

Virginia

Giammaria

STRATEGIC PARTNER MANAGER - META



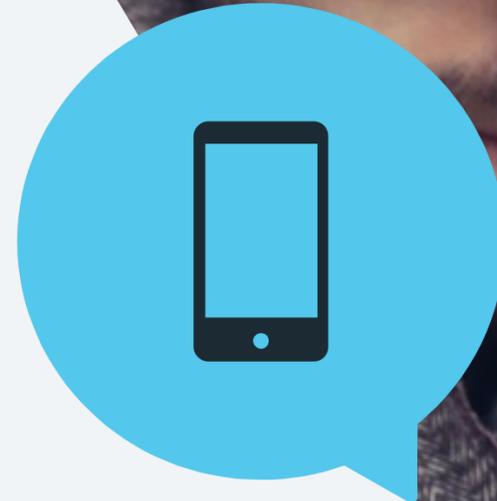
Agenda

- 01 Marketing online
- 02 Le piattaforme Meta: organico e a pagamento
- 03 Suggerimenti creativi

Il marketing online per le PMI

8 su 10

persone affermano di usare il proprio smartphone per interagire con le imprese locali



56%

La percentuale di persone che dichiara di aver bisogno di informazioni sulle imprese locali mentre è in giro

75%

La percentuale di persone che afferma che i dispositivi mobili l'aiutano a scoprire cosa succede a livello locale

60%

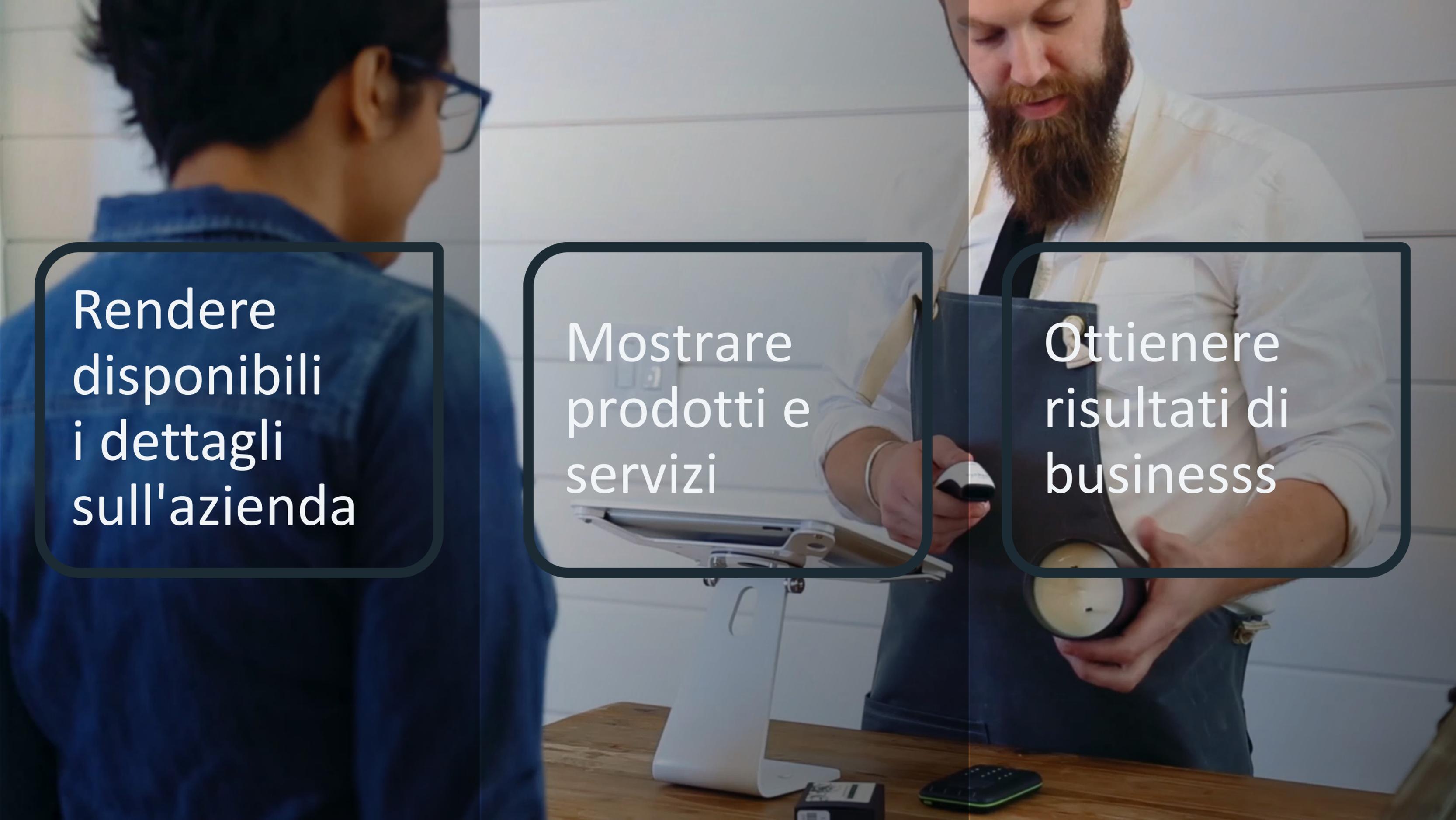
La percentuale di persone preferisce inviare un messaggio o contatto online piuttosto che chiamare l'assistenza clienti di un'azienda



Vetrina

Assistenza
clienti

Vendite



Rendere
disponibili
i dettagli
sull'azienda

Mostrare
prodotti e
servizi

Ottenere
risultati di
business



Pagina
Facebook



Profilo
Instagram



Un account
pubblicitario

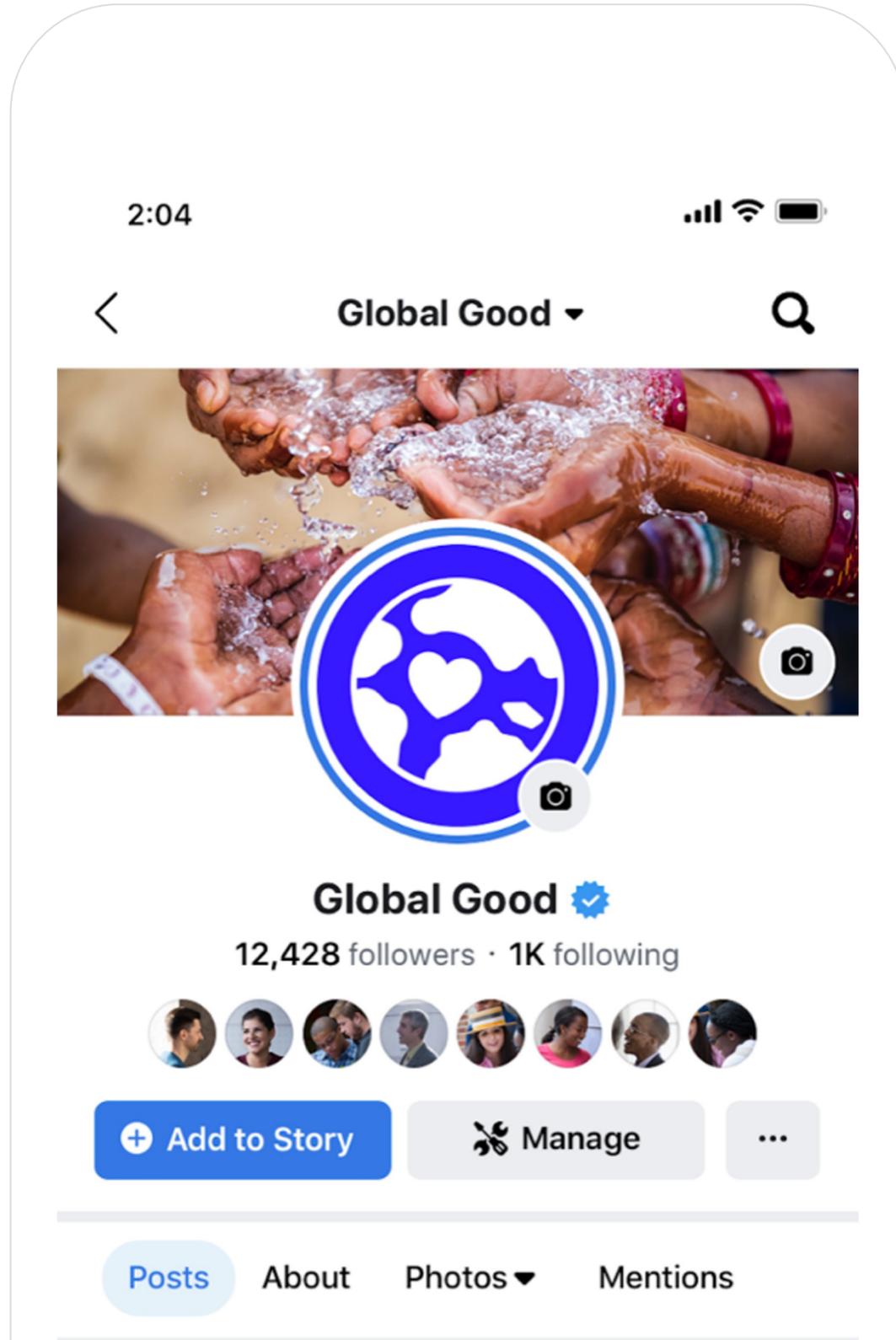
Il marketing online per le PMI

Organico
e
a
pagamento

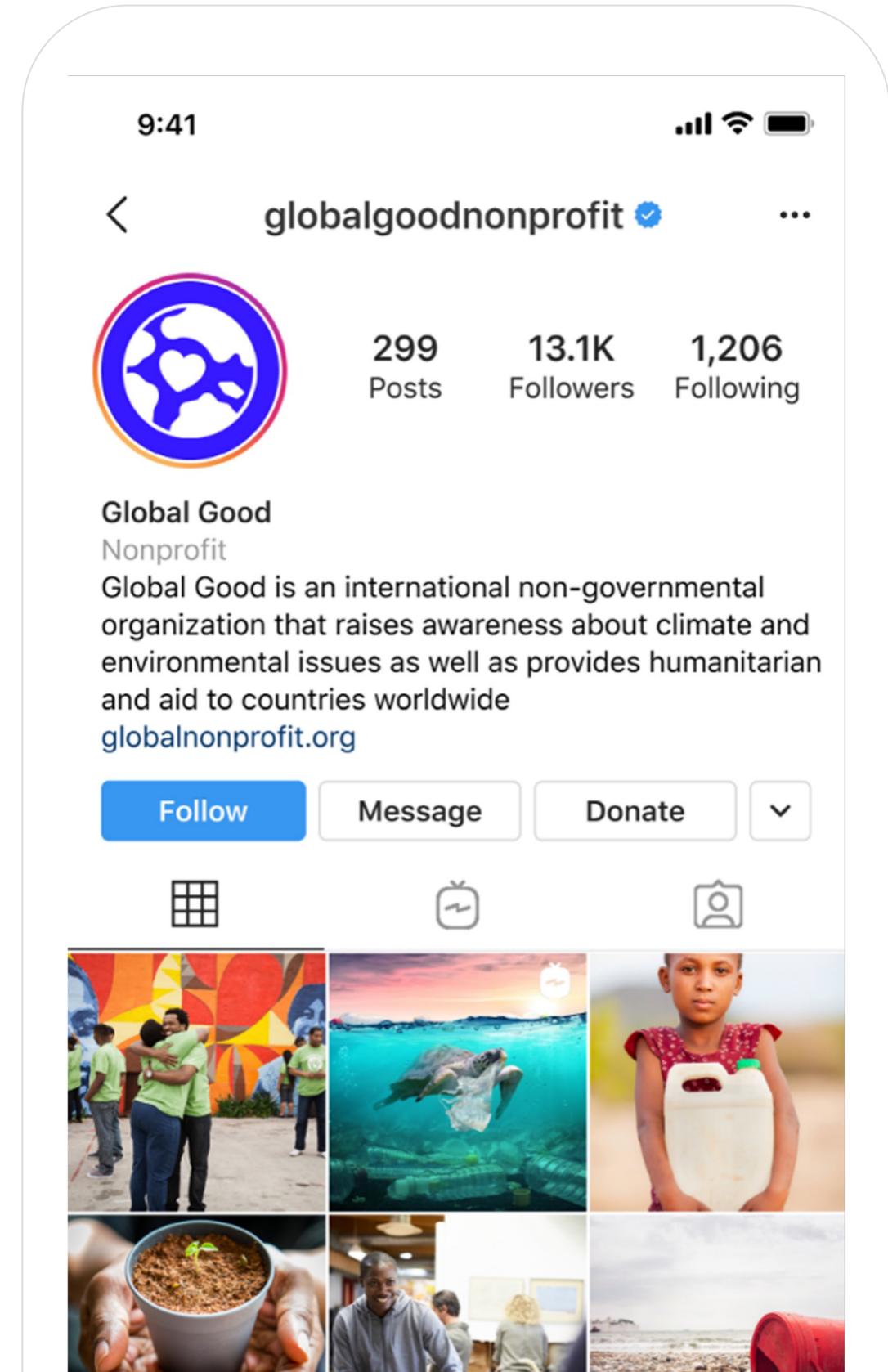


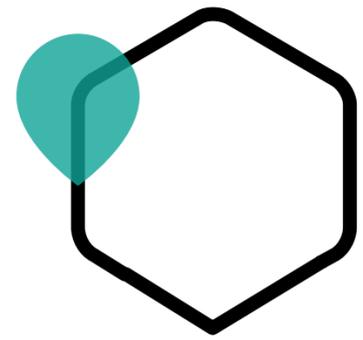
ORGANICO

Pagina Facebook



Profilo Instagram





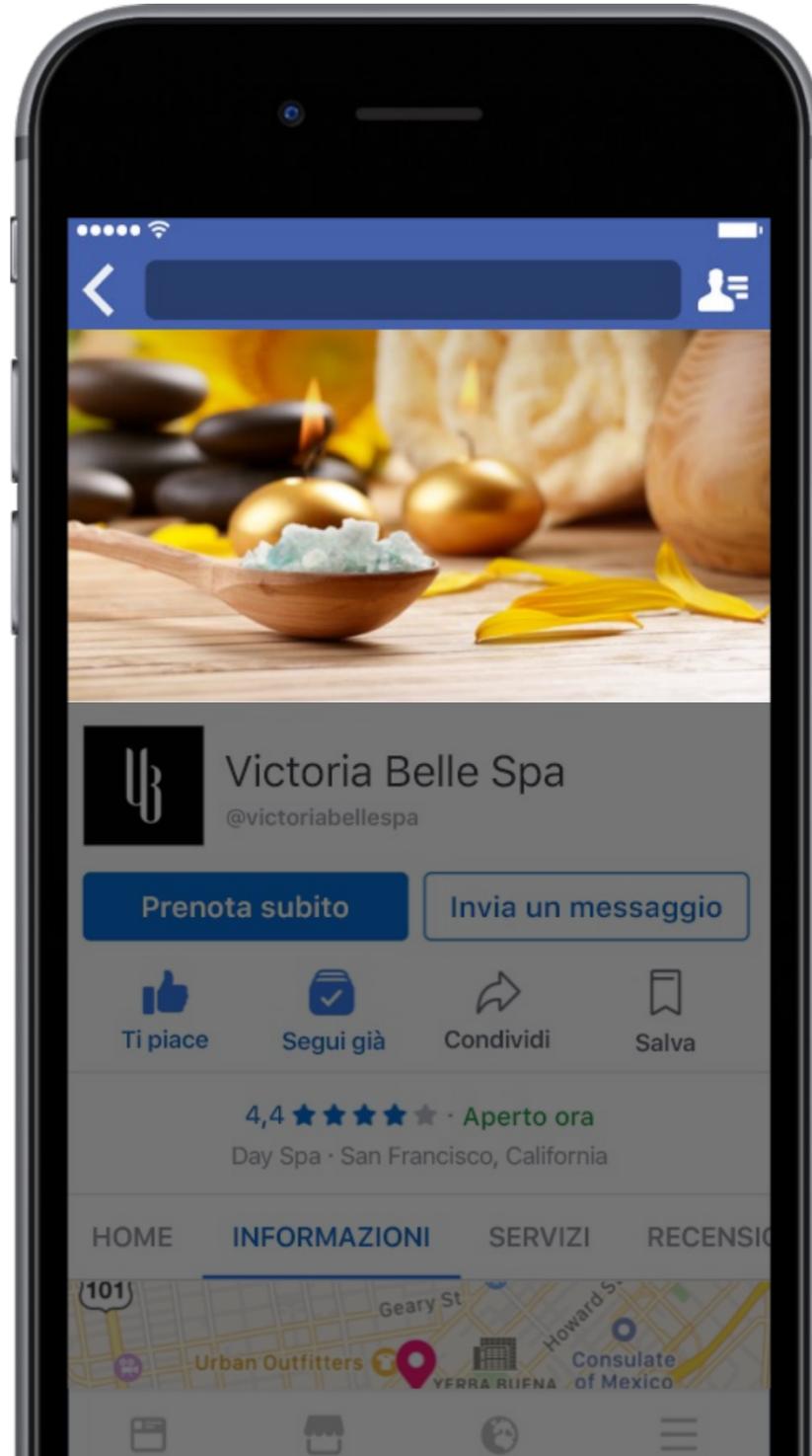
Marketing organico

Principali motivi per creare una Pagina vs. un profilo

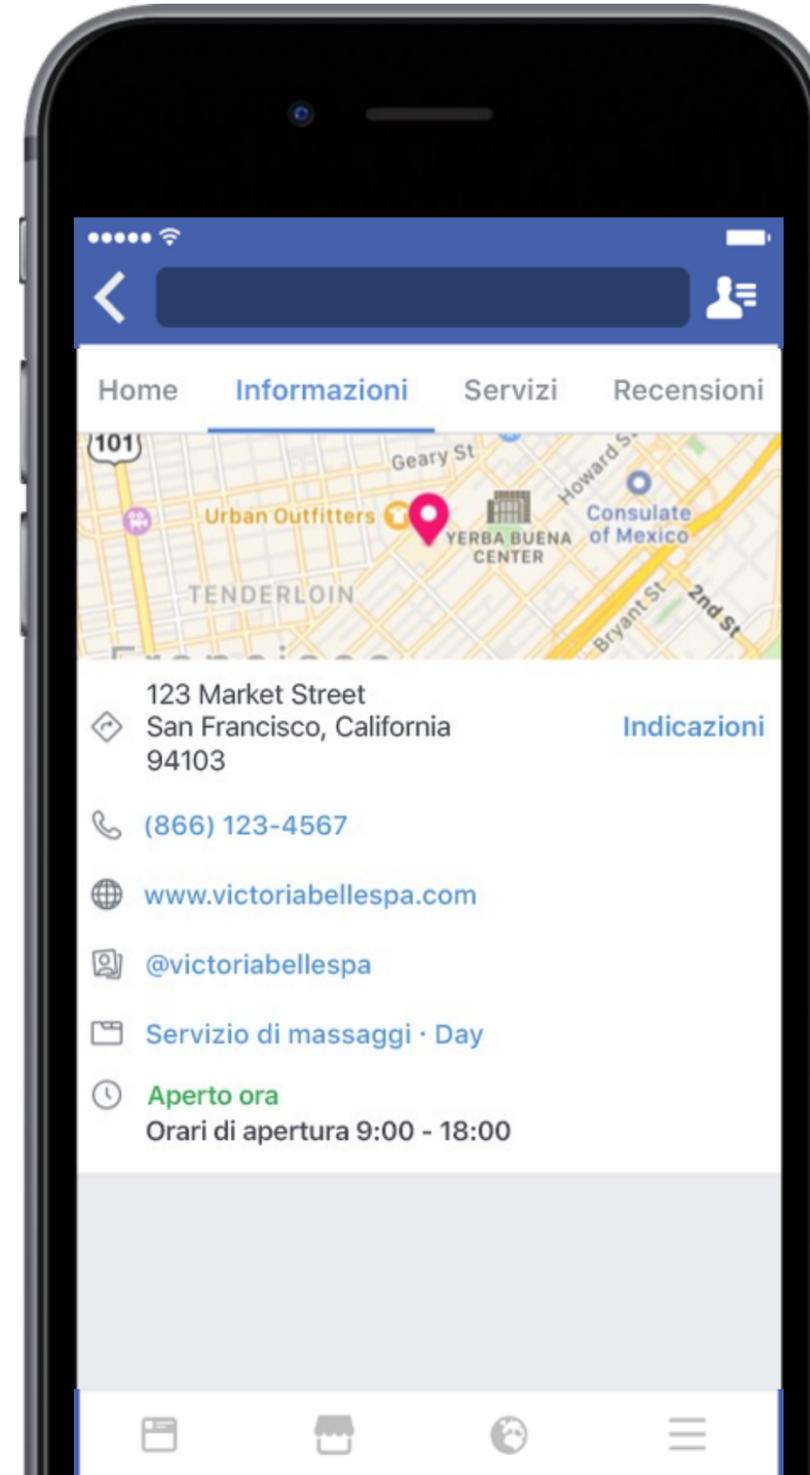
- 01 Connettersi con fan e follower
- 02 Conoscere meglio la tua community attraverso Insights della Pagina
- 03 Aumentare notorietà e interazioni per l'azienda attraverso le inserzioni a pagamento

ORGANICO: alcune feature

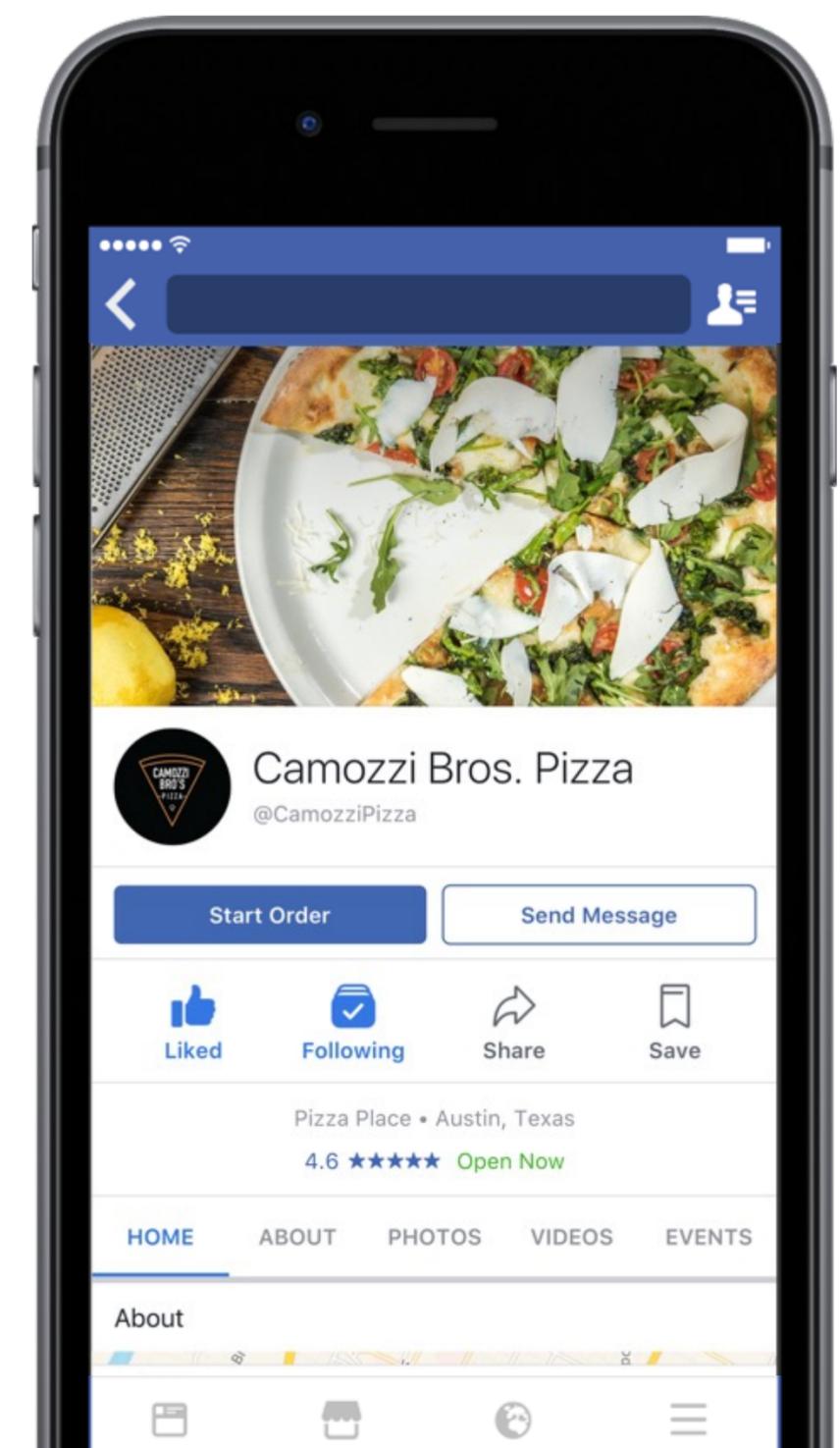
Immagini



Sezione Informazioni



Pulsante: Call to action



"Wow, l'Italia è bellissima"



