

MARKETING DIGITAL

Publicidade e Marketing
Aula 15

HOJE NO MENU



**LOCATION
APPS**



**REAGIR A
REVIEWS**



**INTRODUÇÃO
AOS PODCASTS**

HOJE NO MENU



**LOCATION
APPS**



**REAGIR A
REVIEWS**



**INTRODUÇÃO
AOS PODCASTS**

LOCATION APPS



O QUE PERMITEM:

Check-in

Pesquisar

Deixar *review*

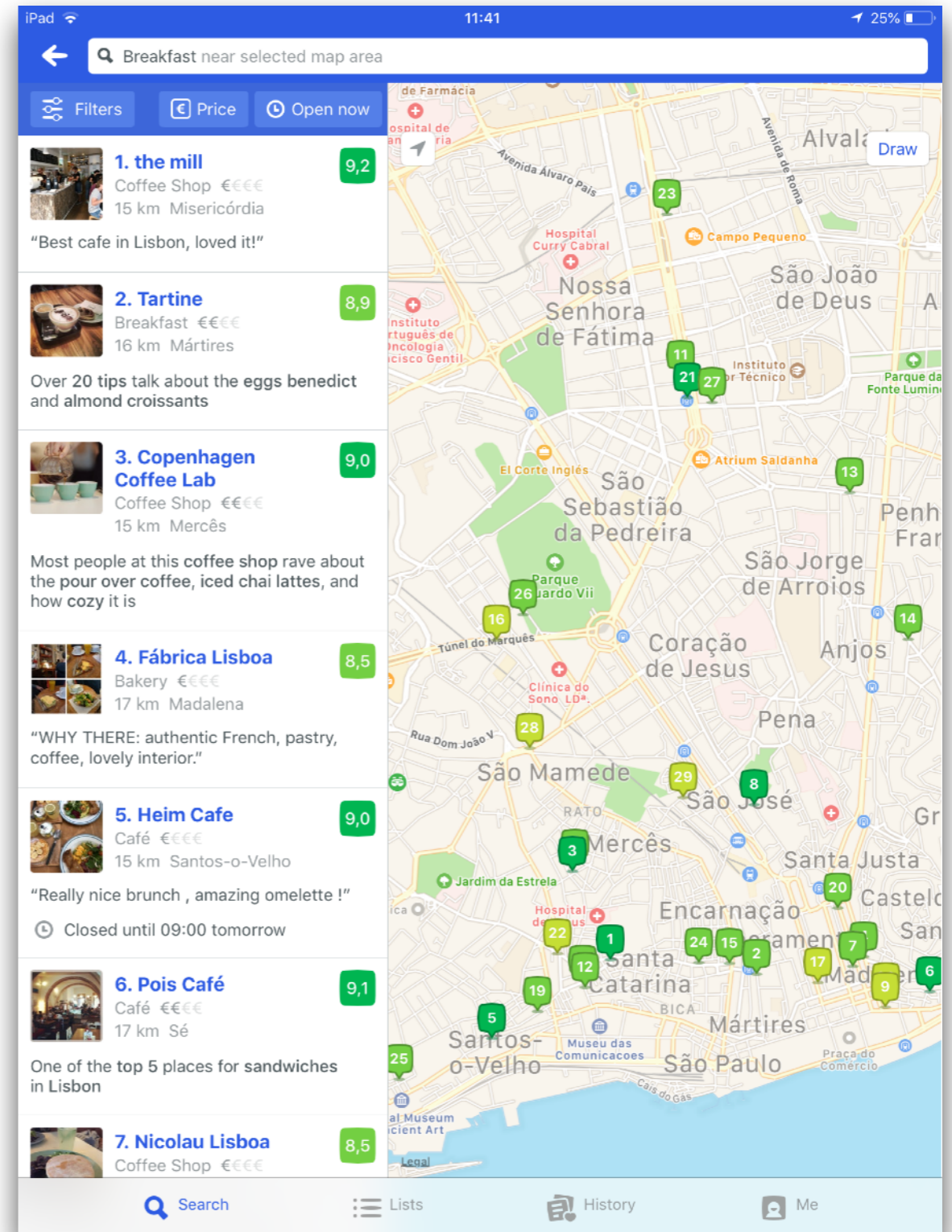
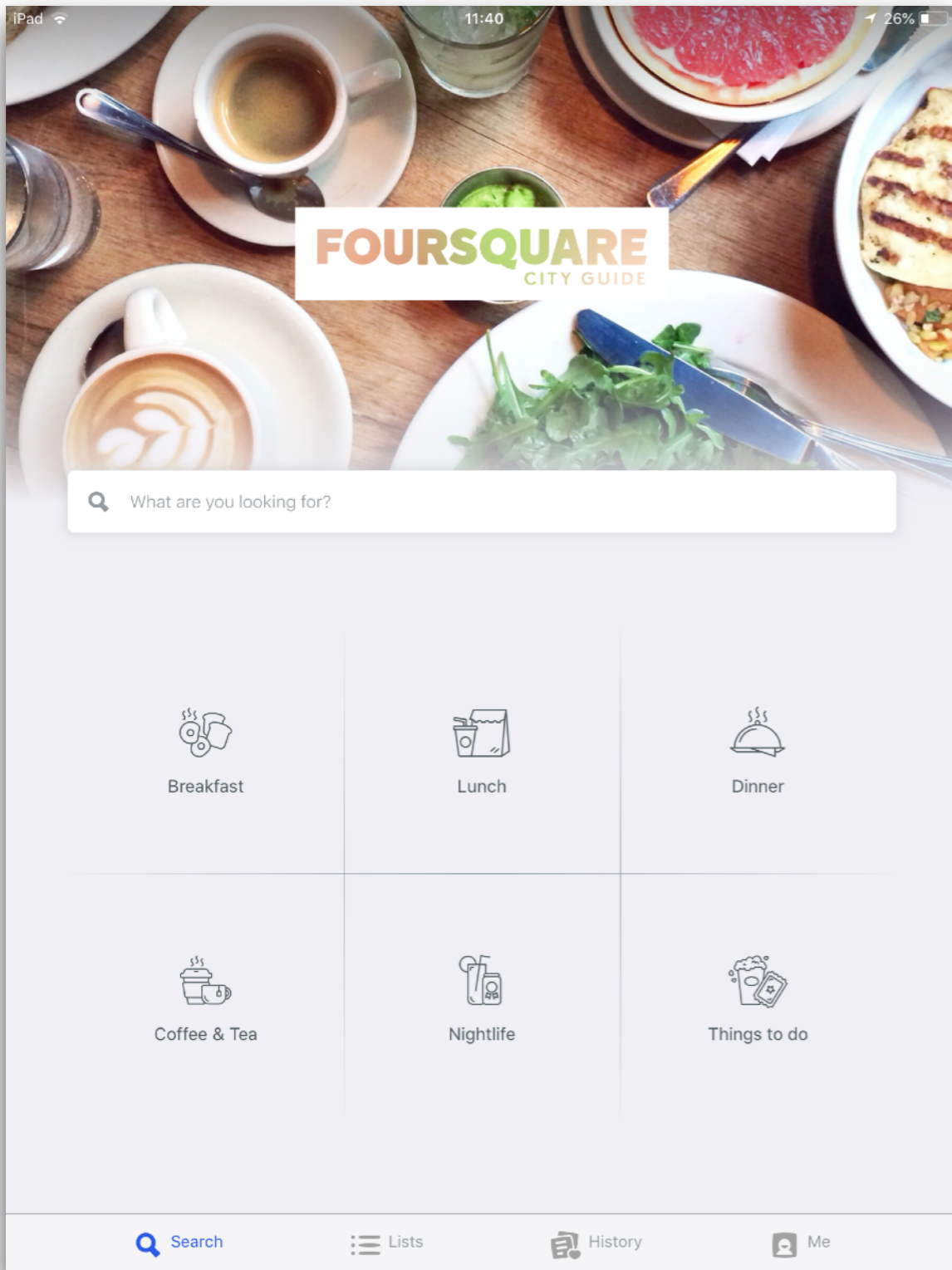
Partilhar fotos

Conhecer novos locais

Consultar contactos e morada

Consultar Horário de Funcionamento

FOURSQUARE (CITY GUIDE)



FOURSQUARE (CITY GUIDE)

← Food

Current Location

Filters

1. **A Brasa da Belavista** 8.8
Restaurant €€€€
0.2km Cascais
Save

Great food for around 25€.
José Simões

2. **Santini** 9.1
Ice Cream €€€€
1.4km Cascais
Save

Amazing icecream! The mango flavour is a must-try!
Thieu Pijls

3. **Caseiro Restaurante** 8.0
Portuguese €€€€
0.6km Arneiro

Filters

Sort by: Best, Distance, Rating

Filter by: \$, \$\$, \$\$\$, \$\$\$\$

Open now, Open at...

Personalized

- Recommended by people you follow +
- Places you've been +
- Places you haven't been +

Features

- Accepts credit cards +
- Delivery +
- Dog friendly +
- Endorsed by famous brands +
- Happy hour +
- Local business +

← A Brasa da Belavista

8.8

Based on 96 ratings

Rate, Save, Share, Check In

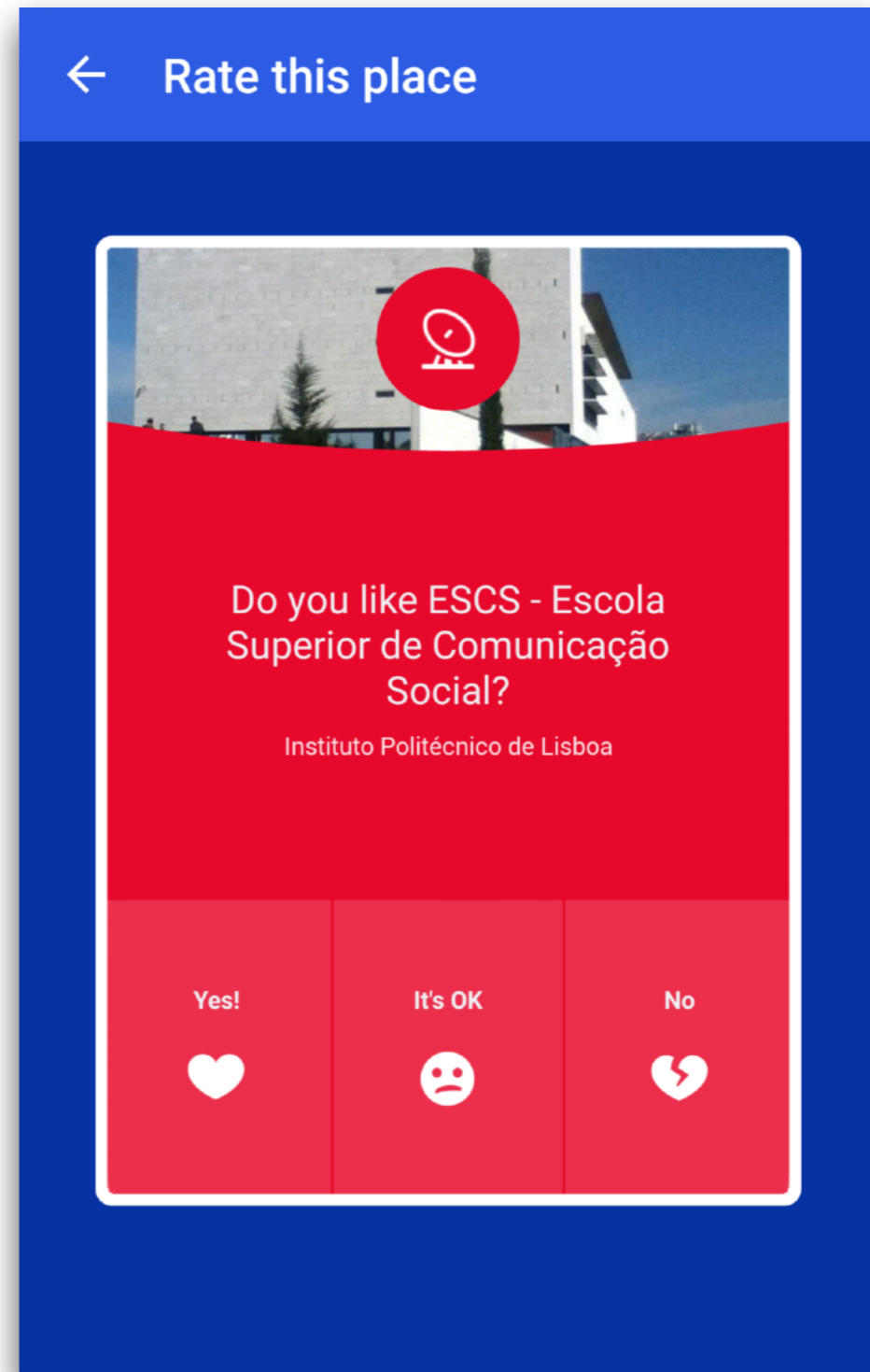
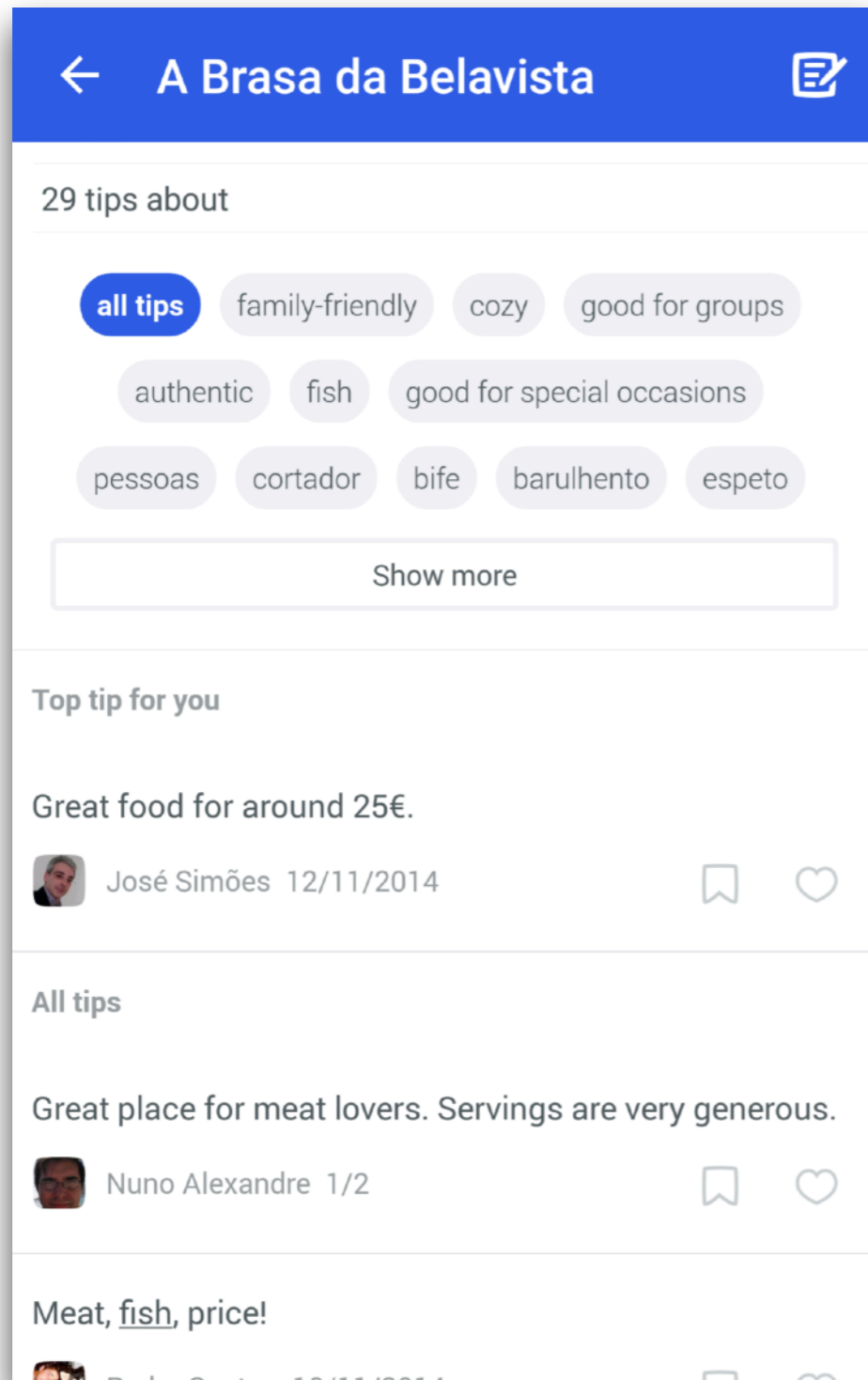
A Brasa da Belavista
R. Gonçalo Velho Cabral, 90 (Av. Gonçalves Zarco)
€€€€ · Likely open
Restaurant
21 456 4305

