

STARTUP  
CAMPUS  
BERN



*June 14.*

6.00 - 9 p.m.  
Uni S

# DIGITAL MARKETING FOR START-UPS

INNOSUISSE START-UP TRAINING



**Dr. Olivier Blattmann,**  
Co-Founder Iqual AG, SEO Expert,  
Lecturer, Innosuisse Coach for Digital  
Marketing and Advertising



**Prof. Dr. Artur Baldauf**  
Director Departement of Management and  
Entrepreneurship University of Bern

Do you want to know more about using online tools to evaluate the market for your business idea and what tools to use for digital marketing?



Want to find out about the online marketing mix other businesses use to reach their target audience?

Want to learn the basics of search engine optimization (SEO) and hear about pearls and pitfalls?



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