

JOIN THE REVOLUTION IN MARKETING

# PROFESSIONAL DIPLOMA IN DIGITAL MARKETING

**Alba**  
Graduate  
Business  
School



Executive  
Development

In partnership with

**socialab.**  
CREATING BUZZ, DELIVERING RESULTS.



*An innovative,  
131-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 been succeeding for **more than 10 years** and has trained more than **2,300 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 **131 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 (3.5h)**

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.

The page features a large, abstract geometric design on the left side, composed of various shades of blue and teal triangles. The background is a collage of images: a person's hands holding a tablet, a city skyline with a prominent skyscraper, and a person using a laptop. The text is arranged in a clean, modern layout with clear section headers and bullet points.

### • 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.

### • Media Attribution Modelling for Digital Marketing Campaigns (3h)

Each digital marketing channel has a differing effect on company performance (i.e., sales, new customers acquisition, maintenance of old customers). But how can digital marketing practitioners assess the effectiveness of each channel separately and in combination? How should they invest limited resources across the various channels in the future, and can they use past information on the effective-

ness of digital channels to predict the likely future outcomes of different digital marketing mixtures? This session presents a methodology that can help practitioners answer the above questions. Utilizing a simulation game participants will learn how to apply an easily deployable statistical technique for assessing the effectiveness of their efforts and employ historical information from past campaigns to predict future outcomes. Moreover, they will have the opportunity to use A/B testing for assessing the validity of their predictions before launching new campaigns in the market.

### • Digital Transformation in Marketing (3h)

Discover the dynamic world of customer loyalty through a transformative lesson that delves into **the powerful integration of Customer Relationship Management (CRM), Enterprise Resource Planning (ERP), and e-learning platforms**. In this engaging exploration, we unlock the secrets behind crafting an innovative Loyalty System that harnesses the magic of Gamification to captivate and inspire audiences across the spectrum - be it B2C, B2B, or B2E.





### • AI & Disruption (3.5h)

Marketing and Advertising are business roles that are still changing rapidly. Beyond digital marketing and advertising, more tools are becoming available throughout the world that change key skills. We will explore tools that have disrupted the industry, from automations to AI tools like **ChatGPT** and **Midjourney**.

### • Digital PR & Influencer Marketing (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)

### • Digital Publishers: From programmatic to Brand Experience (3h)

How do publishers think in their day to day dealing with brands. A presentation which outlines all advertising prospects of a brand through websites. A more practical approach based on examples of all digital notions, including metrics, premium display, programmatic, video, as well as native, programmatic native, phygital events, brand experience social media.

### • 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 (61h)

Supporting their online journey, we provide our participants with some extra online tutorials on different modules, in a total of 61 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.

### • E-Commerce Conversion (3h)

Discover the greatest eCommerce hacks used by global and Greek e-shops that convert you from a one-timer to a loyal and ever-returning consumer.

## ➤ Digi-Day

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The goal of digi-day is to attune participants to what marketing strategy is. During this session participants have the opportunity to develop and structure a meaningful methodology using digital marketing tools and techniques as they have been taught throughout the course. By working in teams, they undertake the resolution of a real life case study (6h)

## ➤ 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.

## ➤ 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.

## ▶ 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, Deree, 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, one budding startup, and the ad agency he is most known for, **Socialab**. He has been honored twice to be a national **winner in the European Business Awards and ACQ Global Awards**.

As the Founder and President of Socialab, a digital-first **advertising agency**, George oversees its growth along with the management team. The company, having started from 1 person, has reached maturity and recognition in the Greek market, with personnel of 65 executives and more than 90 active brands as clients at any time during the last years, while being in the Top 20 of Ad Agencies in Greece.

Mr. Anagnostopoulos started his career as a teenager in 1994, when he co-founded the first Greek "web-zine" and created digital content. In 1997, he started evangelizing online marketing across magazines and websites in the US, Australia and the UK, where he was based. 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 joined the digital branch of global advertising group Omnicom.

