

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
cara de amazon, base para outros e-commerces

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

OpenCart - PHP/MySQL - opencart.com
focado em front-end

comprada

elasticpath - Java/SQL - elasticpath.com
foco em flexibilidade

Konakart - Java/SQL - konakart.com
com linguagem compilada, tem versão paga

Primordia - PHP/MySQL - primordia.com.br
Empresa de desenvolvimento que
tem ferramenta própria em PHP

Magento Enterprise - PHP/MySQL - 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

Conecta seu sistema de e-commerce com o adquirente diretamente. Não recebe \$, só cobra depois por transação

sistema de pagamentos

Fica entre o cliente e você. Recebe o \$ e paga depois retirando seu revenue

adquirente

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

0

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



NEWSLETTER

 LOGIN/REGISTER

LN-CC

MEN WOMEN MUSIC BOOKS STYLE FEED STORE





Your Amazon.com | Today's Deals | Gift Cards | Sell | Help

Introducing kindle fireHDX

From \$229 > Pre-order now



Shop by Department ▾

Search

Amazon Fashion ▾

Go

Hello. [Sign in](#)
[Your Account](#) ▾

[Try Prime](#) ▾

[Cart](#) ▾

[Wish List](#) ▾

Clothing & Accessories

Women

Men

Juniors

Kids

Baby

Dresses

Denim

Luggage

Shoes

Accessories

Brands

Sales & Deals

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](#)

THE NEGRETE FAMILiA

LDN, ENGLAND

HOLD TIGHT



ONLINE STORE BLOG STOCKISTS & LINKS FAQ FACEBOOK TWITTER PINTEREST CONTACT US



**NEGRETE
FAMILIA**
GUARANTEED.

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.



X

UNI
QL0

WOMEN

MEN

GIRLS

BOYS

HELP

COMPANY

STORES

NOW
HIRING

SIGN IN / REGISTER



FEATURED

COLLECTIONS

OUTERWEAR

TOPS

BOTTOMS

INNERWEAR +
LOUNGE

ACCESSORIES

NEW ARRIVALS

DJOKOVIC
PERFORMANCE
WEAR

BLAZERS

DRESS SHIRTS

JEANS

UNDERSHIRTS

BELTS

ADAM SCOTT'S
2013 MASTERS
STYLE

CASHMERE

JACKETS

CASUAL SHIRTS

PANTS

UNDERWEAR

HATS

WEEKLY
FAVORITESFLANNEL
FLEECECOATS
ULTRA LIGHT
DOWNSWEATERS +
KNITSSHORTS +
CROPPED

LOUNGEWEAR

ACCESSORIES

ONLINE
EXCLUSIVE

SHIRTS

SWEATSHIRTS
FLEECE

T-SHIRTS

SOCKS

SALE

DENIM

PRINTED T-
SHIRTSLEGGINGS
JEANS

POLO SHIRTS

ULTRA LIGHT
DOWN

HEATTECH

AIRISM

UT: UNIQLO T-
SHIRTSEXTENDED
SIZESUNIQLO 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, CTHELP US CELEBRATE! ENTER FOR A CHANCE TO
WIN A \$500 SHOPPING SPREE
WITH LUCKY CUBES!

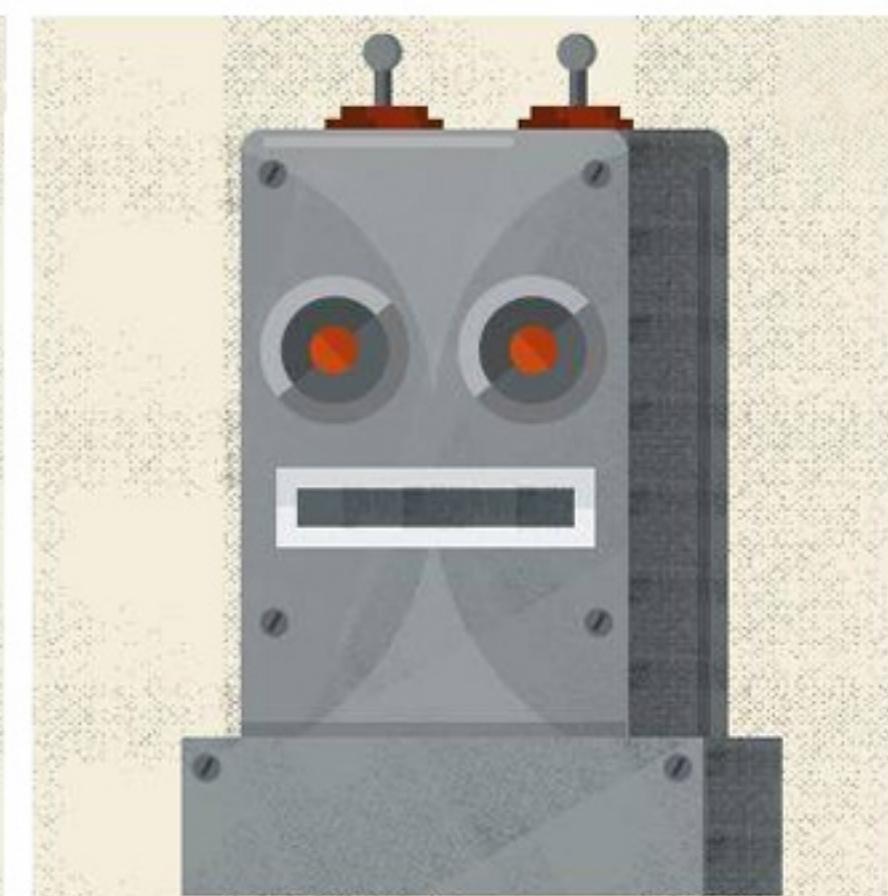
*Prizes must be redeemed at your selected store location. Terms & Conditions apply.

