

# MARKETING DIGITAL

Comunicação e Marketing  
na Indústria Farmacêutica

Aula 10

# HOJE NO MENU



**AINDA É  
IMPORTANTE?**



**USO  
BÁSICO**



**EMAIL  
AUTOMATION**

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**O EMAIL VALE A  
PENNA?**



# #1 - EMAIL TODOS TEMOS

The background features several social media icons mounted on white sticks, fanned out against a teal background. The icons include Instagram (a camera with a rainbow stripe), Facebook (a blue square with a white 'f'), YouTube (a red rounded rectangle with a white play button), Twitter (a blue bird silhouette), and a thumbs-up icon. The text is overlaid on a dark horizontal band across the center.

# #2 - REDES SOCIAIS VÃO E VÊM



**#3 - O ALCANCE  
É MAIOR**

# #4 - O EMAIL NÃO MUDA







# #5 - CONTROLO SOBRE A MENSAGEM

**#6 - DAR O EMAIL É  
MAIS PESSOAL QUE  
UM LIKE/FOLLOW**

A close-up photograph of a hand pressing a button on a vintage alarm clock. The clock has a black face with a red LED display showing the time 7:00. The brand name 'GENERAL ELECTRIC' is visible on the clock face. The background is blurred, showing a wooden surface.

# #7 - O EMAIL PODE ESPERAR

# HOJE NO MENU



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# ANGARIAR CONTACTOS



**EVENTOS  
PASSATEMPOS**



**CRM  
VENDAS**



**FORMULÁRIO DE  
CAPTURA DE EMAIL**

# PERMISSION MKT

A tua lista deve saber o que esperar de ti. Indica os benefícios de assinar a newsletter e garante permissão para envio antes de começares a “disparar”.

From “aha” to “oh shit”, I'm sharing everything on my journey to 100,000 monthly visitors.  
I'm learning a lot and so will you.

First name  Email address  [Send me lessons on traffic building](#)

I guarantee 100% privacy. Your information will not be shared.

## NÃO SEJAS UM SPAMMER!

Não compres listas de e-mail.

Não assumas que querem saber de ti.

Não confundas e-mails de transacção com interesse por e-mail marketing.

# COMO EVITAR O SPAM



**NÃO EXISTE UMA FÓRMULA MÁGICA,  
MAS EVITA:**

FALAR ASSIM

Colocar muitas imagens sem texto para equilibrar

Palavras como “abre imediatamente” ou “crédito”

Uma *subject line* com demasiados pontos de exclamação!!!!

Código HTML pobre, como p.ex retirado do Word

**OS FILTROS DE SPAM ESTÃO SEMPRE A  
APRENDER COM OS UTILIZADORES**

# VOCABULÁRIO

## OPEN RATE

E-mails abertos face ao total de envios

## ABUSE



## UNSUBSCRIBE

Subscritor cancelou a subscrição

## SOFT BOUNCE

E-mail rejeitado porque:

- caixa cheia
- servidor sobrecarregado/ indisponível

## HARD BOUNCE

E-mail rejeitado porque é impossível entregar:

- Endereço de e-mail inválido
- *Blacklist* por parte do ISP



# PORQUÊ SOFTWARE?

Os programas que utilizamos para e-mail não foram desenhados para enviar mensagens para milhares de pessoas.

**PARA ALÉM DISSO, O OUTLOOK OU O GMAIL NÃO PERMITEM:**

Consultar estatísticas

Enviar respostas automáticas

Criar templates de email em HTML

Automatizar processos de subscribe/  
unsubscribe



**SOFTWARE DE E-MAIL NÃO É DISPENDIOSO**

Geralmente, paga-se por número de subscritores ou por número de e-mails enviados.

# O QUE PERMITEM



**mailchimp**

## **CONTACTOS**

Criar segmentos (listas)

Gerir contactos (editar, apagar...)

Criar formulários para *embed* em *landing pages*

Entender quais os utilizadores mais activos e leais



**GetResponse**

## **CAMPANHAS**

Criar novos e-mails/*newsletters*

Agendar entrega (hora, segmento)



**ConvertKit**

## **USO AVANÇADO**

Campanhas A/B

Acesso a estatísticas

Respostas automáticas (auto-responders)

**ActiveCampaign** ➤

# CRIAR NEWSLETTERS

The screenshot shows a newsletter editor interface. At the top, there's a navigation bar with a logo, the text 'O Rev Phone CHEGOU (copy 03)', and links for 'Give Feedback', 'Help', 'Preview', and 'Template'. A 'Continue' button is on the right. Below the navigation bar, there's a 'View this email in your browser' link. The main content area displays a newsletter preview for 'TELEFONE REV'. The preview includes a red circular logo with a white 'R', the text 'A Revolução chegou.', two paragraphs of placeholder text, a call-to-action box with the text 'Sabe tudo sobre os nossos telefones [nesta página!](#)', and three product cards for 'Rev S', 'Rev', and 'Rev XL' with their respective prices and 'Comprar Agora' buttons. Below the preview is a 'Drop Content Blocks Here' area. On the right side, there's a 'Blocks' panel with various content block options: Text, Boxed Text, Divider, Image, Image Group, Image Card, Image + Text, Share, Social Follow, Button, Footer, Code, and Video. At the bottom of the panel, there's a link: 'Need a refresher? [Take a quick tour.](#)'

O Rev Phone CHEGOU (copy 03) Give Feedback Help Preview Template Continue

[View this email in your browser](#)

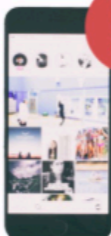


**R** TELEFONE REV

## A Revolução chegou.

Lorem ipsum dolor sit amet consectetur adipisicing elit. Reiciendis facere non tenetur veritatis dolorum porro molestias nam accusantium magnam quisquam. Aspernatur dignissimos quibusdam, tempore odit facere nam officia dicta, amet ducimus dolores eius error?

Magni laboriosam animi quia vitae placeat repellat maxime vel sit. Perferendis qui quae voluptatibus, impedit neque esse fugiat non sed voluptate ducimus, eum quidem sint et magni voluptatum ea nostrum ipsa iusto nulla rerum illo.

