

**GRÜNDEN?  
KLAR DOCH!  
DU, WIR  
& UNSER  
NETZWERK**

**BPW  
2026**  
*[www.b-p-w.de](http://www.b-p-w.de)*

# BPW 2026

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## Seminarprogramm Berlin



Investitionsbank  
des Landes  
Brandenburg

**ILB**

# SOCIAL MEDIA

ALLES, WAS IHR WISSEN MÜSST



# EVER SPEAKER HEUTE ...



# DIETMAR FISCHER



Digitales Marketing



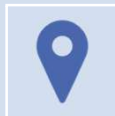
Podcasting



2. Platz im BPW 200I (I. Stufe)



Argo.berlin:  
Agentur für Online-Marketing



Bloggt unter [cubanews.de](https://cubanews.de)

# MEINE 3 HASHTAGS

#Digital

#KI

#Virtual  
Reality



# WARUM SOCIAL MEDIA

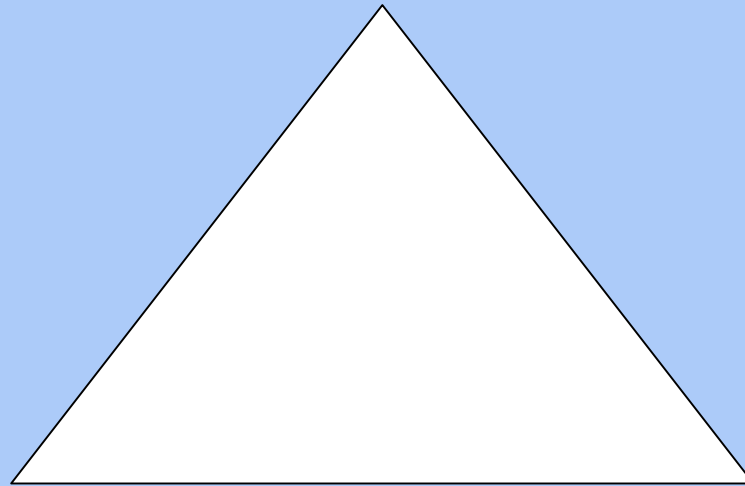
- 85,1 Prozent der Deutschen benutzen Social Media



# **GRUND- PRINZIPIEN DIGITALER MEDIEN**

# WEGE ZUM KUNDEN

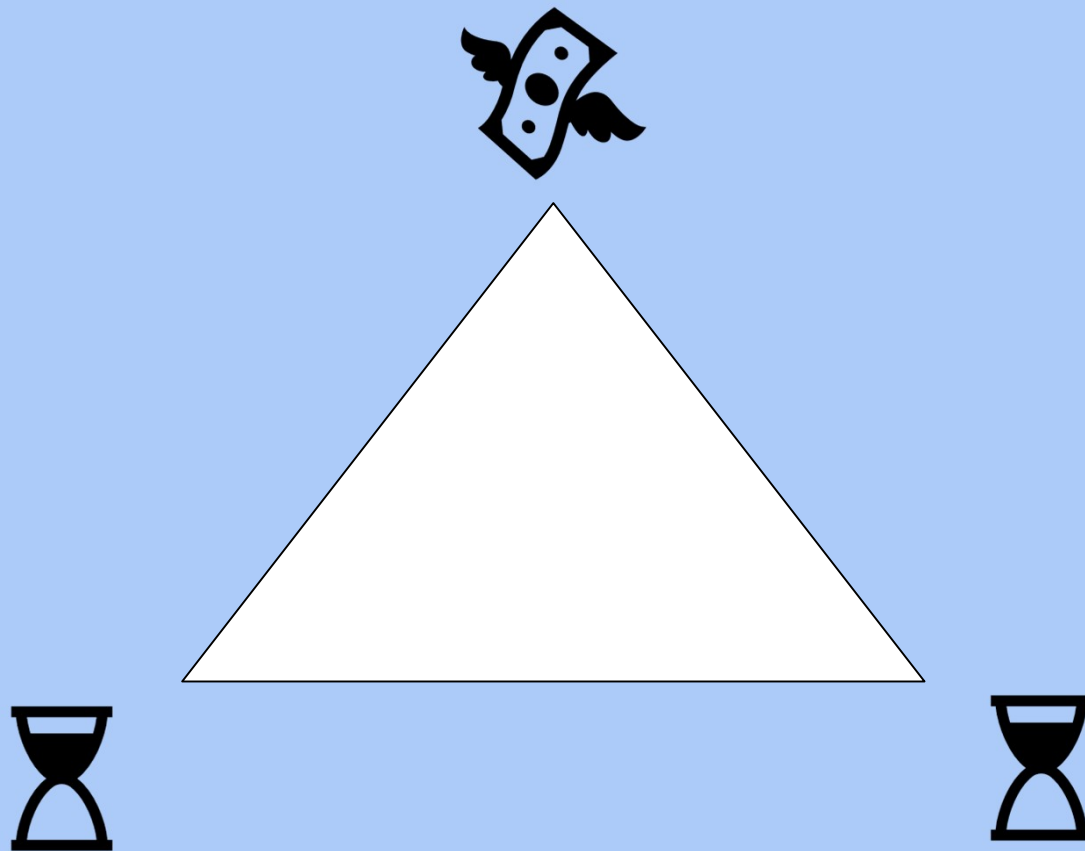
**Paid**



**Owned**

**Earned**

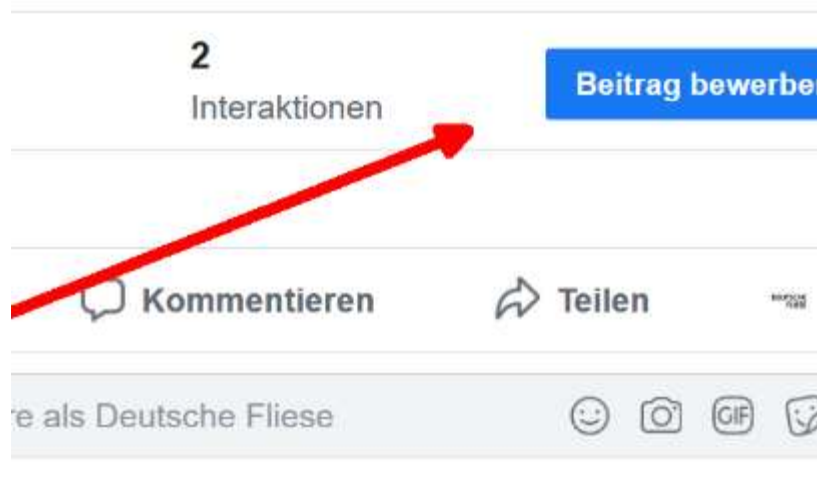
# WEGE ZUM KUNDEN





# PAID

ALLE FORMEN VON BEZAHLTER WERBUNG  
(FACEBOOK ADS, AUßENWERBUNG...)



**PAID**

Z.B. BEITRAG BEWERBEN BEI FACEBOOK





# EARNED

ANDERE ÜBERNEHMEN DIE WERBUNG  
(VIRALITÄT, MUNDPROPAGANDA)



# EARNED

SHARES, LIKES UND KOMMENTARE  
BEI FACEBOOK



# OWNED

HOMEPAGE, HAUSWAND

FRÜHER AUCH: FACEBOOK FANPAGE, INSTAGRAM ACCOUNT, YELP-  
PRÄSENZ

# KUNDENZEITUNG: AUCH OWNED MEDIA

argo.berlin



# WIE STARTEN?

WAS KÖNNT IHR TUN?



# 2 WEGE



Bezahlt

Kostenlos

# 2 WEGE



# FÜR GELD

GOOGLE ADS,  
META ADS...





