

MARMO+MAC

DIGITAL  
TOOLS





# **MARMOMAC PLUS**

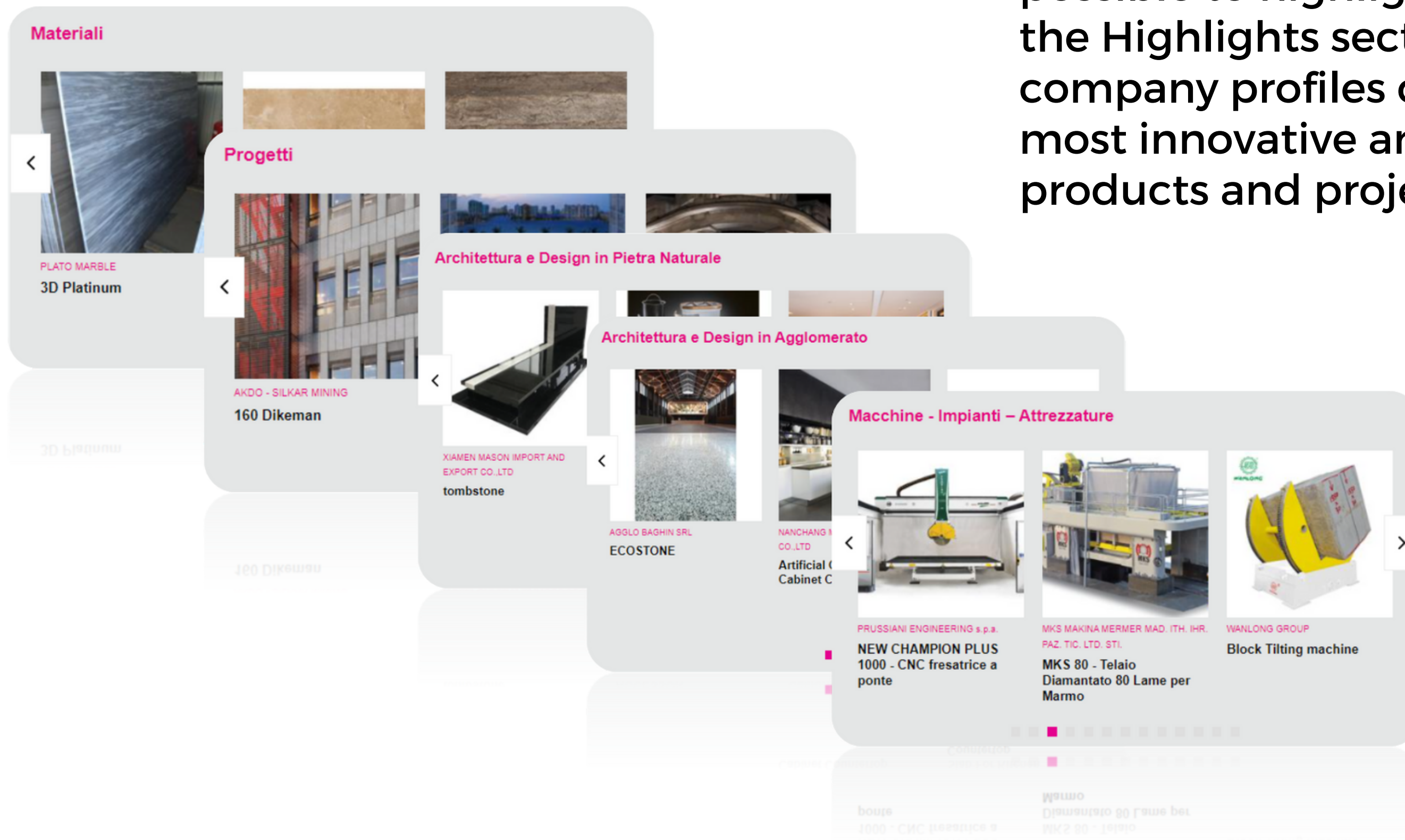
**Marmomac Plus is a digital platform consisting of a web portal with the Brandrooms of companies in the sector live 365 days a year, the Marmomac Talks portal for video streaming and video on demand and the Marmomac App specific for the event in the neighborhood.**

# **FUNCTIONS AND SERVICES OF INTEGRATED PLATFORMS**

- + Advanced search for companies, products, projects and events
- + Favorites list
- + Matchmaking and leads
- + Chat and massaging
- + Business Card Exchange
- + Agenda appointments
- + Trade fair ticket scanning
- + Events calendar

# HOMEPAGE E HIGHLIGHTS

On the Marmomac Plus homepage it is possible to highlight your Brandroom in the Highlights section where the company profiles complete with the most innovative and competitive products and projects are promoted.



# NEWSLETTER

The items on the homepage are subject to continuous promotion on profiled targets through the database subscribed to the newsletter.

