



# **EXHIBITORS' ONLINE OPPORTUNITIES**



INTERNAZIONALE  
MARMI E MACCHINE  
CARRARAFIERE SpA



# TARGET MEDIA RESULT



**+3.500.00**  
Web content  
views

**+200.000 people**  
reached by the contents conveyed  
through the online channels

**+130.000**  
Social posts  
engagement

**90**  
Countries



**DEDICATED CONTENT  
TO THE EXHIBITORS**





# SOCIAL MEDIA



# Post Social

Publication of 1 post on the 4x4 Fest Facebook and Instagram social channels.

Car manufactures will have 1 post per month.

# Positioning

## Facebook Feed

Main section of Facebook

## Instagram Feed

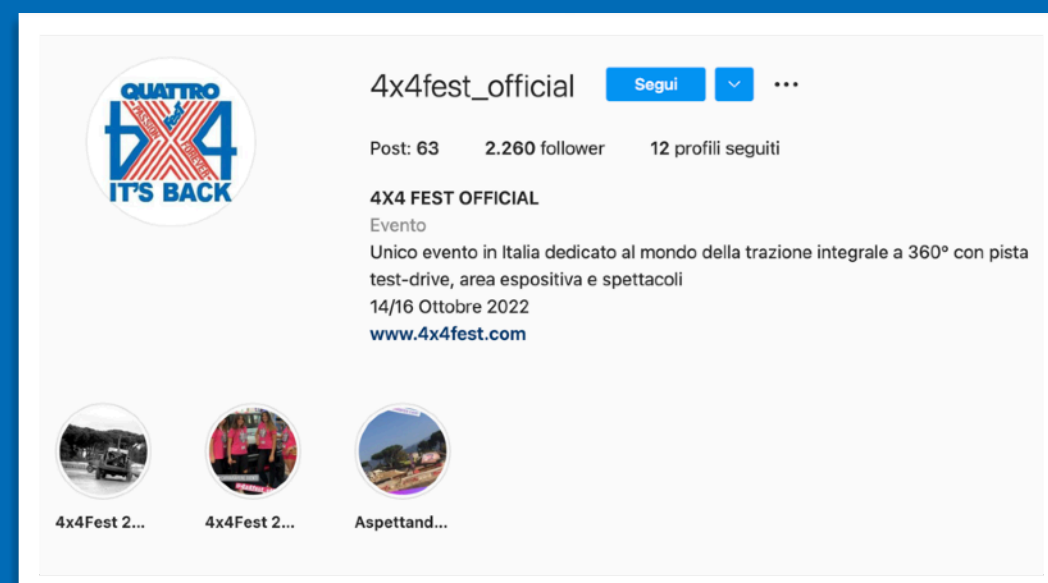
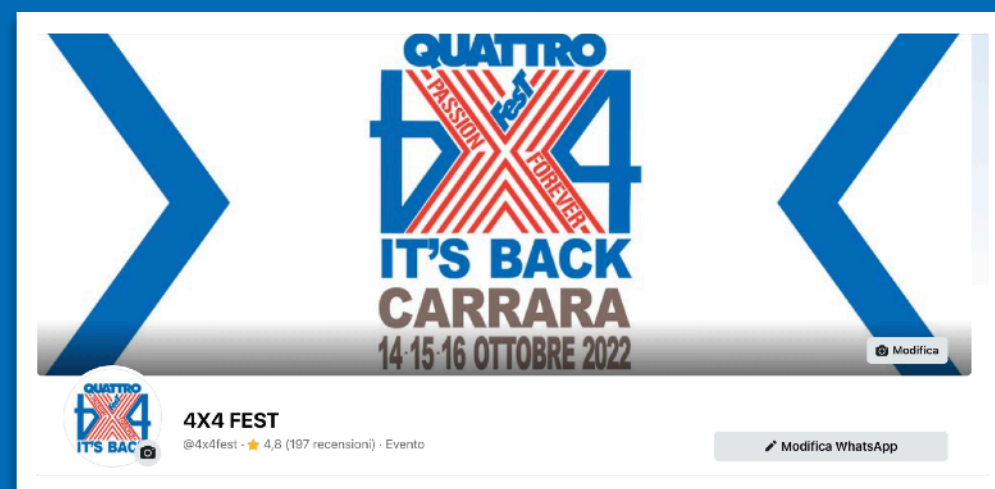
Main section of Instagram

