

Hoja Worksheet 3.1: Caso estudiado para Case Study for Just-Bella.Com

Resumen Overview

of Business

Jody Riley se considera a sí misma de ser bastante competente digitalmente, habiendo puesto en marcha la franquicia Juice Plus que consiste en la venta al por menor de productos primarios relacionados con la salud a través de medios de comunicación y canal de marketing. Cuando consiguió una cantidad de ahorros considerable de sus bonificaciones, la joven aspirante emprendedora decidió llevar a cabo su idea de negocio y recientemente lanzó su web online de salud y belleza. Having run a successful Juice Plus franchise business retailing health products primarily through social media marketing channels, Jody Riley considered herself to be quite digitally competent. Building up sizable savings from her regular bonuses, the young aspiring entrepreneur decided to pursue her own business idea and recently launched her brand new online health and beauty booking website called www.just-bella.com.

Just Bella.Com es una plataforma que aporta un directorio de locales de belleza, peluquería, maquillaje, spa y fitness services de manera gratuita a lo largo de Liverpool. La app permite a los clientes encontrar rápidamente un local y pedir citas online durante las 24 horas del día, 7 días a la semana los 365 días del año. El objetivo de Just Bella es ahorrar tiempo y eliminar el estrés que supone encontrar y reservar una cita en el mejor local de belleza. is a free online booking platform that provides a comprehensive directory of local hair, beauty, make-up, spa and fitness services in Liverpool. The mobile friendly, interactive booking system enables customers to quickly find local hair, beauty, make-up, spa and fitness deals and to book appointments online 24/7 365 days a year. Just Bella aims to save time and eliminate the stresses associated with finding and reserving the best local beauty appointments.

La web funciona como una herramienta de marketing para peluquerías y salones de belleza y en su página principal puedes encontrar información de todos sus servicios como, precio, ofertas especiales, opiniones de clientes, disponibilidad, para obtener mas citas e incrementar sus ventas. Las empresas tienen acceso a su propio sistema online e independientemente de otros establecimientos pueden controlar la disponibilidad de los servicios que ofrecen, ya sea un masaje o un tratamiento de color para el pelo. A los comercios que se registren online no tendrán ningún coste, sin embargo por cada cita reservada online a través de Just Bella.com una comisión del 15% será cargada al directorio de empresas.

The website acts as a marketing tool for hair and beauty businesses by providing an online presence to showcase their entire services, including; treatment prices, special offers, customer reviews and appointment availability, to ultimately gain more bookings and increase sales revenue. Businesses have access to their own online diary system, so they can independently control their appointment availability for the range of services they offer; whether it be a full body massage or a hair colour treatment.

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There is no cost for businesses to sign up to the website for an online profile, however for each online booking made through Just Bella.com a 15% commission fee is charged to the business listed.

Problem Identification & Diagnostic Identificación del problema y diagnóstico

Jody era consciente de que su negocio no estaba creciendo como esperaba y recurrió a un consultor de negocios en busca de ayuda. En la reunión de asesoramiento Jody explicó que su meta ahora mismo se centraba en los 70 establecimientos de belleza y salud registrados en su web que estaban preparados para recibir citas. Su prioridad era atraer al mayor número de clientes posible hacia su web para empezar a recibir citas. Aunque Jody había conseguido repercusión social debido a familiares, amigos y clientes de anteriores negocios, facilitándole la directa dirección hacia la web, y aún estaba pendiente de asegurar algunas reservas más. Jody era consciente de su gran inversión para crear dicha web y le preocupaba el impacto que podría causar en sus negocios y en su reputación si no empezaba a asegurarse citas. Su principal preocupación era que las empresas asociadas empezaran a cancelar su afiliación a la web.

Cuando le preguntaron que herramientas utilizaba para dirigir clientes a su página web, nombró las siguientes: was concerned that her business was not growing as she hoped and sought out a business advisor for help. At the business advice meeting, Jody explained her current business challenge was that she had successfully listed 70 Liverpool based health and beauty business profiles onto the website, who were ready and waiting to receive bookings. She explained that her immediate business priority was to attract plenty of customers to the website to book their health and beauty appointments. Although Jody had already acquired a large social media following built up of friends, family and clients from her previous business, giving her good platform to immediately drive traffic to the website, she was still securing very few bookings. Having already invested a large amount of money on a professional web developer to build the website, Jody was concerned what impact this would have on her business and reputation if she did not start securing online bookings for the listed businesses. Her immediate concerns were that businesses would start cancelling their membership profile.

