

La rinascita del Customer Journey. Dal Funnel alla vendita Omnichannel.





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Crescere in Digitale - Google, Unioncamere, Ministero del Lavoro e delle Politiche Sociali

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Smart shop, e-commerce o modello ibrido?

Impresa 4.0 e nuovo ruolo del negozio fisico.

Digital Marketing mirato sull'utente.

Impresa 4.0 e omnicanalità nel processo d'acquisto

La rinascita del Customer Journey. Dal Funnel alla vendita Omnichannel.









Attention



Interest



Desire



Action



Attention



Interest



Desire



Action





- Marketing is not the art of finding clever ways to dispose of what you make. Is the art of creating genuine customer value.

Philip Kotler



Awareness



Interest



Consideration



Intent



Evaluation



Purchase



Awareness



Interest



Consideration



Intent



Evaluation



Purchase



1 | 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20
 21 | 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40
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The Cluetrain Manifesto

95 Tesi

The Cluetrain Manifesto

1. I mercati sono conversazioni

The Cluetrain Manifesto

6. Internet permette delle conversazioni tra esseri umani che erano semplicemente impossibili nell'era dei mass media.

The Cluetrain Manifesto

8. Sia nei mercati interconnessi che tra i dipendenti delle aziende intraconnessi, le persone si parlano in un nuovo modo. Molto più efficace.

The Cluetrain Manifesto

9. Queste conversazioni in rete stanno facendo nascere nuove forme di organizzazione sociale e un nuovo scambio della conoscenza.

The Cluetrain Manifesto

10. Il risultato è che i mercati stanno diventando più intelligenti, più informati, più organizzati. Partecipare a un mercato in rete cambia profondamente le persone.

The Cluetrain Manifesto

12. Non ci sono segreti. Il mercato online conosce i prodotti meglio delle aziende che li fanno. E se una cosa è buona o cattiva, comunque lo dicono a tutti.

Siti Web.

Siti Web.

Social Media.

Siti Web.
Social Media.
Search Engine.

Siti Web.

Social Media.

Search Engine.

Marketplace.

Siti Web.

Social Media.

Search Engine.

Marketplace.

Recensioni.



Awareness



Interest



Consideration



Evaluation



Decision



Purchase



Repeat



Loyalty



Advocacy



Awareness



Interest



Consideration



Evaluation



Decision



Purchase



Repeat



Loyalty



Advocacy



Omnichannel.

Sito Web.

Sito Web.

Social Media.

Sito Web.

Social Media.

SEO, SEM.



Il Consumatore.

Il Consumatore.

