mediendesign

Google Ads

Von der Website zur Webanwendung

Agiles Projektmodell

TYPO3

Übersicht

10.00 – 11.00 Uhr	Agiles Projektmodell
11.00 – 12.00 Uhr	**Online Marketing Formate und Technologie Stack**
12.00 – 13.00 Uhr	Mittagspause
13.00 – 14.00 Uhr	Typo3 Extensions
14.00 – 15.00 Uhr	SEO und Google Ads
15.00 – 15.30 Uhr	Kaffeepause
15.30 – 16.30 Uhr	E-Mail Marketing

11.00 – 12.00 Uhr

1. **Online Marketing Formate**

   Ziele und Aufteilung in Kategorien

2. **Technologie Stack**

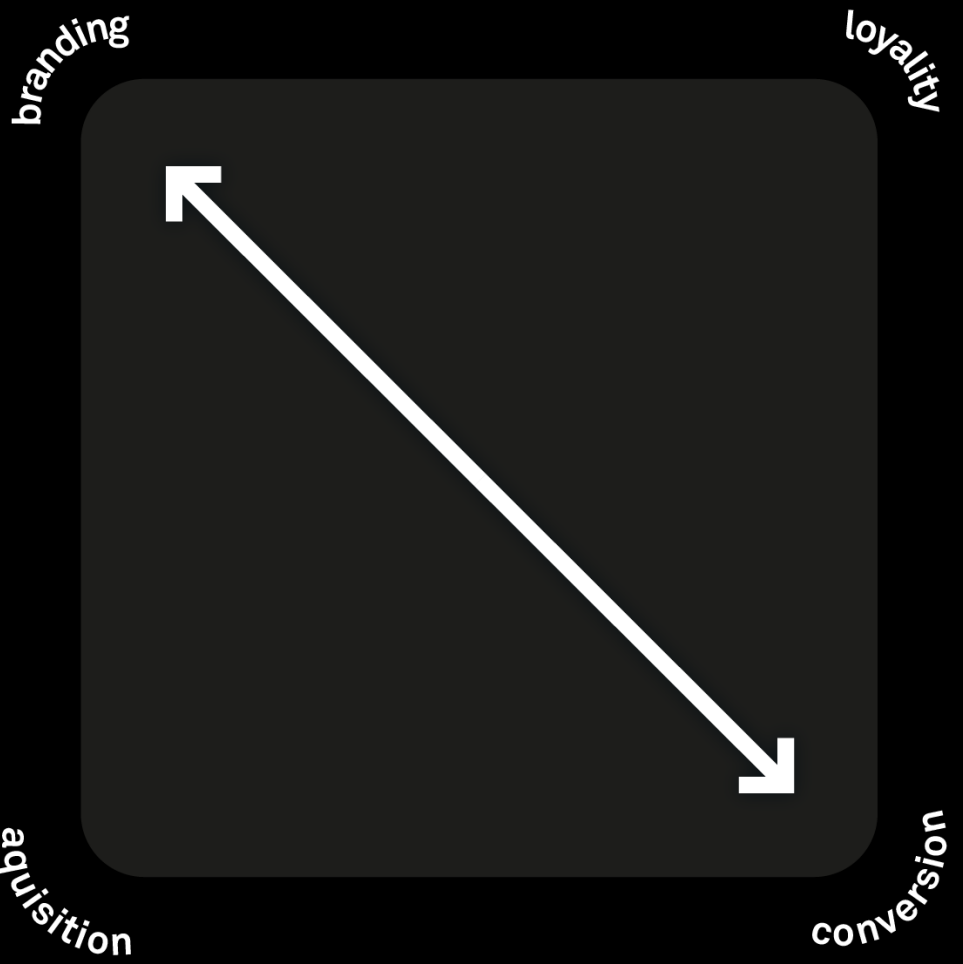
   Tool Überblick

Online Marketing Formate

Ziele und Aufteilung in Kategorien

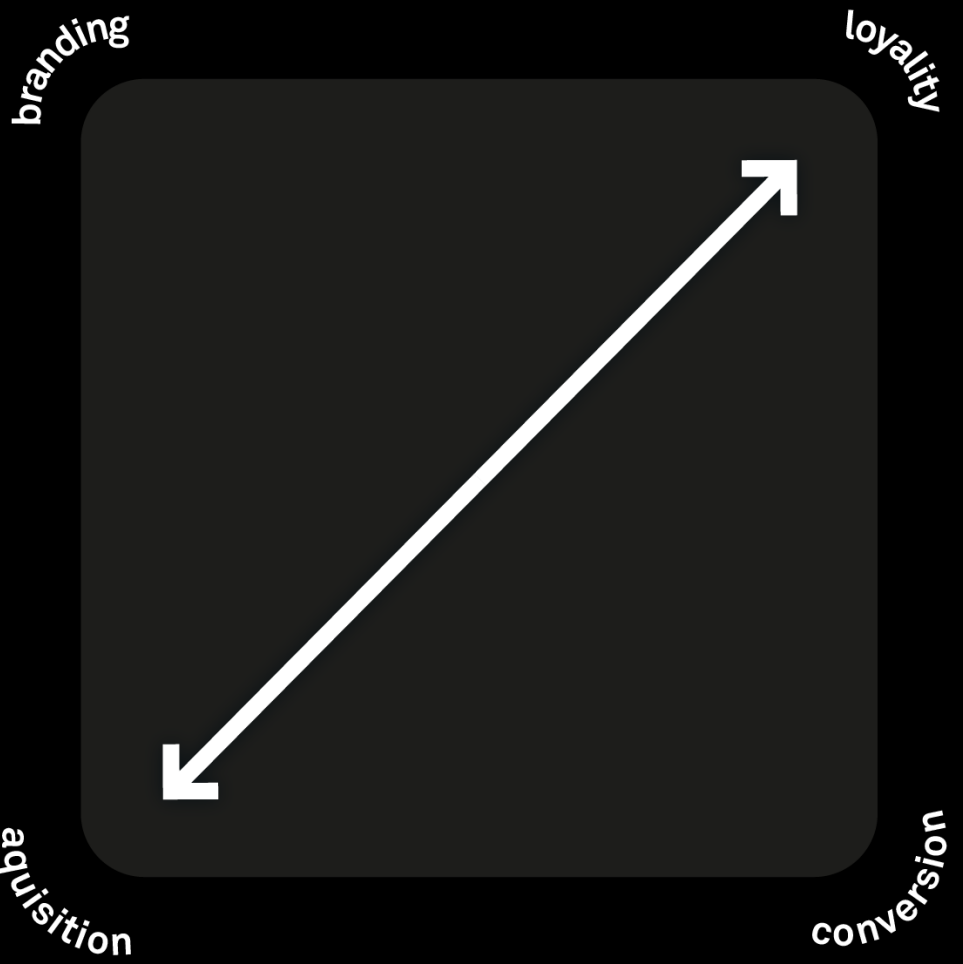
Ziele

Online Marketing Formate



Ziele

Online Marketing



Ziele

Online Marketing

Kategorien

Online Marketing Formate

Website & Content

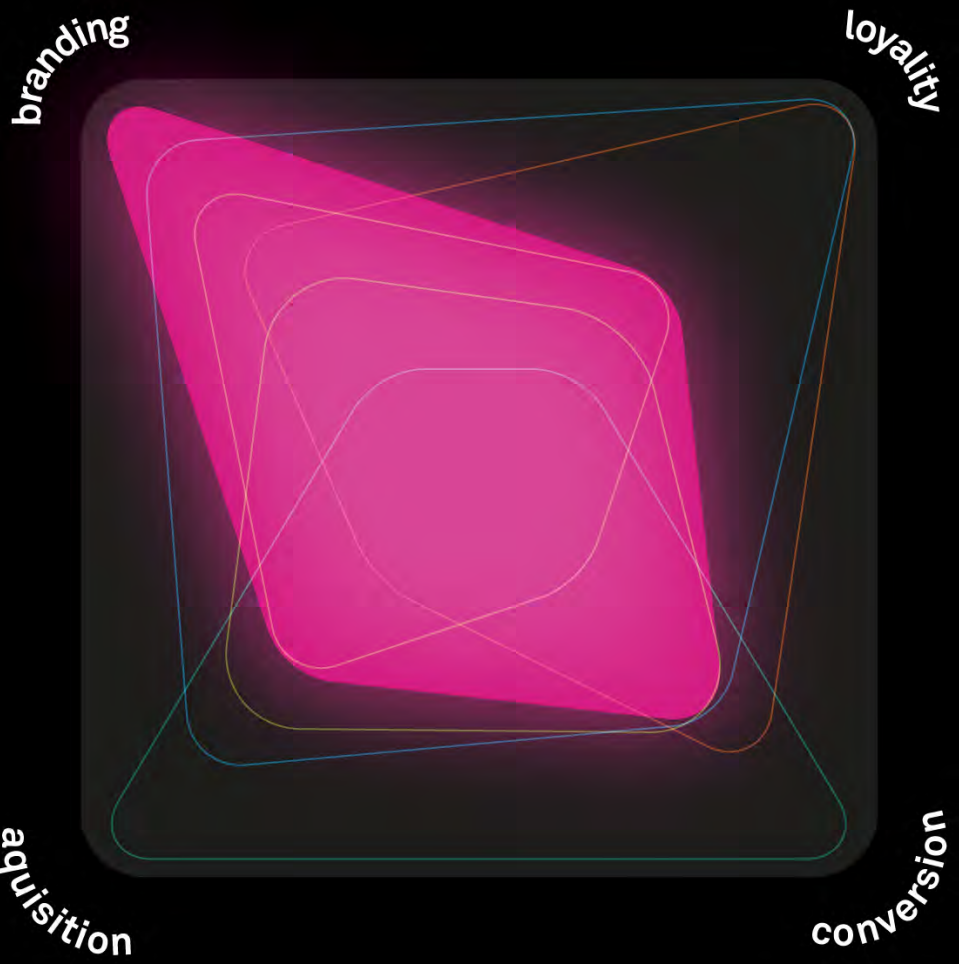
E-Mail Marketing

Influencer Marketing

Display Advertising

Search Engine Marketing

Social Media Marketing



