

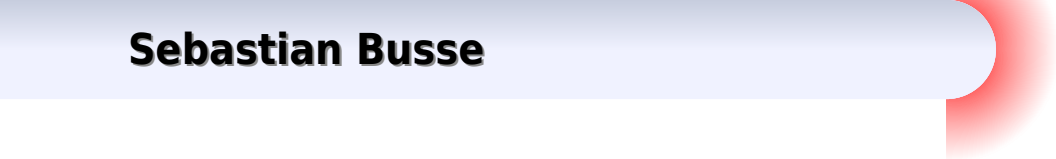
Daniel Kloster

Virales Marketing als Chance für Start-Up Unternehmen

Studienarbeit

Virales Marketing Chance Start Up Unternehmen

Sebastian Busse



Virales Marketing Chance Start Up Unternehmen:

Virales Marketing als Chance für Start-Up Unternehmen Daniel Kloster, 2015-07-21 Studienarbeit aus dem Jahr 2011 im Fachbereich BWL Offline Marketing und Online Marketing FOM Hochschule für Oekonomie Management gemeinnützige GmbH Dortmund früher Fachhochschule Veranstaltung Modul Industry Sector Sprache Deutsch Abstract Die ständige Weiterentwicklung der Märkte in der heutigen Zeit stellt gerade seit dem Zeitalter des sog Web 2.0 im Hinblick auf das Marketing und dessen Aktualität viele Unternehmen vor allem jene Unternehmen die sich in der Gründungsphase befinden vor eine große Herausforderung Kunden fordern sämtliche Informationen im Internet zu Produkten und Transparenz der Unternehmen um sich abzusichern das richtige zu tun oder zu kaufen Das Internet bietet dem Mittelstand effektive kostengünstige und flexible Vertriebskanäle und Marketing Möglichkeiten Die heutige vom Internet geprägte Gesellschaft gestaltet dank der social media mit Weblogs Facebook Youtube etc aktiv kostenlos und kritisch an den 4Ps des Marketing Mixes mit in einer Zeit in der Produktindividualisierung und kurze Produktlebenszyklen in Konsummärkten vorherrschen und es für viele Unternehmen zunehmend schwieriger wird sich darauf einzustellen Wie können also Start Up Unternehmen Fuß fassen und erfolgreich in den Markt eintreten Marketing und insbesondere Werbung kann sehr teuer sein Start Up Unternehmen können dies aufgrund des geringen Gründungskapitals oft nicht finanzieren Das virale Marketing setzt hier ein und kann ein kostengünstiges Werkzeug sein die Bekanntheit zu steigern und Kunden zu akquirieren Gerade das Internet in der heutigen Form bietet effektive kostengünstige und flexible Marketingmöglichkeiten

Influencer Marketing als strategisches Instrument im Social Media Marketing, 2023-11-21 Studienarbeit aus dem Jahr 2023 im Fachbereich Medien Kommunikation Public Relations Werbung Marketing Social Media Note 1,3 AKAD University ehem AKAD Fachhochschule Stuttgart Sprache Deutsch Abstract Diese Arbeit widmet sich dem facettenreichen Themenkomplex des Influencer Marketings dessen Bedeutung für Start Up Unternehmen im Fokus steht Mit dem stetigen Wachstum von Influencer basierten Kooperationen wird der Einsatz dieser Marketingstrategie zu einem unverzichtbaren Element für Unternehmen die ihre Marke in einer digitalisierten Welt positionieren möchten Besonders für junge Start Ups eröffnet sich in diesem Bereich eine vielversprechende Möglichkeit die eigene Marke effektiv zu etablieren Doch hinter der Fassade des scheinbar mühelosen Influencer Marketings verbergen sich komplexe Herausforderungen und Chancen die es zu verstehen und geschickt zu navigieren gilt Vor diesem Hintergrund lenkt die vorliegende Arbeit ihre Aufmerksamkeit auf die zentrale Forschungsfrage Was ist Influencer Marketing und welche Chancen und Risiken bietet es für Start up Unternehmen Die Ergründung dieser Fragestellung verlangt nicht nur nach einer detaillierten Analyse der aktuellen Entwicklungen im Bereich des Influencer Marketings sondern auch nach einer eingehenden Betrachtung der potenziellen Auswirkungen auf junge aufstrebende Unternehmen Um dieser komplexen Thematik gerecht zu werden bedient sich diese Arbeit der Bearbeitungsmethode der Sekundärliteratur Durch die Auswertung bereits existierender Forschungsergebnisse Expertenmeinungen und