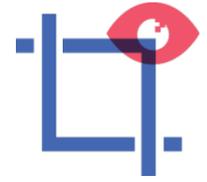
Text



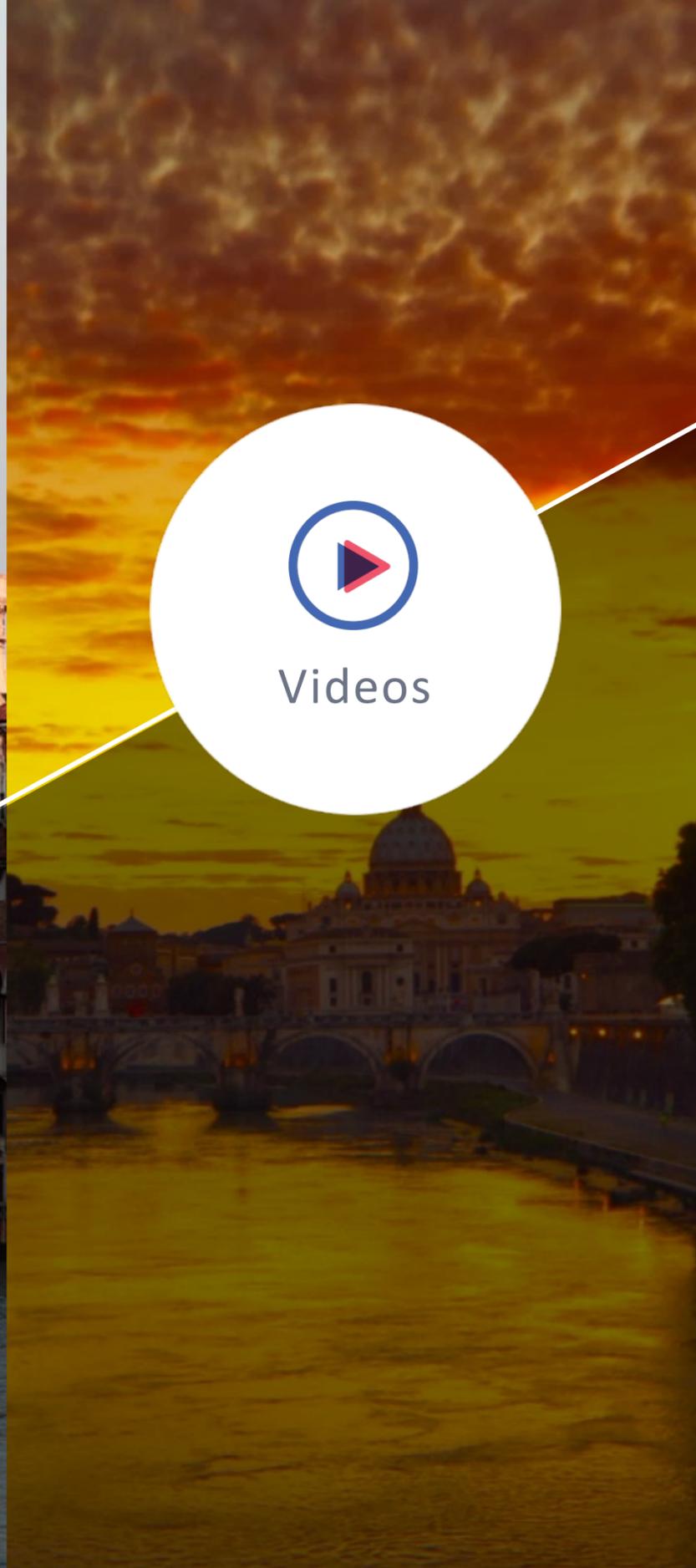
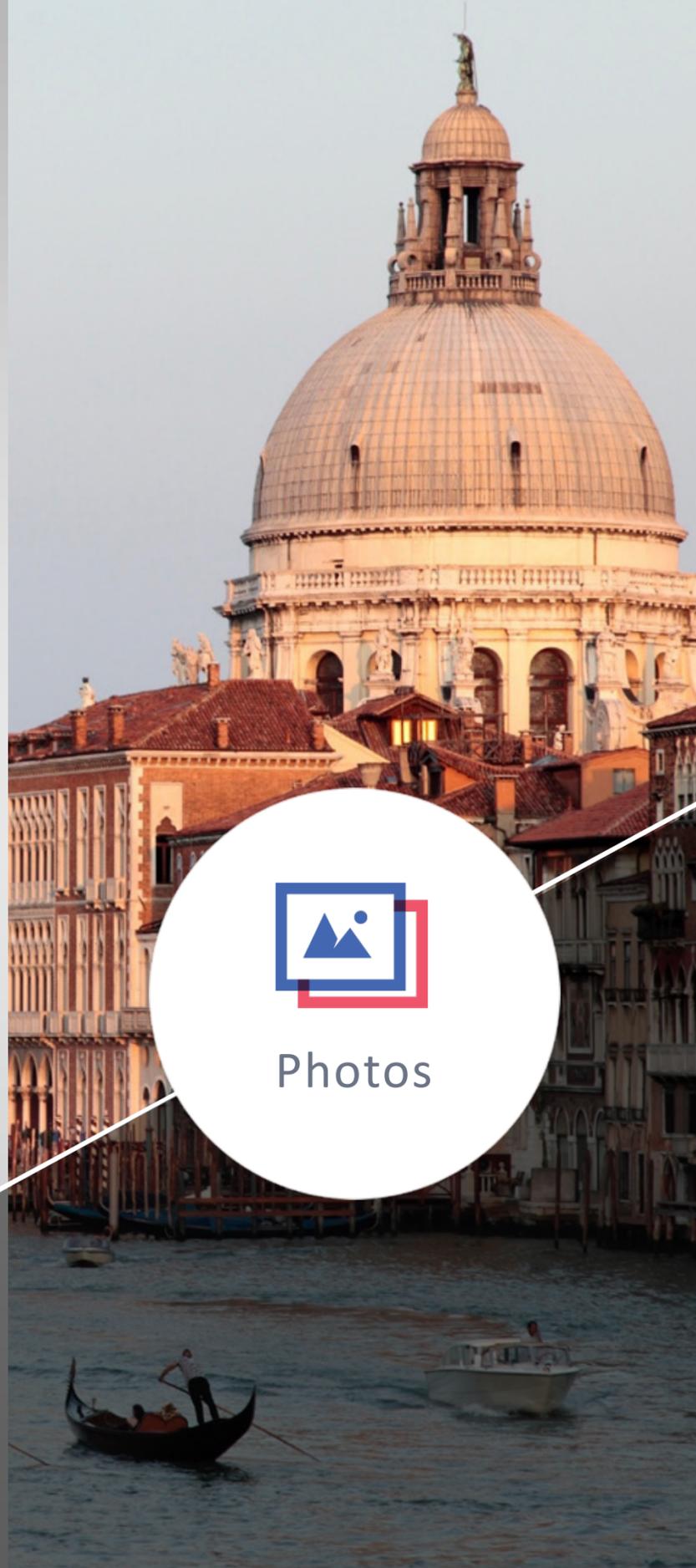
Photos



Videos



VR/AR

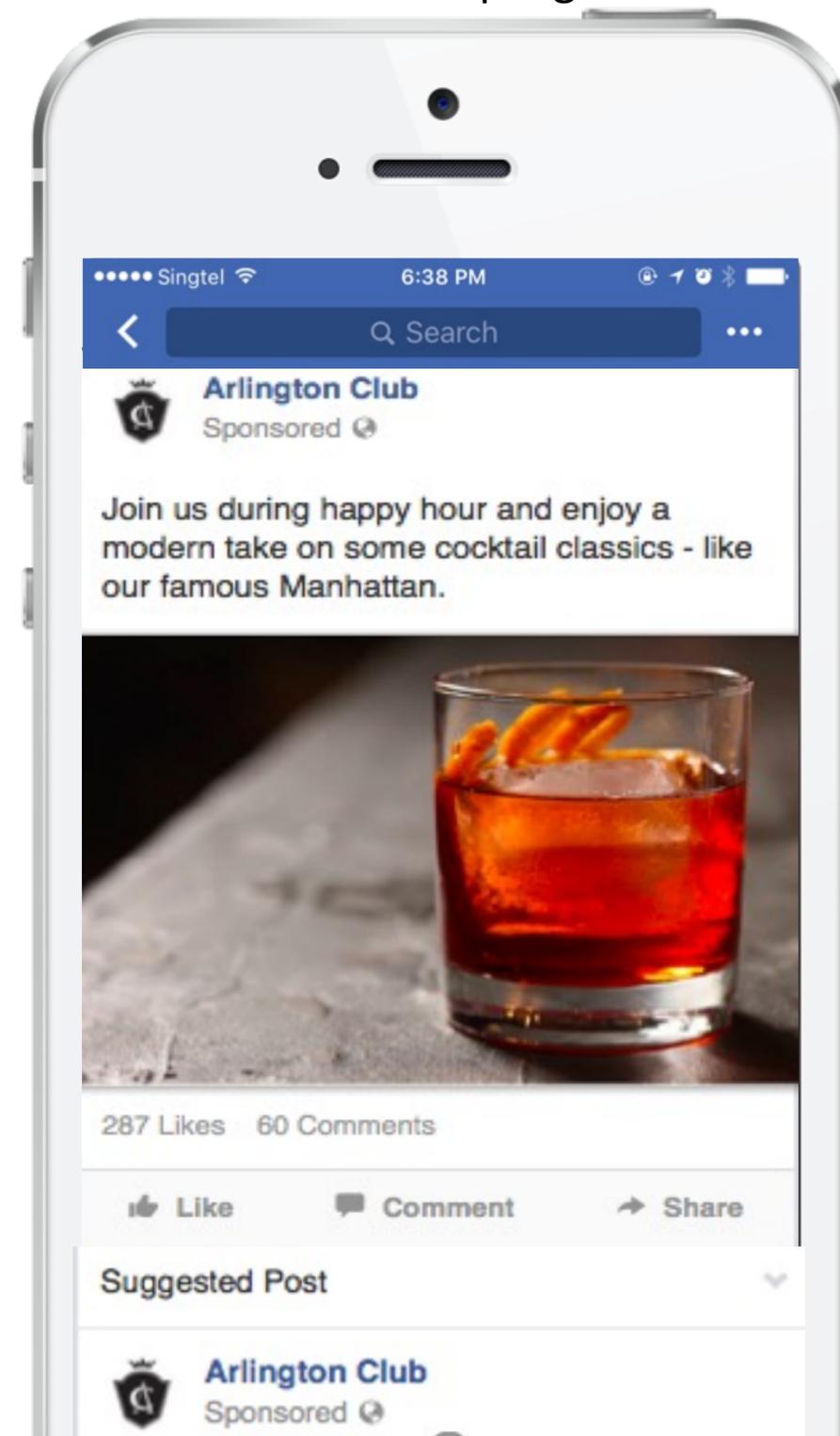
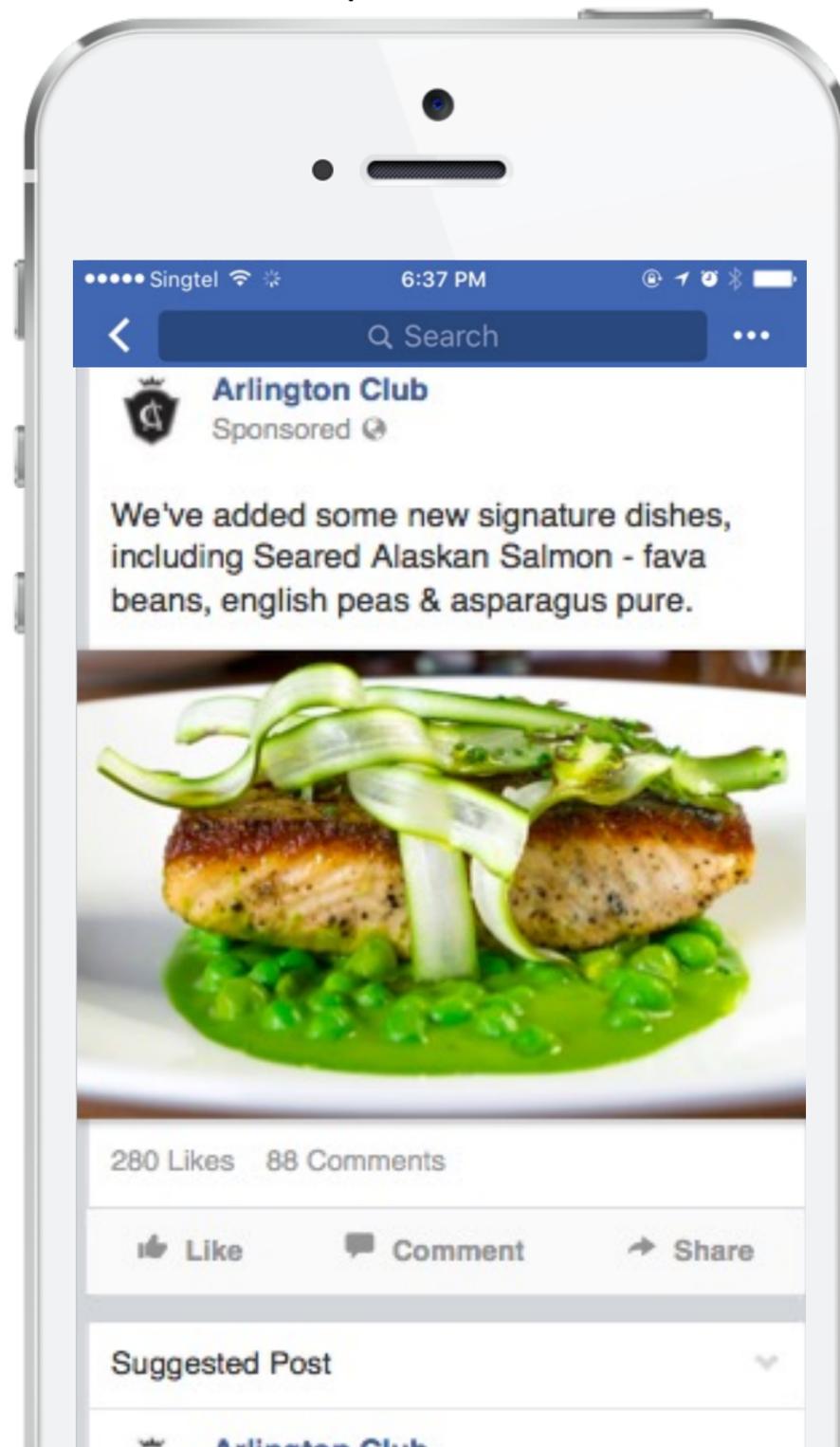


Il testo

Un dipendente che racconta una storia

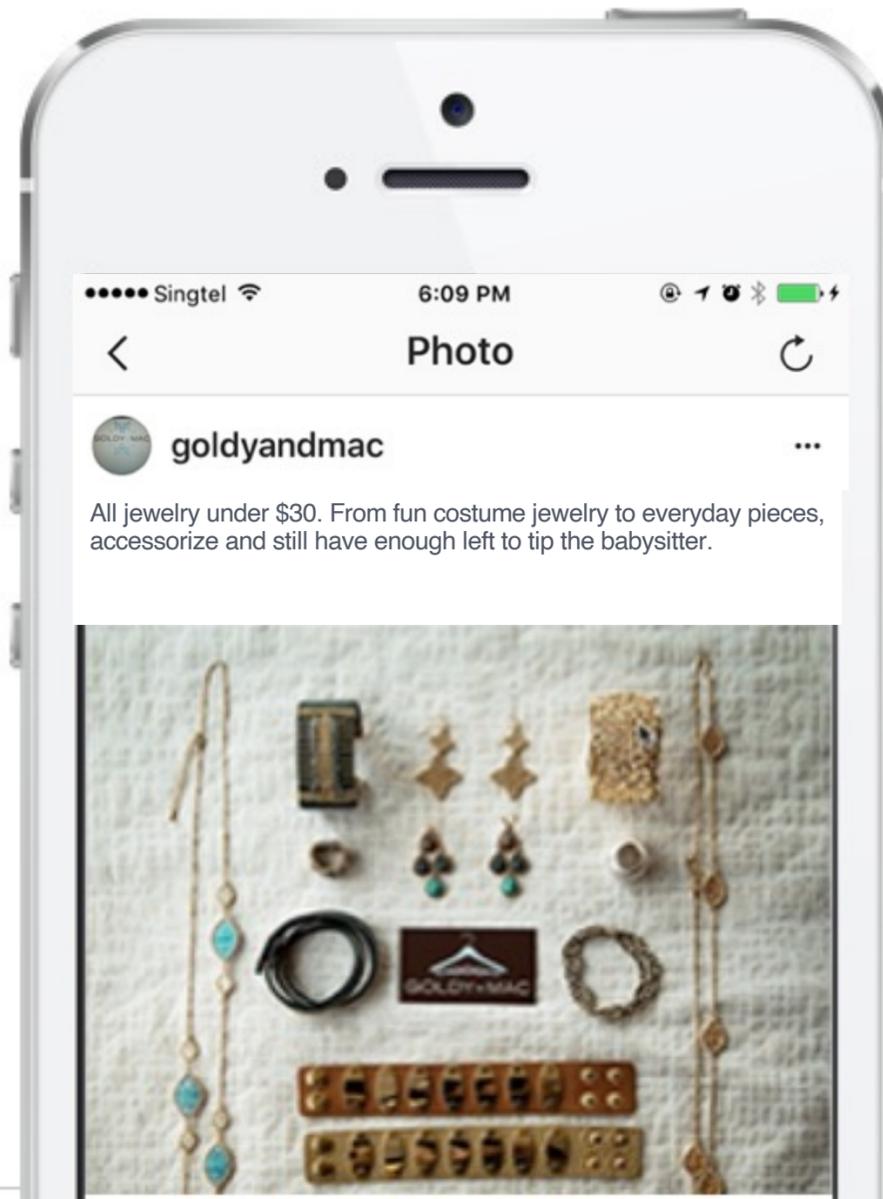
Un nuovo piatto per riconquistare i clienti

