



行銷生物多樣性

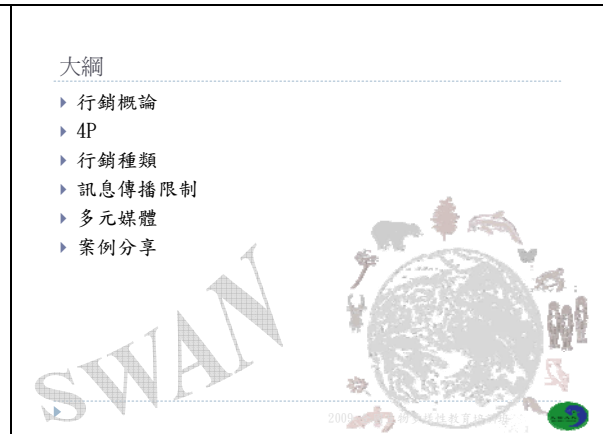
吳倩菊

SWAN 培訓講師

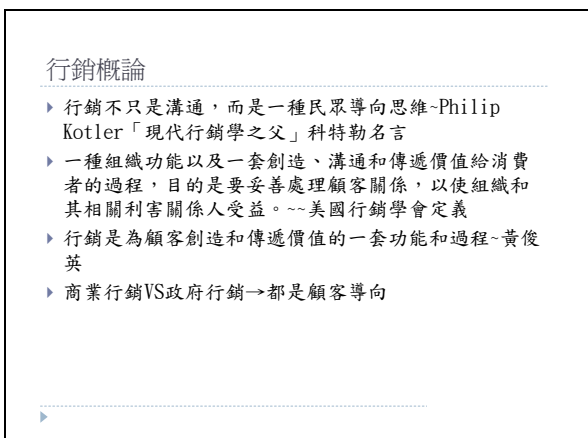
台北市立動物園 約聘輔導教師



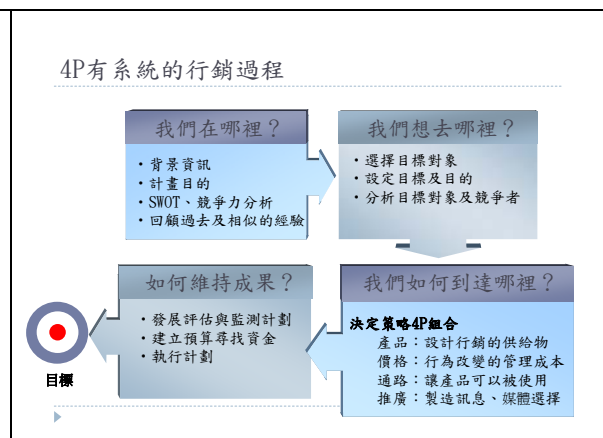
01



02



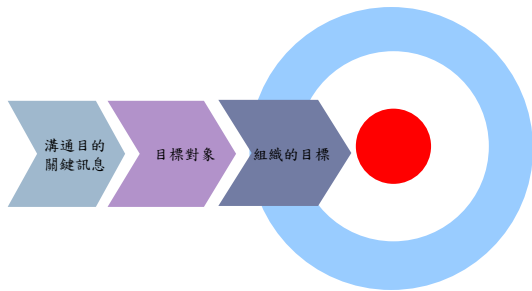
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04

