



Dialogmarketing für Dummies (German Edition)

Andreas Scherfke

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Dialogmarketing für Dummies (German Edition) Andreas Scherfke

Wie kann man heute sein Produkt an den Mann bringen oder die Kundin für seine Dienstleistung erreichen? Dialogmarketing heißt das Zauberwort! Dieses Buch stellt die ganze Bandbreite von Instrumenten des Dialogmarketing vor: vom klassischen Werbebrief über Telefonmarketing und Couponing bis hin zur Kundenzeitschrift.

Natürlich werden die Planung und Konzeption von Kampagnen, die Adressenbeschaffung und -pflege sowie die rechtliche Seite nicht ausgespart. Fallstudien zu den Themen Kunden finden, Kunden binden und Kunden zurückgewinnen runden das Buch ab.

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