

# Conferencia:

## “Gestiona tus cuentas de Instagram con Hoostsuite”

Fecha: jueves, 7 de mayo

Lugar: Salón de actos CEEI Castellón

Horario: 12:00 a 13:30 h.



Organizado por:



Financiado por:



**Hootsuite™**



**Instagram**

# Hootsuite Social Media Dashboard

Mayo 2015

**David Martinez Calduch**

Embajador y Solution Partner Hootsuite

[@davidmcalduch](#) 



Participa !!!

@HootSuiteES

@CEEICastellon

@davidmcalduch



Únete a la conversación usando  
**#HootsuiteInstagram**



# Ponente



## **David Martinez Calduch**

Consultor Social Selling y Digital Strategy en Soluciona Facil  
Embajador y Solution Partner de Hootsuite

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~ A SPECIAL ~

**#HOOTKIT**

FROM US TO YOU





# Hootsuite™

Social Media Dashboard

Social Marketing

Social Customer Service

Social Sales

**Social Business**



# Unite your Social Kingdoms



<http://ow.ly/x3Czx>



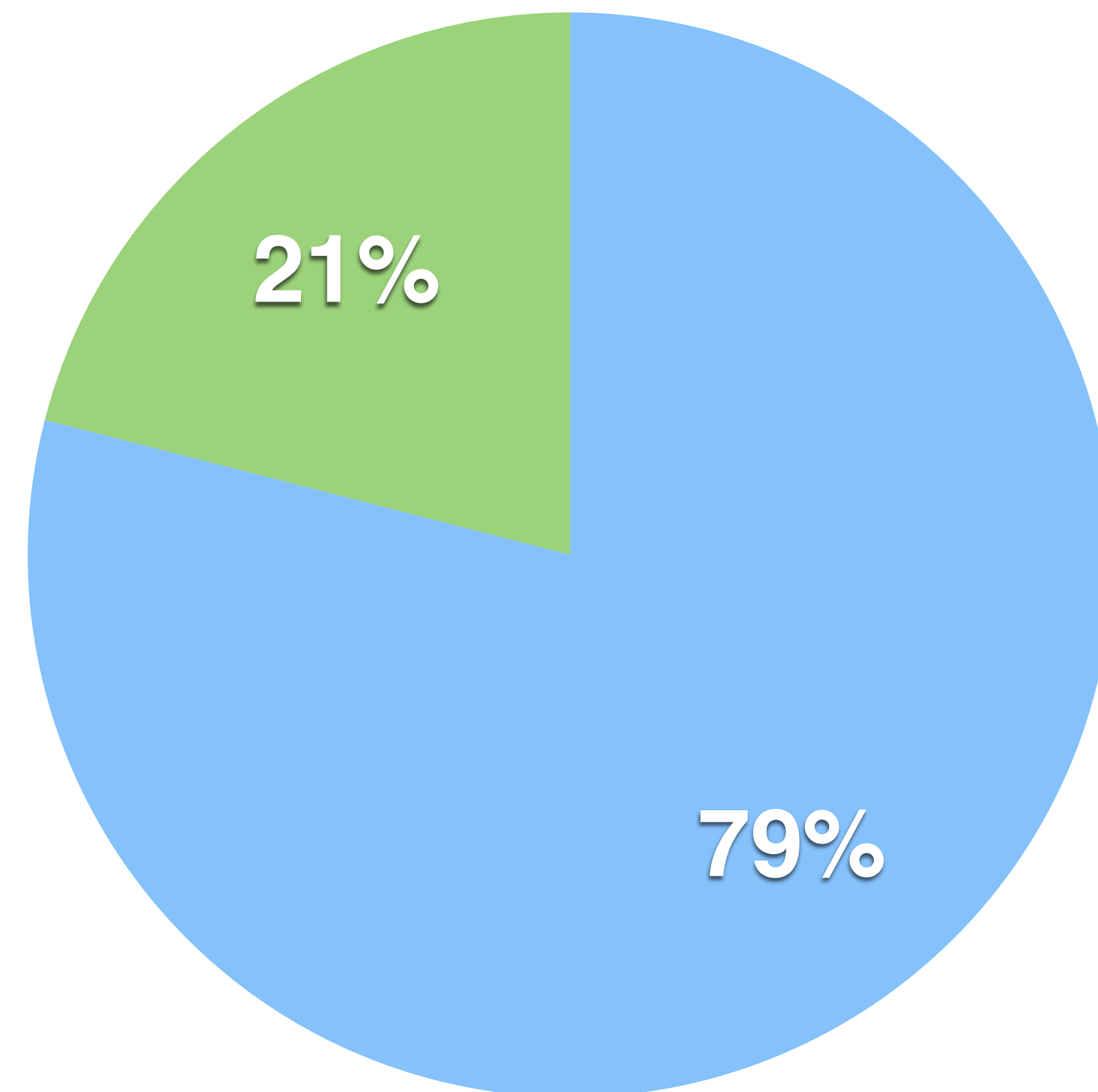
# ¿Quién usa Hootsuite?





