

Différence entre marketing stratégique et opérationnel



- Le **marketing stratégique** établit la direction ("Où aller ?") tandis que le **marketing opérationnel** fournit les moyens d'y parvenir ("Comment y arriver ?")
- Ils sont complémentaires: le **marketing stratégique** doit **précéder l'opérationnel**, qui doit ensuite être aligné et réévalué régulièrement pour optimiser l'efficacité et le ROI

Mode Et Internet Le Marketing Eacuteeping leacute

Roman Wölfel



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