Unione europea

Progetto cofinanziato dal Fondo europeo di sviluppo regionale

THE ELETTROMEDIA CASE: COMMERCIAL AND ORGANIZATIONAL INNOVATION IN THE CAR AUDIO FIELD

PROJECT DESCRIPTION

The project has benefited from a contribution of € 40,000.00 (call for proposals POR MARCHE ERDF 2014/2020 - AXIS 1 - ACTION 1.3 - INTERVENTION 1.3.1 - "Promoting business innovation processes and the use of new digital technologies").

The project focuses on the creation of promotional videos, advertising campaigns for new products in foreign markets, multilingual areas dedicated to retailers, and a new portal for configuring customizable kits for cars.

GOALS

1. Increased online visibility.
2. Strengthening promotional strategies.
3. Development of a multichannel online presence.
4. Use of social media marketing to promote the brand abroad.

OUTCOMES

1. Significant increase in online traffic with a multilingual website and digital marketing.
2. Improvement of international communication through website translations.
3. Digital marketing success with implemented digital configurator.
4. Greater brand awareness abroad through sponsorship campaigns and foreign language videos.

elettromedia

EVOLUTION OF TECHNOLOGY AND ART OF SOUND

FESR MARCHE
PROGRAMMA OPERATIVO REGIONALE
POR 2014-2020

REGIONE MARCHE