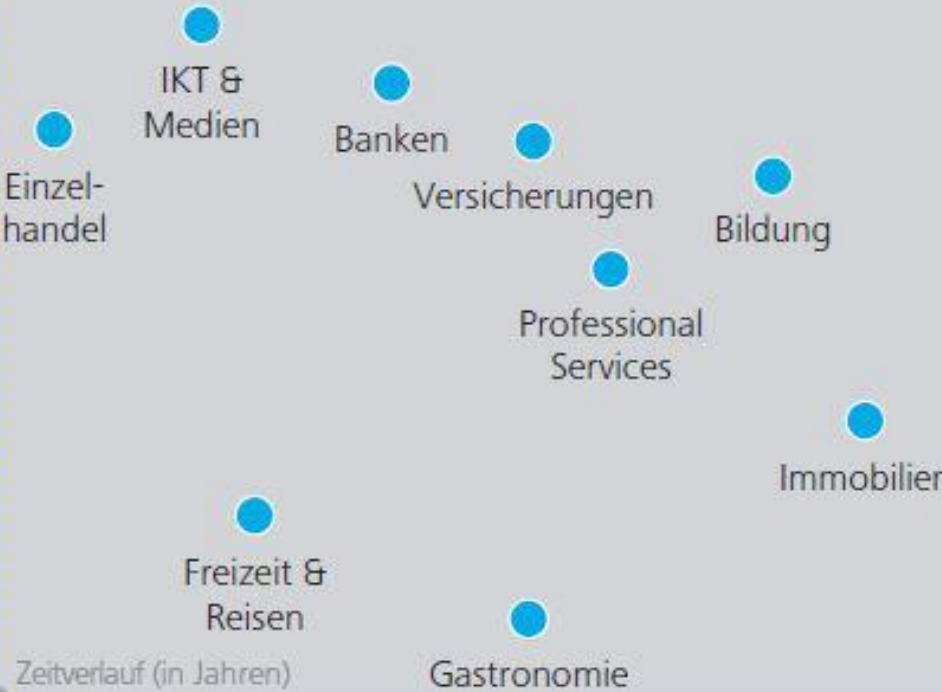


Digital Transformation Marketing Trends



Prof. Martina Dalla Vecchia
E-Commerce. Online-Marketing. Social Media.

