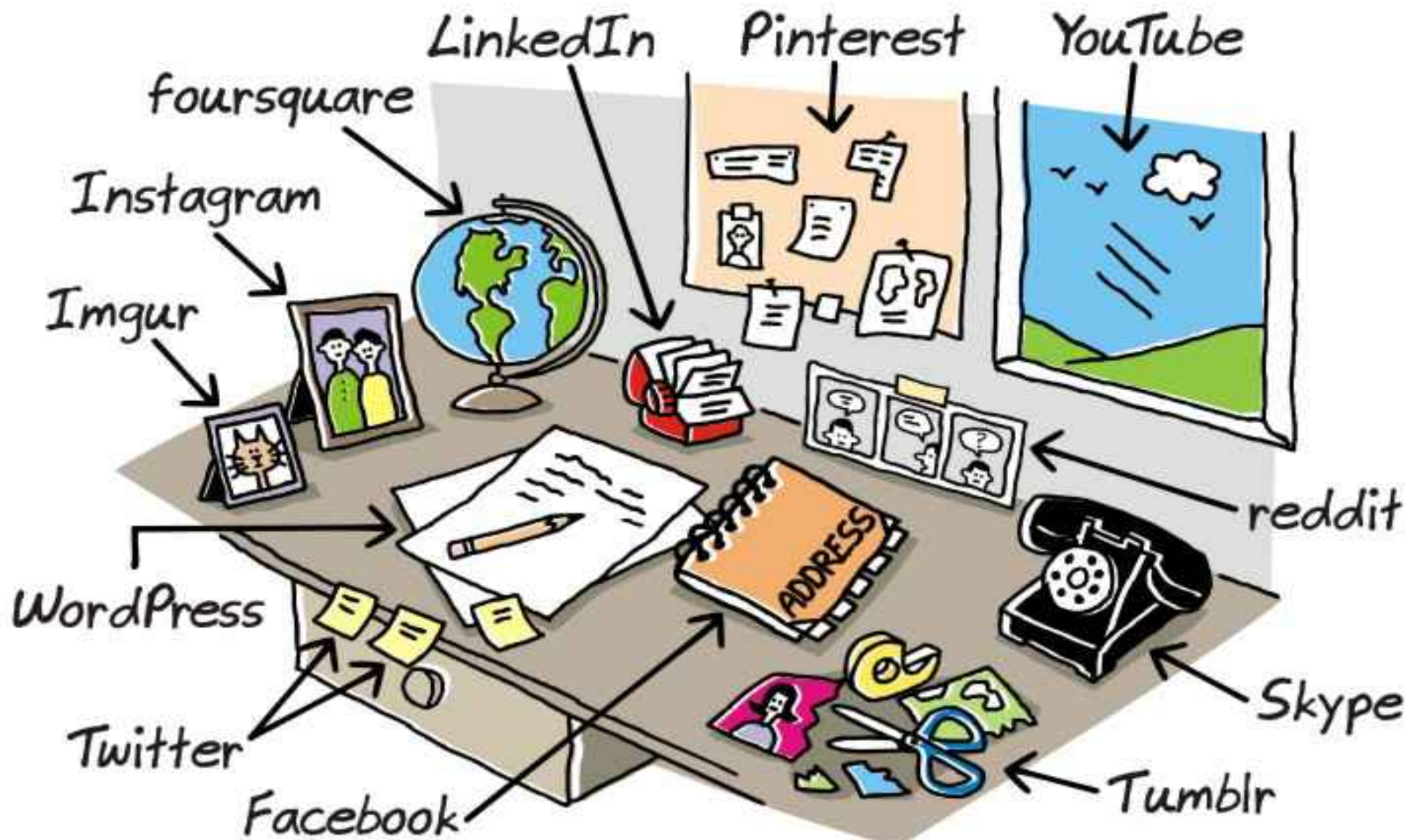


SMART Xarxes Socials AAA

4^t Esmorzar Break First
Dimecres 10 de desembre de 2014



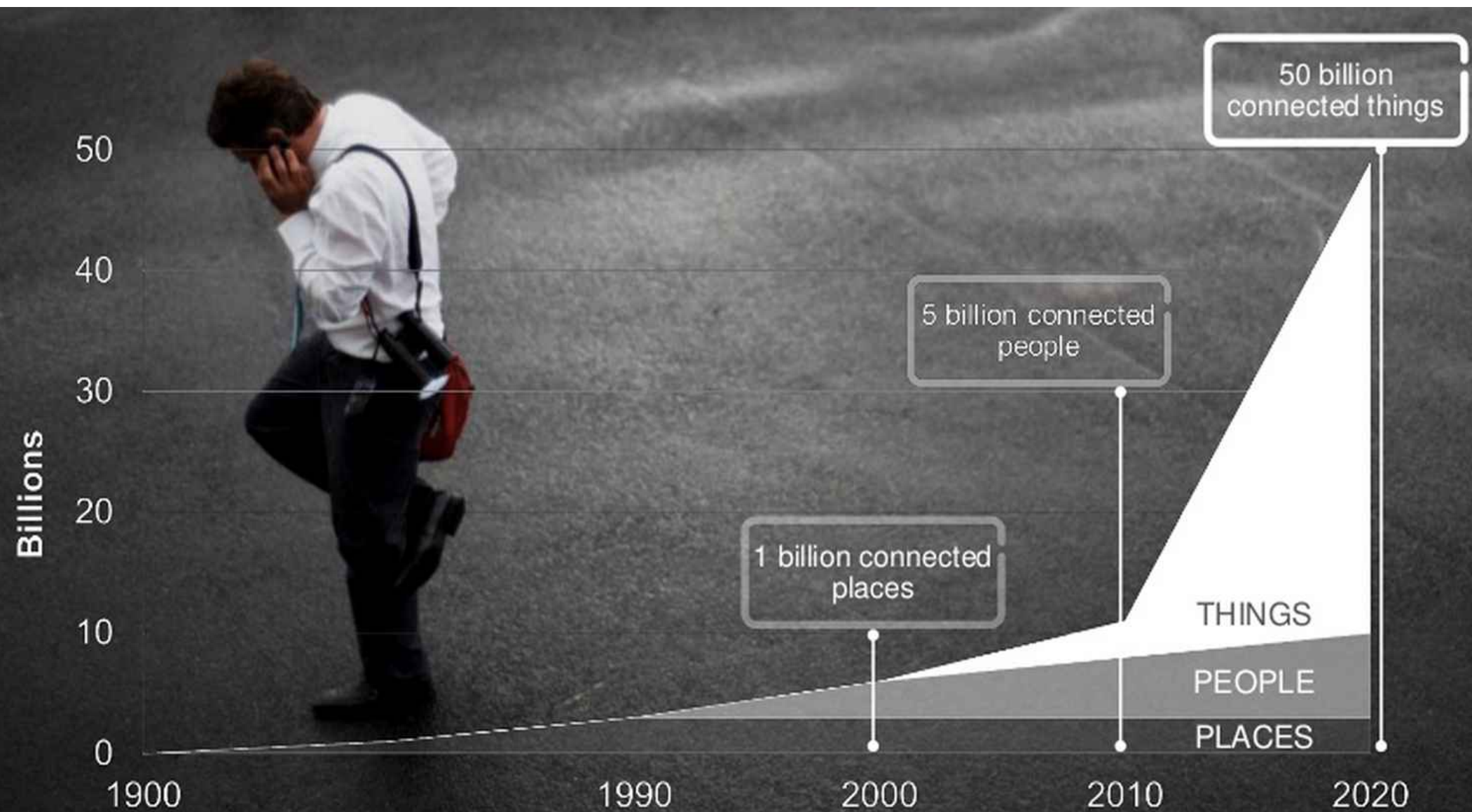
vintage social networking



La revolució d'Internet

Inici - 1995	Enginyers	Infraestructures	Laboratori	I+D
1995-2005	Empreses	Comerç	Presència	TIC
2005-2015	Persones	Social	Participació	WEB 2.0
2015-	Objectes	Serveis	Col·laboració	SMART

