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El Consumidor Es El Medio

Fernando Anzures L.

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El Consumidor Es El Medio Fernando Anzures L.
El Consumidor es el medio ¿Alguna vez te has preguntado cual es el medio mas efectivo para invertir en publicidad? ¿Por que muchos doctores no invierten escandalosas cifras en medios masivos pero sus consultorios viven llenos de clientes? ¿Por que crecen tan rápido las ventas de ciertos productos al ponerlos en las manos de influenciadores reales? ¿Por que invertir en servicio es una de las formas mas efectivas de hacer Marketing? La respuesta es el consumidor y su arma mas poderosa su propia voz. El Marketing se encuentra en constante evolución pasamos de un consumidor fiel a muchos no tan fieles y de grupos objetivo a micro tribus con déficit de atención, entonces ¿Cómo podemos captar la mente , los corazones y los bolsillos de los consumidores? Este libro plantea el uso del voz a voz como la herramienta mas poderosa que existe el planeta y a través de 9 formas de generar este marketing de voz a voz Anzures nos invita a descubrir ese nuevo marketing donde el consumidor dejo de ser el fin para convertirse en un poderoso medio. Un viaje por la historia del marketing, los medios y la publicidad para poder comprender como en la conversación y la voz del consumidor recae el poder del marketing moderno y como las marcas deben de enfocarse más en la generaciones de estas conversacione, creando mejores contenidos, experiencias y tocando las fibras emocionales de una forma genuina. El consumidor es el medio una lectura obigada para todos los que quieren explorar novedosas formas de captar la atención de sus audiencias.

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