# ¿Quién usa Hootsuite?

79 de las 100 mayores  
empresas del mundo Fortune  
100 usan @HootsuiteES



# ¿Quién usa Hootsuite?



Panasonic  
ideas for life

LexisNexis™

HBO

L'ORÉAL  
PARIS

unicef



PEPSICO

TLC

Seagate

UBS

Yard House

WORK SAFE BC

VICTORINOX



FOX

PEPSICO



Virgin

Investec

Flock

FAIRMOUNT  
Minerals



Virgin

Seagate

corbis

Tower Hill  
Insurance

SOUTH & CITY COLLEGE  
BIRMINGHAM

RUD

REGENT  
UNIVERSITY

LBi

LATINMEDIOS.COM

EMC<sup>2</sup>



Zócalo Group™

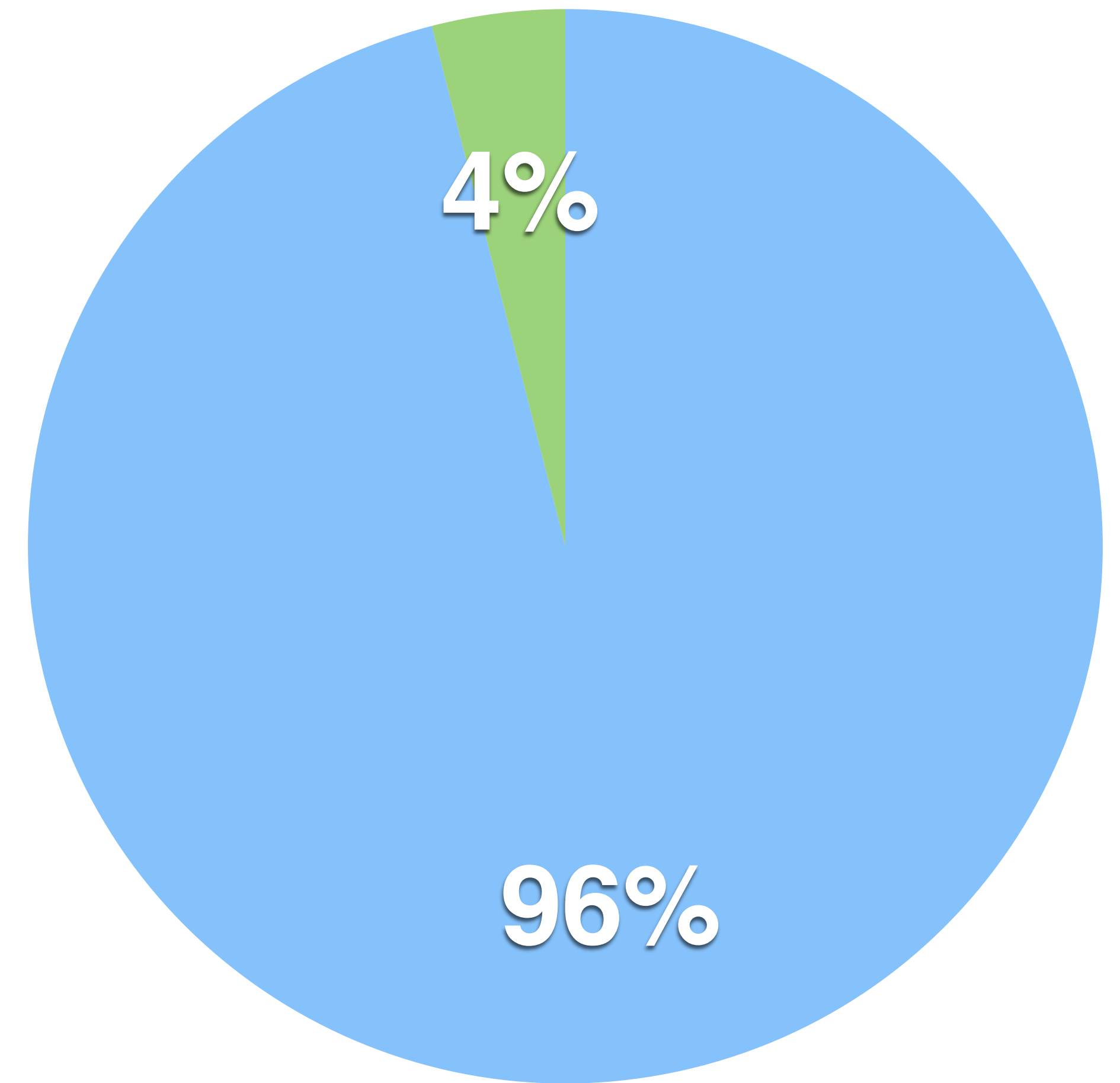
redgate  
software



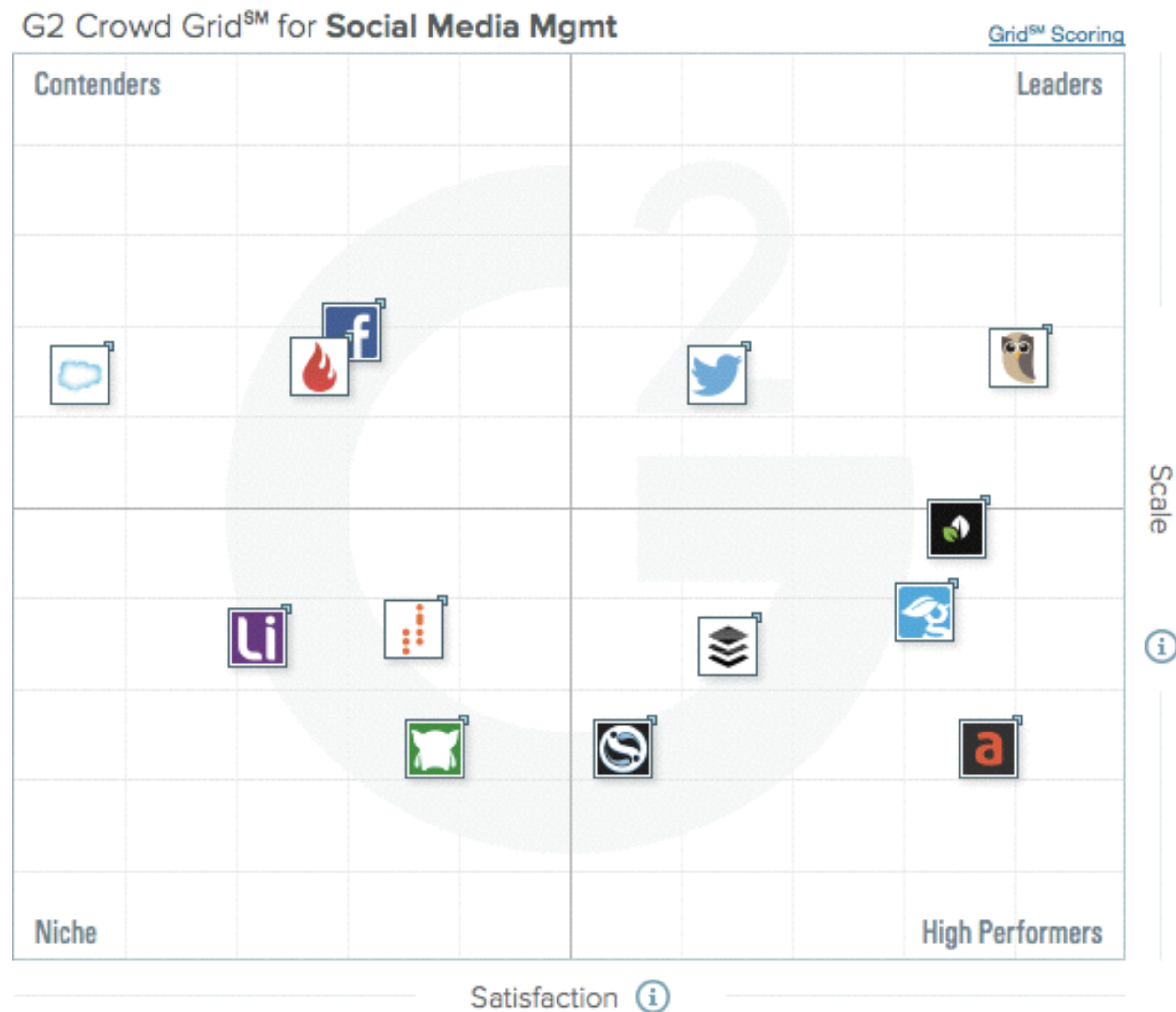


# Nivel de satisfacción

satisfacción de los  
clientes del 96%



# Nivel de satisfacción



[Ver gráfica completa](#)





