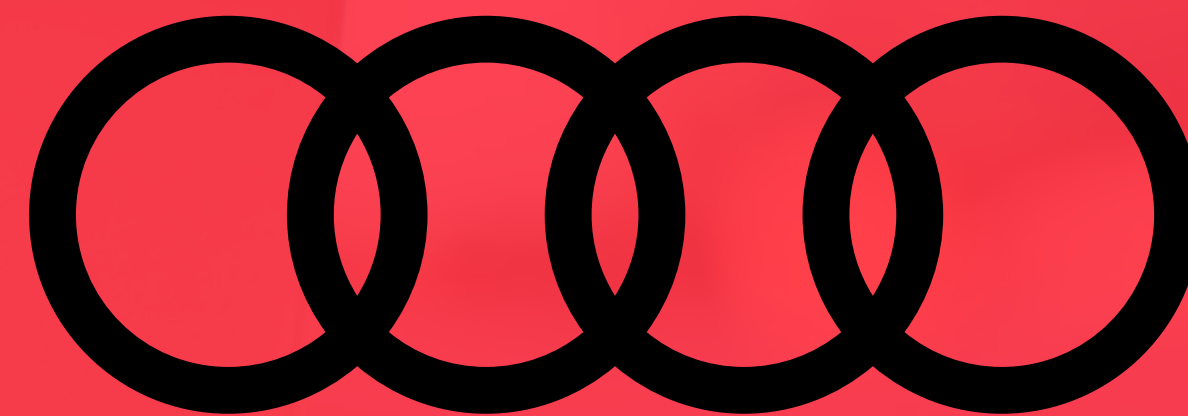


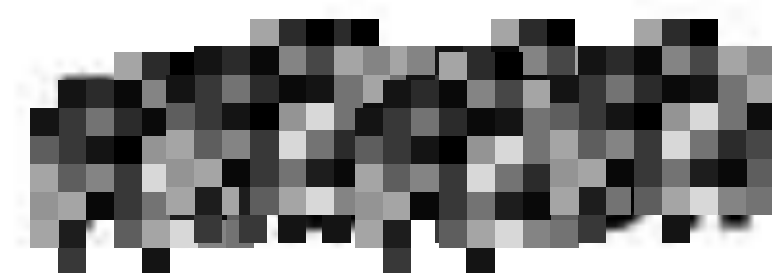
Cos'è il

Brand

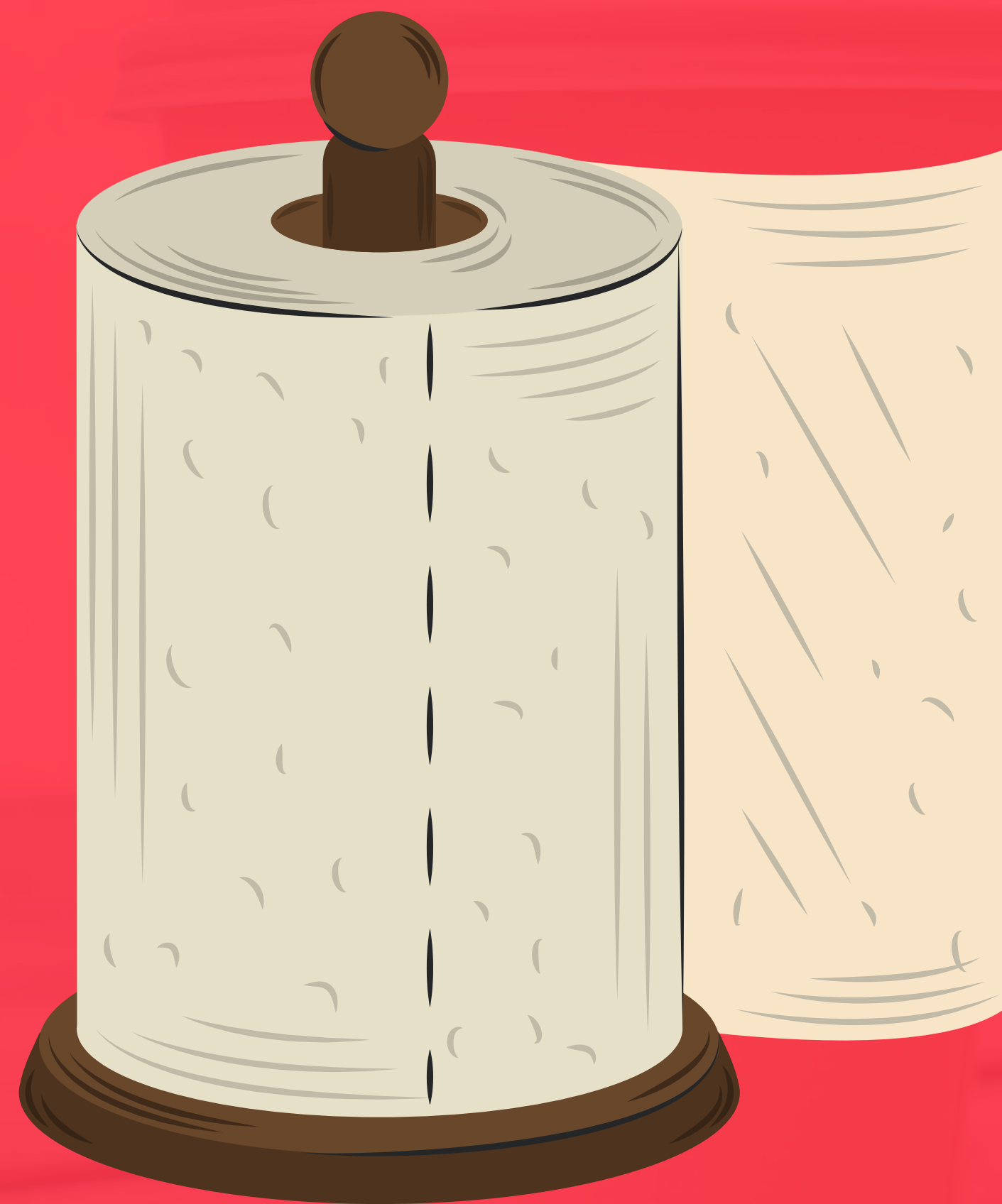
Scrivilo con una parola







ti mette le aali.





101 USI
2 LATI DI

Softex

CARTA DA CUCINA

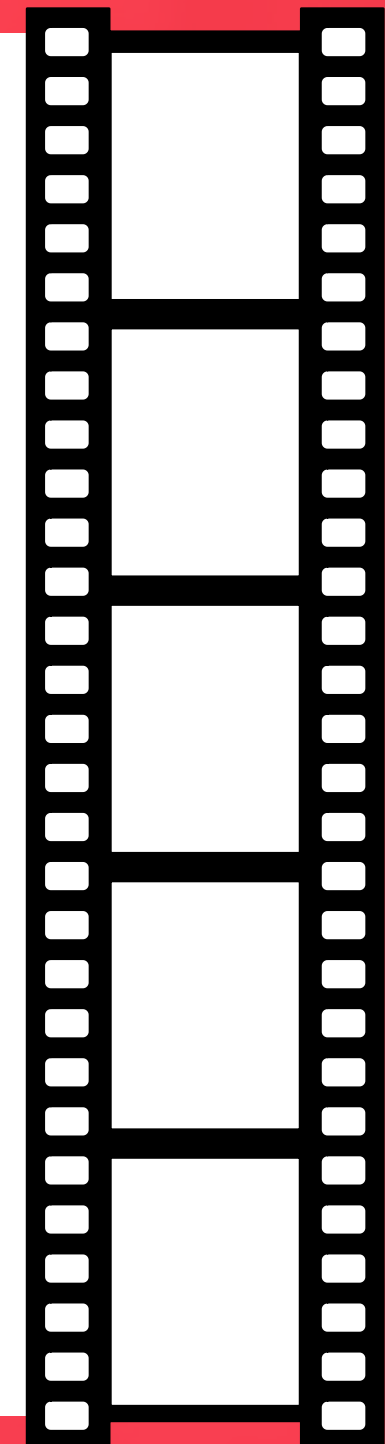
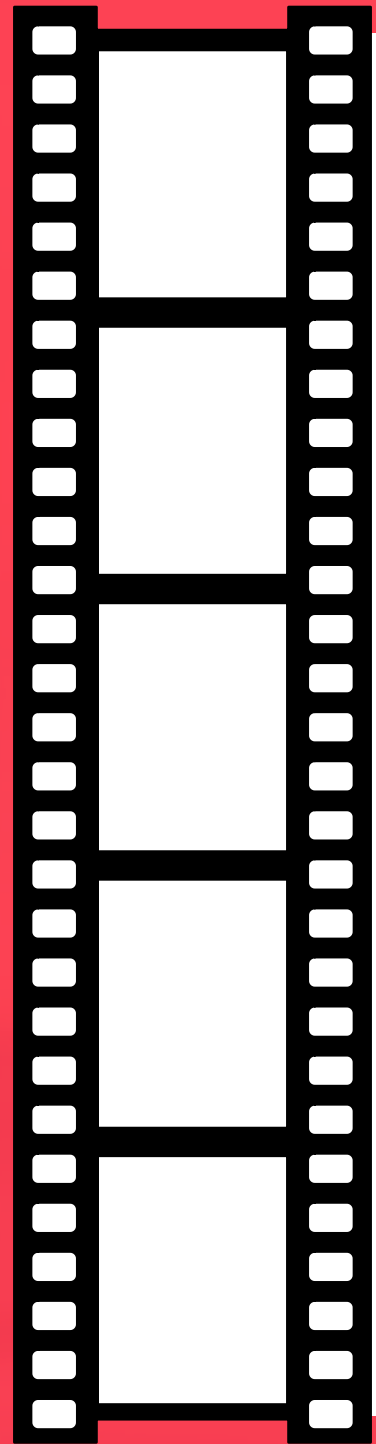
PAPER TOWELS

