

## Flottweg SE Marketing Team Wins Search Engine Award

The second Semy Awards were presented in the presence of Ilse Aigner, Bavarian Minister for Economic Affairs, Media, Energy and Technology, in Munich on March 16, 2016. The Flottweg marketing team in Vilsbiburg secured the coveted award for themselves.

Search engine optimization is one of the most powerful marketing instruments today. It's only by appearing on the first page of a search in Google, Yahoo or Bing that one is really relevant. The best search machine experts are selected each year by a twelve member jury in Munich. This year, 42 individuals, companies and agencies were again nominated in 14 different categories. Flottweg was able to beat the marketing agencies PerformucsAKM3 from Berlin and Quisma GmbH from Munich in the category for best search campaign with a budget of under € 15,000.00 for 12 months. Franziska Rappold, online marketing manager for Flottweg, was on hand to receive the award. "As a small marketing team in a B2B company, the challenges in the online sector are great, and it is not always easy to stand out from the larger competition. This recognition for our innovative campaign is especially rewarding. Even with a small budget you can often do great things," said Franziska Rappold within the context of the event.

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