

JOIN THE REVOLUTION IN MARKETING

PROFESSIONAL DIPLOMA  
**IN DIGITAL  
MARKETING**

powered by  digital  
marketing  
institute

  
**Alba**  
Graduate  
Business  
School



Executive  
Development

In partnership with

  
**sociallab.**  
CREATING BUZZ. DELIVERING RESULTS.



*An innovative, 110-hour long training program suited for marketing professionals who want to join the revolution that is redefining marketing and is evolving through various channels in the Internet.*

## ▶ Program Identity and Scope

Since its inception in March 2014, the program has already completed **32 successful cycles** and has trained more than **1,350 professionals** in a variety of different sectors. The program prepares participants for managerial positions in digital marketing with the goal of creating a collaborative and nurturing learning environment for analyzing and resolving the challenges within the digital marketing world.

On this basis, program participants **acquire concrete skills and competencies** in the rapidly evolving digital marketing domain, preparing themselves with the essentials for a successful career in digital marketing.

## ▶ Target Audience

The Professional Diploma in Digital Marketing is a **110-hour long program**, specifically tailored to the needs of:

- Marketing Executives, Managers, Senior Management
- Business owners
- Anyone responsible for developing and/or implementing a digital marketing strategy for their organization
- Anyone looking to pursue a career in digital marketing

This course benefits various levels of skill and experience, and will empower you to maximize the impact of your marketing with powerful digital tools.

## ▶ Learning Objectives

Throughout the Program, participants will be able to:

- Focus on current trends and best practices in digital marketing.
- Acquaint themselves with tools and competencies in all cutting edge tactics in digital marketing.
- Learn how to structure, implement and evaluate their digital marketing strategy.
- Learn how to leverage their digital marketing strategy to gain competitive advantage for both their business and their career.

## ▶ Program Structure

The program achieves its objectives with dynamic lectures, case studies and group discussions and evolves around the following:

- **Planning a Digital Marketing Strategy:**

Participants are familiarized with the fundamental concepts and issues in digital marketing, along with the opportunities it offers and its included implications. They acquire useful tools and techniques in digital marketing such as Search Engine Marketing, Email Marketing, Social Media Marketing, etc.

- **Implementation of Digital Marketing Strategy:**

Participants learn how to develop an action plan when implementing their Digital Marketing Strategy, with a coherent project structure, milestones, deliverables and needful resources.

- **Measurement of Digital Marketing Strategy:**

Participants will understand how to develop and structure a meaningful methodology to evaluate the impact and effectiveness of their Digital Marketing Plan.



## ▶ Course Structure

The Program is structured around the following courses:

- **Marketing before Digital (3h)**

The goal of this introductory session is to attune participants to what marketing management is. This is accomplished with the use of a computer-based simulation where participants in small teams assume the role of the marketing management team of a fictitious company.

Their task is to assess the available market data, design the next steps and implement them via the simulation interface. Participants will develop a brief but vivid understanding of the role of marketing and its workings.

- **Digital Marketing Foundations (3.5h)**

Basic terms and insights that are used in digital marketing are given, so that we are all on the same page once we get going.

- **Search Engine Marketing (SEO) (3.5h)**

Learning how your website can be placed higher in the Google organic results through examples

and optimization techniques.

- **Email Marketing (3h)**

Find out how to collect and segment users to make a successful newsletter, both in terms of design and content, while we examine the best tools specifically designed for this.

- **Display and Video Advertising (3.5h)**

Practice how to use web banners, learn what they offer and which platforms are the most suitable to set up a banner campaign.

- **Social Media Marketing (6h)**

A double module on how to setup personal accounts, business pages, a facebook ad campaign and how the social world can merge with the physical one.

- **Content Marketing (3h)**

This module will enable you to develop the knowledge and skills to plan and execute a content marketing strategy in a persona-oriented, data-driven way - informed by business objectives, aligned



with the buyer journey and your overall marketing strategy.

- **Paid Search (3.5h)**

This module will enable you to develop the knowledge and skills to implement and manage paid search campaigns. You will learn how to create Google Ads campaigns, manage budgets, and report on their performance.

- **Website Optimization (3h)**

This module will teach you how to build and publish a well-designed, high performing and optimized website that is aligned to your business goals.

- **Analytics (5.5h)**

Anyone can measure what's going on in their website, but this course is all about understanding what you need to keep track of within Google Analytics.

- **Digital at the service of Marketing (3h)**

Digital marketing is the most recent and promising addition in marketing's toolkit. However, digital marketing is the means, not the goal of marketing. This session aims to give participants the opportunity to put all they have learned about digital marketing at the service of marketing. Following the presentation and discussion of a video case,

participants in small teams assume the role of the marketing team for a real company, with the task of designing and presenting a digital marketing campaign.

