



REGIONE SICILIANA
ASSESSORATO ALLE ATTIVITA' PRODUTTIVE



Sicilia
sprint
SPORTELLO REGIONALE PER
L'INTERNAZIONALIZZAZIONE


enterprise
europe
network
L'Europa alla portata della vostra impresa.



Analisi e ricerche per le strategie digitali nei mercati esteri

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21 marzo 2019

about.me/fpassantino



Dal 1990, Consulente nelle Tecnologie dell'Informazione e della Comunicazione, per diverse imprese nel pubblico/privato.

Formatore ICT, dai bambini ai post-laureati.

Fondatore e membro di diverse Startup.

Valutatore di imprese, per banche ed altri enti.

Svolgo attività di Digital Strategist, con specializzazione in servizi Social Local Mobile e di Project Manager per servizi mobile e web.

Ho fondato il Google Developer Group di Palermo, il CoderDojo Palermo e co-fondato il progetto Sementor. Ho organizzato sei edizioni di Startup Weekend Palermo.

Analisi e ricerche per le strategie digitali nei mercati esteri

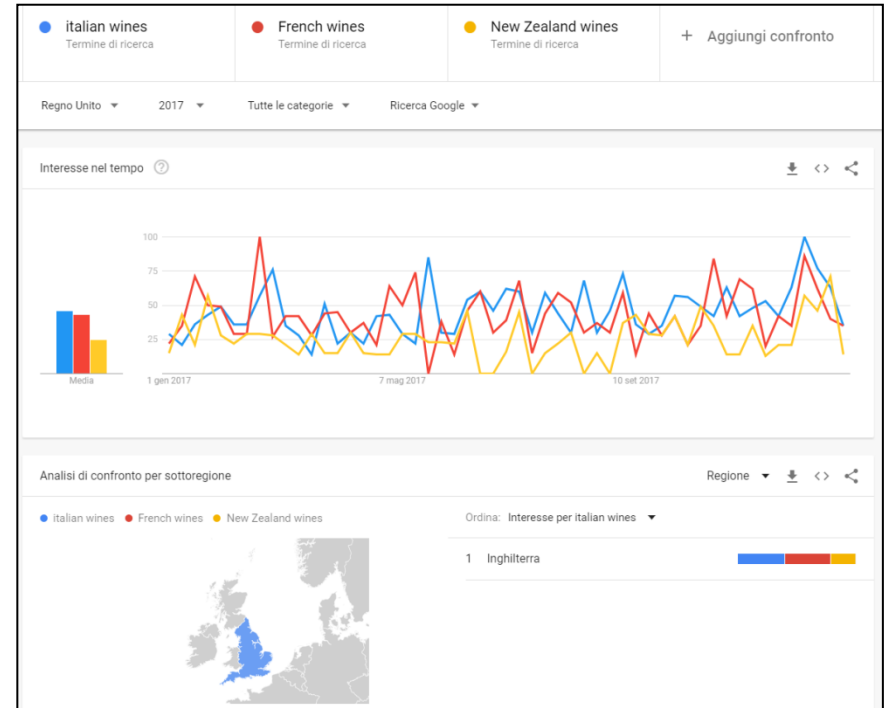
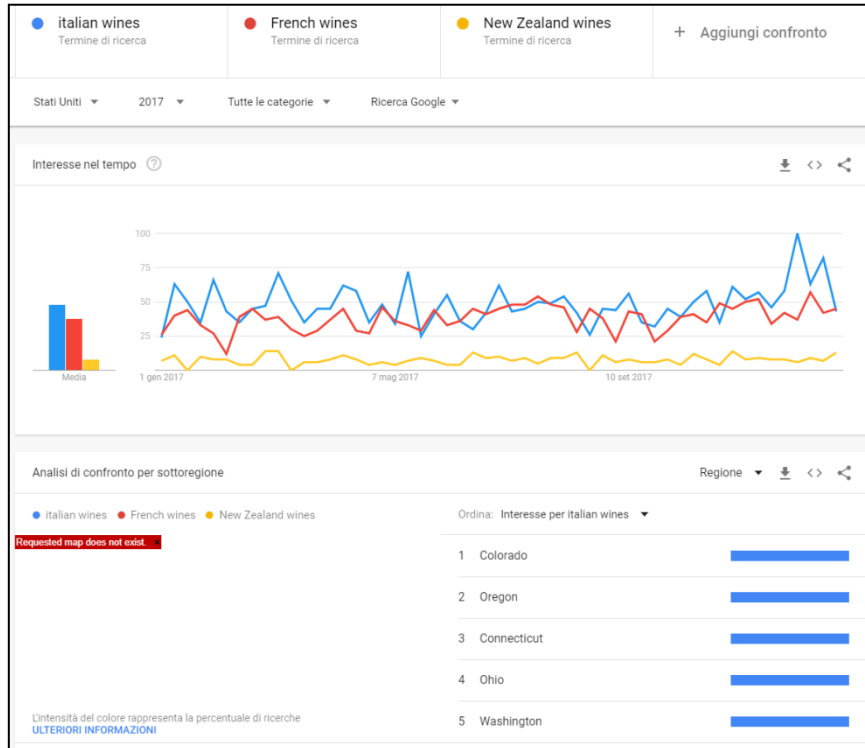
TOOLS