When asked what was she was doing to drive traffic to her website, Jody explained that she was primarily using the following digital tools:

- 2-1. Página web Website
- 3-2. Facebook
- 4-3. Twitter

Actividad en grupo Group Activity

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~~Dado que la página web (website) es el núcleo del negocio, el diagnóstico digital empieza con el análisis de dicha web. Due to the website being the core of the whole business, the initial diagnostic began with the website.~~

1. WEBSITE WEBSITE:

- ~~¿Qué más información necesitas por parte de Jody? What further information do you need from Jody?~~
- ~~¿Qué le preguntarías y por qué? What questions would you ask and why?~~

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Business Advisors Overall Approach Planteamiento general de los asesores

EL planteamiento general de los asesores durante la reunion fue preguntar para: The advisors overall approach throughout the meeting was to ask questions to:

Encontrar porque el tráfico de la página web era lento Find out WHY website traffic was low

Averiguar porque razón habían escogido las herramientas digitales usadas para dirigir a la página web y si eran las herramientas apropiadas para el negocio.

Descubrir como estaban siendo usadas estrategicamente estas herramientas para dirigir el objetivo público hacia su web -¿Se está sacando el máximo rendimiento? Find out WHY each of these digital tools was being used to drive traffic to the website - i.e. are they the right tools for the business?

Find out HOW each of digital tool was being used strategically to drive the target market to the website - Are the tools being fully utilised?

Una vez que estos puntos se hayan resuelto, posibilitará la mejora de la web Once information from points 1 & 2, had been retrieved only then would this enable

Esto será útil para identificar la falta de datos en habilidades y conocimientos para introducir otras oportunidades de Mercado que no han sido consideradas para beneficiar al empresario y a la empresa. To IDENTIFY gaps in skills and knowledge in order to introduce other various digital marketing opportunities that had not yet been explored that could benefit the entrepreneur and business.

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1. WEBSITE:

Preguntas de los asesores/Soluciones y respuestas de Jody~~Business Advisors Questions/ Solutions & Jody's Answers:~~

How do you monitor and measure traffic? ¿Cómo controlas y mides el tráfico?

Jody explicó que a través de un Contador de web es como sabía que la web estaba recibiendo pocas visitas y por consiguiente casi ninguna cita. Aunque Jody tuviera un contador de web, es necesario ver de donde viene ese tráfico para descubrir si su publicidad estaba trabajando o no.~~Jody had a web counter and explained that is how she knows the website is receiving very little traffic and therefore hardly any bookings. Although Jody had a web counter in place, it was important to find out exactly where the traffic was coming from to find out what marketing is currently working/ not working.~~

How do you monitor and measure where the website traffic has come from i.e. Facebook, Twitter, Google? ¿Cómo cotrolas y mides si el táfico web proviene por ejemplo de Facebook, Twitter o Google?

Jody no tenía la manera de descubrir como la gente había encontrado su web y no obtenía ningún dato del visitante a menos que se registrara en sus servicios. Con esto ella no podía saber que métodos de publicidad estaban trabajando y cuales no y donde su tiempo estaba siendo bien empleado.~~Jody had no system in place to indicate how people had found her website nor did she capture any site visitors data unless they actively signed up to use the services. This indicated that she did not know what current marketing methods were working or not working and what her time was worth investing in.~~

Las soluciones analizadas para controlar y medir el tráfico web fueron:~~Solutions to monitor and measure website traffic were explored as follows:~~

- Google Analytics

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Para controlar el tráfico web en campañas publicitarias se le aconsejó usar free tools como Google Analytics para investigar su tráfico social y su mejora. Esta herramienta es una web que ofrece un servicio analítico gratuito por Google que sigue la pista e informa del tráfico de la página web. Esto la ayudará a buscar las claves del rendimiento de su publicidad lo cual es clave para mantener el control y puede ayudar a la hora de justificar un aumento del presupuesto. For digital campaigns to monitor website traffic Jody was advised that she could simply look into her social traffic and conversions using free tools such as Google Analytics. Google Analytics is a free web analytics service offered by Google that tracks and reports website traffic. The benefits of using this tool is that it will help her to look at her digital marketing KPIs which is essential to keeping campaigns on track and can be helpful when it comes to justifying increased budgets.

• Formulario de inscripción Sign up Form

Se recomienda hacer un pequeño formulario de inscripción de la web preguntando por información como la dirección de correo electrónico y como había conocido dicha web ofreciendole al cliente algo de valor, por ejemplo, gana un premio mensual- a cambio de proporcionar algunos detalles. A simple sign up form on the website was recommended, asking for information such as an 'email address and how did you hear about us', along with offering something of value to the customer/enquirer i.e. win a prize in monthly draw in exchange for details.

