



Social Media Marketing im B2B (German Edition)

Bettina Kahlenberg

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Examensarbeit aus dem Jahr 2012 im Fachbereich Medien / Kommunikation - Public Relations, Werbung, Marketing, Social Media, Note: 1,3, FOM Hochschule für Oekonomie & Management gemeinnützige GmbH, Frankfurt früher Fachhochschule, Veranstaltung: Werbeplanung und -controlling, Sprache: Deutsch, Abstract: Diese Arbeit nennt Faktoren, die maßgeblich für den Erfolg klassischer B2B-Unternehmen sind und beschreibt eine Auswahl an Social Media-Maßnahmen, die bei der Erfüllung dieser nützlich sein können. Dies geschieht durch die Heranziehung von Expertenmeinungen, Praxisbeispielen und Studien. Die Voraussetzungen hierfür sind die vorherige Definition der Termini „Social Media Marketing“ und „Business-to-Business“ sowie die Auseinandersetzung mit den Merkmalen des B2B-Sektors. Die Ausarbeitung schließt mit der Benennung der Herausforderungen ab, die es bei der Anwendung von Social Media Marketing zu berücksichtigen gilt.

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