Your Swarm friends Rui Queiroz, Andreia Gonçalves, and Ana Margarida Ornelas have checked in here

29 tips about

all tips, family-friendly, cozy, good for groups

FOURSQUARE - REVIEWS

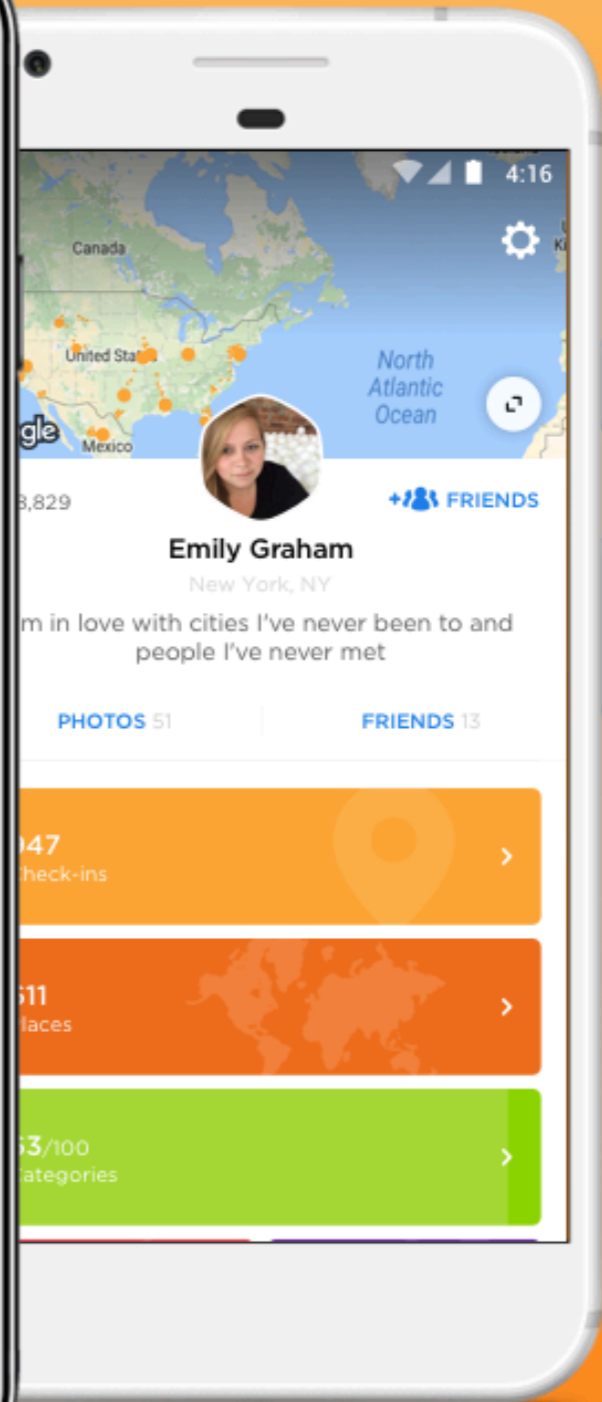
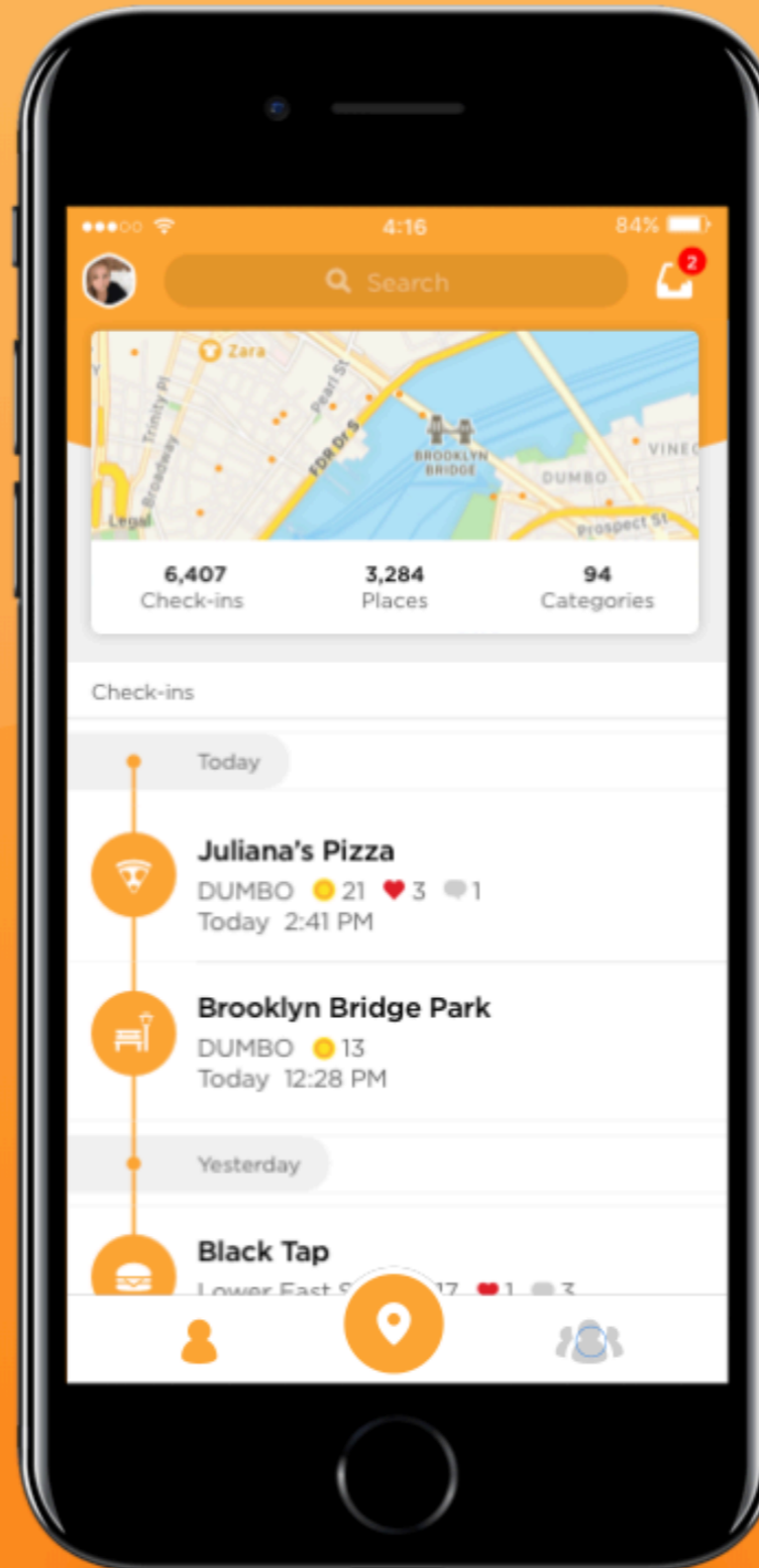


FOURSQUARE - SWARM

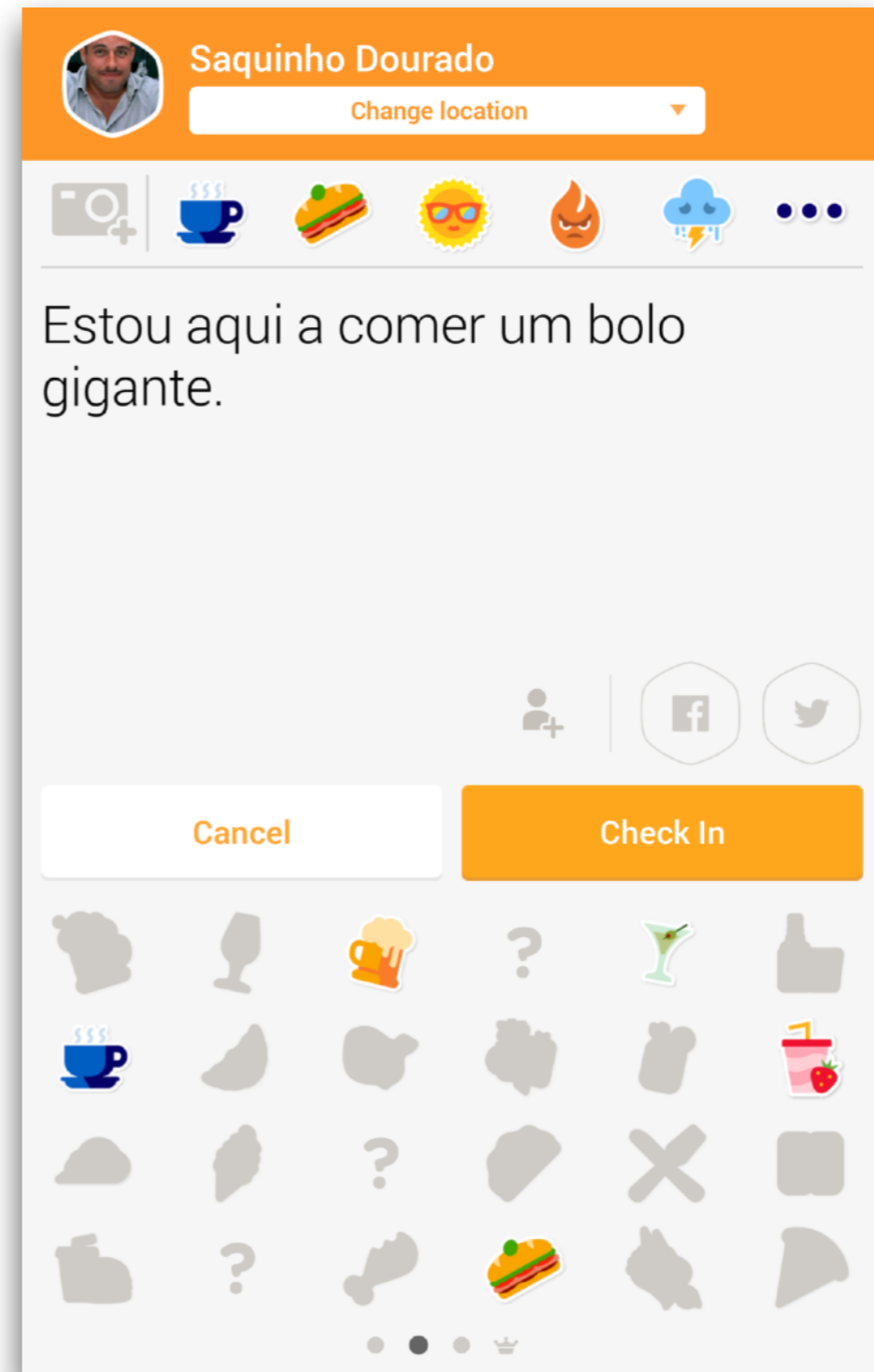
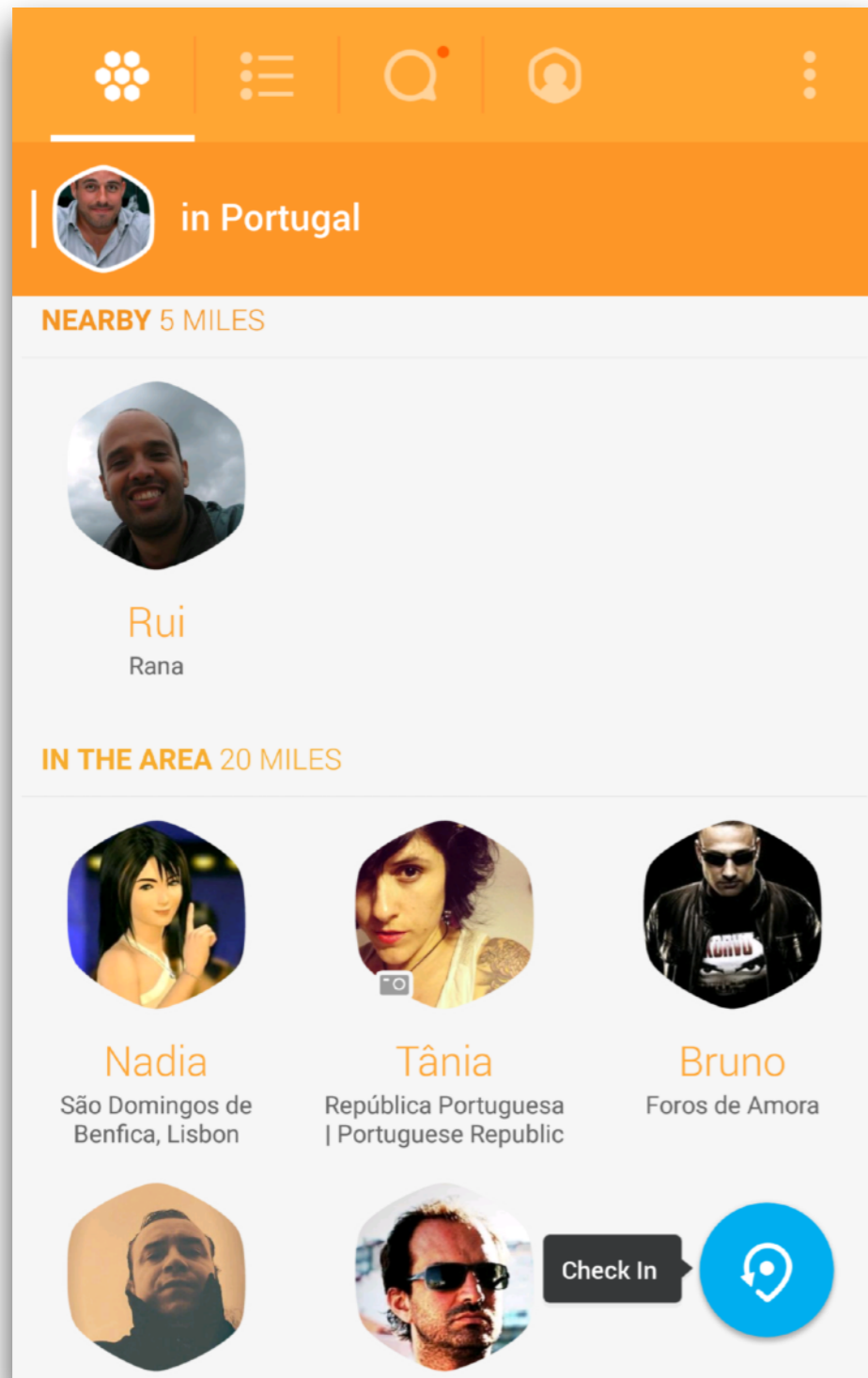
FOURSQUARE
Swarm