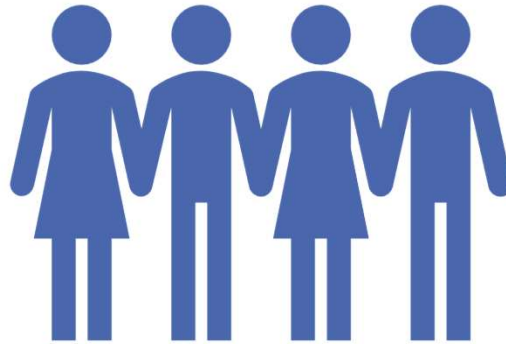
# **KOSTENLOS**

**WEBSEITE,  
SOCIAL MEDIA,  
NEWSLETTER**



# **CONTENT**

**EIGENE WEBSEITE, YOUTUBE,  
NEWSLETTER, FACEBOOK...**



# COMMUNITY

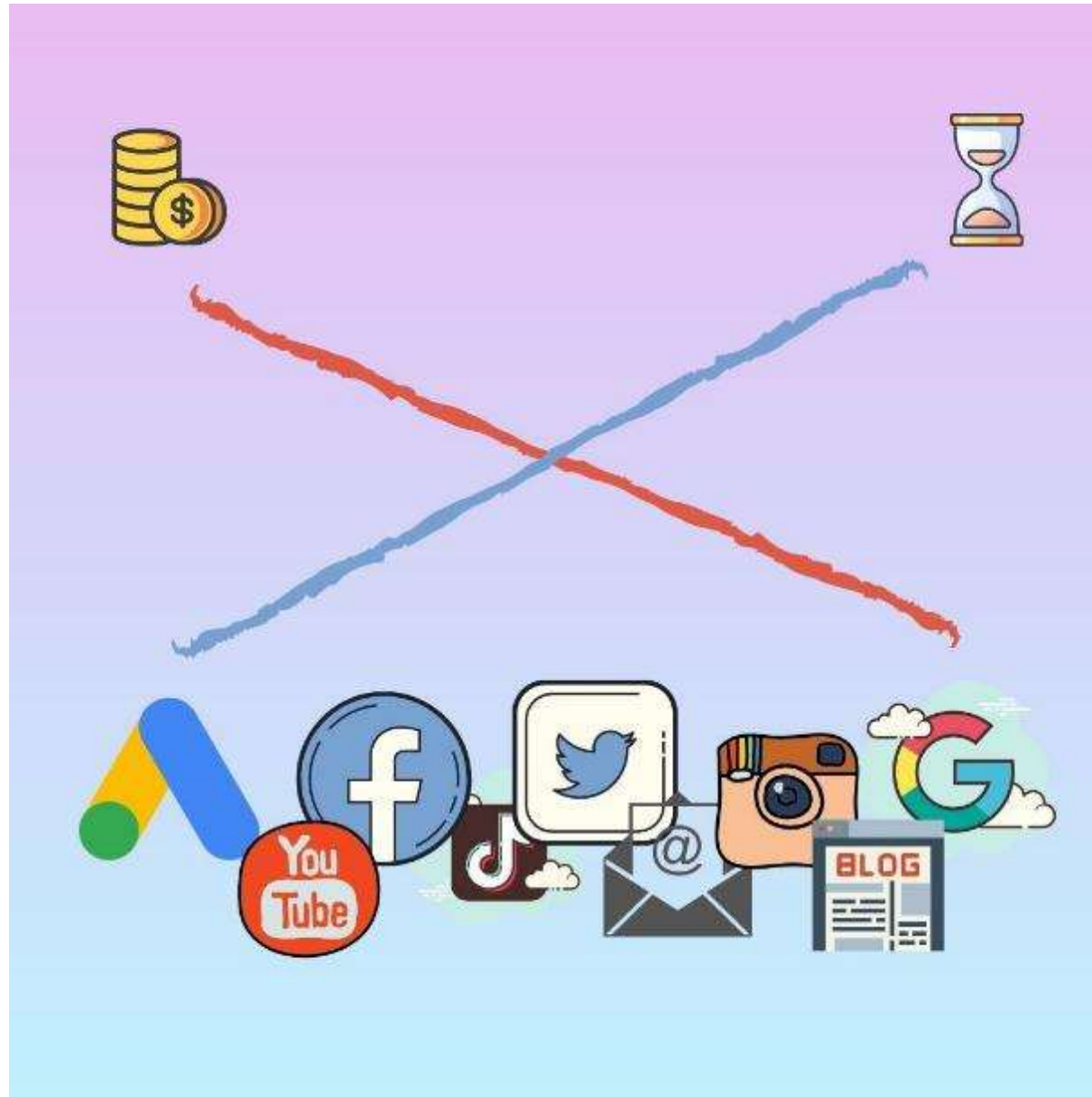
FACEBOOK, NEWSLETTER, FOREN...



# CURATION

SOZIALE NETWERKE





```
mirror_mod.use_x = False  
mirror_mod.use_y = True  
mirror_mod.use_z = False  
operation == "MIRROR_Z":  
    mirror_mod.use_x = False  
    mirror_mod.use_y = False  
    mirror_mod.use_z = True
```

```
selection at the end -add  
mirror_ob.select= 1  
mirror_ob.select=1  
context.scene.objects.active  
("Selected" + str(modifier_ob))  
mirror_ob.select = 0  
= bpy.context.selected_objects  
data.objects[one.name].select  
  
print("please select exactly  
-- OPERATOR CLASSES -----
```

# ALGORITHMUS

**JE MEHR,  
DESTO  
MEHR**



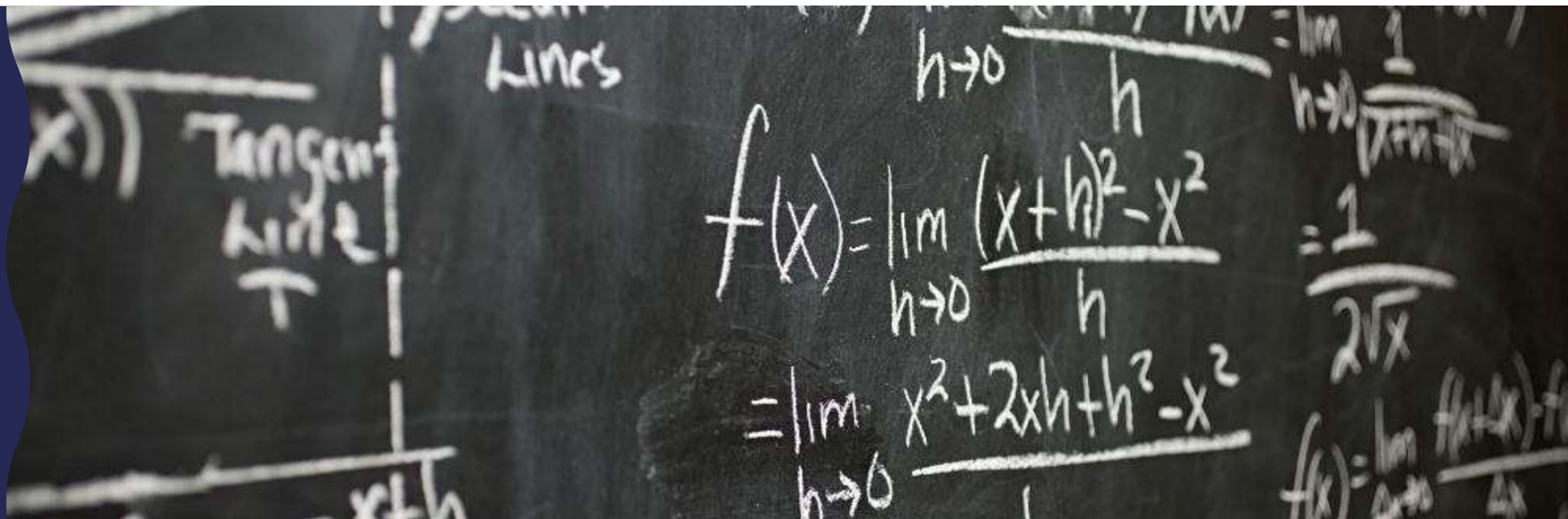




**ZIELGRUPPE  
GENAU TREFFEN**




# KOMMUNIKATION



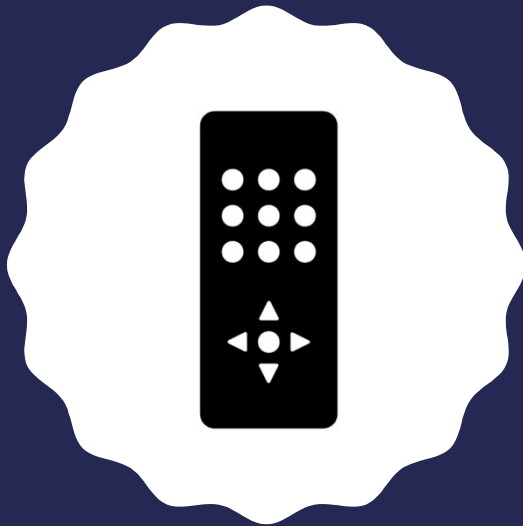
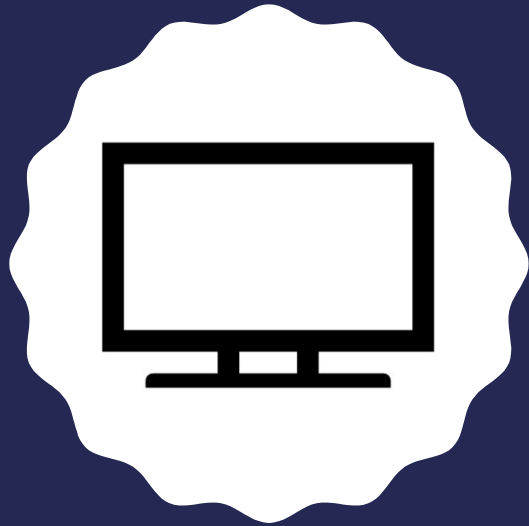
# REAKTION UND ALGORITHMUS

A photograph of a desk with a white keyboard, a notebook, and glasses.

