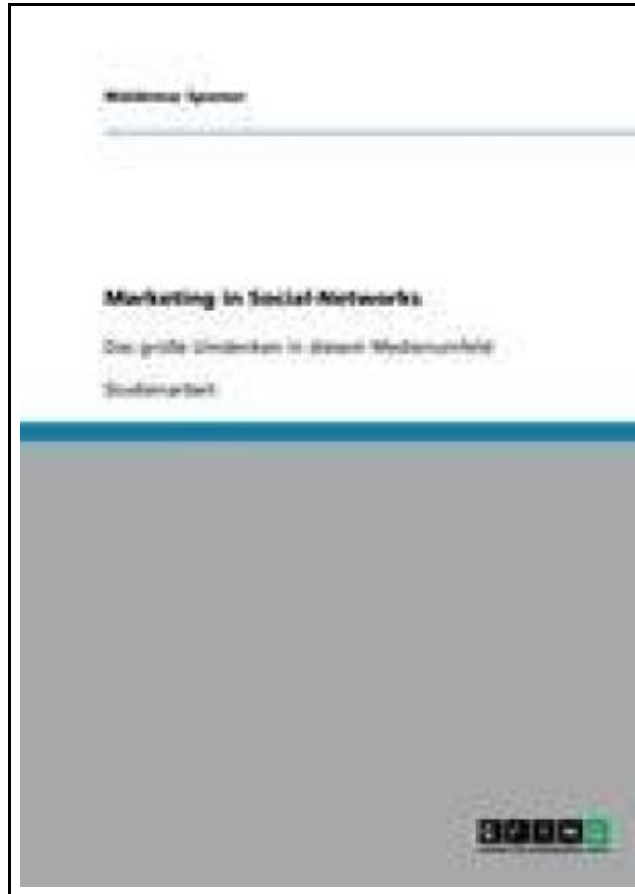# Marketing in Social-Networks

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MARKETING IN SOCIAL-NETWORKS

GRIN Verlag Jun 2009, 2009. Taschenbuch. Book Condition: Neu. 212x150x18 mm. This item is printed on demand - Print on Demand Neuware - Studienarbeit aus dem Jahr 2009 im Fachbereich Informatik - Wirtschaftsinformatik, Note: 1,7, Hochschule der Medien Stuttgart, Veranstaltung: Content Management, Sprache: Deutsch, Abstract: Kurzfassung: Gegenstand der hier vorgestellten Arbeit ist das Marketing in sozialen Netzwerken. Soziale Netzwerke eröffnen Unternehmen ungeahnte Möglichkeiten neue Produkte zu entwickeln und diese auf dem Markt zu positionieren. Die rasante Entwicklung von Web-2.0 in den letzten Jahren ist ein Indikator dafür, welches Potenzial hinter den Anwendungen des neuen Webs steckt. Es gibt eine Vielfalt neuer Werkzeuge, derer sich ein Unternehmen bedienen kann. Es kann über Freundschaftsnetzwerke wie StudiVZ oder Facebook Profildaten über die User sammeln. Diese Daten dann mit geschickten viralen Kampagnen verknüpfen. Oder völlig neue Wege gehen in dem es Peer Production nutzt oder sich Wettbewerbsvorteile mit partizipativen Netzwerken verschafft. Unternehmen, an denen diese Entwicklung bisher vorbei gegangen ist, sollten von Pionieren wie Google, Amazon oder eBay lernen. Schlagwörter: Web-2.0, Soziale Netzwerke, Marketing, Peer Production, partizipative Plattformen, Wettbewerbsvorteile Abstract: Subject of the here presented work is the marketing in social networks. Social networks can show companies unimagined ways to develop new products and to launch them on the market. Rapid development of Web-2.0 in recent years is an indicator for the potential behind Web-2.0 applications. There is a diversity of new tools which these companies can use. There are friendship-networks like StudiVZ, where companies can gain a lot of information out of user profiles. This data could be used cleverly in viral marketing campaigns. But the companies could walk along entirely new ways where they use Peer Production or the competitive advantages of participatory networks. Companies missed this development should learn from pioneers like Google, eBay or Amazon. Keywords: Web-2.0, social networks, marketing,...

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