



Estrategia de marketing basada en el uso de Instagram para la publicidad de ropa interior en Tungurahua, Ecuador

*Marketing strategy based on Instagram for the publicity of underwear of
Tungurahua-Ecuador*

*Estratégia de marketing baseada no uso do Instagram para publicidade de
roupas íntimas em Tungurahua, Equador*

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Resumen

El objetivo de la presente investigación es desarrollar una estrategia de *marketing* basada en el uso de Instagram para la empresa de ropa interior Impactex, con su marca líder MAO, en la provincia de Tungurahua, Ecuador. Este propósito ha sido planteado porque se ha detectado que las empresas de ese ramo comercial, ubicadas en la mencionada localidad, no suelen aprovechar los beneficios que ofrece esa red social. Para ello, se utilizaron métodos empíricos y teóricos, así como distintas métricas (visitas por provincias y género, número de seguidores, comentarios, etc.). Para la validación de la estrategia, el cálculo de la muestra se realizó con base en el número de seguidores de la marca. En tal sentido, la estrategia se planteó en cinco fases: análisis de la situación inicial, establecimiento del objetivo, elaboración de la estrategia, plan de acción, evaluación y control. Los resultados demuestran que en la validación mediante Iadov se obtuvo una máxima satisfacción (0.84), lo cual indica que la percepción de los seguidores de la marca es favorable. En tal sentido, se podría sugerir que la implementación de este tipo de iniciativas puede resultar válida para otras empresas textiles, de forma que se puedan aumentar el impacto y su presencia en la red social Instagram.

Palabras clave: consumidor digital, publicidad, red social Instagram, ropa interior, *social media*.

Abstract

The objective of this research was to develop a marketing strategy on *Instagram*, for which the underwear company Impactex was taken as a reference with its leading brand MAO from the province of Tungurahua-Ecuador. The problem that has been detected is the scant use of the *Instagram* social network in the underwear companies within the province of Tungurahua-Ecuador, as well as the ignorance of the advantages offered by the social channel. For its elaboration empirical and theoretical methods were used, as well as metrics: visits by provinces and gender, number of followers, comments, among others. As well as the calculation of the sample was made based on the number of followers of the brand for the validation of the strategy. As a result of the strategy, five phases were proposed: analysis of the initial situation,



establishment of the objective, elaboration of the strategy, action plan, evaluation and control. The results show that the validation through Iadov obtained maximum satisfaction (0.84), which indicates that the perception of the followers of the brand is favorable. In this sense, it could mean that the implementation of this type of initiatives can be valid for other textile companies, so that it can increase the impact and its presence in the Instagram social network.

Key words: digital consumer, advertising, Instagram social network, underwear, social media.

Resumo

O objetivo desta pesquisa é desenvolver uma estratégia de marketing baseada no uso de Instagram para Impactex empresa de roupas íntimas, com a sua marca líder MAO na província de Tungurahua, no Equador. Este propósito foi levantada porque verificou-se que as empresas que negociam ramo, localizado em Lhokseumawe, muitas vezes não colher os benefícios oferecidos pela rede social. Para isso, foram utilizados métodos empíricos e teóricos, bem como diferentes métricas (visitas por províncias e gênero, número de seguidores, comentários, etc.). Para a validação da estratégia, o cálculo da amostra foi feito com base no número de seguidores da marca. Neste sentido, a estratégia foi levantada em cinco fases: análise da situação inicial, estabelecimento de objetivos, desenvolvimento de estratégia, plano de ação, avaliação e controle. Os resultados mostram que a validação por Iadov máxima satisfação (0,84) foi obtido, indicando que a percepção dos seguidores da marca é favorável. Neste sentido, pode-se sugerir que a implementação de tais iniciativas podem ser válidos para outras empresas têxteis, para que possam aumentar o impacto ea presença na rede social Instagram.

Palavras-chave: consumidor digital, publicidade, rede social Instagram, underwear, mídias sociais.

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Introduction

As indicated by the Association of Textile Industries of Ecuador (AITE) (cited by Espinoza and Sorhegui, 2016), the name textile industry is related to the production of fabrics, yarns, clothing and related products, which -in the case of Ecuador- constitutes a source of employment that represents an average annual growth rate of 1.3%, and ranks second in importance for industrial GDP (Cordova, 2014). In fact, and according to the Chamber of Small Industry of Tungurahua (CAPIT), 272 textile companies are settled in Ecuador, of which 19% are in Tungurahua, which makes it the second province in the country with the highest number of that type of companies.