La revolució d'Internet



Les Xarxes Socials són MASSIVES



1.280 Milions d'usuaris actius al mes



+1.000 Milions d'usuaris al mes



+600 Milions d'usuaris actius al mes



540 Milions d'usuaris actius al mes



250 Milions d'usuaris actius al mes

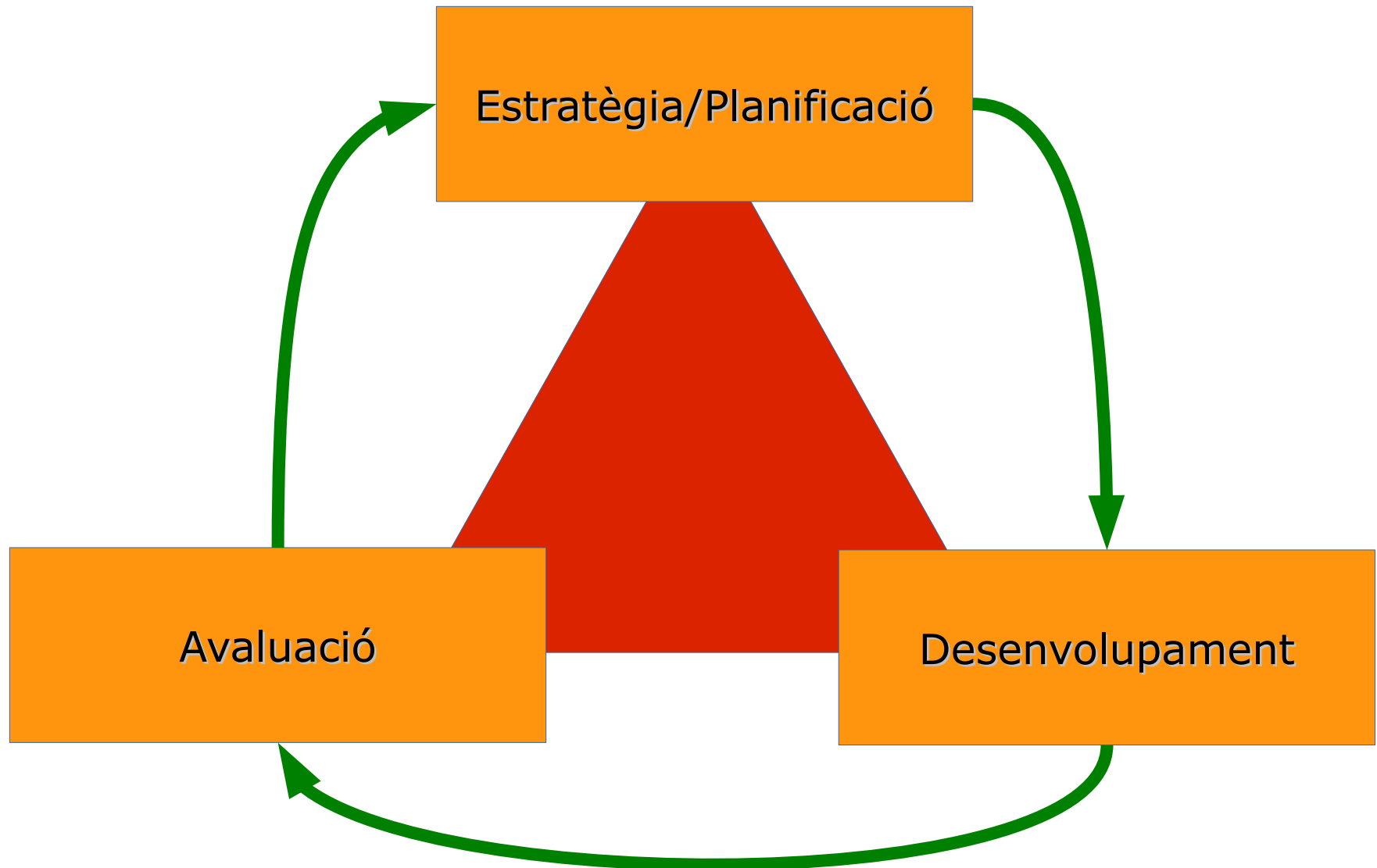


200 Milions d'usuaris actius al mes



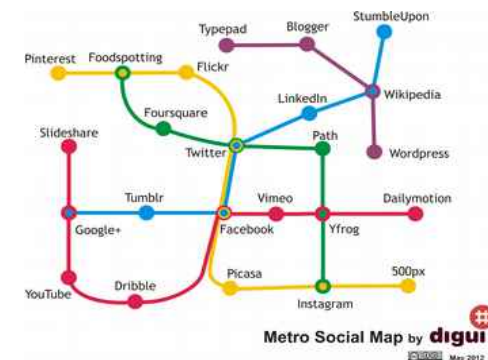
187 Milions d'usuaris actius al mes

Les Xarxes Socials són un canal de comunicació per a les empreses



Estratègia SMART

- ✓ eSpecífic – Quines plataformes, quins objectius, quin públic objectiu, quins idiomes
- ✓ Mesurable – Quin engagement volem
- ✓ Ambiciosa – Com ens posicionem vs competència
- ✓ Realista – Posem els mitjans necessaris, humans, tecnològics,...
- ✓ Termini – En quin termini volem assolir els objectius



