PLACE FOR DIGITAL. TOURISM & CO.

Prepared by Inga Priedīte

1. ADSETTINGS.GOOGLE.COM

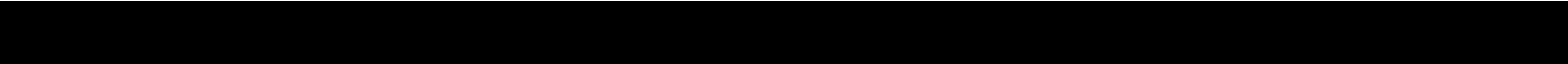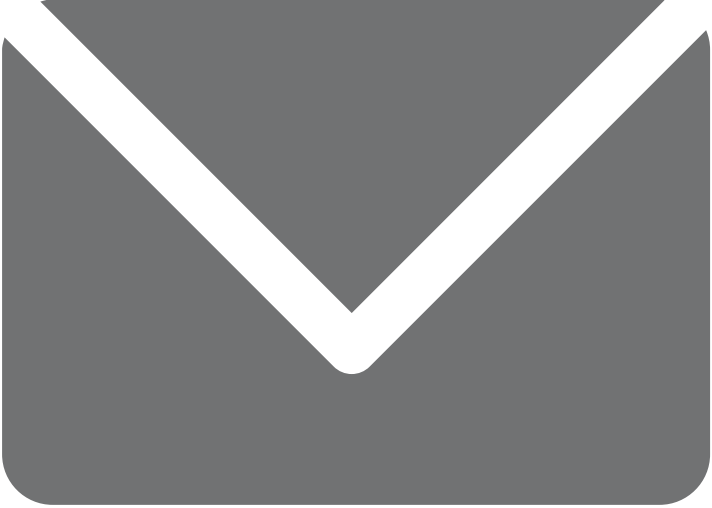# 2. NAME, SURNAME 😬

WOULD IT BE POSSIBLE TO DELETE THE PAGE?

IN THE WORLD OF THIS... ⊖

PLAN FOR TODAY

1) Digital Marketing Channels

2) Customer Journey

3) Main platforms to use

4) yes, Remarketing

5) KPI's

6) New trends to know

7) Top 5 daily helpers for free
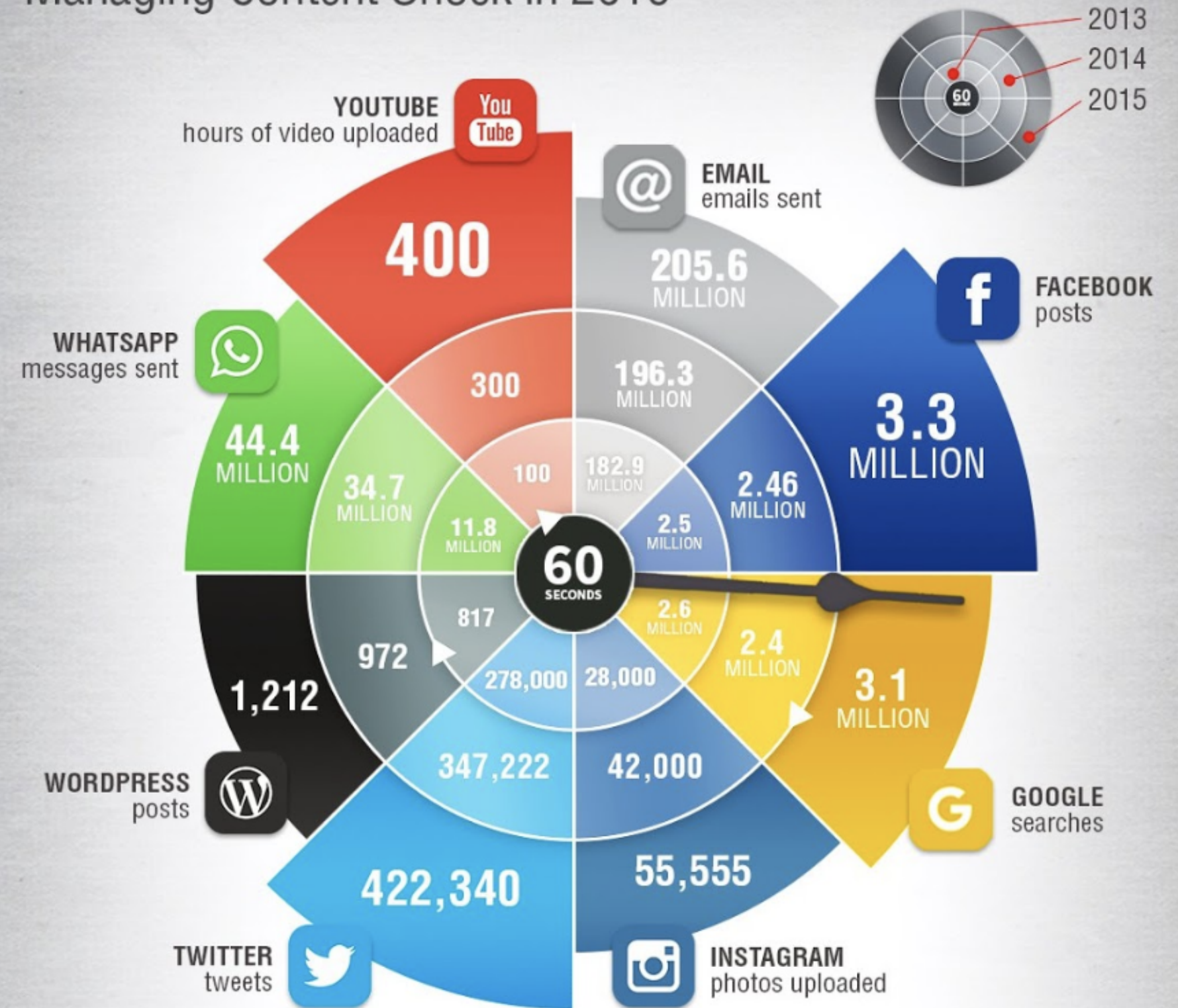
Most used digital channels:

One duvet for all of us?

At the same time…

What Happens Online in 60 Seconds?
Managing Content Shock in 2016

Customer Journey

1: Awareness

2: Interest

3: Consideration

4: Purchase

5: Retention

6: Advocacy
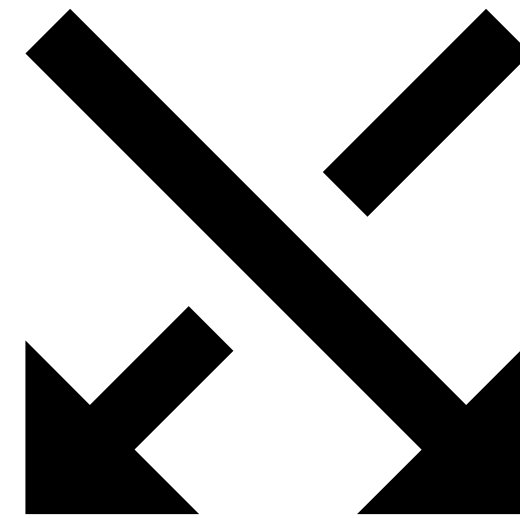
1. SOCIAL

CONTENT   SPONSORED CONTENT

1. SOCIAL - DEMOGRAPHICS

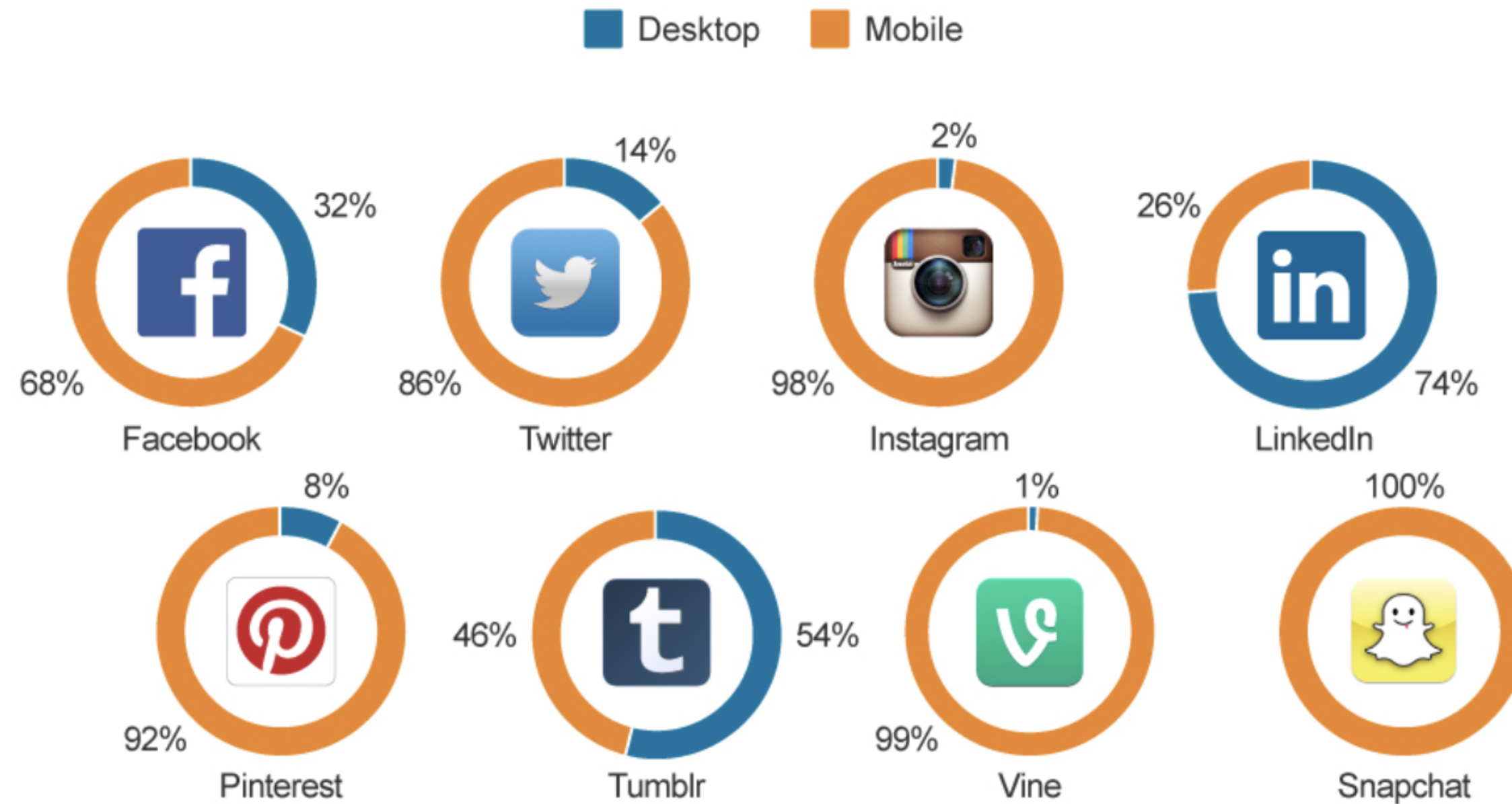| Vecums	18-24	25-34	35-44	45-54	55+
Latvija (800k)	100K	250K	150K	100K	100K
Igaunija (700K)	100K	150K	100K	90K	80K
Lietuva (1.5mil)	300K	400K	250K	200K	150K

1. SOCIAL - USABILITY

Most Social Networks Are Now Mobile-First
% of time spent on social networks in the United States, by platform*

■ Desktop ■ Mobile

Facebook — 32% Desktop, 68% Mobile
Twitter — 14% Desktop, 86% Mobile
Instagram — 2% Desktop, 98% Mobile
LinkedIn — 26% Mobile, 74% Desktop
Pinterest — 8% Desktop, 92% Mobile
Tumblr — 46% Mobile, 54% Desktop
Vine — 1% Desktop, 99% Mobile
Snapchat — 100% Mobile

1. GO ON YOUR FACEBOOK

2. HOW MANY PAGES? 🔥

Explore

📅 Events   2

👥 Groups

🚩 Pages

🫓 Fundraisers

🎮 Games

▼ See More...

