

Quellenverzeichnis⁵¹⁸

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Interviews

adidas: Interview mit Daniel Bulteel, Global Director Social Media & Community, adidas AG.

Daimler/Mercedes: Interview mit Freda Wang, Head of Marketing, Mercedes-Benz (China) Ltd.

Haier: Interview mit Kristina Bills, Trade Marketing and Communication Manager, Haier Deutschland GmbH.

HTC: Interview mit Kurt Liu, Social-Media-Experte HTC und ehemaliger Director of Product Communications, HTC Corp.

Huawei: Interview mit Sven Ochman, Marketing Director - Consumer Business Group, Huawei Technologies Deutschland GmbH.

Nike: Interview mit Kellan Terry, Social-Media-Experte Nike, PR Data Manager bei Brandwatch.

Samsung: Interview mit Amanda Walgrove, Social-Media-Experte Samsung und Freelance Writer und Editor, ehemaliger Social Media Editor bei Contently.

Starbucks: Interview mit Kathleen Parma, Social-Media-Experte Starbucks und Geschäftsführerin der Marketing-Agentur Networks PR.

Toyota: Interview mit Nadine Berger, Head of Digital Business, Toyota Deutschland GmbH.

Walmart: Interview mit David Moth, Social-Media-Experte Walmart und Editor & Head of Social bei Econsultancy.

Gesprächsleitfaden für die Fallstudien

Gesprächsleitfaden – Nutzung jeweils auf das jeweilige Unternehmen angepasst

Beschreibung der erfolgten Schritte: Darstellung des Dissertationsvorhabens und der vorab ausgewerteten Dokumente

Beschreibung der folgenden Schritte: Interview, Zitate, Veröffentlichung der Ergebnisse

Einverständnis zur Tonbandaufzeichnung

Social Media Organisation

Seit wann nutzen Sie Social Media? Welche Social-Media-Kanäle sind ihre Priorität?

Wie ist der Bereich Online Marketing / Social Media organisatorisch aufgehängt?

Wer gibt die Social-Media-Strategie vor? Wer kreiert die Social-Media-Kampagnen? Wie ist dies in den USA/Deutschland/China?

Wer erstellt die Social Media Pläne? Wer erstellt die Inhalte für Social Media? Wie ist dies in den USA/Deutschland/China?

Wie viele Mitarbeiter arbeiten im Social-Media-Bereich?

Social Media Ansatz

Was ist Ihr Ansatz / Strategie für das Posten der Content-Typen Text, Foto, Video, Bildgalerie, Link, CTA, Infografik, Gif, Spiel, Umfrage, Gewinnspiel, UGC (Häufigkeit/ Stil)? Was ist der Unterschied zwischen den USA/Deutschland und China?

Verwenden Sie kurze oder lange Textpassagen in Ihren Beiträgen? Sind längere Beiträge erfolgreicher als kürzere Beiträge? Worin liegt der Grund hierfür?

Verwenden Sie eher unterhaltsame oder informative Beiträge? Was ist erfolgreicher? Was ist der Unterschied zwischen den USA/Deutschland und China?

Verwenden Sie eher lange oder kurze Videos? Was ist erfolgreicher?

Was ist Ihrer Meinung nach die beste Posting-Frequenz? Worin liegt der Grund hierfür?

Glauben Sie, dass ein emotionaler oder nicht-emotionaler Ansatz besser funktioniert? Was ist der Unterschied zwischen den USA/Deutschland und China?

Social Media Ziele

Bitte beschreiben Sie kurz Ihre Social-Media-Strategie.

Wie wählen Sie die Social-Media-Kommunikationselemente aus?

Was sind Ihre Social-Media-Ziele?

Haben Sie einen Benchmark innerhalb Ihres Unternehmens oder Ihrer Branche?

Social Media Erfolgsmessung

Wie stellen Sie sicher, dass die Social-Media-Strategie erfolgreich ist? Wie ist dies in den USA/Deutschland/China?

Wie messen Sie den Erfolg Ihrer Social-Media-Strategie?

Welche Tools nutzen Sie hierfür?

Wie waren die Ergebnisse in der Vergangenheit? Gab es Hindernisse/Probleme?

Wie haben Sie diese gelöst?

Kundenfeedback

Haben Sie Feedback von Kunden zu Ihrem Social-Media-Auftritt und -Aktivitäten bekommen?

Wie ist dies ausgefallen?

Danke für Ihre Zeit!

Interview Guideline – Case Studies

Interview Guideline – adjustments according to company which was interviewed

Description of PhD research topic and already analyzed company documents/brochures

Description of next steps: interview, citations and publication of results

Approval for interview audio recording

Social Media organization

Since when do you use Social Media? Which Social Media channels are your priority?

How is the unit Online Marketing/Social Media organizationally set up?

Who sets the Social Media strategy?

Who creates the Social Media plans? Who creates the campaigns? How this look like in the US/Germany/China?

Who executes the Social Media plans from the operational side? Who creates the content for Social Media? How this look like in the US/Germany/China?

How many resources/people work in your Social Media unit?

Strategy implementation

What is your approach/strategy regarding posting the content types text, photo, video, picture gallery, link, CTA, infographic, gif, game, poll, lucky draw, UGC (frequency, style)? What are the differences between the US/Germany and China?

Do you use rather short or long text passages in your posts? Are longer posts more successful than shorter posts? What is the reason?

Do you think an entertaining or informative approach works better? What is more successful? What are the differences between the US/Germany and China?

Do you post rather long or short videos? What is more successful?

What do you think is the best frequency for posting? What is the reason?

Do you think an emotional or non-emotional approach works better? What are the differences between the US/Germany and China?

Social Media objectives and execution

Please describe in brief words your Social Media strategy.

How do you choose your Social Media communication elements? How this look like in the US/Germany/China?

What are your Social Media objectives?

Do you have a benchmark within your company or industry?

Measurement and evaluation

How do you ensure that the Social Media strategy is successful? How this look like in the US/Germany/China?

How do you measure the success of your Social Media strategy?

Which tools do you use?

How were the results in the past years? Did you have any obstacles/problems?

How did you fix them?

Customer feedback

Did you get any feedback regarding your Social Media appearance and activities?

How was the feedback?

Thanks for your time!