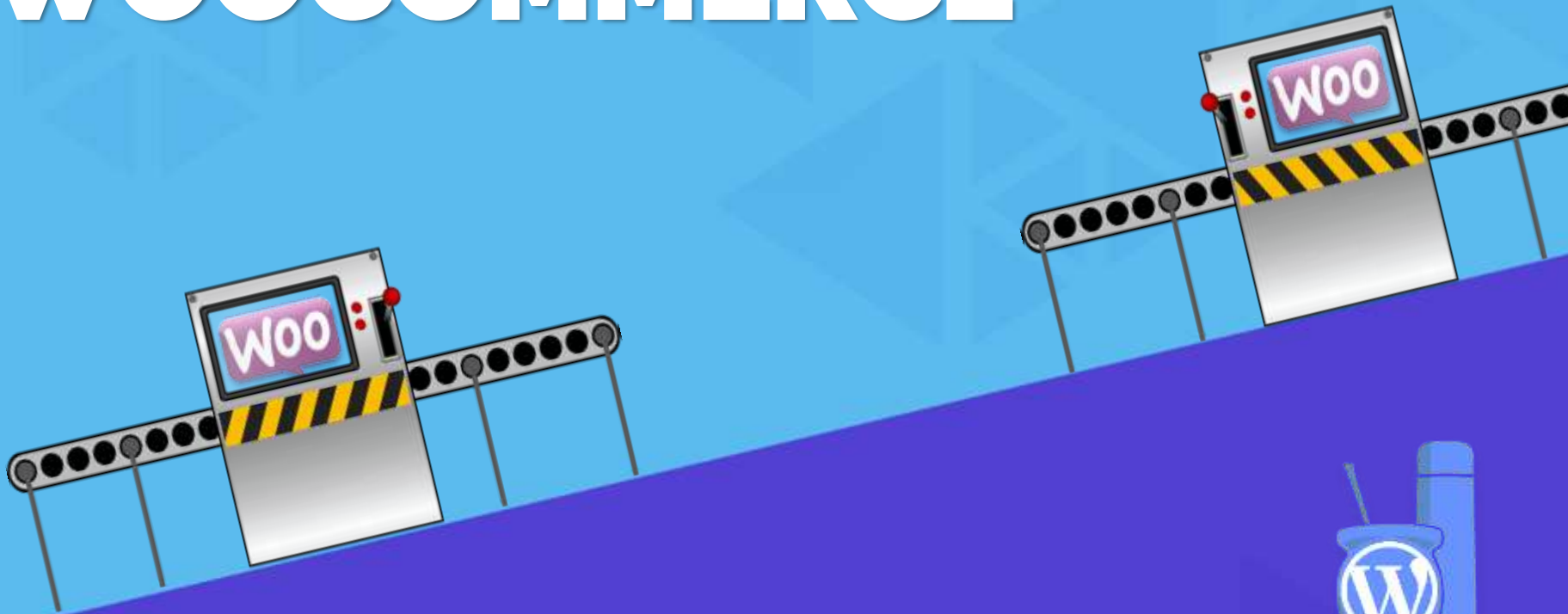


AUTOMATIZACIÓN DE TIENDAS ONLINE CON WOOCOMMERCE



¿QUIÉN SOY?

Sebastián Pendino

Consultor de marketing
digital especializado en
web y ecommerce

¡WordPress +
WooCommerce fan!

SebastianPendino.com



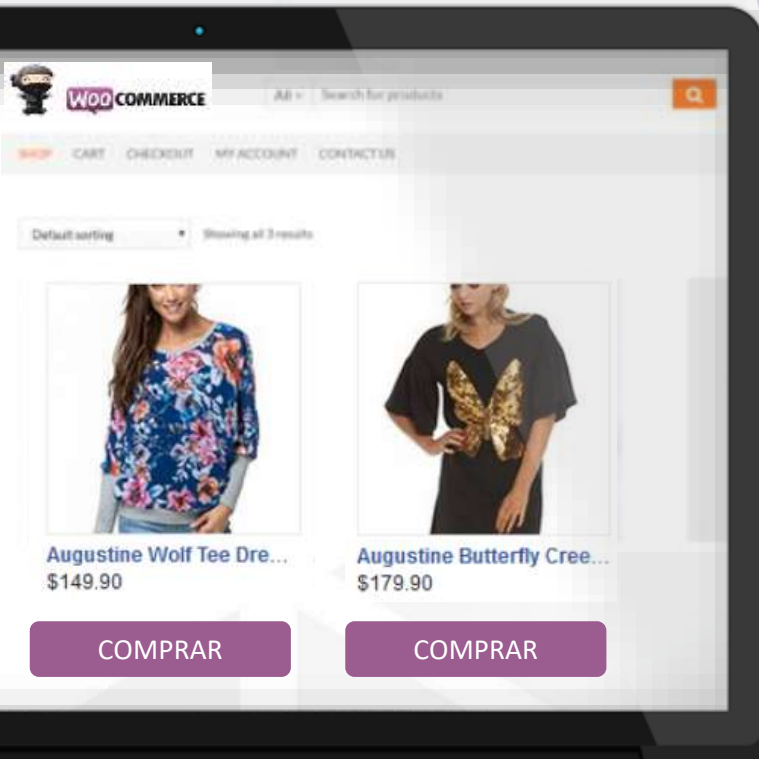
¿Cómo **automatizar** WooCommerce y las **Redes**?



