



Analyse des Social Media Marketings österreichischer Winzer

By Aurel Panagl

AV Akademikerverlag Jan 2015, 2015. Taschenbuch. Book Condition: Neu. 220x150x16 mm. This item is printed on demand - Print on Demand Neuware - Immer mehr Unternehmen nutzen Social Media Plattformen, um mit Konsumenten sowie über sich selbst zu kommunizieren. Beim Social Media Marketing herrscht jedoch hinsichtlich der Erfolgsmessung und Bewertung bedeutsame Unsicherheit darüber, wie diese am besten vorzunehmen sind bzw. welche Kennzahlen dazu am geeignetsten sind. Daher geht dieses Buch für in Social Media aktive niederösterreichische Premium-Winzer der Frage nach, wie 7 solcher Betriebe Social Media aktuell nutzen und mittels welcher Ansätze sie ihren Social Media Marketing Erfolg bewerten. 272 pp. Deutsch.



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