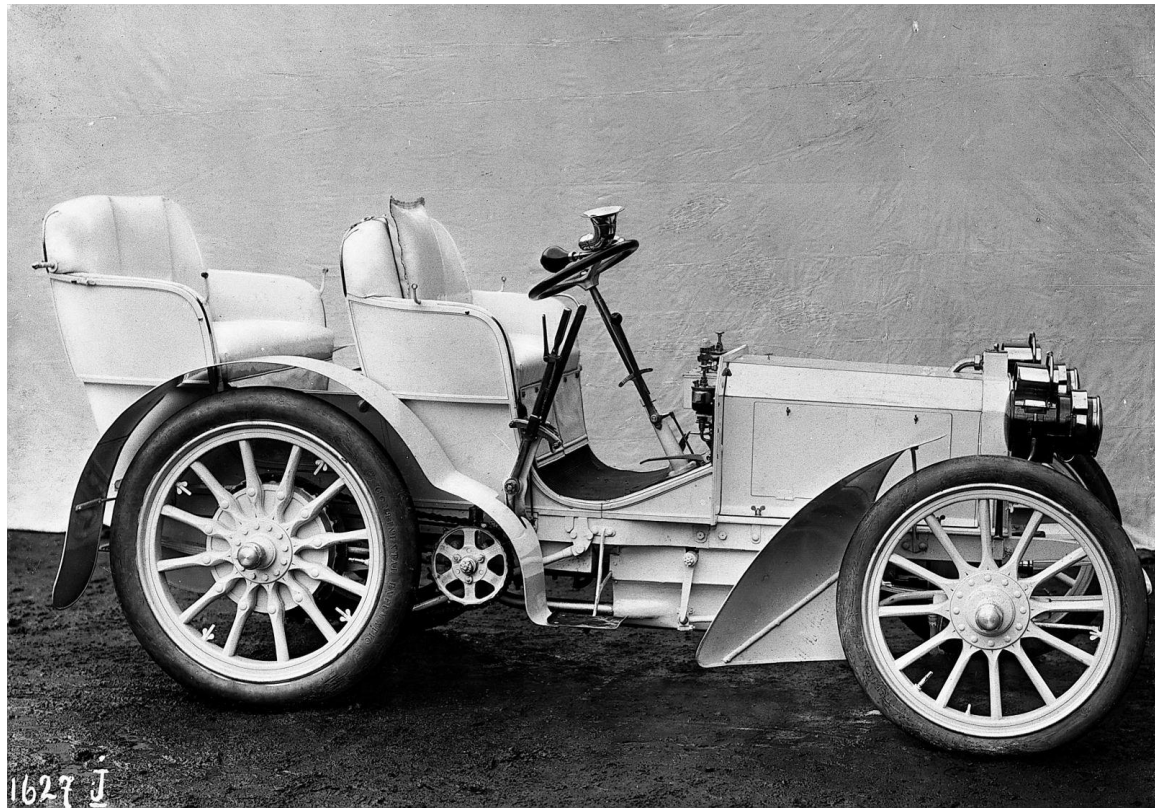


Social : moda o trend duraturo?

moda ?







Siamo già andati ben oltre

**JAN
2016**

GLOBAL DIGITAL SNAPSHOT

A SNAPSHOT OF THE WORLD'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



**7.395
BILLION**

URBANISATION: 54%

FIGURE REPRESENTS TOTAL GLOBAL
POPULATION, INCLUDING CHILDREN

INTERNET
USERS



**3.419
BILLION**

PENETRATION: 46%

FIGURE INCLUDES ACCESS VIA
FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL
MEDIA USERS