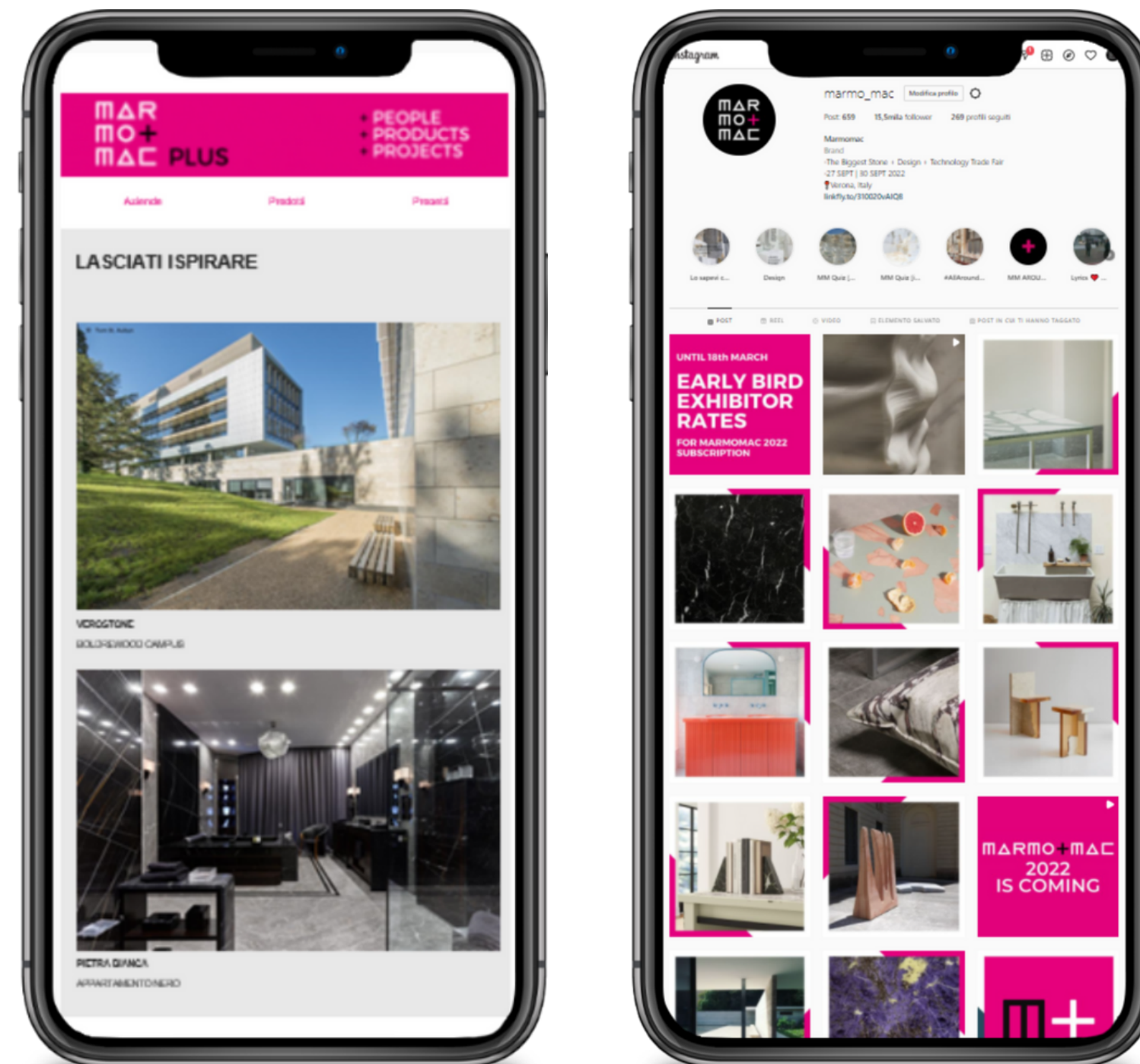
**NEWSLETTER SUBSCRIBERS: 60K**

# DEDICATED POST

Every 15 days the company profiles most visited and rewarded by the algorithm are shared on social platforms.

