

Italy Digital Marketing Package 2022

Activities: B2C Advertising, B2C EDM (Electronic Direct Mail), B2C Offers, B2C Social Media Activities, B2C Ezines/Newsletters

Suitable for: Accommodation Groups, Air and Sea carriers, Attraction groups and associations, Tourism Associations and Networks, Guided tours (walking tours, bus tours, day tours)

Date: Throughout the year

Cost: €450 - £405

For More Info: [Mary O'Connor](#) 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 Package**. This 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 in 2022** with the delivery of a strong product message via Tourism Ireland Italy's owned channels.

Our Digital Marketing Package includes:

- Your **offer** on Tourism Ireland Italy's website [www.irlanda.com](#) (2 months): your offer/package will feature within the offers module on key pages of Irlanda.com, providing great visibility for your business (our website had 888,000 page views in 2021).
- Your **customised page** on [www.irlanda.com](#): we will work with you to create a new, customised page on our Italian website to ensure increased visibility.
- Post or special offer on social media: **2 social media posts** to our **350,000 Facebook fans** and **2 Instagram Stories** to our **108,000 Instagram followers**. The digital team in Milan will work with you to assist in creating channel-relevant content to ensure your business offering gains stand-out.
- E-zine features: **1 large offer banner** in prime position in our **consumer e-zine** to a database of **64,000 potential Italian customers** who have expressed interest in the island of Ireland as a destination and **1 feature** in our **trade e-zine** to a database of **2,400 trade contacts** (Tour Operators/Travel Agents). Following a large investment in Lead Generation in Q4 2021, our Consumer E-zines are sent to 64,000 active contacts who are interested in the island of Ireland as a holiday destination.

Notes:

- This package is limited to medium to large scale industry providers. We would also love to hear from smaller scale industry providers; we have plenty of free opportunities to submit your offers to be featured across Irlanda.com, where we received 888,000 page views in 2021.
- All materials provided will be subject to editorial control. Please see further details about our social media channels [here](#).
- The 2022 price of €450 is a 75% discount on the normal full package price of €1800
- Partner spaces are limited to 4 per year.

To find out more or to discuss this opportunity please contact Mary O'Connor maoconnor@tourismireland.com in our Milan office.

The collage displays various digital marketing materials for Ireland. It includes:

- Website Banners:** "La città di Cork e il fascino del sud" (The city of Cork and the charm of the south), "Alloggi" (Accommodation), "Paesaggi straordinari" (Extraordinary landscapes), and "Crea il tuo viaggio!" (Create your trip!).
- Social Media Posts:** Facebook posts from "Turismo Irlandese" (Irish Tourism) featuring "Cottages Ireland" and "Taste the Island | B&B Ireland food experiences".
- Offer Cards:** Promotional cards for "Dromoland Castle Hotel", "Pacchetto pizza per 2 ospiti" (Pizza package for 2 guests), "Una vacanza frizzante" (A sparkling holiday), and "Percorso attraverso l'Ovest ed il Sud" (Itinerary through the West and South).