In this development of the textile field, undoubtedly, advertising in the different traditional media (radio, press, television) has played a decisive role, which has been further energized at present with the use of social networks (Munari and Monforte, 2018; Tamayo, 2011), where a diverse range of products and services of the fashion industry is promoted (Bigné, Kuster and Hernández, 2013). This is demonstrated by companies such as Victoria's Secret, Starbucks, Nike or Burberry, which have taken advantage of the benefits offered by platforms such as Instagram to promote their products (Ramos, 2015).

In the specific case of Ecuador, studies such as that of Paladines, Granda and Velásquez (2014) have shown that in the country social networks are technological tools that different organizations have been used in a progressive manner in order to enhance their competitive advantages. However, in the case of the province of Tungurahua, entities such as the National Institute of Statistics and Censuses (INEC) (2016) have indicated that in that region of the country it is not common to use platforms such as Instagram to promote publicity of the products because the entrepreneurs are unaware of the advantages it offers to get a better resolution in the photographs and quality when posting them.

For this reason, the objective of this article is to present a marketing strategy based on the use of Instagram to add value to advertising and increase the number of followers of a lingerie company in the province of Tungurahua, Ecuador.



Materials and methods

For the development of the theoretical framework of this research, information was extracted from scientific articles consulted in databases such as Science Direct, Redalyc and Dialnet, where 150 documents were obtained, of which 32 articles dealt with topics related to this work (advertising, social media, Instagram and metrics).

For the collection of this information, theoretical methods were used, such as historical-logical (to know external aspects, operation and development of the object of study) and analysis-synthesis (to define the stages that were part of the development of the strategy). Also, the contributions of authors such as Docavo (2010), Capó and Ortiz (2015) and Vidal (2016) were considered.

On the other hand, the field work was done through direct observation, which served to clarify the problem and to know the use that is given to the Instagram social network within the company Impactex Cía. Ltda. Likewise, a semi-structured interview was carried out with the person in charge of the marketing area in order to obtain information on the management of MAO brand advertising on Instagram.

In addition, qualitative data (geographic and demographic variables) and quantitative data were collected to establish an initial sample in accordance with INEC statistics, focused on underwear companies in the province of Tungurahua, Ecuador. For the validation of the strategy using Iadov, a sample was taken into consideration, which was calculated from the number of followers (2535) of the mentioned brand in Instagram. The formula used was the following:

$$n = \frac{Z^2 * P * Q * N}{Z^2 * P * Q + N e^2}$$

Where

N: Number of elements of the population

Z: Confidence level (1.96)

P / Q: Probability with which the phenomenon occurs (50%)

e: Error margin allowed (5%).

The data is represented in the formula as follows:



$$n = \frac{1.96^2 * 0,5 * 0,5 * 2.535}{1.96^2 * 0,5 * 0,5 + 2.535 * (0.05)^2}$$

$$n = \frac{2.434,61}{7.30}$$

$$n = 333.60 \approx 334 \text{ seguidores.}$$

Therefore, a sample of 334 followers was obtained to validate the strategy using Iadov.

Results

This section presents a conceptual framework on social networks, Instagram, social media, digital consumer, advertising and metrics. Likewise, the development of the five stages of the marketing strategy is explained, exemplified by graphs and tables for a better understanding of the reader.

Social networks

Given the low cost and popularity, companies often use social networks as marketing strategies, which are managed for the construction and management of a brand because it allows them to know the opinion of customers in relation to their products (Uribe, Rialp and Llonch, 2013). In this sense, social networks have become a valuable instrument for the interaction between users, which is essential for the administration of marketing and to publish certain products or services in a simple way (Herrero, Álvarez and López, 2011).

Social media

This is an environment in the virtual space formed by a group of social networks and communication tools where companies and consumers leave a mark of their impressions when sharing the contents (Rodríguez de la Cruz, Morcelo and De la Morena, 2016). Among the most used are Facebook and Twitter (Pérez and López, 2016), although there are currently others such as Instagram, which offers greater possibilities of presence on the Web.