Los beneficios de esta herramienta permitirán a Jody sacar informes semanal o mensualmente para conocer que actividad publicitaria estaba trabajando exitosamente dirigiendo a los usuarios hacia la web. Esto la ayudaba para tomar decisiones sobre que métodos continuar usando y cuales no y además le ahorra tiempo y dinero a largo plazo. The benefits of this tool would be to allow Jody to pull weekly or monthly reports, to analyse what marketing activity was successfully driving users to the site, helping her to make informed decisions regarding what marketing methods to continue or discontinue using. Therefore saving her time and money in the long run.

• Mail Chimp

Junto al formulario para captar potenciales datos sobre clientes que ayude a reservar mas citas, tambien se sugirió usar Mail Chimp. Mail Chimp es un proveedor de servicios de marketing por correo electrónico que ayuda a la gente interesada en un producto o servicio a suscribirse y recibir información como ofertas especiales cerca de su área local, descuentos, etc. In conjunction with the sign up form to capture potential customers data and to help encourage bookings, Mail Chimp was also suggested as a digital solution. Mail Chimp is a web based email marketing tool that enables people interested in a businesses products/ services to subscribe to the businesses emailing list to keep up to date with information such as special deals in their local area/ discounts etc.

Esta solución ayudaba a construir una base de datos que ayudaba a mantener el contacto con los dirigentes fomentandolos hasta que esten dispuestos a comprar, creando un ambiente familiar para captar su atención hacia su web, "llamado marketing en circuito cerrado". Los informes de Mail Chimp permiten a los usuarios seguir la pista de las emails en función de cuantos fueron leídos, cuantos hicieron click, y por consiguiente ayudando a la empresa a crecer y mejorar en su rendimiento de marketing a medida que pasa el tiempo. This solution was recommended to help build and maintain a database, in order to keep in contact with leads until they are ready to buy by nurturing them, build familiarity to ultimately entice them to make a booking through her website, therefore 'creating a marketing loop'. Mail Chimps reports allow users to keep track of the success of the emails in terms of how many were read, how many links were clicked on, therefore helping the business to grow and improve marketing performance over time.

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What other marketing tools/ methods are using drive traffic to the website and to get the website noticed? — ¿Qué otras herramientas/métodos de marketing están siendo usados para aumentar el tráfico hacia la página web y como queda constatado? —

Jody incluía su dirección web en todos los materiales de marketing, propagandas, encabezados, tarjetas de negocios, panfletos y firma de correo electrónico para recordar a sus clientes y contactos sobre su página web. La respuesta a esta pregunta ayudó a indentificar la falta de conocimiento sobre nuevas oportunidades de marketing que Jody desconocía. Jody included her website address on all marketing materials, advertising, letterheads, business cards, leaflets and e-mail signatures to remind all potential customers and contacts about her website. The answer to this question helped to identify gaps in knowledge of other digital/ marketing opportunities that Jody had not yet explored.

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How do you ensure the websites visibility is high in the search engine rankings such as Google? — Cómo garantizar una alta visibilidad de la página web en motores de búsqueda como Google? —

Jody no estaba implantando ningún método de posicionamiento u optimización en motores de búsqueda (conocido como SEO) tales como Blogs, palabras clave, contenidos de calidad que ayuden a mejorar la visibilidad de la web en los motores de búsqueda. Esto se debja a la falta de conocimiento sobre SEO y la suposición de que el diseñador de la web (el experto) aseguraría que la página web tuviera una buena clasificación. This question identified that Jody was not implementing any methods of Search Engine Optimisation (SEO) such as Blogs, Key Words, Quality Web Content which helps to improve the website's visibility in the search engines. This was simply due to lack of knowledge regarding SEO and the assumption that the web developer (the expert) would have ensured the website was high in the rankings.

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La importancia The importance of SEO fue explicada: was explained:—

- Cuando una página recibe altos resultados de búsqueda, mas visitantes conseguirá y por tanto más citas. The higher the website is ranked in search results, the more visitors it is likely to receive, therefore the more bookings.
- Los resultados de búsqueda son normalmente el primer recurso para los usuarios de internet que buscan algún producto o servicio online, los resultados de los motores de búsqueda se basan en diferentes criterios como, palabras clave, calidad del contenido y enlaces entrantes. Search engines are often the first port of call for Internet users searching for products or services online and that the search engines rank search results based on various criteria, including keywords, quality content and inbound links.
- La frecuencia e importancia del uso de palabras clave reside en la cantidad y calidad de links de otras páginas webs. The relevance and frequency of keywords related to a user's search is taken into account, as is the quantity and quality of links from other websites.
- Diseño, contenido, calidad y aspectos técnicos son aspectos que intervienen en la búsqueda de la página web y sería valioso preguntar por una segunda opinión a un desarrollador de websites/o un profesional relacionado con estos aspectos. Design, content, quality and technical issues all impact on the website's search ranking, and that it would be worth getting a second expert opinion from a web developer/ professional regarding these aspects.

