



Applicability Of Mobile Marketing In The Marketing Mix Of Trade Fair Organizers

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Summary : Free applicability of mobile marketing in the marketing mix of trade fair organizers pdf download - inhaltsangabe introduction trade fair organizers face a number of ongoing changes and an intensified intra- and inter-industry competition that reshape the structure of their markets and value chains until the 80s trade fair organizers had a huge market and little competition they were solely administering their spaces on this seller s market trade fair organizers could pick the companies they would allow to exhibit at their fairs since then more and more trade fair organizations have entered the market and invested heavily in new venues and hall capacities the traditional venue owners increased their hall capacities tremendously and new regional venues emerged in the near east and asian markets the driver of the inter-industrial competition is the increasing number of communication information and sales opportunities such as road shows in-house exhibitions or virtual information channels like the internet that constitute alternatives compared to the cost intensive trade fair participation these developments have made the market a buyer s market consequently the customer group s requirements towards trade fair efficiency are getting increasingly higher trade fair organizers need to face these developments and rethink and reshape their marketing strategies and respective marketing mix to match them to the new environment in order to stay competitive they need to implement instruments with which they can improve the communication and service offer and thus satisfy the customer s requirements mobile marketing is such an instrument it is the new trend in the modern direct marketing that offers numerous possibilities for personalized customer communication and the provision of an increased service portfolio via mobile devices mobile marketing is the answer to the increasingly mobile society as it allows a location and time independent reach of the customer the question if and to which extend mobile marketing can be applied in the marketing mix of trade fair organizers is the research objective of this thesis the approach to reach this goal is illustrated in figure 3 in the appendix and will be set as follows chapter two will focus on the theoretical basics of mobile

marketing in order to illustrate its potentials capabilities and limitations in chapter three the basics about trade fairs its functions and participants are introduced the analysis of the goals and needs of the exhibitors and visitors is the focus of this chapter as it serves as a starting point for the application of mobile marketing the fourth chapter will focus on the traditional marketing mix of trade fair organizers it will give an overview of each policy its functions goals and the commonly applied instruments within the framework of this marketing mix the potential of the mobile marketing instruments to create a value added for the customers as well as for the trade fair organizer will be analyzed in chapter five by the means of examples and supported by the results of a survey that was conducted in the course of this thesis the chapter will present possibilities and evaluate the applicability of the mobile marketing instruments within the marketing mix of trade fair organizers the final assessment considers the applicability for each policy and each trade fair phase before during and after the event the chapter ends with a conclusion and outlook for the future development the thesis is based on numerous publications literature internet sources and a survey about the current use of mobile marketing in the trade fair industry that was conducted in the course of the thesis in literature and practice mobile marketing is a relatively new topic especially in the b2b market and there is little unanimity about definitions or its application in the marketing mix trade fairs are considered in various publications though mostly from the perspective of the exhibitors which use trade fairs as part of their communication strategy peters and taeger have first analyzed the marketing mix of trade fair organizers among the basic literature about trade fair organizers are also the handbuch messemanagement and the k lner kompendium that include short descriptions and developments of the marketing mix of trade fair organizers the potentials and applications of mobile marketing in the marketing mix of trade fair organizers have not been researched comprehensively until now only few articles and examples mention its application

inhaltsverzeichnis table of contents i table of contentsii ii index of abbreviationsiv iii index of figuresvi iv index of tablesvii 1 introduction1 2 theory mobile marketing3 2 1introduction trends in mobile marketing3 2 2definition and differentiation of mobile marketing5 2 3characteristics of mobile marketing6 2 4mobile marketing instruments8 2 5goals of mobile marketing campaigns10 2 6framework for the application of mobile marketing11 2 6 1technological aspects11 2 6 2legal aspects12 2 6 3customer aspects13 2 6 4economical and organizational aspects15 2 7mobile marketing strategies17 2 7 1pull approach17 2 7 2push approach18 2 8conclusion and implications19 3 theory trade fairs20 3 1trade fair basics20 3 1 1definition of trade fairs20 3 1 2trade fair functions21 3 2participants of the trade fair market22 3 2 1trade fair