# Hootsuite en el mundo





# Hootsuite en el mundo

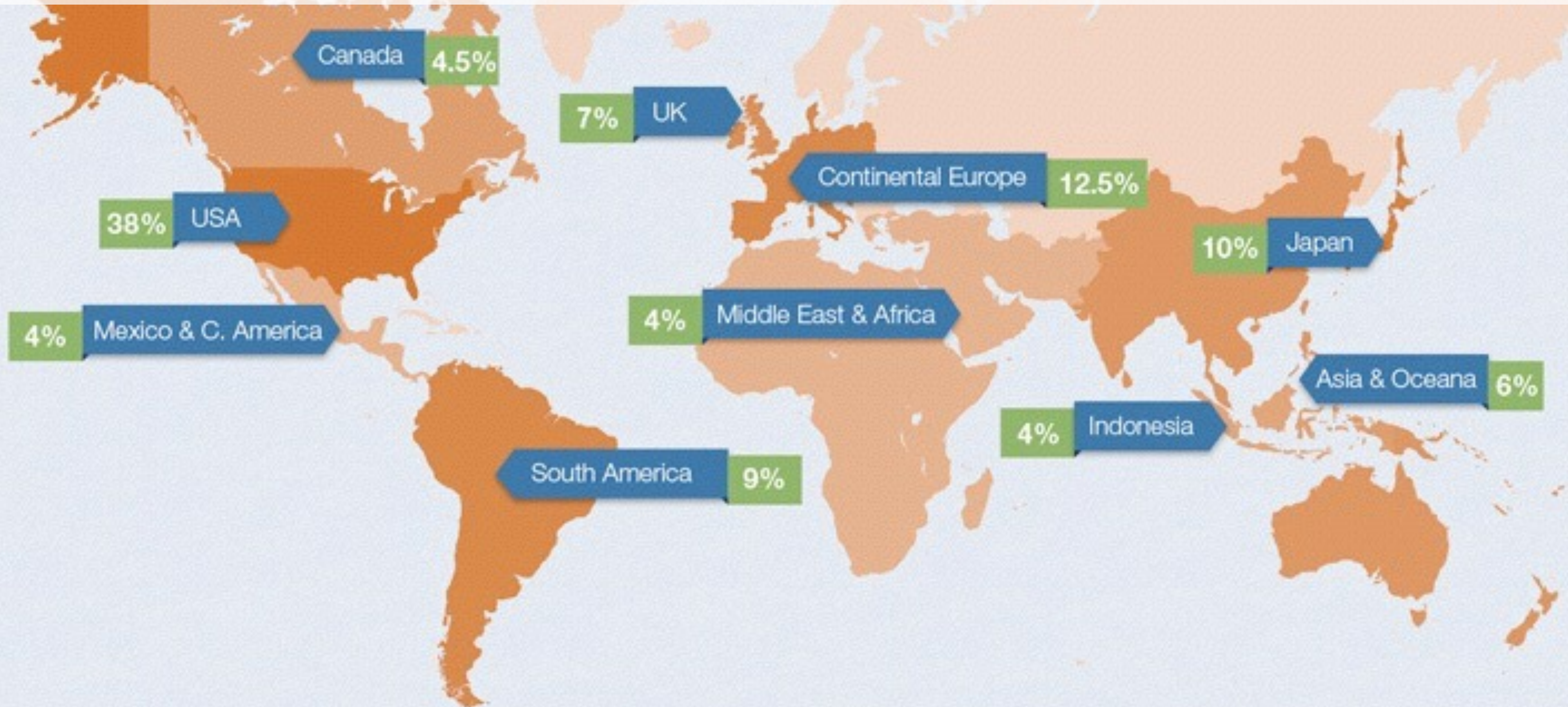
Con un crecimiento imparables, actualmente con más de 9.000.000 de usuarios.

Desde su nacimiento en Noviembre del 2008 no ha parado de crecer las altas de usuarios de forma ininterrumpida.



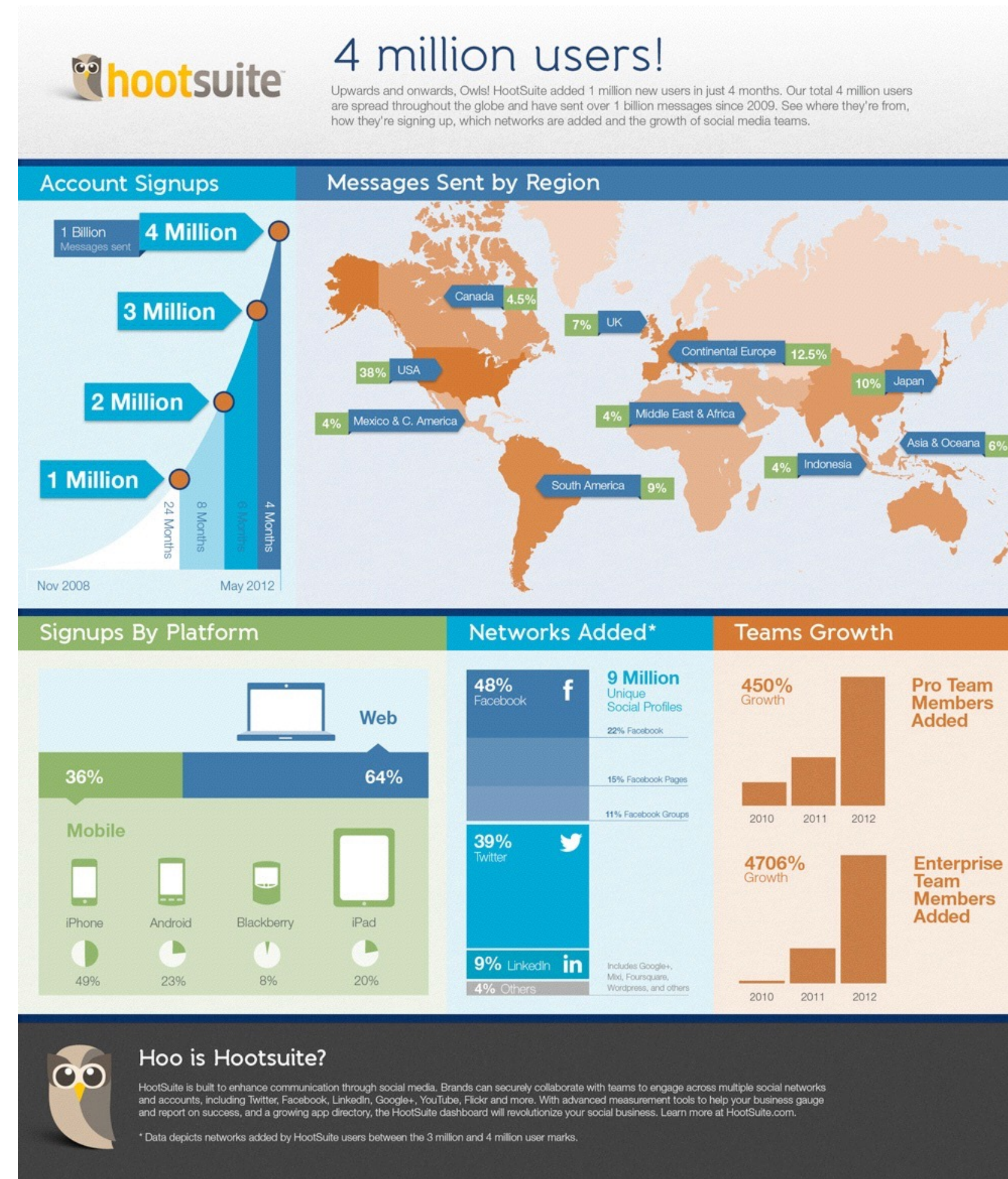


# Volumen de mensajes enviado por región





# Hootsuite en el mundo



[Ver gráfica completa](#)







# Hootsuite™

## Social Media Dashboard



Engagement



Escuchar



Analíticas



Colaboración



Seguridad







# Hootsuite™

Social Media Dashboard

Social Marketing

**Social Customer Service**

**Social Sales**

**Social Business**





Siempre disponemos de la última versión

hootsuite.com





# Disponible en dispositivos móviles

App de HootSuite para dispositivos móviles

The advertisement displays the HootSuite mobile application interface across four devices: an iPad, a BlackBerry, an Android phone, and an iPhone. The iPad screen shows a 'Personal' feed with columns for 'Home Feed', 'Mentions', and 'News Feed'. The BlackBerry screen shows a 'Streams' view with a list of tweets. The Android phone screen shows a 'Stats' view with a line graph and a table of statistics. The iPhone screen shows a 'Tweet Stats' view with a line graph and a table of statistics. The background is a light gray gradient.