## Facebook e Instagram Stories

Stories in the top section of Facebook and Instagram

## Instagram Reels

Short videos in the main section of Instagram and in the reels section





# Contents

What you could find in each post / story / reel features:

- 1 or more images
- 1 video, availability following with music or voice over
- 1 caption provided by the exhibitor (max. 400 characters)





**DEDICATED  
CONTENTS ON THE  
OFFICIAL WEBSITE  
[4x4fest.com](http://4x4fest.com)**



# Dedicated contents on the event's website

Publication of 1 content , news, topic or special theme per month provided by the exhibitor in the "Exhibitors' News" section of the 4x4fest.com website.

The contents are substantiated in a news or an article provided directly by the exhibitor through which he can offer

- a new product
- the company and its products/services
- etc.



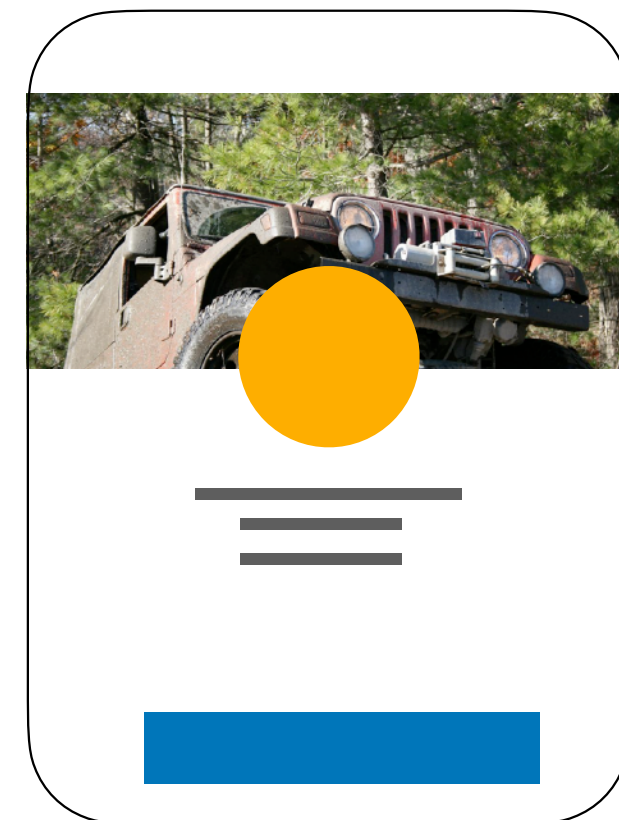
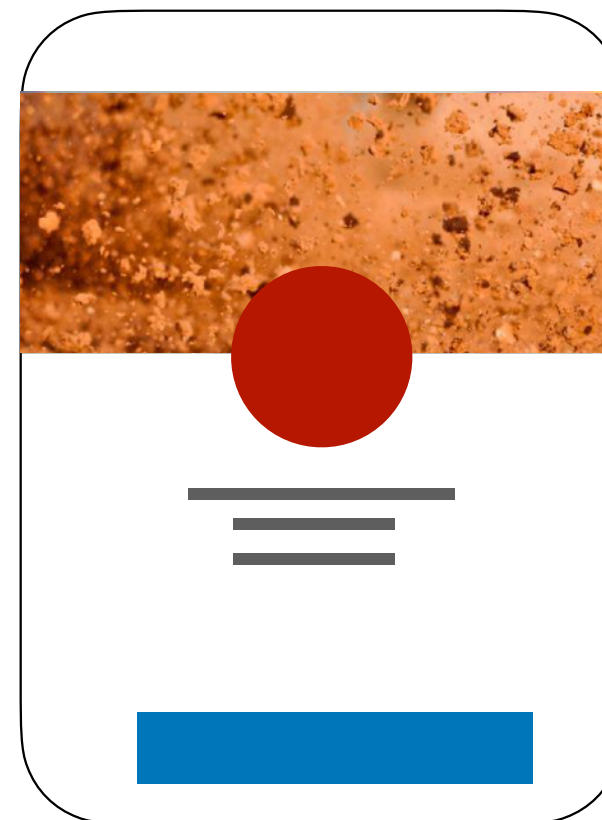
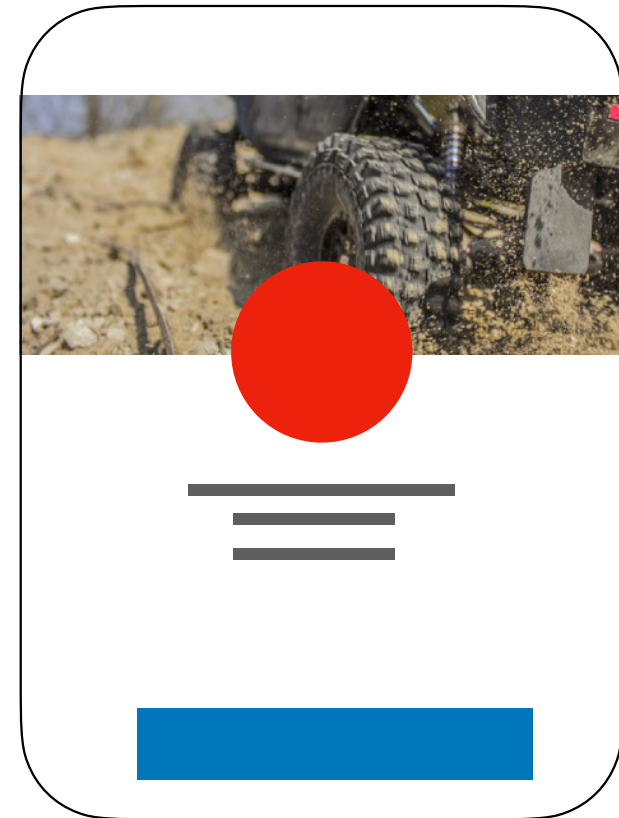
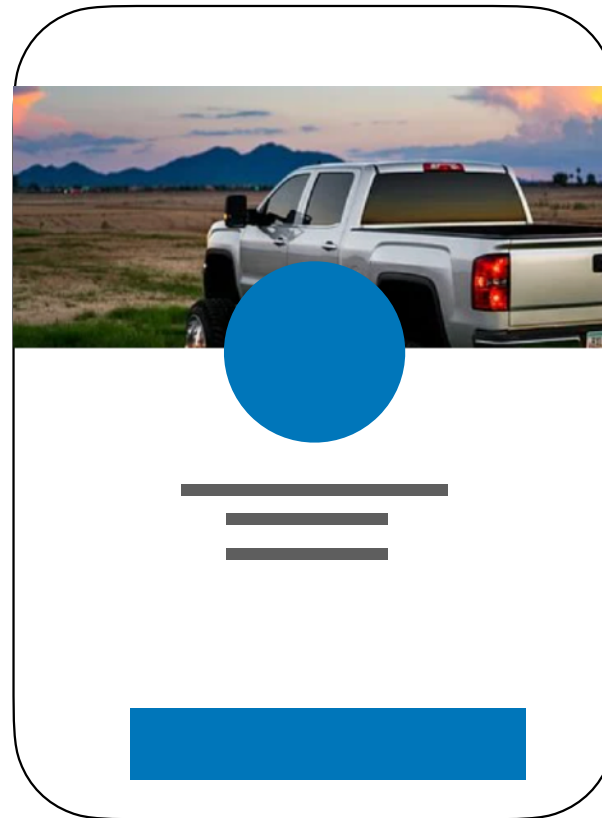


