



ΣΥΝΔΕΣΜΟΣ ΤΟΥΡΙΣΤΙΚΩΝ
ΕΠΙΧΕΙΡΗΣΕΩΝ ΚΥΠΡΟΥ

ΕΡΓΑΛΕΙΑ ΤΟΥ ΨΗΦΙΑΚΟΥ MARKETING: ΕΥΚΑΙΡΙΕΣ ΚΑΙ ΠΡΟΚΛΗΣΕΙΣ

PANADVERT
Digital Marketing

Vaggelis Karlis

Head of Performance

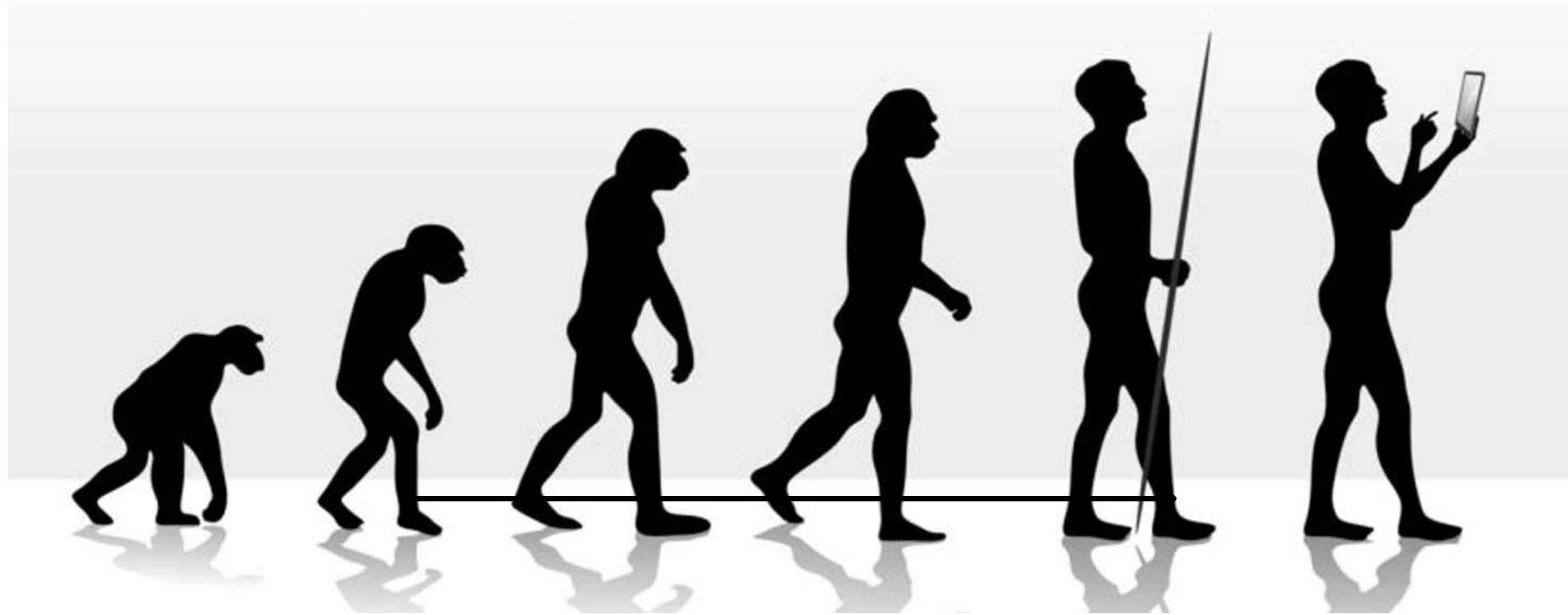
PANADVERT
Digital Marketing



Agenda

- 1:** Advertising Platforms
- 2:** Performance Marketing
- 3:** Social Media & Content Marketing
- 4:** Influencer Marketing
- 5:** Email Marketing
- 6:** Data Analysis

