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**REAL ESTATE DIGITAL
MARKETING: THE
STRATEGIC USE OF
TRIANGULATION IN
RESULTS RESEARCH**

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Abstract: This article proposes to discuss bibliographically why triangulating research on digital marketing strategies in the real estate market can offer good results. With a reflection on the marketing and sales processes currently, going through the concepts of digital marketing, company presentation and information on the real estate market. For that, discussions were carried out from the intersection of authors and their perspectives on the phenomena addressed and thus, raise a possibility of more assertive strategies in the activities of digital marketing professionals who work in the real estate segment.

Keywords: Digital marketing; Real estate market; Triangulation; Researches; Results.

INTRODUCTION

As intriguing as creative thinking, marketing strategies are packed with elements in order to define the best way to operate your work. This is because the constant evolution of society changes consumption models and consequently requires an increasing expertise from professionals in the field.

Thinking about consumer behavior is a common marketing activity, guided by *insights*¹ and constant research that, when triangulated, expands the vision when choosing and executing the best strategy.

The use of digital marketing is a reality for companies of the most diverse branches. The real estate market is no different. Small, medium and large companies are intensifying their activities in this modality as a way of impacting their stakeholders and marketing products.

According to Cohen (2017) marketing is more than a business function, it is actually its main feature, because without it no company would be able to sustain itself, and could go bankrupt.

1 The word *insight* is of English origin, its structure is composed of *in* (in or inside) and *sight* (*view*). In this way, it means extracting from within, in its meaning in Portuguese it brings the sense of discernment. In marketing, it is widely used from the perspective of having an idea, an idealization suddenly when executing the work.

In this scenario, several entrepreneurs in Brazil have increased their revenue from digital marketing, compared to previous years and where activities were only offline. Digital strategies are the most varied. Whether through an email marketing, an article about the sector published on the website or a sponsored direct sales campaign on social media, the fact is that these practices have gained strength with the noticeable change in consumer behavior, which analyze on the internet about the existing possibilities, and then relate to the company, making your purchase objective clear. For Conrado (2011), these changes occur as a result of ICTs (information and communication technologies).

Even high-value products, such as real estate, have as a first step in the purchase process the attraction of the customer to the product. In this scenario, the internet and its numerous channels are used as showcases for the presentation of products to attract interested parties. "*Information really becomes the real protagonist of social mobility. From books to sofas, from songs to relationships, everything is turned into bits and marketed through the big net.*" (CONRADO, 2011, p. 52).

Communication between company and customer is the strong point of the digital environment, which reduces contact barriers and schedules, facilitating the exchange of information through forms, *chats*, direct contact *links* and much more.

Another fact to be highlighted is the speed with which things happen, including the positive or negative feedback from the customer according to their experience with the brand. This makes companies increasingly prepare to deal with multichannel communication, where the customer requires

a noise-free dialogue, regardless of the service channel. For example, the customer wants to have the same speed and quality of service if they send a direct message on Instagram or if they submit a contact form through the company's website.

With all these perceptions directly impacting companies, it is also important to highlight the growing investment in digital advertising by real estate companies, in some cases even replacing some offline channels with online ones, especially after the crisis caused by COVID-19. This is due to the "weakening" of mass media, with the expansion of interactions and dissemination of media content on social networks and digital portals, enabling a greater perception of the value of products. "*The greater the value we see in a product, the better our perception of it and the higher the price we would be willing to pay for it. The role of marketing, now digital, is to increase the value perceived by the consumer*" (CONRADO, 2011, p. 66).

On the other hand, traditional media continues to play a fundamental role in the dissemination of products in the real estate market, however when the customer wants to know more about the product they saw on the billboard, for example, it is on *Google* or social networks that they will seek more information about, calmer and sure that you will find more detailed and explanatory information.

Research is a very important step in marketing planning, missed by some, but crucial for the best campaigns on the market to date. But, even though it is an endless awakening in the path of marketing, research requires sharp visions and different methods to arrive at the key idea at the time of producing the need, which must be exact to generate satisfaction in the face of a given demand.

Leaving the comfort zone is one of the greatest difficulties for researchers, who put

² *Smartphone* is a cell phone device considered smart because it has an operating system that common cell phones do not have.

themselves in a situation totally imbued by their object, sometimes losing important points of their phenomenon and even in extracting this information from the research subjects. Thus, to look at research in a triangular way is to make it possible within different contexts, to create possibilities beyond common sense, of what is already known and hypothetically already sought.

