



## MARKETING TRAINING AGENDA

Trainers: ANASTASIA AVGERINO  
GIOTA GAVALA

Duration : 1 Hour



# CHECKLIST TRAINING

## Brand Identity

- Brand Awareness Messages
- Unique Selling Proposition
- Buyer Personas

## Industry Research

- Market and Technology Trends
- Industry Insights

## Content

- Content Pillars
- Focus Keywords
- Trending Topics
- Type of Content

## Website

- Product Categories
- User Experience
- CTAs for Lead Generation
- Resources and Help Center

## Promotion

- Social Media Channels
- Social Media Content
- Paid Campaigns
- Influencer Outreach
- Engagement Activities
- E-mail Marketing Campaigns
- E-mail Templates

FOR MORE INFORMATION PLEASE CONTACT:

## Marketing Team

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Connect with us!

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