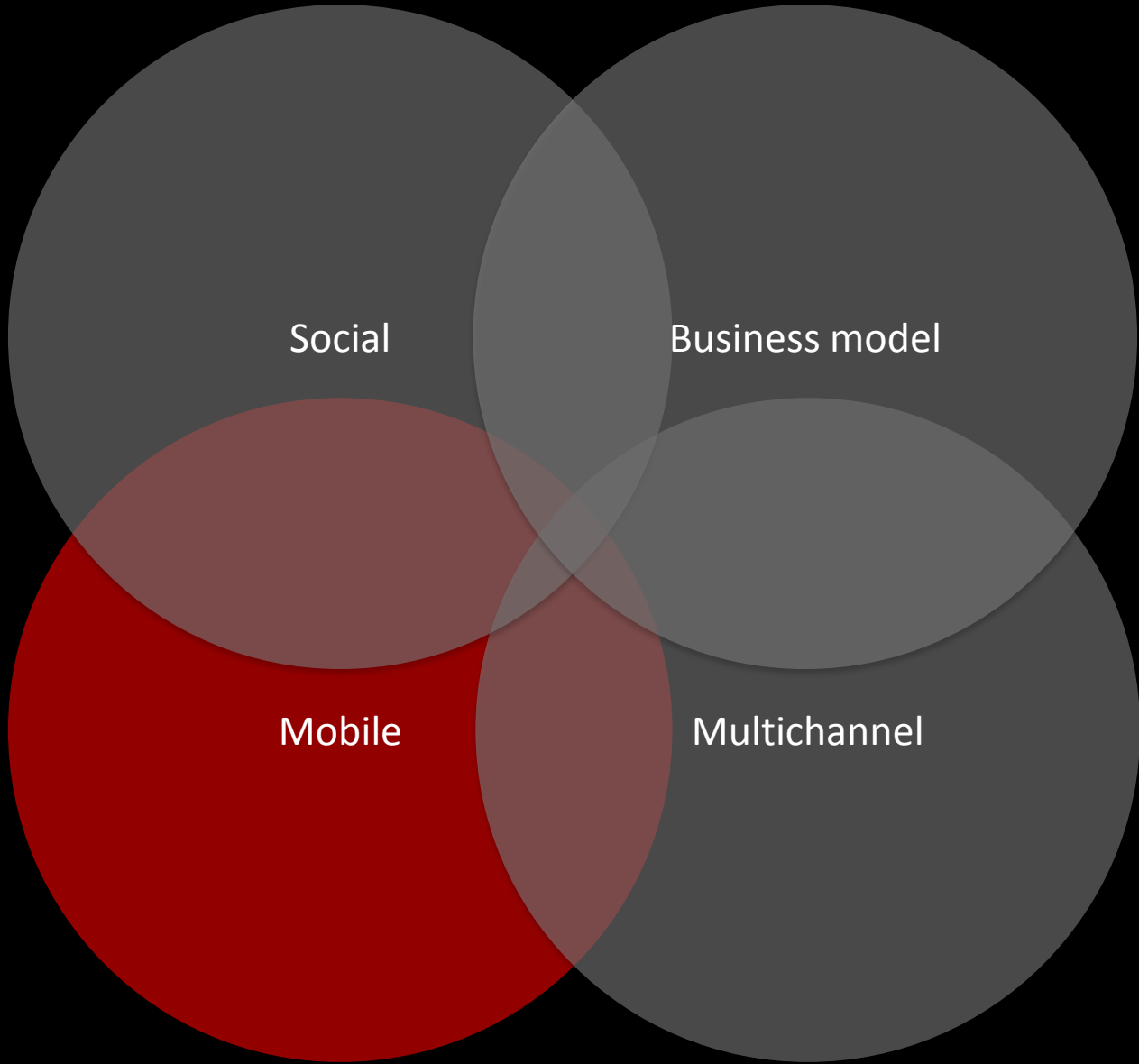


L'evoluzione dell'ecommerce

Gianluca Diegoli
gianluca@diegoli.com
minimarketing.it
@gluca



Social

Business model

Mobile

Multichannel