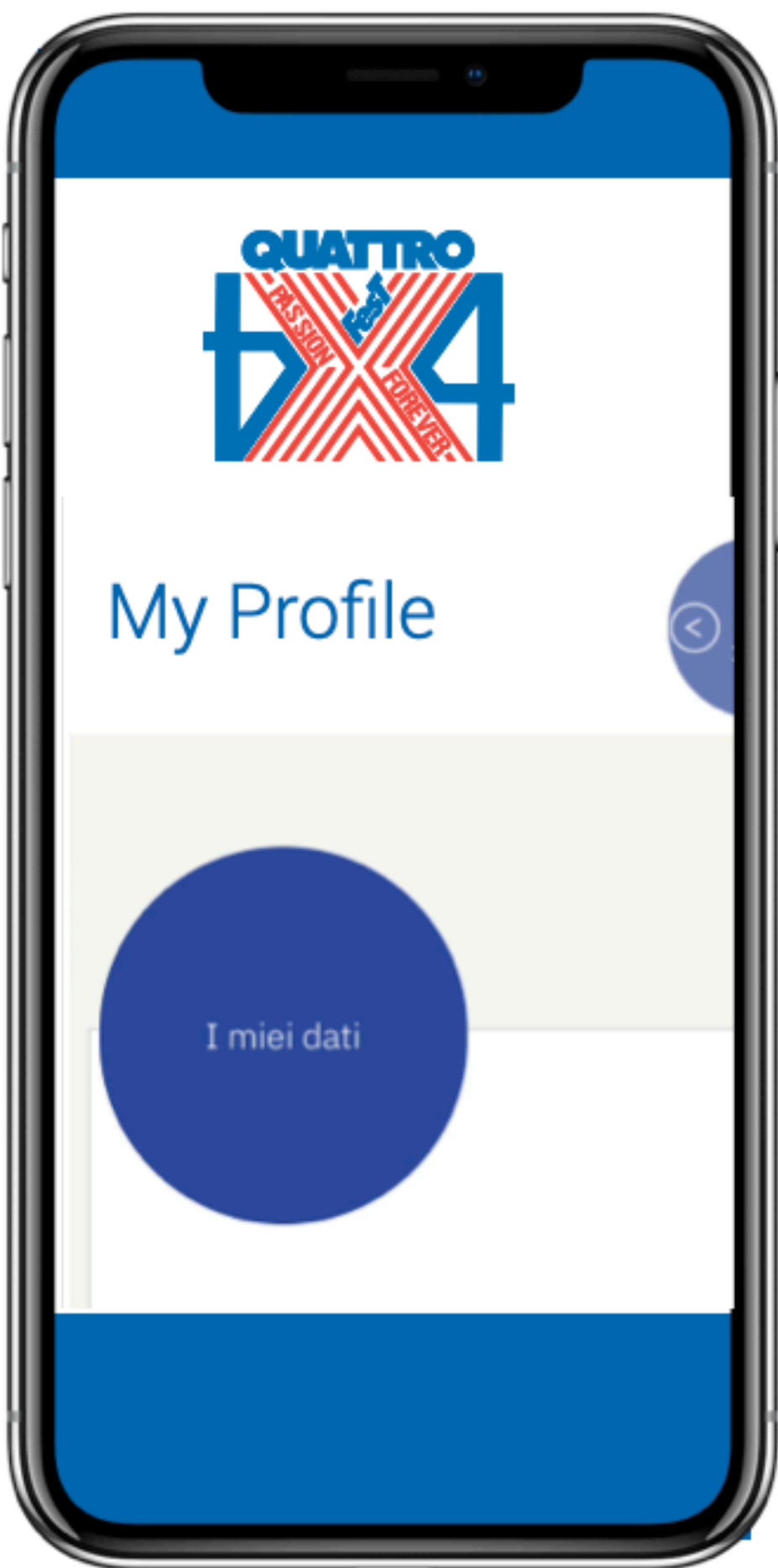
# **PRESENCE IN THE EXHIBITORS' CATALOGUE**

# Exhibitors Online Catalogue

The company is being presented in the exhibitor catalogue on the [4x4fest.com](http://4x4fest.com) website. The catalogue will be online from 1 October 2022.

