



Marketing in the digital era. The case of **Fitbit**.



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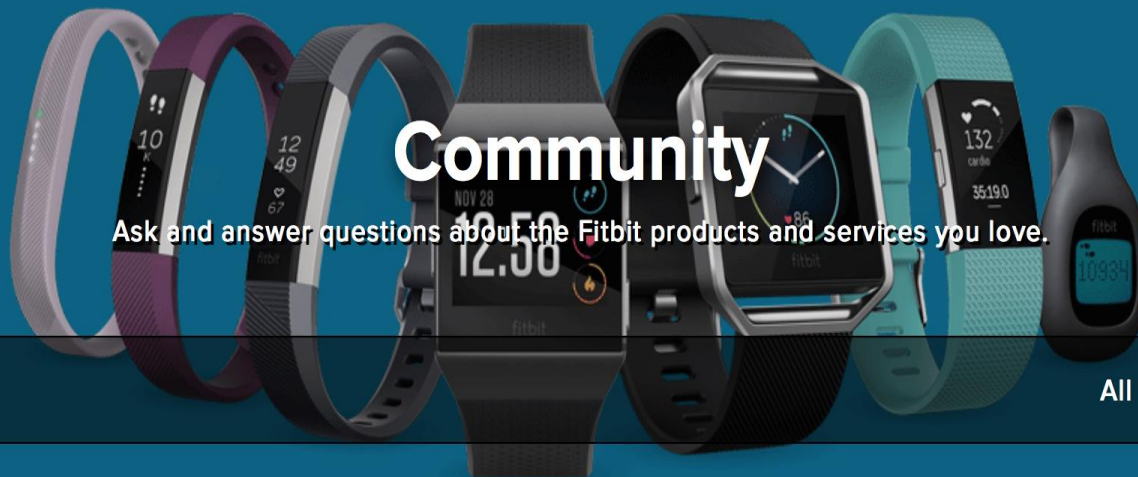




Fitbit who???



Communities **vs.** Social Media
Why communities matter?



Search all content

All community ▾



Have a question about your Fitbit device? Choose a product help forum:



Ionic

🕒 4 m ago

💬 2060 topics



Blaze

🕒 14 m ago

💬 11117 topics



Charge 2

🕒 1 m ago

💬 15773 topics



Alta HR

🕒 3 m ago

💬 2445 topics



Alta

🕒 3 h ago

💬 7664 topics



Flex 2

🕒 19 m ago

💬 2617 topics



Aria 2

🕒 6 h ago

💬 65 topics



Flyer

🕒 2 h ago

💬 31 topics

More product help forums:



