

TECNOLOGIAS DE MARKETING DIGITAL

PARA A INDÚSTRIA E DISTRIBUIÇÃO

19/07/2017 – 15:00

DIOCÉLIO D. GOULART



SOFTWARE



DIOCÉLIO D. GOULART

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Diocélio D. Goulart é formado em ciência da computação pela Fumec – MG, tem pós graduação em Telecomunicações e comunicação de dados e Gestão de Projetos.

Formação Avançada

MBA Executivo na Fundação Dom Cabral e o PDC – Programa de Desenvolvimento de Conselheiros

Mestrado Profissional em Administração na PUC-Minas, com ênfase em estratégia e inovação. O tema de sua pesquisa foi “Cultura organizacional e Inovação”.
Gerenciamento de projetos, ITIL Foundations e ITIL Manager.

Competências

Consultor empresarial há mais de 10 anos, atuando nas áreas de TI (Governança, Segurança, Processos e Projetos), Estratégia e Inovação.
Conselheiro consultivo e de Administração.
Advisor de empresas de setores diversos, a saber: agronegócio, energia, transportes, infraestrutura, TIC, manufatura e varejo.

Empresário há 20 anos, empreendendo negócios nas área de Tecnologia da Informação e finanças estruturadas.
Professor especialista em TI e Marketing Digital e Sponsor da FDC.
Professor de Finanças do IGTI.



A I2 SOFTWARE



A i2 é uma empresa especializada em soluções para integrações de sistemas que utiliza tecnologias e padrões como:

B2B – Business
to Business,

EDI – Electronic
Data
Interchange,

API –
Application
Program
Interface,
WebServices

Portais B2C –
Business to
Consumer.

Além disto a i2
é partner da
AWS – Amazon
Web Services
para o
desenvolvimento
de soluções
Cloud
Computing.

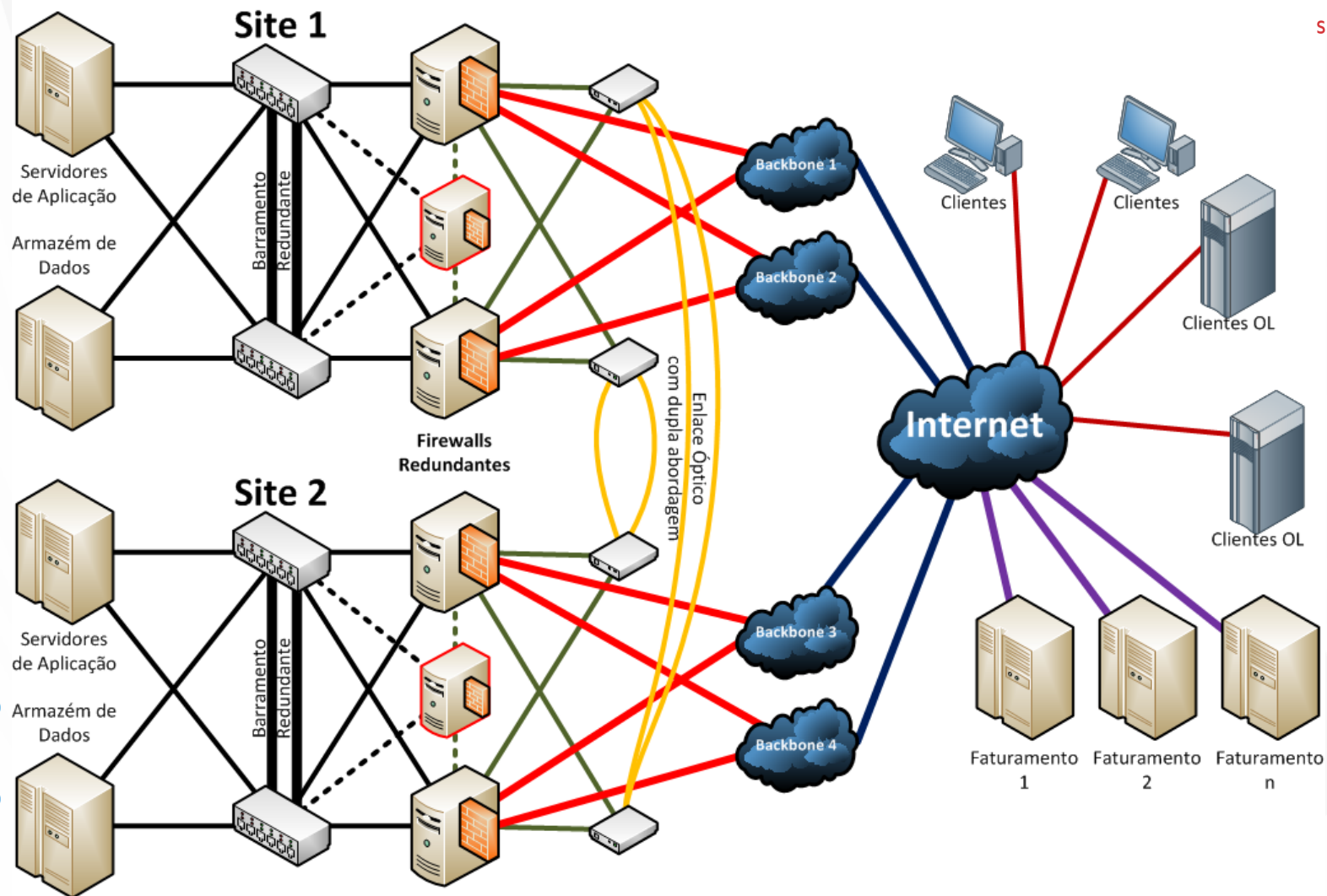
ALGUNS CLIENTES



COMPANHIA NACIONAL DE ÁLCOOL



INFRAESTRUTURA SAAS



PI
ELET



APP PEDIDO ELETRÔNICO



MARKETING DIGITAL



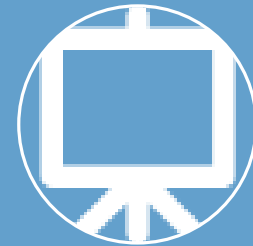
Promoção de produtos ou marcas através dos meios digitais.



Conjunto de atividades que a organização executa on-line com o intuito de gerar novos negócios, criar relacionamentos ou promover a identidade e reputação da marca.



Métricas mais claras e facilidade de mensuração.

