

Marco Lauerwald

Marco Lauerwald is Head of Online Marketing at UNIQ GmbH. Together with his team, he is responsible for SEO, Social Media and Performance Marketing. At the European Search Awards 2018, the UNIQ Online Marketing Team was shortlisted in two categories: "Bestes Inhouse Team" & "Beste SEO Kampagne". Moreover, the team was shortlisted in the category "Beste SEO/Content Marketing Kampagne" for the German Search Marketing Award (SEMY). Marco built his first website in 2002 and is still passionate about website optimisation, content marketing and analytics. He became known through presentations at conferences, such as SEO Campixx, hashtag.business, koks.digital and the Searchmetrics Summit.

About UNIQ

With more than 200 employees, UNIQ GmbH, located opposite Dortmund Airport, is one of the largest creative companies in the German district of Unna and produces professional content for the internet. It all began in 2012. Without any startup capital, two friends founded urlaubsguru.de – with over 6.8 million Facebook fans and over 22 million page impressions per month, Urlaubsguru is now one of the most successful travel websites in Germany. Gradually, the international variants of Holidayguru followed. The brands FashionFee, Captain Kreuzfahrt, Mein Haustier and Prinz Sportlich are also a part of UNIQ's portfolio. In addition to the company headquarters in Holzwickede, a store in Unna and Münster, other UNIQ colleagues also work in Austria.

Contact data

Marco Lauerwald
Head of Online Marketing
UNIQ GmbH



Event

[How Urlaubsguru Made It Into The Top 5 Of The Travel Industry](#)

Thursday, March 7, 2019, 12.30 - 13.00

Hall 7.1b, eTravel Lab

Official Partner Country ITB Berlin 2019



www.malaysia.travel

Co-Host ITB Berlin Convention 2019



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ITB Berlin Convention / ITB Berlin Kongress

ITB Cube

Hall A

- ITB CSR Day
- ITB Deep Dive Sessions
- ITB Destination Day 1
- ITB Destination Day 2
- ITB Experts Forum Wellness
- ITB Future Day
- ITB Marketing & Distribution Day
- ITB Tourism for Sustainable Development Day

6.1 – eTravel World: eTravel Stage, eTravel Start-Up Day

- 7.1a** – Home of Business Travel Forum by ITB & VDR
- ITB Business Travel Forum
 - ITB MICE Forum
 - ITB MICE Hub

7.1b – eTravel World: eTravel Lab, TTA Forum, ITB Hospitality Tech Forum

- 11.1** – ITB Young Professionals Day

Palais – ITB Convention Awards

Contact

Please contact us for concerns or questions:

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