JOIN THE REVOLUTION IN MARKETING



# PROFESSIONAL DIPLOMA IN DIGITAL MARKETING

Alba Graduate Business School

The American College of Greece – Pierce Deree Alba – 1875

Executive Development

In partnership with socialab. CREATING BUZZ, DELIVERING RESULTS.



*An innovative, 140+ hours 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 launch in March 2014, the program has thrived for **over a decade**, training more than **2,500 professionals** across various industries. Designed to prepare participants for leadership roles in Digital Marketing, it fosters a collaborative and supportive learning environment, equipping individuals with the skills to navigate industry challenges. By blending practical training with real-world applications, the program ensures participants stay ahead in the ever-evolving Digital Marketing landscape, empowering them to build successful, future-proof careers.

## Target Audience

The **Professional Diploma in Digital Marketing** is a **140+ hours program** specifically designed for:

- **Marketing Executives, Managers, Senior Management**
- **Business owners**
- **Professionals responsible for developing and implementing digital marketing strategies**
- **Individuals looking to pursue a career in digital marketing.**

Suitable for all skill levels, from beginners to experienced professionals, this course provides essential tools and strategies to enhance marketing efforts, optimize campaigns, and achieve impactful results using cutting-edge digital solutions.

## 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 Optimization (SEO) (3h)**

Learning how your website can be placed higher in the Google organic results through examples and optimization techniques.

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

In this module, you'll explore the core principles of display and video advertising, from pinpointing your audience with precision to understanding ad prioritization and performance metrics. You'll learn to set clear campaign objectives, craft strategies that resonate, and harness analytics to continuously refine and optimize your efforts. Expand your digital influence by navigating the landscape of diverse advertising networks and publishers, ensuring your message not only reaches but truly connects with your target audience.

**• Email Marketing (3.5h)**

Discover how to build and segment your audience to create high-performance newsletter campaigns in both design and content. This session will guide you through the four core pillars of email marketing: data collection and audience segmentation, email design and content optimization email delivery best practices, and performance measurement. You will also explore industry-leading tools to enhance your email marketing strategy.



**• Social Media Marketing (6h)**

A comprehensive, two-part module covering personal and business social media accounts and bridging the gap between online and offline engagement. These sessions will equip you with the knowledge to launch and manage social media marketing initiatives. You will learn how to schedule, oversee, and evaluate your campaigns effectively.

**• Social Ads (Workshop) (3.5h)**

This practical workshop will teach you how to create, manage, and optimize paid advertising campaigns across major social media platforms including Facebook & Instagram. You will explore audience targeting, ad formats, budgeting strategies, and performance tracking. By the end of the session, you will be able to launch data-driven social ad campaigns that maximize your target KPIs.

**• 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.

**• Google Ads (Workshop) (3.5h)**

Dive into the fundamentals of Pay-Per-Click (PPC) advertising with a hands-on approach. This workshop will walk you through s etting up a Google Ads account and building a high-performing campaign by focusing on three critical elements: keyword research, compelling ad copy, and optimized landing pages. You will also learn how to analyze and refine your campaigns for the best return on investment.

**• 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 (3h)**

Measuring website performance is one thing, but extracting actionable insights is what truly makes the difference. This module provides a comprehensive introduction to Google Analytics, covering essential metrics, user behavior analysis, and traffic monitoring. You will gain hands-on experience with key platform tools, enabling you to develop a data-driven approach for understanding your audience and optimizing digital performance.

**• Analytics (Workshop) (2.5h)**

Unlock the full potential of Google Analytics in this hands-on workshop, designed to help you make data-driven decisions with confidence. You will learn how to set up and configure the platform, track key performance indicators (KPIs) and interpret critical metrics to refine your digital strategy. The session will cover essential topics such as event tracking, goal setting, audience segmentation, and conversion analysis. By the end of the workshop, you will be equipped with the skills to measure campaign effectiveness and continuously improve performance based on real-time insights.