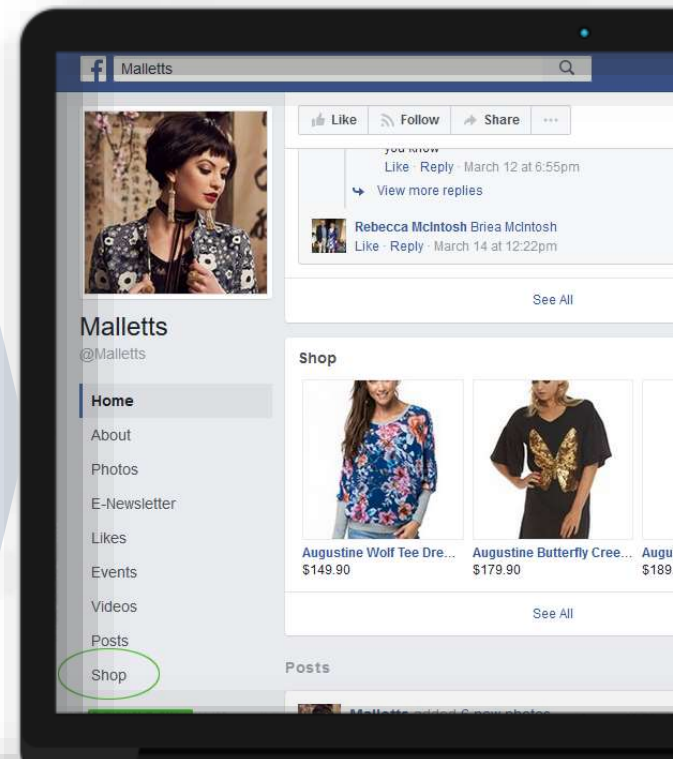
COMMERCE



WooCommerce + Tienda de Facebook / Instagram



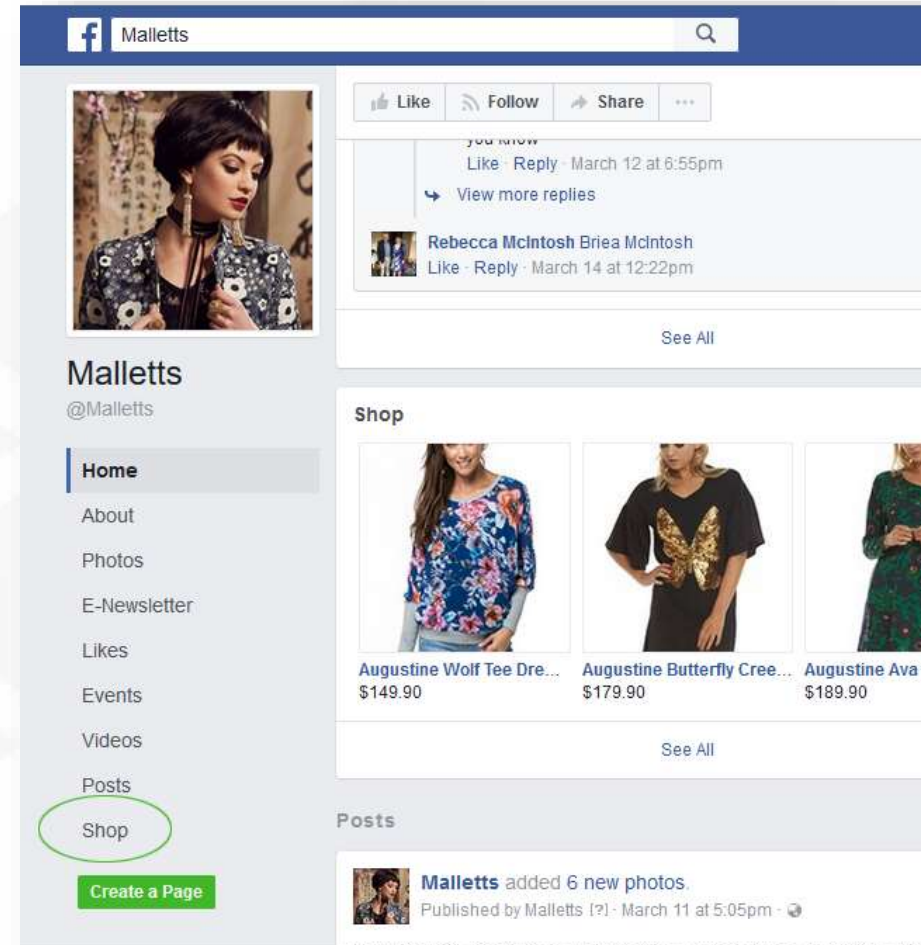
Plugin
Facebook for
WooCommerce



Automatizar la conexión entre WooCommerce y el Catálogo de Facebook / Instagram

WooCommerce + Tienda de Facebook / Instagram

1. **Creación automática del Catálogo de Facebook** con los productos de **WooCommerce**.
2. **Actualización automática** de productos en la tienda de Facebook (catálogo).
3. **Resync** manual de toda la tienda de Facebook (catálogo).

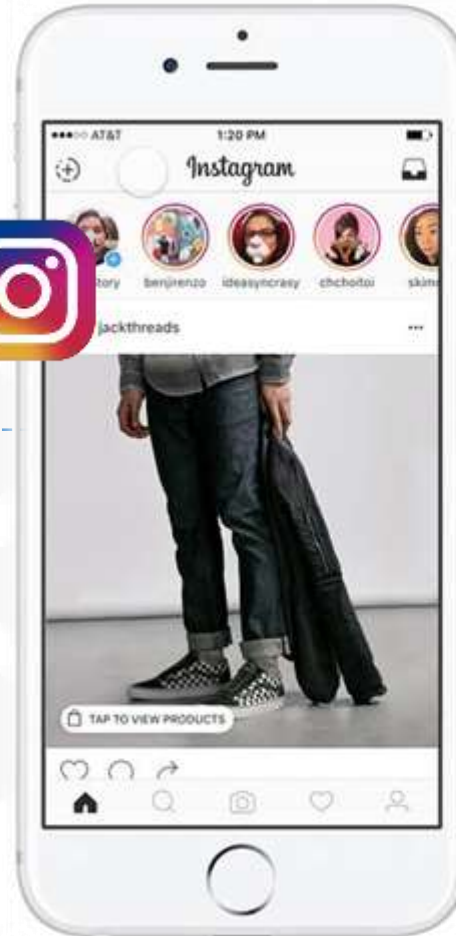


WooCommerce + Tienda de Facebook / Instagram

4. Pixel de Facebook.

- **Instagram Shopping.**

- **Anuncios de Remarketing dinámico** en Facebook, Instagram, Red de Terceros.



WooCommerce + Anuncios de Remarketing Dinámico



POSTERS

Mostrando todos los resultados (5)

FLYING NINJA
\$15.00

PREMIUM QUALITY
\$15.00

CARRITO

Producto



Flying Ninja

Código de cupón

APLICAR C

FINALIZAR COMPRA

¿Ya eres cliente? [Haz clic aquí para acceder](#)

Nishita Agarwal shared this offer.



Jasper's Market
Sponsored

This exclusive deal gives you \$10 off any fruit purchase over \$50. Only valid at our convenient Menlo Park location and on jaspersmarket.com.



\$10 off of any fruit purchase over \$50

405 people got this offer

Get Offer

Like

Comment

Share



Plugin
[Facebook for WooCommerce](#)



