

“A journey with EventiEccellenza”

In WebHouse we develop customized Communication and Digital Marketing Campaigns that, by integrating differentiated tools and channels in a complementary relation, make company goals achievable.

Strategy, Design and Technology are the key ingredients in our recipe.

Here we will present an example of strategy that has produced the desired results, created taking account of needs and values of EventiEccellenza, client of our portfolio.

We will tell the story of this project using the metaphor of Customer Journey, the way the customer takes through the stages of Awareness, Research, Purchase and Advocacy.

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