



GOVERNO DO ESTADO DO ESPÍRITO SANTO
Secretaria da Ciência, Tecnologia, Inovação e Educação Profissional



Marketing Digital

Janeiro de 2026



neoverventures



Palestrante RODRIGO RUBENS



FORMAÇÃO

Aluno especial PhD Adm. de Empresas (FGV EAESP)

M.sc em Gestão –TI (FGV EAESP);

Pós-graduando Inteligência Computacional e Artificial (UFV)

MBA em Marketing (FGV);

Bacharel em Comunicação – Publicidade (Ufes);



ATUAÇÃO

Diretor na Thinking Inovação

Quase 20 anos de atuação em Marketing, Inovação e Tecnologia.

Empreendedor / Consultor / Mentor de Empresas

Estimativa de mais de 1500 negócios impactados.

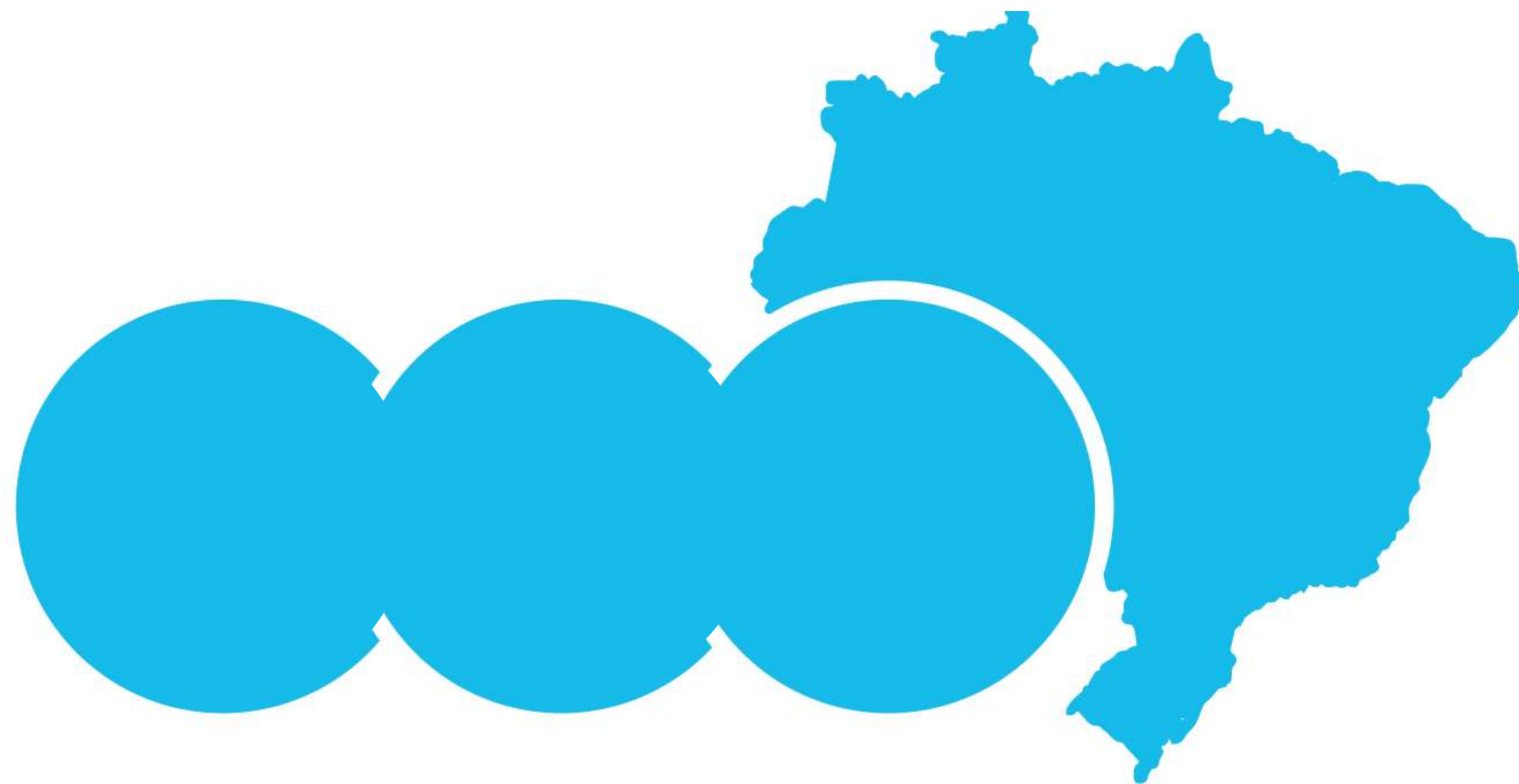
PESQUISA



*Temas relacionados à modelos de negócios inovadores e
Transformação Digital em Pequenos Negócios.*

SEJAM BEM- VINDOS

TEMPO MÉDIO DE SOBREVIVÊNCIA DAS STARTUPS NO BRASIL



**POR QUE
AS STARTUPS
FRACASSAM?**

MOTIVOS

POR QUE STARTUPS FRACASSAM



The Top 20 Reasons Startups Fail

From lack of product-market fit to disharmony on the team, we break down the top 20 reasons for startup failure by analyzing 101 startup failure post-mortems.

<https://s3-us-west-2.amazonaws.com/cbi-content/research-reports/The-20-Reasons-Startups-Fail.pdf>

MOTIVOS

POR QUE STARTUPS FRACASSAM

Top 20 Reasons Startups Fail

Based on an Analysis of 101 Startup Post-Mortems



OBJETIVOS DO
NOSSO
WORKSHOP

GERAR CONHECIMENTO PARA UMA
GESTÃO ESTRATÉGICA DE
MARKETING DIGITAL PARA SUA
STARTUP.

- NÃO É SOBRE HACKS
- NÃO É **SÓ** SOBRE FERRAMENTAS
- É SOBRE CLAREZA, PRIORIDADE DE ATUAÇÃO E DECISÃO.

4Ps

DO NOSSO WORKSHOP

PROPÓSITO
DO SEU NEGÓCIO

POSSIBILIDADES
DO MARKETING DIGITAL

PRIORIDADES
DE INICIATIVAS

PLANO
SIMPLIFICADO

4Ps

DO NOSSO WORKSHOP

PROPÓSITO
DO SEU NEGÓCIO

POSSIBILIDADES
DO MARKETING DIGITAL

PRIORIDADES
DE INICIATIVAS

PLANO
SIMPLIFICADO

CONCEITUALMENTE,
QUAIS SÃO OS OBJETIVOS
PARA A SUA STARTUP A
LONGO PRAZO?

SMART
QUAIS SÃO
OS SEUS
OBJETIVOS
PARA 2026?

S

Specific

Be specific about what you want to achieve

Ask yourself questions about your goals following the five W's - Who, What, When, Where, and Why



M

Measurable

Make sure that you can measure your success

You'll be able to track your progress by answering questions like how will you know when your goal is complete?



A

Achievable

Ensure your goal is realistic and achievable - don't set yourself a goal that's too easy or too difficult to complete

Look at your current situation and make sure you have what you need to achieve



R

Relevant

Set yourself a goal that's relevant to you

Is your goal worthwhile to you?
Are you the right person to achieve it?

Is your goal applicable to your current situation, or is it unrealistic?



T

Time-bound

Assign a start and end date to your goal to encourage yourself to reach it with a deadline

Think about what you can do today, tomorrow, months from now to achieve your goal



PROPÓSITO
DO SEU NEGÓCIO

OBJETIVO

R\$ **4,2 MI.**

FATURAMENTO
RECORRENTE (Atuais)

NOVOS CLIENTES
RECORRENTES

UPSELL

NOVAS VENDAS
PONTUAIS

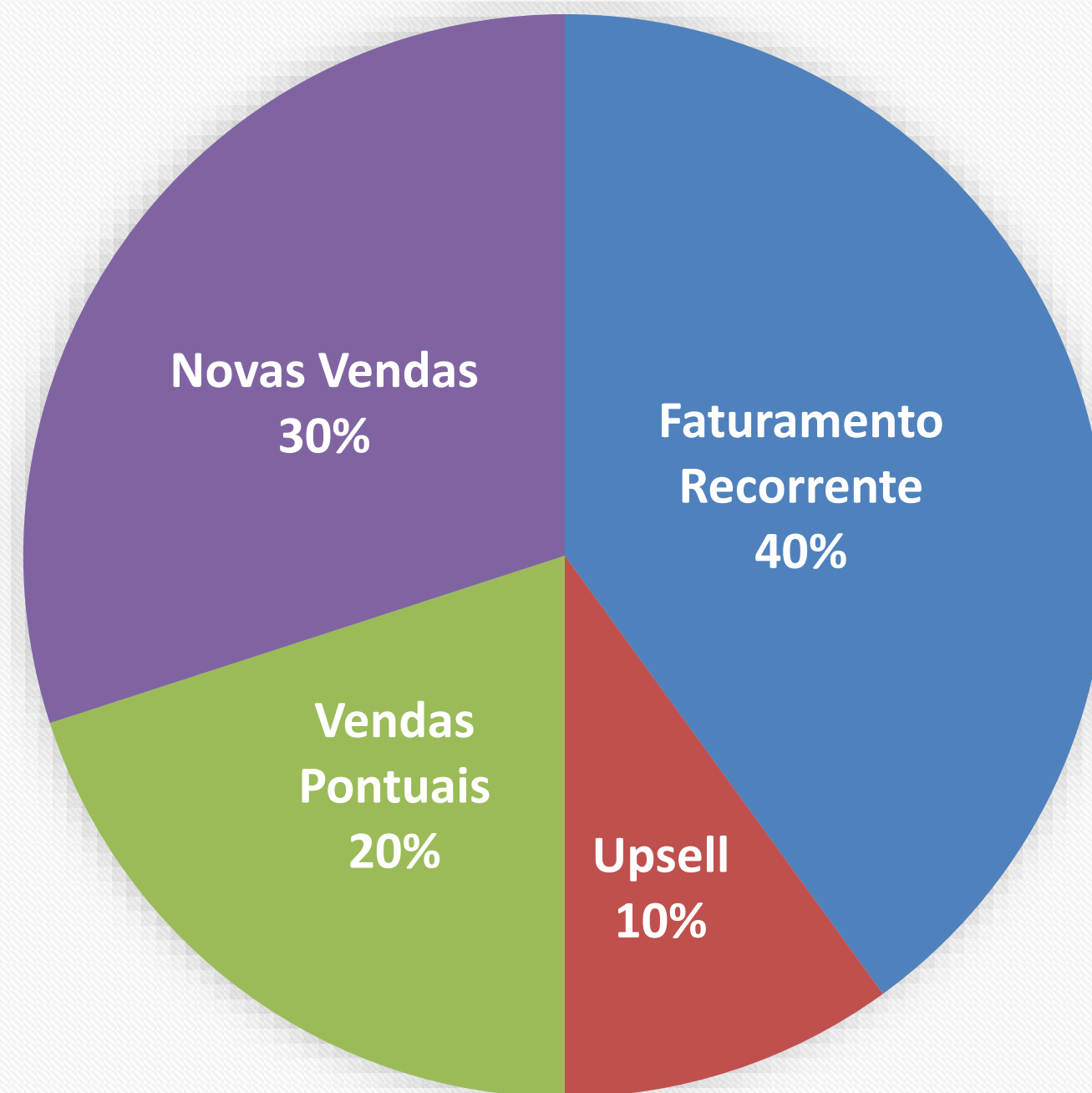
PROPÓSITO
DO SEU NEGÓCIO

OBJETIVO

R\$ **4,2 MI.**

thinking
INNOVAÇÃO

DEFINA A RESPONSABILIDADE
FINANCEIRA DE CADA MODELO
DE CONTRATO.



PROPÓSITO DO SEU NEGÓCIO

	TOTAL	JAN	FEV	MAR	ABR
Faturamento (Meta)	R\$ 4.200.000,00	R\$ 350.000,00	R\$ 350.000,00	R\$ 350.000,00	R\$ 350.000,00
<i>Faturamento Recorrente</i>	40%	R\$ 140.000,00	R\$ 140.000,00	R\$ 140.000,00	R\$ 140.000,00
<i>Upsell</i>	10%	R\$ 35.000,00	R\$ 35.000,00	R\$ 35.000,00	R\$ 35.000,00
<i>Vendas Pontuais</i>	20%	R\$ 70.000,00	R\$ 70.000,00	R\$ 70.000,00	R\$ 70.000,00
<i>Novas Vendas</i>	30%	R\$ 105.000,00	R\$ 105.000,00	R\$ 105.000,00	R\$ 105.000,00

PROPÓSITO DO SEU NEGÓCIO

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<i>Novas Vendas</i>	30%	R\$ 105.000,00	R\$ 105.000,00	R\$ 105.000,00	R\$ 105.000,00

FATURAMENTO RECORRENTE E UPSSELL

Maior previsibilidade de receita, redução de dependência de novas aquisições e melhoria de eficiência comercial.

Esses modelos tendem a apresentar maior margem, menor CAC e fortalecem o relacionamento de longo prazo, criando uma base financeira mais estável e escalável para o crescimento do negócio.

OFERTA CLARA DE UPSSELL

**PROGRAMA DE CUSTOMER SUCCESS
ORIENTADO À EXPANSÃO**

**DEFINIÇÃO DE SCORE DE
CLIENTES POR POTENCIAL**

**GATILHO COMERCIAL DE
EXPANSÃO**

USO ESTRATÉGICO DO CRM



Captar um novo cliente custa de **5 a 7 vezes** mais do que manter um atual.



Equipes que usam CRM relatam aumento médio de **29%** na produtividade e **25%** no volume de vendas.



Aumentar a retenção de clientes em apenas 5% pode elevar o lucro entre **25% e 95%**.

Forbes

Clientes fiéis gastam **até 67% mais** do que novos clientes.



Negócios que utilizam sistemas de CRM têm **42% mais precisão** em previsões de vendas.



Empresas que implementam CRM têm redução de tempo no ciclo de vendas e atendimento em até **30%**.