un lato
morbido

un lato
resistente

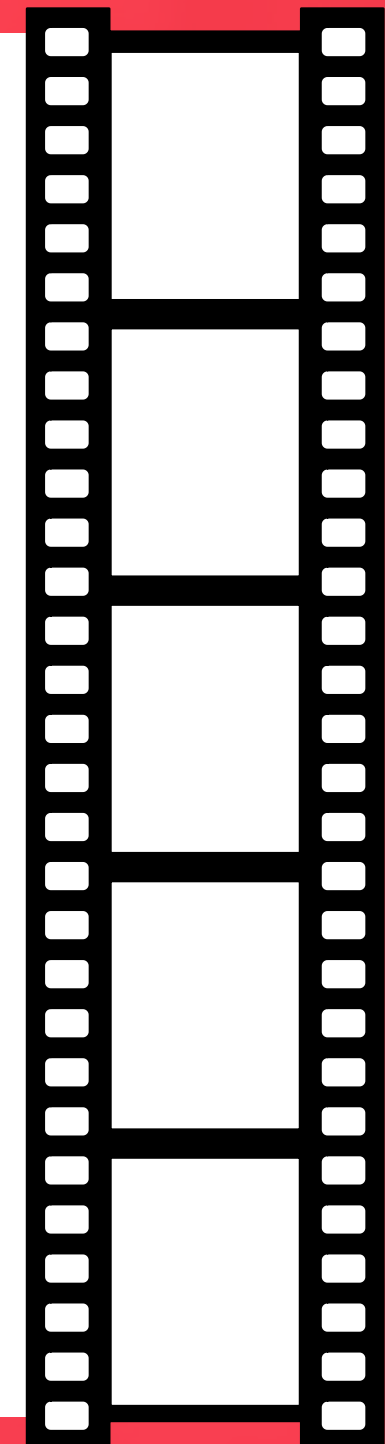
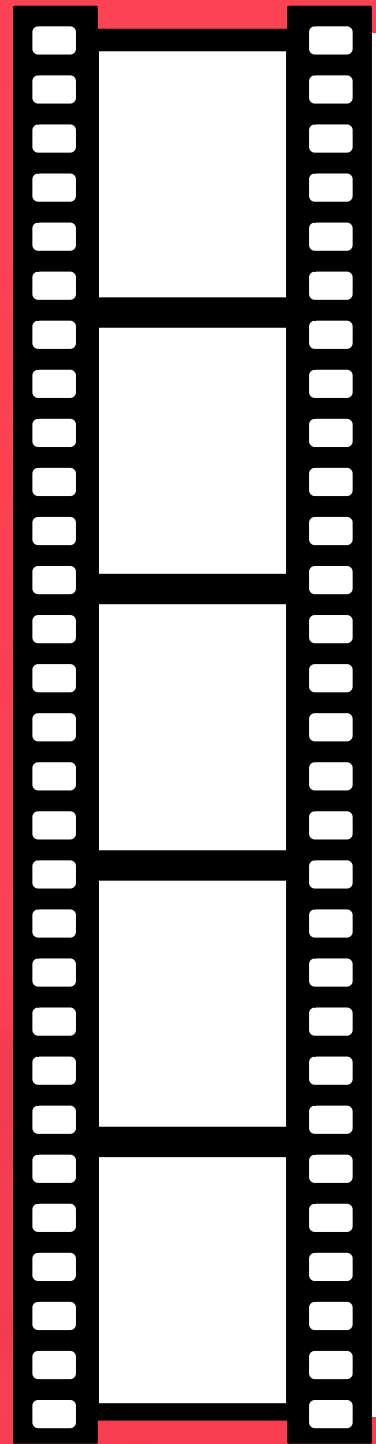
4
MAXI
ROTO

Alza il volume



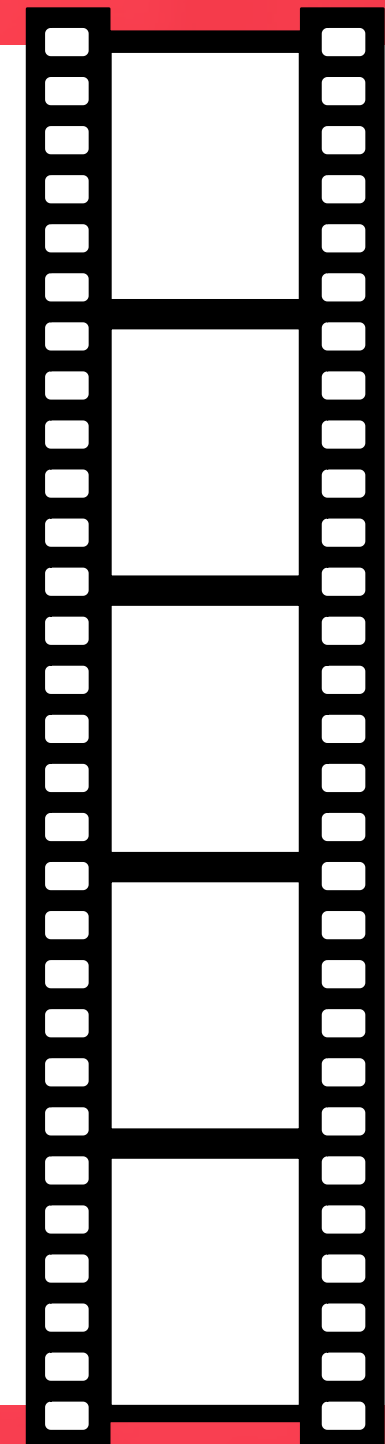
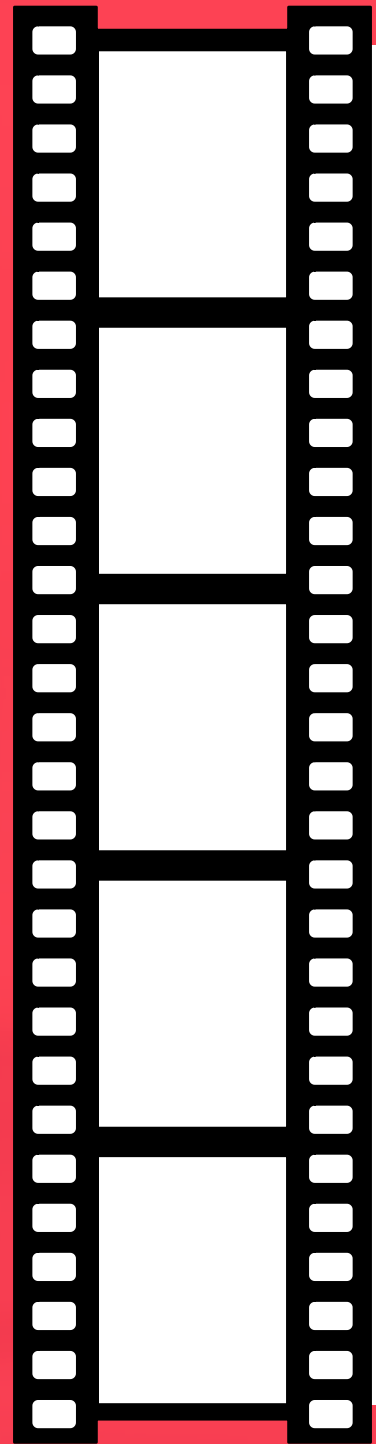
Chiudi gli occhi

