

Newsletter Als Instrument Des Dialogmarketings - Tanja A. Mehl

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Das Internet ist in der heutigen Zeit nicht mehr wegzudenken. Internetzugang sind in jeder Populationsschicht zu finden. Ob der zwÃ¶lfjÃ¶hrige SchÃ¼ler oder der 55jÃ¶hrige Manager, fast jeder nutzt das Netz fÃ¼r Nachforschungen, Informationen, Nachrichten oder einfach nur zur Freizeitgestaltung in Form von chatten, spielen oder surfen. Das Internet liegt voll im Trend. Was frÃ¼her der von Hand geschriebene Brief war, ist heute die E-Mail. Traf man sich frÃ¼her um acht im Wohnzimmer mit der ganzen Familie zur Tagesschau, schaut man heute in einer freien Minute ins Internet und erfÃ¶hrt die aktuellsten Nachrichten. Mit nur ein paar Mausklicks stehen Informationen aus der ganzen Welt zur VerfÃ¼gung. Eine Form der InformationsÃ¼bertragung ist der Newsletter. Er ist wesentlich schneller als der ursprÃ¼ngliche Brief oder das Fax, er spart enorme Kosten gegenÃ¼ber materiellen Informationstransfers und er kann multimedial sein, d.h. er kann Musik, Soundeffekte oder auch Animationen mit einbinden. 86% der Internetnutzer abonnieren Newsletter. Das ist das Ergebnis einer Marktforschungsstudie von TNS Emnid , die im Auftrag von Doubleclick eine 'studie zu Verbraucher-E-Mails in Europa (Okt 2003) durchfÃ¼hrten. 72% der User lesen auch tatsÃ¶chlich diese Newsletter, wÃ¶hrend lediglich 12% die meisten Newsletter ungelesen lÃ¶schen. Dies fand das Marktforschungs- und Beratungsunternehmen Fittkau & MaaÃ¶ in einer Studie vom November 2003 heraus . Grund genug, um das Medium Newsletter nÃ¶her zu betrachten. Im Folgenden wird dargestellt, wie Newsletter als Instrument des Dialogmarketings am besten eingesetzt werden kÃ¶nnen und welche Voraussetzungen erfÃ¼llt werden sollten, damit Leser aufgrund des Newsletters mit dem Unternehmen in Kontakt treten. Studienarbeit aus dem Jahr 2004 im Fachbereich Wirtschaft - Marketing, Unternehmenskommunikation, CRM, Marktforschung, Note: 1,7, Hochschule Bremerhaven, Veranstaltung: Marketing Mix, 20 Quellen im Literaturverzeichnis, Sprache: Deutsch.Author: Mehl, Tanja A. Publisher: GRIN Verlag Illustration: N Language: GER Title: Newsletter als Instrument des Dialogmarketings Pages: 00025 (Encrypted PDF) On Sale: 2004-01-01 SKU-13/ISBN: 9783638327138 Category: Business & Economics : Marketing - General

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