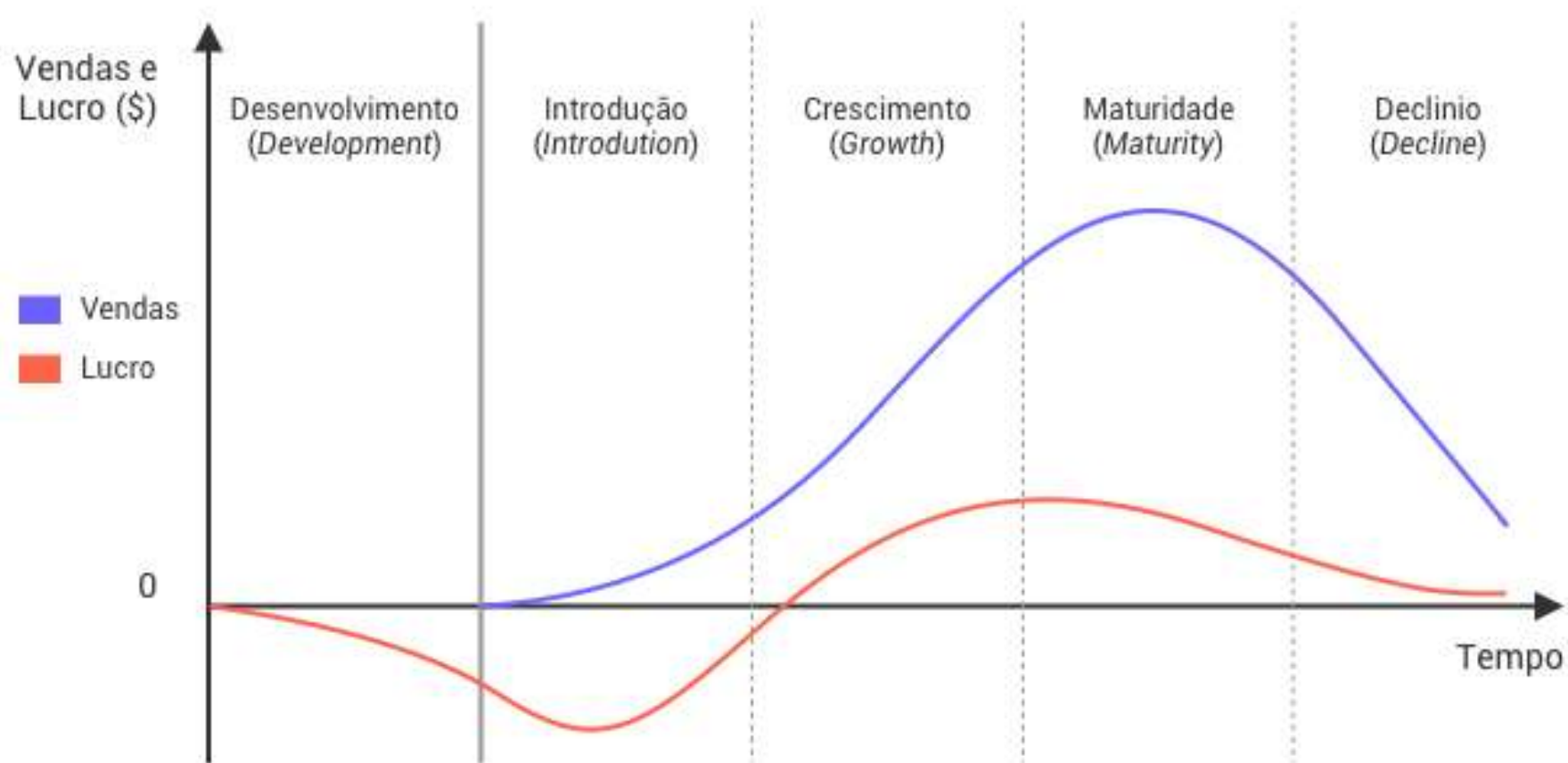


PROPÓSITO DO SEU NEGÓCIO

	TOTAL	JAN	FEV	MAR	ABR
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NOVAS VENDAS X PRODUTO

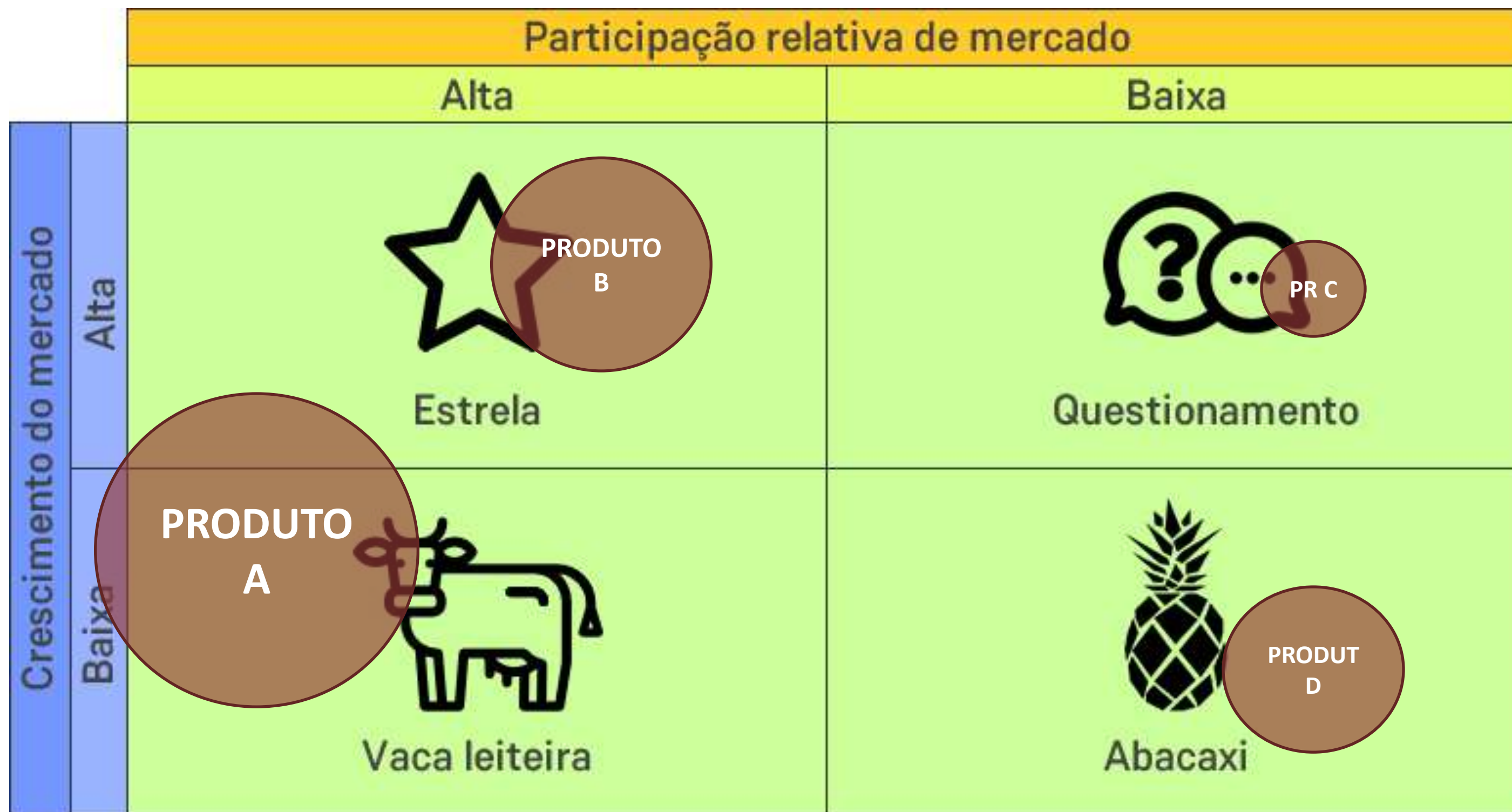
PROPÓSITO
DO SEU NEGÓCIO



		Participação relativa de mercado	
		Alta	Baixa
Crescimento do mercado	Alta	 Estrela	 Questionamento
	Baixa	 Vaca leiteira	 Abacaxi

NOVAS VENDAS X PRODUTO

PROPÓSITO
DO SEU NEGÓCIO



ATRIBUIÇÃO DE META POR PRODUTO

PRODUTO A:
Crescimento 5%

PRODUTO B:
Crescimento 30%

PRODUTO C:
Crescimento 50%

PRODUTO D: Retirar de linha

4Ps

DO NOSSO WORKSHOP

PROPÓSITO
DO SEU NEGÓCIO

POSSIBILIDADES
DO MARKETING DIGITAL

PRIORIDADES
DE INICIATIVAS

PLANO
SIMPLIFICADO



INBOUND MARKETING

ABC



Entreprise



Clients

VS



POSSIBILIDADES
MARKETING DIGITAL

OUTBOUND MARKETING



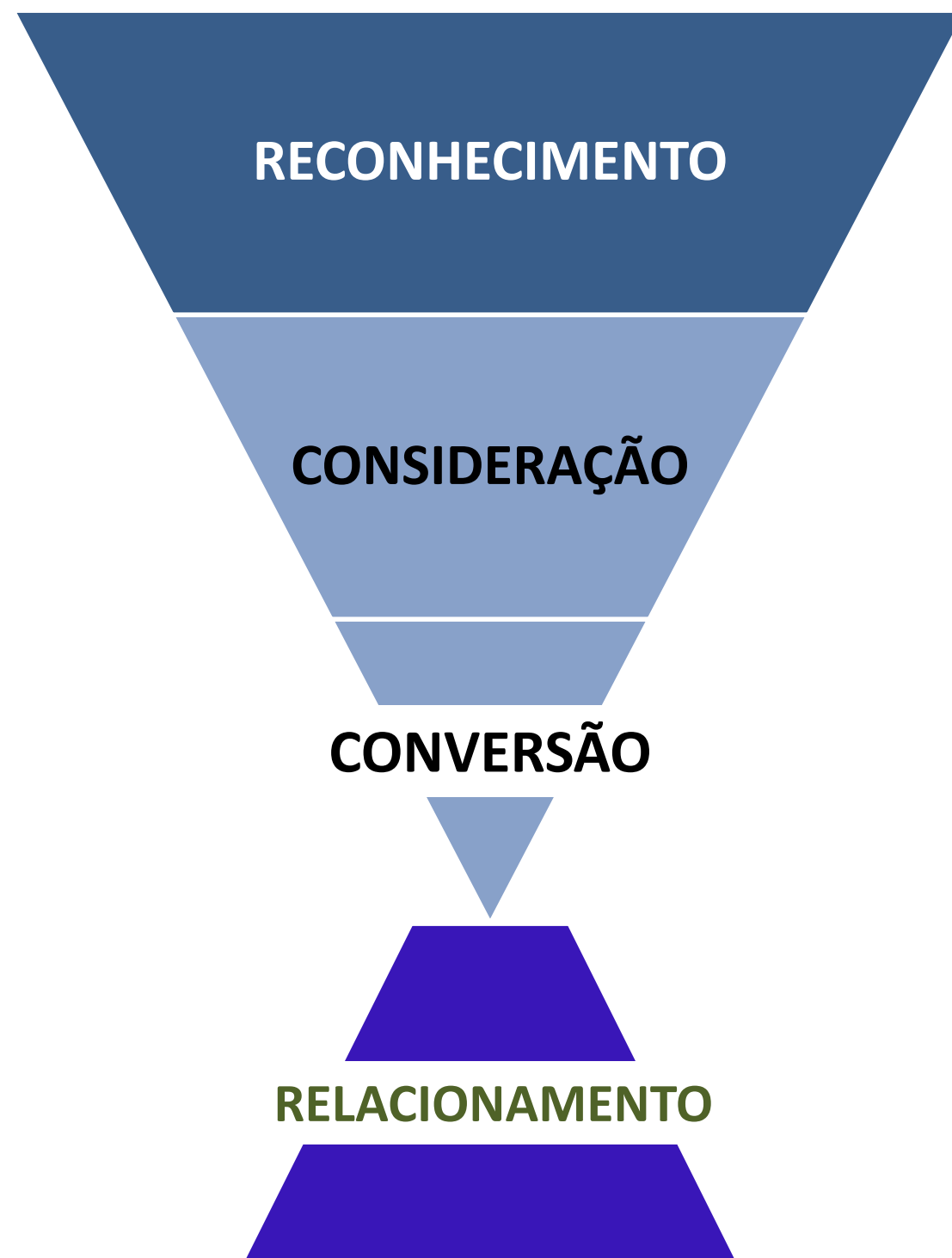
Entreprise



Clients

JORNADA DO CLIENTE

POSSIBILIDADES
DO MARKETING DIGITAL



Reconhecimento | Estágio 01

Primeiro estágio de relacionamento com o público e potencial consumidor. Neste momento as atividades-chave da empresa devem levar em consideração **apresentar produtos e empresa de forma simplificada**. Naturalmente neste estágio a comunicação alcançará boa parte de pessoas que não tem relação direta com a compra do produto. O ideal dessa etapa porém é tornar empresa e produtos conhecidos em público potencial.

Consideração | Estágio 02

Compreendem atividades nas quais o potencial consumidor **passa a levar em consideração** produtos produzidos pela empresa. Nesse contexto, o cliente começa a observar oportunidade de uso dos produtos para aplicação em seus problemas recorrentes. Nesse estágio o cliente precisa estar munido de informações mais específicas e detalhadas, que possibilitem diferenciar produto dos concorrentes ou observar ganhos obtidos com o seu uso.

Conversão | Estágio 03

Nesse estágio, o potencial consumidor já **leva o produto em consideração** e precisa de informações mais detalhadas para efetivamente fazer o fechamento. Nesse caso a empresa deve levar em consideração estratégias de fechamento e de degustação, para fomentar a compra. Processo comercial aqui tem papel predominante.

Relacionamento | Estágio 04

Etapa compreende o pós-venda, seja em serviços de consumo recorrente ou de venda pontual. Aqui, o propósito é aumentar ticket médio, ticket Count, fidelizar cliente, bloquear a entrada de novos concorrentes, reduzir a evasão. Pode se fazer necessário a figura do Customer Sucess, como profissional que potencialize o uso das ferramentas, favoreça seu uso e aumente o valor dos produtos e empresa para o cliente (aumentando aprisionamento do cliente e o custo de troca).

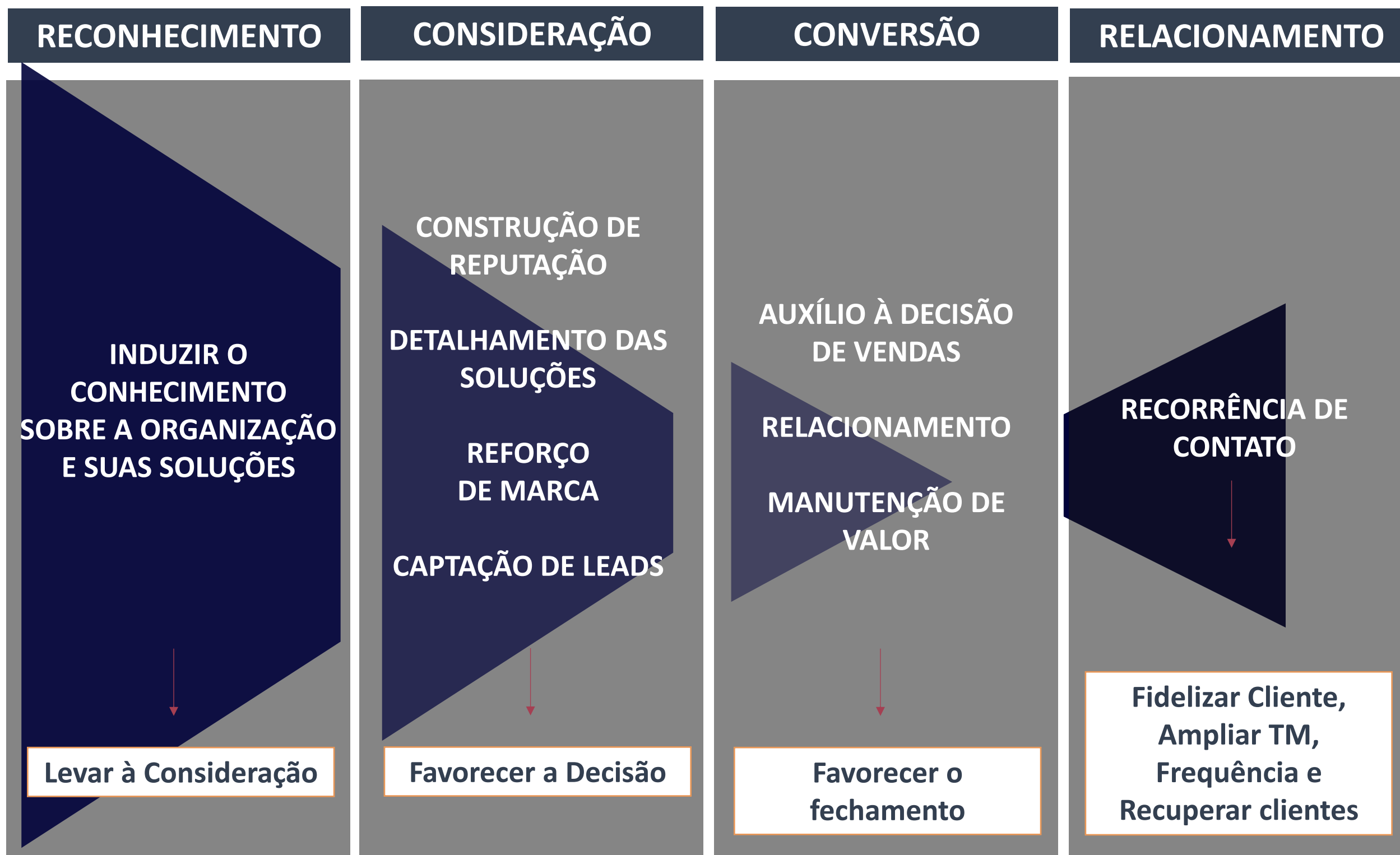
ANTES DO FUNIL, A SEGMENTAÇÃO E O ICP

A eficiência do funil de marketing e vendas depende diretamente da qualidade da segmentação de mercado e da definição precisa do ICP (Ideal Customer Profile). Esses elementos determinam quem entra no funil, influenciando taxas de conversão, custo de aquisição, churn e potencial de expansão.

A segmentação permite agrupar o mercado com base em características relevantes (perfil da empresa, comportamento, necessidades e contexto de compra), enquanto o ICP define o subconjunto de clientes com maior fit estratégico, maior lifetime value e menor risco de churn.

