

Marketing E Web Marketing Per Studi Dentistici (Paperback)



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This book is great. I have go through and so i am confident that i will going to read through once again again in the future. I am just easily can get a satisfaction of looking at a written book.
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MARKETING E WEB MARKETING PER STUDI DENTISTICI (PAPERBACK)



Createspace Independent Publishing Platform, United States, 2016. Paperback. Condition: New. Language: Italian . Brand New Book ***** Print on Demand *****. Il web ha notevolmente cambiato il modo in cui i pazienti ricercano lo studio dentistico. Da Google alle mappe fino ai social, è importante conoscere come un utente fa le sue ricerche e come far sì che trovi il nostro studio o la nostra clinica! In questo pratico manuale di digital e web marketing per dentisti e studi odontoiatrici vengono spiegati passo a passo i fondamentali di una buona strategia di marketing e tutti gli strumenti per metterla in pratica. Si parla del sito web, di come renderlo efficace per la clinica dentale e per lo studio dentistico, progettando un sito che porti a casa opportunità e clienti. Troverete descritti i principali fattori di ranking di Google e come utilizzare Google Local per posizionarsi al meglio con il proprio studio; vengono inoltre illustrate le operazioni da compiere per utilizzare Google My Business per la propria attività, aggiornate all'ultima versione di Dicembre 2015. Nel manuale troverete anche consigli pratici su come gestire le email di richiamo e le promozioni via email, creare un database e sfruttarne tutte le potenzialità per servire al meglio il vostro cliente. Infine si parla di comunicazione e utilizzo dei social network, e di pubblicità sugli stessi. Un manuale indispensabile sia per il piccolo studio dentistico che vuole affrontare la modernità del marketing, sia per la grossa clinica che vuole avere un manuale pratico per verificare se tutto quanto possibile è stato fatto!.



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