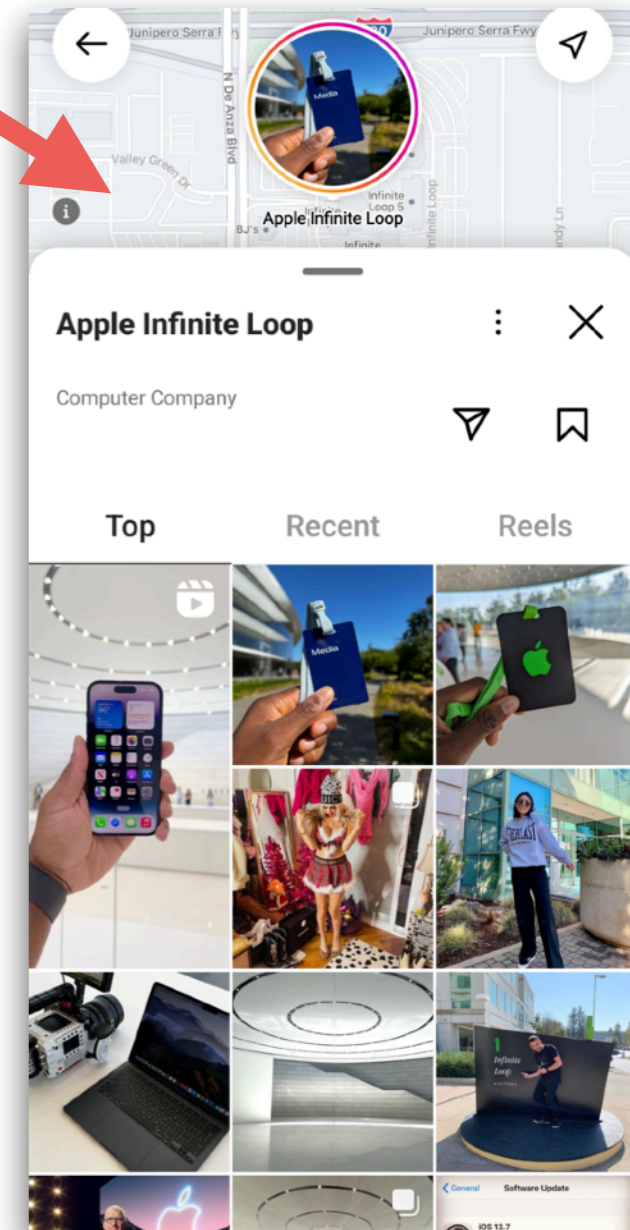
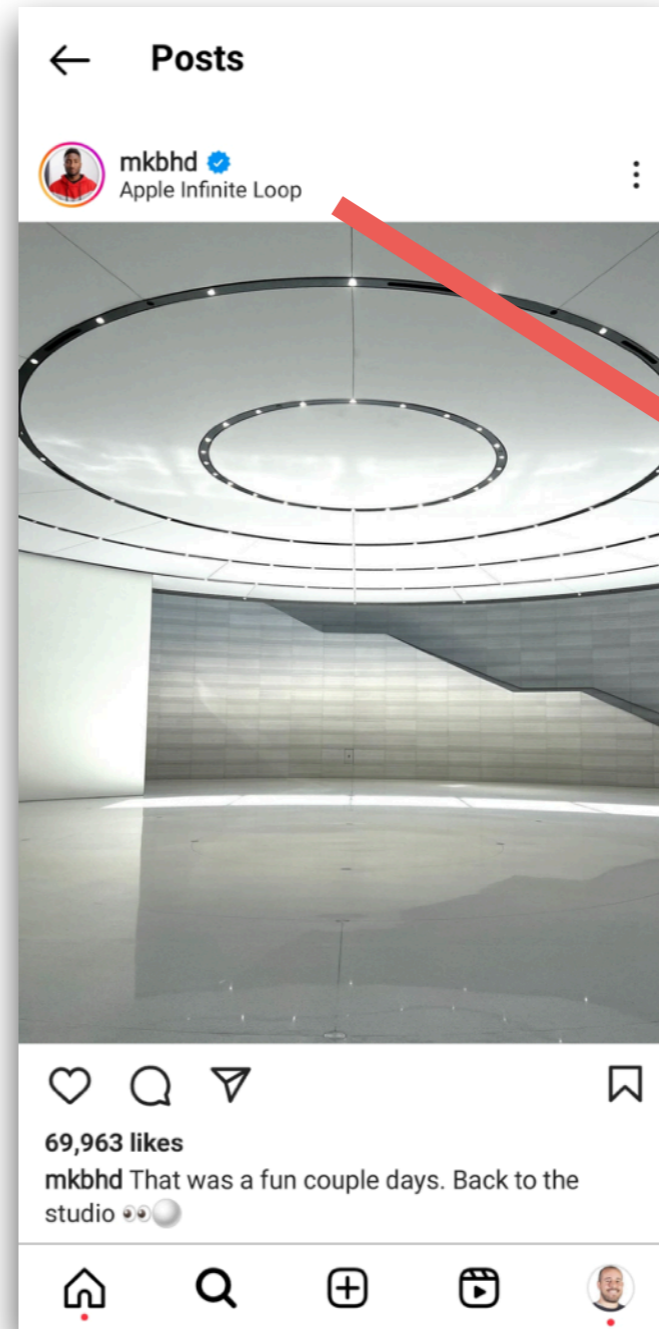
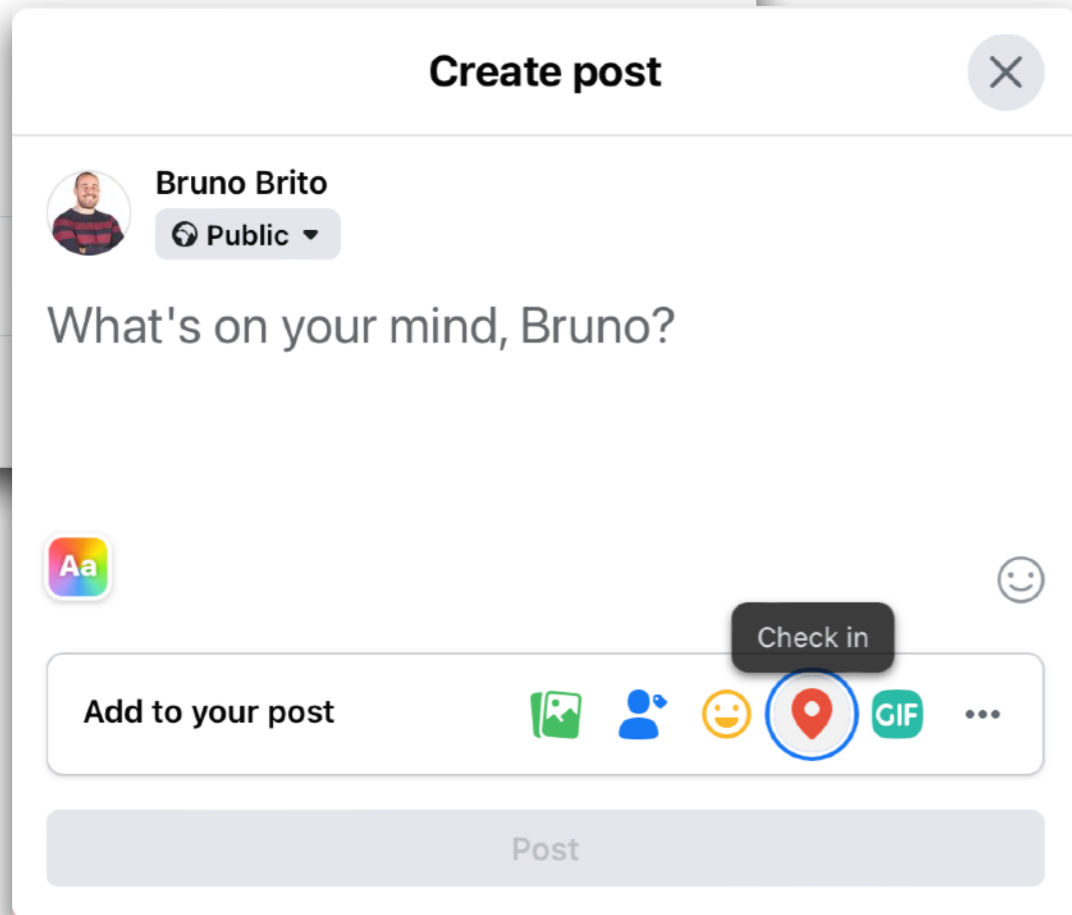
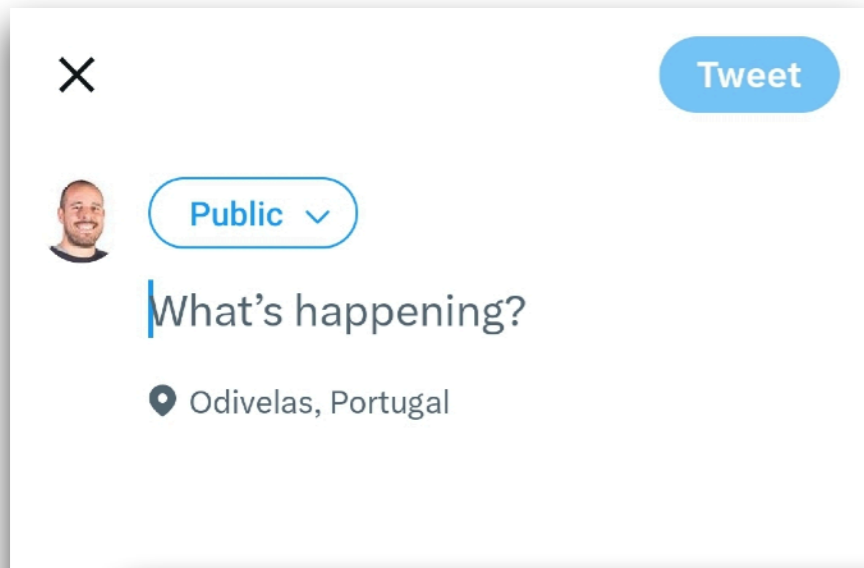
Remember everywhere.



SWARM - CHECK-IN



FB, TWITTER E INSTAGRAM



GOOGLE BUSINESS PROFILE

Business Info

Mercearia Castello
Rua das Flores de Santa Cruz 2



Congrats! You are now verified.

Next review your information and make any necessary changes. Then click Submit at the bottom of the form.

Complete your business information

70% completed

Business name Mercearia Castello

Address Rua das Flores de Santa Cruz 2



Contact info
Phone number 21 887 6111
Website URL *Click to enter your website URL.*

Category Cafeteria, Confeitaria, Bar de vinhos

Hours
Sunday 10:00 am–8:00 pm
Monday 10:00 am–8:00 pm
Tuesday 10:00 am–8:00 pm
Wednesday 10:00 am–8:00 pm
Thursday 10:00 am–8:00 pm
Friday 10:00 am–8:00 pm
Saturday 10:00 am–8:00 pm

Introduction *Click to add an intro about your business.*

Submit

Your edits were saved at 5:59 PM.



