

BSO Management Academy

“How to Foster Internationalization Exploiting Digital Marketing Tools”

14 and 15th November 2022

Online

Agenda

November 14, 2022 | 09.00 AM CET

09.00 - 13.00

Inbound and content marketing:

- Let us be found by customers: "attract, convert, close, retain", the watchwords for the markets today;
- "Content is King", the importance of content and the blog section; The basics of SEO;

13.00 - 14.00

Lunch Break

14.00 - 17.30

Best Practices:

- the DigitExport Project
- the PID Project
- the Go2Market Platform
- the Business Country Desk

November 15, 2022 | 09.00 AM CET

09.00 - 12.30

Social Selling:

- Meaning of social selling; Case study on social selling; The advantages of social media for companies;
- The social network policy;
- What to publish on social networks; Insight on LinkedIn, Facebook, Instagram, YouTube; The metrics that matter in social networks; The KPIs;

13.00 - 14.00

Lunch Break

14.00 - 17.00

E-commerce:

- B2B and B2C;
- Remarketing and retargeting;
- How to advertise an e-commerce;
- The platforms to create an e-commerce;
- The marketplaces;
- The logistics;
- Payment methods;
- Reviews; A checklist in 5 chapters.