Alza il volume



Chiudi gli occhi

Alza il volume



Chiudi gli occhi



Quiz time

Prova a descriverlo con

1 parola

Il brand è

una

PROMESSA



Promessa

Coerenza

*Sui social media questa
corda è perennemente
tesa come un elastico*



Esperienza del cliente



JAN
2023

FACEBOOK: ADVERTISING AUDIENCE OVERVIEW

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

GLOBAL OVERVIEW

TOTAL POTENTIAL REACH
OF ADS ON FACEBOOK



1.98
BILLION



FACEBOOK AD REACH
vs. TOTAL POPULATION



24.8%



QUARTER-ON-QUARTER CHANGE
IN REPORTED FACEBOOK AD REACH



-4.6%
-96 MILLION



YEAR-ON-YEAR CHANGE IN
REPORTED FACEBOOK AD REACH



-6.0%
-127 MILLION

FACEBOOK AD REACH
vs. TOTAL INTERNET USERS



38.4%



FACEBOOK AD REACH
vs. POPULATION AGED 13+



31.7%



FEMALE FACEBOOK AD REACH
vs. TOTAL FACEBOOK AD REACH



43.7%



MALE FACEBOOK AD REACH
vs. TOTAL FACEBOOK AD REACH



56.3%

SOURCES: META'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES USE MIDPOINT OF PUBLISHED RANGES. GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE". **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES FOR REACH vs. POPULATION AND REACH vs. INTERNET USERS MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, DIFFERENT RESEARCH DATES, AND DIFFERENCES IN CENSUS DATA vs. RESIDENT POPULATIONS. SOURCE DATA REVISIONS MAY DISTORT VALUES FOR CHANGE OVER TIME. **COMPARABILITY:** SOURCE DATA REVISIONS. VALUES MAY NOT BE COMPARABLE WITH PREVIOUS REPORTS. SEE [NOTES ON DATA](#) FOR FURTHER DETAILS.

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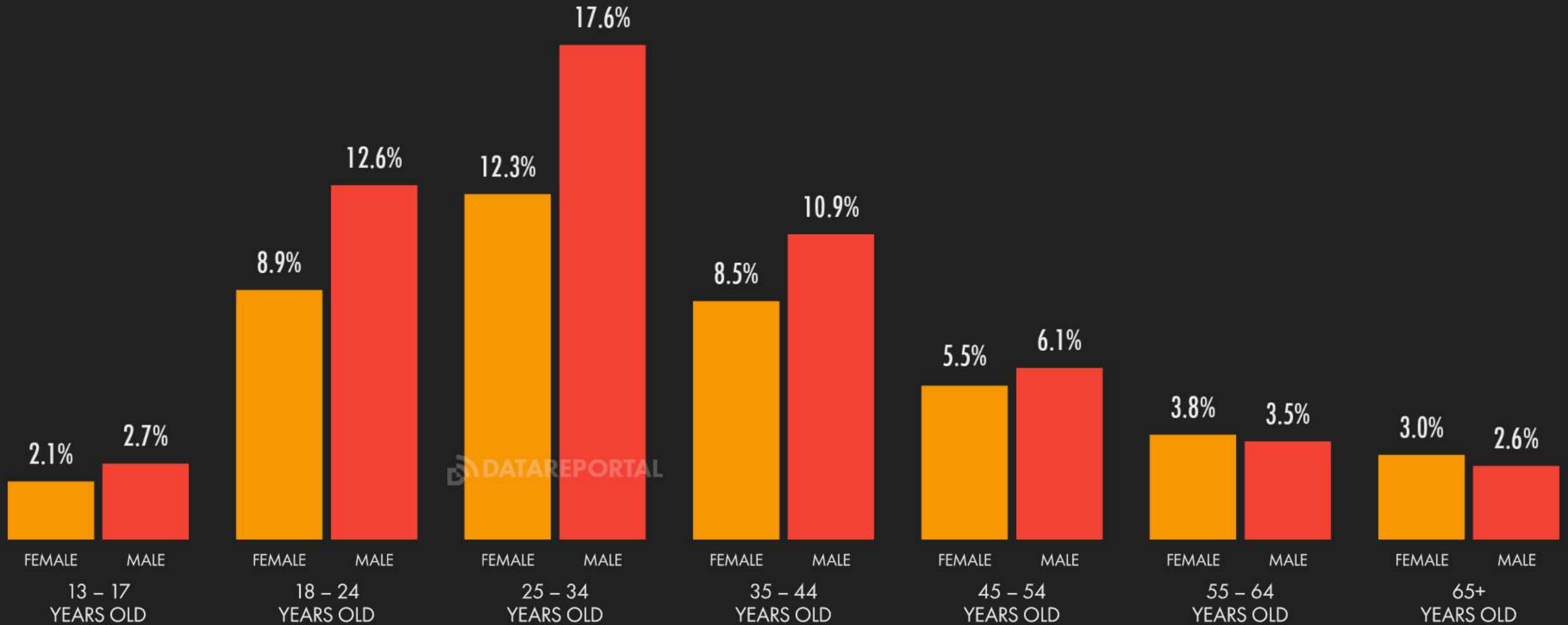
FACEBOOK: ADVERTISING AUDIENCE PROFILE

SHARE OF FACEBOOK'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



GLOBAL OVERVIEW



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FACEBOOK: ADVERTISING AUDIENCE OVERVIEW

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



27.95
MILLION

FACEBOOK AD REACH
vs. TOTAL POPULATION



47.4%

QUARTER-ON-QUARTER CHANGE
IN REPORTED FACEBOOK AD REACH



-0.5%
-150 THOUSAND

YEAR-ON-YEAR CHANGE IN
REPORTED FACEBOOK AD REACH



-2.1%
-600 THOUSAND

FACEBOOK AD REACH
vs. TOTAL INTERNET USERS



55.0%

FACEBOOK AD REACH
vs. POPULATION AGED 13+



52.9%

FEMALE FACEBOOK AD REACH
vs. TOTAL FACEBOOK AD REACH



50.5%

MALE FACEBOOK AD REACH
vs. TOTAL FACEBOOK AD REACH



49.5%

SOURCES: META'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES USE MIDPOINT OF PUBLISHED RANGES. GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE". **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES FOR REACH vs. POPULATION AND REACH vs. INTERNET USERS MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, DIFFERENT RESEARCH DATES, AND DIFFERENCES IN CENSUS DATA vs. RESIDENT POPULATIONS. SOURCE DATA REVISIONS MAY DISTORT VALUES FOR CHANGE OVER TIME. **COMPARABILITY:** SOURCE DATA REVISIONS. VALUES MAY NOT BE COMPARABLE WITH PREVIOUS REPORTS. SEE [NOTES ON DATA](#) FOR FURTHER DETAILS.

JAN
2023

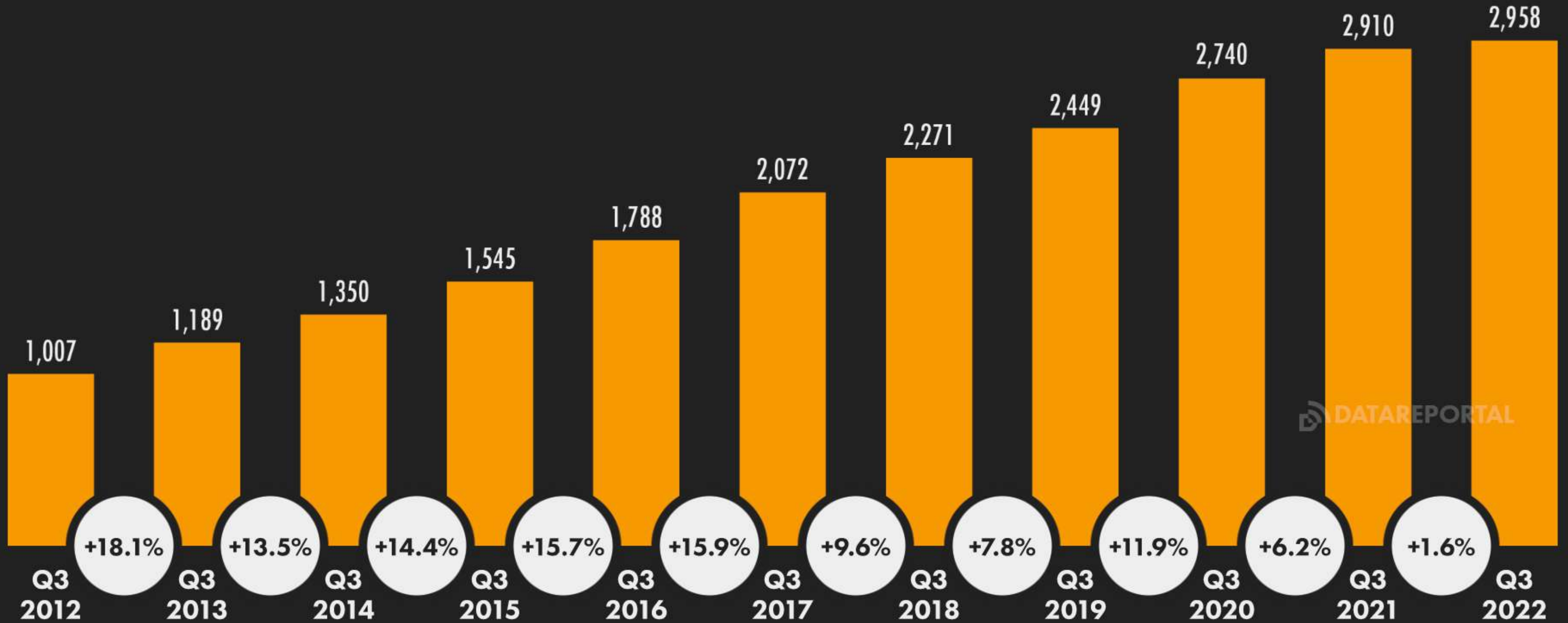
FACEBOOK MONTHLY ACTIVE USERS (YOY)

MONTHLY ACTIVE FACEBOOK USERS (IN MILLIONS), AND RELATIVE CHANGE OVER TIME

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



GLOBAL OVERVIEW



Da dove inizio?