Cerca/Trova

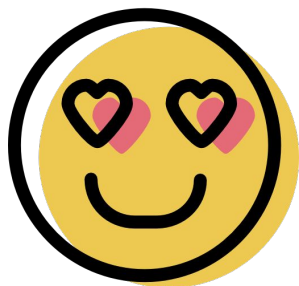
Si informa/Valuta

Interagisce/Acquista





Curioso
Intelligente
Informato
Esigente
Cauto



Aspirante



Inesplorato



Insoddisfatto



Refrattario



Awareness



Interest



Consideration



Evaluation



Decision



Purchase



Repeat



Loyalty

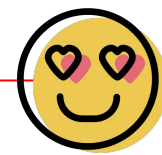


Advocacy

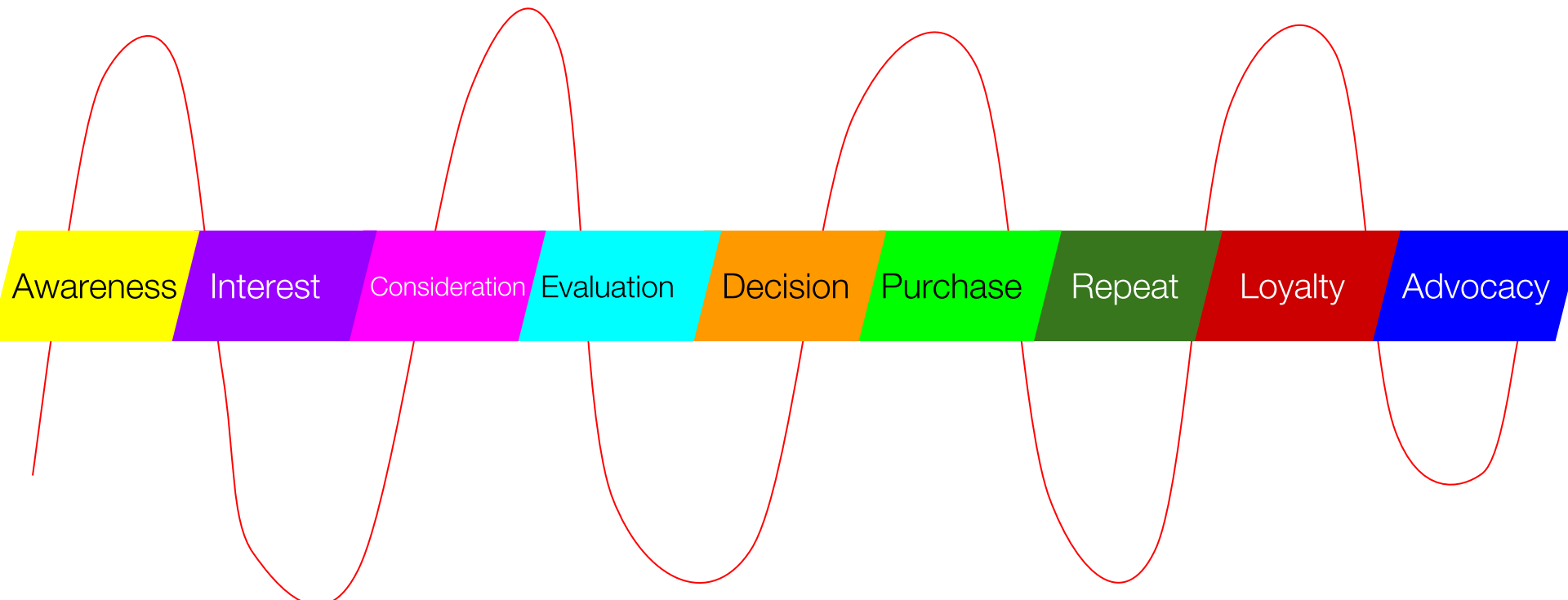


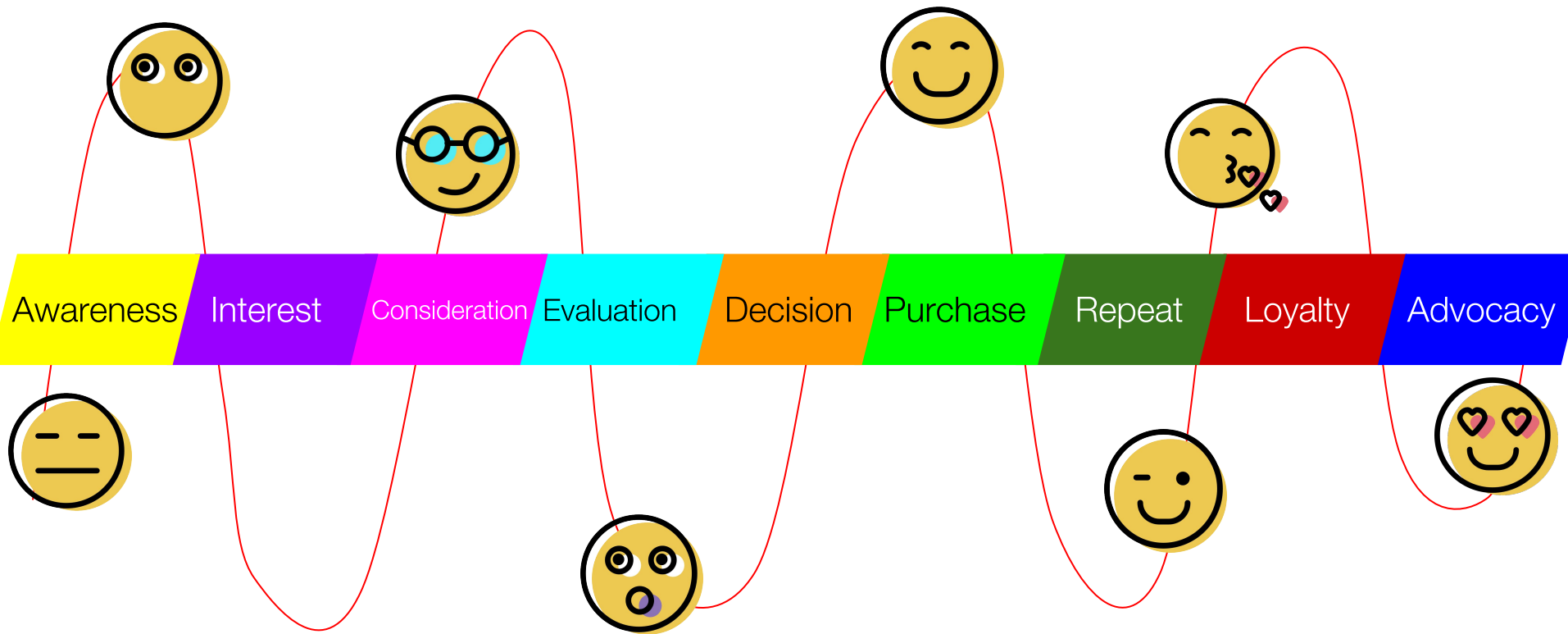






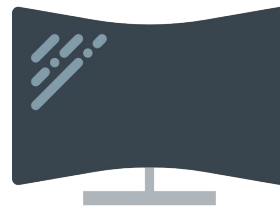
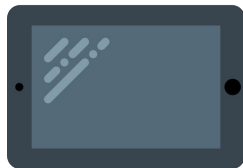


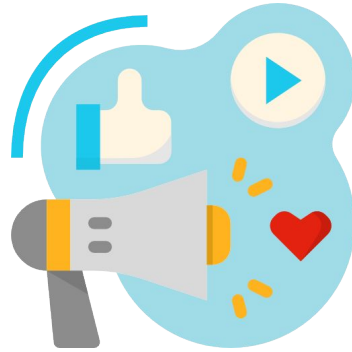






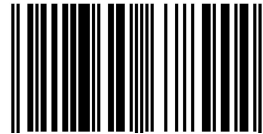
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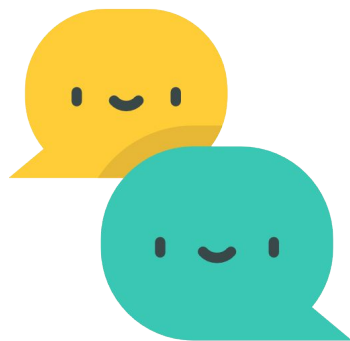




Strumenti/Canali.

amazon





Modalità di interazione.





Consumatori.



- In the coming decade, marketing will be re-engineered from A to Z. Marketers will need to rethink fundamentally the process by which they identify, communicate and deliver customer value.

Philip Kotler



Key Partners



Who are our Key Partners?
 Who are our key suppliers?
 Which Key Resources are we acquiring from partners?
 Which Key Activities do partners perform?

INCENTIVES FOR PARTNERSHIP

Optimization and economy
 Reduction of risk and uncertainty
 Acquisition of particular resources and activities

Key Activities



What Key Activities do our Value Propositions require?
 Our Distribution Channels?
 Customer Relationships?
 Revenue streams?

CATEGORIES

Production
 Problem Solving
 Platform/Network

Value Propositions



What value do we deliver to the customer?
 Which one of our customer's problems are we helping to solve?
 What bundles of products and services are we offering to each Customer Segment?
 Which customer needs are we satisfying?

CHARACTERISTICS

Benefits
 Performance
 Customization
 "Getting the job done"
 Design
 Brand/Status
 Price
 Cost Reduction
 Risk Reduction
 Accessibility
 Convenience/Usability

Customer Relationships



What type of relationship does each of our Customer Segments expect us to establish and maintain with them?
 Which ones have we established?
 How are they integrated with the rest of our business model?
 How costly are they?

EXAMPLES

Personal assistance
 Dedicated Personal Assistance
 Self Service
 Automated services
 Communities
 Co-creation

Customer Segments



For whom are we creating value?
 Who are our most important customers?

Mass Market
 Niche Market
 Segmented
 Diversified
 Multi-sided Platform

Key Resources



What Key Resources do our Value Propositions require?
 Our Distribution Channels? Customer Relationships?
 Revenue Streams?

