

# Digital Marketing and the Role of Content Creators

**Friday 24<sup>th</sup> September 2021**  
**10:00 – 11:00hrs**

Webinar hosted by the EUROPE DIRECT Gozo

Digitalisation is one of the areas identified by the European Union for economic recovery. With the onset of the COVID-19 pandemic many individuals, organisations and businesses went digital. This means that the way we relate a message being an individual, organisation and business in the digital world has assumed significant importance.

Digital Marketing has many facets. This includes analysing data to obtain web optimization, conducting social media audits to ensure the best array of techniques are used, and creating marketing campaigns. Within the sphere of digital marketing the role of content creators is extremely important. Content creators are responsible for producing texts, articles, images, video recordings, within the context of creating a successful marketing campaign which increases web traffic and attracts potential clients.

This webinar will talk with people in the sector who will speak about their role, and also speak about social media platforms, and the need to create good content.

## AGENDA

<b>10:00 – 10:05</b>	<b>Opening remarks</b>  Daniel Borg – CEO of the Gozo Business Chamber (Host Structure of Europe DirectGozo)
<b>10:05 – 10:15</b>	<b>Introducing Our Speakers</b> <ul style="list-style-type: none"><li>• Ricky Bugeja – Head of Digital Marketing (Keen Ltd)</li><li>• Jo Caruana – Founder &amp; CEO (Finesse Group)</li></ul>
<b>10:15– 10:30</b>	<b>Understanding the Insights of Marketing through Social Media Platforms</b>  Ricky Bugeja – Head of Digital Marketing (Keen Ltd)
<b>10:30– 10:45</b>	<b>The Importance of Creating Good Content</b>  Jo Caruana – Founder & CEO (Finesse Group)
<b>10:45 – 11:00</b>	Q&A session moderated by Mr Daniel Borg, CEO GBC



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