- **AdTech / MarTech (3.5h)**

AdTech is short for "advertising technology" which refers commonly to all technologies, platforms and services used for delivering, controlling and targeting online ads and native content. MarTech is short for "marketing technology" used for the in-house technologies that a firm will have to support its efforts, like CRM, Customer Intelligence, Data Mining.

- **Digital PR (3h)**

This course provides an overview of the public relations field, emphasizing the strategic role of digital PR management in achieving long-term business goals. You'll study the case examples and theoretical concepts that adhere to DPR best practices. (3h)





- **Strategy and Planning (3.5h)**

This is a course on how to create an appropriate brief for your agency, what KPIs to measure and what platform each campaign is suited for.

- **Learning from the professionals (3.5h)**

In order to profoundly understand the challenges, opportunities and Best Practices of Digital Marketing, participants will have the opportunity to learn from the best. During the session, corporate **“digital” executives from large Greek and multinational companies** will share their own stories and strategies about their journey in Digital Marketing.

- **Online Tutorials (53h)**

Supporting their online journey, we provide our participants with some extra online tutorials on different modules, in a total of 53 hours, to offer them **a more integrated knowledge of digital marketing**. The tutorials explore several aspects of the new digital marketing environment, including modules such as Analytics, Adwords, Search Engine Optimization, Strategy, Email, Display, Social Media and Mobile.

The attendance of the tutorials does not require any physical presence in classroom and can be carried out whenever the participants wish.

## ➤ Certifications

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After completing the Professional Diploma in Digital Marketing, participants will receive a certificate of attendance by ALBA Graduate Business School.

Additionally, participants who wish to hold a globally-recognized diploma can take the Digital Marketing Institute exam (optional extra).

## ➤ Exclusive Support

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The presentations of the course are being uploaded to a Facebook closed group only for the participants of the Professional Diploma in Digital Marketing. In the group, participants can also **post questions** or news concerning any issue or trends on digital marketing.

Moreover, participants will get exposed to **job announcements** from Socialab, which also offers recruitment services for its clients.





## ➤ Networking Events

Every 4 months, the Professional Diploma in Digital Marketing organizes a Networking Night, which invites all participants, previous and present, to get to know each other. The event offers great opportunities at a professional level, as all the guests are from the domain of digital marketing.

## ➤ Partners

### Global Partner

#### Digital Marketing Institute

The Digital Marketing Institute is a higher education body in the Republic of Ireland and the world's **leading digital marketing and selling professional certification body**. Its network is growing with over 80 education partners in 100 countries.

Their syllabus defines the framework of knowledge, skill and competency required to meet the current and future demands of the Digital economy, and their practical, industry-driven qualifications are recognized as the international standard in Digital Marketing certification.

This course is the only Greek partner of the Digital Marketing Institute, basing its course material on it. After the course, participants will have the opportunity to take the exam of DMI, if they wish so.

### Partnership Program

#### Analytics by Innews

**Analytics by Innews** (<http://analytics.innews.gr>) is a Greek online platform that monitors the greatest part of the web in Greece (news sites, blogs, Facebook pages, Twitter, Instagram, YouTube) and at the same time provides digitalized content from the Greek Press (newspapers, magazines, etc).

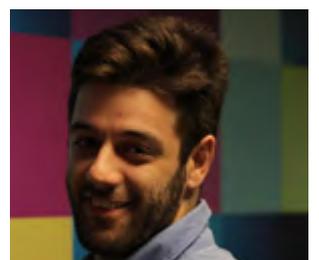
In total, millions of sources are monitored 24/7/365 in real-time, to provide instant monitoring and clipping, as well as non-stop data analysis and classification from an unlimited number of results. Analytics by Innews holds an extensive record of many years, provides multiple customizable functions and is constantly upgraded aiming at the best user experience.

For the participants of the Professional Diploma in Digital Marketing, Analytics by Innews **offers 1 month of free trial use of the premium package, which includes unlimited searches and results.**

# ▶ Guest speakers

The session "Learning from Professionals" will be presented by executives from large Greek and multi-national companies.

The speakers will be announced soon.



## ▶ ALBA faculty

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**Dr. Christos Koritos** has teaching and research interests in the areas of **Consumer Psychology, Digital Marketing, Marketing of Services, and Advertising Research**. His research focuses on consumer adoption of innovative distribution channels, consumer perceptions of quality in well-known versus private label brands, rhetoric in advertising, and attitude formation and change. His research appears, among others, at the Journal of Product Innovation Management, Journal of Business Research, and European Journal of Marketing.

