



Social-Media-Erfolgskennzahlen am Beispiel von Facebook: Schriftenreihe International Marketing und Media Management Band I (German Edition)

Michael Ahmadi

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Social-Media-Marketing hat sich mittlerweile als festes Instrument im Marketing-Mix der Unternehmen etabliert. Vor allem Facebook-Seiten stellen ein beliebtes Instrument für Unternehmen dar, um mit ihrer Zielgruppe zu kommunizieren. Michael Ahmadi widmet sich in der vorliegenden Arbeit der Frage, welchen Wert das Betreiben einer Facebook-Seite für ein Unternehmen darstellt und wie der Erfolg von Social-Media-Marketing-Aktivitäten mithilfe von Kennzahlen gemessen werden kann. Hierbei gibt ein vom Autor entwickeltes Social-Media-Marketing-Prozessmodell den roten Faden der Arbeit vor. Im weiteren Verlauf der Thesis wird zudem ein Performance-Measurement-Konzept für die Social-Media-Erfolgsmessung eingeführt. Die Thesis ist zum einen interessant für Dozenten und Studierende, die sich dem Thema wissenschaftlich nähern möchten, zum anderen bietet sie aber auch Impulse für die Praxis.

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