



VS



Dr. Guillermo Alvarez



In accordance with «EACCME criteria for the Accreditation of Live Educational Events»:

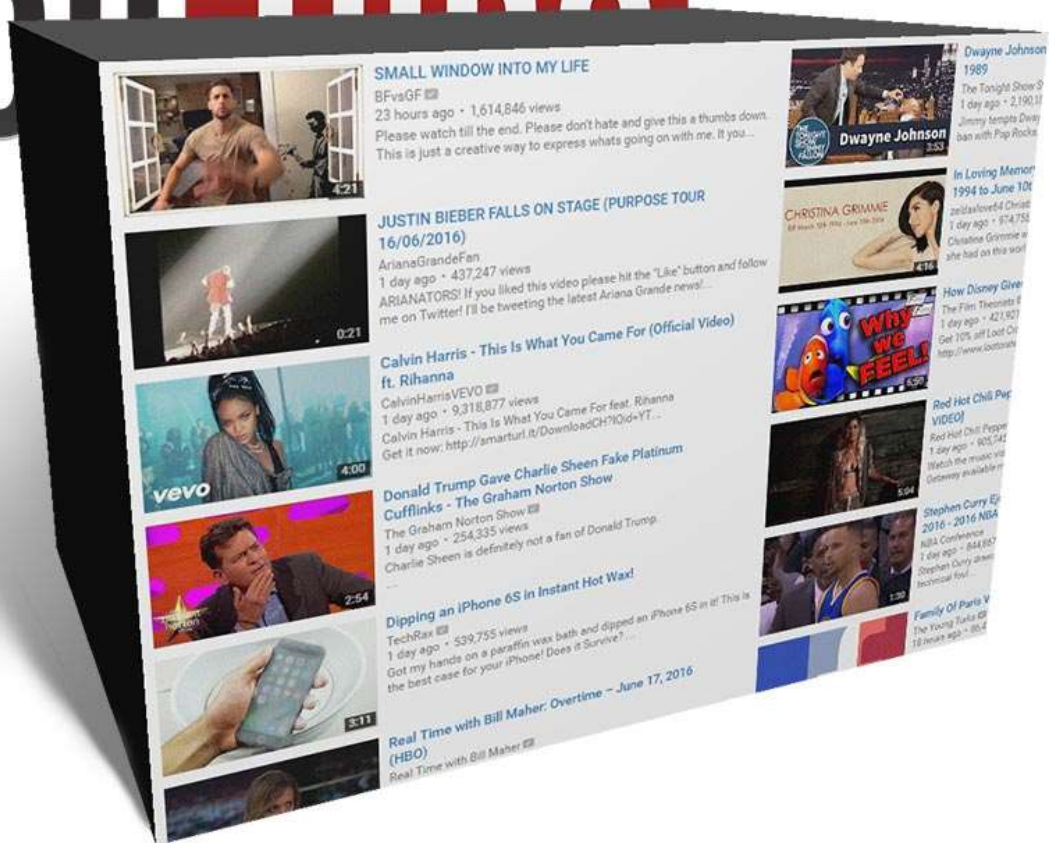
I have no potential conflict of interest to report.





WHAT DO
YOU MEAN?

YouTube



NAPOLI
2023



NAPOLI
2023



82%

of US adults
use YouTube.

(Marketing Charts, 2022)



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2023



YouTube is the
second-most popular

SEARCH ENGINE

in the world, after Google.

(Global Reach, 2020)



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YouTube is localized
in more than

100

countries and is
available in 80
languages.

(YouTube, 2021)



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62%

of businesses use
YouTube as a
channel to post
video content.

(YouTube, 2021)



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63%

of YouTube's watch time comes from mobile.

(Statista, 2021)



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90%

of US digital video viewers use YouTube, the most popular channel, for digital video consumption.

(eMarketer, 2019)



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2023





Tiktok videos are viewed 1B+ times daily.



TikTok has 1B+ monthly active users globally.





The TikTok app has been downloaded 3.5B+ times.





TikTok is the most engaging social media platform, with an average engagement rate of 5.96%.



The average user session length on TikTok is 10.85 minutes.



37% of users discovered something on TikTok and immediately went to buy it.



70% of US teens use TikTok at least once a month.





TikTok was the top non-gaming app worldwide in 2022.





