



# MASTER YOUR DIGITAL SKILLS

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## Digital Marketing and Creative Tools Series

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*Four expert-led online courses, teaching you practical strategies for TikTok marketing, AI tools for marketing, website building, and content creation.*



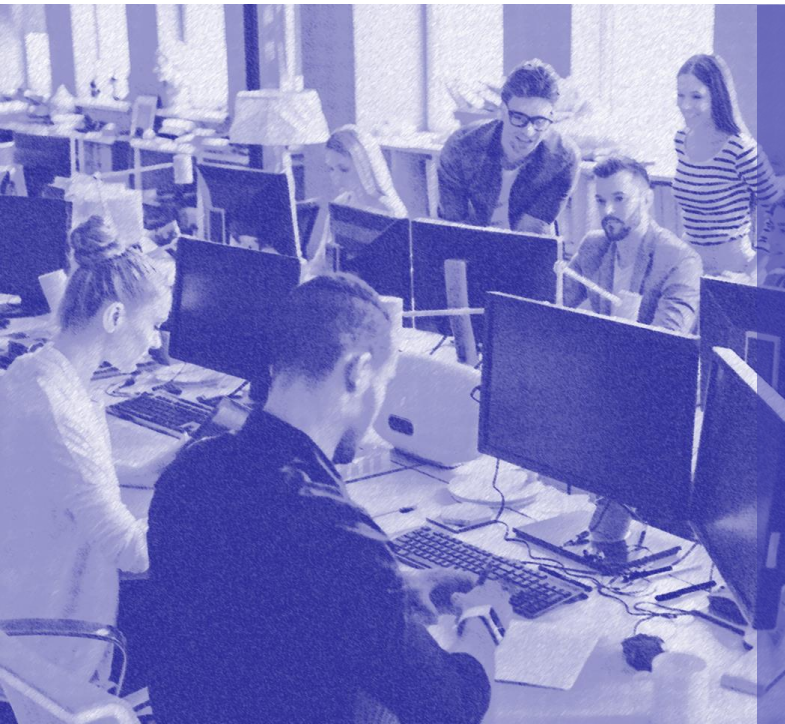
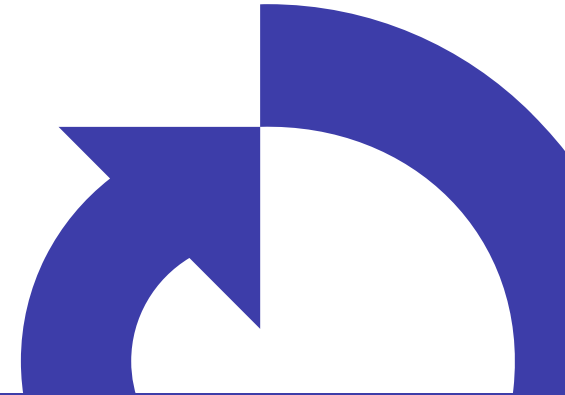
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# COURSE OVERVIEW

This is an online course, consisting of **four expert-led courses** designed to give you a solid foundation in digital marketing and creative tools.

Over the span of 12 hours, you'll learn essential strategies and platforms that will elevate your online presence and marketing efforts.

This series is ideal for anyone interested in improving their digital marketing skills and utilising creative tools to achieve business growth and engagement.



## OUR GOALS

1. Learn the ins and outs of TikTok marketing, including how to create engaging content, follow the trends, and grow your audience.
2. Enable SMEs to integrate AI into their marketing strategies.
3. Master the basics of website design using Wix, a user-friendly platform that allows you to build a professional website for your business without the need for coding.
4. Learn how to design visually compelling content with creative tools for effective marketing strategies.

## COURSE 1:



# How to grow your SME with viral TikTok strategies?

*Trainer: Charis Maimaris*

TikTok is booming, with over 140 million users in Europe. The platform's algorithm prioritises engaging content over follower count, giving businesses a unique opportunity to reach vast audiences.