Un cocktail per attirare una clientela più giovane

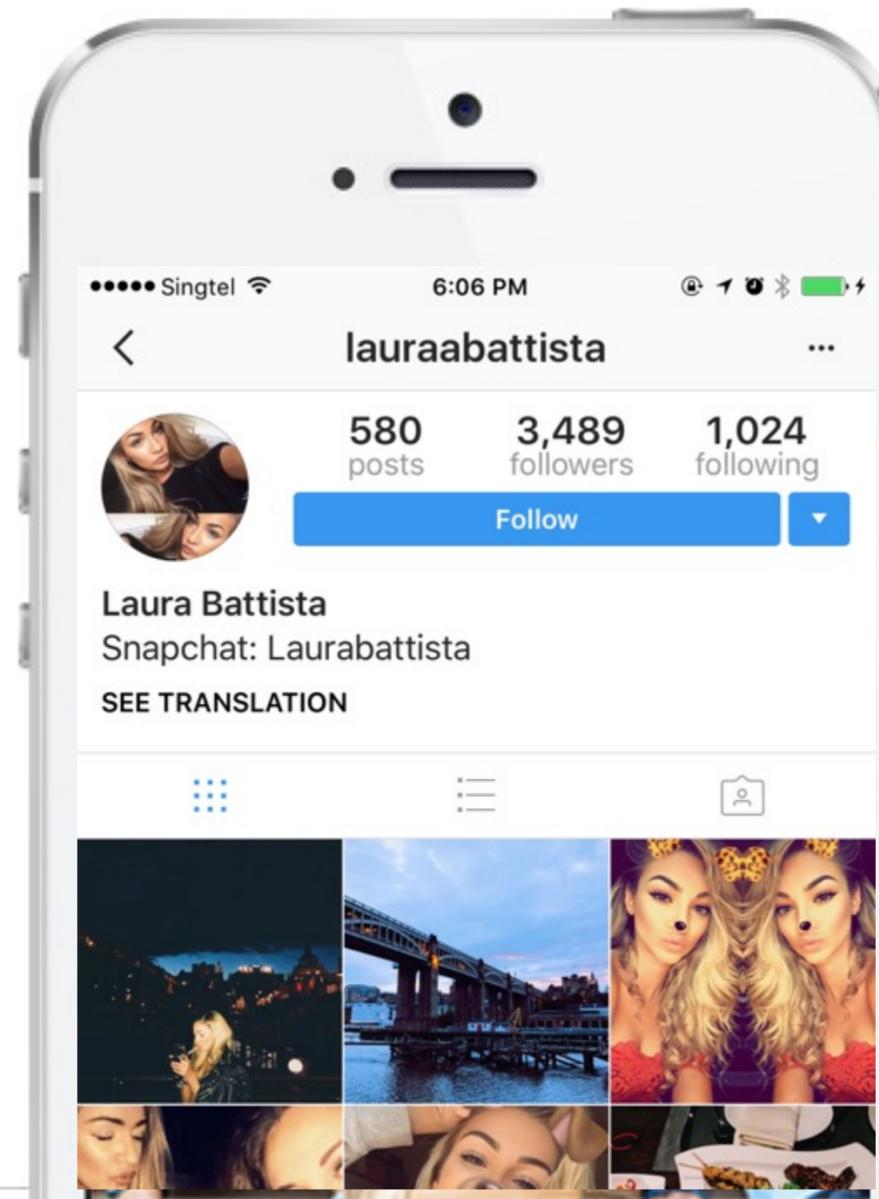


Il contenuto

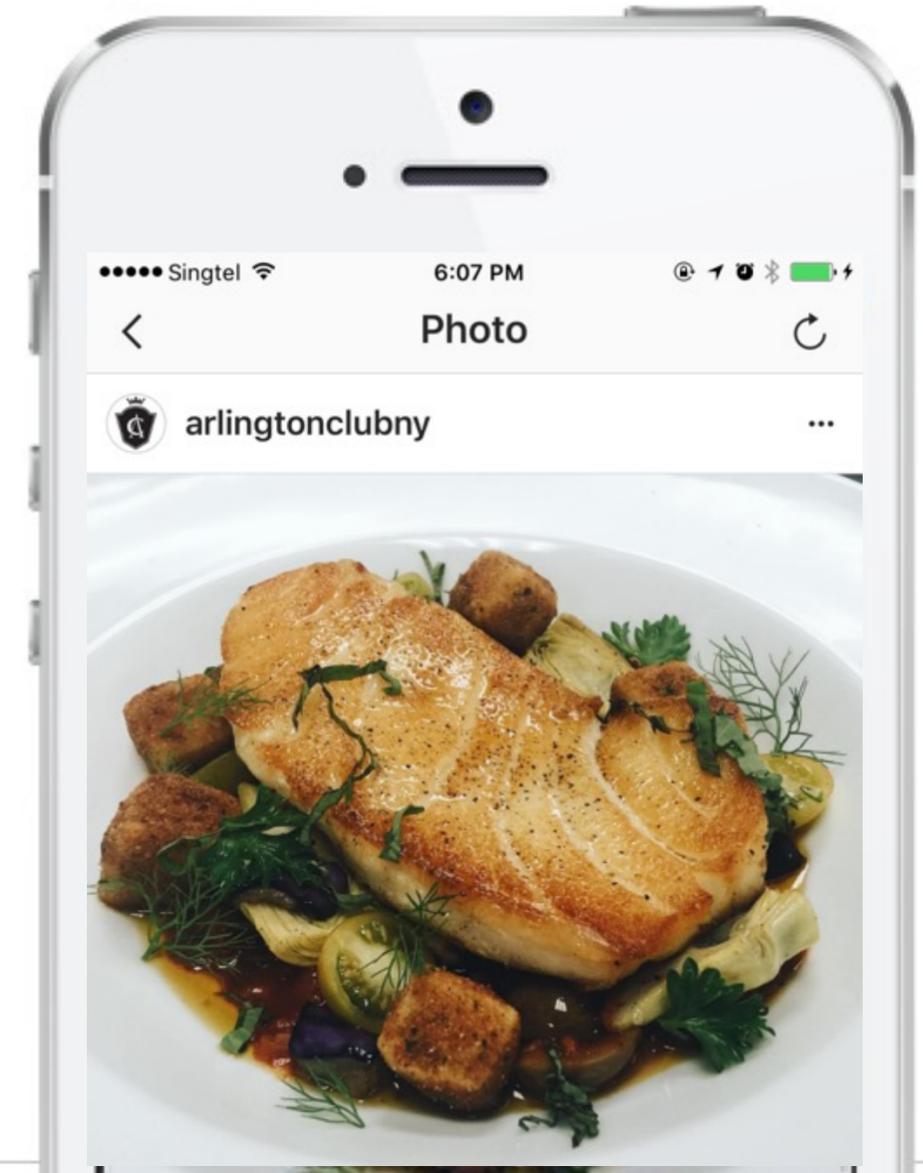
Layout



Le persone



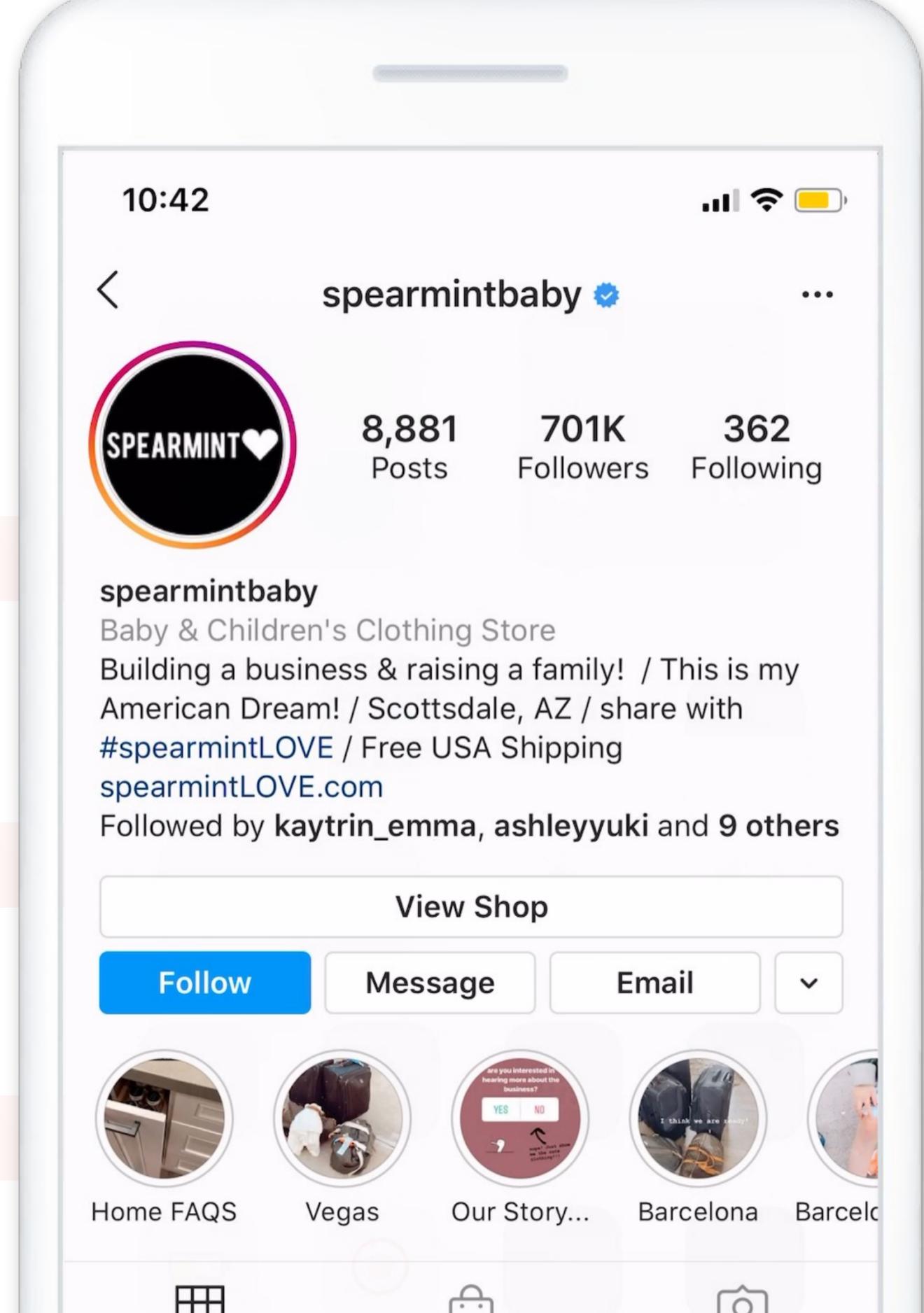
Il prodotto



PROFILO

SHOPS

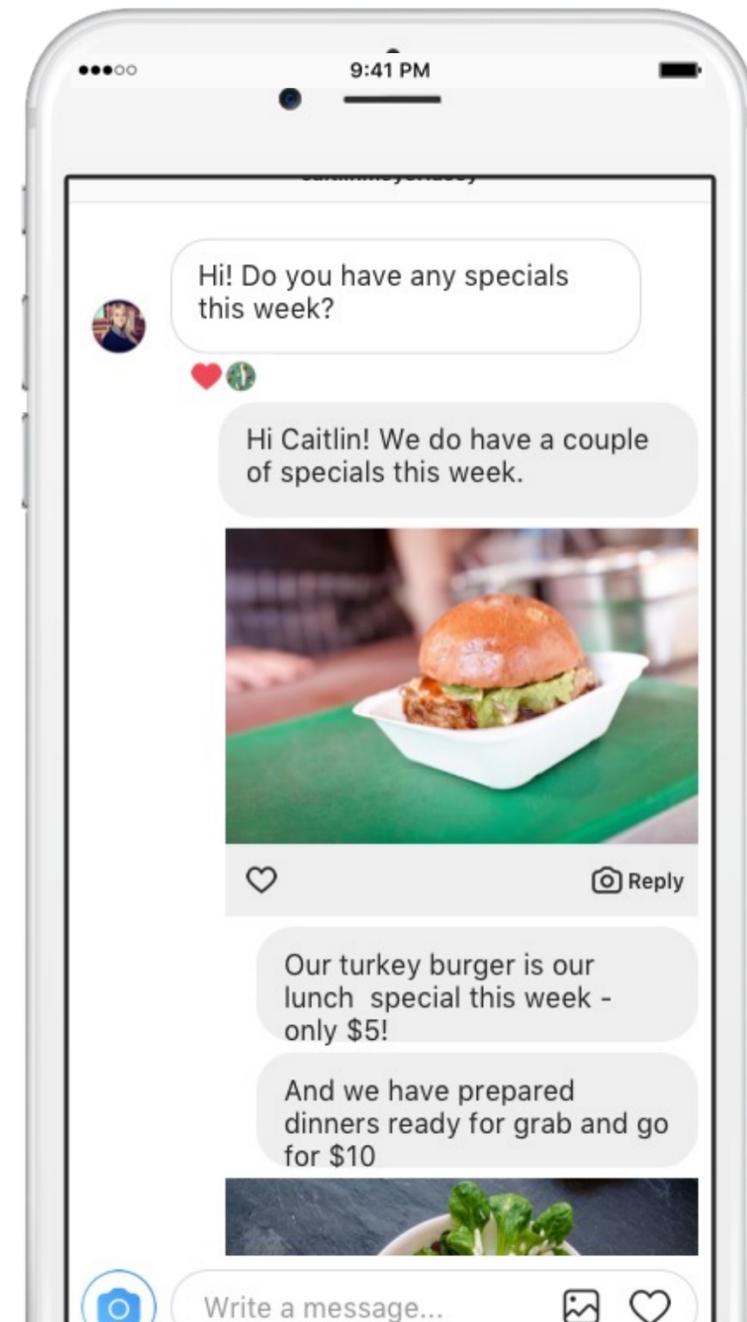
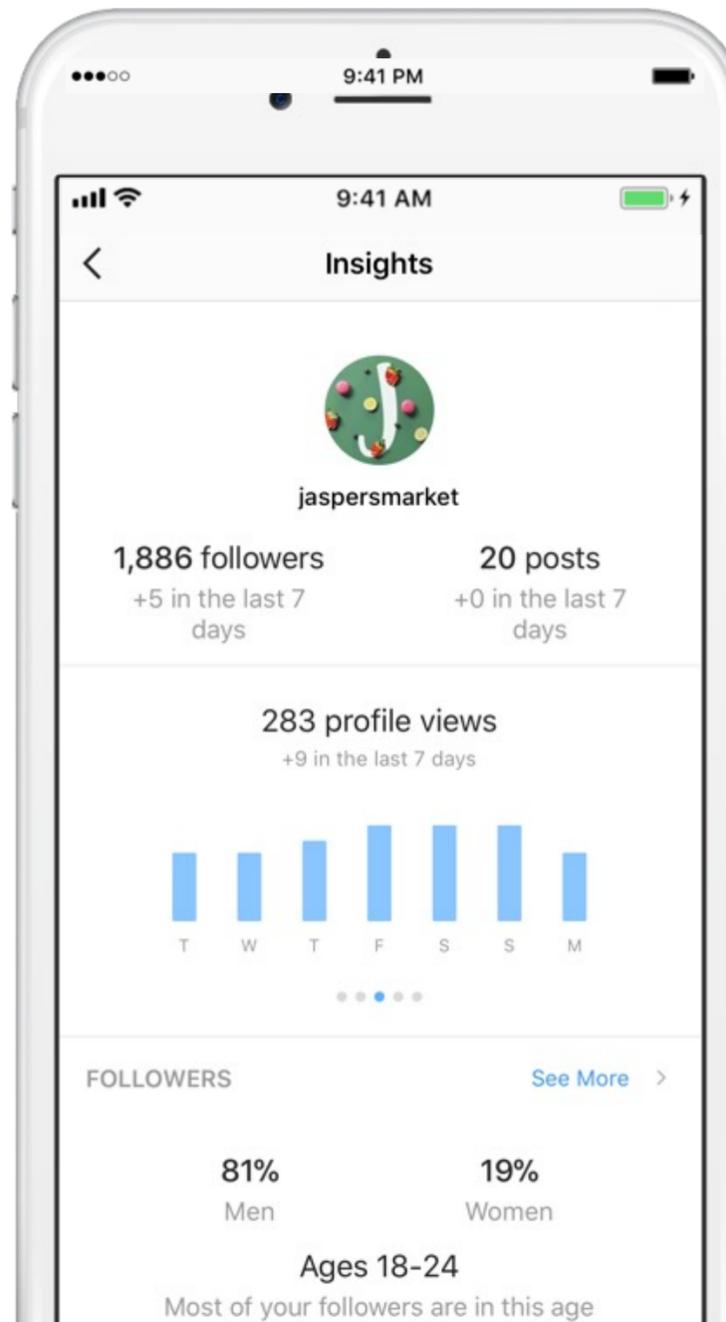
STORIES HIGHLIGHTS



PROFILO
AZIENDALE

DATI STATISTICI

MESSAGGI

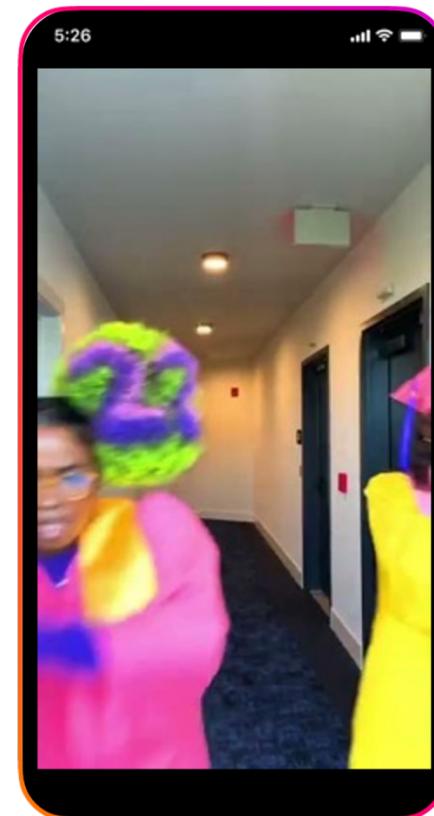
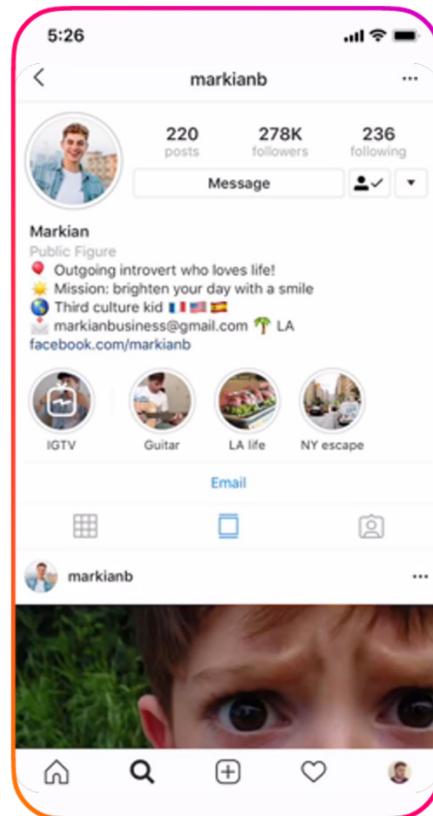


FEED

STORIES

REELS

LIVE



Reel

1-2x settimana

- Contenuti con musica, sticker e transizioni
- Segui i trend e crea trend

Feed

1x al giorno

- Foto e video
- Contenuti che stimolano le persone a commentare

Storie

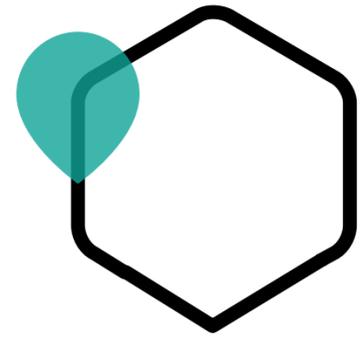
5-8x clip al giorno

- Aggiornamenti in diretta e dietro le quinte
- Sticker interattivi

Live

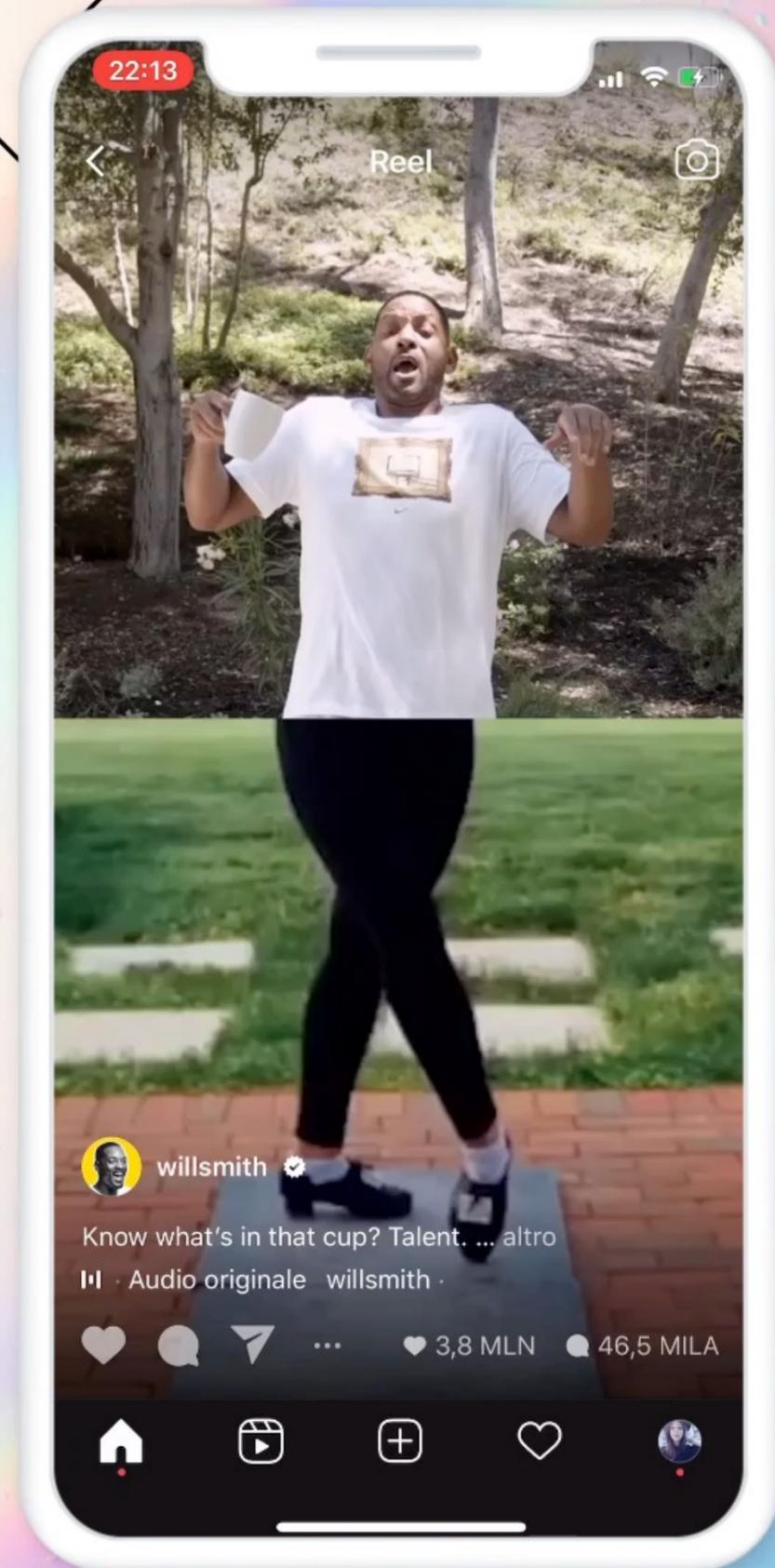
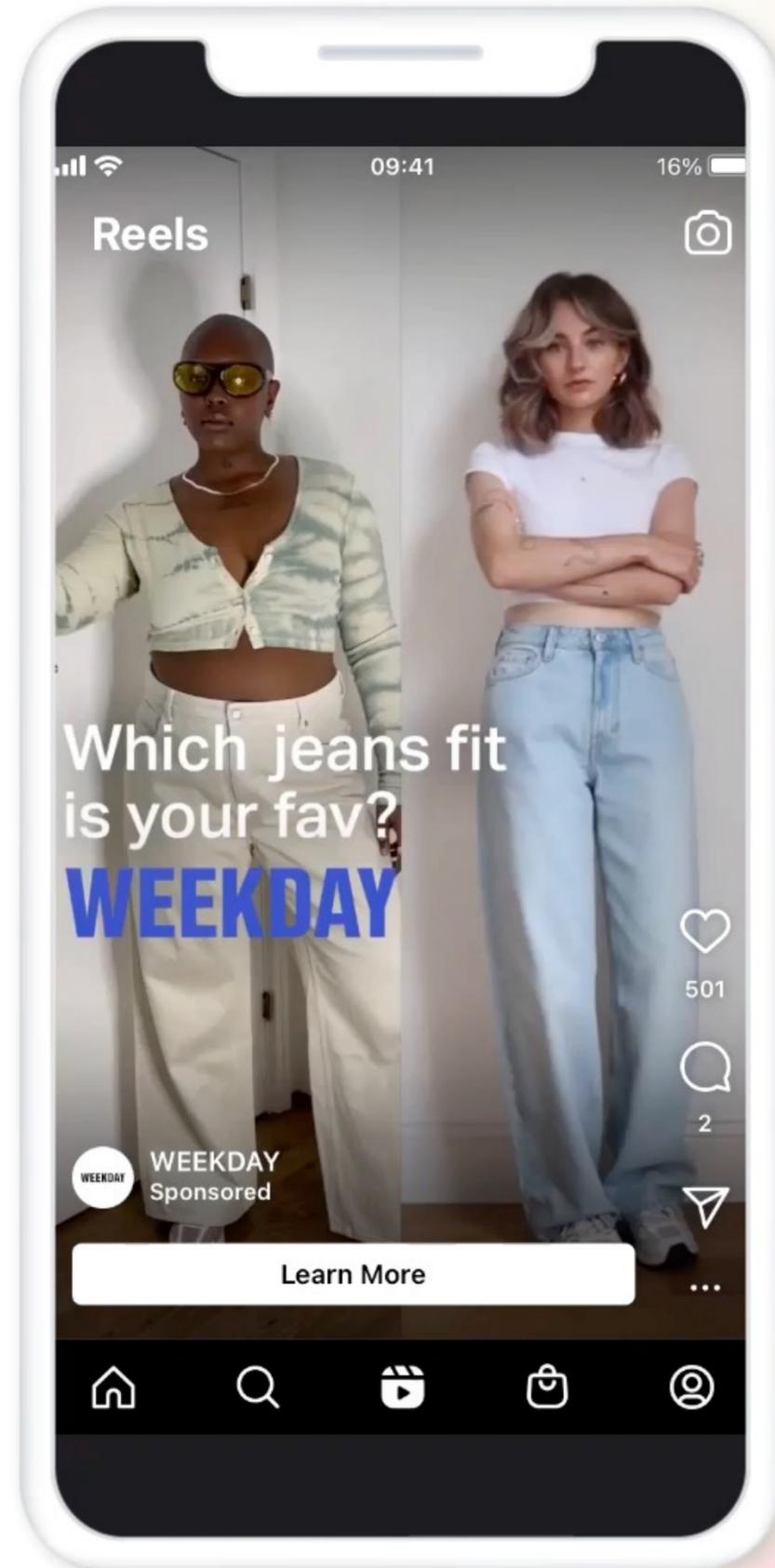
1x al mese

- Q&A con il tuo pubblico
- Come fare una videochiamata con i tuoi follower

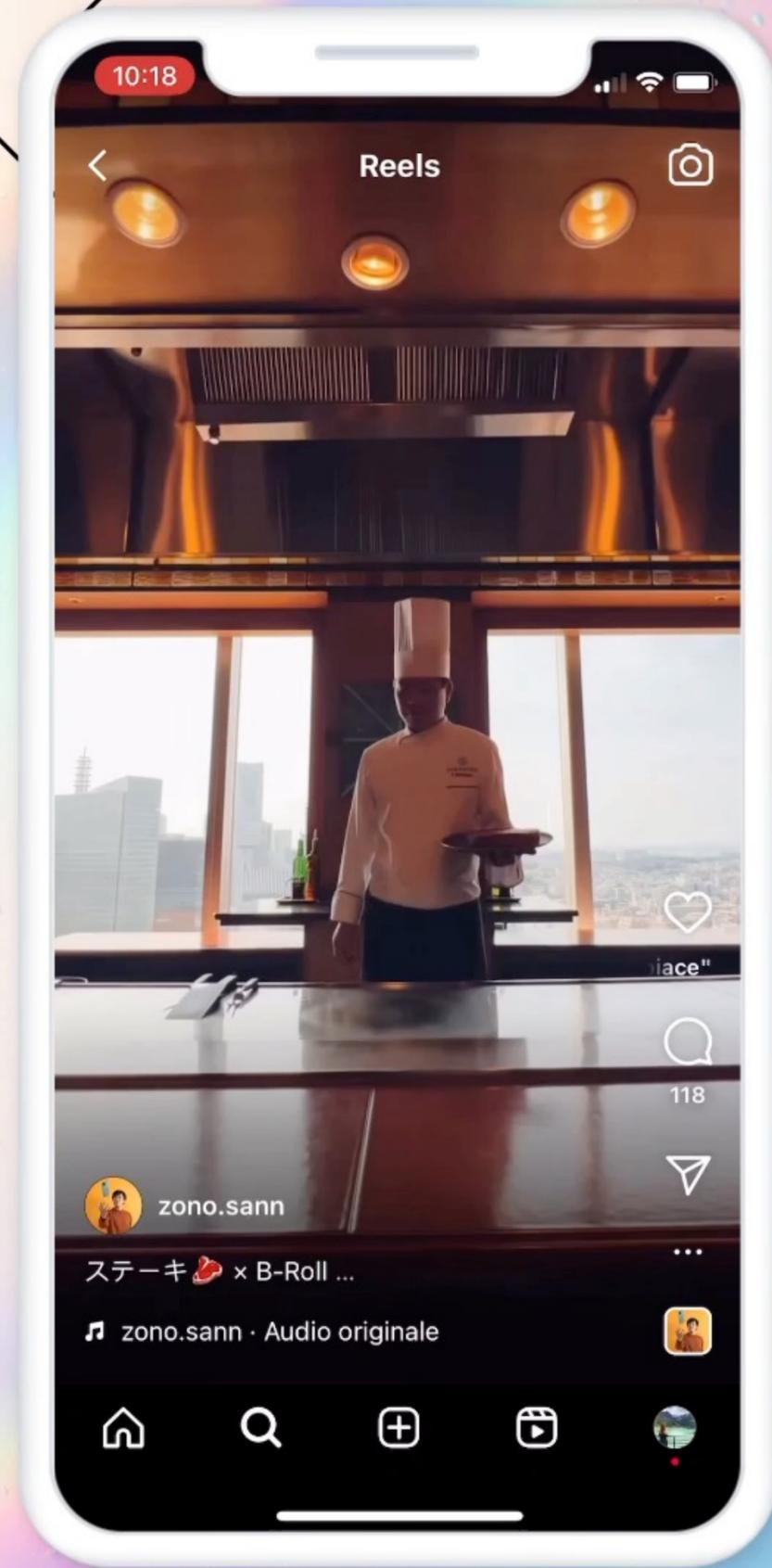
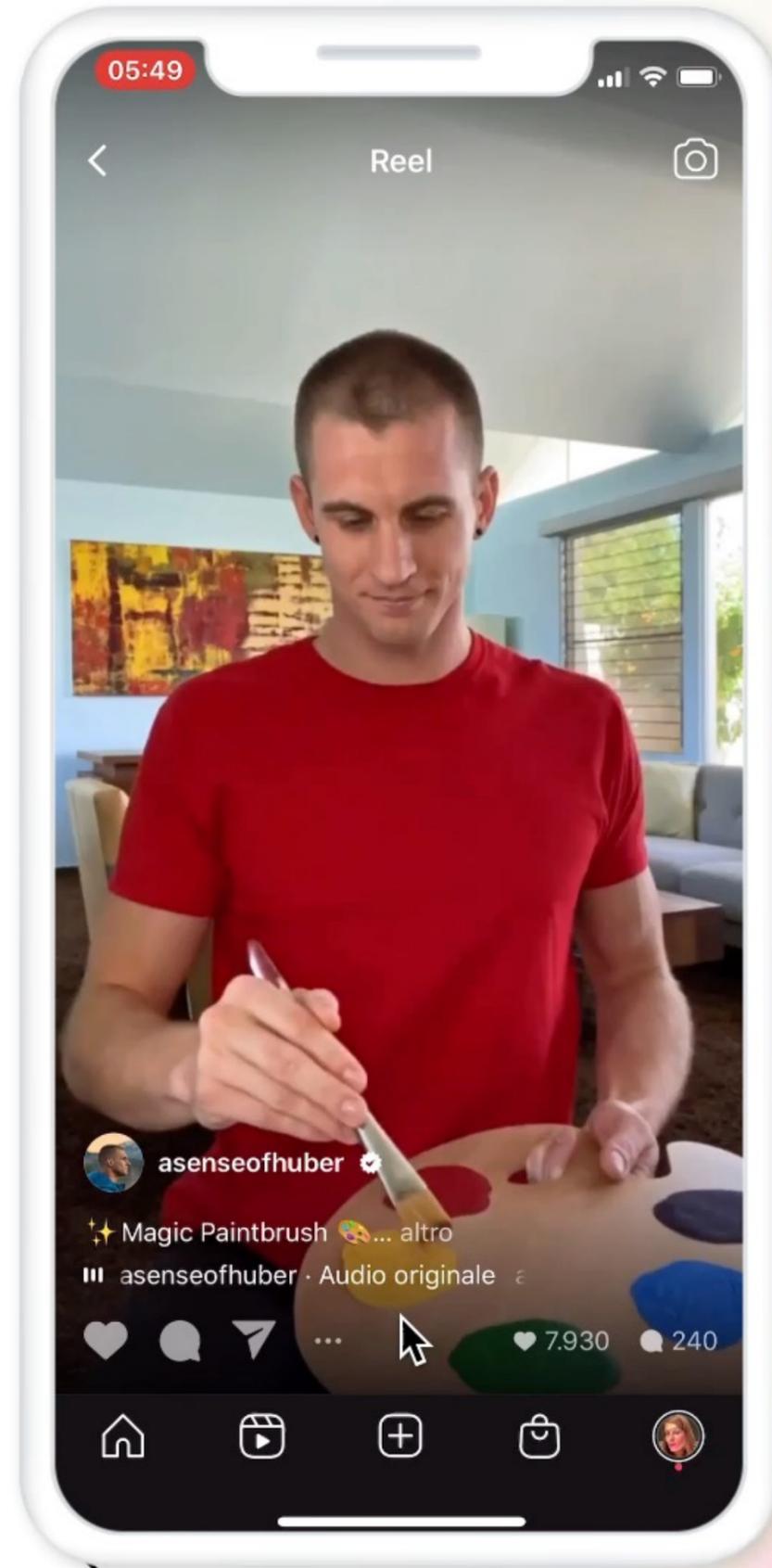