# **NETZWERKEFFEKTE**



# **PUSH VS. PULL**



# TRADITIONELLE WERBUNG

# NEUE WERBUNG



porsche.customerracing • A  
Sachsenring



porsche.customerracing  
Customer Racing Rolodex  
#PorscheCustomerRacing  
#Porsche911GT3Cup 🏁

1 Wo.



duotianhaozhao 🤔🤔🤔  
🔥🔥🔥

1 Wo. Gefällt 1 Mal Antworten



philipp\_lautner 🙌🔥😄

1 Wo. Antworten



benjas.hh GT3RS 992?

1 Wo. Antworten

— Antworten ansehen

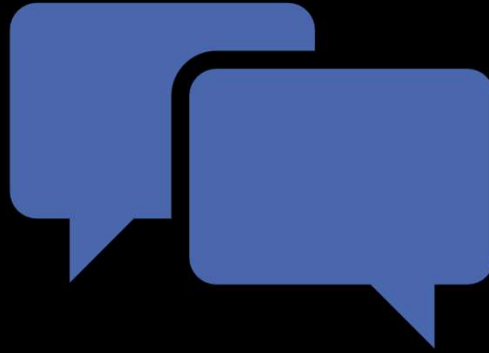


53.176 Aufrufe

22. OKTOBER



Kommentar hinzufügen ...



**SOCIAL MEDIA  
VS.  
DISCOVERY MEDIA**

**TIKTOK  
SCHAUT UM  
DIE ECKE...**

Weg von  
Social

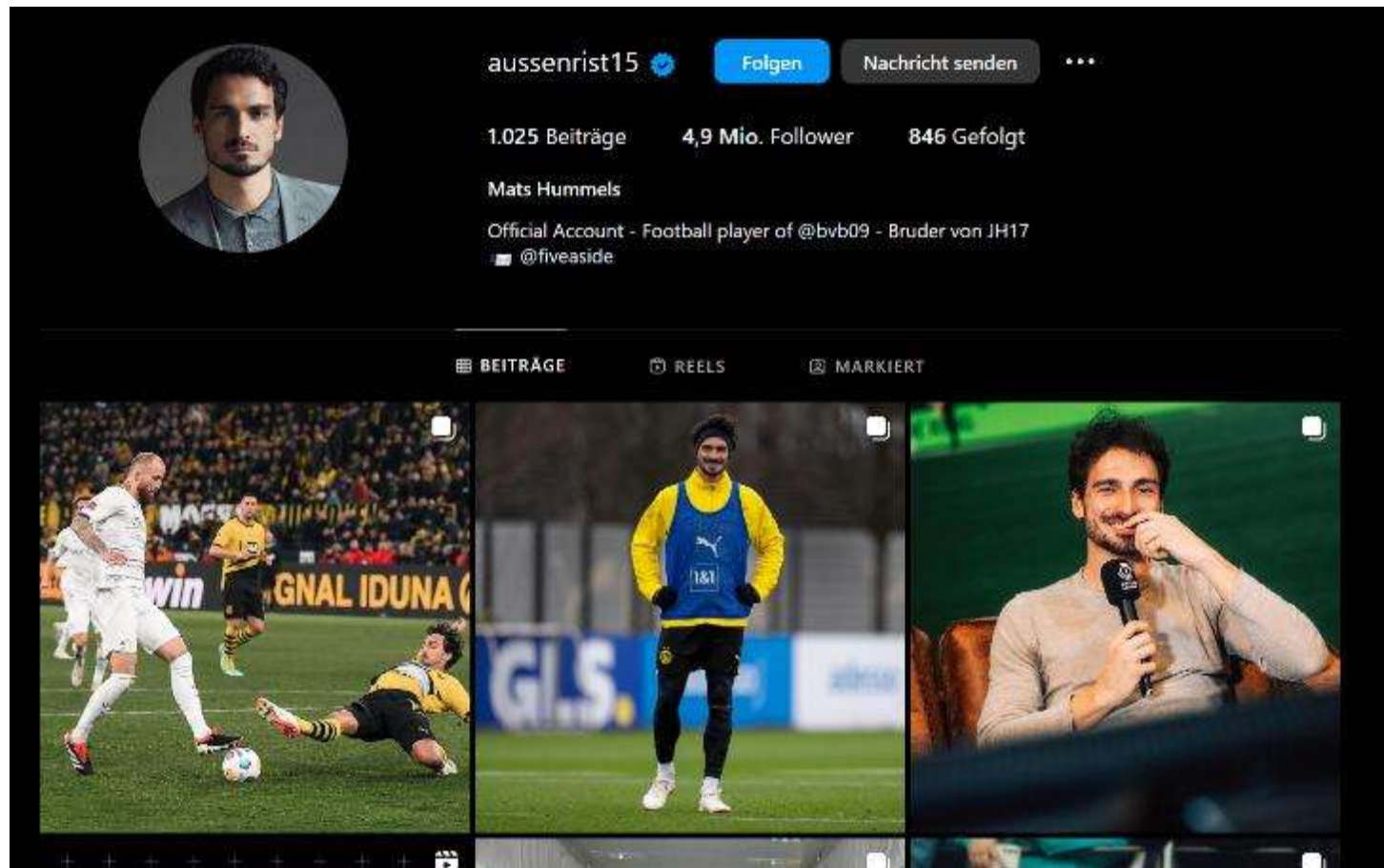
Hin zu  
Discovery

## **DIE ENTWICKLUNG**

Organisches Marketing  
wird schwerer

Content muss besser  
werden

Paid muss Teil der  
Strategie werden



ES SEI DENN ...

# AUSBLICK

The icon for ChatGPT, featuring a dark blue rounded rectangle with a white rounded rectangle inside, containing the text "ChatGPT".

ChatGPT

The icon for Midjourney, featuring a dark blue rounded rectangle with a white rounded rectangle inside, containing the text "Midjourney".

Midjourney

# CONTENT MARKETING

DIE QUELLE FÜR SOCIAL  
MEDIA






# ÜBER WAS KÖNNT IHR REDEN?

TIPP: NICHT PRODUKT,  
ABER NUTZEN

# GEHT IN EUCH!

- Jetzt:
- Macht eine Liste mit 5-10 Punkten, die eure Kund.innen interessieren





**DIES IST  
EURE  
CONTENT-  
BASIS!**

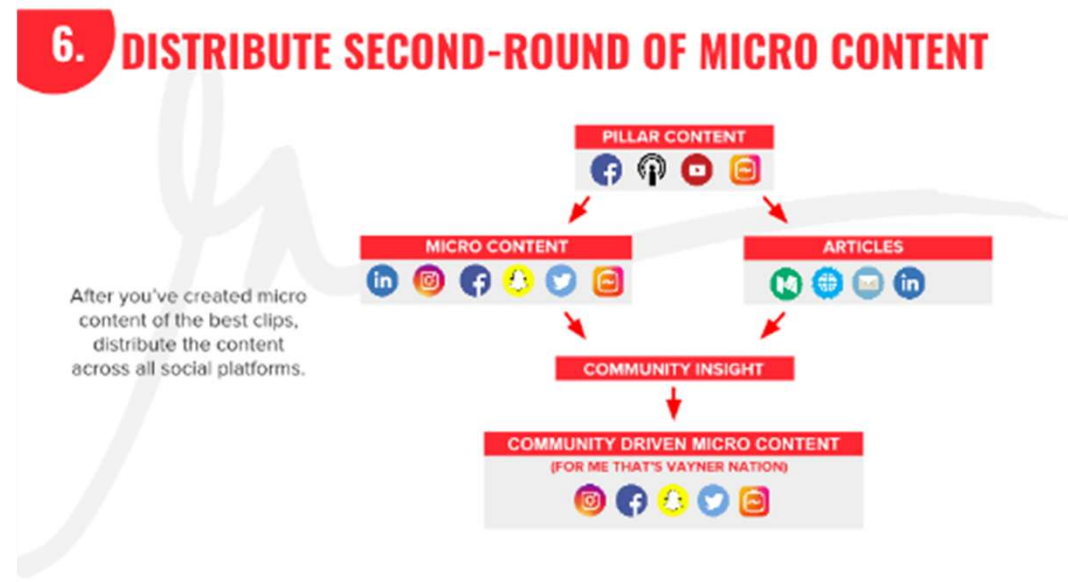


# **WAS TUN MIT DEN IDEEN?**

**VERWERTEN IN VERSCHIEDENEN FORMATEN**

## GARY V'S KONZEPT

- Ein Content Piece wird über alle Netzwerke verteilt
- Und optimiert
- Täglich ;)



# FÜR EUCH?!

- Fokus!





