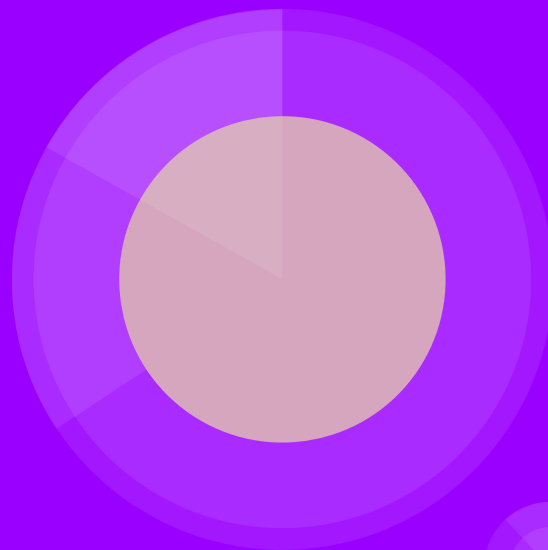


# Marketing:

Estratégia para lançamento de produtos digitais

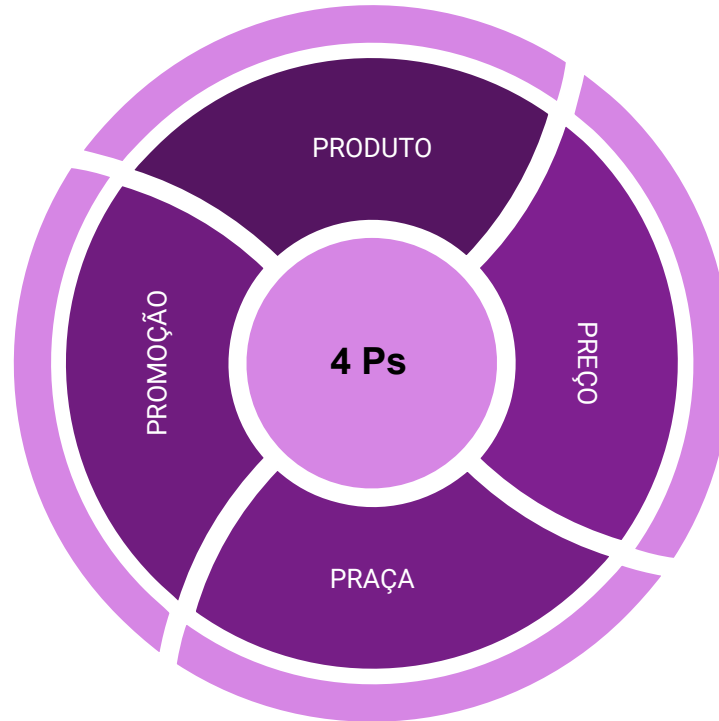




**O que vimos até aqui**



# Conceitos essenciais: mix de marketing

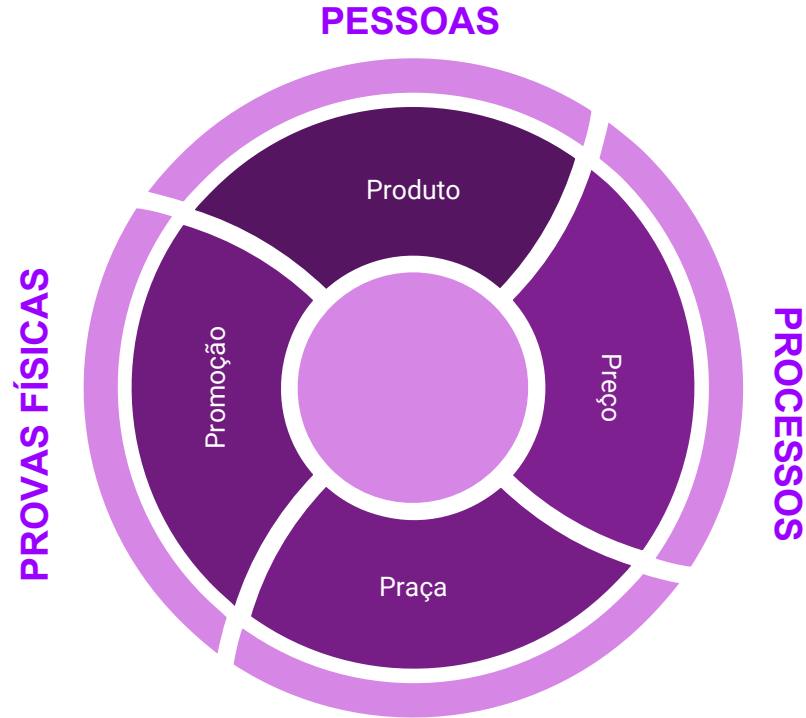