Top Suggestions   Invites **20+**   Liked Pages   Your Pages
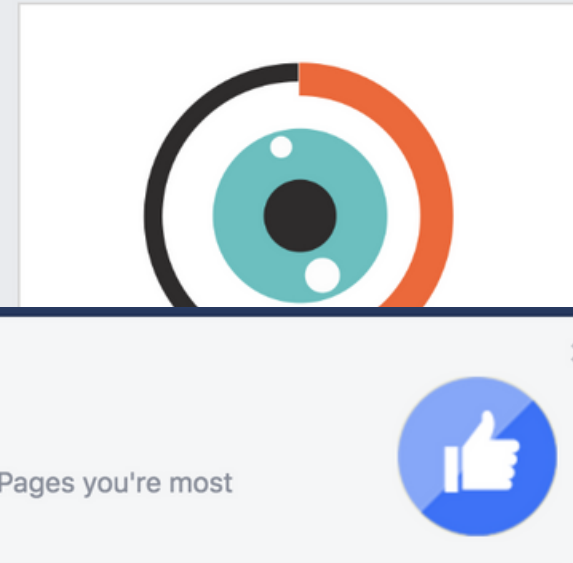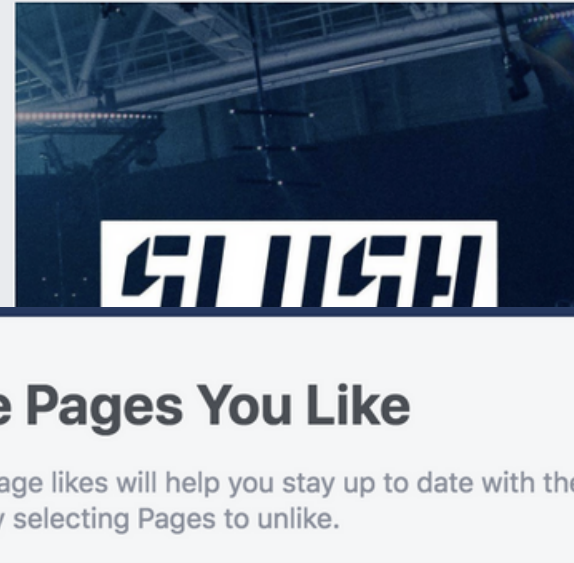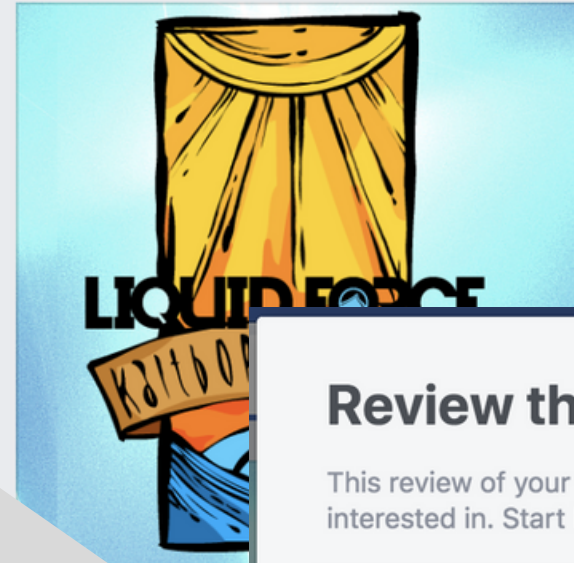

Top Suggestions   Invites **20+**   **Liked Pages**   Your Pages   Create Page

Review Liked Pages

Review your Page likes to make sure that they're an accurate reflection of what you're interested in.

Get Started

Review the Pages You Like

This review of your Page likes will help you stay up to date with the Pages you're most interested in. Start by selecting Pages to unlike.
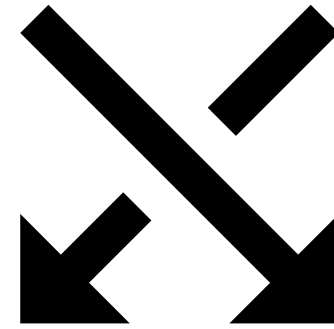
All Pages ⇕

Page (286)

📍	THE TOP Clothing Store	Unlike
NOLAID AR MANI	Aizezeri River	Unlike
GERDA & KAI	Gerda & Kai Shopping & Retail	Unlike