KURZE LUNTE, GROSSER KNALL



LANGE LUNTE, GROSSER KNALL



KURZE LUNTE, KLEINER KNALL

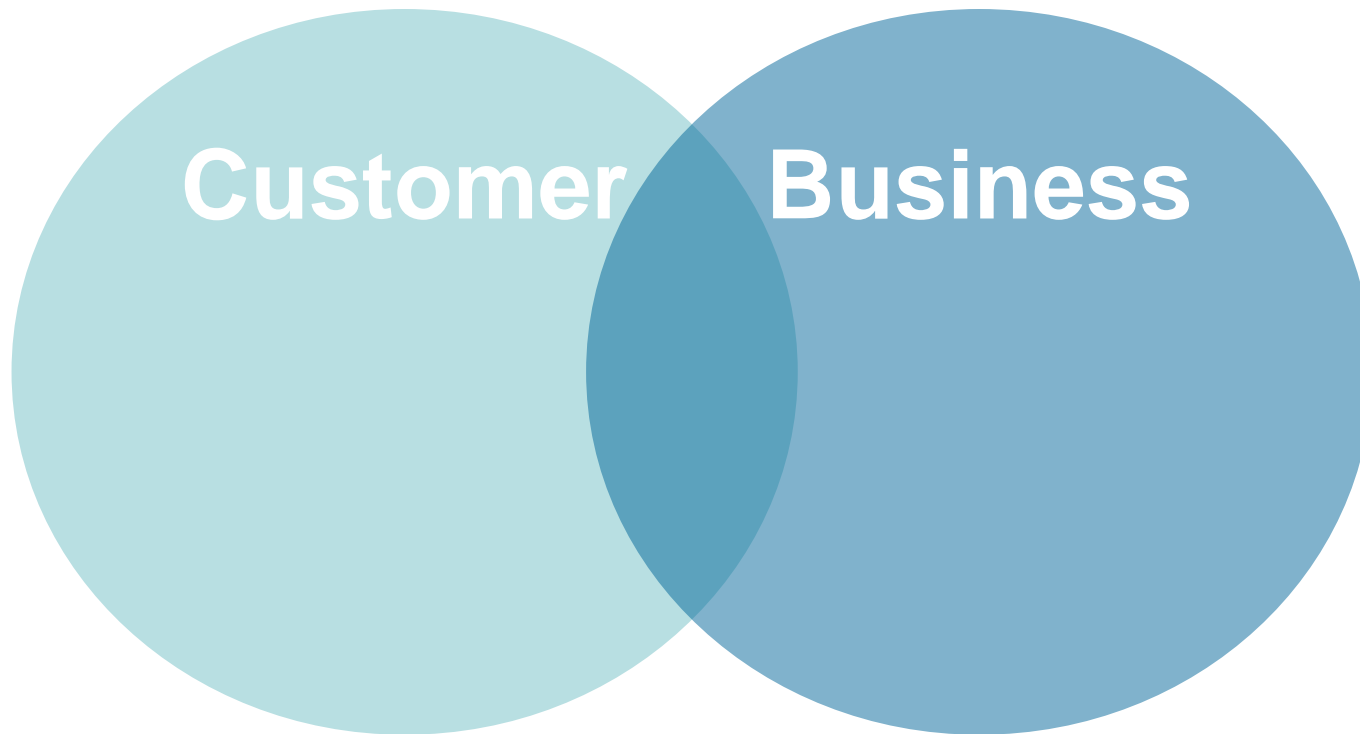


LANGE LUNTE, KLEINER KNALL

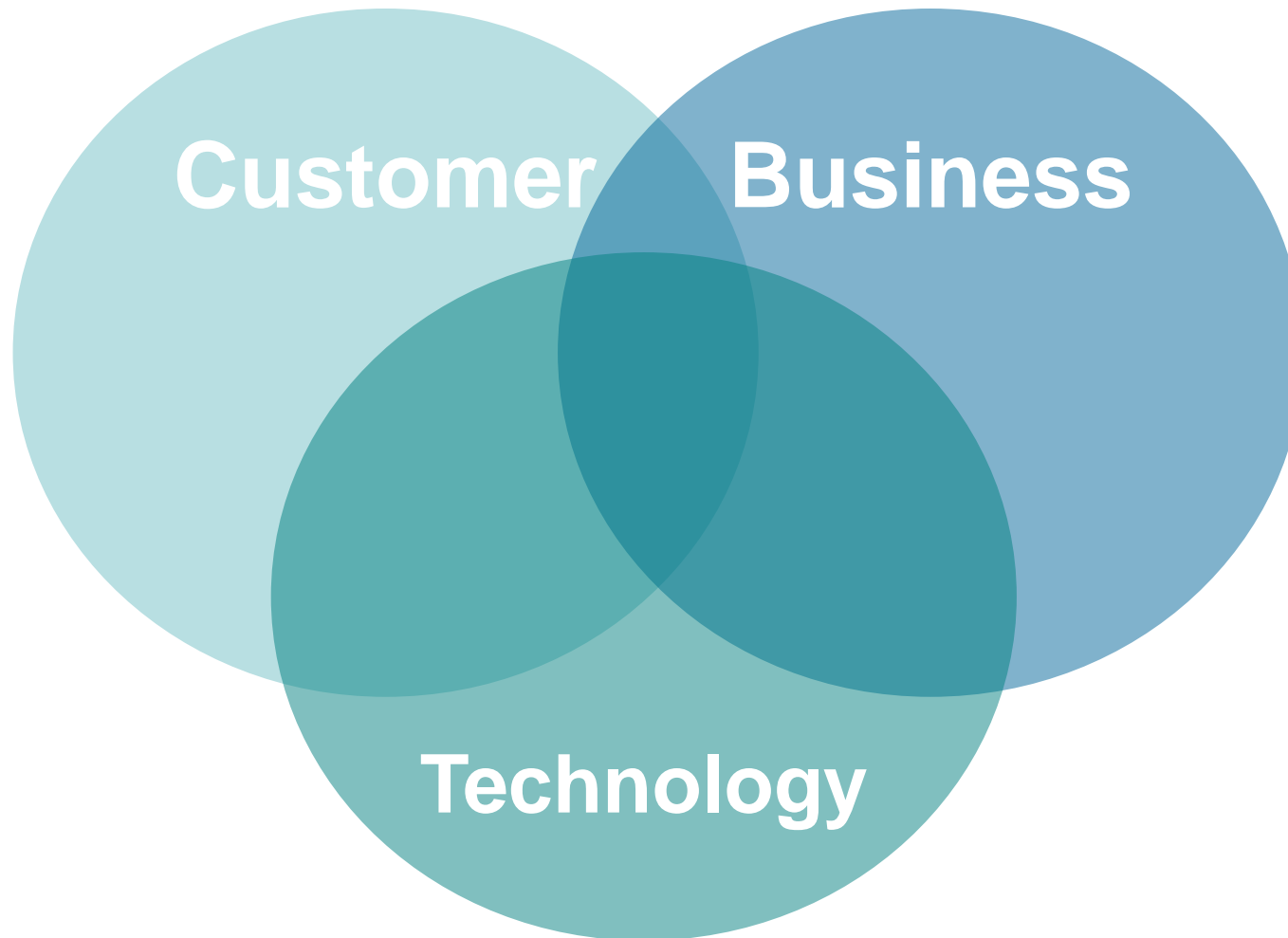


Quelle: Disruptive Map nach Industrien, basieren auf Analysen von Heads! und Deloitte Digital

Business



Herausforderung



Wandel meistern



Quelle: Nadine Rietchen in Anlehnung an Kurt Lewin und Elisabeth Kübler-Ross
<http://www.nadinedrietchen.de/organisationen.html> Download 01.10.2015



