

Social-Media-Guidelines*
– damit Social-Media-Marketing überzeugen kann

Prof. Dr. Ralf Kreutzer

Social media marketing seems to be a must-have for many companies now. Yet there is no consensus about the definition of the key terms. Therefore the terms social media and social media marketing are defined first and their relevance for companies is clarified. This explanation is followed by the discussion of social media guidelines which are regarded as a prerequisite for successful social media marketing. A social media house is presented as helpful master plan for the development and implementation of social media marketing.

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Bleichstr. 20-22
76593 Gernsbach

Tel. 07224 9397 150

Fax 07224 9397 905

info@betriebswirte-verlag.de

www.derbetriebswirt.de