FLUXO | JORNADA

POSSIBILIDADES DO MARKETING DIGITAL

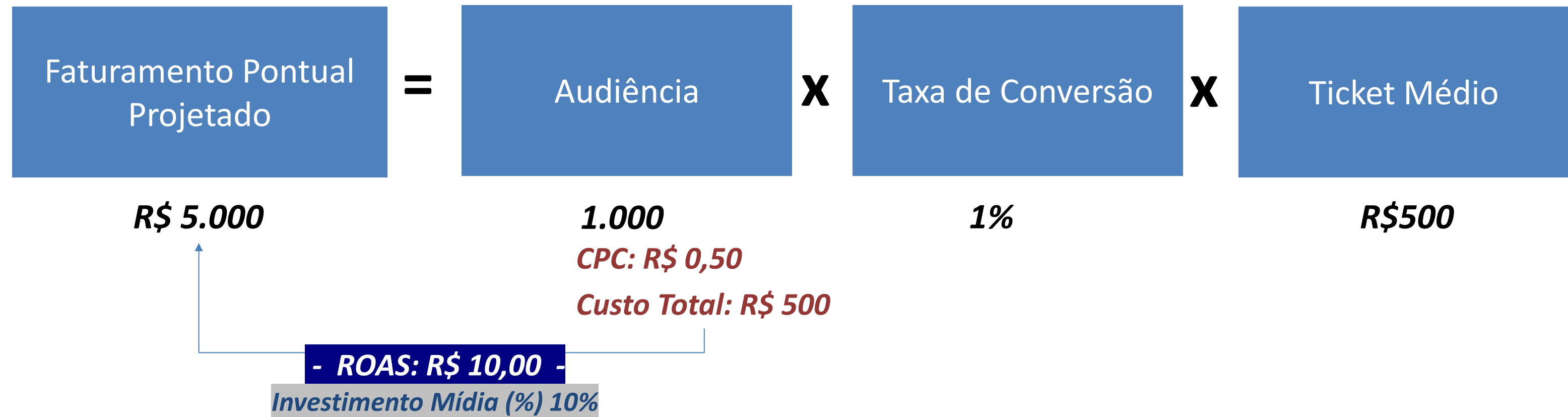


SEGMENTAÇÃO POR DIFERENTES PERFIS DE CLIENTES E SEUS PAPÉIS DE COMPRA

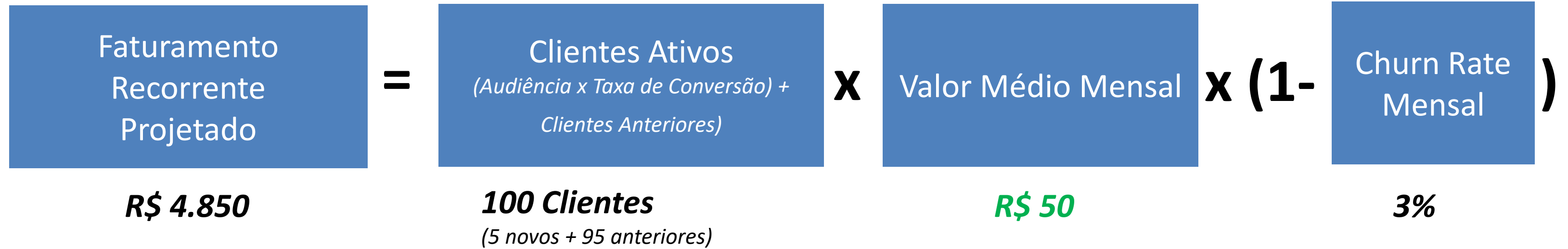
IMPrensa
POT. COLABORADORES
SOCIEDADE CIVIL

STAKEHOLDERS DIVERSOS

MODELO DE VENDA PONTUAL



MODELO DE VENDA RECORRENTE



- 95% recorrentes
- 5,3% taxa de crescimento mensal
- 3% Churn Rate
- 2,3% de crescimento real

CPC:	R\$ 0,50
Investimento:	R\$ 250,00
Acessos:	500
Taxa de Conversão:	1%
Conversões:	5
CAC:	R\$ 50,00

Receita: R\$ 1.666,67

*Tempo médio: 33,33 meses (1/churn)