Dr. Koritos has previously taught the subject of Marketing at the Athens University of Economics & Business, DERE, Cyprus International Institute of Management, Greek Open University and Hellenic Management Association. He is an active member of scientific associations and reviewer for academic journals and conferences in the field of Marketing. Dr. Koritos has undertaken consulting work for more than 20 Greek and multinational companies, while he has participated in projects funded by the European Union.



## ▶ Instructors

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**George Anagnostopoulos** is a serial entrepreneur. His current ventures include 4 media/tech businesses in 3 countries, two budding startups, and the ad agency he is most known for, Socialab. As the founder and CEO of Socialab, a digital-first advertising agency, George is actively involved in the growth strategy.

The agency, having started from 1 person, has reached maturity and recognition in the Greek market, with a personnel of 45 people and 50 active brands as clients. Mr. Anagnostopoulos started his career in 1994, when he **co-founded the first Greek web magazine**.

In 1997, he started writing about online marketing across magazines and websites in the US, Australia and the UK. In 1999, he was hired into the marketing department of Expocentric, a "dot-com" startup, which later IPO'd in LSE with a valuation that topped £70m. Three years later, in 2002, he's hired into the digital branch of global advertising group **Omnicom**. On the same year, he started a **business providing content for the Southeast European Times**, a journal mainly targeted to Diplomats, which was sponsored by the Pentagon (United States European Command, EU-COM) and he continued for 3 years. In the year of the Athens Olympics, in 2004, he started his **business on performance marketing** with clients in New York, Boston and Philadelphia. A little while later, he **joined a Greek mobile marketing agency** and after he became General Manager, the company was acquired by the Vardinogiannis family, in the largest-ever acquisition in the industry. In 2009, he **founded Socialab**, a digital-first advertising agency. Starting from one person, Socialab now employs 40 executives with an active clientele of 45 national and global brands. The campaigns of its clients span from North America to Southeast Asia. A few of them have earned awards and honorable mentions both in Greece and abroad, thanks to the commitment of the agency's executives. Recently, he started his next move in media buying along with a UK ad tech provider.



Mr. Anagnostopoulos is an **adjunct instructor** in Executive Development at ALBA Graduate Business School and he is a frequent speaker at conferences and company trainings on Digital Transformation. He has personally trained more than 1,500 executives since 2011.

**Giannis Arbis** has a background in political communication. He has participated in campaigns of elected MPs and has worked for the office of state officials. He soon came to appreciate the value of digital communications, as well as the metrics that the online environment can provide with relation to campaigns and organic content. He switched from politics to marketing, for a startup in the tourism industry, managing campaigns mainly in PPC media, and overseeing SEO projects. As time progressed, his expertise and need to continue to evolve brought him to Socialab for which he actively works now.

Giannis' role as **Head of Digital Media** is to design, run and optimize SEO projects and PPC campaigns for well-known brands both in Greece and abroad. He leads the company's client-facing role of Performance.



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**Tasos Veliadis** started out as a tech-blogger in 2006 and progressed into working as one of the early executives in the first ever social media marketing agency in Greece in 2009. After proving his worth in a landmark case study in digital marketing in Eastern Europe, when he guided Pepsi into surpassing Coca-Cola's market share in Romania in 2011, he quickly moved to OgilvyOne as Account Director. After spending a year earning 13 Ermis Awards for Nestlé, **he joined Socialab as Partner and Business Unit Director**. He is currently responsible for more than 45 global and national brands, most of which trust Socialab with their digital marketing accounts, while others employ it as their advertising agency. He has won numerous awards and the hearts of clients. He is also an adjunct instructor for digital marketing at ALBA Graduate Business School and has trained more than 800 executives in Social Media Marketing.



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**Manos Valasis** first went online in 1994 and hasn't disconnected since. His first work experience was in the Telecoms sectors, at its infancy in the early 00s, researching and developing for a telecoms provider. Later on, he moved to Brussels in order to lead the lobbying efforts of students towards the European Commission and the European Parliament and other major institutions and companies. After delivering training sessions in 21 different European countries, he came back to Greece to apply his experience in the fastest-growing online sector – that of digital marketing – working for OgilvyOne. In 2014, he became the **General Manager of Socialab**, having the challenging task of organizing the projects of 40+ executives daily.



**Dimitris Kaltsas** (MSC in Applied Statistics), is passionate with web campaigns, web analysis and always seeking the unique idea. He possesses two crucial skills: a strong background of Statistics and Analysis and a very good knowledge of Search Engine Marketing and Web Analytics. His research due his Postgraduate Program was in Data Mining in web traffic & stream clicks, providing him with high level expert skills and in-depth knowledge on this specific field. He builds and optimizes paid search campaigns in Google Adwords, research and generate keywords using keyword tools, set up test campaigns and develop strategies for PPC advertising. He analyzes bidding strategies, click - through - rates, conversion rates, ad positioning in order to maximize ROI and ROAS. He is awarded for: • Best Digital Multi-Channel Campaign • Best Paid Search Campaign • Best Performance in Finance Services • Best Use of Data



**Danae Skafida** has graduated from Athens University of Economics and Business. She is the **PR Manager at Socialab**, in charge of the Public Relations for both the agency and its clients. She handles the Press, both industry and general, as well as our relations with celebrities, influencers, bloggers and all kinds of advocates in events, video shoots and endorsements. Formerly, she worked for Ikon Porter Novelli, for clients like OPAP, Red Bull, Reckitt Benckiser, Henkel, Pernod Ricard etc.