This is a bibliographic reflection to explain the feasibility of triangulation within marketing research that until then, has in its investigations the concepts of multimethods, however, without actually thinking about the triangular element, which is sometimes more used in administration. That said, these multiple opportunities can understand questions in a deeper way, as if it were a step from the beginning, something that will guide the entire path that will be followed. Whether through straight or winding curves, nothing prevents obstacles from arriving, but then, the researcher's sagacity is required to look at his material with a new vision, a certain restlessness, a new nose. And then, validate your idea, find the best strategy.

AFTER ALL, WHAT IS DIGITAL MARKETING?

Everywhere we go, it is present in some way, invading the streets and even homes through TV ads, listening to the radio while driving the car, and now on *smartphones*², computers and various technological devices that are increasingly present in people's daily lives, coining a new extension called digital marketing.

Thinking about marketing is entering the marketing universe, in customers, sales and lasting relationships in commercial relationships, thus dealing with the constant changes of your public of interest in the face of the advantages and limitations of the market.

In initial definitions, we could understand the meaning of the word itself: “[...] in English, market means ‘market’ and ing is the ending of the gerund, which indicates action, which would emphasize the meaning of ‘market in action.’ ” (KOTLER, 2017, p.33). This way, we can understand that this is an important activity to carry out the activities that will reach the end consumers, who in the broadest sense are not aware of its magnitude beyond the explicit advertisements they receive and may or may not decode.

The fact is that marketing was inserted in contexts that become imperceptible daily, such as waking up and taking a shower with soap X, which the person purchased for a reason N and even at the expense of price Y. in the independent variables of the planning, in order to arrive at the effect that was objectified.

A world of possibilities promoted by the use of the internet as a conduit of information for specific channels such as websites, provides diverse and interesting interactions, as these media are full of content about brands, people and organizations.

The expansion of the use of social media makes brands want to be present in common everyday moments, taking advantage of the public’s relaxation for an advertising approach guided by marketing strategies.

“The digital revolution has placed a series of new resources in the hands of consumers” (KOTLER, 2005, p. 02). With a two-way street between consumers and brands, digital marketing has become a determining factor for business strategies, which explore digital channels and available tools to impact targeted audiences with the promotion of their products, a key part of the marketing mix, highlighted by McCarthy (1960), who divides marketing activities into 4 P’s: Price, place, product and promotion.

Following this trend, what would be the market used by marketing in the digital

environment? Social media are certainly included in this reference, however, the space must be understood even in the planning phase, when the definition of which geographic radius a particular communication must impact takes place. All of this is possible thanks to the particularities of the digital medium, which has specific tools, such as Facebook Ads, for example, to select profiles of the brand’s stakeholders, being able to define: objective, location, purchase behaviors and much more.

For Drucker apud Cohen (2017) all companies must follow two primary standards for success: Innovation and marketing. Based on this assumption, digital marketing would be the union of the two things, a marketing category that explores innovative ways to reach the audience of a particular company, acting as a distribution channel.

The distribution channel is a set of interdependent organizations involved in the process of making a product or service available for the use or consumption of the final or organizational consumer. to customers (KOTLER; ARMSTRONG, 1998, p. 271).

Even using this channel in a planned way, Cohen (2017) highlights that the company must understand that the real or potential customer needs a reason to buy a certain product. Therefore, it is necessary to highlight differentials and advantages so that the consumer truly understands the need to purchase the product offered.

Some authors work from the perspective that the objective of marketing is focused on profits, the sales factor as primacy, but Kotler (2007) says that the function is actually dealing directly with customers, that is, managing profitable relationships, while maintaining and cultivating from the communication methods and tools available to professionals and organizations. Drucker (1973), one of the first researchers on marketing, also classifies it

as an essential element for any organization, regardless of whether it contains profit or not, therefore, it must permeate various activities from administrative to service, creating differentiated views with attributes of innovation and strategy at all times.

So, we can define marketing in a more understandable way as: “[...] an organizational function and a set of processes for creating, communicating and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders.” (HOOLEY, 2011, p.5). Thus, it plays a fundamental role for companies, professionals, public agencies and many sectors that need to keep active the social relationships that generate consumption, whether of ideas, products and services in the community in which they live and participate.

REAL ESTATE MARKET

From the category of durable consumer goods, we know that buying their own property is the desire of many people. Faced with this reality, it is important to observe how companies approach customers to offer their products, which have high added value from financial to the esteem of the realization of a dream.

In order for the company to be able to take its product to the customers, it must use communication resources, that is, the means of dissemination, known to all of us as advertising its products. The customer, on the other hand, will use the search for information about the quality of the products, price, delivery times, payment terms and only then decide which product to buy (MARTINS, 2015, p. 13).

