

Marketingstrategien in neuen Medien

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Neue Medien sind zeitbezogene neue Medientechniken

https://de.wikipedia.org/wiki/Neue_Medien, 19. Februar 2016

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≠ Social Network Marketing

Ziele

- Interaktion
- Exakte Zielgruppe

Social Media vs. Massenmedien

- Reichweite
- Multimedialität
- Zugänglichkeit
- Benutzerfreundlichkeit
- Zeitraum bis zur Veröffentlichung
- Aktualität
- Pull-Medium

Methoden

- Virales Marketing
- Monitoring
- Optimierung von Inhalten
- Kundenkontakt

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Danke

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