# KONZENTRATION AUF:

- Eigene Channels
- 1-2 Netzwerke

A photograph of a recording studio. In the foreground, two silver condenser microphones are mounted on stands. The background shows a wooden-paneled wall with a large black speaker mounted on it. The lighting is warm and focused on the microphones.

# EIGENE CHANNELS

- Newsletter
- SMS
- Print
- Webseite
- Podcast
- Community

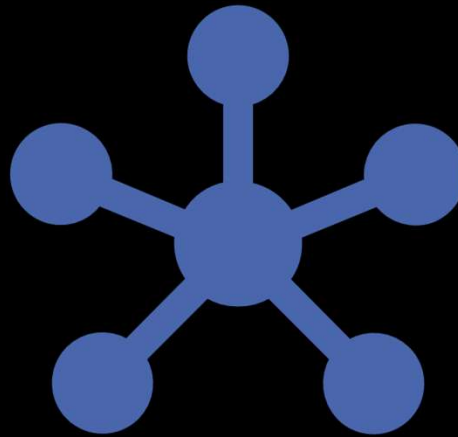
**SOZIALE  
NETZWERKE  
NUR VERTEILER!**





# SOZIALE NETZWERKE

- Sucht euch maximal 2 aus
- Zeit, die Netzwerke zu verstehen und zu managen



# **DIE SOZIALEN NETZWERKE**

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2025

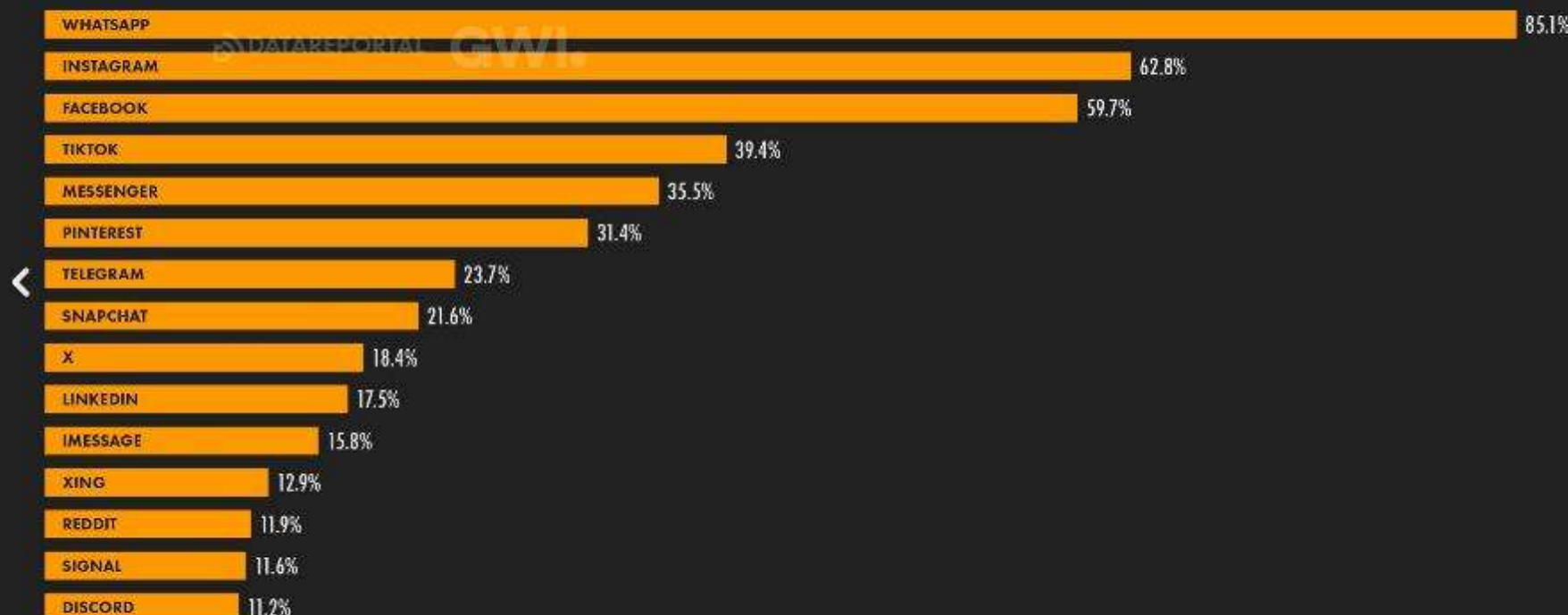
## MOST USED SOCIAL MEDIA PLATFORMS

PERCENTAGE OF INTERNET USERS AGED 16+ WHO USE EACH PLATFORM EACH MONTH

NOTE: YOUTUBE IS NOT OFFERED AS AN ANSWER OPTION FOR THIS QUESTION IN GWI'S SURVEY, SO IT WILL NOT APPEAR IN THIS RANKING



GERMANY



89

SOURCE: GWI (Q3 2024). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16+. SEE [GWI.COM](https://www.gwi.com). NOTE: YOUTUBE IS NOT OFFERED AS AN ANSWER OPTION FOR THIS QUESTION IN GWI'S SURVEY.

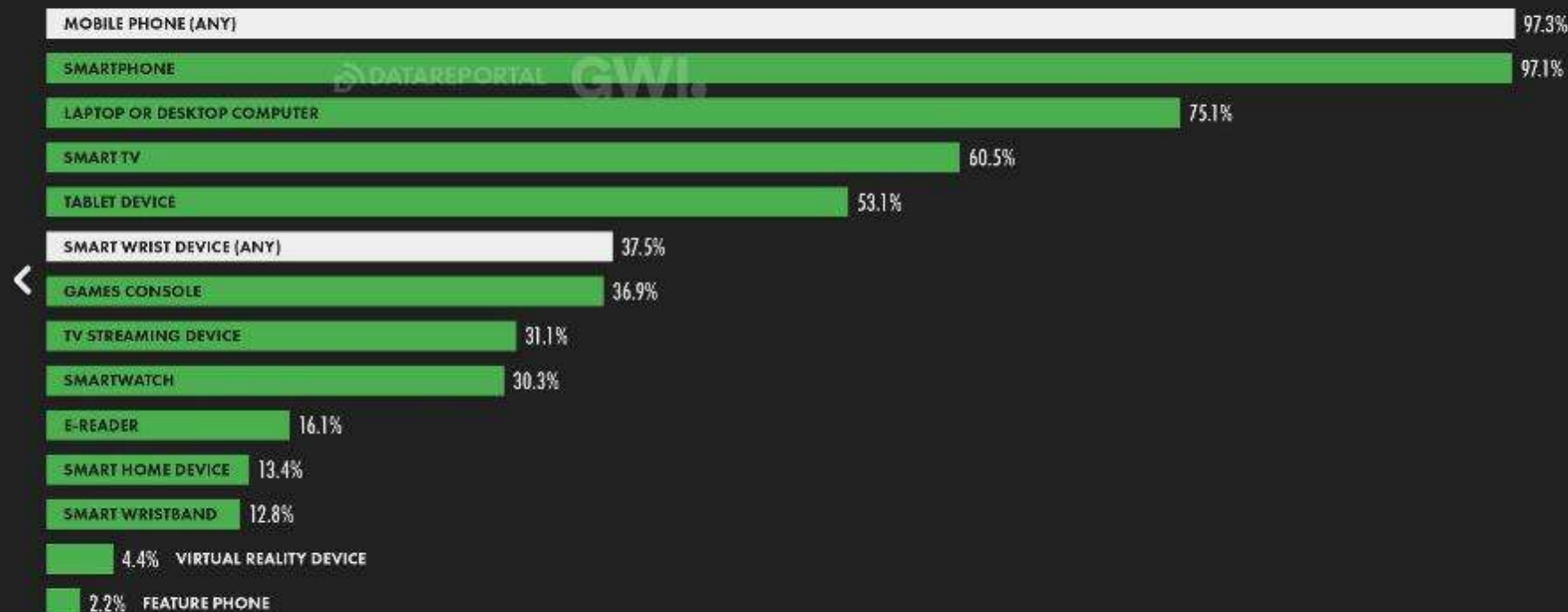
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are  
social

Meltwater

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2025

## DEVICE OWNERSHIP

PERCENTAGE OF INTERNET USERS AGED 16+ WHO OWN EACH KIND OF DEVICE



22

**SOURCE:** GWI [Q3 2024] **NOTE:** WHITE BARS IDENTIFY THE USE OF A COMBINATION OF DEVICES THAT ARE ALSO SHOWN INDIVIDUALLY ON THIS CHART. FOR EXAMPLE, "MOBILE PHONE (ANY)" REPRESENTS OWNERSHIP OF A "SMARTPHONE" AND / OR A "FEATURE PHONE". **COMPARABILITY:** CHANGES IN AUDIENCE COMPOSITION AND SURVEY METHODOLOGY. SEE [NOTES ON DATA](#).