TYPES OF RESOURCES

Physical
 Intellectual (brand, patents, copyrights, data)
 Human
 Financial

Channels



Through which Channels do our Customer Segments want to be reached?
 How are we reaching them now?
 How are our Channels integrated?
 Which ones work best?
 Which ones are most cost-efficient?
 How are we integrating them with customer routines?

CHANNEL PHASES

- Awareness**
How do we raise awareness about our company's products and services?
- Evaluation**
How do we help customers evaluate our organization's Value Proposition?
- Purchase**
How do we allow customers to purchase specific products and services?
- Delivery**
How do we deliver a Value Proposition to customers?
- After sales**
How do we provide post-purchase customer support?

Cost Structure



What are the most important costs inherent in our business model?
 Which Key Resources are most expensive?
 Which Key Activities are most expensive?

IS YOUR BUSINESS MORE

Cost Driven (lowest cost structure, low price value proposition, maximum automation, extensive outsourcing)
 Value Driven (focused on value creation, premium value proposition)

SAMPLE CHARACTERISTICS

Fixed Costs (salaries, rent, utilities)
 Variable costs
 Economies of scale
 Economies of scope

Revenue Streams



For what value are our customers really willing to pay?
 For what do they currently pay?
 How are they currently paying?
 How would they prefer to pay?
 How much does each Revenue Stream contribute to overall revenues?