Instagram social network

Instagram is an application in which not only can you edit and share photographs through social networks such as Tumblr, Twitter, Facebook and Flickr (Madrigal, 2015), but it also allows active participation among users of different companies and brands, to through the authorized supervision of the speech leader (Caerols, Tapia y Carretero, 2013). In this platform, people often disclose important moments of their lives, as well as their relationships with others (Torres, 2017). In fact, and according to studies conducted in the United States (Endres, 2013), it has been shown that university students now use Instagram more than Facebook to follow the publications of different organizations.

Digital consumer

The majority of users under 35 years of age are considered digital consumers, as these are usually the most active in social networks, where they share opinions and experiences through technological means. These people are characterized by using mobile applications and trusting them to buy and locate products or services of their choice (Fernández, 2014).

Advertising

Advertising is a remunerated strategy that serves to promote products or companies based on a message whose purpose is to achieve a wide reception among audiences (Mediano and Beristain, 2015). In this regard, Mesa (2012) considers that they are visual and oral messages that, through public and impersonal communication (Munch, 2012, Rojas, 2013), seek to influence consumers to acquire goods or services of a particular brand.

Metrics

Since the use of social networks has had an outstanding boom, it is necessary to measure the actions that companies perform to determine not only if the proposed objectives are achieved, but also if the strategies implemented offer the expected impact (Martínez, 2014). In this sense, the metrics allow identifying results, sizes and actions within a social network in order to verify the effectiveness and develop future projects for the benefit of the company (Martin, 2014). Indeed, through a publication you can get metrics related to the content (video,



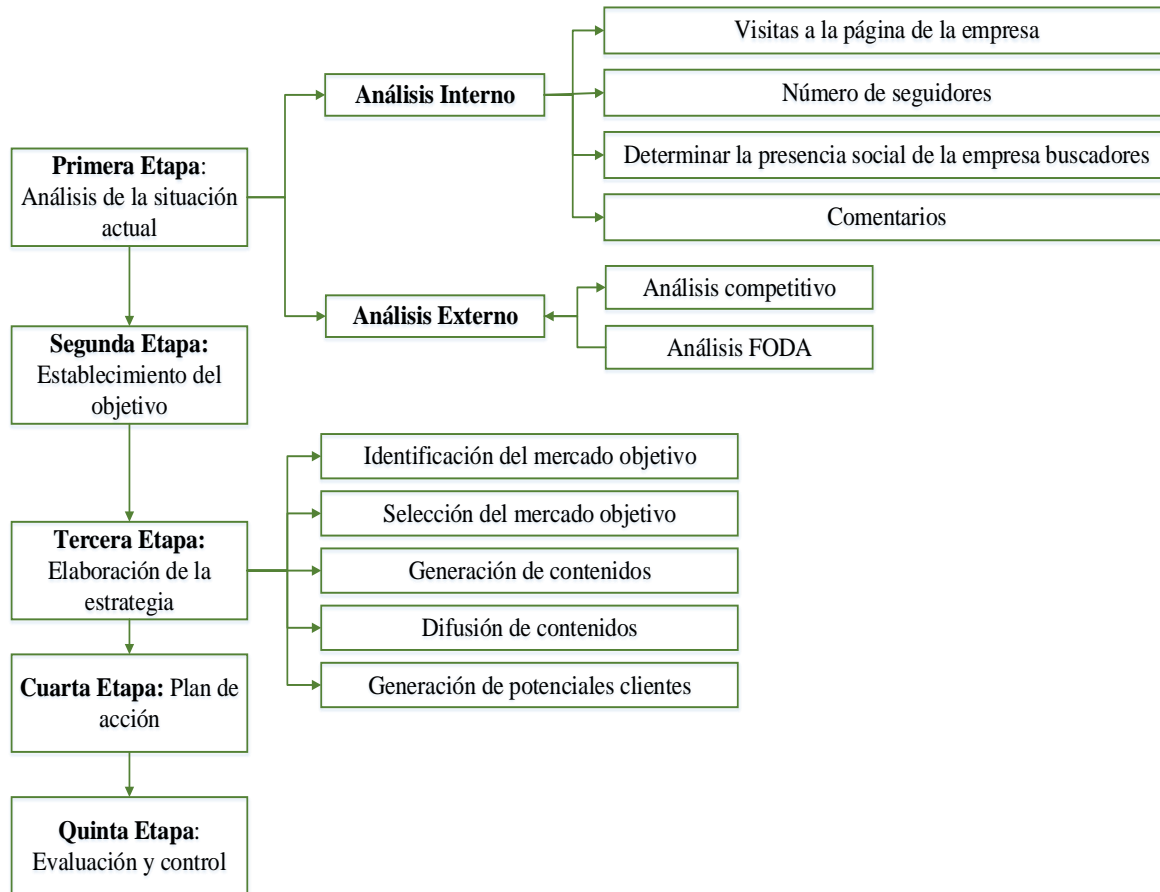
image, audio, text or link), the moment of publication, the interaction of users, likes, comments and responses (Goncalves, 2017, citado por Sarzosa y Medina, 2018).