In 2003, he started a business providing content for the Southeast European Times, a journal mainly targeted to diplomats and politicians in the Balkans area, which was sponsored by the Pentagon (United States European Command, EU-COM) and he continued for 5 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 Amaze, a Greek mobile marketing agency. After he became General Manager, the company was acquired by the Vardinogiannis family, in the largest-ever acquisition in the Mobile VAS industry.

In 2009, he founded Socialab, a digital-first **advertising agency**. Starting from one person, Socialab had worked its way up from smaller accounts to brands like Lidl, Coca-Cola, Anytime, Sarantis, Lego, Cosmote, Wella, Papadopoulou and RB. In his tenure as Socialab CEO, the agency earned more than 40 awards and accolades in the Greek market, and 5 awards in competitions across Europe.

Today, Mr. Anagnostopoulos is a Course Director on Digital Marketing in the Executive Development at ALBA Graduate Business School. He teaches Digital Transformation at professional and postgraduate level, including MBA and MSc. He has personally trained more than 2,500 executives since 2011, across all courses. He is a frequent speaker at open conferences and company events, as well as a frequent judge at business and advertising.





**Fay Karra** is a motivated professional experienced in PR, Communications, Digital Marketing and Event Management. Building successful communication strategies that increase brand awareness and promote engagement is her expertise. She is responsible for many successful and award-winning activations, for multinational and local clients covering a variety of different sectors including Beiersdorf, Caudalie, Diageo, Reckitt, Danone, Interamerican, Free Now and more. She currently works at **Socialab**, as the **Director of Public Relations**, where she conceptualizes and implements strategic public relations initiatives, while managing account activities including media relations, press office operations and content strategy.

**Giannis Arbis** has a background in political communication. He has participated in campaigns of elected MPs and has worked for the offices of state officials. He soon came to appreciate the value of digital communications and decided to work in the private sector. He switched from politics to marketing for a startup in the tourism industry where he managed PPC and SEO projects. As time progressed, his expertise and need to continue to evolve brought him to the Socialab / Monogram group of companies. He is currently the **CEO of Socialab**.



**Marianna Stathopoulou** has always demonstrated a strong passion for Advertising and Technology, so she decided to combine both, by studying at the Department of Management Science and Technology of AUEB. Since her early days as a Digital Media Intern, she knew that Digital Marketing would be the ideal career path for her. During her career, Marianna has joined several advertising and media agencies and managed numerous demanding projects with international impact, for clients such as Nestle, Brown Forman, General Mills, Interamerican, Nintendo, Anytime Online, Costa Navarino, etc. She is currently working as **Digital Marketer at INTERAMERICAN**. As a professional who is always striving for the best, Marianna has extensive experience in training a noticeable amount of new executives, providing them with the optimal support to help them evolve in their chosen career.



**Tasos Veliadis** has been **Socialab's Chief Strategist** since 2012.

He has created strategies for quite a few successful campaigns, both in a digital-only or a 360-campaign environment for more than 100 brands including Lidl, Mattel, Lego, Durex, Wella, Epirus and more.

With his 17-person team, he designs and executes new campaigns which inspire consumers to share content and video almost every week.

His first steps in Digital Marketing started as a blogger before joining a digital agency in 2008. In his first 3 years, his campaigns received more than 10 awards internationally. Since 2012, he has been creating the ideas behind some of Socialab's best results, including international distinctions and accolades.

He is one of the most applauded presenters in Greece, with speaking engagements that range from TEDx to annual conferences around marketing, like All Things Facebook and the Social Media Conference. For the last 5 years, he has been a judge at Ermis Awards, and has brought in European advertising awards for his team and company. As he likes to say, he may be the Chief, but to him Content is King!



**Christina Vassiliou** is a forward-thinking digital account director and strategist with multiple years of experience in deploying marketing campaigns, leading product, and service launches. She has worked with numerous well-established brands such as Cosmote, Papadopoulos, Wella, Glaxo Smith Kline, UNHCR, Pet City, and more. Her academic background is in Marketing and Advertising, and she formerly worked for Antenna Media Group. She wanted to try herself in the field of advertising, that's how her path brought her to **Socialab, as Account Director**.