Domanda reale ≠ Bisogno inespesso

Top 15	USA	UK	Germany	China
<p>Below are the 15 countries that imported the highest dollar value of wine in 2017. Within parenthesis is the percentage of worldwide imported wine.</p> <ol style="list-style-type: none">1. United States: US\$6.2 billion (17.2% of total wine imports)2. United Kingdom: \$4.1 billion (11.5%)3. Germany: \$2.9 billion (8%)4. China: \$2.8 billion (7.8%)5. Canada: \$1.9 billion (5.3%)6. Japan: \$1.6 billion (4.5%)7. Hong Kong: \$1.5 billion (4.3%)8. Netherlands: \$1.3 billion (3.6%)9. Switzerland: \$1.2 billion (3.2%)10. Belgium: \$1.1 billion (3%)11. Russia: \$1 billion (2.8%)12. France: \$951.6 million (2.7%)13. Sweden: \$725.7 million (2%)14. Denmark: \$656.3 million (1.8%)15. Australia: \$615.1 million (1.7%)				
Top 15	USA	UK	Germany	China
<p>Wine Imports into America America's global purchases of imported wine totaled US\$6.2 billion in 2017. Within parenthesis is the percentage change in value for each supplying country since 2013.</p> <ol style="list-style-type: none">1. Italy: US\$1.94 billion (up 15.2% from 2013)2. France: \$1.92 billion (up 29.7%)3. New Zealand: \$440.7 million (up 50.8%)4. Australia: \$438.4 million (down -17.9%)5. Spain: \$379 million (up 5.1%)6. Argentina: \$322.3 million (down -20.3%)7. Chile: \$306.1 million (down -11.8%)8. Germany: \$110.6 million (down -11.8%)9. Portugal: \$104.6 million (up 19.8%)10. South Africa: \$58.9 million (down -20.8%)11. Canada: \$39.3 million (up 78.4%)12. Israel: \$30.9 million (up 57.7%)13. Austria: \$17.7 million (up 35.3%)14. Greece: \$14.2 million (up 25.7%)15. United Kingdom: \$11.2 million (up 238%)				
Top 15	USA	UK	Germany	China
<p>Wine Imports into the United Kingdom United Kingdom's global purchases of imported wine totaled US\$4.1 billion in 2017. Within parenthesis is the percentage change in value for each supplying country since 2013.</p> <ol style="list-style-type: none">1. France: US\$1.3 billion (down -30% from 2013)2. Italy: \$859.1 million (up 2.5%)3. New Zealand: \$328.6 million (up 28.7%)4. Australia: \$311.5 million (down -31.1%)5. Spain: \$308.6 million (down -22.9%)6. Chile: \$226.5 million (down -21.2%)7. United States: \$199.6 million (down -11.1%)8. Germany: \$180.7 million (down -16.8%)9. South Africa: \$137.4 million (down -24.8%)10. Argentina: \$104 million (up 53.3%)11. Portugal: \$74.5 million (down -21.8%)12. Belgium: \$24.1 million (down -5.7%)13. Netherlands: \$16.9 million (up 77.3%)14. Hungary: \$10.9 million (up 6.6%)15. Denmark: \$9 million (down -32.4%)				

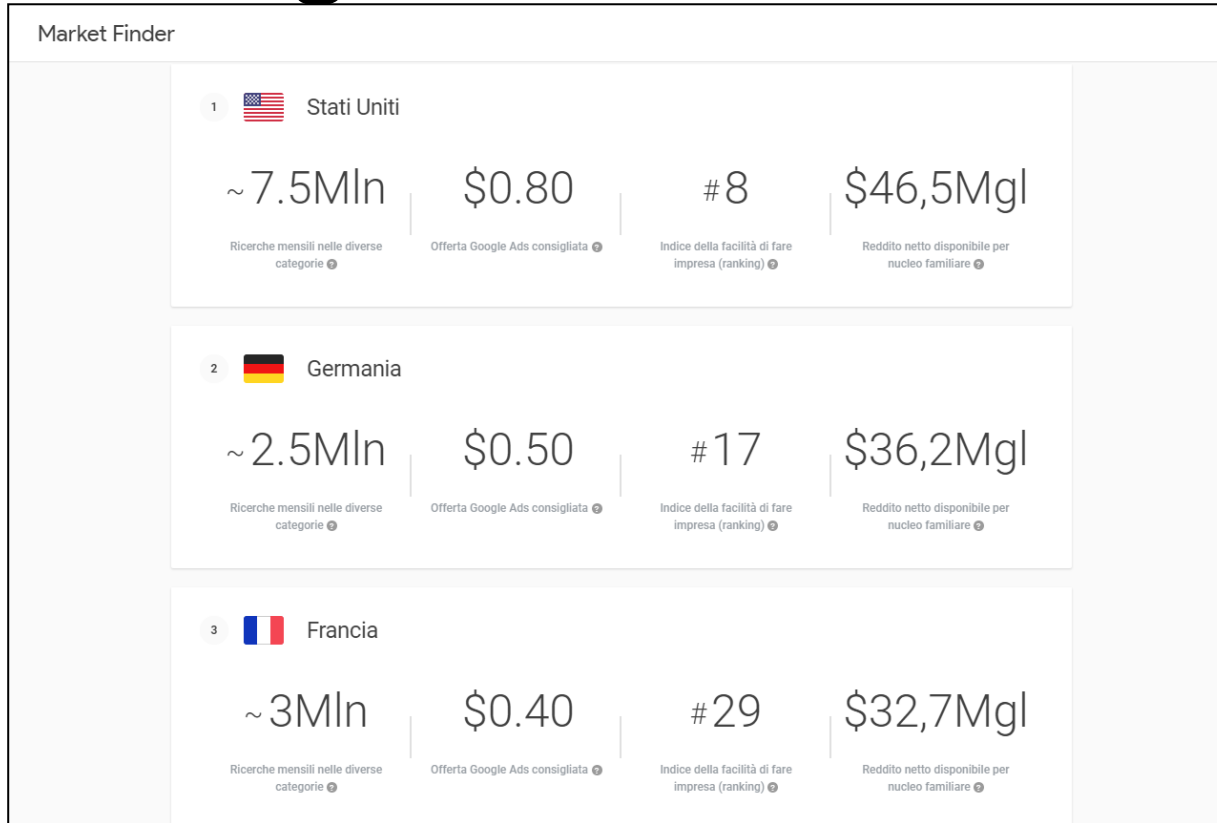
<http://www.worldstopexports.com/top-wine-importing-countries/>