**O que vimos até aqui**

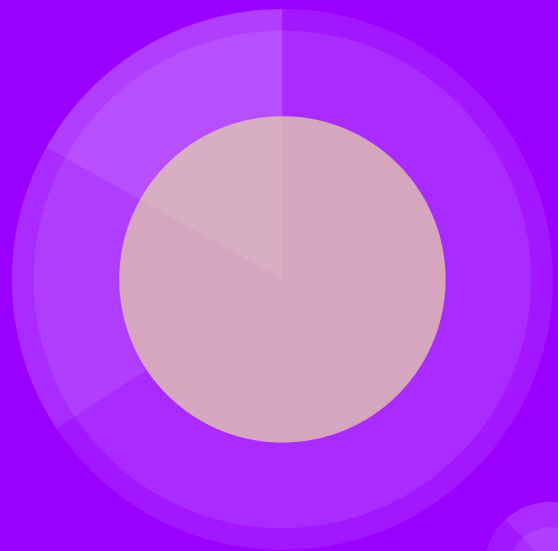


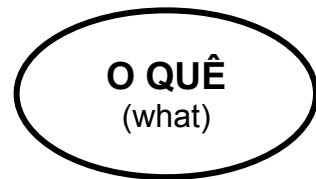
# Conceitos essenciais: marketing de serviços



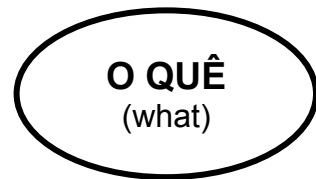
# Plano de ações

O que deve conter?

