

CÓMO ELEGIR LA HERRAMIENTA DE EMAIL MARKETING MÁS ADECUADA. MAILCHIMP

Plan de Recuperación, Transformación y Resiliencia
-Financiado por la Unión Europea- NextGenerationEU

Martes Tecnológicos
14 de marzo de 2023
CETIC – Ayuntamiento de Vitoria-Gasteiz



Ayuntamiento
de Vitoria-Gasteiz
Vitoria-Gasteizko
Udala



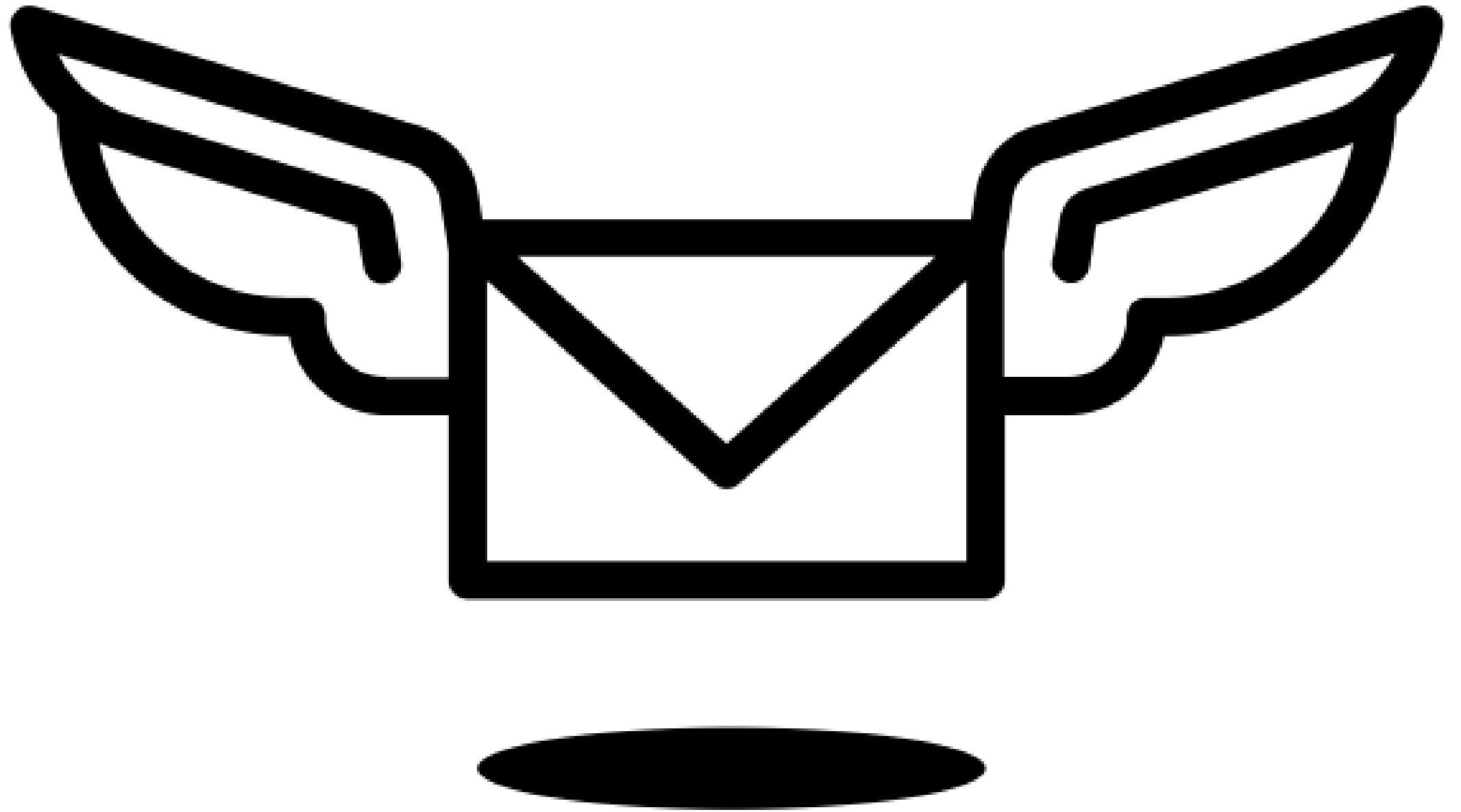
Dani Arrilucea - daniarrilucea@gmail.com