Google Trends



<https://trends.google.it/trends/>

Google Market Finder



https://marketfinder.thinkwithgoogle.com/intl/it_it/

Vins italiens
Termine di ricerca

Vins français
Termine di ricerca

+ Aggiungi confronto

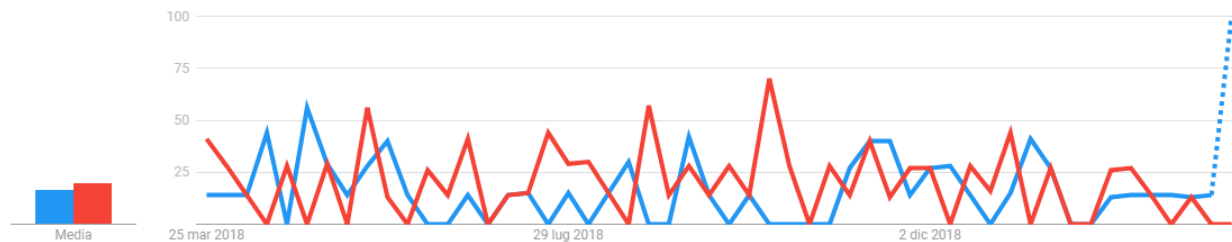
Francia ▾

Ultimi 12 mesi ▾

Tutte le categorie ▾

Ricerca Google ▾

Interesse nel tempo ?



Analisi di confronto per sottoregione

Regione ▾

Vins italiens Vins français

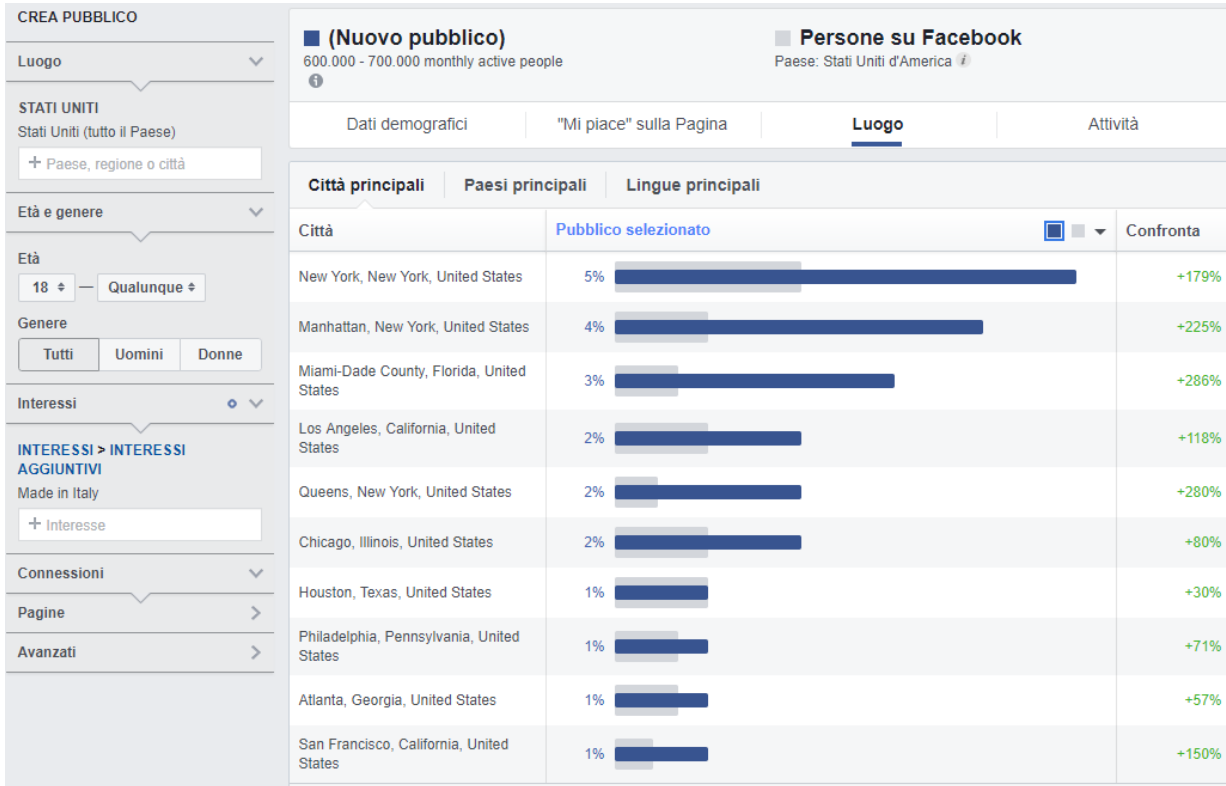
Ordina: Interesse per Vins italiens ▾



1 Île-de-France



Facebook Audience Insight



<https://www.facebook.com/ads/audience-insights>

Store Locator

Facebook interface showing search results for "wine store london uk".

Navigation: Tutto, Post, Persone, Foto, Video, Marketplace, Pagine, **Luoghi**, Gruppi, App, Eventi

Search: wine store london uk

Left sidebar filters:

- Social: Visitato dagli amici
- Orari: Aperto ora
- Prezzo:
 - €
 - €€
 - €€€
 - €€€€

Search Results:

- Kosher Wine UK**
Negozio di vendita vino, birra e liquori - \$\$
The Grapevine, 90 Oldhill Street, Londra - +44 20 8880 8080 - Aperto ora
- The Wine Cellar**
Negozio di vendita vino, birra e liquori - \$\$\$
198 Stamford Hill, Londra - +44 20 8800 8408 - Aperto ora
- Liberty Wines**
Grossista per ristoranti - \$\$\$
6 Timbarnill Way, Londra - +44 20 7720 5330
- Indigo Wine UK**
Negozio di vendita vino, birra e liquori - \$
7 Beverstone Road, Londra - +44 20 7733 8391

Map showing locations in London (City of London, Westminster, etc.).