**FOLLOWER**

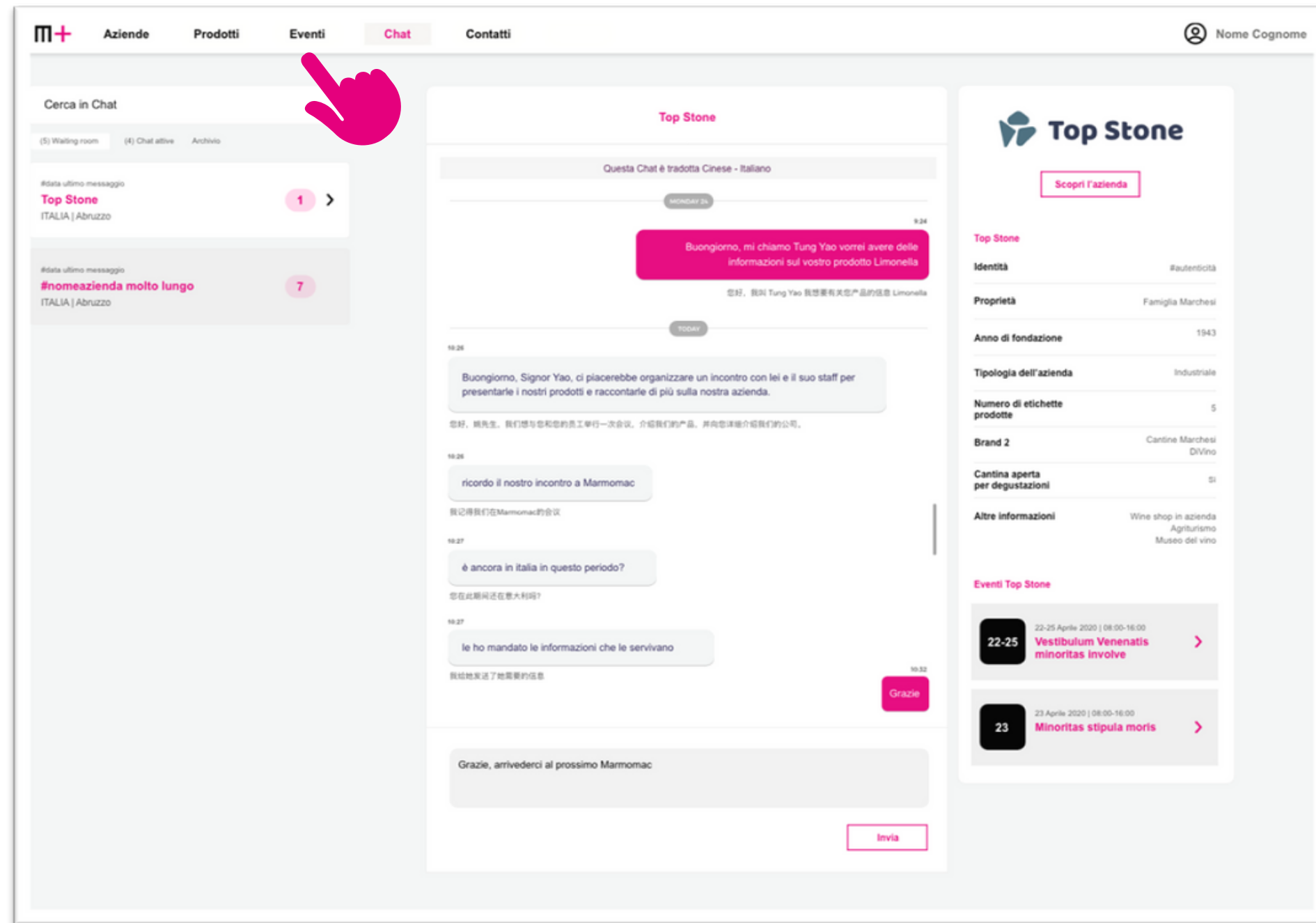
**IG: 15.7 K IN: 5K FB: 35 K**





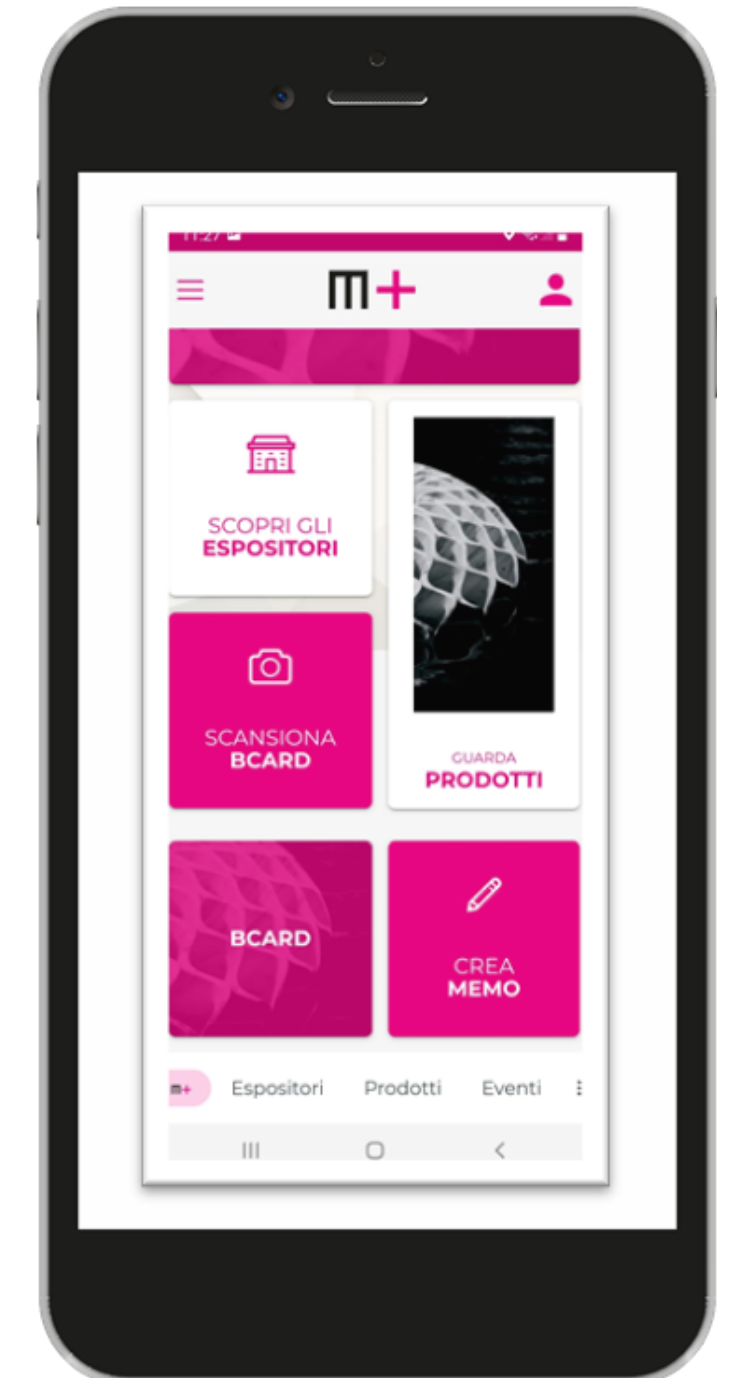
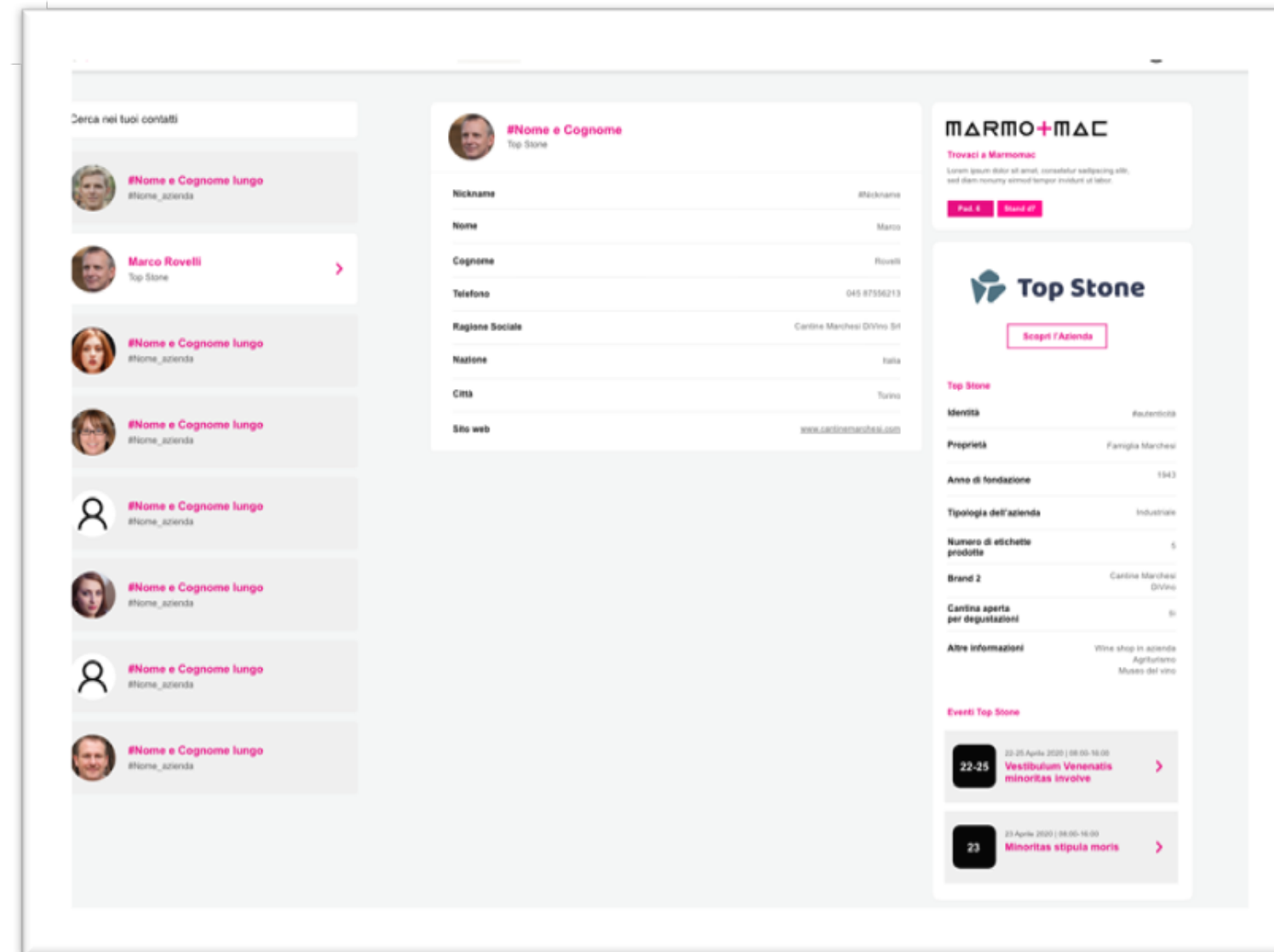
# CHAT MULTILINGUAL