sebastiánpendino

**¿Cómo recuperar
automáticamente
ventas que parecían
perdidas?**



Tasa promedio de Carritos Abandonados

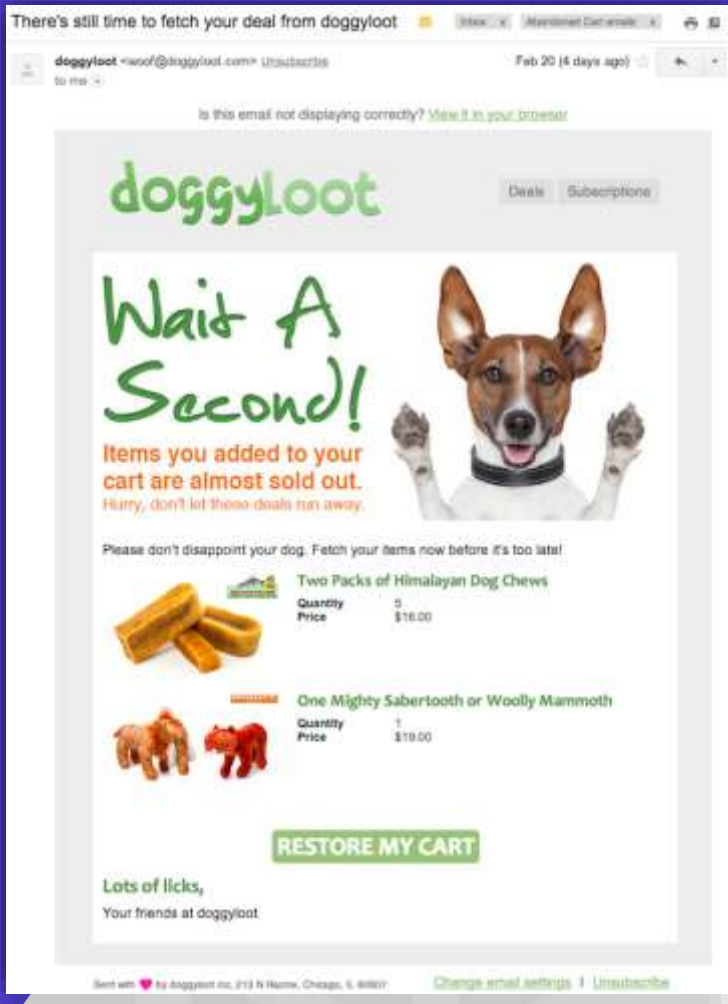


WooCommerce + Carritos Abandonados por email



¿Cómo funciona? Notifica por email a usuarios que iniciaron el proceso de *checkout* pero lo abandonaron.

WooCommerce + Carritos Abandonados por email



Abandoned Cart Lite for WooCommerce

es.wordpress.org/plugins/woocommerce-abandoned-cart



Mailchimp for WooCommerce

wordpress.org/plugins/mailchimp-for-woocommerce



WooCommerce Follow-Ups

woocommerce.com/products/follow-up-emails

WooCommerce + POPUPS en Checkout (o Carrito)

PÁGINA DE CHECKOUT

POPUP

The image shows a screenshot of a WooCommerce checkout page. At the top, there is a search bar with the text 'Q. Search...', a currency selector set to 'USD', and navigation links for 'LOG IN', 'CART (1)', and 'CHECKOUT'. A large popup window is centered on the page, titled 'DON'T GO'. The popup contains a large image of a gold watch with a black leather strap. Below the image, the text reads: 'You still have products in your cart. Get 10% off when you use the code 10OFF'. A button labeled 'SNAG MY DISCOUNT' is positioned below the text. In the bottom right corner of the popup, there is a small circular logo with the text 'PARISTIMEPIECES'. To the left of the popup, a table with the heading 'ITEM' is partially visible, showing a small thumbnail of the watch. At the bottom of the checkout page, the 'SUBTOTAL' is listed as '\$199.00 USD'. Below this, it says 'Excluding tax & shipping' and 'Orders will be processed in USD.'. At the very bottom, there are two buttons: 'Update Subtotal' and a black 'CHECKOUT' button.

WooCommerce + POPUPS en Checkout (o Carrito)



If...

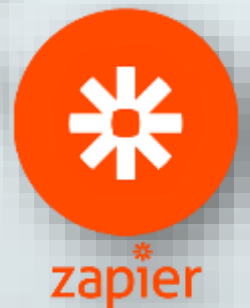
exit detected Exit Intent® Sensitivity: Low Medium High

AND current URL path starts with checkout

AND time on page is at least 120 sec.

The screenshot shows a configuration interface for a popup rule. It features three stacked conditions, each with a blue circle around its dropdown menu. The first condition is 'exit detected' with 'Exit Intent® Sensitivity' set to 'High'. The second condition is 'current URL path' with the operator 'starts with' and the value 'checkout'. The third condition is 'time on page' with the operator 'is at least' and the value '120 sec.'. The conditions are connected by 'AND' operators.

¿Cómo automatizar WooCommerce con Zapier?





WooCommerce + zapier*



Google Sheets



Trello



Gmail



Google Calendar



Slack



Google Drive



MailChimp



Dropbox



Evernote



Twitter



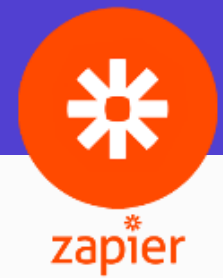
Typeform

PREMIUM



Salesforce

WooCommerce + Zapier



Save new WooCommerce orders to Google Sheets rows
Don't let your order info get disorganized! Use this Zapier

Use This Zap



Get a scheduled email summary of new WooCommerce orders

Use This Zap



Create FacturaDirecta invoices from new WooCommerce orders

Use This Zap



Save WooCommerce Orders to SQL Server
Need a convenient place to backup your sales data? This

Use This Zap

 Más info: docs.woothemes.com/document/woocommerce-zapier

¿Cómo fidelizar y dar seguimiento a los clientes con WooCommerce?