mão a obra

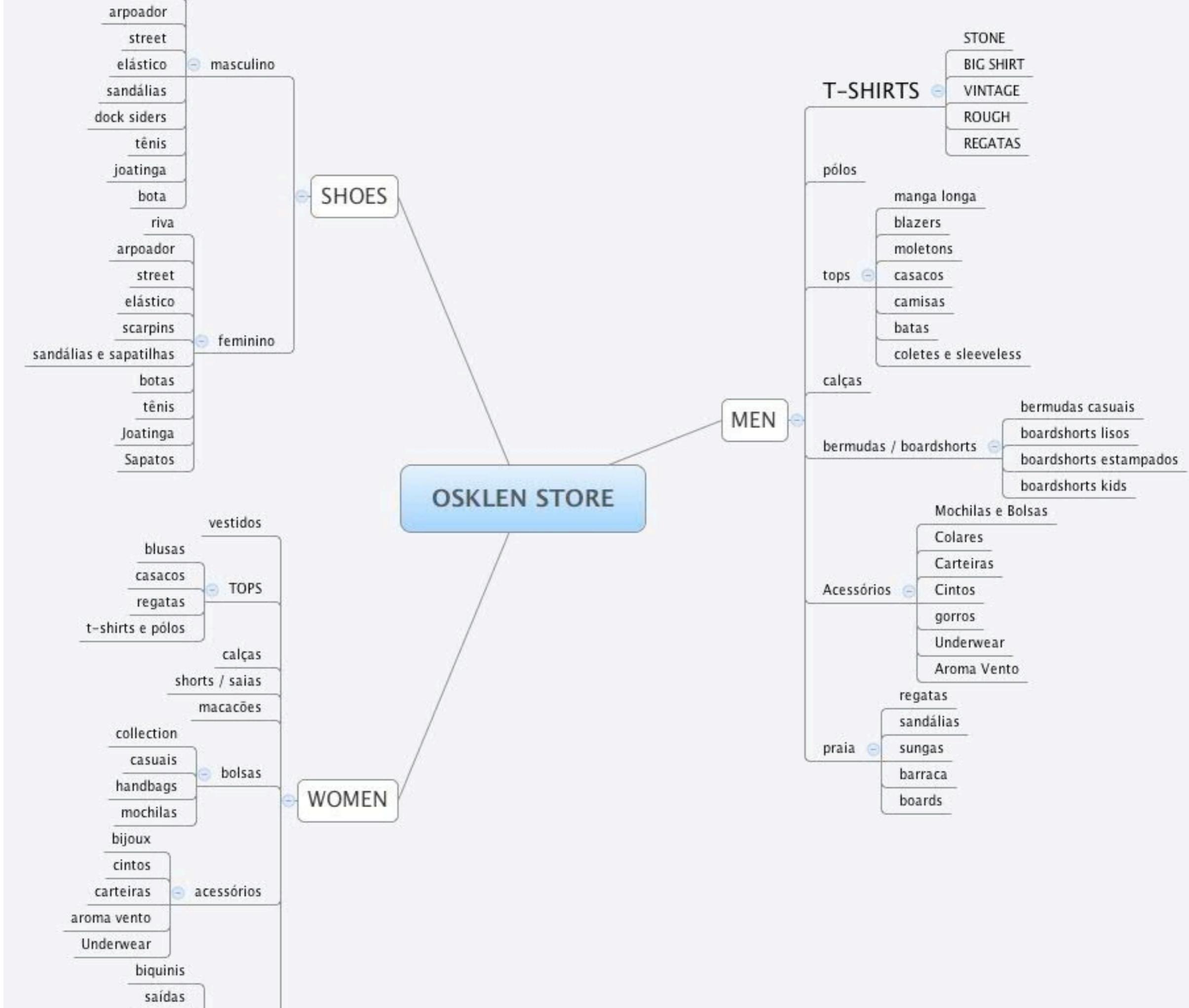
Criar estrutura de produtos

fluxo de navegação

mindmaps, telas, pontos de contato, personas, destaque





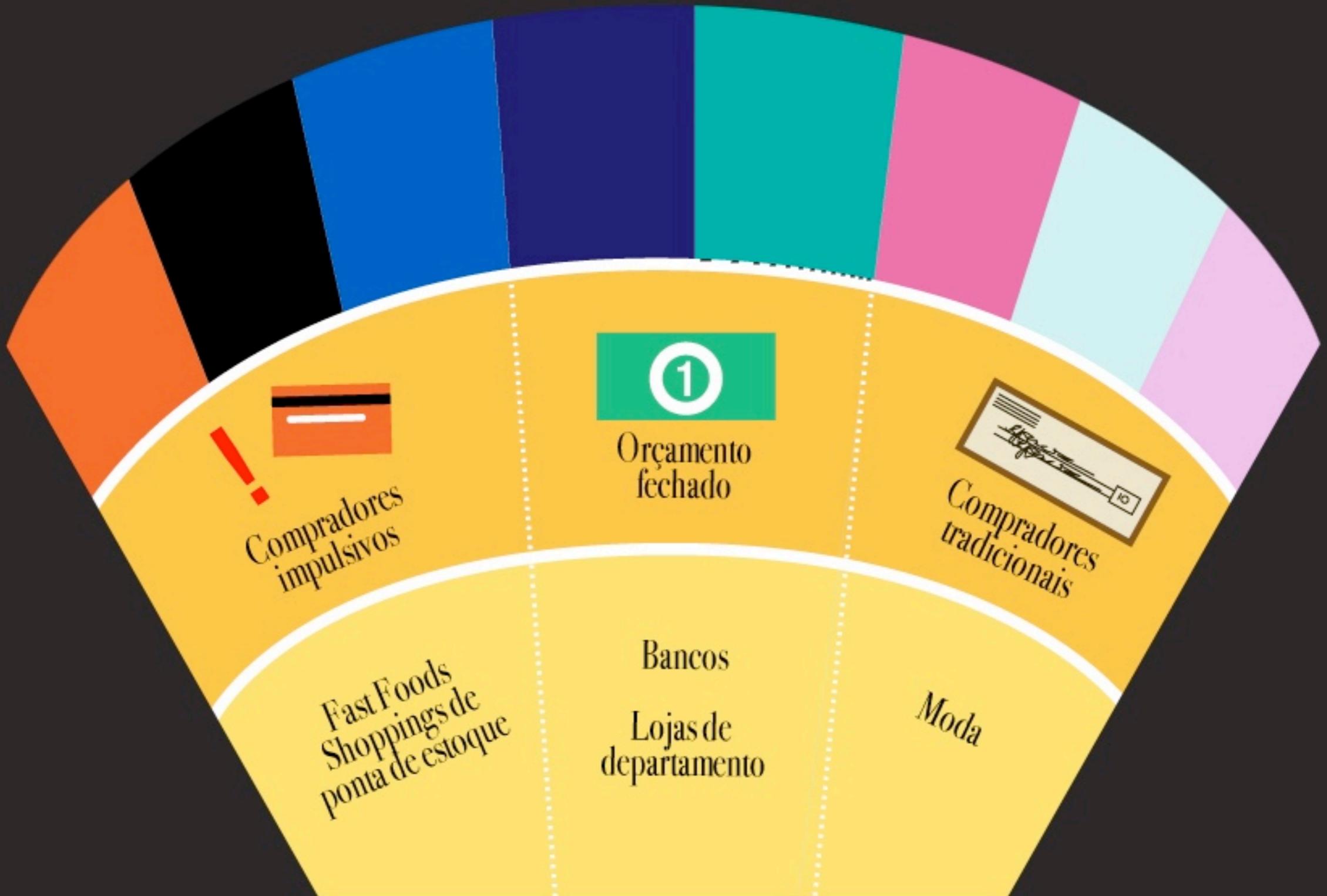


mão a obra

Criar mindmap do seu e-commerce

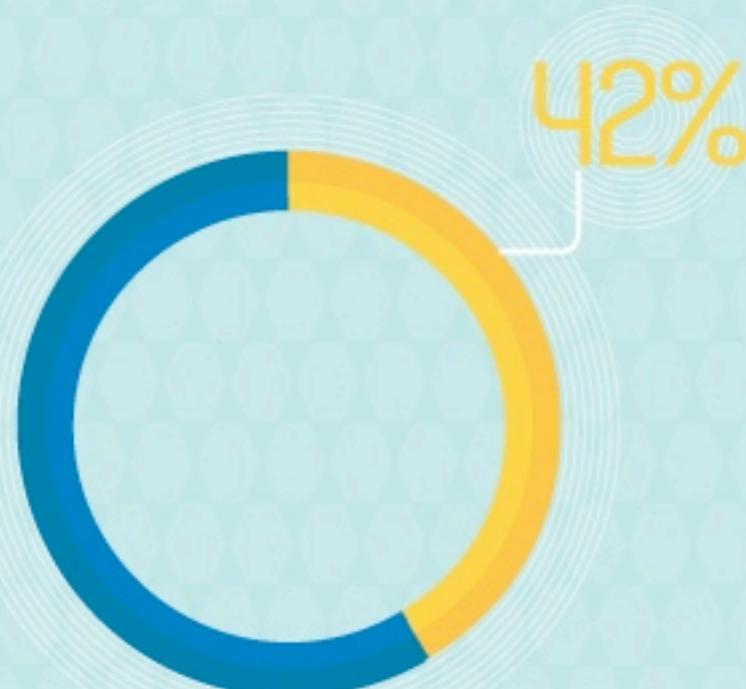
design

layout, logo, cores, fontes ...

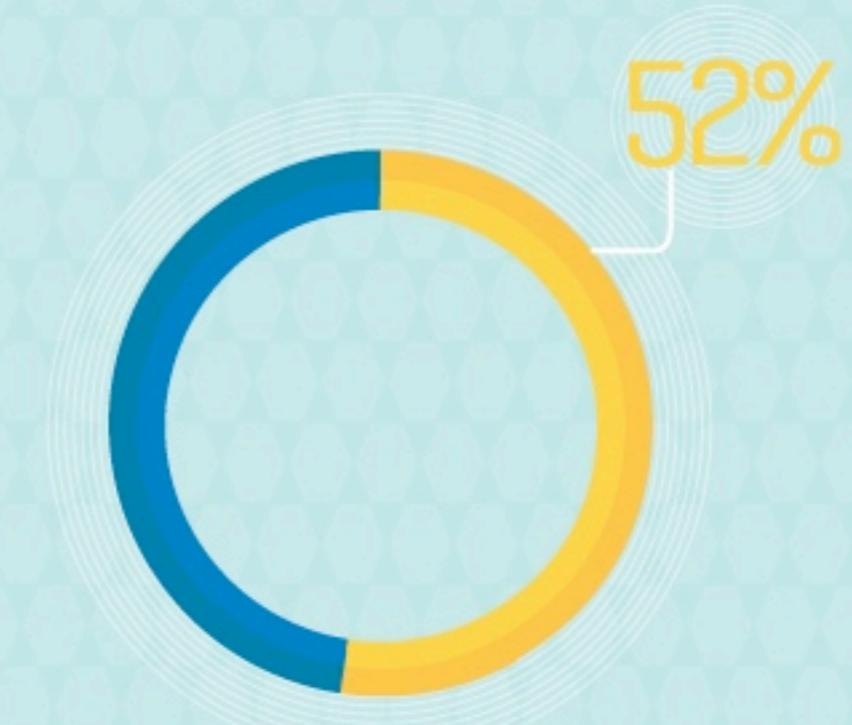


For many online shoppers, poor website navigability and poor overall design is the reason why they choose not to purchase from a particular website.

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



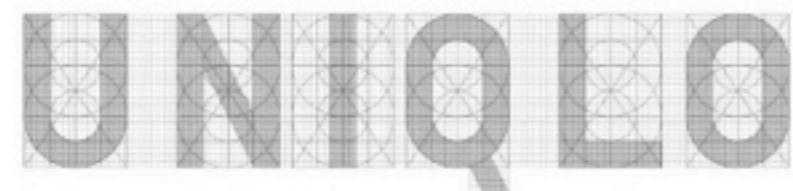
› PERCENTAGE OF SHOPPERS THAT DID NOT RETURN BECAUSE OF OVERALL AESTHETICS:





kashiwa sato

UNIQLO



ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

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



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

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New York, NY 10012
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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.



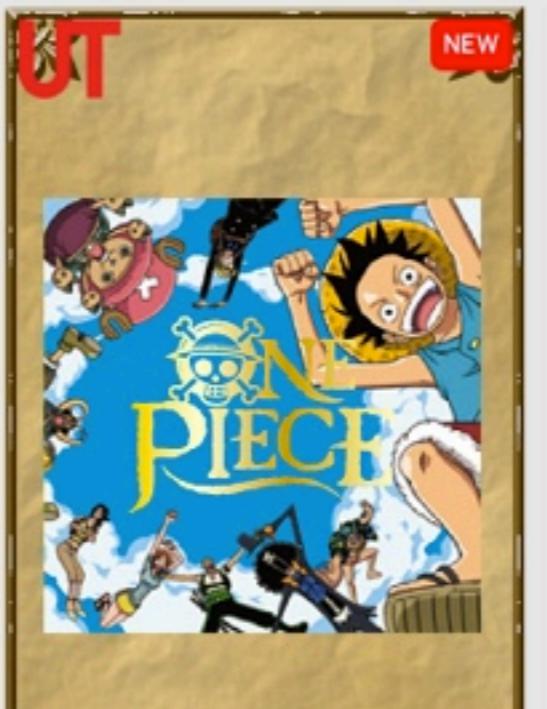


SPECIAL PROMOTIONS

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



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".

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](#)

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

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

[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

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](#)**Color -** Blue Grey White Brown**PINK PANTS**

COTTON

\$ 149

LIGHT BROWN PANTS

COTTON

\$ 149

BLUE JEANS BY BALDWIN

COTTON

\$ 229

WOMEN'S TRENCH COATS

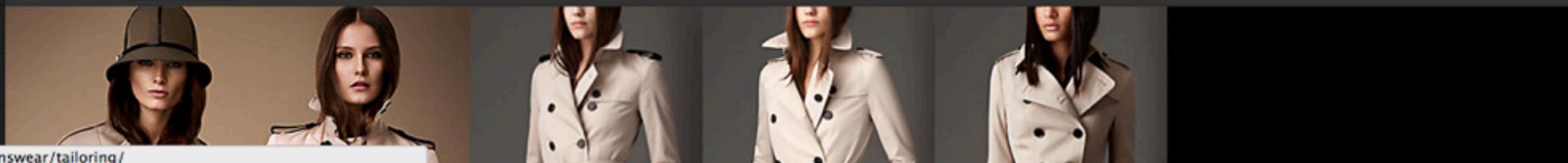
PRORSUM

[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 BAG



ADD TO WISH LIST

CUSTOMER SERVICE



CLICK TO CALL

DESCRIPTION

A trench coat crafted from neoprene calfskin.

The animal print design is composed with a soft plongé leather overlay, double collar and closure.

Heritage features include epaulettes and belted cuffs.

The metal belt featured is not suitable for washing.

FEATURES & CARE

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MEDIUM STUDDED LEATHER SHOPPER



£695
Item 38822391

COLOUR: DAMSON MAGENTA



QUANTITY



ADD TO BAG



ADD TO WISH LIST

CUSTOMER SERVICE



CLICK TO CALL

DESCRIPTION

Directional studded leather shop
Vintage luggage-inspired tag
Open top, interior zip pocket

FEATURES & CARE

RECOMMENDED PRODUCTS



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< back

home > women's ready to wear > tops & shirts

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

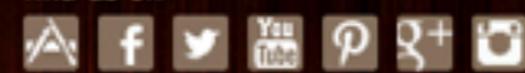
\$1450

size guide

select size

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

>


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[shipping](#)
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company information
[store locator](#)
[about gucci](#)
[news & events](#)
[careers](#)
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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**



OFF

[HOME](#) > >> LIQUI 50% OFF > HOODIE TRICOT LISTRADO BÁSICO MINI



HOODIE TRICOT LISTRADO BASICO MINI

R\$ 139,00

CÓD. DO PRODUTO: 3608

HOODIE TRICOT LISTRADO BASICO MINI

Curtir < 15

15

 ESPALHE VIA TWITTER

 COMPARTILHE COM
UM AMIGO

 ADICIONE A UMA LISTA

SELECCIONE A COR

SELECIONE O TAMAÑHO

P M G GG

Tabela de medidas

SELEÇÃO A QUANTIA

 QUERO!

→ ADICIONE À SACOLA

Passe o mouse para ver detalhes.



HOME > >> LIQU! 50% OFF > HOODIE TRICOT LISTRADO BASICO MINI



HOODIE TRICOT LISTRADO BASICO MINI

CÓD. DO PRODUTO: 3608

R\$ 139,00

HOODIE TRICOT LISTRADO BASICO MINI



Passe o mouse para ver detalhes.



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, relembre algo com frequência,
reforce tradição e solidez.



Red Bull

Linha do tempo

Fundada em

Destaques

Curtiu

Crie uma página

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



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.