DA QUI



Obiettivi di business

Aumentare del 15% le vendite di stampanti 3D, puntando sul risultato per il cliente finale

Obiettivi di digital marketing

Contribuire a fare conoscere le potenzialità delle nuove stampanti 3D

Strategia di digital marketing

Ispirare con esempi di uso (prodotti finiti stampati in 3D)

Piano operativo

Piano di contenuti settimanale

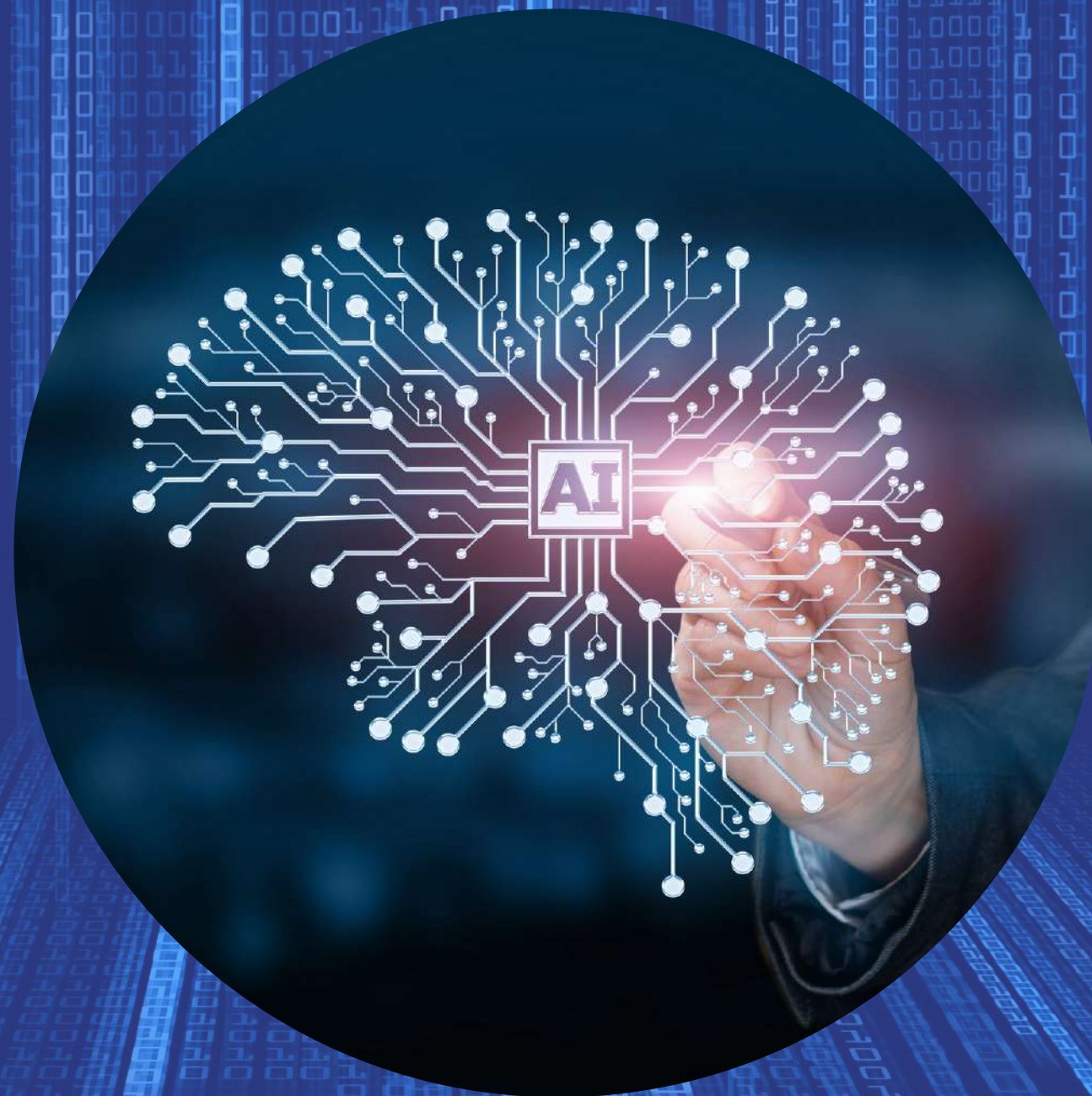
Post su instagram



NON DA QUI



Da chi è decisa la visibilità dei nostri post?



Raccolta delle informazioni a disposizione rispetto a tutti i post degli amici o della pagine (**Inventory**)

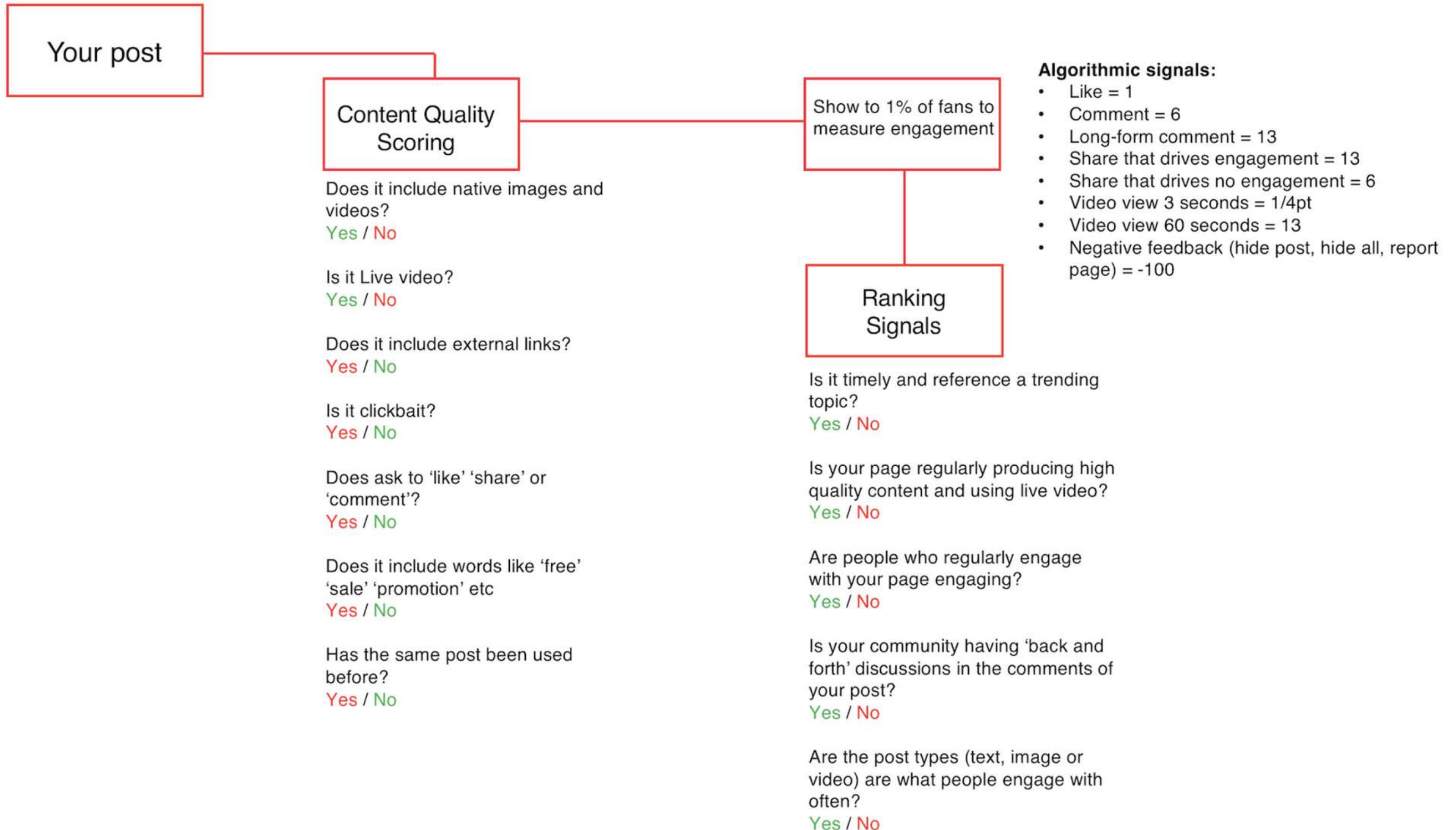
Verifica i segnali (**Signals**) come per esempio chi ha postato che cosa

Fa delle **predizioni** in base alla storia passata di altri post che sono stati commentati (**Predictions**)

Attribuisce ai singoli post un **punteggio** (**Score**)

The Facebook Algorithm

Ste Davies



What stories have been posted by your friends and publishers?

