



Overview & Discussion on

DIGITAL MARKETING FOR HOTELS & TOURISM BUSINESSES

July 5, 2019 | Marriott Hotel, Karachi | 3:00 - 5:30pm

Synopsis:

Digital Marketing in the competitive Hotel & Tourism industry includes everything from online advertising via Google Search Ads and Google Display Ads, Social Media Marketing (including Influencer Marketing), eMail Marketing etc. as well as measuring how well these initiatives actually work for the bottom line through Web Analytics.

The Digital Marketing for Hotels and Tourism Businesses focuses on the most critical aspects of today's rapidly shifting online marketplace and has been specifically developed and aimed at improving Sales and Marketing in the hotel & tourism industry. This 2-hour discussion will help the participants to learn how to make the best use of existing online marketing tools in order to reduce dependency on OTAs (Online Travel Agencies), and to drive improved online revenue to their hotel or tourism business.

Discussion Points:

- Digital Marketing Strategies & Tactics for Hotels & Tourism
- Web Analytics
- Content Marketing
- Email Marketing
- Social Media Marketing
- Pay Per Click Advertising

Facilitator's Profile: **Dr. Frank Peter, Ph.D.**

- Expert in Digital Marketing & Digital Transformation
- Over 15 years of experience as Keynote Speaker at International Conferences and Corporate Events
- Certified Google Educator
- Author of Digital Marketing Strategies for Decision Makers (Book is available at Amazon)
- Associate Faculty at Graduate Business School, University of Uatara and Advisory Board Member for International University of Malaya Wales, Malaysia



To know more about **Dr. Frank Peter**, contact him at LinkedIn: <https://www.linkedin.com/in/drfrankpeter/>

Registration Fee PKR **5,500**+SST Per Participant

(Fee Includes: Refreshments & Networking)

...only from Octara!!!



For Registration & Details:

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