Bate-papo



EMILIO PUCCI

CAMPAIGN

COLLECTIONS

EYEWEAR

SHOP ONLINE

THEN
NOW
TIMELINE

1950s
the new style in fashion



Skip to Decade:

1947

1950s

1960s

1970s

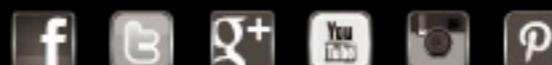
1980s

1990s

2000s

2010s

PUCCI THEN & NOW NEWS VIDEOS BOUTIQUES CONTACT SHARE



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.*

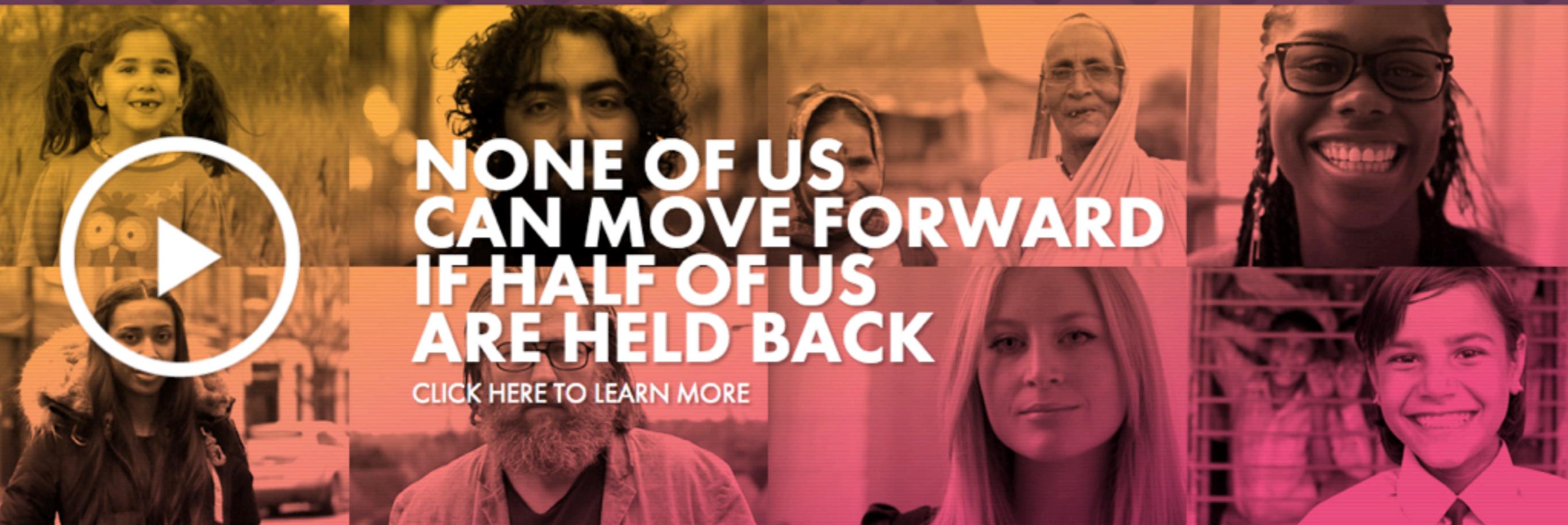
The photo shoot took place in Cannes, in the south of France, in New York and ended in Paris at the studio 7L.

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



**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.



[ABOUT US](#) • [JOIN IN](#) •

[OUR FOCUS](#)

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

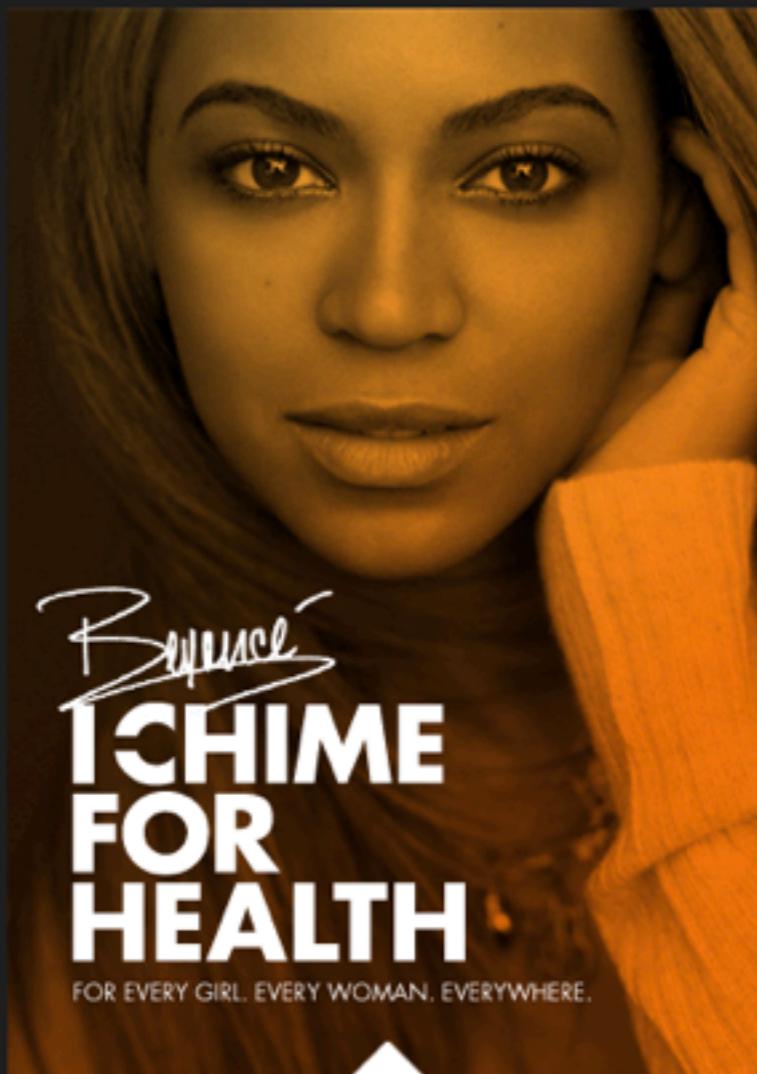
[ABOUT US](#)[OUR FOCUS](#)[CHIME CONTENT](#)[JOIN IN](#)[CONCERT](#)

Like

258k

Follow

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.

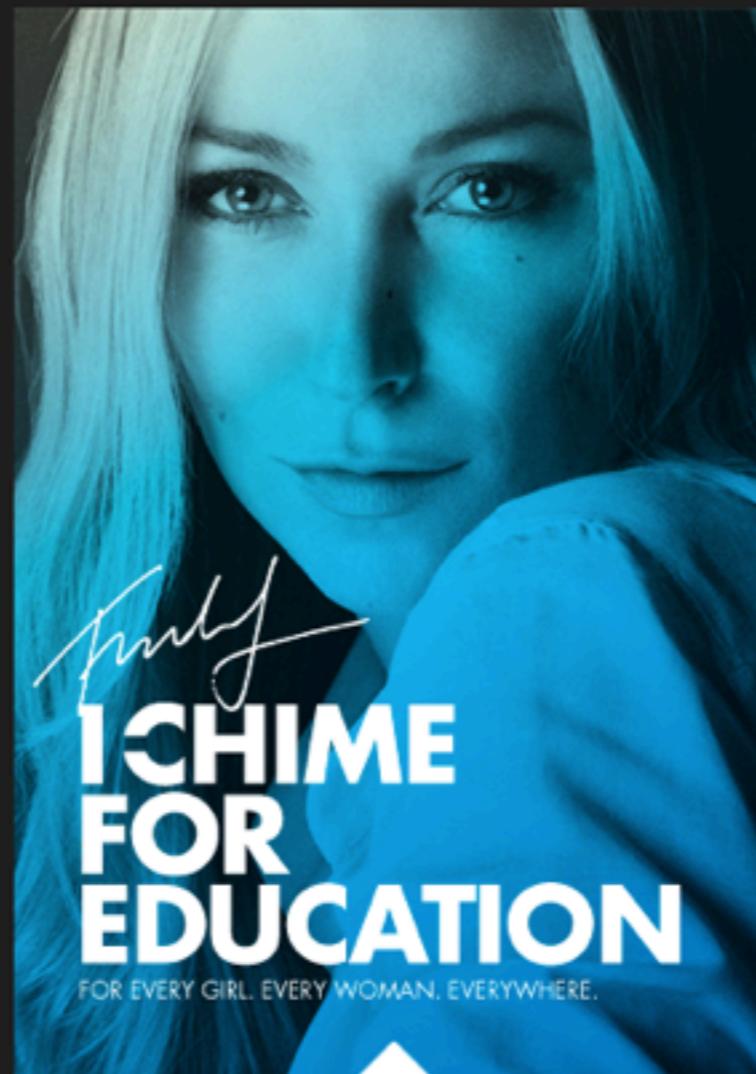


Beyoncé **ICHIME FOR HEALTH**

FOR EVERY GIRL. EVERY WOMAN. EVERYWHERE.

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 **ICHIME FOR EDUCATION**

FOR EVERY GIRL. EVERY WOMAN. EVERYWHERE.

FRIDA GIANNINI

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

[FIND OUT MORE ▶](#)

Salma Hayek Pinault **ICHIME FOR JUSTICE**

FOR EVERY GIRL. EVERY WOMAN. EVERYWHERE.

SALMA HAYEK PINAULT

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

[FIND OUT MORE ▶](#)





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

[LEGAL STATEMENT](#) [PRIVACY](#) [LANGUAGES](#) [CHANEL.COM](#)



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,pd.html

MISS DIVINE BANDEAU BRA. SHOP NOW.



www.juicycouture.com/Tuxedo-Romper/JG006776,default,pd.html

TXEDO VELOUR BUSTIER ROMPER. SHOP NOW.