**2.307
BILLION**

PENETRATION: 31%

FIGURE BASED ON ACTIVE USER
ACCOUNTS, NOT UNIQUE INDIVIDUALS

UNIQUE
MOBILE USERS



**3.790
BILLION**

PENETRATION: 51%

FIGURE REPRESENTS
UNIQUE MOBILE PHONE USERS

ACTIVE MOBILE
SOCIAL USERS



**1.968
BILLION**

PENETRATION: 27%

FIGURE BASED ON ACTIVE USER
ACCOUNTS, NOT UNIQUE INDIVIDUALS

we
are
social

we
are
social

we
are
social

we
are
social

**JAN
2016**

ANNUAL GROWTH

YEAR-ON-YEAR GROWTH TRENDS FOR KEY DIGITAL STATISTICAL INDICATORS



GROWTH IN THE
NUMBER OF ACTIVE
INTERNET USERS



we
are
social

+10%

SINCE JAN 2015

+332 MILLION

GROWTH IN THE
NUMBER OF ACTIVE
SOCIAL MEDIA USERS



we
are
social

+10%

SINCE JAN 2015

+219 MILLION

GROWTH IN THE
NUMBER OF UNIQUE
MOBILE USERS



we
are
social

+4%

SINCE JAN 2015

+141 MILLION

GROWTH IN THE
NUMBER OF ACTIVE
MOBILE SOCIAL USERS



+17%

SINCE JAN 2015

+283 MILLION

**JAN
2016**

DIGITAL IN ITALY

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



**59.80
MILLION**

URBANISATION: 69%

FIGURE REPRESENTS TOTAL NATIONAL
POPULATION, INCLUDING CHILDREN

ACTIVE
INTERNET USERS



we
are
social

**37.67
MILLION**

PENETRATION: 63%

FIGURE INCLUDES ACCESS VIA
FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL
MEDIA USERS



