## Owned Media Digital

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| * Website(s) * Blog(s) * Magazin(e) * Newsletter * Pressemitteilung * E-Mail-Footer | * Facebook Pages * Facebook Gruppen * Twitter * YouTube * Ressourcen Bibliothek * Intranet | * Google+ Pages * Google+ Gruppen * LinkedIn Page * LinkedIn Gruppen * Xing |

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## Owned Media Analog

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| * Broschüren * Prospekte | * Vorträge * Kundenmagazine | * Messen/Events * Mitarbeitermagazin |

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## Earned Media

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| * Botschafter (Kunden) * Botschafter (Mitarbeiter) | * Botschafter (Partner) * Pressearbeit | * Influencer Relations |

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## Paid Media

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| * Anzeige Zeitschriften * Banner ads * Facebook-Ads * Influencer Marketing | * Out-of-home * Plakate * Twitter Promotions * Paid Newsletter | * Native Advertising * Advertorials * SEM * Paid Webinars |

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