

PLAN MARKETING

5 ÉTAPES À SUIVRE

1

Analyser le marché

2

Créer une proposition de valeur

3

Stratégie du contenu marketing

4

Acquisition de clients

5

Fidélité et évaluation

Le Plan Marketing Agrave Lusage Du Manager

Grey House Canada



Le Plan Marketing Agrave Lusage Du Manager:

Le plan marketing à l'usage du manager Philippe Villemus, 2011-07-07 Qu est ce qu un plan marketing Comment l intégrer dans le projet et les valeurs de l entreprise Comment faire un diagnostic de la situation Comment fixer les objectifs et choisir la stratégie Comment a

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