

SEMANA 5:
TALLER DE CREACION DE NEGOCIO

TRAFICO

Creando una Marejada de Clientes

TRAFICO

- ✗ $TC + PQV = MUSD$
- ✗ TC = Trafico Calificado
- ✗ PQV = Producto que Vende
- ✗ MUSD = Muchos \$\$\$\$ (USD)

TRAFICO

- ✘ Video
- ✘ Foros y Grupos
- ✘ Blogs



Facebook

VIDEO

VIDEO

- ✘ AIDA
- ✘ Cabeza Parlante
 - + Propia
 - + <http://www.sitepal.com/>
 - + <http://www.reallusion.com/crazytalk/>
- ✘ Tutorial, guía
 - + <http://www.techsmith.com/camtasia.asp>
 - + <http://www.iingproject.com/>

VIDEO

- ✘ Entrevista
 - + En Persona
 - + <http://www.oovoo.com>
- ✘ "Video Musical"
 - + Animoto.com

VIDEO DISTRIBUCION

- ✘ <http://www.tubemogul.com>



One Upload Web Wide Distribution Standardized Analytics

- ✘ <http://trafficeyser.com>

VIDEO DISTRIBUCION

- ✘ Tube Mogul

	FREE \$1500/mo	BUSINESS \$4500/mo	GOLD \$7500/mo
Video Deployments	100/mo	500/mo	1000/mo
Storage	Unlimited	Unlimited	Unlimited
Custom Video Groupings	5	25	50
Basic Cross-Site Analytics	✓	✓	✓
Video Transcoding	✓	✓	✓
Email to Social Reports	✓	✓	✓
Thumbnail Assistant	✓	✓	✓
Submit to Social Networking Sites	✓	✓	✓
Link Intelligence	✓	✓	✓
Linkable Social Networks	✓	✓	✓
URL Labeler	✓	✓	✓
Priority Video Deployment	✓	✓	✓
Priority Customer Support	✓	✓	✓
Unlabeled Files > 200MB	✓	✓	✓
Video Recast / Retargeting	✓	✓	✓
File Download / Retention	✓	✓	✓
Advanced Data Export	✓	✓	✓
Data Feed (API/XML)	✓	✓	✓
Campaign Keyword Tagging	✓	✓	✓
Scheduled Launch / Release	✓	✓	✓
Multi-Campaign Capability	✓	✓	✓
Multi-User Capabilities	✓	✓	✓
API / Data Export	✓	✓	✓

FOROS Y GRUPOS

FOROS Y GRUPOS

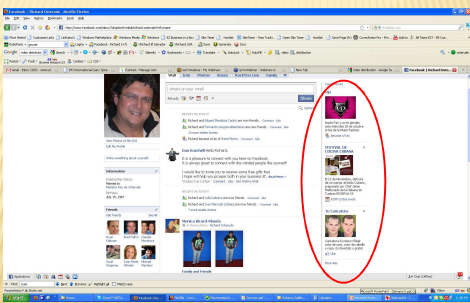
- × Participar, ayudar y preguntar
- × NO VENDER
- × Usar "Firma"
- × Tercerizar?

COMENTAR EN BLOGS

COMENTAR EN BLOGS

- ✘ Comentarios Relevantes
- ✘ Blogs en el Nicho
 - + "Blog de _____"
 - + Technorati
- ✘ NO VENDER
- ✘ Google Alerts! - \$\$

FACEBOOK PPC



FACEBOOK PPC









OTROS METODOS

- ✘ PPC
- ✘ Banners
- ✘ Comunicados de Prensa
- ✘ Articulos
- ✘ Redes de Blogs
- ✘ Sitios Autoritarios
- ✘ Software
- ✘ Widgets
- ✘ Presentaciones PPT
- ✘ Scribd
- ✘ Tu Lista
- ✘ Clasificados
- ✘ Adsense Inverso
- ✘ Ebay \$0.99 + S&H
- ✘ Alianzas
- ✘ Reciclado de Trafico
- ✘ Favoritos Sociales
- ✘ Tu Propio Sitio Social
- ✘ RSS
- ✘ Blog & Ping
- ✘ Solo Email
- ✘ Cascada Social
- ✘ Craigslists
- ✘ **ROBOFORM**