Focus REELS

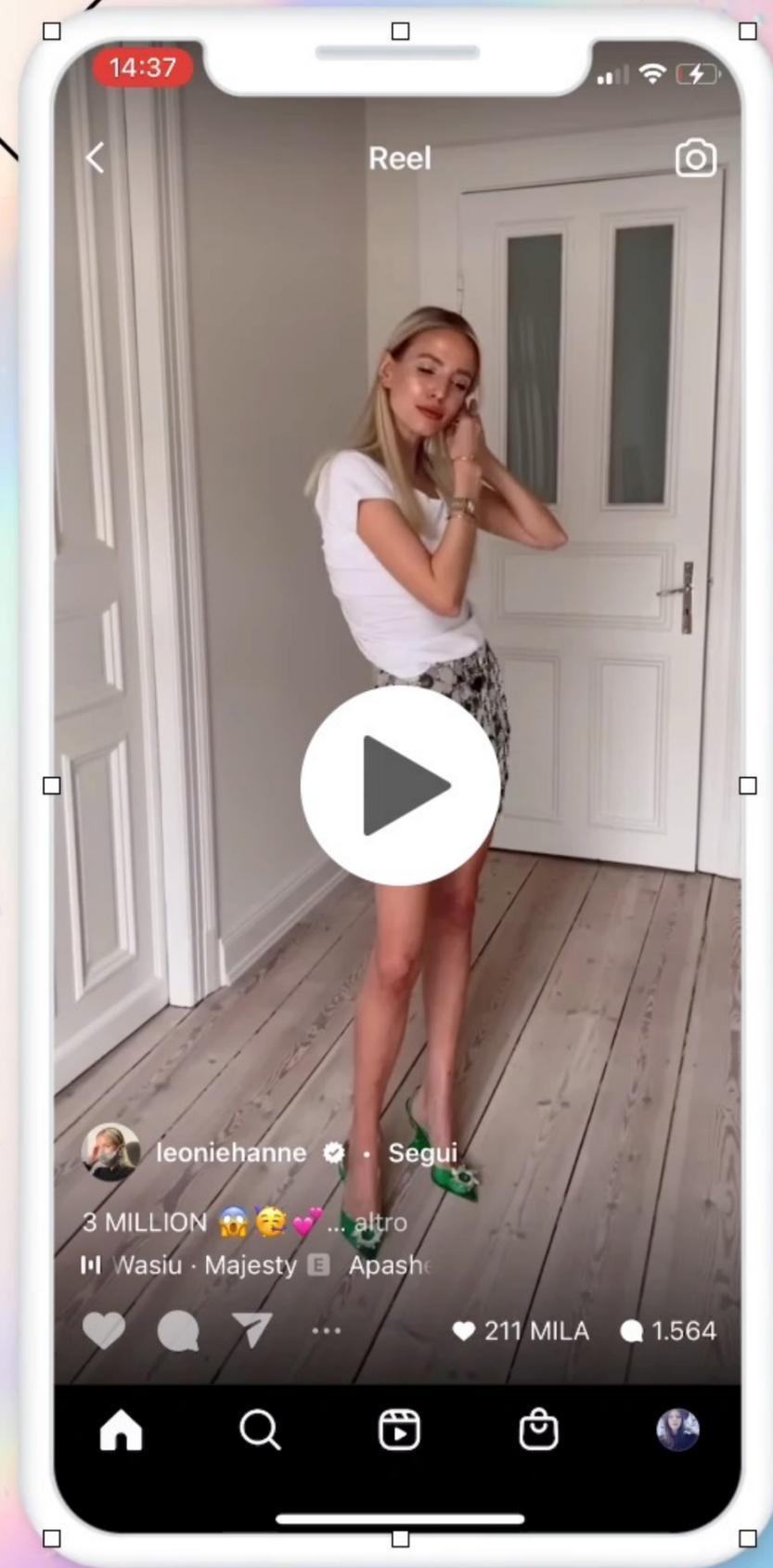
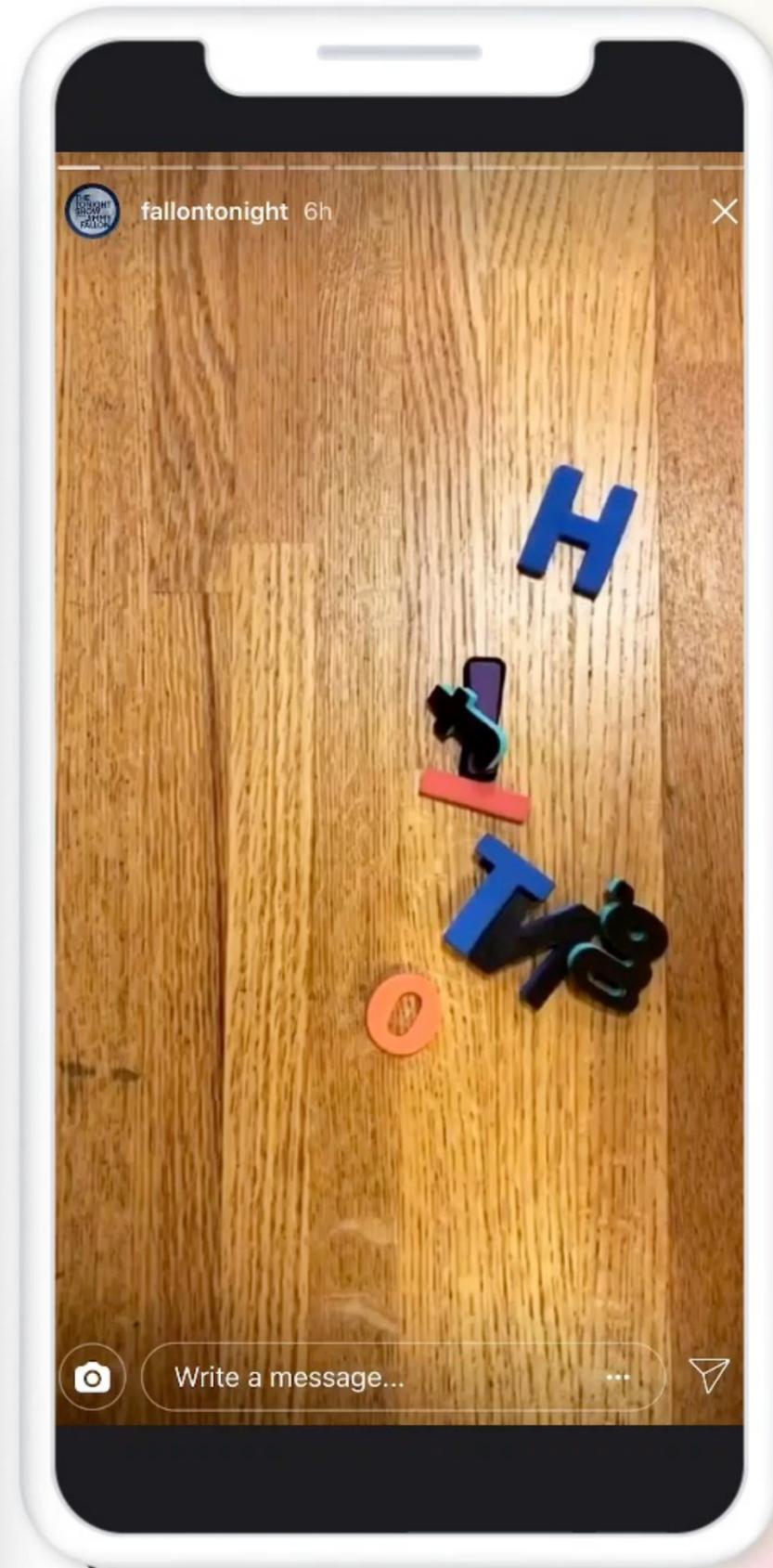
layout



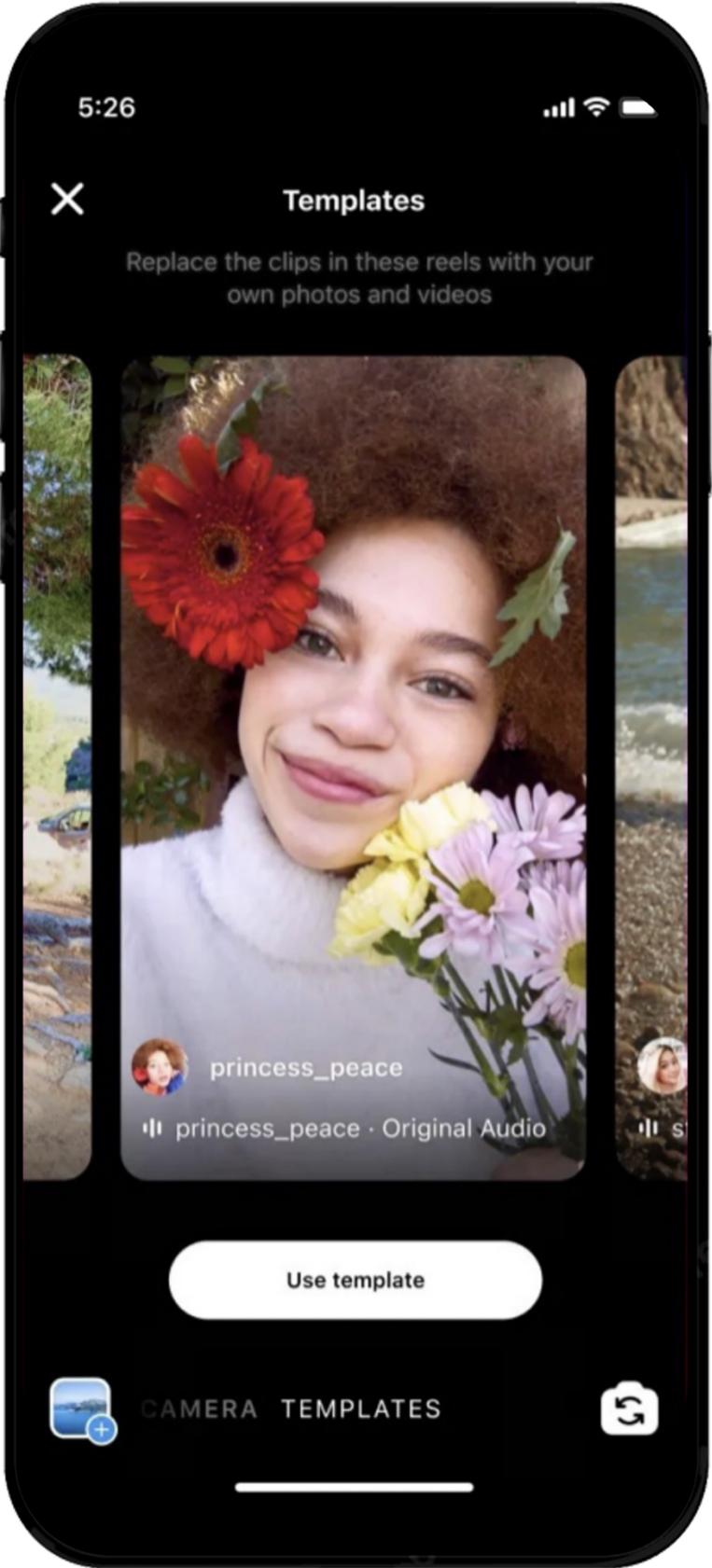
transitions



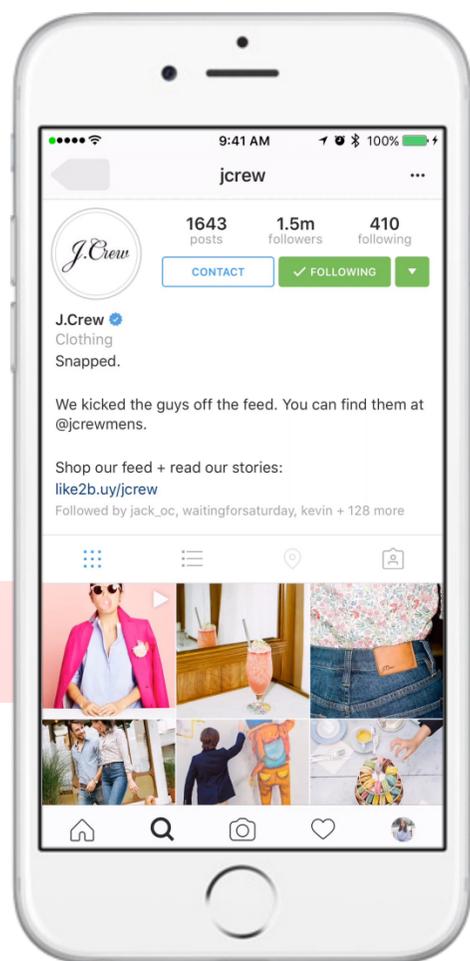
Rewind



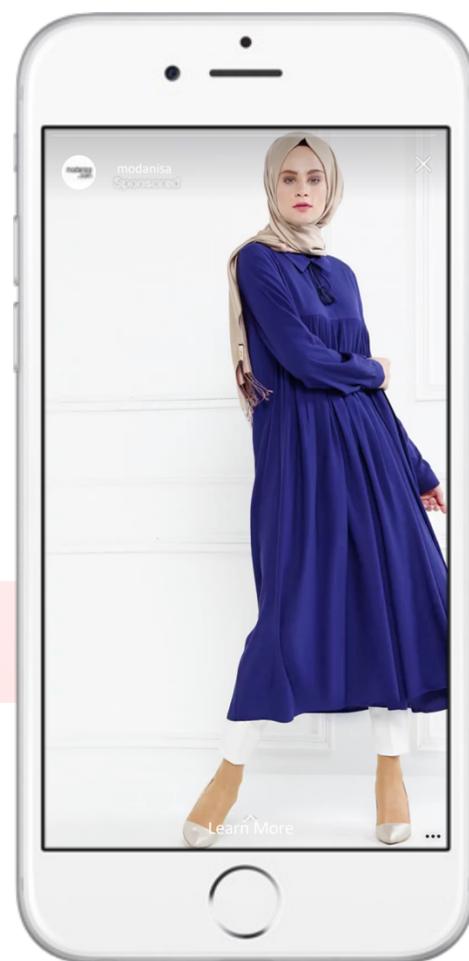
Templates



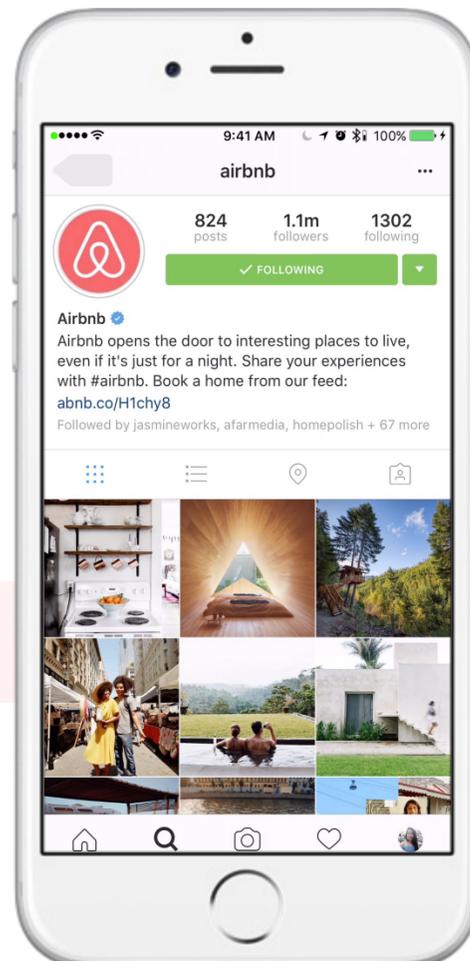
VENDITE E PROMOZIONI



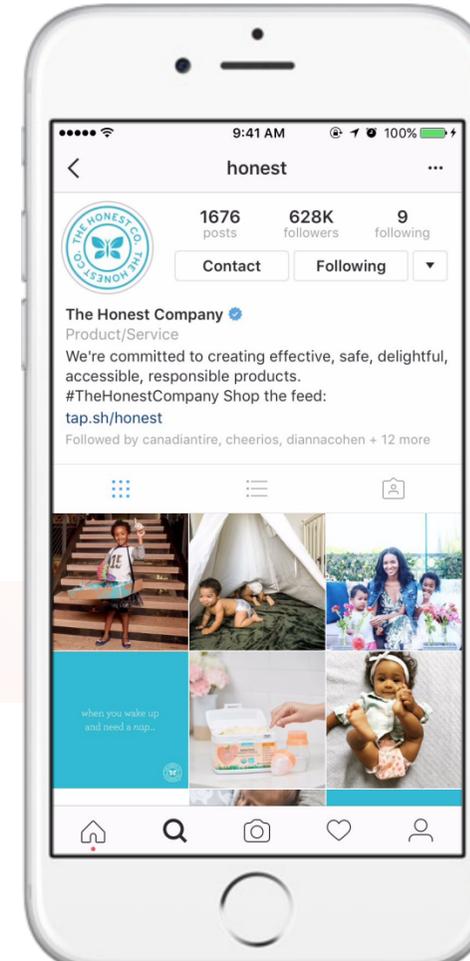
LANCI



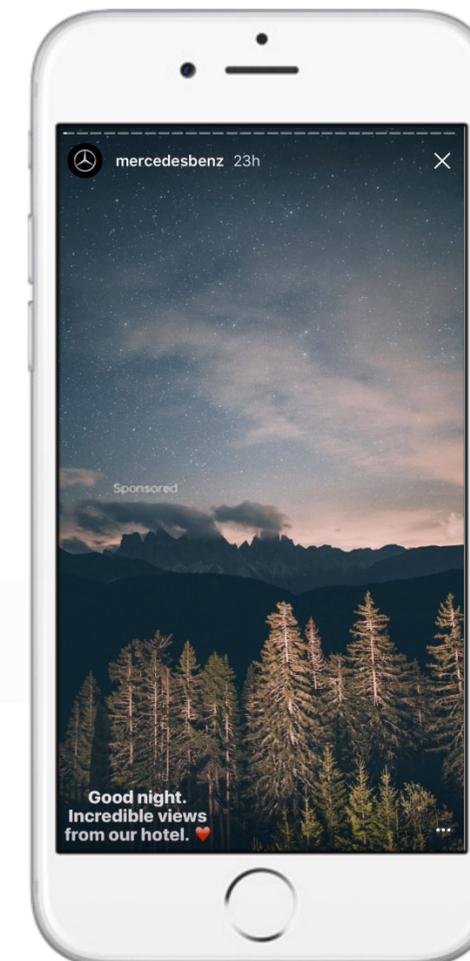
OFFERTE ESCLUSIVE



TUTORIAL

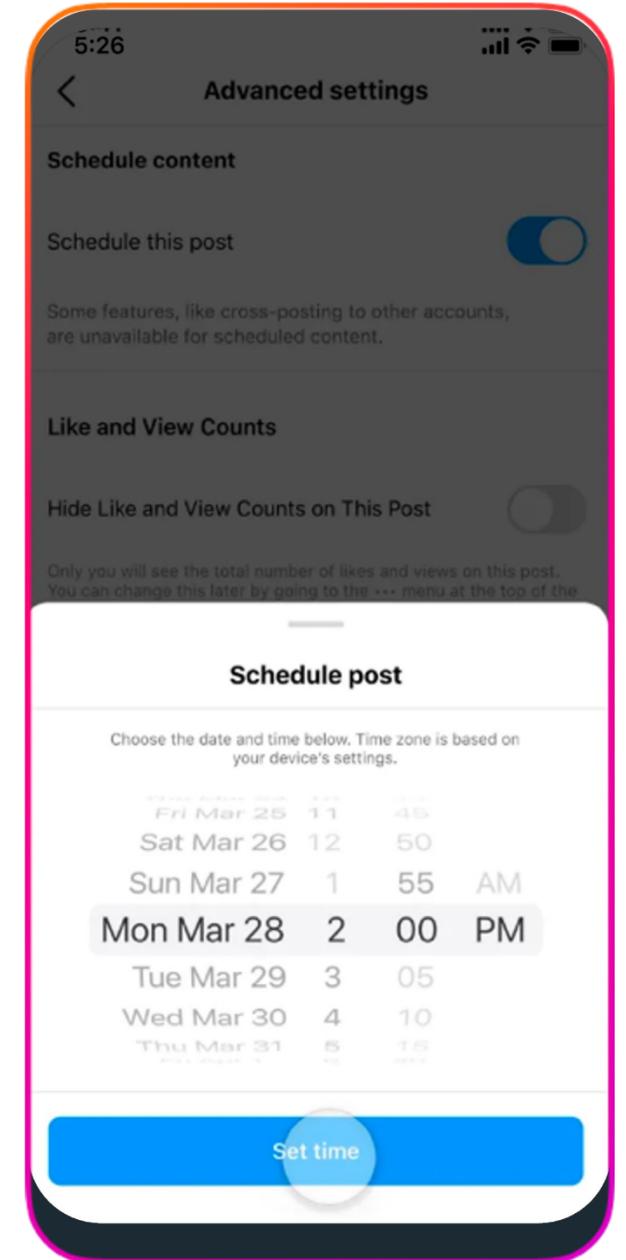
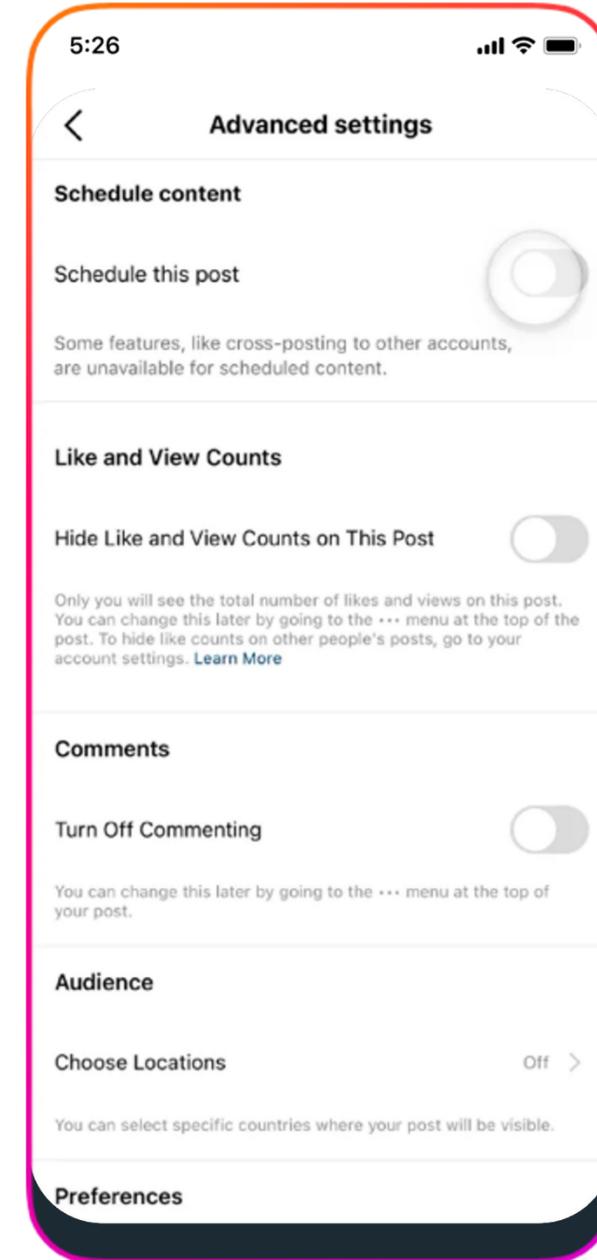
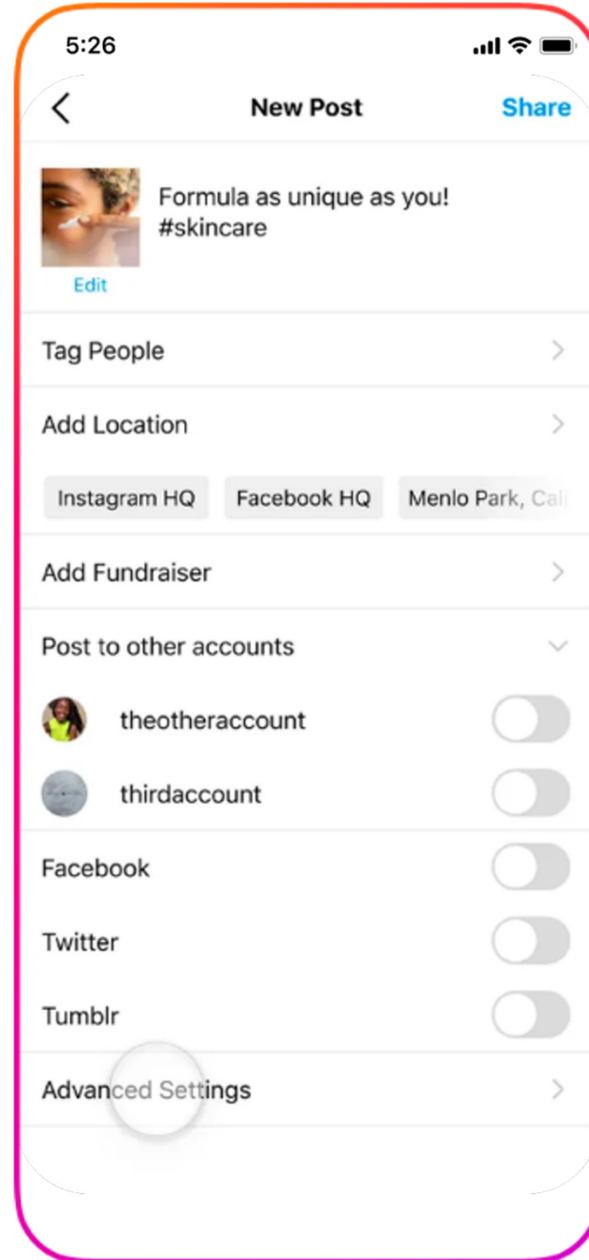


DIETRO LE QUINTE



PROGRAMMAZIONE

Gli account creator e business ora possono programmare foto, caroselli e reel fino a 75 giorni in anticipo.



La 🔑 è essere coerenti: pubblica regolarmente e a un ritmo sostenibile!