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JAN  
2024

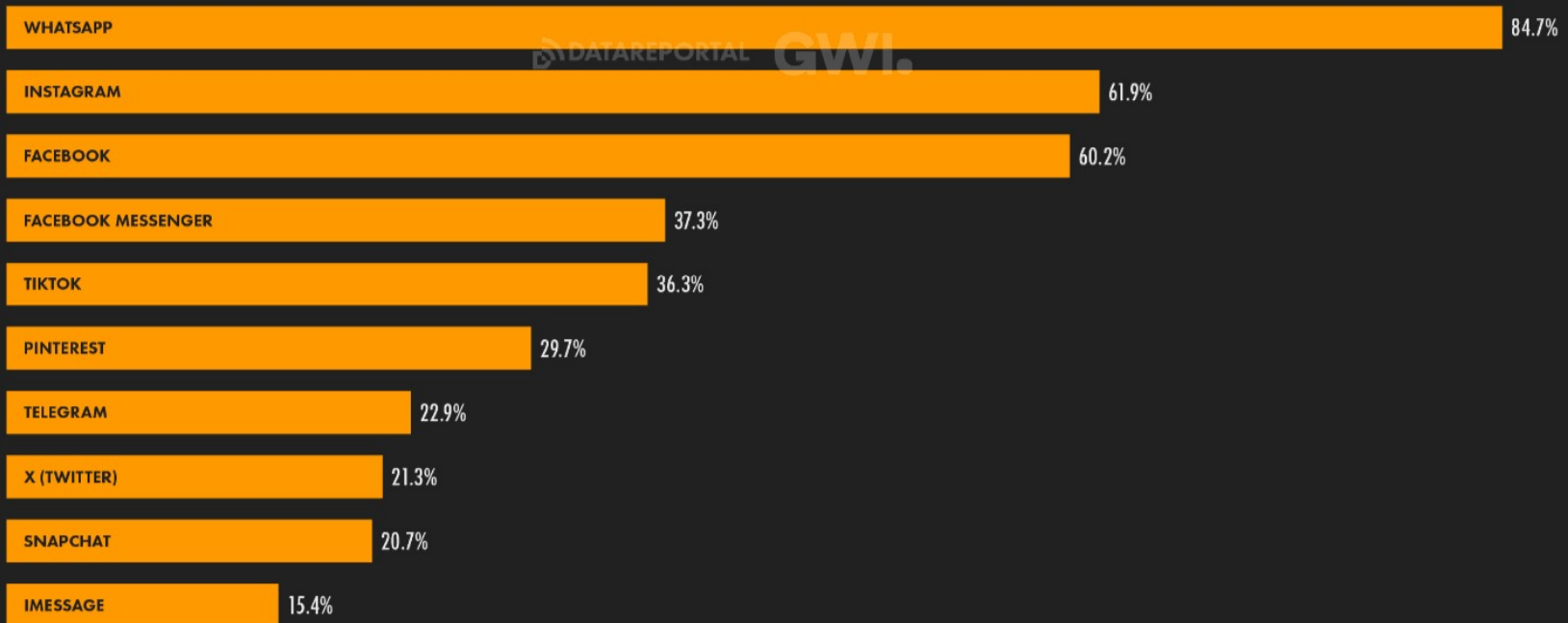
## MOST USED SOCIAL MEDIA PLATFORMS

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO USE EACH PLATFORM EACH MONTH

**NOTE:** YOUTUBE IS NOT OFFERED AS AN ANSWER OPTION FOR THIS QUESTION IN GWI'S SURVEY, SO IT WILL NOT APPEAR IN THIS RANKING



GERMANY



59

**SOURCE:** GWI (Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](https://www.gwi.com). **NOTE:** YOUTUBE IS **NOT** OFFERED AS AN ANSWER OPTION FOR THIS QUESTION IN GWI'S SURVEY. **COMPARABILITY:** A VERSION OF THIS CHART THAT APPEARED IN OUR PREVIOUS REPORTS WAS BASED ON A PREVIOUS QUESTION IN GWI'S SURVEY THAT INCLUDED YOUTUBE AS AN ANSWER OPTION. GWI'S CURRENT SURVEY FEATURES A REVISED VERSION OF THIS QUESTION THAT DOES **NOT** INCLUDE YOUTUBE AS AN ANSWER OPTION, WHILE OTHER CHANGES TO THE QUESTION'S WORDING MAY MEAN THAT THE VALUES AND RANK ORDER SHOWN HERE ARE **NOT DIRECTLY COMPARABLE** WITH THOSE SHOWN ON A SIMILAR CHART IN PREVIOUS REPORTS.

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# STECKBRIEF FACEBOOK

Mitglieder: 60,2% der Deutschen

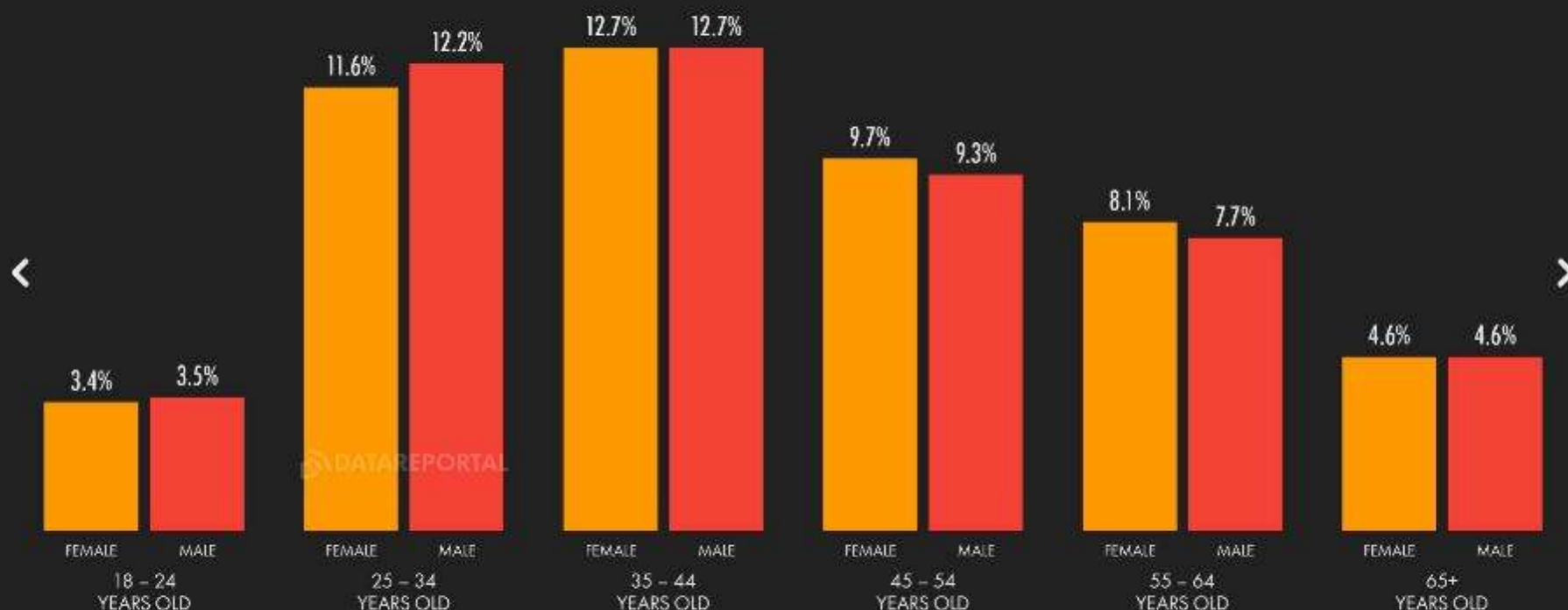
- Aktivitäten: privat mit Einsprengeln von Business
- Aufwand: gering
- Bedeutung nimmt ab

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## FACEBOOK: ADVERTISING AUDIENCE PROFILE

SHARE OF FACEBOOK'S ADULT ADVERTISING AUDIENCE AGED 18+ BY AGE GROUP AND GENDER

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



105

**SOURCES:** META'S ADVERTISING RESOURCES, KEROOS ANALYSIS. **NOTES:** VALUES USE A RANGE OF PUBLISHED RANGES. **NOTE:** META'S ADVERTISING TOOLS NO LONGER PROVIDE DEMOGRAPHIC DATA FOR USERS BELOW THE AGE OF 18. 30 WHILE THERE MAY BE ACTIVE USERS OF THE COMPANY'S PLATFORMS BELOW THIS AGE, THESE USERS NO LONGER APPEAR IN THE COMPANY'S POTENTIAL AD REACH DATA. GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE". **ADVISORY:** VALUES MAY NOT MATCH SHARE OF TOTAL ACTIVE USER BASE. USER AGE MISSTATEMENTS MAY DISTORT SOURCE DATA. **COMPARABILITY:** SOURCE DATA INCONSISTENCIES MAY MEAN THAT VALUES SHOWN HERE DO NOT CORRELATE WITH VALUES SHOWN ELSEWHERE IN THIS REPORT BASE REVISIONS. SEE NOTES ON DATA.

