

# Master Social Media Marketing & Ads Course

## ΘΕΜΑΤΙΚΕΣ ΕΝΟΤΗΤΕΣ

- Facebook
- YouTube
- Instagram
- Pinterest
- LinkedIn
- Twitter
- Quora

## MODULES

Modules

### Facebook Marketing

Section 1

#### Introduction to Facebook Marketing

Boost Likes, Create Page, Profile Image, Cover Image, About Section, First Post, 7 Ways to Get Likes  
Group Networking, Facebook Live, Manage Roles, Facebook Insights

Section: 2

#### Facebook Ads: Beginner-Advanced

Targeting, Before We Begin, Set Up Ads Account, Boost Post

Create First Ad, Location & Demographics, Interests, Behaviors & Connections

Placements, Budget, Styling Ads, Write Ads That Sells, Place Ad Order, Ads Terms, Improve Ads

Facebook Pixel, Website Custom Audience

Email Custom Audience, Page Engagement Custom Audience, Video Views Custom Audience

Look a like Audience, Page Likes With Custom Audiences, Video Ads, Lead Ads

Dynamic Ads For E-commerce, Collection Ads For E-Commerce

Offer Claims, Reach Ads For Local Awareness, Event & Event Response Ads, Conversion Ads

Messages Ads, Ads Manager Functions, Split Testing, Cost Per Results, Business Manager

Facebook Adverts Manager App

Section: 3

#### Facebook Ads - e-commerce Course - NEW FOR GREECE

Create Facebook Page, Create Facebook Advert Account, Install Facebook Pixel,

Create Your First Ad, Detailed Targeting, Finishing The Ad, Split Testing, Ads Manager

Ad Sets, How to Scale, Ad Creative Example

Section: 4

### YouTube Marketing

Introduction Youtube Marketing, Drive Traffic, Keyword Research, Business Account

Icon - Description - Details, Channel Art, Channel Tags, YouTube SEO, Verify Account

Thumbnail, Cards, End Screen, Manage Comments, Owners and Managers, Monetize, Analytics

Section: 5

### Youtube Ads

YouTube Ads, Google Ads

Section: 6

### Instagram Marketing

Introduction Instagram Marketing, Ways to Engage, Captions, Hashtags, Business Profile, Facebook

Page, Optimize Profile, Success Formula, Content Strategy, Stories, Story Poll, Story TypeM,

Highlight Stories, Composition, Style It, Post Times, Shop, Analytics, The Checklist

FUTURE BUSINESS SCHOOL

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Section: 7

### **Instagram Ads**

Promotion

Section: 8

### **Pinterest Marketing**

Why Use Pinterest, Create a Business Profile, Model Influencers, Profile SEO, Claim Website, Create a Design - Board - Pin, Get Targeted Followers, Collect Pins and Boards

Section: 9

### **Pinterest Ads - NEW FOR GREECE**

Why Pinterest Ads Work, Set Campaign, Set Ad Group, Set Ad Pin

Section: 10

### **LinkedIn Marketing**

Optimize Profile, Why Use a Background Image, Add Information, Connect With People, Write an Article, Export Connections Information, Company Page

Section: 11

### **LinkedIn Ads**

Advertising on LinkedIn, Set Content & Audience, Set Budget & Schedule

Section: 12

### **Twitter Marketing**

Find Customers, Create Account, Profile Image - Bio-Link, Header Photo, Follow Top Influencers, Hashtags, How to Get Followers, How to Communicate, Create a Poll, Get More Retweets, Analytics

Section: 13

### **Twitter Ads**

Section: 14

### **Quora Marketing**

Introduction Quora, Get Sales - Leads - Traffic, Content Ideas, Optimize Profile, Build a Question List

Section: 15

### **Quora Ads - NEW FOR GREECE**

Set Campaign, Set Ad, Create Ad & Dashboard

## **ΕΙΣΗΓΗΤΗΣ**

Γεράσιμος Τζαμαρέλος, Ph.D.

Είναι κάτοχος Διδακτορικού τίτλου σπουδών στο Μάρκετινγκ Μάνατζμεντ και Πτυχιούχος στην Επικοινωνία και στην ψυχολογία του καταναλωτή. Είναι Έμπειρος και Εγκεκριμένος Καθηγητής επιχειρηματικών σεμιναρίων Πανεπιστημιακών ιδρυμάτων και Δημόσιων Οργανισμών, με εξειδίκευση σε θέματα Marketing, Digital Marketing και Επιχειρηματικότητα.

## **ΔΙΑΡΚΕΙΑ**

Η διάρκεια του προγράμματος είναι **16 ώρες**.

## **ΚΟΣΤΟΣ ΣΥΜΜΕΤΟΧΗΣ**

**250€**

## **ΔΙΟΡΓΑΝΩΣΗ**

Future Business School ( Κέντρο Δια Βίου Μάθησης) σε συνεργασία με το ΚΕΑΚ (Κέντρο Επιχειρηματικότητας Ανάπτυξης & Καινοτομίας)

### **FUTURE BUSINESS SCHOOL**

#### **ΚΕΝΤΡΟ ΔΙΑ ΒΙΟΥ ΜΑΘΗΣΗΣ ΕΠΙΠΕΔΟΥ 1**

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