

Italy Digital Marketing Bundle (entry package)

Activities: Direct & e-marketing, Social media

Suitable for: Accommodation groups and associations, Outdoor activity providers / Wellness, Air and Sea carriers, Attraction groups and associations, Transport - Car hire & Coach hire, Dining and entertainment, Festivals, Golf, Individual accommodation properties, Individual attractions, Market tour operators, Tourism networks, Shopping, Guided tours

Date: Throughout the year

Sign up by: 09/12/2019

Cost: €140 - £126

For More Info: [Catherine Jameson](#) Tourism Ireland Italy

The Ireland brand in Italy has never been stronger, and you can take advantage of this by availing of Tourism Ireland Italy's Digital Marketing Bundle (entry package). This digital communications package is an easy way to promote your company to an engaged Italian audience. Work with us and improve your potential to convert sales from Italy with the delivery of a strong product message via Tourism Ireland Italy's owned channels.

Our entry level Digital Marketing Bundle offers you a 20% saving on the cost of the individual marketing activities, if taken separately, and includes:

•Your offer on Tourism Ireland Italy's homepage (1 month):

Our homepage is the most visited page within our website (1.3 million visits in 2017) and your offer/package will feature within the offers on this page, providing great visibility for your business. Your offer will also appear within the offers section of our site and relevant campaign pages.

•Post or special offer on social media:

1 sponsored social media post to our 285K+ Facebook fans, 10.9K+ Twitter followers and 1 Instagram Story (44K+ followers).

•E-zine insert:

1 feature in our consumer e-zine to a database of 36K+ potential Italian customers who have expressed interest in the island of Ireland as a destination.

We can also create a custom-made digital marketing bundle. To find out more please contact us to discuss.

The image shows a collage of digital marketing assets for Tourism Ireland Italy. On the left, there are four promotional banners: 'CITY BREAK Dublino dà il meglio anche in un weekend', 'IRLANDA DEL NORD Preparati a vivere un'avventura', 'IRELAND'S ANCIENT EAST', and 'WILD ATLANTIC WAY'. Below these are three offer cards: 'Voli Low Cost da Bergamo a Knock o Cork con Ryanair', 'Volotea - Offerta Voli da Verona a Cork da €19,99 a Settembre e Ottobre da €19,99', and 'Sconti fino al 25% sui voli per l'Irlanda'. A large purple circular badge with white text reads 'ENTRY PACKAGE'. On the right, there are two social media posts from 'Turismo Irlandese'. The top post is a Facebook post about 'The Cottages Ireland' with 39,354 people reached and 2,794 engagements. The bottom post is a Twitter tweet about Irish Ferries with 1 retweet and 10 likes. The background of the social media posts shows a traditional thatched cottage and a scenic view of a coastline with a road.