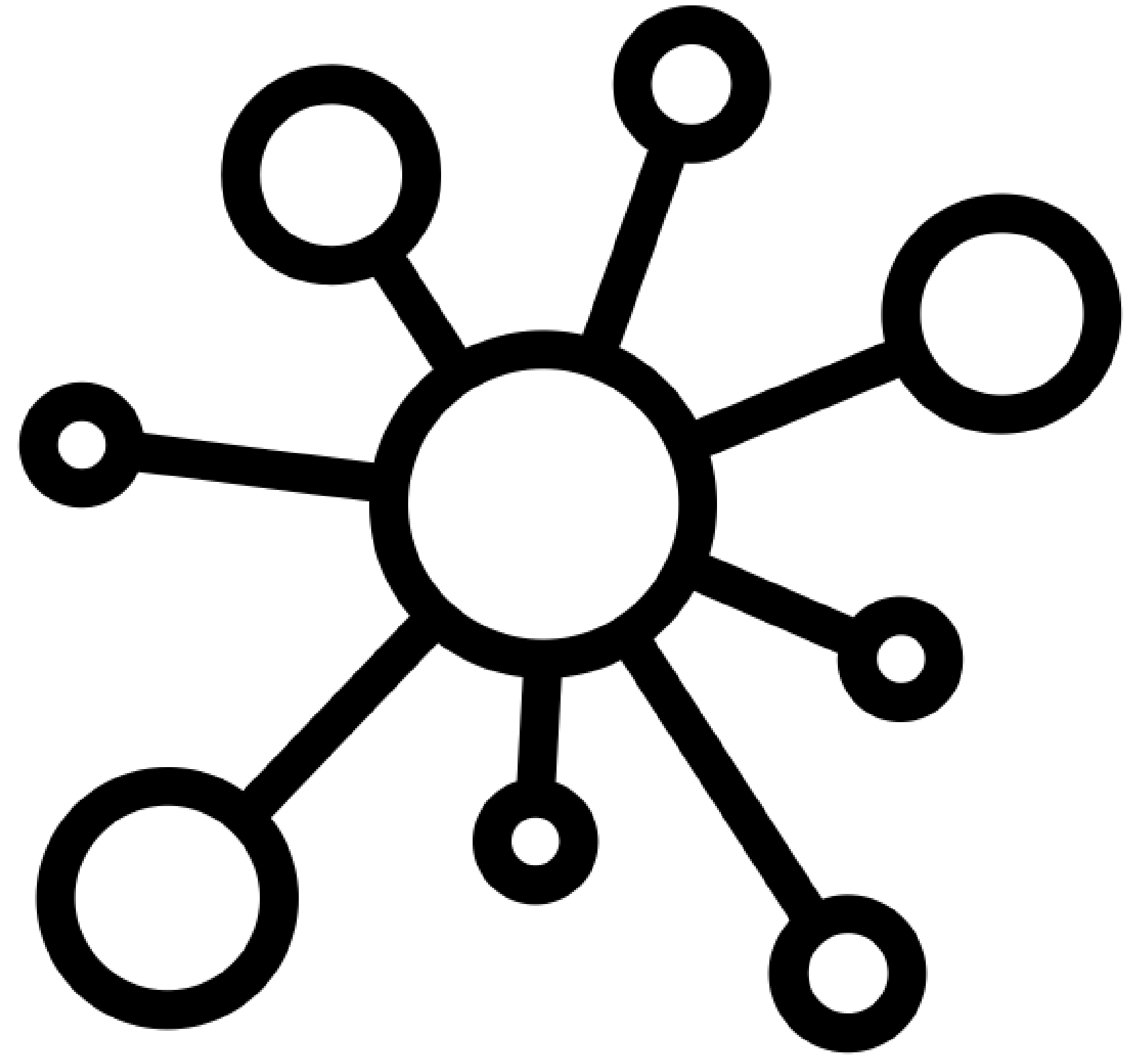
mailchimp



EMAIL MARKETING



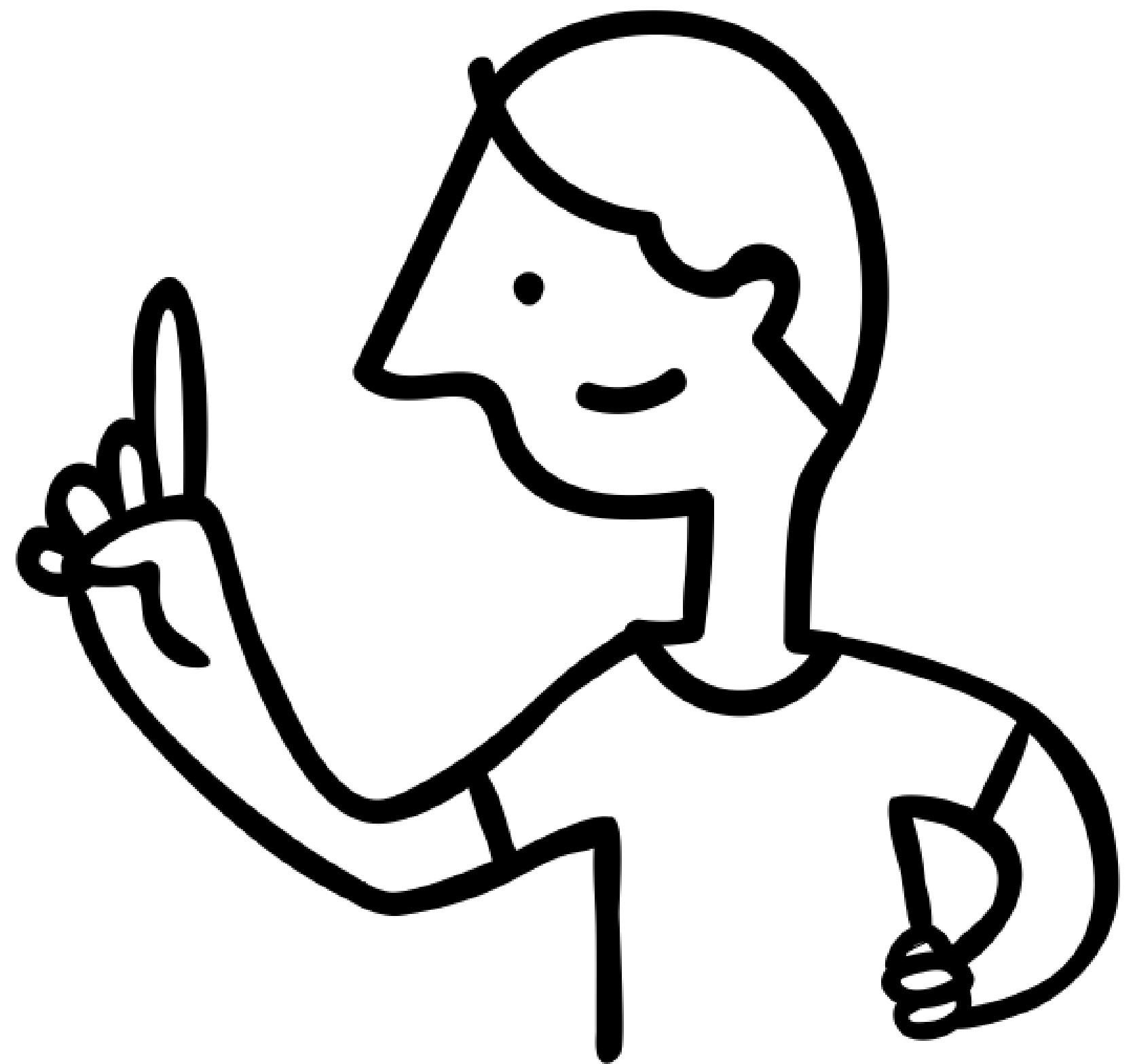
LA IMPORTANCIA DE LA BASE DE DATOS