**Emmanouela's Veneti** passion for International Business Law and Political Economy led her to attend the Department of European Studies of Panteion University of Social and Political Sciences. She never settled down, and kept on specializing her knowledge by acquiring the Master in the International Area and Relations. Through personal quest and tasting of different fields, she totally understood how digital fits into integrated marketing strategy and willing to make some steps further from the traditional forms of marketing, reached the decision to certify her knowledge in Digital Marketing and Social Media in AUEB. She is currently working on achieving expertise in the field of Media Monitoring at INNEWS 1911 LTD.



## Some of the participating companies

AbbVie  
Accenture  
Adidas  
Alchimica  
Alpha Bank  
Antenna Group  
Asset Ogilvy Public Relations  
Attica Bank  
Avin  
AXA  
B2B Solutions  
Barilla  
Bodytalk  
Bolton Hellas  
Calzedonia  
Cegedim  
Celestyal Cruises  
Chipita  
Chiquita  
Citibank

Colgate-Palmolive  
Cosmote  
Diageo  
DoctorAnyTime  
e-Food  
Electra Hotels  
Estee Lauder  
Eurobank  
Focus Bari  
Folli Follie  
Forthnet  
Fox International Channels  
Gap Pharmaceuticals  
GlaxoSmithKline  
Glowbox  
Golden Deals  
Goody's - Everest  
Green Cola  
H&M  
Havas Media Online

Hellenic Parliament  
Henkel  
Herbalife International  
Hilton Athens  
Holmes Place  
Hondos Center  
Iaso Group  
Imperial Tobacco  
Interamerican  
InternetQ  
Intertech  
Ismailos-Mercedes  
Jumbo  
Kafkas  
Kariera  
Knauf  
Korres  
KPMG  
L'Oreal  
Lambrakis Press

# General Information

**Language:** All lectures are conducted in Greek, with English presentations

**Duration:** Eighteen class sessions, twice a week (18:00 - 21:30).

**Extra 53 hours Online Tutorials.**

**Classes start:** Jan 14, 2019

## Tuition and Fees:

**Full Fee:** €1,600

**ALBA Corporate member discount 20%:** €1,280

**ALBA/ACG Alumni discount 30%:** €1,120

**Early bird discount 25%:** Ask for more info

**Companies for 3+ participants extra discount 15%**

**Optional DMI exam available**

**Most positions are booked long before the class starts, so reserve your seat early.**

**Venue:** ALBA Graduate Business School, 6-8, Xenias Str., Athens

**Contact person:** Nikoleta Drosaki

**e-mail:** dm@socialab.gr • **tel:** +30 211 8006402

## Some of the participating companies

Leroy Merlin  
Lexmark  
Lighthouse  
Loumidis Coffee Shops  
Mattel  
McArthurGlen  
MEC Media Network  
Media - Saturn Hellas  
Media2day  
Melissa - Kikizas  
Migato  
Mindshare  
Monster Energy  
MSD  
MullenLowe Athens  
National Bank of Greece  
Navarino Telecom  
Nestlé Hellas  
NN Hellas  
Novartis

Papastratos - Philip Morris International  
PepsiCo  
Pernod Richard Hellas  
Pfizer  
Philips Hellas  
Piaggio  
Pizza Fan  
Praktiker  
Printec Group  
Proto thema  
Public  
Rainbow Waters  
Roche  
Samsung  
Santorini Secret Suites & Spa  
Sarantis  
SCA  
Shop & Trade  
Sidebar  
Sony Hellas

Stavros Niarchos Foundation  
Sugarfree  
Takeda Hellas Pharmaceutical  
TEMES / Costa Navarino  
TGI Friday's  
TravelPlanet24  
Unilever  
Vodafone  
Βιοιατρική  
Γρηγόρης Μικροεγύματα  
Εθνική Ασφαλιστική  
Εθνική Τράπεζα  
Εκδόσεις Μεταίχμιο  
Ελληνικά Πετρέλαια  
Οικογένεια Στεργίου  
ΟΠΑΠ  
Πετσιάβας  
Φαρβασερβ - Lilly  
Φίλιππος Νάκας