

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

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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 immobilien-spezifische 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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