



Location-based-Marketing (German Edition)

By Benedikt Eger

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Der Autor beschäftigt sich in der vorliegenden Arbeit mit Location-based Services und dem Location-based Marketing, welches über diese Dienste ausgeübt werden kann. Der Autor sammelt Informationen zur aktuellen Lage und dem Umfeld von Location-based Services. Anhand einer Auswertung von Veröffentlichungen diverser Marktforschungsinstitute, Fachblogs, Studien und anderen Quellen wird das globale Umfeld von Location-based Services, der Markt für ortsbasierte Dienste und das Potential von Location-based Services für das Mobile-Marketing näher betrachtet. Im zweiten Schritt der Arbeit führt der Autor anhand einer qualitativen Inhaltsanalyse eine Analyse und einen Vergleich der drei Anbieter Gowalla, Foursquare und Facebook Places durch. Ziel der Arbeit ist es, die aktuelle Situation, das Potenzial und die Zukunftschancen für Location-based Services zusammenzutragen und zu bewerten, sowie im konkreten Fall die drei genannten Anbieter zu vergleichen.

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