Stages for a marketing strategy with Instagram

In this paper we considered the approaches of Docavo (2010), who suggests six stages for the elaboration of a strategic plan, which consists of the analysis of the situation, the determination of objectives, the elaboration of the strategies, the tactics, the actions and control. Other authors (Capó and Ortiz, 2015), however, consider that for the development of strategic plans three stages must be met: 1) strategic analysis, where the mission and vision, external analysis and internal analysis are found, 2) the formulation of strategies, in which the design of the strategy intervenes, and 3) the implementation of strategies, in which it is evaluated, selected and controlled. Vidal (2016), on the other hand, believes that for an organization to operate with greater effectiveness and scope in its objectives, it is necessary to start with a marketing plan, whose structure and order should be stated as follows: analysis of the situation, establishment of objectives, choice of strategies, operational plan, budget, execution and control.

After analyzing the stages suggested by these authors, the following have been proposed: analysis of the situation, establishment of objectives, elaboration of the strategy, plan of action, evaluation and control (figure 1). To apply them, the Corporación Impactex Cía. Ltda., With its leading brand MAO, for being a reference within the province of Tungurahua.

Figura 1. Etapas para una estrategia de *marketing* con base en el uso de Instagram



Fuente: Elaboración propia

Next, the results by stages of the strategy are described.

First stage: analysis of the current situation of the MAO brand

Internal analysis-audit social network Instagram

In the interview with the person in charge of the Marketing Department, the tools offered by social networks were obtained as results, the following factors were evaluated: visits to the page, number of followers and social presence of the company in the search engine pages, as well as the institutional policies for the advertising of the company.



The monitoring of the Instagram account of the MAO brand was carried out for three months (from December 18, 2017 to February 18, 2018) in order to obtain relevant results. In particular, it was found that the brand had 111 visits on the Instagram page (<https://www.instagram.com/maounderwear/>), as well as 2293 followers, of which 66% were men, which can be justified by This is a male underwear company. These numbers are very low if you consider the time the brand has in the market and the low cost of advertising required by this platform.

On the other hand, and in relation to the comments, it can be pointed out that these focused on requesting information on the points of sale and the prices of the products. One aspect to highlight in the internal analysis of the MAO brand has to do with the company's social presence in the search engine pages, because when entering the words underwear, it immediately appears in second place.

External analysis-competitive analysis

In order to carry out the competitive analysis of a company, one should not only choose the aspects in which it is successful, but also those related to marketing through social networks. Therefore, Table 1 presents the competitive analysis of the MAO brand in comparison with others that are positioned in the market.

Tabla 1. Análisis competitivo de la marca MAO

Empresas	Contenido de la competencia	Análisis de la publicidad	Integración en las redes sociales	Áreas de mejora
MAO	Imágenes Videos y spots publicitarios Promociones	Eslogan exclusivo en cada imagen Título de la página de fácil búsqueda Contenidos atrayentes para el usuario	Facebook Instagram Twitter Página web YouTube	Utilizar más la red social Instagram
BOHO	Imágenes Promociones Publicidad en las diferentes líneas	Referencias y códigos en cada imagen Título de la página similar a otros usuarios	Facebook Instagram Página web	Identificar el producto estrella y realizar su publicidad
Textren	Imágenes	Título de la página de fácil búsqueda Contenido sencillo	Facebook Página web	Utilizar las nuevas redes sociales para captar más seguidores
Guv underwear	Imágenes	Título de fácil búsqueda No realizan promociones Contenido sencillo y no llamativo	Facebook Instagram	Publicitar todos los productos que ofertan al mercado

Fuente: Elaboración propia

SWOT Analysis

The SWOT analysis was used to determine the internal and external factors that can help the development of the company. To do this, an analysis of the use of Instagram was made, in which various external factors were found as main opportunities; for example, further expansion of the brand, socializing the consumer's offers quickly and leading advertising scenarios. As a threat was identified the rejection of users to excess advertising. Regarding the strengths related to internal factors, it was found that a hashtag is used to increase the number of followers and communication between people is allowed regardless of where they are located. Regarding their weaknesses, it was found that users do not use Instagram frequently and that this social network has a scarce presence in the business world.