30% Off Select Velour Bags and SLG's

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DESCRIPTION

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Machine wash
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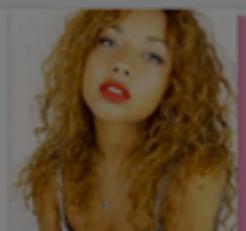
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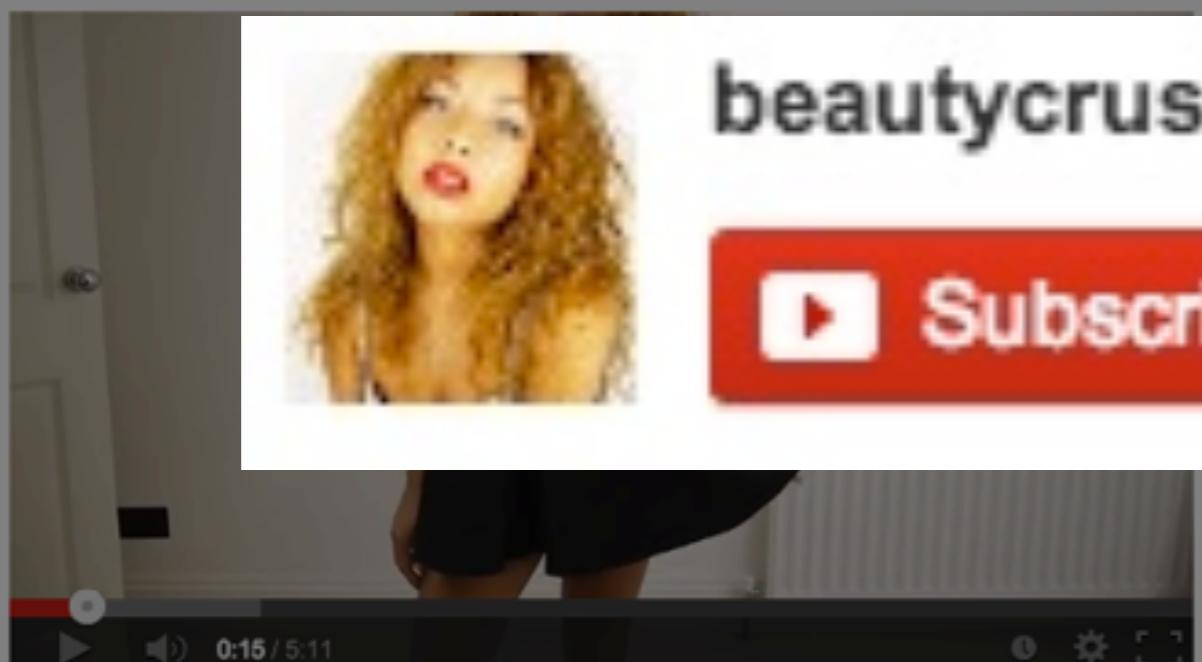
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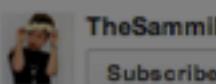
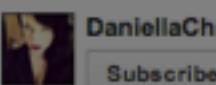
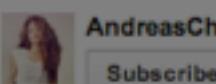
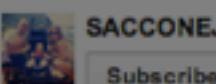
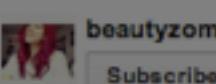
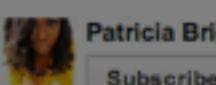
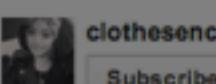
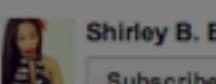
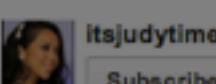
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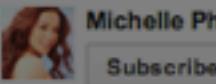
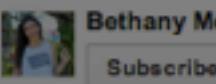
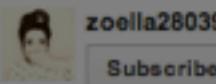
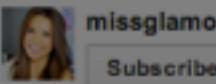
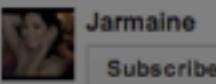
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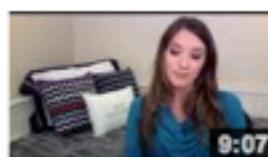
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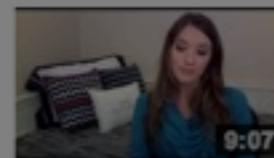
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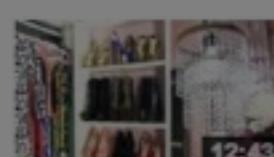
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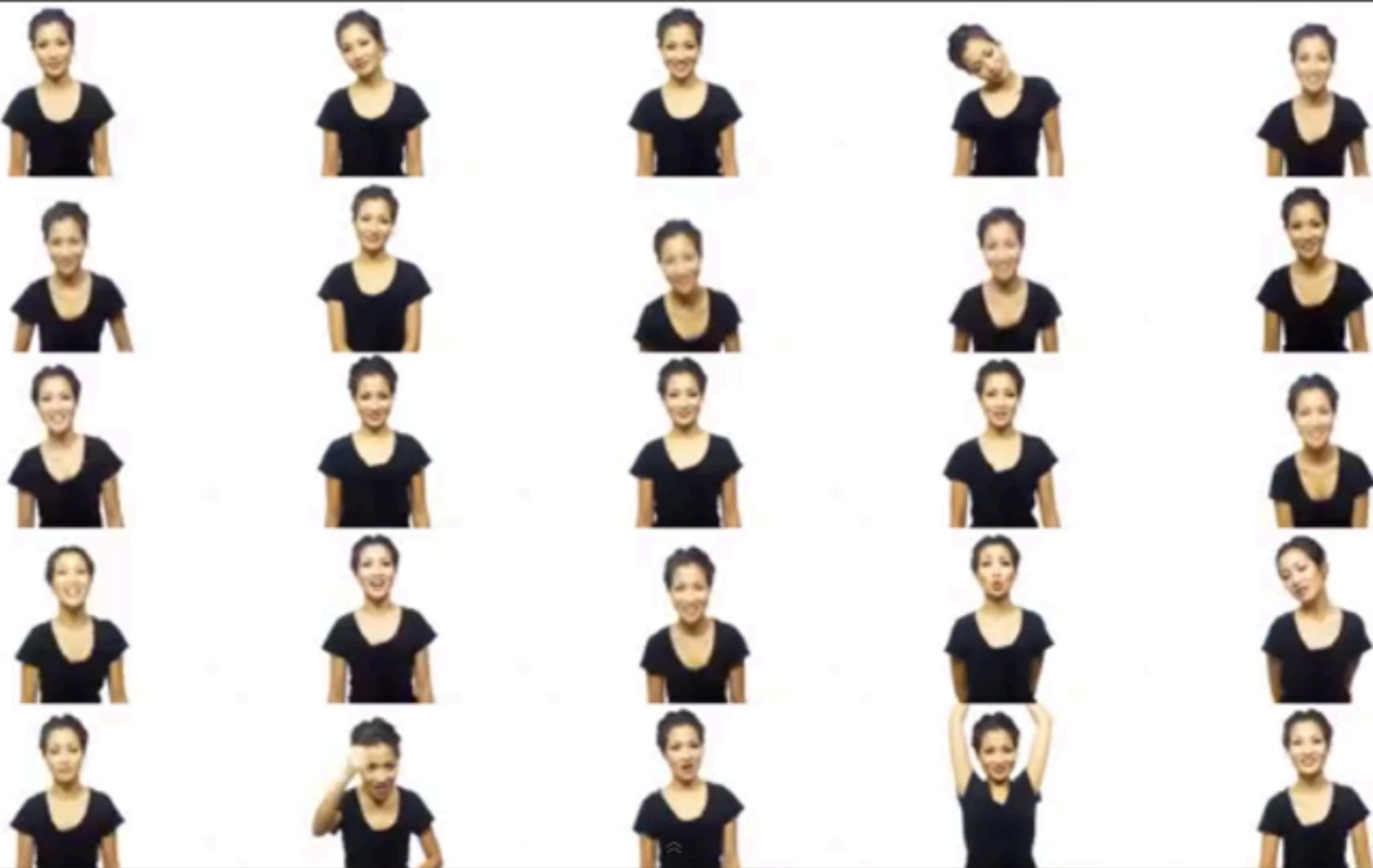
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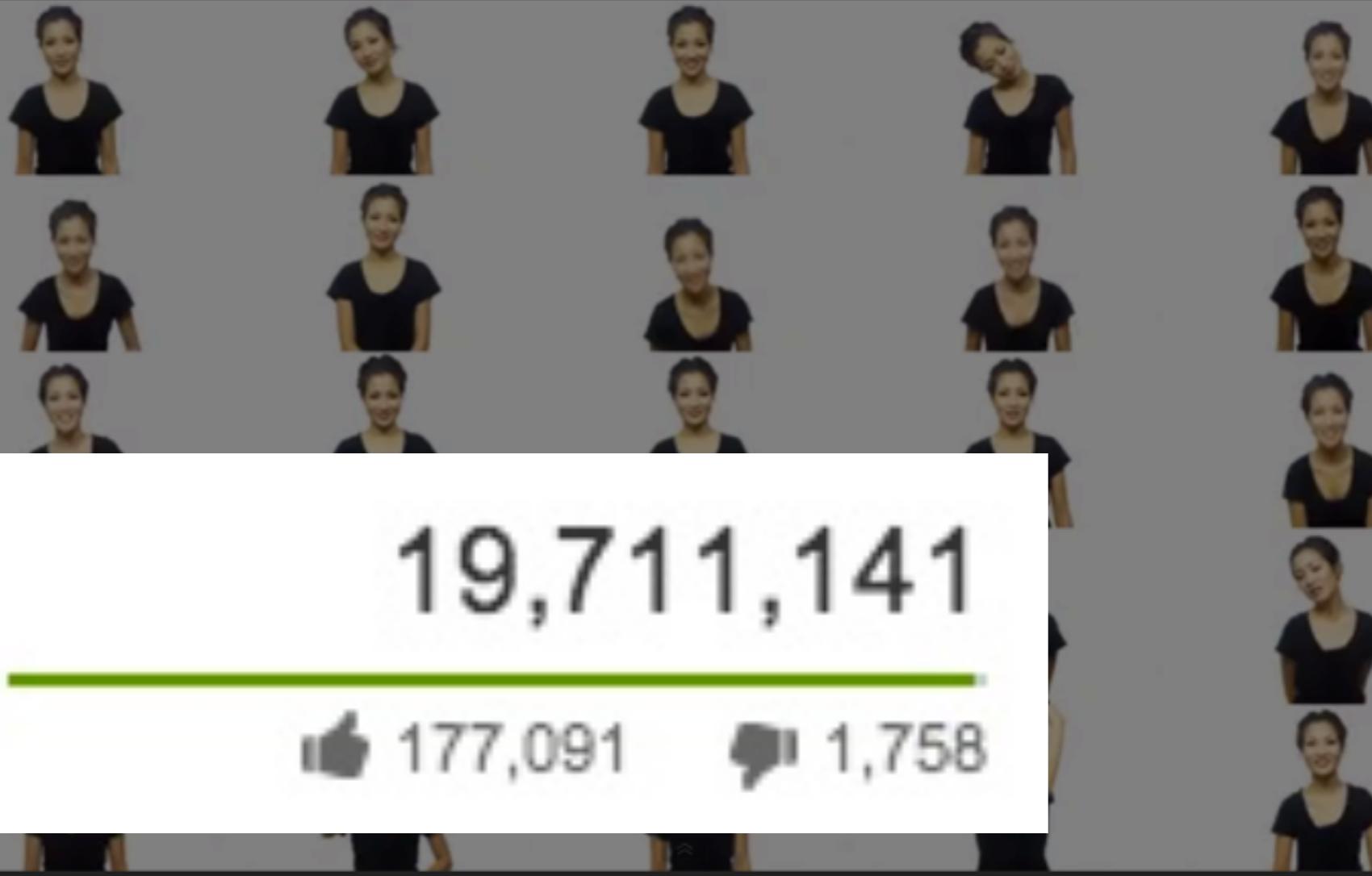
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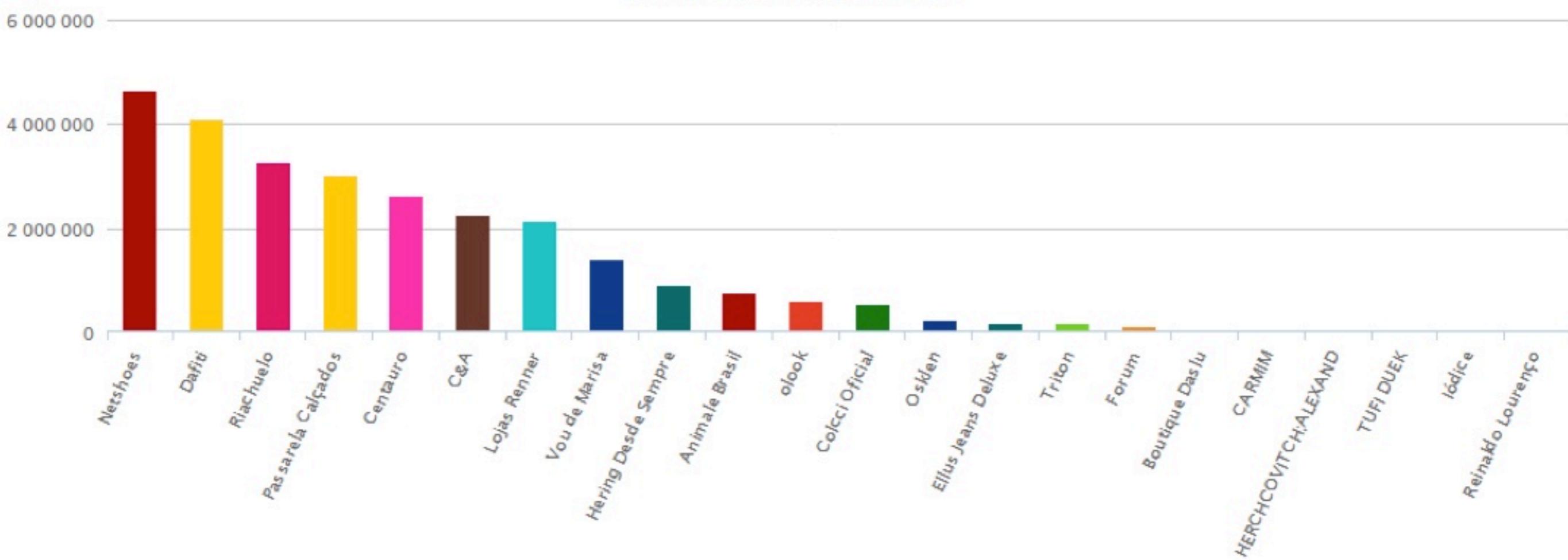
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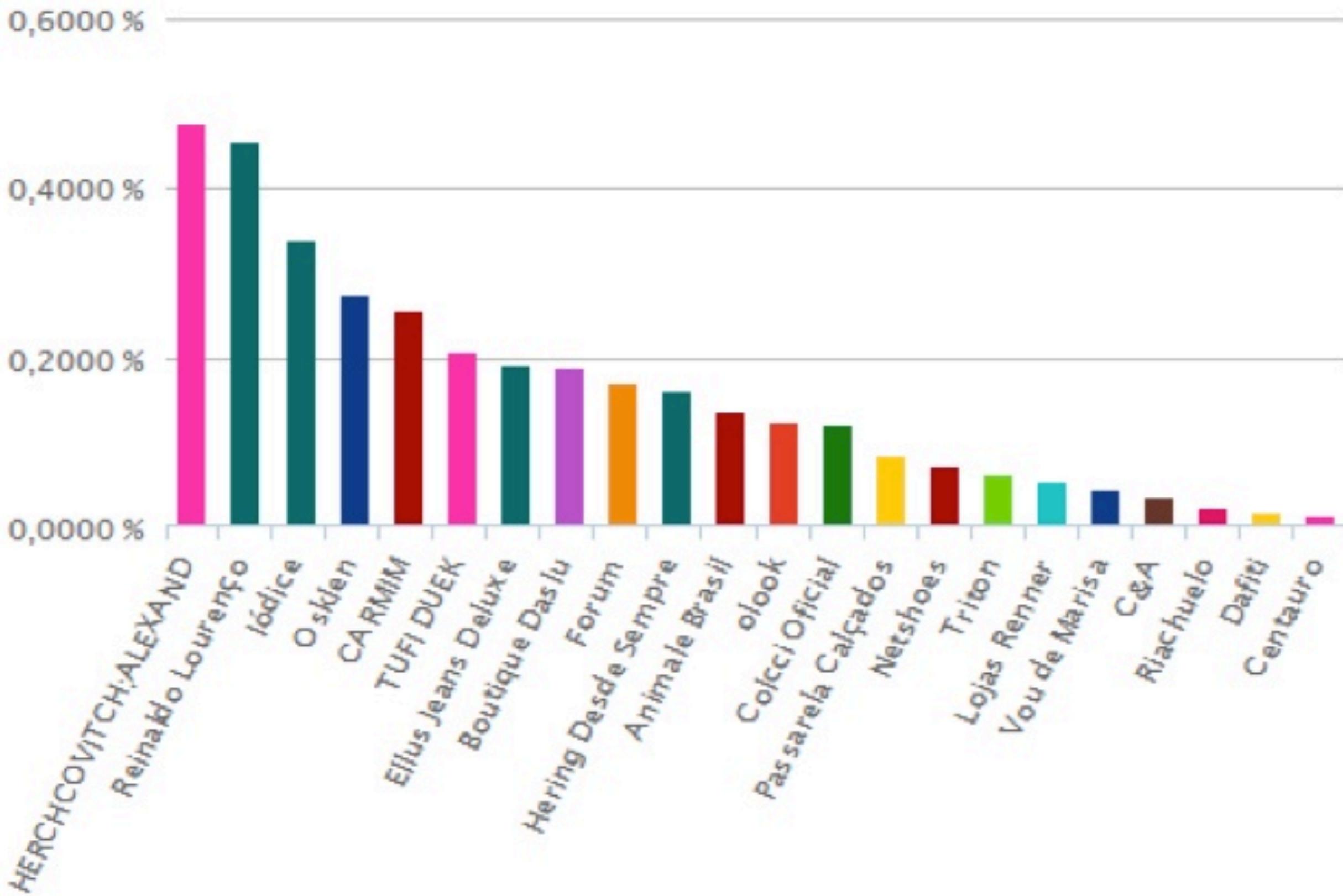
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Fan's Engagement