**BUSCA HÁBITOS
Y REALIZA
ENVÍOS
SEGMENTADOS**



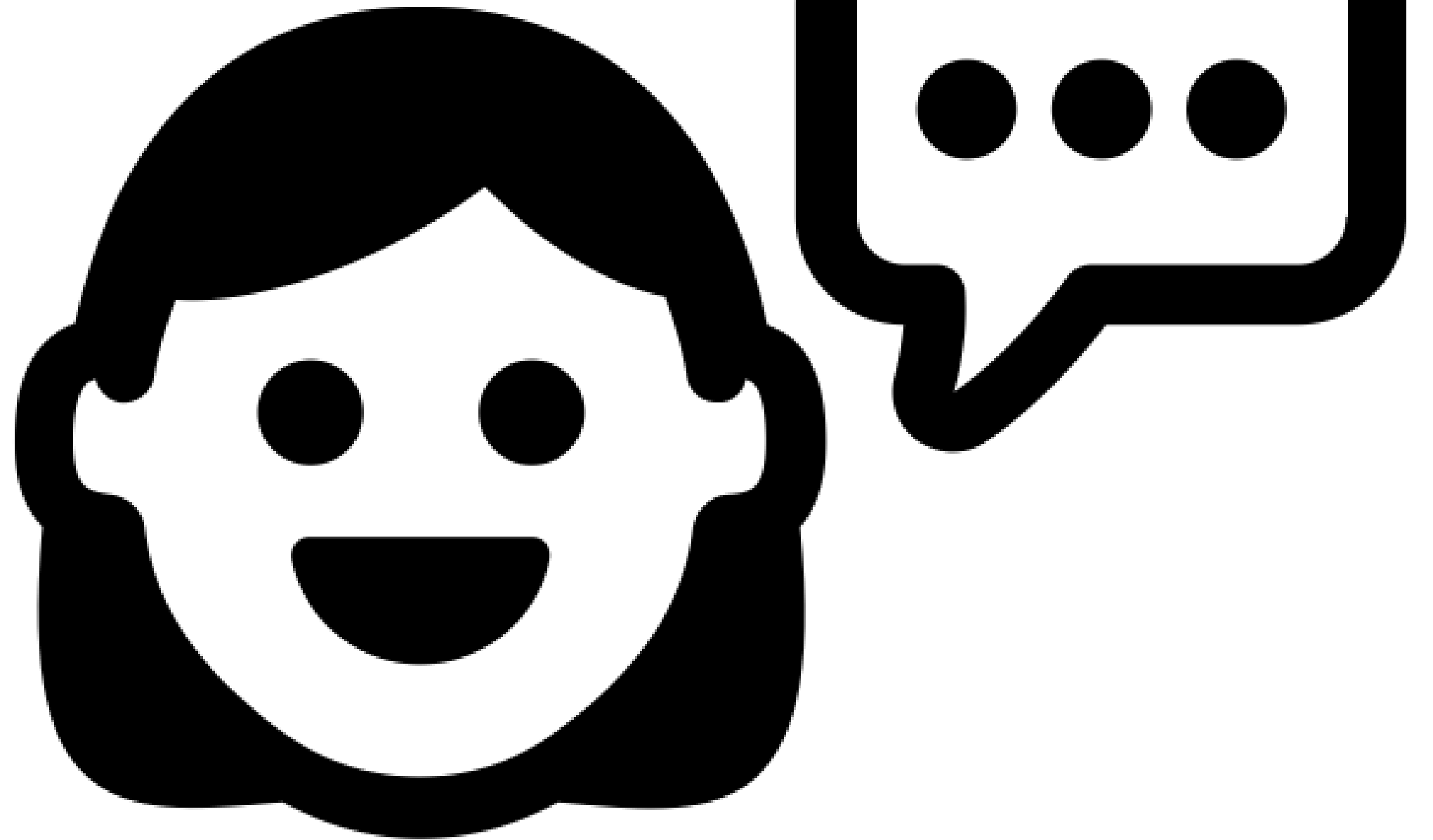
**EL OBJETIVO ES
EL MARKETING
DE UNO A UNO**