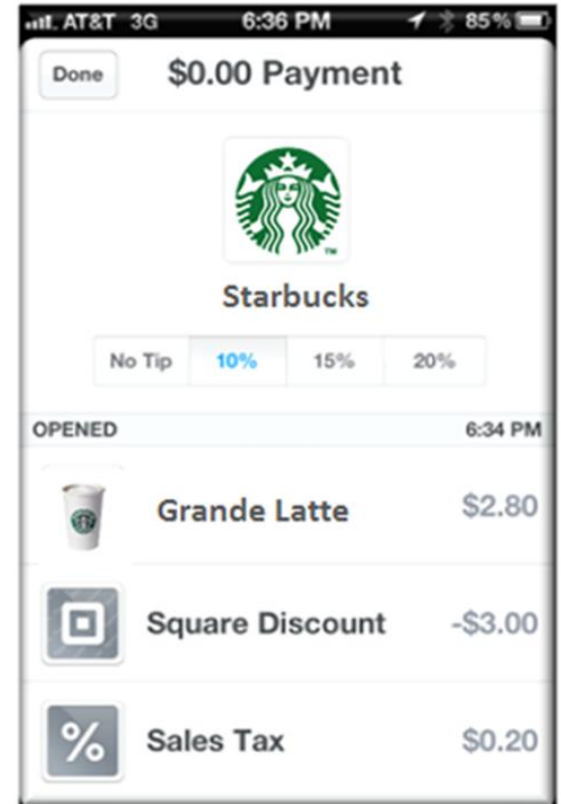
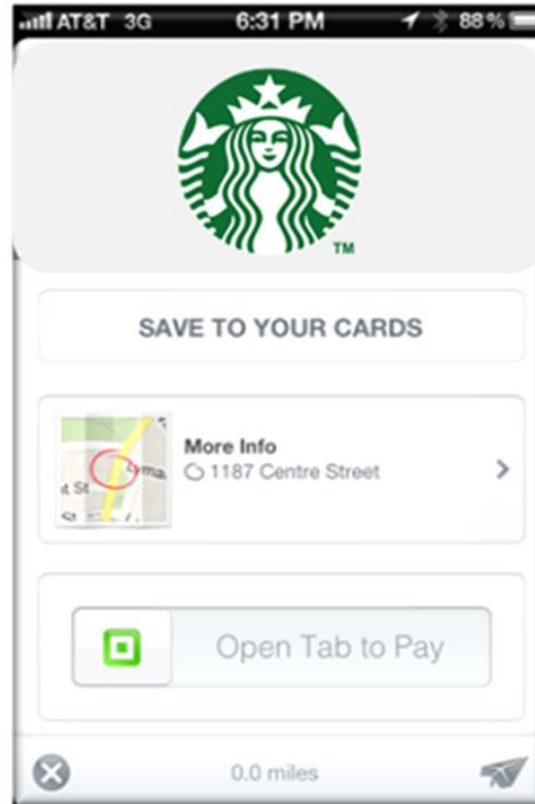
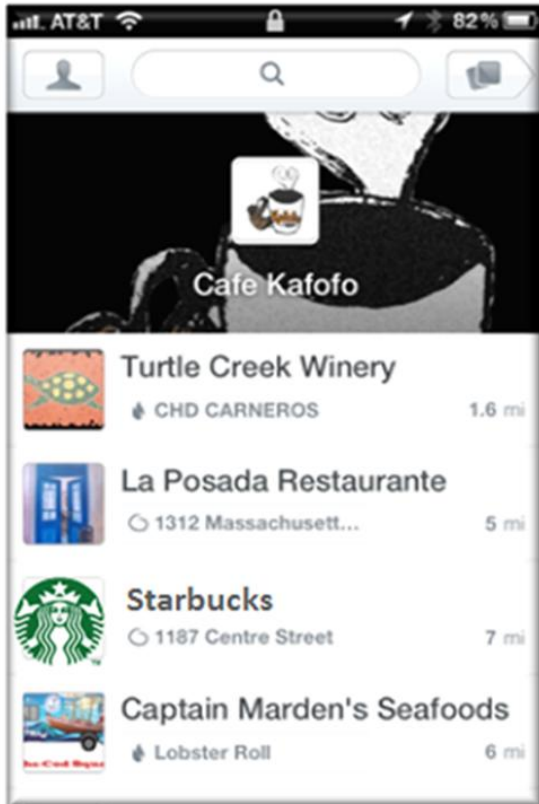
- i-mpazienza
- acquisto d'impulso
- relazione intima
- trasparenza totale

