



# Leitfaden Online Marketing Band 2: Das Wissen der Branche (German Edition)

*Torsten Schwarz*

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73 Prozent der Deutschen sind online, 97 Prozent der Onliner nutzen das Internet, um sich vor dem Kauf über Produkte zu informieren. Auch wenn das meiste offline gekauft wird die Kaufentscheidung fällt im Internet. Wer in Suchmaschinen nicht gefunden wird, verliert Kunden. Wer auf der Homepage seine Produkte und Referenzen unprofessionell präsentiert, wird weggeklickt. Und wessen Kunden im Social Web heute offen meckern, beklagt morgen Umsatzverluste. Das Internet gibt Kunden mehr Macht. Band 1 des Leitfaden Online-Marketing erschien 2007. Er hat sich schnell zum Standardwerk entwickelt und fehlt heute in keiner Agentur mehr. Damals gingen 8,9 Prozent des Werbebudgets ins Internet. Heute sind es 18,8 Prozent. Und so schnell wächst auch das Wissen. Band 2 war überfällig. Entstanden ist ein völlig neues Handbuch. 166 der führenden Köpfe aus dem Online-Marketing verraten, was sich in der Praxis bewährt hat.

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