Second stage: establishment of the objective

Develop a marketing strategy based on the use of Instagram for the underwear advertising of the MAO brand, located in Tungurahua, Ecuador.

Third stage: elaboration of the strategy

Identification of the target market

For a marketing strategy to be successful, it is necessary to know to whom the messages or publications of the product will be directed. That is, discover and define a heterogeneous group of people who have similar needs and particularities. Therefore, Table 2 shows a segmentation of markets where geographic variables and demographics of the province under study are used, with data from the last census conducted by INEC (2010).

Tabla 2. Segmentación de mercado

Variable segmentación	Variable	Datos
Geográfico	Zona 3	1 456 302 habitantes
Geográfico	Tungurahua, Ecuador	504 583 habitantes
Demográfico	Económicamente Activos	245 300 habitantes
Demográficos	Edad de 25 a 44	116 600 habitantes

Selection of the target market

Once the target market of 116,600 inhabitants (between 25 and 44 years old) has been defined, with data obtained from the INEC (2010), the population has been projected for the year 2018 based on the population growth rate, which corresponds at 1.56%. This represents a market of 131,971 inhabitants. The formula used for the calculation was the following:

(mercado objetivo x tasa de crecimiento poblacional + mercado objetivo).



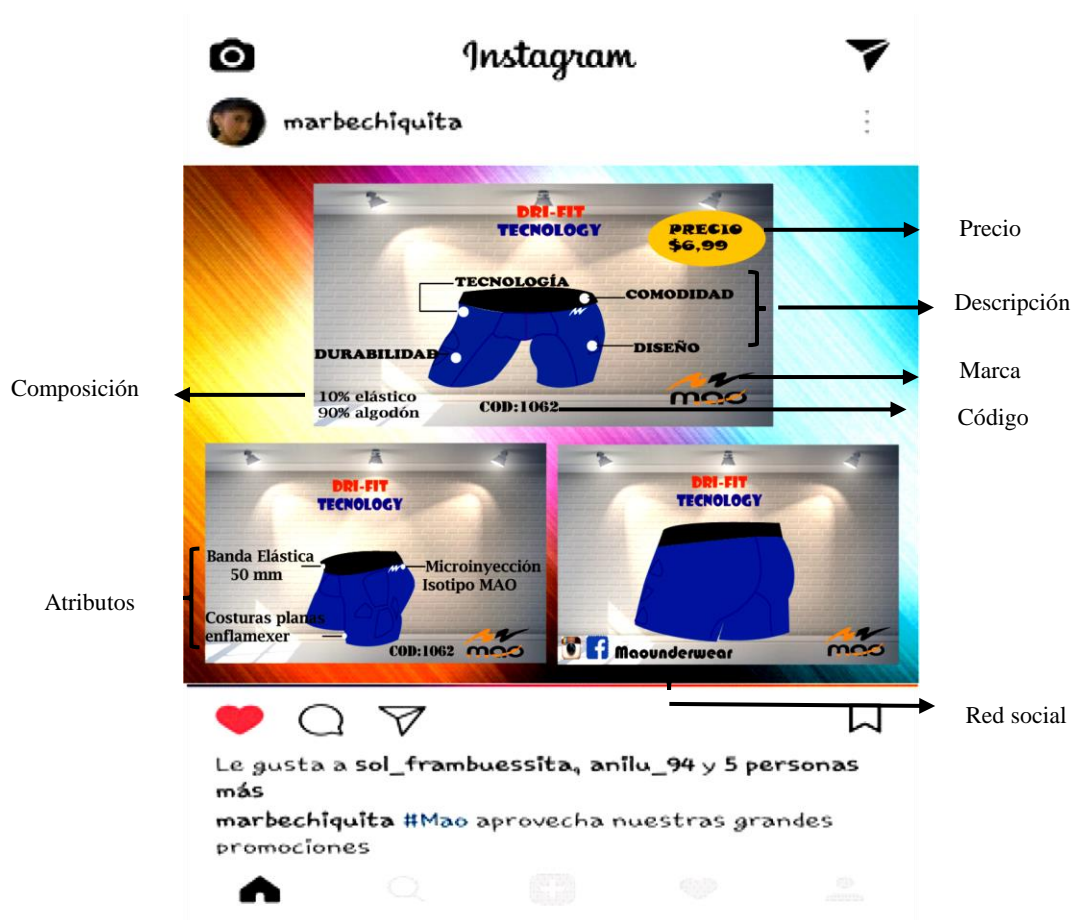
Generation of contents

When information is provided about the products of the companies, indirectly, efforts are being made to promote their sale, which is why content must be generated that encourages the interest of the clients for each good or service. In this sense, a content marketing must be created that provides a relevant text to grant an added value to the page, so that the user's approach with the brand can be encouraged (Wilcock, 2017).

In the case of Instagram social network, it is recommended to use attractive and interesting details, such as the description of the products that are offered, with material, texture, promotions and price, as well as photographs that should try to be distinctive of the brand, for which should use the appropriate sizes (optimum of 110 x 110 pixels, maximum resolution of 180 x 180 pixels) (Moreno, 2015). Likewise, for the images of publications it should be taken into account that Instagram automatically reduces the size, although a maximum size of 2048 pixels is recommended for a square photograph; for the horizontal format lower than 600 x 400, and in vertical format the recommended is 1080 x 1350 pixels, although it is shown in 600 x 749 pixels (Moreno, 2015). Likewise, photographs must be offered from different angles of the product.

Another key aspect is to maintain a more direct and open interaction between the brand and the followers, which will affect a more satisfied audience. To graph this explanation, then, in Figure 2, an example of how to generate content on Instagram is presented.

Figura 2. Generación de contenido



Fuente: Elaboración propia

Dissemination of contents