we
are
social

**28.00
MILLION**

PENETRATION: 47%

FIGURE BASED ON ACTIVE USER
ACCOUNTS, NOT UNIQUE INDIVIDUALS

MOBILE
CONNECTIONS



we
are
social

**80.29
MILLION**

vs POPULATION: 134%

FIGURE REPRESENTS MOBILE
SUBSCRIPTIONS, NOT UNIQUE USERS

ACTIVE MOBILE
SOCIAL USERS



we
are
social

**24.00
MILLION**

PENETRATION: 40%

FIGURE BASED ON ACTIVE USER
ACCOUNTS, NOT UNIQUE INDIVIDUALS

**JAN
2016**

INTERNET USE

BASED ON REPORTED ACTIVE INTERNET USER DATA, AND USER-CLAIMED MOBILE INTERNET USE



TOTAL NUMBER
OF ACTIVE
INTERNET USERS



we
are
social

37.7M

INTERNET USERS AS A
PERCENTAGE OF THE
TOTAL POPULATION



we
are
social

63%

TOTAL NUMBER
OF ACTIVE MOBILE
INTERNET USERS



global
web
index

28.5M

MOBILE INTERNET USERS AS
A PERCENTAGE OF THE
TOTAL POPULATION

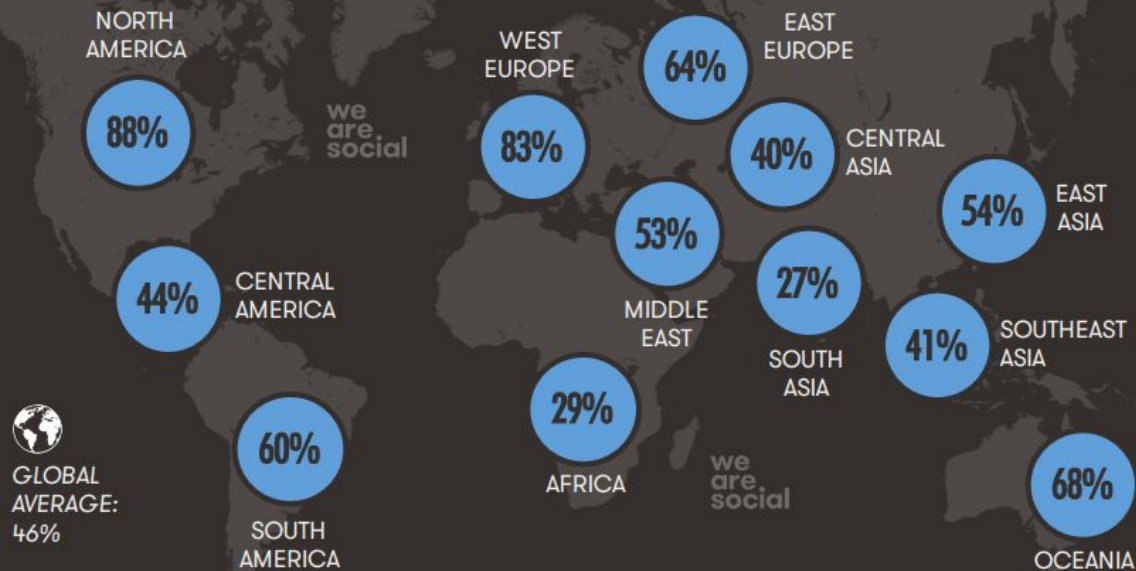


48%

**JAN
2016**

INTERNET USE

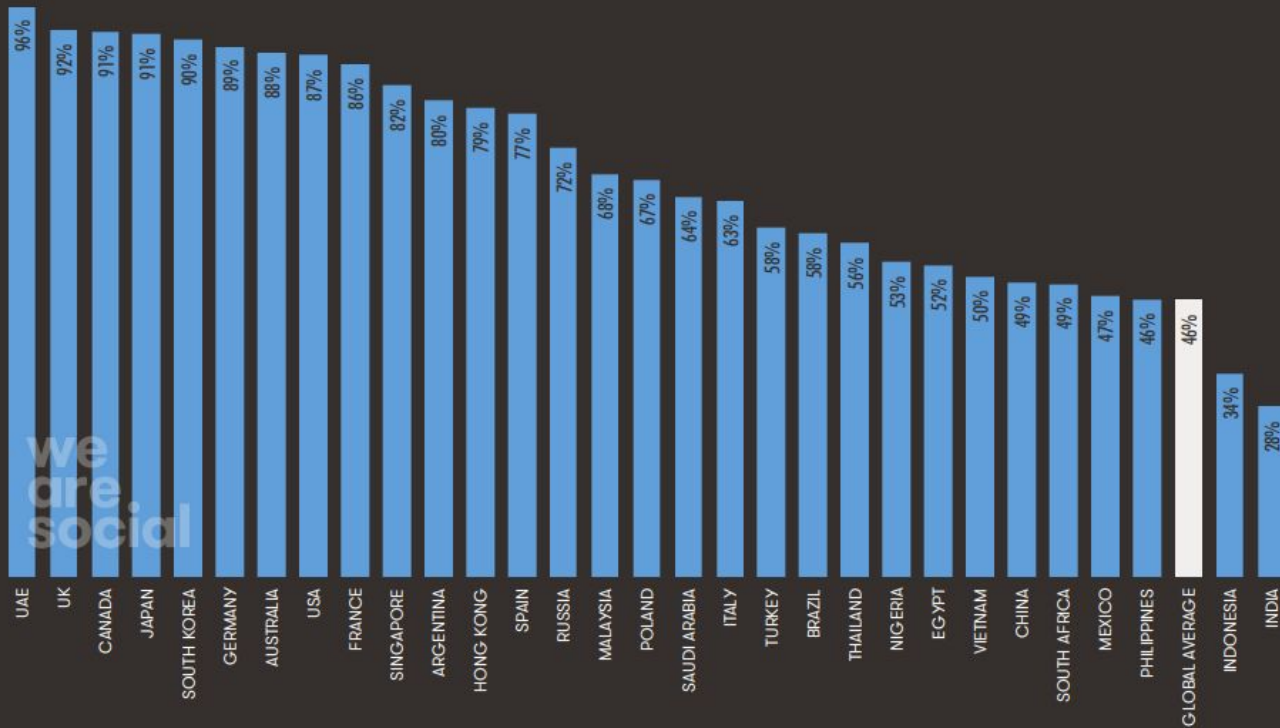
REGIONAL INTERNET PENETRATION FIGURES



JAN
2016

INTERNET USE BY COUNTRY

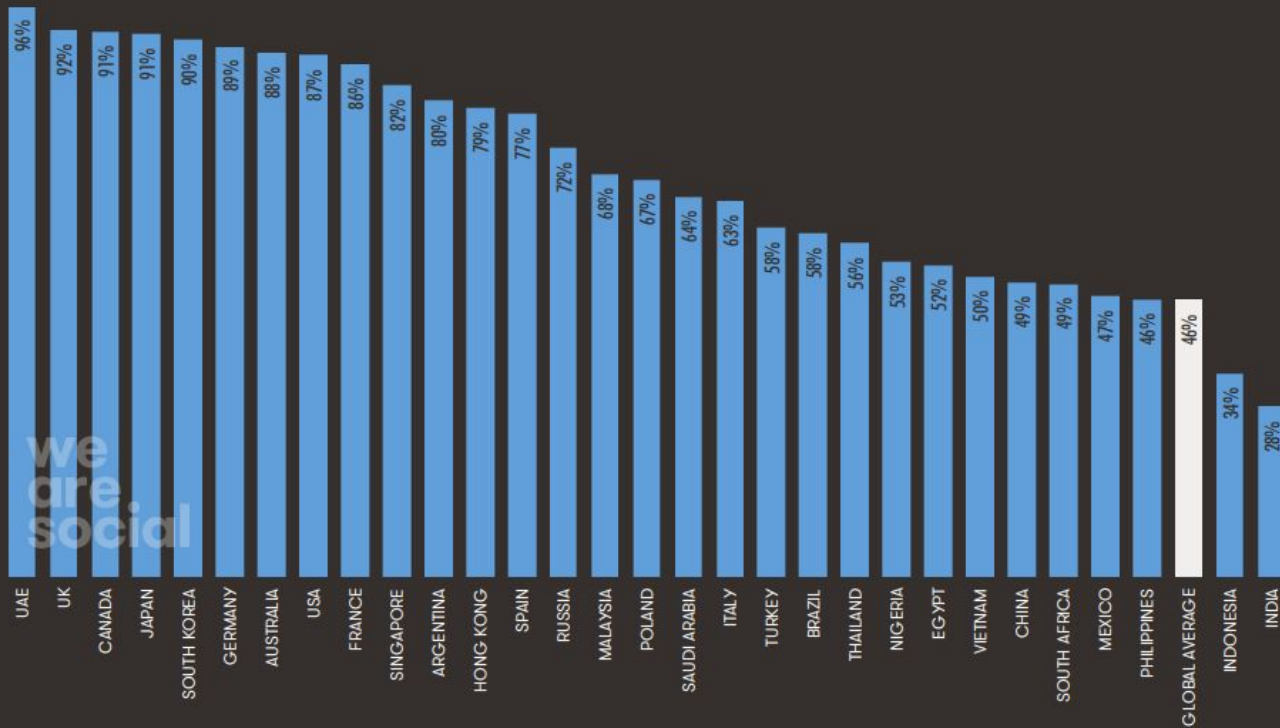
NATIONAL INTERNET PENETRATION FIGURES



JAN
2016

INTERNET USE BY COUNTRY

NATIONAL INTERNET PENETRATION FIGURES



I social sono dentro le aziende ormai



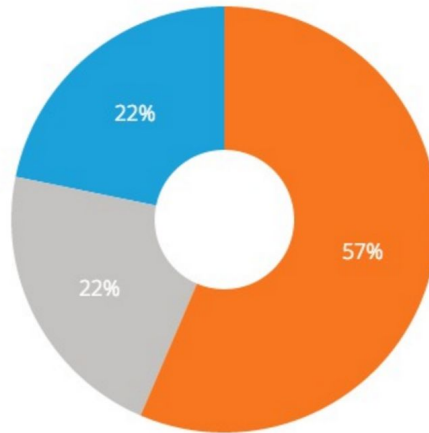


Sales sees that power has shifted to buyers

Sales sees that power has shifted to buyers

Compared to 2-3 years ago, do you think B2B/B2C buyers today are more or less dependent on salespeople during their decision-making process?

