

Dario Loison goes to University: to teach Internet Marketing!

After teaching a class on Google's portal "Eccellenze in digitale" (Excellent businesses in the digital world), Dario Loison was invited to talk about marketing strategies on March 31 during a lesson addressed to over a hundred students of the undergraduate program in "Communication Science" of the University of Padua

After teaching a virtual class on Google's portal "[Eccellenze in Digitale](#)" (Excellent businesses in the digital world), Dario Loison undertook the role of instructor of an on-campus lesson at the University of Padua. This lesson took place in an amphitheater-shaped classroom filled with over a hundred students awaiting to hear about Loison's history. Thus began the morning of March 31 for the students of the undergraduate program in **Communication Science** who were taking the [Internet Marketing](#) module taught by Professor **Marco Bettiol**.

Dario Loison, who was a pioneer of the Internet being used as a marketing and communication tool in the 1990s, entertained the students for nearly two hours, telling of his beginnings in the World Wide Web, when no one in Italy believed in it yet. Today his **artisan company** is a **business model** that boasts twenty employees and more than **6 million euros in revenue**, of which almost 50% comes from exports, thanks in part to the web!

Now a successful entrepreneur, Dario Loison is invited by universities to talk about marketing and communication strategies. He explains, "Our [website](#) offers a clear view of the company to all our stakeholders: from our product data sheets to our certifications, from the geolocation of our customers to the sensory evaluation forms, to the Panettone-based recipes available on the portal [Insolitopanettone](#), to the events published online in our [Press Area](#)."

Dario Loison concluded by stating that, rather than a sales tool, e-commerce is a **tool to monitor the market** and the web is still that big window that allows us to have an innovative and long-lasting relationship with our customers."

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