Online-Advertising. Rahmenbedingungen für die Werbewirkung in der Online-Marketingkommunikation (German Edition)

Maxi Knust

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Akademische Arbeit aus dem Jahr 2013 im Fachbereich BWL - Marketing, Unternehmenskommunikation, CRM, Marktforschung, Social Media, Hochschule Hannover, Sprache: Deutsch, Abstract: Ziel dieser Arbeit ist es, die Rahmenbedingungen der Werbewirkung in der Online-Marketingkommunikation darzustellen.

Der Marketingkommunikation über das Medium Internet, welches mittlerweile ein wesentlicher Bestandteil des Media-Mix der werbetreibenden Unternehmen ist, kommt, in Zeiten der stetig zunehmenden Digitalisierung der Gesellschaft, eine
enorme Bedeutung zu. Im Internet sind mittlerweile nahezu alle Zielgruppen anzutreffen. Jedoch besteht die Herausforderung der Online-Marketingkommunikation vor allem darin, trotz Werbeflut, Informationsüberlastung und Werbereaktanz der Internetnutzer eine Wirkung zu erzielen.

Ein Ansatz zur Optimierung der psychologischen Werbewirkung ist daher die Ansprache der momentanen und individuellen Wünsche und Bedürfnisse der Internetnutzer.

Aus dem Inhalt:
- Herausforderungen der Online-Marketingkommunikation,
- Online-Marketingkommunikation,
- Der Online-Werbemarkt,
- Werbewirkung,
- Zukunftsperspektiven der Online-Marketingkommunikation.

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