from May 09, 2013 to Jun 09, 2013



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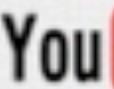
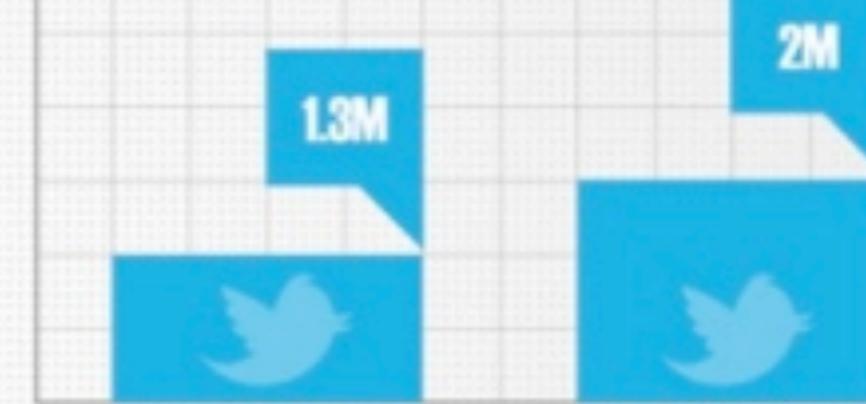
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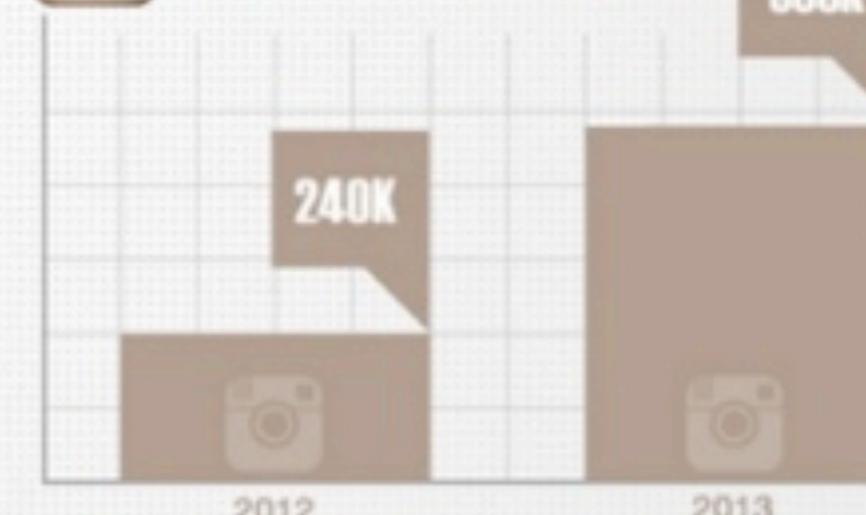
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Mark Zuckerberg, Facebook

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$$\sum U_e W_e D_e$$

The diagram shows the formula for Edgerank: $\sum U_e W_e D_e$. Three arrows point from the words 'AFFINITY', 'WEIGHT', and 'TIME DECAY' to the corresponding variables in the formula: 'U_e', 'W_e', and 'D_e' respectively.

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2 BE VISUAL

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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

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4

POST DAILY

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5

BE RELEVANT, BUT NOT PUSHY

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6

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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



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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 SATCHEL SKU: #7910986 Make ...](#)

 [Paris Hilton](#)

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]

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

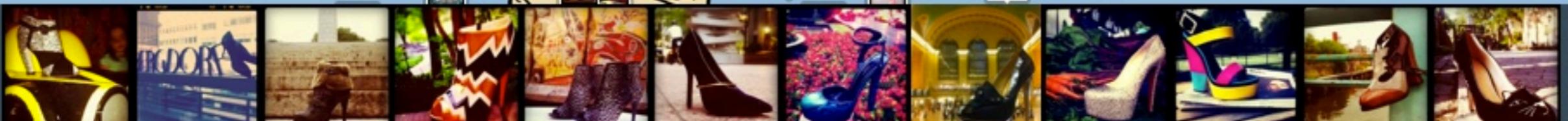
1.000
comentários por segundo

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Shoes About Town

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BERGDORF GOODMAN 5th/58th

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 Levi's on Facebook
 Curtir 11,1 milhões

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ARCHIVE

2012

2011

2010

MARCH

FEBRUARY

JANUARY

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

A close-up photograph of a woman's ear wearing a pair of elaborate, multi-layered earrings with purple, green, and blue stones. In the background, the brand name "Oscar de la Renta" is visible in a white, stylized font.

oscarprgirl

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

Follow

• **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 :)

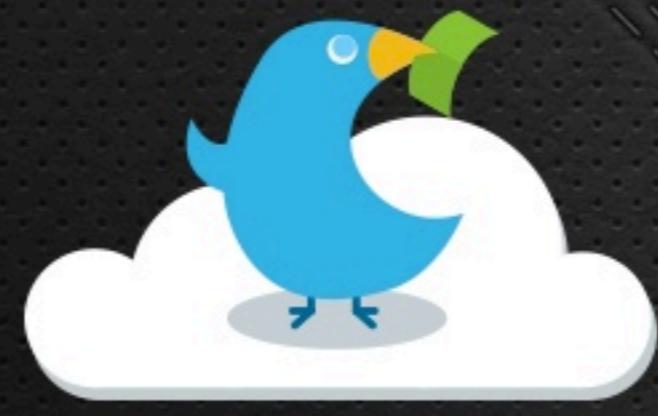


arlenea2z_adorns



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[Start transacting in-stream on social media](#)

AT&T 6:21 PM

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keenfootwear 20w



303 likes

Keenfootwear Get our new Messenger Bag.
Just comment "buy" to purchase. Must
be a member of @Chirpify.

LovinLife Buy

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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 Cicione @RebeccaCicione

@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.

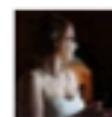
 Laura G via ashlee frazier onto Clothes

weekend bags... want one...



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

 Maddie via Kaitlin Mooney onto Fabulous fashion

**Julie Lewis**

Pinned 26 weeks ago from zara.com

[Follow](#)

\$169.00



\$169 boho wedding dress

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Quatlebaum
Moore do
mistaBath & Body
Style

love

Stephanie Po...
Come onto Facebook



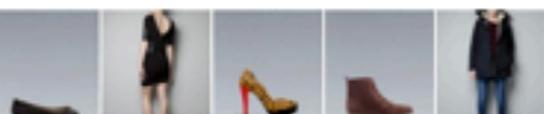
Originally pinned by

Julie Lewis

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32 Repins



Emily Ek onto
Future



Crystal Serritelli onto
10 yr anniversary vow rene



Kim Smith onto
Linny's wedding!



Acire Kuboaa onto
Mawiage...Maybe.