Meta Business Suite

Vantaggi

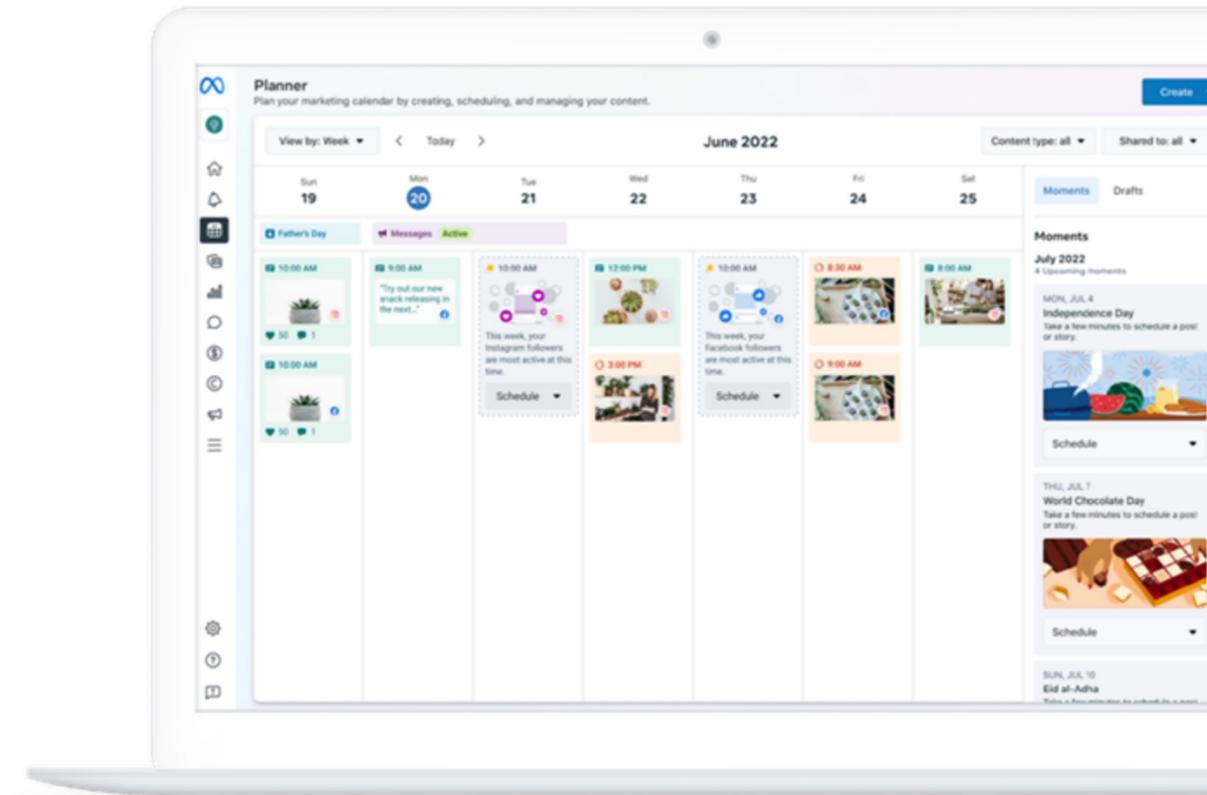
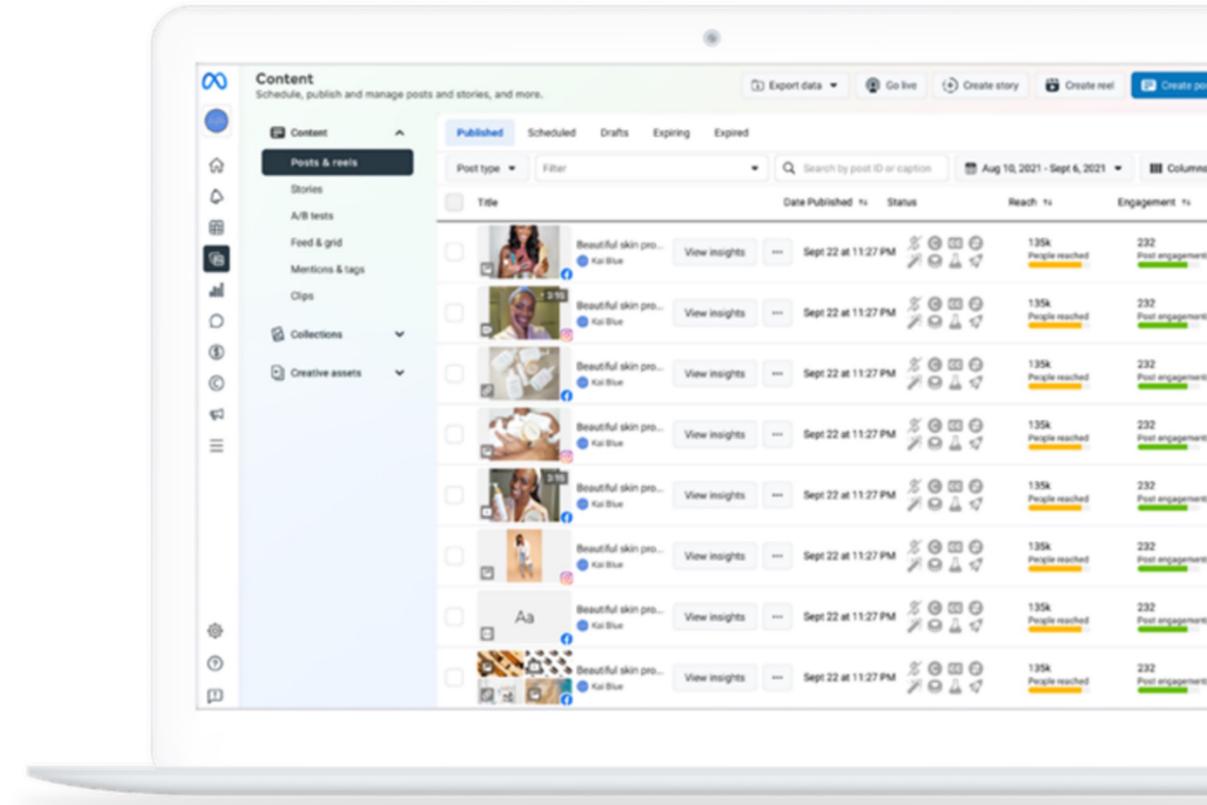
Pubblica, programma e gestisci i contenuti.

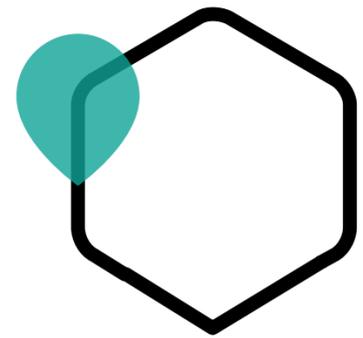
Ottieni aggiornamenti importanti, avvisi e azioni consigliate.

Accedi a strumenti e insight dettagliati per video, pubblico e mantenimento.

Monitora le tue prestazioni relative alla monetizzazione e usufruisci di nuovi prodotti.

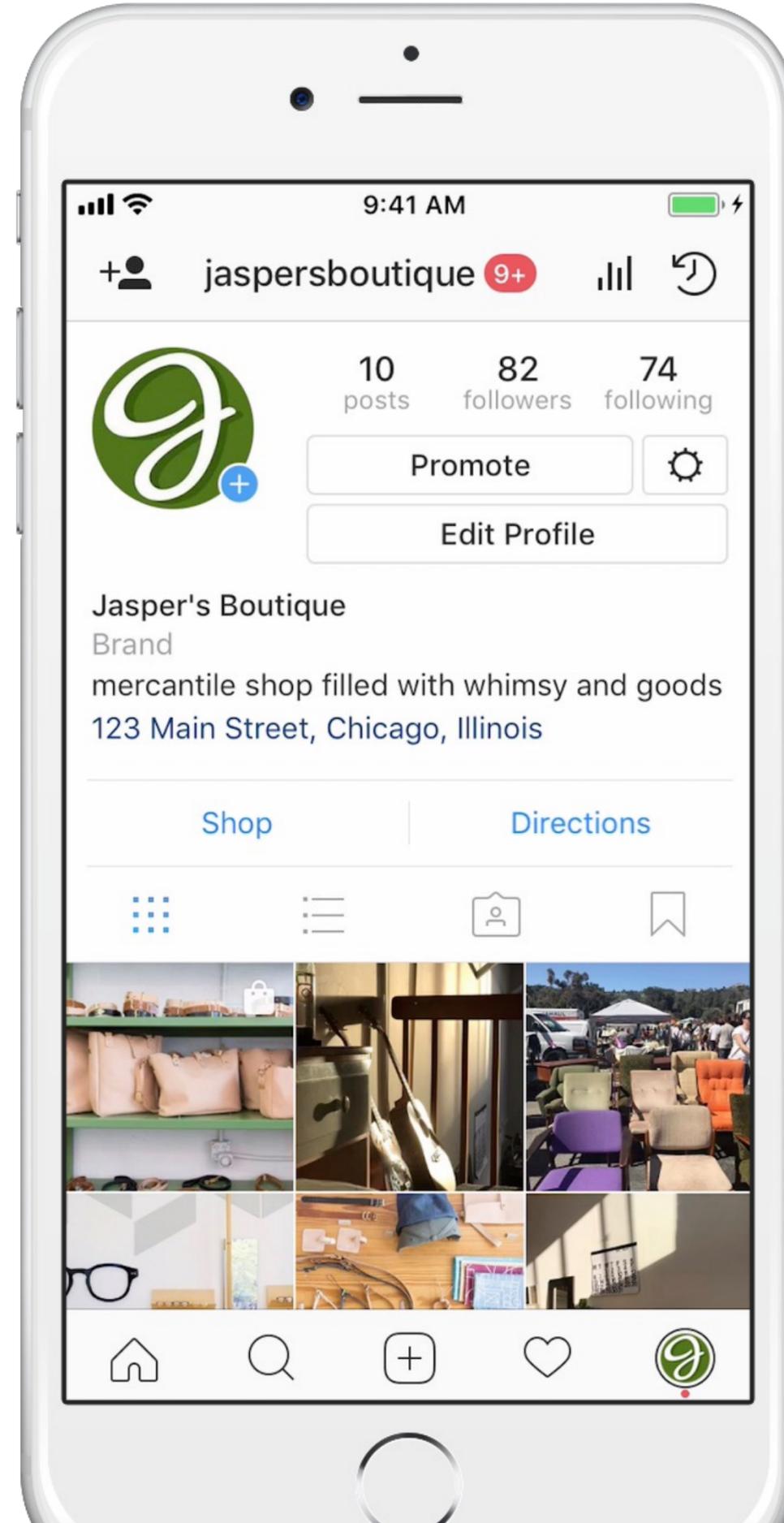
Ottimizza le interazioni sui messaggi e i commenti.





Marketing promozionale

CREA UN'INSERZIONE
DIRETTAMENTE
DA **INSTAGRAM** O
FACEBOOK



FB ADS MANAGER

#12345678 (Jasper's Market) **CAMPAIGN: Choose your objective** [Help: Choosing an Objective](#) | [Use Existing Campaign](#)

Campaign
└─ Objective

Ad Set
└─ Audience
└─ Placements
└─ Budget & Schedule

New ad
└─ Media
└─ Text

What's your marketing objective?

Auction ⓘ
Run ads on auction and pay based on demand

Reach and Frequency ⓘ
Book audience in advance and reserve price

Awareness	Consideration	Conversion
Boost your posts	Send people to your website	Increase conversions on your website
Promote your Page	Get installs of your app	Increase engagement in your app
Reach people near your business	Raise attendance at your event	Get people to claim your offer
Increase brand awareness	Get video views	Promote a product catalog
	Collect leads for your business	

I fattori chiave nelle inserzioni



Obiettivi

Poniti
obiettivi reali



Budget

Ottimizza il budget per
la campagna



Pubblico

Targetizzazione ampia:
combina le varie tipologie di
pubblico nei gruppi di
inserzioni



Posizionamenti

Posizionamenti
automatici

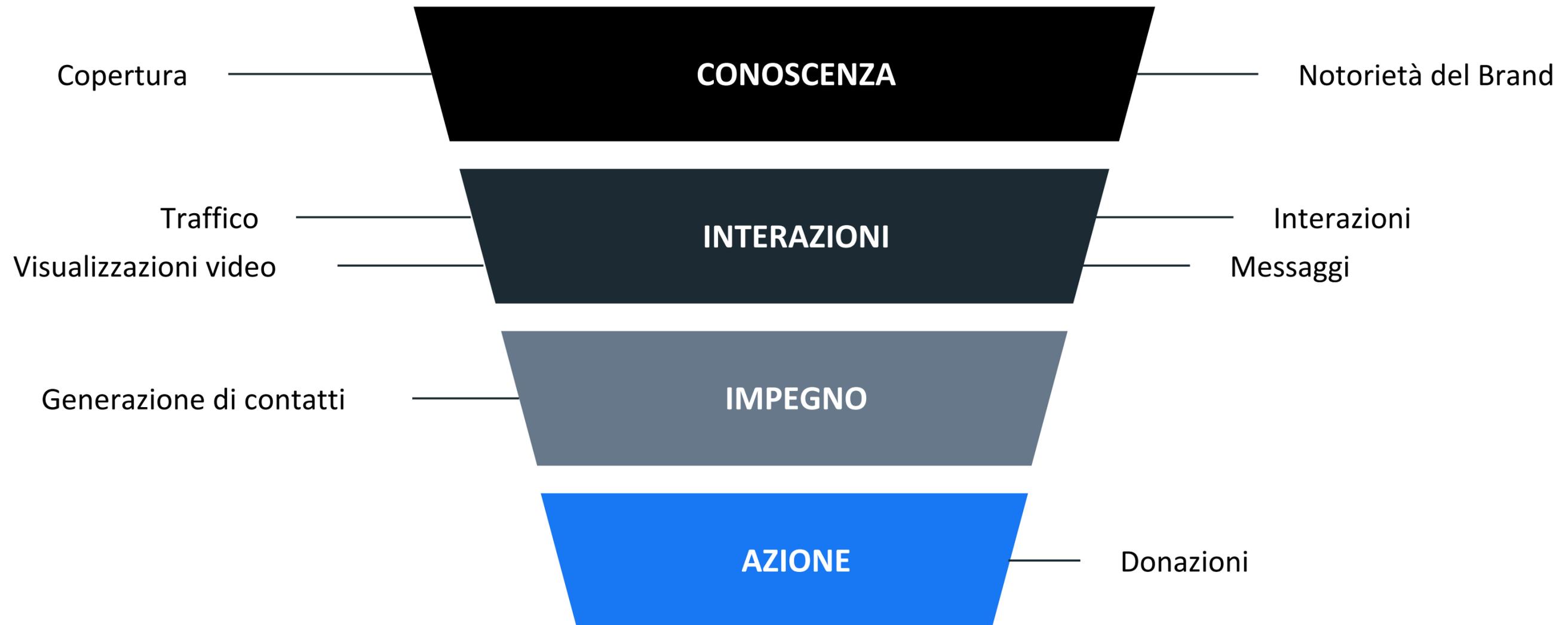


Creatività

Formati misti

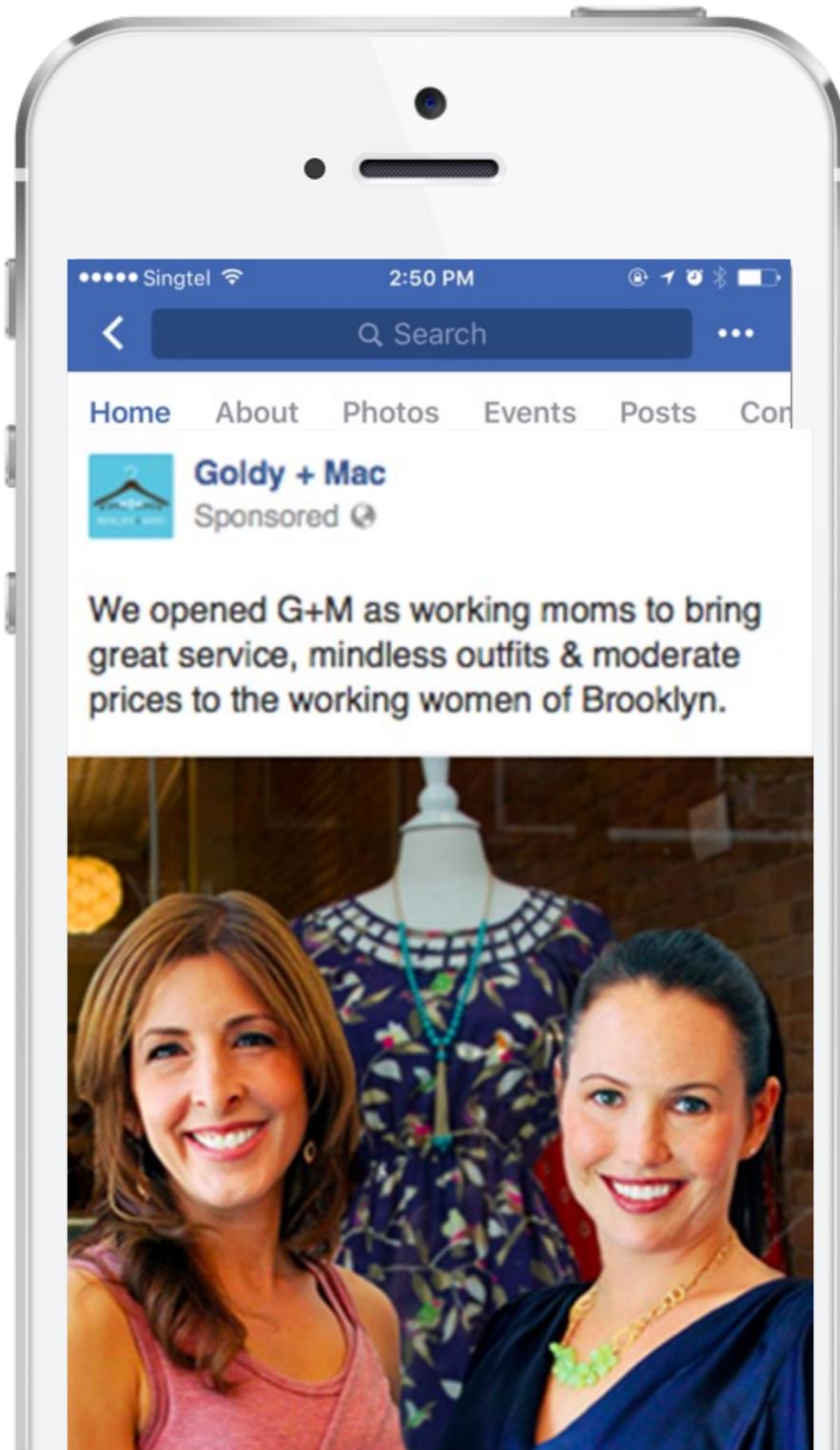
MISURAZIONE

Scegliere un obiettivo

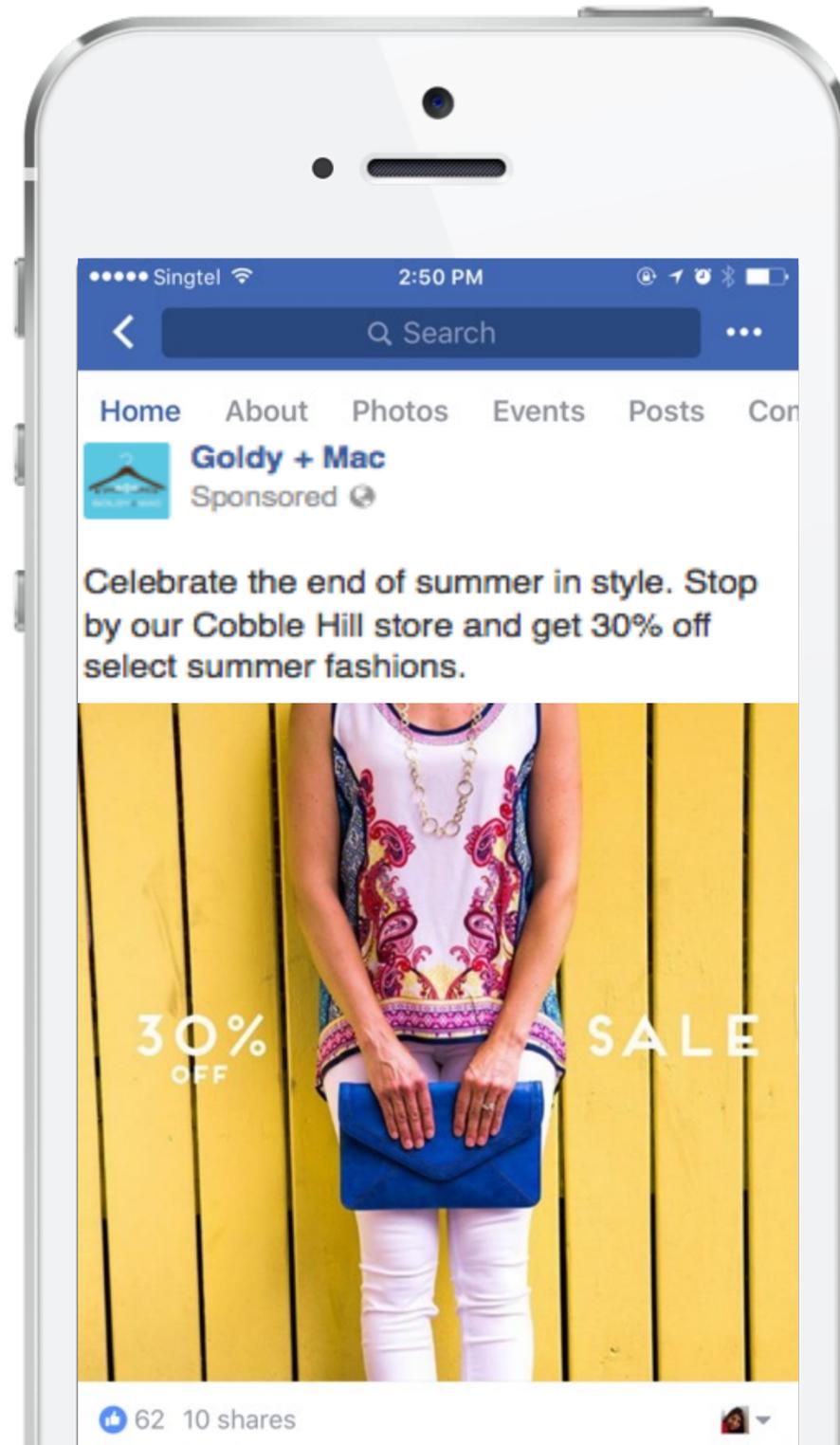


Conosci i tuoi obiettivi di business

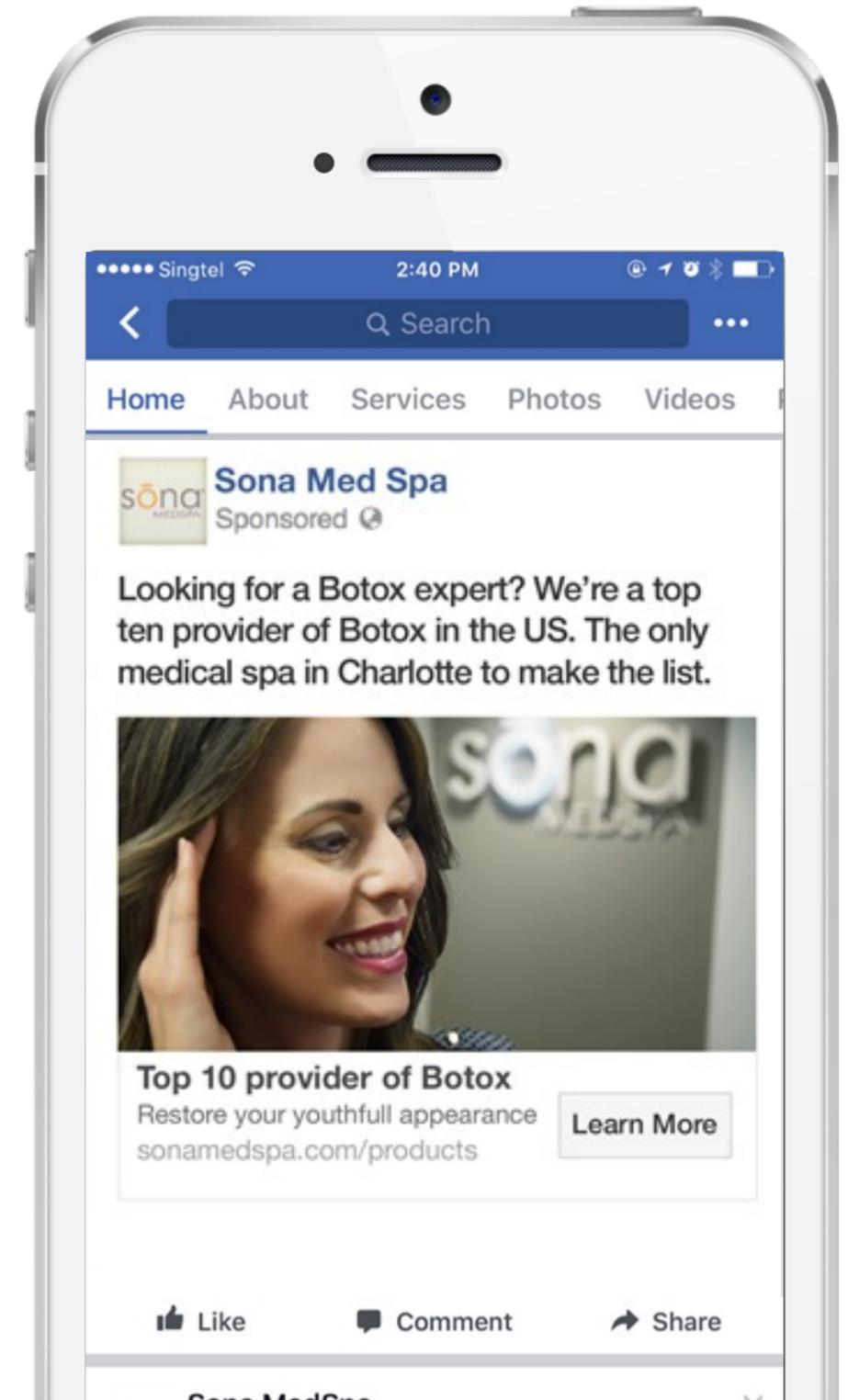
Notorietà del brand



Aumento del traffico e delle vendite



Generazione di contatti



Dove iniziare per definire un budget

STIMA DELLA COPERTURA POTENZIALE

Questo strumento nella Gestione inserzioni stima la quantità di persone che potenzialmente possono vedere il tuo ad, in base alle opzioni di targetizzazione e posizionamento dell'inserzione da te selezionate durante la sua creazione.