Chat function directly from the Brandroom that can be activated with purchase in E-Commerce with integrated translation of 72 languages.

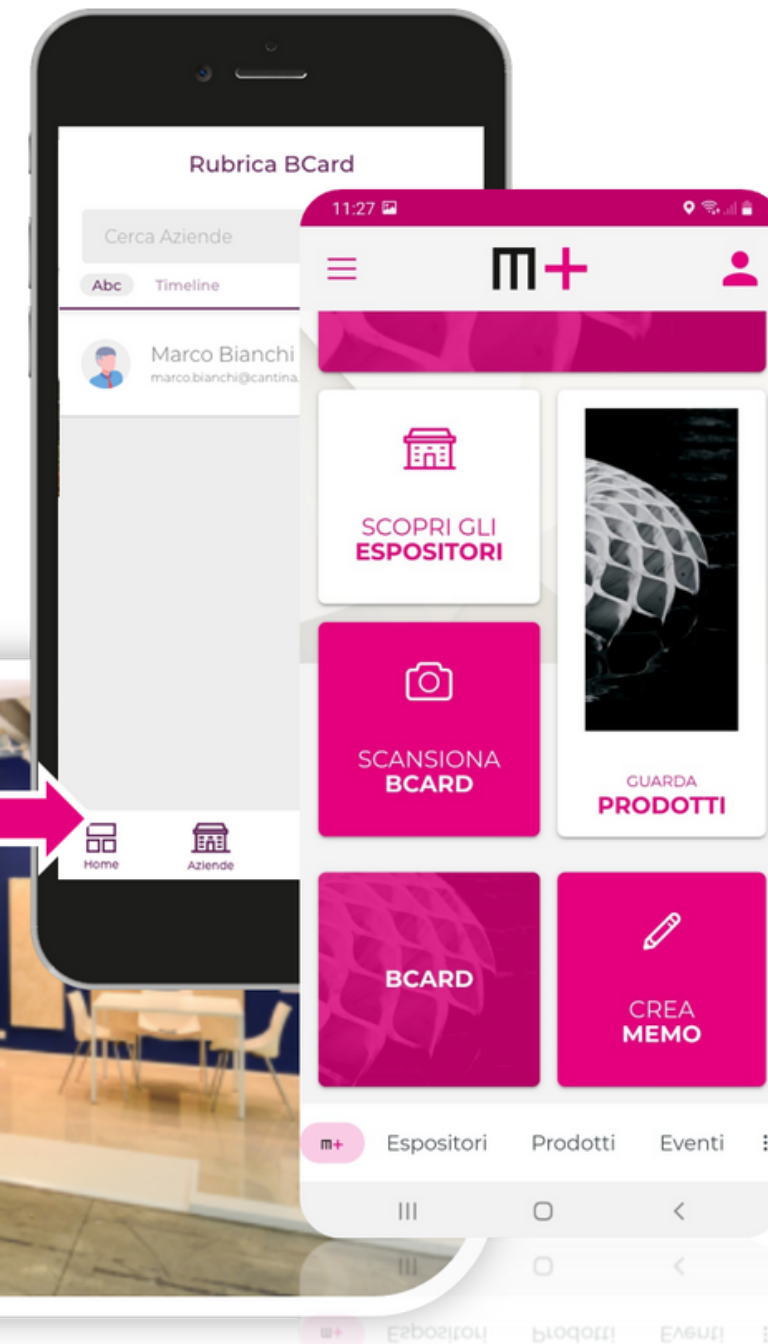


# BUSINESS EXCHANGE VIRTUAL CARDS

The user area shows the Business Cards of the operators contacted.