BlackBerry®

Android™

iPhone®





# La Plataforma de Gestión de Social Media

 Twitter

 Facebook

 Google+

 LinkedIn

 foursquare

 WordPress

 mixi

 Perfil de Facebook

 Páginas de Facebook

 Grupos de Facebook

 Página de Google+

 Perfil de LinkedIn

 Grupos de LinkedIn

 Empresas de LinkedIn



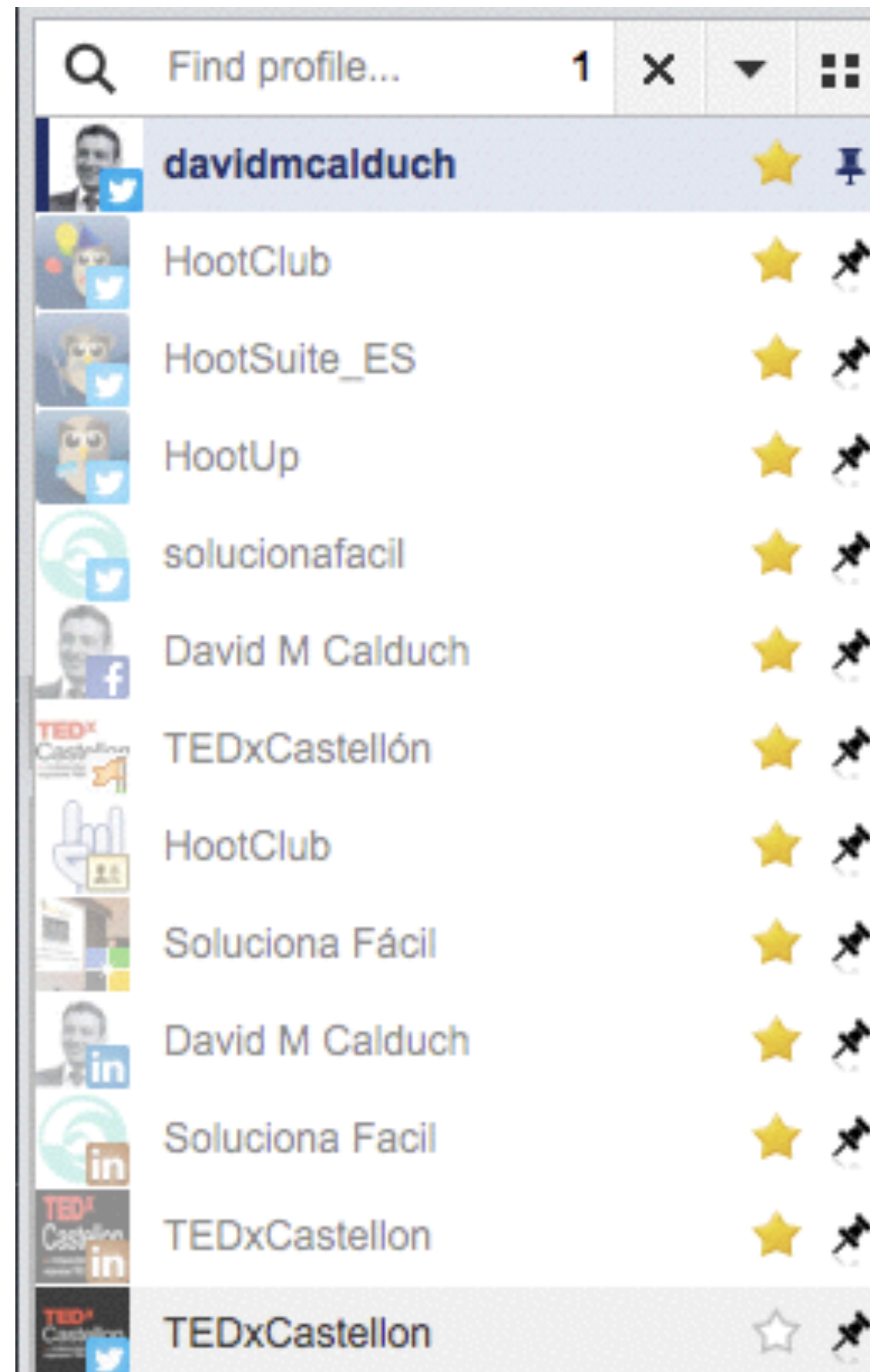
# La Plataforma de Gestión de Social Media

Connect with over 35 popular social networks





# La Plataforma de Gestión de Social Media





# Hootsuite es Partner oficial de las principales Redes Sociales



## **Charter Member – Social Media Management Partner**

HootSuite is one of LinkedIn's four Charter Members of their Certified Developer Program



## **Certified Product Partner**

HootSuite is a Twitter Certified Product and was an exclusive launch partner for their Promoted Tweets product



## **Preferred Marketing Developer**

HootSuite works closely with Facebook to integrate the latest functionality



## **Official Launch Partner**

HootSuite was a launch partners for the Google+ Pages trial and one of the first for access to +Pages for all users





Hootsuite es Partner oficial

Partner oficial de las  
principales Redes Sociales

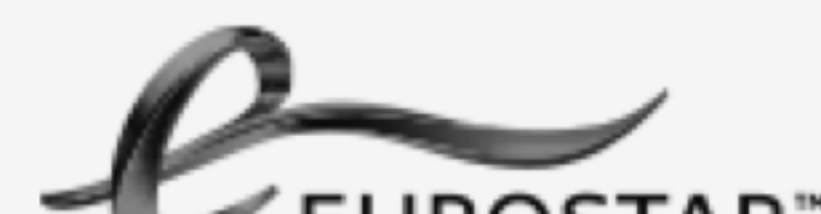
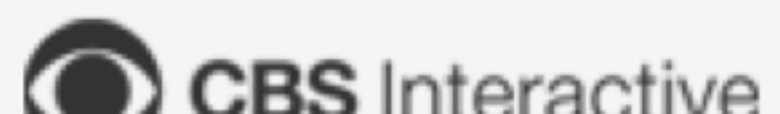


| Planes y precios              |   | Gratis                                                                         | Pro                                                                                          | Enterprise                                                                                                 |
|-------------------------------|---|--------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------|
|                               |   |                                                                                | — Prueba gratuita de 30 días —                                                               |                                                                                                            |
|                               |   | Genial para:<br><b>Uso personal</b><br><br><a href="#">Empieza ahora mismo</a> | Genial para:<br><b>Empresas</b><br>(de €7.19/mes)<br><br><a href="#">Empieza ahora mismo</a> | Genial para:<br><b>Corporaciones, organizaciones, gobiernos</b><br><br><a href="#">Empieza ahora mismo</a> |
| Perfiles sociales             | ? | Hasta 3                                                                        | 50, con opción de extensión a 100                                                            | Ilimitado                                                                                                  |
| Informes analíticos mejorados | ? | Basic                                                                          | 1, con opción de extensión hasta 10                                                          | Ilimitado                                                                                                  |
| Programación de mensajes      | ? | Basic                                                                          | Avanzado                                                                                     | Avanzado                                                                                                   |
| Miembros de Equipo            | ? | Ninguno                                                                        | 1, con opción de extensión hasta 9                                                           | Ilimitado                                                                                                  |
| Integraciones de aplicaciones | ? | Basic                                                                          | Basic                                                                                        | Ilimitado                                                                                                  |
| RSS                           | ? | Hasta 2                                                                        | Ilimitado                                                                                    | Ilimitado                                                                                                  |
| Hootsuite University          | ? | Opcional                                                                       | Opcional                                                                                     | Incluidas                                                                                                  |
| uberVU                        | ? |                                                                                | Opcional                                                                                     | Opcional                                                                                                   |
| Seguridad                     | ? |                                                                                | Incluidas                                                                                    | Avanzado                                                                                                   |
| URL personalizadas            | ? |                                                                                | Opcional                                                                                     | Opcional                                                                                                   |
| Archivado de mensajes         | ? |                                                                                | 100, con opción de expansión a 100.000                                                       | Ilimitado                                                                                                  |
| Soporte técnico mejorado      | ? |                                                                                | Opcional                                                                                     | ✓                                                                                                          |



| Planes y precios                              |   | Gratis                              | Pro                                                                    | Enterprise                                                      |
|-----------------------------------------------|---|-------------------------------------|------------------------------------------------------------------------|-----------------------------------------------------------------|
|                                               |   |                                     | — Prueba gratuita de 30 días —                                         |                                                                 |
|                                               |   | Genial para:<br><b>Uso personal</b> | Genial para:<br><b>Empresas</b><br>(de €7.19/mes)                      | Genial para:<br><b>Corporaciones, organizaciones, gobiernos</b> |
|                                               |   | <a href="#">Empieza ahora mismo</a> | <a href="#">Empieza ahora mismo</a>                                    | <a href="#">Empieza ahora mismo</a>                             |
|                                               |   |                                     |                                                                        |                                                                 |
| Servicios profesionales                       | ? |                                     |                                                                        | ✓                                                               |
| Representante de cuentas en exclusividad.     | ? |                                     |                                                                        | ✓                                                               |
| Integraciones para cumplimiento de normativas | ? |                                     |                                                                        | ✓                                                               |
| Geo-segmentación                              | ? |                                     |                                                                        | ✓                                                               |
|                                               |   | <a href="#">Empieza ahora mismo</a> | <a href="#">Prueba la versión PRO 30 días GRATIS</a><br>(de €7.19/mes) | <a href="#">Empieza ahora mismo</a>                             |