Consumer Barometer



<https://www.consumerbarometer.com/en/insights/?countryCode=UK>

Volume, Costo, Concorrenza

NEILPATEL | it

About Blog Strumenti Servizi Contatti

sicilian wines 🇬🇧 Inglese... 🔍

33 idee keyword 🔍 Filtri

SUGGERITE | CORRELATE

<input type="checkbox"/>	KEYWORD	VOL	CPC	PD	SD
<input type="checkbox"/>	sicilian wines	720	£1.24	93	46
<input type="checkbox"/>	sicilian dessert wines	320	£0.05	98	43
<input type="checkbox"/>	sicilian red wines	140	£0.55	100	44
<input type="checkbox"/>	sicilian wine grapes	30	£1.24	9	16
<input type="checkbox"/>	best sicilian wines 2016	20	£1.21	100	36
<input type="checkbox"/>	sicilian wines uk	20	£1.12	100	44
<input type="checkbox"/>	sicilian wine nero d'avola	20	£1.11	100	36
<input type="checkbox"/>	sicilian wine waitrose	20	£2.19	98	43
<input type="checkbox"/>	best sicilian wines 2018	20	£0.22	48	20
<input type="checkbox"/>	sicilian wines online	10	£2.02	100	44

ESPORTA COME CSV COPIA NEGLI APPUNTI

Panoramica keyword: sicilian wines

Questa keyword è **competitiva**. Hai il **54% di probabilità** di posizionarti tra i primi 20 siti web per questa keyword.

	GOOGLE SERP	VISITE ST.	SOCIAL SHARE	DOMAIN SCORE
1	bestofsicily.com/wine...	218	141	-
2	timatkin.com/cork-talk/...	116	0	-
3	thethinkingtraveller.co...	70	120	-
4	wearepalermo.com/ne...	47	94	-
5	wine-searcher.com/re...	33	72	-
6	theguardian.com/food...	24	104	-
7	visitsicily.info/en/the-w...	18	9	-
8	winedirect.co.uk/wines...	14	0	-
9	jancisrobinson.com/le...	10	0	-
10	decanter.com/wine/wi...	8	1	-
11	independent.co.uk/life...	1	18	-

ESPORTA COME CSV

<https://neilpatel.com/ubersuggest/>

Descrittori del Bisogno

awareness

sicilian wines
sicilian wines wikipedia
sicily wine region map
sicilian wine wiki
sicilian dessert wine crossword clue

sicilian wine used for cooking
fortified sicilian wine used for cooking

evaluation

sicilian red wines
sicilian wine grapes
sicilian wine nero d'avola
sicilian white wine grillo
sicilian organic wine
sicilian fortified wine
sicilian catarratto wine
sicilian docg wine
sicilian wine vintages
sicilian dessert wines

sicilian wine producers
sicilian wine brands
best sicilian wines 2016
best sicilian wines 2017
best sicilian wines 2018
top sicilian wines
sicilian wine reviews

purchase

sicilian wines uk
sicilian wine waitrose
sicilian wines online
sicilian wines in australia

best sicilian wines under \$15
sicilian almond wine uk
best sicilian wines uk

extended

sicily winery hotel
sicilian wine glasses

Answer the public

RESULTS FOR ITALIAN WINES (TOP) QUESTIONS 34 PREPOSITIONS 63 COMPARISONS 46 ALPHABETICALS 458 RELATED 20 [Download CSV](#)

italian wines 34 questions

Visualisation **Data**

are

Image Hide

- are italian wines organic
- are italian wines good
- are italian wines vegan
- is italian wine sweet
- what are italian wines
- what are some italian wines

can

Image Hide

- cantus italian wine

how

Image Hide

- what italian wines are similar to pinot noir
- what italian wines are sweet
- what italian wines are good
- what italian wine is like sauvignon blanc
- what italian wine is like malbec
- what italian wine to buy
- how to list italian wines

what

Image Hide

- what italian wines are similar to pinot noir
- what italian wines are sweet
- what italian wines are good

when

Image Hide

where

Image Hide

- where is italian wine country
- where to buy italian wines

Google Keyword Tool External

Il tuo piano può ottenere **45 clic per 15 €** e un CPC max pari a **0,41 €** ⓘ

Clic	Impressioni	Costo	CTR	CPC medio	Posizione media	
45	1100	15 € <small>Budget giornaliero: 0,76 €</small>	3,9%	0,32 €	2	+ Aggiungi metriche di conversione

+ COLONNE

<input type="checkbox"/> Parola chiave ↑	Gruppo di annunci	CPC max	Clic	Impressioni	Costo	CTR	CPC medio
<input type="checkbox"/> french wines	Gruppo di annunci 1	0,41 €	0,45	4,24	0,18 €	10,5%	0,39 €
<input type="checkbox"/> italian wines	Gruppo di annunci 1	0,41 €	30,87	903,73	10,05 €	3,4%	0,33 €
<input type="checkbox"/> new zealand wines	Gruppo di annunci 1	0,41 €	12,81	212,90	4,09 €	6,0%	0,32 €
<input type="checkbox"/> sicilian wines	Gruppo di annunci 1	0,41 €	0,72	17,77	0,24 €	4,0%	0,33 €

Google Ads: Punteggio di Qualità

Il punteggio di qualità è una stima della qualità degli annunci, delle parole chiave e della pagina di destinazione. Annunci di qualità più elevata possono portare a prezzi più bassi e a migliori posizioni di annunci.