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Para ayudar a mejorar la visibilidad de la página web en los motores de búsqueda, se discutieron las siguientes SEO medidas: To help improve the websites visibility in the search engines, the following SEO opportunities were explored and benefits discussed:

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• **Un directorio empresarial y directorio industrial que esté bien establecido online** Well-established online Business Directories and Specialist Industry Directories - para ser usado como un posible conductor de clientes hacia la página web, por ejemplo el uso de las Páginas Amarillas(The Yellow Papers) y Guías telefónicas (Thomson Local), to be used as a form of driving prospective customers to the website such as Yellow Pages and Thomson Local www.yell.com and www.thomsonlocal.com.

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• **Google AdWords(anuncios de Google)** .En Reino Unido el 85% de las búsquedas son completadas por las palabras clave de los motores de búsqueda de Google(las palabras que la gente introduce cuando buscan un determinado producto o servicio), a Jody se le sugirió usarlo. In the UK over 85% of searches are completed on Google keywords (words that people input into Google when searching for a product or service), it was suggested that Jody uses Google Adwords. <https://adwords.google.com/KeywordPlanner> para investigar que palabras son usadas con mas frecuencia a la hora de buscar por un salón o tratamiento de belleza. research the most popular search terms for when a potential customer is searching Google for a 'salon or treatments'.

• **Pago por click y per-click advertising** - es un modelo de publicidad en internet en el que el anunciante paga sus anuncios a la web que los presenta mediante una tarifa basada en el número de clics que se hacen en el anuncio. is an advertising model in which advertisers pay online publishers a fee every time their advertisement is clicked by an Internet user. A carefully monitored PPC campaign can be cost effective, as you will only pay when users click on the advertisement.

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• **Contenido/ Web Copy**

La calidad del contenido prioriza los oferentes motores de búsqueda. As search engine providers prioritise quality content in the search rankings, this naturally led to the question-

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Se aconsejó a Jody asistir a los siguientes cursos de medios sociales en la organización de mujeres para aumentar su conocimiento y entendimiento. was advised to attend the following social media courses at The Women's Organisation to increase her knowledge and understanding.

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- Mail Chimp
- **Comprendiendo** Understanding SEO

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Can you describe to what the type of content you are using to attract visitors to the website? Puede contarnos que tipo de contenido usa para atraer visitas a su web?

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Jody no era consciente de la existencia de herramientas digitales y por tanto no las usaba. Para sacarle calidad al contenido se le recomendó la herramienta digital. Jody was not using any digital content tools simply because she was not aware they existed. To source quality content the digital tool **Google Alerts** was recommended.

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Los beneficios de esta herramienta se explican en términos de suministrar contenido diario útil para su negocio que podría compartirse en su web o en las cuentas de redes sociales para interactuar con el público con el objetivo de dar información sobre “Tendencias en cabello y belleza 2016”. The benefits of this digital tool was explained in terms of readily supplying a daily abundance of useful, industry content relevant to her business that could be shared onto her website or social media accounts to engage with the target audience, such as information about ‘Top hair and beauty trends in 2016’.

La calidad del contenido puede provocar que se repitan las visitas. Además se le animó a añadir a menudo nueva información, incluyendo información al día de nuevos productos y servicios para fomentar visitas regularmente a la web para no perderse las novedades. Quality content encourages repeat visits. Therefore was encouraged to add new content frequently, including up-to-date information about new products and services to encourage visitors to return to the booking website on a regular basis.

Los beneficios de compartir contenido de calidad es que atrae y mantiene a mas seguidores, capta el interés, demuestra experiencia en la industria y credibilidad. The benefits of sharing quality content is that it attracts and maintains followers, captures interests, showcases industry expertise and credibility.

• Blogs

Blogs (or weblogs) permite a los usuarios escribir, publicar y distribuir información rápidamente online. Pueden ser pequeñas webs independientes o una opción de una web mayor. Un blog es un método útil de añadir nueva información a la web. Normalmente son inactivos lo que le permite a los lectores contestar a preguntas, añadir comentarios, mejorar el perfil de la empresa y dirigir a la audiencia hacia la web. Las herramientas para blogs recomendados fueron las siguientes: allow users to write, publish and distribute information quickly online. They can be standalone micro-websites, or a feature of an established, bigger website. A blog is a useful method of adding fresh content to a website. Blogs are often interactive, allowing readers to post responses and other comments and can raise the profile of the business and draw the target audience to the website. Blog tool solutions recommended were as follows:

- Blogger www.blogger.com
- Word Press www.wordpress.com

Se le recomendó a Jody asistir a un curso sobre “blogging” en la asociación de mujeres para ayudarla a decidir sobre que blog tool usar. Jody was advised to attend free blogging course at The Women’s Organisation to help make an informed decision about which blog tool to use.