Abby Bohna onto
My Style/Fashion



Cherri Downer onto
items one could wear



Karyle Frazier onto
Wedding Ideas



Bri Rielly onto
wedding



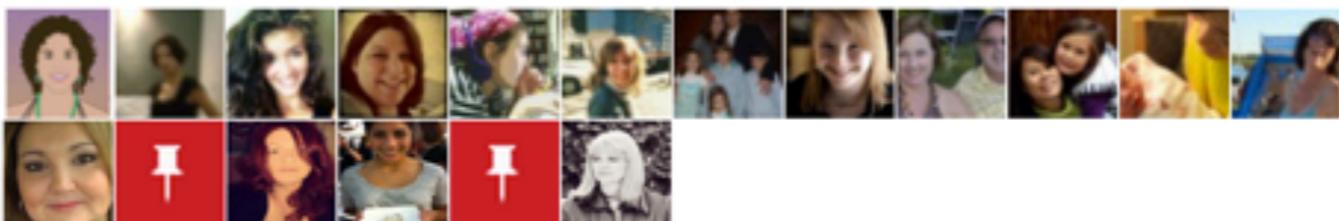
Betty Cheely Craven onto
Fashion



Nichole Beasley onto
some day we might get hit

+22 more repins

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

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from Tokyo Otaku Mode Premium ...

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Asami Nagasaki's Perler Bead Cat Trio

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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

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Edward Health Store Edwards Health Store



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from ASOS

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Laptop backpack

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Pam Loper Add a comment...



Sandy Mertens Nice backpack.

matzJulia



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Green is for GO

104 repins 93 likes 2 comments

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Ennie Guime de Bowen love it for the boys room.



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from Wayfair

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For on time meetings

55 repins 56 likes 4 comments

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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)



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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

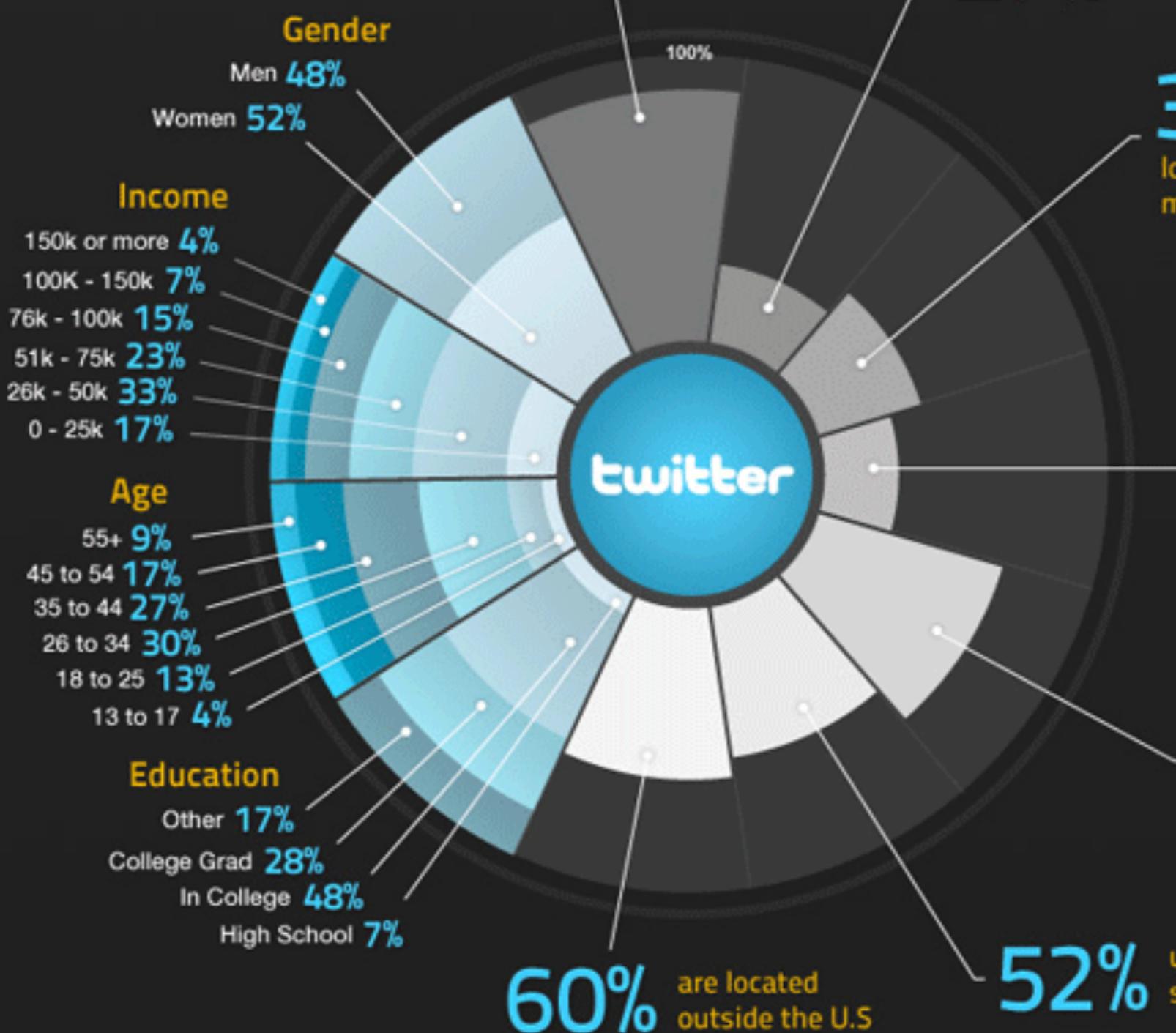
27% login everyday

37%
login via
mobile device

25%
follow a brand

67%
of brand followers
will purchase that
specific brand

52% update their
status everyday



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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 VIDEOS

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

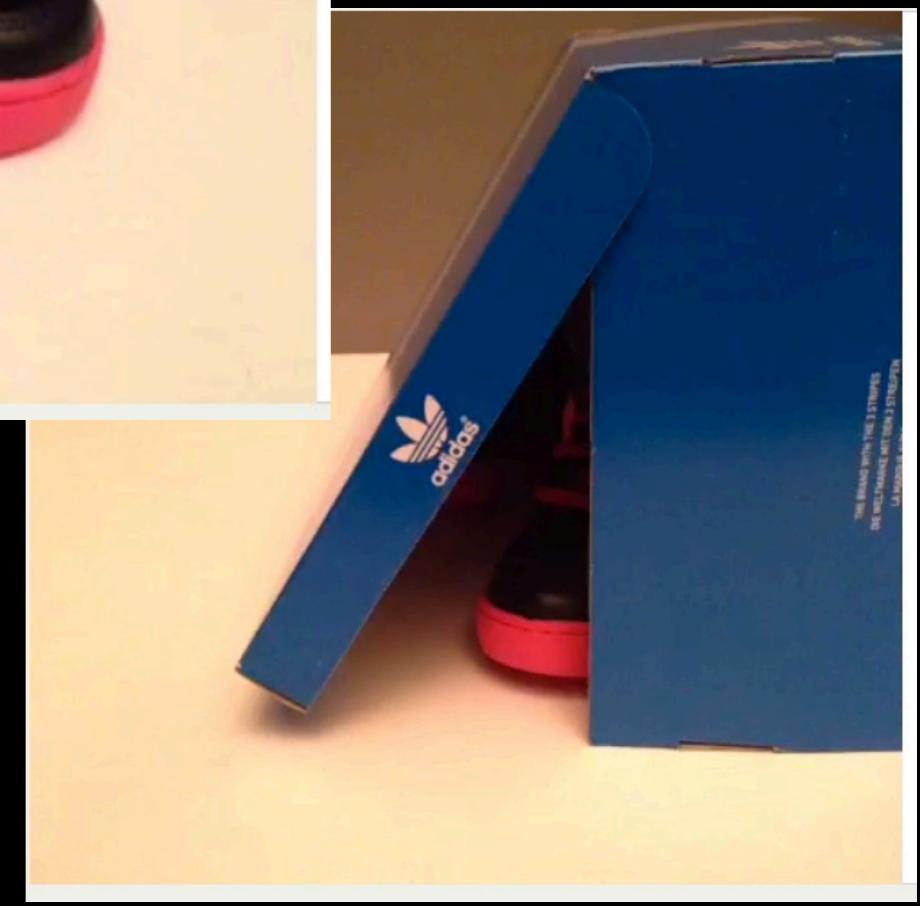
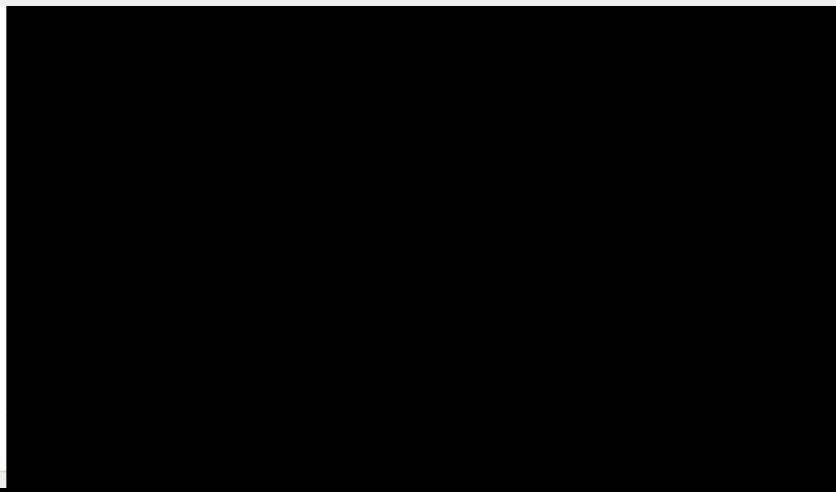
OF FOOTAGE, MORE THAN "THE LORD OF
THE RINGS" TRILOGY LOOPED 2,500 TIMES