Desenvolupament AAA

- Síncron – Any Time, Anywhere, Any Device
- Constància de les publicacions
- Contingut original
- Adaptat als dispositius mòbils
- Estil de redacció adaptat a cada xarxa
- Text+Imatge, Text+Vídeo



Avaluar els resultats

- ROI, Return On Investment
- RONI, Risc Of Non Investment
- Engagement

Evaluate Facebook post						
Followers	50 657	Seguidors				
Reach	175 040	345,54%	Reach	% L+C+S	On Shares	
L+C+S=Interactions	6 032	11,91%	3,45%		544	9,02%
Likes	5 727	11,31%	3,27%	94,94%	533	9,31%
Comments	196	0,39%	0,11%	3,25%	9	4,59%
Share	109	0,22%	0,06%	1,81%	2	1,83%
Clicks	37 481	73,99%	21,41%			
Organic	DESASTER	FAIL	NORMAL	GOOD	EXCELLENT	VIRAL
Reach	< 25%	25%< x < 50%	50%< x <100%	100%< x <150%	150%< X <250%	X > 250%
Over Followers						X
Interactions	<1%	1%< x <3%	3%< x <8%	8%< x <15%	15%< X <25%	X > 25%
Over Followers				X		
Clicks	<1%	1%< x <3%	3%< x <8%	8%< x <15%	15%< X <25%	X > 25%
Over Followers						X
Quality of Shares	<5%	5%< x <10%	10%< x <20%	20%< x <30%	30%< X <50%	X > 50%
Over Followers		X				

Only complete white cells from facebook data.

2.0 Models negocis «socials»



2.0 Models negocis «socials»



2.0 Models negocis «socials»



Investing | Personal Loans | Business Loans | How It Works | About Us

Sign in | Help

Better Rates. Together.



Personal Loans up to \$35,000

▼

▼

☐ Respond to mail

Check Your Rate

Won't impact your credit score

 Privacy & security
PROTECTION

2.0 Models negocis «socials»

A banner for the Zopa website. The background is a blurred image of a crowd of people. In the top right corner, there is a 'Sign in' link with a blue padlock icon. In the center, the Zopa logo is displayed, consisting of two overlapping grey circles. The left circle contains a white 'z' and a yellow dot. The right circle contains a white 'pa' and an orange dot, with a 'TM' trademark symbol to its upper right. Below the logo, the text 'A smarter way to manage your money' is written in a bold, dark font. At the bottom, there are two blue buttons: 'Get a loan' on the left and 'Lend your money' on the right, separated by the word 'or' in a smaller font.

Peer-to-peer lending at Zopa

Moneywise

2.0 Models negocios «socials»



The image shows the LoanBook CAPITAL website interface. The header features the company logo, navigation links, and user options. The main banner promotes direct business loans with a background image of a modern office. Below the banner, there are two columns for 'INVERSORES' and 'EMPRESAS', each with a description and a call-to-action button.

LoanBook
CAPITAL | Un mejor negocio para inversores y empresas

[Regístrese](#) [Login](#)

[¿Olvidó su contraseña?](#)

Créditos concedidos **2.468.030 €**

[HOME](#) [MARKETPLACE](#) [CÓMO FUNCIONA](#) [INVERSORES](#) [EMPRESAS](#) [AGENTES](#) [SOBRE LOANBOOK](#)

Préstamos directos a empresas

Obtenga una rentabilidad atractiva sobre su capital apoyando al mismo tiempo al tejido empresarial

Contacta con nosotros para más información
[+34 936 240 428](#)

INVERSORES

Obtenga una rentabilidad superior prestando directamente a pequeñas y medianas empresas. [Leer más...](#)

Rápido y sin coste [Registro](#)

EMPRESAS

Le ayudamos a obtener la financiación que necesita, cuando la necesita, de una manera rápida y sencilla y con tipos de interés competitivos. [Leer más...](#)

Rápido y sin coste [Contacto](#)

2.0 Models negocis «socials»

Booking.com€🇪🇸Visitats fa poc📍 Les meves llistes✉️ 1Inicia sessió o crea un compteGestiona la reserva📍

[Inici](#) [→ andorra](#)
326 establiments

 1 client ha fet una reserva des d'Andorra en l'última hora

Cerca

☒ només a Andorra

Ex. ciutat, regió, districte o un hotel en concret

Viatge de: ☐ Feina ☐ Oci

Data d'arribada Data de sortida

Estada de 4 nits

Clients

Cerca

Ets un romàntic, un gourmet o un aventurer?
Escriu coses que t'agraden i et recomanarem el lloc que fa més per a tu.