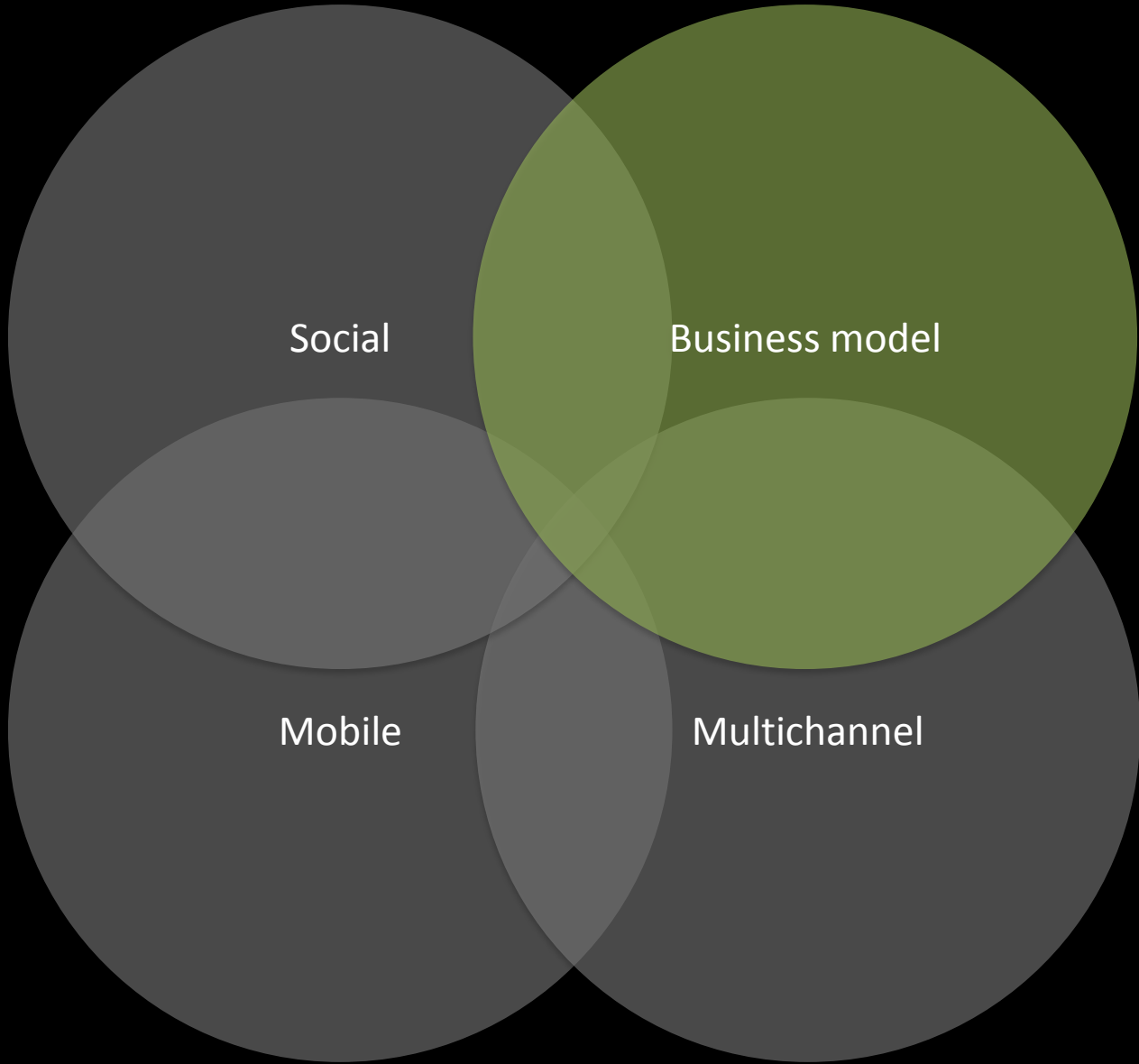
the mobile money

Explore

Select

Purchase





Social

Business model

Mobile

Multichannel



>>>>>>>>>>> gianluca, hai una promo! Rucoline: spedizione gratis per acquisti +90€. Solo fino al 30/04/2013. Più info <<<<<<<<<<<<<<<<<<



Timberland 

Fino a
Martedì 30 alle
00:00h

ENTRA >



SUN68

Fino a
Lunedì 29 alle
00:00h

ENTRA >



billowy
Calzato Infantil y Juvenil

Fino a
Martedì 30 alle
00:00h

ENTRA >



GEOX
RESPIRA

Fino a
Martedì 30 alle
00:00h

ENTRA >



AGATHA RUIZ DE LA PRADA BABY



CANADA
OROSE



SCONTO 35%

Brunello di Montalcino

DENOMINAZIONE D'ORIGINE
CONTROLLATA E GARANTITA

MARCHESATO DEGLI ALERAMICI

Marchesato degli Aleramici, benvenuti a Montalcino

Imperdibile verticale di Brunello

a partire da
~~€35,00~~ **€22,90**

[Scopri di più](#)



SCONTO 32%

SCONTO 32%

SCONTO 34%

Il brand è chi vende, non chi produce (di nuovo?)

E-co(ntinuous)mmerce



Everyone *needs* an Alice.

Join the Alice Marketplace

Have an account?



Create Free Account

Sign In



- ✓ Toilet Paper 25% off
- ✓ Toothpaste
- ✓ Paper Towels 30% off
- ✓ Trash bags
- ✓ Deodorant 50% off
- ✓ Shampoo
- ✓ Detergent 30% off
- ✓ Coffee - 20% off

What does your shelf look like?

Save a Trip

Buy all your home essentials online

Free Shipping & Automatic Coupons

Create Free Account

Alice Featured On...

(p)e(rsonal)-commerce



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[Carrello](#) | [Il mio account](#)

