**Formen des Online-Marketings**

**Types of Online Marketing**

A picture containing text, businesscard, font, screenshot

Description automatically generated

|  |  |
| --- | --- |
| Display Werbung | Display advertising |
| Online-Direktmarketing | Online direct marketing |
| Webpräsenz | Online presence |
| Direkt Geschäft (Verkauf) | Direct business (sale) |
| Indirektes Geschäft (Lead) | Indirect business (lead) |

**Zuordnung von Marketing-Maßnahmen in die Phasen des Sales Funnels**

**Allocation of Marketing Measures to the Phases of the Sales Funnel**

A picture containing text, screenshot, businesscard, font

Description automatically generated

|  |  |
| --- | --- |
| Produktbewertungen | product ratings |

**Arten von Affiliates entlang des AIDA-Modells**

**Types of Affiliates along the AIDA Model**

A diagram of a sales process

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**Umsetzung des Affiliate-Marketings unter Einbindung eines AffiliateNetzwerkes**

**Implementation of Affiliate Marketing Involving an Affiliate Network**

Ein Bild, das Text, Kleidung, Screenshot, Person enthält.

Automatisch generierte Beschreibung

**Der Sweet Spot**

**The Sweet Spot**

A picture containing text, businesscard, logo, design

Description automatically generated

|  |  |
| --- | --- |
| Know-How und Fähigkeiten des Unternehmens | Company know-how and capabilities |
| Informationsbedarf und Probleme der Zielpersonen | Information needs and problems of the target person |

**Die Content-Entwicklung nach dem Lean-Prinzip**

**Content Development According to the Lean Principle**

A diagram of a diagram

Description automatically generated with low confidence

|  |  |
| --- | --- |
| Ziel | Goal |
| Analysieren | Analyze |
| Anpassen | Adjust |
| Klassiche Content-Entwicklung | Traditional content development |
| Interactive Content-Entwicklung | Interactive content development |

**Größenverhältnisse ausgewählter Banner**

**Size ratios of selected banners**

A set of orange and white banners

Description automatically generated with low confidence

**Kennzahlen der Online-Werbung entlang des Entscheidungsprozesses**

**Key Performance Indicators along the Decision-Making Process in Online Advertising**

A picture containing text, circle, diagram, screenshot

Description automatically generated

|  |  |
| --- | --- |
| Konversion | Conversion |
| Impressionen | Impressions |
| Klicks | Clicks |
| Traffic ohne Bounces | Traffic without bounces |