Therefore, using the internet and social media, digital marketing explores communication in order to present its products and promotions. Thus, advertising gains strength with segmentation and the

ability to impact the audience in the digital environment.

Gomes (2005) says that it is important for the company to have fluid and intuitive communication, with an easy-to-navigate website and direct channels of interaction between company and customer. Thus, the internet appears as one of the most important means for selling real estate today.

In addition to the companies, members of them (realtors) enhance the work, promoting the highlighted products, creating a chain of interactions that favor the company and the volume of sales.

MARKETING RESEARCH PROCESS

The development of marketing work is full of methods, techniques, processes and analyses. Its basic premise is: “meeting needs generating profit”. (KOTLER; KELLER, 2012, p.3). Soon his system revolves around human actions, seeking to somehow satisfy needs and desires, which will be consolidated through exchanges in society.

In view of this, a point defended by Peter Drucker (1973) becomes interesting to understand the logic of marketing, he treats the phenomenon as a kind of formula that in its development makes the sales factor “superfluous”. This is because, within research, it is essential to know the consumer in such a way that the products and/or services sell themselves, without strong and completely tangible appeals.

KOTLER; KELLER (2015) presents the marketing process in a simplified way, starting the exploration path with five steps, which are:

- 1- *Needs, desires, demands*: needs are situations of perceptions of the human condition, they can be physical, social and individual. These needs, when shaped by cultural and identity factors, can turn into desires, which at some point, supported by

purchasing power, can become a *demand*;

2- Offers to the market: it is the fusion of products, information, services, ideas and experiences, offered in the market, in order to satisfy the needs and desires of customers;

3- Value and satisfaction: fundamental for the relationship with the customer, intangible perception of selling brands about their public of interest;

4- Exchanges and relationships: obtaining a product and/or service creating expectations about the satisfaction it will provide;

5- Markets: possible consumers for the given product and/or service present in the places where you want to insert the selling company.

Thus, these divisions, we realize that all these environments must be studied, balancing a context and defining marketing research as:

[...] the identification, collection, analysis, and systematic and objective dissemination of information to improve decision making related to identifying and solving problems (also known as opportunities) in marketing. (MALHOTRA, 2011, p.4).

Working with these processes, the research is embedded within the strategic planning, where several authors work with different steps, but always fulfilling the goal according to the estimation of demands. Honorato (2004) says that there are six steps to start planning: situational analysis, definition of the organizational mission, definition of organizational objectives, marketing strategies, implementation and monitoring. This way, the explorations of these situations make it possible to extract the most realistic information possible to make the market offers, which are based on the market potential and sales estimates, in other words, having

two starting points to arrive at given demand. Consequently, marketing research is based on the information system, called by some by the acronym: "S.I.M." (Integrated Marketing System), but both are not similar, they just integrate. Example:

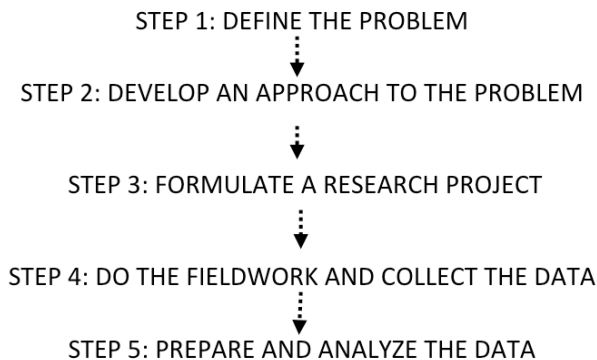


Image 01 - Differences between SIM and Marketing Research

HONORATO, 2004, p. 89.

According to Malhotra (2011), to start marketing research, it is first necessary to identify its classification, if it is to find or solve a problem. However, few organizations use research to diagnose problems and focus only on finding solutions. This way, at a certain point in the execution of the work, noises may arise, which are difficult to detect when the executors apply tendentious and personal interests in the investigation process, causing a collective blindness that induces common sense and habitual actions without any innovative awakening. Given this identification, you can actually start the investigation process divided into six stages:

YES	MARKETING RESEARCH
It works with internal and external information.	Emphasis on handling external information
It focuses on both prevention and problem-solving.	Back to troubleshooting.
As a system, it operates continuously.	Operates in a fragmented, intermittent manner
Strongly centered on computer use.	Less computer-centric.
Oriented to the future.	Tends to focus on past information.
Includes systems other than marketing research	It constitutes an isolated source of information for the SIM.

