

EKIT NEWSLETTER

DIGITAL MARKETING FOR RURAL TOURISM

The E-Kitour Project – Optimising digital marketing in rural areas, funded by the Erasmus+ programme, has launched its online platform! This platform is focused on helping local small and medium sized enterprises in the tourism sector and helps them to utilise use digital marketing more effectively for their businesses. All partners involved in the project also had multiplier events where they presented the platform to local business owners and gave them specific tips on how to do better digital marketing.

VOL .4 E-KITOUR NEWSLETTER OCTOBER 2017

Curious? Check it out!

BY JASPER VERMAUT

You can find the platform on our website:

<http://ekit.avaca.eu/>, it is available in 5 different languages (English, Lithuanian, Italian, Spanish and Greek) and exists out of 9 different text modules that cover basics of Internet to how to build your website, use social media more effectively, how to optimize the search engine results for your business and many other important aspects involved in the digital marketing for businesses. Some tutorials are accompanied



by tutorials that will give you a quick overview of everything. As a registered user you can select the areas of modules you want to improve in, at the end of each module you get to answer in strategic questions, which will help you formulate a digital marketing strategy you can apply for your own business.

Multiplier Events

Our multiplier events have ended and took place in all partner countries, where we introduced the E-Kitour platform to you and it was a success!

In Lithuania the partners Kaunas STP and LCTA organised the conference "#Tourism loves IT" where key speaker Aidas Jarušaitis introduced cutting-edge patterns for better online performances.



Federturismo Confindustria organised an event on the 10th of October, introducing the platform to a crowd of small and medium sized business owners, in Rome.



While Inova Consultancy presented the platform to local business owners located in the Peak District and Derbyshire County, in Bakewell on the 20th of October. This event happened in cooperation with Google Digital Garage, participants got specific tips on how to use social media better for promotion and they could ask specific questions to improve the social media pages of their businesses. There were quite a few participants and their feedback was very positive.



Avaca presented the E-Kit platform at NOSTOS2017, which is an international forum that takes place every year, where views are exchanged on training in the tourism sector and how to reach different types of tourists, for all professionals in the field around the Mediterranean area and Southeastern Europe.

EUROGITES have organised four Webinars about the platform throughout the month of October and received a lot of positive feedback, with participants saying that it was very practical and informative.

This concludes the project, but the platform stays online and we stay ready to help you with advise on how to optimise your digital marketing strategy. Thank you for your interest!

