

Empfehlungsmarketing: Den Kunden Als Vertriebspartner Nutzen - Fatima Bazi

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Über 75% der Verbraucher vertrauen bei der Produktauswahl auf Empfehlungen von Freunden und Bekannten.¹ Gerade bei dem Kauf von hochwertigen Konsumgütern bemerkt sich der Verbraucher oftmals zuerst in seinem Umfeld nach Erfahrungen und Empfehlungen von Produkten. Denn die heutige Anzahl von Produkten bietet dem normalen Verbraucher gar keine Möglichkeit mehr, alle Angebote zu vergleichen und sich dann für das beste zu entscheiden. Oftmals greift der Kunde auch einfach zu Markenartikeln, da diese mit Qualität gleichgesetzt werden. Viele Berufsgruppen leben von Empfehlungen, beispielsweise Ärzte, Rechtsanwälte, Berater, Handwerker, Gastronomie und Einzelhandel.² Für jedes Unternehmen ist es langfristig wichtig, dass die Kunden positiv über die Produkte oder Dienstleistungen des Unternehmens reden. Laut Kerstin Friedrich ist die Empfehlung das älteste Marketinginstrument. Diese Hausarbeit soll die Möglichkeiten sowie die Vor- und Nachteile des Empfehlungsmarketings für Unternehmen darstellen. Da nur begeisterte Kunden Empfehlungen geben, soll hier ebenfalls auf Kundenzufriedenheit eingegangen werden. 1 vgl.

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