Inventory

.....

Who posted this story?

Signals

.....

How likely are you to comment on this story?

Predictions

.....

Relevance score

Score

Who posted it

Frequency of posts from publisher
Average time spent on content
Overall engagement that a post already has
Previous negative feedback on author

Engagement



Emile Mosseri updated his profile picture.

March 17 at 7:03 PM · 🌐



👍❤️👹 166

6 Comments 2 Shares

👍 Like

💬 Comment

➦ Share

When it's posted

Friend tags
A recent comment from a friend

Story type

Completeness of page profile
Posted from a friend or page
How informative the post is

Likelihood to
click

Likelihood to
spend time with
story

Likelihood to like,
comment, and
share



Likelihood
you'll find
informative

Likelihood
this is
clickbait

Likelihood this
contains nudity

Cos'è penalizzato?



- Link esterni
- Clickbaiting
- Offerte, sconti...
- Contenuti non originali e già postati

Come arrivare alle persone

- Il 96% delle persone ha guardato un video esplicativo per saperne di più su un prodotto o servizio.
- L'84% delle persone afferma di essere stato convinto ad acquistare un prodotto o servizio guardando un video di un brand.
- Il 74% delle persone afferma di essere stato convinto ad acquistare o scaricare un software o un'applicazione guardando un video.

Come iniziare a pubblicizzare la Pagina Facebook

- Inserire un link alla propria Pagina Facebook nel proprio sito web e (se disponibile) il proprio blog
- Inserire il link alla fan page in tutti gli altri profili social dell'azienda
- Linkare la pagina Facebook dal proprio profilo personale
- Suggestire la pagina ai propri amici
- INVESTIRE IN CAMPAGNE PUBBLICITARIE

Come leggere le **Statistiche** della **Pagina: Insights**

Le statistiche delle pagine permettono di:

- conoscere l'audience di utenti iscritti alla nostra pagina
- comprendere quali sono i post che sono più e meno apprezzati
- capire quando gli iscritti alla nostra pagina sono attivi
- conoscere quante persone della nostra pagina visualizzano effettivamente i nostri aggiornamenti

Strumenti utili alla pubblicazione

yaytext.com

bitly.com

canva.com

hootsuite.com

postpickr.com

personalizzare i font

accorciare i link

realizzare basi grafiche e video spot

programmare e gestire contenuti

programmare e gestire contenuti



JAN
2023

INSTAGRAM: ADVERTISING AUDIENCE OVERVIEW

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



26.20
MILLION

INSTAGRAM AD REACH
vs. TOTAL POPULATION



44.4%

QUARTER-ON-QUARTER CHANGE
IN REPORTED INSTAGRAM AD REACH



-3.0%
-800 THOUSAND

YEAR-ON-YEAR CHANGE IN
REPORTED INSTAGRAM AD REACH



-4.7%
-1.3 MILLION

INSTAGRAM AD REACH
vs. TOTAL INTERNET USERS



51.6%

INSTAGRAM AD REACH
vs. POPULATION AGED 13+



49.6%

FEMALE INSTAGRAM AD REACH
vs. TOTAL INSTAGRAM AD REACH



51.0%

MALE INSTAGRAM AD REACH
vs. TOTAL INSTAGRAM AD REACH



49.0%

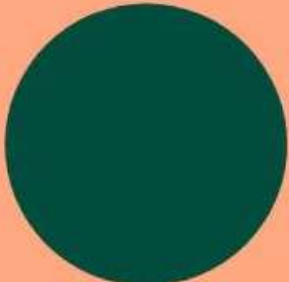
SOURCES: META'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES USE MIDPOINT OF PUBLISHED RANGES. GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE". **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES FOR REACH vs. POPULATION AND REACH vs. INTERNET USERS MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, DIFFERENT RESEARCH DATES, AND DIFFERENCES IN CENSUS DATA vs. RESIDENT POPULATIONS. SOURCE DATA REVISIONS MAY DISTORT VALUES FOR CHANGE OVER TIME. **COMPARABILITY:** SOURCE DATA REVISIONS. VALUES MAY NOT BE COMPARABLE WITH PREVIOUS REPORTS. SEE [NOTES ON DATA](#) FOR FURTHER DETAILS.



STATISTICHE DI
INSTAGRAM

A large, stylized clock face with a white center and an orange border. The hands are orange, and the number '30' is prominently displayed in the center in a dark green font. Below the number, the word 'Minuti' is written in the same dark green font.

30
Minuti

A solid dark green circle located in the upper right corner of the infographic.

Tempo medio
giornaliero trascorso
su Instagram.

Fonte: eMarketer (2020)



STATISTICHE DI
INSTAGRAM

83%

Degli intervistati
utilizza Instagram
per scoprire nuovi
prodotti o servizi.

Fonte: Facebook



STATISTICHE DI
INSTAGRAM

Età utenti Instagram

Fonte: We Are Social (2021)



Insight

- Nella scheda Audience dei vostri Insights, in fondo, c'è una sezione che vi mostra quando il vostro following è più attivo online; potrete visualizzare queste informazioni in base agli orari o ai giorni della settimana.



- Sapevate che è possibile seguire anche degli hashtag e non solo dei profili?

Suggerimenti

Per gli Hashtag potete utilizzare:

- **All-hashtag**
- **Display Purposes**
- **Iconosquare**
- **RiteTag**
- **AutoHash**
- **FocalMark**
- **Hashtagify**



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2023

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



TOTAL POTENTIAL REACH
OF ADS ON LINKEDIN



17.00
MILLION

LINKEDIN AD REACH
vs. TOTAL POPULATION



28.8%

QUARTER-ON-QUARTER CHANGE
IN REPORTED LINKEDIN AD REACH



0%
[UNCHANGED]

YEAR-ON-YEAR CHANGE IN
REPORTED LINKEDIN AD REACH



+6.3%
+1.0 MILLION

LINKEDIN AD REACH
vs. TOTAL INTERNET USERS



33.5%

LINKEDIN AD REACH
vs. POPULATION AGED 18+



34.0%

FEMALE LINKEDIN AD REACH
vs. TOTAL LINKEDIN AD REACH



48.8%

MALE LINKEDIN AD REACH
vs. TOTAL LINKEDIN AD REACH



51.2%

SOURCES: LINKEDIN'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES ARE BASED ON TOTAL REGISTERED MEMBERS, SO ARE NOT COMPARABLE WITH OTHER PLATFORMS IN THIS REPORT. GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE". **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, OR MATCH THE TOTAL ACTIVE USER OR REGISTERED MEMBER BASE. VALUES FOR REACH vs. POPULATION AND REACH vs. INTERNET USERS MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, DIFFERENT RESEARCH DATES, AND DIFFERENCES IN CENSUS DATA vs. RESIDENT POPULATIONS. SOURCE DATA REVISIONS MAY DISTORT VALUES FOR CHANGE OVER TIME. **COMPARABILITY:** SOURCE DATA REVISIONS. VALUES MAY NOT BE COMPARABLE WITH PREVIOUS REPORTS.