Marketing Evolution



2010

NEWSPAPERS
RADIO
TV
EXHIBITIONS
MAGAZINES



2022

ADVERTISING
SOCIAL MEDIA
EMAIL MARKETING
INFLUENCERS
REVIEWS
CONTENT
SEO / SEM

UI / UX
MESSENGERS
CHATBOT
A.I.
META SEARCH
BLOGGING
YOUTUBE

THE TOUCH POINTS of your CUSTOMER and your business

OWNED

WEBSITE
CONTENT MARKETING
EMAIL MARKETING
BLOGGING

PAID

GOOGLE ADS
YAHOO / BING
YOUTUBE ADS
FACEBOOK ADS
INSTAGRAM ADS
BAIDU
YANDEX
METASEARCH

SOCIAL

TRIP ADVISOR
FACEBOOK
INSTAGRAM
GOOGLE MY BUSINESS
TIK TOK
REDDIT
LINKEDIN
SNAPCHAT
PINTEREST



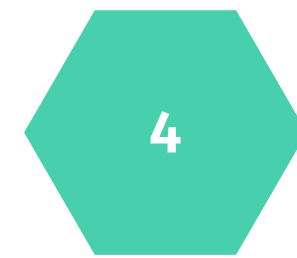
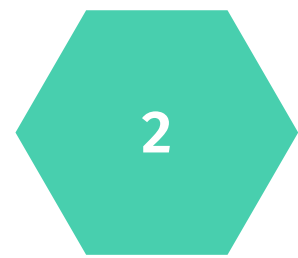
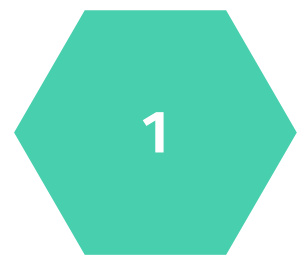
Building Your Digital Marketing Strategy

Define your marketing goals

Who is your Target Audience

Come up with a plan

Stages of booking behavior



Dreaming

Visitors searching for their ideal vacation.

Planning

Visitors know what they want and are actively searching for rooms, hotels, holiday packages.

Booking

Visiting the accommodation.

Experiencing

The experience starts from visiting the hotel's website and is complete during check out.

Sharing

Visitors share their experience via reviews, social media posts & recommendations.

Most Popular Ad Platforms



Google Ads

YouTube

Yandex



Instagram

Microsoft | Advertising

Taboola

What is Performance Marketing

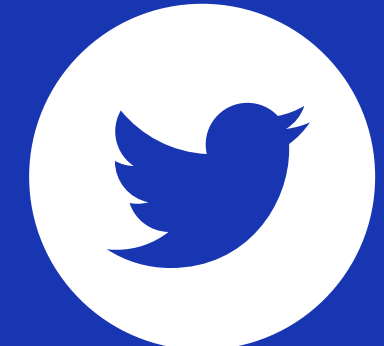
Decisions and strategy are based on available data and performance

Performance Marketing is a comprehensive term for online marketing and advertising programs where advertisers pay only when a specific action occurs (Direct Bookings).



