentos**. Durante o evento, a linha Make B. de O Boticário, apresentou as novidades de Alto Verão com a coleção Make B. Miami Sunset.

**Make B. Miami Sunset Alto Verão** chega com todo glamour das praias de **Miami** e oferece as novidades, em edição limitada, nas mais de 3.260 lojas distribuídas por todo o País. A coleção traz **acessórios** e diversos itens de **maquiagem**, como batom + brilho labial de ultra fixação, pó iluminador e spray fixador de maquiagem.



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### AUTORES

Gabriela Dourado

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### PÁGINAS

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Herchcovitch: Elegância e maturidade

Halloween Fashion

Cores e tons da estação

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Três tendências de verão para os seus pés

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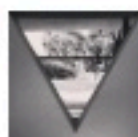
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**Kate Spade New York**

if we were to swipe a page from our latest book clutch, here's what it would look like. <http://bit.ly/WCI8dG>



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**Leonardo Uzai** compartilhou um link.**Jackie Mittoo – Ghetto Organ**[www.youtube.com](http://www.youtube.com)

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**Jack Daniel's Brasil**

Mr. Jack foi o criador do whiskey Jack Daniel's e o nosso primeiro mestre destilador. Em...



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Studios : Studio 1 (Kingston, JA) Dawn Penn  
released "You Don't Love Me" in 1967. Dawn**Jack Daniel's Brasil**

Mr. Jack foi o criador do whiskey Jack Daniel's e o nosso primeiro mestre destilador. Em...



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## Itaú

O Dia Mundial Sem Carro já passou, mas podia ser todo dia, né? ;- ) #vádebike (foto do...



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## Jack Daniel's Brasil

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Aplicativo



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Aplicativo

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## “Big Data” - Database Marketing

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## Entrega/Transporte



# Muito obrigado!

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