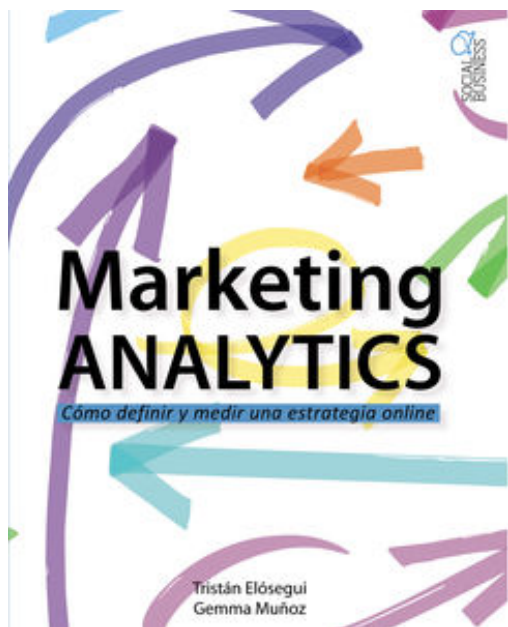


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Descargar libro en línea PDF epub mobi Español Marketing Analytics Tristán Elosegui Figueroa & Gemma Muñoz Vera , En una época tan cambiante en la que Internet ha revolucionado en tantos frentes, las empresas no tienen referencia en dos de sus principales fuentes de problemas: la estrategia y la toma de decisiones. Cada día vemos más empresas cometer el mismo error al dar sus primeros pasos en la parte táctica con una fan page en Facebook, una pequeña campaña en Adwords, mientras olvidan diseñar un plan que les permita cumplir sus objetivos y tener una metodología de medición acorde a su estrategia. Por eso a veces los profesionales se sienten perdidos, caminan sin ver lo que ocurre en su entorno, sin saber si las cosas que están haciendo aportan valor o no. El profesional de marketing del presente (no del futuro), necesita dominar el proceso completo por el que pasan sus clientes ('customer

journey'): desde la captación de tráfico, la optimización de la navegación y de la conversión, hasta las técnicas de fidelización más apropiadas. La clave está en combinar los conocimientos de marketing con una alta capacidad de análisis. Lo que hoy llamamos Marketing Analytics. Este libro está pensado para que los responsables de empresas, directores de marketing, analistas digitales y todas aquellas personas que de una manera u otra ponen en marcha estrategias, definan correctamente sus tácticas online y midan con eficacia cada uno de sus pasos. Todo ello con una aplicación práctica de cada fase basada en un caso real.

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