**•Media Attribution Modelling for Digital Marketing Campaigns (3.5h)**

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 effectiveness 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 pf 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 re-tions field, emphasizing the strategic role of digital PR management in achieving long-term business goals. You'll study the case examples and theoreti-cal 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 Market_ing, participants will have the opportunity to learn from the best. During the session, corporate **"digital" executives from large Greek and mul_tinational companies** will share their own stories and strategies about their journey in Digital Mar keting.

**• Online Tutorials: (73+h)**
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 Optimi-zation, 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

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

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

## Exclusive Support

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



**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



**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.

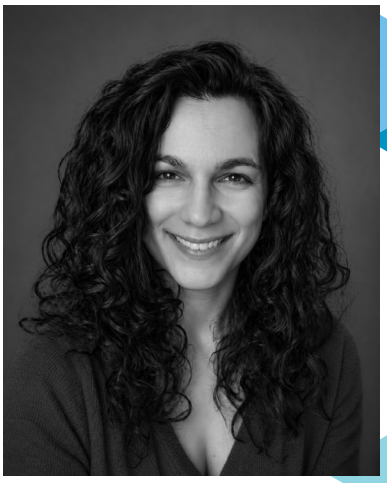
In 2009, he founded Socialab, a digital-first **advertising agency**. Starting from one person, Socialab had worked its way up from smaller accounts to brands like Lidl, Coca-Cola, Anytime, Sarantis, Lego, Cosmote, Wella, Papadopoulou and RB. In his tenure as Socialab CEO, the agency earned more than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

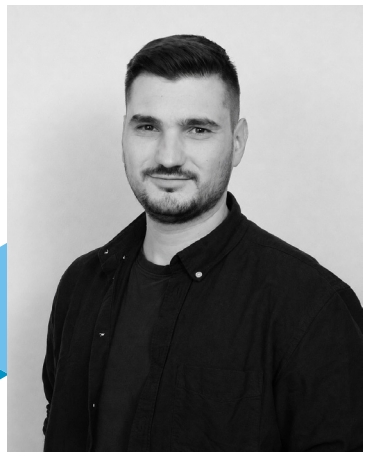
Today, Mr. Anagnostopoulos is a Course Director on Digital Marketing in the Executive Development at ALBA Graduate Business School. He teaches Digital Transformation at professional and postgraduate level, including MBA and MSc. He has personally trained more than 2,500 executives since 2011, across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



**Maria Drakopoulou** is a **PR Director at Socialab** with extensive experience in PR, Communications, Digital Marketing, and Event Management. Building successful communication strategies that increase brand awareness and promote engagement is her expertise. Her background spans different sectors, with fashion as a key area of experience, followed by beauty, finance, tech, and pharmaceuticals. Developing and implementing PR strategies, managing media relations, press office activities, influencer collaborations, and content initiatives are key parts of her day-to-day work. She also enjoys bringing a creative perspective to communication, developing ideas and campaigns that help brands connect with their audiences in relevant and engaging ways.

**Olga Tsimaraki** is an **SEO and Content Strategist** with over eight years of experience in agency and consulting environments. She has worked on more than 500 SEO projects, led SEO teams, and helped businesses connect search visibility with audience needs and business objectives. Her background also includes instructional design, training, and mentoring SEO and digital marketing professionals. She combines strategic and hands-on experience to help marketers understand not only how SEO works, but also how to evaluate opportunities and make informed decisions. Based in the Netherlands, Olga focuses on SEO strategy, content strategy, and the evolving relationship between traditional search and AI-powered discovery.





**Mike Ganos** is a **marketing professional** specializing in Performance Marketing and Media Campaigns. He currently serves as Media Director at AdClover, a member of the Socialab Group. He has collaborated with leading brands in Greece and abroad, delivering performance-driven campaigns that combine creativity with data-driven execution.His academic background is in Digital Media & Communication, along with Digital Design, with a focus on UX/UI.

