

THE ART OF DIGITAL: MARKETING AND ANALYTICS

FREE WORKSHOP

Website and social media traffic can be explosive and bring so much more to companies or projects in terms of sponsorships, sales, and engagement. With a correct roadmap, each cultural institution website can be converted into a media machine with high, targeted traffic. Learn how to get the most from your website with this workshop!

WHEN

6. JUNE
10:00 - 14:30

WHERE

**BÜRGERHAUS
STOLLWERCK**
Dreikönigenstr. 23 ·
50678 Köln

The activity is
free, registration
is required:
[CLICK HERE](#)
[TO REGISTER](#)

- **Data analytics - Google analytics (key metrics · statistic tools)**
- **Google Ads & Facebook Pixel (+ others)**
- **Audiences and Re-marketing (email marketing)**
- **SEO and content Marketing · Research and optimisation**
- **User behaviour and conversions**

The workshop is part of RED, an Erasmus+ project developed by SoundTrack_Cologne, Erman Küplü (Solverhood and Analyzify) and the Music Film Festival Network.
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RED
Re-Educating
Digitisation



Co-funded by
the European Union



analyzify



MUSIC
FILM
FESTIVAL
NETWORK

SOUND
TRACK
COLOGNE
2024

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