<https://support.google.com/google-ads/answer/140351?hl=it>

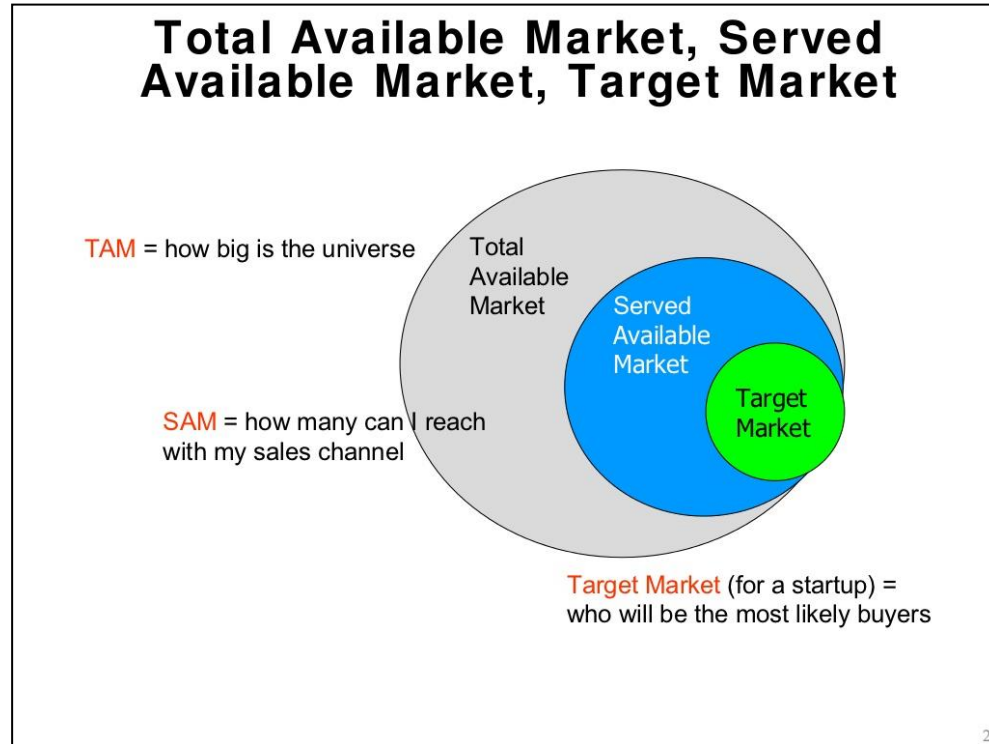
Traduzione ≠ Pensiero

- Durante lo sviluppo del piano editoriale, non si può passare dalla ricerca delle parole chiave alla loro traduzione, senza incorrere in grandi approssimazioni
- Ci si aspetta che i visitatori che parlano altre lingue cerchino esattamente le stesse parole
- In Germania non si parla l'italiano tradotto in tedesco, ma il tedesco. La loro ricerca non è la traduzione della nostra.

Monitoraggio Competitor

- Brand Monitoring/Posizionamento
- Tecnologia/Sicurezza/Engine/Prestazioni/Mobile/Design
- Wayback/Whois
- Google Site:/SEO/Backlink/Keyword/SERP
- Strategie di Contenuto e Comunicazione (gamma, servizi, prodotti, plus, calendario editoriale, formati, storytelling, traduzioni, mercati, destinazioni, periodi, offerte, funnel, influencer...), stima del budget
- Monitoraggio MarketPlace/Banner/CTA/Upselling/Cross Selling
- Abbonarsi alle Email ;)/Scaricare gli ebook/Chiedere preventivi/Mystery Shopper
- Social Engagement/Hashtag
- Offsite? Local Marketing? Rassegna Stampa? Survey?
- Organizzazione ed Analisi dei Risultati/Punti di Forza e Debolezza
- Piano di Azione