Well-designed content is not always enough for a brand to succeed and attract more followers, because it also requires a strategy to achieve the best possible dissemination through the appropriate channels. For this, it is recommended to prepare a form, as shown in Figure 3, in which not only personal data and the user's email are requested, but also certain items are presented to collect significant information for the brand.

Figura 3. Modelo de formulario para obtener información del usuario

CORPORACIÓN IMPACTEX CIA.LTDA

Registre su información para recibir excelentes promociones y ofertas de nuestros productos.

**Obligatorio*

Apellidos y Nombres *

Tu respuesta

Correo Electrónico *

Tu respuesta

Teléfono *

Tu respuesta

Utiliza alguna Red Social *

Si

No

Que Red Social utiliza y con que nombre se encuentra registrado *

Tu respuesta

Gracias por su colaboración ...

Fuente: Elaboración propia

Generate potential customers

To generate potential customers there are two ways: the passive, in which the content is generated and it is expected that it will be disseminated on its own in social media; and the active one, in which the content is produced and the clients search in the different social networks (Fundación Integral de Murcia, 2014). For the latter way, a series of practical tips to attract customers on Instagram are presented. For example, design an attractive offer where content of interest is displayed, such as discount coupons (figure 4). These can be issued once a month to a certain number of users, among which you could choose those who had the most I like in the company's publications.

Figura 4. Ejemplo de cupón



Fuente: Elaboración propia

Likewise, to encourage user participation, the company can hold contests on special dates, for example, with the creation of a video that users could upload to Instagram's social network with a hashtag such as #MipublicidadMAO; for this, of course, criteria must be established, such as the duration of the video, the resolution and the representative colors. The winner of this type of initiative could be the one who got the most number of likes, which would make him a creditor of a purchase order. Likewise, the company could include the video of the winner in one of its advertisements (figure 5).

Figura 5. Concurso en Instagram



Fuente: Elaboración propia

Fourth stage: action plan

In this phase all the stages, activities and actions considered to develop the strategy must be described, so that the objective can be achieved in a determined time and with the stipulated resources. This action plan serves to discuss the what, how, when and with whom the actions are carried out. For this, the following should be considered: first, specify the proposed objective for the development of the strategy; second, identify macro-activities and sub-activities; third, select those responsible for each activity; fourth, establish an estimated time for the development of activities; fifth, allocate resources (human, material, technological and economic) for each of the activities; Sixth, develop a budget based on the resources and time that will be used (it is recommended to classify the resources in fixed and variable assets to avoid duplication of costs). For a better presentation, a plan of action plan should be drawn up, as shown in Annexes 1 and 2.



