

Workshop Preparation

The workshop aimed to explore the New Digital Marketing Environment and investigate the Communication Strategies that can be applied in the Tourism sector.

We identified the needs and experiences of youths in terms of marketing and digital tourism. The youths participated in discussion groups and filled in the online Thinking and learning survey.

We created the workshop outline:

- I. MYTT project and partners presentation
- II. Cluster “Digital Marketing Strategies for Tourism” presentation
- III. Key concepts: *Social media marketing, Digital marketing analytics, Banner Advertising, Affiliate marketing, Search Engine Optimization, Email & Viral marketing, Virtual Sponsorship, E-zine, E-CRM*
- IV. Topics to be covered: *Meaning and Strategy of Digital Marketing for Tourism, Marketing Funnel, Communication Strategies for Tourism, Social media marketing*
- V. Primary tasks before the workshop: *Fill in the survey, add terms and definitions to the Main Glossary, Discover and declare the stages of the Purchase Funnel, Review the educational material, separate in groups*
- VI. Workshop process: *Develop the digital marketing of a specific tour operator in our area by applying the techniques and tools presented*
- VII. Review and wrap up: Learned skills, next steps, feedback, and evaluation

Unit 1 Workshop - Digital Marketing Strategies for Tourism

Home / My courses / Unit 1 Workshop - Digital Marketing Strategies for Tourism

About

Your progress ?

You will learn how to explore new Digital Marketing Environment and Communication Strategies for Tourism

Key concepts

- Social media marketing
- Digital marketing analytics
- Banner Advertising
- Affiliate marketing
- Search Engine Optimization
- Email & Viral marketing
- Virtual Sponsorship
- E- zine
- E-CRM



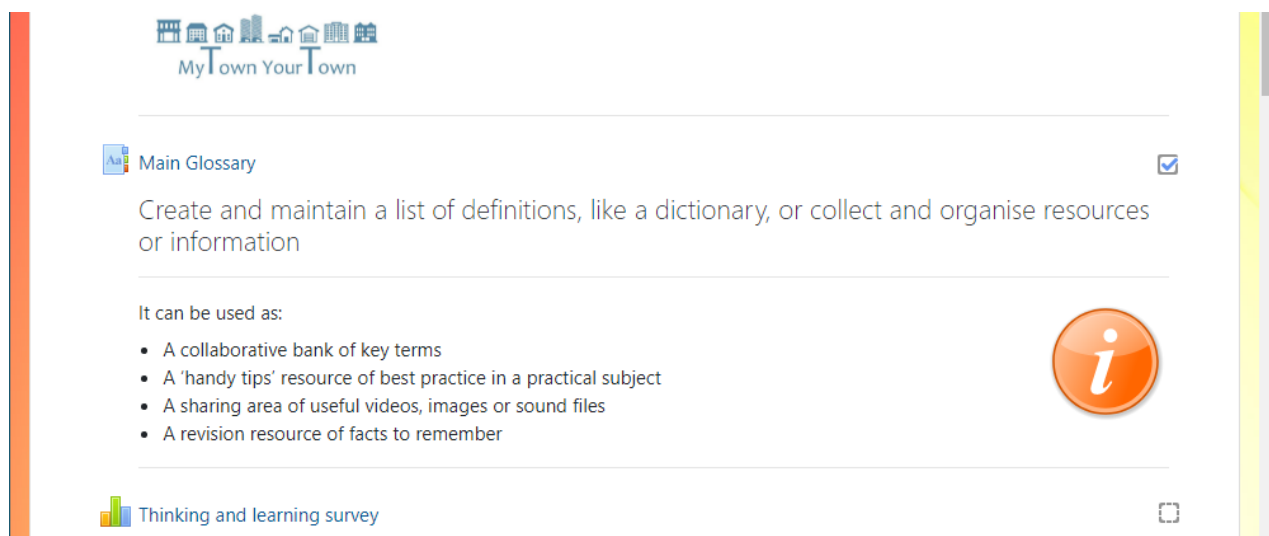
List of participants

| First name / Surname | Email address | Roles |
|-------------------------|------------------------------|------------------------------|
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Supporting Materials

Blended eLearning Management System <https://www.digitalidea.gr/elearning>

Youths and youth workers had access to our online learning platform with their credentials. Users got familiar and used facilities like Announcements, Chat room and discussion forum to communicate with each other in synchronous and asynchronous mode. For their learning experience activities such as Glossary, Survey and Assignments were developed. These web-based tools were also a great way for participants to submit homework or outside assignments online.



The screenshot shows the 'MyTown YourTown' logo at the top. Below it, there is a section titled 'Main Glossary' with a checkmark icon. The text describes the glossary as a tool to create and maintain a list of definitions, like a dictionary, or collect and organise resources or information. It lists several uses: a collaborative bank of key terms, a 'handy tips' resource of best practice, a sharing area for videos, images, or sound files, and a revision resource of facts. An information icon (i) is visible on the right. At the bottom, there is a 'Thinking and learning survey' section with a square icon.

Digital Resources

Presentations, online movies, images, figures links and other digital elements were used to convey concepts and skills.

Meaning and Strategy of Digital Marketing for Tourism



The digital marketing strategy of a tourism business describes all the ways in which it can promote the products and services it offers online, increase its visibility, reach new customers, reduce operating costs and increase profits. Digital marketing is a huge channel for promoting products and services and a relatively new method to take the business to a new higher level.

Preparation material

A compact user manual with instructions to log in and navigate the eLearning platform was emailed to youths and youth workers and when needed communication by phone was held.



What are the stages of the marketing funnel?

The stages of the funnel will differ depending on the sector, marketing strategy, and other factors.