Less dependent More dependent No change



Base: 115 global sales professionals

Source: HubSpot Sales Perception Survey, Q1 2016









Un cambiamento profondo è in atto



COST PER LEAD BENCHMARKS: BY INDUSTRY

Industry	Cost Per Lead
Media & Publishing	\$11 - \$25
Education	\$26 - \$50
Healthcare & Medical	\$26 - \$50
Consulting	\$26 - \$50
Industrial & Manufacturing	\$26 - \$50
Travel & Tourism	\$26 - \$50
Consumer Products	\$26 - \$50
Software	\$51 - \$100
Information Tech & Services	\$51 - \$100
Marketing Agencies	\$51 - \$100
Financial Services	\$51 - \$100 

The cost per lead varies by industry, with Media and Publishing reporting the lowest cost per lead at \$11-\$25. Software, Information Tech & Services, Marketing Agencies, and Financial Services companies all reporting the highest average cost per lead at \$51 - \$100.

Metodologia inbound

Inbound Marketing + Inbound Sales



Inbound Marketing

“Clearly, farming is a very different activity from hunting. Farmers spend time sweating the details, worrying about the weather, making smart choices about seeds and breeding and working hard to avoid a bad crop. Hunters, on the other hand, have long periods of distracted noticing interrupted by brief moments of frenzied panic.”

Seth Godin

Cosa è l'inbound marketing ?

È il miglior metodo per trovare clienti, incrementare il numero di visitatori al sito e convertirli in contatti e quindi in clienti.