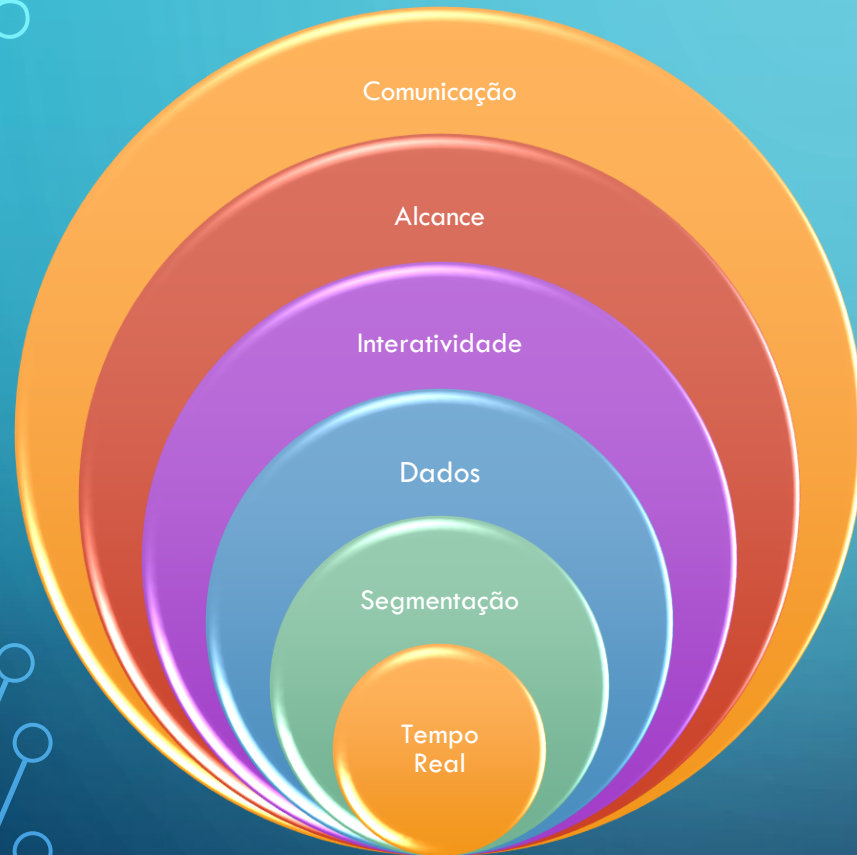


Podemos dividir em:

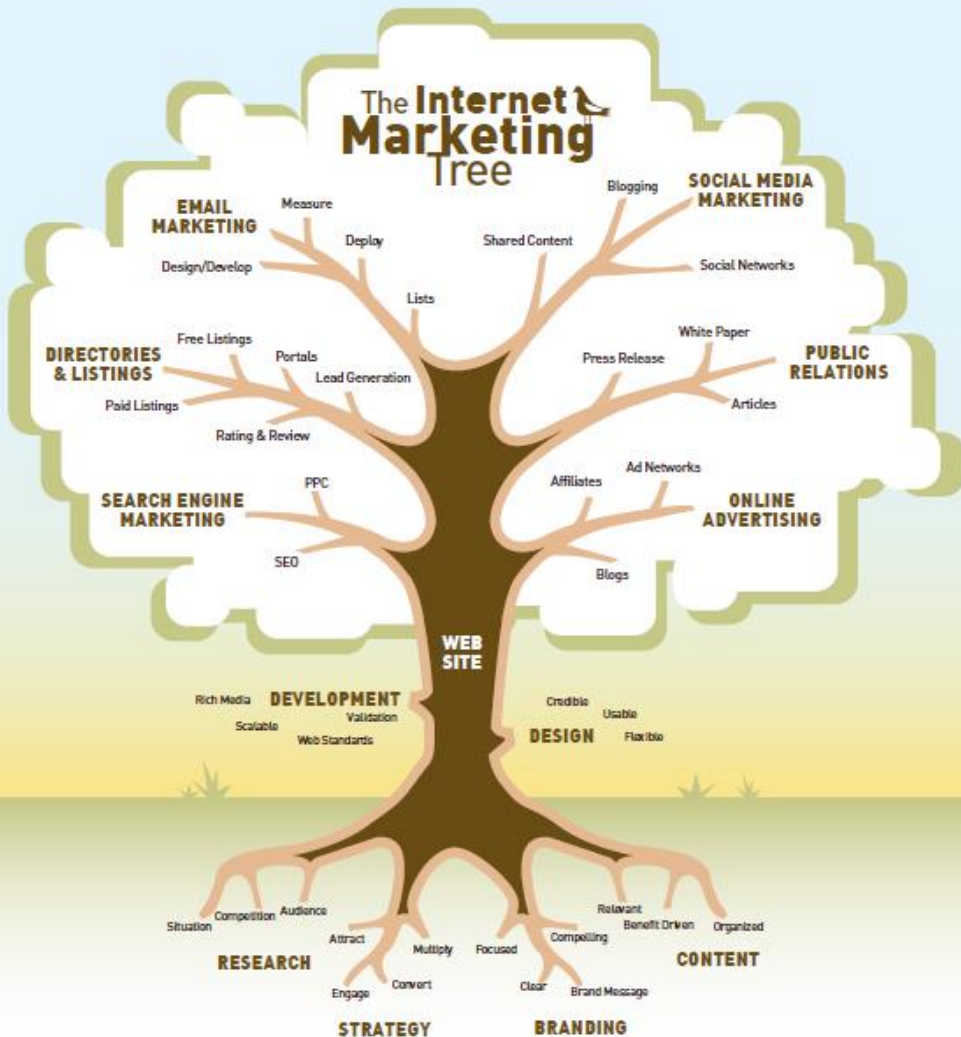
- **Inbound Marketing**
- **Outbound marketing**



VANTAGENS



A ÁRVORE DO MARKETING NA INTERNET



The Internet Marketing Tree

The Genesis

As a web designer and internet marketing professional, I have always searched for ways to better understand and explain my industry as it constantly grows and changes. With so many terms, technologies and tactics to keep track of, I had always looked for simpler, better ways to depict the core principals, the many opportunities and show how they all fit together in a way that was digestible to my clients.

The Tree of Internet Life

I find the tree provides a perfect metaphor because it not only provides the room to show all the components and possibilities, but it demonstrates the priority and order I feel is crucial to internet marketing done right.

Deep Roots

First, planting strong, deep roots in the form of research, strategy, branding and content. It is tempting to jump ahead to the design and development phases of projects, but like a tree that has a weak root structure, your marketing will not stand without a solid foundation to support it.

Sturdy Trunk

The roots support a sturdy trunk made up of good web design and development. Just as a tree grows bigger and thicker over time, your website and web presence should be set up to do the same. The trunk is the core of the tree, just like a good website should be the core your company's marketing.

Spawning Branches

The branches of the tree are a perfect symbol for the tremendous range of opportunities that exist for you to promote and advertise yourself. From Search Engine Marketing to Social Media Marketing, from Email to Online PR, etc., there is an ever growing number of categories and subcategories of promotional channels to exploit. But the important thing to understand is how they should grow out of a common strategy and how they should feed back into your marketing core, namely your website.