Esercizio: Calcolate il vostro Target Market

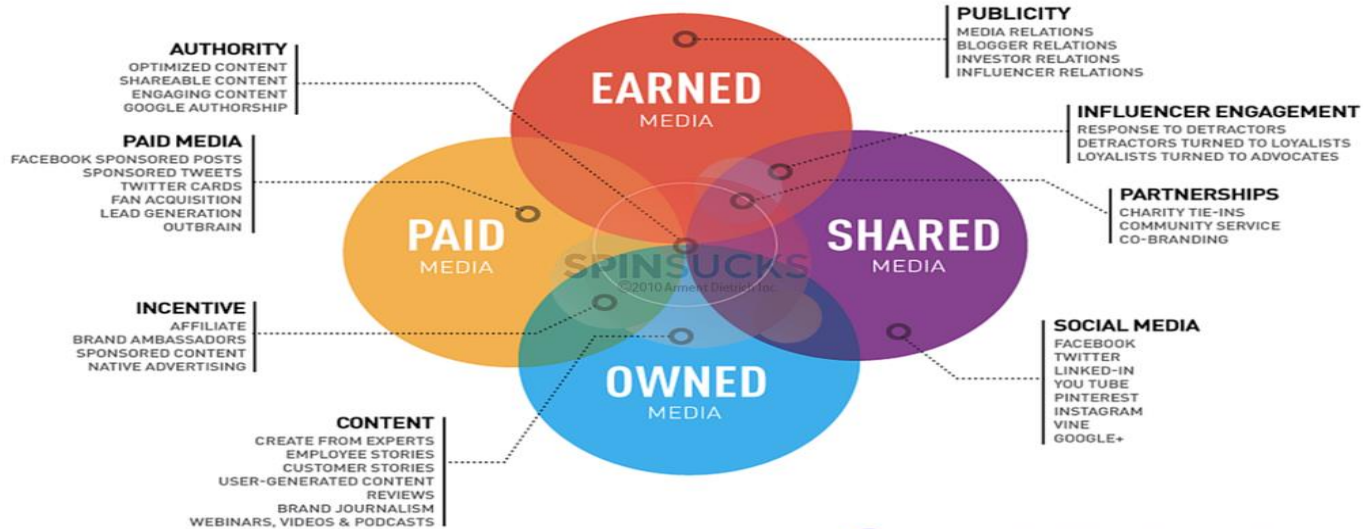


https://en.wikipedia.org/wiki/Total_addressable_market

Analisi e ricerche per le strategie digitali nei mercati esteri

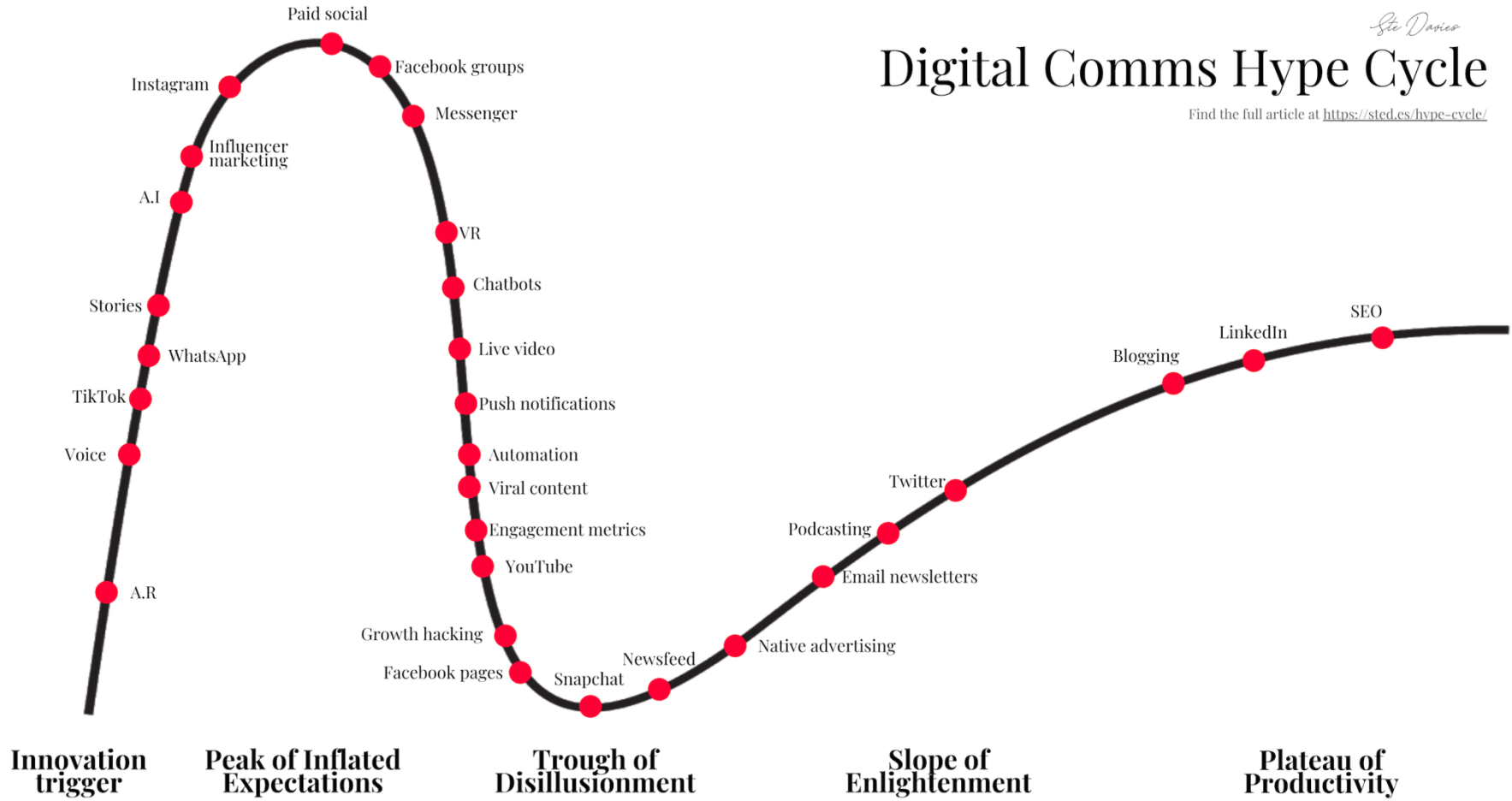
INBOUND

Canali di Inbound



Digital Comms Hype Cycle

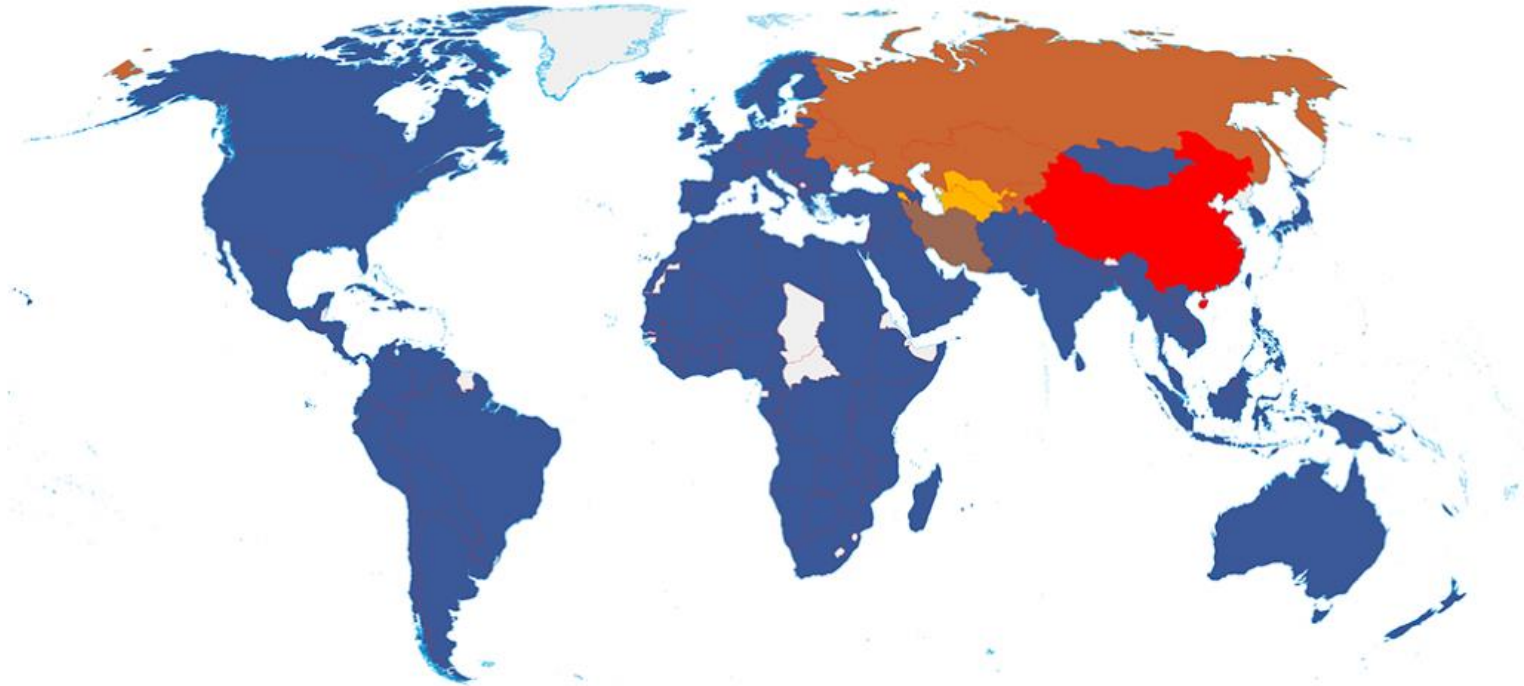
Find the full article at <https://sted.es/hype-cycle/>