Sabe tudo sobre os nossos telefones [nesta página!](#)

Rev S	Rev	Rev XL
		
Rev S \$149.99	Rev \$349.99	Rev XL \$649.99
<a href="#">Comprar Agora</a>	<a href="#">Comprar Agora</a>	<a href="#">Comprar Agora</a>

Drop Content Blocks Here

Blocks Style Comments

- Text
- Boxed Text
- Divider
- Image
- Image Group
- Image Card
- Image + Text
- Share
- Social Follow
- Button
- Footer
- Code
- Video

Need a refresher? [Take a quick tour.](#)

# GERIR SUBSCRITORES

Segments	Subscribed	Export List	Toggle Columns	1 - 100 of 2,976	
▼ Your Shoot Email	Your Country of Heel Origin	Your Heel Attire of Choice	Order Number (xxxxxxx-xxxxxxx)	Member Rating	Last Changed
<input type="checkbox"/>	[Redacted]	United Kingdom	Other - I'll let you know when I win!	★★★★☆	7/15/14 5:34PM
<input type="checkbox"/>	[Redacted]	Canada		★★★★☆	7/15/14 5:34PM
<input type="checkbox"/>	[Redacted]	United States of	234	★★★★☆	7/15/14 5:34PM
<input type="checkbox"/>	[Redacted]	United States of		★★★★☆	7/15/14 5:34PM
<input type="checkbox"/>	[Redacted]	United States of	670	★★★★☆	7/15/14 5:34PM
<input type="checkbox"/>	[Redacted]	United States of		★★★★☆	7/15/14 5:34PM
<input type="checkbox"/>	[Redacted]	United States of America	Best For Business	★★★★☆	7/15/14 5:34PM
<input type="checkbox"/>	[Redacted]	Ireland	Other/I'll tell you WHEN I win!	★★★★☆	7/15/14 5:34PM
<input type="checkbox"/>	[Redacted]	United States of America	Other/I'll tell you WHEN I win!	★★★★☆	7/15/14 5:34PM
<input type="checkbox"/>	[Redacted]	United States of America	Keep Calm and Turn Heel	★★★★☆	7/15/14 5:34PM
<input type="checkbox"/>	[Redacted]	United States of America	Anaconda Vice	★★★★☆	7/15/14 5:34PM

**Sign up to our newsletter**

# FORM PARA EMBED

add a field

field settings

Text

Number

Radio Buttons

Check Boxes

Drop Down

Date

Birthday

Address

Zip Code (US Only)

Phone

Website

Image

## Subscribe to our mailing list

\* indicates required

Your First Name

Your Last Name

Your Country of Heel Origin

*Copy/paste onto your site*

```
<!-- Begin MailChimp Signup Form -->
<link href="//cdn-images.mailchimp.com/embedcode/classic-081711.css" rel="stylesheet" type="text/css">
<style type="text/css">
  #mc_embed_signup{background:#fff; clear:left; font:14px Helvetica,Arial,sans-serif; }
  /* Add your own MailChimp form style overrides in your site stylesheet or in this style block.
     We recommend moving this block and the preceding CSS link to the HEAD of your HTML file. */
</style>
<div id="mc_embed_signup">
```

# ESTADÍSTICAS

**2,935 Recipients**

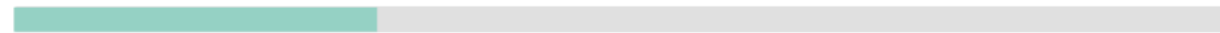
List:

Subject: That time you bought Heelbook for 0.99

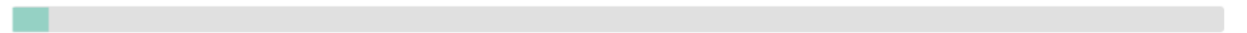
Delivered: Wed, Oct 22, 2014 04:57 pm

[View Email](#) · [Download](#) · [Print](#) · [Share](#)

