

# ESTRATEGIAS PARA TU CLIENTE

**EMPRESA:**

**EMPRESARIO(A):**

## ESTRATEGIAS DE COMUNICACIÓN

**OBJETIVO** \_\_\_\_\_

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**ACCIONES** \_\_\_\_\_

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**RECURSOS** \_\_\_\_\_

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## ESTRATEGIAS COMERCIALES

**OBJETIVO** \_\_\_\_\_

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**ACCIONES** \_\_\_\_\_

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**RECURSOS** \_\_\_\_\_

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## ESTRATEGIAS PRODUCTIVAS/OPERATIVAS

**OBJETIVO** \_\_\_\_\_

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**ACCIONES** \_\_\_\_\_

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**RECURSOS** \_\_\_\_\_

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# SEGMENTO DE MERCADO

**EMPRESA:**

**EMPRESARIO(A):**

**FILTROS DE SEGMENTACIÓN:**

**TIPO DE CLIENTE:**     PERSONAS     EMPRESAS

**DATOS DEMOGRÁFICOS:**  
(EDAD, GÉNERO, ESTADO CIVIL, NIVEL SOCIO-ECONÓMICO, UBICACIÓN)  
(TIEMPO EN EL MERCADO, TAMAÑO, UBICACIÓN)

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**HÁBITO DISTINTIVO:** \_\_\_\_\_


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**ACTIVIDAD ECONÓMICA O LABORAL**  
(DE QUÉ SECTOR ES) (A QUÉ SE DEDICA)

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**INTERESES** 


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**NECESIDADES** 


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**ESTILO DE VIDA** 

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**INSIGHT**



DATO DEMO.



INTERÉS



NECESIDAD



ESTILO DE VIDA

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**INSIGHT**



DATO DEMO.



INTERÉS



NECESIDAD



ESTILO DE VIDA

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**INSIGHT**



DATO DEMO.



INTERÉS



NECESIDAD



ESTILO DE VIDA

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**INSIGHT**



DATO DEMO.



INTERÉS



NECESIDAD



ESTILO DE VIDA

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**INSIGHT**



DATO DEMO.



INTERÉS



NECESIDAD



ESTILO DE VIDA

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**INSIGHT**



DATO DEMO.



INTERÉS



NECESIDAD



ESTILO DE VIDA

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**INSIGHT**



DATO DEMO.



INTERÉS



NECESIDAD



ESTILO DE VIDA

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**INSIGHT**



DATO DEMO.



INTERÉS



NECESIDAD



ESTILO DE VIDA

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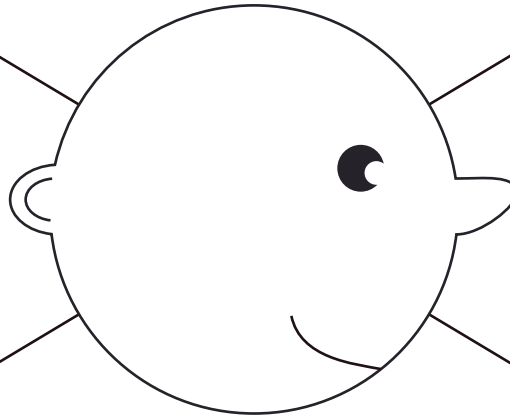
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QUÉ PIENSA Y SIENTE

QUÉ OYE

QUÉ VE



QUÉ DICE Y HACE

ESFUERZOS

RESULTADOS