

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

At Music Concert Hall, October 2019

Writing optimized text for blog articles

Learn how to write amazing articles that generate inbound visits

Date	Time	Location	Type	Lesson	Instructor
Monday 07, Oct 2019	18:00 (1h)	CR 2	Lecture	How search engines track your content	Yannis Elpidis
Monday 07, Oct 2019	19:00 (1h)	CR 2	Tutorial	Discovering what people search with research tools (topics, trends, keywords)	Yannis Elpidis
Monday 07, Oct 2019	20:00 (2h)	CR 2	Lecture	Hands-on: write optimized blog articles with headings & keywords rich content	Yannis Elpidis

Copy-writing for social media posts

Learn how to write attractive copy for your social media marketing

Date	Time	Location	Type	Lesson	Instructor
Tuesday 08, Oct 2019	18:00 (2h)	CR 2	Lecture	Copy-writing essentials for social media posts & stories (Facebook, Instagram, Twitter, LinkedIn)	Dimitris Dimitriadis
Tuesday 08, Oct 2019	20:00 (2h)	CR 2	Hands-on	Hands-on: write copy for different social media posts	Dimitris Dimitriadis

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
Wednesday 09, Oct 2019	18:00 (1h)	CR 2	Tutorial	How to write headlines & descriptions for Google search ads & extensions	Yannis Elpidis
Wednesday 09, Oct 2019	19:00 (1h)	CR 2	Hands-on	Hands-on: Write copy for Google search ads	Yannis Elpidis

Date	Time	Location	Type	Lesson	Instructor
Wednesday 09, Oct 2019	20:00 (1h)	CR 2	Tutorial	How to write headlines & descriptions for Facebook, Instagram, Twitter, LinkedIn ads	Dimitris Dimitriadis
Wednesday 09, Oct 2019	21:00 (1h)	CR 2	Hands-on	Hands-on: write copy for social media ads	Dimitris Dimitriadis
Wednesday 09, Oct 2019	22:00 (30m)	CR 2	Networking event	Graduation	Apostolis Aivalis