

Digital marketing

30 May 2024

At 9.00.

Webinar

Fee per participant:

Micro enterprises: free of charge,

small and medium-sized enterprises: 100 €,

Large companies: 500 €.

You will learn the basic principles and objectives of digital marketing and the benefits of combining traditional and digital approaches. We will explore new digital marketing activities, learn how to plan and execute digital marketing campaigns and monitor their effectiveness with analytical tools. We will focus on digital literacy, customer-centric selling, marketing techniques and product, market and industry knowledge. Throughout the course we will cover topics such as online marketing, goal setting, the buying process, comparing different marketing channels and presenting best practices on social media. We will also learn how to use Google Analytics to measure the effectiveness of our marketing activities.

Join us and improve your knowledge and skills in digital marketing.

Content:

- An overview of online marketing and the approach to marketing,
- why we need goals and how to set them,
- the buying process (CDJ) and how it influences marketing and advertising,
- comparison of different marketing and advertising channels,
- presentation of best practices in each channel (Facebook, TikTok, Instagram) and
- how performance measurement works and how to use Google Analytics for this.

The training is for:

✓ Marketing and sales managers,

✓ Marketing and sales and marketing staff,

✓ Directors,

✓ corporate decision makers, and

✓ anyone who wants to gain additional knowledge in the field of digital marketing.

Lecturer:

Peter Mesarec, from SEOS GROUP d.o.o., is a marketing consultant who speaks three marketing languages. He has been a department head in a performance agency and thus understands different business models, marketing approaches and the need for effective marketing. He has worked as a marketing manager in different companies and therefore understands the functioning of the marketing department within a company, its limitations and its strengths. Currently, as a marketing consultant, he advises marketing departments in Slovenia and abroad, helping to solve marketing conundrums on a daily basis. He delivers his knowledge in a sparkling and interesting way with a large number of practical examples, which

is why he is invited as a lecturer to universities, startup accelerators and conferences near and far.

Registration fee:

The price covers participation in the event, materials and certificates. Certificates will be issued upon request.

Registration:

Applications are accepted until places are filled. The deadline for any cancellation in writing is 27 May 2024. Otherwise, we will charge you the full registration fee!

Payment

Please transfer the registration fee in advance to the GZDBK business account at NLB, d. d., Ljubljana, number SI56 0297 0025 6614 247, reference 20240530 + your company's registration number.

GZDBK registration number: 2295032. GZDBK VAT ID: SI68152990.

Please present the receipt of payment no later than upon arrival at the event.

The event takes place as part of the SRC-EDIH project.