RISULTATI GIORNALIERI STIMATI

Se sono disponibili dati a sufficienza, possiamo stimare quante persone possono essere raggiunte e quali possono essere i risultati giornalieri nel caso in cui venga speso l'intero budget (per un budget giornaliero) o quanti siano previsti (per un budget a vita).

Audience Definition



Your audience is defined.

Potential Reach: 860,000 people ⓘ

BUDGET



Tipologie di pubblico



Pubblico chiave (Core Audience)

Seleziona manualmente il pubblico, in base a criteri come età, interessi, area geografica.



Pubblico personalizzato (Custom Audience)

Carica la lista dei contatti per connetterti con i tuoi sostenitori su Facebook.

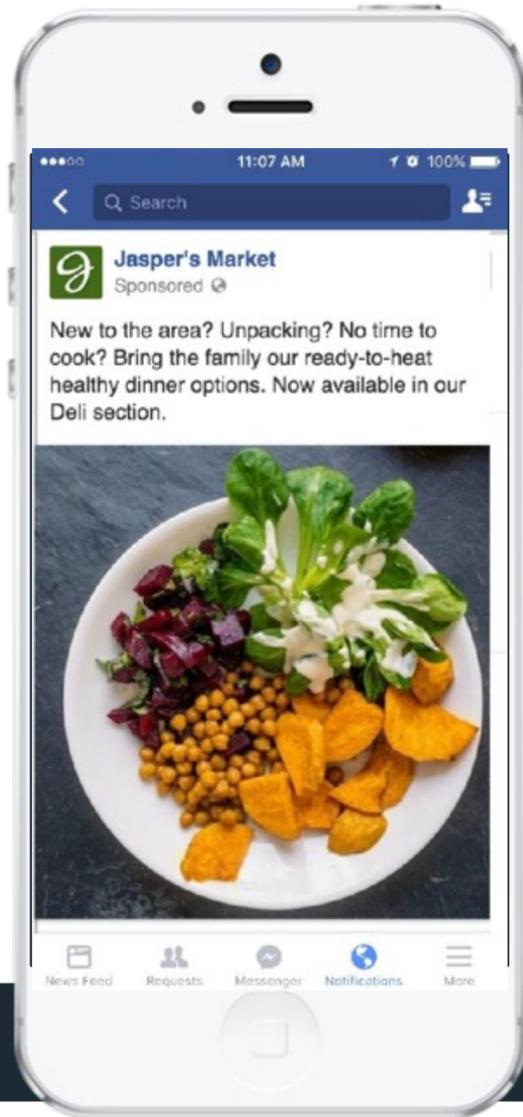


Pubblico simile (lookalike Audience)

Utilizza le informazioni relative ai tuoi clienti per trovare persone simili a loro su Facebook.

es. Il pubblico per interessi

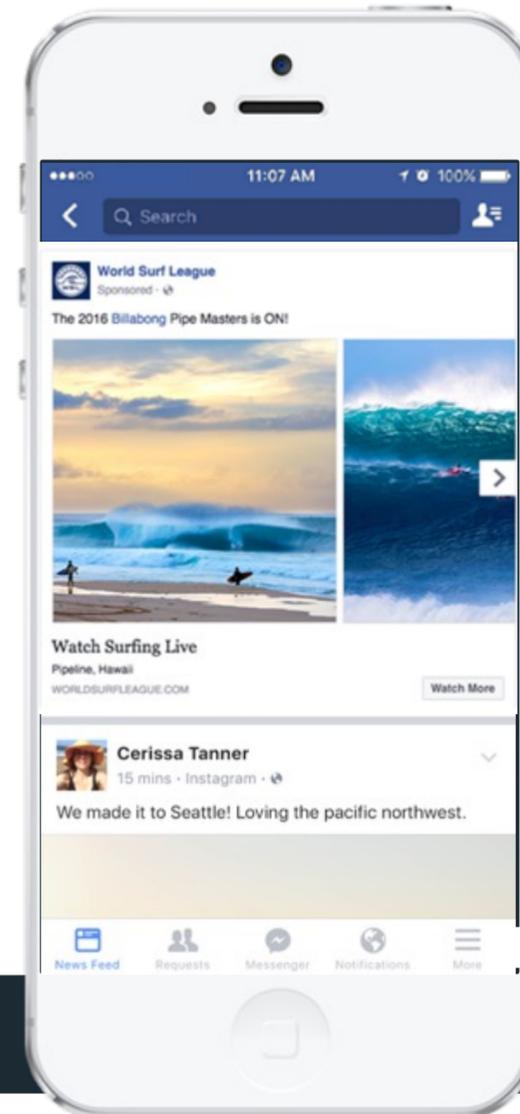
Amanti del cibo



Amanti degli animali



Appassionati di sport



Avventurieri



Tipi di posizionamento



**Sezione Notizie di
Facebook**



Feed di Instagram



In-stream



Storie

Formati dei contenuti

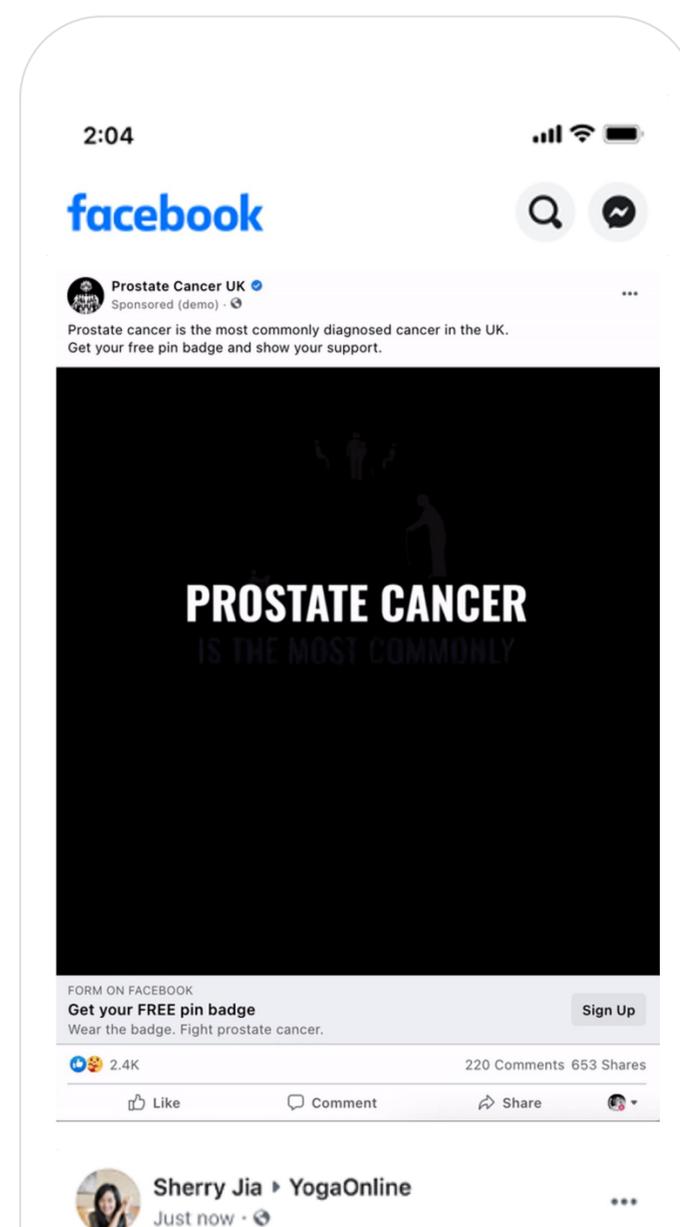


CREATIVITÀ

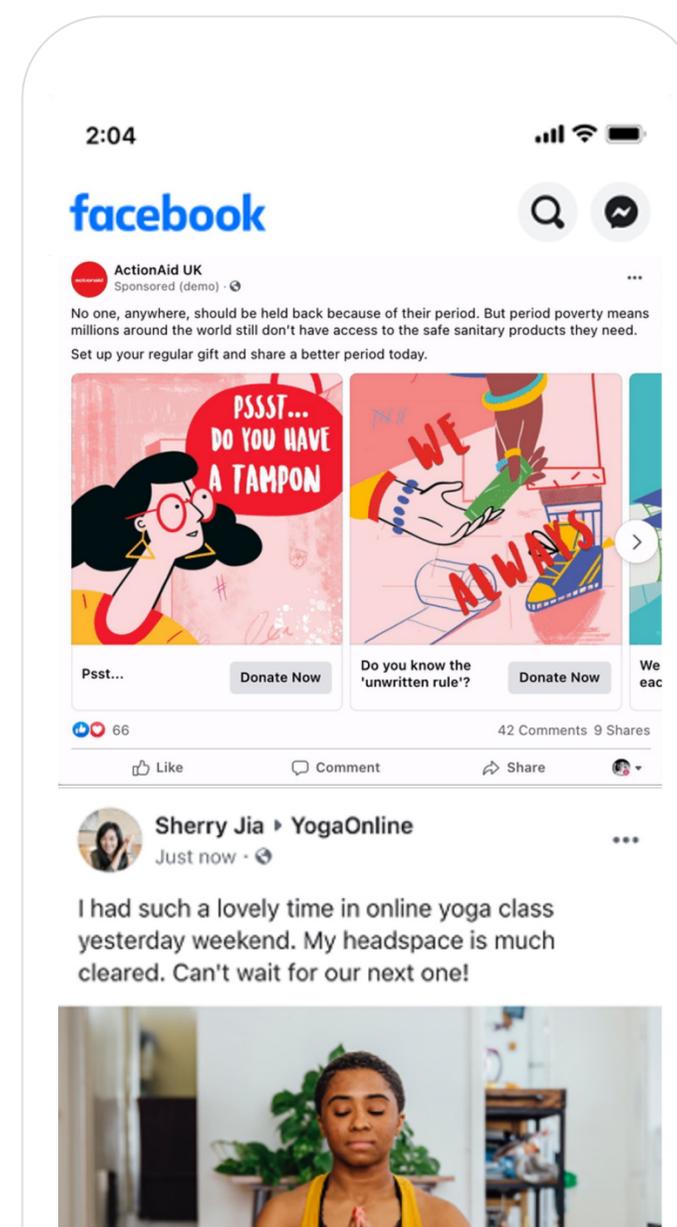
Immagine



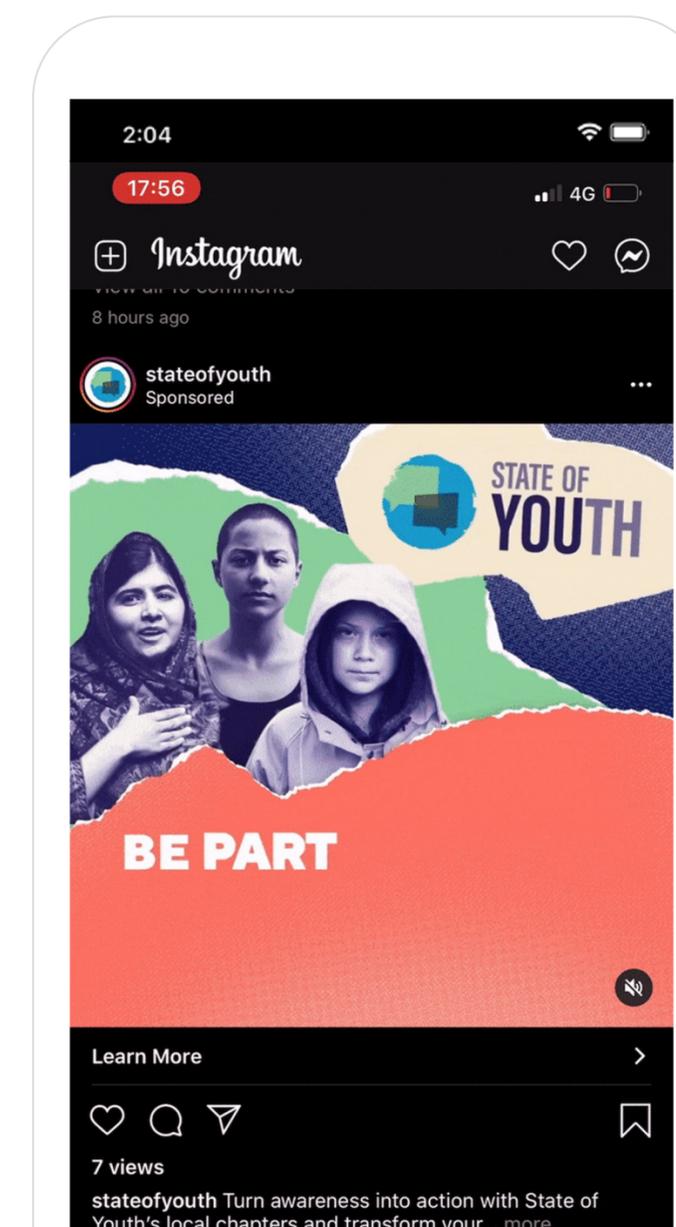
Video



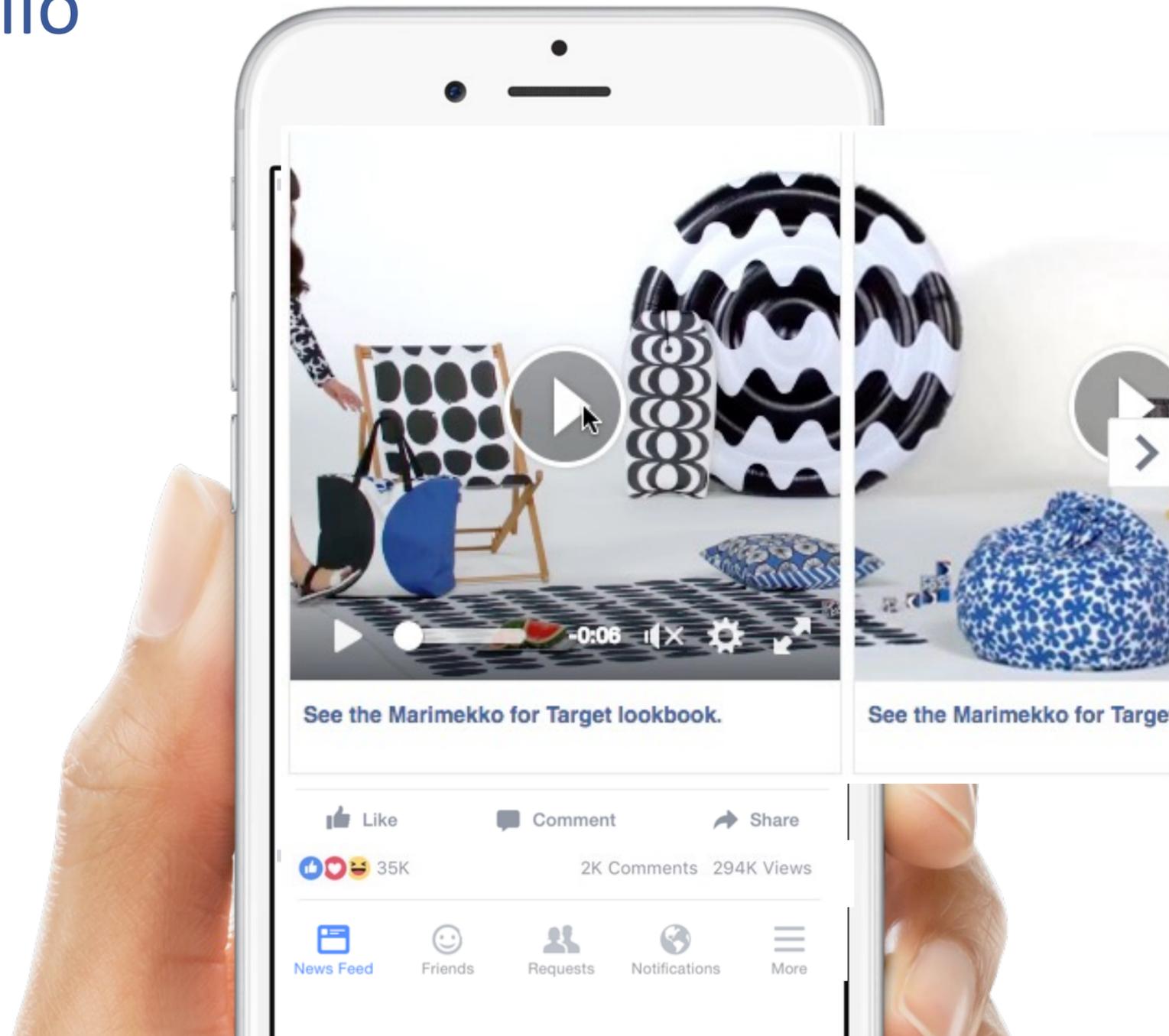
Carosello



Esperienza interattiva



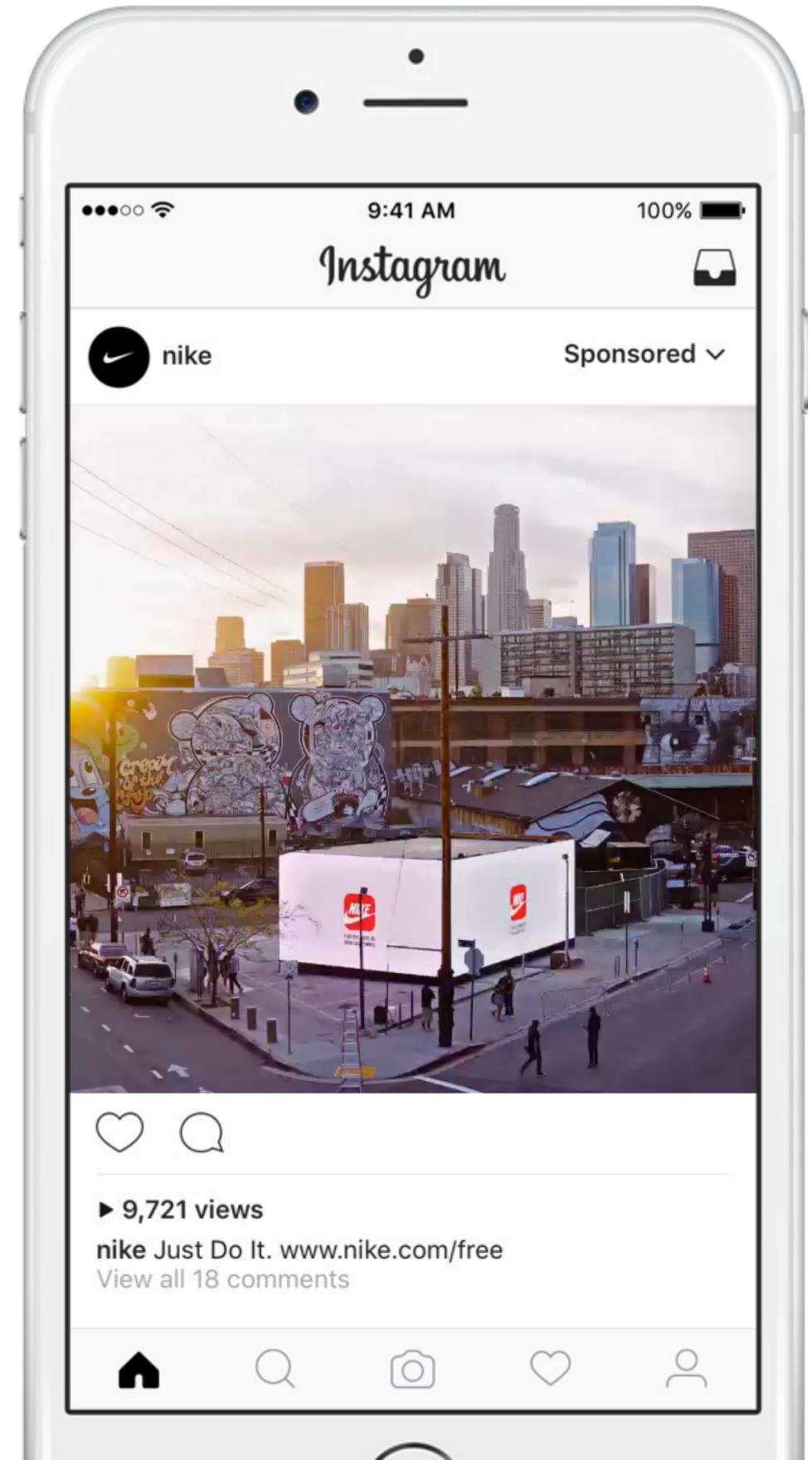
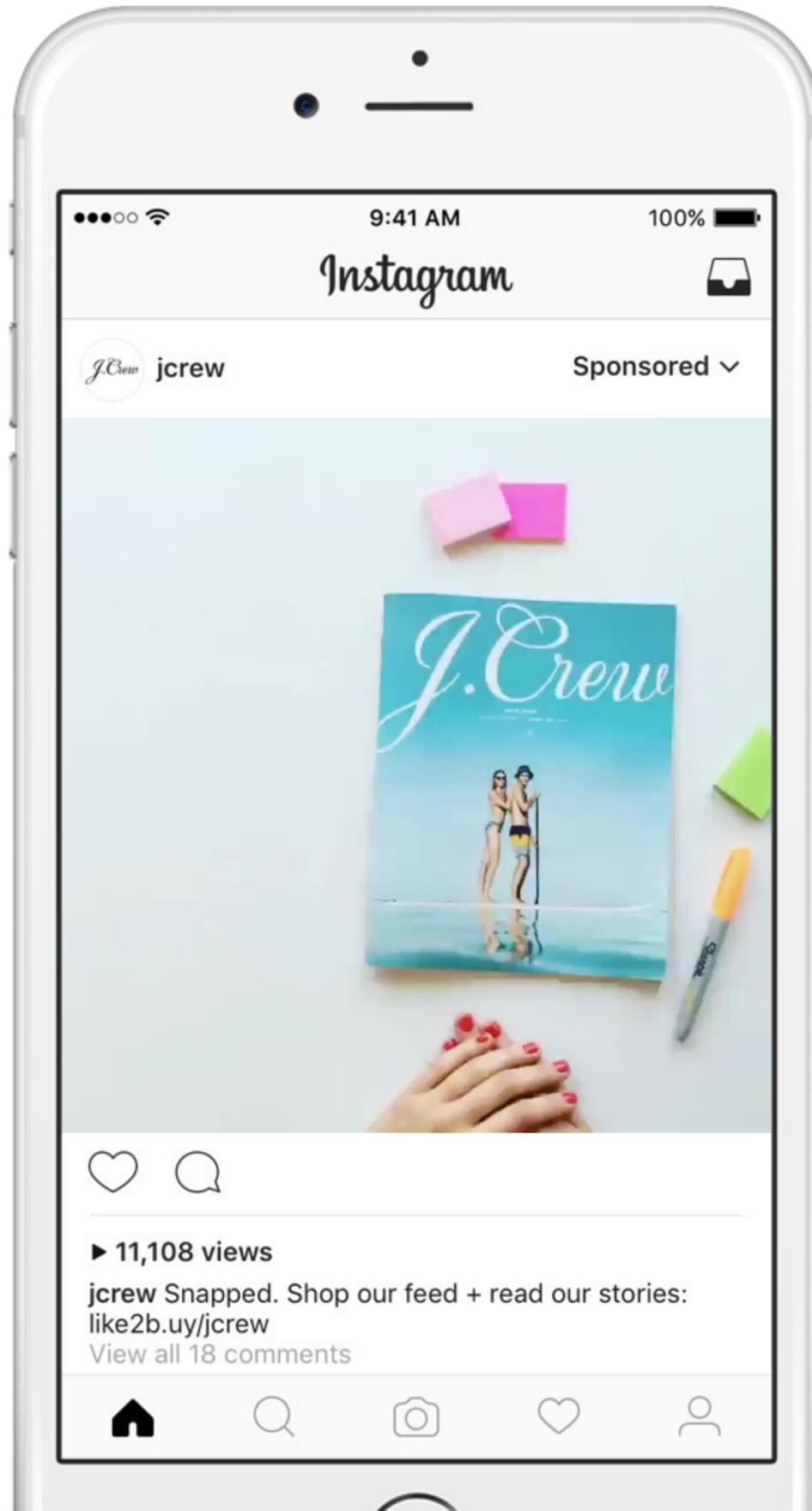
Video Carosello



Slideshow



Hyperlapse



Slow motion

Status Photo Check In

Suggested Post

J.Crew **J.Crew**
Sponsored ⚙️

Summer is coming.