Website & Content

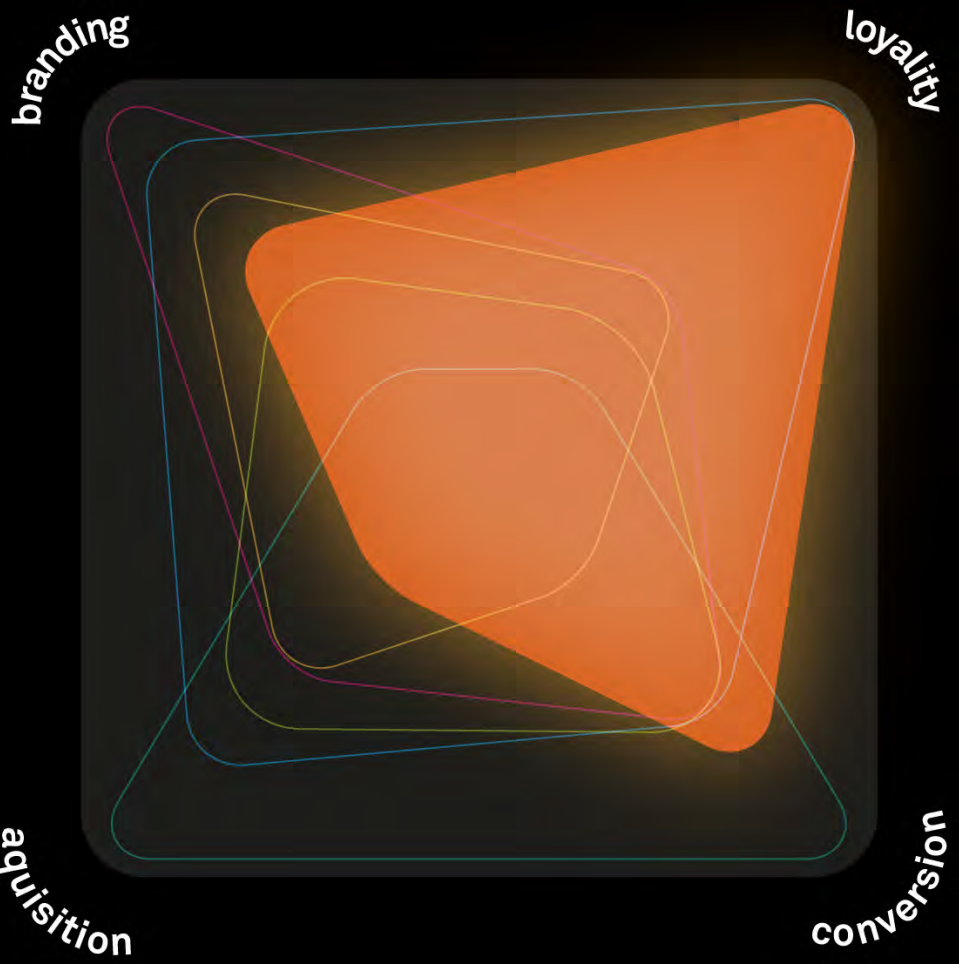
E-Mail Marketing

Influencer Marketing

Display Advertising

Search Engine Marketing

Social Media Marketing



Website & Content

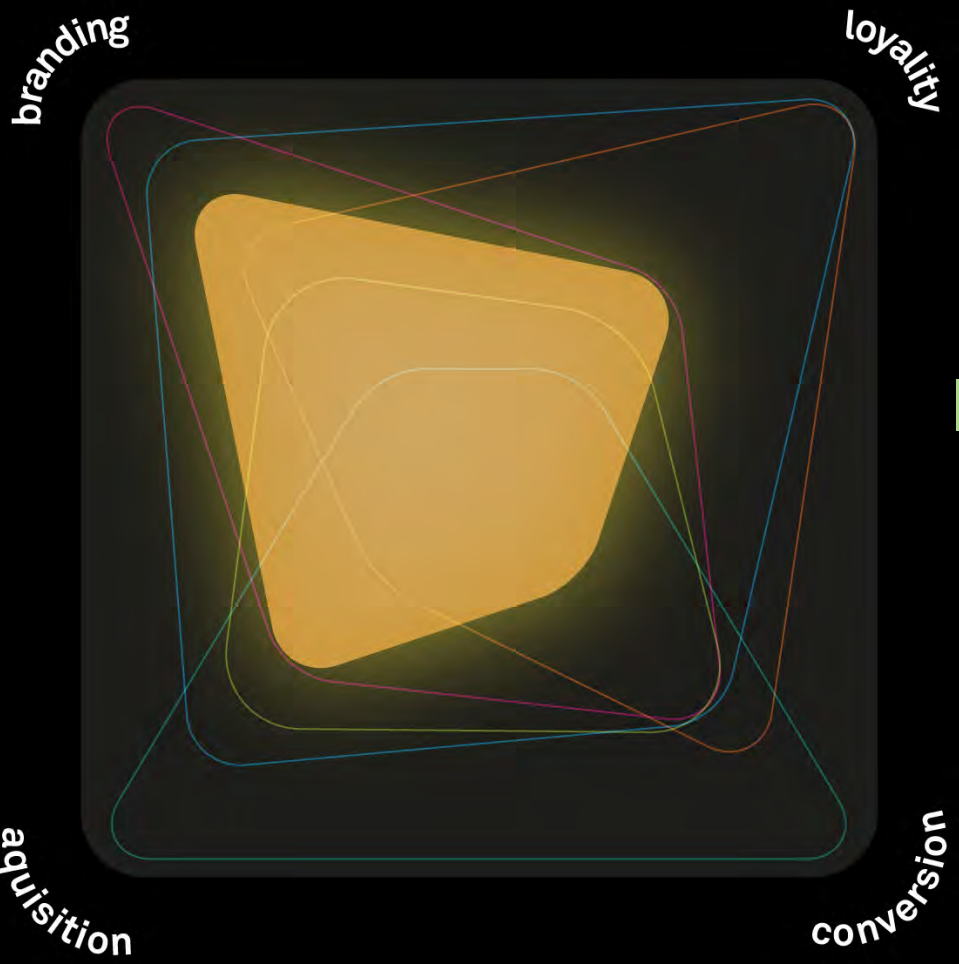
E-Mail Marketing

Influencer Marketing

Display Advertising

Search Engine Marketing

Social Media Marketing



Website & Content

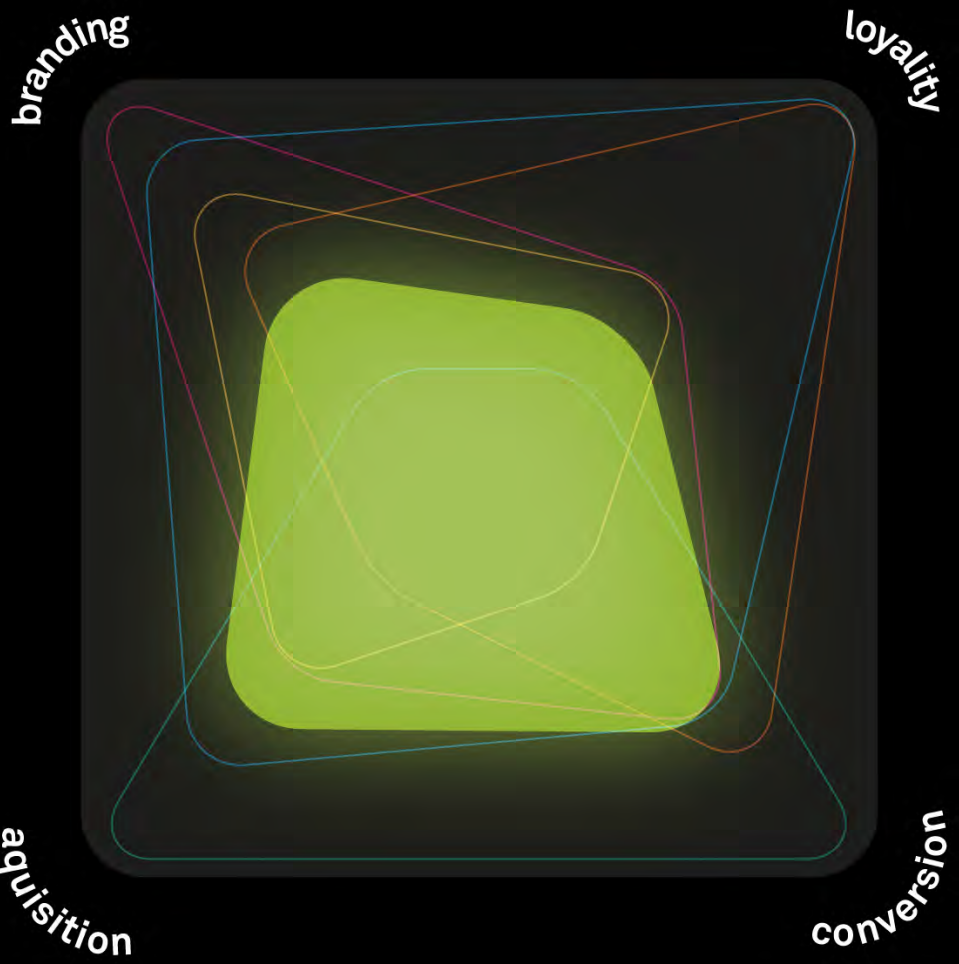
E-Mail Marketing

Influencer Marketing

Display Advertising