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# FACEBOOK

- Professionell nur über Facebook-Seite
- Werbung (fast) immer nötig
- Keine hohe Posting-Frequenz nötig
- Vielfalt der Inhalte



# STECKBRIEF INSTAGRAM

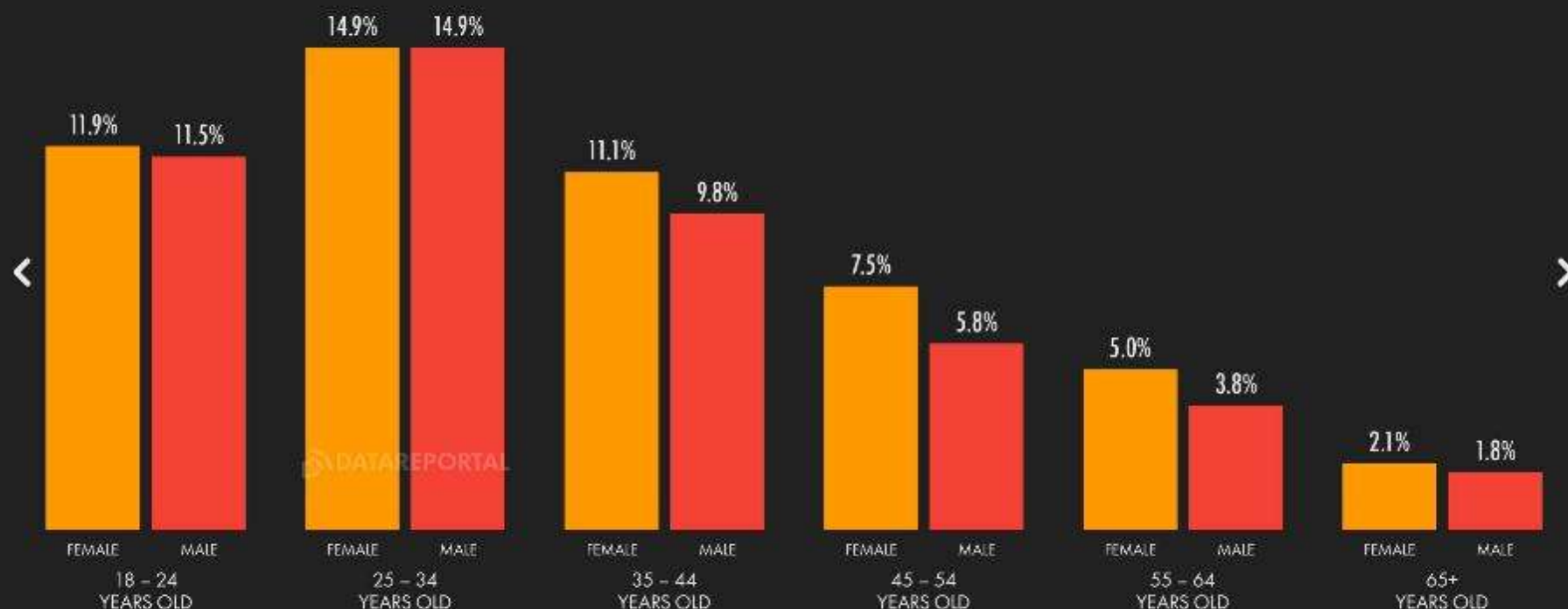
- Mitglieder: 61,9% der Deutschen
- Aktivitäten: stark privat, Consumer-Produkte
- Aufwand: gering bis mittelmäßig

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# INSTAGRAM: ADVERTISING AUDIENCE PROFILE

SHARE OF INSTAGRAM'S ADULT ADVERTISING AUDIENCE AGED 18+ BY AGE GROUP AND GENDER

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



113

**SOURCES:** META'S ADVERTISING RESOURCES, KEROOS ANALYSIS. **NOTES:** VALUES USE A PORTION OF PUBLISHED RANGES. **NOTE:** META'S ADVERTISING TOOLS NO LONGER PROVIDE DEMOGRAPHIC DATA FOR USERS BELOW THE AGE OF 18, SO WHILE THERE MAY BE ACTIVE USERS OF THE COMPANY'S PLATFORMS BELOW THIS AGE, THESE USERS NO LONGER APPEAR IN THE COMPANY'S POTENTIAL AD REACH DATA. GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE". **ADVISORY:** VALUES MAY NOT MATCH SHARE OF TOTAL ACTIVE USER BASE. USER AGE MISSTATEMENTS MAY DISTORT SOURCE DATA. **COMPARABILITY:** SOURCE DATA INCONSISTENCIES MAY MEAN THAT VALUES SHOWN HERE DO NOT CORRELATE WITH VALUES SHOWN ELSEWHERE IN THIS REPORT BASE REVISIONS. SEE NOTES ON DATA.

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# INSTAGRAM

Einfach über App nutzbar, professionell über Facebook

Hohe Postingfrequenz nötig

Bildmaterial nötig

Viel Interaktion nötig

Werbung nur bedingt zielführend

# STECKBRIEF TWITTER/X

- Mitglieder: 21,3% der Deutschen
- Alter: alle Altersgruppen
- Hauptsächlich Männer
- Aufwand: mittel

# STECKBRIEF YOUTUBE

- Mitglieder: 81,4%  
der Deutschen
- Alter: 14 – 29 Jahre
- Aber in allen  
Altersklassen  
verbreitet



# YOUTUBE

- Hoher Aufwand: Videos
- Moderate Postingfrequenz
- Wenig Interaktion nötig
- Werbung hilfreich und preiswert

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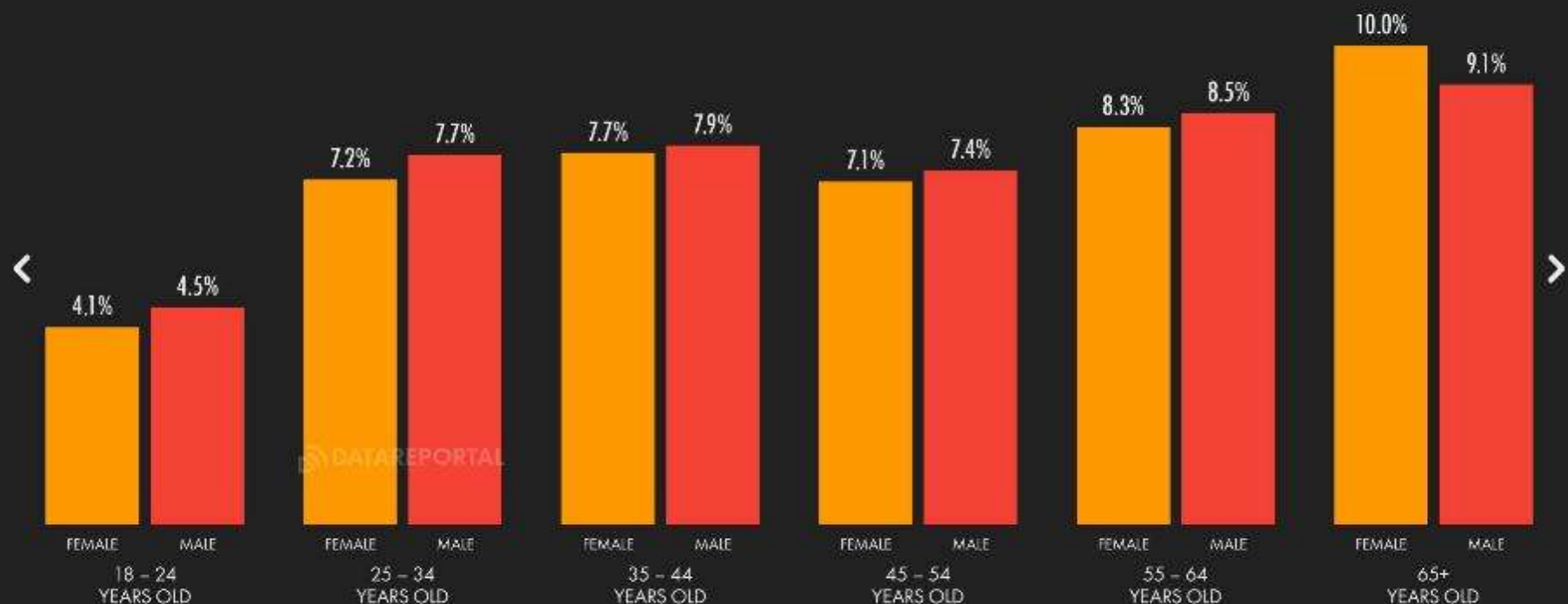
## YOUTUBE: ADVERTISING AUDIENCE PROFILE

