



Marketing digital : publicidad con Google AdWords

By Cisneros Canlla, Edson D.

Marcombo, 2016. soft. Condition: New. El presente libro tiene por objetivo desarrollar los conceptos de marketing por Internet, introducidos en el programa Google AdWords, el cual es una aplicacion para la publicacion de anuncios y campanas publicitarias de manera digital. Mediante las herramientas presentadas en los capitulos, se explica la manera de utilizar la aplicacion de motores de busqueda en el diseno de una pagina web para generar una publicidad online eficaz; se desarrollan las ventajas de anunciar con el programa y la forma de administrar una cuenta para crear campanas por medio de palabras clave; se indica el modo adecuado de administrar los presupuestos y ofertas, lo que se determina mediante el calculo de coste por clic en los anuncios, y se explica la funcion remarketing, con la cual se mantendra contacto permanente con los clientes. Todo ello hace de este libro una guia practica y didactica para el entendimiento del marketing digital, en un mundo donde la publicidad por Internet es una necesidad para aquellos que buscan llegar eficientemente a un publico masivo con sus ofertas. Edson D. Cisneros Canlla: Estudio Informatica en el IST Computronic Tech. Ha obtenido certificaciones internacionales en Google AdWords; Microsoft Certified Educator; Proctor...



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