# BUSINESS EXCHANGE VIRTUAL CARDS AT THE FAIR



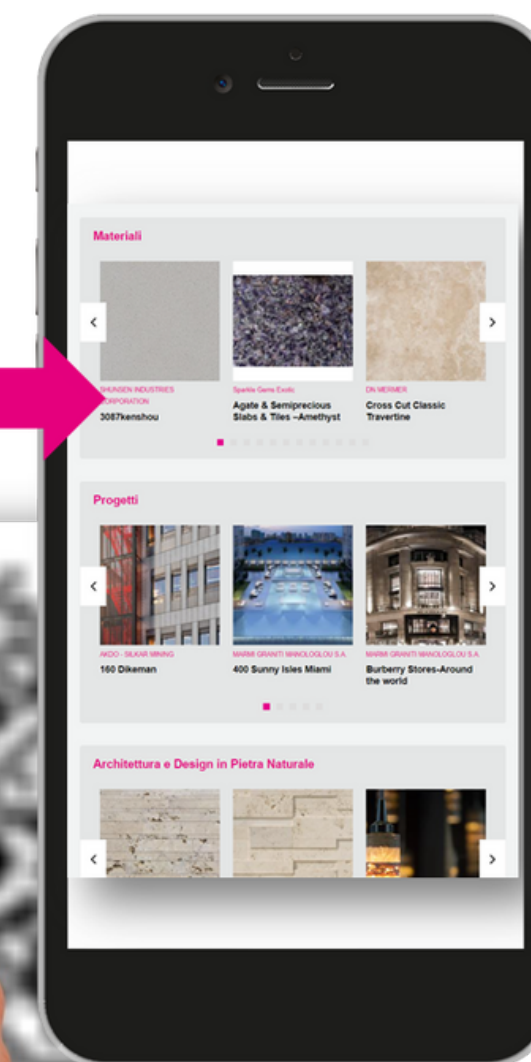


# CALENDAR EVENTS



The "Events" section of the APP shows the institutional schedule of the event and the digital events of the companies involved promoted by the Marmomac communication plan.

# BEST COMMUNICATOR PLUS



The QR Codes applied to the stand on request direct towards dedicated contents on the Portal. The company profile on Marmomac Plus is the subject of an unprecedented contest (Best Communicator Plus) with the relative publication of an ad hoc study in the printed catalog.

