



FLORENTIA, ALLA SCOPERTA DI FIRENZE

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AGENDA

01

PRODUCT

Dal brand identity, content marketing, customizzazione, community & brand awareness

02

PRICE

Scontistiche & promozioni, contest & giveaway, strategie di prezzo

03

PLACEMENT

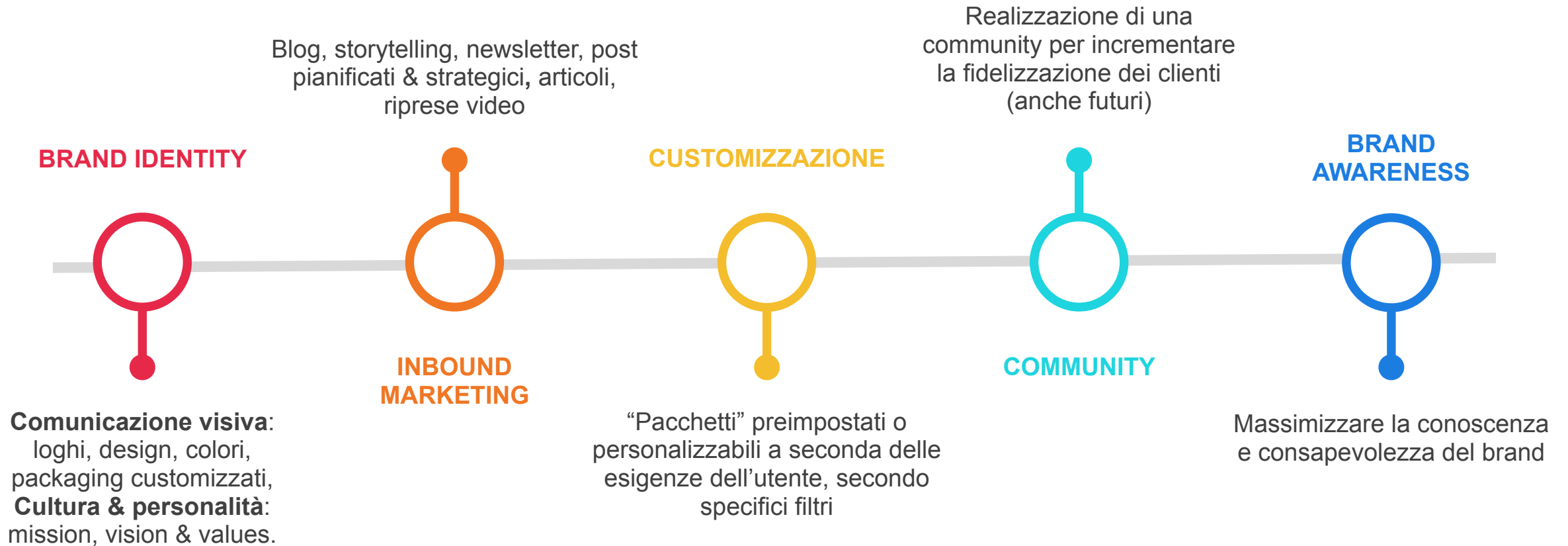
Dal punto vendita, al web, ai social media

04

PROMOTION

Partnership, newsletter, blog, Google Ads & pay per Click, influencer marketing

PRODUCT



PRICE



PLACE



PROMOTION