1 Abbonati
a soli 25 euro



2 Ricevi ogni mese
la tua Nonabox
personalizzata



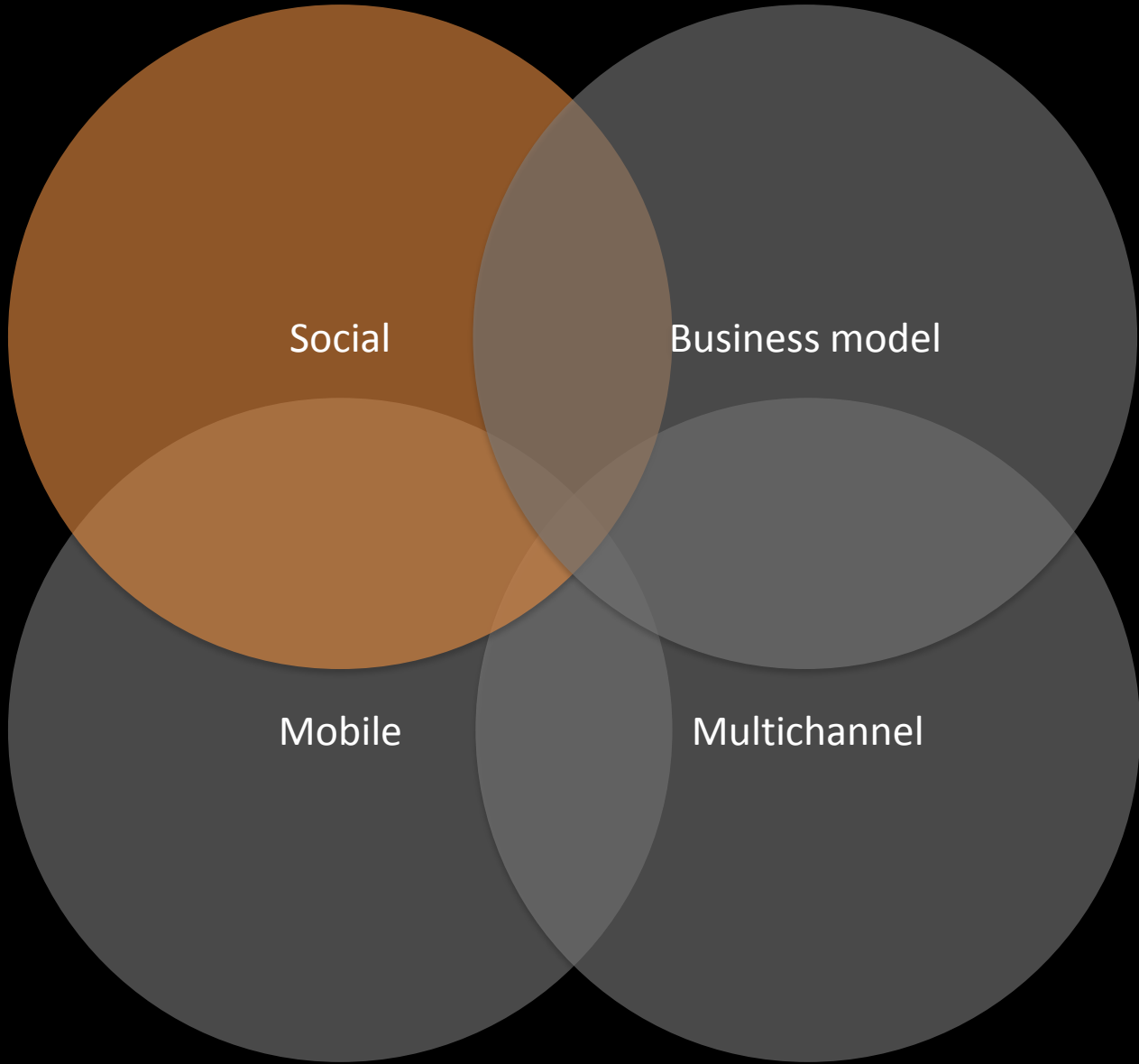
3 Scopri il meglio
per te
e il tuo bebé



Abbonati adesso

Crowd-commerce





Social

Business model

Mobile

Multichannel

American Apparel®

Ads & Art
Inspiration
Dov Lov
Styles
Press Clippings



Shop Online
Archive



E(magazine)-commerce



Live Feed

Everything

Popular

Friends

Me

Invite



+ 1 New Feed Items

299€



A Fab User bought City Bag Medi Rosa

1m : 3 Buy It

Add comment

40€



mikaludwig9 faved Rundschal Yolo on Fab iPhone

1m : 14 Buy It

Add comment



jana_schudak faved Monol Visible Watch Black

1m : 20

Add comment

31€



andreatudela faved Sweet Little Story Sign Black

1m : 129 Buy It

Add comment

15€



molitormicha bought Armband Grün & Gold

13€



A Fab User bought T-Shirt Adler

52€



A Fab User bought Maxi-Pleierter Plissierter Kragen

13€



A Fab User bought T-Shirt Fledermaus

the social catalogue

Stream

See poses from people you follow and explore the poses they love and save.