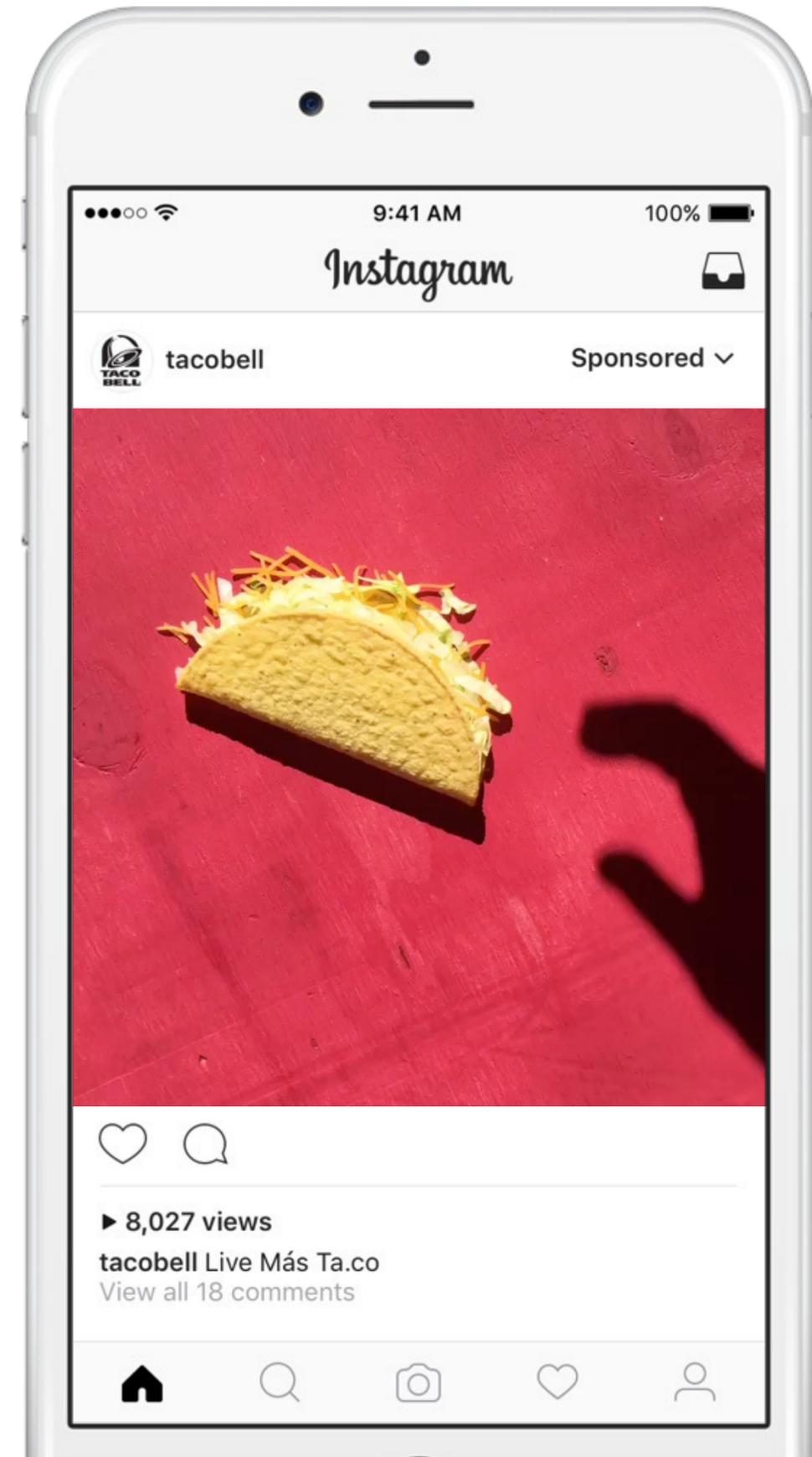
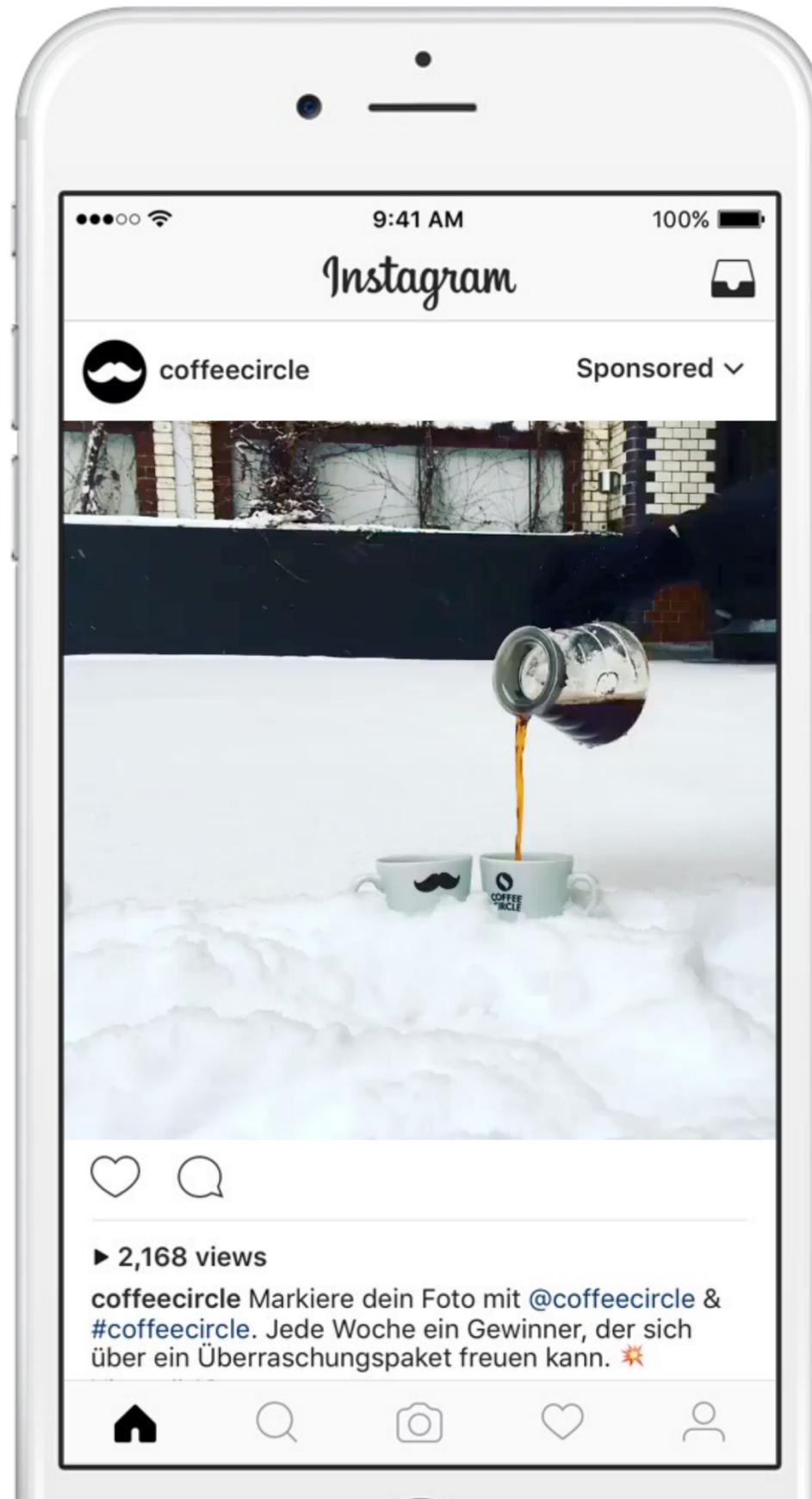


1,447 Likes 67 Comments

Like Comment Share

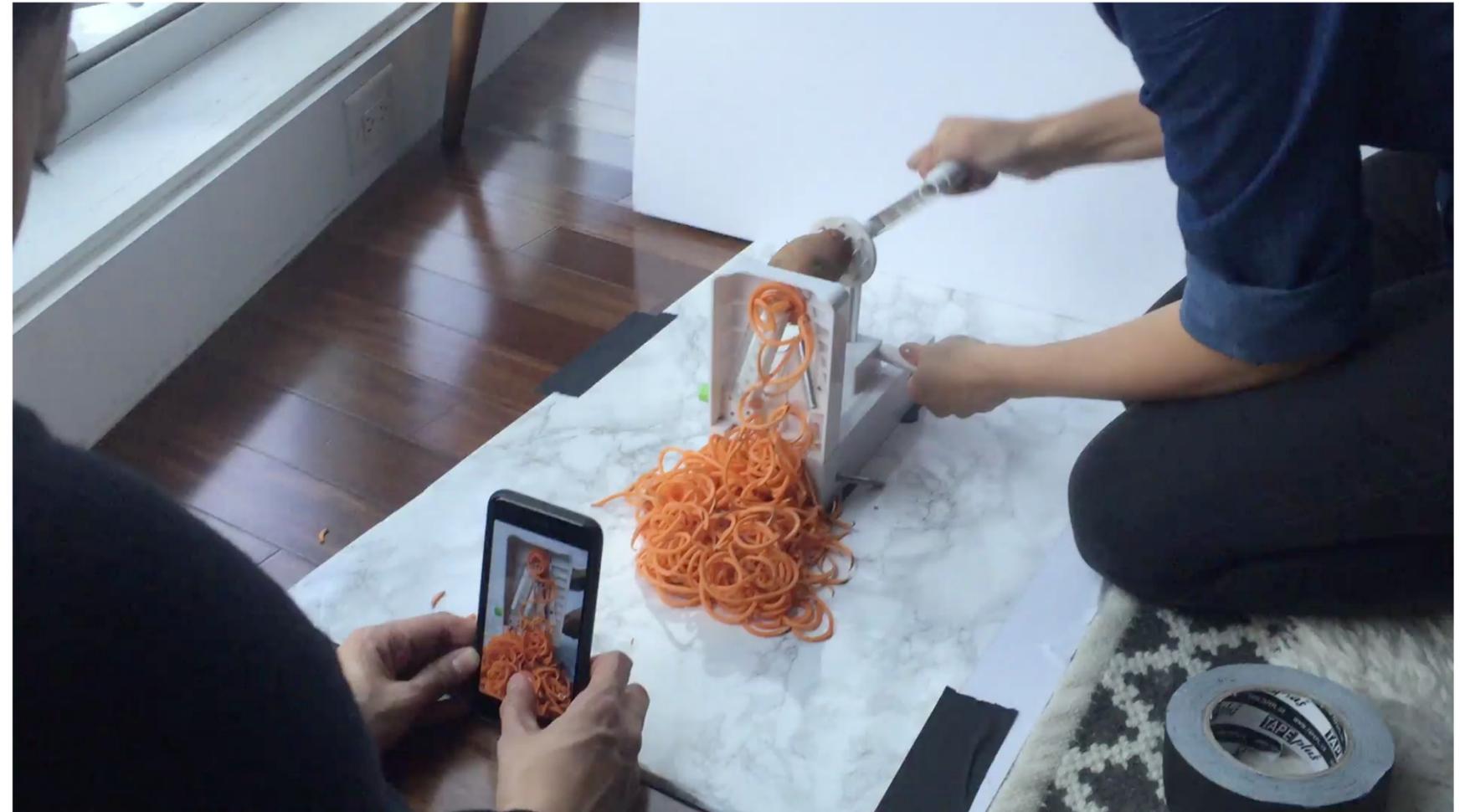
News Feed Requests Messenger Notifications More

Boomerang

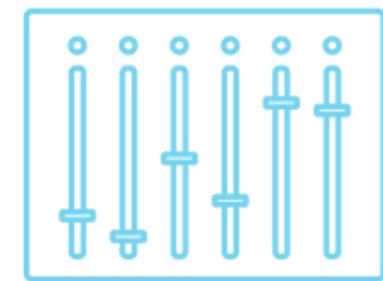
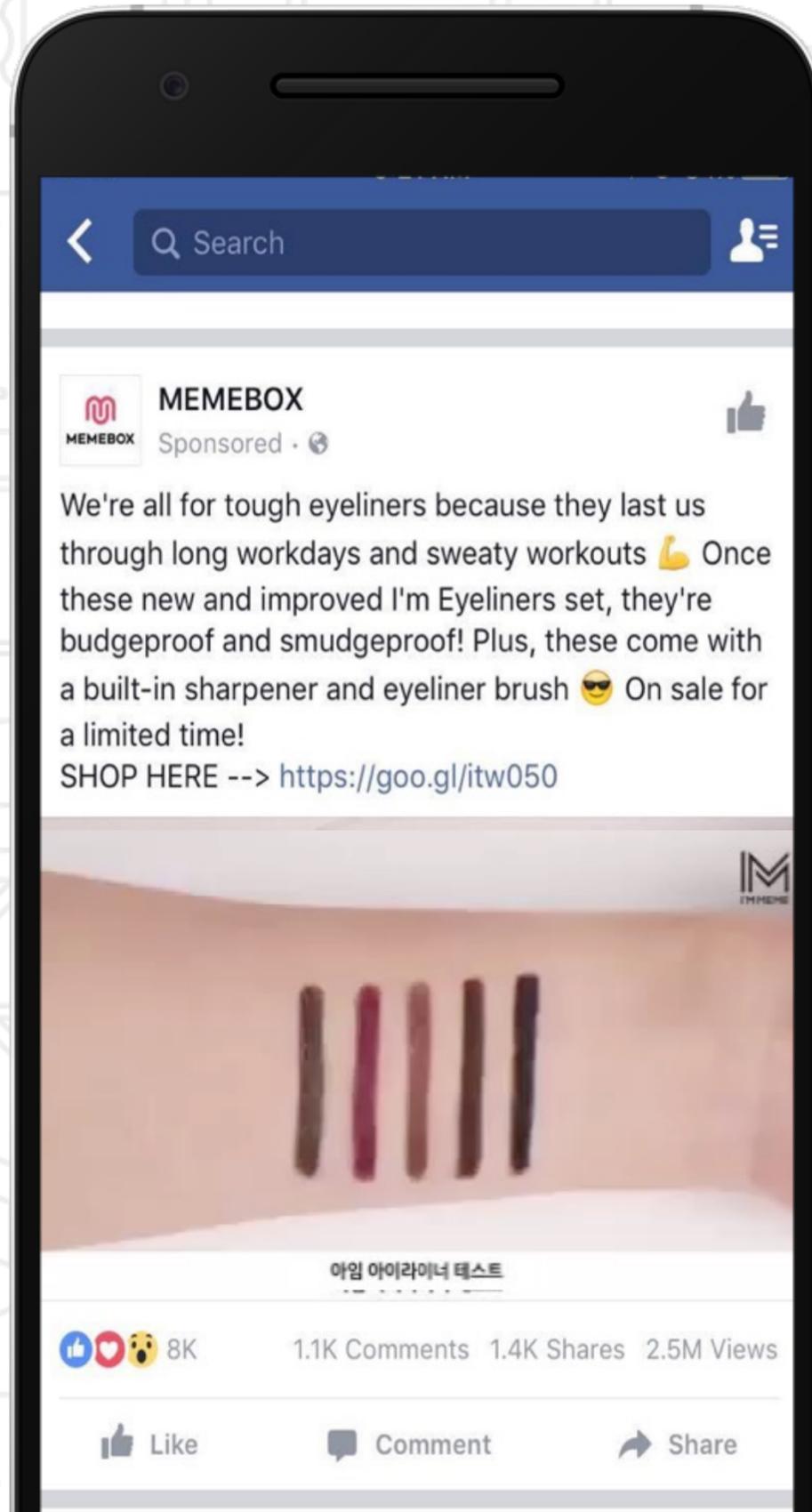
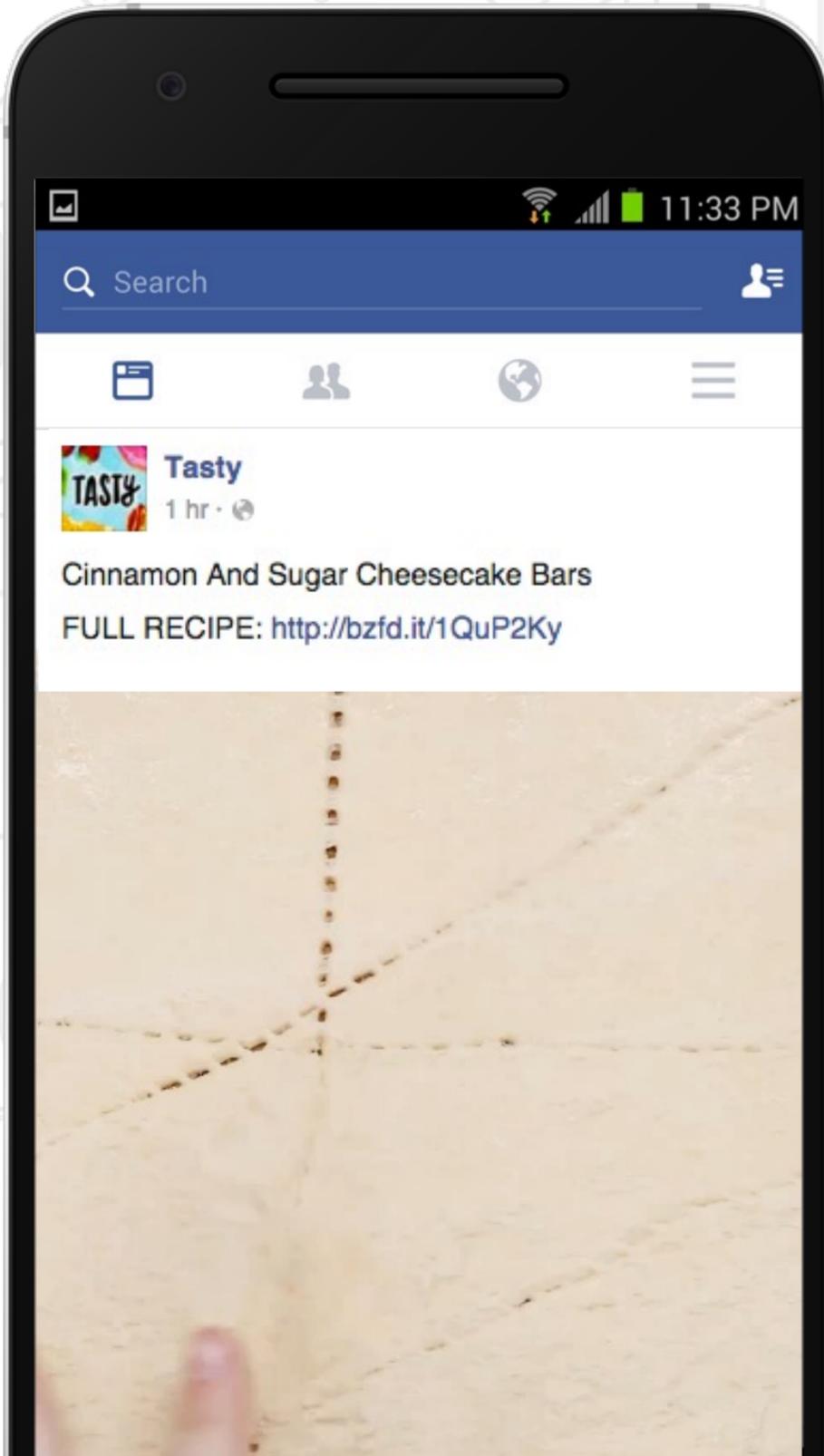


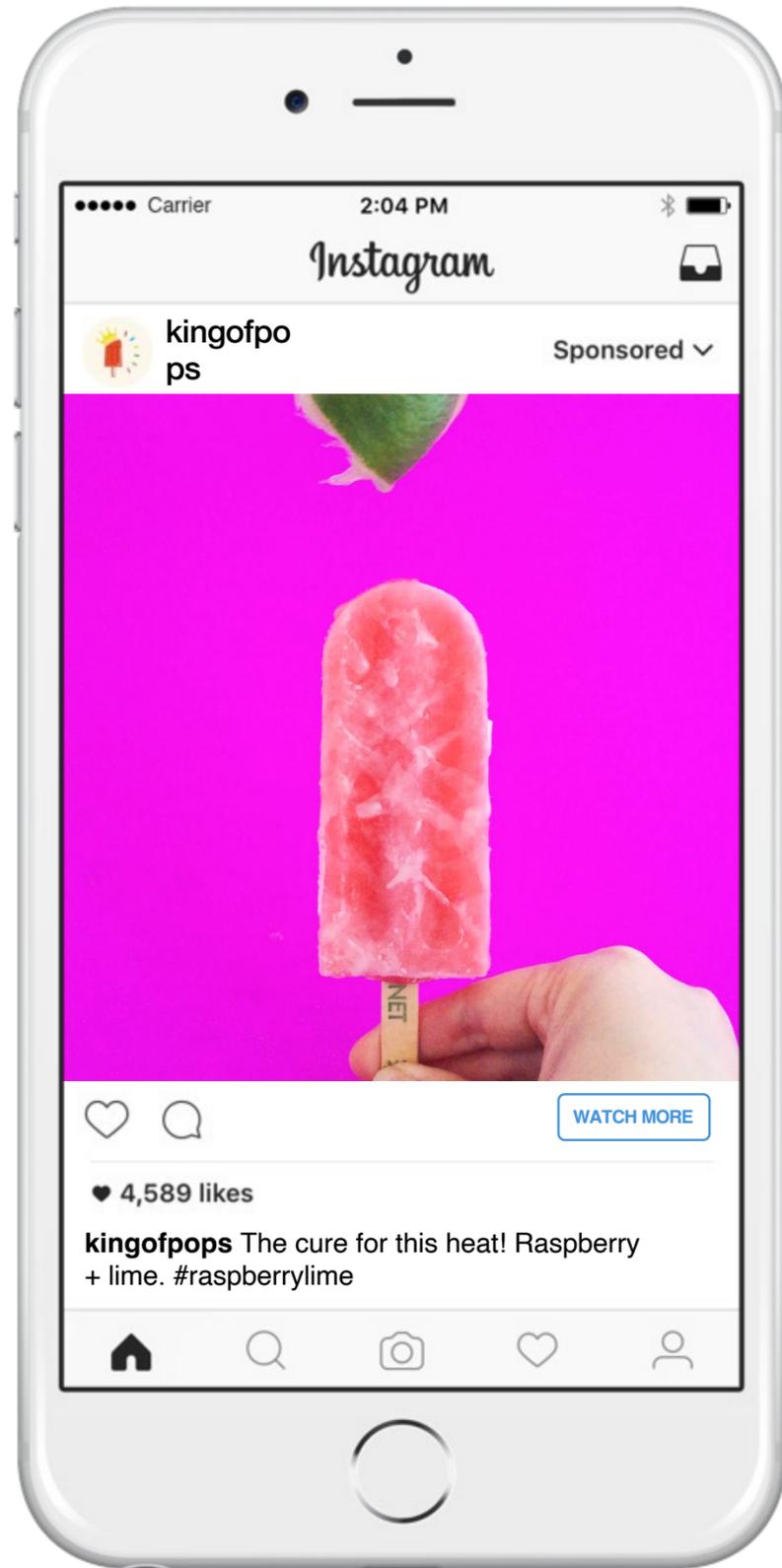
REALIZZAZIONE SEMPLICE

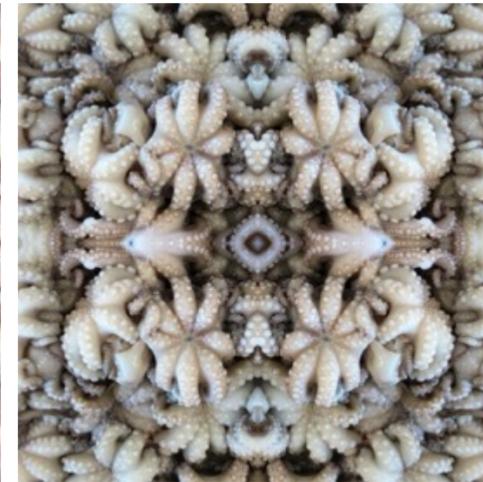
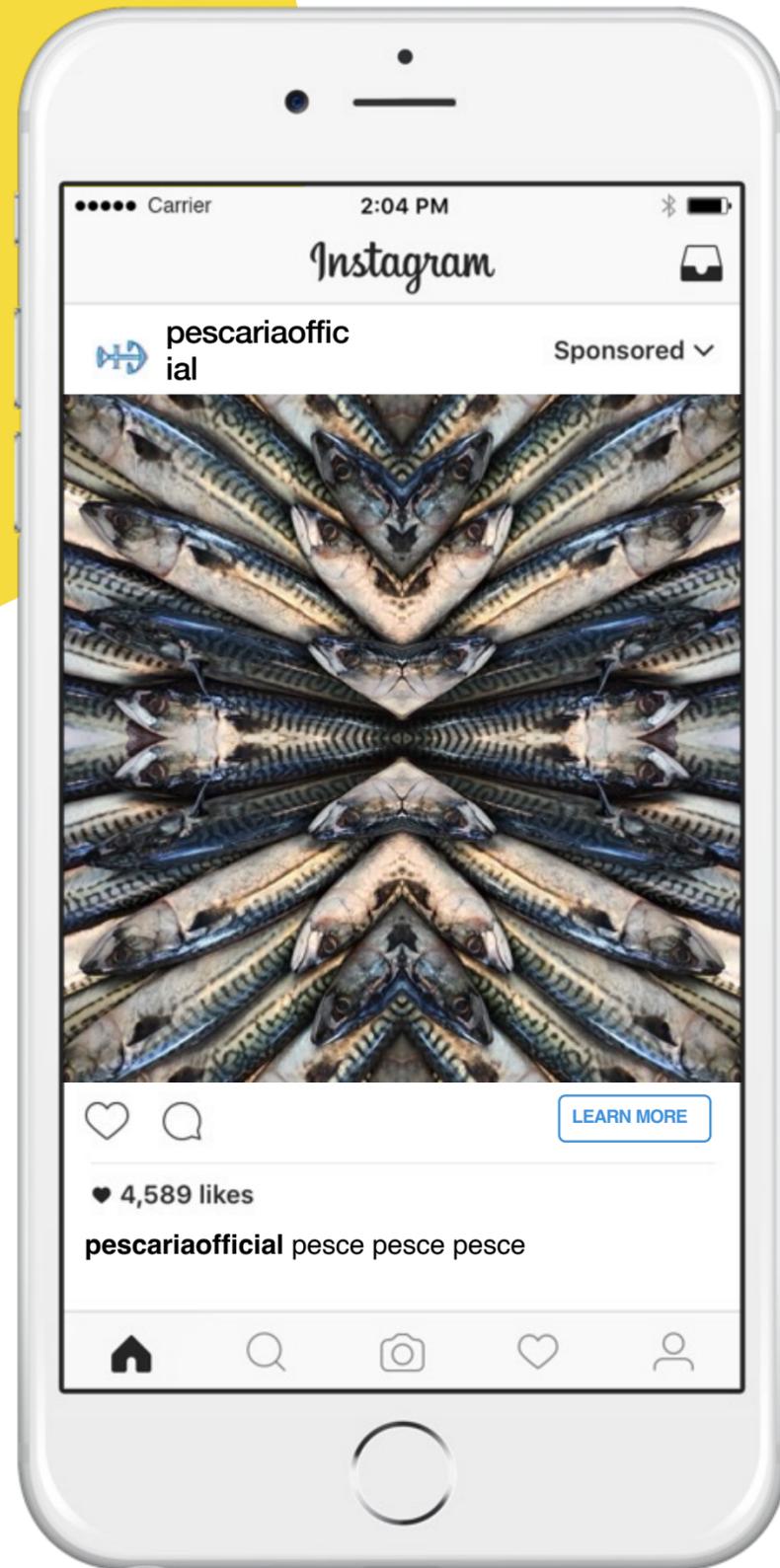
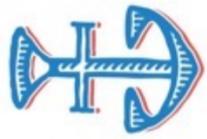