Your Tree, Your Forest

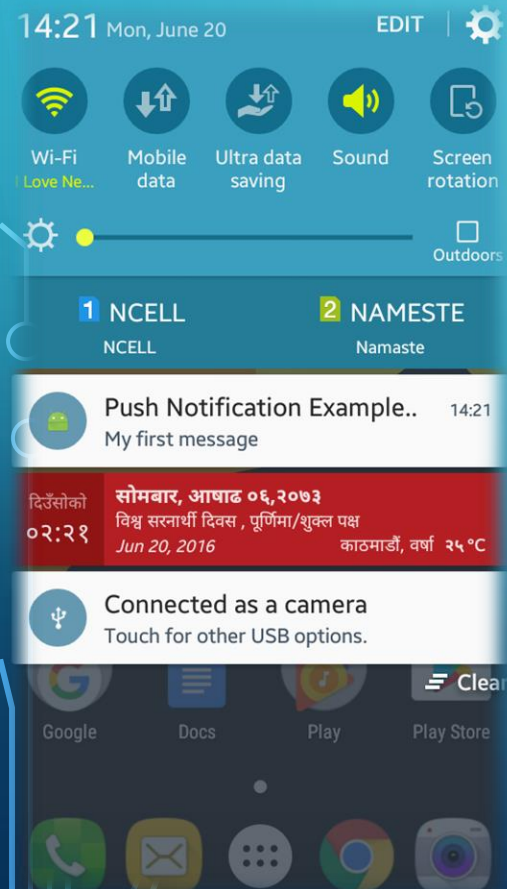
A tree thrives by drawing in rain and sunshine, growing bigger and bigger to take up more space, expanding upward and outward to block out competing vegetation and ensuring it's long life. You have the choice - are you going to plant a mighty oak or settle for a fledgling bush?



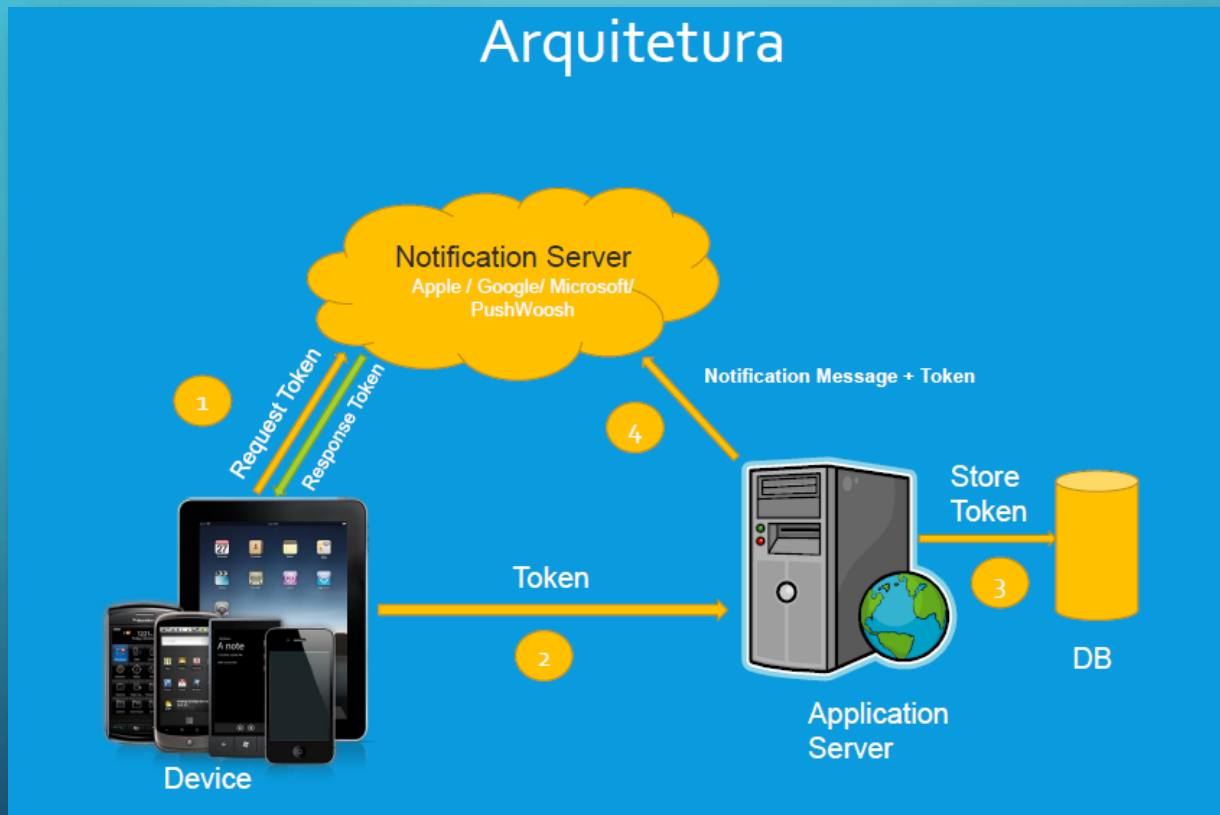
Property of
mainlinemedia
www.mainlinemedia.com

PUSH TECHNOLOGY

**É UM SERVIÇO INTELIGENTE
QUE PERMITE COM QUE AS
PESSOAS RECEBAM EM SEU
SMARTPHONE NOVIDADES
(ALERTAS/NOTIFICAÇÕES)
SEM NECESSIDADE DO APP
ESTAR ABERTO.**