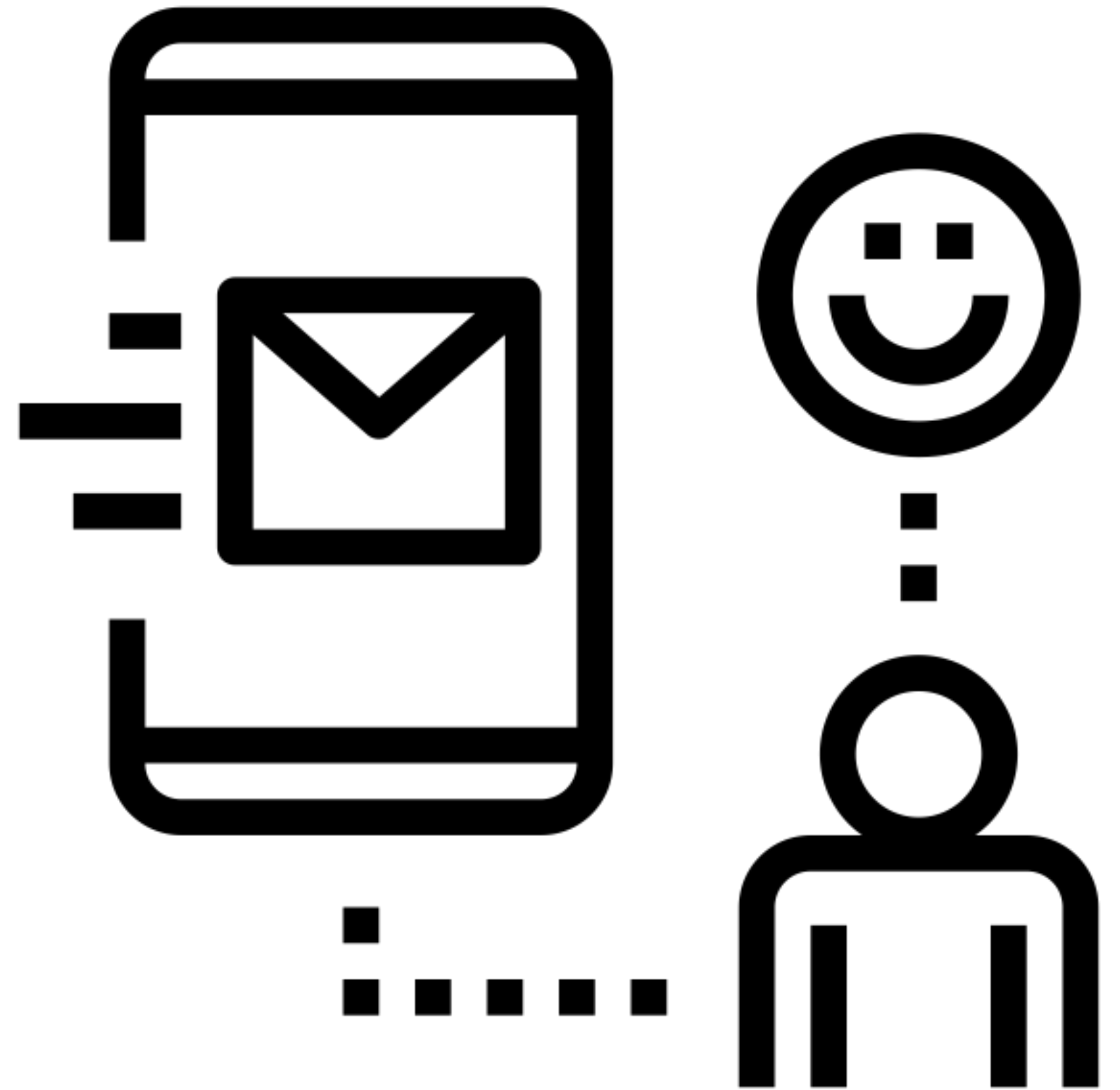
**DE ESTO DEPENDE EL
ÉXITO, NO DE LA
PLATAFORMA
UTILIZADA**