Open rate **30.1%**



Click rate **2.8%**



List average ..... 32.9%

List average ..... 7.2%

Industry average ([Entertainment and Events](#)) ..... 16.7%

Industry average ([Entertainment and Events](#)) ..... 1.9%

**883**

Opened

**82**

Clicked

**5**

Bounced

**4**

Unsubscribed

Successful deliveries ..... **2,930** 99.8%

Clicks per unique opens ..... **9.3%**

Total opens ..... **1,261**

Total clicks ..... **95**

Last opened ..... 4/22/15 8:14AM

Last clicked ..... 3/19/15 2:06PM

Forwarded ..... **0**

Abuse reports ..... **0**

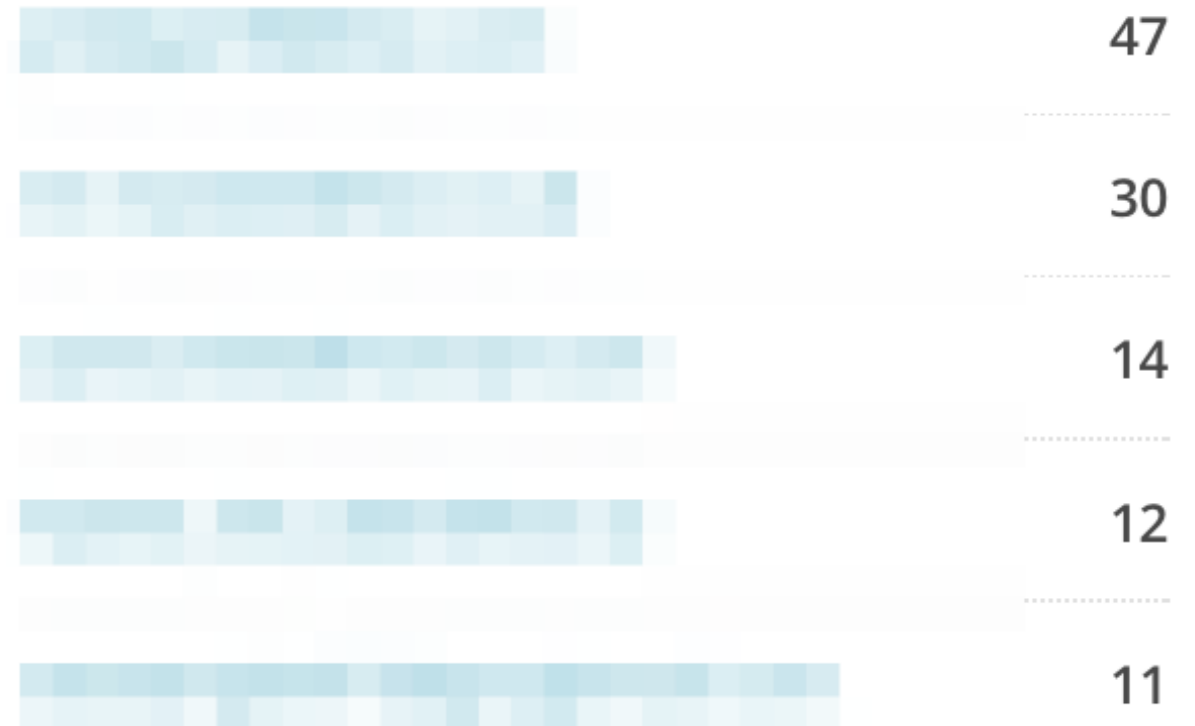
# ESTADÍSTICAS

## Unsubscribed

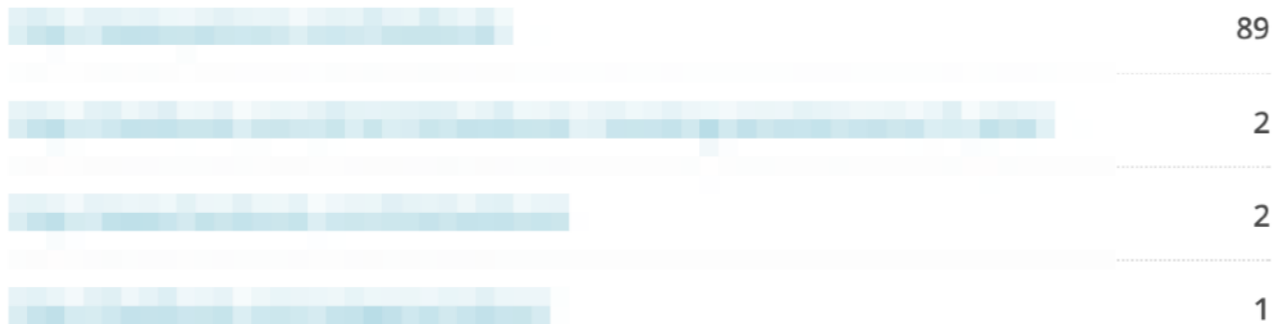
Export as CSV

No longer interested	2	Spam	0
Did not sign up	0	Other	2
Inappropriate content	0	Unspecified	0

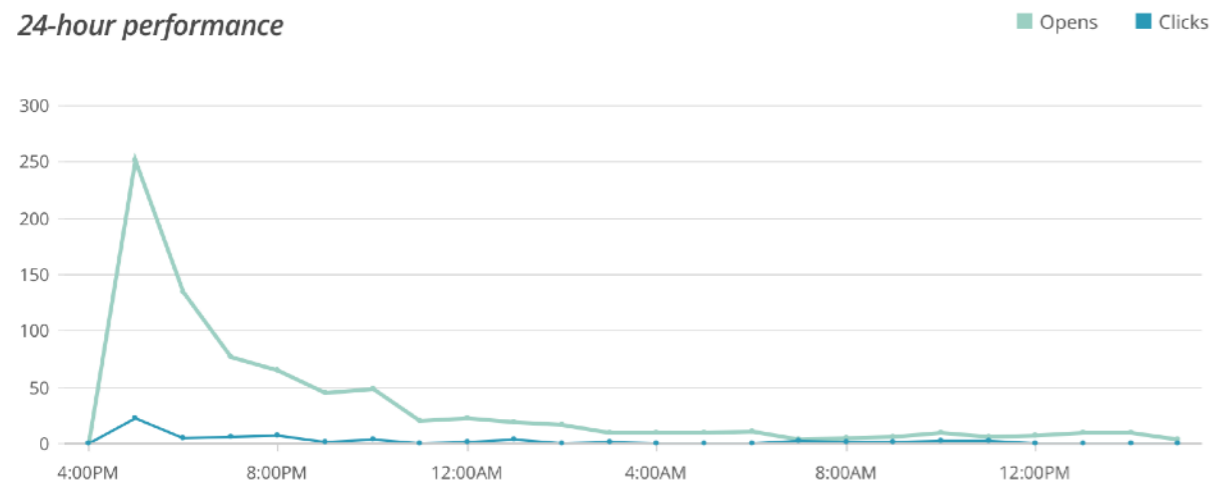
## Subscribers with most opens



## Top links clicked



## 24-hour performance



## View more

### Top locations by opens

USA	821 66.9%
United Kingdom	248 20.2%
Canada	38 3.1%
Italy	20 1.6%
Australia	18 1.5%



# A SUBJECT LINE

Subject: Este título de e-mail é irresistível. Abre-o já!

## 1/3 DOS E-MAILS SÃO ABERTOS DEVIDO À SUBJECT LINE (ASSUNTO)

8 em cada 10 lerão o título do teu e-mail...  
mas apenas 2 em cada 10 o conteúdo do mesmo.

### 6 IDEIAS A SEGUIR

- 1- Escassez (FOMO)
- 2- Lista
- 3- Curiosidade

- 4- *Social Proof / Case study*
- 5- Personalização
- 6- “How to”



**AS**  
**MELHORES**  
**PRÁTICAS**

# LIMITA OS CTA

## THE KEYS TO KOMPLETE

Buy any KOMPLETE KONTROL S-Series keyboard  
and update to KOMPLETE 10 for free – ends May 31!

BUY NOW



## **KOMPLETE KONTROL S-SERIES**

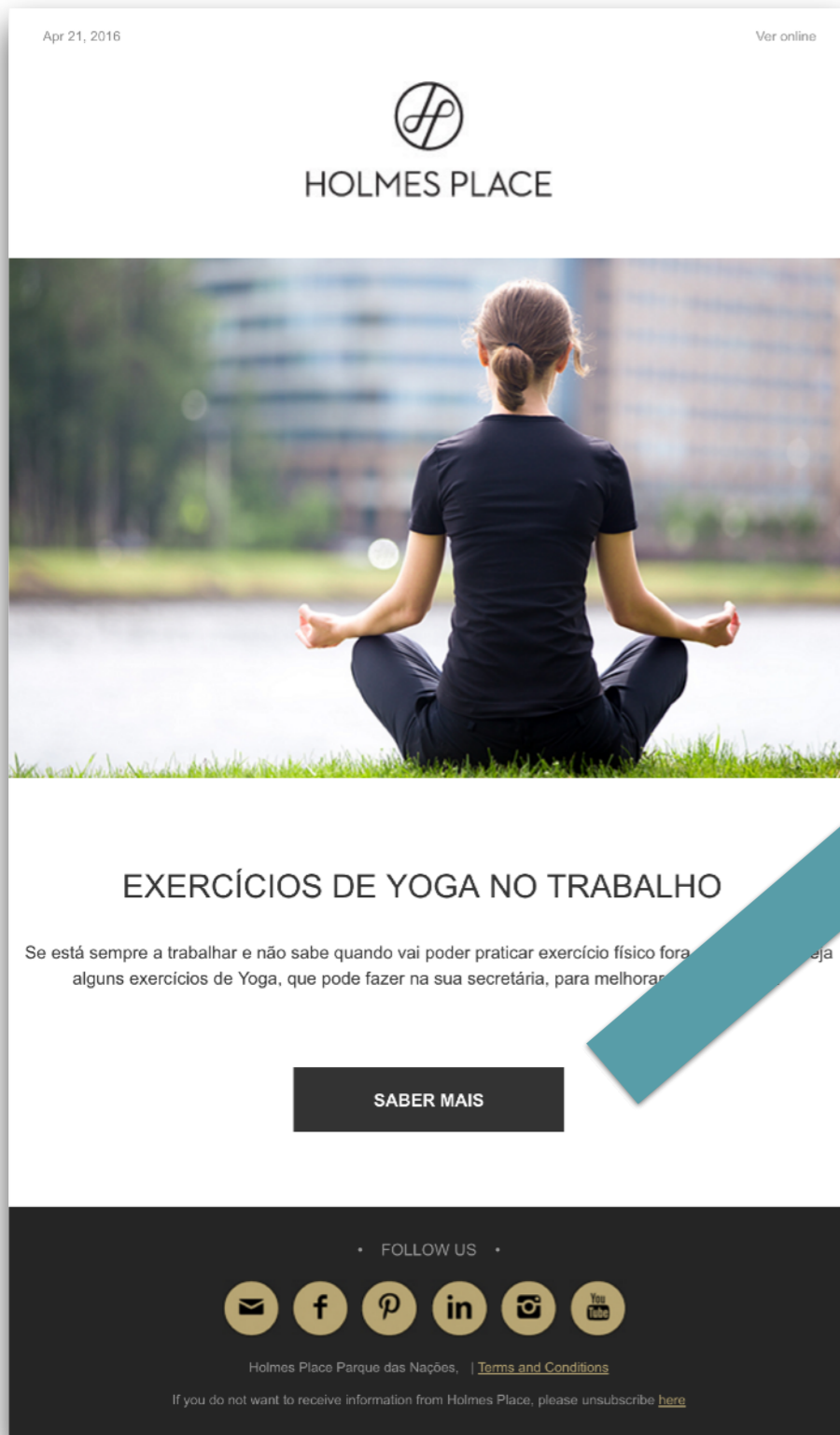
This May, owners of KOMPLETE 2-9 get the full KOMPLETE KONTROL experience for an incredible price. Buy a KOMPLETE KONTROL S-Series keyboard and receive a free update to KOMPLETE 10 – the quintessential collection for production, performance, and sound design. KOMPLETE KONTROL S-Series unlocks the full power of KOMPLETE and brings it to life under your fingertips. Get in now and experience true KONTROL.