Otras herramientas que analizaron fueron videos para atraer y envolver a visitantes. Other digital tools explored, were videos to the website to attract and engage with visitors.

Actividad de Grupo. Group Activity

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2. FACEBOOK:

- What further information do you need from Jody? ¿Qué más información necesitas por parte de Jody?
- What questions would you ask about using Facebook as a marketing tool to drive traffic to the website and why? ¿Qué preguntas harías sobre usar Facebook como una herramienta de marketing para crear más tráfico hacia la web y por qué?

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Preguntas de los asesores/Soluciones y respuestas de Jody: Business Advisors Questions/ Solutions & Jody's Answers:

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Preguntas de los asesores/Soluciones y respuestas de Jody: Business Advisor's Questions/ Solutions and Jody's answers:

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¿Cuántos seguidores tienes? How many followers do you have?

1,050

¿Por qué estas usando esta herramienta y cómo la estas usando para direccionar a clientes desde facebook hasta la web? Why are you using this tool and how are you using the tool to drive face book followers to make booking through the website?

Jody explicó que usaba Facebook como una sencilla manera de invitar a familia , amigos y anteriores clientes a darle a me gusta y compartirlo en la página de Facebook y también para dirigir a los seguidores de Facebook hacia su web incentivandolos con “ entra en la competición y gana un maquillaje con Just Bella” de esta manera gana valor entre su red de amigos para ir potencialmente ganando mas adelante.

También pagó por usar publicidad en Facebook para aumentar sus entradas y así alcanzar los objetivos demográficos de mercado que había seleccionado en Facebook para informar sobre su web. Imágenes de profesionales, atractivos cabellos, belleza y maquillaje se incluyeron junto con weblinks con ofertas especiales para atraer y dirigir tráfico hacia la web. Este fue el único contenido publicado. Jody explained that she was using Facebook as an easy way to initially build a following by inviting family, friends and past clients to like and share her facebook business page, and to also use as a tool to drive Facebook followers to the website by incentivising them with competitions to ‘win a free makeover with Just-Bella’ worth a certain value simply by sharing her facebook page with their own network of friends to potentially win.

Facebook paid for advertisements were also used to ‘boost her posts’ to reach the target markets demographics that she has selected on the Facebook tool to inform them about Just Bella. Attractive professional hair, beauty and make up images were purchased from shutterstock and posted with weblinks of particular businesses special offers to attract and drive traffic to the website to make bookings. Apart from this no other content was posted.

Estas respuestas revelaron el nivel de conocimiento y habilidades sobre herramientas digitales ayudando a identificar cualquier duda sobre la que el asesor debiera ayudar a mejorar. These questions revealed the level of skills and knowledge of the digital tool, helping to identify any gaps in knowledge of the tool that the advisor could help improve. Dichas preguntas resaltaron que el contenido se centró principalmente en tratar de hacer una venta en lugar de interesarse por el contenido de la empresa con respecto a la industria del cabello, salud y belleza. Por lo tanto, discutimos sobre la importancia de la calidad del contenido que sirve para mantener el interés de la audiencia para finalmente conducirlos a la web y para evitar dejar de ser seguido. Such questions highlighted that the content focused mainly on trying to make a sale rather than interesting industry content regarding the hair, health and beauty industry. Therefore we discussed the importance of quality content to maintain the interest of her target audience to ultimately drive them to the website and to avoid being ‘unfollowed’.

Se consideró la idea de escribir su propio blog sobre temas de belleza, trucos y consejos para variar el contenido publicado cada día. Sin embargo, se descartó debido a la periodicidad con la que las publicaciones necesitaban ser expuestas para promover una amplia variedad de negocios, esto les llevaría mucho tiempo de investigación si publicaran casi todos los días.

