



Der Wert eines Facebook-Fans für Coca-Cola

By Michael Weberschläger

GRIN Verlag GmbH Okt 2013, 2013. Taschenbuch. Book Condition: Neu. 211x85x30 mm. This item is printed on demand - Print on Demand Neuware - Studienarbeit aus dem Jahr 2012 im Fachbereich BWL - Marketing, Unternehmenskommunikation, CRM, Marktforschung, Social Media, Note: 1,0, , Sprache: Deutsch, Abstract: Die Wertfindung eines Facebook-Fans erscheint wie die Suche nach dem heiligen Gral. Zahlreiche Studien und Artikel befassen sich damit einem Facebook-Fan einen Wert zuzuordnen der gleichzeitig plausibel und nachvollziehbar ist. In diesem Artikel werden einige dieser Studien und Artikel analysiert, interpretiert und miteinander verglichen. Einzelne Begriffe werden erklärt und wissenschaftliche Artikel sowie empirische Studien werden als Basis herangezogen um hier ein konkretes Ergebnis hinsichtlich der Wertdefinition eines Facebook-Fans für das Unternehmen Coca-Cola aufzuzeigen. Ziel ist es aber nicht, die Frage des Social Media ROI aufzugreifen. 16 pp. Deutsch.



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