



El plan de Marketing Digital (Spanish Edition)

Manuel Alonso Coto

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El plan de marketing actual es digital, pero exige el uso combinado de herramientas on y offline. Así nace Blended Marketing, concepto que integra las nuevas posibilidades del marketing digital con los formatos y medios tradicionales, combinación que refuerza los valores de marca. Aunque son muchos los que ven en ello una revolución, en realidad se trata del marketing de siempre, utilizando nuevas herramientas. Este libro ofrece su análisis y explica cómo elaborar este innovador Plan de Marketing. que además - Como comenta en el prólogo Gildo Seisdedos Este libro no se limita a dar un esclarecedor retrato del nuevo panorama marketiniano sino que tiene un marcado carácter práctico y es una inagotable fuente de ideas concretas de aplicación al día a día - En el simulador online se puede desarrollar un Plan de marketing: www.pearsoneducacion.com/alonso-coto. - Cada capítulo, además de incluir múltiples ejemplos, termina con un resumen de los puntos más destacados para ayudar a la retención de los conceptos. - Además se incluye: un apéndice de proveedores, un resumen de concepto y una plantilla para desarrollar tu propio plan de marketing



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