*CAC: R\$ 50,00

*LTV: R\$ 50,00 x 33,33

- ROAS: R\$ 33,33 -

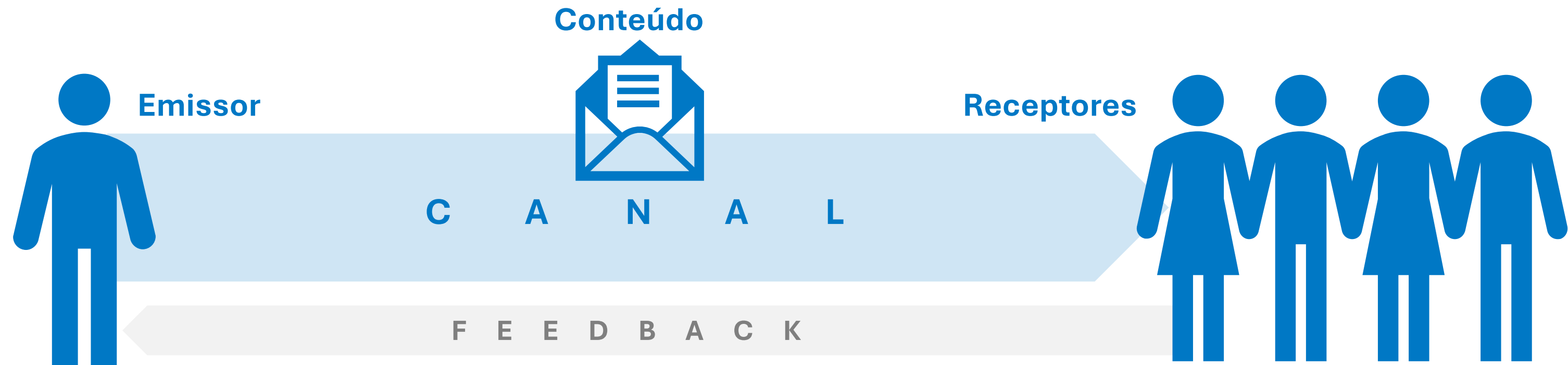
Investimento Mídia (%): 3%

MODELO DE VENDA HÍBRIDOS

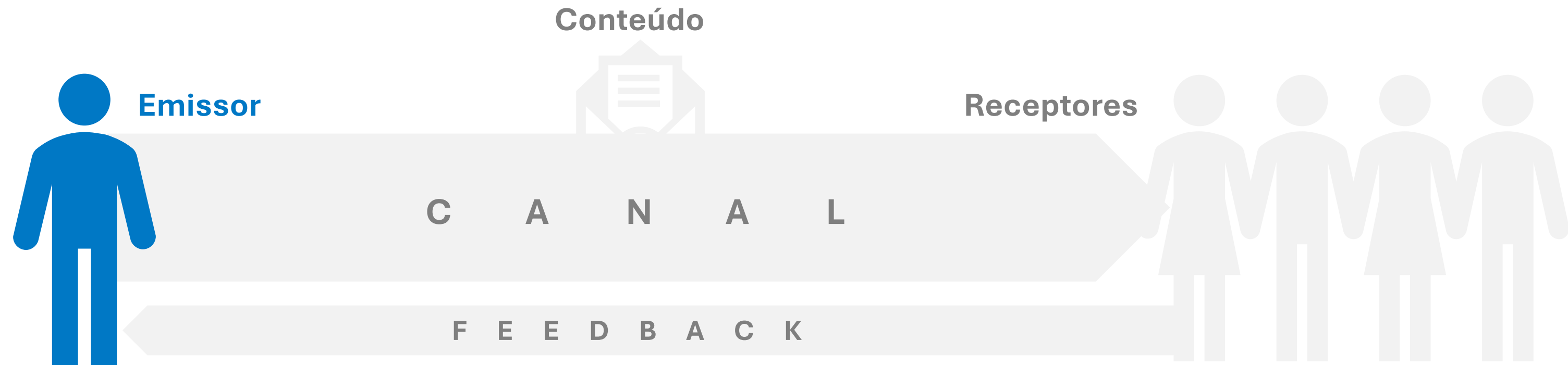
POSSIBILIDADES
DO MARKETING DIGITAL



POSSIBILIDADES DO MARKETING DIGITAL

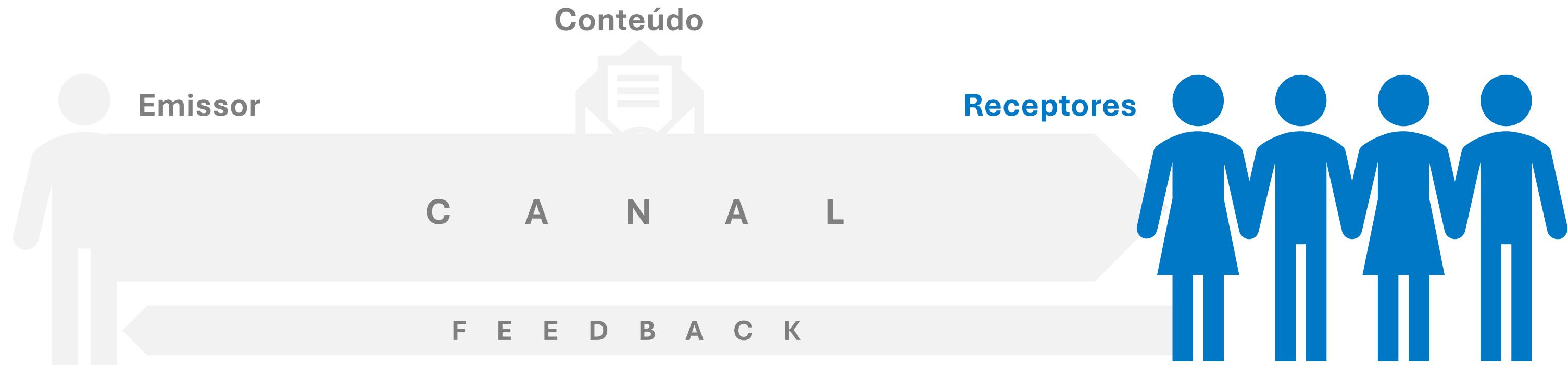


POSSIBILIDADES DO MARKETING DIGITAL



- Modelo de Negócio
- Produtos
- Diferenciais
- Posicionamento
- Branding

POSSIBILIDADES DO MARKETING DIGITAL



Segmentação

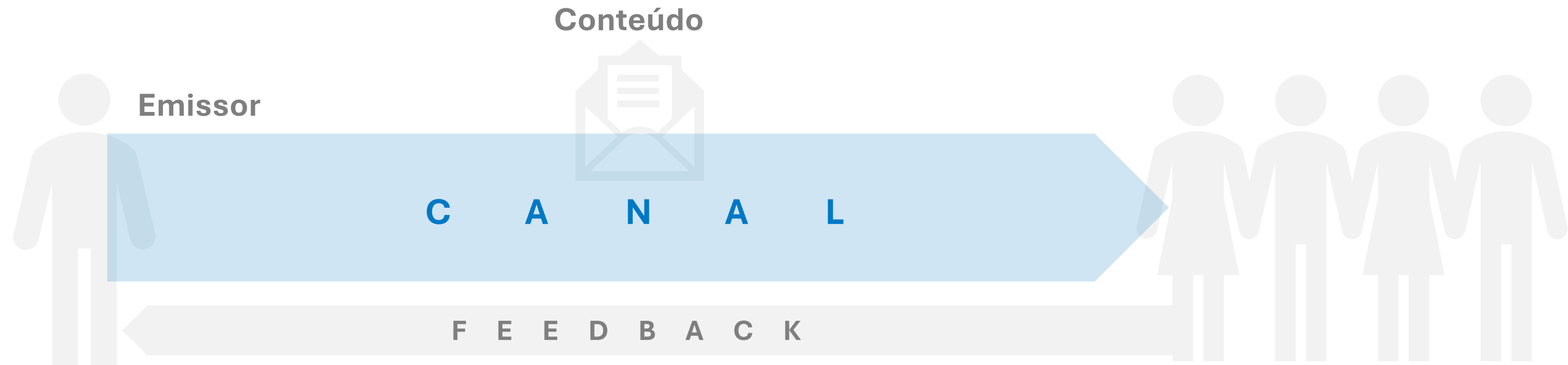
Geolocalização

Perfis de clientes

Personas/ ICP

Dores

POSSIBILIDADES DO MARKETING DIGITAL



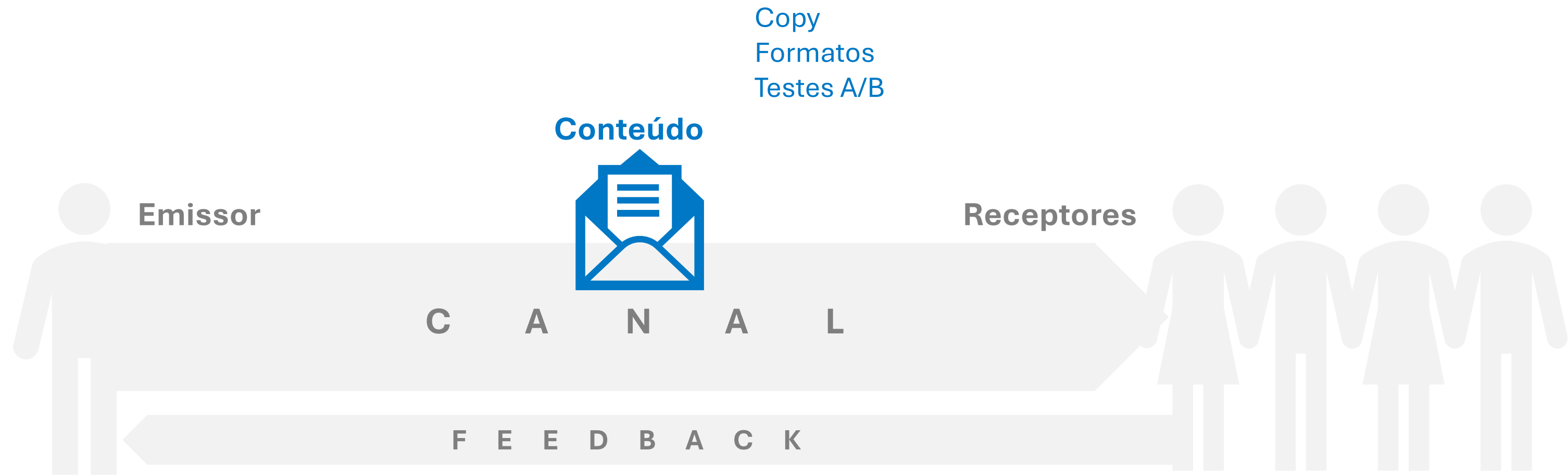
Plataformas

Mídias Pagas

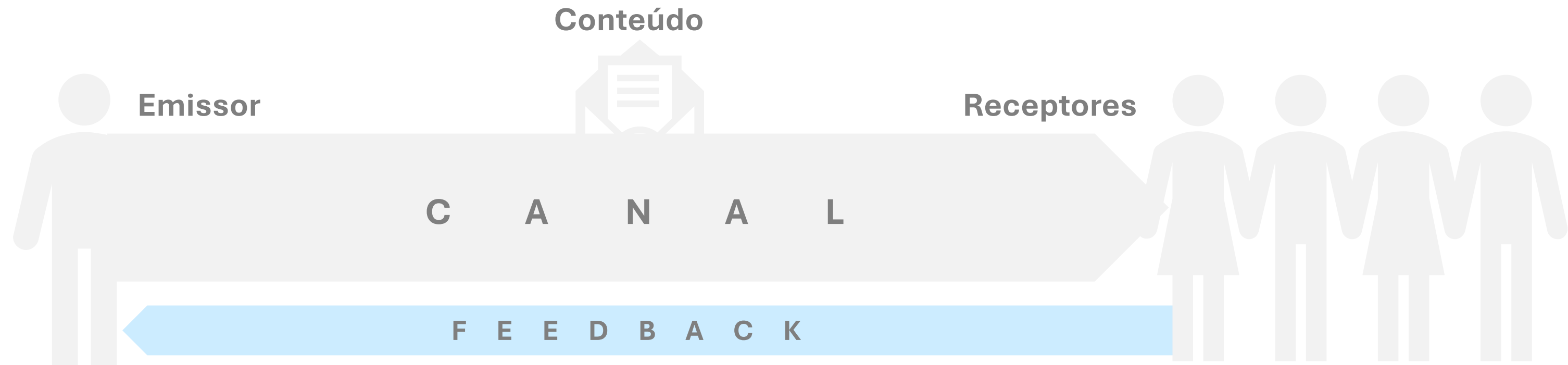
Mídias Próprias

Mídias Espontâneas

POSSIBILIDADES DO MARKETING DIGITAL

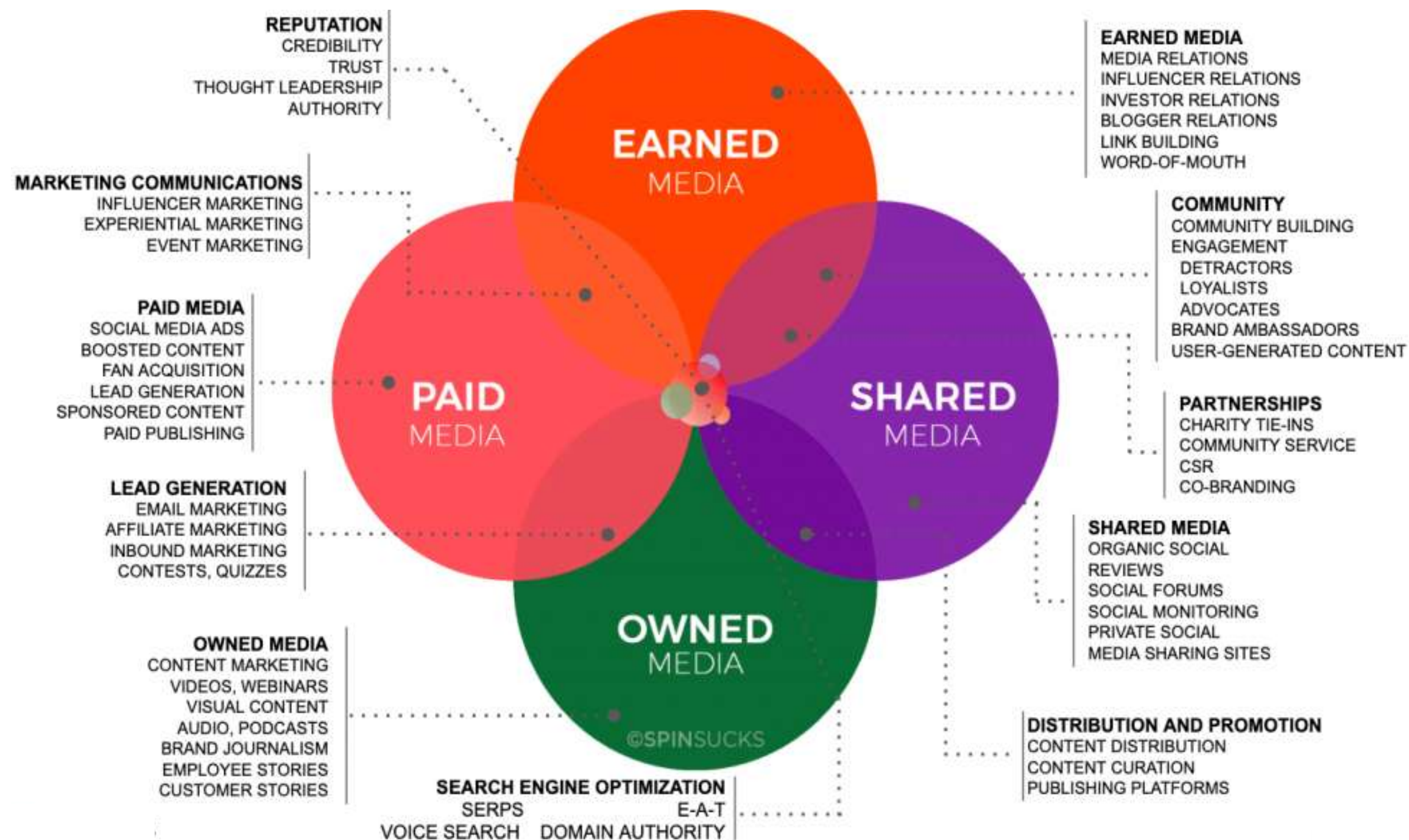


POSSIBILIDADES DO MARKETING DIGITAL

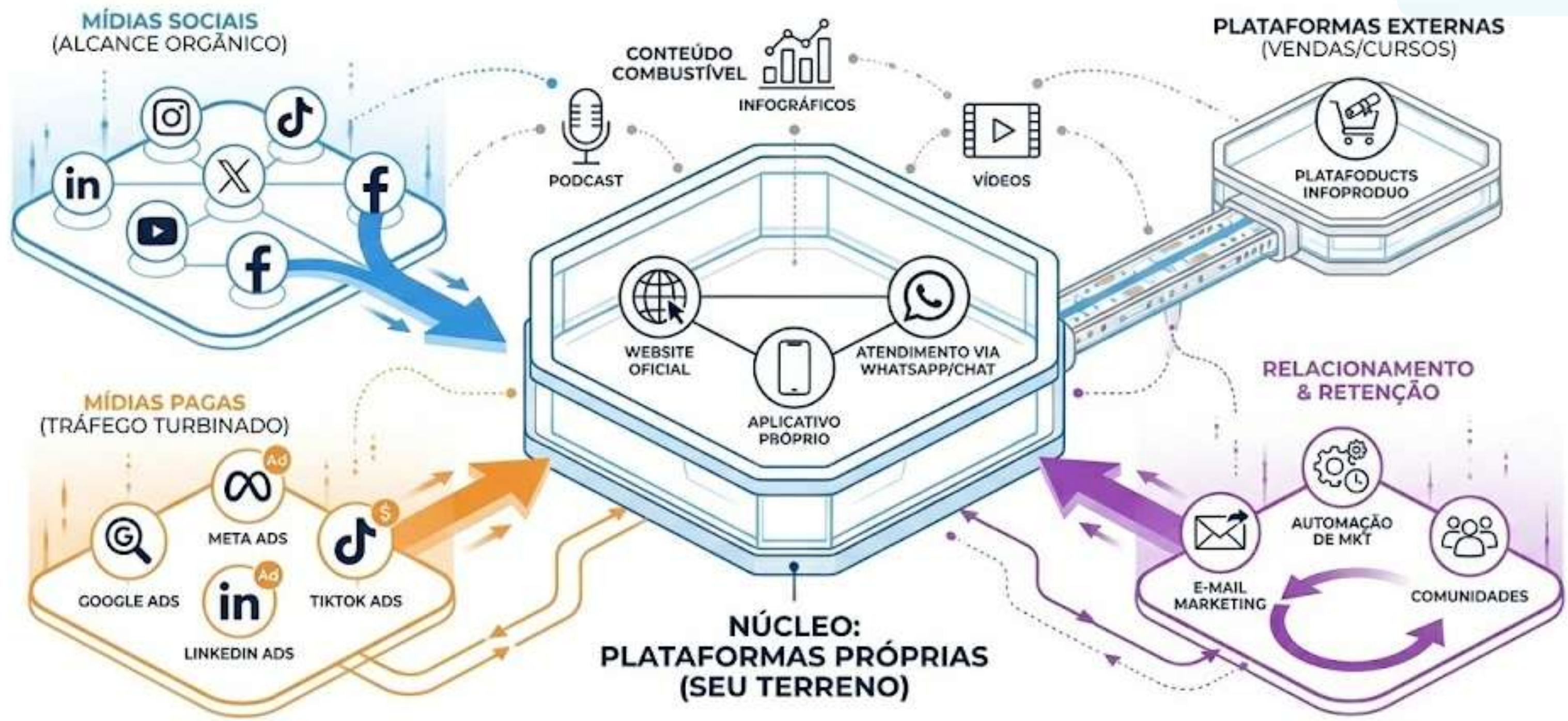


Monitoramento
Aprimoramento
Análise de resultados

PLATAFORMAS E CANAIS



POSSIBILIDADES DO MARKETING DIGITAL



FEB 2025

BRAZIL

OVERVIEW OF THE ADOPTION AND USE OF CONNECTED DEVICES AND SERVICES

NOTE: SIGNIFICANT REVISIONS TO SOURCE DATA MEAN THAT FIGURES SHOWN HERE ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS. SEE THE IMPORTANT NOTES AT THE START OF THIS REPORT FOR DETAILS.



BRAZIL

TOTAL POPULATION



we are social

212
MILLION

YEAR-ON-YEAR CHANGE

+0.4%

+848 THOUSAND

URBANISATION

88.1%

CELLULAR MOBILE CONNECTIONS



Meltwater

217
MILLION

YEAR-ON-YEAR CHANGE

+1.9%

+4.1 MILLION

TOTAL vs. POPULATION

102%

INDIVIDUALS USING THE INTERNET



183
MILLION

YEAR-ON-YEAR CHANGE

+0.01%

+22 THOUSAND

TOTAL vs. POPULATION

86.2%

SOCIAL MEDIA USER IDENTITIES



144
MILLION

YEAR-ON-YEAR CHANGE

0%

[UNCHANGED]

TOTAL vs. POPULATION

67.8%

SOURCES: U.N.; GOVERNMENT AUTHORITIES; GSMA INTELLIGENCE; ITU; EUROSTAT; CNIC; KANTAR & JAMA; PLATFORM RESOURCES; OECD; BETA RESEARCH CENTER; KEPIDS ANALYSIS. **ADVISORY:** SOCIAL MEDIA USER IDENTITIES MAY NOT REPRESENT UNIQUE INDIVIDUALS. **COMPARABILITY:** SOURCE CHANGES AND BASE REVISIONS. FIGURES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS. GLOBAL DATASETS MAY USE DIFFERENT SOURCES W/COUNTRY AND REGIONAL DATA, SO SUMS MAY NOT MATCH. **IMPORTANT:** NEGATIVE VALUES MAY INDICATE SOURCE DATA CORRECTIONS, AND MAY NOT REPRESENT DECREASES IN THE RELEVANT METRIC, WHERE YEAR-ON-YEAR CHANGE IS "[N/A]". COMPARISONS WITH HISTORICAL DATA WILL PRODUCE **INACCURATE RESULTS**. PLEASE SEE NOTES ON DATA.

FEB
2025

MEDIA USE

THE PERCENTAGE OF INTERNET USERS AGED 16+ WHO CONSUME EACH MEDIA TYPE



BRAZIL

INTERNET: MOBILE PHONE

98.9%

SOCIAL MEDIA

97.9%

INTERNET: LAPTOP, DESKTOP, OR TABLET

92.4%

TV: LINEAR OR BROADCAST

92.3%

PRESS: ONLINE

91.7%

MUSIC STREAMING

78.5%

TV: STREAMING OR ONLINE

76.4%

PODCASTS

73.7%

RADIO: BROADCAST

68.7%

GAMES CONSOLE

64.5%

PRESS: PHYSICAL PRINT

60.4%

DATA REPORTAL
GWI.

SOURCE: GWI (Q3 2024). **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE [NOTES ON DATA](#). **POTENTIAL MISMATCHES:** THE VALUES SHOWN HERE ARE BASED ON THE TIME THAT PEOPLE SAY THEY SPEND CONSUMING EACH MEDIA TYPE, AND MAY DIFFER FROM SIMILAR DATA POINTS SHOWN ELSEWHERE IN THIS REPORT THAT REFLECT OTHER BEHAVIOURS SUCH AS USE OF DEVICES TO ACCESS THE INTERNET.

FEB
2025

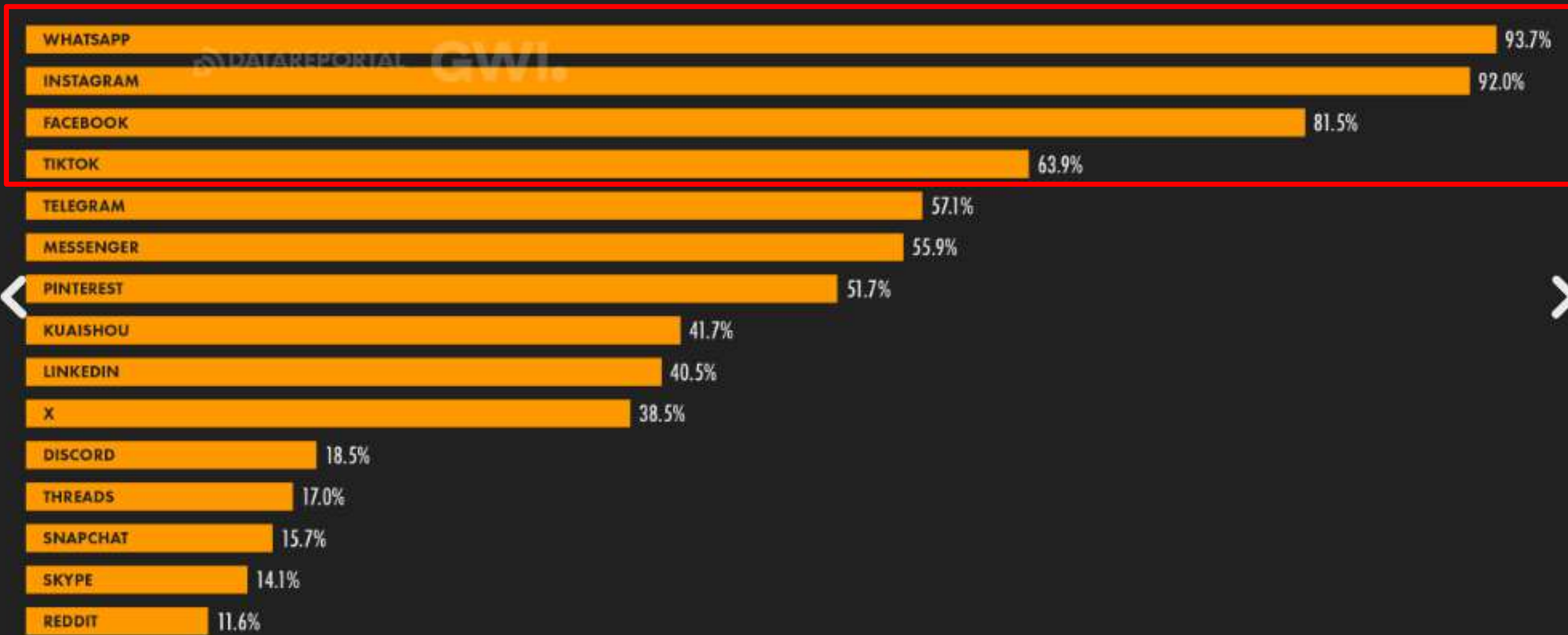
MOST USED SOCIAL MEDIA PLATFORMS

PERCENTAGE OF INTERNET USERS AGED 16+ WHO USE EACH PLATFORM EACH MONTH

NOTE: YOUTUBE IS NOT OFFERED AS AN ANSWER OPTION FOR THIS QUESTION IN GWI'S SURVEY, SO IT WILL NOT APPEAR IN THIS RANKING.



