

Digital marketing. How does it work and what is important to consider? How do you create meaningful content with effects based on your (and your customers) needs?

This lecture/workshop helps gives you the right tools and methods for digital marketing. Specifically, we will work with personas, a channel compilation according to the P.E.S.O. model and a marketing plan.

The workshop is held by Niklas Larsson (e-commerce expert, business developer and project manager in e-merge) from Science Park.

### **Program**

- Presentation Personas
- Workshop on Personas
- Presentation of the P.E.S.O. model
- Workshop on how to develop your channels according to the model
- Presentation Content Marketing matrix
- Workshop on how to insert your channels into the array
- Presentation of the AIDA model
- How to work with a marketing plan

### **When?**

Wednesday, April 3, from 11:30 – 13:00

### **For who?**

The target group is companies with no or little experience of Digital Marketing

### **Registration**

The registration is closed and we can no longer accept new participants. Please send an email to [zarah.malm@sciencepark.se](mailto:zarah.malm@sciencepark.se) to be placed on the waiting list.

The event is organized by Science Park within Transform to AAA, which is partly financed by the European Regional Development Fund.