BUY NOW

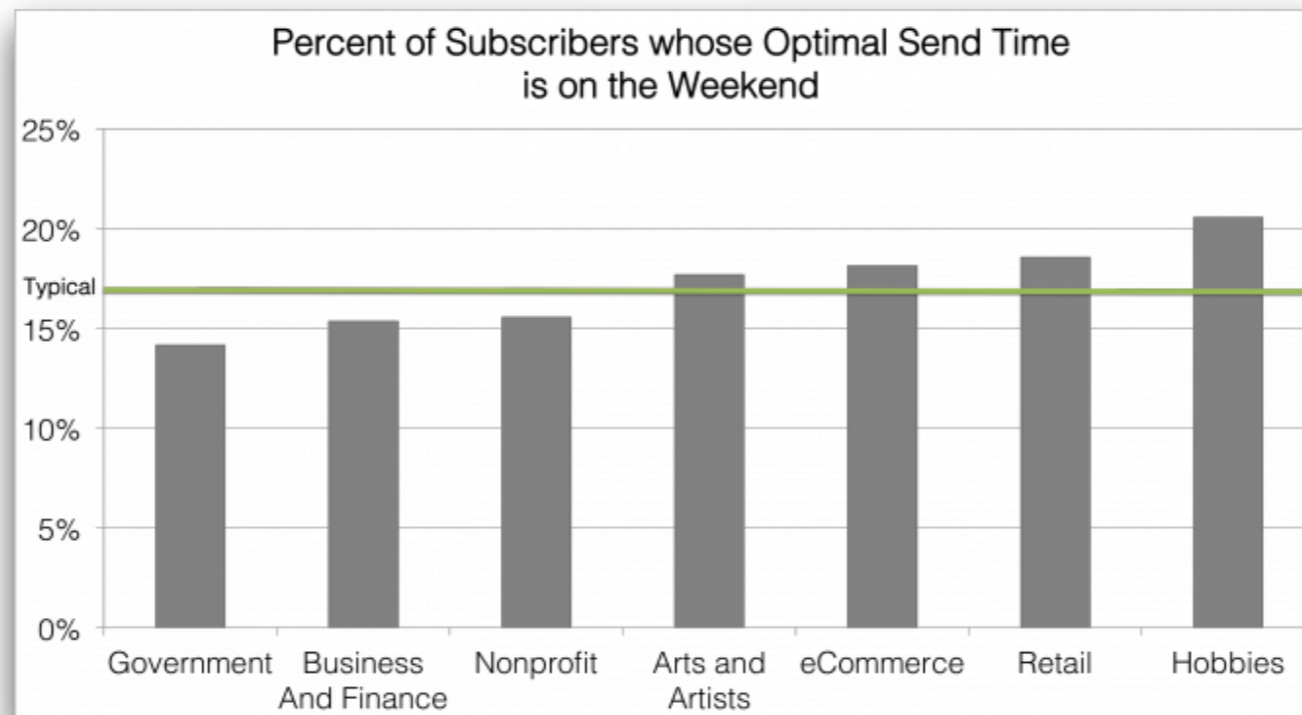
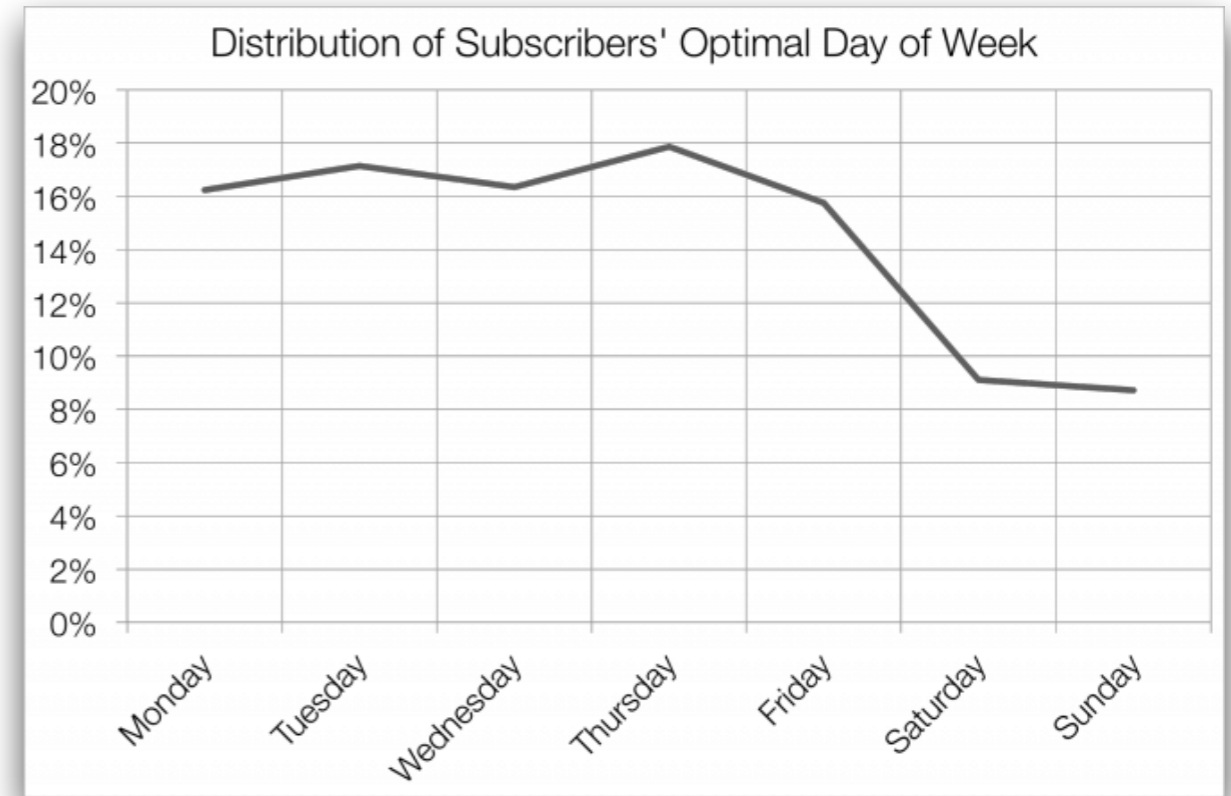
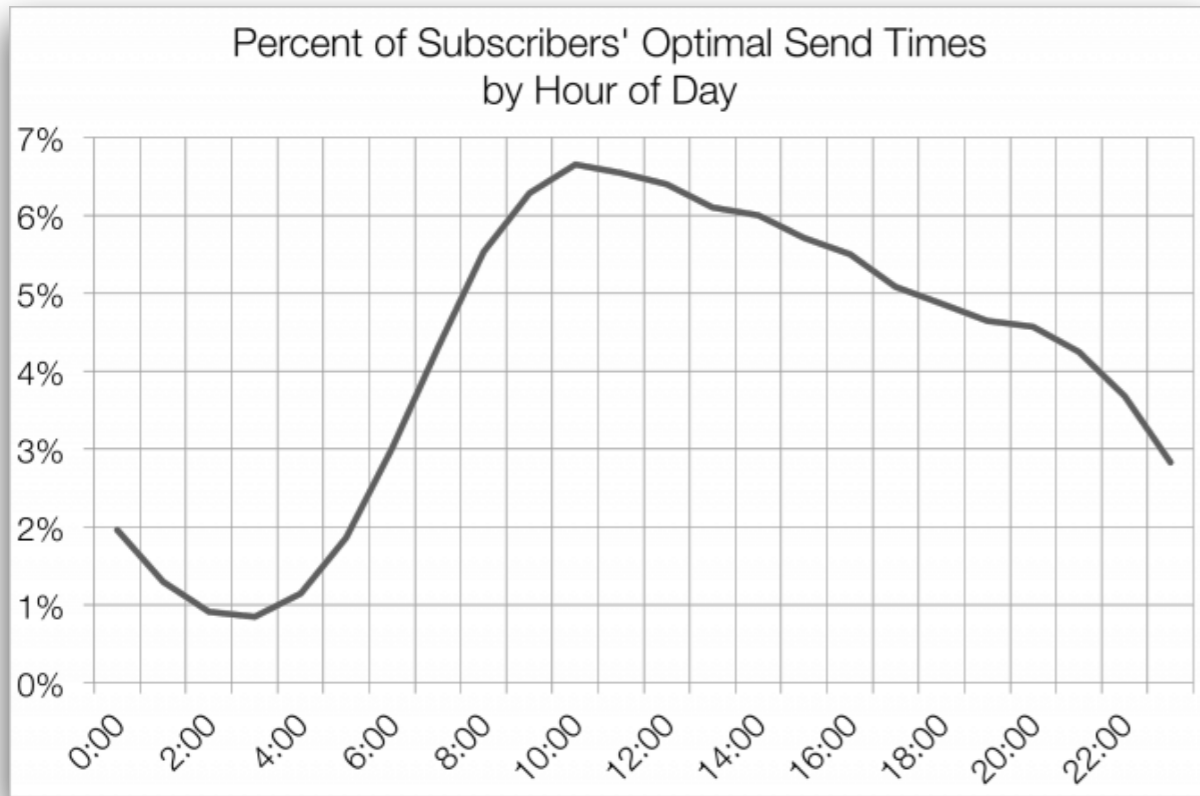
GET THE DETAILS



