



Der Aufbau einer viralen Kampagne und Kernelemente eines Marketing Virus (German Edition)

Harula Zitaki

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Akademische Arbeit aus dem Jahr 2008 im Fachbereich BWL - Marketing, Unternehmenskommunikation, CRM, Marktforschung, Social Media, Note: 1,1, Hochschule Darmstadt, Sprache: Deutsch, Abstract: Das Viral Marketing (VM) gilt als eine der kostengünstigsten und vielversprechendsten Strategien des Online-Marketings und ist eine preiswerte Möglichkeit, um Werbebotschaften am Markt zu etablieren. Dadurch wird selbst kleinen und Gründungsunternehmen eine reelle Chance geboten, einen globalen Kundenstamm zu gewinnen. Kunden machen Werbung, und das von selbst. Dieses Phänomen nennt sich Mund-zu-Mund Popaganda.

Die folgende Arbeit gibt einen Einblick in die Kerneigenschaften eines Marketingvirus und verdeutlicht diese anschließend anhand der erfolgreichen viralen „Hornbach Kampagne“.

Aus dem Inhalt:

- Ziele und Zielgruppen einer viralen Kampagne
- Digitale Kommunikationsstrategie
- Analyse einer viralen Kampagne

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