



RHEINGANS
DIGITAL ENABLER

SOCIAL MEDIA BULLSHIT BINGO

Digitale Transformation	Disruption	Influencer	Reach	Supergeil
Infografik	Big Data	Content Marketing	Earned Media	User Generated Content
Clickability	Agiles Marketing	JOKER	Engagement	360° Kampagne
Gamification	Triggern	Viral	SEO	Trackrecord
Benchmark	Synergie	Blogger Relations	UX	4.0