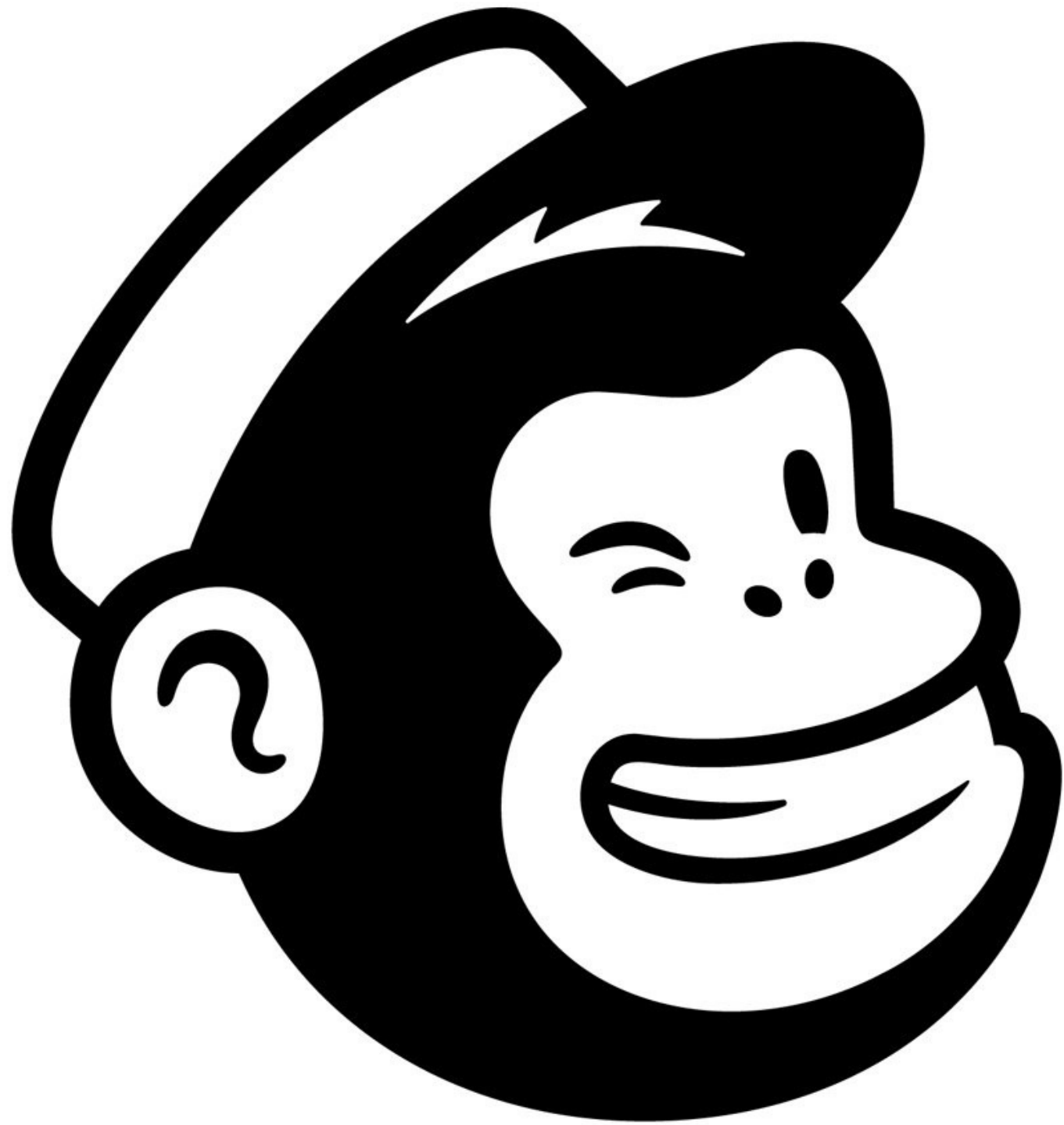


CLIENTE COMO PUNTO DE PARTIDA



¿POR QUÉ NO
HAGO TODO
ESTO DESDE MI
OUTLOOK?





