

Marketing on-line campaign in Poland

Subject: Online marketing campaign:

Client:

Name: REGION LIPTOV, regional organization of tourism
Address: Štúrova 1989/41, 031 42 Lipt. Mikuláš
VAT: SK 202348606
Contact person: Ing. Darina Bartková, director
Phone: +421 44 55 65 401
Web: www.visitliptov.sk

Creating an order:

The OOCR LIPTOV REGION, as a sponsor, is interested in promoting the entire tourist region of Liptov, creating awareness of the tourist potential of the region, thereby increasing interest in the region. These promotional activities are expected to increase the number of tourists from Poland.

Estimated budget: 13 500 EUR net (without VAT)

Offer deadline: 23.12.2020

Background info:

It will focus on ski resorts, safety and etc.. The campaign will take place on various social media.

Campaign goal

The planned form of promoting our region on the Polish market is to publish articles/advertorials promoting the region in the largest Polish Internet media.

The goal is to promote the Liptov ski resorts in Poland.

The main KPI will be the number of views of advertorials and articles in internet press.

Target group: People aged 25-54. Women and men. Well-off families with children. Free professions. Businessmen

Cities 50K+. Earnings 1000EUR+.

Timing campaign: 23 - 31.012.2020

Creatives: Advertorials created on the basis of the materials provided by us.

The request of quote must content:

- 1) List of proposed media in which the publication will be published.
- 2) Timing.
- 3) Reading estimation
- 4) Price in EUR

Example of request Online marketing campaign:

Company:					
Address:					
NIP:					
Contact:					
e-mail address:					
Telephone:					
Data:					
Placement	Format	Date	Reading	Amount net	Details
Medium A					
Medium B					
Medium C					
...					
AGENCY FEE					
TOTAL					

Data:

Signaturer: