



El libro del Marketing Interactivo y la Publicidad Digital (Libros profesionales) (Spanish Edition)

Eduardo Liberos

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El libro del Marketing Interactivo y la Publicidad Digital recoge todos los conocimientos, técnicas y herramientas necesarias para saber llegar eficazmente a los leads y clientes a través de canales interactivos. Los autores, profesionales de reconocido prestigio nacional e internacional en el marketing digital, pretenden explicar sus experiencias desde el punto de vista de agencia digital, soportes y portales, central de medios y cliente final.

El lector adquirirá y reforzará conocimientos de comunicación interactiva en una lectura amena, práctica y de amplio conocimiento y experiencias. Plan de Marketing Digital, Publicidad Interactiva, Campañas Display, Captación de Clientes Online, SEM, SEO, Social Media Marketing, Email Marketing, Analítica Web, Métricas Online, Mobile Marketing, Fidelización Online, Creatividad Digital, Online Reputation Management, Affiliate Marketing, Geolocalización, Apps Interactivas, WOM, Content Management, Buzz Social Marketing, Blogging Interactivo, Rich Media, Usabilidad, etc... serán expresiones que el lector sabrá aplicar en su proyecto y empresa.

Este libro ha sido el trabajo intenso de una serie de profesionales de este medio, que querían mostrar a los estudiantes, a los que se dedican a estas disciplinas, a inmigrantes digitales e incluso a iniciados, a tener una nueva dimensión del Marketing Interactivo y Digital, aplicando los conceptos y metodologías que aquí se muestran.

Índice

El mundo de la publicidad online.- Fundamentos legales en la publicidad online.- Estrategia publicitaria online.- Herramientas de publicidad digital.- KPI's y métricas digitales.- Analítica web.- Mobile Marketing.- Social Media Marketing.- Fidelización online.- Marketing Content.- Conceptos y elementos básicos de la publicidad online.- Bibliografía.

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