Unternehmensperspektiven wird ein fundierter Überblick über die Vielschichtigkeit des Influencer Marketings und dessen Anwendung im Kontext von Start Up Unternehmen geschaffen. Das übergeordnete Ziel dieser Arbeit besteht in der umfassenden Beleuchtung des Influencer Marketings insbesondere hinsichtlich seiner Relevanz für Start Up Unternehmen. Die folgenden Abschnitte werden dabei schrittweise die Grundbegriffe wie Influencer Marketing und Start Up definieren, eine theoretische Grundlage schaffen und die strategische Implementierung von Influencer Kampagnen in Start Up Marketingstrategien erläutern. Darüber hinaus werden die damit verbundenen Chancen und Risiken detailliert beleuchtet und anhand eines praxisnahen Beispiels dem Start up Koro veranschaulicht. Abgerundet wird diese Arbeit durch ein abschließendes Fazit, das nicht nur die Forschungsergebnisse zusammenfasst, sondern auch Handlungsempfehlungen, eine Diskussion, kritische Reflexion und einen Ausblick auf künftige Entwicklungen präsentiert.

Crowdfunding. Eine Analyse der Finanzierbarkeit von Start-ups Sarah Migge, Matthias Krüger, Carl Heinz Daube, 2017-12. Start ups also neu gegründete Unternehmen spielen vor allem in Deutschlands großen Städten wie Berlin oder Hamburg aus dem Boden und revolutionieren mit immer neuen Geschäftsideen nicht selten ganze Märkte. Dass der Erfolg eines solchen Unternehmens allerdings nicht allein durch eine innovative Idee und ein gutes Geschäftsmodell garantiert ist, wird dabei in der öffentlichen Wahrnehmung oft vergessen. Wie bei jedem Unternehmen ist vor allem die Finanzierung gerade in der Startphase ein entscheidender Faktor, der über Gewinn oder Verlust bestimmt. Der Gedanke der Finanzierung über das sogenannte Crowdfunding ist für viele oftmals finanziell risikoreiche Neugründungen von großer Bedeutung. Sarah Migge und Matthias Krüger beschäftigen sich beide mit der Frage, ob Crowdfunding eine sinnvolle Möglichkeit für die Start up Finanzierung darstellen kann. Beide liefern systematische Überblicke über diesen Finanzierungstyp und analysieren mit unterschiedlichen

Schwerpunkten Vor- und Nachteile für Jungunternehmer.

Management kleiner und mittlerer Unternehmen Patrick Haag, Patrick Roßmann, 2015-06-16. Im KMU Management spielen sowohl die strategische als auch die operative Unternehmensführung eine vitale Rolle. So werden im Buch unter anderem die Themengebiete der Gründung, Entwicklung oder Übergabe sowie die operative Umsetzung in den Bereichen Marketing, Personal, Kommunikation, Finanzen, Recht und Mediation aus wissenschaftlicher und praktischer Perspektive betrachtet. Die Themenfelder werden von Wissenschaftlern verschiedener Hochschulen und Universitäten sowie von jungen Unternehmern dargestellt und erläutert. Durch die themenbezogene Verknüpfung von Wissenschaft und Praxis sowie die multiperspektivische Betrachtung der verschiedenen Themenfelder entsteht ein Gesamtwerk, welches sich für Theoretiker und Praktiker gleichermaßen eignet. Die verwendeten Beispiele sind aktuell und stammen vorwiegend aus erfolgreichen kleinen und mittelständischen Unternehmen. Stimmen zum Buch: Eine Vielzahl von unterschiedlichen Elementen macht diesen Titel zu einem sehr interessanten und zum weiteren Erstbesuch einladenden Band. Prof. Dr. Heiko Burchert, Professor für Betriebswirtschaftslehre, Fachhochschule Bielefeld. Alles in allem ein gelungenes Buch, das einen guten und umfassenden Überblick über die vielfältige Thematik des Management von KMU gibt.