Más de 9 millones de usuarios y las marcas líderes en el mundo usan Hootsuite



# Versiones de Hootsuite

Gratis

Genial para:  
**Uso personal**

Pro

— Prueba gratuita de 30 días —

Genial para:  
**Empresas**  
(de €7.19/mes)

Enterprise

Genial para:  
**Corporaciones, organizaciones,  
gobiernos**

Consultoría y  
Formación incompany







The Industry Standard for  
Social Media Education

**\$21/month**

**ENROLL NOW**

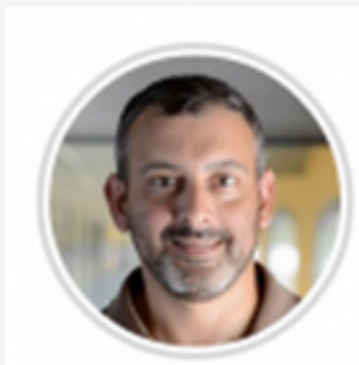
[What's Included? »](#)

[Accede a la  
University](#)





<https://learn.hootsuite.com/u/davidmcalduch>



**David Martinez Calduch**

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[www.solucionafacil.es](http://www.solucionafacil.es)

@davidmcalduch

**Date Certified:** Oct 22, 2011



Marketing Digital Consultant & Social Media Strategy in [Soluciona Facil](#), [Conferenciante y Formador](#)

Embajador [@HootSuiteES](#), Certified Professional HootSuite, Solution Partner HootSuite



Visit my [LinkedIn](#)

[Accede a la  
University](#)



Industry Standard for  
al Media Education

21/month

[ENROLL NOW](#)

[What's Included? »](#)





# Hootsuite™

Social Media Dashboard



Seguridad



# Organization

HootSuite

<http://blog.hootsuite.com/hootsuite-teams/>

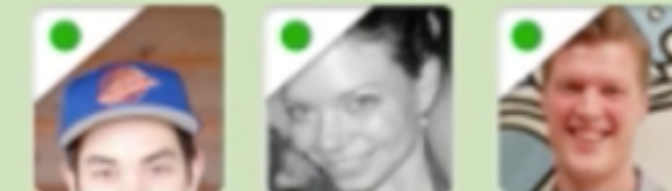
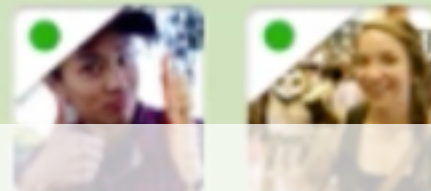
Teams

Team  
Members

Marketing

Community

Business  
Development



Social  
Profiles

<http://ow.ly/rEMtE>





## Ultimas novedades HootSuite





# LINKEDIN COMPANY PAGES

2014

BEST  




**Hootsuite**<sup>TM</sup>

[Ver noticia](#)





# Hootsuite™

**Hootsuite Welcomes Financial Services Leader  
Primerica as an Enterprise Client**

[Ver noticia](#)



Instagram

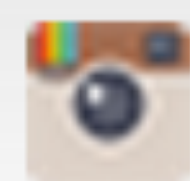




 Twitter Facebook Google+ LinkedIn foursquare WordPress mixi Instagram

## Añadir perfil de Instagram

Para que Hootsuite pueda tener acceso a tu perfil de Instagram primero debes autorizarlo desde la web de Instagram



**Conectar con Instagram**

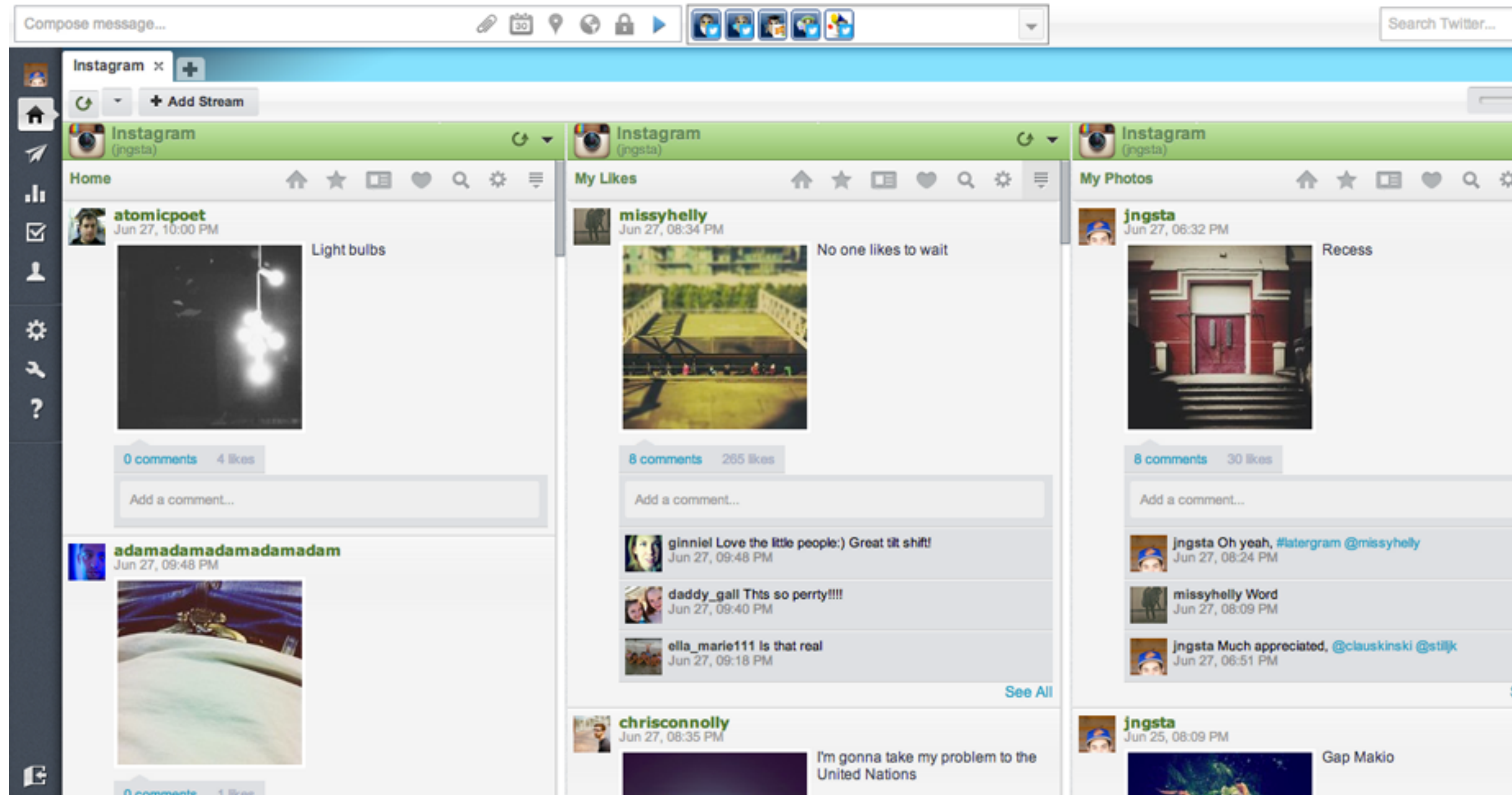
# Instagram en Hootsuite



enlace

Instagram

view and search for  
photos, view and add  
comments and likes,  
filter the stream to  
view various feeds





# Instagram en Hootsuite



enlace

## Vidpiq for Instagram

Monitor posts on  
Instagram by location,  
hashtag or username.

