

**PROMOVAREA
EVENIMENTELOR
BUSINESS 2 BUSINESS**

CE STIM CU TOTII DESPRE PROMOVAREA EVENIMENTELOR?

SITE-URI URATE

COMUNICATE NEPRELUATE

BANNERE NEINSPIRATE (ONLINE / OFFLINE)

PLIANTE OBOSITE

MAILURI NEINSPIRATE

**CUM A EVOLUAT PROMOVAREA
EVENIMENTELOR?**

SITE-URI ATTRACTIVE

MAILURI TARGETATE

BLOGGER RELATIONS

RADIO ADVERTISING

INDOOR ADVERTISING

POSTERE

VIDEO OOH

**CE E NOU IN PROMOVAREA
EVENIMENTELOR?**

REMARKETING (GOOGLE)

RETARGETING (NEWSLETTERE)

CUSTOM AUDIENCES

SPONSORED STORIES

FACEBOOK ADS

MOBISITES

MOBILE ADS

CONTENT

Q&A