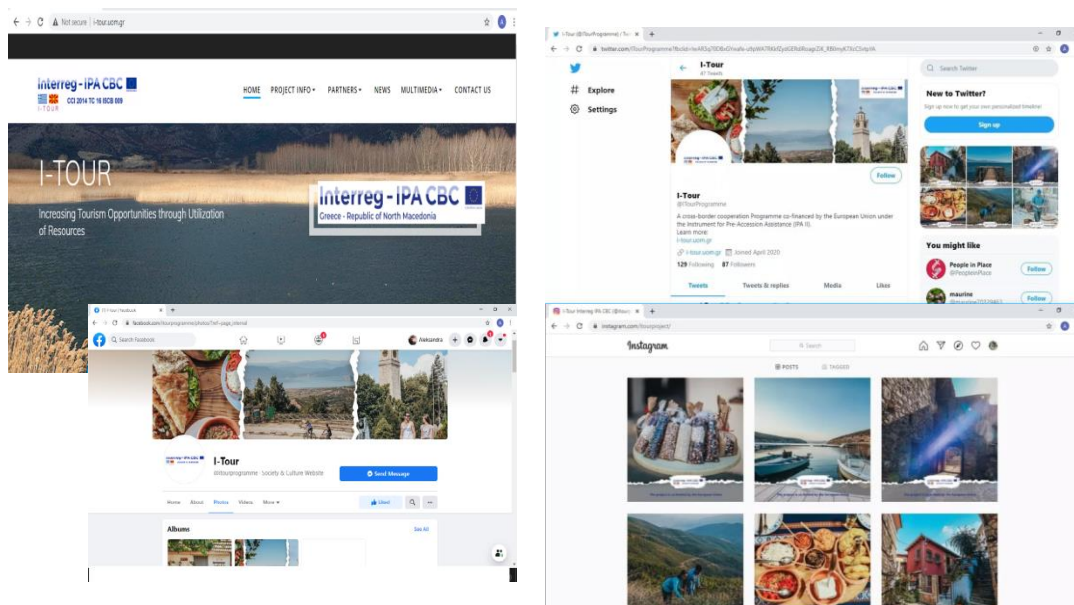




**Project name** *Increasing Tourism Opportunities through Utilization of Resources (Project acronym: I-tour)*

**Project partner:** Center for development of Pelagonija planning region

## Social media and Internet campaign for promotion of cross border tourist product created through the I-Tour project



Project "Increasing Tourism Opportunities through Utilization of Resources *I-tour*" which the Center for Development of the Pelagonija planning region implements within the Interreg Cross-Border Cooperation Program - IPA CBC 2014-2020 financially supported by the EU and The Ministry of Local Self-Government, realized a campaign on social media to promote the cross-border tourist product that was developed within the project. The social media campaign includes four networks YouTube, Facebook, Instagram Tweeter where daily ads, sponsored ads and paid advertising were published, while the internet campaign includes the promotion of paid internet ads that will connect visitors with the already integrated website that will be connected to YouTube, Facebook, Instagram, and Tweeter. Over 2000 professional photos and video in three languages were made for the promotional campaign. More information can be found at the following links: <http://i-tour.uom.gr/>; <https://www.instagram.com/itourproject/>; <https://www.facebook.com/itourprogramme>; [https://twitter.com/ITourProgramme?fbclid=IwAR3q70DBxGYwafe-u9pWA7RkKfZydGERdIRoagrZiK\\_RB0myK7XcCSvtpYA](https://twitter.com/ITourProgramme?fbclid=IwAR3q70DBxGYwafe-u9pWA7RkKfZydGERdIRoagrZiK_RB0myK7XcCSvtpYA)

The project is co-funded by the European Union and by National funds of the participating countries



Project partners:

