








# Professional Diploma in Digital & Social Media, UNILEVER, Athens, May 2019

## Reporting digital marketing - report


Date	Time	Location	Type	Lesson	Instructor
 Thursday 01 Jan 1970	02:00 ()		Lecture	How to report digital marketing metrics to your clients	Alexandra Karasaridou
 Thursday 01 Jan 1970	02:00 ()		Lecture	Digital marketing report - Reporting as a service	Alexandra Karasaridou
 Thursday 01 Jan 1970	02:00 ()		Lecture	Digital marketing reporting - What a report includes	Alexandra Karasaridou
 Thursday 01 Jan 1970	02:00 ()		Lecture	Digital marketing reporting - Creating reports through platforms	Alexandra Karasaridou
 Thursday 01 Jan 1970	02:00 ()		Lecture	Digital marketing reporting - Creating reports with specialized tools	Alexandra Karasaridou
 Thursday 01 Jan 1970	02:00 ()		Platform demonstration	Digital marketing reporting - Reporting as a service	Alexandra Karasaridou
 Thursday 01 Jan 1970	02:00 ()		Platform demonstration	Digital marketing reporting - The role of a digital marketing analyst	Alexandra Karasaridou

## Course overview & welcome


Date	Time	Location	Type	Lesson	Instructor
 Thursday 01 Jan 1970	02:00 ()		Lecture	Course welcome & overview	Tolis Aivalis
 Thursday 01 Jan 1970	02:00 ()		Lecture	Course overview - Account & access	Tolis Aivalis
 Thursday 01 Jan 1970	02:00 ()		Lecture	Course overview - Annual access	Tolis Aivalis
 Thursday 01 Jan 1970	02:00 ()		Lecture	Course overview - Videos & files	Tolis Aivalis
 Thursday 01 Jan 1970	02:00 ()		Lecture	Course overview - Syllabus	Tolis Aivalis
 Thursday 01 Jan 1970	02:00 ()		Lecture	Course overview - Exams	Tolis Aivalis
 Thursday 01 Jan 1970	02:00 ()		Lecture	Course overview - You & Knowcrunch	Tolis Aivalis

## Social media platforms

Learn how to use the most important social media and social networks


Date	Time	Location	Type	Lesson	Instructor
 Thursday 01 Jan 1970	02:00 ()		Platform demonstration	Facebook page & community building	Dimitris Dimitriadis

## Digital marketing legal issues

Date	Time	Location	Type	Lesson	Instructor
 Thursday 11 Apr 2019	12:29 (1h)		Lecture	How to prepare data, cookies privacy and terms, conditions for your websites	Elena Spiropoulou


## Search engine optimization strategy - link building

Learn how to generate links to your website or pages for amazing search results

Date	Time	Location	Type	Lesson	Instructor
 Thursday 16 May 2019	12:29 (0m)		Lecture	The backlinks	George Arapogiannis

## Content marketing strategy & calendar

How to to produce and distribute great content to digital & social media channels in order to generate awareness and conversions

Date	Time	Location	Type	Lesson	Instructor
 Thursday 18 Jul 2019	12:29 (0m)		Lecture	Content distribution	Panos Alefragis

## Social media marketing strategy & calendar

Learn how to build, engage and manage social media communities in different social networks

Date	Time	Location	Type	Lesson	Instructor
 Wednesday 24 Jul 2019	12:29 (0m)		Lecture	The social media marketing strategy	Katerina Dimitrakopoulou

## Advertising platforms & campaigns

Learn how to launch, run and optimize campaigns on digital and social channels for different marketing objectives



Date	Time	Location	Type	Lesson	Instructor
 Thursday 19 Sep 2019	12:29 (0m)		Platform demonstration	Facebook & Instagram advertising tags & events	Panagiotis Papachatzis
 Thursday 17 Oct 2019	12:29 (0m)		Lecture	Premium display advertising campaigns	Konstantinos Androutsos



## Influencer marketing strategy

Learn how to use influencers on digital and social media to boost your brand's awareness

Date	Time	Location	Type	Lesson	Instructor
 Thursday 30 Jan 2020	10:00 (1h)		Lecture	The influencer marketing strategy	Dominikos Pritis


## Email & mobile marketing strategy

Date	Time	Location	Type	Lesson	Instructor
 Thursday 30 Jan 2020	14:00 (1h)	No Location info available	Lecture	Data & marketing automation	Tolis Aivalis
 Thursday 30 Jan 2020	15:00 (30m)		Lecture	E-mail marketing strategy	Tolis Aivalis



Date	Time	Location	Type	Lesson	Instructor
 Thursday 30 Jan 2020	15:30 (30m)		Lecture	Mobile marketing strategy (SMS, Viber)	Tolis Aivalis
 Thursday 30 Jan 2020	16:00 (30m)		Platform demonstration	Mailchimp.com e-mail marketing platform	Tolis Aivalis

## Email & mobile marketing strategy - data automation

Learn how to use e-mail, mobile messages and chatbots to support your operation and communication

Date	Time	Location	Type	Lesson	Instructor
 Thursday 30 Jan 2020	17:30 (30m)		Platform demonstration	How to use Chatfuel.com chatbot platform	Tolis Aivalis

## Monitoring with Google Analytics 4

Date	Time	Location	Type	Lesson	Instructor
 Thursday 06 Feb 2020	13:00 (1h)	No Location info available	Platform demonstration	Google Analytics 4 to monitor your retention	Yannis Elpidis
 Thursday 12 Mar 2020	10:00 (4h)	No Location info available	Platform demonstration	Google Analytics 4 to monitor conversions and your funnel	Yannis Elpidis

## Reporting digital marketing - metrics

Learn how to focus on important results and generate reports

Date	Time	Location	Type	Lesson	Instructor
 Friday 10 Apr 2020	12:29 (0m)		Platform demonstration	Google Looker Studio reporting tool	Alexandra Karasaridou