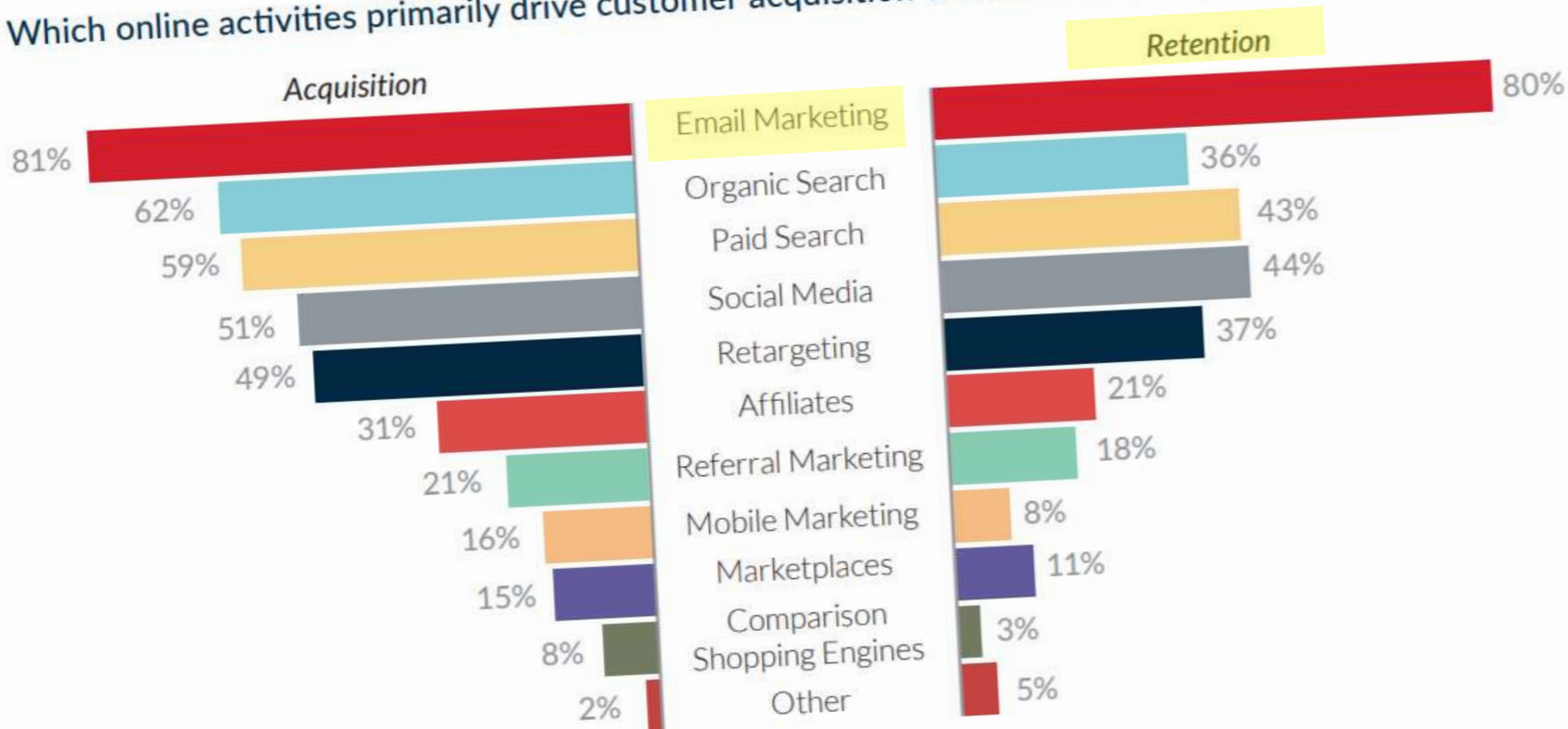


Research Findings

Canales digitales para
Atraer y **Retener** clientes
en PYMEs

How SMBs are maturing in the omnichannel envi

Which online activities primarily drive customer acquisition & retention for your organization?



Email continues to be the main driver of customer retention and acquisition for SMBs.



Fuente:
[Emarsys.com](https://www.emarsys.com)

Fidelización y seguimiento de clientes automático

Email de Bienvenida



Email por primera compra



Email seguimiento de una compra



Email a clientes que no volvieron a comprar



Envío de promoción según histórico de compra mayor a \$\$\$



Solicitar reseña (a cambio de cupón)



Crear la base de datos de clientes para email marketing

Fidelización y seguimiento de clientes automático

Follow-up Details

- Triggers
- Settings
- Coupons
- Exclusions
- From/Reply-to
- Google Analytics

Sending Delay: 1 minutes

Trigger

Enable for

Add Additional Rule

- ✓ after first purchase
- after added to cart
- after customer purchased more than one time
- after downloadable file added
- after file downloaded
- file not yet downloaded
- after Coupon used
- after Order Status: pending
- after Order Status: processing

{customer_usern
{customer_first_r
{customer_name
{customer_email
{store_url} ?



Fidelización y seguimiento de clientes automático

Exclusions

From/Reply-to

Google Analytics

Enable for: All products

AND

Delete

- ✓ customer bought these products
- customer bought from these categories on first purchase
- order total above:
- order total below:
- total orders by customer above:
- total orders by customer below:
- total purchase amount by customer above:
- total purchase amount by customer below:
- payment method used:
- shipping method used:



WooCommerce Follow-Ups

woocommerce.com/products/follow-up-emails

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Fidelización y seguimiento automático a partir de WC (servicios externos)



Plugins



EMAIL / CRM



mailchimp



Campaign
Monitor.com



sendinblue



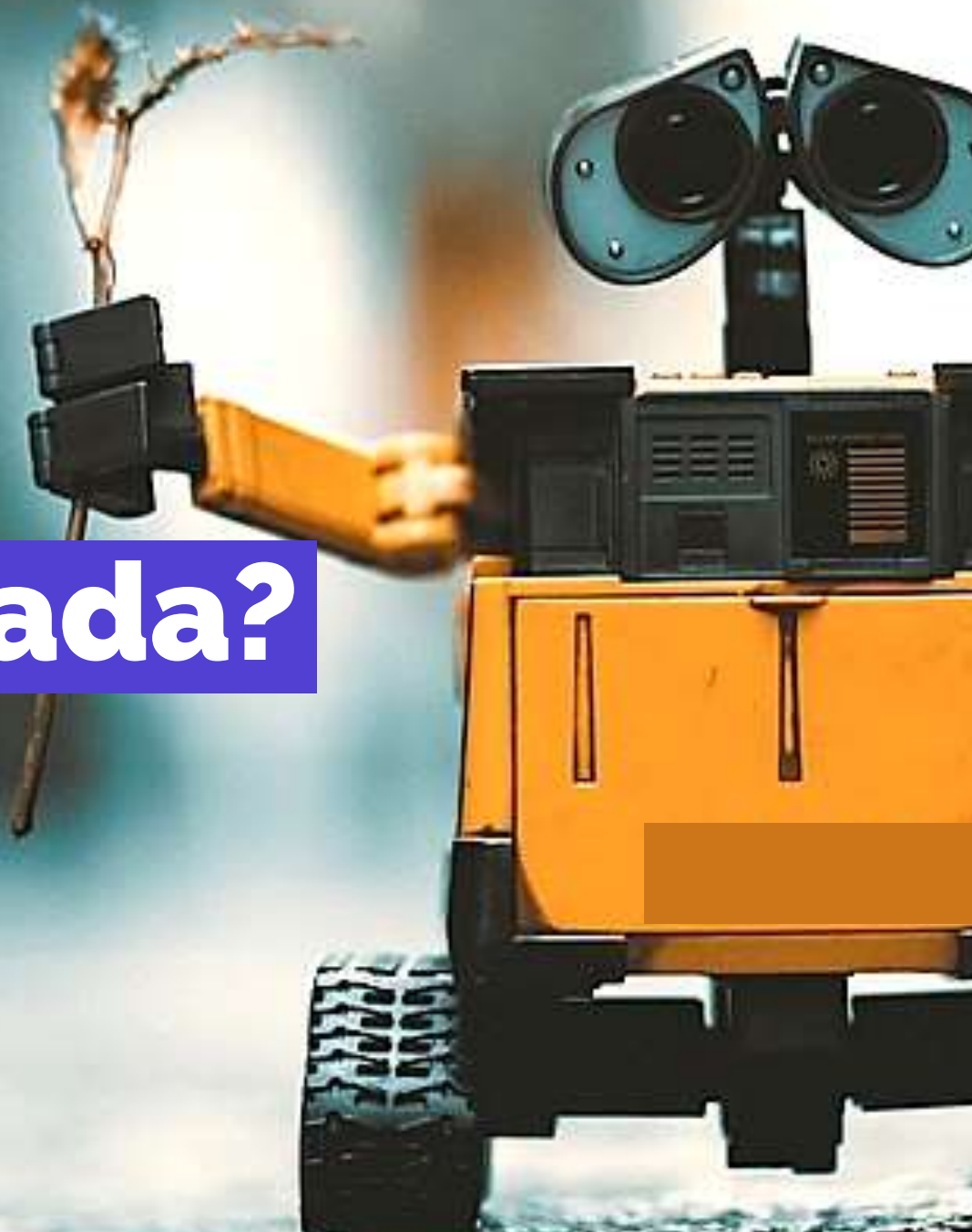
GetResponse



Agile CRM



¿Atención al cliente automatizada?