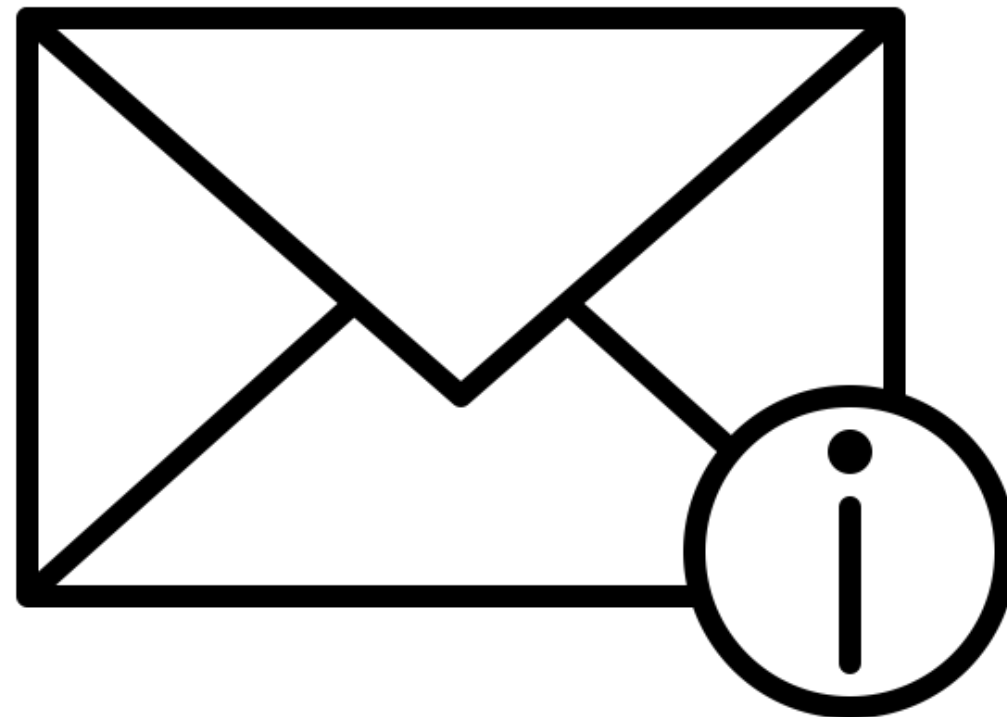
**PLATAFORMAS HAY
MUCHAS Y MAILCHIMP
CUENTA CON UNA
MUY BUENA OPCIÓN
GRATUITA**

mailchimp

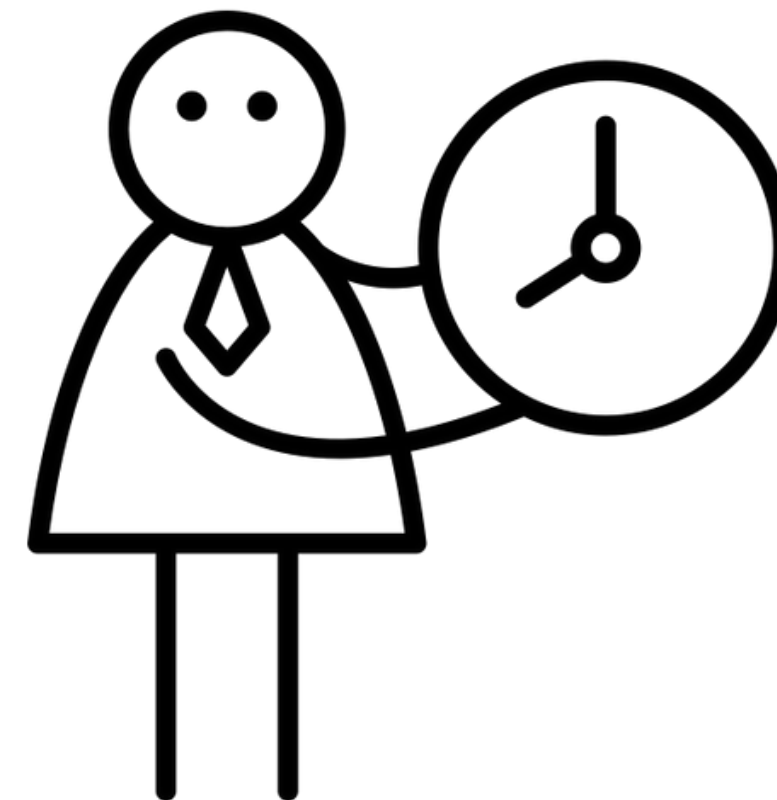
3 PUNTOS MUY IMPORTANTES



Remitente

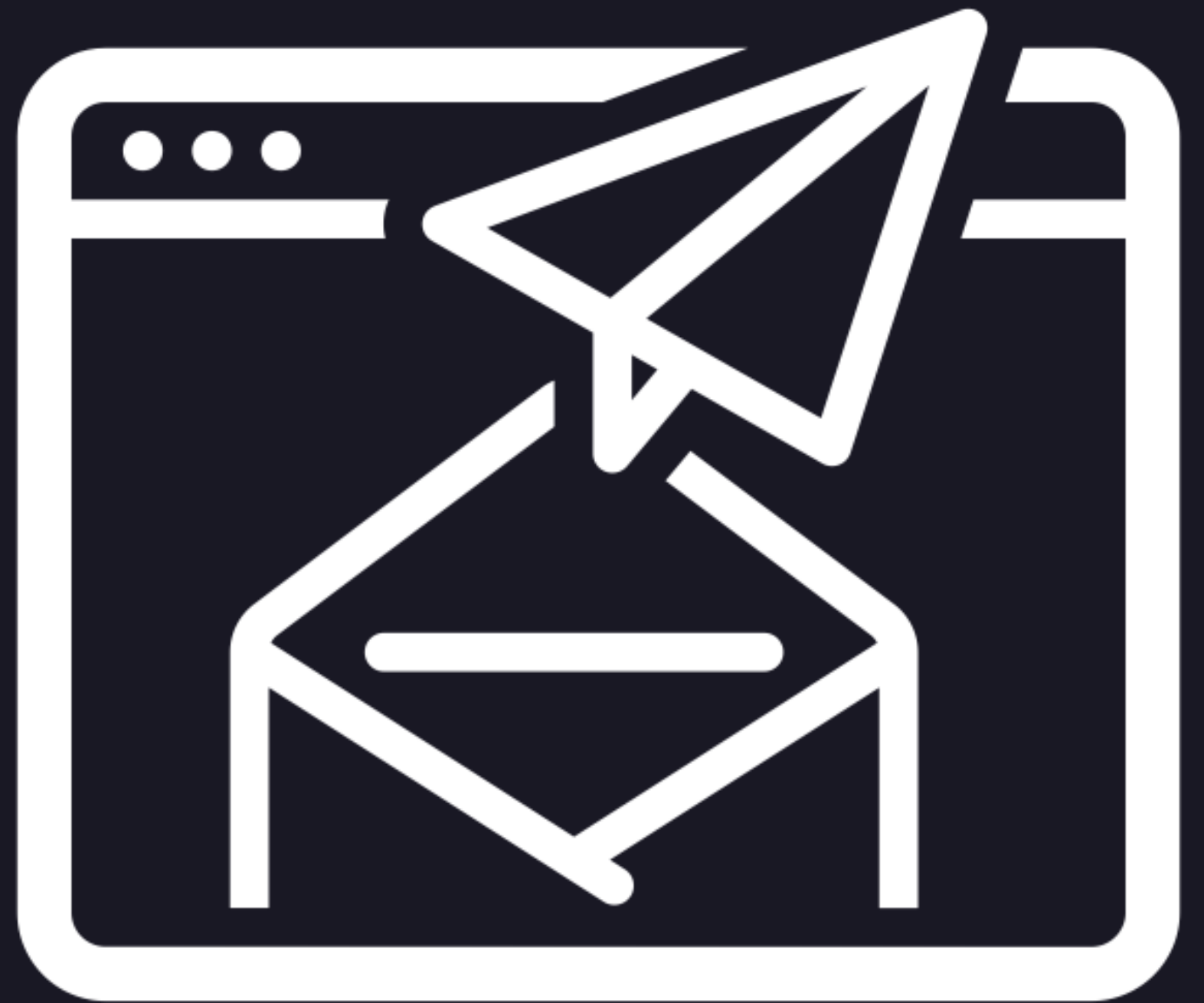


Asunto



Momento de envío

**DISEÑA CLARO
SENCILLO Y
BREVE**



MAILCHIMP TE APORTARÁ MUCHA INFO



Reports



Mide