Digital Leader

- ✓ **Digital Mindset**
- ✓ **Daten Verstehender**
- ✓ **Tüfftler**

* Business Transformation

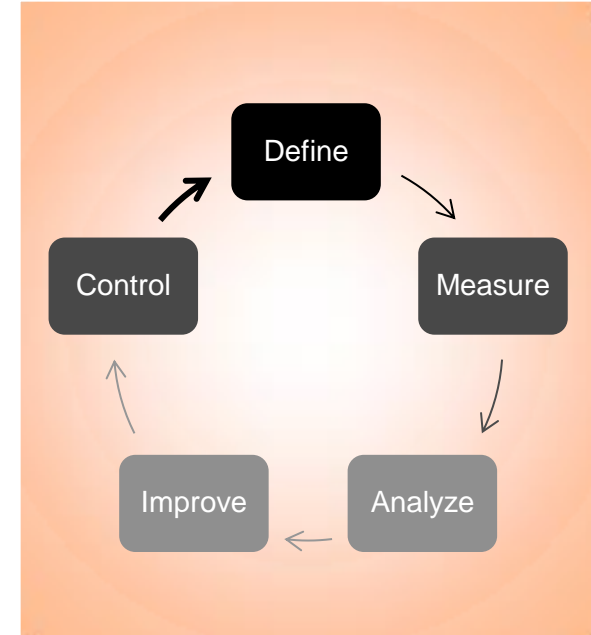
Marketing Trends



Easy
Customer
Journey

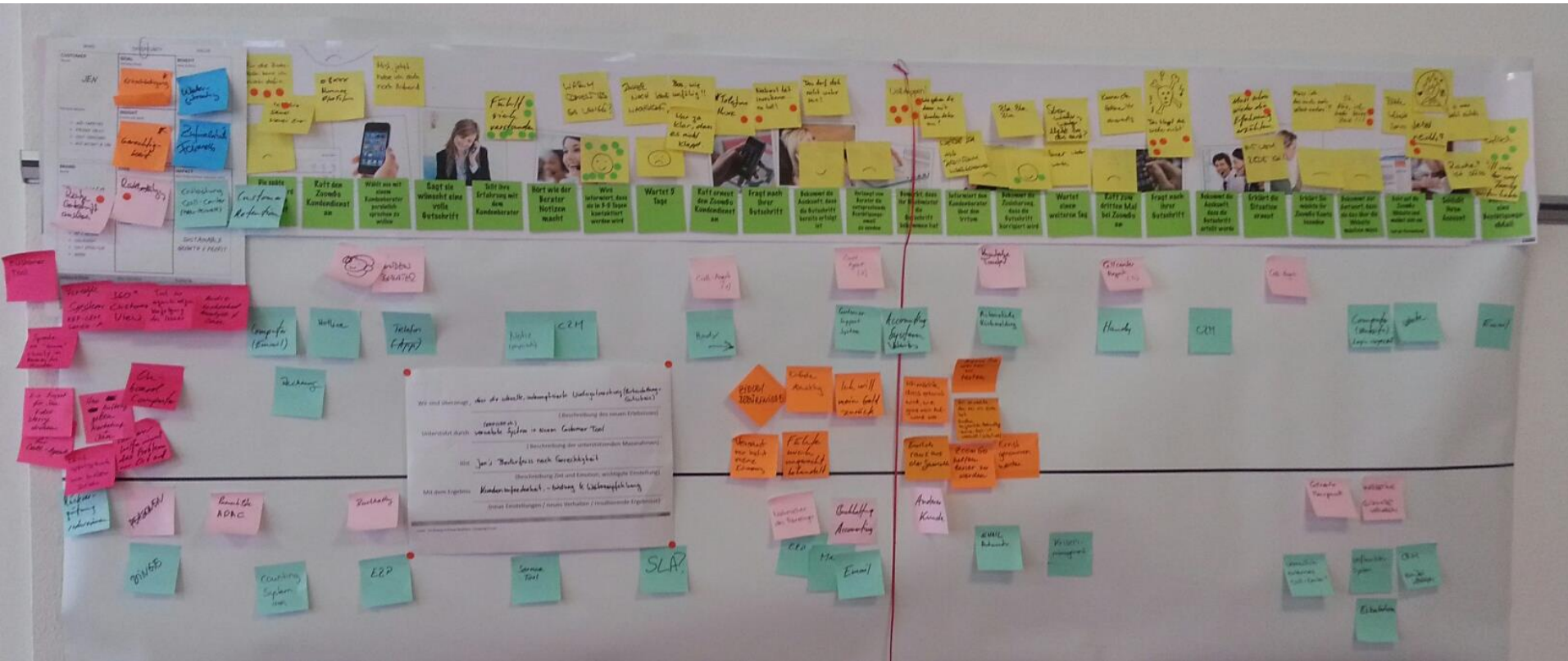


Sexy
Story-
telling



Pro
Marketing
Automation

Customer Journey



Source: Oracel Workshop 2015, Methode Universität Stanford

