

Permission Marketing Im E-commerce - Arthur Fischer

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Durch die Wandlung der Verkaufsmärkte in Kaufmärkte wird es den Unternehmen immer schwieriger, ihre Güter abzusetzen. Um eigene Produkte gegenüber denen der Konkurrenz hervorzuheben, sind in dieser Situation eine unternehmensübergreifende Strategie sowie ein Maßnahmenkomplex, um diese Strategie umzusetzen, erforderlich. Durch das Marketing, dessen Gegenstand die Ausrichtung des Unternehmens auf die Förderung des Absatzes durch Werbung, Beobachtung und Lenkung des Marktes sowie durch die entsprechende Steuerung der eigenen Produktion ist, soll der Unternehmenserfolg gesichert werden. Viele Möglichkeiten stehen einem Unternehmen zur Verfügung, um die Kundenbeziehungen aufzubauen und aufrecht zu erhalten. Sie sind aber unterschiedlich wirksam. Die Massenwerbung im Fernsehen, Radio oder Printmedien hat durch die allgemein gehaltenen Botschaften keine Möglichkeit den einzelnen potentiellen Kunden persönlich anzusprechen. Die unaufgefordert als E-Mail zugesandte Werbung wird meistens ungelesen gelöscht und bleibt somit wirkungslos. Nach dem Ansatz des Permission Marketing werden dem Kunden nur ausdrücklich erwünschte Werbebotschaften zugesandt. Author: Fischer, Arthur Publisher: GRIN Verlag Illustration: N Language: GER Title: Permission Marketing im E-Commerce Pages: 00011 (Encrypted PDF) On Sale: 2005-01-01 SKU-13/ISBN: 9783638382366 Category: Business & Economics : Marketing - General

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