- Preview Item with image, logo, company name and contacts
- Full detailed mini website
  - Description
  - Contacts
  - Photogallery
  - Video
  - Link to company's website
  - Link to company's social media





# Profiling

Generation of the company's digital identity and profile

We provide a company digital identity and we set the profile details based on each client's need and request





# CRM STRATEGY

Exhibitors participating in 4x4 Fest 2022 can be included within the CRM (Customer Relationship Management) plan.

- possibility to participate in the newsletters sent periodically to 4x4 Fest visitors with a dedicated banner





# ACTIVITIES & VISIBILITY 4X4 FEST



# **PUBLICATIONS IN MAGAZINES & SECTOR MEDIA**





# Articles and Editorials

4x4 Fest 2022 is advertised through articles and advertorials in the main sector magazines, as well as in national sports media (e.g. Gazzetta dello Sport)

## Some examples

[alvolante.it](http://alvolante.it)

[autoappassionati.it](http://autoappassionati.it)

Autoblog

Auto in the City

Autoruote 4x4

Auto Tecnica

Donne in Auto

Info Motori

Offroad Lifestyle

Videomotori

Elaborare 4x4

Fuoristrada Web

L'Automobile

Motorbox

[motor1.com](http://motor1.com)

Motori Online

Motorsand 4x4

motorzoom.it

News Auto

Ansa Motori

motori.it

Motori No Limits

Repubblica Motori

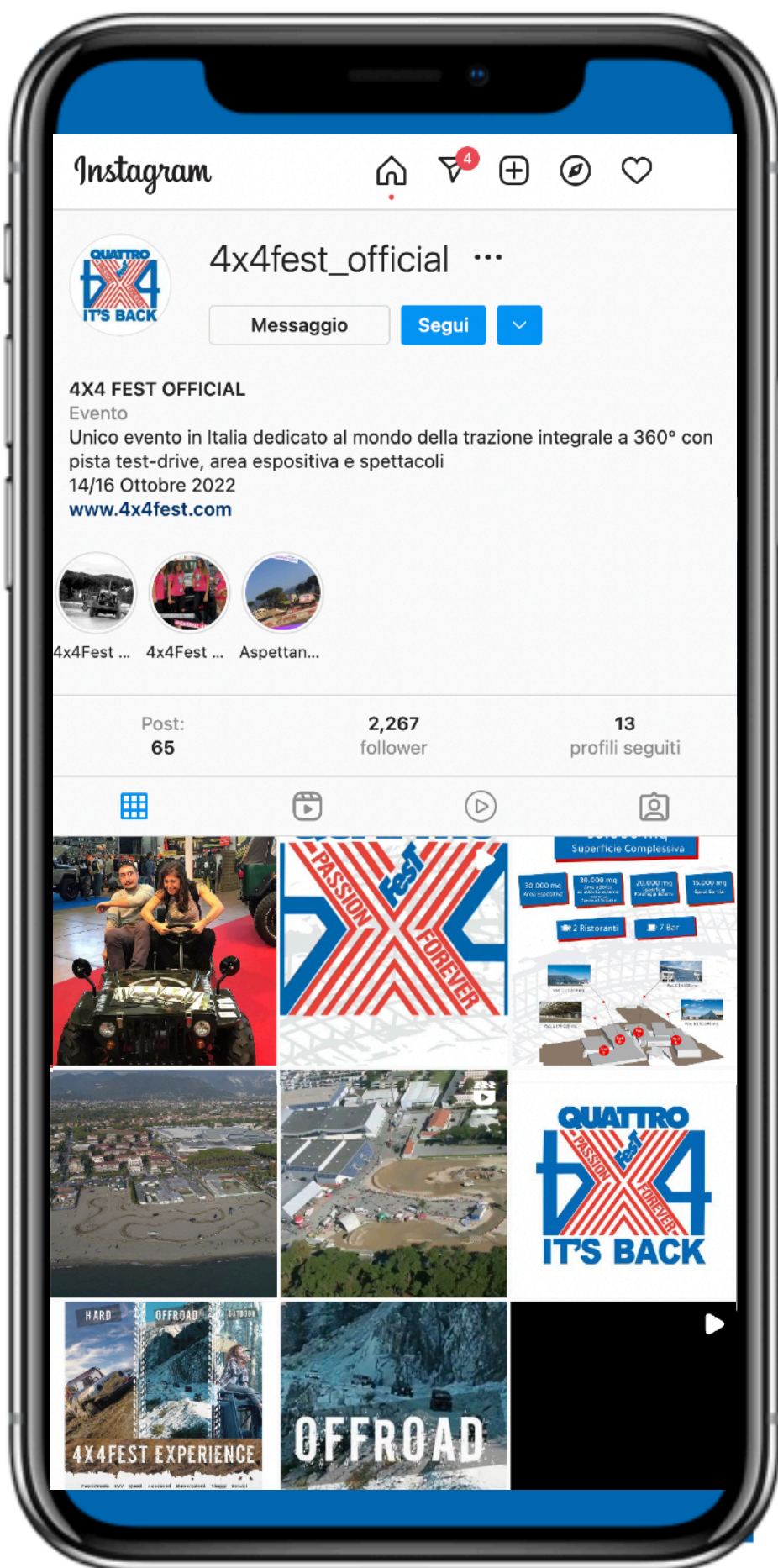