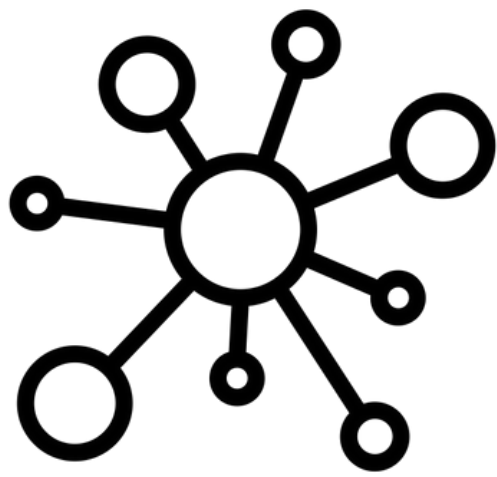
Prueba cosas

**RGPD:
REGLAMENTO
GENERAL DE
PROTECCIÓN
DE DATOS**

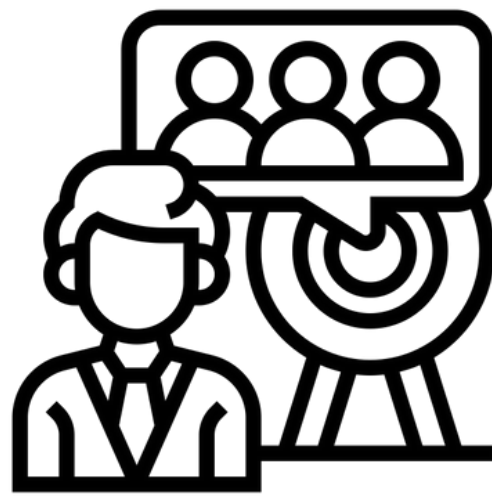




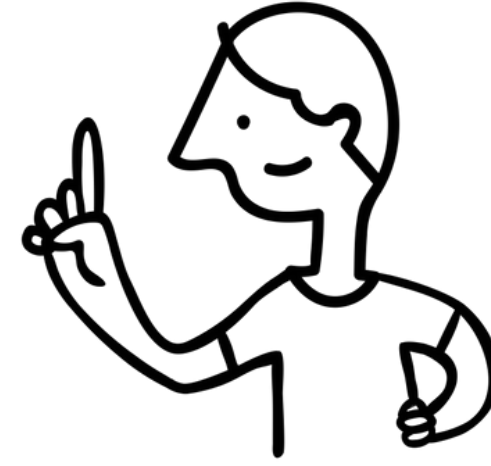
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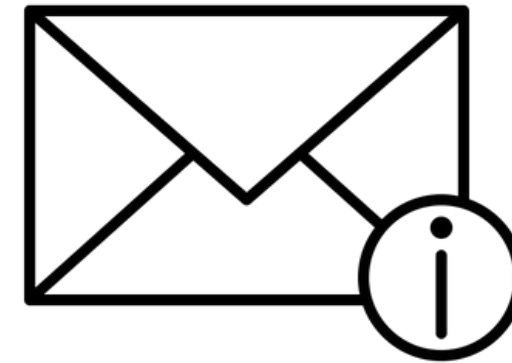
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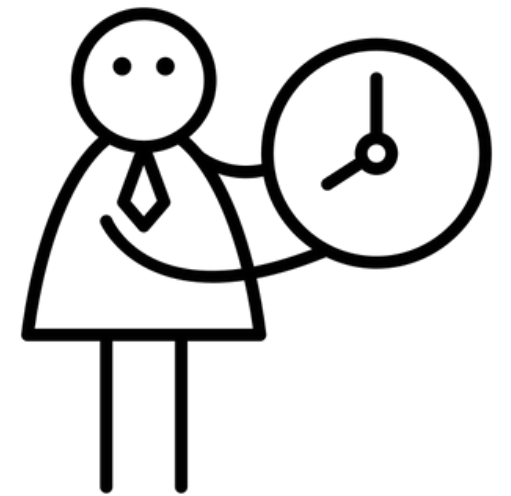