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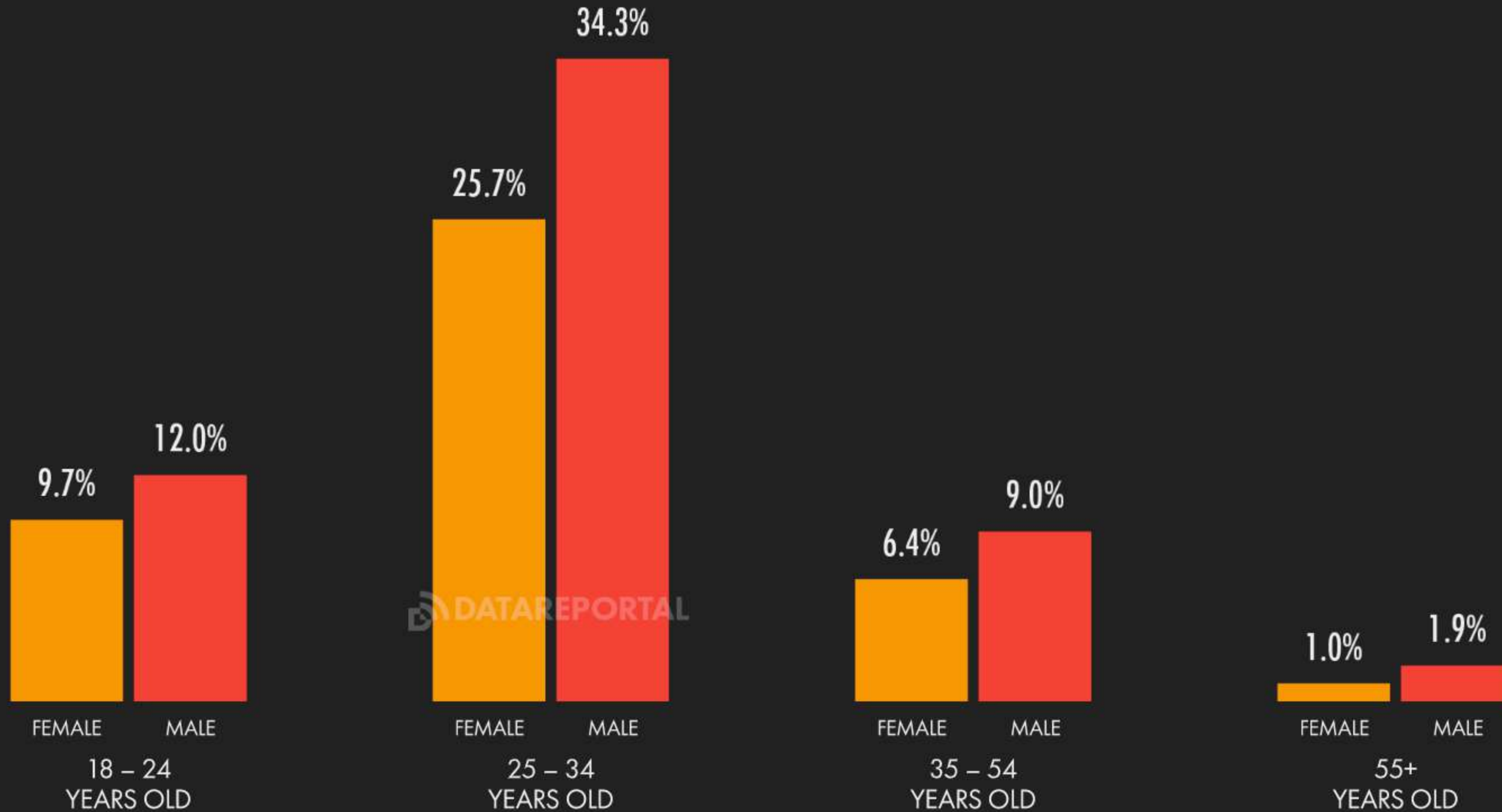
LINKEDIN: ADVERTISING AUDIENCE PROFILE

