



Best Practice in Marketing Management Focus Group «Digital Marketing Campaigns»

“Successful companies in social media function are more like entertainment companies, publishers, or party planners than as traditional advertisers.”
Erik Qualman

Due to the rise of new technologies and thereby multiple online channels, new ways to interact with customers have emerged. Digital marketing campaigns allow a direct interaction with existing and potential customers through online channels. Thus, the concrete design of a digital marketing campaign is a demanding task due to having various possible communication messages, ideas, and technologies available.

In our management focus group on “Digital Marketing Campaigns”, we will deal with – amongst other things – best practices especially regarding digital campaign management from the creative idea to the implementation and control including performance measures, balancing the right media mix between owned, bought, and earned media, how to integrate digital campaigns in branding and with “traditional” media, the definition of success factors of how to go viral and digital storytelling as well as digital guerilla and ambush marketing. These and further issues will be discussed on the occasion of these workshops.



Your Benefits as a Participant

- Enjoy two consecutive two day workshops in attractive locations in Switzerland and Berlin (excl. board and lodging) with experienced moderators and guest speakers,
- Exchange experiences with managers from a vast array of industries,
- Suggest preferences regarding guest speakers and content,
- Work on solutions for your own current challenges in the related topic of this workshop series by reflecting and discussing ideas with other managers.



Participation and Additional Information

- Target Group: marketing/communication/advertising/campaign managers and online/social media marketing managers.
- Date: September 4th/5th 2018 ([Hotel Säntispark](#), St.Gallen) and November 6th/7th 2018 ([Mövenpick Hotel](#), Berlin)
- Language: English
- For additional information on this management focus group, please do not hesitate to contact Katja Söllner (katja.soellner@unisg.ch; +41(0)71 224 28 73).
- If you are interested in participating in this management focus group, please contact the coordinator within your company.