rearth.com

La Stampa

Il Sole 24 Ore



# SOCIAL MEDIA MARKETING

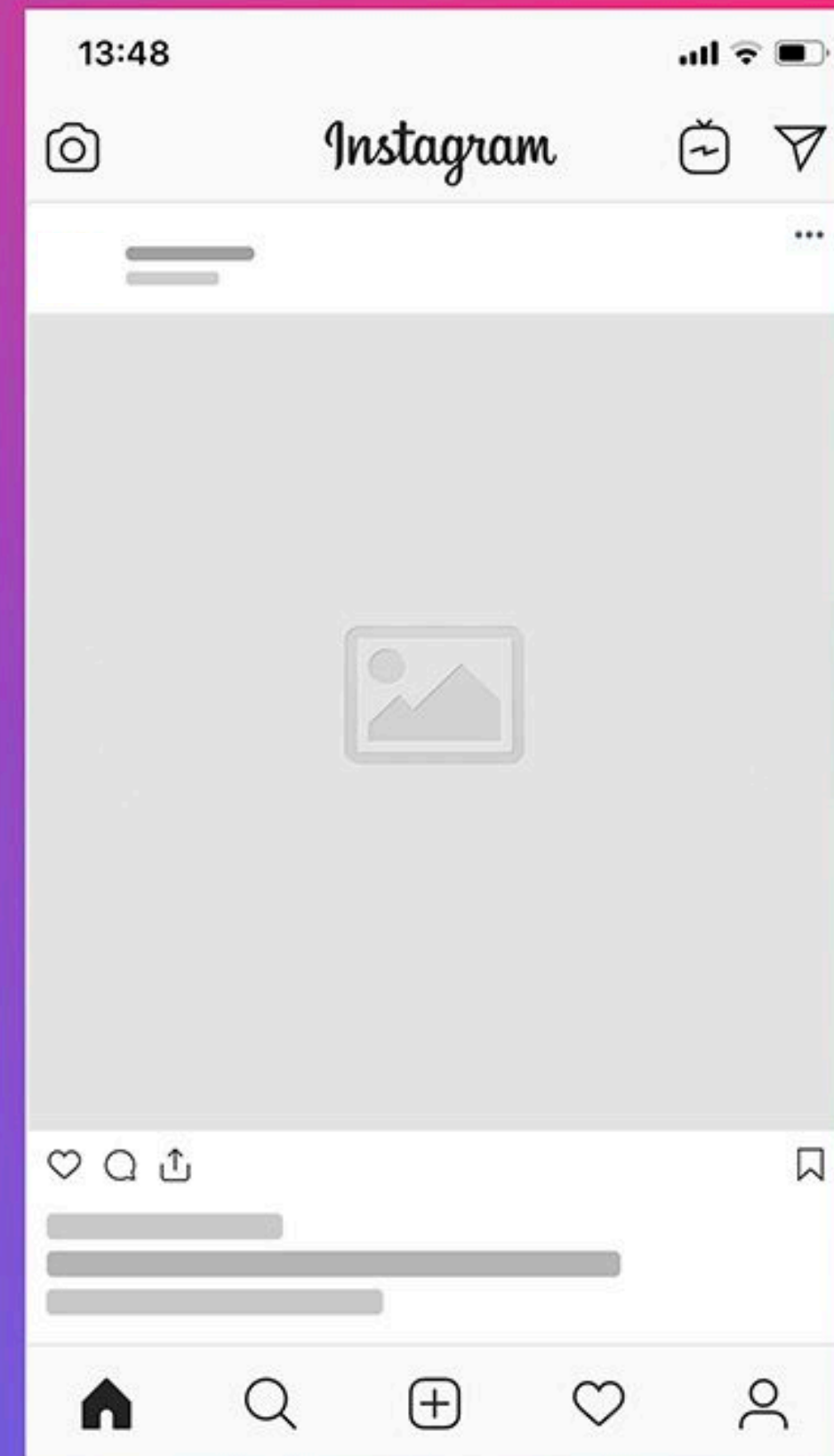


# Sponsored post on Facebook and Instagram

The contents of 4x4 Fest 2022 are conveyed and promoted through the social channels of the event with a dedicated editorial and advertising plan.



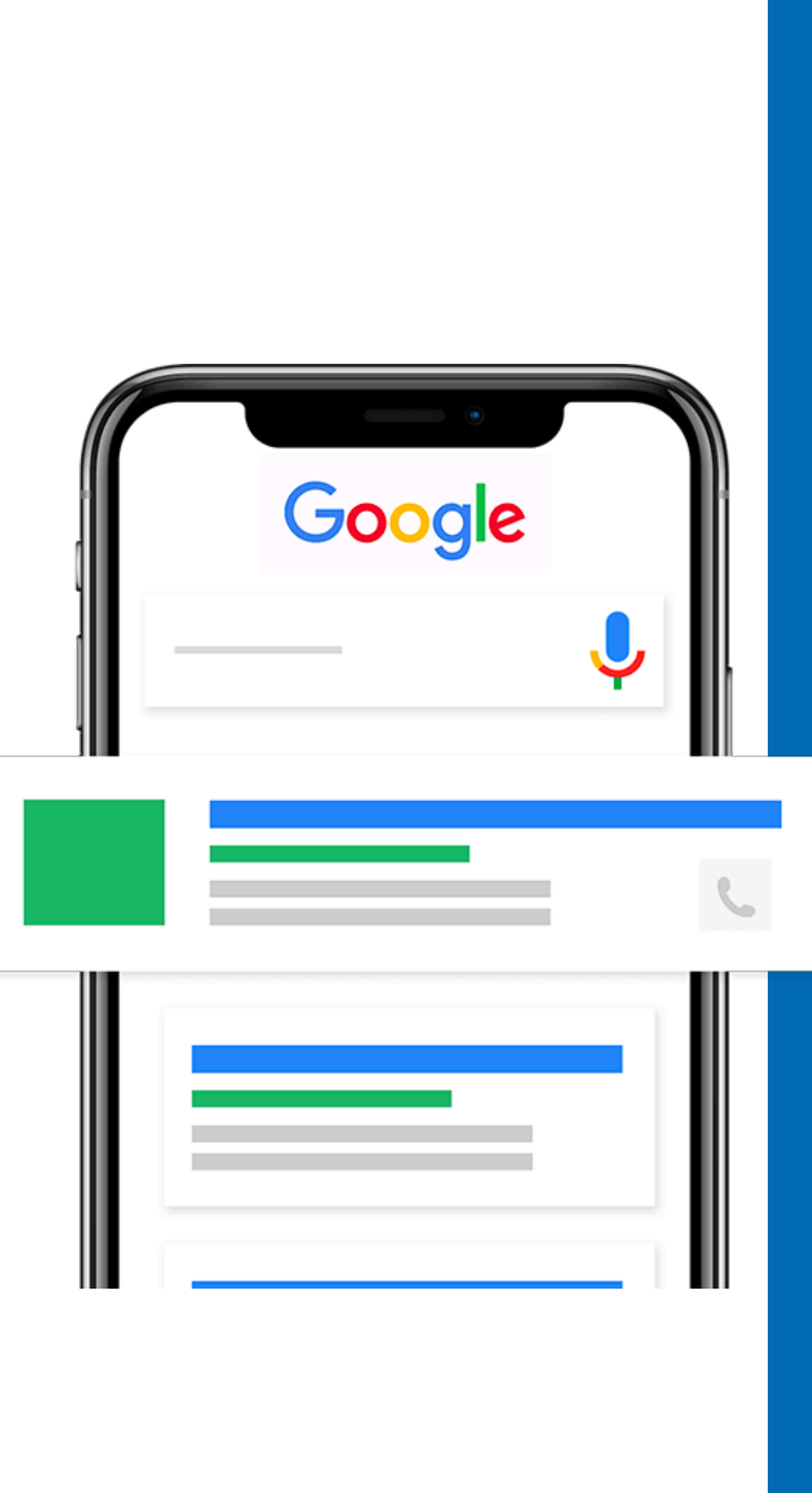
- Sponsored posts on the Facebook page towards national and international target interested in the off-road world
- Sponsored posts on the Instagram towards national and international target interested in the off-road world
- Sponsored stories on Facebook and Instagram
- Sponsored reels on Instagram and YouTube in-stream/discovery ads