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

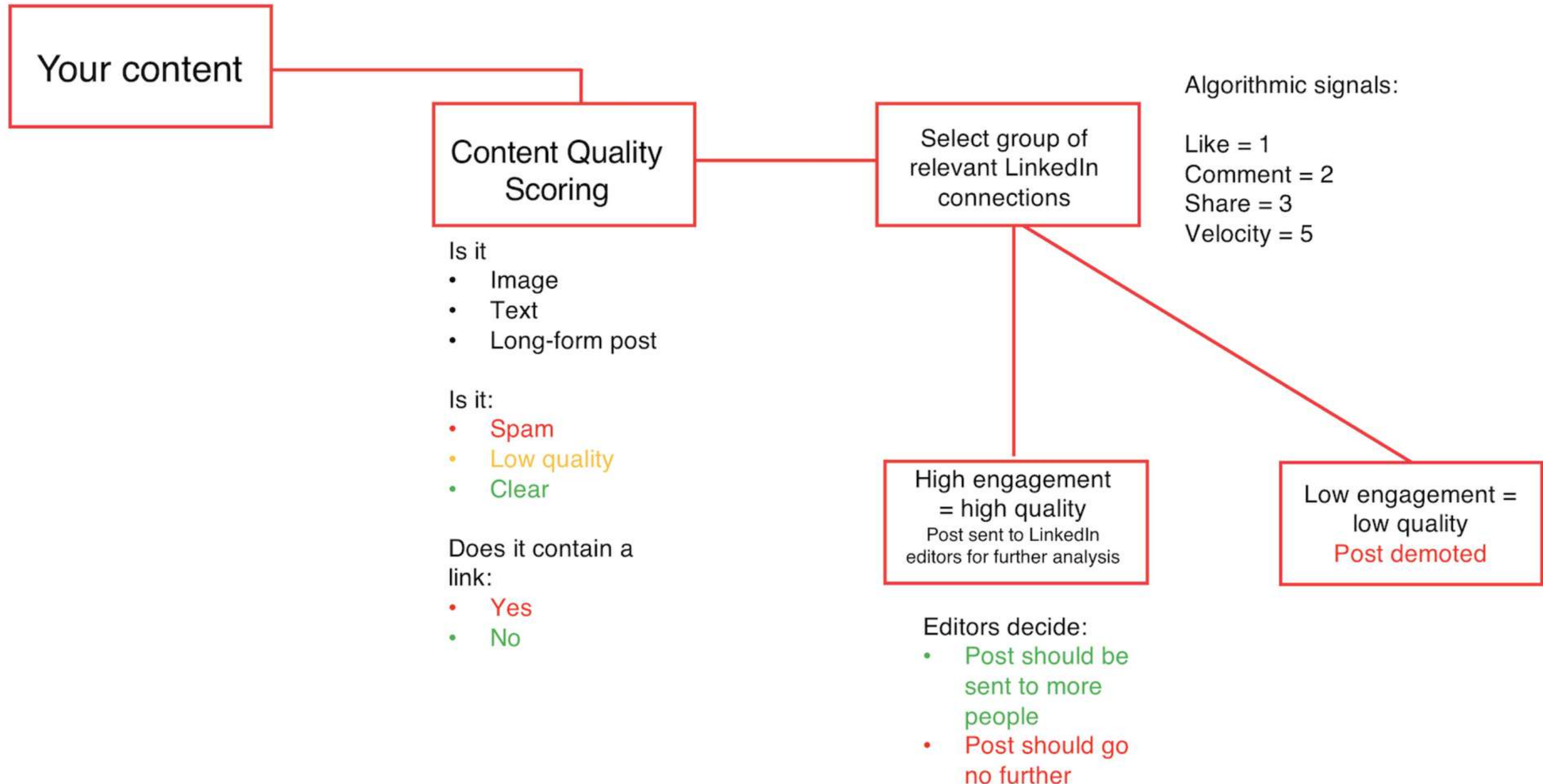


GLOBAL OVERVIEW



The LinkedIn Algorithm

Ste Davies



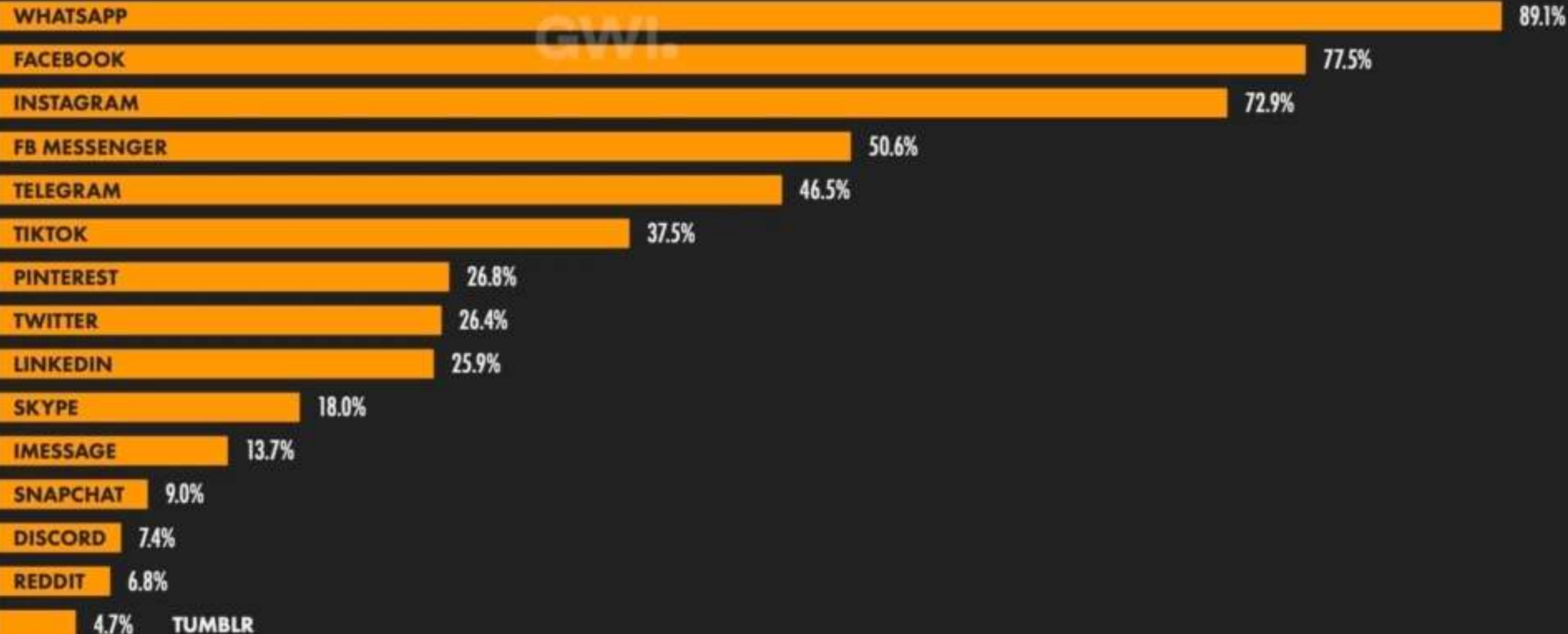


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MOST USED SOCIAL MEDIA PLATFORMS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 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



SOURCE: GWI (Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](https://www.gwi.com) FOR FULL DETAILS. **NOTE:** YOUTUBE IS **NOT** OFFERED AS AN ANSWER OPTION FOR THIS QUESTION IN GWI'S SURVEY. **COMPARABILITY:** A VERSION OF THIS CHART THAT APPEARED IN OUR PREVIOUS REPORTS WAS BASED ON A PREVIOUS QUESTION IN GWI'S SURVEY THAT INCLUDED YOUTUBE AS AN ANSWER OPTION. GWI'S CURRENT SURVEY FEATURES A REVISED VERSION OF THIS QUESTION THAT DOES **NOT** INCLUDE YOUTUBE AS AN ANSWER OPTION, WHILE OTHER CHANGES TO THE QUESTION'S WORDING MAY MEAN THAT THE VALUES AND RANK ORDER SHOWN HERE ARE **NOT DIRECTLY COMPARABLE** WITH THOSE SHOWN ON A SIMILAR CHART IN PREVIOUS REPORTS.



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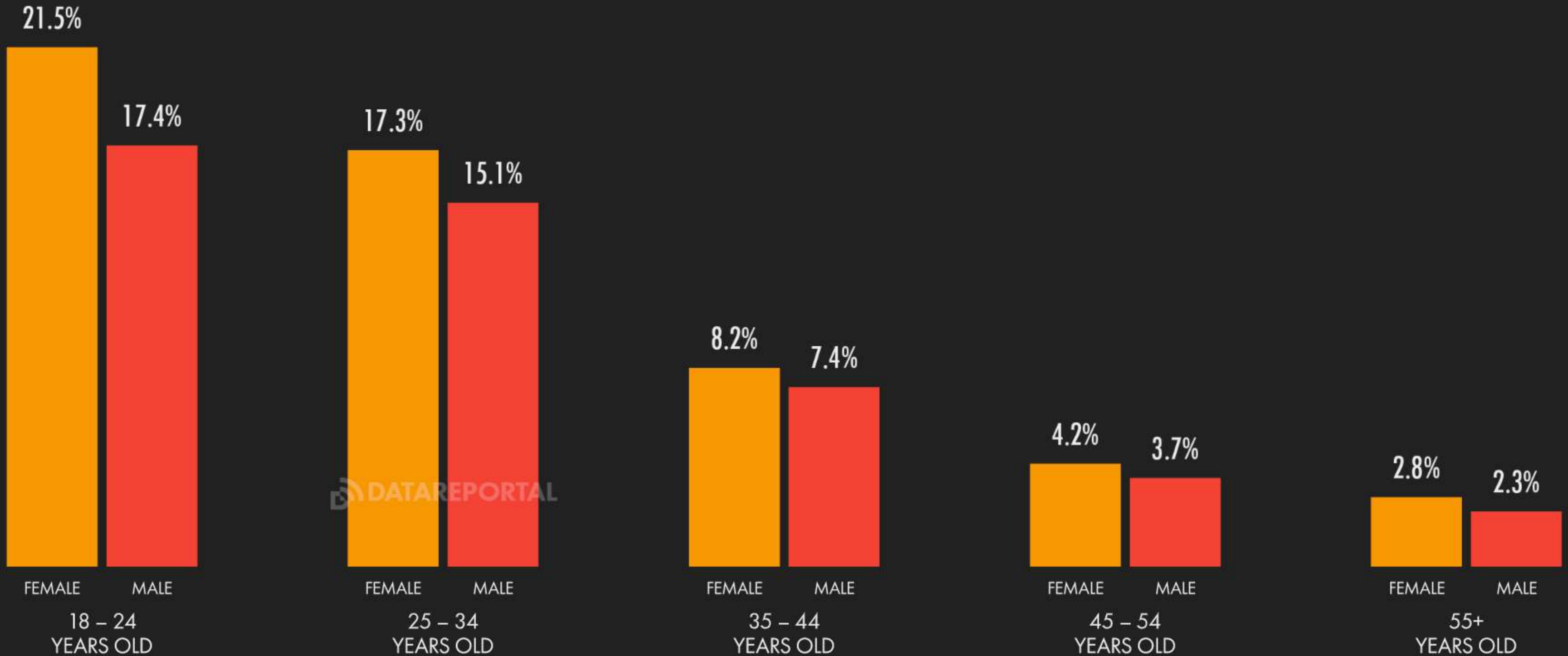
TIKTOK: ADVERTISING AUDIENCE PROFILE

SHARE OF TIKTOK'S 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



GLOBAL OVERVIEW



SOURCES: TIKTOK'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** DOES NOT INCLUDE DOUYIN. REACH DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE" USERS AGED 18+. DATA ARE NOT AVAILABLE FOR ALL LOCATIONS; FIGURES BASED ON MIDPOINTS OF AVAILABLE DATA ONLY. **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. USERS MAY MISSTATE THEIR ACTUAL AGE, WHICH MAY RESULT IN DISTORTIONS IN THE SOURCE DATA. **COMPARABILITY:** SOURCE DATA REVISIONS. VALUES MAY NOT BE COMPARABLE WITH PREVIOUS REPORTS. SEE [NOTES ON DATA](#) FOR FURTHER DETAILS.