ARQUITETURA



VANTAGENS

Marketing
para
fidelização

Alternativa ao
e-mail
marketing

- Melhor abertura
- Melhor visualização

Segmentação
e alertas
individuais

Disparo
instantâneo de
promoções

LIMITAÇÕES

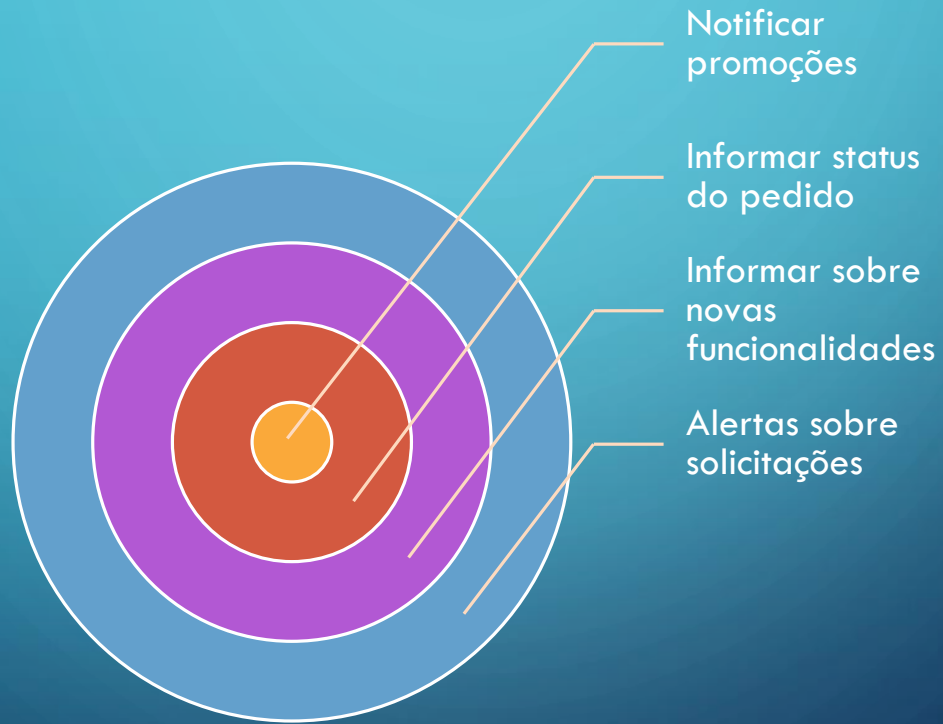
Nenhuma garantia de entrega

Usuário podem fazer logout no app

Usuário pode cancelar as notificações do app

Tamanho
curto de
mensagem

USOS



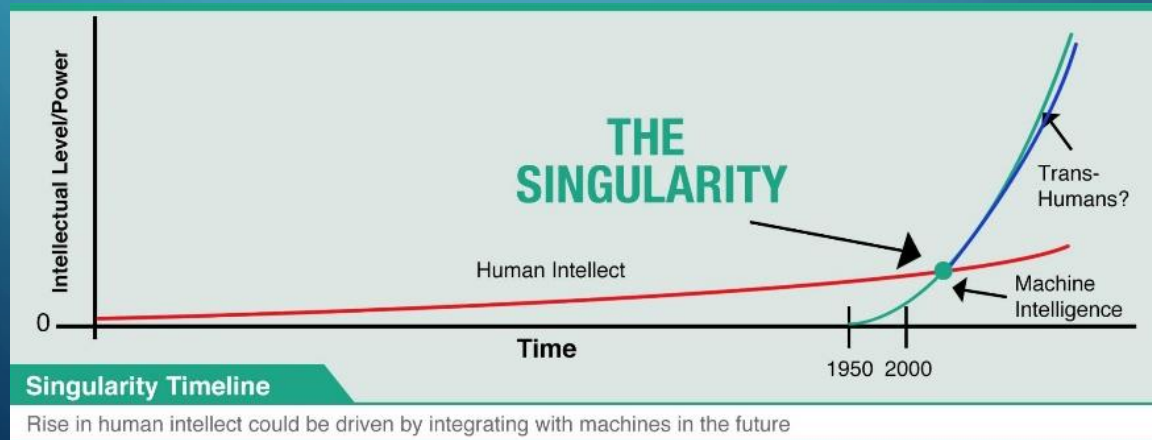
CHATBOTS

“Não há dúvidas de que a automação está ficando cada vez mais popular. Mas muita gente vê isso como uma ameaça aos seus empregos.

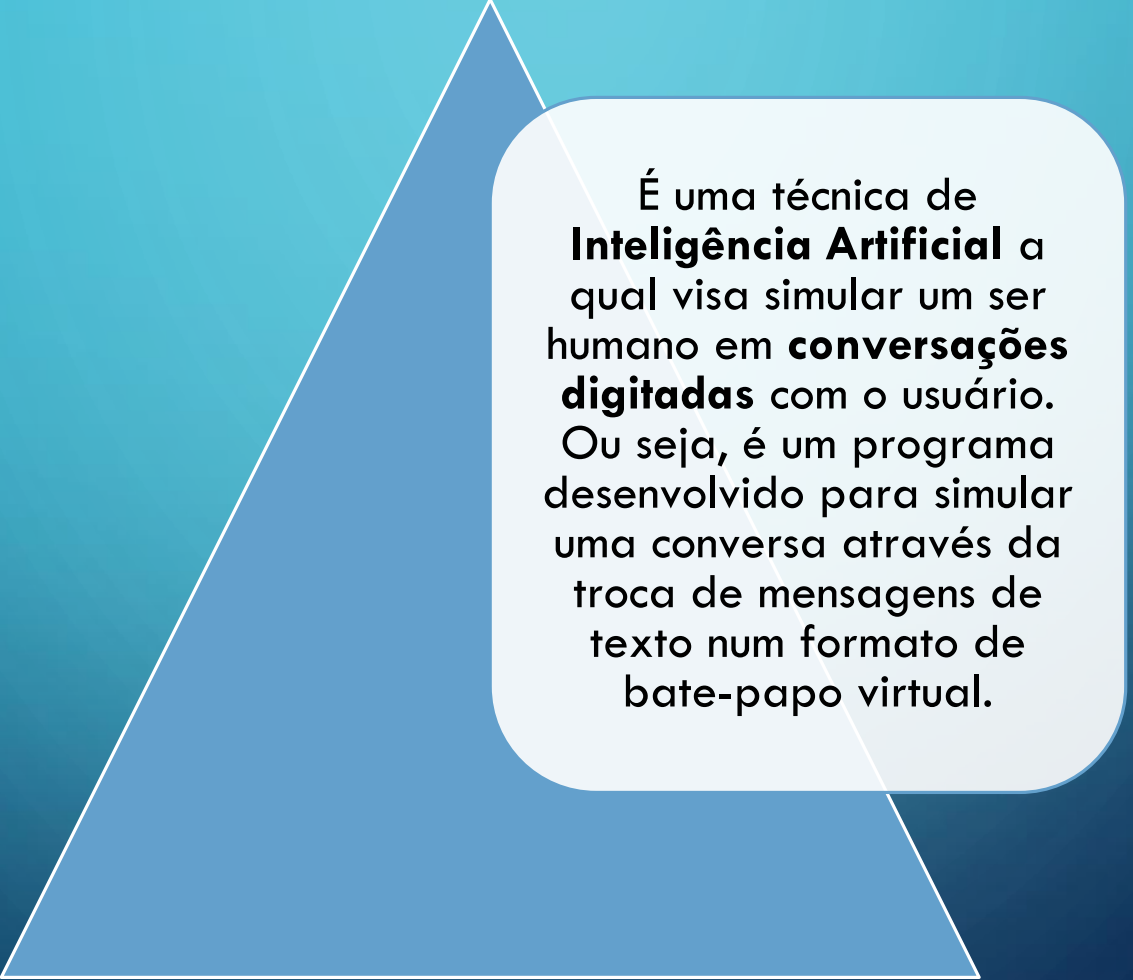
Não sei dizer com certeza se A Singularidade vai acontecer em breve, mas sei que robôs podem *te ajudar* em seu trabalho, sem te substituir.

Assim, talvez esse momento esteja se aproximando, mas acho que por enquanto você está seguro.”

Neil Patel



CHATBOTS – DEFINIÇÃO



É uma técnica de **Inteligência Artificial** a qual visa simular um ser humano em **conversações digitadas** com o usuário. Ou seja, é um programa desenvolvido para simular uma conversa através da troca de mensagens de texto num formato de bate-papo virtual.