See photos



Mercearia Castello

Directions

Coffee Shop

Address: Rua das Flores de Santa Cruz 2

Phone: 21 887 6111

Hours: Closing soon · 10:00 am – 8:00 pm

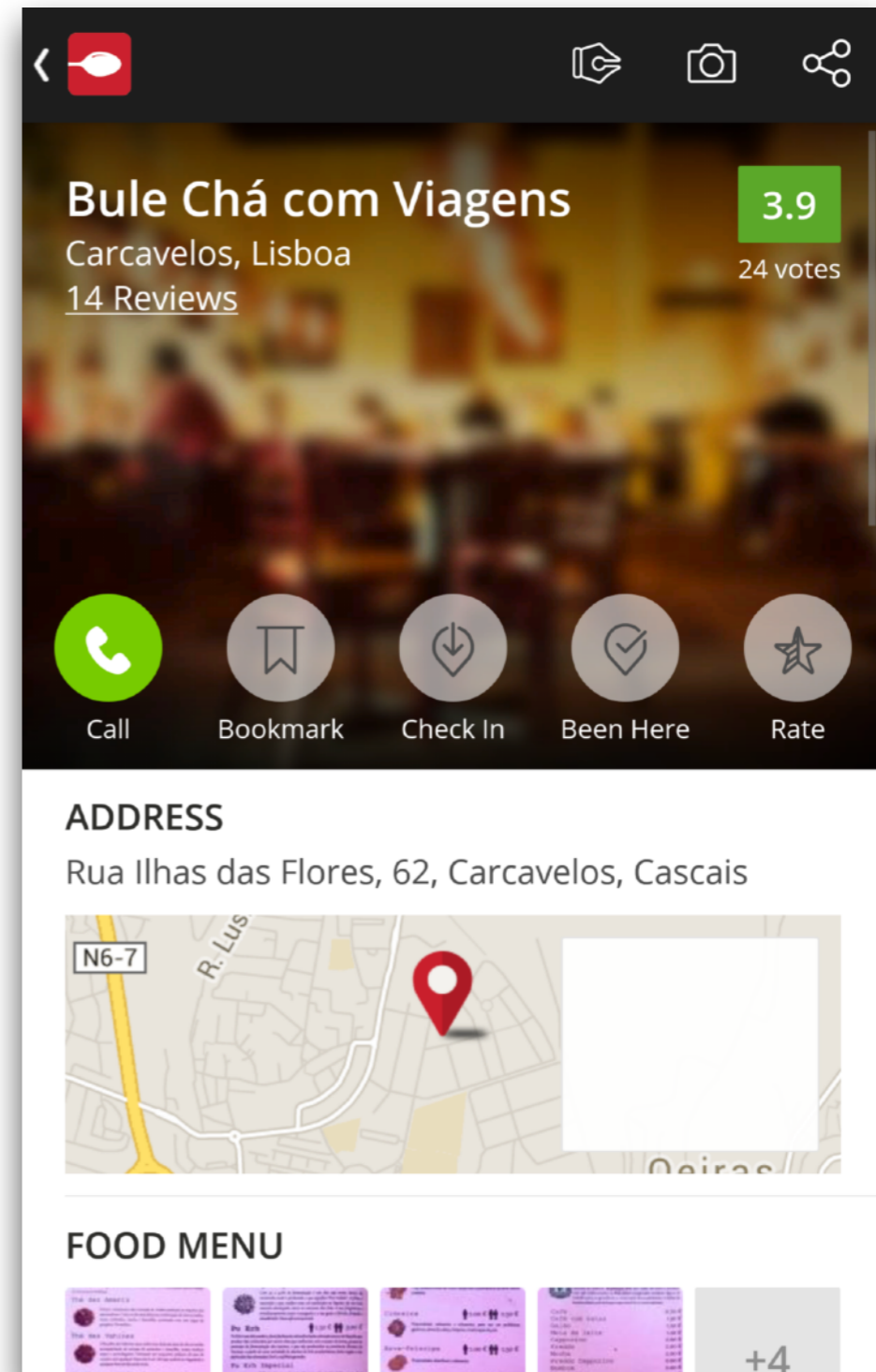
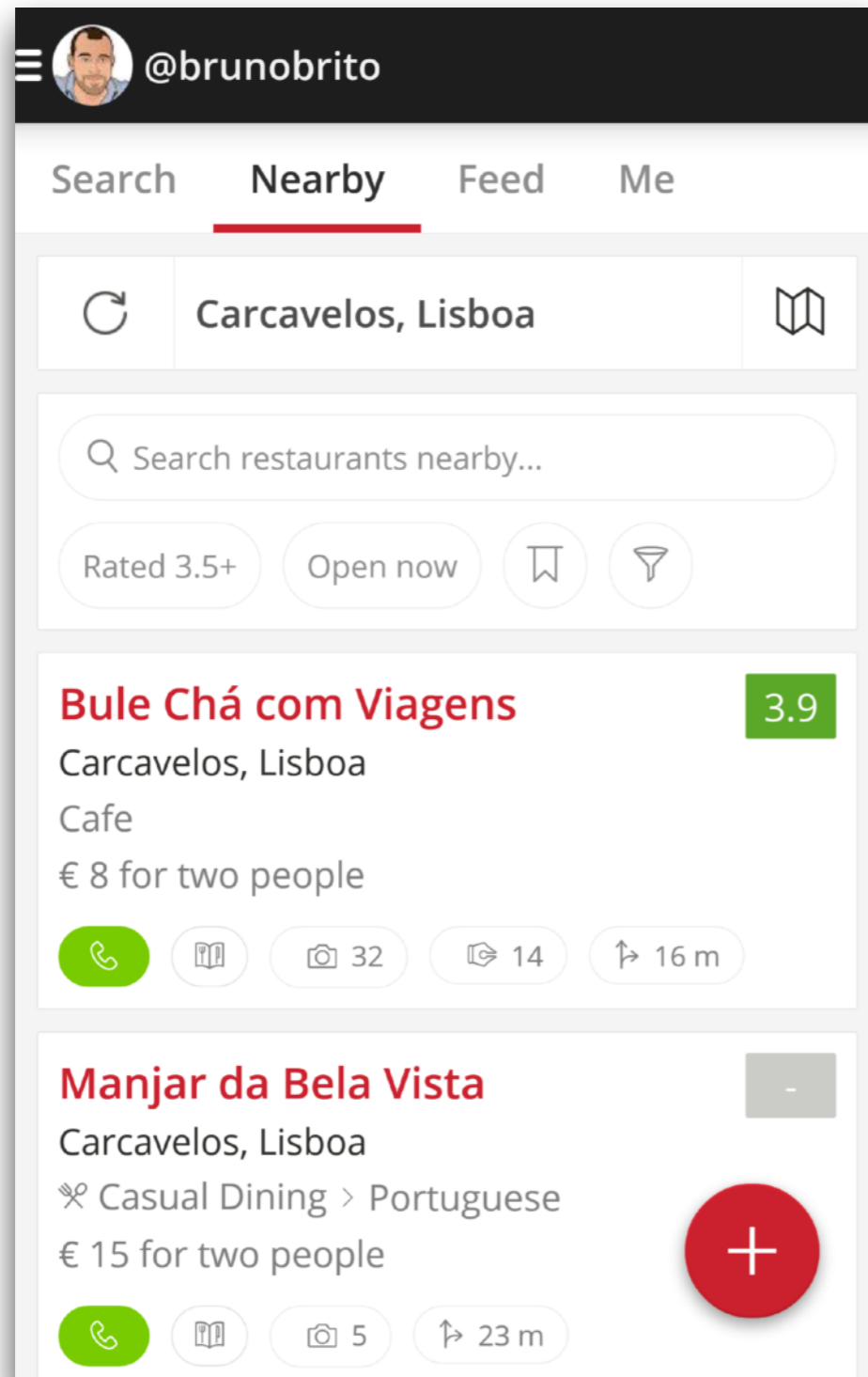
Reviews

2 Google reviews

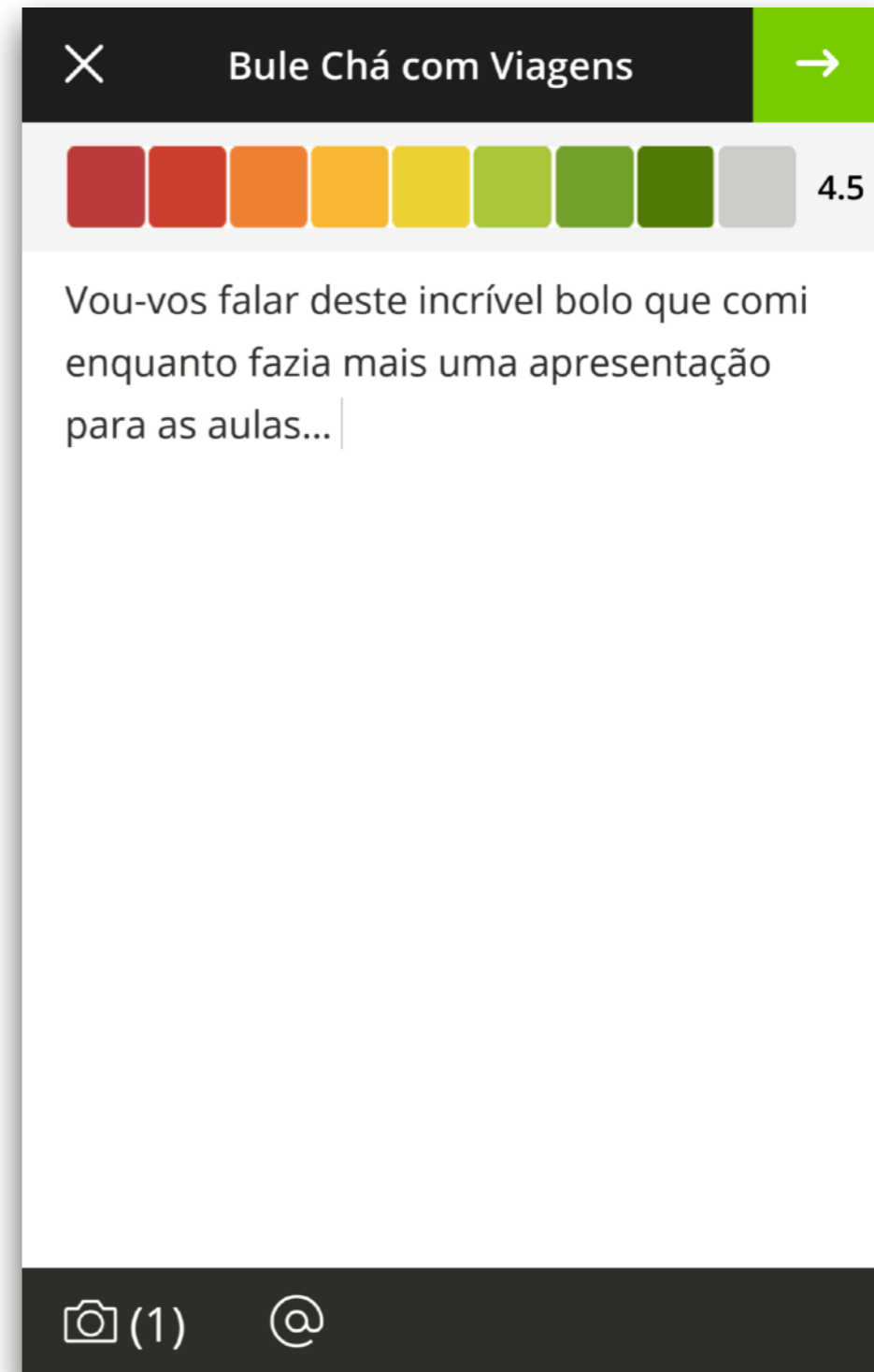
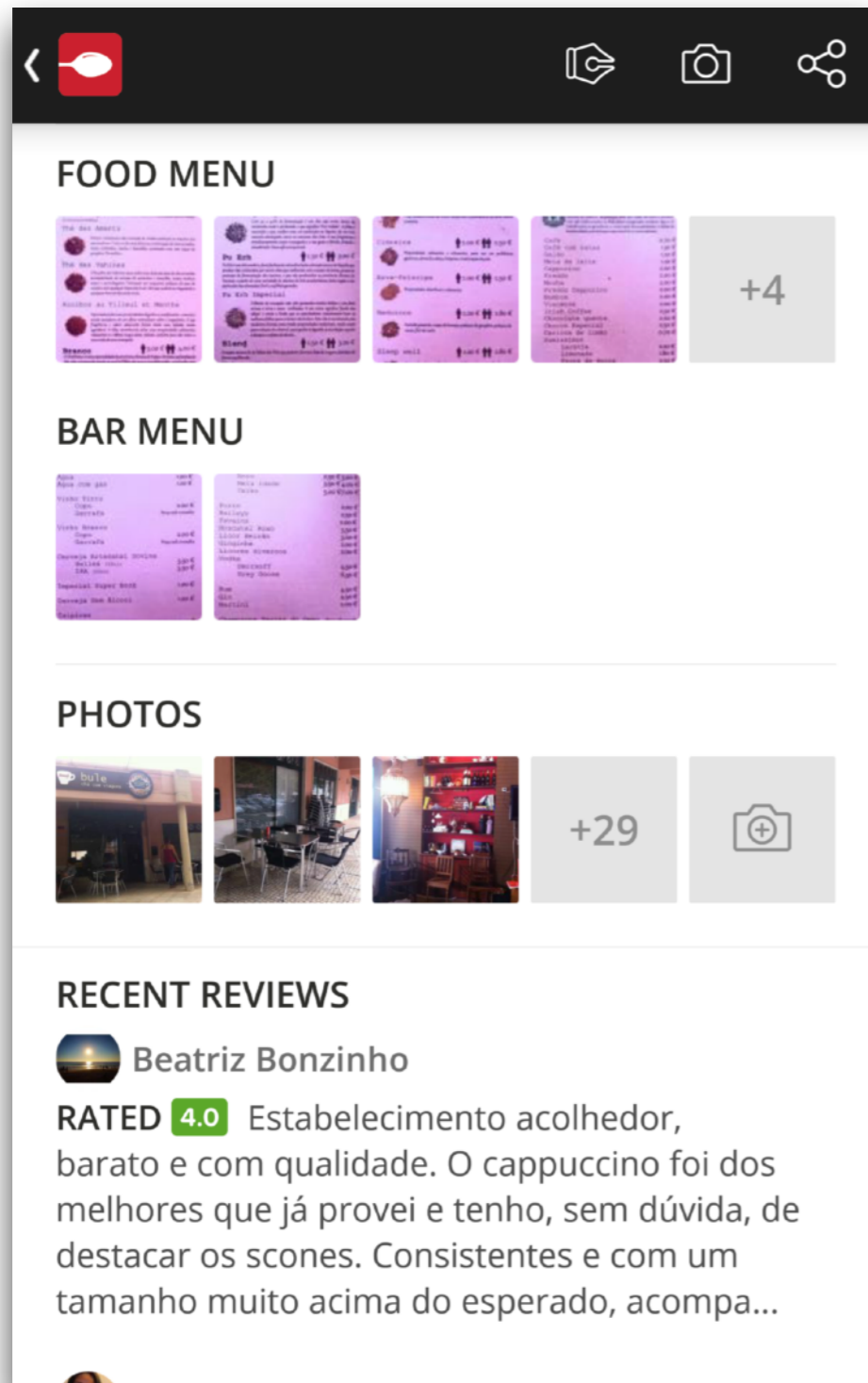
Write a review

Feedback

ZOMATO



ZOMIATO - REVIEWS



ZOMIATO - ALTERNATIVAS

Search

11:50 24%

TripAdvisor Hotels Restaurants

Latest reviews. Lowest prices.

GET

4.5 ★★★★★
577 Ratings

No8
Travel

4+
Age

Meet your ultimate travel companion

Compare the lowest hotel prices from 200+ booking sites

Instantly access the latest reviews and photos

Discover places to eat and drink

Offers iPhone and Apple TV Apps

Millions of traveller reviews, photos, and maps from TripAdvisor. Know better. Book better. Go better. With over 500 million reviews and opinions from travellers, TripAdvisor makes it easy to find the lowest prices for hotels, flights, and more.