Storytelling

NETFLIX

Einloggen

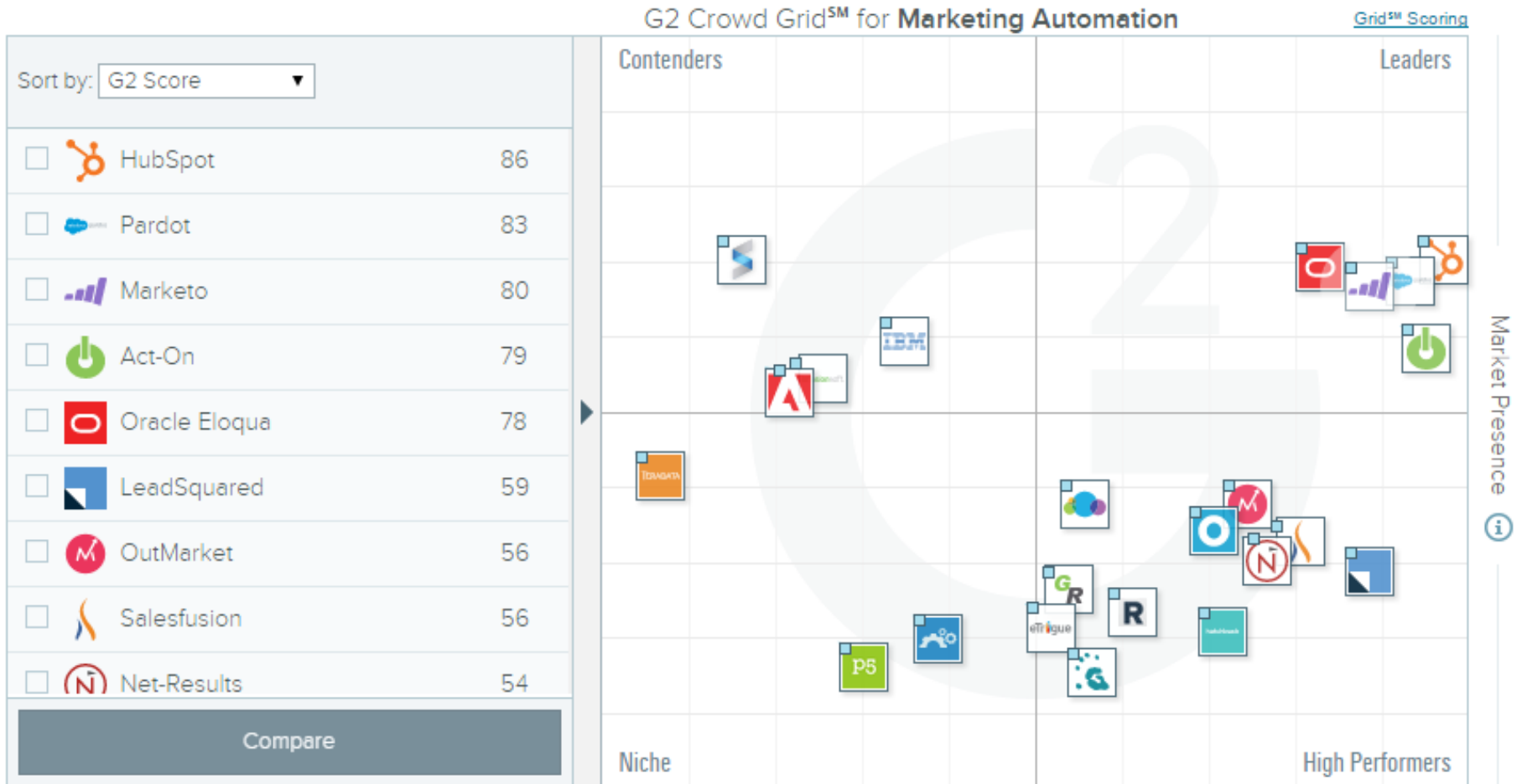
Genießen Sie Filme
und Serien jederzeit
und überall.

Abos schon ab CHF 11.90 pro Monat.

Kostenlosen Probemonat beginnen



Marketing Automation



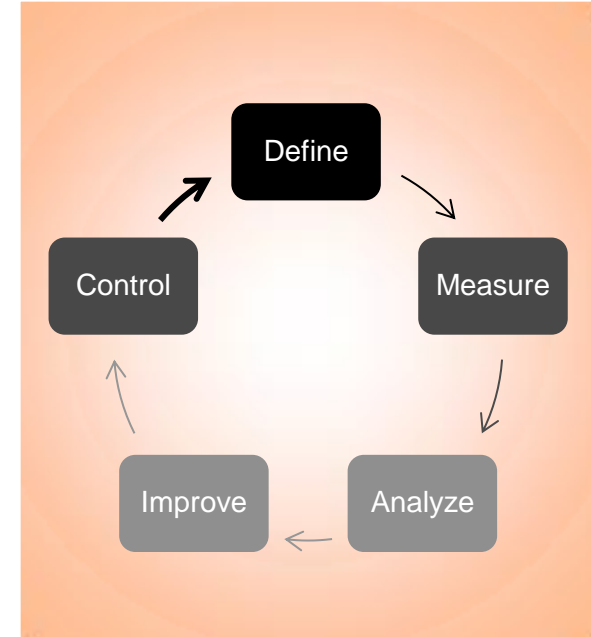
Marketing Trends



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