# TRÁFEGO PARA O SITE



# VÊ A MELHOR ALTURA



# PERSONALIZA



Heelbook



Bruno




MY HEEL FRIEND...  
**YOU'RE  
IN!**

I'LL GET BACK TO YOU SOON  
ON THE HOODIE.

My sarcastic, insincere thanks,  
**heelbook**

# TRAZ VALOR

**AJUDA A COMUNIDADE, ENSINA A UTILIZAR**

TUTORIAL  NUMBER 19





## COLOR SCHEME *Basics*


EXHIBITION | OPENING PARTY | DESIGN LIKE YOU MEAN IT | DERLUST | LIMALIFE™

Yes, show me how →

Looking for some new color palettes to try out in your next design? In this tutorial, we share five new color combinations that are sure to impress. Try these different options in your next Canva creation.

Love design? You should follow us:

-  Our blog
-  Facebook
-  Twitter
-  Pinterest



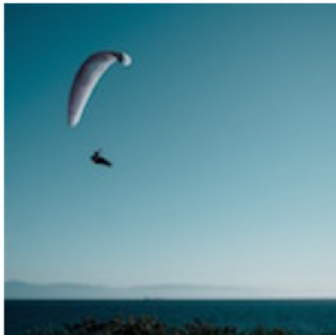
You're receiving this email because you have a Canva account. If you don't want to receive these updates anymore, feel free to [unsubscribe](#).

# EXPLORA O CURATION



## Pocket Hits

Check out this week's most popular stories



### The Complete and Logical Guide to Winning at Your Own Life in 19 Super Difficult Steps

*Paul Jarvis, Medium*

You're the one in charge of your life, so take charge of it already.

[Save to Pocket](#)

[Share to Twitter](#)



### Relearning the Art of Asking Questions

*Tom Pohlmann and Neethi Mary Thomas, Harvard Business Review*

It's imperative that we take the time to ask questions. At best, we'll arrive at better conclusions. At worst, we'll avoid a lot of rework.

[Save to Pocket](#)

[Share to Twitter](#)

Over 6,500 awesome people signed up to Remotive, email us back with questions anytime!

## Productive Remote Workers

[View on the web](#) [Archives](#)

[March 23rd 2015](#)

### REMOTE TEAMS



#### Who Needs an Office? How to Go 100 Percent Remote.

Remote Working 101 - Entrepreneur Niel Patel shares his interesting thoughts on "the power of remote work. It can change everything, allowing you to unleash creativity, huge amounts of work and an incredible amount of power..."

