

Professional Diploma in Digital & Social Media, Thessaloniki

At Concert Hall of Thessaloniki, , September 19 - December 13, 2016

Digital & Social Media Era

Learn how the digital evolution has an impact on communication, marketing and business models

Date	Time	Location	Type	Lesson	Instructor
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Web Sites

Learn how to launch successful web sites

Date	Time	Location	Type	Lesson	Instructor
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Search Engine Optimization

How to optimize your web site and how to run off-site tactics to achieve amazing search results

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Social Media & Social Networks

Overview of important social media & social networks, features, tips, tricks, personal & business use, case studies

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Content Marketing

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

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Social Media Marketing

How to build and engage social media communities and how to manage relationships & special cases

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Digital & Social Media Advertising Campaigns

How to launch and run campaigns on digital & social channels for different marketing objectives, the cost, metrics, vendors, KPIs

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E-mail Marketing

How to use e-mail campaigns & tools to support your operation & communication, the cost, metrics, vendors, KPIs

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Mobile Marketing

How to use mobile messages & tools to support your operation & communication, the cost, metrics, vendors, KPIs

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Digital & Social Media Monitoring & Reporting

How to monitor analytics & insights, measure results, pivot your strategy for better KPIs, generate reports

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Digital & Social Media Performance Tactics

How to apply innovative tactics & methodologies to measure and optimize campaigns, channels, tools & conversions

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Digital & Social Media Strategy & Plan

How to choose digital & social media channels, calculate budget and form a thorough strategy & action plan for your brand

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Digital & Social Media Exams & Graduation

Students participate in online exams to validate their knowledge & understanding and graduate

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