TYPES

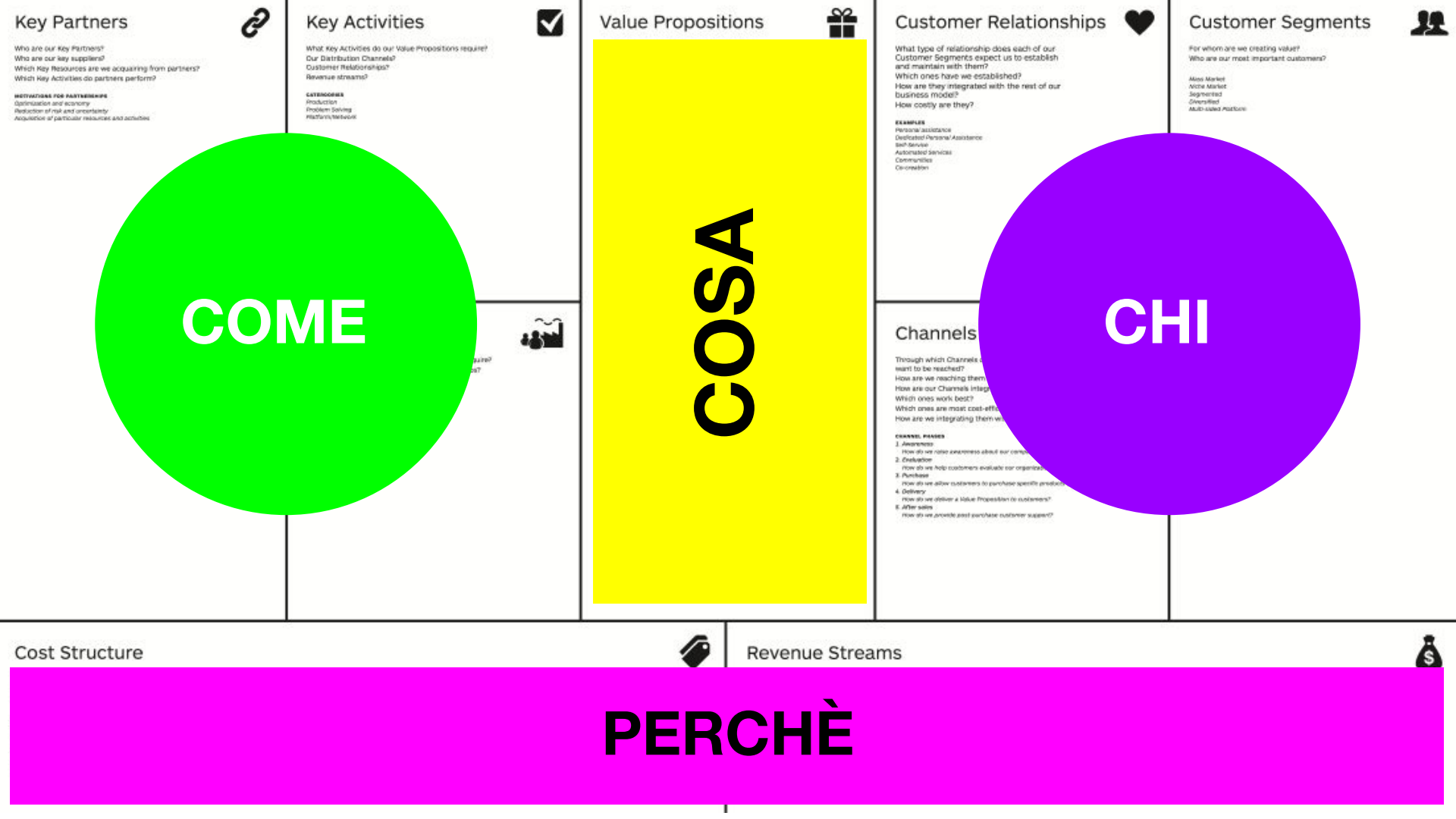
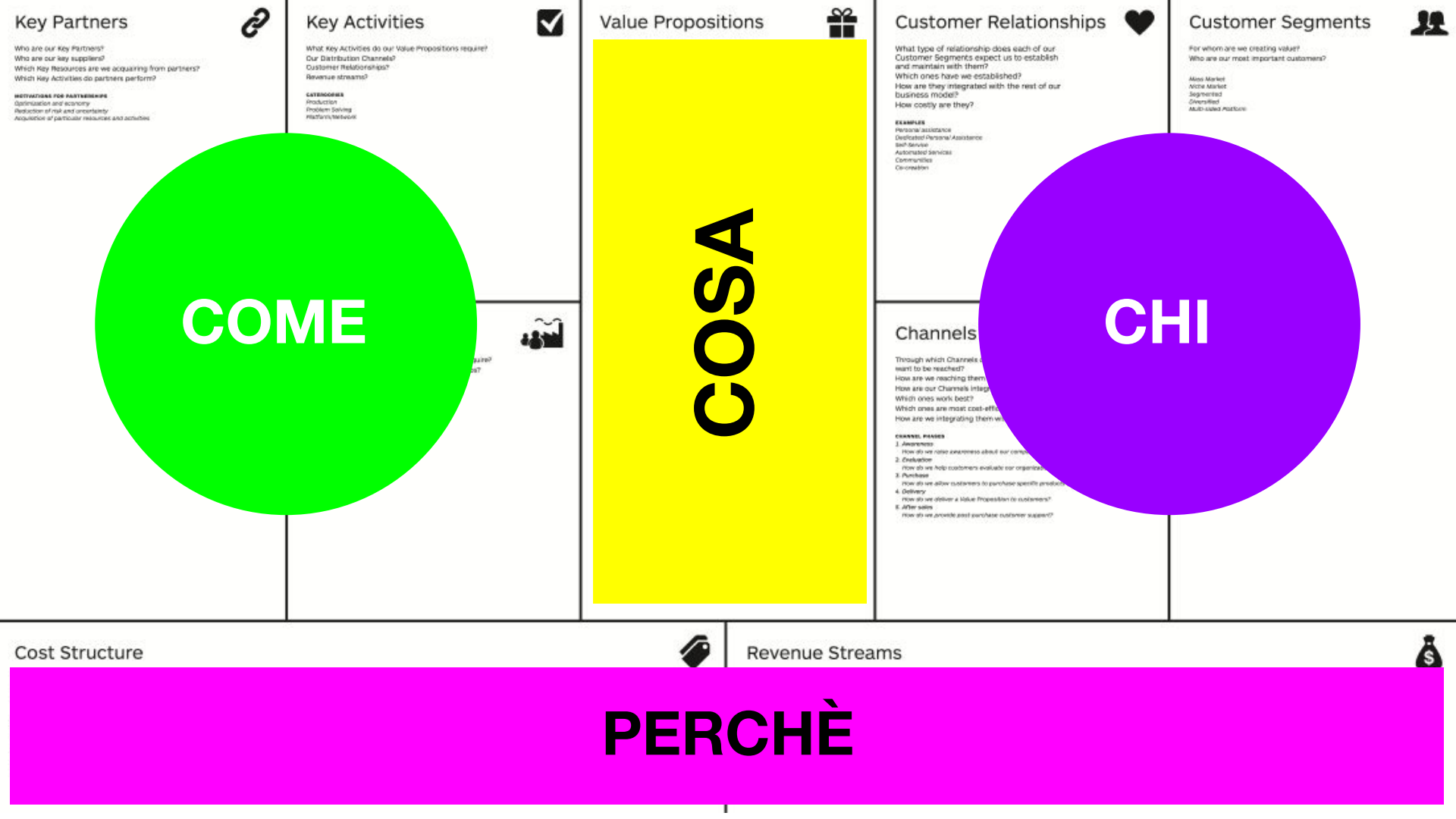
Asset sale
 Usage fee
 Subscription Fee
 Licensing/Leasing
 Licensing
 Brokerage fees
 Advertising