VG

VERONICA GENTILI ACADEMY

GLI ITALIANI SU TIK TOK

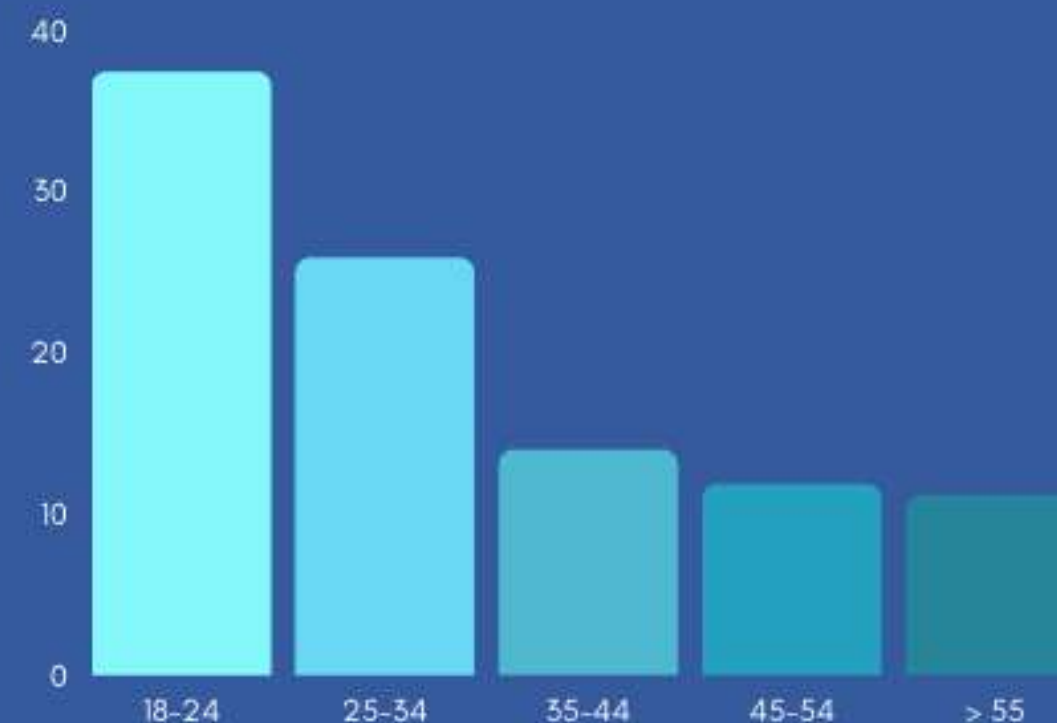
2022



18,080,000
UTENTI

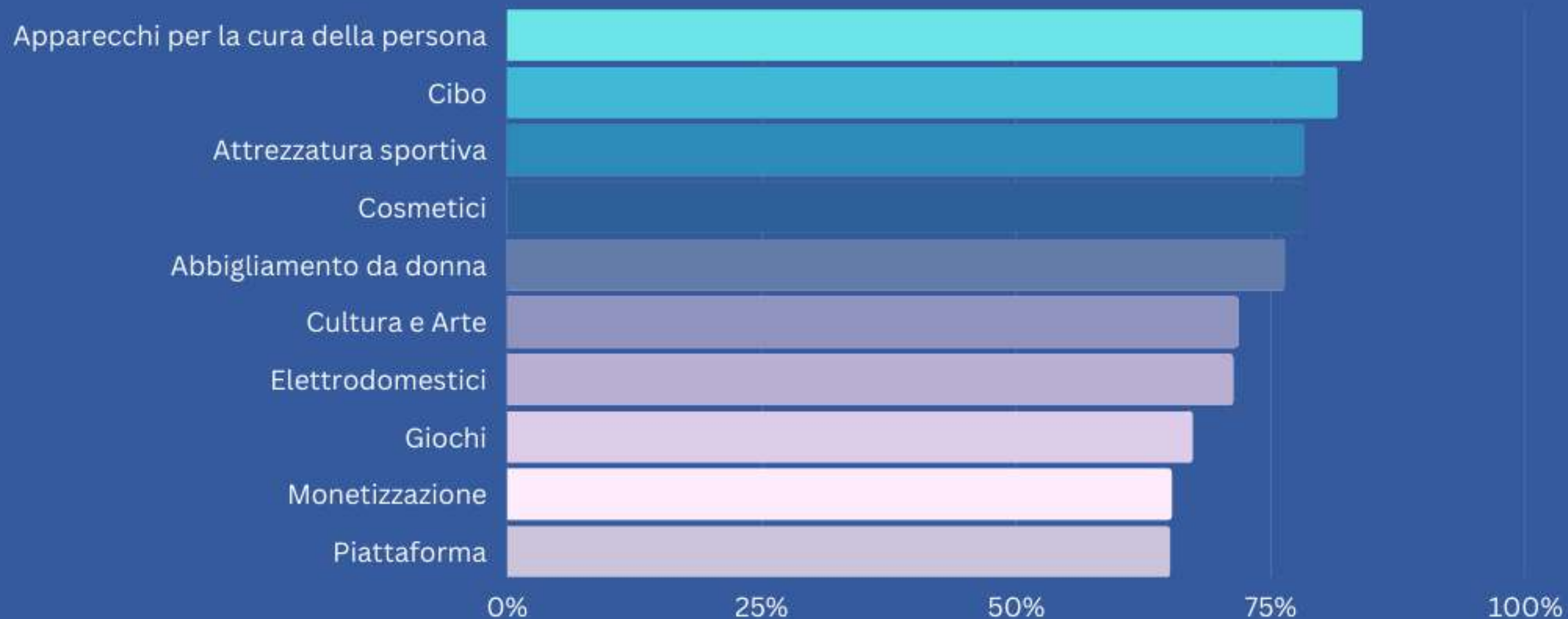


55.25% DONNE
44.75% UOMINI



FASCE DI ETÁ

TOP 10 INTERESSI



N.B. Gli utenti sono stati estratti dalla voce Dimensione Pubblico - Pannello Gestione Tik Tok Ads.
Gli altri dati sono estratti dai Tik Tok Audience Insights.



VERONICA GENTILI | ACADEMY

academy.veronicagentili.com



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TELEGRAM OVERVIEW

ESSENTIAL HEADLINES FOR TELEGRAM USE

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



GLOBAL OVERVIEW

GLOBAL
MONTHLY ACTIVE
TELEGRAM USERS



we
are
social

700
MILLION

MONTHLY ACTIVE
TELEGRAM USERS vs.
TOTAL POPULATION



Meltwater

8.7%

MONTHLY ACTIVE
TELEGRAM USERS vs.
POPULATION AGED 16+



11.9%

FEMALE USERS AS A
PERCENTAGE OF TOTAL
FEMALE AND MALE USERS



GWl.

42.6%

MALE USERS AS A
PERCENTAGE OF TOTAL
FEMALE AND MALE USERS



57.4%



Raggiungiamo il vostro pubblico

345

milioni di utenti attivi ogni mese a livello globale¹

11.2

milioni di utenti attivi ogni mese in Italia²

178

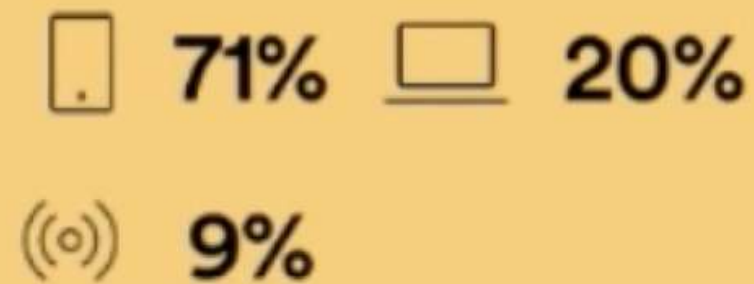
paesi con streaming attivo¹

Fonti: 1. Dati interni di Spotify sul totale degli utenti attivi ogni mese (versione supportata da pubblicità e Premium) dal Q4'20. 2. ComScore media Q420.

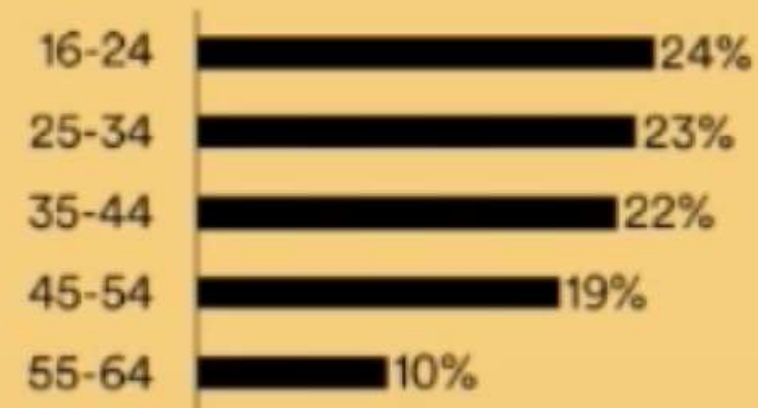
Spotify Advertising Love Audio

Chi ascolta in streaming in Italia?

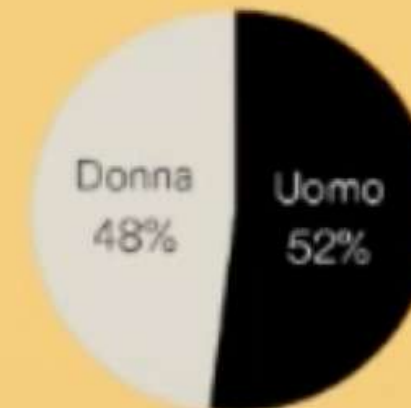
Suddivisione degli ascolti sulla piattaforma¹



Analisi in base all'età²



Analisi in base al sesso²



Titolo di studio²

Il 21% degli utenti Spotify Free possiede **una laurea o una laurea magistrale.**

Reddito familiare²

Il 32% degli utenti Spotify Free ha **un reddito minimo di 32.000 € annui.**

Fonte: 1. Spotify, first-party data, piattaforma supportata dalla pubblicità, 2020. 2. Global Web Index, piattaforma supportata dalla pubblicità, 2020



Spotify Advertising Love Audio

Le persone ascoltano audio in streaming oggi più che mai

Tempo speso:

**Mobile >
Televisione**

Fonte: eMarketer, Aprile 2019 (USA)



17 ore

Tempo speso mediamente nell'ascolto di audio in streaming per settimana¹

Tempo speso su mobile:

**Audio > Social
Audio > Video
Audio > Gaming**

Fonti: eMarketer, Aprile 2020 (USA). Spotify internal data, Global 2020

Spotify Advertising Love Audio

Cucinare



Concentrazione



Gaming



In famiglia



L'audio è un compagno di viaggio del consumatore

Momenti senza schermo

Fitness



Relax



Spotify Advertising Love Audio