<https://www.stedavies.com/digital-communications-hype-cycle/>

WORLD MAP OF SOCIAL NETWORKS

January 2019



credits: Vincenzo Cosenza vincos.it

license: CC-BY-NC

source: Alexa/SimilarWeb

Funnel



<https://www.poweredbysearch.com/blog/connecting-content-marketing-to-buying-process/>

Monitoraggio & Report

Metriche/KPI

<https://a16z.com/2015/08/21/16-metrics/>

<https://www.slideshare.net/dmc500hats/startup-metrics-for-pirates-long-version>

- **CAC:** Customer Acquisition Cost
- **DAU/MAU:** Daily/Monthly Active Users
- **MRR/ARR:** monthly/annual recurring revenue
- **ARPU:** Average Revenue Per Unit (monthly)/ARR per customer
- **LTV:** Life Time Value
- Direct Traffic/Organic Traffic/Referral
- Backlink
- Daily/Monthly Visit
- Time on Site
- Bounce rate
- Shopping Cart/Abandonment (View content, Search, Add to cart, Add to wishlist, Initiate checkout, Add payment info, Purchase, Lead, Complete registration)
- Retention

Conversion Rate

<https://www.digital-marketing-course.com.au/page/net101-social-media-strategy-canvas-1>

- Online payment
- Reservation
- Make an appointment
- Become a partner
- Create an account
- View product or service details
- Get an estimate
- Check inventory or schedule
- Find a location
- Donation
- Enquiry
- Application
- Email subscription
- Download
- Pages views
- Time spent on site
- Media views

Analisi e ricerche per le strategie digitali nei mercati esteri

IMPROVE

I profili professionali per il Web

1. Web Community Manager
2. Web Project Manager
3. Web Account Manager
4. User Experience Designer
5. Web Business Analyst
6. Web DB Administrator
7. Search Engine Expert
8. Web Advertising Manager
9. Frontend Web Developer
10. Server Side Web Developer
11. Web Content Specialist
12. Web Server Administrator
13. Information Architect
14. Digital Strategic Planner
15. Web Accessibility Expert
16. Web Security Expert
17. Mobile Application Developer
18. E-commerce Specialist
19. Online Store Manager
20. Reputation Manager
21. Knowledge Manager
22. Augmented Reality Expert
23. E-Learning Specialist
24. Data Scientist
25. Wikipedian



Home



My Network



Jobs



Messaging



Notifications



Me



Work

Try Premium Free
for 1 Month

People

London, United Kingdom

Connections

Current companies

All Filters

Clear 1

Showing 998 results



Daphne Teremetz • 3rd

Wine Buyer at Waitrose
London, United Kingdom

Past: Wine Direct at Marks and Spencer

Message



Jamie Waugh • 3rd

Wine & Spirit Buyer
London, United Kingdom

Current: Wine and Spirit Buyer at Fortnum & Mason

Connect



Abigail Friedman • 2nd

Senior Buyer at Cru World Wine
London, United Kingdom

Past: Fine Wine Buyer at Bibendum Wine Ltd

Salvatore Davi is a shared connection

Connect



Georgina Haughton DipWSET • 3rd

Wine Buyer, Sainsbury's
London, United Kingdom

Current: Wine Buyer at Sainsbury's

Message



Emma Dawson • 3rd

Senior Wine Buyer at Berkmann Wine Cellars
London, United Kingdom

Current: Wine Buyer - Bordeaux, Burgundy, Italy, South America, Eastern Med, Fine Wine at Marks and Spencer

Message



Julie Buckley • 3rd

Senior Wine Buyer at Majestic Wine
London, United Kingdom

Past: Wine Buyer at Sainsbury's Supermarkets Ltd

Message

Saved searches

Save this search to get notified as new results become available.

Create search alert

Messaging



Google for Startup

The image is a screenshot of the Google for Startups website. At the top, the navigation bar includes the Google logo, the text "for Startups", and four menu items: "Overview", "Tools", "Best Practices", and "Community". The main content area features a photograph of a woman, Ivonna Dumanyan, smiling while sitting at a desk with a laptop. She is wearing a dark blue sleeveless top. In the background, there are several cardboard boxes and a whiteboard with handwritten notes. A blue text box is overlaid on the bottom left of the image, containing the text "For those who never stop starting" in white. The word "starting" is larger and positioned on a white background with blue diagonal stripes.

Google for Startups Overview Tools Best Practices Community

Ivonna Dumanyan
Co-Founder, Fathom AI

For those who never stop starting


<https://startup.google.com/>

Think with Google




The screenshot displays the Think with Google website interface in Italian. At the top left, it says "Think with Google Italiano - Italia". The main heading is "Insight e dati per la tua strategia di marketing". Below this, it says "Non perderti le ultime novità e trend di settore" with a blue "ISCRIVITI" button. A navigation menu is open, listing categories: "Tendenze e Insight", "Risorse di Marketing", "Canali Pubblicitari", "Content Marketing", "Dati e Strumenti di Misurazione", "Esperienza del Consumatore", "Micro-Momenti", "Omnicanalità", "Pubblicità Programmatica", "Raccolte", and "Strumenti". Below the menu, there are two article teasers. The first is titled "Ricerca BCG: il data-driven marketing come fattore abilitante per migliorare la performance aziendale" and is dated "Articolo - Febbraio 2019". The second is titled "Festa del papà: il consumer journey di chi è alla ricerca del regalo perfetto" and is dated "Infografica - Marzo 2019".