**Kostas Katsibokis** is the **Direct Business Deputy Manager at Anytime Online**, managing digital marketing and e-commerce functions. He is also co-leading Anytime's digital transformation plan which includes the development of the agile way of working and the integration of digital technology into all areas of the business. Before joining the administrative team of Anytime Online in 2010, as Head of Digital, he was leading the Internet Marketing Dept. of Interamerican since 2007, after having worked as a Marketing & Communications Executive in the insurance sector. He holds an MPhil from Strathclyde Business School at the University of Strathclyde in Glasgow.







**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.



**Deppie Papazoglou** holds the position of Group Commercial **Director at 24media**. With a background as a commercial manager for the supplement magazines of Kathimerini newspaper and a definitive love and knowledge of original, premium content, she shifted to digital media in 2016. Ever since, she is focused on a 360 commercial strategy through premium displays, programmatic campaigns (video and banners), as well as through native projects, branding and digital, and phygital events. With the belief that content is king, she and her team of 20 persons create premium ad content and serve campaigns on a daily basis, expertly using all digital tools available in the greek and global market today.



**George Veinoglou** is a **software analyst and project manager in a wide variety of software business applications**. He is focused on designing and implementing IT products and solutions to various business sectors and managing high performance teams. He participates in ICON Platforms, a pioneer company in loyalty and relationship management, offering customers some of the latest technologies focused on enterprise gamification solutions, aimed to increase employee and customer engagement, using behavior psychology and techniques that make games fun, challenging, interesting and engaging. With TALOS, own, flexible technology and strong R&D, ICON Platforms offers international clients in 32 countries, access to powerful digital technologies. George studied econometrics, computer science and management of technology and entrepreneurship strategy.





**Dimitris Pizanias** is a **digital marketing executive** with multiple years of experience on building and implementing digital strategies at different industries. His academic background is in Mathematics and Statistics and he formerly worked for Anytime Online and Eurobank. Now he is responsible for the digital presence of AstraZeneca in Greece. In all these years he handled a variety of projects, including performance oriented communications for B2C and B2B products, Corporate or CSR actions and has been responsible for more than 15 Mil € marketing budget. Awarded with the Eurobank team as Performance Brand of the Year at Peak Awards on 2019.



**Thomas Katakis** is an **experienced professional at 5 blue-chip companies** with 15 years knowledge in commercial growth, omni-channel development and brand management in diverse business environments: eCommerce, Mass Market, Retail, Pharmacy. The above are complemented by a strong entrepreneurial background, skills and mentality as the co-founder at 3 start-ups. He has a proven track-record in growing businesses, leading commercial teams and implementing 360 campaigns across multiple touchpoints in regional and international (Eastern Europe, Balkans) roles.



**Panagiotis Mamais** is a **web developer** that began his journey when the 5+1 4" floppy disk was the standard means of storage. Through a course of over two decades, he has seen trends and techniques come and go, and in an ever changing cyber universe, he never stopped observing, learning, experimenting, creating and eventually passing over that knowledge.

Being a perfectionist, he is obsessed with UI and enamored by the evolution of Front-end development and the impact it has on the end-user in terms of marketing. If left unattended, his twisted mind will keep coding that tiny little pixel at that part of the website that nobody looks, until it is perfect. The reason is simple. When it comes to marketing, every single little pixel has it's purpose. His skills include graphics as well but he prefers the mind numbing thrill of creating by code.

He is currently working at Socialab, designing and developing custom projects for clients such as Lidl, Septona, UNCHR and others, by focusing on the project's main goal while implementing next generation UI/UX techniques.





## ► 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.





## Previous speakers include

The speakers change every 6 months, and they will be announced near the end of your course will be presented by executives from large Greek and multinational companies.

This is a review of recent speakers that honored us with their presence.



