

Events Als Kundenbindungsinstrumente - Stefanie Binder

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Die Bezeichnung Event stammt aus dem englischen Sprachraum und bedeutet $\frac{1}{4}$ bersetzt in etwa Ereignis, Veranstaltung. Immer mehr Unternehmen bedienen sich des Event-Marketings, um ihre jeweiligen Marketingziele durchzusetzen, darunter auch das der Kundenbindung. Diese Arbeit wird in einem ersten Schritt eine grobe Einordnung und eine Definition des Themengebietes Events und Event-Marketing aufzeigen. Hierauf folgt eine Abgrenzung der verschiedenen Event-Arten und eine Herausstellung ihrer Ziele und Wirkungsweisen. Der nÄfÄrchste Abschnitt behandelt die Thematik der Kundenbindung. Hier wird eine Definition gegeben und die Determinanten, verschiedenen Instrumente sowie die Bedeutung der Kundenbindung dargelegt. Darauf aufbauend erfolgt die Be handlung des Kernthemas dieser Arbeit, die Nutzung von Events als Mittel zur Kundenbindung. Beginnend mit der Schilderung der Rahmenbedingungen wird in einem nÄfÄrchsten Schritt der Aufbau und die VerstÄfÄrkung von Kundenbindung durch Events dargelegt und die WirkungszusammenhÄfÄnge erlÄfÄutert. Weiterhin wird die Eignung von Events zur Kundenbindung erklÄfÄrt. Im Anschluss daran werden Beispiele aus der Praxis zitiert, gefolgt von einem kurzen Ausblick sowie einem abschlieÄfÄyenden Fazit. Author: Binder, Stefanie Publisher: GRIN Verlag Illustration: N Language: GER Title: Events als Kundenbindungsinstrumente Pages: 00033 (Encrypted PDF) On Sale: 2005-01-01 SKU-13/ISBN: 9783638395632 Category: Business & Economics : Marketing - General

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