Gartner®

Who we serve

What we do

Conferences

TOKYO, Japan, February 19, 2018

25% del servicio al cliente
usará Asistentes Virtuales
hacia el año 2020

Gartner Says **25 Percent of Customer Service Operations Will Use Virtual Customer Assistants by 2020**

Twenty-five percent of customer service and support operations will integrate **virtual customer assistant (VCA) or chatbot** technology across engagement channels by 2020, up from less than two percent in 2017, according to Gartner, Inc.



Fuente:
[Gartner.com](https://www.gartner.com)

 **sebastiánpentino**

WooCommerce + BOTs

2

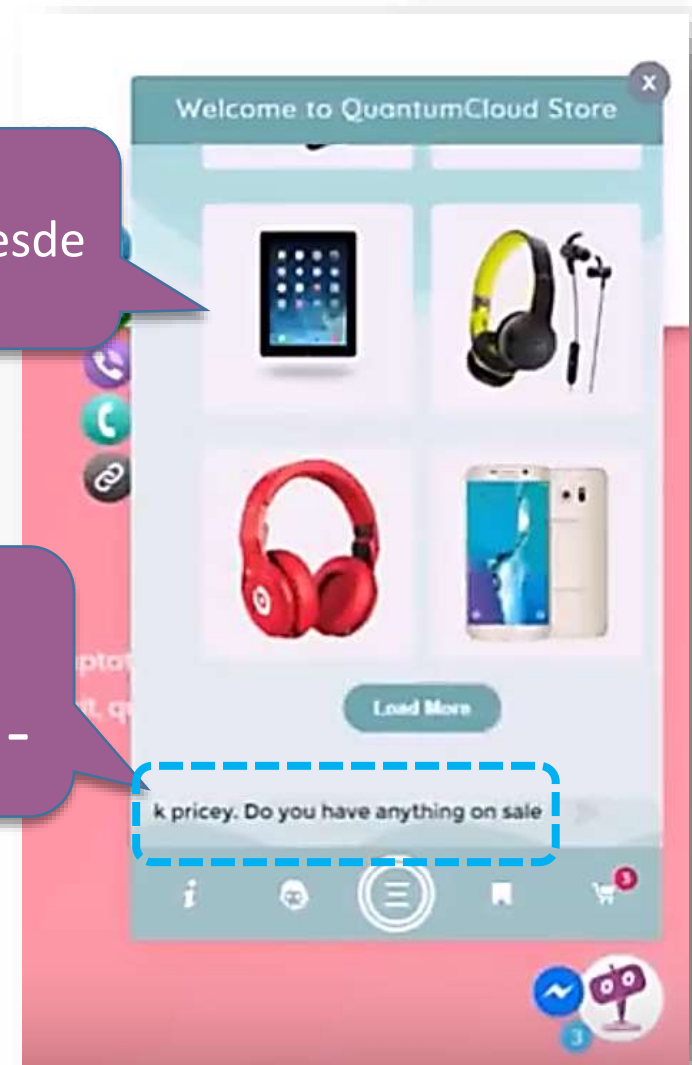


El BOT muestra los productos en oferta desde WooCommerce...

1



Cliente pregunta:
- ¿Tienes algo en oferta? -

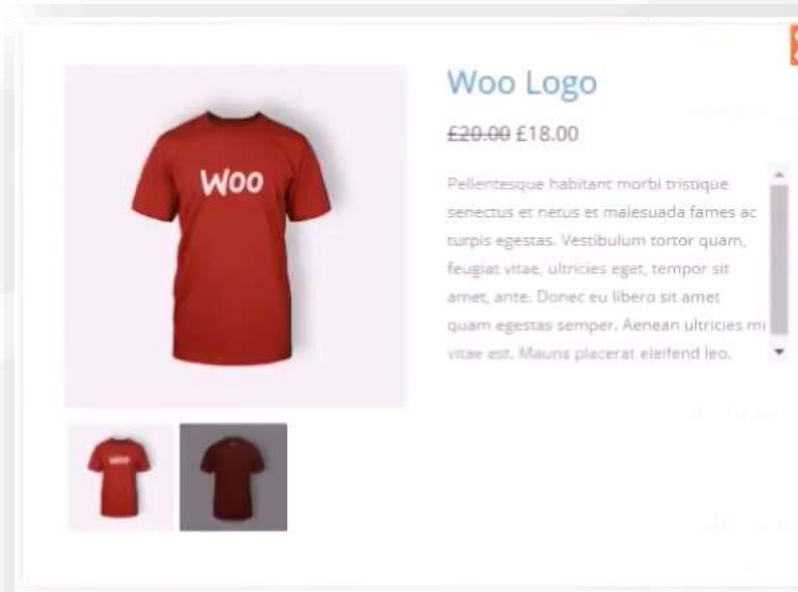


WooCommerce + BOTs

Multi Idiomas

Google Artificial Intelligence, Machine Learning o **AI Engine** con **DialogFlow**