2005



2016

Founded	2005	2016
Origin	Founded by three PayPal employees	Launched by Chinese company ByteDance
Main audience	All age groups	Primarily younger audiences (teens and young adults)
Monetization	Ad revenue, sponsorships, Super Chat	Creator Fund, brand partnerships
Live Streaming	Available	Available
Algorithms	Recommends based on watch history	Driven by user interaction
Video Editing Features	Basic	Wide range, including effects and music
User Interaction	Comments, likes, shares, subscribes	Comments, likes, shares, follows
Content Variety	Broad (e.g., vlogs, tutorials, films)	Mostly short-form creative content



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2023



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Who is your "PERSONA"?





MARK, 22

DEMOGRAPHICS

- Rents a 2 bedroom apartment in uptown Charlotte, NC with old teammates from lacrosse.
- Currently an intern for a large sports management company and a bar tender at a high end cocktail bar on the weekends.
- Recently single and using dating apps. An only child and rescued a puppy 4 months ago.
- Graduated with a BS in Health Sciences from UNCW. Does \$28,000 in private loans.

BEHAVIORAL IDENTIFIERS

- Hobbies include eating out, lifting weights, playing club lacrosse, drinking craft beer, tailgating for UNC, and watching live music.
- Prefers chat systems for customer service and support. Values quick responses and 24 hour availability.
- Wants fast shipping. Values a low price. Prefers online marketing light colors, and simple websites.
- Shops online between 7pm-5am. Buys during pay periods at the end of the month and often uses promo-codes.
- Owns an Android and shops on mobile with referrals from social media such as Instagram and Facebook.
- Studied abroad in Chile. Can speak Spanish and some Italian. Travels on a budget and prefers hostels to hotels.
- Personal goals to be out of debt by 2024, to be engaged in 4 years, and to work in a university sports medicine department.
- Very fit and active but has a bad diet due to eating on a budget and drinking often. Seeks out health information daily.



JUSTIN, 31

DEMOGRAPHICS

- Rents a 1 bedroom apartment in Uptown Atlanta with his partner. Saving to buy a home next year.
- Works 40 hours a week in a 5 star hotel as a supervisor with a net income of \$20,000.
- Recently engaged to his boyfriend of 5 years with plans to marry in NYC in the winter.
- Graduated from a community college with honors and held office in 3 on-campus clubs.

BEHAVIORAL IDENTIFIERS

- Hobbies include vegan cooking, yoga, monthly massages, playing the drums, volunteering, drinking, cocktails and watching local plays.
- Prefers to call for customer service and support. Values follow up summary emails and easy to read directions.
- Wants free shipping on large orders. Values quality and price. Extremely brand loyal. Prefers email marketing.
- Shops online between 9am-5pm and makes multiple returns. Uses PayPal at checkout.
- Owns an iPhone and tablet. Shops on this tablet with referrals from email marketing and promotions.
- Travels in the USA twice a year to visit family in Maine and California. Prefers long road trips and holiday travel.
- Personal goals to become a general manager within 4 years and to purchase a suburban home after his wedding and honeymoon.
- Cooks very healthy and with local products. Has great self care and is very active.