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Para el uso eficiente del tiempo, la solución elegida para atraer a más seguidores hacia la web fue por medio de Facebook a través de Google Alerts. Esta herramienta digital permite compartir y obtener contenidos de calidad para que la gente esté al tanto de las últimas noticias y desarrollos captando la atención de la audiencia por medio de redes sociales. Las ventajas de compartir contenidos es que atrae y mantiene seguidores, capta el interés, muestra la experiencia industrial, credibilidad y le ahorrará tiempo de investigación o de escribir su propio contenido. ~~The option of writing her own blog regarding interesting beauty topics, hints and tips was explored to help vary the type of content posted out daily was considered. However, the conclusion was that for the frequency of information that needed to be posted to promote the vast range of business services on her website, this would be too time consuming to research information, construct a blog and post out almost every day.~~

~~For time efficiencies the chosen content solution to further encourage followers and traffic to the website via Facebook was Google Alerts. This digital tool is beneficial in terms of keeping up to date with news and industry developments, enabling to source and share quality content to engage with the target audience via social media channels. The benefits of sharing quality content is that it attracts and maintains followers, captures interests, showcases industry expertise, credibility and will save Jody time researching and writing her own content.~~

¿How do you monitor and measure your marketing activity on Facebook to know what is working and what is not working?Cómo controlas y mides tu acción comercial en Facebook para saber si está funcionando o no?

Jody conocía la "Jody knew of the Facebook Insights Tool" la cual aporta información sobre la actuación de la Pagina de empresas en facebook, permitiendole ver como la gente encuentra y responde a sus entradas. Era una manera de mejorar y cambiar su tipo de contenido en vez de vender todo el tiempo. Para aumentar su conocimiento sobre esta herramienta y así sacarle el máximo provecho, el asesor le recomendó asistir al taller de Facebook para empresas impartido en la asociación de mujeres. ~~that provides information about the Facebook Business Page's performance allowing her to see how people are discovering and responding to her posts. It was just a case of improving and varying the type of content she is posting, instead of selling all the time. To enhance her knowledge further in order to fully utilise Facebook as a digital marketing tool, the advisor recommended that Jody attends the Facebook for Business workshop at The Women's Organisation enhance her knowledge.~~

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Actividad de Grupo: ~~Group Activity~~

3. TWITTER:

- ~~What further information do you need from Jody?; Qué más información necesitas por parte de Jody?~~
- ~~¿What questions would you ask about using twitter as a marketing tool to drive traffic to the website and why?; Qué preguntas le harías sobre usar twitter como herramienta de marketing para ganar visitas a su web y por qué?~~

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Preguntas de los asesores/Soluciones y respuestas Business Advisors Questions/ Solutions & Jody's

Answers:

- Why are you using this tool? ¿Por qué usas esta herramienta?
- How are you using the tool to drive traffic to the website and what are the benefits? ¿Cómo estas usando esta herramienta para dirigir tráfico hacia tu página y cuales son sus beneficios?

Why are you using this tool and how are you using the tool to drive Twitter followers to make booking through the website? ¿Por qué usas esta herramienta y cómo la usas para hacer que los seguidores de Twitter se dirijan hacia la web para hacer reservas online?

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Es fácil empezar con la familia y amigos mandando una invitación a sus seguidores pero esto no llega a conseguir muchas reservas ya que sus familiares y amigos no son clientes deseados. For twitter again, being a new business it was easy to start with Jody building a following by inviting family and friends to follow her twitter business page to their own followers, however this wasn't resulting in a lot of bookings. It was clear to understand why it was not resulting in a lot of bookings as all her family and friends are not her target customers.

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El asesor preguntó The advisor then asked: - What are you doing to attract the right target market to the website via twitter?, ¿Qué estas haciendo para atraer hacia la web al sector, al que va destinado vía Twitter?,

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Su única medida era intentar atraer estratégicamente a los clientes deseados para dirigirlos a la página web bajo el título de "gana un cambio de look gratuito con Just Bella" a cambio de compartir y darle a me gusta a su página. The only thing she was doing to try and strategically attract the right target audience and drive traffic to the website via twitter, was incentivising followers with competitions to 'win a free makeover with Just Bella' instructing them to share and like her page to win.

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Esto ayudaba a ver que herramientas no estaban siendo utilizadas correctamente. El asesor preguntó sobre el uso de This helped to identify the tools that she was not using. Therefore the advisor asked, if she knew about Hashtags and Twitter Analytics que atraen a clientes y los persuade de visitar la web. Jody no usaba ninguna de estas estrategias. used to strategically attract the target audience and building up a following to entice to her website. At the time she was not aware of either.

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Los Hashtags se usan para subrayar temas clave en twitter y funciona como otra manera de ver a gente con tus mismos intereses. are used to highlight key themes on twitter and is used as another way to draw the right people with the same interests to your twitter account. Twitter Analytics es una herramienta que ayudaría a Jody a medir su éxito en Twitter en relación con que tweets son mas populares, llegan mas lejos, etc , de ahí en adelante se podría averiguar que tipo de tweets y que contenidos producen unos mejores resultados atrayendo a mas seguidores que podrían ser compradores. is a tool that would help Jody to measure success on Twitter, in terms of what tweets are most popular, have a large reach etc, so that moving forward she would know what type of tweets and content produces the best results, and therefore attracts more followers to convert into sales.

