



# PROGRAM'S CONTENT

## **Foundation: A new digital era (3 hours in class)**

- Program
- Presentation
- Program structure
- Vision
- Targeting
- Positioning
- Goals

## **Introduction (3 hours in class):**

Analytical presentation of the structure and the content of the course, the benefits and the prospects of working in the field. Participants shall become familiar with the basic terminology used in Digital Marketing and shall be presented with the tools and the methods for the configuration of the optimal and most competitive plan. More specifically:

- |                   |                       |                 |
|-------------------|-----------------------|-----------------|
| • Terminology     | • Viewable Impression | • Cookies       |
| • Funnel          | • PPC                 | • Remarketing   |
| • Organic vs Paid | • Publisher           | • Landing Page  |
| • Click           | • Visit URL           | • Split Testing |
| • Buyer's Journey | • UI/UX               | • Push vs Pull  |
| • Impression      | • Conversions         | • Branding      |
| • Ad Blockers     | • Campaign            | • Performance   |

## **Display (3 hours in class):**

The selection and the use of the most appropriate banner and video ads in the Digital environment, presented in a practical manner. All platforms and placements shall be presented and analyzed (emphasis in Google Display Network, direct display and YouTube) and the pros and cons of every advertising type shall be examined. Additionally, the course will cover and examine the cases of real-life brands:

- Digital Display Campaign Process
- Definitions
- Terminology & Mechanics
- Ad Formats & Challenges
- Campaign
- Configurations: Targeting & Tracking
- Analysis: Measuring & Optimisation
- Trends
- More Resources



## SOCIAL MEDIA (6 HOURS IN CLASS):

**Introduction:** The most popular social networks used by businesses and how businesses engage on these accomplish their objectives.

- Introduction to Social Media Marketing
- Introduction to Social Networks

**Optimizing Your SoMe Profiles:** the elements you should focus on for every network and the best practices to keep in mind.

- Intro: Best Practices for Optimizing Social Media Profiles
- Twitter Business Profile & strategic best practices
- Facebook Pages Profile & strategic best practices
- LinkedIn Company Page
- Instagram Business Profile
- YouTube Profile Settings

**Social Media Strategy:** Goals, Objectives, KPIs, defining brand persona and tone of voice, incorporating content marketing into a social context.

- What Is a Social Media Strategy?
- Setting Strategic Goals
- Tactical Best Practices

**Growing Your Advocate Community:** Community building fundamentals and the benefits of different social networks from a community-building perspective.

- Community Building Fundamentals
- Engaging, Growing and Leveraging Your Social Media
- Engaging with Influencers and Advocates
- Best Practices for Growing Community Across Social Media Channels

**Content Marketing:** how to craft a content strategy, best practices for content creation.

- Creating a Content Strategy for Social Media
- Content Curation and Creation for Social Media
- Instagram Content Creation
- Best Practices for Sharing Across Networks
- Best Practices for Sharing Video Content

- **Live tutorial:** Learn the basics of content video & image creation: Quick, Unfold, Canva, Lumen5.

• **Exercises:**

- 1) Choose a brand and then think of an engaging co-creation idea that the brand “starts” and the consumers have to “finish” and vice versa. Discussing each approach to see which is the most original, creative & compelling.
- 2) Pick three brands from a certain list & visit each Facebook page. Discussing how much of it is the same across each brand. What, if any, unique content is there?
- 3) Create an idea for a brand to appear on Instagram that utilizes its content-lifespan (15sec for a story for 24 hours) in a unique way.

• **Homework:**

Create a draft Social Media content Strategy Social Advertising: Lets go to the next level with paid social media advertisements.

- Using Social Ads Effectively
- Ad

**Facebook Ads (3 hours lab):** during the 3 hour lesson in class, the student acquires all the technical training needed to create ad campaigns on Facebook and other affiliate channels (Instagram-Messenger, etc). Also, he will be familiar with all digital metrics and techniques for evaluating and optimizing campaign performance. In addition, the student will be able to apply all appropriate campaign creation while practicing to real market conditions.

**PPC (3,5 hours in class & 3 hours lab):** The course is designed for anyone who wants to learn what it takes to become a pay-per-click specialist. You will learn what PPC really is and how it works. You will also learn the part of a Google Ads PPC account, like keywords, ad groups, bid strategies and key PPC metrics.

- Introduction to ppc creating and setting up of Google Ads account
- Account Structure
- Keyword Research
- Ad groups organization
- Keywords Match type
- Negative Keywords
- Bidding Strategies
- Writing compelling Ads
- Ads Extensions
- Budgeting
- Campaign Monitoring
- Conversion Tracking
- Google
- Analytics for PPC

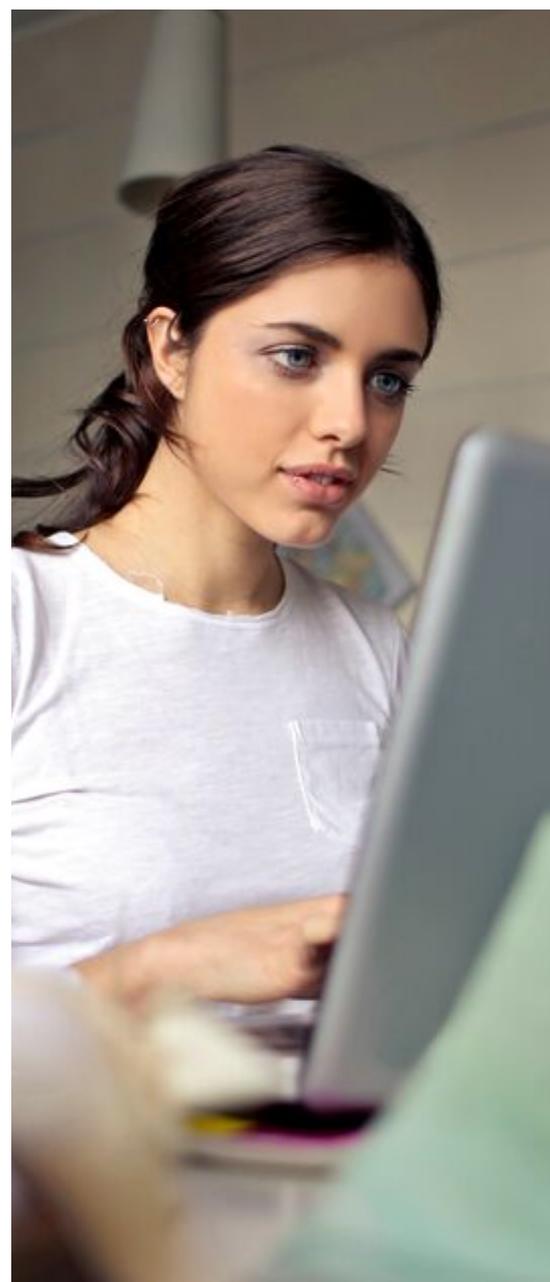
**SEO (3 hours in class):** The course is created with main focus to understand how search engine works and how you can improve the presence of a website. Learn the main parts of search engine optimization such as technical, onsite & off-site optimization, how search engines understand your website and what they value most.

**Google Analytics (3,5 hours in class & 3 hours lab):** The course covers primarily Google Analytics for measuring website traffic. Learn how to analyze the audience visiting your website, define the acquisition channels, create and understand behavior reports for your website's visitors and set up goals and campaign tracking.

- Intro
- Account Property View Settings
- Exploring data
- Creating and editing dashboards
- Audience Reports
- Acquisition Channels
- Behavior of Users
- Conversion Tracking
- Attribution
- Custom report

**E-mail marketing (3 hours in class):** The module shall cover the most appropriate tools used for a newsletter's drafting and content creation, the selection and modification of the appropriate target group, each time, depending on the campaign we wish to promote. A real-life case study shall be carried out: the case of Barrack Obama, with its optimal selection of e-mail strategy and its amazing results:

- Introduction
- Email Marketing Methods
- Email Marketing Process
- Subscriber Management
- Newsletter Content & Design
- Delivery Management
- Reporting & Analysis
- Integrate Email and Social Media



**DIGITAL PR (3 hours in class):** Digital Public Relations is a powerful tool that will enhance your corporate communications further, faster, wider, cheaper and more interactive, something that would otherwise be impossible to do in the traditional public relations.

The Digital PR course will focus on the following issues:

- History of PR
- Definition of PR
- Digital vs Traditional PR
- Digital PR pros
- Report Monitoring
- Management of Reputation
- Crisis Management
- PR Strategy & Social Media
- Influencers
- Case Studies



**Digital Strategy (3 hours in class):** The purpose of this module is to provide insight into the ways in which a brand can achieve competitive advantage, by selecting the appropriate tools and methods for the drafting, preparation, enhancement and organization of a marketing plan:

- Introduction
- ZMOT
- Funnel
- Where is Digital
- Marketing now in Greece
- Strategy & Planning process
- Approach
- Audience
- Activities

**GDPR in Digital Marketing (3 hours in class):** Under GDPR businesses are forced to re-think the way they conduct their activities, especially when using personal data in the digital environment. The GDPR course will focus on the following issues:

- Principles relating to processing of personal data
- Rights of the data subject and obligations of the controller/processor
- E-Privacy
- Regulation: The proposal for a Regulation on Privacy and Electronic Communications
- European Court of Justice case law
- Case Studies
- Conclusions

## A/B TESTING & GOOGLE OPTIMIZE (6 HOURS IN CLASS & 3 HOURS LAB):

Learn how to deliver a personalized experience that works best for each customer and for your business:

### Optimization Basics

- What is website optimization and why is it important
- Good UX means better business
- From UX review to personalization

### A/B Testing Essentials

- What is A/B testing
- Why A/B testing
- What to test
- Types of experiments: when to use
- A/B testing process
- Do it right (Dos and Don'ts)
- A/B test examples in the banking sector

### The Power of Personalization

- What is personalization
- Benefits of personalization
- Stages of personalization
- 3 use cases in financial industry

### Google Optimize in Depth

- What is Google Optimize and why to use it
- Google Optimize vs other A/B testing tools
- How to set up test in Google Optimize
- Experiment targeting
- How to get insights from report in Google
- Optimize
- Demo

### Asynchronous online training: 45 hours

**The e-learning material is** structured to provide autonomy and flexibility in relation to the place, time and pace of learning. Includes:

- Examples and case studies to draw on the experience of trainees and to better understanding the teaching material
- Catalogs of bibliographical references, suggestions for further study, and guidelines for finding additional sources

### EVALUATION:

In order to receive the **ATTENDANCE CERTIFICATE** upon completion of the program, participants must meet the following requirements:

- Have attended at least 90% of the program
- Have submitted a project (individual or group) at the end of the course