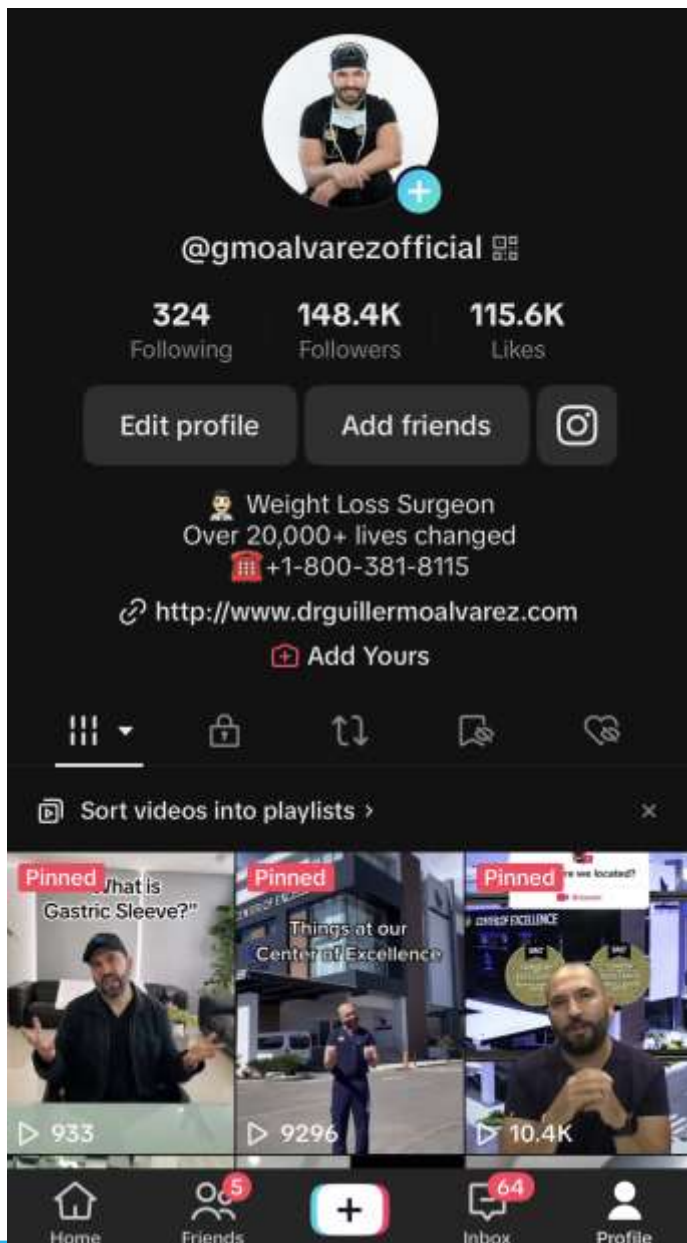
MAGGIE, 52

DEMOGRAPHICS

- Owns a 4 bedroom home in coastal NC and 2 high end cars. Lives in a suburban gated neighborhood.
- Human Resource Director of a small media company for 5 years with a \$88,000 salary.
- Happily married for 12 years with 2 sons and a house hold income of above \$220,000.
- Well educated with an HR degree from a state university. Graduated without debt.

BEHAVIORAL IDENTIFIERS

- Hobbies include reading, playing tennis, networking at the country club, being involved in youth groups and visiting the beach.
- Strong need for customer service and support. Values face to face communication and reward systems.
- Wants a simple product. Values quantity and brand name. Prefers print marketing and bold graphics.
- Shops in department stores after 5pm. Buys in bulk on sale items. Referred by a previous client.
- Owns an iPhone but makes purchases online with a desktop Mac computer. Needs a simple check out system.
- Well traveled in Europe. Prefers traveling in off-peak times in chain hotels and loves pre-planned travel like cruises.
- Personal goals to retire by age 65, to own a vacation home on the Spanish Riviera and for her sons to attend an Ivy league university.
- In very good health but very busy and often stressed. Visits group exercise programs.



@gmoalvarezofficial

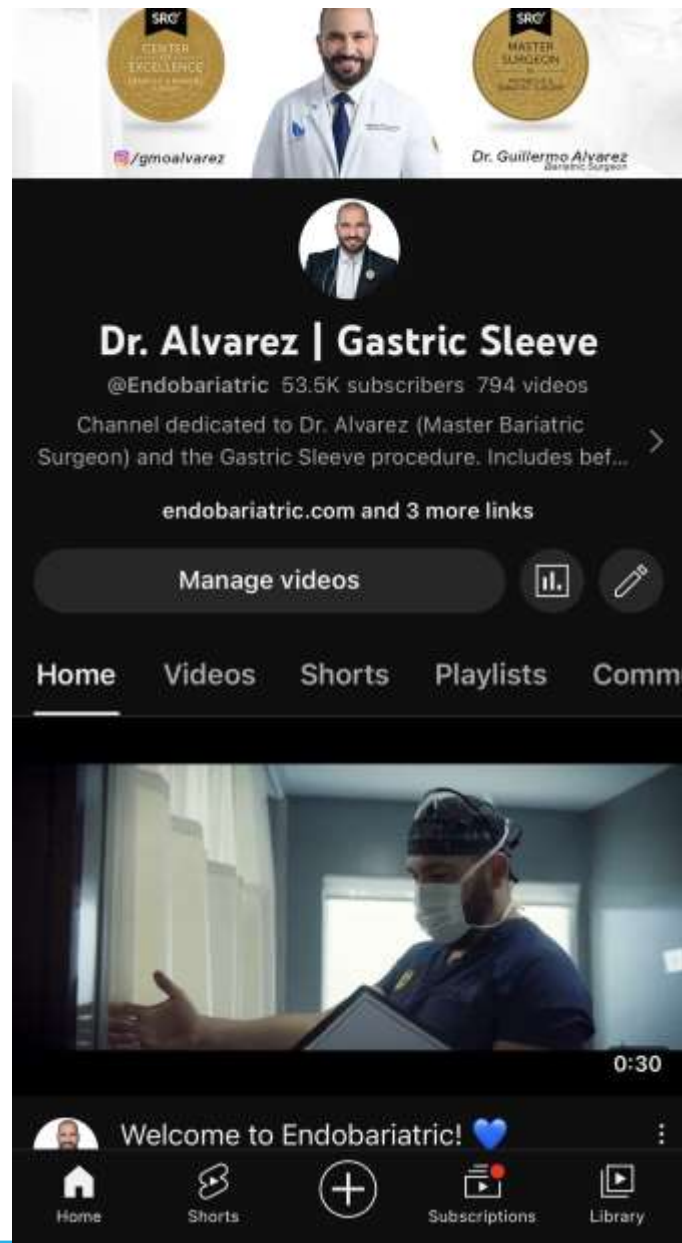
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Dr. Alvarez | Gastric Sleeve
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Dr. Alvarez | Manga Gástrica

