



Metricas del marketing (Libros profesionales) (Spanish Edition)

Alejandro Dominguez Doncel

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Todo lo que se puede medir, se puede mejorar y gestionar. En el escenario empresarial actual, los directores y responsables de marketing están cada día más presionados y obligados a justificar el porqué de sus inversiones. Los responsables del marketing saben que su trabajo es valioso, saben que tiene un gran valor para la organización y para sus clientes. Por eso buscan de forma constante los medios que les permitan demostrar el valor de su trabajo y de sus iniciativas a los comités de dirección. Esto, muchas veces, además es la demostración del porqué de su propia existencia...

Satisfacción, retención, adquisición, fidelidad y valor del cliente. Valor y posicionamiento de marca, etc.

Este tipo de conceptos no son comprendidos por los comités de dirección, ni las direcciones generales, ni los accionistas. Ellos hablan el lenguaje de los beneficios, los márgenes y el precio de las acciones. A ellos lo que les interesa saber es, cómo un incremento en la satisfacción del cliente del 3% se refleja en un incremento anual de márgenes y beneficios para la empresa.

Este libro trata de arrojar luz sobre todas estas cuestiones. Trata de enseñar a medir, gestionar y mejorar el marketing, mostrando un camino que aproxima a las áreas financieras y a la dirección general con las personas dedicadas a ejecutar y controlar el marketing dentro de una organización.

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