Promotion opportunities for NetComm Suisse Associates

netcomm suisse
ecommerce association

Who I am?

Maria Katsira,

Jr. Speaker Coordination & Communication
@ NetComm Suisse Association

My Objectives:

1. Help your marketing and sales team to promote your products, news, case studies, press releases among our community of Merchants and Brands (14.000 single record in our database)

2. Create opportunities for Networking & Business among NetComm Suisse Associates (Over 280 Active Members)

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What can I promote?

1. Your content on our channels (report/retweet/sharing)
2. Content created ad hoc for NetComm Suisse (created by you)
3. Job Listings
4. Case studies of your customers mentioning you

How? Example 1 - Quanta HR on our Social Networks

Social Networks

Post and re-post of interesting news regarding activites and initiatives of our Associates

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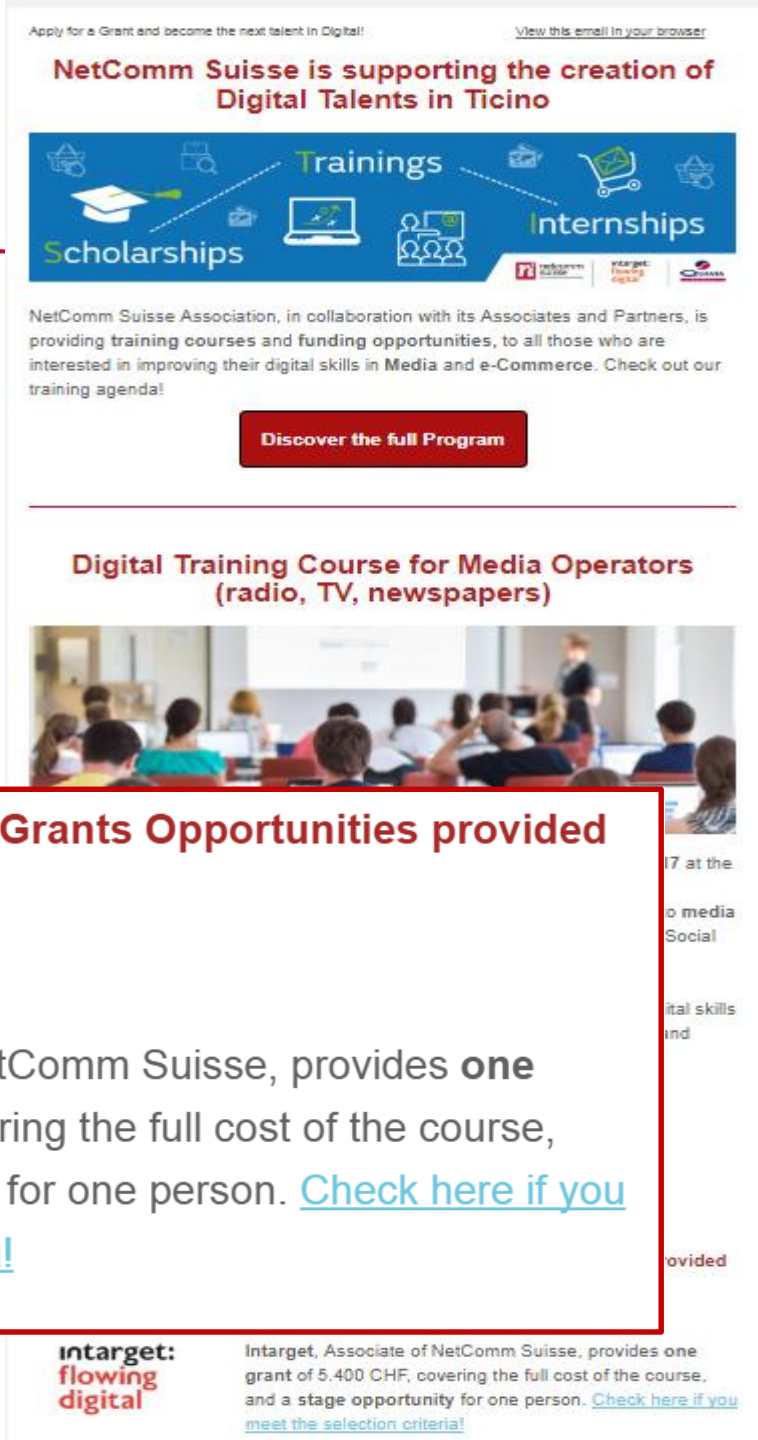
How? Example 2 - Intarget on our Newsletter

Newletters

- 3-4 newsletters per month
- More than 14.000 recipients


Apply for a Grant and become the next talent in Digital! View this email in your browser

NetComm Suisse is supporting the creation of Digital Talents in Ticino

Trainings
Scholarships
Internships

NetComm Suisse Association, in collaboration with its Associates and Partners, is providing **training courses** and **funding opportunities**, to all those who are interested in improving their digital skills in **Media** and **e-Commerce**. Check out our training agenda!

Discover the full Program

Digital Training Course for Media Operators (radio, TV, newspapers)

Interested in joining the course? Check out the Grants Opportunities provided by our Associates Intarget and Quanta!

intarget: flowing digital

Intarget, Associate of NetComm Suisse, provides **one grant** of 5.400 CHF, covering the full cost of the course, and a **stage opportunity** for one person. Check here if you meet the selection criteria!

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How? Example 3 - Converto ad hoc content for NetComm Suisse

Interviews

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Partners Our Associates Press search

ABOUT JOIN US EVENTS RESEARCH COURSES NEWS

HOME / INTERVIEW / MATTEO SCHUERCH, FOUNDER AND CEO AT CONVERTO

MATTEO SCHUERCH, FOUNDER AND CEO AT CONVERTO

06 June 2018

About

Digital marketing entrepreneur. Founder and CEO of CONVERTO. Responsible for the Digicomp Digital Advertisier Manager course and teacher at the IAB Switzerland Academy. Head of the IAB Switzerland Performance Marketing group.

Specialties:

Digital marketing for the eCommerce sector.

Can you provide us with an overview of the digital marketing landscape in Switzerland?

The total yearly digital advertising spending in Switzerland is about CHF 1,1 bn. This amount has doubled in comparison to five years ago. Currently in Switzerland only 12% of the total advertising spending is invested in digital campaigns. This percentage is very small if compared to more mature markets such as the USA, where digital will be the largest channel in the media mix for the first time in 2017, absorbing almost 40% of the total advertising spending! Even if the market development in Switzerland does not exactly mirror the USA, this shows how much potential there still is, and how exponential the growth in the Swiss digital advertising sector will be in the upcoming years.

If we have a detailed look at the split of the digital budgets in Switzerland, the two most relevant areas are display advertising (also known as "banner advertising") and search engine advertising (also known as SEA or

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How? Example 4 - Accenture and PostFinance customer on stage of SeC

<u>Speakers/Clients presenting at our events</u>
<u>case studies that you have done together</u>

Example SEC 2017:

MAIN KEYNOTE SPEECH

Customer of:

PostFinance

Accenture Interactive
Part of Accenture Digital

Nestlé
Good Food, Good Life

Pete Blackshaw, Global Head of Digital Marketing & Social Media @ Nestlé

Pete Blackshaw is the Vice President of Digital and Social Media at Nestlé, S.A., based in Switzerland. In addition to helping shape digital strategy for Nescafe, Kit Kat, San Pellegrino, Perrier, Purina, and hundreds of other Nestle brands, Pete oversees Nestle's industry-recognized Digital Acceleration Team (DAT) as well as the Silicon

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Please contact me or connect me with your Marketing Department

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