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Canal dedicado al Dr. Alvarez (Cirujano Maestro Bariátrico) y al procedimiento de Manga Gástrica. Incluy...

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El Show del Dr. Alvarez #AskDrA



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Dr. Alvarez | Manga...
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The #AskDrA Show | Ep. 216 | Cálculos en la Ve...
Dr. Alvarez | Manga



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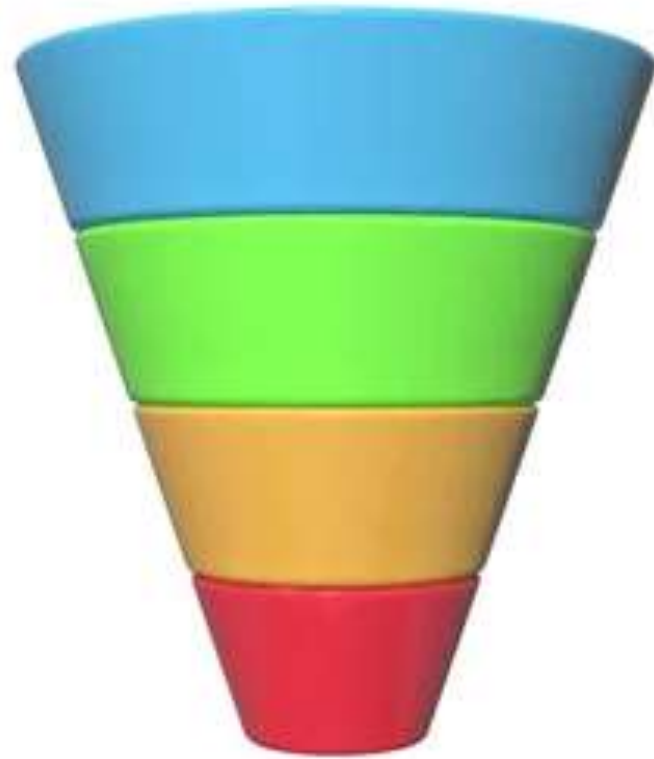


Subscriptions



Library

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LEADS

OPPORTUNITIES

PROPOSALS

NEW CUSTOMERS



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2023**



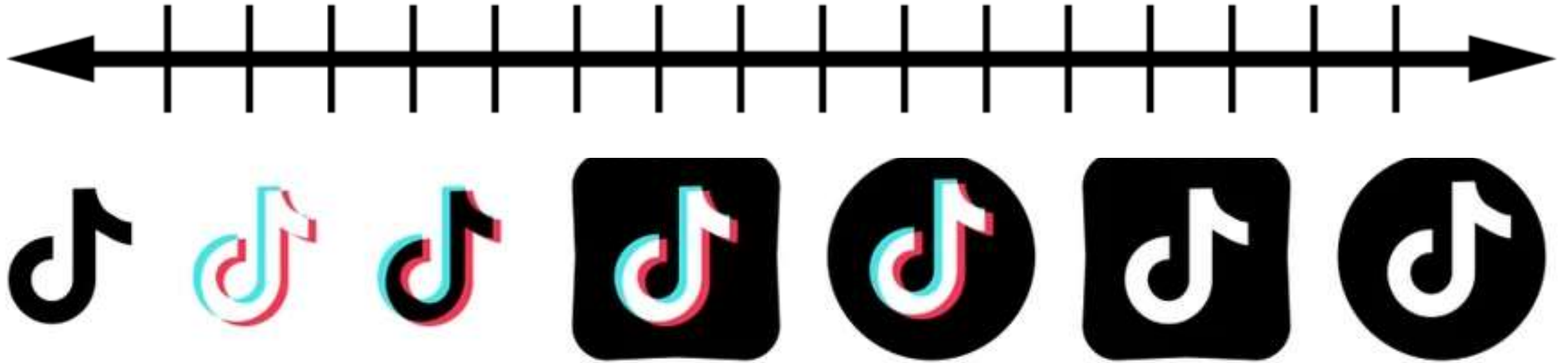
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ATTENTION!



