Beat: News

Online Communication Conference 2013.

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Hamburg., 21.11.2013, 21:21 Time

USPA NEWS - On 19.11.2013 was held for the first time, the Online Communication Conference at the Sofitel Hotel in Hamburg. The online communication conference was a series of events for online marketing managers, CRM managers, Email - Marketeer and leaders in online customer dialogue.

The host of the online communication conference was the Internet World Business, the magazine for Internet Professionals. The selection of topics were presented by Social Media Marketing and CRM Big Data on e- mail marketing to multi - channel strategies und Customer Journey. Presented by the Internet World Business, the magazine for Internet Professionals, was the one-day conference program, an overview of current trends in online communication strategies and showed on the effective use of communications solutions for the company's success. Around 200 participants took part.

As host of the online communication conference (OCC) was Svenja Teichmann (Managing Director of crowd media) with this. She looked forward to the new format , the topics and the participants. Together with the project management Isabel Ernst had topics and speakers selected in advance and supervised the conference concept professionally. Sven -Olaf Peeck (Geschäftsführervon crowd media) presented his lecture on 11.19.2013 in Hamburg with the theme of " content marketing ."

" Content is King“. Content Marketing & Control - How do I tell success stories? The ROI of social media was not yet clear final. Now occurs Content Marketing on the stage and the question is: What is success and how I measure it. Social Media is dead - all want content marketing ! What's next ? Where social media is here today and is Content Marketing of the savior as the next big thing ? What is it and what to do?

" His recommendation reads:" - gatekeepers and disseminators recognize as the basis for coverage . - Question in any action : what it should pay ? - Content is expensive, therefore all the more important : digital footprint and fold- exploitation . - Define objectives and the associated unique successful and relevant indicators (KPI). Plan , measure, learn . " For Content" Content is King " is recommends Denis Koloper Senior Consultant Deputy. Line Interactive Media Solutions, the recommendation systems :

" One recommendation is any act, information or message, to give a user a suggestion, hint or suggestion to do something in a situation or unterlassen. Das goal of recommender systems is to select relevant information from one or more data source issue and recommendations for users. A recommender system is always used when an individuality for the users makes sense. "

" Corporate reputation in social media. Plea for legal online reputation building. "presented David Ziegelmayer RA and specialist IP lawyer from Cologne. He recommends: Protection of reputation : Cyber own life insurance policies for: “¢ messaging costs : costs incurred for notification of data breaches . “¢ Costs incurred for the restoration of their own identity . “¢ Forensic Cost: Krimanaltechnische analysis that identifies stolen and destroyed data.

“¢ Support costs : cost of increased effort for re- commissioning of the IT systems. “¢ recovery costs for the recovery of the system and the data. “¢ restore the reputation " Bastian Lotze / Supervisor of Social Media in the Media Werft GmbH presented its theme : " Social commerce earn items and money. How much is Euro "CONTEXT " value ? " Buy Fans honorable than not fans! " And do so within the infrastructure of the referral marketing ! Use potential! Offers deliver targeted fans. "It was very successful Conference.
Prof. h.c. Dr. h.c. Natalia Eitelbach of Philosophy of European Science NCLC Institute USA.

Article online:
https://www.uspa24.com/bericht-1596/online-communication-conference-2013.html

Editorial office and responsibility:
V.i.S.d.P. & Sect. 6 MDStV (German Interstate Media Services Agreement): Prof.h.c. Dr.h.c. Natalia Eitelbach.

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Official Federal Reg. No. 7442619