[entrepreneur.com](#)



#### How To Run A Team Of People Who Never See Each Other

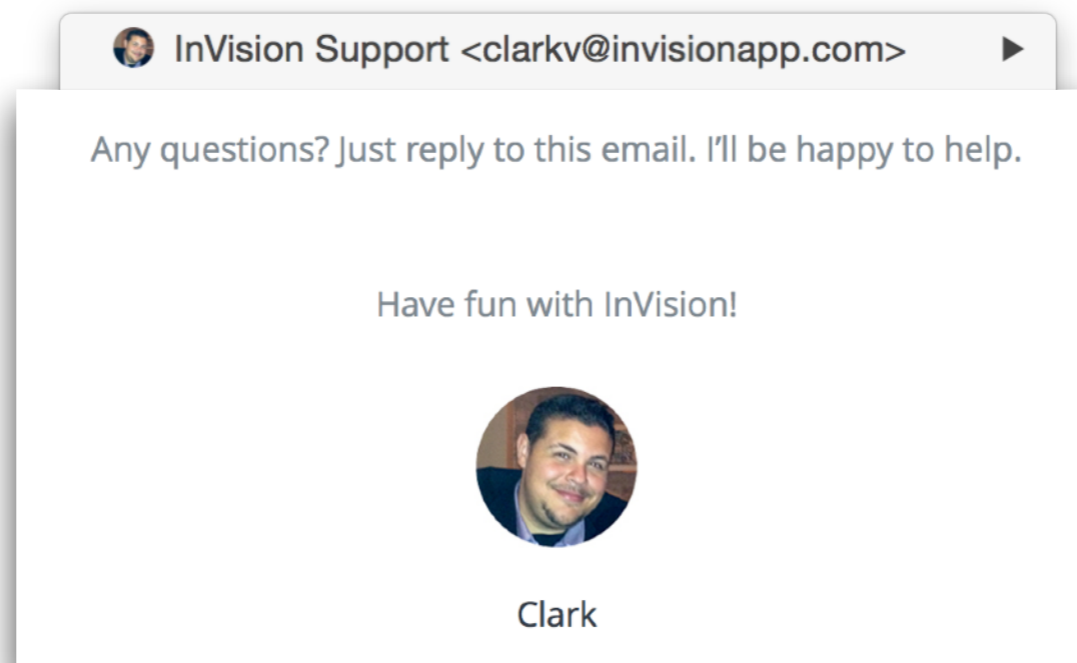
A well rounded article on on to build a distributed team covering hiring, technology and communication, based on Elance-oDesk's engineering lead advices!

[qz.com](#)

# DÁ UM TOQUE PESSOAL



**USA O NOME DE UM REPRESENTANTE DA EMPRESA  
DÁ A OPORTUNIDADE DE UM REPLY DIRECTO NO E-MAIL**






# CRIA HABITUAÇÃO

beatport

TOP 100 | DJ CHARTS | SOUNDS

ENTER LEVEL 1 +++ ENDS TONIGHT +++

GET 10% OFF NOW UNLOCK 50%



USE CODE **LEVEL1** TODAY TO ENTER

## LAST CHANCE TO SAVE BIG

You heard us, right? If you claim your 10% discount now, you'll unlock second-round savings of 20%, which will lead you to a final 50% off! Use code: **LEVEL1** at checkout.

Don't wait any longer because this offer ends **today**. After redeeming, watch your inbox for updates on Level 2.


USE CODE: LEVEL1

beatport

TOP 100 | DJ CHARTS | SOUNDS

ENTER LEVEL 2 +++ ENDS TONIGHT +++

GET ~~25%~~ 25% OFF NOW UNLOCK 50%



USE CODE **LEVEL2** TODAY TO ENTER

## HURRY! SPECIAL ENDS TODAY

Don't give up! Use code: **LEVEL2** at checkout to get 25% off, and reach the final level with 50% off your cart.

Offers **ends tonight**, so don't miss out! Though you can still redeem our 20% discount shortly. After redeeming, watch your inbox for updates about Level 3.