TripAdvisor LLC
Developer

Today Games Apps Updates Search

Back

11:49 24%

TheFork - Restaurants bookings

Book restaurants with offers

GET

4.8 ★★★★★
1,62K Ratings

No5
Food & Drink

4+
Age

Offers iPhone App

10€ discount for your next meal !
Make your 1st booking with the app TheFork with the code APP18 and receive 1000 Yums to use as a discount on your next meal*.

La Fourchette
Developer

Ratings & Reviews

4.8 out of 5
1 620 Ratings

See All

Falar Convosco! 3 Mar Igl
★★★★★
Olá, muito boa Tarde esta aplicação, é Óptima! Só penso que lhe falta uma forma que nos permita contactar, com Alguém que colabore com o, "The Fork", e que nos permita dar algum tipo de reacção de

Gestão do perfil 2y ago jojo2625063
★★★☆☆
Na gestão do perfil do utilizador não é possível alterar a password e a localidade. A rever urgentemente.

Today Games Apps Updates Search

OPORTUNIDADES

ÚTIL PARA NEGÓCIOS SAZONAIS E PARA
DAR A CONHECER O SERVIÇO

The screenshot displays the MYGON website interface. At the top left is the MYGON logo. On the top right, there are links for 'Register' and 'Login', and a menu icon. The main heading asks 'WHAT ARE YOU LOOKING FOR IN LISBON?' with the subtext 'Find many local services near you'. Below this is a search bar with a location input set to 'Lisbon' and a search input containing 'i.e. restaurants, sushi...'. A search icon is to the right of the search input. The background of the search area is a scenic view of Lisbon. Below the search bar, there is a grid of eight service categories, each with an icon and a label: 'Gift Vouchers' (percentage icon), 'Health & Beauty' (hairbrush icon), 'Restaurants' (chef's hat icon), 'Takeaway or Delivery Restaurant' (shopping bag icon), 'Leisure & Sports' (two faces icon), 'Accommodation' (bed icon), 'Services' (wrench icon), and 'Bars & Cafes' (martini glass icon).

HOJE NO MENU



**LOCATION
APPS**



**REAGIR A
REVIEWS**



**INTRODUÇÃO
AOS PODCASTS**



**REVIEWS
VALE
A
PENNA?**

REVIEWS - VANTAGENS



AS REVIEWS SÃO...

Grátis

Feedback sincero

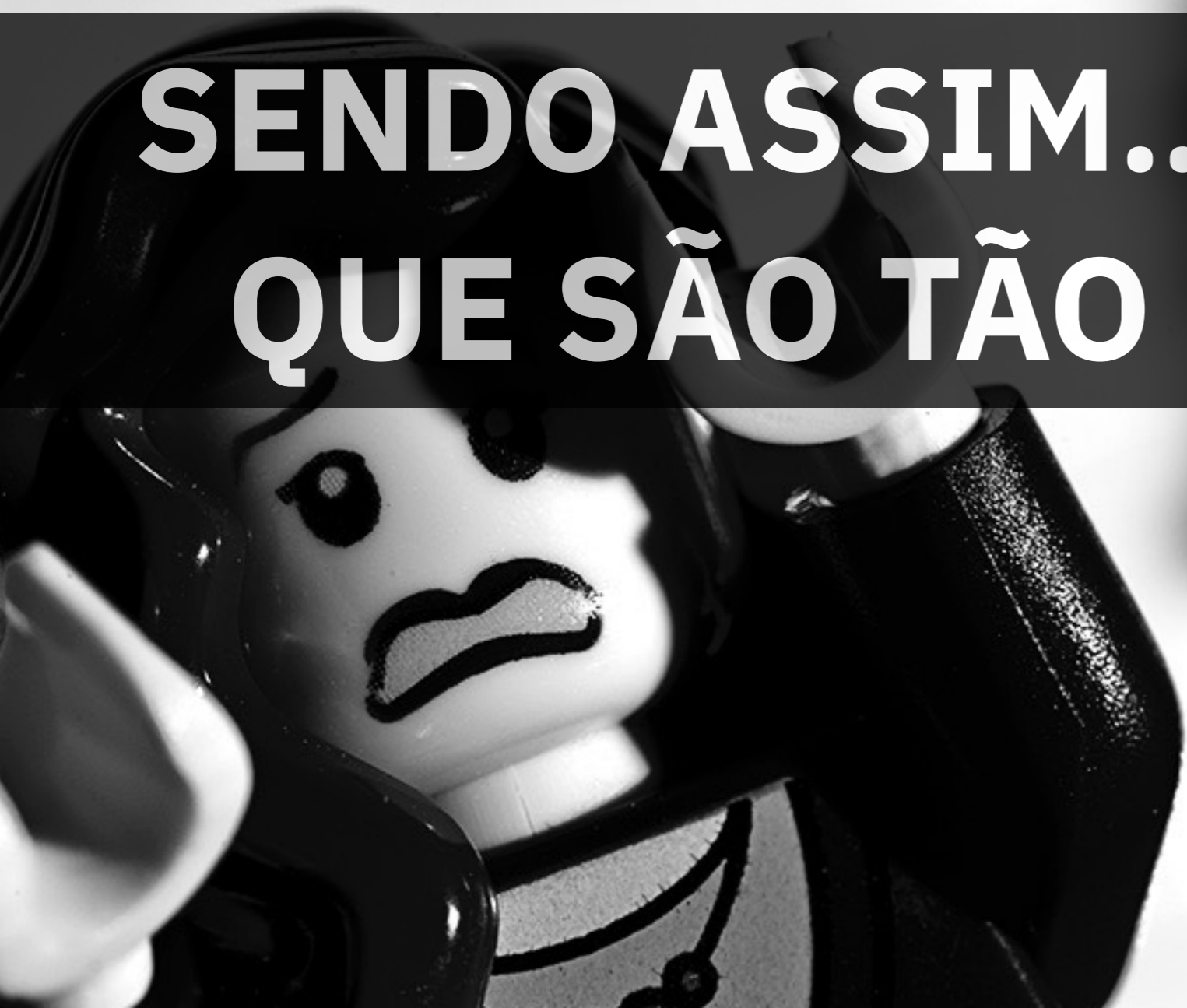
Uma oportunidade de conhecer a opinião de quem (realmente) nos visita

Uma oportunidade de alinhar o nosso serviço com as expectativas dos clientes


**EM SUMA... UM SERVIÇO DE
CLIENTE MISTÉRIO A CUSTO 0!**

Podem ainda informar e influenciar outras pessoas no momento da decisão de nos visitar.

**SENDO ASSIM... PORQUE É
QUE SÃO TÃO TEMIDAS?**



UM EXEMPLO REAL




Joana Santos
193 reviews, 234 followers

RATED 2.0 Um espaço demasiado pequeno para tanta gente. O facto de passar música comercial e dar acesso a pessoas menores de 18 anos faz com que esteja sempre a abarrotar. Nem sempre se paga entrada e quando se paga é muito pouco e temos direito a senhas de bebida. Mas não é nada de especial.

2 likes
1 comment

Management Response:
Boa noite Joana, de certeza que não reparou com atenção enquanto lá esteve, senão sabia que o limite mínimo para entrar no estabelecimento é maiores de 20. E se está lotado alguma coisa quer dizer, já que somos o único bar que raramente tem algum tipo de promoção. Agradeço a sua crítica



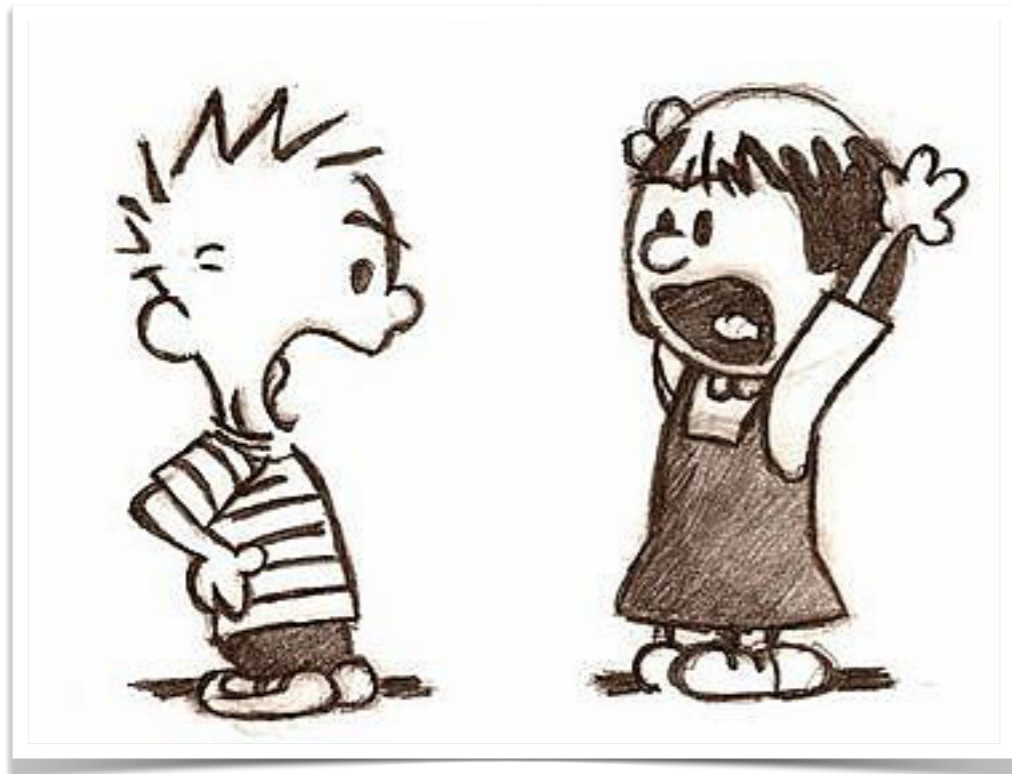
Agradeço a sua crítica

Joana Santos 2m
É curioso que, se a idade mínima é 20 anos, eu tenha entrado com uma rapariga que tinha 18 e com três que tinham 19. Parece-me que interpretaram mal a minha crítica. Não me parece errado que esteja sempre cheio. Até é bom para o negócio e bom para quem visita o espaço tendo em conta o facto de ter promoções e de a entrada que se paga ser um valor baixo. Eu gostei desse facto quando lá estive. Lamento ter recebido uma resposta tão pouco amigável.

LIKE

Tap to add a comment

COMO RESPONDER



LEMBRA-TE QUE

São pessoas que pagaram para te visitar
É *feedback* real... sem teres de pagar!

O QUE FAZER

Nunca censures

Mantém a calma

Mostra que te preocupas

Escreve de forma diplomática

Discute todos os pontos da *review*

Responde SEMPRE e DEPRESSA

Pede desculpa e agradece a opinião

Dá uma razão para uma nova visita

Fornece os teus dados para eventual
contacto



**E LEMBRA-TE...
O MUNDO ESTÁ A VER!**

PATHÉ!

**POP
CORN!**

COMO DESCOBRIR OS NOSSOS FÃS?



#1: NPS SURVEYS

"Numa escala de 0 a 10, quão provável seria recomendar-nos a um amigo ou colega?"



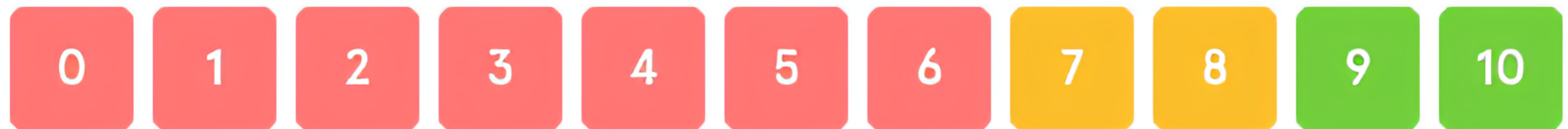
Extremamente
improvável 😡

Extremamente
provável 😍



NPS - Net Promoter Score

#1: NPS SURVEYS



Detratores: (0-6): Clientes insatisfeitos que dificilmente voltarão a optar pela tua marca/serviço.

Passivos: (7-8): Clientes moderadamente satisfeitos mas não particularmente entusiasmados.

Promotores (9-10): Clientes leais e embaixadores da marca. Têm maior probabilidade de recomendar a tua marca/serviço a amigos e familiares.

#1: NPS SURVEYS

A FÓRMULA MÁGICA

$NPS = \% \text{ de Promotores} - \% \text{ de Detratores}$

Exemplo: se 65% dos teus clientes forem Promotores, 5% forem Detratores e 30% forem Passivos, o NPS do teu negócio é 60.

O resultado deste cálculo pode ir de -100 a 100.

<0 → Mau

>0 → Bom

20–49 → Muito bom

50–79 → Excelente

>80 → Extraordinário

#2: SOCIAL LISTENING

PARA SABERES O ESTADO DA TUA INDÚSTRIA E ESTARES A PAR DO QUE DIZEM DE TI



- Sentiment analysis
- Brand awareness
- Industry trends
- Competitor analysis
- Crisis management

FERRAMENTAS

Syften

F5Bot

Hootsuite

SproutSocial

Google Alerts

Keywords no Twitter/X

#2: SOCIAL LISTENING

F5Bot found something: git tower External Inbox x



F5Bot <admin@f5bot.com> [Unsubscribe](#)
to me ▾

F5Bot found something!

Keyword: "git tower"

Reddit Comments (/r/ExperiencedDevs/): [What is your favorite git gui client?](#)
git tower

× **Advanced search**

Search

Words

All of these words

git tower

Example: what's happening · contains both "what's" and "happening"

This exact phrase

Example: happy hour · contains the exact phrase "happy hour"

 [Need To Learn Git Do I Need To Start With All The](#) (by Clawnasty on [reddit.com/r/learncsharp](#))

Filter: "git client"

Filter: git tower NOT "git gud"

Filter: git tower NOT "legit tower"

Filter: git tower NOT "legit towers"

I've gone my whole career just using the **tower git client**. You'll be fine. Just learn the concepts of branching, merging, rebasing, etc.

POSSÍVEL ABORDAGEM



HOJE NO MENU



**LOCATION
APPS**



**REAGIR A
REVIEWS**



**INTRODUÇÃO
AOS PODCASTS**



IPOD + BROADCASTING



**O TRUNFO DO
PODCASTING É...**

A close-up, back-view photograph of a person with long, dark hair. They are wearing a white, curved headband and large, white over-ear headphones with red accents. The background is blurred, showing warm yellow and blue tones. A semi-transparent black horizontal band is overlaid across the middle of the image, containing the text 'A ATENÇÃO!' in a bold, white, sans-serif font.

A ATENÇÃO!

PODCASTS - MECÂNICA



UPLOAD - ONDE?