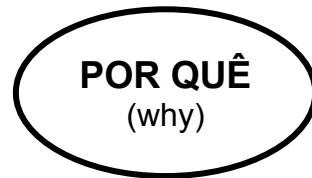




objetivo, meta

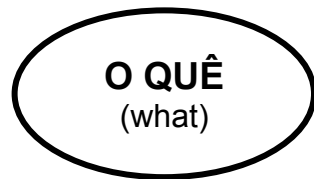


objetivo, meta

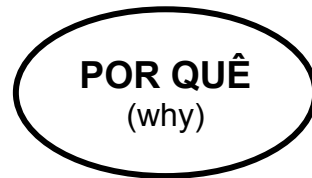


motivo, benefício

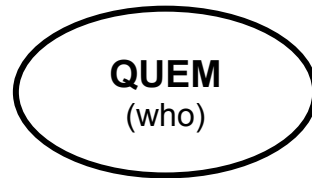




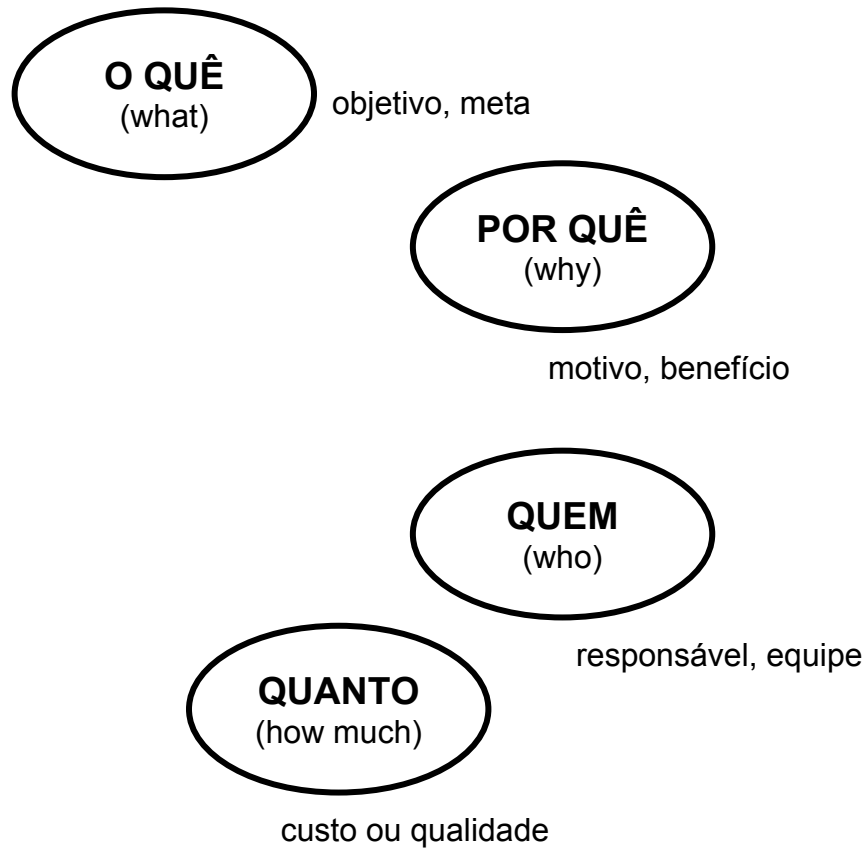
objetivo, meta