Destinacions a Andorra



Andorra la Vella 🇪🇸
33 establiments

Descobreix molt més sobre Andorra la Vella



Escaldes - Engordany 🇪🇸
29 establiments

Descobreix molt més sobre Escaldes - Engordany



La Massana 🇪🇸
8 establiments



Ordino 🇪🇸
13 establiments

 **Reserva ara i paga durant l'estada!**
Cancel·lació GRATUÏTA a la majoria d'habitacions

[Més info sobre Booking.com](#) ?



Mapa Satèl·lit

2.0 Models negocis «socials»



Hola, Alfons ▾

EUR ▾



Hoteles ▾

Vuelos ▾

Alquiler Vacacional ▾

Restaurantes ▾

Lo mejor del 2014 ▾

Tus amigos  ▾

Más ▾

Escribe una opinión ▾



Buscar



"Una ubicación maravillosa"

Opinión de Susan H

Ver las 13.836 opiniones sobre La Canea >

Planifica el viaje perfecto

☒ Hoteles ☐ Vuelos ☐ Alquileres de vacaciones ☐ Restaurantes ☐ Destinos

Ciudad o nombre del hotel

dd/mm/aaaa

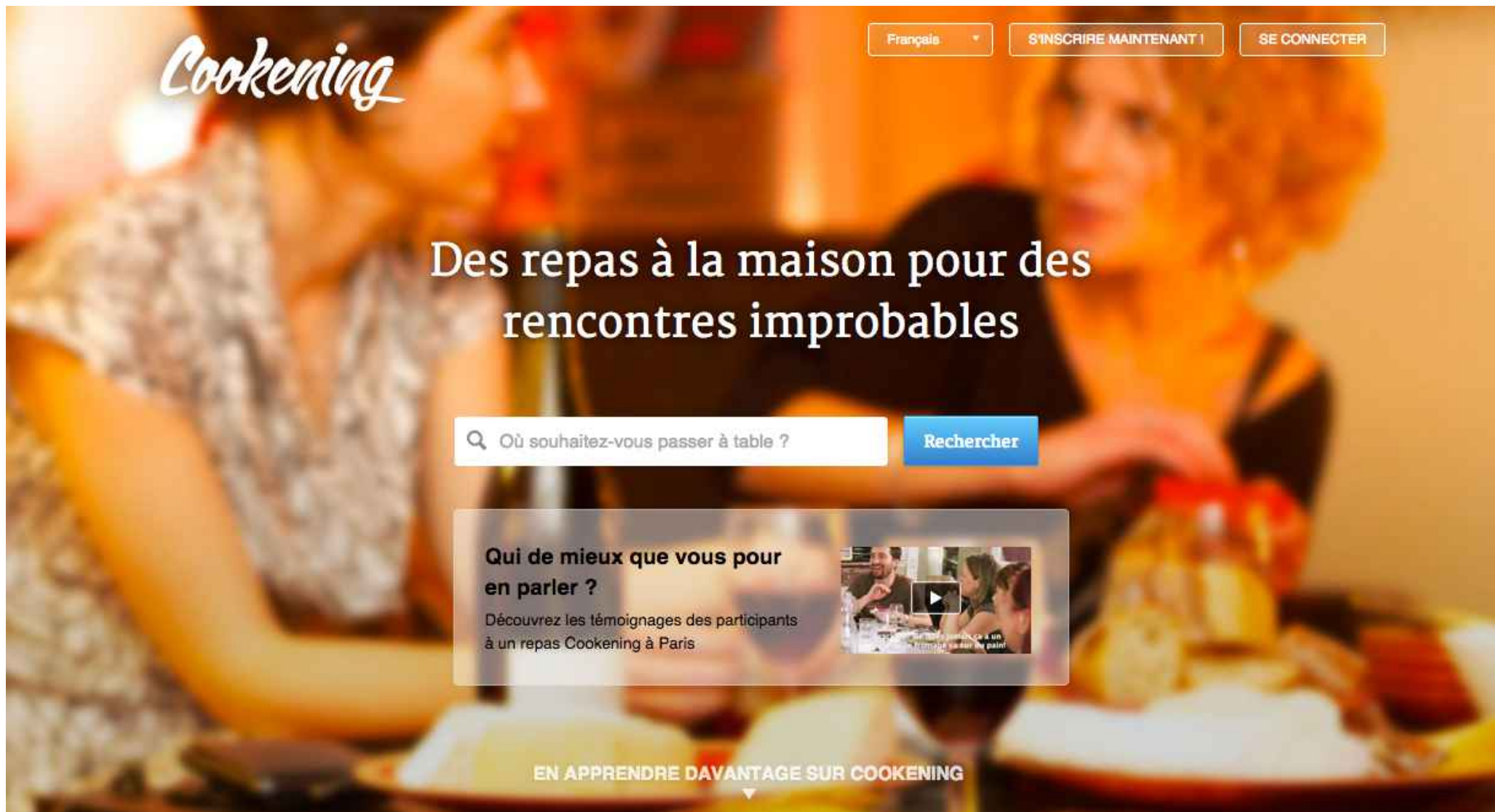


dd/mm/aaaa



Encontrar hoteles

2.0 Models negocis «socials»

The image shows the landing page of the 'Cookening' website. The background is a warm, orange-toned photograph of two women sitting at a table, engaged in conversation and eating. The 'Cookening' logo is in the top left corner in a white, cursive font. In the top right corner, there are three buttons: 'Français' with a dropdown arrow, 'S'INSCRIRE MAINTENANT !', and 'SE CONNECTER'. The main headline, 'Des repas à la maison pour des rencontres improbables', is centered in a white, sans-serif font. Below this is a search bar with the placeholder text 'Où souhaitez-vous passer à table ?' and a blue 'Rechercher' button. A video player is embedded in the lower half of the page, showing a man and a woman at a table. To the left of the video player, there is text asking 'Qui de mieux que vous pour en parler ?' and encouraging users to discover testimonials. At the bottom, a call to action 'EN APPRENDRE D'AVANTAGE SUR COOKENING' is displayed with a downward-pointing triangle icon.