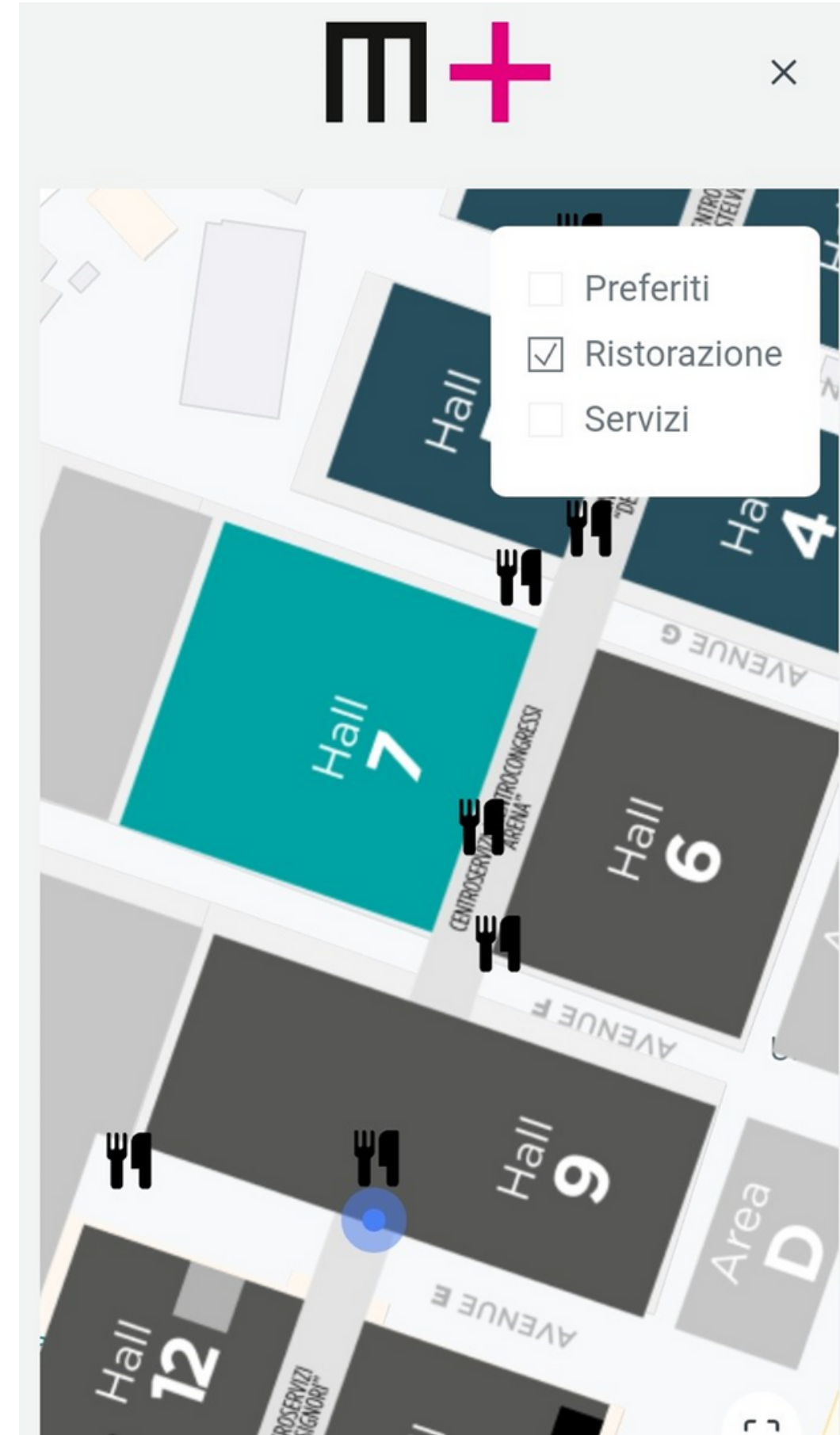


# APP MARMOMAC

**Neighborhood map**  
**User navigation**  
**Proximity Marketing**

# FLOORPLAN

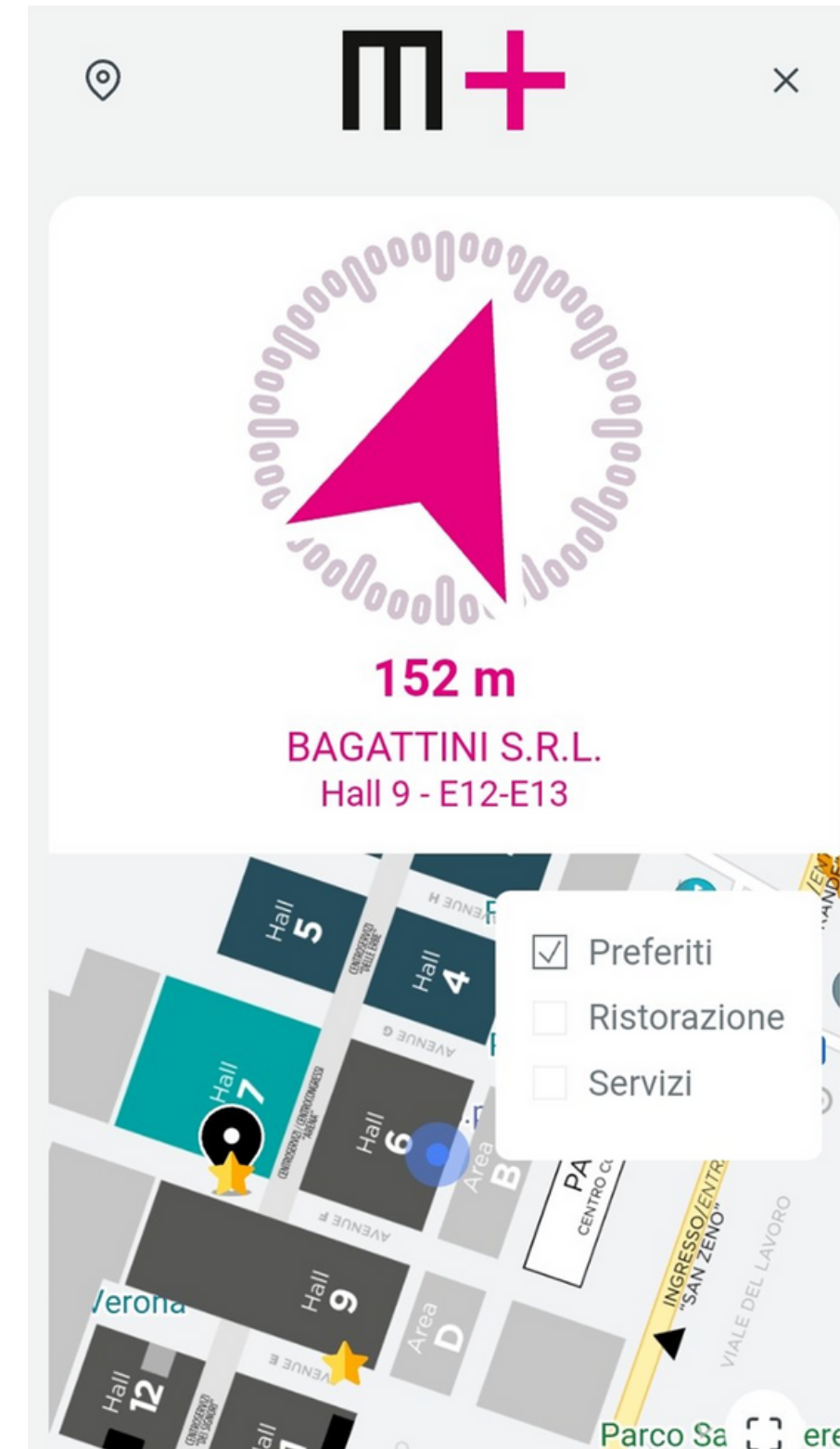
The multi-level event map shows the location of exhibitor stands, points of interest and exhibitors in the favorites list.





