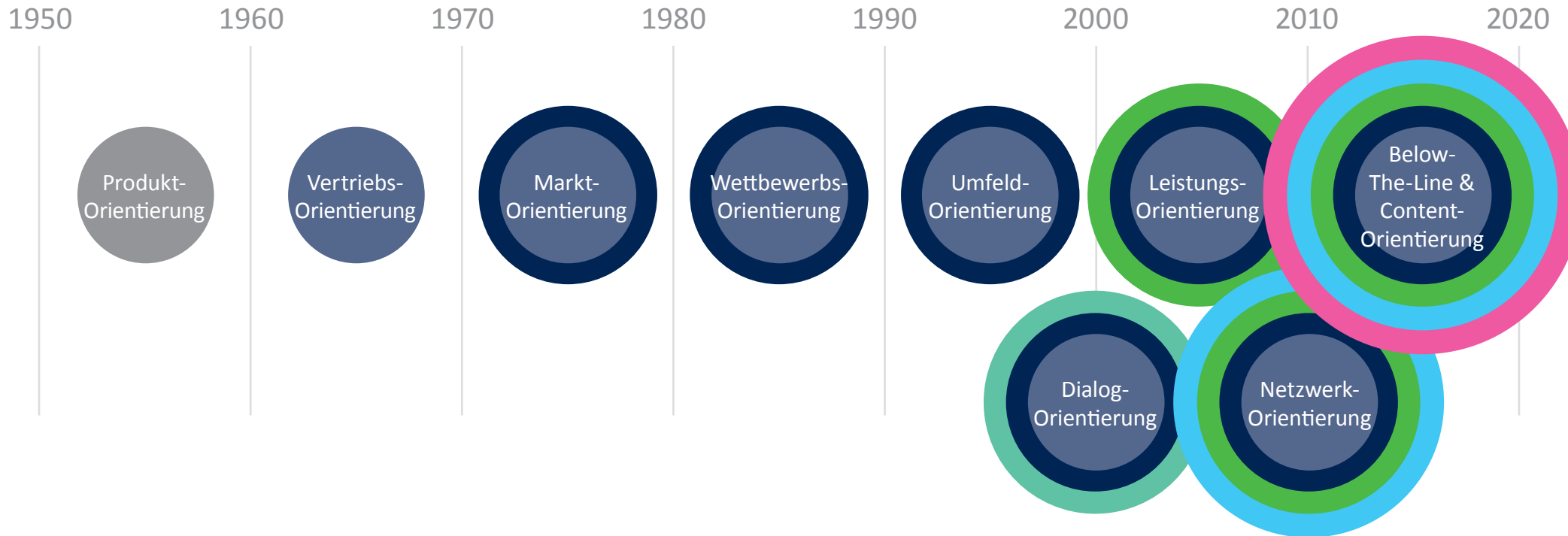


# MARKETING-EVOLUTION



PUSH-MARKETING  
(ABOVE-THE-LINE)

PULL-MARKETING  
(BELOW-THE-LINE)



## Werbung & Sponsoring

- Printwerbung
- Radiowerbung
- TV-Werbung
- Sponsoring

## Below-the-Line (offline)

- PR
- Event-Marketing
- Product-Placement

## Online Marketing 1.0 (Push-Werbung)

- Display-Werbung nach TKP
- E-Mail-Marketing

## Online Marketing 2.0 (Performance-Marketing)

- Display-Werbung nach CPC
- SEO
- SEA
- E-Mail-Marketing
- Affiliate-Marketing

## Social-Media-Marketing

- Social-Network-Marketing

## Below-the-Line (online)

- Content-Marketing
- Viral-Marketing
- Word-of-Mouth-Marketing