Cookening

Français ▼

S'INSCRIRE MAINTENANT !

SE CONNECTER

Des repas à la maison pour des
rencontres improbables

🔍 Où souhaitez-vous passer à table ?

Rechercher

**Qui de mieux que vous pour
en parler ?**

Découvrez les témoignages des participants
à un repas Cookening à Paris



EN APPRENDRE D'AVANTAGE SUR COOKENING



2.0 Models negocis «socials»

The screenshot displays the easyCar club website. The header features the logo "easyCar club" with the tagline "The social way to hire", a search bar "Where do you want to rent?", and navigation links for "easyCar.com", "Sign Up", "Login", "Learn More", and "ADD MY CAR". The main visual is a scenic road with autumn trees. A central "PLAY VIDEO" button is overlaid. On the right, a circular badge offers "up to £20 OFF your first rental terms". Below the video, a search form includes fields for "Where do you want to hire?", "Start Date" (10/12/2014), "Start Time" (11:00), "End Date" (17/12/2014), "End Time" (11:00), and a "FIND" button. A link "Have a discount code?" is also present. The bottom section, titled "RENT LOCALLY & SAVE", promotes savings of up to 20% on traditional car hire and up to 50% on hire-by-the-hour cars, and identifies easyCar Club as the UK's leading peer-to-peer car and van rental marketplace. An orange checkmark icon is visible next to the text.

easyCar club
The social way to hire

Where do you want to rent?

easyCar.com Sign Up Login Learn More ADD MY CAR

PLAY VIDEO

up to £20 OFF your first rental terms

Where do you want to hire? Start Date Start Time End Date End Time Have a discount code?

