

DIGITALE TOUCHPOINTS UND IHRE MÖGLICHKEITEN FÜR DAS MARKETING

SOCIAL MEDIA

facebook

- Organic Post **OWNED**
- Sponsored Post **PAID**
- Messenger Ads (Postbox)
- Sponsored Messages
- Chat Bot
- Instant Articles
- In Stream Video
- Rechte Spalte
- Vorgeschlagene Videos
- Marketplace
- Stories
- Native/Banner/Interstitial
- Sponsored Post **PAID**

Instagram

- Organic Posts **OWNED**
- Sponsored Post **PAID**
- Stories **OWNED**
- Sponsored Stories **PAID**
- IGTV **OWNED**
- Influencer Post **PAID**

Xing

- Organic Post (Forum) **OWNED**
- Organic Post (Timeline) **OWNED**
- Sponsored Post **PAID**
- Display Ad **PAID**
- Sponsored Video **PAID**
- Business Pages **PAID**
- Sponsored Articles **PAID**
- Mailing **PAID**

LinkedIn

- Text Ads **PAID**
- Display Ads (Banner) **PAID**
- Dynamic Ads **PAID**
- Sponsored InMail (Mailing) **PAID**
- Sponsored Content **PAID**

Snapchat

- Organic Posts

Twitter

- Organic Posts **OWNED**

Pinterest

- Organic Posts **OWNED**

YouTube

- Preroll-Ad **PAID**

Whatsapp

- Gruppen
- Newsletter

HÄNDLER

Amazon

- AMS
- Organic
- A+ Content

Thalia & Co.

- Banner (inkl. Category Takeover)
- Newsletter

IN-BOOK-MARKETING

eBooks

- Product Ad
- Lead Ad

DISPLAY

Websites

- Banner

Apps

NATIVE/ DISCOVERY

Websites

- Discovery Ad

VERTICALS

Websites

- Organic
- Sponsored

SEA

Google

- Text/Display/Youtube

YouTube

- Sponsored

SEO

Suchmaschinen

- Organic

BEACON

Pushnotification

MARKT-FORSCHUNG

Jellybooks

MEDIATHEK

ARD

- Video

ZDF

- Video

Netflix

- Video/Verfilmung

EMPFEHLUNGS-PLATTFORM

Lovelybooks

Vorablesen

Goodreads

Amazon Vine

- Rezension

LESEPLATTFORM

Wattpad

Skoobe

WEBSITE

Eigene

- Startseite
- Gewinnspiel
- Landingpage/ Onepager
- Webinar
- Produktseite

Foren

- Organic Post
- Banner
- Organic Post

Partner

- Pressemeldung

Blogger

- Artikel

MAILING

Newsletter

- Produktnews
- Unternehmensnews
- Geburtsmailing/ Triggered sends

E-Mailing (qualifiziert)

- Produktnews