The screenshot displays the HootSuite dashboard interface. At the top, there's a navigation bar with a search bar and various icons. Below this, the dashboard is divided into three main sections, each showing a stream of Instagram posts monitored by Vidpiq for Instagram (cgbrownlee).

**Stream 1 (Left):** Titled "Hootsuitelife", it shows a post from "hootsuite" dated 2014-10-14 14:21:23. The post features a photo of a beer glass with a HootSuite owl logo on the bottom. The caption reads: "Cheers to businesses going the extra mile for some lucky Owls, thanks @mainstreetbeer! #hootsuitelife by @newinstone". It has 130 likes and 0 comments.

**Stream 2 (Middle):** Titled "hootsuite", it shows a post from "hootsuite" dated 2014-10-15 9:47:41. The post features a photo of a kitchen interior. The caption reads: "#WheresOwly? How many Plush Owlys can you find in this photo?". It has 38 likes and 12 comments.

**Stream 3 (Right):** Titled "Home", it shows a search interface for Vidpiq for Instagram. It includes a "Select Stream to Display" dropdown menu set to "Home", a "Search" section with a "Type" dropdown set to "Location search", a "Location" input field with the coordinates "49.26430, -123.10452", and a "Search Name" input field. A "Search" button is located at the bottom right of the search section.



# Instagram en Hootsuite



enlace

TrendSpottr  
for Instagram

find top trending  
photos, videos and  
influencers for any tag  
or topic

The screenshot displays the HootSuite dashboard at <https://hootsuite.com/dashboard>. The interface includes a top navigation bar with a search bar and a 'Compose message...' button. Below this, there are tabs for 'TrendSpottr for Instagram' and '+ Add Stream'. The main content area is divided into three columns. The left column, titled 'Starbucks', contains a search bar, a 'Popular Tags' dropdown, and a 'Show' dropdown set to 'trending posts'. The middle column, titled 'Photooftheday', shows a post from 'Sufriendinggg' with 15 likes and 1 comment, featuring a photo of three women in winter clothing. The right column, titled 'Social', lists trending hashtags with their scores: #social (1127), #like4like (110), #fashion (109), #socialmedia (109), #marketing (108), #fun (105), and #new (90).



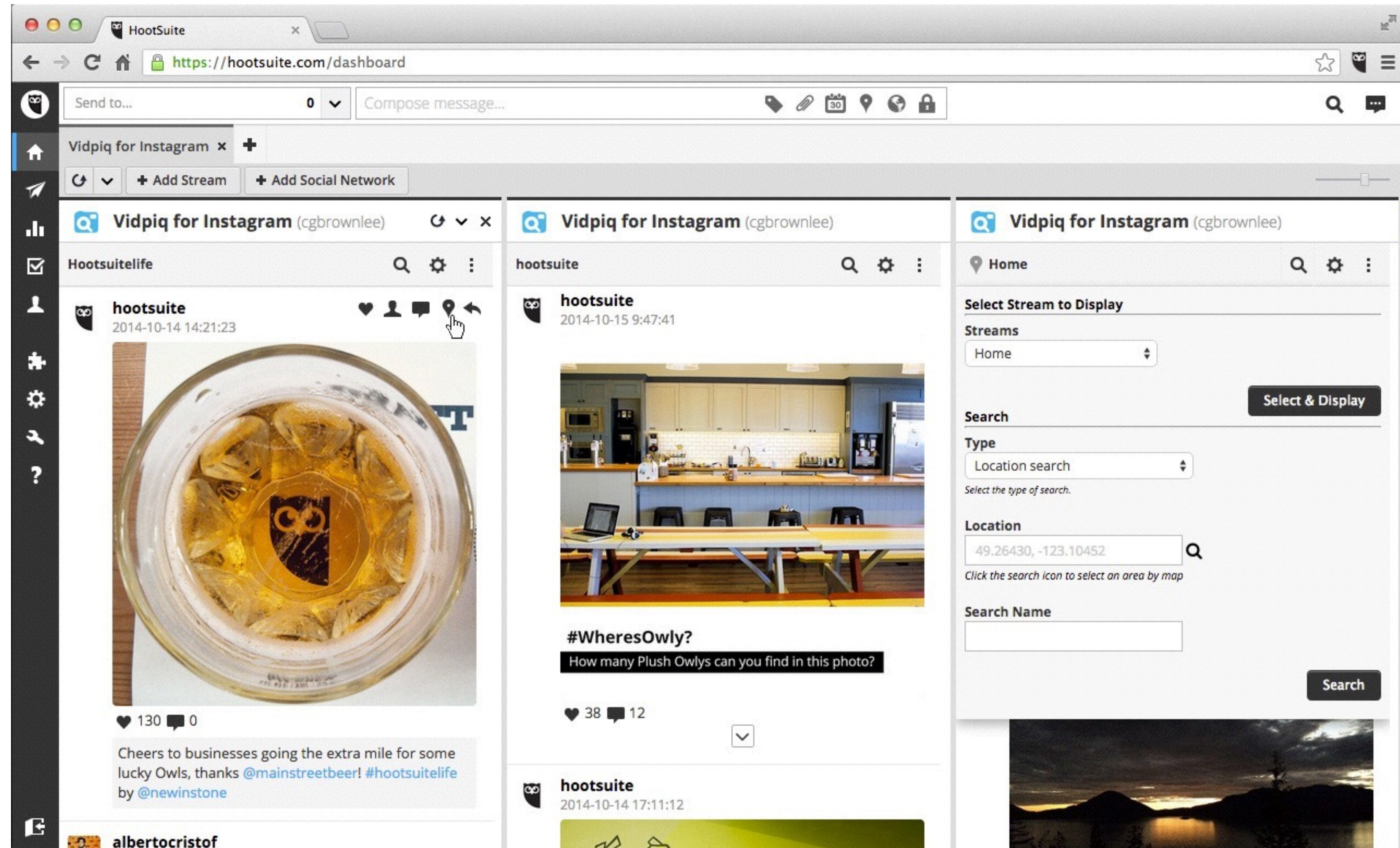


# Instagram en Hootsuite



## IconoSquare for Instagram

manage multiple  
Instagram accounts,  
browse your most  
important statistics,  
search for users and  
hashtags and monitor  
competitor and hashtag  
feeds