BRAZIL



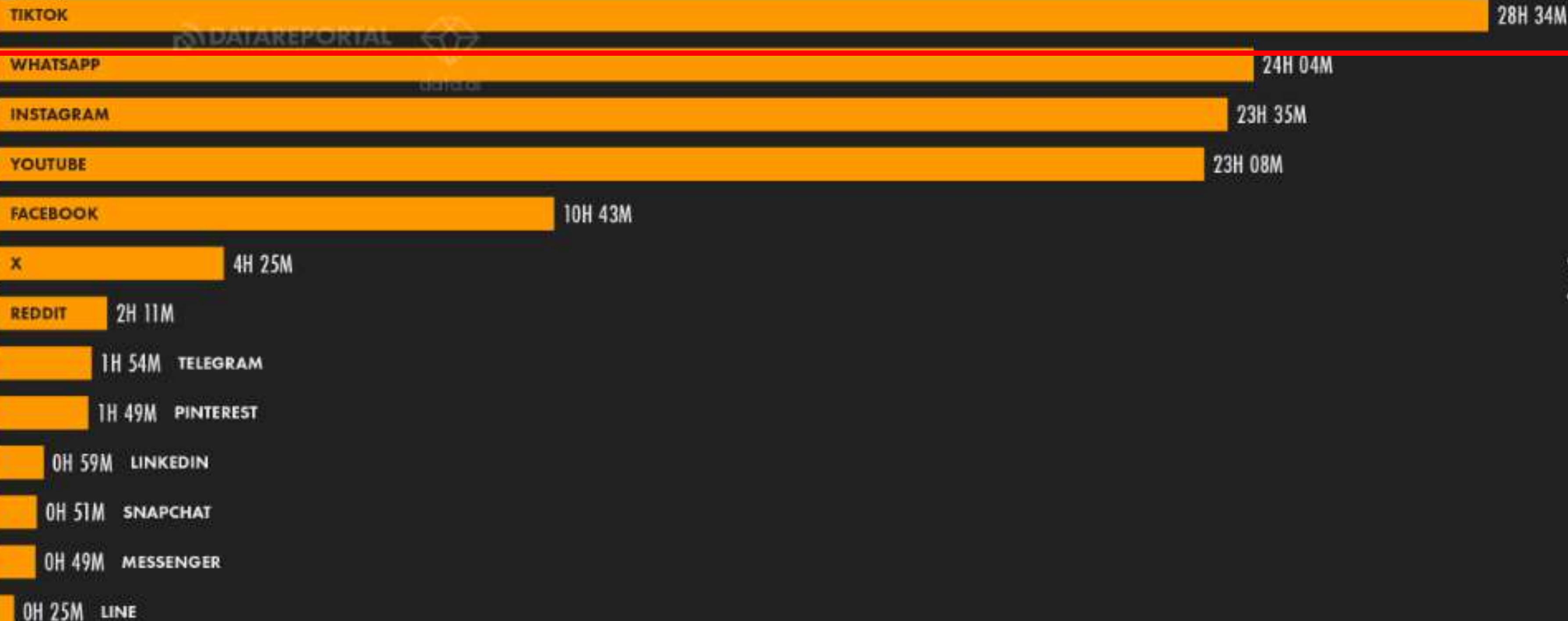
FEB
2025

SOCIAL MEDIA APPS: AVERAGE TIME PER USER

AVERAGE TIME PER MONTH THAT ACTIVE USERS SPENT USING EACH PLATFORM'S ANDROID APP IN NOVEMBER 2024



BRAZIL



FEB
2025

YOUTUBE: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON YOUTUBE


NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



BRAZIL




TOTAL POTENTIAL REACH OF ADS ON YOUTUBE




144 MILLION

YOUTUBE AD REACH vs. TOTAL POPULATION




67.8%

YOUTUBE AD REACH vs. TOTAL INTERNET USERS




78.6%

QUARTER-ON-QUARTER CHANGE IN REPORTED YOUTUBE AD REACH



0% [UNCHANGED]

YEAR-ON-YEAR CHANGE IN REPORTED YOUTUBE AD REACH



0% [UNCHANGED]

SHARE: FEMALE YOUTUBE AD REACH AGED 18+ vs. OVERALL YOUTUBE AD REACH AGED 18+

SHARE: MALE YOUTUBE AD REACH AGED 18+ vs. OVERALL YOUTUBE AD REACH AGED 18+

ADOPTION: OVERALL YOUTUBE AD REACH AGED 18+ vs. OVERALL POPULATION AGED 18+

ADOPTION: FEMALE YOUTUBE AD REACH AGED 18+ vs. FEMALE POPULATION AGED 18+

ADOPTION: MALE YOUTUBE AD REACH AGED 18+ vs. MALE POPULATION AGED 18+



51.1%



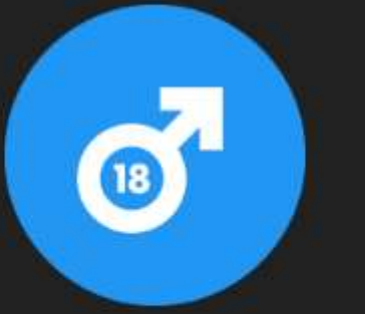
48.9%



78.3%



77.8%



78.8%

SOURCES: GOOGLE'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. NOTES: AGE AND GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE" USERS AGED 18+. SOURCE DATA FOR REACH BY GENDER MAY NOT SUM TO PUBLISHED TOTAL, SO FIGURES FOR ADOPTION BY GENDER MAY NOT CORRELATE WITH FIGURES FOR OVERALL ADOPTION. ADVISORY: REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES COMPARING REACH WITH POPULATION AND INTERNET USERS MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS,



FEB
2025

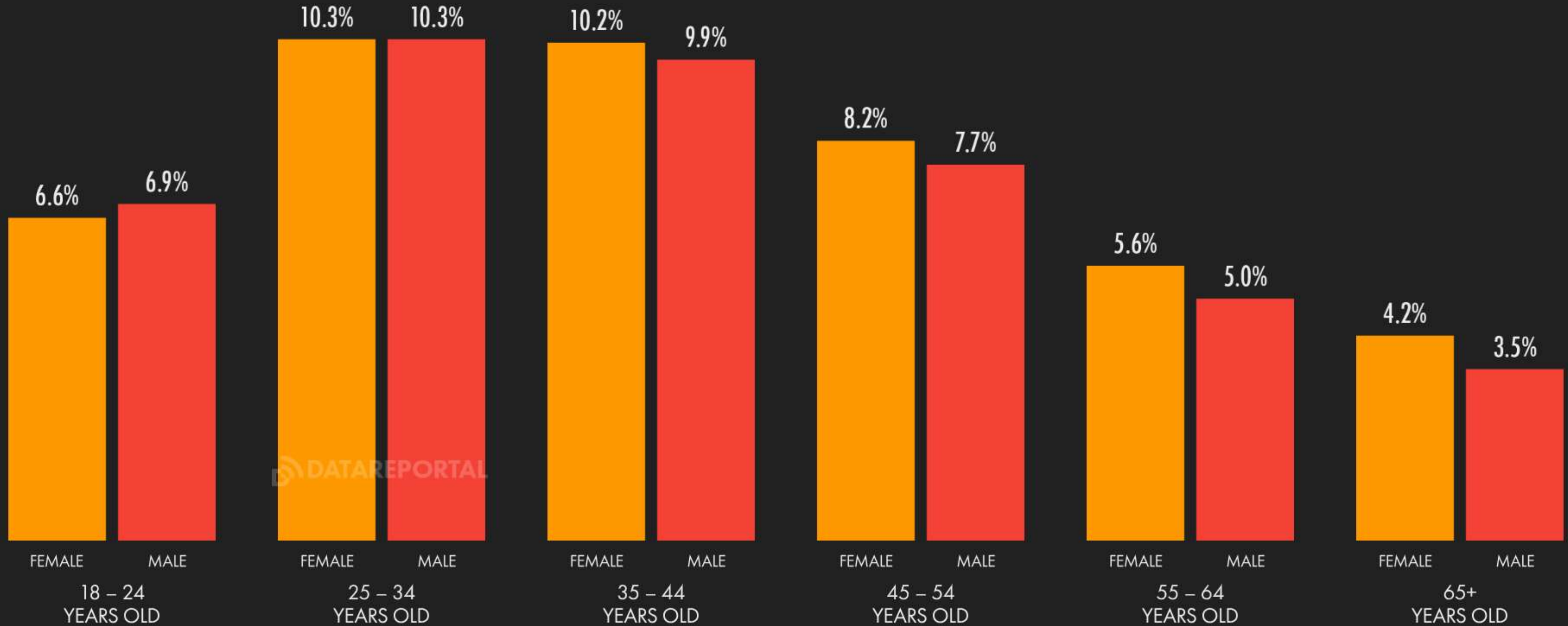
YOUTUBE: ADVERTISING AUDIENCE PROFILE

SHARE OF YOUTUBE'S ADVERTISING AUDIENCE BY AGE GROUP AND GENDER

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



BRAZIL



SOURCES: GOOGLE'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** AGE AND GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE" USERS AGED 18+, BUT GOOGLE'S RESOURCES ALSO PUBLISH A VALUE FOR TOTAL AUDIENCE. VALUES SHOWN HERE REPRESENT SHARE OF TOTAL AUDIENCE, SO WILL NOT SUM TO 100%. **ADVISORY:** VALUES MAY NOT MATCH SHARE OF TOTAL ACTIVE USER BASE. USER AGE MISSTATEMENTS MAY DISTORT SOURCE DATA. **COMPARABILITY:** SOURCE DATA INCONSISTENCIES MAY MEAN THAT VALUES SHOWN HERE DO NOT CORRELATE WITH VALUES SHOWN ELSEWHERE

FEB
2025

FACEBOOK: ADVERTISING × AUDIENCE OVERVIEW



BRAZIL

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON FACEBOOK

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

TOTAL POTENTIAL REACH
OF ADS ON FACEBOOK



112
MILLION



FACEBOOK AD REACH
vs. TOTAL POPULATION



52.6%

we
are
social

FACEBOOK AD REACH
vs. TOTAL INTERNET USERS



60.9%



QUARTER-ON-QUARTER CHANGE
IN REPORTED FACEBOOK AD REACH



+0.9%
+950 THOUSAND



YEAR-ON-YEAR CHANGE IN
REPORTED FACEBOOK AD REACH



+0.4%
+400 THOUSAND

SHARE: FEMALE FACEBOOK
AD REACH AGED 18+ vs. OVERALL
FACEBOOK AD REACH AGED 18+



53.8%



SHARE: MALE FACEBOOK
AD REACH AGED 18+ vs. OVERALL
FACEBOOK AD REACH AGED 18+



46.2%



ADOPTION: OVERALL FACEBOOK
AD REACH AGED 18+ vs. OVERALL
POPULATION AGED 18+



68.7%



ADOPTION: FEMALE FACEBOOK
AD REACH AGED 18+ vs. FEMALE
POPULATION AGED 18+



72.1%

we
are
social

ADOPTION: MALE FACEBOOK
AD REACH AGED 18+ vs. MALE
POPULATION AGED 18+



65.6%

SOURCES: META'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. NOTES: VALUES BASED ON MIDPOINTS OF PUBLISHED RANGES. GENDER DATA ONLY AVAILABLE FOR "FEMALE" AND "MALE". SOURCE DATA FOR REACH BY GENDER MAY NOT SUM TO PUBLISHED TOTAL, SO FIGURES FOR ADOPTION BY GENDER MAY NOT CORRELATE WITH FIGURES FOR OVERALL ADOPTION. ADVISORY: REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES COMPARING REACH WITH POPULATION AND INTERNET USERS MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND

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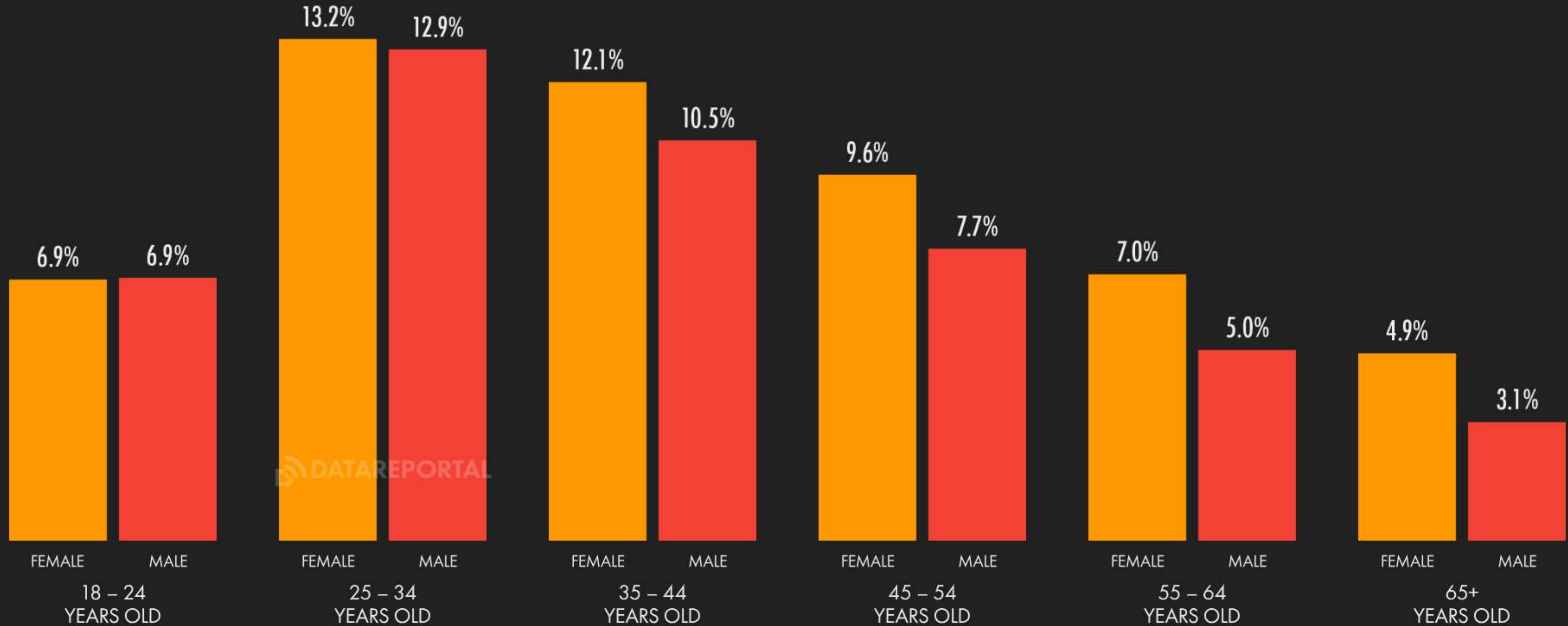
FACEBOOK: ADVERTISING × AUDIENCE PROFILE

SHARE OF FACEBOOK'S ADULT ADVERTISING AUDIENCE AGED 18+ BY AGE GROUP AND GENDER

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



BRAZIL



SOURCES: META'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. NOTES: VALUES USE MIDPOINTS OF PUBLISHED RANGES. NOTE: META'S ADVERTISING TOOLS NO LONGER PROVIDE DEMOGRAPHIC DATA FOR USERS BELOW THE AGE OF 18, SO WHILE THERE MAY BE ACTIVE USERS OF THE COMPANY'S PLATFORMS BELOW THIS AGE, THESE USERS NO LONGER APPEAR IN THE COMPANY'S POTENTIAL AD REACH DATA. GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE". ADVISORY: VALUES MAY NOT MATCH SHARE OF TOTAL ACTIVE USER BASE. USER AGE MISSTATEMENTS MAY DISTORT SOURCE DATA.