und Lust macht sich mit den behandelten Themen weiter zu besch ftigen Prof Dr Ricarda Merkwitz Professorin f r interkulturelles Management International School of Management ISM M nchen

The Startup Owner's Manual Steve Blank,Bob Dorf,2020-03-17 More than 100 000 entrepreneurs rely on this book The National Science Foundation pays hundreds of startup teams each year to follow the process outlined in the book and it s taught at Stanford Berkeley Columbia and more than 100 other leading universities worldwide Why The Startup Owner s Manual guides you step by step as you put the Customer Development process to work This method was created by renowned Silicon Valley startup expert Steve Blank co creator with Eric Ries of the Lean Startup movement and tested and refined by him for more than a decade This 608 page how to guide includes over 100 charts graphs and diagrams plus 77 valuable checklists that guide you as you drive your company toward profitability It will help you Avoid the 9 deadly sins that destroy startups chances for success Use the Customer Development method to bring your business idea to life Incorporate the Business Model Canvas as the organizing principle for startup hypotheses Identify your customers and determine how to get keep and grow customers profitably Compute how you ll drive your startup to repeatable scalable profits The Startup Owners Manual was originally published by K S Ranch Publishing Inc and is now available from Wiley The cover design and content are the same as the prior release and should not be considered a new or updated product

Viral Marketing - Epidemien im Internet Theorie & Praxis - Virale Kampagnen Robert K nigs,2009

Hacking Growth Sean Ellis,Morgan Brown,2017-04-25 The definitive playbook by the pioneers of Growth Hacking one of the hottest business methodologies in Silicon Valley and beyond It seems hard to believe today but there was a time when Airbnb was the best kept secret of travel hackers and couch surfers Pinterest was a niche web site frequented only by bakers and crafters LinkedIn was an exclusive network for C suite executives and top level recruiters Facebook was MySpace s sorry step brother and Uber was a scrappy upstart that didn t stand a chance against the Goliath that was New York City Yellow Cabs So how did these companies grow from these humble beginnings into the powerhouses they are today Contrary to popular belief they didn t explode to massive worldwide popularity simply by building a great product then crossing their fingers and hoping it would catch on There was a studied carefully implemented methodology behind these companies extraordinary rise That methodology is called Growth Hacking and it s practitioners include not just today s hottest start ups but also companies like IBM Walmart and Microsoft as well as the millions of entrepreneurs marketers managers and executives who make up the community of Growth Hackers Think of the Growth Hacking methodology as doing for market share growth what Lean Start Up did for product development and Scrum did for productivity It involves cross functional teams and rapid tempo testing and iteration that focuses customers attaining them retaining them engaging them and motivating them to come back and buy more An accessible and practical toolkit that teams and companies in all industries can use to increase their customer base and market share this book walks readers through the process of creating and executing their own custom made growth hacking strategy It is a must read for any

marketer entrepreneur innovator or manager looking to replace wasteful big bets and spaghetti on the wall approaches with more consistent replicable cost effective and data driven results

