MARKETING DIGITAL

- Domaine stratégique
- Définition de la cible
- Définition des canaux de communication
- Définition de la stratégie

COMMUNICATION DIGITALE

- Domaine opérationnel
- Diffusion de messages auprès de la cible
- Maîtrise des canaux de communication
- Application de la stratégie

Analyse des retours et ajustement de la stratégie

Le Web Marketing Marketing Communication

Albert A Gayle

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