Performance
=
Revenue

SOCIAL MEDIA



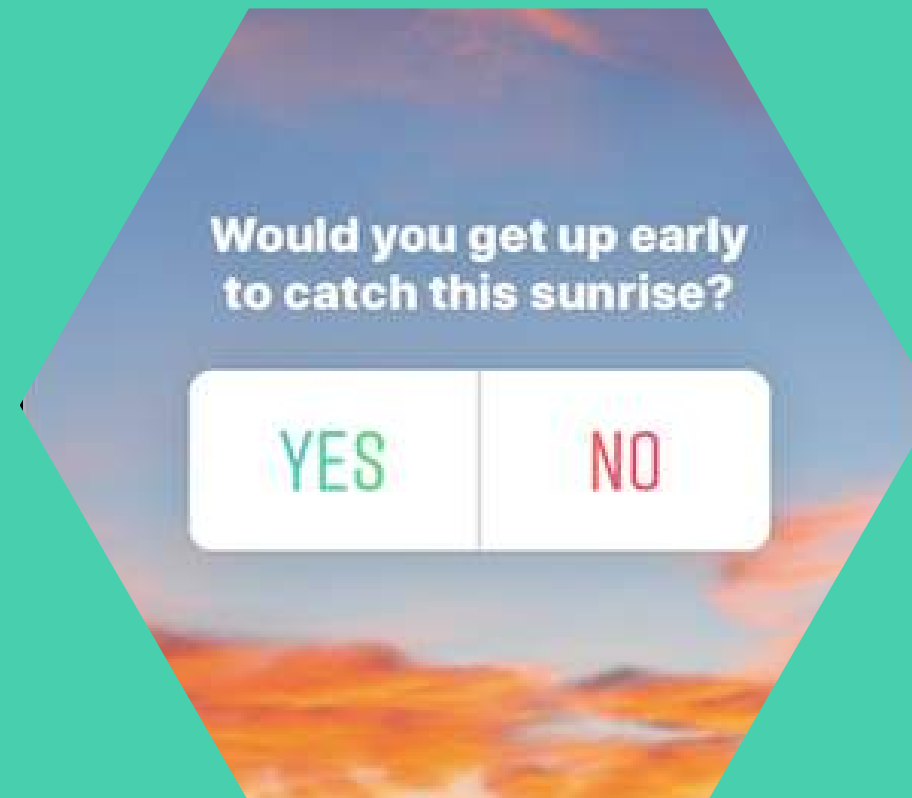
Impact of social media



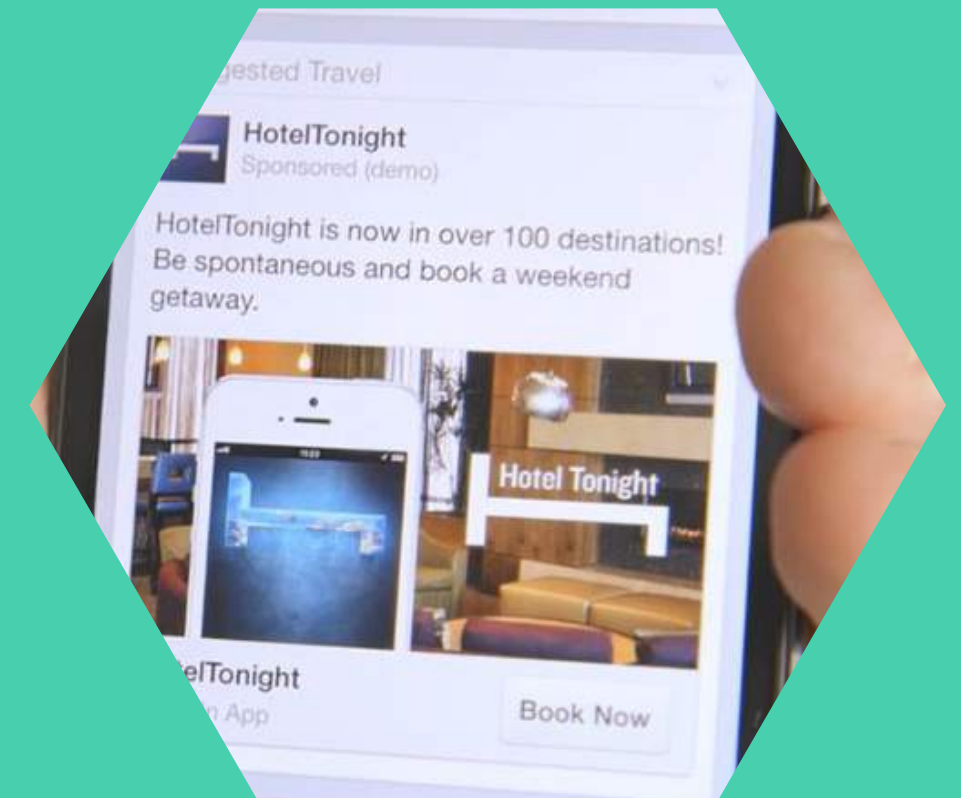
Why should I be on Social Media?



