



# Claves del marketing digital (Spanish Edition)

*Silvina Moschini*

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Las redes sociales están en boca de todos. **Facebook, Twitter, LinkedIn, YouTube, Google+** y muchas otras plataformas no le quitan el sueño sólo a la gente que las usa: las empresas se desviven por desarrollar estrategias eficientes y novedosas que les permitan incrementar su visibilidad, mejorar su imagen pública y optimizar su relación con los consumidores.

Conocer y saber utilizar las plataformas web es sólo uno de los puntos necesarios para ganar en el competitivo mundo del marketing online. Este libro, escrito por la experta en social media marketing y visibilidad online **Silvina Moschini**, pretende ser una guía práctica para aquellos proyectos que buscan aprovechar el potencial de las redes sociales para impulsar los resultados de sus negocios y mejorar su relación con clientes actuales y potenciales.

El libro consta de los siguientes capítulos:

Capítulo 1: Claves para el desarrollo de campañas de Social Media

Capítulo 2: Primeros pasos

Capítulo 3: Las principales redes sociales

I. Facebook: mucho más que un simple álbum de fotos

II. Twitter: la revolución digital en 140 caracteres

III. YouTube: el futuro de los contenidos online

IV. LinkedIn: las redes sociales no son sólo para hacer amigos

V. Google+: hacia un nuevo paradigma de búsqueda social

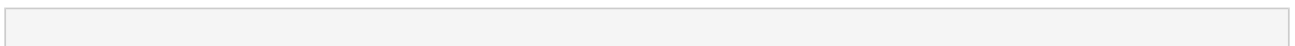
Capítulo 4: Aplicaciones para la gestión de campañas en redes sociales

Capítulo 5: Movilidad: el futuro del marketing online

Capítulo 6: ¿Cómo medir los resultados?

**Silvina Moschini** es CEO y Fundadora de **Intuic | The Social Media Agency**. Experta en Social Media Marketing y Visibilidad Online, frecuentemente es invitada a dar su opinión en medios de prestigio como la CNN, NTN24 y LaVanguardia.com.

Antes de convertirse en empresaria lideró en los Estados Unidos el área de comunicaciones internacionales para empresas como Visa Internacional, Compaq Computer Corporation y Patagon.com



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