FIXED REVENUE

List Price
 Product Feature dependent
 Customer segment dependent
 Volume dependent

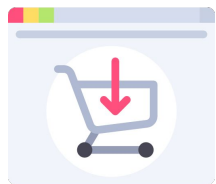
STRATEGIC REVENUE

Aggregator (Bargaining)
 Field Management
 Real-time Market





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dal 1999



e-commerce



e-commerce



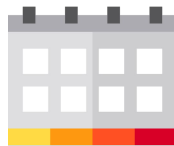
workshop



e-commerce



workshop



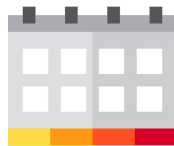
spazio eventi



e-commerce



workshop



spazio eventi



negozio



e-commerce



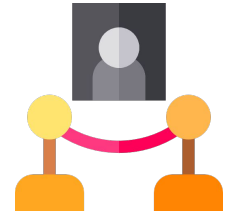
workshop



spazio eventi



negozio



galleria d'arte

Dove vendere?

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dal 1999

Dipende.

Key Partners



Who are our Key Partners?
 Who are our key suppliers?
 Which Key Resources are we acquiring from partners?
 Which Key Activities do partners perform?

REASONS FOR PARTNERSHIP

Optimization and economy
 Reduction of risk and uncertainty
 Acquisition of particular resources and activities

Key Activities



What Key Activities do our Value Propositions require?
 Our Distribution Channels?
 Customer Relationships?
 Revenue streams?

CATEGORIES

Production
 Problem Solving
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Value Propositions



What value do we deliver to the customer?
 Which one of our customer's problems are we helping to solve?
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CHARACTERISTICS

Benefits
 Performance
 Customization
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 Design
 Brand/Status
 Price
 Cost Reduction
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Customer Relationships



What type of relationship does each of our Customer Segments expect us to establish and maintain with them?
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EXAMPLES

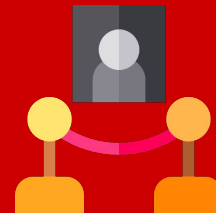
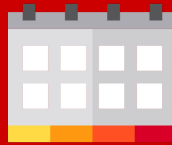
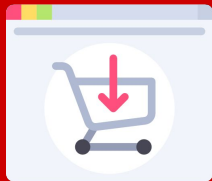
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Customer Segments



For whom are we creating value?
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Cost Structure



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Revenue Streams



For what value are our customers really willing to pay?
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 How are they currently paying?
 How would they prefer to pay?
 How much does each Revenue Stream contribute to overall revenues?

FIXED

Asset use
 Usage fee
 Subscription Fee
 Leasing/Renting/Leasing
 Licensing
 Brokerage fees
 Advertising

PRICE RELATED

List Price
 Product Feature dependent
 Customer segment dependent
 Volume dependent

STRATEGIC REVENUE

Aggregator (Bargaining)
 Field Management
 Real-time Market

Key Partners



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Value Propositions



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CHARACTERISTICS

Adaptability
 Performance
 Customization
 "Testing the web Zone"
 Design
 Brand/Status
 Price
 Cost Reduction
 Risk Reduction
 Accessibility
 Convenience/Usability

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FEES

Asset fee
 Usage fee
 Subscription Fee
 Lending/Renting/Leasing
 Licensing
 Brokerage fees
 Advertising

RENT FEES

List Price
 Product Feature dependent
 Customer segment dependent
 Volume dependent

STRATEGIC REVENUE

Aggregator (Bargaining)
 Field Management
 Real-time Market

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 Licensing
 Brokerage fees
 Advertising

FIXED REVENUE

List Price
 Product feature dependent
 Customer segment dependent
 Volume dependent

STRATEGIC REVENUE

Agent/Commission (Bargaining)
 Field Management
 Real-time Market



Come si fa?

