



MASTER YOUR DIGITAL SKILLS

Maximizing Brand Impact: Marketing, Social Media, and Branding Strategies

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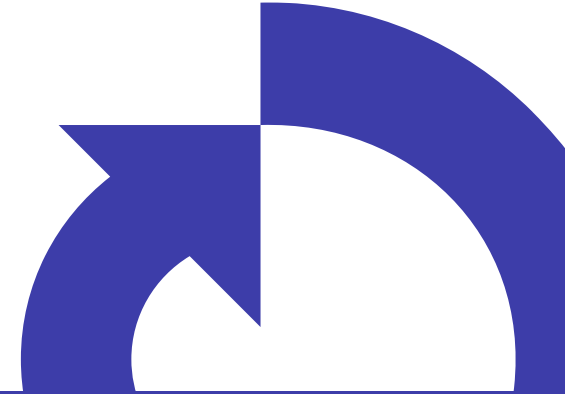


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COURSE OVERVIEW

Join us for an engaging course designed to help you unlock the power of marketing, social media, and branding strategies to enhance your brand's visibility and impact.

Led by an industry expert, this session will explore the latest trends and proven techniques essential for building a robust brand presence in today's digital competitive landscape.



OUR GOALS

1. Equip participants with comprehensive knowledge and practical tools to develop branding and marketing strategies tailored to their business objectives and target audience.
2. Empower participants to utilise social media effectively to enhance brand visibility, engage with customers, and drive growth through strategic social media marketing campaigns.
3. Enable participants to establish a strong and memorable brand identity, utilizing visual branding, and consistent messaging across all touchpoints to differentiate themselves from competitors.

COURSE DESCRIPTION

In today's competitive marketplace, effective branding and marketing strategies are paramount for businesses to stand out and succeed.

This course is tailored to equip participants—whether startup entrepreneurs, seasoned business owners, or marketing enthusiasts—with the knowledge and tools necessary to elevate their brand presence and impact in the digital realm.

Main topics:

- **Branding Fundamentals:** Understand the core elements of branding and how to establish a unique brand identity that resonates with your audience.
- **Marketing Strategies:** Explore innovative marketing approaches that drive engagement and conversions, including content marketing, SEO, and data-driven techniques.
- **Social Media Mastery:** Learn how to harness the potential of various social media platforms effectively, utilizing content creation, community engagement, and analytics to maximize reach and impact.
- **Integration & Optimization:** Discover methods to seamlessly integrate marketing, social media, and branding strategies to create a cohesive and compelling brand narrative.

COURSE INFO

Location	Zoom platform
Date	29 May 2024
Time	15:00-17:00 CET (16:00-18:00 Cyprus time)
Duration	2 hours
Cost	Participation is fully funded by the European Union, under the Level Up Project



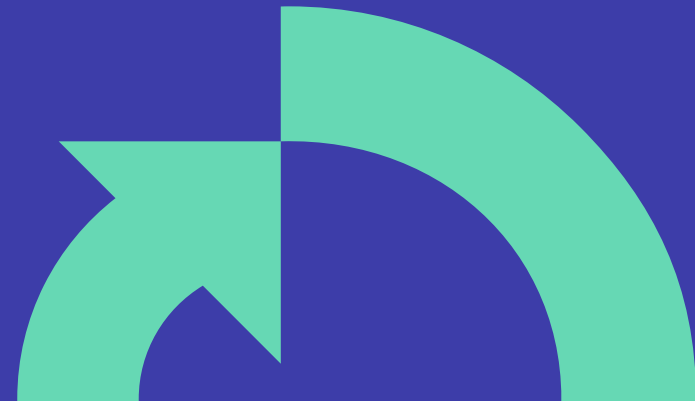
Trainer's Bio

Evi Stavrou is the Social Media/Marketing Manager of GrantXpert Consulting since February 2022.

Evi is a skilled marketer who has worked on both online and offline campaigns and is the leader of all dissemination and communication activities of national and EU-funded projects that GrantXpert is involved in. Her main areas of focus are social media management, digital advertising, design and implementation of dissemination plans and marketing strategies, event management and content creation.

Evi received her MSc (Hons) in New Technologies for Communication and Learning from the Cyprus University of Technology after completing her BA in Sociology from the University of Cyprus. She has experience in planning, launching, and analysing media campaigns, as well as curating content for a variety of clients, managing social media, organising professional events and handling email marketing activities.

In her previous roles, she was also in charge of email and video campaign execution, as well as analysis of Google analytics and design strategies for increasing brand visibility and introducing new products to the market.



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