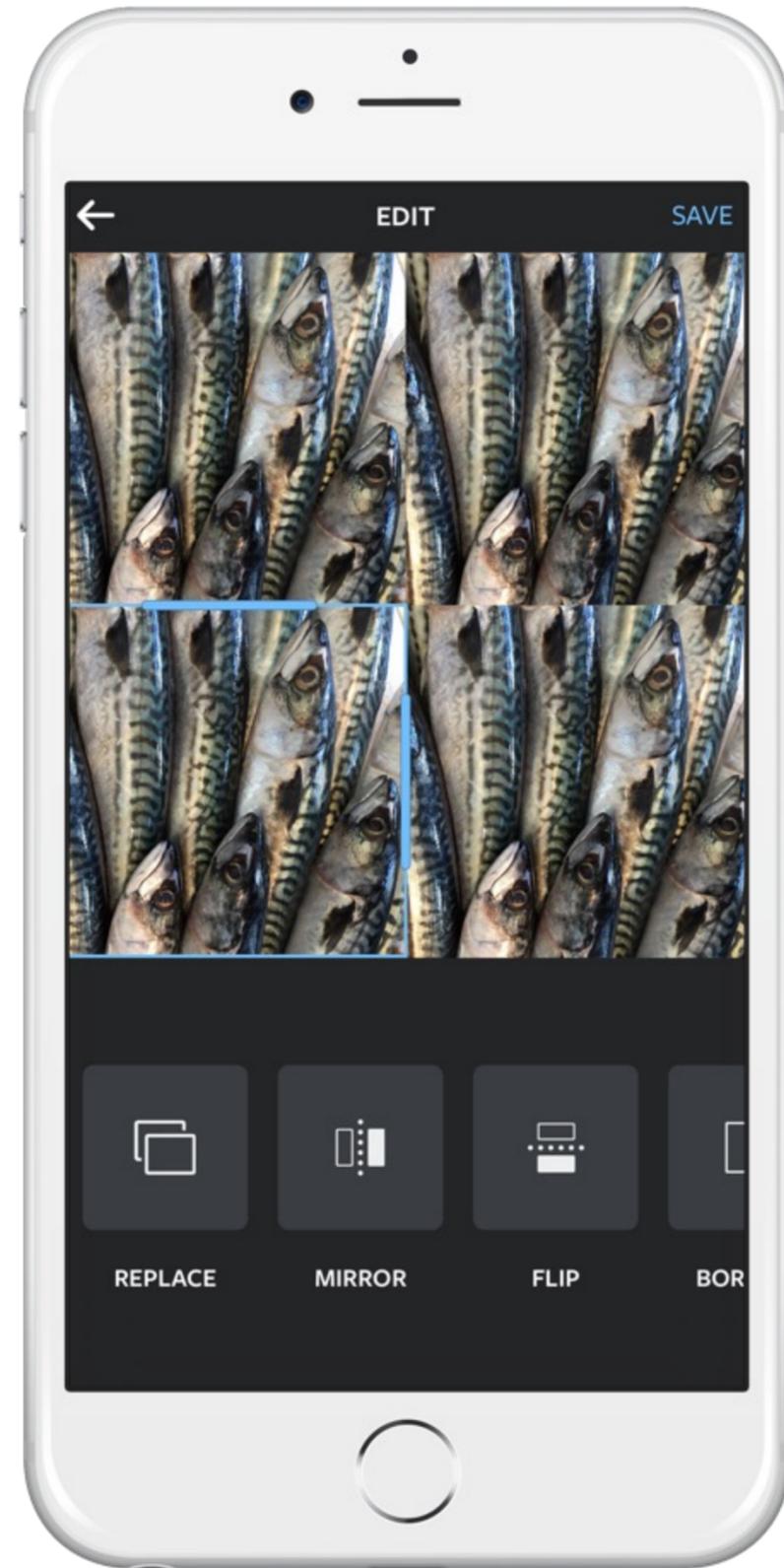
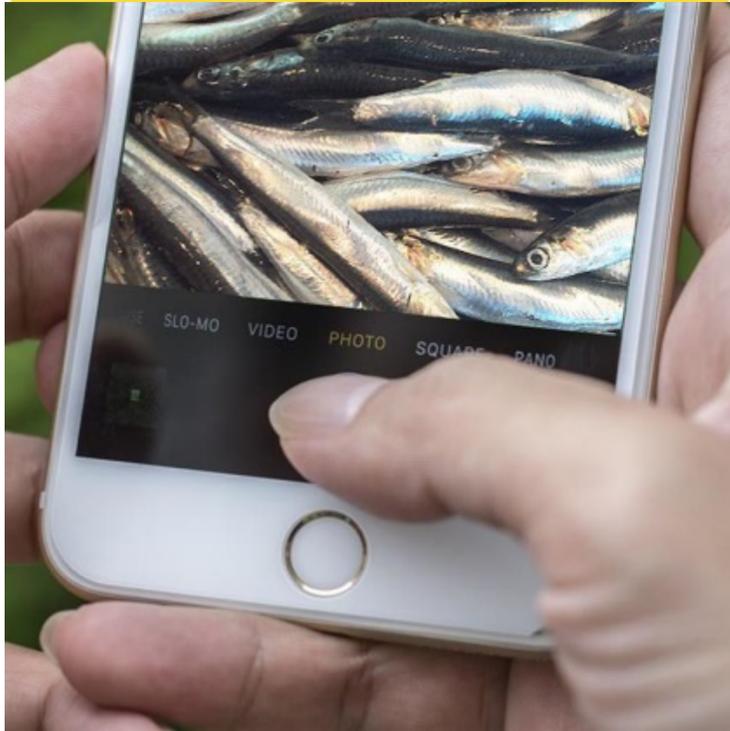


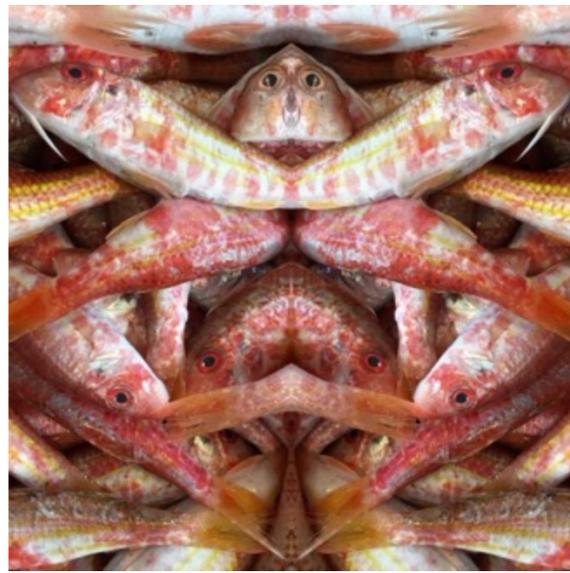
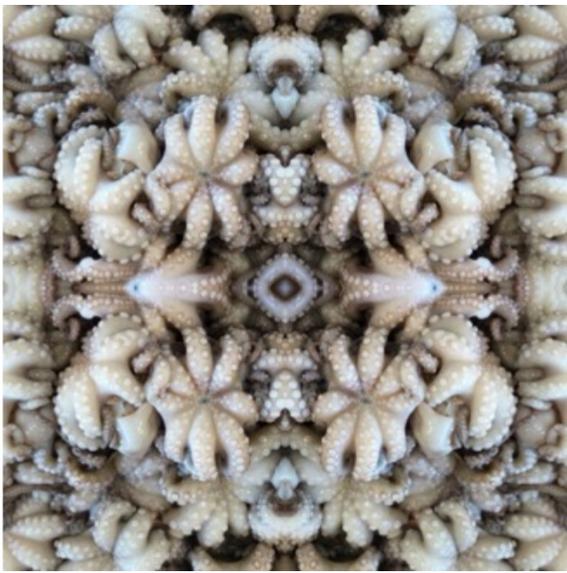
MESSAGGI SEMPLICE

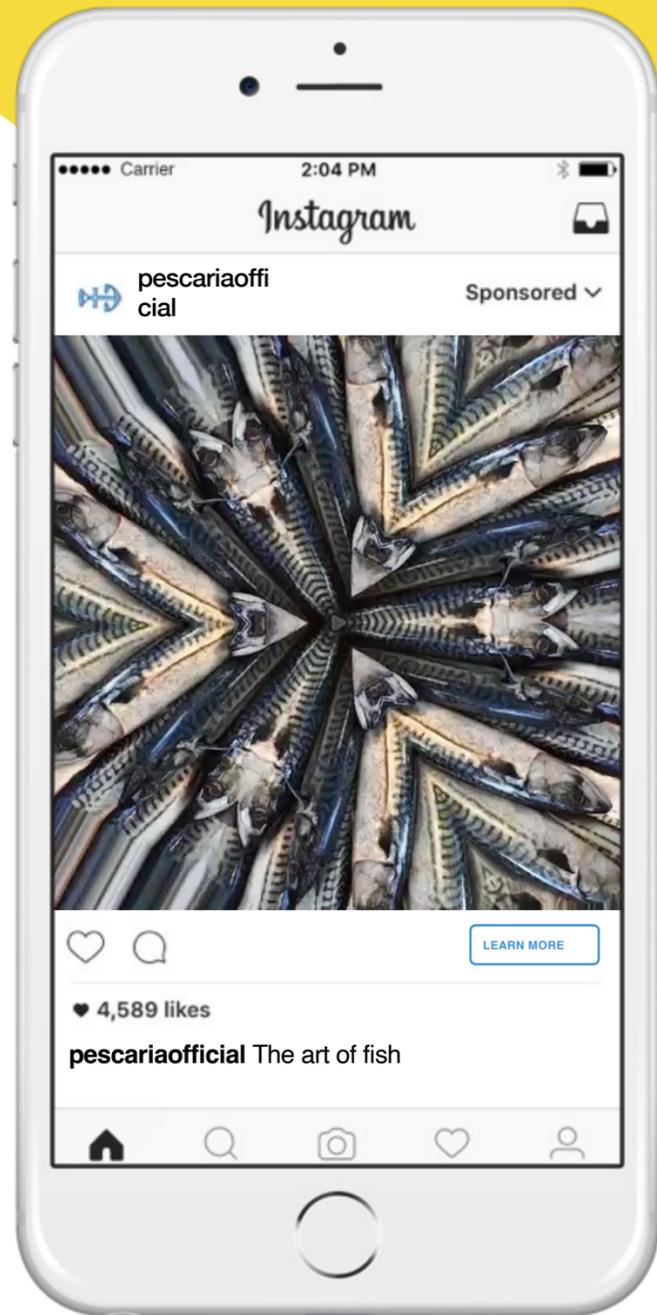








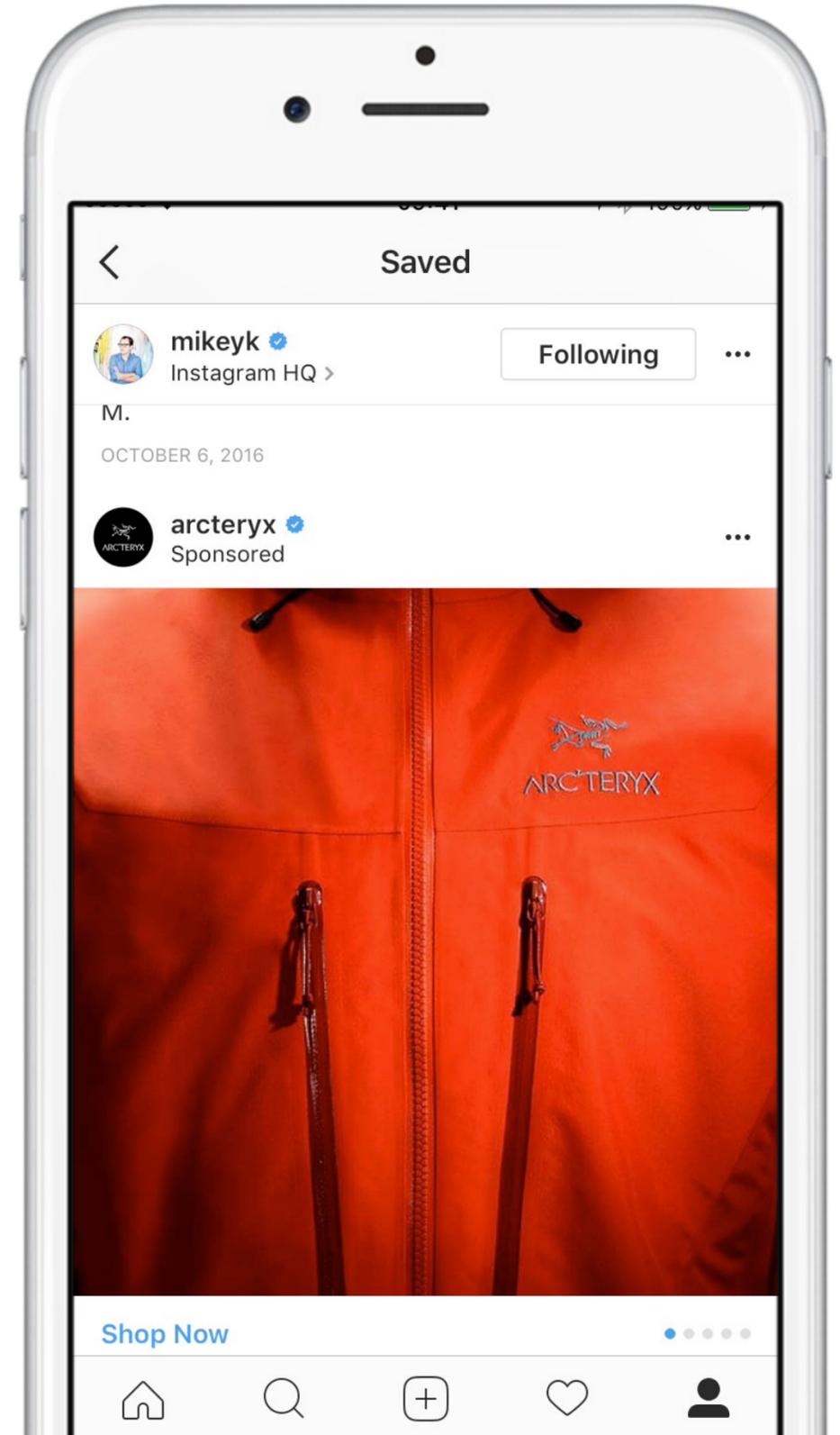
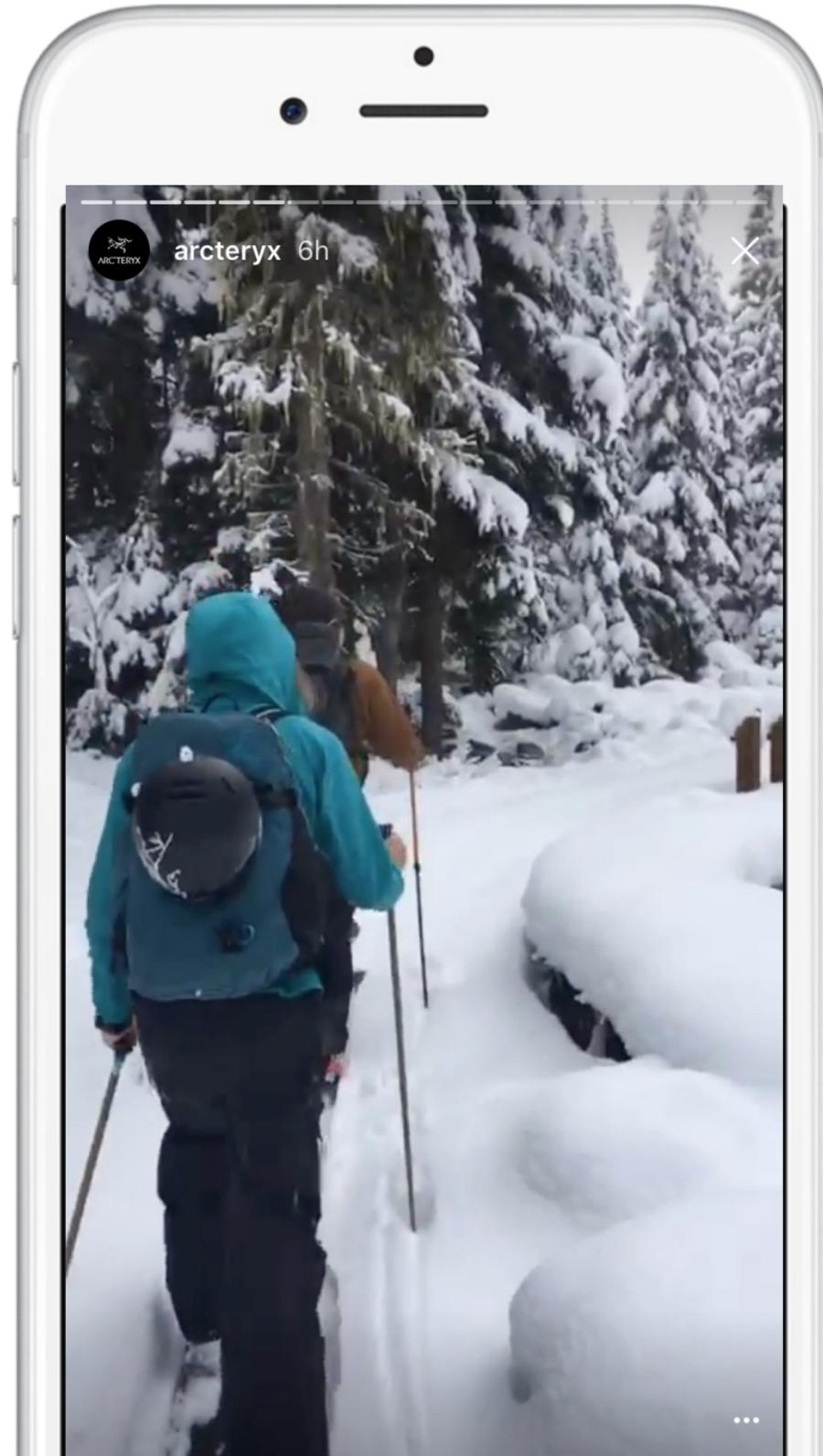
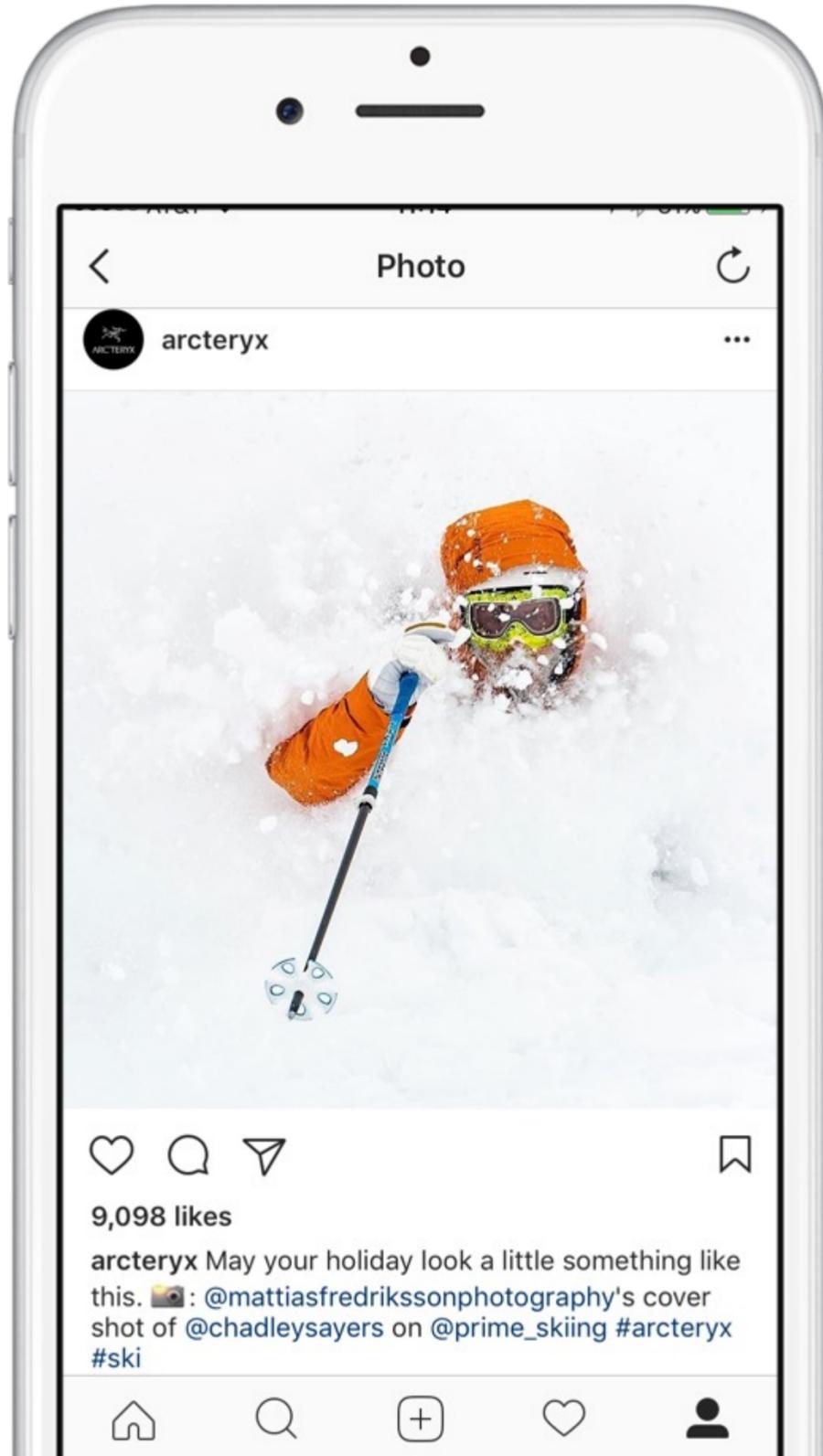




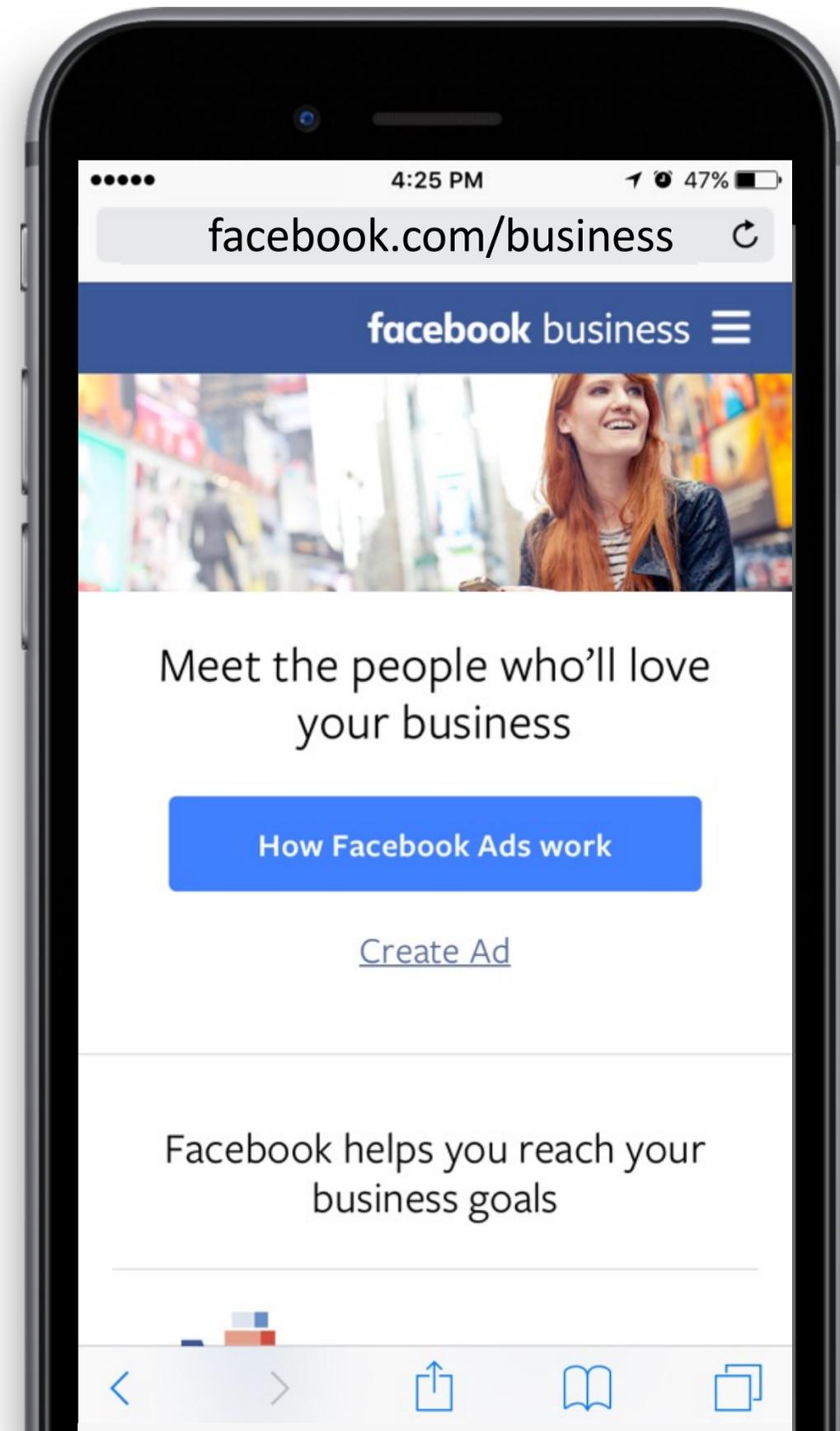
RECAP

Organico: Vetrina e coinvolgimento / Promozionale: Pubblicitá

@ARCTERYX



Facebook Business



Facebook Blueprint



Instagram for Business

www.instagram.com/business



Grazie!



