



PRESS RELEASE

ITALIAONLINE JOINS REPUBBLICA DIGITALE AND PROVIDES FREE DIGITAL TRAINING TO ITALIAN COMPANIES

Milan, 30 November 2020

Italiaonline, the largest Italian internet company leader in digital solutions for businesses, through the adherence to the Manifesto for the Repubblica Digitale, becomes part of the national strategic initiative promoted by the Department for Digital Transformation of the Presidency of the Council of Ministers with the aim of fighting the cultural digital divide present in the Italian population, to support maximum digital inclusion and promote education on the technologies of the future, accompanying the process of digital transformation of the country.

The initiative is divided into a series of activities carried out in collaboration with other public and private entities, according to the assumption that it is a common civic duty for the State, businesses and individuals to accompany the digital transformation of the country with educational, educational and cultural actions.

Faithful to its role as digital leader for small and medium enterprises, Italiaonline has chosen to collaborate at Repubblica Digitale with its corporate university: Italiaonline Academy.

Italiaonline will give its contribution in the area of the development of digital skills for work (so-called Skilling, upskilling and reskilling paths), organizing the course "Le imprese a lezioni di digitale", a series of webinars to learn or deepen the best and most recent digital communication strategies aimed at increasing business: proper online presence, visibility on search engines, e-commerce, export, social media marketing, and much more, with focus on specific product sectors and/or geographical areas, in a work in progress that wants to take into account the special needs expressed by the Department for Digital Transformation and the other players in the network of Repubblica Digitale.

The webinars, completely free of charge, are aimed at SMEs, freelancers and VAT numbers and are conducted by Italiaonline professionals. The platform allows participants to ask questions, through an interactive chat, to the speakers on duty, who will answer in real time.

The first appointment is for Tuesday, December 1, at 3.00 pm, with the webinar entitled: Ripartiamo insieme online - come essere vincenti in un nuovo contesto, held by Antonella Fanuzzi, Marketing





Director Web & Business Solutions of Italiaonline and will address the business strategies required by new consumer habits. In particular:

- Where it counts to be there
- The website: an online showcase
- E-commerce
- Online advertising: how and why.

Subsequent webinars will be provided from January 2021. Interested parties can find information and updates on the pages:

<https://repubblicadigitale.innovazione.gov.it/iniziativa/le-imprese-a-lezione-di-digitale/>

<https://www.italiaonline.it/corporate/italiaonline-academy/>

<https://www.linkedin.com/company/italiaonline/> and the other social channels of Italiaonline.

"We have appreciated the Repubblica Digitale project since its birth. Being part of it today has a special significance for us - said Andrea Chiapponi, Chief Marketing Officer of Italiaonline - We fully share the programs and principles of the initiative and we believe it is our moral obligation, as a digital company, to make our specific know-how available to companies and citizens. From our privileged point of view on SMEs, we know that digitization is the winning key. Digital skills are now more essential than ever and we are pleased to have a new opportunity to share ours, to the benefit of the future of the country's economy".

ITALIAONLINE

Italiaonline è la più grande internet company del Paese, presente in tutto il territorio nazionale. Opera nei segmenti Consumer, PMI e Grandi Clienti.

Nel segmento Consumer con i brand Libero, Virgilio, DiLei, QuiFinanza, Supereva, Buonissimo, SiViaggia, Pagine Bianche, Pagine Gialle, PgCasa, TuttoCittà e altri - Italiaonline raggiunge ogni giorno 8,6 milioni di utenti unici* di cui 6,7 milioni da mobile, con una market reach del 62%**. Nel segmento PMI oltre 200mila Imprese oggi si affidano a IOL per servizi di presenza online, di sviluppo di siti vetrina o abilitati all'e-commerce, di web marketing e digital advertising (inclusi la gestione di campagne pubblicitarie e la generazione di leads attraverso i social network e i motori di ricerca) e per tutte le soluzioni finalizzate ad aumentare il business e la reputazione online.

Italiaonline è presente nel segmento delle Grandi Aziende attraverso IOL Advertising, la prima concessionaria digitale in termini dimensionali del Paese, supportando i principali operatori economici del Paese nello sviluppo delle loro campagne di comunicazione digitale. per le grandi e piccole imprese.

* Fonte: Audiweb View 2.0, powered by Nielsen, TDA DAUs luglio 2020

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