

EVOLUCIÓN DEL MARKETING DIGITAL

	MARKETING 1.0	MARKETING 2.0	MARKETING 3.0
Objetivo	Vender productos y servicios	Satisfacer y retener a los consumidores	Hacer de este mundo un mundo mejor
Percepción del mercado por la empresa	Mercado de masas Consumidores con necesidades físicas	Consumidor más inteligente con mente y corazón	Ser humano integral con mente, corazón y espíritu
Concepto clave del marketing	Desarrollo del producto funcional	Diferenciación	Valores
Interacción con los consumidores	Transacciones uno a uno	Relaciones uno a uno	Colaboración entre muchos

Del 0 Al 3 0 Marketing Digital

Ian Pickup



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