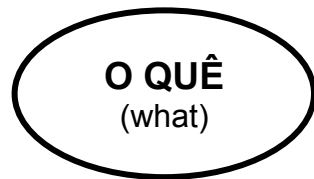


motivo, benefício

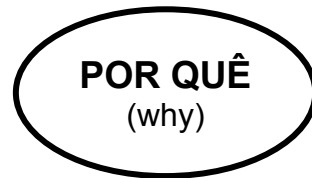


responsável, equipe

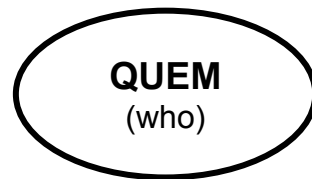




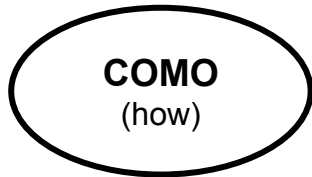
objetivo, meta



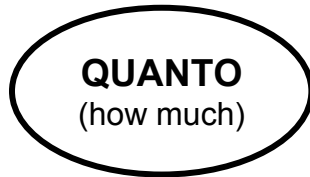
motivo, benefício



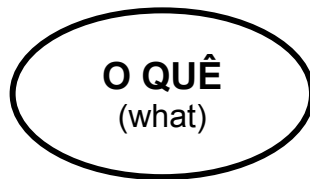
responsável, equipe



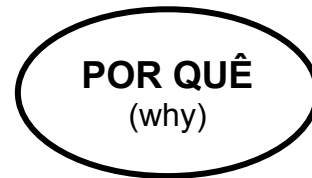
Atividade, processo



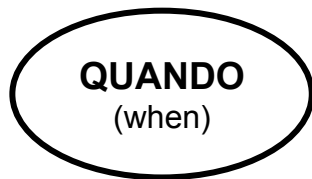
custo ou qualidade



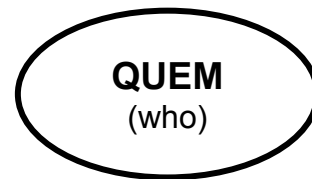
objetivo, meta



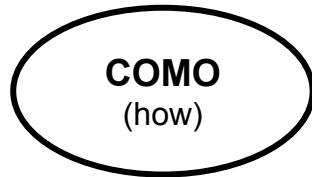
