

Press Release

Orientation in the media market: Multichannel Marketing Guide published

Friedberg (Hessen), 15.02.2024. The interactive web-to-publish market overviews for systems and services from the management consultancy Melaschuk-Medien have been updated and supplemented by a further overview: the Multichannel Marketing Guide.

The established market overviews for technologies and services in marketing and communication within the expert portal Melaschuk-Medien.de allow interactive filtering and selection of matching providers. The updated market overviews are now available - no registration or fees are required to use the tools.

The market overviews have been expanded to include a further platform, the interactive Multichannel Marketing Guide, which was published in German and English at the beginning of the year. The new guide is intended to create transparency and orientation in the growing and complex market of media channels and touchpoints.

Features of the Multichannel Marketing Guide:

- Includes practical presentation and filtering of 75 media channels and touchpoints in the areas of digital, print and analogue.
- Basis for customer journey analyses.
- Planning of content recycling (multiple use of content) by filtering over 70 content elements, advertising media or communication media.
- Campaign planning through lists of "connected media channels" for each touchpoint.
- Bidirectional links to the system and services market overviews.

To the Web-to-Publish market overviews:

<https://www.melaschuk-medien.de/markt.html> (German)

<https://www.melaschuk-medien.de/en/market.html> (English)

To the Multichannel Marketing Guide:

<https://www.melaschuk-medien.de/multichannel-marketing-guide.html> (German)

<https://www.melaschuk-medien.de/en/multichannel-marketing-guide.html> (English)

Ansprechpartner:

Melaschuk Medien
Dipl.-Ing. (FH) Ira Melaschuk
Heinrich-Lübke-Str. 23
DE-61169 Friedberg
Tel. +49 (0) 60 31/72 19 03
ira@melaschuk-medien.de

Melaschuk Medien

Melaschuk-Medien offers provider-neutral consulting and workshops focussing on marketing, web-to-print, web-to-publish, crossmedia and multichannel publishing. Services include requirements and customer journey analyses, system selection, process optimisation and profitability analyses for companies from industry, retail, banking, insurance, public institutions and media companies. The specialist book by Ira Melaschuk "Web-to-Publish | Web-to-Media: Guidelines for crossmedia production" has established itself as a standard work and is used as basic literature at universities and educational institutions.



© MELASCHUK-MEDIEN