organizers23 3 2 2exhibitors24 3 2 3visitors27 3 3conclusion
 and implications31 4 the marketing mix of trade fair
 organizers31 4 1definition marketing mix32 4 2policies within
 the marketing mix of trade fair organizers33 4 2 1product
 assortment policy33 4 2 2service policy34 4 2 3communication
 policy37 4 2 4distribution policy42 4 2 5pricing policy43 4
 3conclusion and implications43 5 integration of mobile
 marketing in the marketing mix of trade fair organizers44 5
 1introduction of the survey current application of mobile
 marketing in the trade fair industry45 5 2applicability of mobile
 marketing in the marketing mix46 5 2 1applicability of mobile
 marketing in the product and assortment policy46 5 2
 2applicability of mobile marketing in the service policy47 5 2
 3applicability of mobile marketing in the communication
 policy60 5 2 4applicability of mobile marketing in the distribution
 policy64 5 3assessment of the applicability of mobile marketing
 within the marketing mix of trade fair organizers65 5 3 1survey
 results evaluation of the importance of the mobile marketing
 functions for the trade fair marketing65 5 3 2evaluation of the
 applicability of mobile marketing in the marketing mix before
 during and after the trade fair66 5 4conclusion and outlook72 6
 executive summary73 v bibliographyvii literaturevi articles and
 press releasesxv internet sourcesxvii vi appendixxxi textprobe
 text sample chapter 4 the marketing mix of trade fair organizers
 in order to meet the market challenges and satisfy the customer
 needs described in chapter 3 the trade fair organizer needs a
 professional strategic and operative marketing as it is expected
 and taken for granted in other industries this chapter will focus
 on the unique marketing mix of trade fair organizers since
 mobile marketing would need to be integrated in the traditional
 marketing mix its analysis is and comprehensive description is
 important at this point definition marketing mix the marketing
 mix is the set of controllable tactical marketing tools that the
 company combines to produce the desired response among the
 target audience it is derived from the marketing decision
 process which includes a systematical analysis of the marketing
 situation market research the definition of marketing goals and
 the creation of a marketing strategy the strategy is implemented
 by market and customer oriented instruments called the
 marketing mix the concept of the marketing mix was introduced
 by borden but mccarthy s 4ps classification product price place
 and promotion has been used as a basic guideline in the
 literature this concept has been adapted changed expanded
 and altered in the literature by various authors trade fairs have a
 unique marketing mix which derives from the characteristics
 described in chapter 3 the product is divided into the assortment
 policy that is the set of different trade fairs the product policy
 that deals with each single trade fair for itself and the service
 policy that decides about the services offered at the trade fairs
 the promotion is defined more widely as communication policy

which consists of advertising direct marketing public relations and press sales promotion and personal selling the place which deals with the customer's access to the product cannot be applied in its traditional sense since trade fairs are bound to the location of the venue and cannot be changed customer specifically the term distribution policy is used instead to describe the distributional aspects of the product the marketing mix of trade fair organizers thus consists of the assortment product service communication distribution and price policies which are described in more detail below policies within the marketing mix of trade fair organizers this chapter will introduce the trade fair specific marketing mix more profoundly each policy will be defined and its goals and functions will be described product assortment policy the product and assortment policies both are also called event policy are directly aligned with the overall strategic path of the trade fair organizer the product policy refers to the development of new trade fairs the continuation and cultivation of existing events the testing of product alternatives and also the product elimination it includes decisions about the structure content concept and composition of the product in order to create an optimal business communication platform for its customer groups of one or more industries based on the market research the product policy includes decision factors like dates and timeframe recurrence frequency market reach target groups event partner and location for each single trade fair the entire set of events organized by the trade fair organizer is managed within the assortment policy the assortment policy defines the positioning of the company in the market in relation to the competition directs the expansion and ensures market security of the trade fair organizer it is characterized by three main dimensions the trade fair events marketing and technical services and the reach the decisions within the event assortment consider the organization form of events own event guest event joint venture the location own fairground other fairground the target group public professional visitors and the product class consumer investment semi-finished products etc of the staged trade fairs the service assortment is another essential part since an increasing part of the profit is made with the offered services before during and after the event depending on the needs of the target group the trade fair companies offer a variety of marketing services to satisfy the exhibitor's marketing needs and technical services to support the trade fair participation of exhibitors and visitors the assortment concerning the reach of the company deals with the implementation of events in different markets to reach other markets and target groups the goal of the product and assortment policy is to create a market driven product portfolio that is aligned with the trade fair organizer's goals

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