Stream

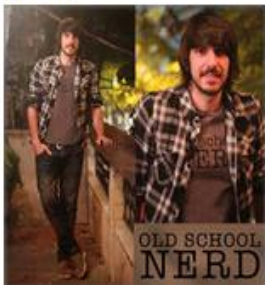
Activity

Add Pose to Your Facebook Timeline



3

guicury



OLD SCHOOL NERD



32

kyleeditor



Giuseppe Zanotti sneakers for #NYFW kyleeditor.com

1 comment



3

kyleeditor



Givenchy black/brown look #NYFW kyleeditor.com

1 comment



add a comment



oduvan4ik0310 from where do you get all the money to buy such clothes



9

jason.simao.82



53

kyleeditor



Givenchy American flag shirt for #NYFW kyleeditor.com

See all 6 comments



add a comment



eddielinebaugh Cool t-



chandanswain58 hello



manavjeet its a t-shirt



5

jason.simao.82



23

arlindogrund



Look #2

1 comment



add a comment



juliabenzamin precisa comentar? *-*



55

guicury



16

arlindogrund



Ready to shoot! ;-)

3 comments



add a comment



arelbrach I love your Shoes! Killing me softly!



juliabenzamin lindhol



anyrodrigues adorei os sapatos :)



10

jason.simao.82

Welcome the influsumer

E-co(nsultant)mmerce

MODCLOTH
ON TUMBLR

ABOUT US

We're democratizing fashion one indie, vintage, & retro-inspired style at a time!

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SUGGESTIONS, TREND
TIPS, OR DRESS
DETAILS? ASK A
MODSTYLIST AND YOUR
QUESTION MIGHT BE
FEATURED ON OUR FEED!
RSS ARCHIVE RANDOM

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HIGH-RES

[indiana-juice](#) asked you:

I recently bought the Foreshadowing Fabulous Dress and was wondering if you could please suggest a way to dress it up for a party?

Hey there! The Foreshadowing Fabulous Dress is the perfect LBD. With a blank canvas like this, you can really dress it up or down any way you like for just about any occasion! Because Spring has finally sprung, I went with bright floral accents such as the Spring-a-Ding-Ding Jacket. Add some sky high platforms like the State of the Architectural Wedge and girly earrings for a look that is equal parts feminine and fabulous! Want some more ideas of possible LBD based looks? Peruse our [Style Gallery](#) to see how our chic community does it up! <3 Kelly, ModStylist

Makers vs Megabrands

Etsy

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Accedi

Ricerca per articolo o negozio

Cerca

Carrello

Home > AndyVeEirn > Notebooks

Preferito

Ti piace quest'articolo?

Aggiungilo ai tuoi preferiti per rivederlo dopo.

Blue knitted notebook, blue sketch book, mini notebook, fabric covered notebook, gifts under 25