motivo, benefício



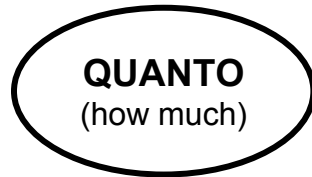
Data, cronograma



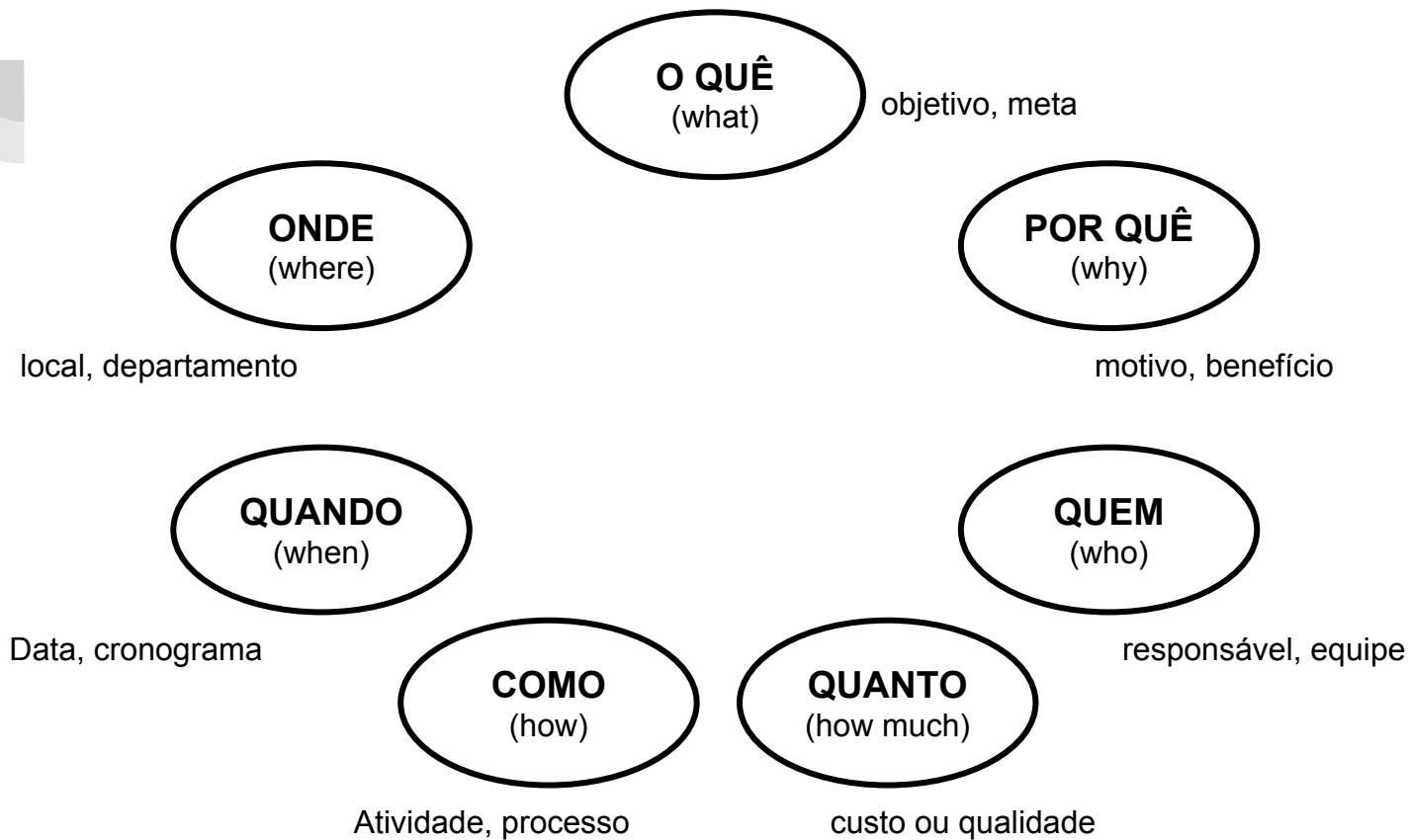
responsável, equipe

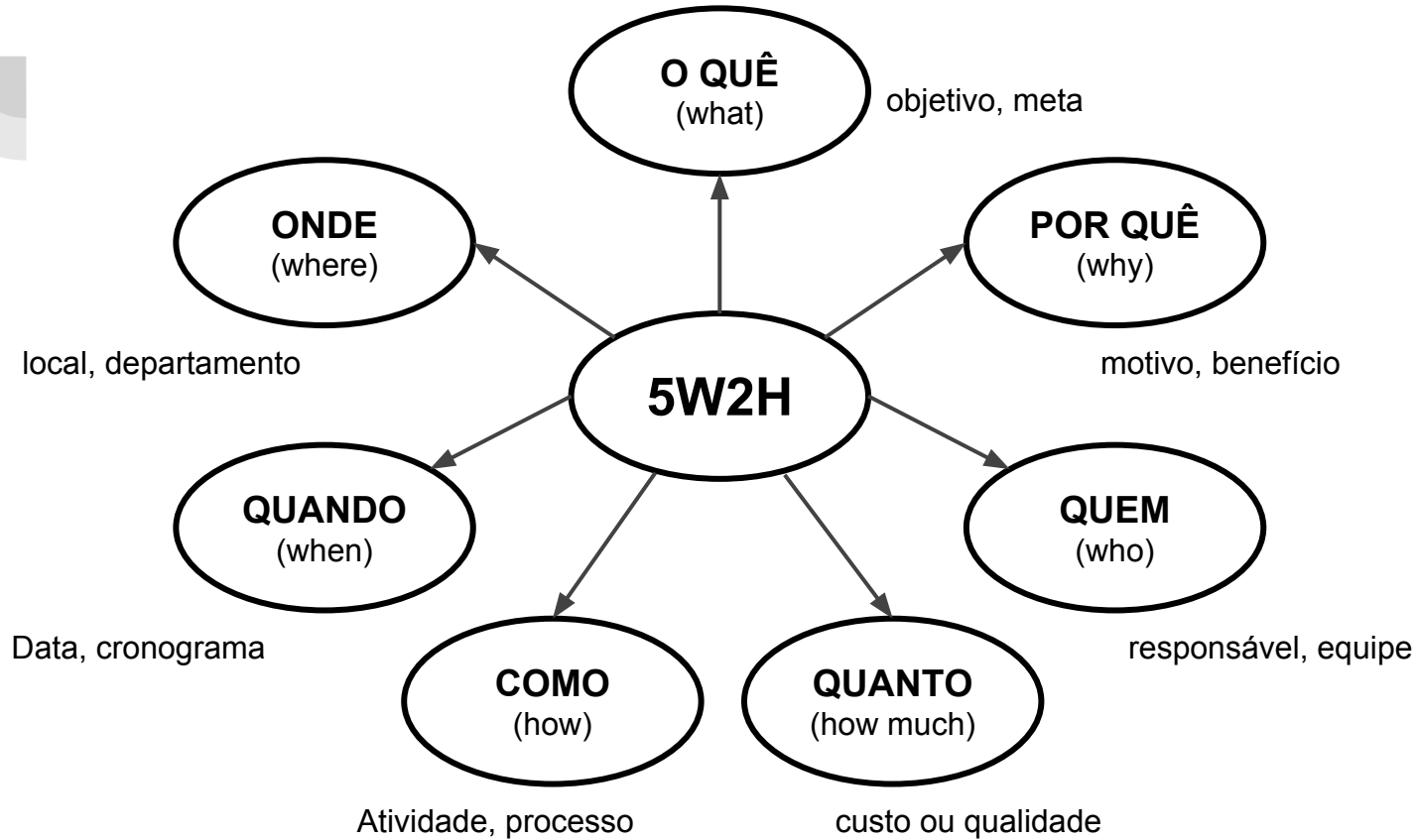


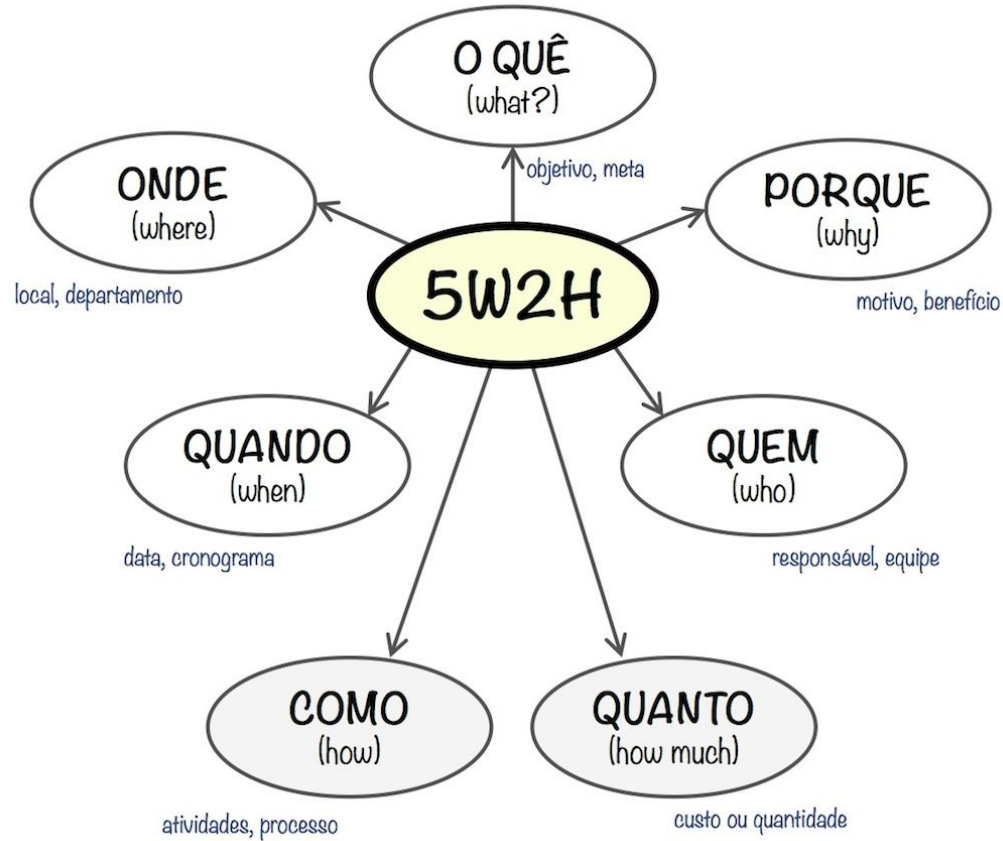
Atividade, processo



custo ou qualidade