O QUE DEVEMOS PROCURAR

Servidor para upload de ficheiros

Largura de banda ilimitada

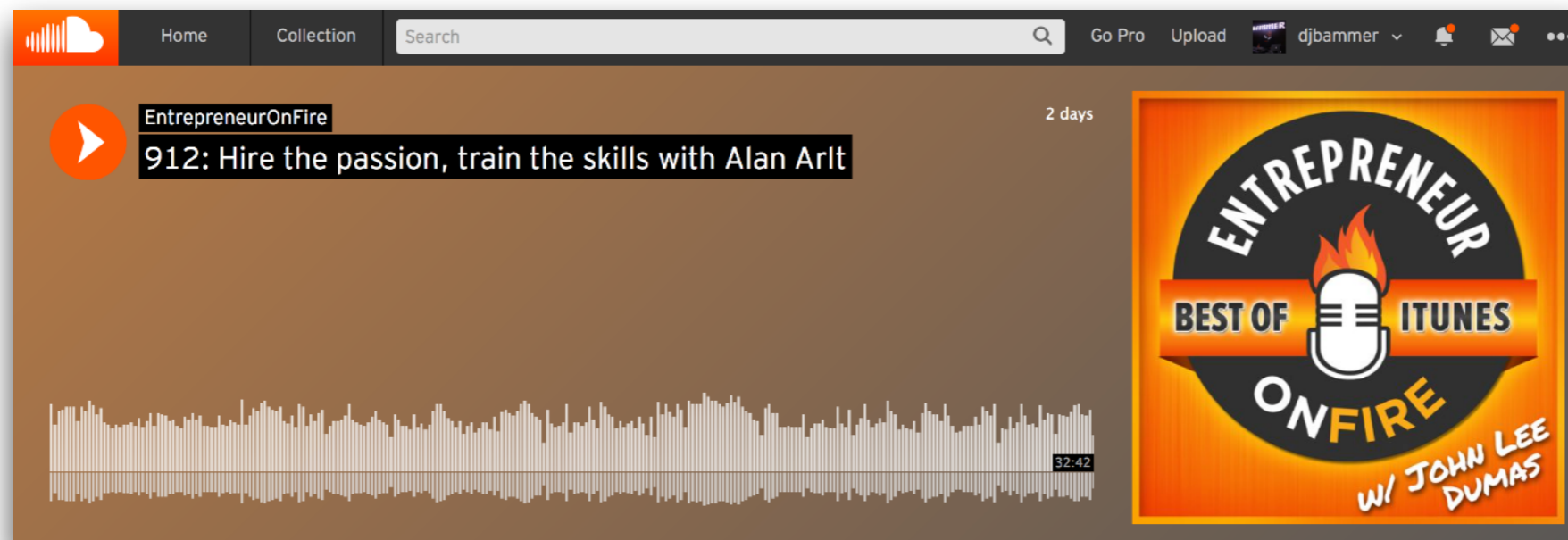
Possibilidade de criar *feed* RSS

Preencher campos (título, descrição, artwork)

Distribuição (opcional)

Estatísticas (opcional)

Agendar a publicação (opcional)



OU ENTÃO...



PARA O SITE



**PARA HOSPEDAR OS
PODCASTS**



The image shows a promotional graphic for a podcast plugin. On the left, there is a screenshot of the plugin's interface, which includes a list of podcast episodes with play buttons and a profile picture of a person speaking into a microphone. In the center, there is an illustration of a person sitting cross-legged on the floor, using a laptop. To the right of the person, there is a list of three items, each with a green checkmark, indicating successful completion or status. The background is a light blue gradient.

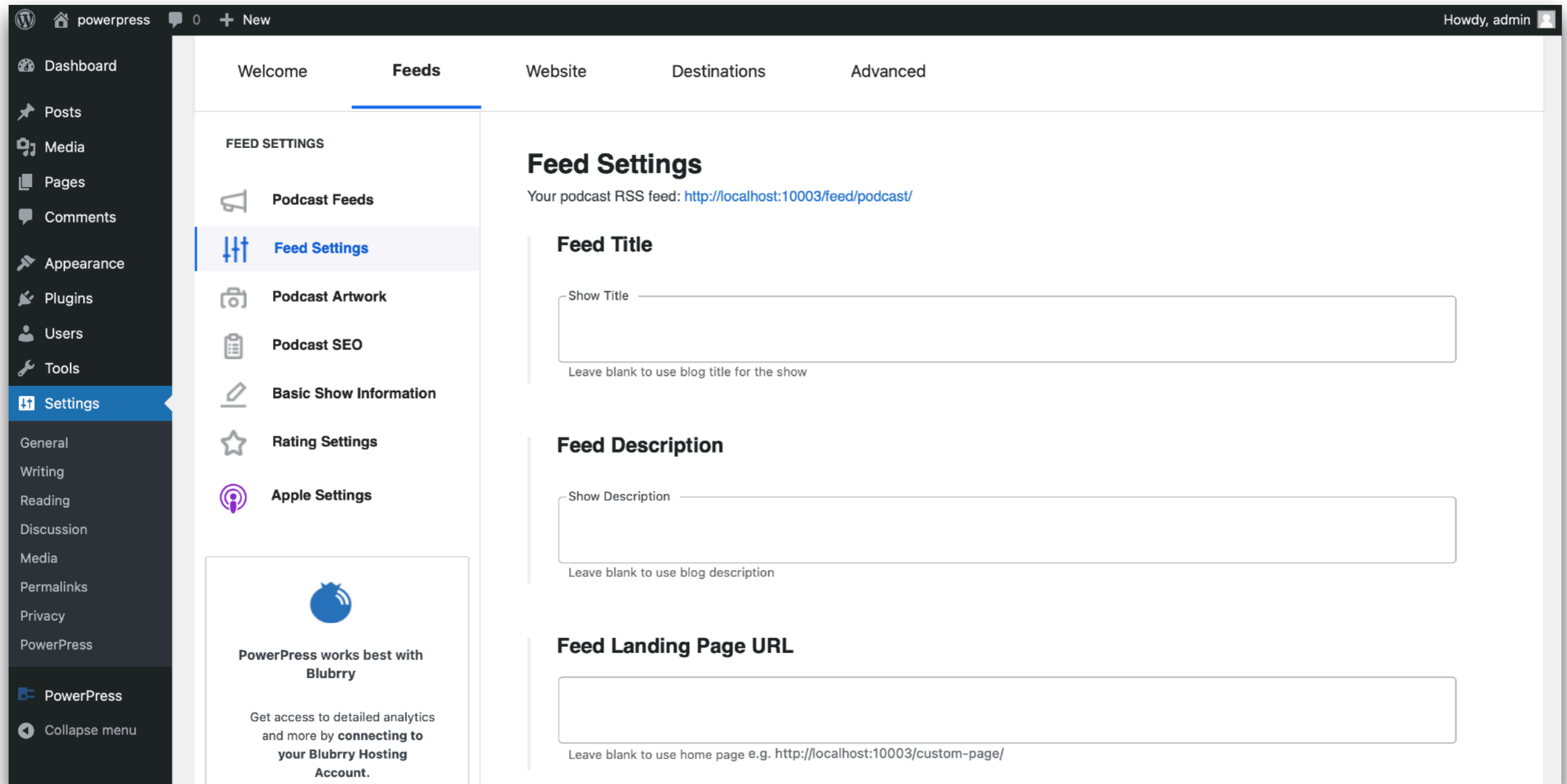
**The #1 Podcast
Plugin for WordPress**

Powered by Blubrry Podcasting

PLUGIN PARA WORDPRESS

POWERPRESS

INFORMAÇÃO DO PODCAST (WORDPRESS PLUGIN BLUBRRY POWERPRESS)



The screenshot shows the WordPress dashboard with the PowerPress plugin settings page open. The page is titled "Feeds" and has tabs for "Welcome", "Feeds", "Website", "Destinations", and "Advanced". The "Feeds" tab is active, showing "FEED SETTINGS" on the left sidebar and "Feed Settings" in the main content area. The "Feed Settings" section includes a "Feed Title" field, a "Feed Description" field, and a "Feed Landing Page URL" field. The "Feed Title" field has a placeholder "Show Title" and a note "Leave blank to use blog title for the show". The "Feed Description" field has a placeholder "Show Description" and a note "Leave blank to use blog description". The "Feed Landing Page URL" field has a note "Leave blank to use home page e.g. http://localhost:10003/custom-page/". The "Feed Settings" section also displays the current RSS feed URL: "Your podcast RSS feed: http://localhost:10003/feed/podcast/". The left sidebar contains a menu with items like "Dashboard", "Posts", "Media", "Pages", "Comments", "Appearance", "Plugins", "Users", "Tools", "Settings", "General", "Writing", "Reading", "Discussion", "Media", "Permalinks", "Privacy", "PowerPress", "PowerPress", and "Collapse menu". The top right corner shows the user "Howdy, admin".

powerpress 0 + New Howdy, admin

Welcome **Feeds** Website Destinations Advanced

FEED SETTINGS

- Podcast Feeds
- Feed Settings**
- Podcast Artwork
- Podcast SEO
- Basic Show Information
- Rating Settings
- Apple Settings

Feed Settings

Your podcast RSS feed: <http://localhost:10003/feed/podcast/>

Feed Title

Show Title

Leave blank to use blog title for the show

Feed Description

Show Description

Leave blank to use blog description

Feed Landing Page URL

Leave blank to use home page e.g. <http://localhost:10003/custom-page/>

PowerPress works best with Blubrry

Get access to detailed analytics and more by **connecting to your Blubrry Hosting Account.**

POWERPRESS

INFORMAÇÃO DO EPISÓDIO EM SI, NO POST (WORDPRESS PLUGIN BLUBRRY POWERPRESS)

The screenshot shows the WordPress admin interface for editing a podcast episode. The top navigation bar includes the WordPress logo, a plus sign, and icons for undo, redo, help, and a menu. On the right, there are buttons for 'Switch to draft', 'Preview', 'Update', and a settings gear icon.

The main content area is titled 'Podcast Episode' and features a 'Media URL' field with the value 'https://brunobrito.pt/podcasts/episode1.mp3'. Below this, there are tabs for 'Episode Info', 'Episode Artwork', 'Website Display', and 'Advanced'. The 'Episode Info' tab is active, showing fields for 'Episode Title' and 'Episode Description'. Below these is the 'Apple Podcasts Optimization (optional)' section, which includes an 'Explicit Setting' dropdown (currently set to 'NOT SET') and three input fields for 'Title', 'Episode #', and 'Season #'. The 'Episode Title' and 'Episode Description' fields have informational icons and explanatory text.

The right sidebar contains various settings for the post, including 'Status & visibility' (set to 'Public'), 'Publish' (set to 'May 5, 2022 12:23 am'), 'Stick to the top of the blog' (unchecked), 'Author' (set to 'admin'), and a 'Move to trash' button. Below these are dropdown menus for 'Template: Single Post', 'Permalink', 'Categories', 'Tags', 'Featured image', 'Excerpt', and 'Discussion'.

PUBLICAR O POST



EntrepreneurOnFire.com | Inspiring interviews w/ today's most successful Entrepreneurs

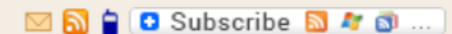
EntrepreneurOnFire.com | Inspiring interviews w/ today's most successful Entrepreneurs



Current Articles

This feed's current articles are shown below. Subscribe for updates to all the content available in this feed, or click through here to see the original article.

Subscribe to Get Automatic Updates



★ 913: Connect with nature to amplify your life with Evan Brand

2015-04-22 07:00 UTC by John Lee Dumas

913: Connect with nature to amplify your life with Evan Brand is a post from: [EntrepreneurOnFire.com](#)

Evan is a Health Detective and Wellness Expert helping people not only achieve health, but happiness as well. Nature immersion plays a key role in human performance and entrepreneurial creativity for himself and the thousands of weekly listeners of...

[Read the whole entry... »](#)



★ 912: Hire the passion, train the skills with Alan Arlt

2015-04-21 07:00 UTC by John Lee Dumas

912: Hire the passion, train the skills with Alan Arlt is a post from: [EntrepreneurOnFire.com](#)

Alan Founded Ultimate Hoops in 2006, which was acquired by Life Time Fitness in 2008. Prior to Ultimate Hoops, he worked at Discovery Communications in New York City in Marketing and Sponsorships, where he oversaw the Ad Sales Sponsorship & Product...

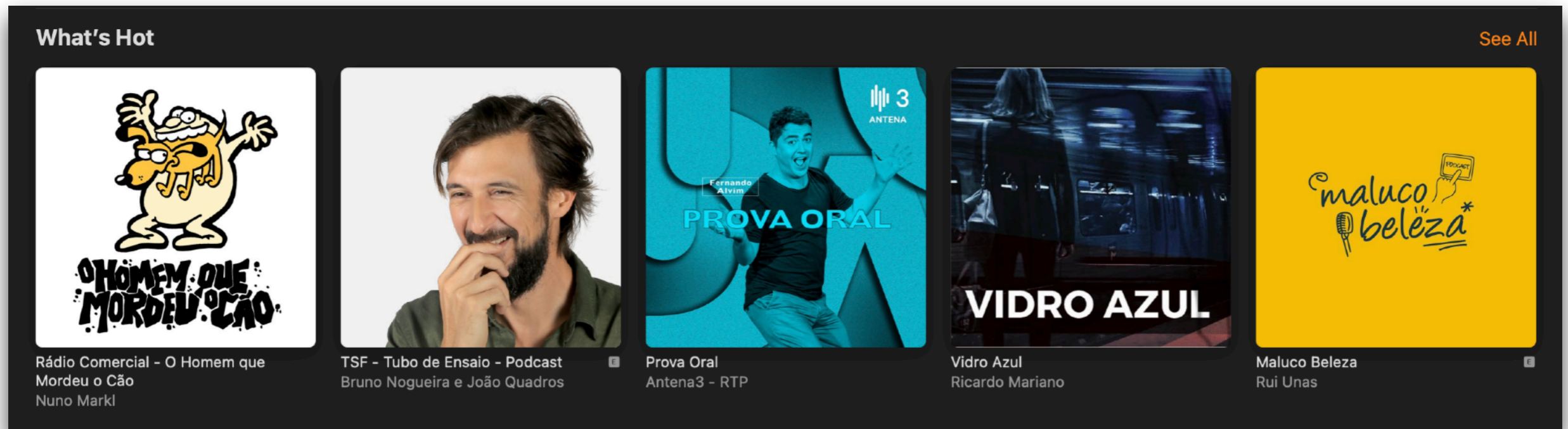
[Read the whole entry... »](#)



PLATAFORMAS

**PARA CHEGAR AOS DESTAQUES DO APPLE PODCASTS,
AS PRIMEIRAS 8 SEMANAS SÃO CRUCIAIS**

- ✓ Alcançar um número substancial de *downloads*
- ✓ Obter muitas subscrições e *reviews* de 5 estrelas



DESKTOP

FACILITAR A AUDIÇÃO, O DOWNLOAD E INSERIR AS “SHOW NOTES”



How to Eliminate Family Life Crashing & Burning for CEOs, Business Owners, & Executives with Leo Simpson II

April 25, 2023

Leo Simpson is a 6X Author, an Adjunct Professor of Business, and the Family Business Life Mastery Coach. He helps CEOs, Business Owners, & Executives eliminate family life crashing and burning.