George Kondos



Dionyssis Moutsatsos



Angeliki Papadopoulou



Spyridoula Drakopoulou



Markos Fragouloupoulos



Christos Chatziioannou



Deppie Papazoglou



Maria Doukaki



Kleopatra  
Psilogiannopoulou



Alexandros Kostiroglou



Elpidoforos  
Papanikolopoulos



Eleni Anagnostopoulou



Panos Ismailos



George Vellidis



Emmanouil Exarchoulakos







Kostas Katsimpokis  
**@anytime** INSURANCE  
 ONLINE  
 BY INTERAMERICAN



Kostas Vasilakis  
**abbvie**



Nikolas Papagiannopoulos  
**Eurobank**



Dimitris Pizanias  
**@anytime** INSURANCE  
 ONLINE  
 BY INTERAMERICAN



Dimitris Kaltsas  
**@anytime** INSURANCE  
 ONLINE  
 BY INTERAMERICAN



Dimitris Litsikakis  
**deVere**  
 GROUP



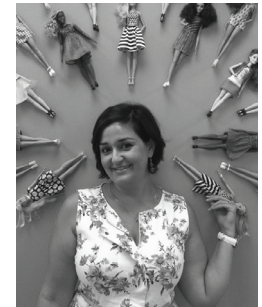
Tina Ferentinou  
**DPG**  
 DIGITAL MEDIA



Theo Potouroglou  
**PAPASTRATOS**  
 AN AFFILIATE OF PHILIP MORRIS INTERNATIONAL



Giorgos Tsiakas  
**MATTEL**



Danai Agadakou  
**MATTEL**



Eirini Lekkou



Achilleas Daskalakis



Deppie Papazoglou



## General Information

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

**Duration:** Twenty two class sessions, twice a week (18:00 – 21:30).

**Digi-Day** takes place only once throughout the course, on a Saturday.

**Mode of delivery:** The Program is delivered remotely via synchronous learning

**Extra 61 hours Online Tutorials**

**Classes start:** 20 March, 2024

**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%***

**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:** Angela Tsilidi

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

## Some of the participating companies



AbbVie	Colgate-Palmolive	Hellenic Parliament
Accenture	Cosmote	Henkel
Adidas	Diageo	Herbalife International
Alchimica	DoctorAnyTime	Hilton Athens
Alpha Bank	e-Food	Holmes Place
Antenna Group	Electra Hotels	Hondos Center
Asset Ogilvy Public Relations	Estee Lauder	Iaso Group
Attica Bank	Eurobank	Imperial Tobacco
Avin	Focus Bari	Interamerican
AXA	Folli Follie	InternetQ
B2B Solutions	Forthnet	Intertech
Barilla	Fox International Channels	Ismailos-Mercedes
Bodytalk	Gap Pharmaceuticals	Jumbo
Bolton Hellas	GlaxoSmithKline	Kafkas
Calzedonia	Glowbox	Kariera
Cegedim	Golden Deals	Knauf
Celestial Cruises	Goody's - Everest	Korres
Chipita	Green Cola	KPMG
Chiquita	H&M	L'Oreal
Citibank	Havas Media Online	Lambrakis Press
Leroy Merlin	Papastratos - Philip Morris International	Stavros Niarchos Foundation
Lexmark	PepsiCo	Sugarfree
Lighthouse	Pernod Richard Hellas	Takeda Hellas Pharmaceutical
Loumidis Coffee Shops	Pfizer	TEMES / Costa Navarino
Mattel	Philips Hellas	TGI Friday's
McArthurGlen	Piaggio	TravelPlanet24
MEC Media Network	Pizza Fan	Unilever
Media - Saturn Hellas	Praktiker	Vodafone
Media2day	Printec Group	Βιοϊατρική
Melissa - Kikizas	Proto thema	Γρηγόρης Μικρογεύματα
Migato	Public	Εθνική Ασφαλιστική
Mindshare	Rainbow Waters	Εθνική Τράπεζα
Monster Energy	Roche	Εκδόσεις Μεταίχμιο
MSD	Samsung	Ελληνικά Πετρέλαια
MullenLowe Athens	Santorini Secret Suites & Spa	Οικογένεια Στεργίου
National Bank of Greece	Sarantis	ΟΠΑΠ
Navarino Telecom	SCA	Πετσίάβας
Nestlé Hellas	Shop & Trade	Φαρβάσερβ - Lilly
NN Hellas	Sidebar	Φίλιππος Νάκας
Novartis	Sony Hellas	