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Twitter Analytics fue la solución acordada para ayudar a controlar que tweets y contenido son mas efectivos a la hora de llamar la atención de los seguidores y atraerlos hacia la web. Sus ventajas es que es gratuita y ayuda a las empresas a medir sus menciones, seguidores, la demografía de los seguidores como género y localización, y rápidos clics que te dirigen al contenido de la web.

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was the agreed solution to help monitor what tweets and content are most effective in terms of engaging with the followers and attracting the right followers to the website. The benefits of this tool are that it is free to use and it enables businesses to measure mentions, followers, demographics of followers such as gender and location, and track clicks of content from a website, which is extremely helpful when developing content strategy for Just Bella.

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Hashtags — Las ventajas de usar The benefits of using hashtags en las redes sociales es que crea la oportunidad única de contactar con sus fans e implementar nuevas estrategias de Mercado. Cuando un usuario pincha en el within social media is that it creates a unique opportunity for Just Bella to connect with their fans and implement new branding strategies. When a hashtag, este lo dirige hacia una lista de otros tweets que incluyen el mismo, is clicked on, it leads the user to a list of other tweets that included the same hashtag en el que están interesados, haciendo posible entablar una conversación basado en los temas que te interesan y posibilitando tener mas seguidores, that they are interested in, making it possible to engage in Twitter conversations based on these discussion topics and gain more followers. Hashtags también pueden ser prácticos en also suggested to be applied to Instagram.

Tambien se le recomendó a Jody asistir a los talleres de Twitter para empresas en la asociación de mujeres para mejorar sus conocimientos y sacarle el máximo rendimiento a la herramienta. It was also recommended that Jody attends the Twitter for Business workshop at The Women's Organisation to enhance her knowledge in order to fully utilise the tool.

Otras preguntas :

Other Questions-

How do you manage your social media marketing channels? ¿Cómo manejabas tus medios de comunicación sociales?

Jody no tenía ninguna herramienta lista para controlar de donde provenía el tráfico y por tanto no conocía donde podía mejor invertir su tiempo.

As Jody didn't have any tool or system in place to monitor where the website traffic was coming from and therefore she didn't know where best to spend her time, to find out how efficiently she was managing her time the next questions asked were-

How much time do you spend online marketing your business? ¿Cuánto tiempo le dedicas a promocionar tu empresa online?

Jody le dedicaba mediodía de su trabajo a los medios de comunicación y cuyos contenidos o comentarios no habían sido preparados previamente de ninguna manera, Jody spent half of her working day on her social media marketing, of which content or posts were not pre-planned planned or organised in any manner.

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¿Cómo manejas tus medios de comunicación sociales? How do you manage your social media marketing channels?

Por el momento Jody no tenía un sistema que manejara su tiempo eficientemente con la suficiente antelación y entraba de manera individual en cada red social para compartir o escribir la misma información, lo cual le quitaba tiempo. Esto dio lugar a una pregunta " Jody currently didn't have a system in place to manage her time efficiently and was logging into each and every individual social network to schedule the same post most of the time, which was very time consuming. This prompted the question: ¿Tienes un plan de estrategia de Mercado actualmente? Do you have a strategic social media marketing plan in place?"

Lo cual Jody admitió que no y era la razón de malgastar tiempo. Se discutió la cooperación de diferentes herramientas sociales para que pensara en como podía usarlas estratégicamente. Las opciones analizadas fueron Jody revealed that she did not which indicated the reason why she could be wasting so much time. The collaboration of different social media tools were discussed to get her to think about how she can use them more strategically. The social media management options explored were Hootsuite, Buffer y and Sprout Social. Todas estas herramientas permiten al usuario entrar en una cuenta que maneje todas sus redes sociales permitiéndole exponer información en multiples canales a la vez. All these tools allow the user to log into the one account, which then manages all of the social media accounts on the one page, allowing posts to be scheduled to multiple channels in one place.