# GOOGLE ADS



Promotion of the contents of the 4x4fest.com site through the Google Ads channel

The contents of the 4x4 Fest official website are promoted to obtain a relevant visibility booster, through advertising campaigns on Google.





## Google Ads campaigns

- Search Network

- Display Network

- dirtbikemagazine.com
- it.motorsport.com
- automoto.it
- autosprint.corrieredellosport.it
- motorionline.com
- outdooractive.com
- italiaracing.net
- italiaracing.net
- automobile.it
- alvolante.it
- quattroruote.it
- auto.it
- autoblog.it
- motorbox.com
- hdmotori.it

- Remarketing

Returning visits by users who have already interacted with the 4x4 Fest brand

- Video Ads

Campaigns conveyed on the 4x4 Fest YouTube channel through the sponsorship of video advertising





# INFLUENCER MARKETING





4x4 Fest promotes the event through influencer marketing actions. IMM CarraraFiere collaborates with influencers related to the off-road world on the Instagram channel in order to:

- create content conveyed to their own user communities
- create content to share on the social channels of 4x4 Fest



# SPOTIFY ADS

4x4 Fest promotes its contents through specific advertisements on Spotify.



Spotify Ads allow for the creation and delivery of mixed audio / display ads that are heard by the user while playing songs on the most important and famous streaming platform.



# RADIO & TV





The visibility Media Plan of 4x4 Fest 2022 runs from releases on Radio, Webradio and TV channels with national coverage.

#### Radio

Plan of advertising on FM radio and web radio of sector and national importance

#### TV

Creation of TV commercials to be broadcast on regional and national TVs.







# DISPLAY BANNERS

# Poster campaign in Tuscany

4x4 Fest is promoted through a network of billboards and posters of different sizes spread throughout the coastal area of Tuscany:

- Marina di Carrara
- Massa
- Versilia
- Pisa
- Tirrenia
- Livorno
- Costa degli Etruschi





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