This course will equip you with the essentials of TikTok marketing, including:

- **Content marketing strategies**
- **Video production tips**
- **Best practices for sharing TikTok content**
- **TikTok performance analytics**

<b>Date</b>	<b>09 Oct. 2024</b>
<b>Time</b>	<b>15:00-18:00</b>
<b>Duration</b>	<b>3 hours</b>



## COURSE 1:



### How to grow your SME with viral TikTok strategies?

#### Trainer: Charis Maimaris

Charis is a video marketer with a specialisation in short-form video content.

He has successfully produced video marketing campaigns for a wide range of SMEs, including consulting services, tech start-ups, and companies in the beauty and health industries, generating over 2 million organic views.

Charis is passionate about staying at the forefront of digital marketing. He continually applies innovative strategies to his work and actively participates in workshops and conferences led by top social media and content marketing experts like Alex Khan and Jon Mowat.



## COURSE 2:



# How to use AI tools to market your products and services?

*Trainer: Polis Xinaris*

Artificial Intelligence (AI) in Marketing is reshaping how businesses engage with audiences and optimise their strategies. AI tools are now essential for creating content efficiently and effectively, saving both time and money.

This course will guide you through:

- Exploring how AI is transforming various industries
- Learning to use AI tools for efficient content creation
- Understanding prompt AI techniques to get better results
- Recognising the benefits and limitations of AI in marketing and social media management

Date	16 Oct. 2024
Time	15:00-18:00
Duration	3 hours



## COURSE 2:



### How to use AI tools to market your products and services?

#### Trainer: Polis Xinaris

Polis is a marketer with over 20 years of experience, having made significant contributions to the retail sector before founding his own social media agency, PAX Social Media.

He advises companies and individuals globally, leveraging his extensive expertise in digital marketing.

In addition, Polis teaches Digital Marketing Strategy and Digital Tools at the University of West London in Cyprus, where he shares his knowledge and insights with the next generation of marketing professionals.