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INSTAGRAM: ADVERTISING AUDIENCE OVERVIEW



BRAZIL

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON INSTAGRAM

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS

TOTAL POTENTIAL REACH
OF ADS ON INSTAGRAM



141
MILLION

INSTAGRAM AD REACH
vs. TOTAL POPULATION



66.2%

INSTAGRAM AD REACH
vs. TOTAL INTERNET USERS



76.8%

QUARTER-ON-QUARTER CHANGE
IN REPORTED INSTAGRAM AD REACH



+3.3%
+4.55 MILLION

YEAR-ON-YEAR CHANGE IN
REPORTED INSTAGRAM AD REACH



+4.5%
+6.10 MILLION

SHARE: FEMALE INSTAGRAM
AD REACH AGED 18+ vs. OVERALL
INSTAGRAM AD REACH AGED 18+



57.8%

SHARE: MALE INSTAGRAM
AD REACH AGED 18+ vs. OVERALL
INSTAGRAM AD REACH AGED 18+



42.2%

ADOPTION: OVERALL INSTAGRAM
AD REACH AGED 18+ vs. OVERALL
POPULATION AGED 18+



83.5%

ADOPTION: FEMALE INSTAGRAM
AD REACH AGED 18+ vs. FEMALE
POPULATION AGED 18+



94.2%

ADOPTION: MALE INSTAGRAM
AD REACH AGED 18+ vs. MALE
POPULATION AGED 18+



72.7%

SOURCES: META'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. NOTES: VALUES BASED ON MIDPOINTS OF PUBLISHED RANGES. GENDER DATA ONLY AVAILABLE FOR "FEMALE" AND "MALE". SOURCE DATA FOR REACH BY GENDER MAY NOT SUM TO PUBLISHED TOTAL, SO FIGURES FOR ADOPTION BY GENDER MAY NOT CORRELATE WITH FIGURES FOR OVERALL ADOPTION. ADVISORY: REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES COMPARING REACH WITH POPULATION AND INTERNET USERS MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND



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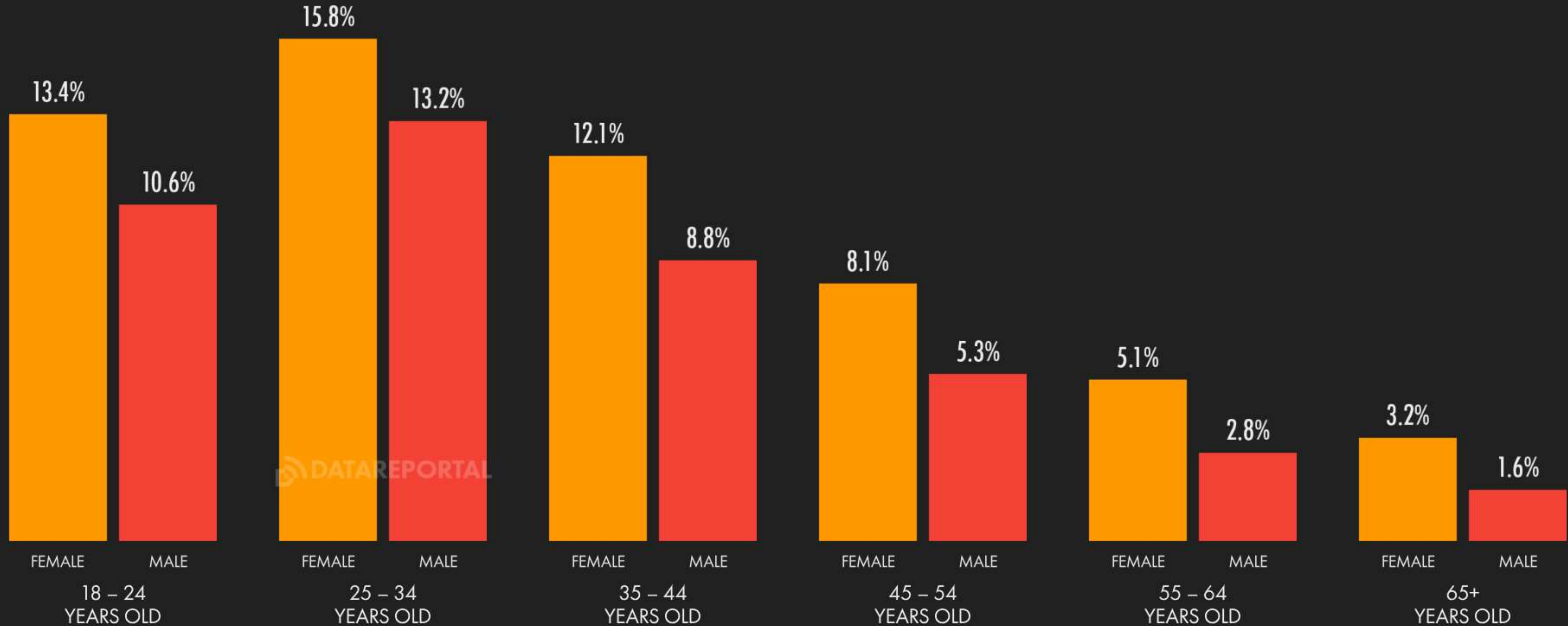
INSTAGRAM: ADVERTISING AUDIENCE PROFILE

SHARE OF INSTAGRAM'S ADULT ADVERTISING AUDIENCE AGED 18+ BY AGE GROUP AND GENDER

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



BRAZIL



SOURCES: META'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES USE MIDPOINTS OF PUBLISHED RANGES. **NOTE:** META'S ADVERTISING TOOLS NO LONGER PROVIDE DEMOGRAPHIC DATA FOR USERS BELOW THE AGE OF 18, SO WHILE THERE MAY BE ACTIVE USERS OF THE COMPANY'S PLATFORMS BELOW THIS AGE, THESE USERS NO LONGER APPEAR IN THE COMPANY'S POTENTIAL AD REACH DATA. GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE". **ADVISORY:** VALUES MAY NOT MATCH SHARE OF TOTAL ACTIVE USER BASE. USER AGE MISSTATEMENTS MAY DISTORT SOURCE DATA.

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TIKTOK: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE AGED 18+ THAT MARKETERS CAN REACH WITH ADS ON TIKTOK

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



TOTAL POTENTIAL REACH
OF ADS ON TIKTOK



91.7
MILLION

TIKTOK AD REACH
vs. TOTAL POPULATION



43.2%

TIKTOK AD REACH
vs. TOTAL INTERNET USERS



50.1%

QUARTER-ON-QUARTER CHANGE
IN REPORTED TIKTOK AD REACH



-17.5%
-19.5 MILLION

YEAR-ON-YEAR CHANGE IN
REPORTED TIKTOK AD REACH



-6.9%
-6.84 MILLION

SHARE: FEMALE TIKTOK AD
REACH AGED 18+ vs. OVERALL
TIKTOK AD REACH AGED 18+



47.0%

SHARE: MALE TIKTOK AD
REACH AGED 18+ vs. OVERALL
TIKTOK AD REACH AGED 18+



53.0%

ADOPTION: OVERALL TIKTOK
AD REACH AGED 18+ vs. OVERALL
POPULATION AGED 18+



56.4%

ADOPTION: FEMALE TIKTOK
AD REACH AGED 18+ vs. FEMALE
POPULATION AGED 18+



51.7%

ADOPTION: MALE TIKTOK
AD REACH AGED 18+ vs. MALE
POPULATION AGED 18+



61.5%

SOURCES: TIKTOK'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** REACH DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE" USERS AGED 18+. VALUES REFLECT MIDPOINTS OF PUBLISHED RANGES. SOURCE DATA FOR REACH BY GENDER MAY NOT SUM TO PUBLISHED TOTAL. SO FIGURES FOR ADOPTION BY GENDER MAY NOT CORRELATE WITH OVERALL ADOPTION. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES COMPARING REACH WITH POPULATION AND INTERNET USERS MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** BASE REVISIONS. VALUES FOR CHANGE OVER TIME MAY BE DISTORTED. SEE NOTES ON DATA.

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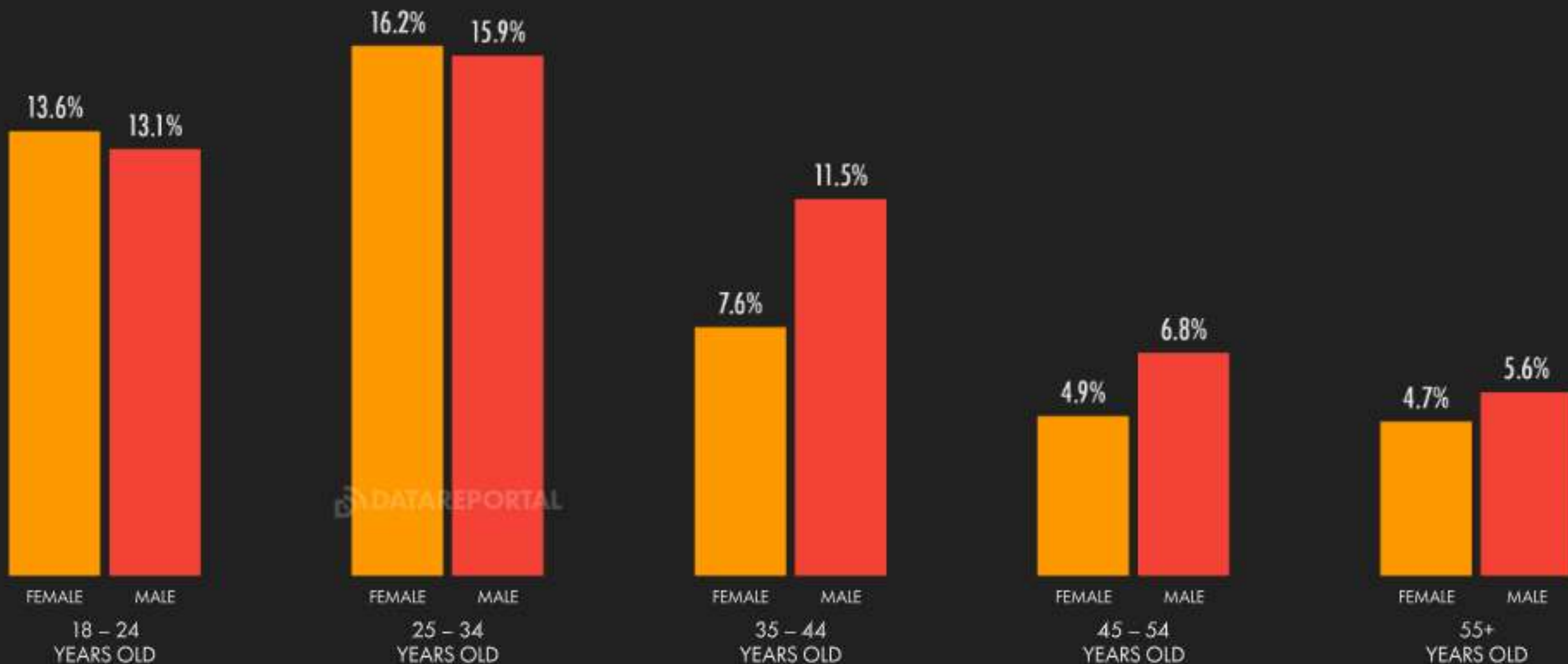
TIKTOK: ADVERTISING AUDIENCE PROFILE

SHARE OF TIKTOK'S ADULT ADVERTISING AUDIENCE AGED 18+ BY AGE GROUP AND GENDER

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS.



BRAZIL



SOURCES: TIKTOK'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** REACH DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE" USERS AGED 18+. VALUES BASED ON MIDPOINTS OF PUBLISHED RANGE. **ADVISORY:** VALUES MAY NOT MATCH SHARE OF TOTAL ACTIVE USER BASE. USER AGE MISSTATEMENTS MAY DISTORT SOURCE DATA. **COMPARABILITY:** SOURCE DATA INCONSISTENCIES MAY MEAN THAT VALUES SHOWN HERE DO NOT CORRELATE WITH VALUES SHOWN ELSEWHERE IN THIS REPORT. BASE REVISIONS. SEE NOTES ON DATA.

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LINKEDIN: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON LINKEDIN

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



BRAZIL

TOTAL POTENTIAL REACH
OF ADS ON LINKEDIN



81.0
MILLION



LINKEDIN AD REACH
vs. TOTAL POPULATION



38.1%



LINKEDIN AD REACH
vs. TOTAL INTERNET USERS



44.2%



QUARTER-ON-QUARTER CHANGE
IN REPORTED LINKEDIN AD REACH



+3.8%
+3.0 MILLION



YEAR-ON-YEAR CHANGE IN
REPORTED LINKEDIN AD REACH



+19.1%
+13.0 MILLION

SHARE: FEMALE LINKEDIN
AD REACH AGED 18+ vs. OVERALL
LINKEDIN AD REACH AGED 18+



49.3%



SHARE: MALE LINKEDIN
AD REACH AGED 18+ vs. OVERALL
LINKEDIN AD REACH AGED 18+



50.7%



ADOPTION: OVERALL LINKEDIN
AD REACH AGED 18+ vs. OVERALL
POPULATION AGED 18+



49.8%



ADOPTION: FEMALE LINKEDIN
AD REACH AGED 18+ vs. FEMALE
POPULATION AGED 18+



41.9%



ADOPTION: MALE LINKEDIN
AD REACH AGED 18+ vs. MALE
POPULATION AGED 18+



45.6%

SOURCES: LINKEDIN'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. NOTES: VALUES REFLECT TOTAL REGISTERED "MEMBERS", SO ARE NOT COMPARABLE WITH OTHER PLATFORMS IN THIS REPORT. GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE". FIGURES FOR ADOPTION BY GENDER MAY NOT CORRELATE WITH OVERALL ADOPTION. ADVISORY: REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES COMPARING REACH WITH POPULATION AND INTERNET USERS MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS.



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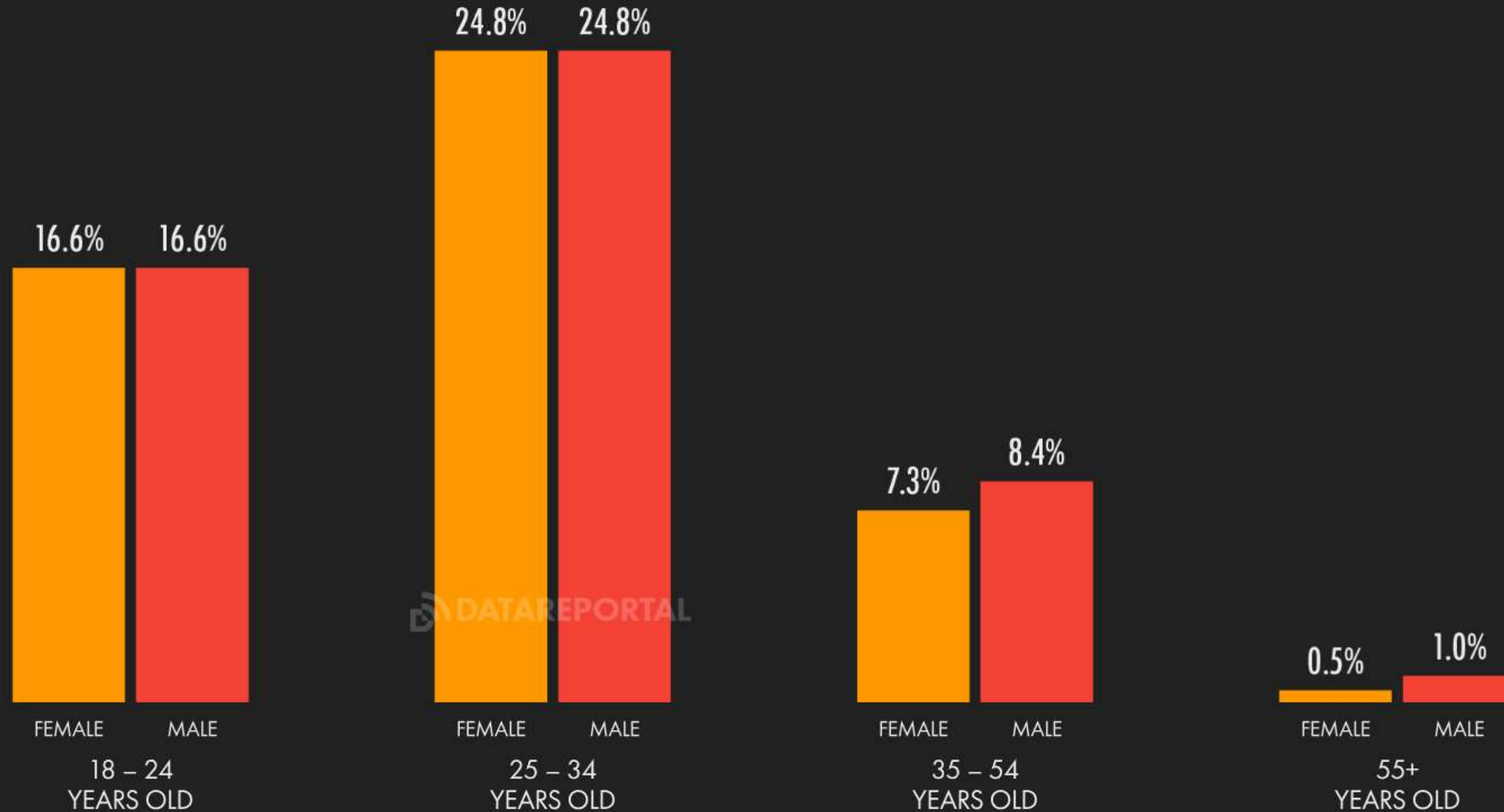
LINKEDIN: ADVERTISING AUDIENCE PROFILE

SHARE OF LINKEDIN'S ADVERTISING AUDIENCE BY AGE GROUP AND GENDER

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



BRAZIL



SOURCES: LINKEDIN'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE". **ADVISORY:** VALUES MAY NOT MATCH SHARE OF TOTAL ACTIVE USER BASE. USER AGE MISSTATEMENTS MAY DISTORT SOURCE DATA. **COMPARABILITY:** SOURCE DATA INCONSISTENCIES MAY MEAN THAT VALUES SHOWN HERE DO NOT CORRELATE WITH VALUES SHOWN ELSEWHERE IN THIS REPORT. BASE REVISIONS: SEE NOTES ON DATA.