 Hootsuite® Presents

# Grade Your Social

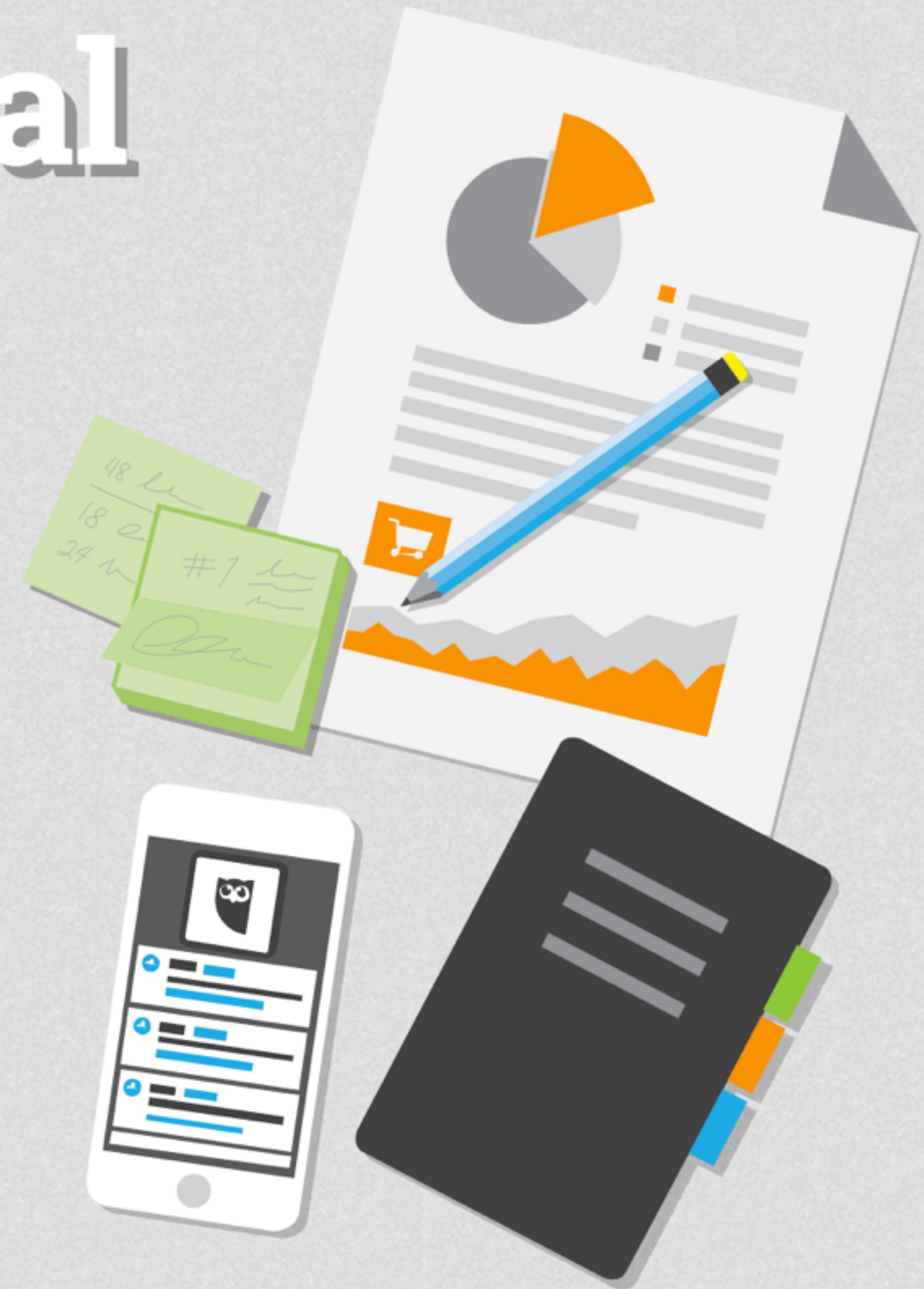
Is your social media working for you?  
Learn how to grow your business.



Sign in with Twitter

↑  
It only takes a second!