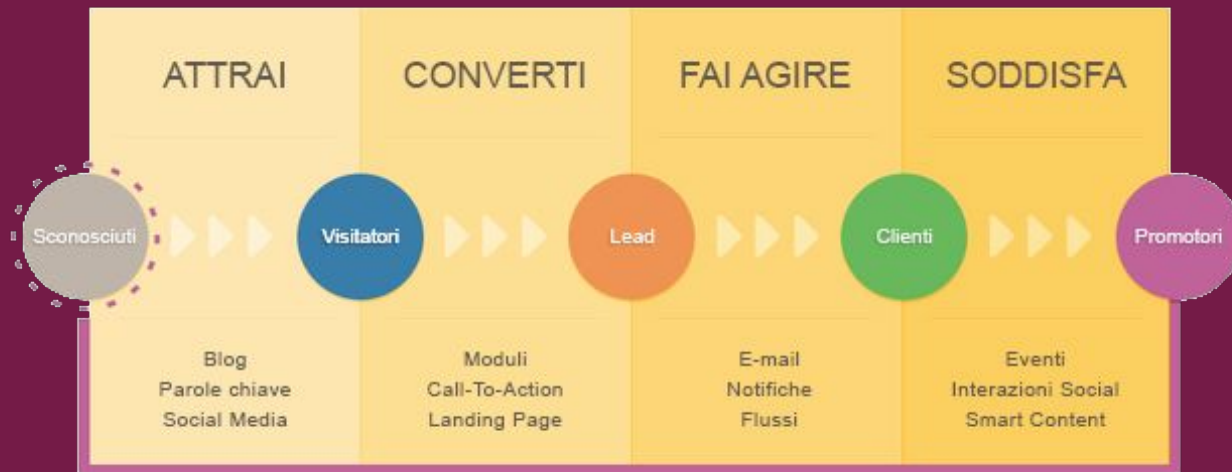
Il processo d'acquisto

Le abitudini dei consumatori sono cambiate. Oggi, molti, prima di effettuare un acquisto usano la rete per reperire informazioni. Le informazioni e le risposte che trovano sul web determinano la loro scelta d'acquisto.



Il metodo

Le nuove metodologie di inbound marketing coprono tutti i livelli del ciclo di vendita con gli strumenti necessari per portare utenti mai contattati prima, sulla strada per diventare clienti.



Inbound Sales

OUTBOUND

(Interruption)



Cold Calling
Cold Emails (SPAM)
Interruptive Ads
Marketer - Centric

INBOUND

(Permission)