Brand Awareness



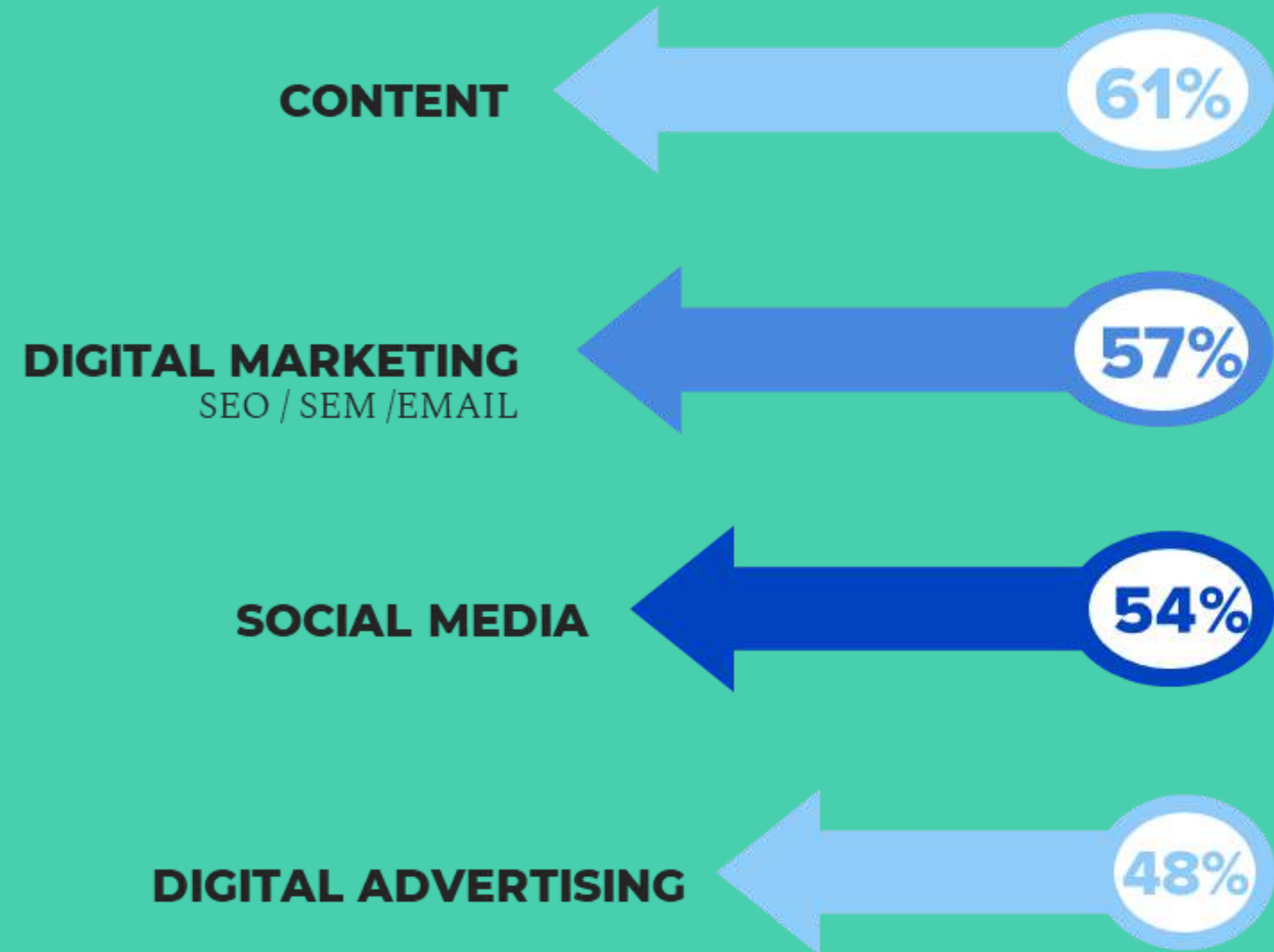
Engagement



Conversions

Content is King

Where will the marketing budget be spent in 2021?



Survey of 165 communications & marketing leaders from 100 organisations across Asia Pacific, Europe, Middle East and Africa, and the US
Source: Cognito

Influencer Marketing: Case Study - Ursula Corbero

24.9 m followers on Instagram

After her collaboration with the hotel:

- **1,406,465 likes on one post**
- **7 stories of about 7 million views total**
- **376,498 likes on the hotel's post**



Email Marketing



personalised & targeted
messaging

**Measurable
results**



Data Analysis



The world's most valuable resource is no longer oil, but data

PANADVERT
Digital Marketing

Thank you!

Contact Details
vaggelis@panadvert.com
www.panadvert.com