Fifth stage: 5: evaluation and control

Metrics

Based on the metrics offered by Martínez (2014), the following have been taken:

1. Organic growth of potential customers: This metric attempts to measure the qualitative growth of the target market database. That is, they are interested in people who through social networks have been motivated to participate in later activities. The formula to execute said metric is:

$$COCP = \frac{\text{Número de clientes nuevos en el periodo}}{\text{Número de clientes en el periodo}}$$

2. Customer Loyalty and Satisfaction: This metric emphasizes determining whether the actions taken earn or lose customers. It should be noted that this has a certain degree of complexity, because there is no direct communication, but virtual with customers.

$$\text{Fidelización y satisfacción del cliente} = \frac{\# \text{ de clientes satisfechos} - \# \text{ de número de clientes insatisfechos}}{\text{total de clientes}}$$

However, to validate the marketing strategy, a questionnaire was designed (Annex 3) that was sent through the Google Drive application to followers who had the MAO brand on Instagram. Likewise, the Iadov technique was used to determine the satisfaction of users in terms of price, product and advertising. This questionnaire consisted of five questions (three open and two closed), as shown in table 3. The satisfaction scale is as follows: 1) clear satisfaction, 2) more satisfied than dissatisfied, 3) not defined, 4) more dissatisfied than satisfied, 5) clear dissatisfaction, 6) contradictory (Villacís, Medina, Freire y Cárdenas, 2017).



Tabla 3. Cuadro lógico de Iadov

Usuario	1. De acuerdo con el formato y contenidos de la estrategia, ¿considera usted que la estrategia de <i>marketing</i> es idónea para su aplicación?								
	No			No sé			Sí		
6. Una vez tomadas en cuenta todas las etapas de la estrategia, ¿le agrada la estrategia?	5. Si usted fuera encargado del área de <i>marketing</i> y tuviera que elegir entre aplicar o no la estrategia, ¿lo haría?								
	Sí	No sé	No	Sí	No sé	No	Sí	No sé	No
Me gusta mucho	1	2	6	2	2	6	6	6	6
Me gustan más de lo que me disgusta	2	2	3	2	3	3	6	3	6
Me da lo mismo	3	3	3	3	3	3	3	3	3
Me disgusta más de lo que me gusta	6	3	6	3	4	4	3	4	4
No me gusta	6	6	6	6	4	4	6	4	5
No sé qué decir	2	3	6	3	3	3	6	3	4

Fuente: López Rodríguez y González Maura (2001) (citados por Valero, Granero y Gómez, 2005)

With the calculation of the sample, a result of 334 followers was obtained to apply the technique. Next, we present the data of the group satisfaction index (ISG), which was developed using the Iadov logic table:

$$ISG = \frac{A(+1) + B(+0,5) + C(0) + D(-0,5) + E(-1)}{N}$$

$$ISG = \frac{218(+1) + 132(+0,5) + 10(0) + 4(-0,5) + 0(-1)}{334}$$

$$ISG = 0.84$$

For the ISG, a numerical scale was used ranging from +1 (maximum satisfaction), +0.5 (more satisfied than dissatisfied), 0 (not defined), -0.5 (more dissatisfied than satisfied), to -1 (maximum dissatisfaction). As a result, 0.84 was obtained, which indicates that with the elaborated strategy, it is close to the maximum satisfaction of the users with advertising on the Instagram social network.



Conclusions

In this work it has been pointed out, in a general way, that the social network Instagram is not well known or used in the province of Tungurahua, Ecuador, which served to develop the proposal presented as a positioning strategy for the MAO brand. This strategy was constituted in five stages: analysis of the current situation, establishment of the objective, elaboration of the strategy, plan of action, evaluation and control. The results show that in the validation through Iadov maximum satisfaction was obtained (0.84), which indicates that the perception of those followers is favorable. In this sense, it could be suggested that the implementation of this type of initiatives may be valid for other textile companies, so that the impact and their presence in the Instagram social network can be increased. However, it must also be considered that each of these stages can still be improved continuously.



