

MARKETING NEWS

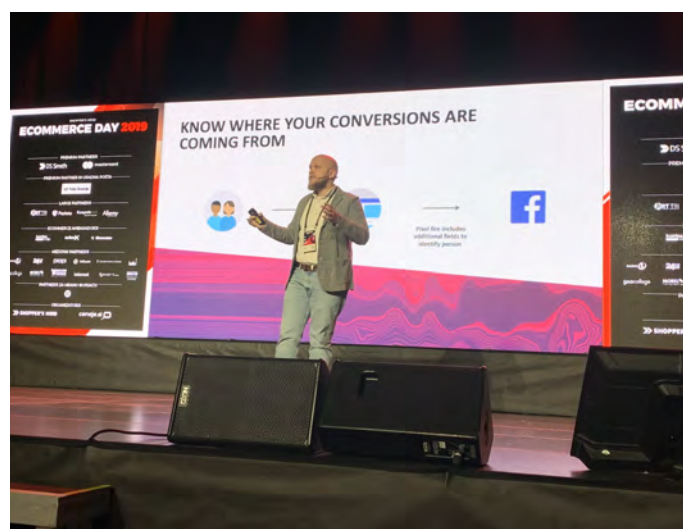
WEBIZ - Serbia

Our Serbian team was the centre of attention at the WEBIZ event. Sanja Lalevic talked about the impact of Instagram Stories in advertising in her keynote speech, and Petar Jevtic held

an expert workshop on "The Power 5". WEBIZ is one of the main events for marketers in Serbia and the wider region, with a participation for over 200 individuals.

E-Commerce day - Slovenia

Viktor Filonenko, Httpool Regional Client Partner from the Facebook Performance Unit, delivered an engaging presentation on "The Power 5" on Facebook at the biggest E-commerce event in Slovenia. This professional conference is dedicated to promoting e-commerce in the region and helping online merchants to compete successfully in the new digital business environment. It provides the insight into the new trends, dynamics of the business and into the background of modern consumer behavior.



Social Media Fest - Lithuania

Httpool experts participated at the Social Media Fest in Vilnius. Mindaugas Oželis talked about the social media maze, Deimantė Binkytė focussed on TikTok, Artūrs Lukaševičs revealed some of Twitter's secrets for business growth and Šarūnas Sakalauskas offered insights for advertising on LinkedIn. The event was attended by around 200 professionals from agencies and brands, working with social media, marketing and public relations.

Facebook and Instagram Mythbusters in the Baltics - Lithuania, Latvia, Estonia



Httpool's Facebook education journey in the Baltics began with the organisation of a workshop on myth busting, discussing and learning about performance campaigns and best creative practices on Facebook and

Instagram. One workshop took place in each of the countries, with a total of 276 marketing professionals included in the trainings (85 in Lithuania, 91 in Latvia and 100 in Estonia).



Brilliant Social Media Basics and Myth Busters, Balkans.

Teams in the Balkans went all in the previous month! Organising workshops on social media basics as well as myth busting training sessions for Facebook and Instagram advertisers in Serbia and Bulgaria. In total, over 300 marketers from both countries attended and learned how to best use the platforms to achieve their ultimate growth goals.

SEMPLE Slovenia

This Media Trends Conference hosted Eva Škedelj from Httpool office in Slovenia as speaker on the topic "Mobile-first creative approach on Instagram". She delivered an interactive presentation to the audience of marketing professionals from the wider region. SEMPL attracts over 1200 marketing, media and communication leaders from all over Central and Southeastern Europe to Portorož.

