



E-Mail-Marketing-Newsletter (German Edition)

Katya Georgieva

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Es wird für Unternehmen immer schwieriger, potenzielle Kunden über die traditionellen Marketing Kommunikationsinstrumente erfolgreich anzusprechen. Denn die Massenansprache und die Unterbrechung im privaten Raum werden vom Empfänger bereits seit Jahren als sehr lästig empfunden. Deshalb versuchen Empfänger, sich gegen unerwünschte Werbung zu schützen. Falls allerdings Marketing mit Erlaubnis betrieben wird, wird die Botschaft erwartet und akzeptiert. Deswegen hat das Erlaubnis- oder Permission Marketing, wozu das E-Mail-Marketing gehört, zunehmend Erfolg. Es zeichnet sich durch wesentlich höhere Reaktionsraten als das Interruption Marketing aus. In dieser Studie wird der Gegenstand des Permission Marketings dargelegt. Zudem werden die Tendenzen des Direktmarketings und insbesondere des E-Mail-Marketings in Deutschland angesprochen. Es wird weiterhin beschrieben, dass im Unterschied zu den klassischen Kommunikationsinstrumenten, Unternehmen mithilfe des E-Mail-Marketings seine Kunden individuell ansprechen können, mit Ihnen in Dialog treten und eine langfristige Beziehung aufbauen können. Der E-Mail-Newsletter ist die populärste Variante des E-Mail-Marketings. Das ist der Grund, warum in diesem Buch der Newsletter per E-Mail das Hauptthema ist. Das Hauptziel der Untersuchung ist, die Richtlinien für die Erstellung eines professionellen E-Mail-Marketing-Newsletters für den B-to-B-Bereich darzulegen. Es werden die Ziele der Newsletter-Kampagnen erörtert, die vom Anfang an klar zu setzen sind. Ferner werden die rechtlichen Einschränkungen beschrieben, die man beachten muss, bevor die Newsletter-Kampagne in Gang gesetzt wird. Weiterhin werden die Arten der Vermarktung vom E-Mail-Newsletter dargelegt. Zudem werden die geeigneten Newsletter-Inhalte behandelt und die Möglichkeiten ihrer Beschaffung. Die Studie richtet sich vor allem an Unternehmen, die einen professionellen E-Mail-Marketing-Newsletter für ihre Business-Kunden einführen möchten und diesen als Marketing-Kommunikationsinstrument nutzen wollen.

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