## COURSE 3:



# How to build a stunning website for your SME with Wix?

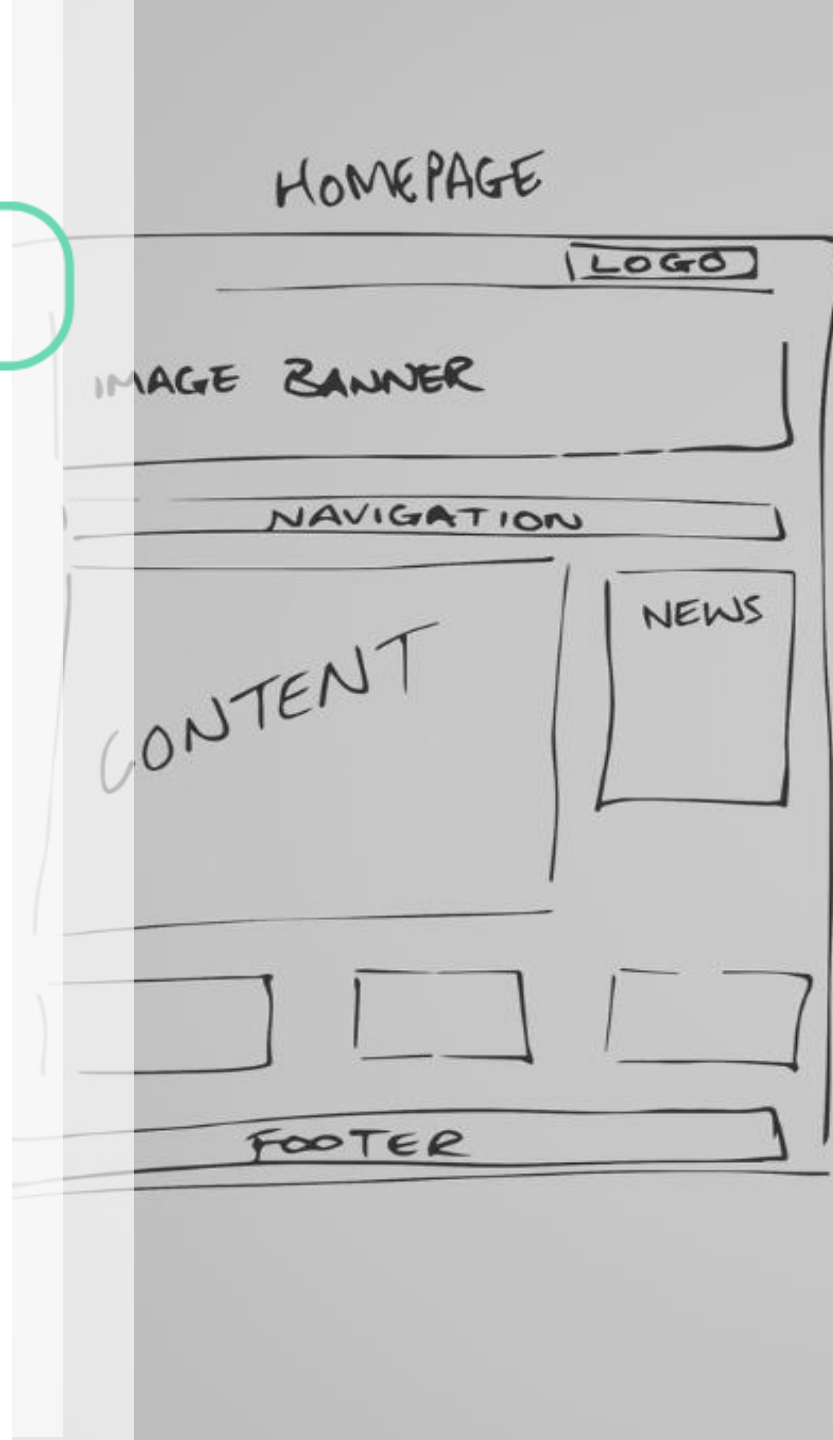
*Trainer: Christiana Stylianou*

Wix is a versatile website builder that allows users to create professional, high-impact websites without needing any coding skills.

This course will help you learn how to use Wix to establish a strong online presence by covering:

- Website design fundamentals
- Building your own website
- Enhancing website functionalities

Date	23 Oct. 2024
Time	15:00-18:00
Duration	3 hours



## COURSE 3:



### How to build a stunning website for your SME with Wix?

#### Trainer: Christiana Stylianou

Christiana is the Training and Business Development Manager at GrantXpert Consulting, where she is responsible for overseeing the planning and execution of seminars, training sessions, and workshops.

She is actively involved in various European projects, training and mentoring professionals in entrepreneurship and organisational efficiency. Additionally, Christiana specialises in digital skills training for students and entrepreneurs and has contributed to several research studies on the digital skills gap among entrepreneurs in Cyprus.

Christiana is currently pursuing a PhD at the Cyprus University of Technology (CUT) in the Faculty of Tourism Management, Hospitality, and Entrepreneurship, specialising in Female Entrepreneurship, Alternative Tourism, and Sustainability. Alongside her academic pursuits, she serves as a guest lecturer at CUT and has extensive experience in e-learning and online tutoring.







## COURSE 4:



How to improve your digital skills in marketing and unlock the power of social media?

### Trainer: Evi Stavrou

Evi is the Social Media and Marketing Manager at GrantXpert Consulting, where she has been leading national and EU-funded project communications since February 2022.

With expertise in social media management, digital advertising, content creation, and event management, Evi oversees all dissemination and marketing strategies for the company.

She holds an MSc in New Technologies for Communication and Learning from Cyprus University of Technology and a BA in Sociology from the University of Cyprus.

Evi has extensive experience in media campaign planning, content curation, and email marketing, and she excels in using analytics to enhance brand visibility and market new products.



# Level Up



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All courses will be held via Zoom, and participation is fully funded by the European Union under the Level Up Project.

Upon registration, participants will receive the Zoom link.

A Certificate of Attendance will be sent to all participants upon the completion of each course.

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