Viral Marketing Im E-Business Jean-Manuel Leonardi, 2008 Werbung in all ihrer Ausführung ist dem Verbraucher im TV Radio in den Zeitungen und Zeitschriften gegenwärtig Etwa 2 500 bis 5 000 mal wird jeder Konsument täglich mit ihr konfrontiert ob bewusst oder unbewusst Diese Zahlen lassen schon erahnen dass die klassische Massenwerbung ein erhebliches Problem mit ihrer Effizienz hat Konsumenten sind negativ gegenüber der Werbung eingestellt weshalb sie eine Abwehrhaltung aufgebaut haben Zudem ist es nicht möglich diese Masse an Werbung aufzunehmen Experten vermuten dass 75% der Kampagnen kein ausgewogenes Kosten Nutzen Verhältnis haben Quantitativ versickern hiernach 22 der jährlich in Deutschland investierten 29 Milliarden Euro für Werbung Dieses Buch beschäftigt sich mit dem Viral Marketing VM und stellt zudem andere alternative Formen des Marketings im Internet vor Der Teil A befasst sich mit dem Online Marketing Einleitend wird ein Überblick geboten um später einige Aspekte im Detail zu beschreiben Hier werden speziell ausgewählte Methoden näher erläutert welche von aktueller Relevanz sind Dabei spielen auch neue viel versprechende Technologien eine Rolle z B Advertising Exchange Der Teil B weist den Schwerpunkt dieses Buches auf Die Literatur beschäftigt sich erst seit kurzer Zeit mit der Thematik des VM Besonders auf die theoretischen Grundlagen wird in der Literatur zumeist noch unbefriedigend eingegangen Teil B beginnt mit diesem Punkt in Kapitel 1 in dem die Mund zu Mund Propaganda und ihre Auswirkung auf den unternehmerischen Erfolg erläutert werden Darauf aufbauend wird das VM definiert und dessen Anfänge aufgezeigt Der aktuelle Forschungsstand wird betreffend der Grundlagen des VM in seinen verschiedenen Facetten beleuchtet und in einem Gesamtmodell Memetik Tipping Point Soziale Netzwerke skizziert Im Kapitel 3 werden die Kernelemente des VM identifiziert und ausführlich beschrieben Alle zuvor herausgearbeiteten Aspekte werden im Kapitel 4 dann in einem Modell eines Kampagnenzyklus zusammengefasst

Lean Startup Eric Ries, 2012-03-30 Un livre d'actualité dans le monde des entrepreneurs En appliquant les grands principes du lean management au développement de nouveaux produits Eric Ries a mis au point une méthode qui change radicalement la donne pour tous ceux qui souhaitent créer une entreprise ou développer un nouveau projet le Lean Startup Cette approche révolutionnaire permet en effet d'adapter constamment son offre mais aussi son entreprise aux évolutions du marché en suivant le principe de l'innovation continue Dans cet ouvrage Eric Ries expose sa méthodologie et illustre de nombreux exemples d'entreprises qui ont su encourager la créativité et sortir des sentiers battus en s'adaptant aux besoins de leurs clients pour faire ainsi évoluer leur business model d'origine Groupon Zappos Dropbox Intuit Lean Startup est un remarquable guide pratique d'innovation pour maximiser les chances de succès de tout nouveau projet l'usage des grandes entreprises comme des plus petites C'est également un mode d'emploi du travail collaboratif et du management créatif En ces temps d'hypercompétition mondiale c'est donc une lecture indispensable

The Lean Product Playbook Dan Olsen, 2015-05-21 The missing manual on how to apply Lean Startup to build products that customers love The Lean Product Playbook is a practical guide to building products that

customers love Whether you work at a startup or a large established company we all know that building great products is hard Most new products fail This book helps improve your chances of building successful products through clear step by step guidance and advice The Lean Startup movement has contributed new and valuable ideas about product development and has generated lots of excitement However many companies have yet to successfully adopt Lean thinking Despite their enthusiasm and familiarity with the high level concepts many teams run into challenges trying to adopt Lean because they feel like they lack specific guidance on what exactly they should be doing If you are interested in Lean Startup principles and want to apply them to develop winning products this book is for you This book describes the Lean Product Process a repeatable easy to follow methodology for iterating your way to product market fit It walks you through how to Determine your target customers Identify underserved customer needs Create a winning product strategy Decide on your Minimum Viable Product MVP Design your MVP prototype Test your MVP with customers Iterate rapidly to achieve product market fit This book was written by entrepreneur and Lean product expert Dan Olsen whose experience spans product management UX design coding analytics and marketing across a variety of products As a hands on consultant he refined and applied the advice in this book as he helped many companies improve their product process and build great products His clients include Facebook Box Hightail Epocrates and Medallia Entrepreneurs executives product managers designers developers marketers analysts and anyone who is passionate about building great products will find The Lean Product Playbook an indispensable hands on resource