2. GOOGLE

ORGANIC (SEO)   **SPONSORED (ADWORDS)**
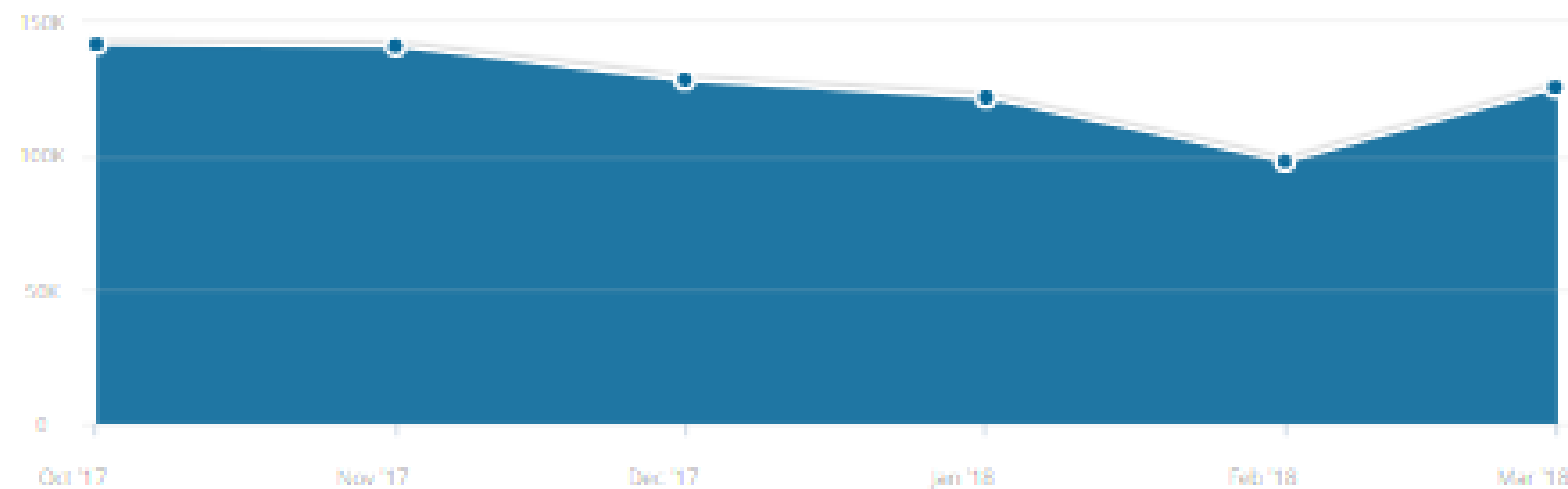
Traffic Sources ⓘ

Embed Graph

🖥 On desktop

56.25%

21.25%

11.19%

4.84%

5.22%

1.25%

Direct   Referrals   Search   Social   Mail   Display
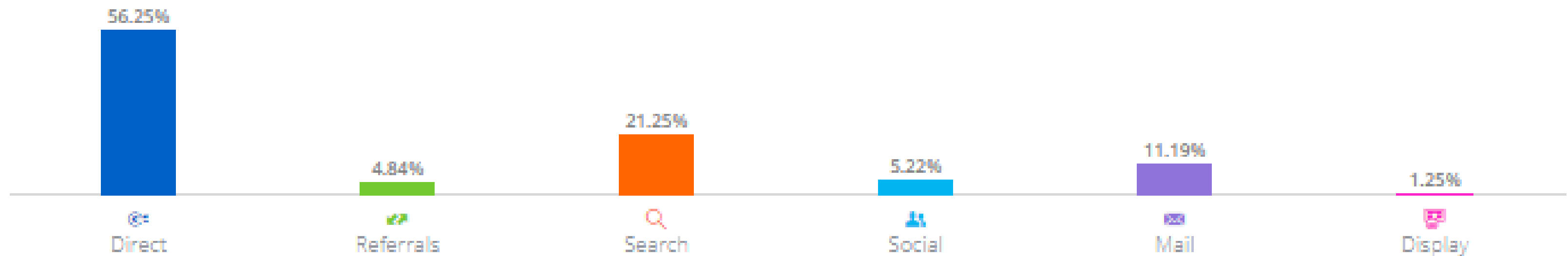
2. GOOGLE - SEARCH VOLUME AND SEASONS