USE CODE: LEVEL2

beatport

TOP 100 | DJ CHARTS | SOUNDS

FINAL LEVEL

YOU'VE UNLOCKED 50% OFF



USE CODE **LEVEL3**

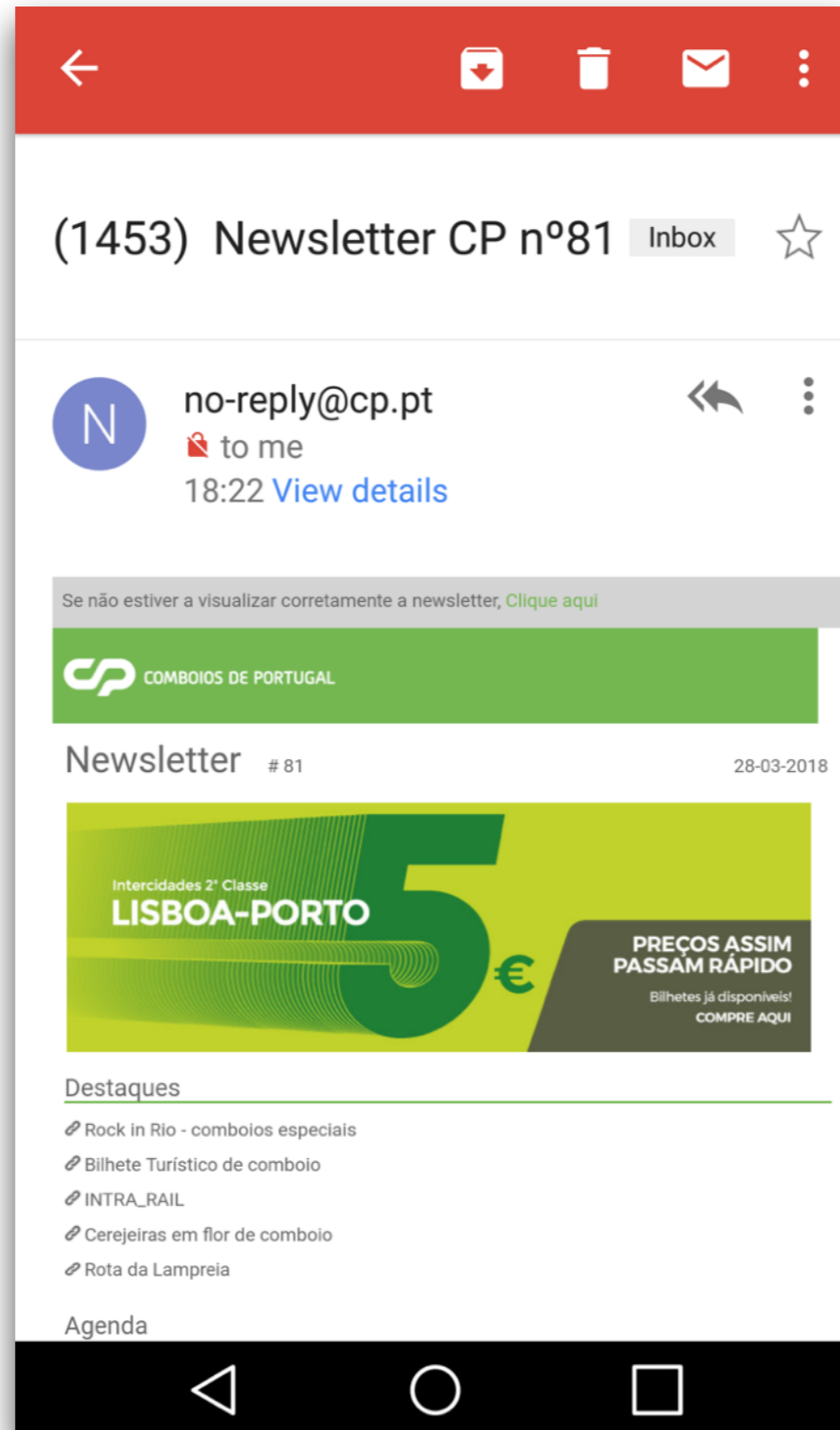
## 50% OFF IS ALL YOURS

You made it! Level 3 with its half-price discount has been unlocked. Apply it to your cart before **July 30**. Enter code: **LEVEL3** at checkout.

Enjoy your new music!

SAVE 50% NOW

# ATENÇÃO À SUBJECT LINE



# CAMPOS PERSONALIZADOS?

customer, receba 2,50€ em portagens! > Inbox x

Via Verde <noreply@loyalty.viaverde.pt> [Unsubscribe](#)

Mon, Aug 13, 3:39 PM

to me ▾

Ver Online



Olá ,

Quando chegamos a uma certa fase da vida, há coisas que se impõem. A inspeção da sua viatura é uma delas e a Via Verde dá-lhe 2,50€ em portagens!

Para receber este saldo portagem, basta escolher um dos centros de inspeção do nosso parceiro Controlauto.

# CAMPANHAS A/B



Double Double Records

Help | Save & Exit ▾

## What would you like to test?

- Subject lines
- From names
- Delivery date/times

## How should we split the campaign?

We'll run your test on a segment of the list. When the winner is determined, we'll send it to the remaining portion of the list.



**Test segment: 40%**

**Send the winner to: 60%**

## How should a winner be chosen?

A/B Split

Recipients

Setup

Design

Plain-Text

Confirm

Next >

# HOJE NO MENU



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# EMAIL AUTOMATION



**AUTORESPONDERS SÃO SCRIPTS QUE ENVIAM EMAILS AUTOMATICAMENTE PARA UM UTILIZADOR DA LISTA, NO SEGUIMENTO DE DETERMINADA ACÇÃO**

## **ALGUMAS IDEIAS**

Ensinar a utilizar  
Upgrade de produtos  
Mensagens de aniversário  
Recuperação do *Shopping Cart*  
E até... Mini-cursos!