Search Engine Marketing

Social Media Marketing



Website & Content

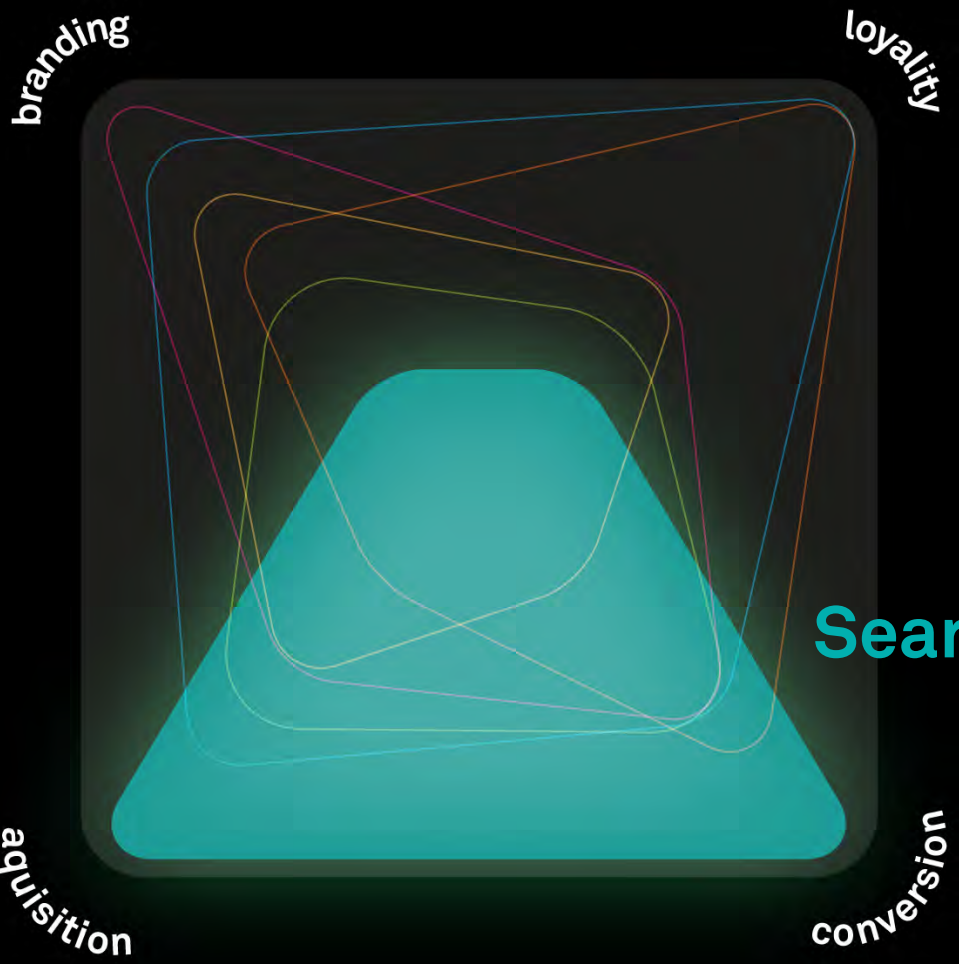
E-Mail Marketing

Influencer Marketing

Display Advertising

Search Engine Marketing

Social Media Marketing



Website & Content

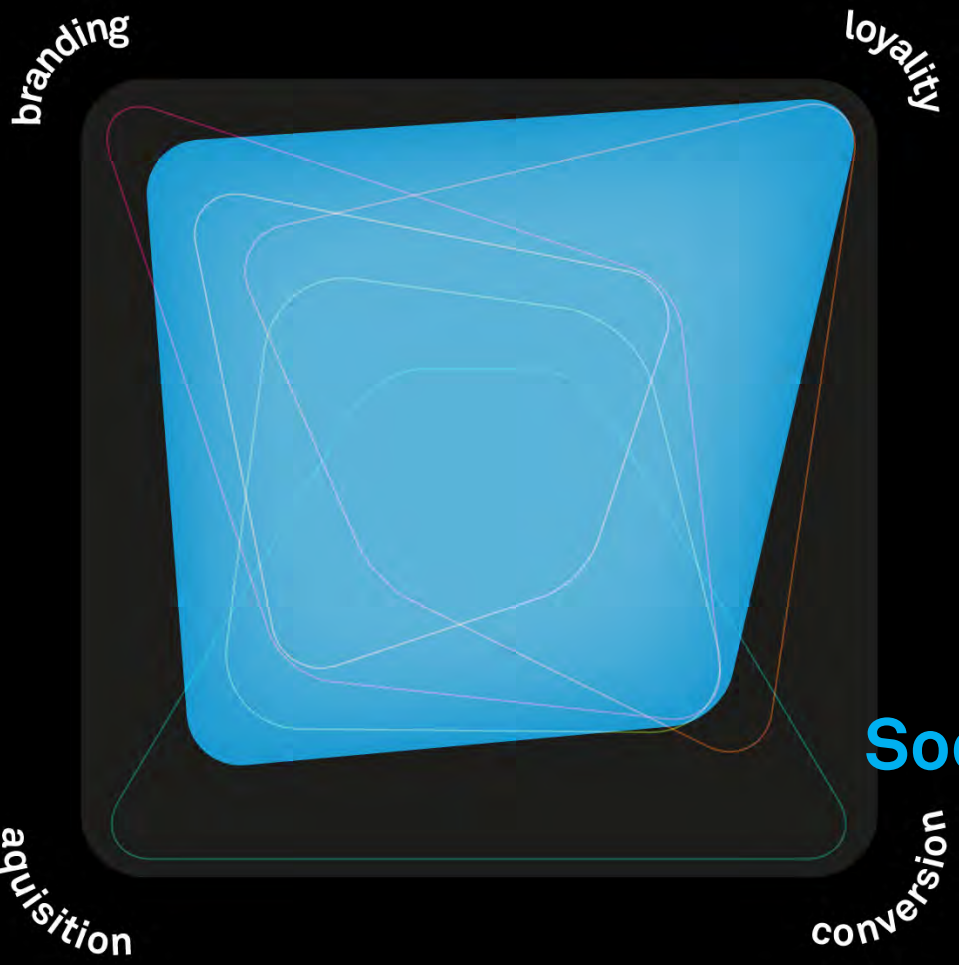
E-Mail Marketing

Influencer Marketing

Display Advertising

Search Engine Marketing

Social Media Marketing



Website & Content

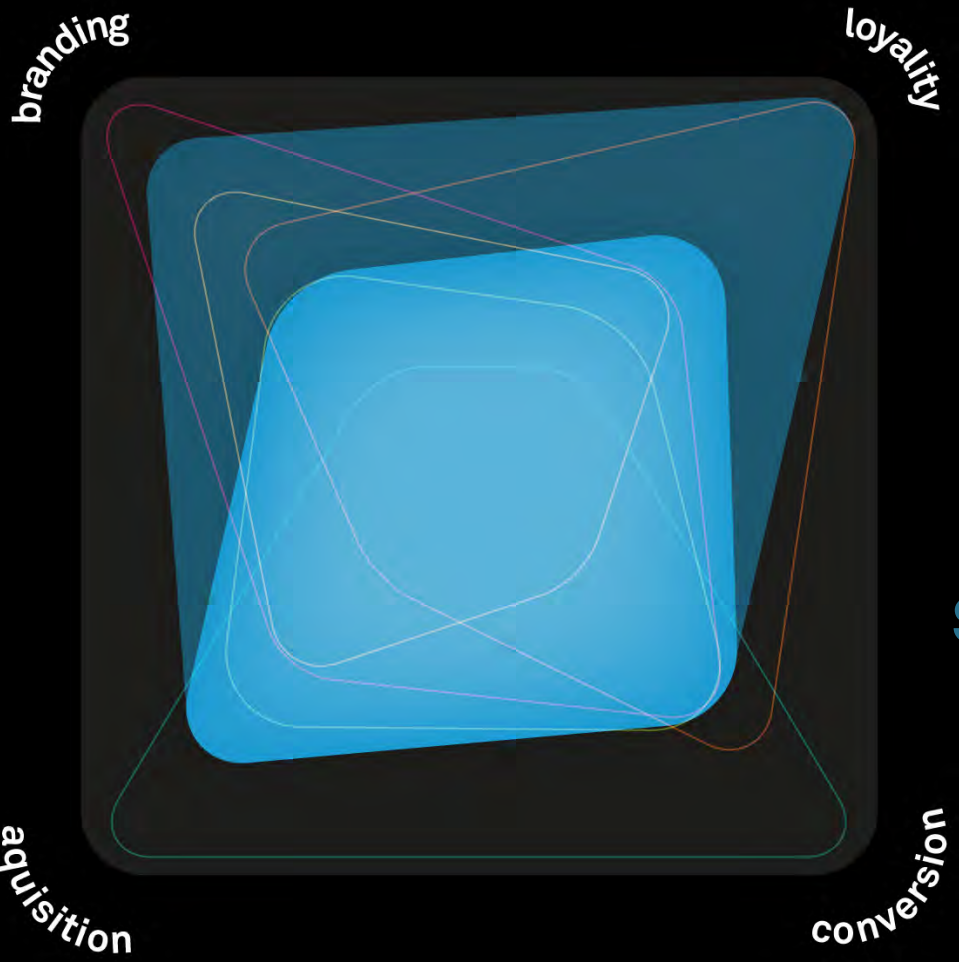
E-Mail Marketing