2. GOOGLE - EXAMPLE
(AND ALSO KEYWORDS)
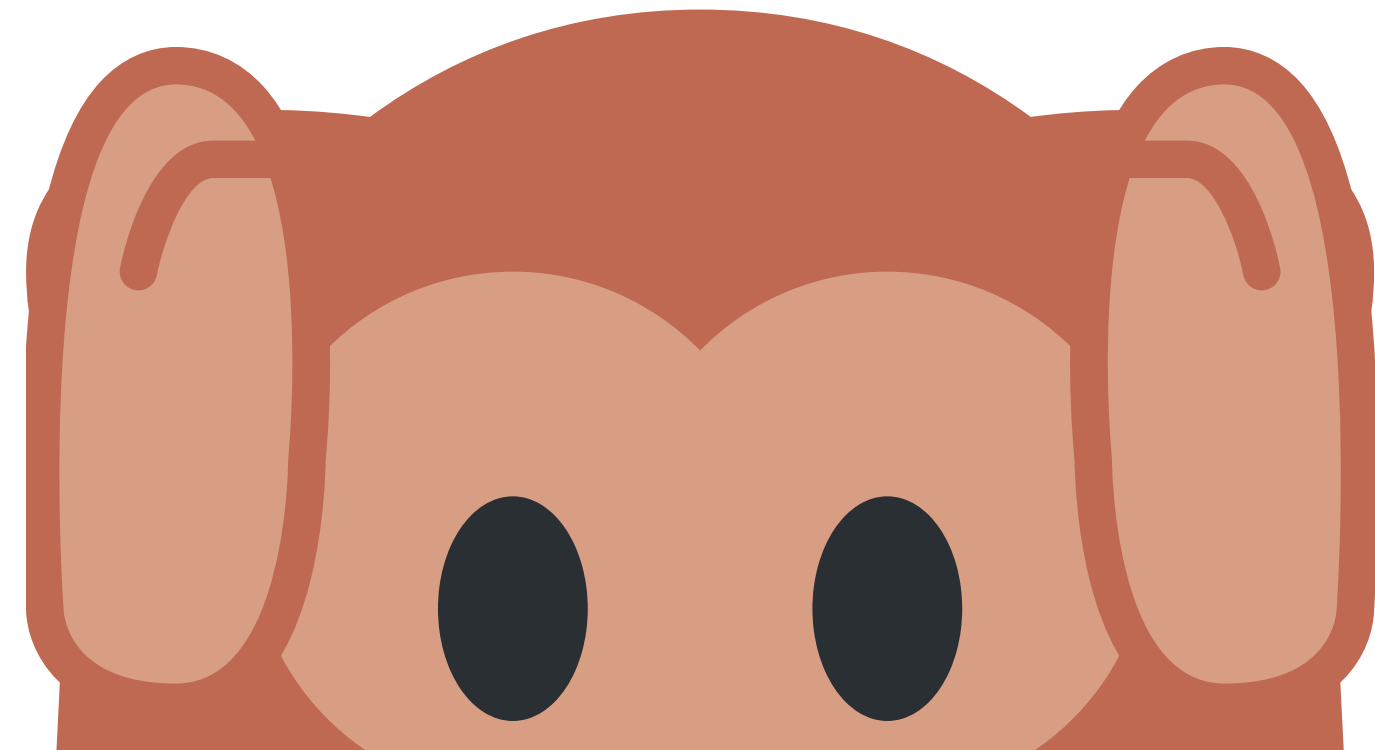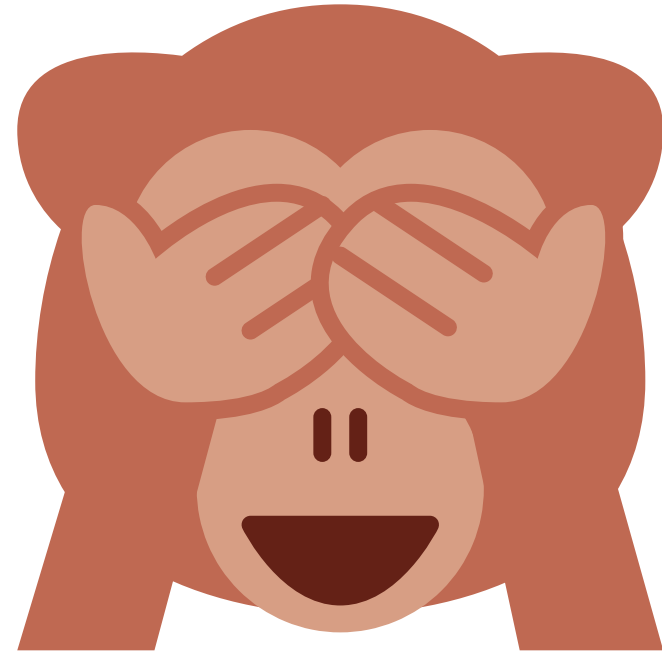
3. REMARKETING

1) Basic
2) Dynamic

How many times?

4. KPI'S

HOW TO?

1) TIME?

2) RESULT - BEST, WORST , MIDDLE?

3) WHO WILL DO?

4) HOW TO FOLLOW?

5. INFLUENCERS

WINS AND SUCCESSES & FAILS

1) CHOOSE

2) MANAGE

3) MEASURE

4) COLLABORATE

TOP 5 TOOLS TO USE FOR FREE

CREATE THE CONTENT

1) Canva.com
2) Getemoji.com
3) Unfold App
4) Gifmaker.me
5) Instagram ;)

Interreg
Estonia-Latvia
European Regional Development Fund

EUROPEAN UNION