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Publicato: 17 maggio 2018

Il 19 e 20 maggio a Bologna: Creare Clienti, workshop sul marketing digitale per le PMI

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- **IL 19 E 20 MAGGIO A BOLOGNA: CREARE CLIENTI, WORKSHOP SUL MARKETING DIGITALE PER LE PMI**

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Il 19 e il 20 maggio, presso Zanichelli Meeting Center gross a Bologna, si terrà l'evento **Creare Clienti**, organizzato da Hotlead, agenzia internazionale di digital marketing che opera in Gran Bretagna, Italia,



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Nelle due giornate, si parlerà di uno strumento di comunicazione in assoluta espansione nel digital marketing che è il *chatbot*. Quest'ultimo rappresenta una delle prime manifestazioni dell'intelligenza artificiale (AI) sulla rete. I casi esposti da Hotlead riguarderanno l'uso del chatbot per l'advertising sui social. Tale sistema sta dimostrando di dimezzare i costi del web marketing ed è stato applicato a vari ambiti, tra cui: la

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