SEO
Blogging
Attraction
Customer - Centric

IDENTIFY

LEGACY



Purchase lists and search
online networks, then
aimlessly call these leads

VS

INBOUND



Listen to the market to
identify the buyers that are
active in a buying journey

IDENTIFY

LEGACY



Purchase lists and search
online networks, then
aimlessly call these leads

VS

INBOUND

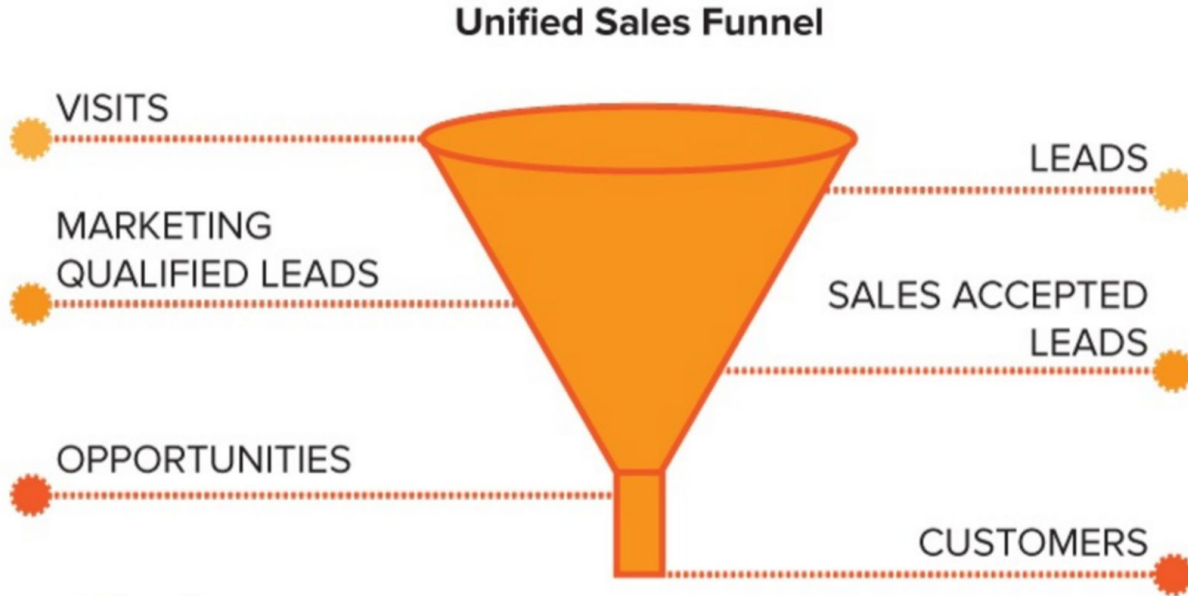


Listen to the market to
identify the buyers that are
active in a buying journey

Il cuore dell'attività è fare Lead generation

**Il cuore dell'attività è fare Lead generation
Anche e soprattutto nel B2B**

Unified sales funnel



Source: Top Training Needs For Marketing Teams: A Guid For Marketing Leaders

FUNNEL BENCHMARKS: BY INDUSTRY

Industry	Average Monthly				
	Visitors	Leads	MQLs	Sales Ops	Customers
Education	10,000 - 50,000	100 - 500	100 - 500	100 - 200	100 - 200
Healthcare & Medical	10,000 - 50,000	100 - 500	100 - 500	100 - 200	100 - 200
Marketing Agencies	10,000 - 50,000	100 - 500	100 - 500	100 - 200	100 - 200
Consulting	10,000 - 50,000	100 - 500	100 - 500	100 - 200	100 - 200
Industrial & Manufacturing	10,000 - 50,000	100 - 500	100 - 500	100 - 200	50 - 100
Media & Publishing	10,000 - 50,000	100 - 500	100 - 500	100 - 200	50 - 100
Travel & Tourism	10,000 - 50,000	500 - 1,000	500 - 1,000	100 - 200	300 - 400
Software	10,000 - 50,000	500 - 1,000	500 - 1,000	100 - 200	50 - 100
Information Tech & Services	10,000 - 50,000	500 - 1,000	500 - 1,000	200 - 300	200 - 300
Consumer Products	10,000 - 50,000	500 - 1,000	500 - 1,000	300 - 400	200 - 300
Financial Services	50,000 - 100,000	500 - 1,000	500 - 1,000	200 - 300	200 - 300
Demand Generation Benchmark Report, 2015				HubSpot	