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





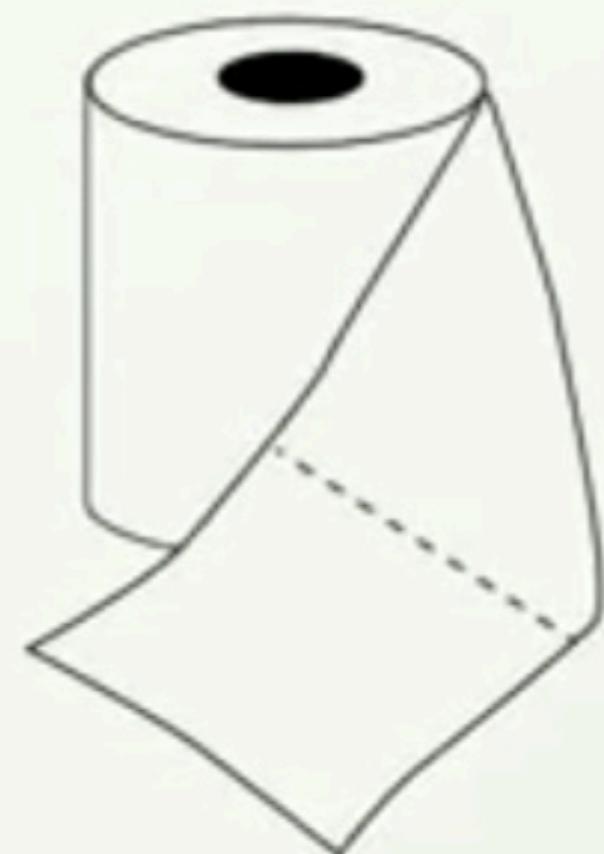
77%

USE A SEARCH ENGINE

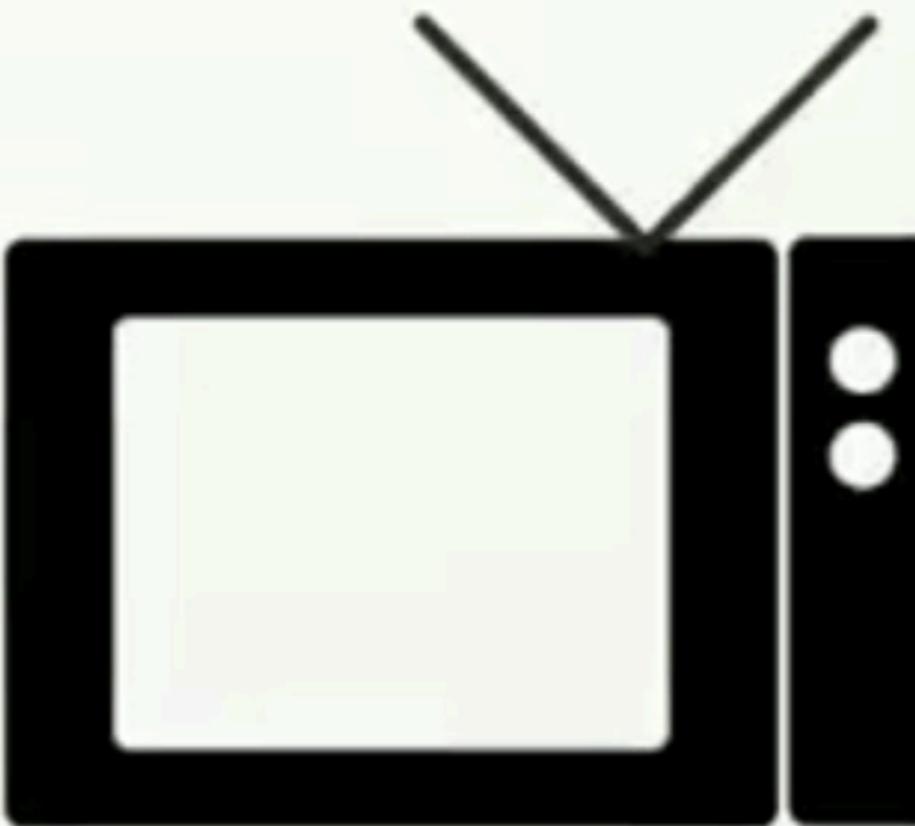
63% 
ACCESS A SOCIAL NETWORK

39%

USE IT WHILE GOING TO THE BATHROOM



33%
WHILE WATCHING TV



54%
FIND A RETAILER



49%
COMPARE PRICES



48%
GET PROMOTIONS
AND COUPONS



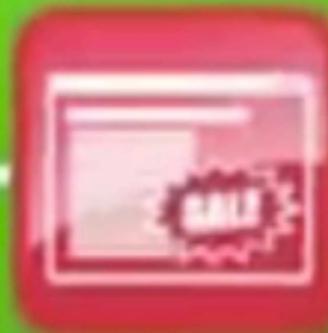


44%

READ REVIEWS
AND PRODUCT INFO

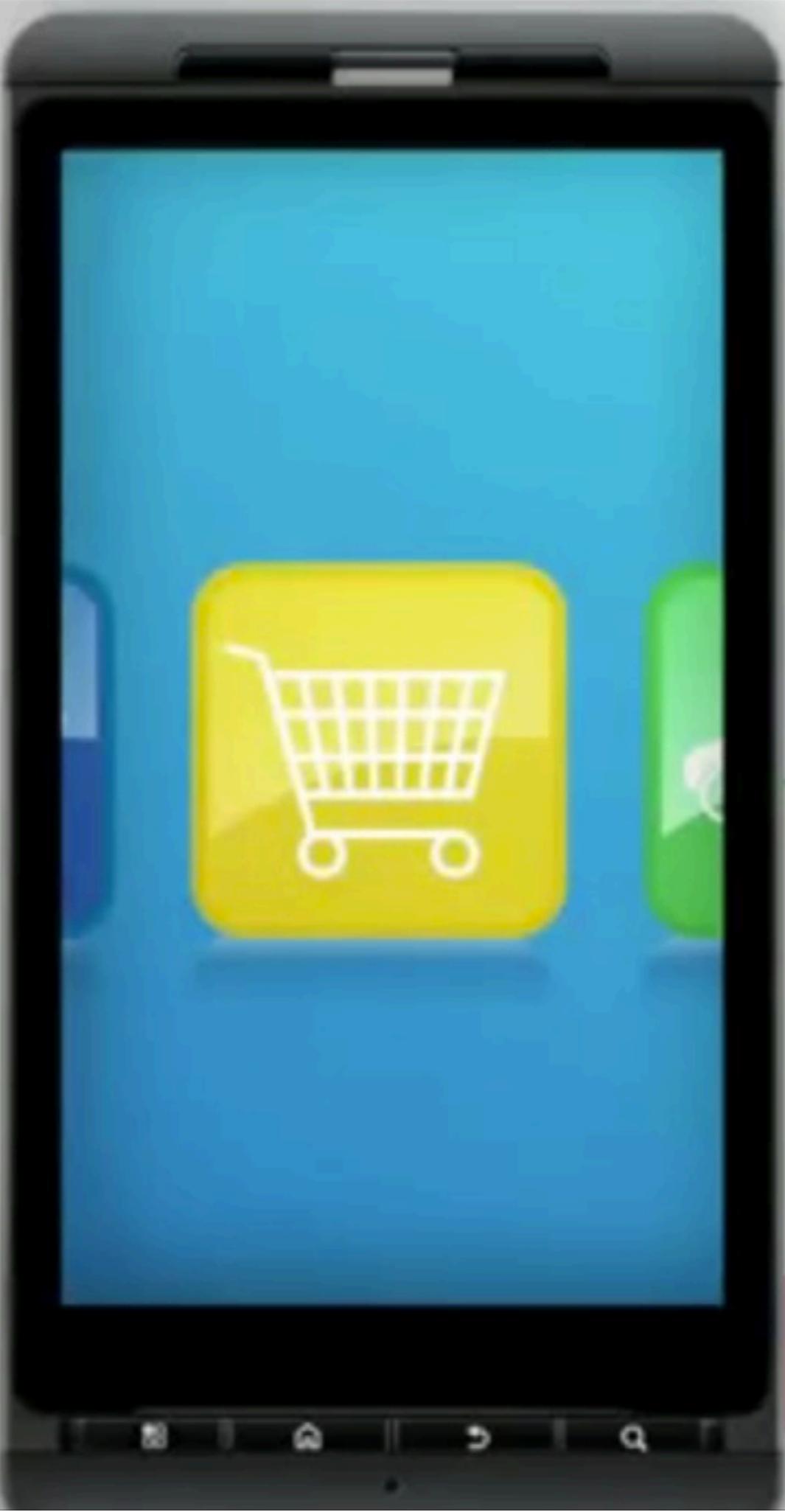
34%

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

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ARMANI

EMPORIO
ARMANI

EA7

ARMANI
COLLEZIONI

ARMANI
JEANS

ARMANI
JUNIOR

ARMANI
CASA

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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.

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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.

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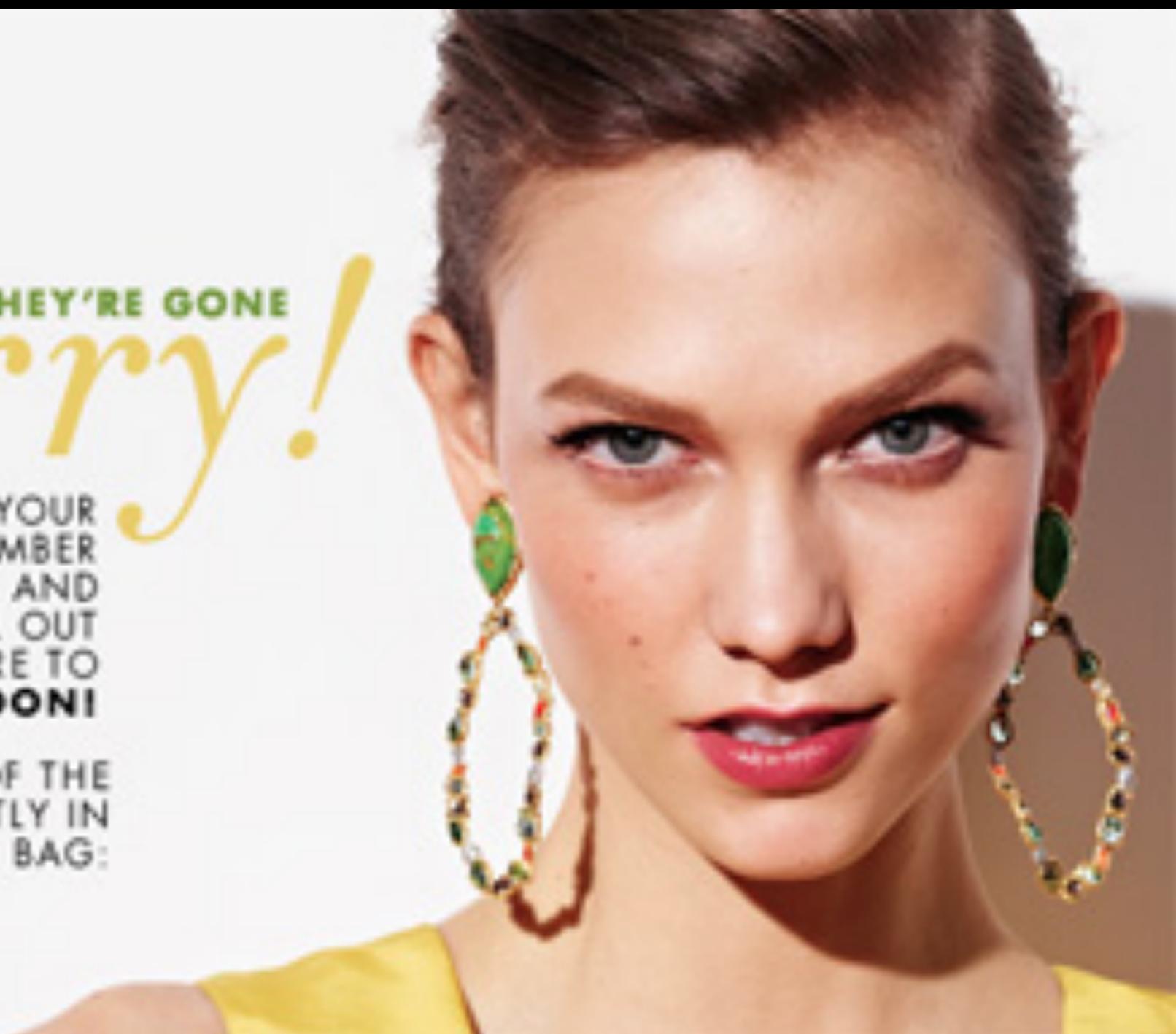
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S.E.O. // Search Engine Optimization

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```
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```

```
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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"/>
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    <script type="text/javascript" src="http://osklen.com/wp-content/themes/osklen/js/jquery-1.6.2.min.js"/>
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</head>
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<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.

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```

Facebook / Open Graph

```
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<meta itemprop="description" content="ENDLESS SUMMER S/S 2013 COLLECTION"/>
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```

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Lookbook

Lookbook Women – Royal Black s|s
12. (click it to fullscreen ...)