Subscribe

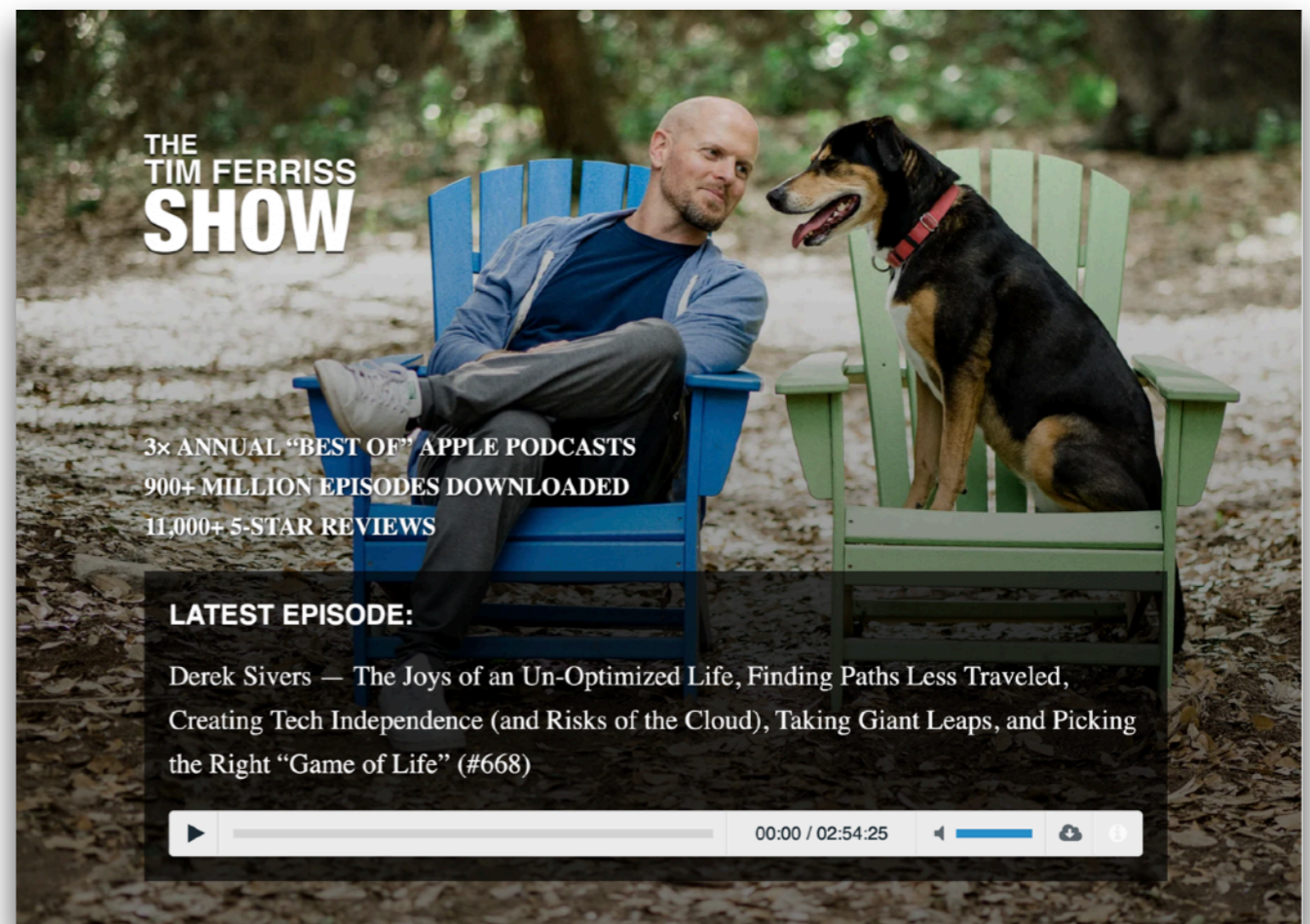
[Apple](#) | [Google](#) | [Spotify](#) | [Stitcher](#) | [iHeart](#)

Guest Resource

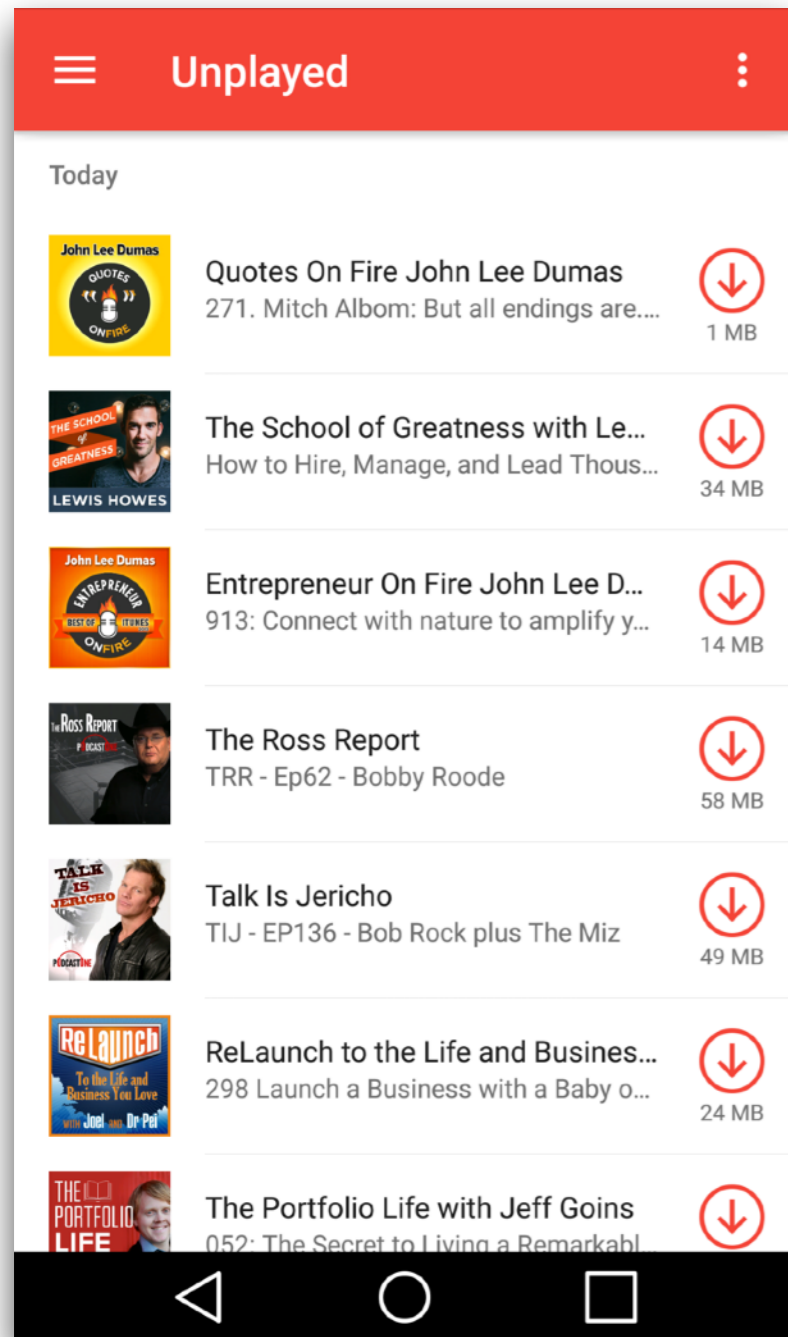
[Team3L.com/firenation](#) – 9-Day Transformation Challenge. Setup a call with Leo today!

3 Value Bombs

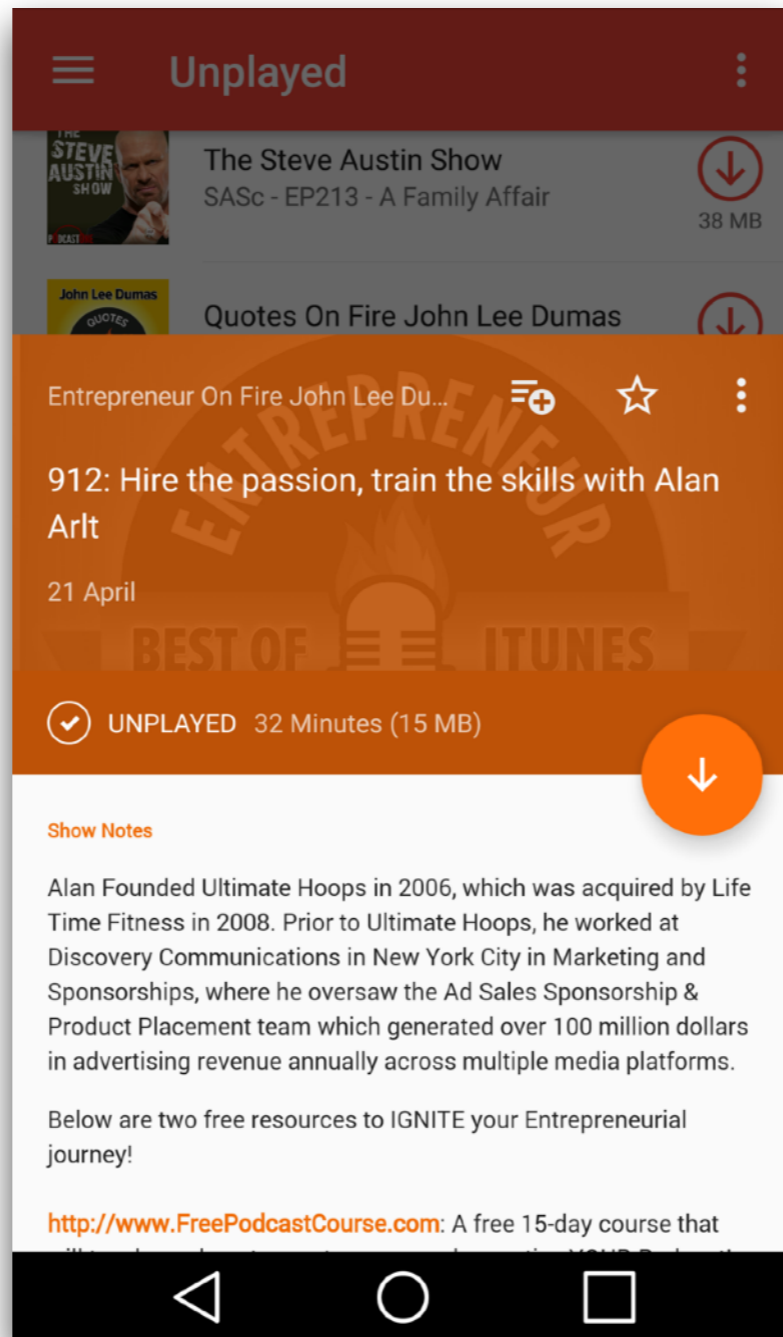
- 1) Family life, and business life, are meant to be teammates, not opponents.
- 2) Create focus. Attain clarity about your family life and business life. Understand them as independent dynamics that actually have a dependency on one another at the same time.
- 3) When you are positioned to achieve mastery and you start leveraging these keys, what happens is you understand the value of not only what your treasure is, but where that treasure lies.