Procesamiento Natural del Lenguaje mediante Google's Dialog Flow



Vista de la ficha del producto desde el chat

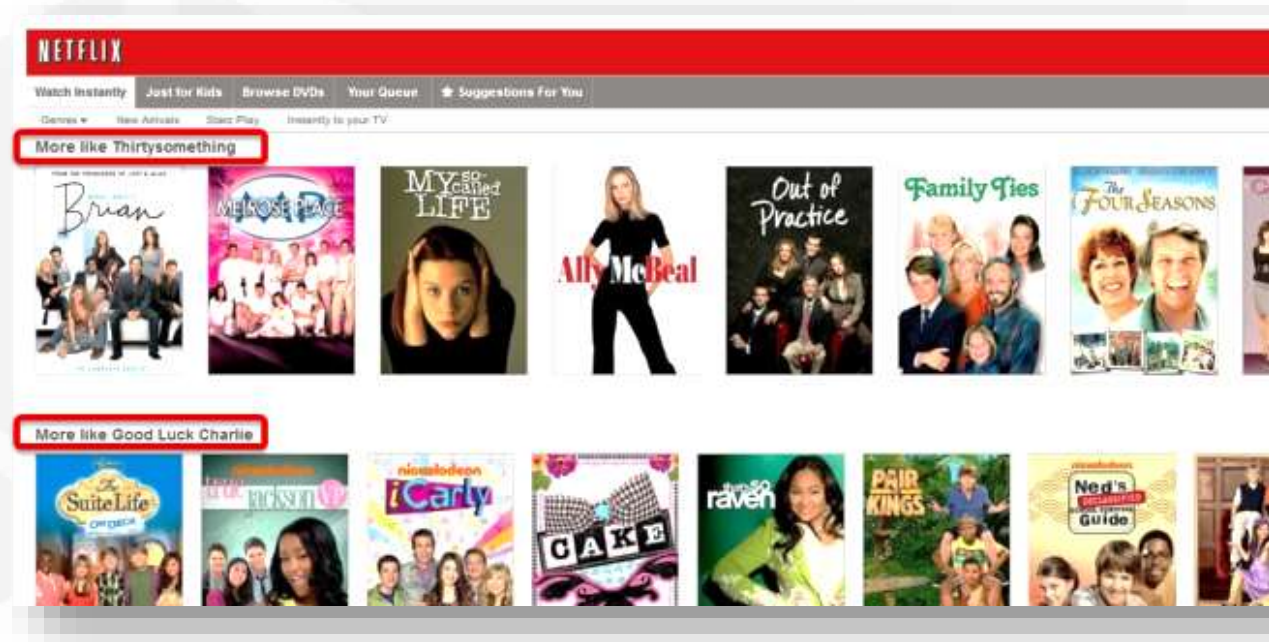


**¿Cómo aumentar
el Ticket Medio de
Compra de forma
automática?**



We have adapted our personalization algorithms to this new scenario in such a way that now **75% of what people watch is from some sort of recommendation.** We reached this point by continuously optimizing the member experience and have measured significant gains in member

75% de lo que las personas miran es a causa de algún tipo de recomendación.



By Daisy Nguyen

Did you know that 70% of Amazon's homepage is devoted to personalized recommendation, and 100% of top 10 world's leaders in eCommerce now use product recommendation to boost revenue by 74%?

70% de la Home de Amazon esta dedicada a las recomendaciones personalizadas.

What Other Customers Are Looking At Right Now



Digital Cameras Best Sellers [See More](#)



Fuente:
[Beeketing blog](#)

WooCommerce + Motor de Recomendaciones

Automatizar
los productos
recomendados
“estilo
Amazon”



KitchenAid Artisan Stand Mixer

★★★★★ (1 customer review)

\$39.00

Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Vestibulum tortor quam, feugiat vitae, ultricies eget, tempor sit amet, ante. Donec eu libero sit amet quam egestas semper. Aenean ultricies mi vitae est. Mauris placerat eleifend leo.

1 [Add to cart](#)

SKU: W020 Categories: [Appliances](#), [Mixers & Attachments](#)

Description [Reviews \(1\)](#)

Product Description

dapibus, neque id cursus faucibus, tortor neque egestas augue, eu vulputate magna eros eu erat. Aliquam erat volutpat. Nam dui mi, tincidunt quis, accumsan porttitor, facilisis luctus, metus

Customers who viewed this item also viewed these products



Le Creuset Toughened Non Stick Shallow Frying Pan

\$52.00

[Add to cart](#)



Master Class Biscuit and Icing Set

\$51.00

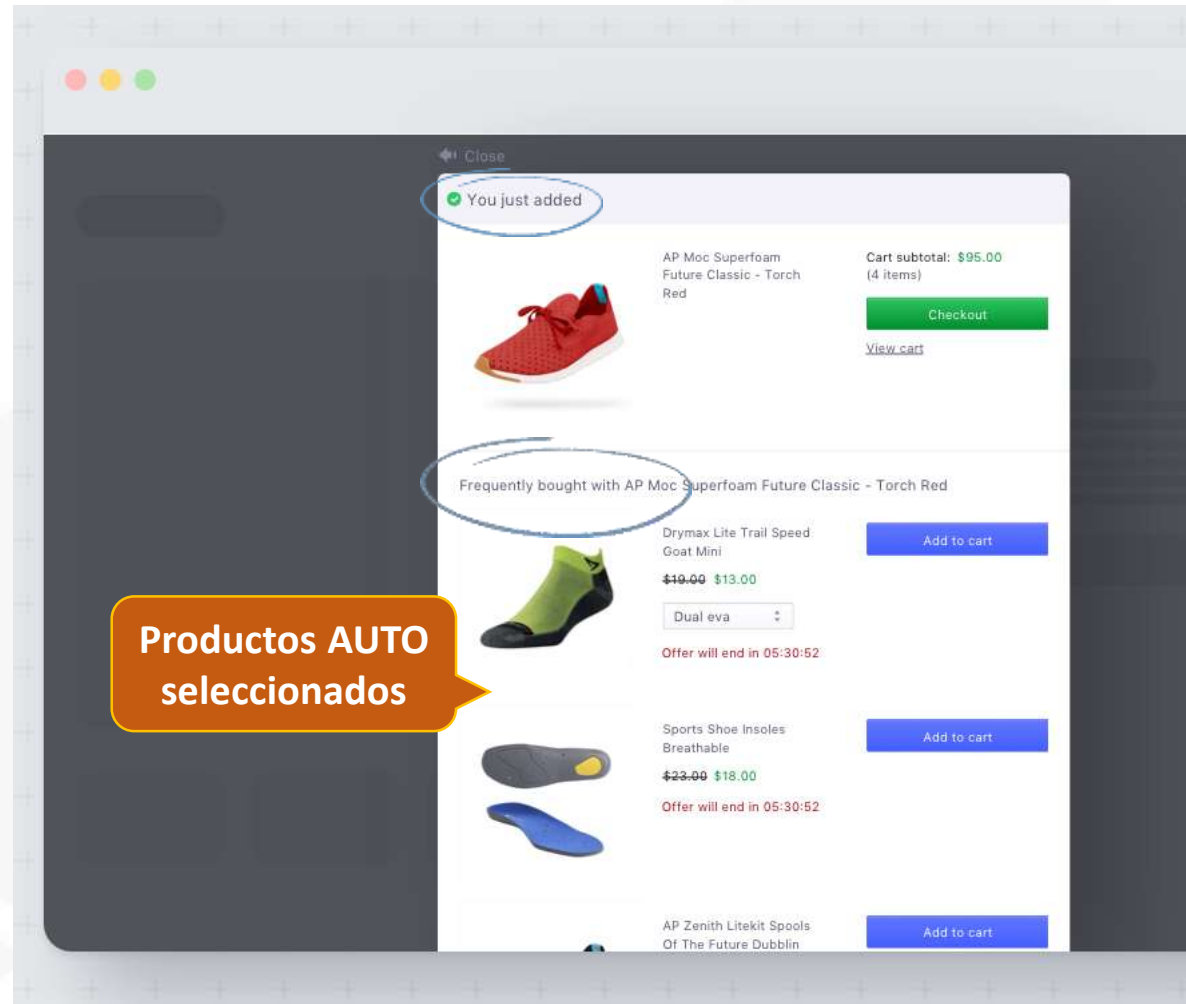
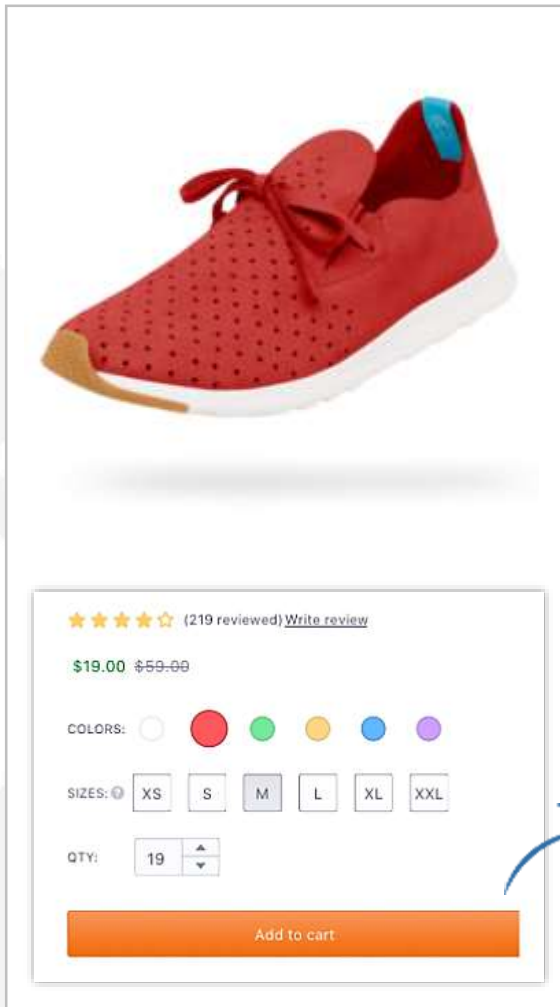
[Add to cart](#)

