Beat: News

MARKETING ON TOUR 2013 in Hamburg.

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USPA NEWS - On 29 October 2013 was the trend for digital marketing conference in Empire Riverside Hotel. Following the ongoing success of the last ten years on the marketing tour (MOT) made “‹“‹the established industry event for digital marketing in Hamburg.

The conference series once identify top experts in the latest hot topics in online marketing. The last TOUR could inspire some 1,500 participants and 11 Time set a record number of participants in a row. The MOT presents marketable online marketing solutions and determined once a year, the current trend of digital marketing topics. The areas of online business , social media , email marketing, content marketing, performance marketing , search, web analytics and mobile marketing here were a particular focus.

Marketing decision-makers were due to the very practical and solution- oriented conference program, a comprehensive overview of the latest innovations of the year and therefore more transparency regarding the investment plans. At the conference, the number of visitors following topics were presented : Digital Strategy 2013 - Trends in the Internet: Easy . Sexy. Per . The internet business is booming! Mobile , real-time web analytics and multi-channeling leave clear tracks. What trends are emerging today from the stars of the industry and what impact does this have on the business networking online marketing - the holy grail ? The most common pitfalls - and how to avoid them -Alexander Krull , Director of Sales , Webtrekk GmbH.

Next Generation Mobile Advertising : What is the future of mobile advertising ? Content Marketing SEO and social triggers from: Why Social Media Marketing expects limited . Rated current topics of SEO specialists : What is important today to be well found . Omni -channel marketing : Many output channels - a platform - What does Omni -channel marketing and how easy it coordinates the cross-channel communication via one platform - Andreas Jacobs , chief technology evangelist , Imperia AG ? .

Channel Social Marketing: How Social Channels (blogger , YouTuber , Twitter , FB, ..) and businesses can positively interact with each other - How does the digital word of mouth in social media? Corporate blogs : Provides information on marketing options, and increase the range? Online Video Advertising - Advertising and customer activation for B2B and B2C: How to enable customers using online video to video platforms and social networks? What are the options for Produktver marketing , customer care and PR? - Peter Körner , Business Development Manager DACH Brightcove.

IP Geolocation : Simple , smart increase online conversion - How to quickly and easily improve your advertising sales and shopping conversions , as well as the user experience . Web Analytics and Big Data : How do I use data from my digital analysis useful for online marketing ? What insights can you win with the help of web analytics through Big Data . Pimp My Email Campaign : How to Make Your Email Marketing Campaign to optimize with social media. Marketing Personalization : How Marketers build a sophisticated personalization strategy that allows them to double the turnover of their company.

SEO in Transition: What Google+ social search and universal search mean for businesses ? The Voice of the Customer : How Companies in dialogue with their customers be successful . Online Law: Everything what is right ! The latest legal tips for your online business. A / B Testing on targeting and personalization to cross device tracking : What says the Nutzverhalten .... - Volker Wieskötter , Senior Sales Manager , etracker GmbH Chair: Harald R. Fortmann , Vice President BVDW eV. Prof. h.c. Dr. h.c. Natalia Eitelbach of Philosophy, of European Science NCLC Institute USA.

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