CHATBOTS - APLICAÇÕES

Auxiliar o futuro cliente em atividades dentro do site

Facilitar a contratação de um serviço ou a compra de um produto

Atender clientes

Disponibilizar serviços na Internet

CHATBOTS - APLICAÇÕES



DESENVOLVER UM APP

IOS,
Android e
Windows
Phone

Especialistas
em cada
SO

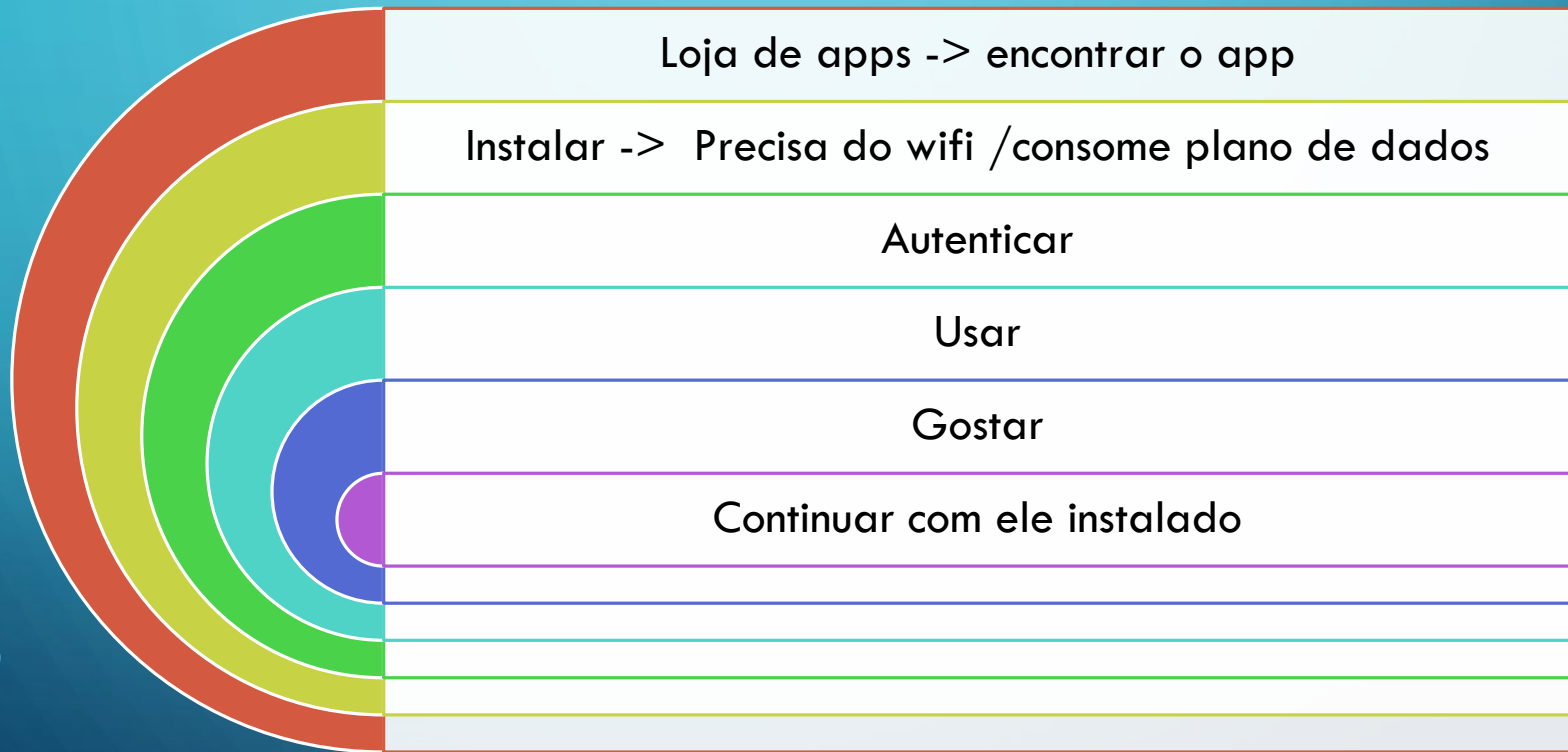
Designers

Suportar
múltiplas
versões do
Android

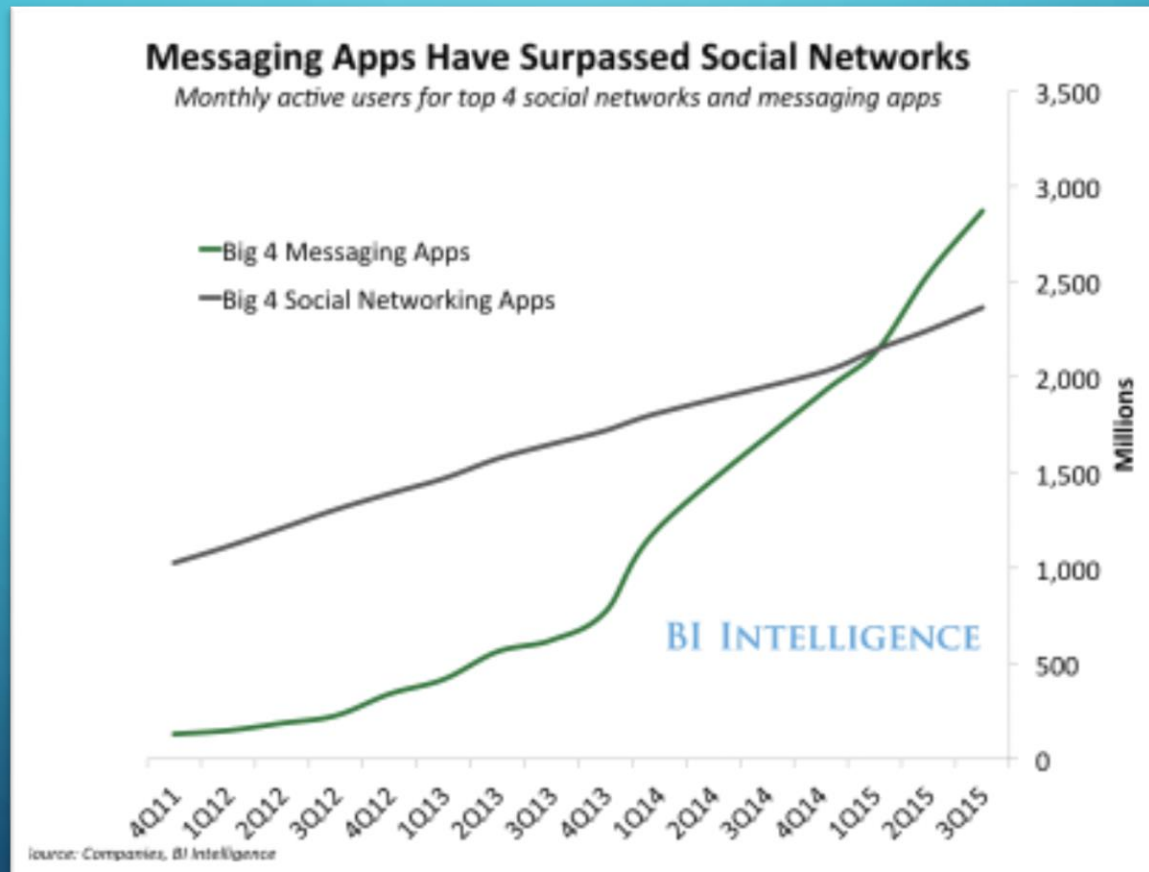
Múltiplos
tamanhos
de tela

Ser
encontrado
na loja de
apps

ESTIMULAR O USO



APP MESSAGES X SOCIAL NETWORKS



COMUNICAR COM VISITANTES NO SITE - [HTTPS://MY.LIVECHATINC.COM](https://my.livechatinc.com)