Productos auto
seleccionados

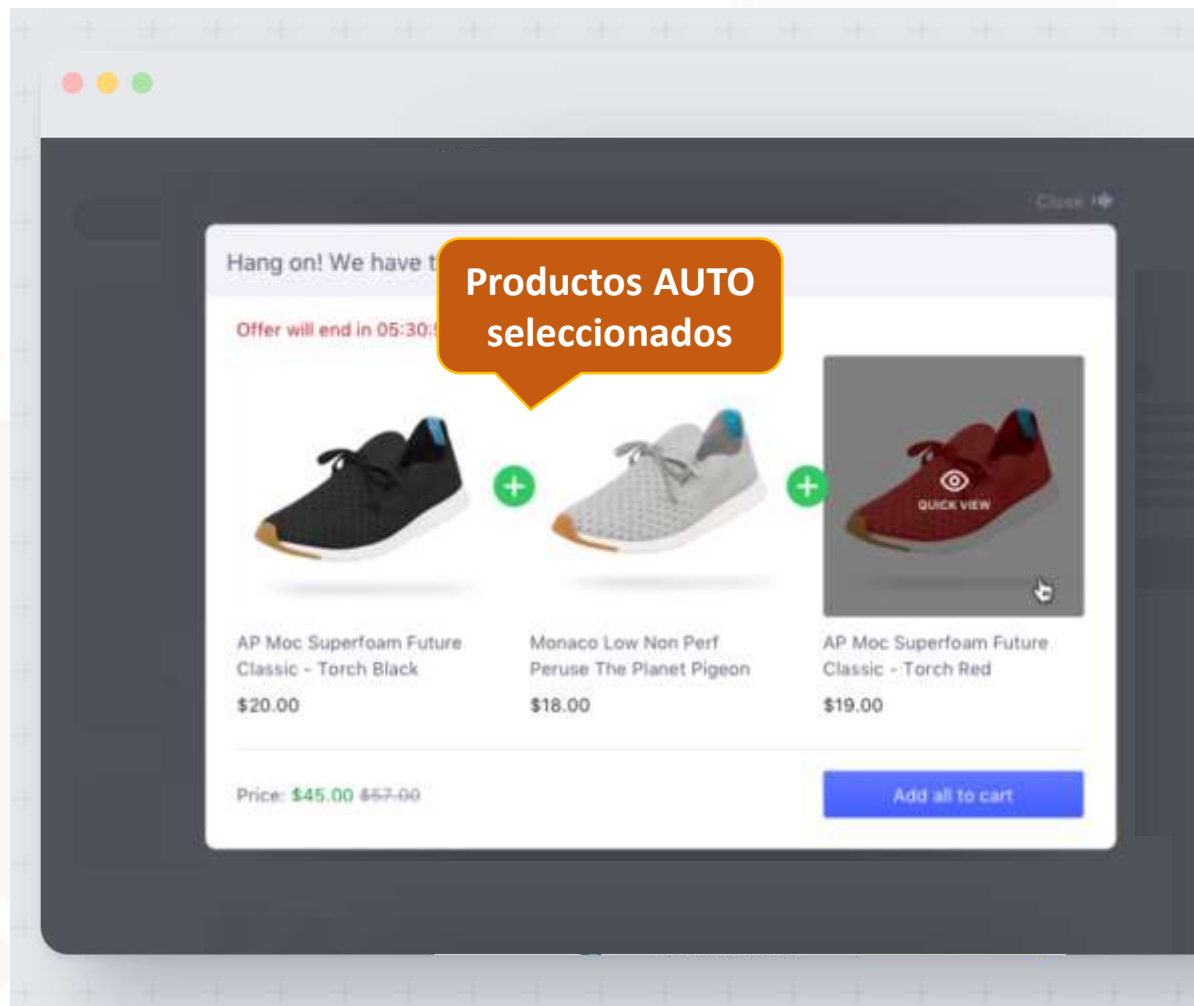
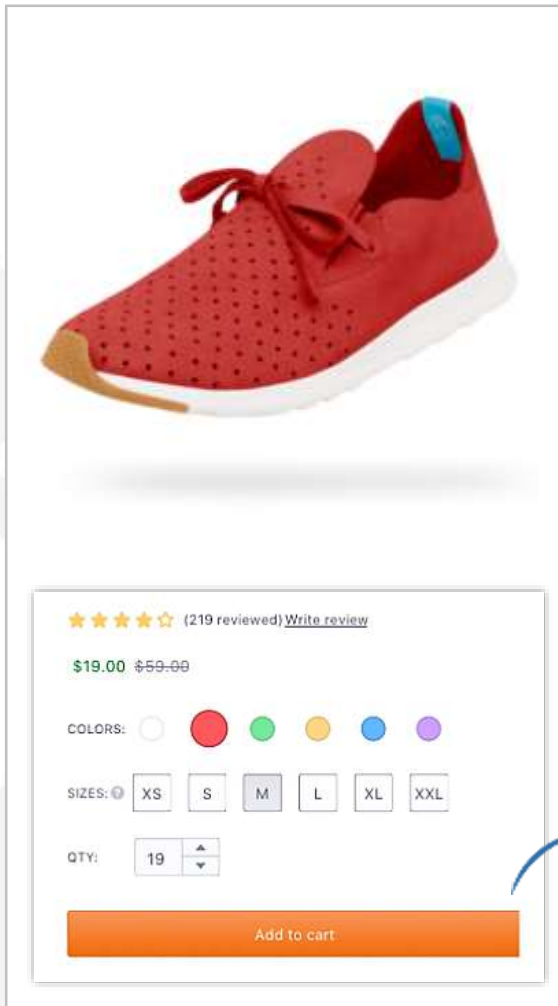