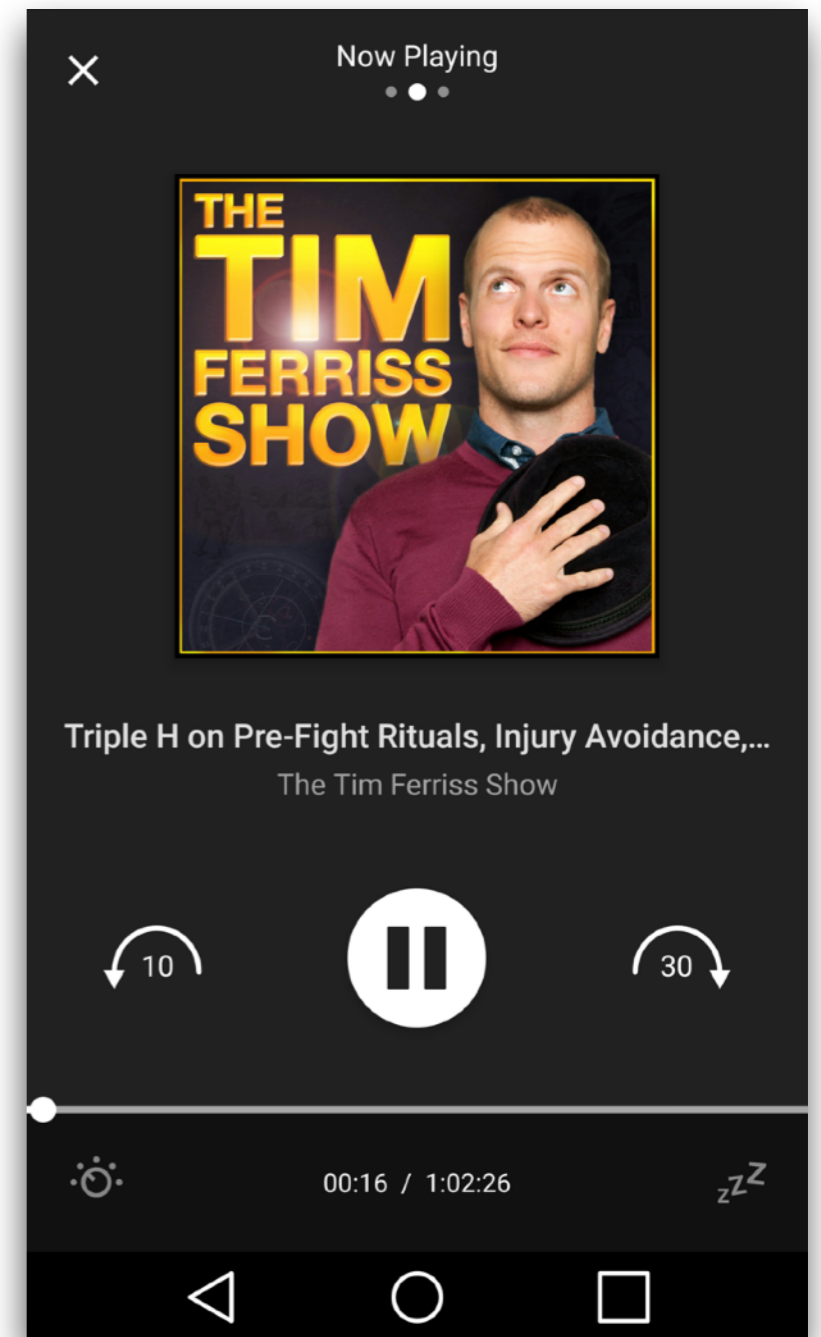
POCKETCASTS



ESCOLHER

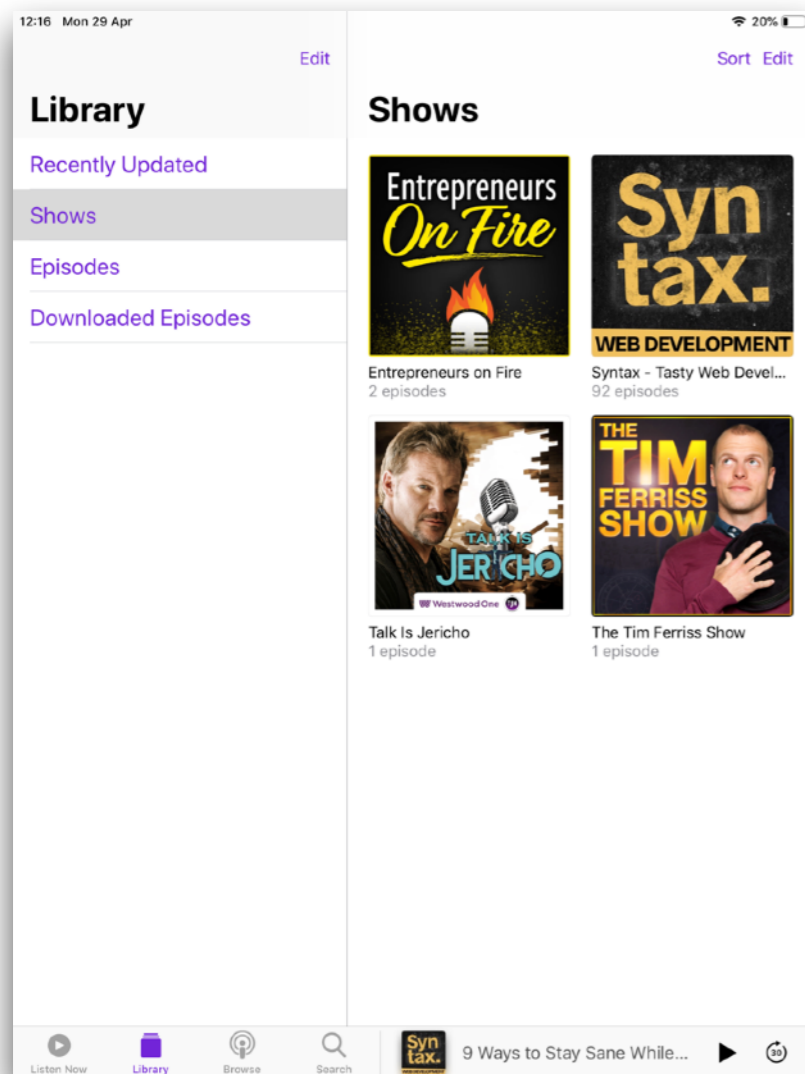


DESCARREGAR

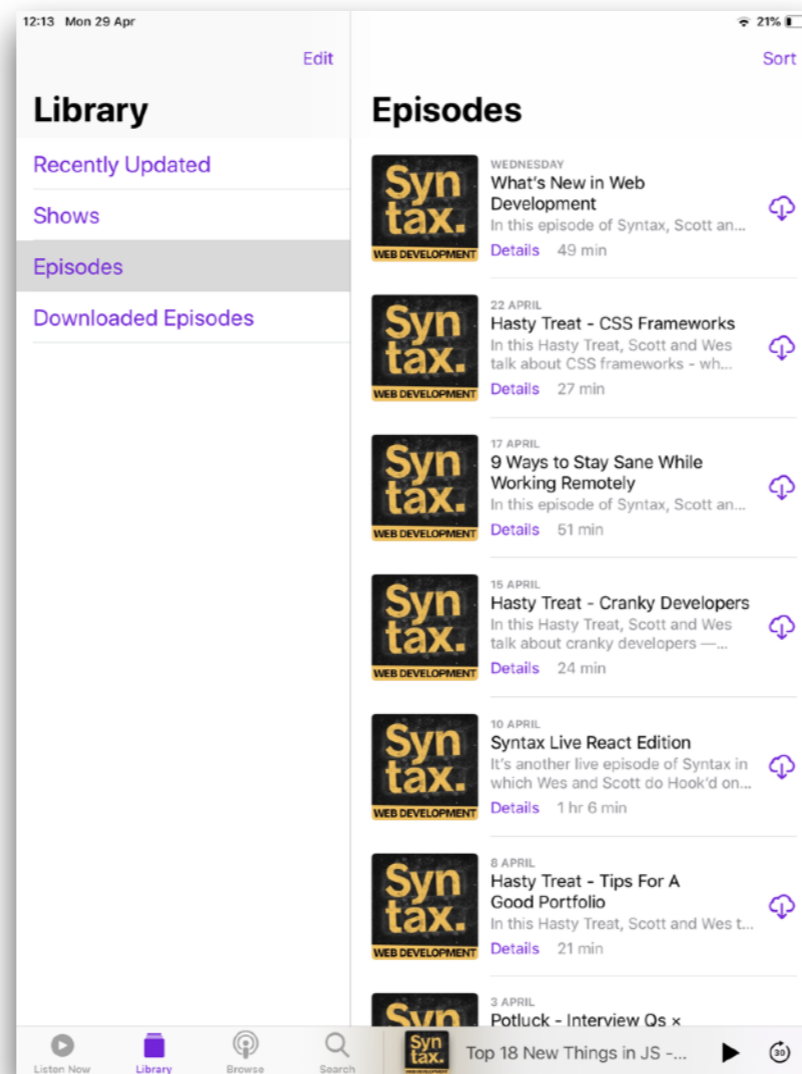


OUVIR

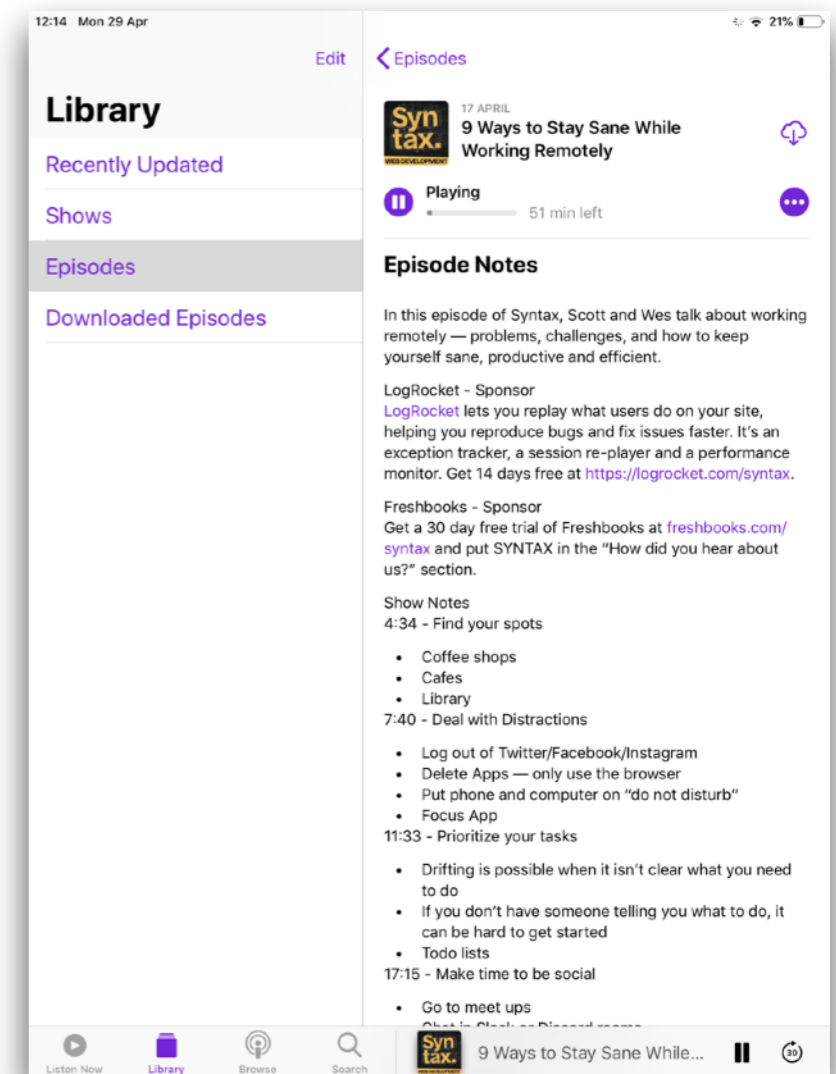
APPLE PODCASTS



ESCOLHER



DESCARREGAR



DESCRIÇÃO

TAMBÉM NO SPOTIFY

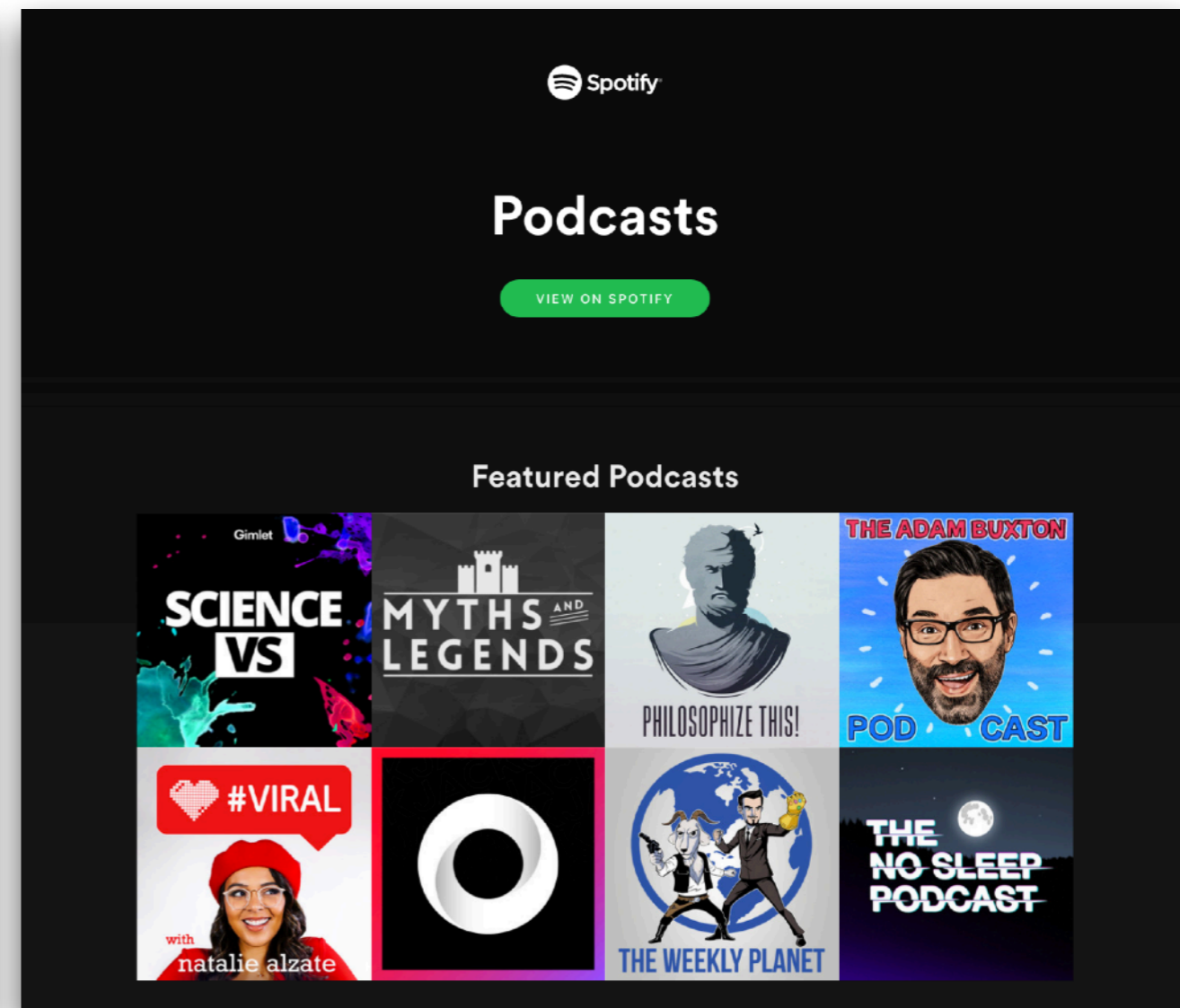
✓ How do I get my podcast on Spotify?

Add a podcast:

1. Click [Get Started](#).
2. Paste in the link to your podcast's RSS feed.
3. Add podcast info like the category, language, and country.
4. Review the details and submit.

Claim a podcast:


1. Click [Get Started](#).
2. Paste and submit a link to your podcast's RSS feed.
3. Check the email that's linked to your RSS feed. You'll receive an automatic verification email with an 8-digit code.
4. Paste your 8-digit code into the box provided and submit.



AS
MELHORES
PRÁTICAS

**PARTICIPA NO OUTROS
PODCASTS E TRAZ
VALOR**



A professional studio microphone is mounted on a boom arm, positioned in front of a computer monitor displaying a blue-toned image. The microphone is the central focus, with a black pop filter and a shock mount. The background shows a desk with a keyboard and a mouse, suggesting a recording or streaming setup.

**UTILIZA BOM
EQUIPAMIENTO**



**EDITA O QUE
GRAVASTE**

CRIA BOAS INTROS E OUTROS





**DEFINE O TEU
OUVINTE IDEAL**

Write a Review

Excellent podcast 

by VRIE - 14 Apr. 2015

Est que entem um podcast que privilegia a música em Portugal... Excelsitas entrevistas, sem filtros com grande

1 out of 2 listeners found this review helpful.

Excellent podcast 

REVIEWS NA ALTURA CERTA

Excellent podcast 

by Maria Inês Alves - 17 Apr. 2015

1 out of 1 listeners found this review helpful.



**ADAPTA A CONVERSA
PARA UM ARTIGO**

PODCAST DE EXEMPLO



DÚVIDAS?

