

Gestaltungsmöglichkeiten Von Direktmarketingaktionen Im Handel - Sebastian Trautmann

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Das Ziel dieser schriftlichen Ausarbeitung ist es, die verschiedenen Gestaltungsmöglichkeiten von Direktmarketingaktionen darzulegen sowie die Vor- und Nachteile der einzelnen Möglichkeiten gegenüberzustellen. Zunächst wird der Begriff 'Direktmarketing' definiert und dargestellt in welchem Bereich das Direktmarketing einzuordnen ist. Anschließend werden die einzelnen Instrumente sowie deren Gestaltungsmöglichkeiten im Detail beschrieben, wobei in dieser Ausarbeitung nur die drei Direktmarketinginstrumente Werbebrief, Telefon und Internet behandelt werden. Des Weiteren werden die Vor- und Nachteile der verschiedenen Instrumente erläutert und bewertet. Schließlich wird ein Fazit zu dieser Ausarbeitung abgegeben.

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