# Estrategia de comunicación

- Acciones analizadas y preparadas de antemano para lograr objetivos específicos, a través de:
  - Medios Masivos (ATL, BTL)
  - Medios Alternativos.
    - Comunicación Comunitaria.
  - Comunicación Inter grupal.
    - Comunicación Interpersonal.



- Posicionamiento. Un lugar en la mente del consumidor.
- Competitivas. Ventajas comparativas, diferenciación.
- Extensivas. Conquistar nuevos consumidores.
- . Intensivas Que clientes actuales consuman más

## Comunicaci N Estrat Gica Comunicaci N Estrat Gica

**David Baud** 

Comunicaci N Estrat Gica Comunicaci N Estrat Gica:

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