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Uploading...



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AUTHORITY

M A R K E T I N G



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Dr. Alvarez | Gastric Sleeve

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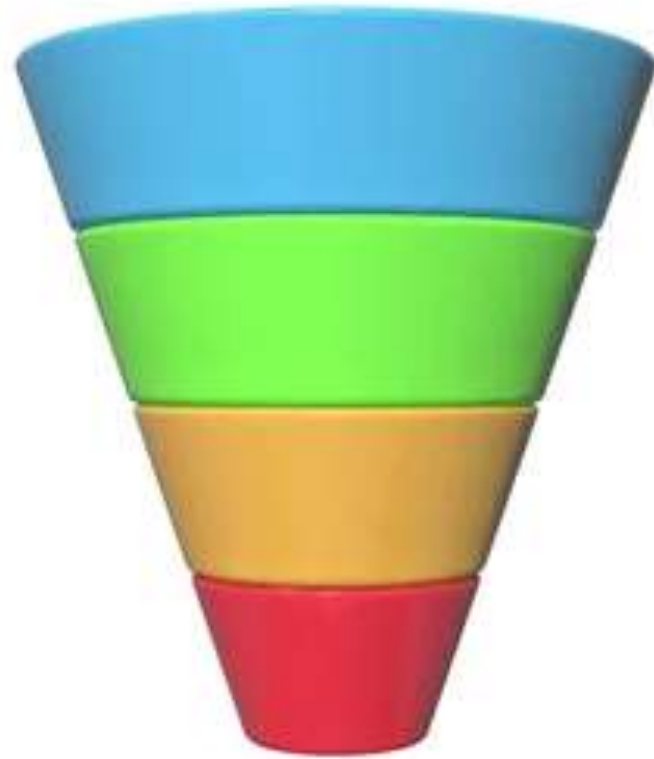