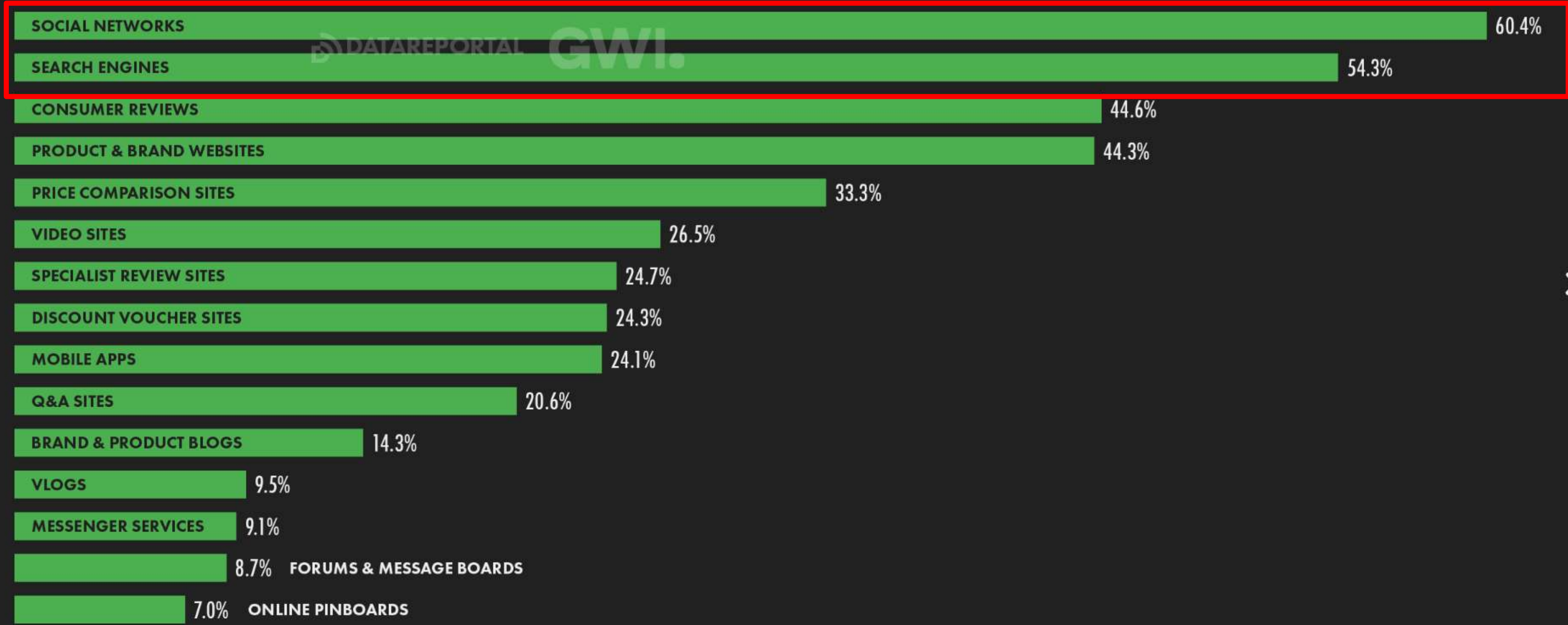
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MAIN CHANNELS FOR ONLINE BRAND RESEARCH

PERCENTAGE OF INTERNET USERS AGED 16+ WHO USE EACH CHANNEL AS A PRIMARY SOURCE OF INFORMATION WHEN RESEARCHING BRANDS



BRAZIL



Plataformas Pagas

POSSIBILIDADES
DO MARKETING DIGITAL



Plataformas Pagas

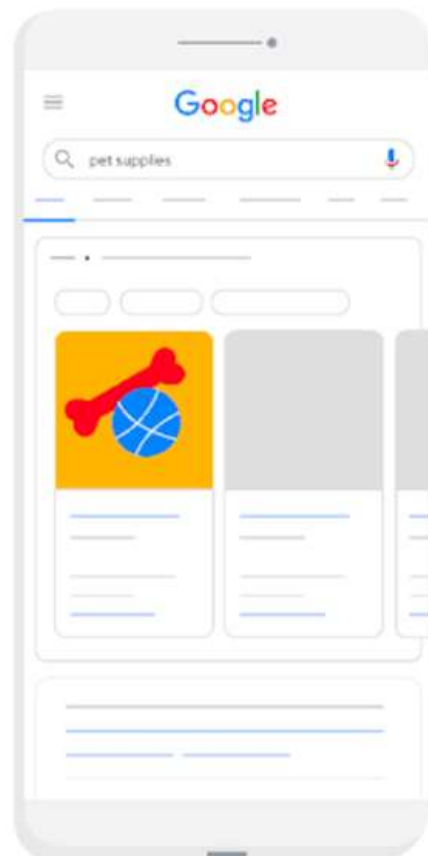


Google Ads

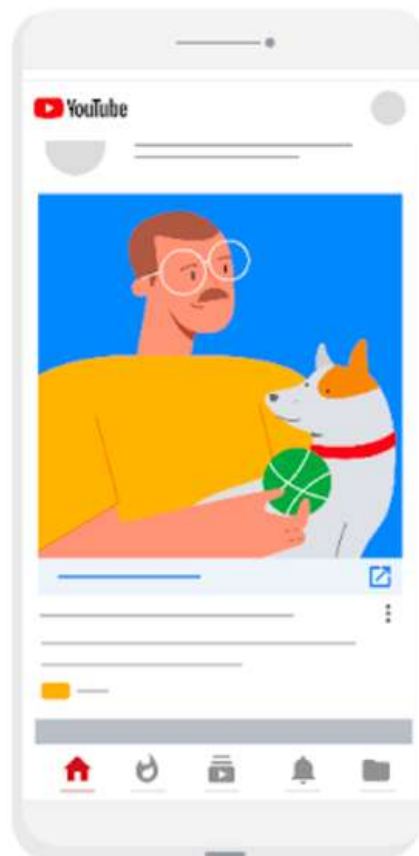
POSSIBILIDADES
DO MARKETING DIGITAL



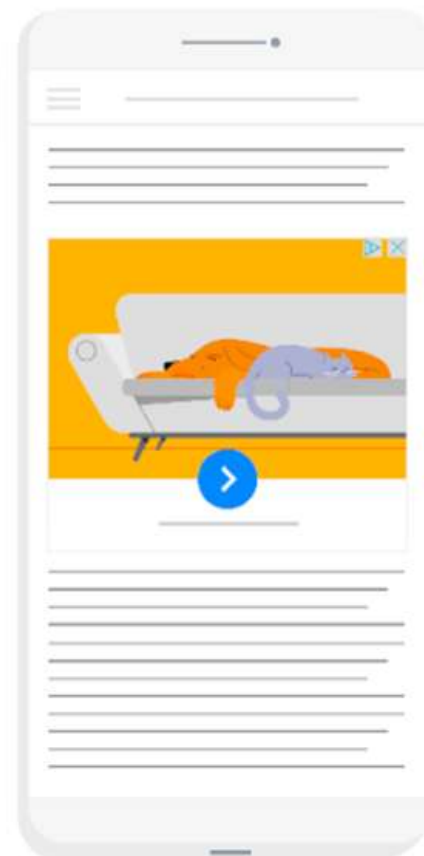
Shopping



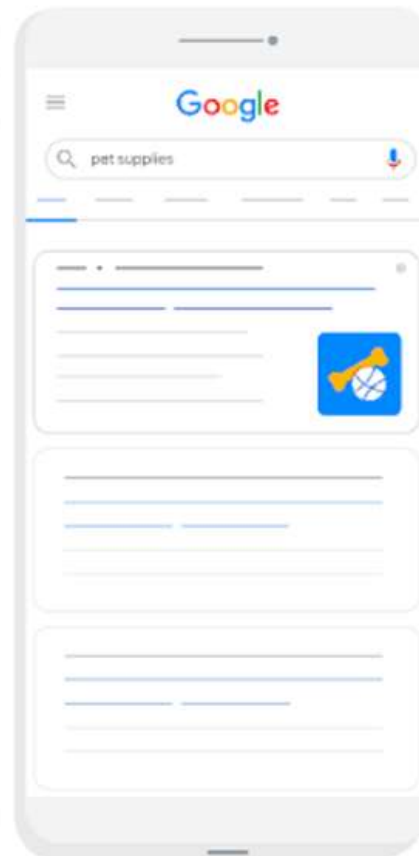
YouTube



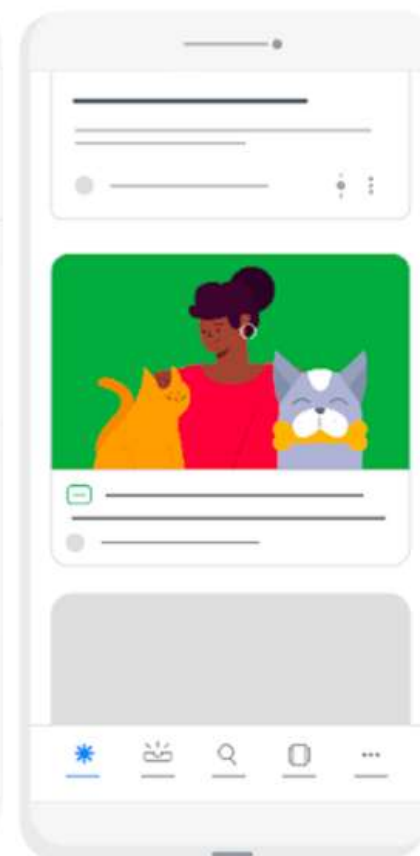
Display



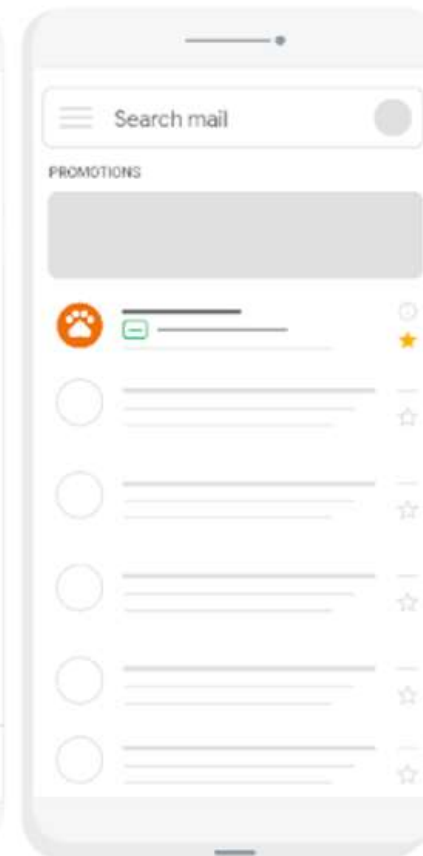
Search



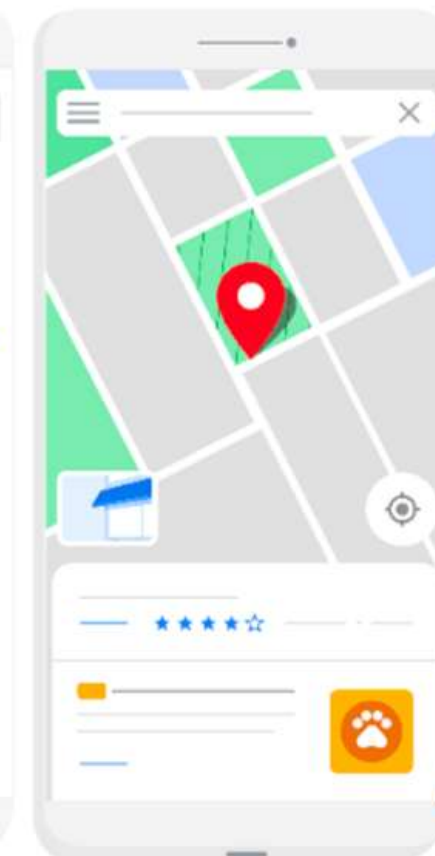
Discover



Gmail



Maps



PLATAFORMA

META ADS FORMATOS

POSSIBILIDADES
DO MARKETING DIGITAL

Feeds

Facebook Feeds

Sebrae ES Patrocinado

Esse curso é para você que não possui experiência com Marketing e Comunicação e deseja aprender a fazer a gestão ...Ver mais

Curso remoto
R\$ 262,50

Mídias Sociais Essencial

Descomplicando a gestão das suas redes sociais!

17 a 20/07
18:30 às 21:30

Inscruva-se!

FORMULÁRIO NO FACEBOOK
Faça Sua Inscrição **Cadastre-se**

Curtir Comentar Compartilhar

Instagram Feed

Instagram

sebrae.es Patrocinado

Curso remoto
R\$ 262,50

Mídias Sociais Essencial

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sebrae.es Esse curso é para você que não possui experiência com Marketing e Comunicação e de... more

Facebook Marketplace

Sebrae ES Sponsored

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Facebook Feeds de vídeo

Sebrae ES Patrocinado

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FORMULÁRIO NO FACEBOOK
Faça Sua Inscrição **CADASTRE-SE**

Curtir Comentar Compartilhar

Instagram Explorar

Explorar

sebrae.es Patrocinado

Curso remoto
R\$ 262,50

Mídias Sociais Essencial

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Cadastre-se

sebrae.es Esse curso é para você que não possui experiência com Marketing e Comunicação e de... more

PLATAFORMA

META ADS FORMATOS

POSSIBILIDADES
DO MARKETING DIGITAL

Stories e reels

Instagram
Stories

sebrae.es
Patrocinado

SEBRAE

Curso remoto
R\$ 262,50

Mídias Sociais
Essencial
Sebrae Espírito Santo

Descomplicando a
gestão das suas
redes sociais!

Cadastre-se

17 a 20/07
18:30 às 21:30

Inscriva-se!

Facebook
Stories

Sebrae ES
Patrocinado

SEBRAE

Curso remoto
R\$ 262,50

Mídias Sociais
Essencial

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Inscriva-se!

Cadastre-se

Instagram
Reels

Reels

SEBRAE

Curso remoto
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Mídias Sociais
Essencial

Descomplicando a
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17 a 20/07
Sebrae.es
Patrocinado
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experiência com Marketing e Comunic... more

Facebook
Reels

SEBRAE

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17 a 20/07
Sebrae ES
Patrocinado

Inscriva-se!

Esse curso é para você que não ... mais


Cadastre-se

PLATAFORMA


META ADS FORMATOS

POSSIBILIDADES
DO MARKETING DIGITAL


Anúncios in-stream para vídeos e reels

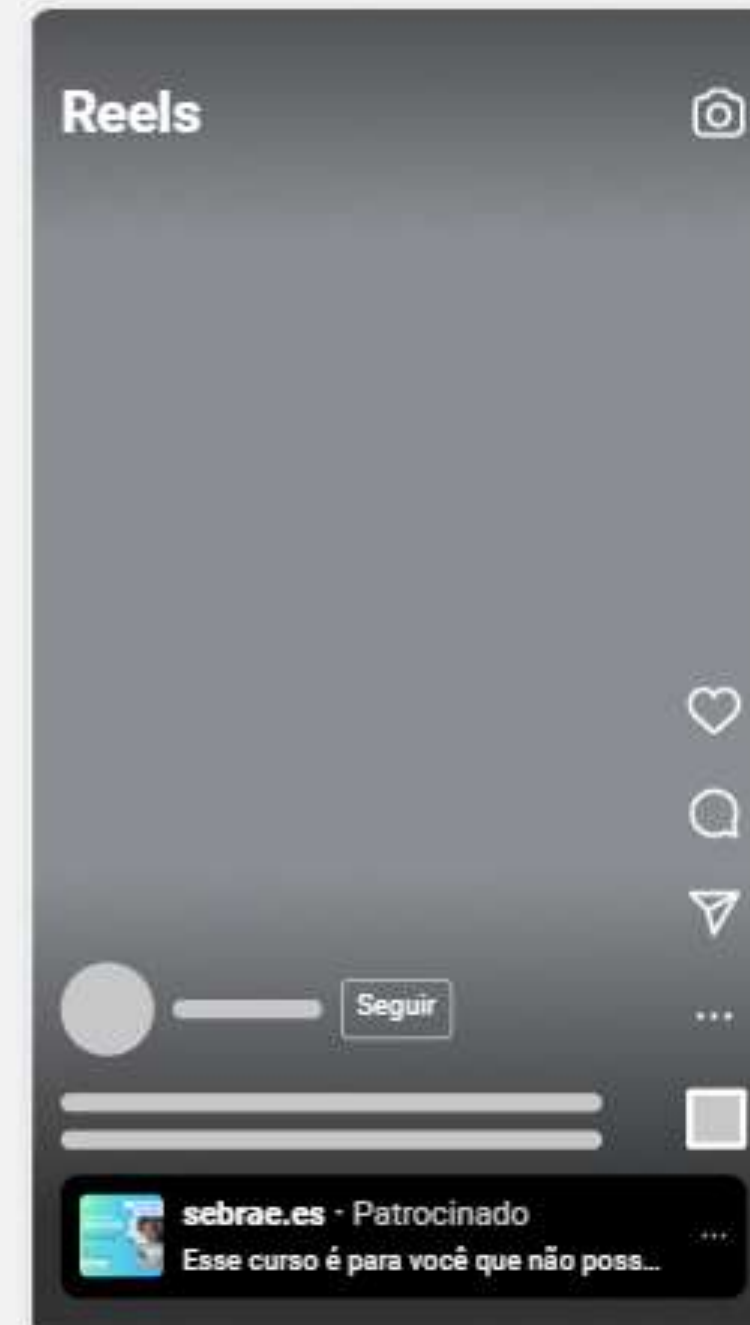
 Facebook
In-stream para vídeos



 Facebook
Anúncios no Facebook Reels




 Instagram
Ads on Instagram Reels




META ADS FORMATOS

POSSIBILIDADES
DO MARKETING DIGITAL

Resultados de pesquisa

 Facebook
Resultados da pesquisa



 Sebrae ES ...
Faça Sua Inscrição
Sponsored

Apps e sites


 Audience Network
Nativo, banner e intersticial



Os anúncios no Audience Network são mostrados em apps para celular de terceiros e em sites para dispositivos móveis.

