



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

2018

text (article)

Analítica

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

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**Título:** Estrategia de marketing basada en el uso de Instagram para la publicidad de ropa interior en Tungurahua, Ecuador electronic resource]

**Editorial:** 2018

**Tipo Audiovisual:** consumidor digital publicidad red social Instagram ropa interior social media Digital consumer advertising Instagram social network underwear social media Consumidor digital publicidade rede social Instagram underwear mídias sociais

**Documento fuente:** Revista Iberoamericana de Contaduría, Economía y Administración: RICEA, ISSN 2007-9907, Vol. 7, N°. 14, 2018 (Ejemplar dedicado a: Julio - Diciembre 2018), pags. 1-28

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**Lengua:** Spanish

**Enlace a fuente de información:** Revista Iberoamericana de Contaduría, Economía y Administración: RICEA, ISSN 2007-9907, Vol. 7, N°. 14, 2018 (Ejemplar dedicado a: Julio - Diciembre 2018), pags. 1-28

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