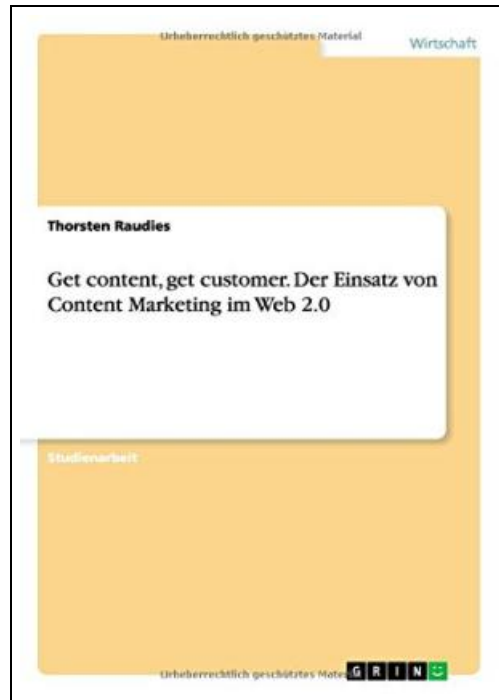


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GET CONTENT, GET CUSTOMER. DER EINSATZ VON CONTENT MARKETING IM WEB 2.0 GERMAN EDITION

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GRIN Verlag GmbH. Paperback. Condition: New. 32 pages. Dimensions: 8.3in. x 5.8in. x 0.1in. Studienarbeit aus dem Jahr 2014 im Fachbereich BWL - Marketing, Unternehmenskommunikation, CRM, Marktforschung, Social Media, Note: 2, 7, FOM Hochschule fr Oekonomie and Management gemeinntzige GmbH, Mnchen frher Fachhochschule, Sprache: Deutsch, Abstract: Das Thema Content Marketing ist ein Phnomen, welches das Inbound Marketing in den nchsten Jahren grundlegend verndern wird und die Unternehmenskommunikation vor neue Herausforderungen und Mglichkeiten stellt. Joe Pulizzi, Grnder des Content Marketing Institute und einer der US-Meinungsfhrer in diesem Bereich, fasst das Hauptziel des Content-Marketing wie folgt zusammen: Content marketings purpose is to attract and retain customers by consistently creating and curating relevant and valuable content with the intention of changing or enhancing consumer behavior. Sinnigem mchte Pulizzi darauf aufmerksam machen, dass eine konsequente und kuratierte Verbreitung von relevanten Inhalten das Konsumentenverhalten verndert. Diese Arbeit orientiert sich am Zeitgeist der Unternehmenskommunikation im Web 2. 0, die mageblich durch die rasante Entwicklung des Internets, als das am hufigsten genutzte Informationsmedium, beeinflusst wird. Das Konsumentenverhalten unterliegt einem stetigen Wandel und der Konsument entscheidet heutzutage vorwiegend bewusst, welche Werbung er an sich heranlsst und welche oberflchige Werbung er ignoriert. In der Arbeit soll gezeigt werden, wie Content Marketing hierbei als eine probate Marketing-Technik wirkt und wie das Content Marketing den Konsumenten nicht nur informiert, sondern auch gleichzeitig unterhlt und begeistert was unter anderem zu einer positiven Markenwahrnehmung, Kundengewinnung und Bindung fhrt. Das Thema dieser Arbeit lautet Der Einsatz von Content Marketing im Web 2. 0 - get content get customer. Von diesem Titel ausgehend, lsst sich die finale Zielsetzung ableiten: Ist es mglich durch eineabgestimmte Content Marketing Strategie Kunden gezielt anzusprechen. This item ships from multiple locations. Your book may arrive from Roseburg,OR, La Vergne,TN. Paperback.

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