The screenshot displays the LiveChat web interface. At the top, a dark navigation bar contains the 'LiveChat' logo, menu items (CHATS, VISITORS, ARCHIVES, TICKETS, AGENTS, REPORTS), and a 'SUBSCRIBE NOW' button. Below the navigation bar, a row of circular avatars is shown; the first two are active, showing location maps for 'Jane - sample visi...' and 'wallace' (Belo Horizonte). The main chat window, titled 'Chat with wallace', shows a conversation where 'wallace' asked 'este troço funciona?' and 'Diocelio' replied 'claro amigo'. A status message indicates 'wallace has left the chat. Close this window', followed by a thumbs-up icon and the text 'wallace rated this chat as good.'. At the bottom of the chat window, a survey question is displayed: 'É a primeira vez que você conversa conosco sobre este caso? Sim' and 'O caso foi resolvido durante o chat? Sim'. To the right of the chat window, a profile card for 'wallace' provides details: location (Belo Horizonte, Minas Gerais, Brazil), email (wallace@i2.com.br), company (i2 Software - Pedido eletrônico - Integração entre ERPs - SaaS), and IP address (201.17.211.117).

LiveChat CHATS VISITORS ARCHIVES TICKETS AGENTS REPORTS SUBSCRIBE NOW

Jane - sample visi... wallace

Chat with wallace MORE

wallace
este troço funciona?

Diocelio
claro amigo ✓ Read

wallace has left the chat. Close this window

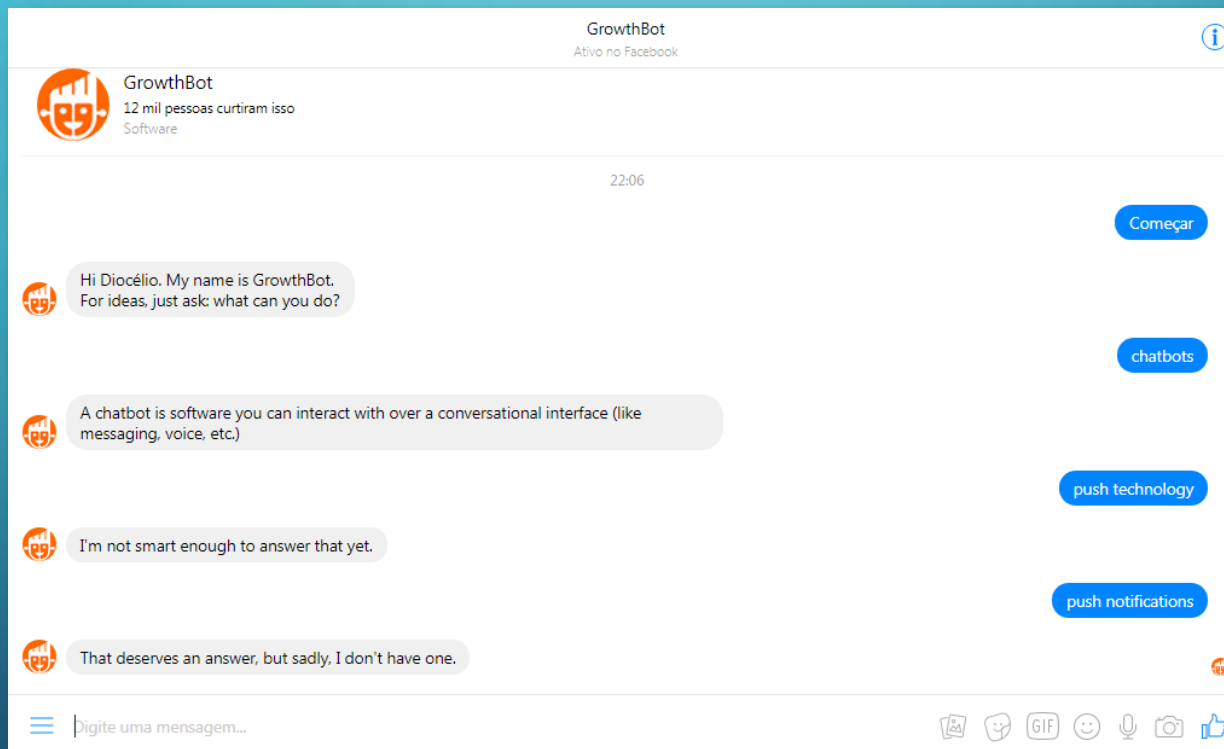
👍 wallace rated this chat as good.

É a primeira vez que você conversa conosco sobre este caso? Sim
O caso foi resolvido durante o chat? Sim

Tag a chat...

wallace
Belo Horizonte, Minas Gerais, Brazil
wallace@i2.com.br
i2 Software - Pedido eletrônico - Integração entre ERPs - SaaS 10m 35s
IP: 201.17.211.117

FAZER PESQUISAS - [HTTPS://GROWTHBOT.ORG/](https://growthbot.org/)



QUALIFICAR SEUS LEADS

HTTPS://APP.DRIFT.COM

The screenshot displays the Drift website interface. At the top left is the Drift logo, and at the top right is a 'HOME' link. Below the logo is a search bar with the placeholder text 'Search our knowledge base...'. On the left side, there is a 'Table of Contents' section with a list of links: 'Free Plan', 'Small Business Plan', 'Team Plan', 'Enterprise Plan', and 'UPGRADES & DOWNGRADES'. The main content area is titled 'Pricing FAQ' and includes a breadcrumb trail: 'Support Home > FAQs > Pricing FAQ'. The text under the heading reads: 'When you get started with Drift, there are a few different plans for you to choose from. We'll provide a breakdown of each plan and which features you will be granted. We'll also provide a breakdown of contacts and seats by plan.' Below this, the 'Free Plan' is highlighted, with the text: 'You are seeing that correctly, we offer some of our services for free. As a free user, you have access to:'. A list of features follows: '100 Contacts' and '1 seat for free'. On the right side, a chat overlay is visible, featuring the avatars of Leo Urbina and Matt Fleming. The chat message says: 'Hi there! We'd love to help you out! Leave us a message and we'll get back to you as soon as possible.' Below the message is a text input field with the placeholder 'Leave a message...' and a 'We're by Drift' logo. A red rectangle highlights the chat overlay.

Drift

HOME

Search our knowledge base...

Support Home > FAQs > Pricing FAQ

Pricing FAQ

When you get started with Drift, there are a few different plans for you to choose from. We'll provide a breakdown of each plan and which features you will be granted. We'll also provide a breakdown of contacts and seats by plan.