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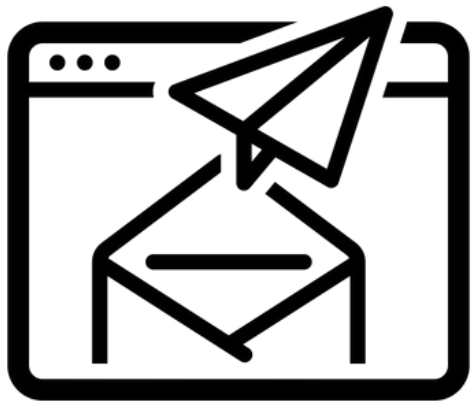
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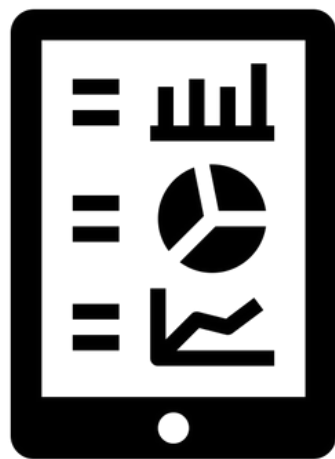
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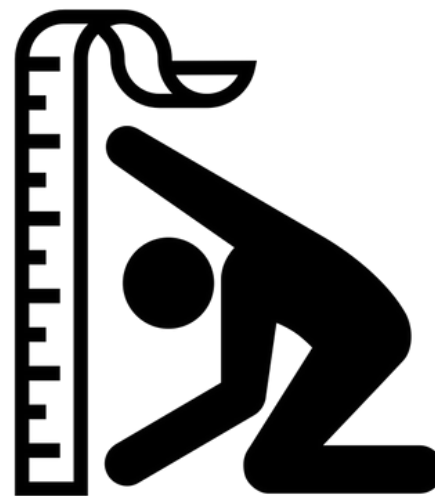
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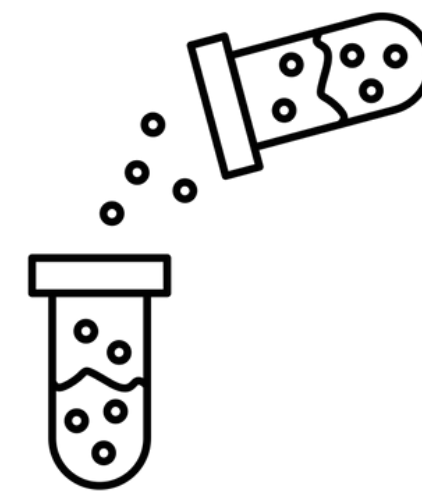
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