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The Role of Culture in Social Media Marketing. A Systematic Literature Review How Budget Airlines in India leverage on Online Marketing to increase the Competitiveness Fiber board coffins on the Swedish funeral market. Target Costing and Co-Creation Social Media between High-School Graduates and Higher Education Institutions Code of Iowa Economic Survey Marketing 2014 Business Review Weekly The Indian Textile Journal Parliamentary Debates Quarterly Bulletin Adweek Ulrich's Periodicals Directory Bulletin Agricultural Statistics 2017 Outlook on Agriculture Marketing News Augmented Reality Applications at the Point of Sale Nation's Business Official Gazette Nivedha Mahendran Srinivas Rao Yemula Anna Lena Bischoff Lukas Riedner Iowa William M. Pride Sorabji M. Rutnagur India. Parliament. Rajya Sabha South African Reserve Bank Agriculture Department Jessica Wagner Vietnam

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master s thesis from the year 2018 in the subject business economics offline marketing and online marketing grade 1 7 university of bamberg language english abstract this present master thesis examines the role of culture on social media marketing being a form of modern marketing and a bundle of marketing related activities using social media with the help of a systematic literature review answers are sought to the question as to which extent cultural differences influence the effectiveness of social media marketing the main objective is to adequately present the state of research on the interdisciplinary topic and to identify research gaps the findings from peer reviewed journals ascribe an indispensable value to the cultural component and illuminate the topic from different contemporary relevant perspectives the results indicate that social media marketing is generally covered from a cultural point of view moreover the insights provide valuable knowledge from both consumers research perspective and from applied social media practices in multicultural settings however the findings also reveal extant research gaps in several directions that need to be addressed in the near future to provide theoretical approaches and scientifically proven evidence on successful utilization of social media marketing in multicultural settings the fact that social media plays an extremely important component in the worldwide dynamic technology development is an irrefutable fact companies are forced to integrate social media in the most diverse areas in order to

be lucrative in the long term to save costs and to survive in competition typical fields of application include all departments that deal with external corporate communication e g hr for recruiting and talent acquisition pr for professionally maintaining a favorable public image or in the marketing department as revolutionary marketing and sales platforms according to a new study 69 of marketing employees stated that marketing activities on social media helped to increase important marketing indicators and strengthen customer and brand loyalty nevertheless social media offer great opportunities but also hold challenges a major challenge is to choose the right medium which depends to a great extent on the target group

master s thesis from the year 2015 in the subject communications public relations advertising marketing social media grade distinction university of sunderland management development institute of singapore course masters in business administration language english abstract online marketing techniques have become the popular trend that helps organization to promote products and services globally budget airlines industry in india can leverage on the online marketing in order to increase the competitiveness in the market as most of the people choose to fly budget airlines this research paper identifies and analyses various online marketing techniques and factors that contribute to the success of online marketing both primary and secondary data gathering techniques are used in this research study the primary instruments for this research study is questionnaires with the sample sizes 381 of working adults and students of indian community in india and overseas the secondary sources used for this study are books newspapers magazines journals articles and previous research papers both qualitative and quantitative research methods are used to analyse the data ibm spss version 22 application software is used to analyse the data and generate the graphical output in pie chart diagram from the research study the researcher has found several success factors that play an important role in the successful execution of online marketing campaign such as quality content of the website regular updates of the social media website blogging on the popular blogs website to increase the website traffic online video marketing email marketing and paid search marketing lastly there are six critical success factors identified in this research study

seminar paper from the year 2016 in the subject business economics offline marketing and online marketing grade 1 7 linnaeus university business and economics course innovation through business engineering and design language english abstract this report discusses the concept of fiber board coffins on the swedish market from the perspective of target costing as well as co creation the main method used to derive the empirical findings was a focus group this report is the third report in a series where the product of fiber board coffins was developed from initial design stage to engineering phase and finally this business report due to the shift from a company centric view to a customer centric view on the market place companies need to adapt their strategies when launching a new product to make sure they offer an added value to the customer target costing considers the customer centric view by setting a price first and then deriving the placement of costs distribution of costs is done by seeking the customer s opinion and asking for what is important to them in the product the report describes how the target price was set and costs distributed to reach a satisfactory product for both the client and the company besides costs consumer behavior and customer value influence how the product should be marketed two main areas influence the consumer when purchasing a product macro external and micro internal factors it was found that the macro factors play an important role when setting boundaries to the product whereas the micro