Free Plan

You are seeing that correctly, we offer some of our services for free. As a free user, you have access to:

- 100 Contacts
- 1 seat for free

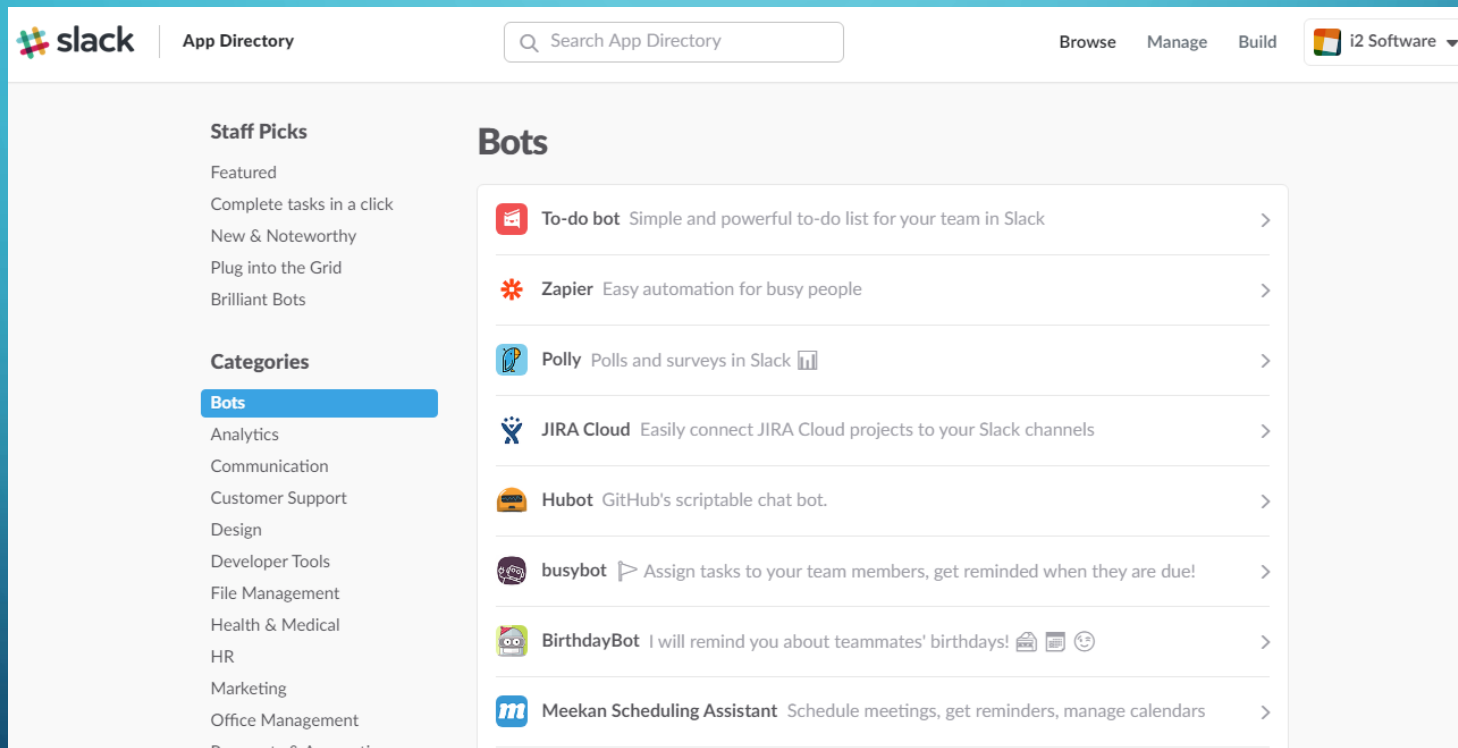
Leo Urbina, Matt Fleming

Hi there! We'd love to help you out! Leave us a message and we'll get back to you as soon as possible.

Leave a message...

We're by Drift

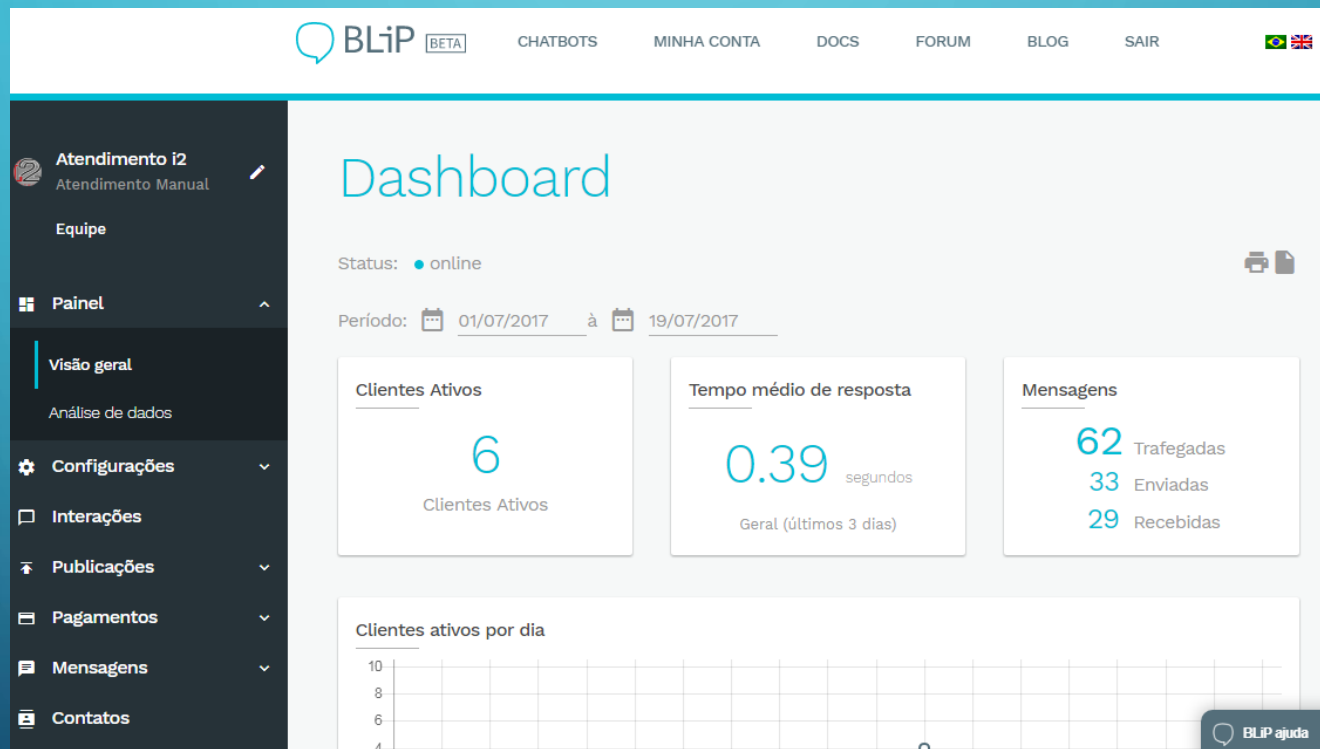
TRABALHAR EM EQUIPE – SLACK & NIKABOT - [HTTPS://WWW.NIKABOT.COM](https://www.nikabot.com)