Surge



Flex



Charge HR



Charge



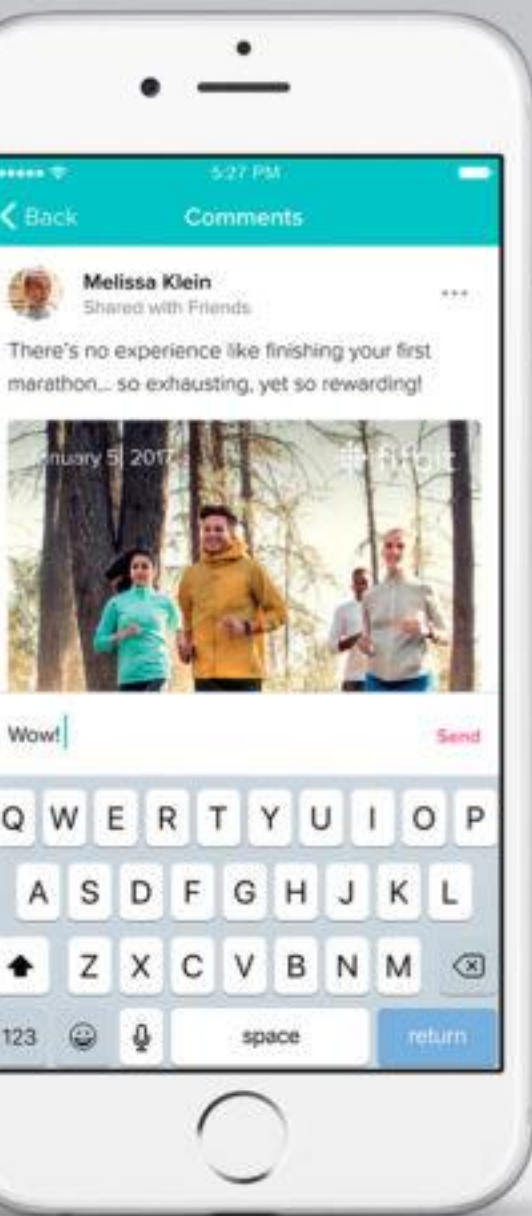
One



Zip



Aria



Mobile
community

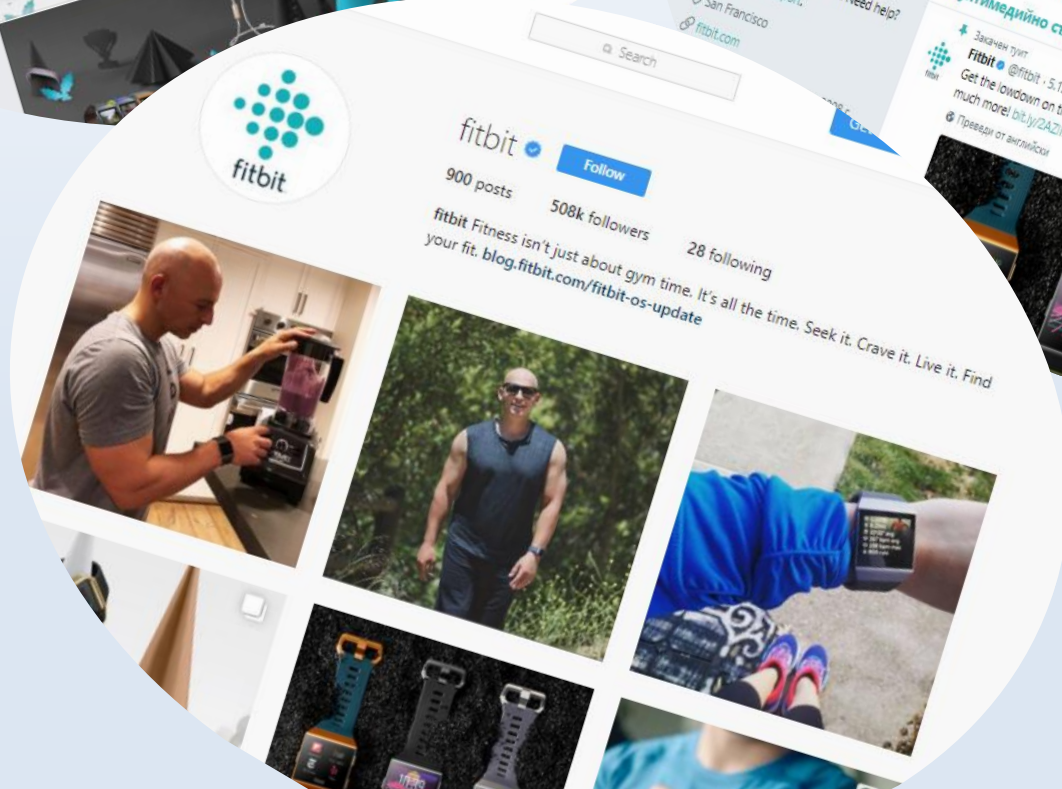
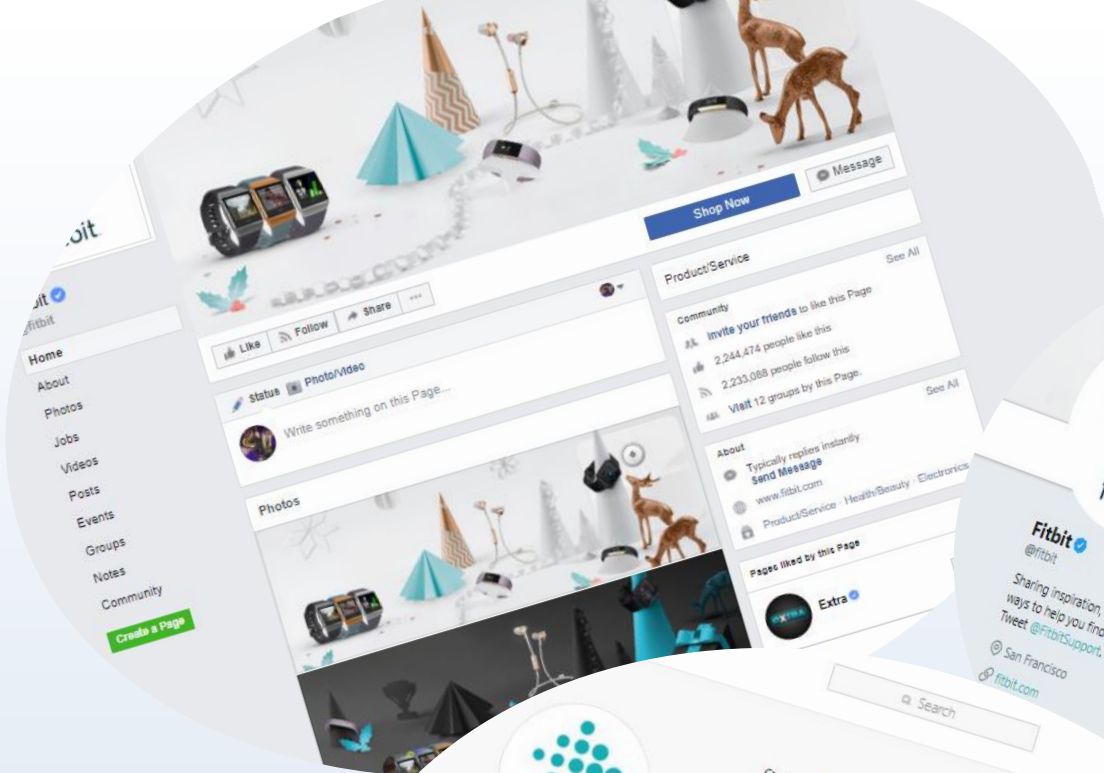


Statistics, Communication and Brand Evangelists

everything within an app









Digital Marketing in

YouTube
Marketing



Google AdWords for video
powered by YouTube

YouTube
BRANDED CHANNELS

YouTube
Promoted Videos

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What to Watch

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Thank you for your attention!

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