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Oldest





LEADS

OPPORTUNITIES

PROPOSALS

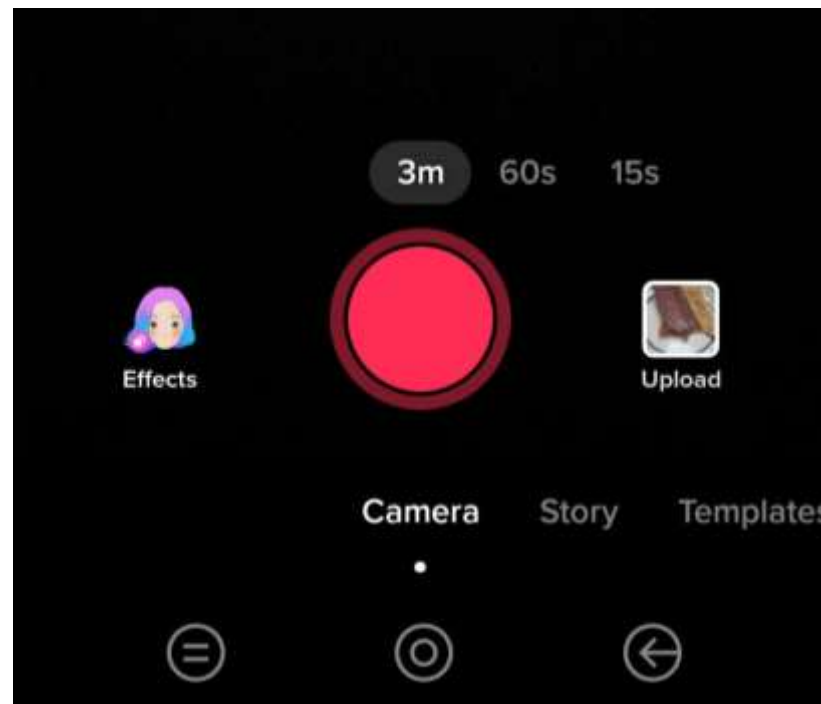
NEW CUSTOMERS



**NAPOLI
2023**

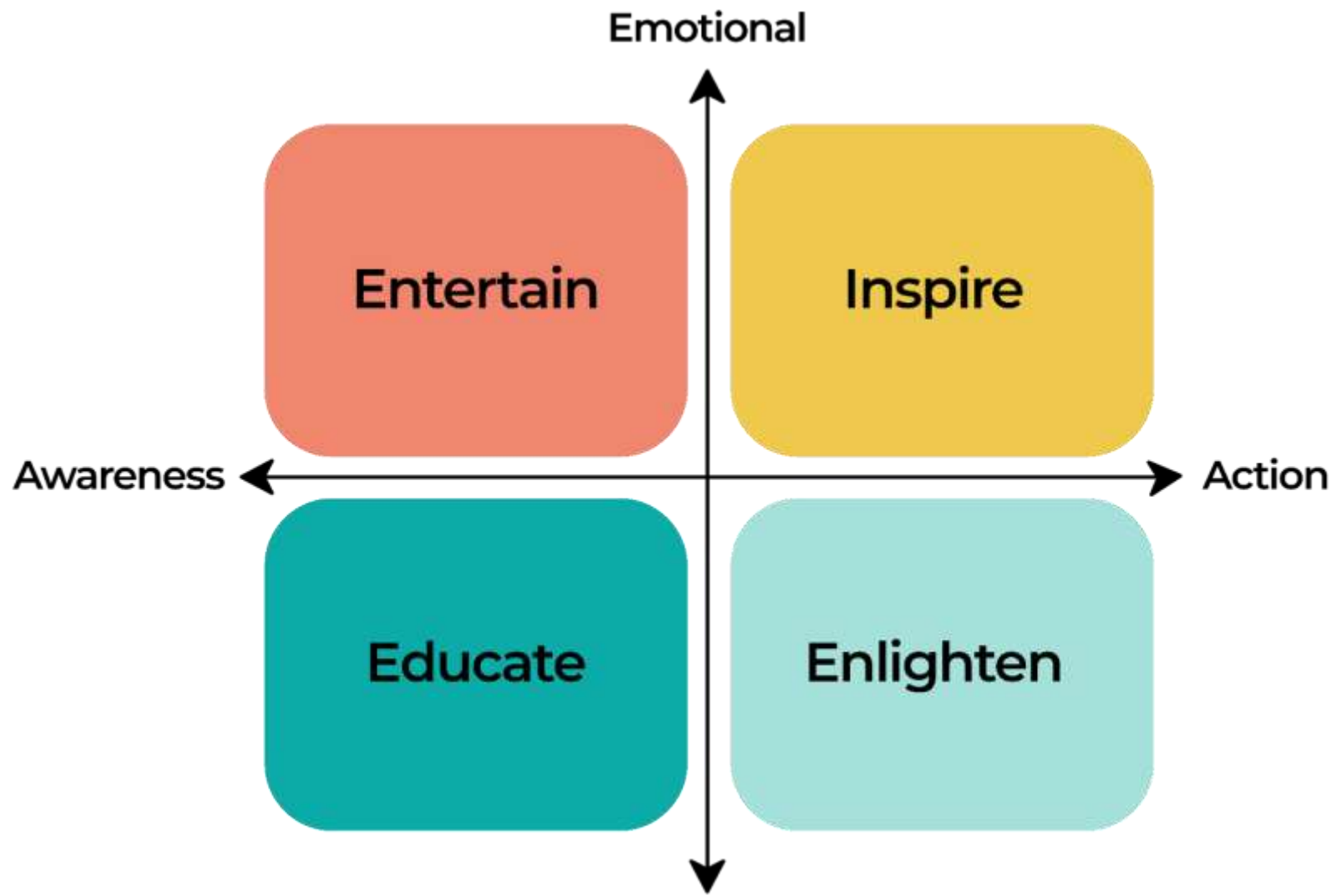
What's
new?

 **Shorts**



Conclusion





Rational



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Dr. Guillermo Alvarez