factors can be used to place the product and derive a unique selling proposition the consulted focus group showed clear results the three most important factors in the purchase of a coffin are price color and sustainability from all the insights mentioned above an advertisement of a catalogue was developed and the conclusion reflects the concept how to market it and what could be a motivation to purchase it

bachelor thesis from the year 2015 in the subject communications public relations advertising marketing social media grade 10 campus02 university of applied sciences graz marketing course international marketing language english abstract die vorliegende arbeit beschäftigt sich mit dem thema soziale medien zwischen maturanten und hochschulen das ziel dieser arbeit war es zu analysieren welche bedeutung soziale medien bei maturanten als informationsquelle für das zukünftige studium besitzen die arbeit gliedert sich in einen theoretischen und praktischen teil der theoretische teil behandelt zwei themen soziale medien und hochschulmarketing welche in das hochschulmarketing in sozialen medien konvergieren durch 20 anwendungen ist es möglich dialoge anstatt monologe im internet zu führen in verschiedenen sozialen netzwerken können inhalte erstellt konsumiert und daran teilgenommen werden auch unternehmen können diese sozialen netzwerke nützen um marketingziele zu erreichen hochschulen betreiben seit Jahren marketing um ein bewusstsein und einen positiven ruf am markt bei den zielgruppen zu etablieren eine dieser zielgruppen sind potentielle studenten welche durch traditionelle kommunikationsinstrumente wie messen tag der offenen türen oder informationsmaterialien gewonnen werden können der letzte theorieteil behandelt das thema ob soziale medien für hochschulen geeignet sind hochschulen profitieren von sozialen netzwerken da aktuelle informationen potentiellen studierenden bereitgestellt werden jedoch werden soziale netzwerke nicht von maturanten als mögliche informationsquelle über das zukünftige studium bewusst verwendet oftmals präsentieren seiten in sozialen medien den gleichen inhalte wie von statischen webseiten was jedoch nicht das ziel von sozialen netzwerken ist derzeit können soziale netzwerke als marketinginstrument im anfangsstadium bei der ansprache von potentiellen studierenden betrachtet werden der praktische teil dieser arbeit untersucht ob die theoretisch erarbeiteten inhalte mit der meinung von österreichischen maturanten übereinstimmen 85 maturanten wurden hinsichtlich ihrer akzeptanz befragt ob sie soziale netzwerke für die informationssuche für das zukünftige studium verwenden die ergebnisse zeigen dass traditionelle kommunikationsinstrumente vermehrt verwendet werden durch die erhebung gibt es informationen dass inhalte wie erfahrungen von studierenden in sozialen netzwerken erwartet werden schlussendlich kann gesagt werden dass die resultate sich mit dem theoretischen teil decken

perfect for students of all backgrounds and interest levels pride and ferrell s marketing 2014 combines a thorough overview of essential marketing principles with a visually engaging reader friendly presentation this popular proven text and a full range of supplemental learning resources including lectures videos and an interactive marketing plan provide students with the knowledge and decision making skills they ll need to succeed in today s competitive business environment marketing 2014 includes the most current coverage of marketing strategies and concepts with extensive real world examples including material on social networking and digital marketing this edition has a new chapter on digital media and social networking that incorporates the latest research and trends in the ever changing environment of e marketing you will find important topics

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essay from the year 2016 in the subject business economics trade and distribution grade 1 7 munich university of applied sciences language english abstract the technique of augmented reality ar changes the perspective of the viewer and integrates digital information into the environment whatis techtarget com 2016 in the last few years ar has developed from a technical gadget into a marketing tool as at the moment ar is starting to enter the mainstream but there are still several branches which don t use this new method this article analyses the use of augmented reality applications at the point of sale by going into detail from a technical and mobile marketing point of view besides discussing the added value of ar implementation the author also refers to the best practices examples ikea and audi in consequence of this new fast growing market the technology is not yet mature and is currently limited by technical barriers

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