

Crash Course - Copywriting for Articles Social Media Posts & Advertising, Athens

At Deree campus, June 2019

Writing optimized text for blog articles

Learn how to write amazing articles that generate inbound visits

Date	Time	Location	Type	Lesson	Instructor
Friday 21, Jun 2019	18:00 (1h)	6th Auditorium	Lecture	How search engines track your content	George Arapogiannis
Friday 21, Jun 2019	19:00 (1h)	6th Auditorium	Lecture	Researching keywords & what people search	George Arapogiannis
Friday 21, Jun 2019	20:00 (1h)	6th Auditorium	Lecture	Writing great emotional articles & headings	George Arapogiannis
Friday 21, Jun 2019	21:00 (1h)	6th Auditorium	Hands-on	Hands-on: Write an optimized blog article with headings	George Arapogiannis

Copy-writing for social media posts

Learn how to write attractive copy for your social media marketing

Date	Time	Location	Type	Lesson	Instructor
Monday 24, Jun 2019	18:00 (1h)	6th Auditorium	Lecture	Copy-writing essentials for social media	Katerina Dimitrakopoulou
Monday 24, Jun 2019	19:00 (1h)	6th Auditorium	Lecture	Copy-writing for Facebook, Twitter, LinkedIn & Instagram posts	Katerina Dimitrakopoulou
Monday 24, Jun 2019	20:00 (2h)	6th Auditorium	Hands-on	Hands-on: write copy for different social media posts	Katerina Dimitrakopoulou

Copy-writing for Google & social media ads

Learn how to write copy that generates conversions in your ad campaigns

Date	Time	Location	Type	Lesson	Instructor
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Friday 28, Jun 2019	18:00 (1h)	6th Auditorium	Tutorial	How to write headlines & descriptions for Google search ads	Panos Ladas
Friday 28, Jun 2019	19:00 (1h)	6th Auditorium	Hands-on	Hands-on: Write copy for Google search ads	Panos Ladas
Friday 28, Jun 2019	20:00 (1h)	6th Auditorium	Tutorial	How to write headlines & descriptions for Facebook, Twitter & LinkedIn ads	Panagiotis Papachatzis
Friday 28, Jun 2019	21:00 (1h)	6th Auditorium	Hands-on	Hands-on: Write copy for Facebook, Twitter & LinkedIn ads	Panagiotis Papachatzis
Friday 28, Jun 2019	22:00 (30m)	Park	Networking event	Graduation	Apostolis Aivalis