



# **Social Commerce (deutsch): Die Monetarisierung von Social Media (German Edition)**

*Paul Marsden*

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Forschungsarbeit aus dem Jahr 2010 im Fachbereich Medien / Kommunikation - Public Relations, Werbung, Marketing, Social Media, Note: keine, , Sprache: Deutsch, Abstract: Wie können Marken und Handel mit Social Media Geld verdienen?

Social Commerce, die Verschmelzung von Social Media und E-Commerce, könnte die Antwort sein. Social Networks haben den Mainstream erreicht und viele Marken reagieren darauf: Sie integrieren Shopping-Funktionen auf Facebook, tweeten Sonderangebote auf Twitter und integrieren Social Media Tools in ihre E-Commerce-Plattformen. Und damit erzielen sie beeindruckende Erlöse.

Basierend auf Erkenntnissen der Konsumpsychologie und Erfahrungen von Marken wie Adidas, Apple, Burberry und Levi's liefert der Social Media Strategie der Syzygy Gruppe Dr. Paul Marsden mit der neuen Studie eine Einführung in die aufkommenden Trends Social Commerce und Social Shopping. Was sind sie, wie funktionieren sie und warum sollten sie Teil Ihrer digitalen Marketing Strategie sein?

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