

Advanced Digital Marketing for Travel

9 March 2023

ABTA, 30 Park Street, London, SE1 9EQ



Agenda

09:30 **Registration, tea and coffee**

10:00 **Moderator's opening remarks**

Graeme Buck, Director of Communications, **ABTA**

10:10 **Digital media strategy 101**

- Understanding the customer journey – how they move across the various touchpoints before ultimately making a purchase
- Nurturing organic audiences with content that reflects you and your messaging
- Case study: developing a digital marketing strategy
- Paid media strategy

Chiara Lawrance, Account Director & Digital Marketing Specialist, **8020 Communications**

10:40 **Creating effective blog content**

- How to get your content seen
- Keyword research
- Using a multi-channel approach
- Getting the balance right between great copy and keeping Google happy

Anna Price, Account Manager, **8020 Communications**

11:05 **Networking tea and coffee break**

11:20 **Paid media: who are you reaching and why?**

- When is it the right time to use paid social or paid media campaigns?
- How to find the right audience

Chiara Lawrance, Account Director & Digital Marketing Specialist, **8020 Communications**

11:45 **Case study: injecting creative strategies into your digital marketing including video and social media**

- Getting your digital strategy on point
- Practical ways to get started with creative
- Using new and innovative technology in your campaign

Ronan Gay, Head of Digital, **Black Tomato**

12:15 **Networking lunch**

13:15 **The right way to measure your digital marketing**

- Ensuring you measure and reward the right data
- Accurately measuring metrics that matter and impact the business
- GA4 and practical guidance on Google features

Laura Davies, Account Manager, **8020 Communications**

13:45 **Using an integrated approach to SEO and PPC**

- The strengths and weaknesses of PPC and SEO – understanding the relationship between them and avoiding operating in silos
- How PPC can support in wider marketing campaigns

Jess Pitman, Brand & Marketing Manager, **Discover Adventure**

14:15 **Networking tea and coffee break**

14:40 **Email: nurturing potential and existing customer relationships**

- Creating eye catching email content
- Getting your audience to open your emails
- Keeping the audience engaged

Darren Teague, Senior Account Executive, **Spotler**

15:00 **Panel discussion: digital predictions and how to gain a competitive edge**

Discussion on how to gain a competitive edge, where marketers should be focusing their efforts, what strategies are getting the best results. Get up to speed with the latest industry insights, trends and predictions for 2023.

Chiara Lawrance, Account Director & Digital Marketing Specialist, **8020 Communications**

Ronan Gay, Head of Digital, **Black Tomato**

Jess Pitman, Brand & Marketing Manager,

Discover Adventure

Laura Davies, Account Manager, **8020 Communications**

15:30 **Summary and round up**

Graeme Buck, Director of Communications, **ABTA**

15:35 **Close of seminar**

Event partner



