Antique marketing vs digital marketing applied to the financial instruments of the Guayaquil Securities Bank

Malteza Burgos Barba Carlos
Samantha Ines Sosa Shep
Kendale Valencia Herrera Tamayo
Georgina J. Encalada Tenorio
Estalin V. Herrera Tamayo
Josué D. Arana Espin Barbera Burgos Darwin Lenin

ABSTRACT

The objective of the study was to investigate how technology influences the digital page of the Guayaquil Stock Exchange. Over appearance in the present, as well as, how to attract investors and the country in search digital marketing strategies. The study was performed through the internet from the website of the Guayaquil Stock Exchange, taking into account the technology and dynamics that make the digital page present. It was also analyzed the ICT and the students participating in the study of this entity. Through the web-based research of the Guayaquil Stock Exchange, it was determined that the way to advertise to attract investors from the country. It is worth noting that currently the stock exchanges are in a big change with respect to digital marketing and digital page updated, fast and easy.


KEYWORDS: ICT, Digital page, teachers, students, internet, marketing applied to the financial instruments of the Guayaquil Securities Bank.

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