Influencer Marketing

Display Advertising

Search Engine Marketing

Social Media Marketing



Website & Content

E-Mail Marketing

Influencer Marketing

Display Advertising

Search Engine Marketing

Social Media Marketing

Facebook Ads

Technologie Stack

Tool Überblick für die Bereiche Advertising, Content, Social, Commerce, Data und Management

Neue Tools neue Möglichkeiten

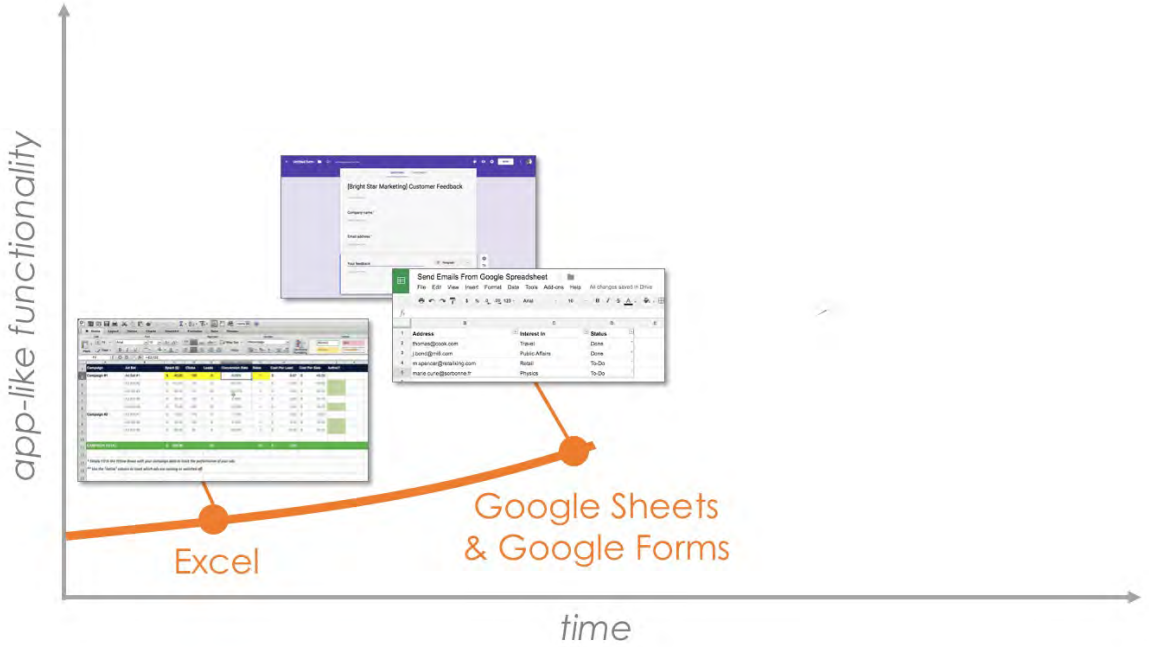
- no-code
- cloud-based
- easier-to-use tools

