



## eTravel Stage Day 4

Date	Time	Location
March 7, 2020	11:00 - 14:00	Hall 6.1, eTravel Stage

Sessions held in German without translation

### Events

**11:00 - 12:00**

#### Digital Marketing Automation

- Basics Digital customer acquisition - What is important when you want to inspire people online? How can a way online from the prospect to the customer look like?
- Inventory - Which processes exist in the companies of the participants that can be automated and scaled with simple means
- Setting up an email tool - How do you set up an email tool to automate and scale processes in your organization?
- Inbound Marketing - How can you automatically introduce new prospects to your company and get them to contact your company?

**Speaker:**

[Marko Tomicic](#), CEO, AFM Media GmbH

**Tags**

[Marketing](#) [Digitalization](#) [Customer Behavior](#)

**12:00 - 13:00**

#### Digital Customer Acquisition

- Stocktaking - What could have been better done online in the past?
- Fine-tuning of the message & target group - Who can you reach best and easiest online?
- Reaching out - How can you make relevant users take notice of you and become your fans in no time?
- Revenue-generating measures - Which "next steps" are the most sensible for you to incorporate revenue in the short, medium and long term?

**Speaker:**

[Marko Tomicic](#), CEO, AFM Media GmbH

**Tags**

[Digitalization](#) [Personalization](#) [Customer Behavior](#)

**13:00 - 14:00**

#### Social Media Marketing

- Which social media channels are useful in the tourism sector to gain more awareness and homepage?
- The channels Facebook, Instagram, Pinterest and Blog are specifically addressed.
- What are the optimal social media contents?
- Which social media channels make individual sense for my offer?

**Speaker:**

[Marko Tomicic](#), CEO, AFM Media GmbH

**Tags**

[Social Media Marketing](#)

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