Observe que isso é apenas uma pré-visualização. O anúncio pode ser exibido de formas diferentes em outros apps e sites.

As imagens podem ser animadas para revelar a imagem final.

 Audience Network
Vídeos com incentivo



Para veicular em Vídeo com incentivo do Audience Network, altere a mídia deste posicionamento para vídeo.

LINKEDIN ADS FORMATOS

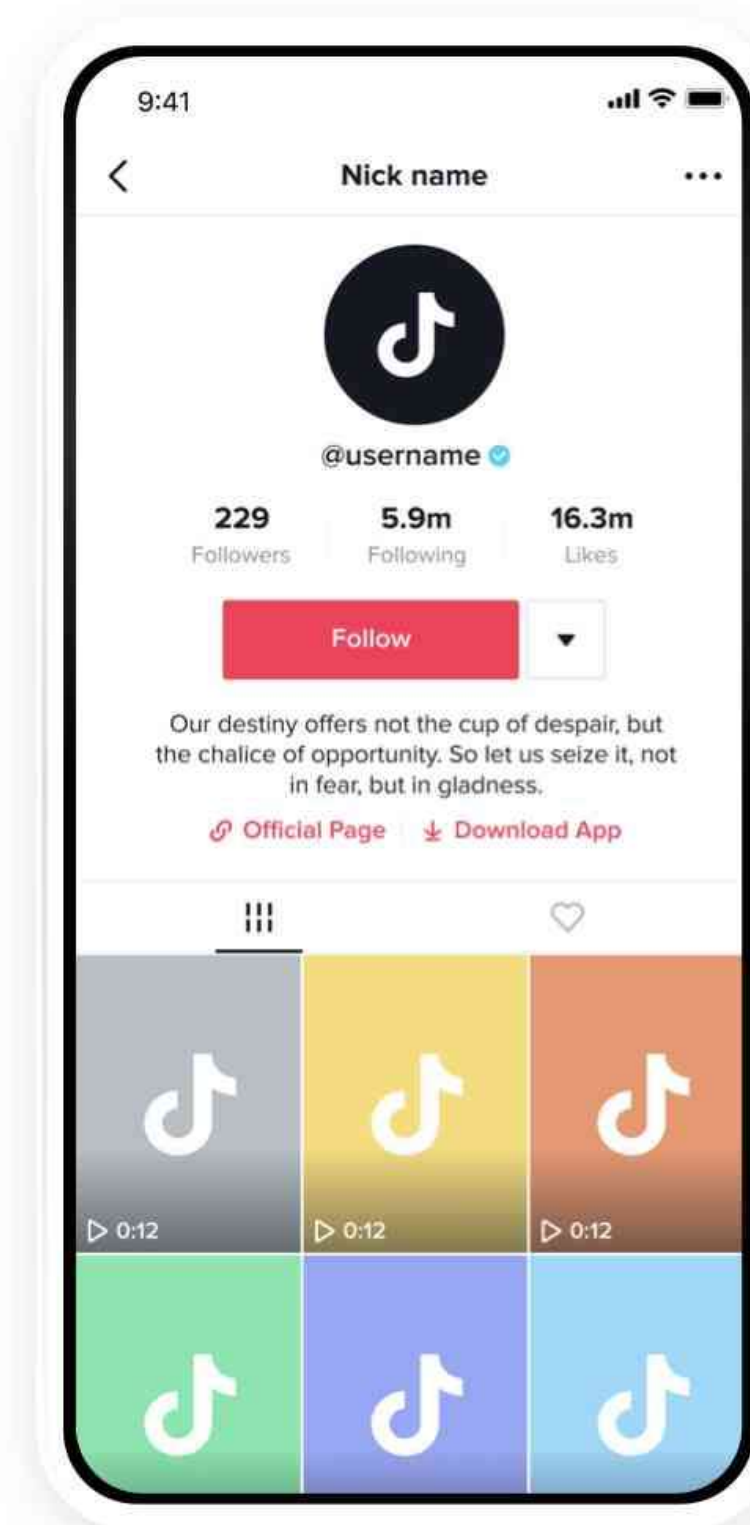
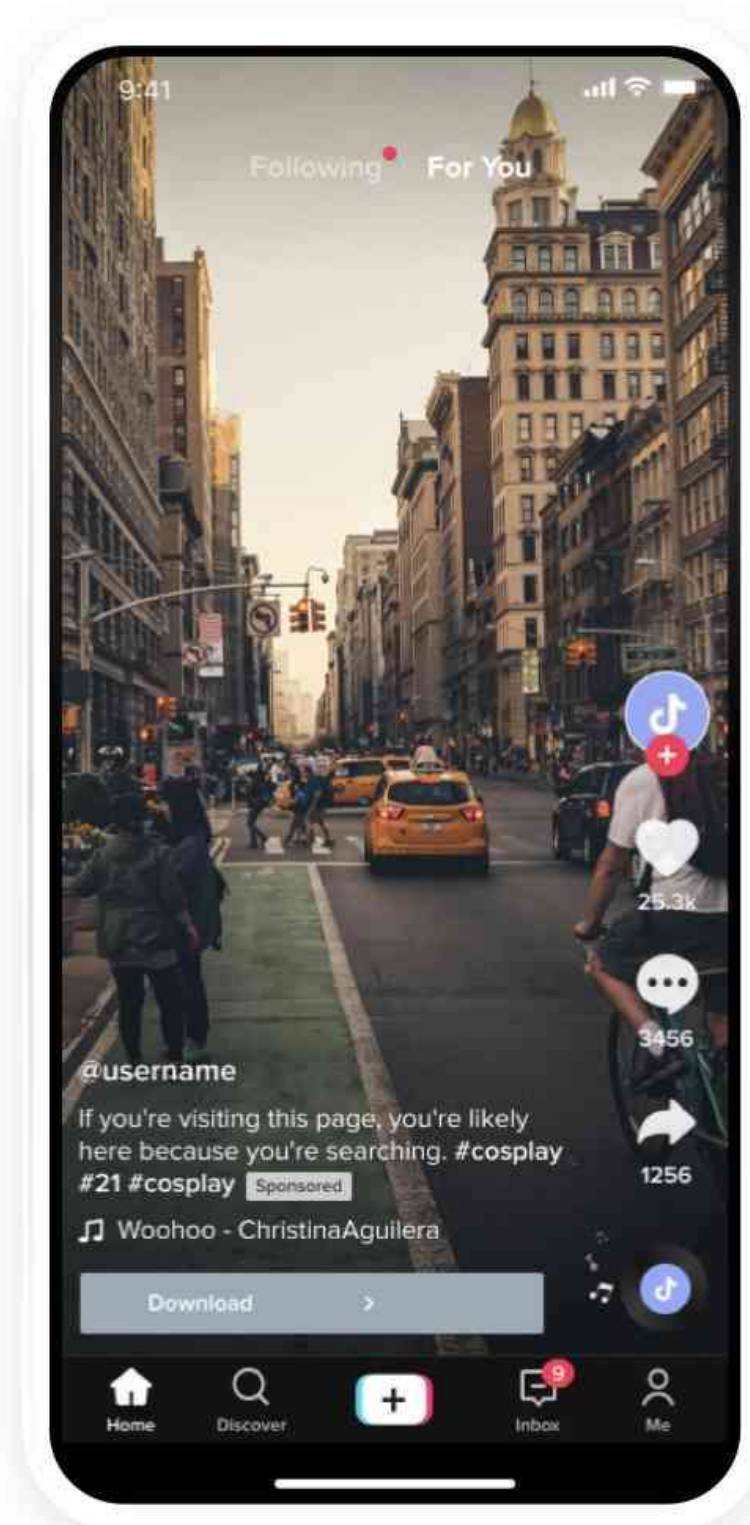
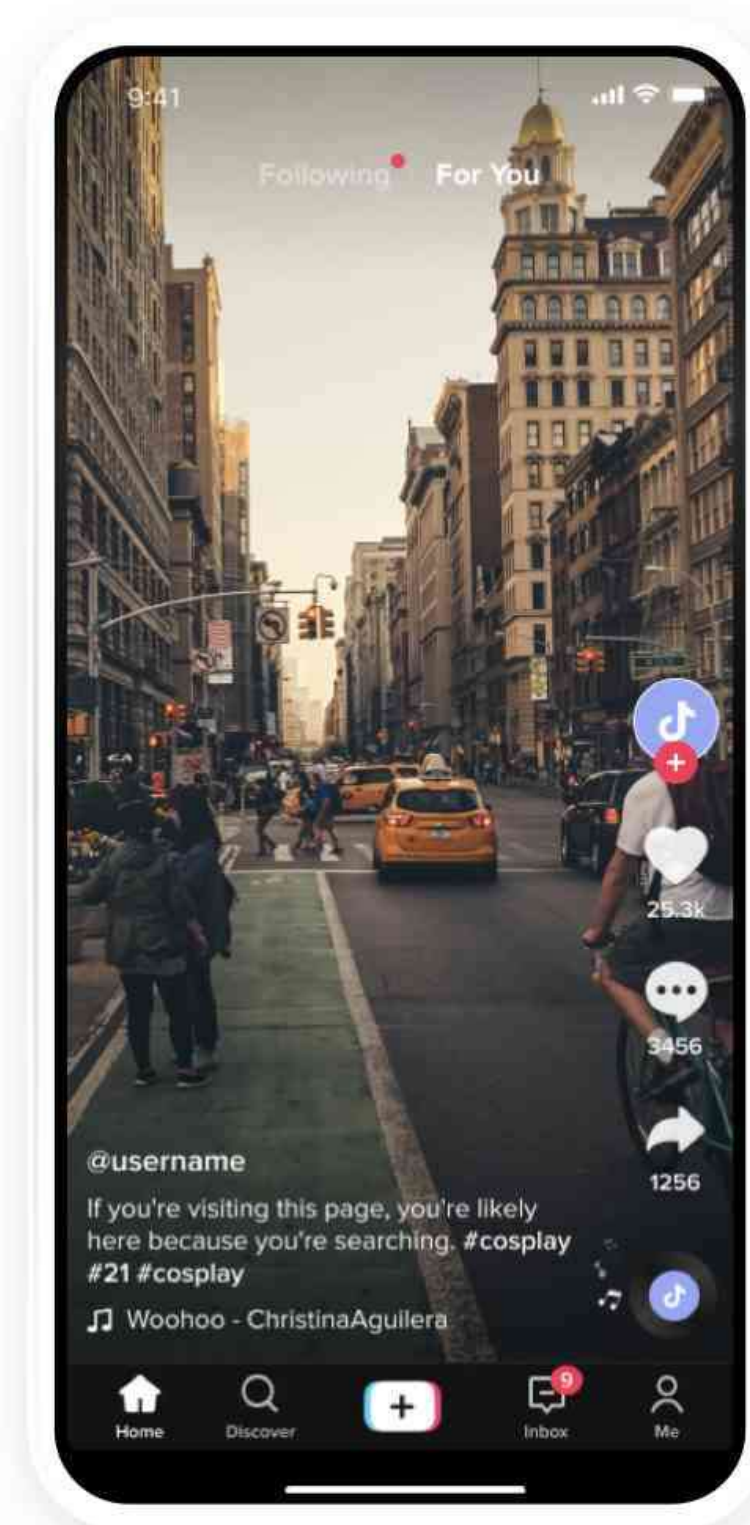
Formato de anúncio

Selecione um formato de anúncio

 Anúncio com imagem única	 Anúncio com imagem em carrossel	 Anúncio em vídeo	 Anúncio em texto
 Anúncio em destaque	 Anúncio para seguidores	 Anúncio em conversa (Beta)	

TIKTOK ADS FORMATOS

POSSIBILIDADES
DO MARKETING DIGITAL



Marketing	Email	SEO	Pay-per-click	Social Media	Website
Cost per acquisition	Open rate	Sales	Cost per click	Amplification rate	Website traffic
Market share	Conversion rate	Leads	Click-through rate	Applause rate	Unique visitors
Brand equity	Opt-out rate	Conversion rate	Ad position	Followers and fans (i.e., Facebook, Twitter, Pinterest)	New vs. returning visitors
Cost per lead	Conversion rate	Visits	Conversions	Conversion rate	Time on site
Conversion rate	Subscribers	Time on site	Conversion rate	Landing page conversion rate	Average time on page
Click-through rate	Churn rate	Time on page	Cost per conversion	Exit rate	Bounce rate
Page views	Click-through rate	Landing pages	Cost per sale (CPS)	Page views	Page views per visit
Bounce rate	Delivery rate	Keyword rankings	Return on ad spend (ROAS)	Traffic sources	Geographic trends
Share of voice (SOV)		Page views	Wasted spend	Mobile visitors	Desktop visitors
Online share of voice (OSOV)		Bounce rate	Impressions	Post reach	Visits per channel
		Indexed pages	Quality score	Klout score	
		Increase in non-branded search traffic	Total spend		
		Increase in branded search traffic			
		Referring websites (backlinks)			
		Domain authority			
		Page authority			



4Ps

DO NOSSO WORKSHOP

PROPÓSITO
DO SEU NEGÓCIO

POSSIBILIDADES
DO MARKETING DIGITAL

PRIORIDADES
DE INICIATIVAS

PLANO
SIMPLIFICADO



Impact

How much does this advance us towards meeting our goal?

1 Very Low Impact	2 Low	3 Medium	4 High	5 Very High Impact
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Confidence

Based on the data, how sure are you that this test will succeed?

1 Very Low Confidence	2 Low	3 Medium	4 High	5 Very High Confidence
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Ease

If you consider costs and time, how easy is this to implement?

1 Very Difficult	2 Difficult	3 Average	4 Easy	5 Very Easy
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



ICE SCORE = Impact + Confidence + Ease

Considerando a restrição de recursos, é fundamental que sejam utilizadas metodologias de apoio à priorização das atividades.

4Ps

DO NOSSO WORKSHOP

PROPÓSITO
DO SEU NEGÓCIO

POSSIBILIDADES
DO MARKETING DIGITAL

PRIORIDADES
DE INICIATIVAS

PLANO
SIMPLIFICADO



STATUS QUO
A EMPRESA HOJE

EMPRESA: Nome da Organização

VISÃO FUTURA
OBJETIVOS ESTRATÉGICOS



OFERTA PÚBLICO



BARREIRAS

OFERTA INVESTIDORES



PORTFÓLIO

PREÇO

EQUIPE & TALENTOS



PARCEIROS-CHAVE



LIMITAÇÕES ATUAIS



SEGMENTOS DE CLIENTES

REGIÃO

IDADE

SEXO/GÊNERO

CLASSE

COMPORTAMENTO

Observações do público...

ESTRATÉGIA DE CANAIS

PLATAFORMAS

MÍDIAS

AMBIENTE MACRO



PROJEÇÃO PORTFÓLIO



METAS SMART



RESULTADOS (OKR)



**Apresentação,
White Papers e
Canva, estão
aqui.**



thinkinginovacao.com.br/seedes

Assine a lista de presença





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Secretaria da Ciência, Tecnologia, Inovação e Educação Profissional