Viral Marketing Peter Voithofer, Werner Zimmermann, 2002-03-27 Studienarbeit aus dem Jahr 2000 im Fachbereich BWL Offline Marketing und Online Marketing Note 1 0 HTL Saalfelden FB Wirtschaft Sprache Deutsch Abstract 1 Einleitung Aus dem heutigen Wirtschaftsleben ist ein Schlagwort nicht mehr wegzudenken Marketing Wenn ein Unternehmer eine Verkaufsstrategie verfolgt wenn Unsummen für Werbung ausgegeben werden wenn man versucht besser als die Konkurrenz zu sein dann nennen wir das Marketing Einen der vielen Vertriebswege eine spezielle Form von Marketing stellen wir Ihnen hier vor Network Marketing Wir werden zunächst erläutern was genau Network Marketing ist und wie es funktioniert Dann informieren wir Sie über die Bedeutung von Network Marketing sowie über Chancen aber auch Risiken die dieser Vertriebsweg bietet Mit Informationen zu zwei bekannten Network Marketing Unternehmen und einer persönlichen Stellungnahme schließen wir diese Arbeit ab Unser Ziel ist dass Sie eine umfassende und neutrale Information zum Thema Network Marketing bekommen Gerade was Marketing betrifft ist es bekanntlich naturgemäß schwierig an sachliche Informationen zu kommen Wir möchten darauf hinweisen dass sämtliche Informationen in dieser Arbeit aus externen Quellen stammen Weitere Informationen finden sie bei den im Literaturverzeichnis am Ende aufgeführten Quellen

Viral Marketing Sebastian Busse, 2001-10-28 Studienarbeit aus dem Jahr 2001 im Fachbereich BWL Offline Marketing und Online Marketing Note 2 Duale Hochschule Baden Württemberg Heidenheim für her Berufsakademie Heidenheim FB Wirtschaftswissenschaften Veranstaltung Online Marketing Sprache Deutsch Abstract Viral Marketing Definition Unter dem

Begriff Viral Marketing wird ein Konzept verstanden bei dem andere Internet Teilnehmer gezielt dazu gebracht werden Kommunikationsbotschaften von Unternehmen oder Anbietern von Produkten oder Dienstleistungen kostenlos zu verbreiten Dies bezieht sich ausschließlich auf die Verbreitung im Internet über dessen Kommunikationswege Diese Strategie ist also dadurch gekennzeichnet dass Kunden anstelle des Anbieters eine Anbieterleistung propagieren und weitervermitteln Man kann dies auch als virtuelle Mund zu Mund Propaganda bezeichnen Andere weniger gebräuchliche Synonyme sind Propagation Aggregation oder Organic Marketing Der Begriff Viral Marketing wurde 1996 von Jeff Rayport Professor an der Harvard Business School unter dem Hinweis The best marketing is marketing you don't have to do yourself eingeführt

Virales Marketing Chance Start Up Unternehmen Book Review: Unveiling the Power of Words

In a global driven by information and connectivity, the energy of words has become more evident than ever. They have the capability to inspire, provoke, and ignite change. Such could be the essence of the book **Virales Marketing Chance Start Up Unternehmen**, a literary masterpiece that delves deep to the significance of words and their effect on our lives. Written by a renowned author, this captivating work takes readers on a transformative journey, unraveling the secrets and potential behind every word. In this review, we will explore the book's key themes, examine its writing style, and analyze its overall effect on readers.

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