

Sitelogin

Chancen und Risiken der Anwendung interaktiver Medien für die Kommunikationspolitik von Immobilienunternehmen Leitfaden Digitaler Dialog Annual Report Samlerens Krydsords Leksikon Tina Nieswand Gabriele Braun British Veterinary Association Knud H. Ditlevsen Chancen und Risiken der Anwendung interaktiver Medien für die Kommunikationspolitik von Immobilienunternehmen Leitfaden Digitaler Dialog Annual Report Samlerens Krydsords Leksikon *Tina Nieswand Gabriele Braun British Veterinary Association Knud H. Ditlevsen*

inhaltsangabe einleitung verantwortlich für einen erheblichen bedeutungszuwachs des immobilien marketings ist neben den allbekannten gründen ständig wachsender wettbewerbsdruck sowie sich abzeichnende sättigungstendenzen auch die zunehmende komplexität und internationalität des immobilienmarktgeschehens besonders der einsatz moderner kommunikationstechnologien führt zu einem markt ohne grenzen dabei bildet die marketingkommunikation sowohl zur wahrnehmung der unternehmenskultur durch die Öffentlichkeit als auch innerhalb des marketing mix ein zentrales element produkte und dienstleistungen sind zunehmend austauschbar was bewirkt dass sich unternehmen immer seltener einem produktwettbewerb sondern vermehrt einem kommunikationswettbewerb stellen müssen informationsüberflutung eine dynamische entwicklung auf den medienmärkten sowie ein abnehmendes interesse an klassischen kommunikationsinstrumenten erschweren das erreichen der zielgruppen und führen zu einem dauerhaften leerstand bzw absatzschwierigkeiten bei den immobilienobjekten erhöhen unternehmen ihr werbebudget als reaktion auf die beschriebenen probleme werden sie damit auf lange sicht keinen erfolg haben es bedarf der entwicklung neuer kommunikationsstrategien die stärker auf die marktanforderungen insbesondere den kunden zugeschnitten sind gesucht sind wege der effektiven kommunikation bei der kundenorientierung und kundenbindung im vordergrund stehen da die quantität der werbekontakte mit klassischen maßnahmen kaum noch zu steigern ist stehen unternehmen vor der aufgabe eine neue qualität der kommunikation zu erreichen erheblichen einfluss auf den erfolg der kommunikation hat zudem die wahl der richtigen kommunikationskanäle einen adäquaten lösungsansatz bieten hier multifunktionale kommunikationsmedien die heute zeitgemäße marketingkonzepte bereichern ihr erhebliches anwendungsspektrum das sich auf alle bereiche der absatzpolitik erstreckt kommt vor allem in der

kommunikationspolitik zum tragen gang der untersuchung in der diplomarbeit soll aufgezeigt werden welche potentiale die neuen kommunikationstechnologien für die immobilienpezifische kommunikationspolitik birgen dazu werden die anwendungsmöglichkeiten der interaktiven medien eingehend untersucht ziel ist es theoretische grundlagen und voraussetzungen für den einsatz ausgewählter innovativer medien aufzuzeigen und deren praxistauglichkeit im immobilienwesen zu prüfen dabei steht die

neben marketing und vertriebsaspekten zeigt dieses buch perspektiven auf die sich aus dem social ergebn kundenanfragen über facebook twitter co können von den unternehmen als chance zum dialog genutzt werden wer es versteht die gespräche mit den konsumenten authentisch und auf augenhöhe zu führen wird zukünftig zu den gewinnern zählen wie das geht verrät dieses buch die herausgeberin gabriele braun geschäftsführerin der marketing bÖrse brachte in diesem werk 55 autoren der branche zusammen die über ihre erfahrungen berichten und praxisbeispiele aufzeigen

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