\$18,00 USD Solo 1 disponibili

Circa €14,12 EUR

Aggiungi al carrello

Preferito

Add to Wunderlist

Negozio

AndyVeEirn

knitted women's clothes by Yael Scharaby

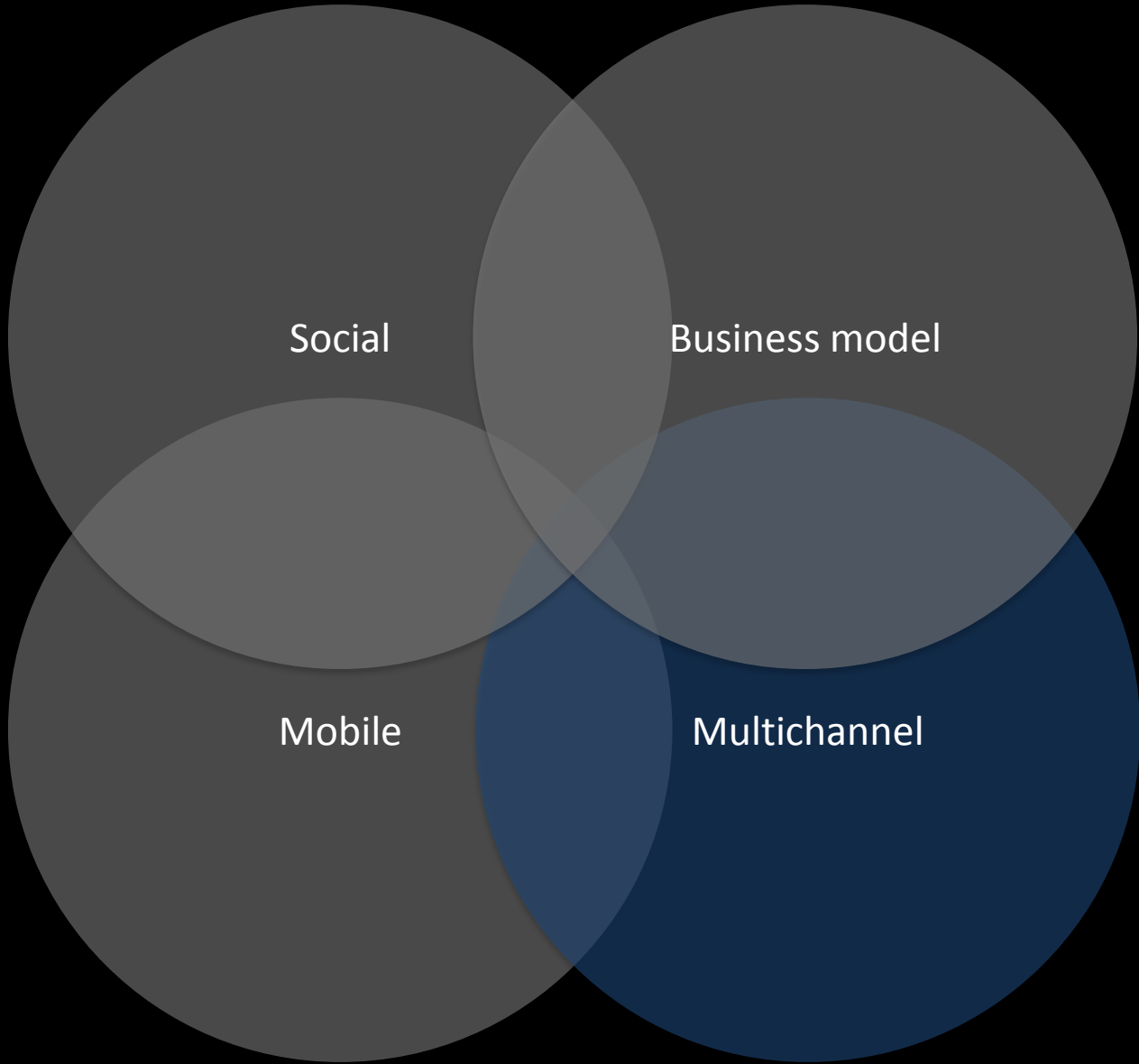


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Articoli

Aggiungi il negozio ai preferiti

Guarda chi ha aggiunto questo negozio nei preferiti

Proprietario del negozio



Social

Business model

Mobile

Multichannel

Ritiriamo pacchi al posto tuo.

IndaBox è una **rete di Bar** presso i quali puoi ricevere i tuoi pacchi e passarli a ritirare quando puoi in tutta comodità, con soli **3€**.

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Raggio di: Km

Attivi su Torino, presto anche in altre città!

Come funziona?

local pickup

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2 Compra

Compra online quello che vuoi e fai spedire da noi



3 Segnala

Segnala la spedizione su IndaBox



4 Ritira

Ritira i tuoi pacchi con soli 3€

amazonlocker



showrooming-commerce



Grazie :-)

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Digital Marketing Consultant
gianluca@diegoli.com
minimarketing.it
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BRANDING 2.0
PER UN PUGNO DI FOLLOWER