-> Auch ohne Programmierkenntnisse können mächtige digitale Tools entstehen

Beispiel

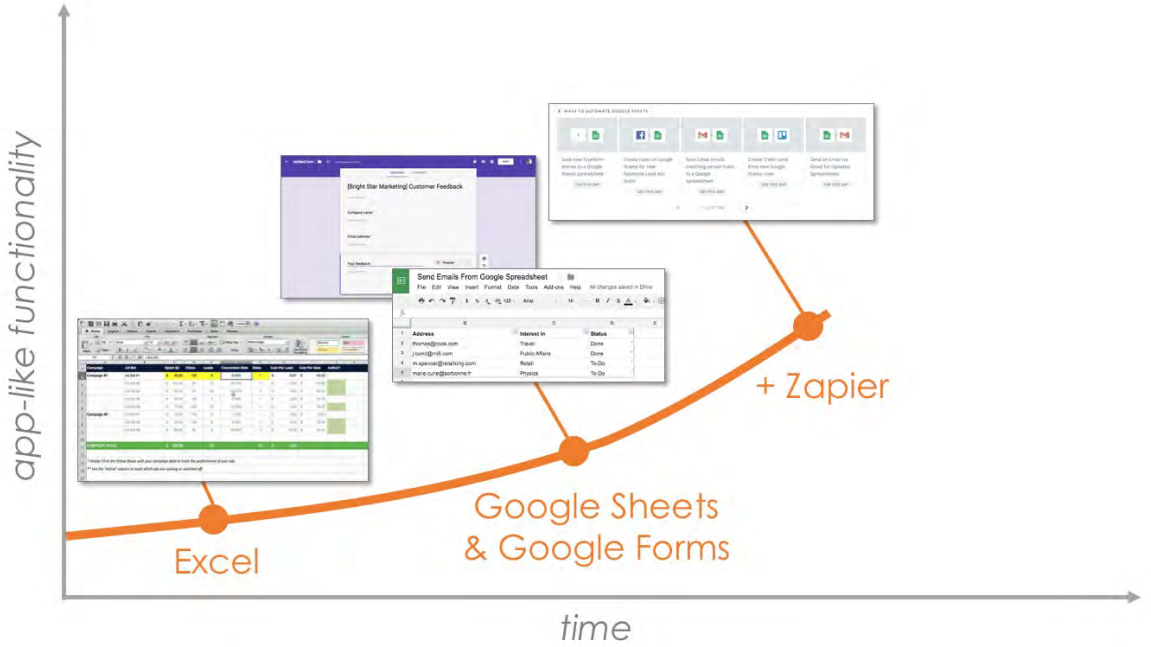
https://chiefmartec.com/2018/10/every-marketer-app-developer/

Beispiel



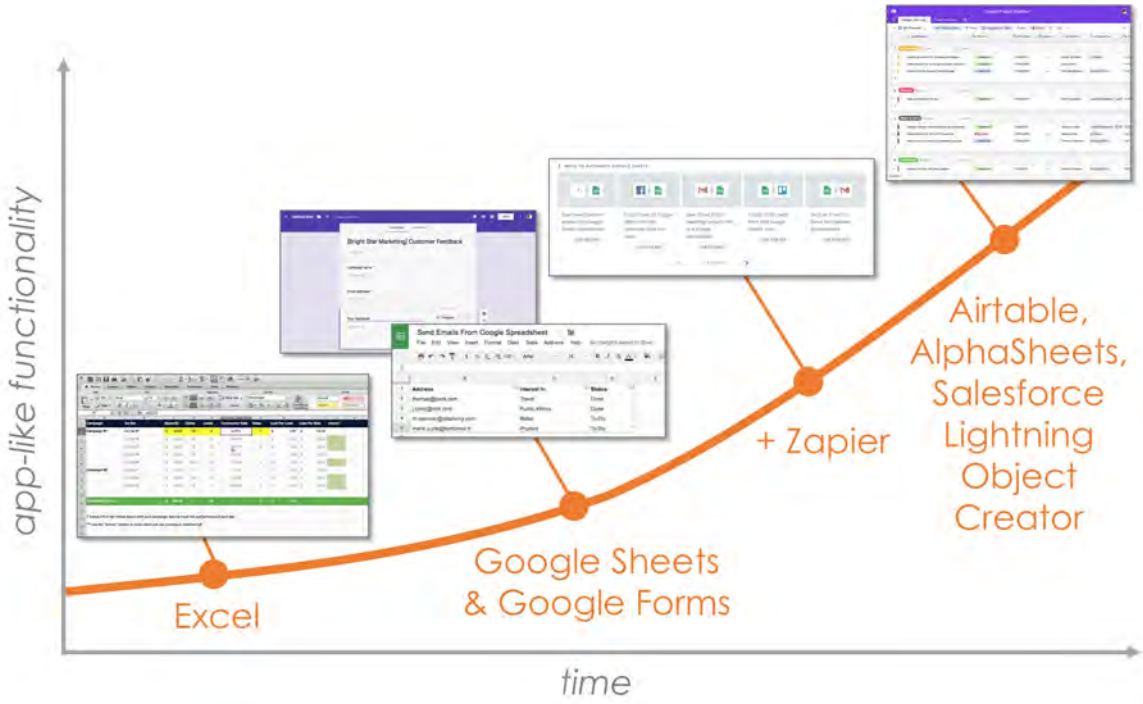
https://chiefmartec.com/2018/10/every-marketer-app-developer/