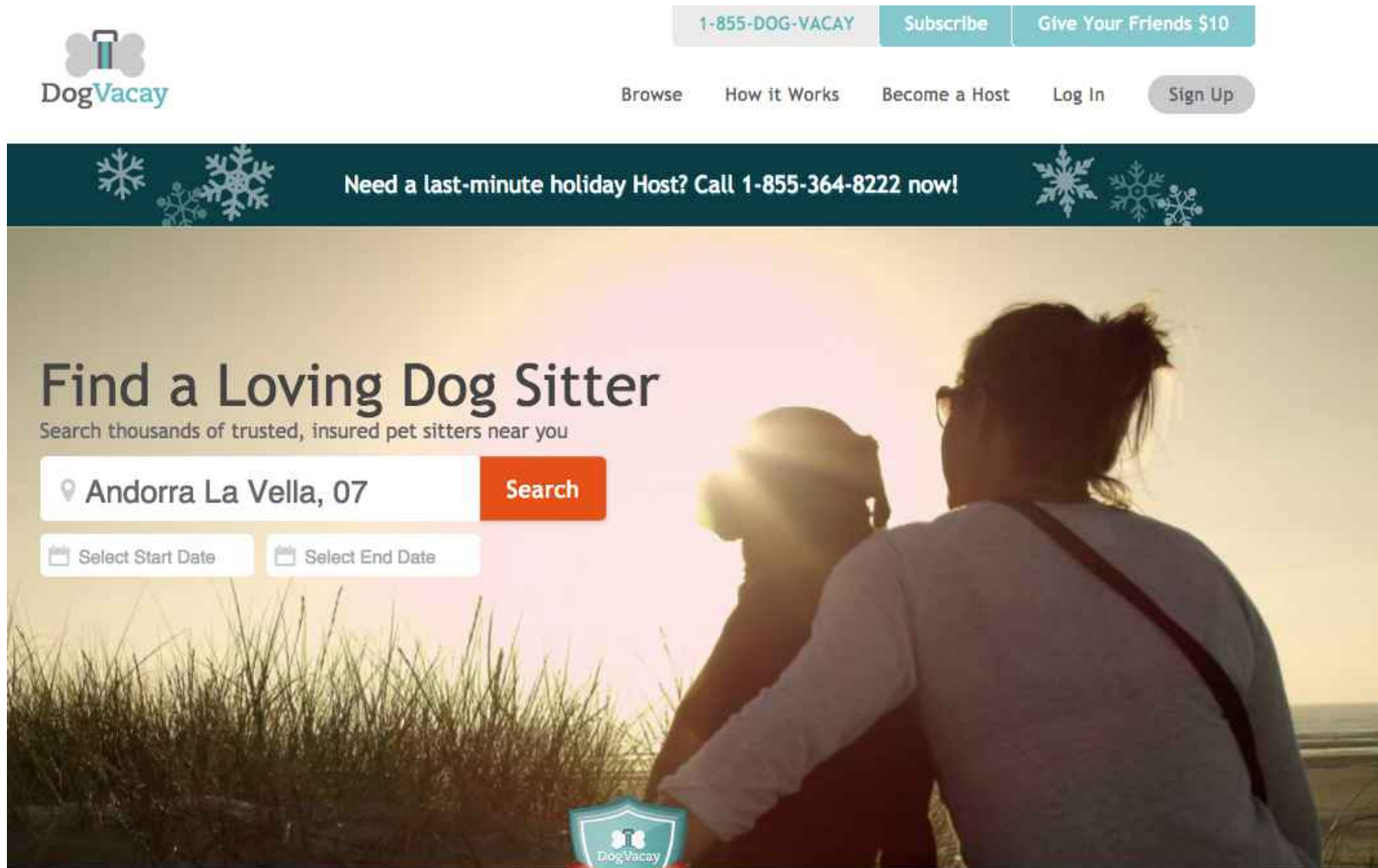
Enter a UK place name or postcode 10/12/2014 11:00 17/12/2014 11:00 FIND

RENT LOCALLY & SAVE

Save up to 20% on traditional car hire prices, and up to 50% on hire-by-the-hour cars.

easyCar Club is the UK's leading peer-to-peer car and van rental marketplace.

2.0 Models negocis «socials»



The screenshot shows the DogVacay website interface. At the top left is the DogVacay logo, which consists of a stylized dog head icon and the text "DogVacay". To the right of the logo are three buttons: "1-855-DOG-VACAY", "Subscribe", and "Give Your Friends \$10". Below these are four links: "Browse", "How it Works", "Become a Host", and "Log In", followed by a "Sign Up" button. A dark teal banner with snowflake icons on the sides contains the text "Need a last-minute holiday Host? Call 1-855-364-8222 now!". The main content area features a large background image of a person and a dog silhouetted against a sunset. Overlaid on this image is the heading "Find a Loving Dog Sitter" and the subtext "Search thousands of trusted, insured pet sitters near you". Below this is a search bar with a location pin icon and the text "Andorra La Vella, 07", a red "Search" button, and two date selection fields labeled "Select Start Date" and "Select End Date". A small DogVacay logo is visible in the bottom center of the main image area.

DogVacay

1-855-DOG-VACAY Subscribe Give Your Friends \$10

Browse How it Works Become a Host Log In Sign Up

Need a last-minute holiday Host? Call 1-855-364-8222 now!