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Dipende.

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Physical
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Human
Financial

Channels



Through which Channels do our Customer Segments want to be reached?
How are we reaching them now?
How are our Channels integrated?
Which ones work best?
Which ones are most cost-efficient?
How are we integrating them with customer routines?

CHANNEL PHASES

- Awareness**
How do we raise awareness about our company's products and services?
- Evaluation**
How do we help customers evaluate our organization's Value Proposition?
- Purchase**
How do we allow customers to purchase specific products and services?
- Delivery**
How do we deliver a Value Proposition to customers?
- After sales**
How do we provide post-purchase customer support?



Cost Structure

What are the most important costs inherent in our business model?
Which Key Resources are most expensive?
Which Key Activities are most expensive?

IS YOUR BUSINESS MORE

Cost Driven (lowest cost structure, low price point, extensive, maximum automation, extensive outsourcing)
Value Driven (focused on value creation, premium value proposition)

SAMPLE CHARACTERISTICS

Fixed Costs (salaries, rent, utilities)
Variable costs
Economies of scale
Economies of scope

Revenue Streams



For what value are our customers really willing to pay?
For what do they currently pay?
How are they currently paying?
How would they prefer to pay?
How much does each Revenue Stream contribute to overall revenues?

TYPES

Asset sale
Usage fee
Subscription Fee
Licensing/Leasing
Licensing
Brokerage fees
Advertising

PRICE MODELS

List Price
Product Feature dependent
Customer segment dependent
Volume dependent

STRATEGIC REVENUE

Regulator (Bargaining)
Field Management
Real-time Market



UNA VETRINA ECCEZIONALE

ESPONI I TUOI PRODOTTI AL CENTRO DI ROMA







LeArtigiane ha aggiunto un evento.

17 settembre alle ore 15:33 · 🌐



Un corso con cui imparare le tecniche di base della pittura. Sotto la sapiente guida di Elettra Porfiri, con questo laboratorio imparerai le tecniche fondamentali lavorando su un progetto personale: dal disegno preparatorio alla stesura del colore, fino alla realizzazione del tuo dipinto.

LeArtigiane è uno spazio espositivo in via di Torre Argentina, 72 a Roma: tra Largo Argentina e il Pantheon, sotto un lucernario d'epoca si riuniscono gli artigiani italiani per esporre le loro creazioni, realizzare eventi e corsi e diffondere la cultura della manifattura e del gusto italiani.



GIO, 27 SET E ALTRE 13 DATE

Corso di Pittura a Olio per principianti |
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★ Mi interessa

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Le Artigiane @Le_Artigiane · 18 set

è #Settembre e il nostro spazio non può che essere più vivo! Ancora artigiani in arrivo, ancora creazioni #MadeinItaly da scoprire. La #moda vista da Barbara Iacobucci e la fantasia #interior #design di Art Cocò. #18Settembre #Roma buff.ly/2wVduEJ





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Scegli un'opzione o digita il tuo messaggio.

Posso avere informazioni per esporre da voi?

Chiedi

Quali sono gli orari di apertura?

Chiedi

Posso effettuare un acquisto?

Chiedi

Dove si trova lo spazio?

Chiedi



Tazzina caffè Appia Antica Blu

20,00€

Tazzina da caffè con piattino Appia Antica.

Lavorazione: interamente dipinto a mano.

Dimensioni:

Tazzina altezza 60 mm diametro 50 mm

Piattino diametro 120 mm

Colore: blu.

Tecnica: Porcellana dipinta a mano. L'artigiana dipinge ciascun pezzo basandosi su vedute uniche della città Eterna. Tra le sue vedute di Roma, le porcellane con l'Appia Antica sono le più identificative.

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ACQUISTA

COD: RVTZ20R Categorie: [Arredamento](#), [Cucina](#), [Tazze](#)

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dal 1999

STEL DIERI
Borgo Medievale

- Marketing is a race, without finish line.

Philip Kotler