# NAVIGATION IN THE DISTRICT

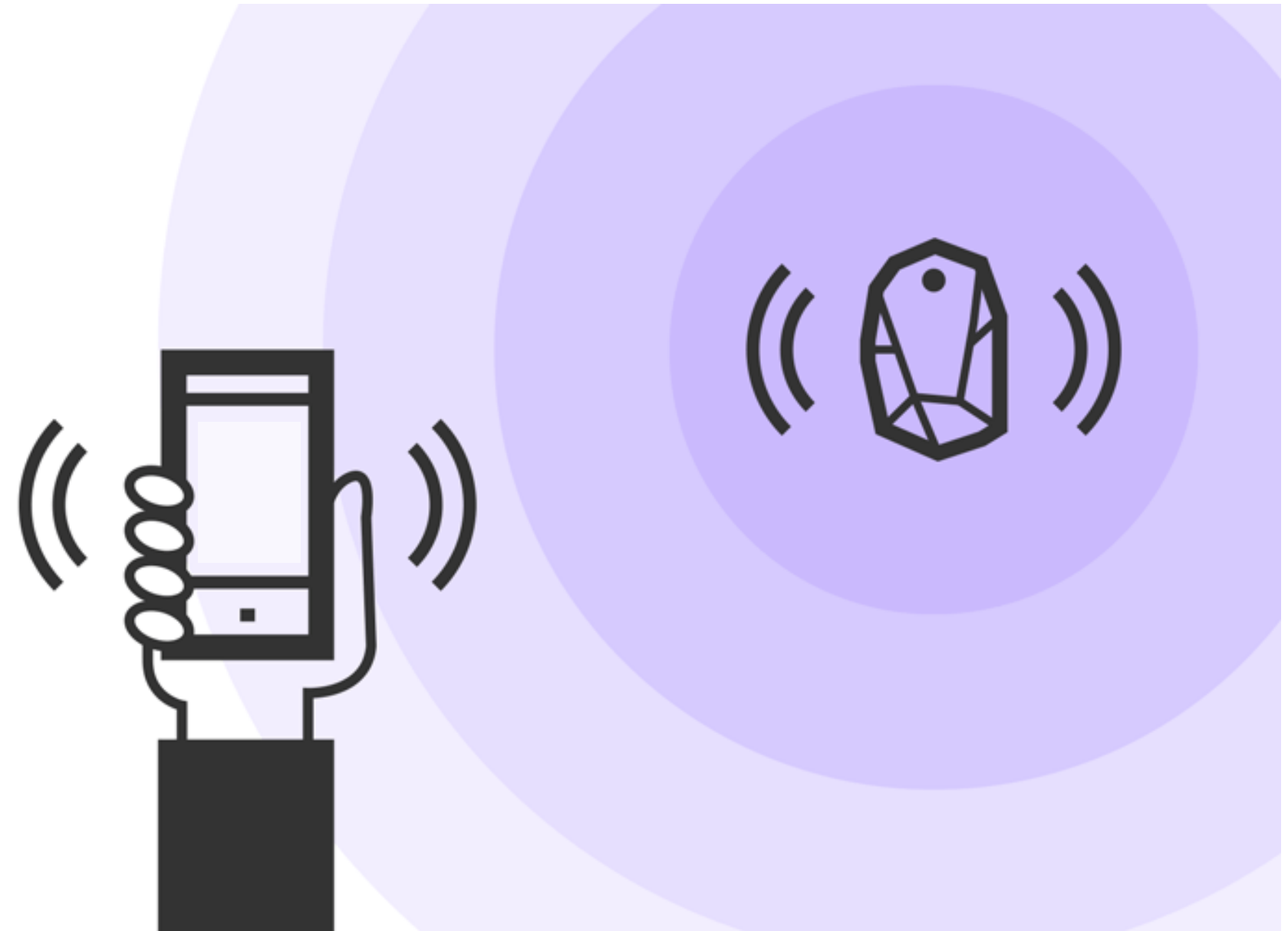
The compass guides the operator to the exhibitor's stand.  
Internal navigation uses the bluetooth-based geolocation platform, while the App uses GPS geolocation on the outside.

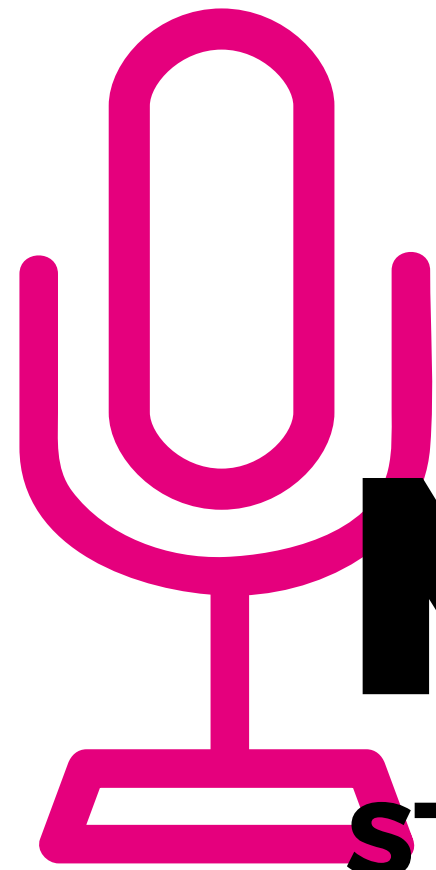




# PROXIMITY MARKETING

Notification system for users passing by the stand.





