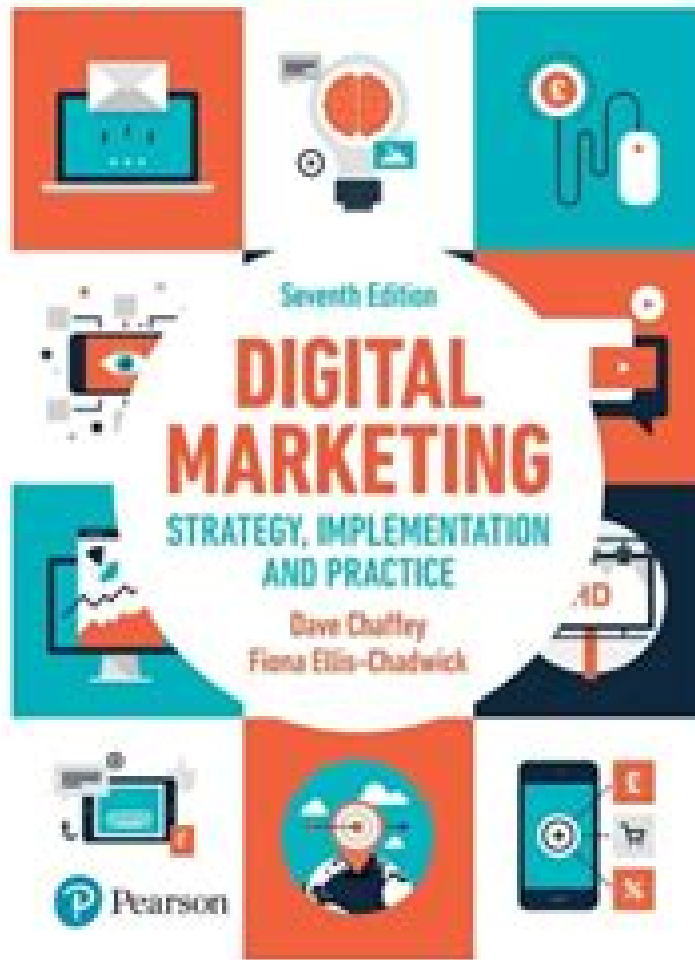


DIGITAL MARKETING

STRATEGY, IMPLEMENTATION AND PRACTICE

Seventh Edition



Part 3

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Chapter 9

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Digital Marketing Strategies for Fashion and Luxury Brands Ozuem, Wilson, Azemi, Yllka, 2017-10-31 Online shopping has become increasingly popular due to its availability and ease As a result it is important for companies that sell high end products to maintain the same marketing success as companies selling more affordable brands in order keep up with the market Digital Marketing Strategies for Fashion and Luxury Brands is an essential reference source for the latest scholarly research on the need for a variety of technologies and new techniques in

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Digitale Transformation Ralf E. Strauß, 2019-06-26 Wie Schritt halten bei der Entwicklung und Umsetzung der Digitalisierung Angesichts des rasanten Wandels stehen viele Unternehmen vor dieser Frage Der Autor mit Erfahrung aus 20 Jahren in Senior Managementfunktionen bei SAP Volkswagen und aus einer Vielzahl an Strategie und Umsetzungsprojekten zeigt wie erfolgreiche Strategien entwickelt und umgesetzt werden und liefert die Bausteine f r digitale Spitzenleistungen In seinem Buch stellt er Faktoren vor die sich als gemeinsame Merkmale erfolgreicher digitaler Transformationen herauskristallisiert haben und unterst tzt bei der Erschlie ung der Potenziale Best Practice Beispiele helfen bei der Umsetzung in die Praxis

Digital Marketing Excellence Dave Chaffey, PR Smith, 2022-07-22 Now in its sixth edition the hugely popular Digital Marketing Excellence is a practical guide to creating and executing integrated digital marketing plans combining established approaches to marketing planning with the creative use of new digital models and digital tools Written by two highly experienced digital marketing consultants the book shows you how to Draw up an outline integrated digital marketing plan Evaluate and apply digital marketing principles and models Integrate online and offline communications Implement customer

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Konsumentenverhalten Stefan Hoffmann, Payam Akbar, 2024-09-13 Detailliertes Lehrbuch mit Schwerpunkt auf der Konsumentenverhaltensforschung Dieses Lehrbuch geht der zentralen Frage nach ob und auf welche Weise uns Werbung im Kaufentscheidungsprozess nachhaltig beeinflusst Hierfür wirft es einen Blick auf die Schwerpunkte des Konsumentenverhaltens sowie der Marktforschung Im Zuge dessen vermittelt das Werk die Grundlagen des Verbraucherverhaltens verständlich und in klarer Sprache Warum ist der Einkaufswagen voller als geplant Wieso will jeder unbedingt das neueste Smartphone Die Autoren Stefan Hoffmann und Payam Akbar gehen in ihrem Buch Konsumentenverhalten auf folgende Themen ein Sie beginnen mit dem Begriffsverständnis und umreißen den theoretischen sowie methodischen Ansatz des Konsumentenverhaltens knapp Anschließend besprechen sie Einflüsse auf das Konsumentenverhalten welche sich vorrangig in unserem Inneren abspielen Motivation Emotion und Kognition sowie Einstellung und Entscheidung Danach zeigen sie auf dass sich das Verhalten zwischen verschiedenen Konsumentengruppen systematisch unterscheidet Sie betrachten hierfür Einflüsse aus der sozialen physischen sowie medialen Umwelt Am Ende des Konsumentenverhalten Buchs verdeutlichen sie wie das Kaufverhalten in allgemeine gesellschaftliche Entwicklungen eingebettet ist und sich damit im Laufe der Zeit stetig wandelt Diese dritte Auflage des Buchs wurde bearbeitet und aktualisiert und um neue Kapitel zu den Themen nachhaltiges Konsumverhalten digitales Konsumverhalten und Konsumverhalten in der Sharing Economy ergänzt Anschauliches Lehrbuch zur Prüfungsvorbereitung mit vielen praktischen Hilfestellungen Das Lehrbuch Konsumentenverhalten richtet sich an Studierende aus den folgenden Fachbereichen Betriebswirtschaftslehre Psychologie Kommunikationswissenschaften Angrenzende Disziplinen Es folgt einem durchgängigen didaktischen Konzept Als Leser beobachten Sie die fiktiven Personen Lea und Ben in zahlreichen Konsumsituationen Auf diese Weise lernen Sie wesentliche Theorien und Modelle lebendig und alltagsnah kennen Folgende Elemente tragen zusätzlich dazu bei dass Sie die Inhalte des Lehrbuchs Konsumentenverhalten schnell begreifen und effektiv erlernen können Fallbeispiele Schilderungen einschlägiger Studien QR Codes zu Video Content z B Videos und Websites Damit eignet sich dieses Buch optimal zur Nachbereitung von Vorlesungen und zur Prüfungsvorbereitung Am Ende jedes Kapitels finden Sie