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Anexos

Anexo 1. Plan de acción

Objetivo	Estrategia	Actividades	Responsable	Tiempo
Desarrollar una estrategia de <i>marketing</i> sobre Instagram para la publicidad de ropa interior de la marca MAO de Tungurahua, Ecuador	Incrementar el número de seguidores y dar un valor agregado a la publicidad mediante el uso de la red social Instagram	Establecimiento de objetivo	Área de <i>marketing</i>	2 días 12
		Identificación y selección de mercado objetivo -Obtener datos descriptivos del Instituto Nacional de Estadísticas y Censos (INEC). -Proyección del mercado objetivo al año actual con base en la tasa de inflación	Área de <i>marketing</i>	1 semana
		Generación de contenidos -Utilizar detalles atractivos e interesantes -Fotografías con tamaños recomendados. -Fotografías de distintas vistas. -Comunicación más abierta y directa.	Área de <i>marketing</i>	1 mes
		Difusión de los contenidos - Elaborar un formulario con datos adicionales como las redes sociales que utilizan.	Área de <i>marketing</i>	1 semana
		Generar potenciales clientes -Audiencia activa - Diseñar una oferta atractiva donde se muestren contenidos de interés -Elaborar cupones de descuento. -Realizar concursos en fechas especiales.	Área de <i>marketing</i>	1 mes
		Visita a la tienda y conversión -Elaboración de un cuestionario con un instrumento de satisfacción del usuario.	Área de <i>marketing</i>	1 mes
		TOTAL TIEMPO		

Anexo 2. Presupuesto

PRESUPUESTO			
DESCRIPCIÓN	CANT. CONSUMO	PRECIO (P.V.)	PRECIO TOTAL
RECURSOS HUMANOS			
Encargado de <i>marketing</i>	1	\$ 386,00	\$ 1.323,43
RECURSOS TECNOLÓGICOS			
Computador CPU-I3-4160 con INTEL CORE I3-4160, memoria 4 GB DDR3, disco duro 1 TB, pantalla AOC LED 20", Windows 8.1	1	\$ 655,00	\$ 655,00
Impresora EPSON I301	1	\$ 180,00	\$ 180,00
RECURSOS ECONÓMICOS			
Premio	1	\$ 100,00	\$ 100,00
SERVICIOS BÁSICOS			
Luz (kWh)	2499	\$ 0,02	\$ 49,98
Internet (megas) paquete	1	\$ 32,47	\$ 97,41
TOTAL			\$ 2.405,82

Nota: Para el desarrollo del presupuesto se dividieron los recursos en activos fijos y variables, de los cuales papelería y luz son activos variables. Para el cálculo se tomó en consideración el tiempo estimado en el plan de acción, el cual es de 3 meses y 12 días.

Anexo 3. Cuestionario de satisfacción del cliente

Tema: Validación de la estrategia de *marketing* sobre Instagram para la publicidad de ropa interior

Estimado usuario:

El objetivo del instrumento de recolección de datos es conocer cuán satisfecho se encuentra en relación con la estructura de la estrategia. Por favor, lea detenidamente y conteste cada una de las preguntas:

- De acuerdo con el formato y los contenidos de la estrategia, ¿considera usted que la estrategia de *marketing* es idónea para su aplicación?

Sí	No	No sé



2. ¿Qué es lo que a usted más le llama la atención de la estrategia de *marketing*?

.....

3. ¿Cuáles son las etapas que más le llaman la atención?

1	
2	
3	

4. ¿Qué le desagrada de las etapas de la estrategia de *marketing*?

.....

5. Si usted fuera encargado del área de *marketing* y tuviera que elegir entre aplicar o no esta estrategia, ¿lo haría?

Sí	No	No sé

6. Una vez tomadas en cuenta todas las etapas de la estrategia (análisis de la situación actual, establecimiento del objetivo, elaboración de la estrategia, plan de acción, evaluación y control), ¿le agrada la estrategia?

- _____ Me gusta mucho
- _____ Me gusta más de lo que me disgusta
- _____ Me da lo mismo
- _____ Me disgusta más de lo que me gusta
- _____ No me gusta nada
- _____ No sé qué decir



<i>Rol de Contribución</i>	<i>Patricio Medina</i>	<i>Marbella Lascano</i>	<i>Ana Remache</i>
Conceptualización	Apoyo	Principal	Igual
Metodología	Apoyo	Principal	
Validación	Apoyo		Principal
Investigación	Apoyo	Igual	Principal
Curación de datos	Apoyo	Principal	Igual
Escritura - Preparación del borrador original	Apoyo	Igual	Principal
Escritura - Revisión y edición	Apoyo	Igual	Principal
Visualización	Apoyo	Principal	Igual
Supervisión	Principal	Apoyo	Apoyo
Administración de Proyectos	Principal	Apoyo	Apoyo
Adquisición de fondos		Principal	Igual