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A21 · Fashion Shows · Lookbooks ·
Collections · Films · Photos ...

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Royal Black s|s 2012 collection.
Fenix f|w 11|12 collection ...

Photos

Campaign Pictures – fenix osklen f|w
collection 2011. (click it to ...)

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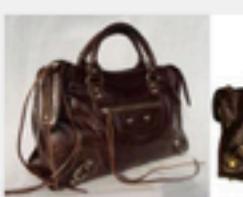
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Brown



Beige



Pink



White



Balenciaga Bag Price





haagen dazs



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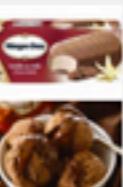
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Chocolate

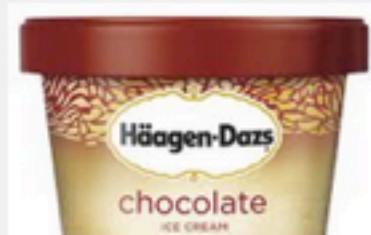
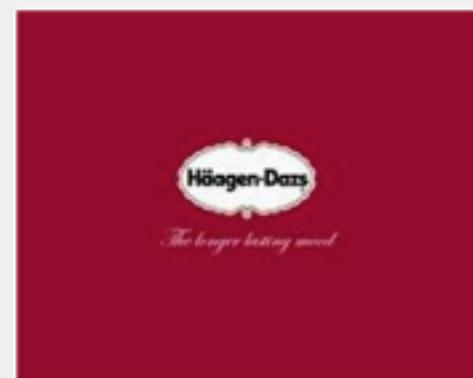


Shop

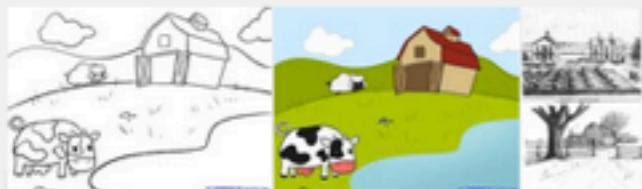


Strawberry

Wa



Web Images Maps Shopping More Search tools



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Clipart



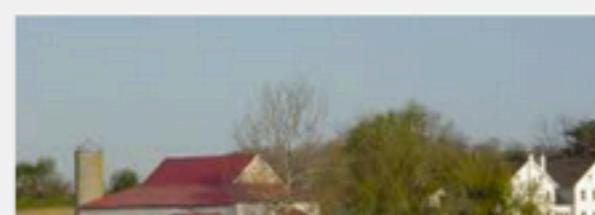
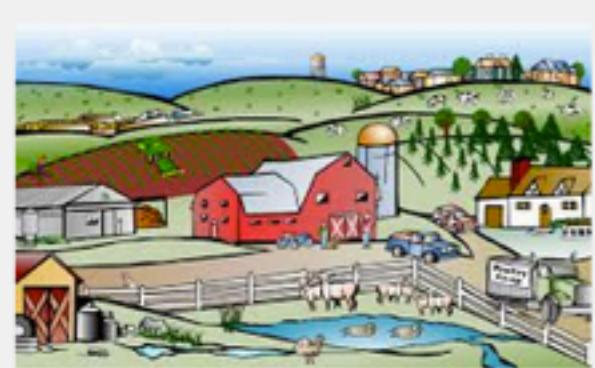
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Vegetable Farm



Dairy Farm



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AdWords

Google Keyword Tool - Keyword Strategy



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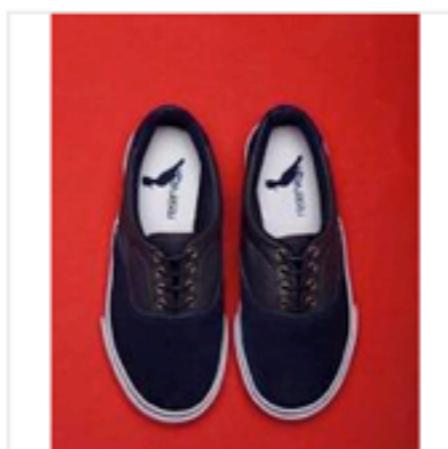
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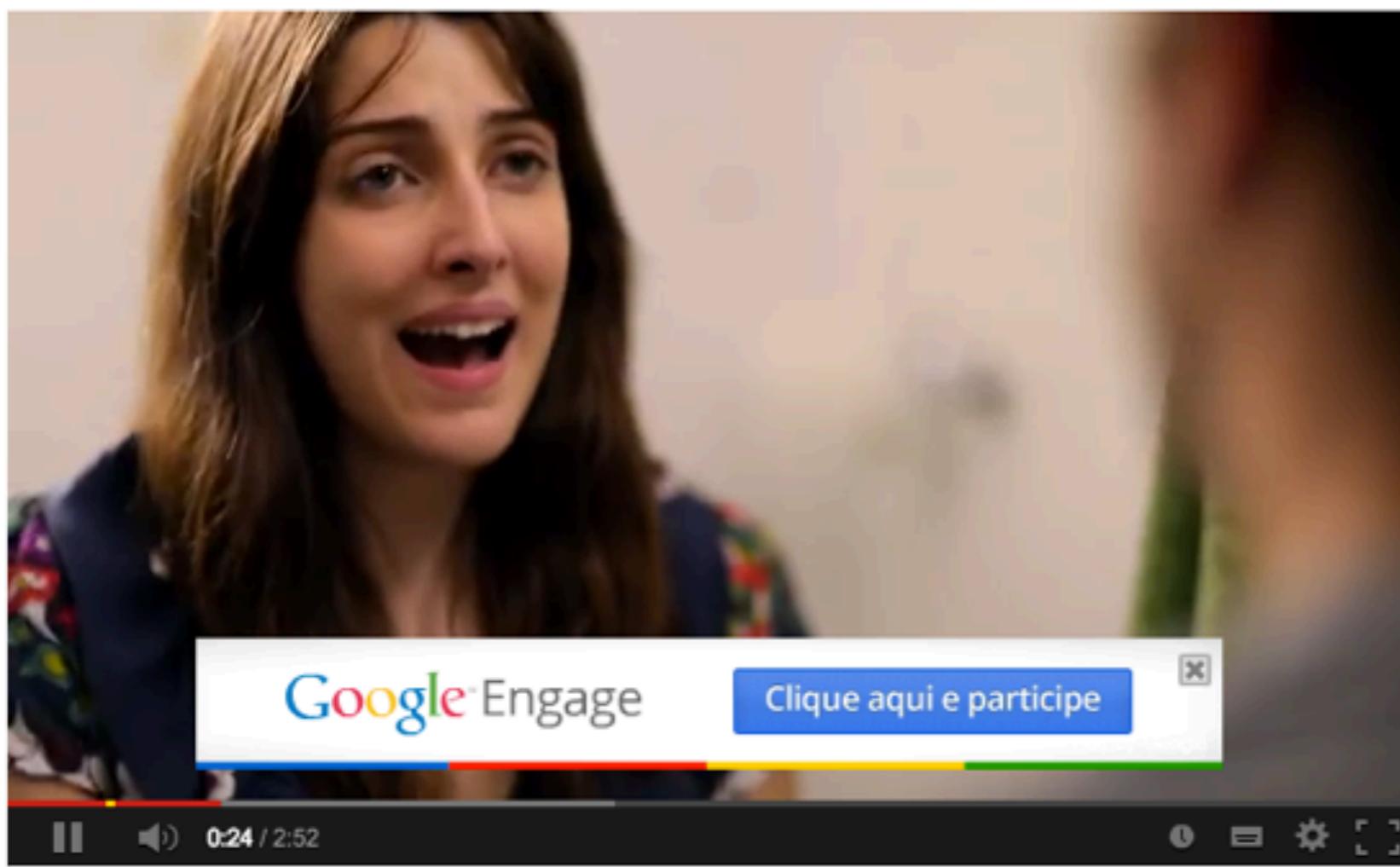
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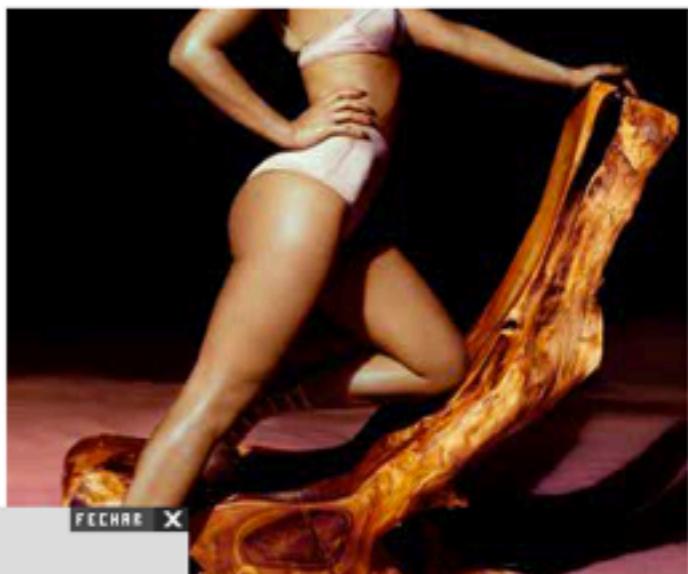
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Studios : Studio 1 (Kingston, JA) Dawn Penn
released "You Don't Love Me" in 1967. Dawn

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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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Mônica de Souza e Raphael Simoens
curtiram isso.

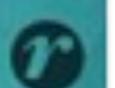
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George Sa Gille curtiu isso.

Curtir

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Itaú

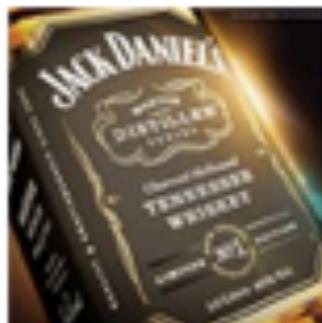
O Dia Mundial Sem Carro já passou, mas podia ser todo dia, né? ;-) #vádebike (foto do...)



5014 210 272

Jack Daniel's Brasil

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



Curtir

Porta dos Fundos

<http://goo.gl/BCUHjr>



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O que você deseja anunciar?

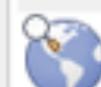
Dica: o que você deseja anunciar?

Selecione um destino do Facebook ou insira um URL:

Insira um URL, um nome de destino ou um ID de destino...

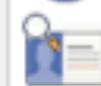
[?]

Procurar



Procurar por URL

Insira um URL externo ou um URL do Facebook.



Procurar por ID de destino

Insira um ID para carregar uma página, um aplicativo, um local ou um evento.

Páginas e Locais



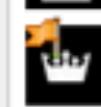
Osklen USA

Página



Instituto e

Página



Osklen

Página



Wanda Rodrigues Fotografia

Página



Mapa de Cultura do Rio de Janeiro

Página

Aplicativos



Leo

Aplicativo



Unnamed App

Aplicativo

Introdução

Escolha o que você deseja anunciar digitando algo na caixa de destino ou clicando em algo na lista abaixo.

- URLs, ex.: nytimes.com
- Páginas, ex.: Osklen
- Locais
- Aplicativos, ex.: Unnamed App
- Eventos
- URLs do Facebook, ex.: facebook.com/osklen

tudo pronto, e agora?

S.A.C.

[ZenDesk, Mantis PHP, Liveperson, Direct Talk, Salesforce ...]

Metricas

[Social Bakers, Scup, BuzzMonitor, Crowdabble, hootsuite, ...]

“Big Data” - Database Marketing

Logistica de armazenamento e controle

Entrega/Transporte

Muito obrigado!

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