PRODUCT

PRICING

PARTNER

RESOURCES

BLOG

TRY FOR FREE

Distribute **your publication** with a **mobile app**

Digital publishing software for magazines & brands

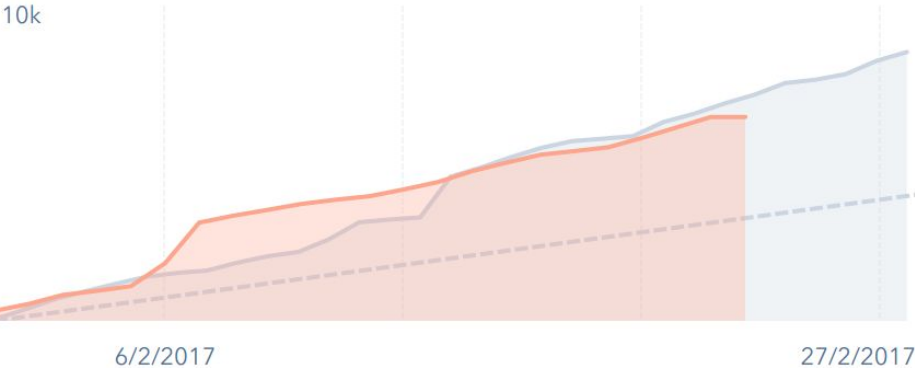


Marketing Performance ⓘ

VISITS

6.470

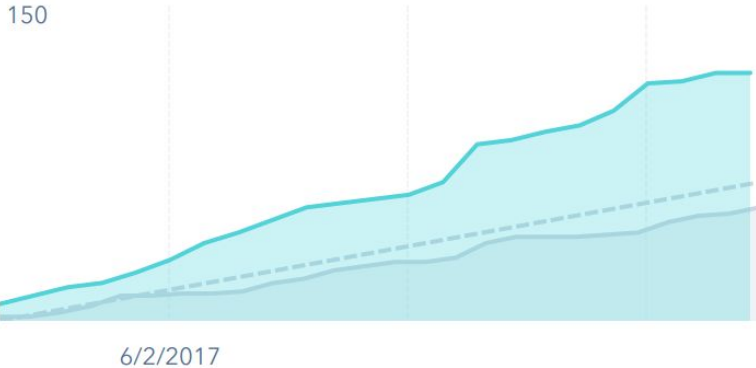
▲ 2,57%



CONTACTS

118

▲ 151,07%



02 Feb 2017 by [Enrica Menozzi](#)

Overcoming the crisis in traditional publishing in 3 steps



Enrica Menozzi



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Categories

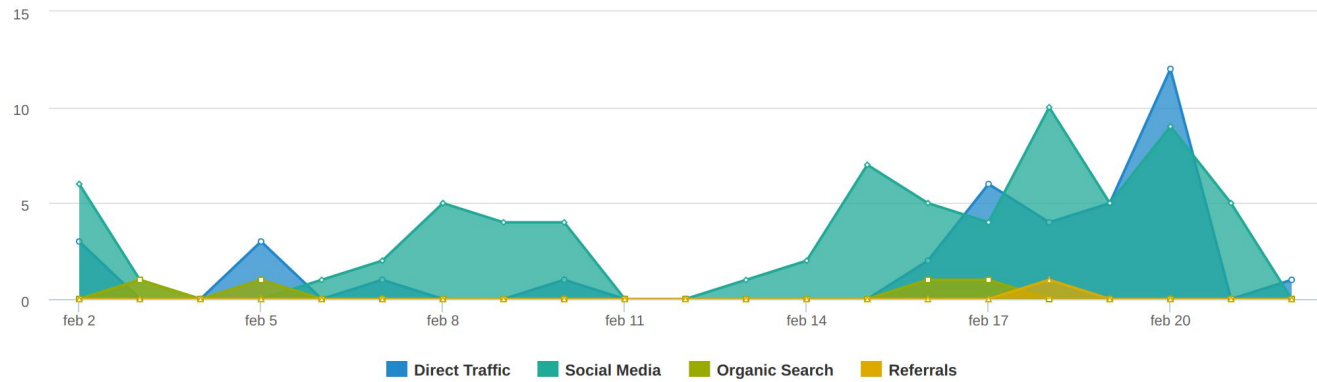
[Client Stories \(89\)](#)[Paperlit News \(50\)](#)

publishing. Here is one more tip: when facing a crisis, always remember to **keep a positive attitude** and be brave, because fortune always favours the bold.

And don't forget to keep updated with the world of the publishing industry, which you can learn more about in our downloadable content.



Views over time



All sources

Source	Views	Submissions	New contacts	Customers
Social Media	71	0	0	0
Direct Traffic	38	0	0	0
Organic Search	4	0	0	0
Referrals	1	0	0	0

How well do you know the current situation of the publishing world?

The publishing system has changed in the last few years as never before.

Only a deep insight on this domain will give you the chance to [expand your business](#).

That's why we created this overview on the current situation of the publishing industry, including its future challenges.

Download our free overview and read about:

- [publishing history](#)
- [its most recent evolutions](#)
- [the biggest disruptions](#)
- [growth opportunities](#)

Fill this form and get our overview sent to your e-mail in just a minute.