Como Jody estaba usando diversos canales sociales, todos ellos de importancia para atraer usuarios a su web , tuvo sentido implementar sistemas de manejo hacia sus redes sociales que le ahorraría tiempo. Las ventajas de este sistema es que puede manejar desde una cuenta todas sus redes sociales, permitiéndole publicar en diversos canales a la vez lo que le ahorra tiempo para decidir las prioridades de su negocio. También se le recomendó atender "As Jody was using multiple social media channels all relevant to her business to engage and attract users to the site, it made sense to implement social media management system for time saving efficiencies. The benefit of this social media management tool is that you log into the one account, which then manages all of the social media accounts on the one page, allowing posts to be scheduled to multiple channels in one place, therefore saving time to focus on business priorities. It was also recommended that Jody attends el "the Hootsuite for Business workshop at The Women's Organisation" para realzar sus conocimientos, sacar el mayor rendimiento, un uso eficiente del tiempo y ayudar a crear un plan estratégico de mercado que ayude al crecimiento de su empresa. ,to enhance her knowledge in order to fully utilise Hootsuite as a social media management tool for time efficiencies and to help develop an overall long term strategic marketing plan to help grow the business.

Otros puntos tratados her Discussion Points

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- What lessons have you learnt as an advisor to take away from this case study to use with clients? ¿Qué conclusiones sacas de este caso para ser usado como asesor con otros clientes?
- What other questions would you have asked? ¿Qué otras preguntas harías?
- ¿What other solutions would you have recommended? ¿Qué otras soluciones propondrías?
- En relación con las herramientas digitales usadas y recomendadas, ¿Cual destaca en este caso? In relation to the following digital tools used and recommended which digital competence does this case highlight:

Facebook		<p>1. Information Management (Información gerencial) : estar equipada para identificar, localizar, acceder, recuperar datos, organizar y almacenar información de las funciones de la empresa para facilitar la mejor decisión para empezar o crecer como empresa. be equipped to-</p> <p>1. identify, locate, access, retrieve, store and organise information from all business functions to facilitate more informed decision making for business start up and growth</p> <p>2. Colaboraciónlaboration: entender el alcance y el role de las herramientas digitales y su vínculo con otras que les permita participar en sistemas y comunidades online, interactuando de manera constructiva con socios externos. understand the range of and the role of the various digital tools and technologies available to link with others, participate in online networks & communities, interact constructively with external stakeholders-</p> <p>3. Comunicar y compartircommunication and Sharing:</p>
Twitter		
Instagram		
Mail Chimp		
Hootsuite		
Google Analytics		
Blogs		
Facebook Analytics		

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Twitter Analytics		
Mail Chimp		<p><u>desarrolla y diseña planes de acciones de Mercado para comunicar y realizar actividades de Mercado a través de herramientas online teniendo en cuenta la privacidad, seguridad y las normas de educación</u> develop action plans and design to communicate, market and undertake marketing related activities through online tools, taking into account privacy, safety and netiquette</p> <p>4. <u>Creación de contenido e información</u> creation of content and information <u>knowledge: entender las necesidades y como integrar y desarrollar los conocimientos y contenidos previamente utilizados. También crea nueva información y desarrolla temas importantes para el éxito de su comercialización.</u> understand the need to and how to integrate and re-elaborate previous knowledge and content, construct new knowledge and develop relevant content which is critical for successful digital marketing.</p> <p>5. <u>Ética y responsabilidades:</u> Ethics <u>comportarse de un modo ético y responsable, lejos de acciones ilegales.</u> and <u>Responsibility: behave in an ethical and responsible way, aware of legal frames</u></p> <p>6. <u>Evaluación y resolución del problema</u> and Problem Solving: <u>identifica necesidades digitales, resuelve problemas usando medios digitales, evalúa la información almacenada y lo usa para idear una estrategia digital para una pequeña empresa</u> identify digital needs, solve problems through digital means, assess the information retrieved and use this to devise a digital strategy for a small firm</p>

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APÉNDICE X

Examples of initial (wider) business/ marketing questions asked/Ejemplos de preguntas iniciales sobre marketing/negocios consultadas:-

- ¿A que Mercado van destinados tus objetivos (demográficamente/psicológicamente)? Who is the target market you are aiming your services at (demographic/psychographic)?
- Why the target audience, would use her services? ¿Por qué al Mercado dirigido utilizaría sus servicios?
- ¿Cómo está actuando la empresa? How is the industry performing?
- ¿Quién es la competencia? Who the competition?
- ¿What is the marketing message? Cuál es el mensaje de comercialización?
- ¿Cuál es tu vía hacia el Mercado? What is your route to market?
- ¿Tienes una estrategia de marketing? Do you have a marketing plan?
- ¿Tienes una estrategia social de Mercado? Do you have a social media marketing plan?

Las siguientes preguntas fueron hechas con el objetivo de extraer información y descubrir los problemas que quizás afecten al tráfico de la web. The following diagnostic questions were asked to draw information and uncover issues that maybe affecting driving traffic to the website.

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