**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 Vasiliou** 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, Papadopoulou, 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.**

**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.





**Stefanos Doudountsakis** is the **Co-founder and COO of AdClover Media Agency**, the performance marketing agency within the Socialab Group. He is an experienced Performance Marketeer driven by leadership, collaboration, and the pursuit of clear, measurable outcomes.He holds a Bachelor's degree in Business Administration and an MSc in International Marketing, an academic background that shaped his entry into the advertising industry. Early in his career, Stefanos focused on product commercialization and the development of strategic advertising initiatives. His transition into digital advertising began at Socialab, where he took on his first Digital Marketing role and started specializing in performance marketing. He later advanced within Publicis Groupe, ultimately becoming Performance Manager and gaining deeper expertise in data-driven strategy, optimization, and team leadership.

In 2021, Stefanos founded AdClover, which became part of the Socialab Group in 2023, establishing it as the group's dedicated performance unit and marking a phase of steady growth and impactful results.



**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.



**Georgia Papatsirou** is a **Digital Performance Marketing professional** with extensive experience in digital strategy, performance measurement, and campaign optimization. Having worked across leading media and digital agencies, she has managed digital campaigns for a diverse range of brands, combining data, analytics, and business objectives to drive performance and deliver measurable results.Throughout her career, she has led teams, managed client relationships, and developed digital strategies aligned with business and marketing objectives. Her expertise spans Google Ads, digital analytics, reporting, and data-driven optimization. At ALBA's Professional Diploma in Digital Marketing, Georgia shares her hands-on experience in Google Analytics, focusing on how marketers can effectively interpret digital data, uncover meaningful insights, and turn them into informed marketing decisions.



**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 curently 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 6 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

Optima A.E. S.A.



Dionyssis Moutsatsos

EngageYa



Angeliki Papadopoulou

Nestlé



Spyridoula Drakopoulou

Google



Markos Fragoulopoulos

INTERAMERICAN



Christos Chatziioannou

24 MEDIA



Achilleas Daskalakis

SatiSupp

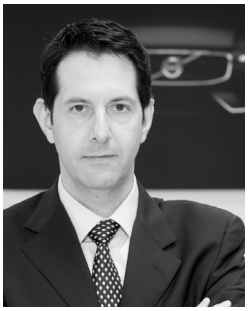


Maria Doukaki



Kleopatra Psilogiannopoulou

sportingbet.gr



Alexandros Kostiroglou

VOLVO



Elpidoforos Papanikolopoulos

Eurobank

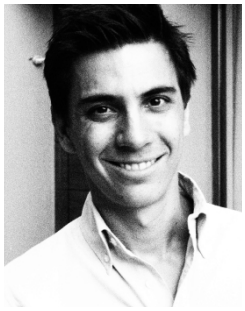


Eleni Anagnostopoulou

NYX PROFESSIONAL MAKEUP



Panos Ismailos



George Vellidis

COSTA NAVARINO



Emmanouil Exarchoulakos

ZēniΘ



Eirini Lekkou

Hertz



Kostas Vasilakis

abbvie



Nikolas Papagiannopoulos

Eurobank



Dimitris Pizanias

@nytime INSURANCE ONLINE BY INTERAMERICAN



Dimitris Kaltsas

@nytime INSURANCE ONLINE BY INTERAMERICAN



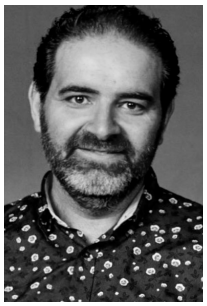
Dimitris Litsikakis

deVere GROUP



Tina Ferentinou

DPG DIGITAL MEDIA



Theo Potouroglou

PAPASTRATOS
AN AFFILIATE OF PHILIP MORRIS INTERNATIONAL



Giorgos Tsiakas

MATTEL



Danai Agadakou

MATTEL

# General Information

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

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

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

**140+ hours of in-depth, career-driven education designed to deliver real impact**

**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:** Evi Papavasiliou

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

## 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
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
Βιοϊατρική
Γρηγόρης Μικρογεύματα
Εθνική Ασφαλιστική
Εθνική Τράπεζα
Εκδόσεις Μεταίχμιο
Ελληνικά Πετρέλαια
Οικογένεια Στεργίου
ΟΠΑΠ
Πετσιάβας
Φαρβασερβ - Lilly
Φίλιππος Νάκας