# VANTAGENS

## **BRANDING**

Boas-vindas aos assinantes

Enviar mensagens de aniversário

## **VENDAS**

Recuperação de carrinho de compras

Recomendações de produtos

Notificações relacionadas com encomendas

*Retargeting*

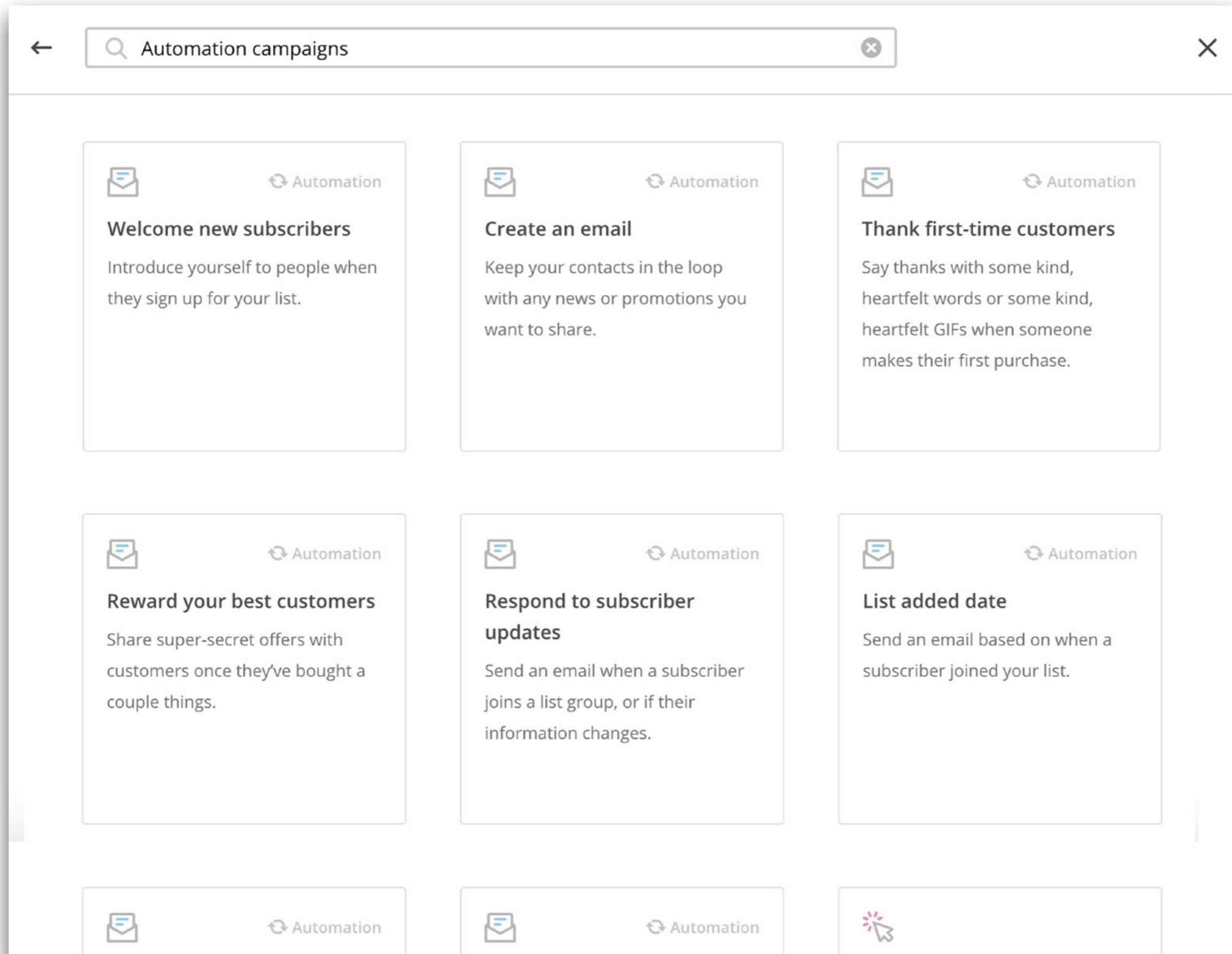
## **FIDELIZAÇÃO**

Follow-up após compras efetuadas

*Re-engagement* de utilizadores que não compram há algum tempo

Premiar os melhores clientes e agradecer consumidores após a 1ª compra

# EXEMPLOS (MAILCHIMP)






# EXEMPLOS (MAILCHIMP)

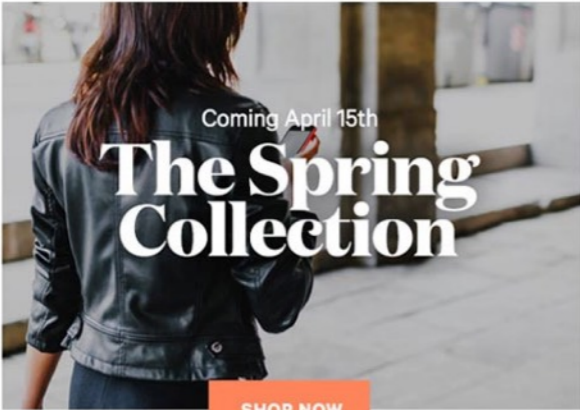
## AUMENTAR LEALDADE

Automatically sends  
After third purchase



SHOP ABOUT HELP

**VIP Exclusive**  
We're giving you early access to our new collection!




Coming April 15th  
**The Spring Collection**

SHOP NOW

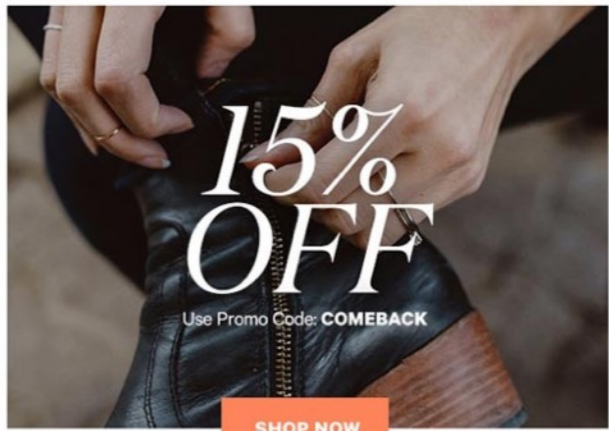
## RECUPERAR CLIENTES

Automatically sends  
After 30 days without a purchase



SHOP ABOUT HELP

**We miss you!**  
Here's 15% off your next purchase, on us.



**15% OFF**  
Use Promo Code: **COMEBACK**

SHOP NOW

# 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





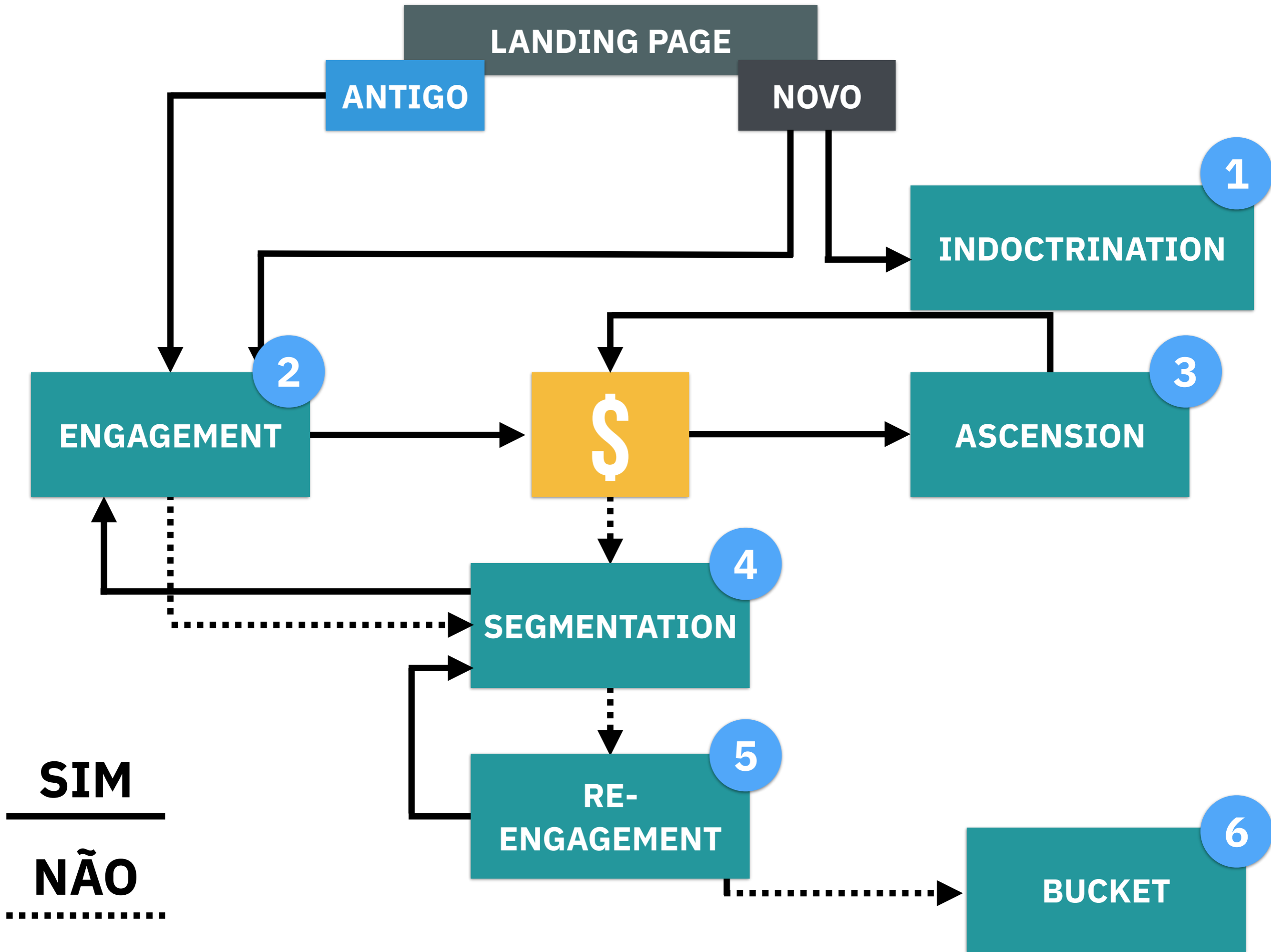
# WORKFLOW (RYAN DEISS)



**LANDING PAGE**

**ANTIGO**

**NOVO**



**SIM**

**NÃO**

# AS 6 FASES DO SISTEMA



- 1 Apresentar a marca ao subscritor (fase *brand-centric*)
- 2 Falar do *lead magnet*, o tópico que os fez subscrever
- 3 Ganhar mais dinheiro, via *upsell* ou *cross-sell*
- 4 Entender quais os tópicos de interesse e que produtos quererão
- 5 Tentar “recuperar” o interesse dos utilizadores
- 6 Lista inactiva - apagar contactos ou movê-los para outro *software*

# DÚVIDAS?

