

CASE STUDIES

by tritium 

Beauty Of Ukraine

BEAUTY OF UKRAINE

OVERVIEW

The Beauty Of Ukraine project was designed to attract tourism partners & investors to the ever-growing tourism & hospitality sector in the country of Ukraine. Hospitality sector in Ukraine is a fast-growing industry, so there were a lot of possibilities for us to help discover investment opportunities while enjoying local food and beautiful venues and scenery.

Our destination representation, marketing strategy and investment relations services are at the intersection of amazing global travel experiences, demanding pipeline management, and frugal investment opportunities. We first had to understand the needs of the project, and then apply them to geographic investments worldwide in real estate, health and wellness, hospitality, and innovations (technology and IT Services).



BEAUTY OF UKRAINE

SOLUTION

It was crucial to create an online presence for this project, so all the social media accounts were created from scratch. Relevant content helped us gather strong following as well as an engaging audience.

A website was developed to suit the needs of the project, and we used email marketing and marketing automation techniques to gain a list of newsletter subscribers. We also created new content as part of a separate Inbound Marketing campaign. We generated blog posts, social media posts, pictures, video content, etc.

Our main focus was on:

- Design of the Website
- Social Media Profiles
- Limited SEO/SEM/PPC
- Local PR or Event Coordination



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Welcome to
Beauty of Ukraine!



We invite you to discover some of the most important and unique sites of Ukraine and learn about its culture, traditions and history stoned through the ages. On this site you will be able to find all the information you might need to make your trip to Ukraine unbelievably exciting and unforgettable!

Ukraine is quickly becoming the hottest new tourist destination and it's easy to see why. This country has it all! Stunning mountain vistas, coastline, vibrant cities and an abundance of wine, what more could you want?

In our **BLOG** you can find information about all the places in Ukraine that you can visit and plan

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BEAUTY OF UKRAINE

RESULTS

- ✓ Raised awareness and interest in the Ukrainian hospitality sector;
- ✓ Built a website with relevant and custom-based generated content;
- ✓ Promoted the project via social, email, inbound marketing engagement;
- ✓ Created a mechanism of collecting email addresses for future marketing opportunities via lead generation and list management services;
- ✓ Promoted the project on social media channels, securing strong engagement and attracting partners & investors.

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