Find a Loving Dog Sitter

Search thousands of trusted, insured pet sitters near you

📍 Andorra La Vella, 07 **Search**

📅 Select Start Date 📅 Select End Date

2.0 Models negocis «socials»

KICKSTARTER

Discover

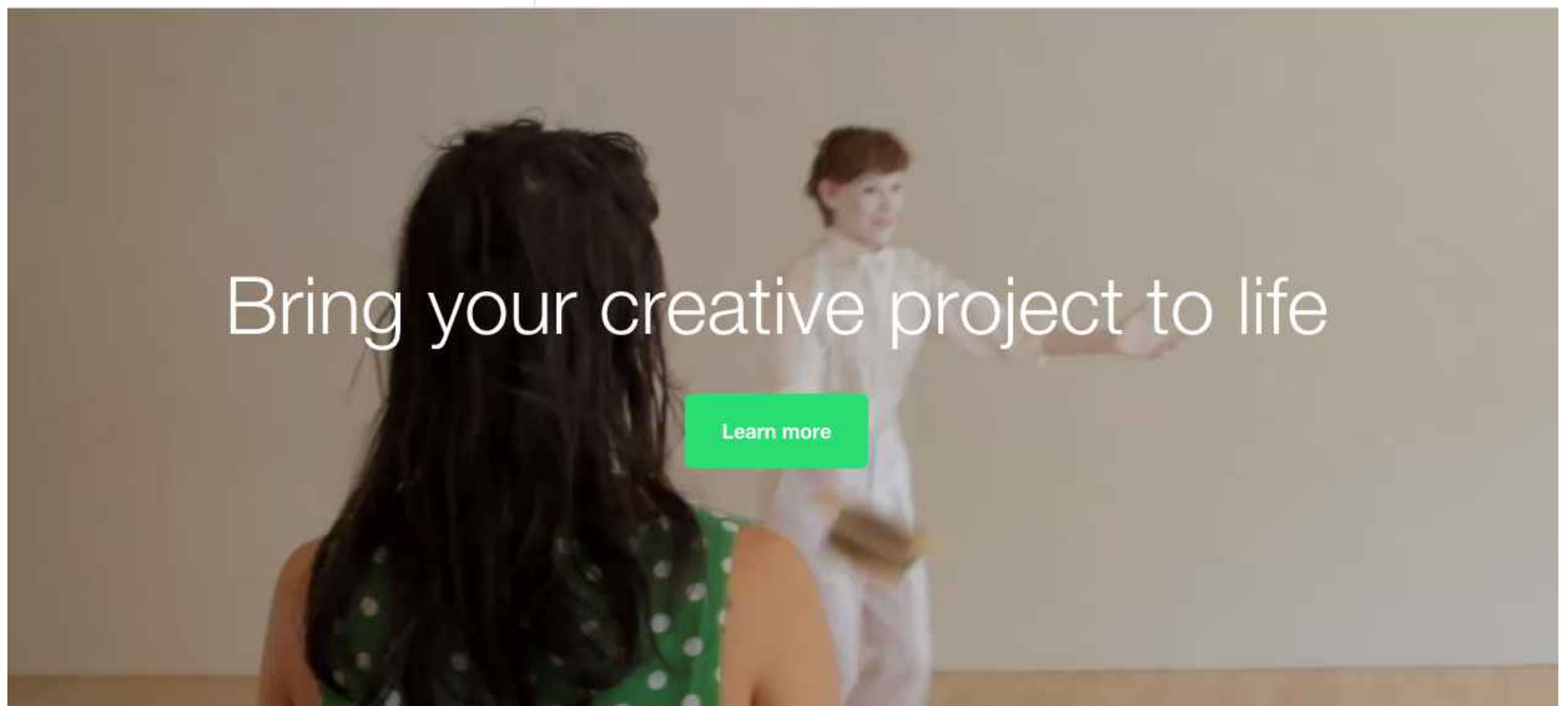
Start



Search Projects

Sign up

Log in

A banner image for the Kickstarter homepage. It shows a woman with long dark hair in the foreground, seen from behind, wearing a green dress with white polka dots. In the background, a man in a white shirt is gesturing with his arms. The background is a plain, light-colored wall.

Bring your creative project to life

Learn more

Internet i les xarxes socials
no són tan sols marketing,
són redisseny de processos
de negoci.

Avui ja no té sentit parlar de negocis digitals.

**TOTS ELS NEGOCIS SÓN
DIGITALS**

Gràcies pel vostre temps!

Alfons Miralles



Web: www.digui.ad

Blog: www.smfriendly.com