<https://www.thinkwithgoogle.com/intl/it-it/>

Google Digital Training




Francesco Passantino
fpassantino@gmail.com

 [VISUALIZZA PROFILO](#)  [PREFERITI](#)  [BADGE](#)




Badge
26/26



Lezioni
106/106

Bene!


Congratulazioni, hai completato il corso Google Digital Training. Non vediamo l'ora di vedere come metterai in pratica le tue nuove conoscenze.



[SCARICA ATTESTATO](#)

I tuoi progressi verso l'attestato


Completa gli argomenti per ottenere badge. Quando li avrai ottenuti tutti e 26, potrai sostenere l'esame finale e ricevere un attestato da Google.



100%

[MOSTRA TUTTI](#)

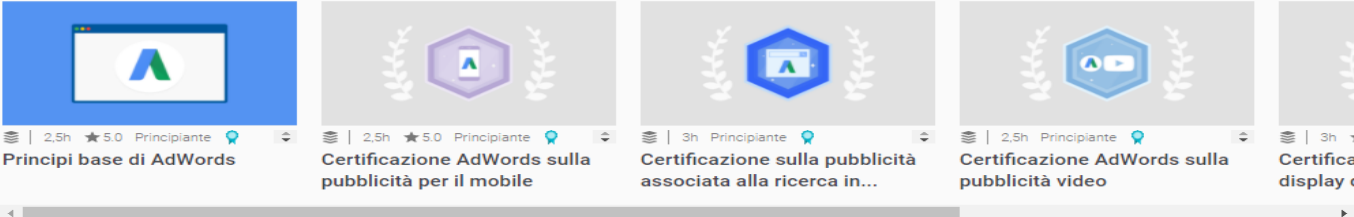
Badge recenti



<https://learndigital.withgoogle.com/digitaltraining/dash>

Academy for Ads

Consegui la Certificazione AdWords



The screenshot displays a grid of certification courses. The first row includes 'Principi base di AdWords' (2.5h, 5.0 stars, Beginner), 'Certificazione AdWords sulla pubblicità per il mobile' (2.5h, 5.0 stars, Beginner), 'Certificazione sulla pubblicità associata alla ricerca in...' (3h, Beginner), and 'Certificazione AdWords sulla pubblicità video' (2.5h, Beginner). The second row shows 'Certificazione Siti per dispositivi mobili' (2.5h, 4.5 stars, Beginner, expires 5 dic 2018), 'Certificazione sulla vendita di soluzioni digitali' (2.5h, 4.5 stars, Beginner, expires 5 dic 2019), and 'Google Analytics Individual Qualification' (3.5h, 5.0 stars, Intermediate). Below the grid, there are two 'Consigli' (tips) sections: 'Identify audiences using customer portraits' (11min, Intermediate) and 'Dive into digital-first briefs' (13min, Advanced).

Principi base di AdWords

Certificazione AdWords sulla pubblicità per il mobile

Certificazione sulla pubblicità associata alla ricerca in...

Certificazione AdWords sulla pubblicità video

Certifica display c

Consegui la certificazione in altre aree

Scadenza: 5 dic 2018

Certificazione Siti per dispositivi mobili

Scadenza: 5 dic 2019

Certificazione sulla vendita di soluzioni digitali

Google Analytics Individual Qualification

Consigli

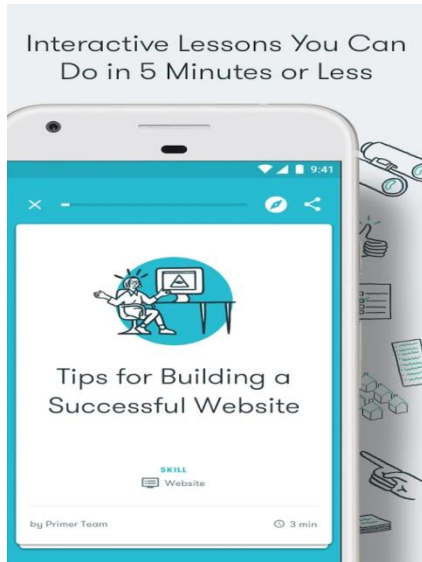
11min. Intermedio

Identify audiences using customer portraits

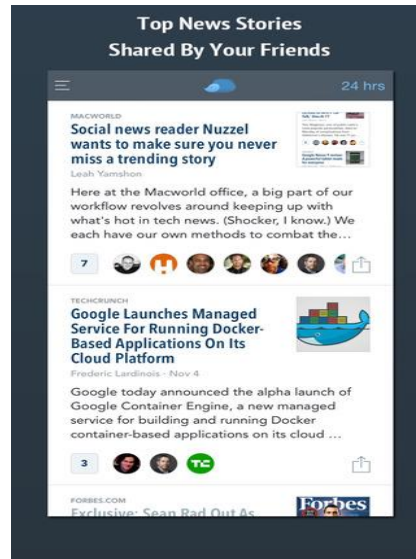
13min. Avanzato

Dive into digital-first briefs

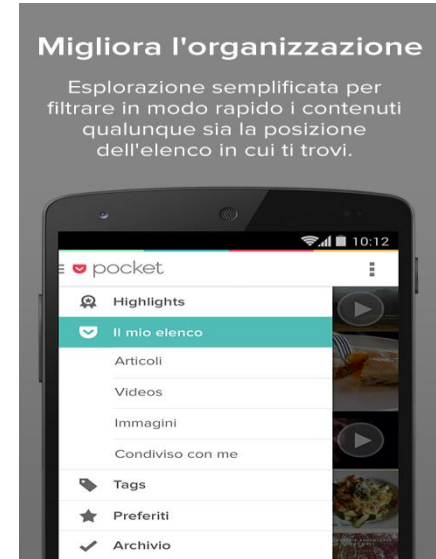
App da Installare



 Primer



 Nuzzel



 Pocket