SHARE OF YOUTUBE'S ADVERTISING AUDIENCE BY AGE GROUP AND GENDER

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GERMANY



100

**SOURCES:** GOOGLE'S ADVERTISING RESOURCES, KEYOS ANALYSIS. **NOTES:** AGE AND GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE" USERS AGED 18+. BUT GOOGLE'S RESOURCES ALSO PUBLISH A VALUE FOR TOTAL AUDIENCE. VALUES SHOWN HERE REPRESENT SHARE OF TOTAL AUDIENCE, SO WILL NOT SUM TO 100%. **ADVISORY:** VALUES MAY NOT MATCH SHARE OF TOTAL ACTIVE USER BASE. USER AGE MISSTATEMENTS MAY DISTORT SOURCE DATA. **COMPARABILITY:** SOURCE DATA INCONSISTENCIES MAY MEAN THAT VALUES SHOWN HERE DO NOT CORRELATE WITH VALUES SHOWN ELSEWHERE IN THIS REPORT. BASE REVISIONS, SEE NOTES ON DATA.

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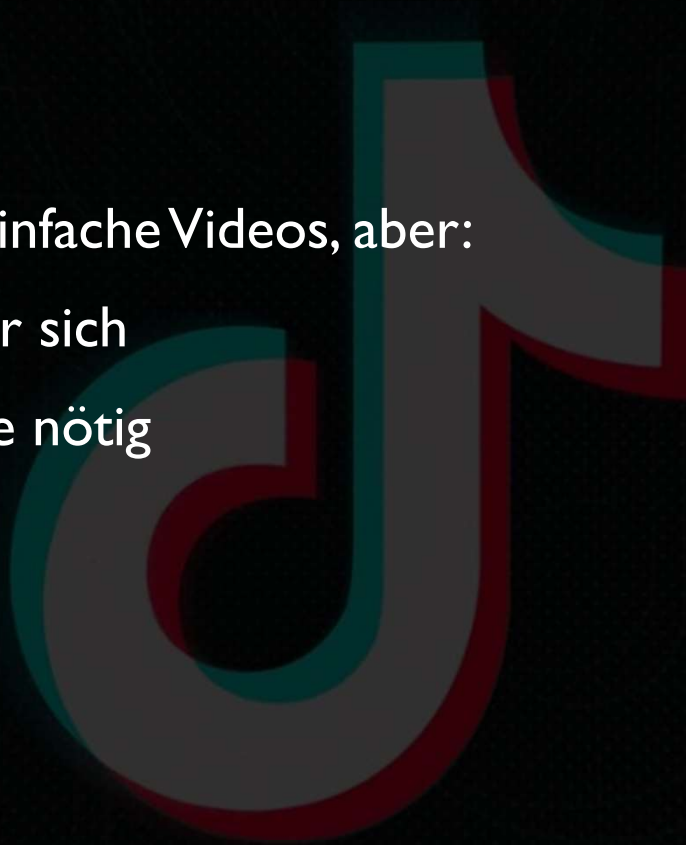
# STECKBRIEF TIKTOK

- Mitglieder: 36,3% der Deutschen
- Alter: 14 – 19 Jahre (56%)
- 37,38 Stunden monatliche Nutzungsdauer



# TIKTOK

- Hoher Aufwand: einfache Videos, aber:
- Jeder Post zählt für sich
- Hohe Erfolgsquote nötig
- Werbung hilfreich
- Perspektive?

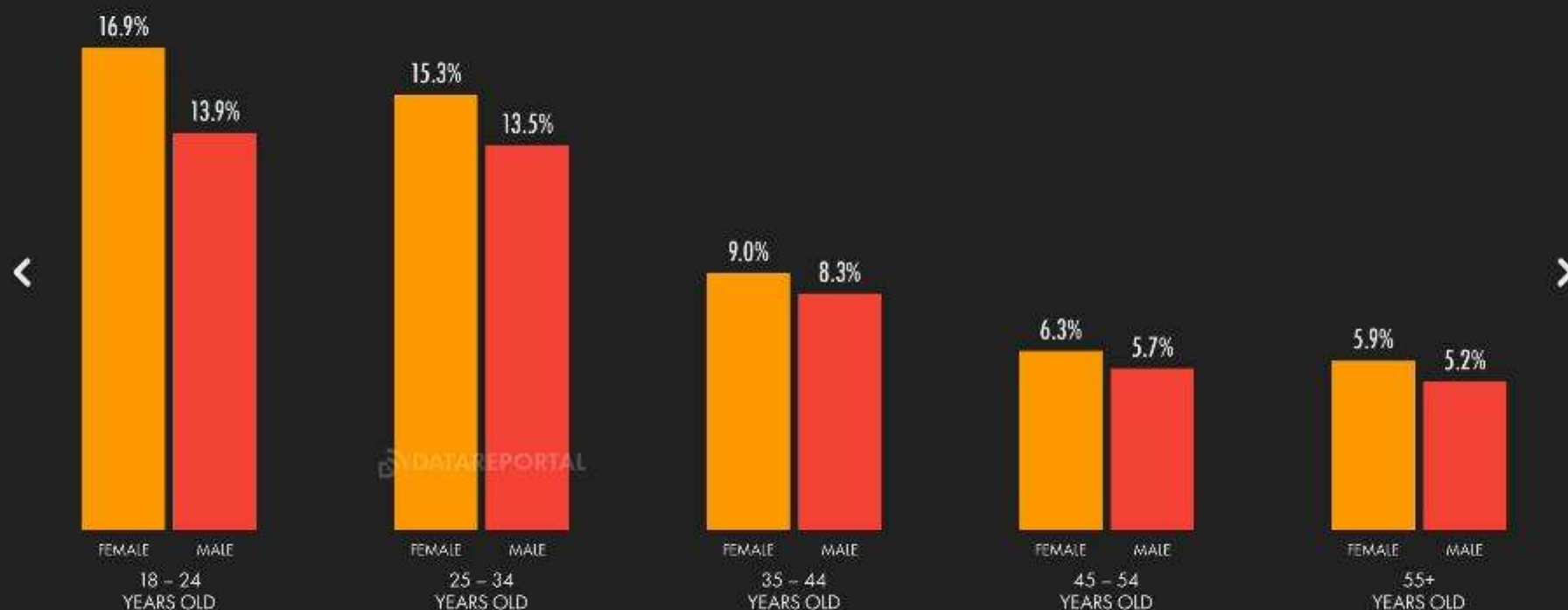


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## TIKTOK: ADVERTISING AUDIENCE PROFILE

SHARE OF TIKTOK'S ADULT ADVERTISING AUDIENCE AGED 18+ BY AGE GROUP AND GENDER

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



120

SOURCES: TIKTOK'S ADVERTISING RESOURCES; KERIOS ANALYSIS. NOTES: REACH DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE" USERS AGED 18+. VALUES BASED ON MIDPOINTS OF PUBLISHED RANGES. ADVISORY: VALUES MAY NOT MATCH SHARE OF TOTAL ACTIVE USER BASE. USER AGE MISSTATEMENTS MAY DISTORT SOURCE DATA. COMPARABILITY: SOURCE DATA INCONSISTENCIES MAY MEAN THAT VALUES SHOWN HERE DO NOT CORRELATE WITH VALUES SHOWN ELSEWHERE IN THIS REPORT. BASE KEY SIGNS. SEE NOTES ON DATA.