Plugin
[Recommendation Engine](#)

WooCommerce + UpSells + Inteligencia Artificial



WooCommerce + CrossSells + Inteligencia Artificial



¡MUCHAS GRACIAS!



WOO!



@SebaPendino



in/sebastianpendino

SebastianPendino.com

BONUS TRACK





**¿Cómo
automatizar
pagos con
WooCommerce?**

WooCommerce + Pagos recurrentes



WooCommerce Subscriptions

woocommerce.com/products/woocommerce-subscriptions

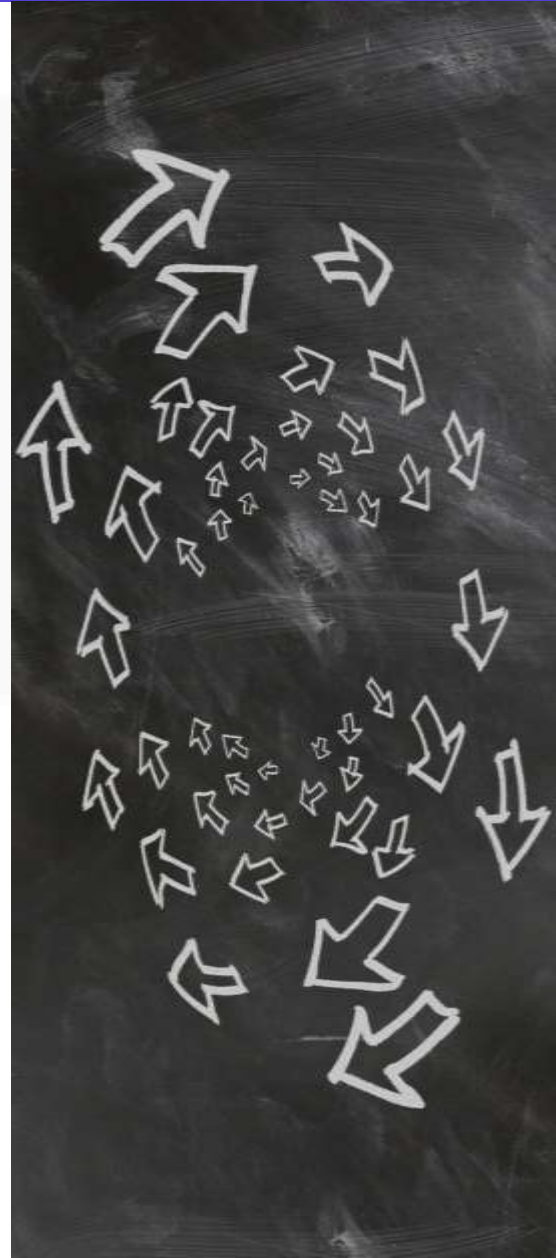
1. Recibir **pagos recurrentes**.
2. **Pasarelas:** Stripe, PayPal, Amazon Pay, Authorize.net, [otras](#).



WooCommerce MercadoPago

es.wordpress.org/plugins/woocommerce-mercadopago

1. Recibir **pagos recurrentes** en países de **América Latina**.





\$10

**¿Cómo automatizar
promociones y
descuentos?**

WooCommerce + Descuentos automáticos

Product Data — Simple product Virtual: Downloadable:

General

SKU

Inventory

Shipping

Linked Products

Attributes

Advanced

Regular Price (\$)

Sale Price (\$) [Schedule](#)



Función nativa
de WC por cada
producto.

Regular Price (\$)

10

Sale Price (\$)

5

Sale Price Dates

From... YYYY-MM-DD

To... YYYY-MM-DD



[Cancel](#)



WooCommerce + Descuentos automáticos

Extendiendo la función nativa de WooCommerce para varios productos / categorías / fechas y más...

Campaign Settings

- Schedule
- Discount
- Inventory
- Coupons
- Elements
- Events
- Actions
- Advanced

Type: One Time Recurring

Recurring option allows you to run recurring campaign for set duration.

! Need Help with setting up Recurring campaign? [Watch Video](#) or [Read Docs](#)

Start Date & Time: 2018-10-02 12:00 AM

Duration: 1 days 0 hrs 0 mins

Pause Period: 1 days 0 hrs 0 mins

Ends: Never After Set Recurrences At Specific Time

Sets Recurring Campaigns to go on forever, or end after certain repetitions or end at a specific date.

End Date & Time: 2018-02-24 12:00 AM

WooCommerce + Descuentos automáticos

Rules

Rules
Create a set of rules to determine when the campaign defined above will be displayed.

Need Help with setting

Apply this Campaign when these conditions are matched:

Product Category ▼ is ▼ Search... AND

or when these conditions are matched

OR

Ej: Disminuir 5% el descuento cada 3 ventas realizadas:

Ejemplo:
Descuentos
Early Bird

Assign Discount ▼ = ▼ 40% When Unit(s) Sold ▼ between 0 3

↑ ↓

Assign Discount ▼ = ▼ 35% When Unit(s) Sold ▼ between 4 7

↑ ↓



¿Cómo **fidelizar y dar seguimiento** a los **clientes** con **WooCommerce**?



Pedido de Reseñas automático con WC



Las reseñas impactan más en productos de precio más alto.

Las primeras reseñas tienen un mayor impacto.

WHAT WE FOUND:

1. Displaying reviews can increase conversion by 270%

2. Reviews impact sales more for higher-priced items ...

3. ... and for higher-consideration

4. 5 stars is "too good to be true"

5. Initial reviews have the greatest impact

Exhibir reseñas puede aumentar las conversiones en un 270%.



Demasiado bueno para ser cierto.



Fuente:
[Spiegel Research Center](#)

Pedido de Reseñas automatizado con WC



Imagen: YITH



[Review for Discount](#)
[Yith Review for Discount](#)

AHORA SÍ:
**¡MUCHAS
GRACIAS!**



WOO!



@SebaPendino



in/sebastianpendino

SebastianPendino.com