Image 02 - Stages of the marketing investigation process

Source: MALHOTRA, 2011, p.7.

There are, therefore, two types of marketing research: exploratory and conclusive; the latter still has two subtypes, which are casual and descriptive (longitudinal and transversal). Therefore, it is valid to understand the perspectives of research within marketing, as the results and sagacious analyzes influence the success of consumer decision-making, opinions in their social and family groups as well as the knowledge and feeling they have about a particular brand and /or product. This way, it is understood that the consumer is more demanding, but is not fully protected from new marketing efforts and its tools such as advertising, as long as the sending of messages is well studied.

TRIANGULATION

Thinking about research methodologies is to arouse interest in the possible discoveries that will be visualized with its execution. This is because the way to reach a given conclusion about a given investigation will depend on the researcher's expertise in looking at his research problem and methods with a lot of

3 Geodesy was a term initially cited by Aristotle, where his studies are based on the divisions of the earth, appreciated in the areas of science, geography, physics and mathematics.

4 Campbell, D.; Fiske, D. *Convergent and discriminant validation by the multitrait-multimethod matrix. Psychological Bulletin*, 56, p. 81-105, 1959.

5 Webb, E.J., Campbell D.T., Schwartz R.D., & Sechrest L. *Unobtrusive Measures: Nonreactive Research in the Social Sciences*. Chicago: Rand McNally, 1966.

instigation and curiosity.

The concept of triangulation initially emerged in research and work outside the human sciences. Authors such as Stake (1999) believe that even without using this word, the concept emerged in navigation, where they determined the position of a ship from the connection of three stars, that is, throughout the day they observed the elevation angles of the stars. , tracing intersection circles between the points, in order to calculate and establish the position where they were. However, Flick (2009) works from the perspective that triangulation would have emerged in Surveying (studies that operate from the assumptions of Geodesy³), where it is applied to establish positions on the earth's surface handled as a location method. In this context, then, triangulation is used to locate a point from two other points, with interest in triangulating to calculate and reach the desired result.

Therefore, discussions about triangulation in the social sciences came with Campbell and Fiske's psychology studies.⁴ In these first ruminations, the questions and hypotheses were diverse, leading them to create strategies to combine different methods with different measures, arriving at a matrix they called multitrace-multimethods, and this thought was extracted from a metaphor found in military navigation that used these reference points in multiple ways to locate a position. Years later, with other collaborators such as Eugene J. Webb⁵ the idea gained scope, moving to the view that data could be obtained from various sources to improve the validation of research results, starting to eliminate the rivalry between quantitative and qualitative research, using one as a complement to

the other. It was in the mid-1970s that triangulation actually gained a concept in itself, being systematically coined and gaining typologies with the investigations formulated by the sociologist Norman Denzin. (FLICK, 2009).

Therefore, it is worth noting that triangulation is not exactly a method or even a tool, but a strategic way of researching, thus contributing to the expansion of knowledge about what one intends to know, so that at a given moment it fulfills the objective that if you wanted to arrive. Therefore, it is a combination of qualitative and quantitative methods, or even several only qualitative ones.

Denzin (1970) presented four ways of exploring triangulation. First came the triangulation of data, which is responsible for combining different sources, and within it subtypes are worked on: time, space and people; thus, research can be studied at different times and places and different people. The second way is the triangulation of researchers. Here, multiple observers or interviewers are used to detect more paths, in order to dilute possible biased views to the detriment of the researcher's personality. Third typology is the triangulation of theories, now suggesting a possibility of approaching the data obtained from multiple perspectives, that is, multiple points of view. And the fourth way is the methodological triangulation, it is divided into two subtypes: within methods and between methods. (FLICK, 2009).

In addition, there is systematic triangulation by perspectives, where Flick (1992) says that it is necessary to reduce losses when making a research decision, emphasizing that the investigated problem must be articulated in a reconstructed way, as if its structure were being assembled. with meanings and (re) meanings, revealing a diversity that enables the opening of new knowledge and discoveries. Best explained is the: "[...] combination

of perspectives and appropriate research methods that are convenient to take into account as many different aspects of the same problem as possible." (FLICK, 2009, p. 105). Consequently, this will lead to understanding the points of view of people, data, theories and other aspects that are being addressed.

TRIANGULATION IN MARKETING, A POSSIBILITY

As it was possible to observe earlier, both marketing research and triangulation need a crucial element to work with, which is the research question, the definition of what you really want to investigate.