Beispiel



https://chiefmartec.com/2018/10/every-marketer-app-developer/

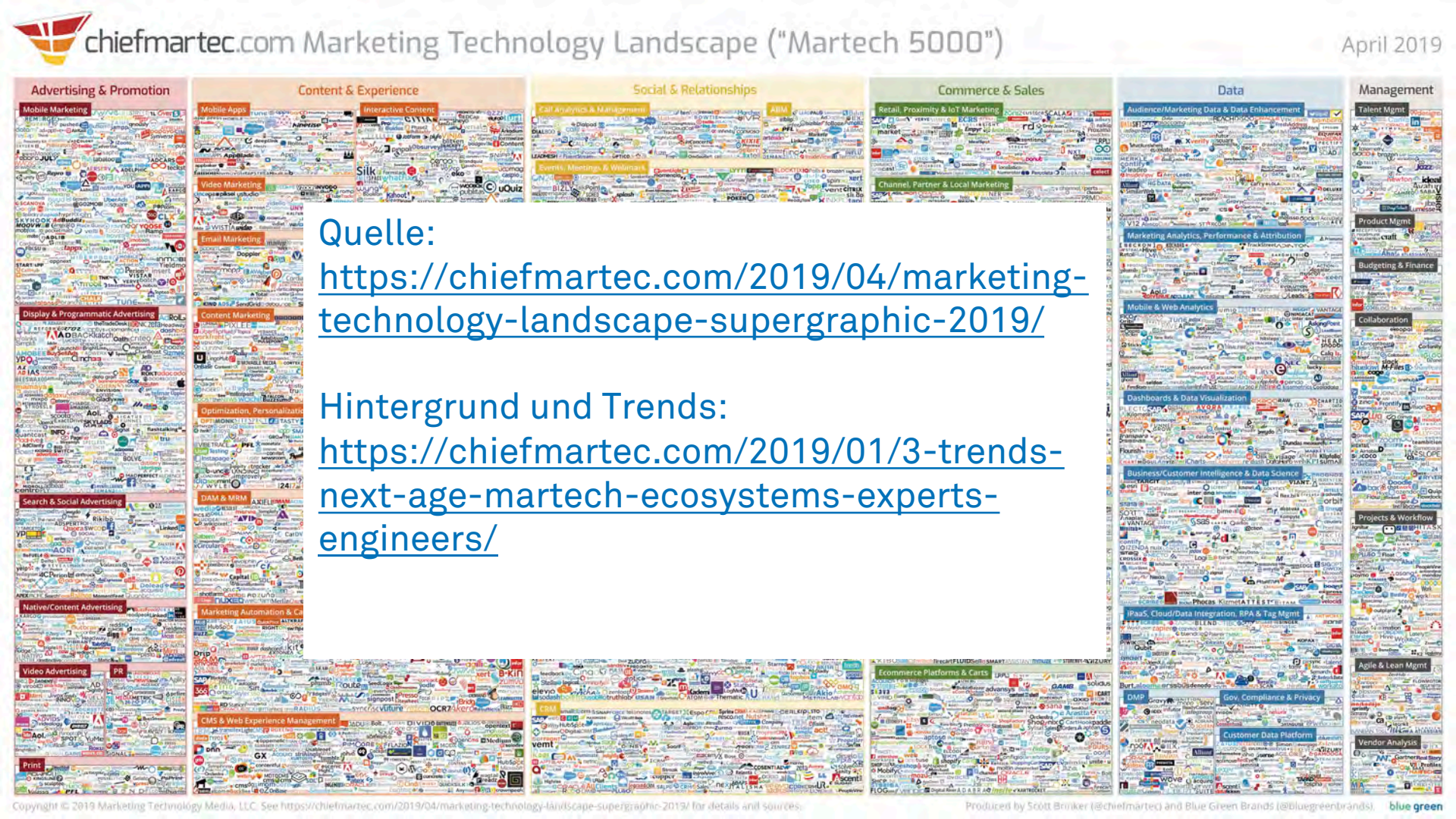
Beispiel



https://chiefmartec.com/2018/10/every-marketer-app-developer/

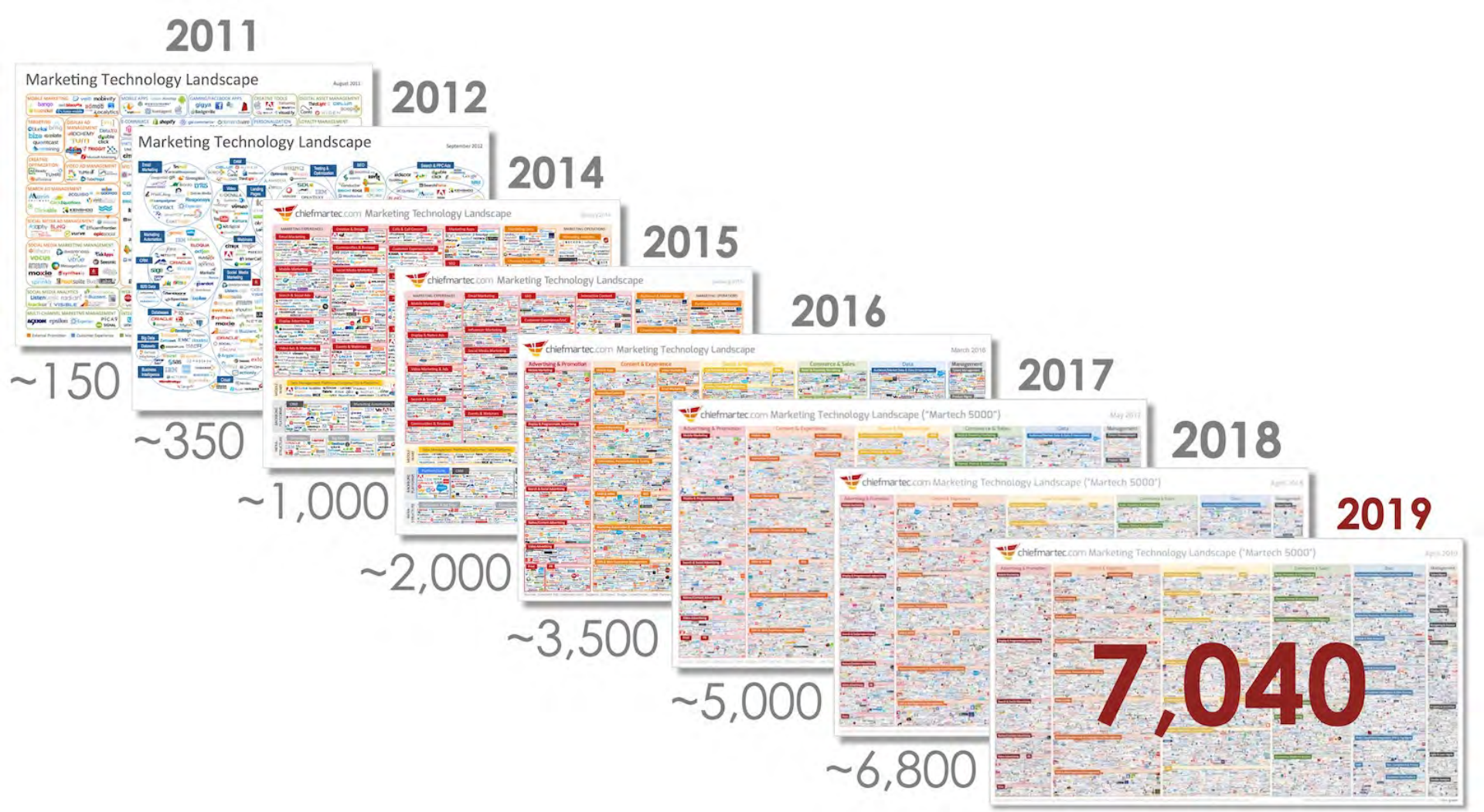
Ist das wirklich so einfach?