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le identifiziert und bewertet sowie moderne kundenbezogene Vertriebsaktivitäten vorgestellt **Marketing** Heribert Meffert, Christoph Burmann, Manfred Kirchgeorg, Maik Eisenbeiß, 2018-09-05 Dieses bewährte Standardwerk liefert Studierenden im Bachelor und Masterprogramm sowie Praktikern umfassende Grundlagen des Marketingmanagements und widmet sich eingehend allen neuen Entwicklungen der marktorientierten Unternehmensführung In der 13. Auflage wurden alle Kapitel bearbeitet Insbesondere wurden neue Entwicklungen im digitalen Marketing umfassend berücksichtigt Die Autoren zeigen u.a. die Auswirkungen der Digitalisierung auf die Customer Journey und erläutern neue Methoden der digitalen Informationsgewinnung Big Data Der Marketing Mix wurde um Abschnitte zur Preisgestaltung im Internet zur Multichannel Distribution und zur digitalen Kommunikation ergänzt während die Themenfelder Customer Relationship Management CRM Beschwerde und Key Account Management sowie Corporate Social Responsibility CSR erstmals Einzug in den Lehrbuchklassiker erhalten Mit diesem umfassenden Blick auf das Marketing wird die neue Auflage ihrem Ruf als Bibel des Marketings weiterhin gerecht Der Inhalt Konzeptionelle Grundlagen des Marketing Käuferverhalten und Marketingforschung Marketingziele Marketingstrategien Marketing Mix Marketingorganisation und Implementierung Marketingcontrolling **Effektivität in der Online-Kommunikation** Alexander Kolano, 2017-03-22 Alexander Kolano analysiert kanalbergreifende Effekte von Online Kommunikationsmaßnahmen und verknüpft dabei verhaltenswissenschaftliche entscheidungsorientierte und systemtheoretische Erklärungsansätze Auf der Grundlage eines theoriegeleiteten Bezugsrahmens untersucht er anhand sekundärstatistisch verfügbarer Clickstream Daten mit Hilfe von Logit Modellen ein umfassendes Hypothesensystem Aus den Ergebnissen der Untersuchung leitet der Autor Implikationen für die Verbesserung der Effektivität von Maßnahmen der Online Kommunikation ab **DIGITAL MARKETING FOR SMALL AND MEDIUM SIZED TOURISM AND HOSPITALITY ENTERPRISES** Salih Kuşluyan, Karel Van Isacker, **Contemporary Approaches of Digital Marketing and the Role of Machine Intelligence** Munna, Afzal Sayed, Shaikh, Md Sadeque Imam, Kazi, Baha Uddin, 2023-08-01 Digital marketing emerged as a natural response by companies and vendors to leverage and benefit from the significant consumer concentration on digital channels This proliferation of IT applications and the enormous presence of customers in digital channels generate a large number of products and customer data Machine learning and artificial intelligence are game changing techniques in digital marketing to analyze this data This analysis helps marketers to personalize the sales tools toward individuals optimize their operations and minimize expenditure Contemporary Approaches of Digital Marketing and the Role of Machine Intelligence demonstrates relevant theories of digital marketing along with tools techniques methods and strategies It also identifies the research gaps for effective digital marketing tools techniques and methods and builds a bridge between digital marketing strategies and business plans for organizations Covering topics such as digital marketing metaverse and visitor experience this premier reference source is an essential resource for business leaders and managers marketers IT managers data analysts social media analysts students

and educators of higher education researchers and academicians **Digital Business** Patrice Seuwou, 2025-08-05 This comprehensive guide explores the fundamentals of digital business from understanding digital business models to leveraging emerging technologies and trends This work begins by examining the rise of digital business and the disruption it caused within traditional industries Chapters then delve into key topics such as building a digital business strategy designing a strong online presence e commerce digital marketing data analytics cybersecurity and more Written in a clear and accessible style the author provides real world examples to illustrate how successful companies have leveraged digital technologies to drive growth and achieve their business goals Each chapter features case studies learning objectives and key discussion questions to augment student learning This new text is recommended reading for undergraduate and postgraduate students of Digital Business Digital Marketing and Business Analytics It will also be valuable reading for reflective practitioners in the industry This book is accompanied by online resources including PowerPoint slides an instructor s manual a test bank of questions and worksheets for each chapter providing instructors with the necessary tools to keep their courses up to date engaging and effective in preparing students for the ever changing digital business landscape

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