



# Viral Video Marketing Mit Business Generated Content (German Edition)

*Larisa Schmidt*

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Masterarbeit aus dem Jahr 2011 im Fachbereich BWL - Marketing, Unternehmenskommunikation, CRM, Marktforschung, Social Media, Note: 2,0, FOM Hochschule für Oekonomie & Management gemeinnützige GmbH, Hochschulstudienzentrum Hamburg, Sprache: Deutsch, Abstract: Persönliche Empfehlungen und fachlicher Austausch hatten vor allem im B2B-Bereich schon immer großen Einfluss auf Kauf- und Investitionsentscheidungen. Die zunehmende Verzahnung von Online- und Offline-Kommunikation wird dies weiter verstärken. Viele Unternehmen im B2B-Bereich erkennen das ROI-Potential des viralen Marketings und setzen zum Vertriebs Erfolg auf gemessene, virale Marketingkampagnen in Social Media.

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