- Digitalisierung ohne eigene Entwicklung?
- Abhängigkeit von Tools und Plattformen?
- Datensicherheit?
- Wie findet man die richtigen Tools?
- Mehr Beratung!



Quelle:
https://chiefmartec.com/2019/04/marketing-technology-landscape-supergraphic-2019/

Hintergrund und Trends:
https://chiefmartec.com/2019/01/3-trends-next-age-martech-ecosystems-experts-engineers/


2011
Marketing Technology Landscape
August 2011
~150
2012
Marketing Technology Landscape
September 2012
~350
2014
chiefmartec.com Marketing Technology Landscape
~1,000
2015
chiefmartec.com Marketing Technology Landscape
~2,000
2016
chiefmartec.com Marketing Technology Landscape
March 2016
~3,500
2017
chiefmartec.com Marketing Technology Landscape ("Martech 5000")
May 2017
~5,000
2018
chiefmartec.com Marketing Technology Landscape ("Martech 5000")
~6,800
2019
chiefmartec.com Marketing Technology Landscape ("Martech 5000")
7,040

Wie findet man die richtigen Tools?

- Advertising & Promotion
- Content & Experience
- Social & Relationships
- Commerce & Sales
- Data & Management

Wie findet man die richtigen Tools?

- **Advertising & Promotion**
- Content & Experience
- Social & Relationships
- Commerce & Sales
- Data & Management

PR
Influencer
Print
Display
Mobile & POS
...

Wie findet man die richtigen Tools?

- Advertising & Promotion
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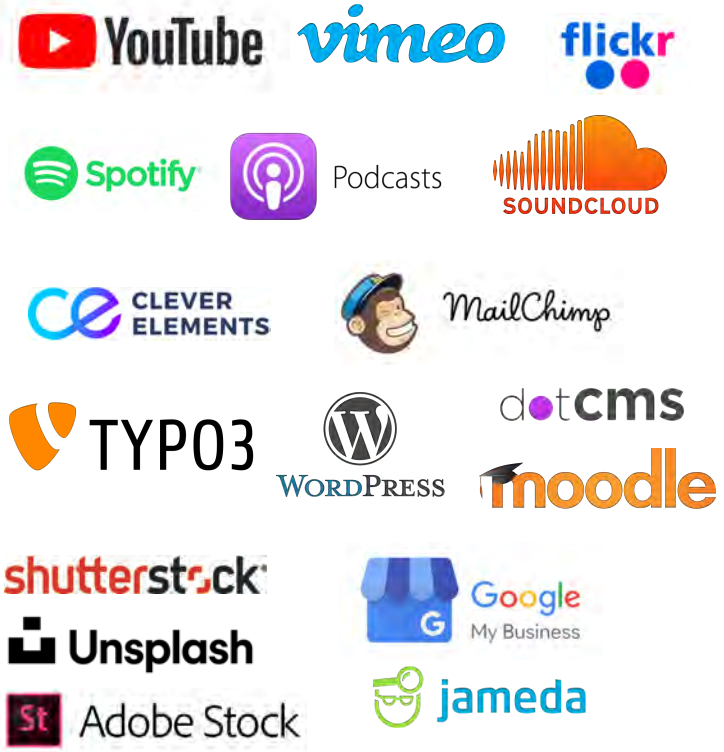


Wie findet man die richtigen Tools?

- Advertising & Promotion
- Content & Experience
- **Social & Relationships**
- Commerce & Sales
- Data & Management

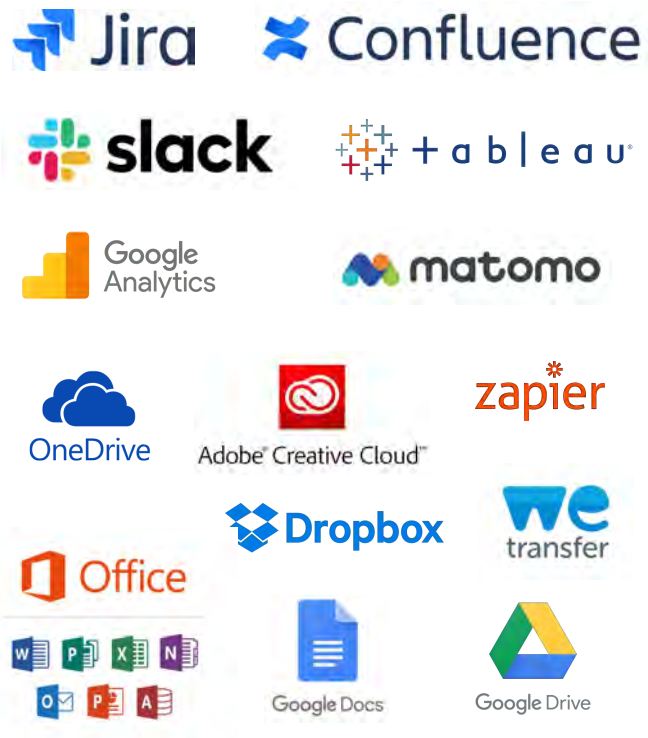
Call Analytics & Management
Events
...

Wie findet man die richtigen Tools?

- Advertising & Promotion
- Content & Experience
- Social & Relationships
- **Commerce & Sales**
- Data & Management

Wie findet man die richtigen Tools?

- Advertising & Promotion
- Content & Experience
- Social & Relationships
- Commerce & Sales
- **Data & Management**



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Technologie Stack definieren

Beispiel Online Marketing Stack mediendesign AG

Google Analytics
SurveyMonkey
tableau

Auswertung

CAS genesisWorld

CRM

Confluence
Jira
slack
PROJEKTOR

Projektmanagement

TYPO3

Website

Social Media

Advertising

Social Media Ads

Google Ads

SEA

Office

Content erstellen

Adobe Creative Cloud

Grafik Design

CLEVER ELEMENTS

Newsletter

YouTube
Google My Business

Content Plattformen

Zusammenfassung

- Tools gezielt auswählen
  (nicht was geht, sondern was man braucht)
- Führende Tools für die Kernfunktionen festlegen
  (z. B. CRM, Website, Projektmanagement)
- Schnittstellen nutzen/schaffen
  (z. B. CRM-Website, ein Contentpool für verschiedene Kanäle, ...)

www.mediendesign.de/25

UX Design

Software Engineering

Online Marketing