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#### FACEBOOK GUERRILLA MARKETING PRE-CONFERENCE WORKSHOP ADDED TO ETOURISM SUMMIT

ATLANTA, GA, August 6, 2018 -- Nineteen years after its founding in 2000, eTourism Summit keeps a sharp eye on its original mission. And the 2018 agenda lives up to the promise.

**“eTourism Summit features cutting-edge ideas presented in an intimate venue so delegates can benefit from updates and exchanges delivered by wide range of digital marketing experts.”**

Pre-Conference Day on Oct. 9, 2018 is dedicated to three interactive workshop options, each customized for the eTourism Community.

- Influence: Facebook Guerrilla Marketing
- Create: IGTV Smartphone Video Storytelling
- Measure: Marketing Analytica

The first of these, “Influence: Facebook Guerrilla Marketing” focuses on tactical manipulation of the platform to produce the best possible result for every single dollar invested.

Thirty attendees are invited to come prepared with ammunition...a laptop. It’s a step-by-step, hands-on workshop. All the skills needed to ensure that micro-targeting is deadly accurate and that ROI will survive and thrive out there are adroitly presented by The BlitzMetrics Team.

- Measure and manage Facebook ROI.
- Discover how much traffic, revenue, hotel bookings, event tickets, restaurant sales are generated from a DMO’s social media efforts.
- Figure out numbers researching a destination and currently in-market contributing to incremental spend for DMO partners..
- Learn about little known, free tools Facebook provides to help measure in-market visitor spending.
- Tap into the world’s most powerful social database to see how digital marketing efforts are faring
- Do market research, benchmarking against other DMOs, CVBs, and destinations.
- Get checklists for further exploring and analyzing digital data.

Location: Park Central Hotel, San Francisco

Date: Oct. 9, 2018 from 9 a.m. to 5 p.m.

Fee: \$495 for eTourism registrants/\$795 for non-eTourism registrants, [register here](#).

For more information on the eTourism Summit please visit [www.etourismsummit.com](http://www.etourismsummit.com) or contact Becca Smith at [bsmith@ConnectMarketingLive.com](mailto:bsmith@ConnectMarketingLive.com)