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# STECKBRIEF LINKEDIN

- Mitglieder: 21,6% der Deutschen
- Business-Netzwerk
- Durchbruch in Deutschland erst vor kurzen, d.h. viel Potenzial

**Linked** 



# LINKEDIN

- Niedriger Aufwand (alle Formate möglich, selbst Kommentare helfen)
- Einfacher Follower-Aufbau
- Werbung sehr teuer, aber (noch) nicht nötig
- Wer weniger Werbung sehen will: Premium-Abo

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2025

## LINKEDIN: ADVERTISING AUDIENCE PROFILE

SHARE OF LINKEDIN'S ADVERTISING AUDIENCE BY AGE GROUP AND GENDER

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



124

SOURCES: LINKEDIN'S ADVERTISING RESOURCES, KEROS ANALYSIS. NOTES: GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE". ADVISORY: VALUES MAY NOT MATCH SHARE OF TOTAL ACTIVE USER BASE. USER AGE MISSTATEMENTS MAY DISTORT SOURCE DATA. COMPARABILITY: SOURCE DATA INCONSISTENCIES MAY MEAN THAT VALUES SHOWN HERE DO NOT CORRELATE WITH VALUES SHOWN ELSEWHERE IN THIS REPORT. BASE REVISIONS. SEE NOTES ON DATA.

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# **KLEINER EINSCHUB:**

## **LEITFADEN ZUM STARTEN**



Webseite



Inhalte  
schaffen



Inhalte  
verteilen




Inhalte  
bewerben

# CHATGPT FÜR SOCIAL MEDIA NUTZEN

- Du bist nun eine super erfahrene Social-Media-Expertin mit viel Erfahrung in PR und Social Media für Startups.
  - Ich benötige einen Post für LinkedIn.
  - Zielgruppe sind Startups.
  - Die Sprache sollte peppig und direkt sein.
  - Inhalt des Posts: „Heute beim Businessplanwettbewerb Berlin-Brandenburg über Social Media gesprochen. Viele tolle Gründer:innen, die sehr neugierig auf das Thema waren und viele Fragen gestellt haben“
  - Hier hast du noch 3 gut performende Posts als Beispiel: [...]
  - Bitte generiere 5 Varianten des Posts.
- Danach bewerte bitte die 5 Varianten des Posts, um mir die Auswahl zu erleichtern.

A collection of colorful markers in various shades of green, purple, yellow, red, and blue are arranged in several hand-drawn containers. The containers are made of cardboard or paper and feature various patterns and designs, including a green and black striped pattern, a green and black pattern, and a red container with a face. The containers are placed on a green base with a patterned design. The background is a solid blue color.

**UND NUN  
NOCHMAL!**



**DON'T BUILD ON  
RENTED LAND**

**OWNED!!!**

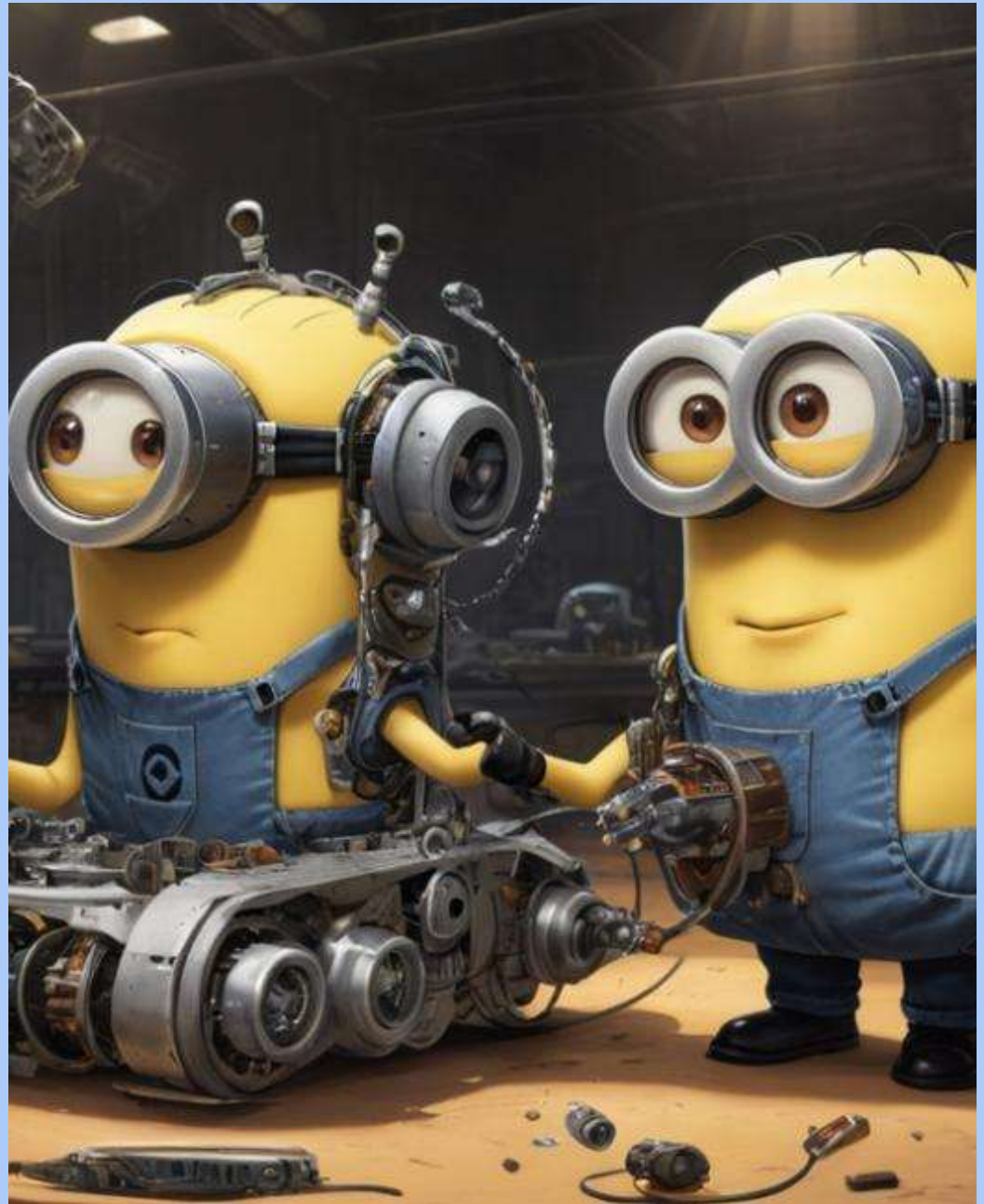
A person wearing a blue long-sleeved shirt and a headset is sitting at a desk in a server room. They are looking at a large sheet of paper on the desk and holding a pen. The desk is cluttered with various electronic components, including a keyboard and a mouse. In the background, there are several computer monitors displaying data, and a dense network of cables hangs from the ceiling. The overall atmosphere is dimly lit, typical of a server room.

# SOCIAL MEDIA IST TOT?

ZEIT.DE

# 1. DIGITALE VERNETZUNG ALS SELBSTZWECK

- "Die Welt offener und vernetzter machen,,
- Wie ist es geworden? Wie immer...



# 2. DIE MODERATIONSMACHT DER PLATTFORMEN

ENSHITTIFICATION (CORY DOCTOROV)



### 3. DIE NEUTRALITÄTSLÜGE

- Die Netzwerke nehmen sehr wohl Einfluss auf die Kommunikation



# UNSERE NÄCHSTEN WEBINARE HIER IM BPW

- 23.01.2025: Online Marketing  
12 – 14:30 Uhr
- 24.01.2025: ChatGPT & KI  
12 – 14 Uhr



<https://www.b-p-w.de/termine/>

# JETZT IST ZEIT FÜR FRAGEN!

Kontakt: [dietmar@argo.berlin](mailto:dietmar@argo.berlin)

LinkedIn:

<https://www.linkedin.com/in/dietmarfischer/>



# BPW 2025

**Deine Idee | Dein Konzept | Dein Unternehmen**

Hotline: 030 / 21 25 - 21 21

E-Mail: [bpw@ibb-business-team.de](mailto:bpw@ibb-business-team.de)

Internet: [www.b-p-w.de](http://www.b-p-w.de)

## Förderer



Kofinanziert von der  
Europäischen Union



Der Businessplan-Wettbewerb Berlin-Brandenburg wird gemeinsam durch die Senatsverwaltung für Wirtschaft, Energie und Betriebe des Landes Berlin und durch das Ministerium für Wirtschaft, Arbeit, Energie und Klimaschutz des Landes Brandenburg unterstützt sowie aus Mitteln der Europäischen Union kofinanziert.