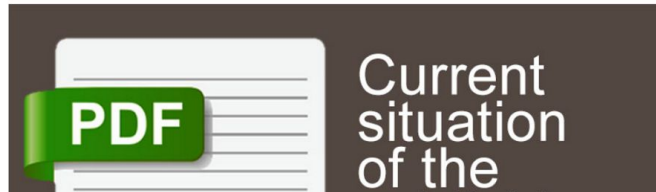
First Name *

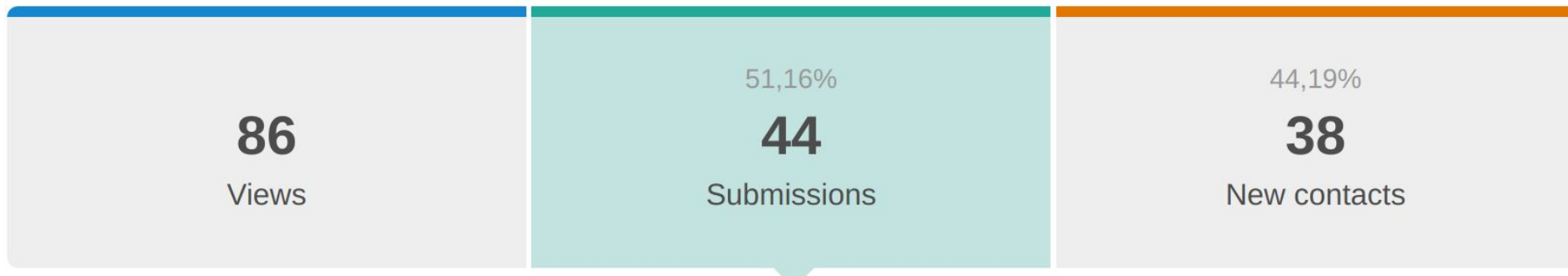
Last Name *

Email *

How do you describe yourself? *

Download now





86

Views

51,16%

44

Submissions

44,19%

38

New contacts

Source	Views	Submissions ▲	Contacts
Social Media	68	36	33
Direct Traffic	17	7	5
Offline Sources	0	1	0
Organic Search	1	0	0

Come è possibile ?

Un esempio
pratico



La Buyer Persona



Giulia è un architetto progettista che lavora in uno studio associato con 4 soci e 20 dipendenti. Si occupa dell'analisi e sviluppo progetti, scelta fornitori e valutazione preventivi.

Il suo obiettivo è progettare l'illuminazione della facciata di un palazzo d'epoca, cercando di unire innovazione, funzionalità e sostenibilità nel rispetto della sua storicità.

Giulia è iscritta ad un'associazione di categoria e su LinkedIn. Segue workshop e corsi di aggiornamento; legge riviste di settore e blog di architettura, design, ambiente, arte.



I Bisogni

Di cosa ha bisogno Giulia durante lo svolgimento del suo lavoro ? Quali domande si pone ?

- Come si illumina una facciata di un edificio storico
- Come si scelgono gli apparecchi illuminanti
- **Esempi di illuminotecnica da facciata**
- Tipi di luci per facciate



keyword planning

Parola chiave (per pertinenza) ↓	Media delle ricerche mensili ?	Concorrenza ?
faretti a led da incasso	1.000 - 10.000	Alta
lampade da giardino	1.000 - 10.000	Alta
luci da esterno	1.000 - 10.000	Alta
illuminazione per esterni	1.000 - 10.000	Alta
illuminazione da esterno	1.000 - 10.000	Alta
lampade per esterno	1.000 - 10.000	Alta
illuminazione facciate esterne	10 - 100	Media
illuminazione da giardino	1.000 - 10.000	Alta
luci per esterno	1.000 - 10.000	Alta
illuminazione esterna	1.000 - 10.000	Alta

Progettazione campagna

TOP OF THE FUNNEL

Buyer Persona	Offer Title	Keyword for Blog Article	Difficulty Score	Blog Titles Using Keyword in Title
Giulia Architetto	Le regole d'oro dell'illuminazione da facciata	come illuminare una facciata esterna	22	Come illuminare una facciata esterna
		illuminazione da facciata di un palazzo d'epoca	38	3 aspetti da non dimenticare per l'illuminazione da facciata di un palazzo d'epoca

MIDDLE OF THE FUNNEL

Buyer Persona	Offer Title	Keyword for Blog Title	Difficulty Score	Blog Titles Using Keyword in Title
Giulia Architetto	Guida alla progettazione di illuminazione delle facciate	soluzioni illuminotecniche innovative ed ecosostenibili	20	Illuminotecnica da facciata: soluzioni innovative ed ecosostenibili.
		esempi di illuminazione da facciata	24	5 esempi di illuminazione da facciata che valorizza gli edifici storici

BOTTOM OF THE FUNNEL

Buyer Persona	Offer Title	Keyword for Blog Title	Difficulty Score	Blog Titles Using Keyword in Title
Giulia Architetto	I criteri per valutare un sistema di illuminazione da facciata	Sistemi di illuminazione da facciata efficaci	37	Sistemi di illuminazione da facciata efficaci. Chiedici una consulenza gratuita
		Come scegliere la giusta illuminazione da facciata	21	Come scegliere la giusta illuminazione da facciata. Criteri funzionali ed emozionali



Luciano Tolomei

Del Monte & Partner Comunicazione Srl

www.dmep.it - ltolomei@dmep.it

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<https://contenuti.dmep.it/quanto-fatturato-generi-con-il-digital-slides>