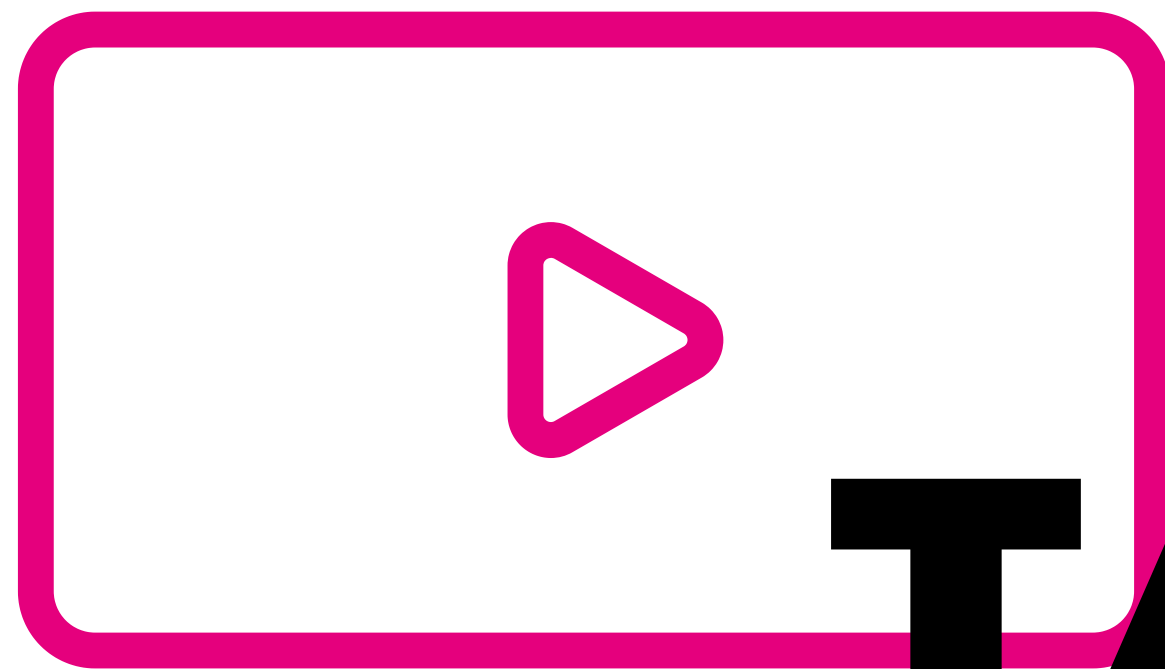
**MARMO + TECH**

**STAGE OF TECHNOLOGY**

# MARMO + TECH

New format for the promotion of technology companies which includes a slot at the fair which is streamed on the Marmomac Plus on-demand channels. Marmo + Tech provides for an ad hoc communication on the social channels of the event with targeted engagement on the target audience.





# **TALKS**

**LIVE STREAMING**

# TALKS

From talks at the fair to video on demand.



Home / Categorie / [Eventi On Demand](#)

ON DEMAND

#talks  
#academy  
#live



MAR  
MO  
MAC  
TALKS

giovedì, 27 maggio 14:30 • 15:30 (CEST)

C'È SOSTENIBILITÀ SENZA ESTETICA E  
DURABILITÀ? LA FORMULA PERFETTA DELLA  
PIETRA NATURALE





# EXCLUSIVE EXHIBITOR AREA

A single dashboard that allows you to manage:

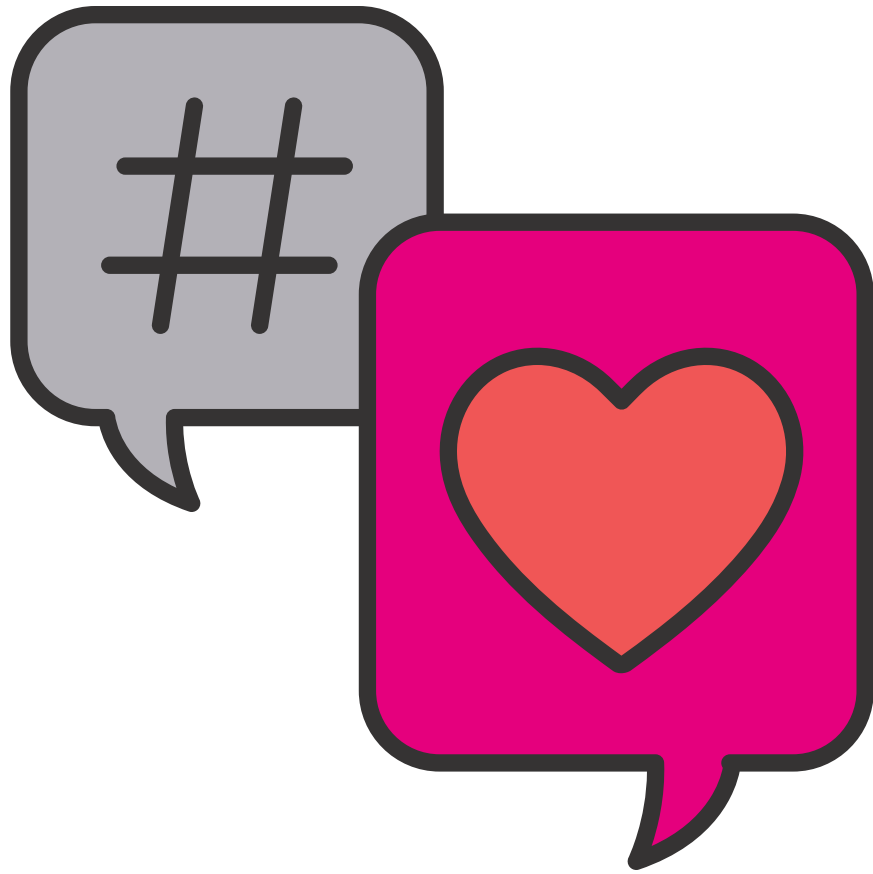
Orders / Invoices / Documents /  
Backoffice Marmomac Plus catalog / Co-  
exhibitor and represented companies  
functions / E-commerce / Exhibitor Pass  
/ Invitation Coupon / Parking Coupons /  
WIFI password / Visa Information and  
promotional stickers.



## DASHBOARD INVITATIONS

**NEW**

A digital implementation is planned that gives the company control over the invitations sent and validated.



# **SOCIAL**

**Participation in digital content**

# DIGITAL CONTENTS

Marmomac Plus offers various thematic series with appointments modulated on its social channels.

The goal is to reveal the most iconic possibilities of using marble with interactive content and ad hoc insights.