One must then think about how both can be used, for example, in types of marketing research. The exploratory research in the case is based on flexibility, dispensing with formal procedures, where it will seek data in a primary and secondary way. (HONORATO, 2004). In view of this, we verified that it can arise in this first moment from two points, two sources of data that can be qualitative and quantitative, perhaps arriving at a triangulation of data, which would make it possible to extend the exploration in distinctions of time, space and people in order to systematize perspectives. At that moment, then, marketing professionals must work with the hypothesis of also triangulating researchers, in addition to considering: "[...] that everything can be a form of communication in the search for data, that is, the way of talking, gestures, emotions, attitudes and silences must be analyzed as data components. " (TUZZO; BRAGA, 2016, p.151).

The work between methods in this case becomes interesting, for example, to find the specific problems in a qualitative way and to come across several that are similar in a quantitative way, for later analysis. This type of triangulation could be very interesting within conclusive marketing research,

both in a descriptive and casual way, as they are activities that help professionals to understand the information found, to bump into the bridges that connect them and use them as validations that give continuity to the exploration path, thus expanding the studies with more richness and key points.

But nothing also prevents understanding a research within the method, using only the qualitative, that's because:

It is understood that the qualitative approach, as a research exercise, is not presented as a rigorously structured proposal, allowing imagination and creativity to lead researchers to propose works that explore new approaches. field of investigative possibilities that describe routine and problematic moments and meanings in the lives of individuals. (TUZZO; BRAGA, 2016, p. 145).

At this point, it is possible to carry out triangulation within the qualitative method in exploratory research, because, in a primary stage, it is already common in marketing to carry out it to leverage the understanding of what is intended to be known. That is, qualify the perceptions of the audiences to which materials are to be sent, understand in essence how to generate demand in the face of desires extracted from a given need and then carry out the decision-making process.

Looking at the contingencies of the two areas this way, it can be seen that they have purposes that complete each other. The marketing planning process consists of: "[...] analyzing opportunities, selecting target markets, devising strategies, developing programs and managing the marketing effort." (KOTLER; KELLER, 2012, p.14); all this in favor of supplying needs, transforming them into business opportunities. This whole process is only unveiled from a search, hence triangulation, which has as its primacy to integrate and collect differences, having at least two different starting points to reach

numerous views on a given subject.

Thus, within marketing planning, a comprehensive triangulation would be of immeasurable value, including dissimilar researchers (investigator triangulation), who would somehow contribute with different theoretical perspectives (theoretical triangulation), thus entering the universe of methodological triangular versions, whether inside or outside of methods, with results placed in front of incalculable data (data triangulation). And so it would open up a new level of work in the sector, which would certainly bring benefits to society as well as individuals, but also to the class that produces goods and profitability.

CONCLUSION

It is worth noting that research needs a range of methods to collect and interpret its observations in any sector, hence the great expertise in triangulating this entire journey not only within methods, but between methods and from all sides of research. This way, the initial premises of marketing research are broken, which places it in a perspective of looking at just one phenomenon, where one closes one's eyes to the possible paths that your public of interest would fit in with more assertiveness.

But what would triangulation be within the marketing work? We can characterize it as a three-dimensional view that involves the company, the market and the target audience, both looking from their point of view to a problem that must be solved. In other words, a possibility of triangulating the sender, context (market) and subjects (consumers), which would create a final analysis integrated with different perspectives between the expectations of each one, in order to arrive at a message that actually causes the expected effect for everyone. the work vertices. Thus, it could be an extension of the problem or

solution in the market offers, a thinking about the strategy without previous endings, social contexts that may have different places within society, thus being something beyond what the consumer can explain.

Qualitative research, for example, has always been criticized by many researchers because of its subjectivity, but in this sector it is indispensable and quite conclusive, hence talking about a triangular method to validate the results with quality, because the intertwining of statistics and individual perceptions of an audience, can give a wide margin to the creation of persuasive messages without the focus on promotion, returning to another 'P' of marketing which is that of people.

Thinking about methodologies is not restricted to the academic field, but also to the marketing field, uniting concepts, theories and practices to raise the level of work in the community in which we live. Thus, integration leaves a context just between communication, marketing and advertising and starts to interact with all the hypotheses that many scholars have thought since many years ago, when the exchange of goods became an elementary factor of human relations.

Finally, research provides a broadening of possibilities to carry out interesting and innovative investigations. It is enough for the investigator to sharpen his gaze to follow the tracks of disquiet. So, it is sometimes important to look for other options precisely within the research itself, even at times when you have not yet detected the starting point of the question.

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