<http://grader.hootsuite.com>









# Android - App nueva versión

2015-03-16

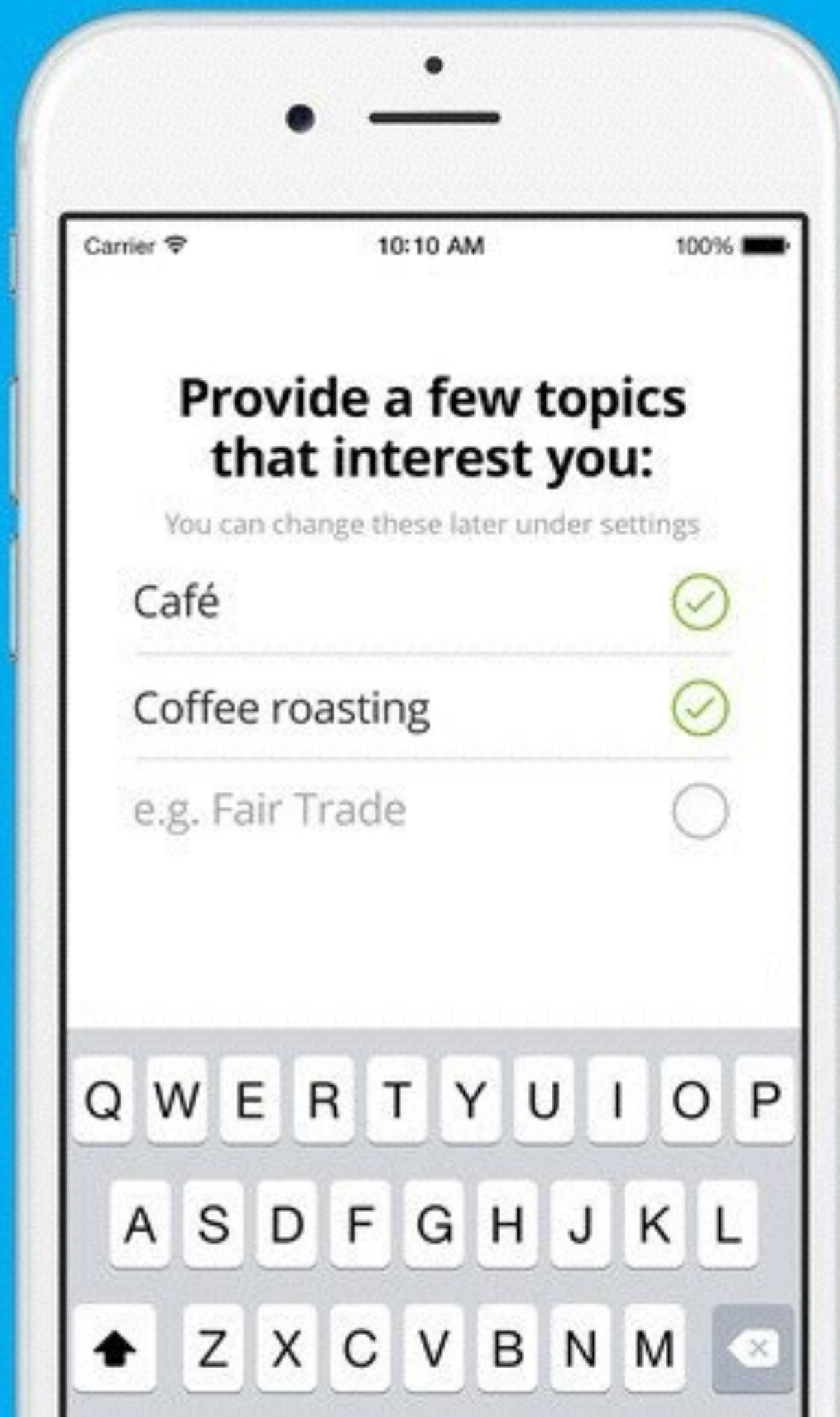




# iOS - Suggestions by Hootsuite

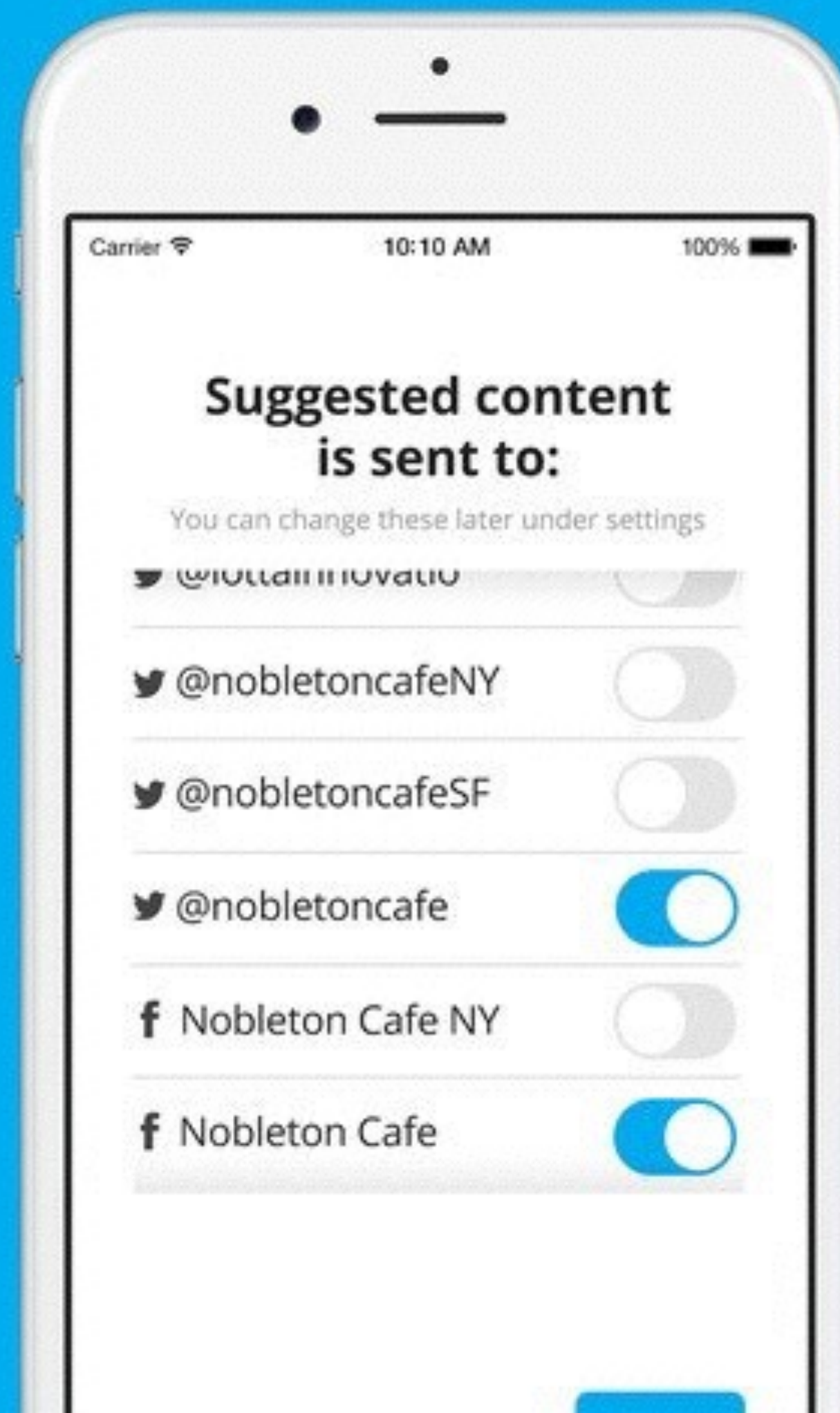
## Make it yours

Customize your suggestions



## Get on with business

Share to multiple social networks



## Slide to share

Publish now or send later



Available on the  
**App Store**





## Ultimas novedades HootSuite Adquisiciones







467 empleados (HootSuite 417, uberVU 50)  
blogs, foros y redes sociales





# HootSuite acquires UBERMU



<http://ow.ly/Ch4U1>







Brightkit is now  
**Hootsuite Campaigns**

20 empleados (HootSuite supera los 600 empleados)  
Brightkit más 10 millones de clientes







PHOTO CONTEST



VIDEO CONTEST



ESSAY CONTEST



SWEEPSTAKES



SIGN UP



SOCIAL FEED



TWITTER FEED



INSTAGRAM GALLERY



INSTAGRAM CONTEST



TWITTER CONTEST



VINE CONTEST



COMMENTING  
SWEEPSTAKES



CAPTION CONTEST



<http://ow.ly/Ch5EI>







# Ejemplo del uso de las Redes Sociales



<http://ow.ly/rEMtE>



Hootsuite dispone de más de 100 aplicaciones





NOV 2011   DEC 2011   JAN 2012   FEB 2012   MAR 2012   APR 2012   MAY 2012   JUN 2012   JUL 2012   AUG 2012   SEP 2012   OCT 2012   NOV 2012

**36** APPS AVAILABLE



**400,000** APPS INSTALLED



**95%** OF ENTERPRISE USERS HAVE INSTALLED AN APP

**35%** OF PRO USERS HAVE INSTALLED AN APP



**20%** OF NEW HOOTSUITE USERS ADD AN APP IN FIRST WEEK

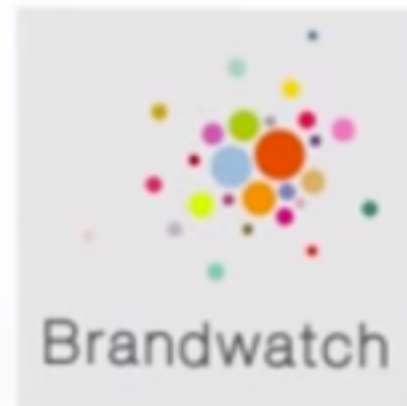


**hootsuite**  
Social Media Management





# SOCIAL MARKETING











**SOCIAL CUSTOMER**



**SERVICE**











# Hootsuite™

Social Media Dashboard



Escuchar







# Hootsuite™

Social Media Dashboard

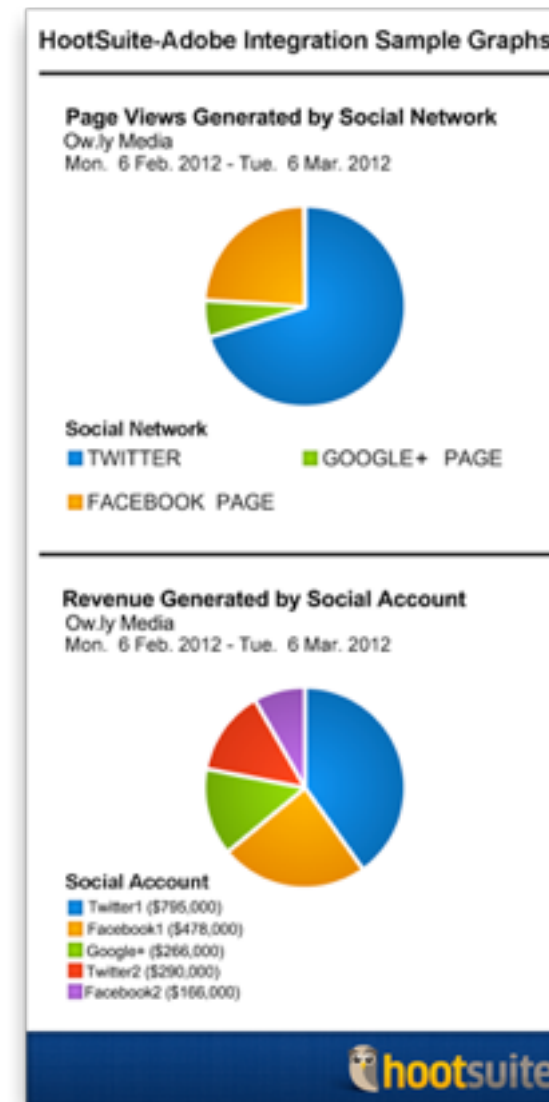


Analíticas





# Analíticas e Informes



ADOBE® SITECATALYST®  
Powered by Omniture®

webtrends®





# Analíticas e Informes





# Analíticas e Informes



Facebook Insights

Google Analytics

Twitter

Ow.ly

Google+

Análisis estadísticos  
de la organización







# Hootsuite™

## Social Media Dashboard



Engagement



Escuchar



Analíticas



Colaboración



Seguridad





# Gracias

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