

Social Media Marketing (German Edition)



Studienarbeit aus dem Jahr 2011 im Fachbereich Medien / Kommunikation - Public Relations, Werbung, Marketing, Social Media, Note: 1,7, FOM Hochschule für Oekonomie & Management gemeinnützige GmbH, Düsseldorf früher Fachhochschule, Veranstaltung: E-Business, Sprache: Deutsch, Abstract: Die Nutzung des Internets im Alltag ist für viele Menschen heute nicht mehr wegzudenken. Durch Social Media ist eine neue Zeitrechnung im World Wide Web eingeleitet worden. Im früheren Internet drehte sich alles um den Einzelnen, heute werden Informationen, Erfahrungen, Erlebnisse und Sichtweisen mit verschiedenen Personen in einer Community geteilt oder diskutiert. Die soziale Interaktion prägt nun das Internet. 1 Kaufentscheidungen werden heute im Netz z. B. auf Bewertungsportalen getroffen. Somit bietet Social Media eine völlig neue Möglichkeit des Online-Marketings, um das Unternehmen und deren Produkte oder Dienstleistungen nach außen zu präsentieren. Ziel der Arbeit: Das Ziel der Arbeit ist es einen groben Überblick über das Thema Social Media Marketing zu vermitteln. Aufbau der Arbeit: Im zweiten Kapitel wird Social Media Marketing näher durchleuchtet. Zu Anfang wird zuerst geklärt was Social Media ist und welche Entwicklungen es in den letzten Jahren vollzogen hat. Danach wird der Begriff Social Media Marketing definiert und die Ziele näher erläutert. Im Abschnitt 2.5 werden die verschiedenen Social Media Plattformen aufgezählt und ihre Marketingmöglichkeiten für die Unternehmen kurz dargestellt. Weiterhin wird die Strategie des Social Media Marketing erläutert und das Virale Marketing näher durchleuchtet. Zum Schluss von Kapitel 2 werden die Gefahren von Social Media Marketing genannt und in Kapitel 3 wird die Arbeit mit einem Fazit schließlich beendet.

Welcome to the blog of Joan le Grande. I'm changing the blog to english so forgive me the dutch articles before. I already translated a few, keeping it up! Anyway, stay tuned for lifestyle articles and reviews about games or other nerdy stuff. Enjoy! Categories Comics Games Playstation 4 Wii U Lifestyle Posted by Joan le Grande in Games, Playstation 4 Leave a comment Tagsexperience, first look, Games, Playstation 4, Playstation VR review, ps4 VR review, virtual reality YES YES YES. I'm super hyped about the VR, but you obviously knew that already because of my last blogpost. There were a few hiccups because I ordered it online and I was working during the time it came. I stressed, freaked, jumped and finally gave up on the thought I got to play on the day it came out. But luck was on my side and when I got home, 20 minutes later the VR glasses arrived! In this post I will take you with me on my first experience with virtual reality. Was it as awesome as I hoped? Or is nauseating and not really my cup of tea? Read and find out!

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