



Bedeutung viraler Marketingkampagnen im Web 2.0 (German Edition)

Lisa Eppel

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Bachelorarbeit aus dem Jahr 2011 im Fachbereich BWL - Marketing, Unternehmenskommunikation, CRM, Marktforschung, Social Media, Note: 1,7, BA Hessische Berufsakademie, Sprache: Deutsch, Abstract: Jeden Tag werden Konsumenten mit Unmengen von Werbebotschaften konfrontiert. In rund 360 TV-Sendern, 244 Radiostationen und mehr als 3000 Printmedien werben Unternehmen und versuchen so um die Gunst der Konsumenten zu kämpfen. Die hohe Werbedichte führt dazu, dass der Konsument am Tag mit durchschnittlich 2500 bis 5000 Werbebotschaften in Berührung kommt.

Die Fülle von Werbebotschaften kann vom Konsumenten nicht mehr aufgenommen und verarbeitet werden. Es führt dazu, dass eine Abwehrreaktion gegen Werbung entsteht und der vermeintlich potenzielle Kunde die Werbebotschaften bewusst umgeht (durch Verlassen des Zimmers in der Werbepause, überblättern in Zeitschriften, etc.) oder einfach ignoriert.

Die rasante Verbreitung und Entwicklung des Internets lässt eine besondere Form der Mund-zu-Mund-Propaganda aufkommen: Das virale Marketing.

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