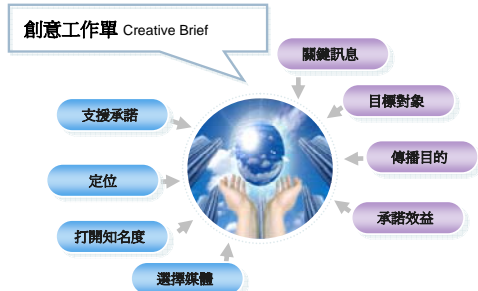


有主題的故事



05

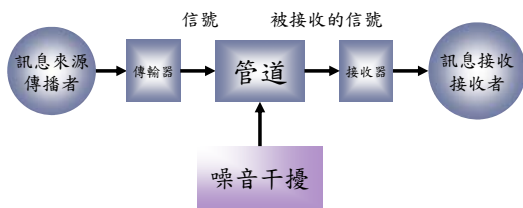
推廣的訊息策略



06

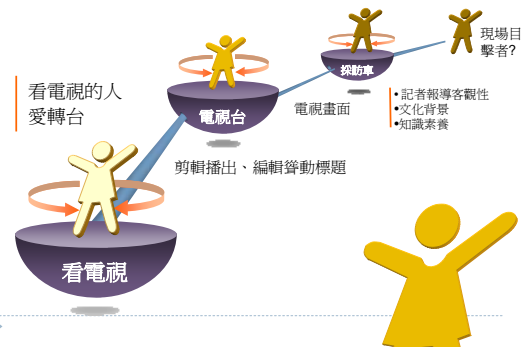
資訊的簡單傳播模式

Shannon & Weaver(1949) 簡約的線型傳播



07

訊息傳播限制 e.g. 電視新聞



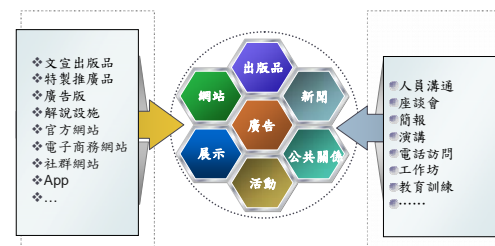
08

整合行銷、統合行銷→多元媒體混搭

- IMC整合行銷傳播integrated marketing communication
- 多元管道，追求訊息的一致性
- 統合行銷 unified marketing
- 專注於目標對象的經驗連續性 e.g. 喜好、需求、忠誠
- 傳統→數位
- IMC整合行銷傳播→統合行銷

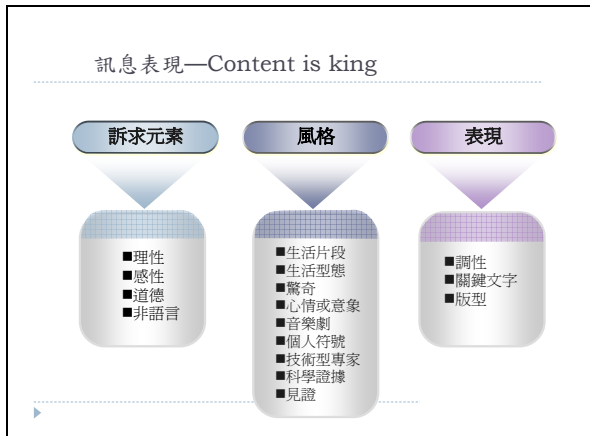
09

行銷媒體型態

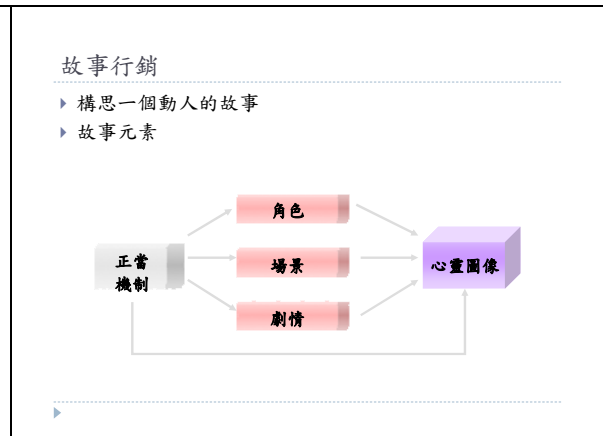


10

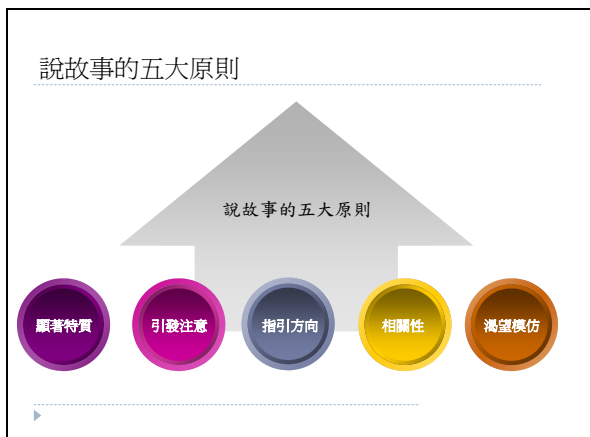




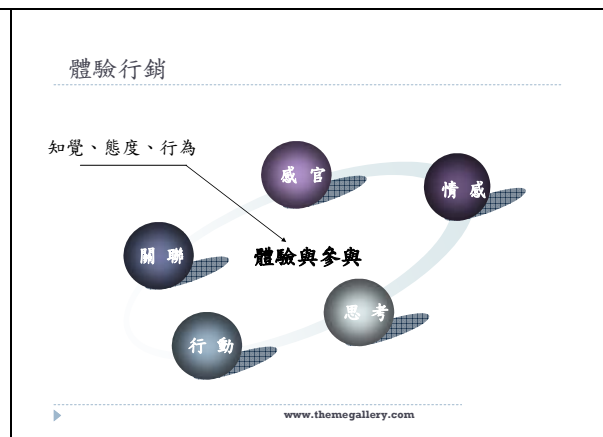
11



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