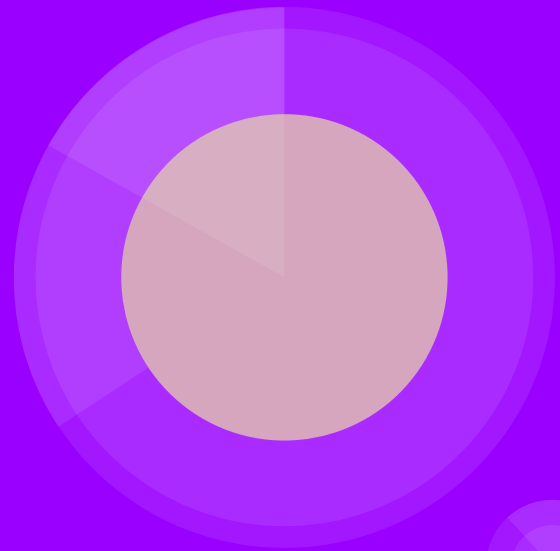


**5W2H**



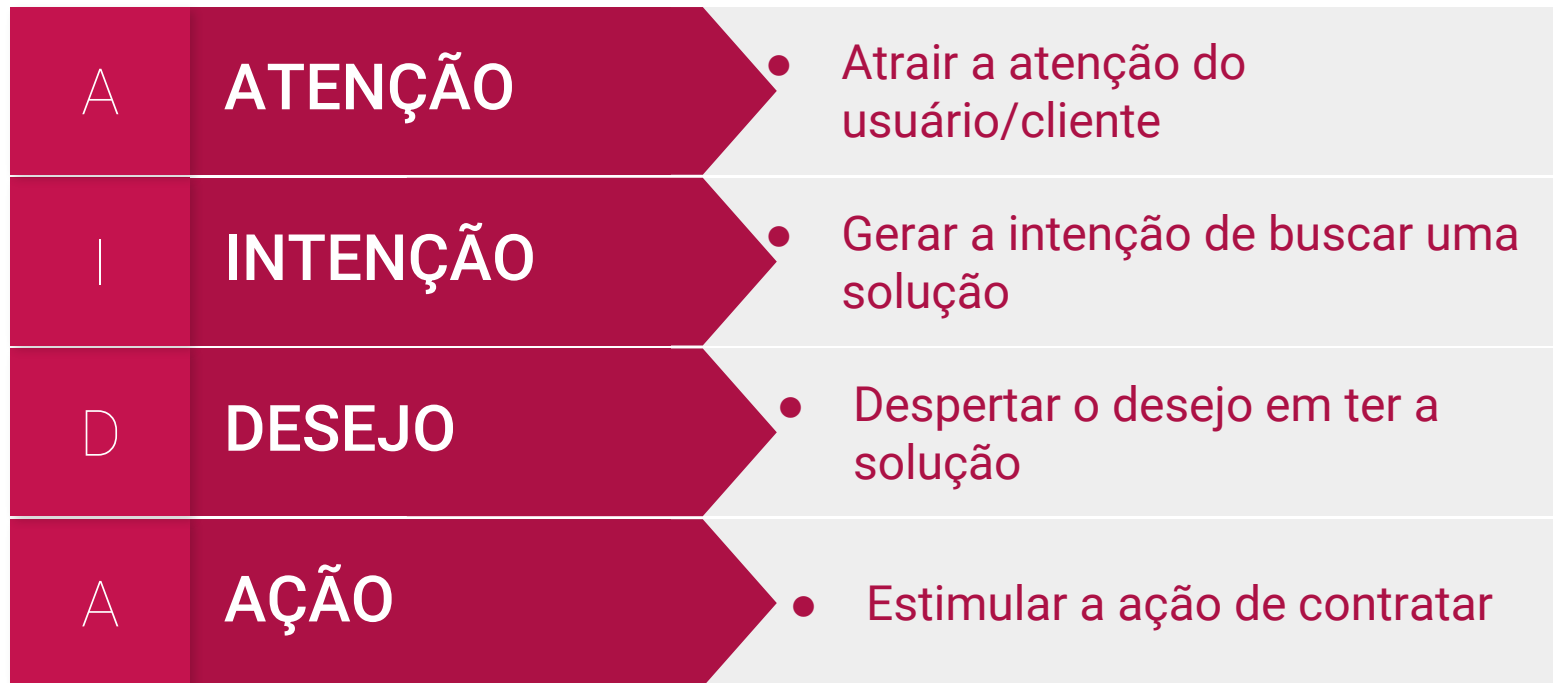
# Marketing

Estratégia para lançamento de produtos digitais





## Jornada do cliente



# Funil de marketing



# Marketing

Estratégia para lançamento de produtos digitais