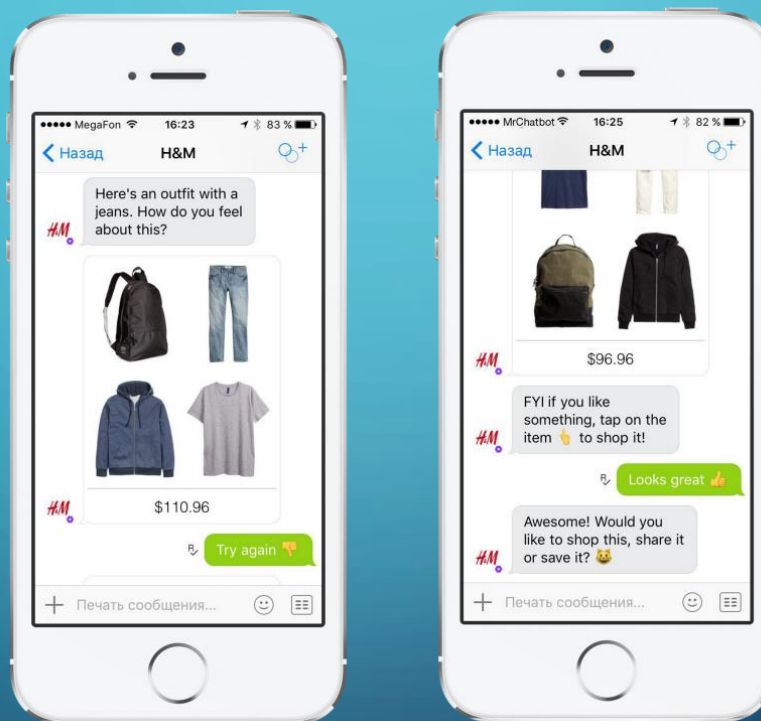
The screenshot displays the Slack App Directory interface. At the top, the Slack logo is on the left, followed by 'App Directory', a search bar with the placeholder 'Search App Directory', and navigation links 'Browse', 'Manage', and 'Build'. On the far right, there's a user profile for 'i2 Software'. The main content area is divided into two columns. The left column, titled 'Staff Picks', lists 'Featured' items: 'Complete tasks in a click', 'New & Noteworthy', 'Plug into the Grid', and 'Brilliant Bots'. Below this is a 'Categories' section with a list of options: 'Bots' (highlighted in blue), 'Analytics', 'Communication', 'Customer Support', 'Design', 'Developer Tools', 'File Management', 'Health & Medical', 'HR', 'Marketing', 'Office Management', and 'Documents & Accounting'. The right column, titled 'Bots', lists several bots with their icons, names, descriptions, and right-pointing arrows:

- To-do bot**: Simple and powerful to-do list for your team in Slack
- Zapier**: Easy automation for busy people
- Polly**: Polls and surveys in Slack
- JIRA Cloud**: Easily connect JIRA Cloud projects to your Slack channels
- Hubot**: GitHub's scriptable chat bot.
- busybot**: Assign tasks to your team members, get reminded when they are due!
- BirthdayBot**: I will remind you about teammates' birthdays!
- Meekan Scheduling Assistant**: Schedule meetings, get reminders, manage calendars

INTEGRAR BOTS COM PLATAFORMAS DE MENSAGENS - [HTTPS://PORTAL.BLIP.AI](https://portal.blip.ai)

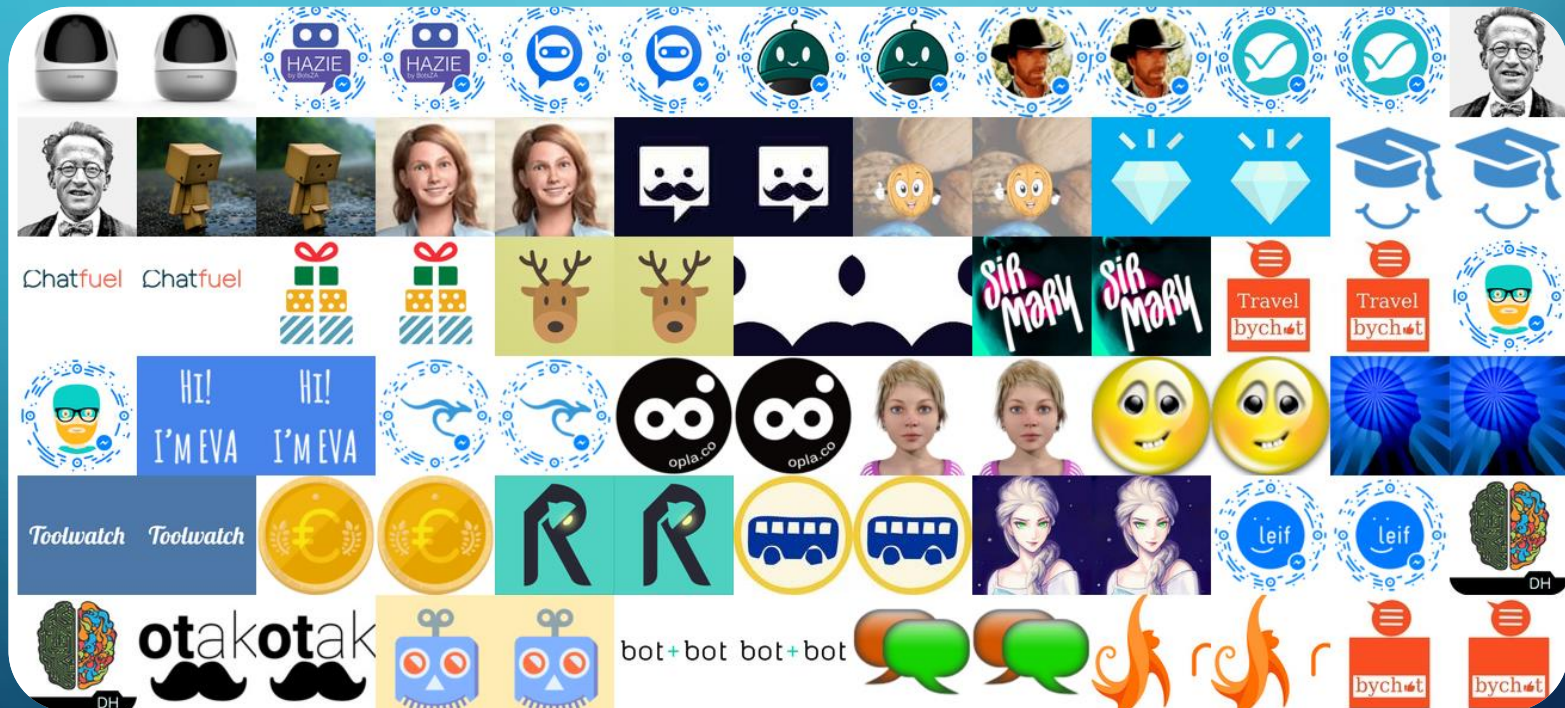


VENDER SEUS PRODUTOS



QUAL SERÁ A SUA EXPERIÊNCIA?

[HTTPS://WWW.CHATBOTS.ORG/GALLERY/](https://www.chatbots.org/gallery/)





OBRIGADO !

MAIORES INFORMAÇÕES:

WALLACE@I2.COM.BR

(31) 2125-1600 / 98402-0666

i2.com.br

R. Rio Grande do Sul, 661 - 6º Andar / Barro Preto - BH - MG - 30170-114