



«TECHNICAL CONTENT MARKETING FOR CONVERSION AND LEAD GENERATION»

03 & 04/ 10/ 2023 – Μέγαρο «ΚΕΒΕ», Λευκωσία

Στην έντονα ανταγωνιστική διεθνή αγορά είναι απόλυτη ανάγκη να μπορέσουν οι επιχειρήσεις του τόπου μας να αξιοποιήσουν το πλήρες φάσμα της διαδικτυακής προβολής, τόσο στο εξωτερικό όσο και στην εγχώρια αγορά. Η χρήση της ψηφιακής διαφήμισης και προώθησης έχει πλέον καθιερωθεί ευρέως όσον αφορά την προβολή στα μέσα κοινωνικής δικτύωσης, αλλά σε διάφορες μηχανές αναζήτησης. Η ψηφιακή διαφήμιση αποτελεί βασικό μέσο διαδικτυακής προβολής, ωστόσο τα πραγματικά αποτελέσματα της διαφήμισης στο Facebook, Google και άλλες πλατφόρμες φανερώνουν έντονη διακύμανση στην απόδοση των επενδύσεων.



Το Μάρκετινγκ Περιεχομένου (Content Marketing) αποτελεί άλλη μία μορφή διαδικτυακής προβολής. Είναι μία μέθοδος στρατηγικού μάρκετινγκ η οποία επικεντρώνεται στη δημιουργία και την διανομή πολύτιμου, σχετικού και συνεκτικού περιεχομένου (content) για την προσέλκυση και την διατήρηση ενός σαφώς καθορισμένου κοινού – με απώτερο στόχο να ωθήσει τους πελάτες να προβούν σε κερδοφόρες ενέργειες (πχ αγορά προϊόντος, εγγραφές, brand awareness). Σε αντίθεση με την ψηφιακή διαφήμιση, το μάρκετινγκ περιεχομένου παρέχει την ευκαιρία της άνευ κόστους προσέλκυσης δυνητικών πελατών, ιδιαίτερα μεταξύ B2B. Αυτό επιτυγχάνεται μέσω της σύνταξης και διανομής εξαιρετικά εστιασμένου και χρήσιμου περιεχομένου το οποίο σχεδιάζεται για εξειδικευμένο κοινό. Όσο πιο χρήσιμο και ιδιαίτερο είναι το περιεχόμενο τόσο αυξάνεται η αναγνώριση και η εκτίμηση του κοινού προς την επιχείρηση και το εταιρικό brand.

ΣΤΟΧΟΣ ΠΡΟΓΡΑΜΜΑΤΟΣ

Το επιμορφωτικό πρόγραμμα έχει σχεδιαστεί με βάση τις ανάγκες των επιχειρήσεων και οργανισμών που θα ήθελαν να εφαρμόσουν μία άλλη έξυπνη μορφή διαδικτυακής προβολής. Κατά τη διάρκεια του σεμιναρίου, θα ακολουθηθεί συγκεκριμένη μεθοδολογία και προσέγγιση με την χρήση δωρεάν διαδικτυακών εργαλείων συμπεριλαμβανομένων: SEM Rush, Mailchimp, Google Analytics για προχωρημένους, Google Adwords Keyword Tool Finder, Google Search Console, Advance Facebook Advertising κ.α. Το πρόγραμμα παρόλο που δίνει έμφαση σε τεχνικά μέσα και μεθόδους δεν προαπαιτεί εξειδικευμένες γνώσεις από τους συμμετέχοντες.

Με την ολοκλήρωση του προγράμματος οι καταρτιζόμενοι μεταξύ άλλων θα είναι σε θέση να:

- περιγράφουν και αναγνωρίζουν τα οφέλη της ενδοεταιρικής στρατηγικής μάρκετινγκ τεχνικού περιεχομένου ως σημαντικά στοιχεία του διαδικτυακού μάρκετινγκ, περιλαμβανομένου του προσδιορισμού των στόχων, των εισροών των εκροών, των πόρων και των αναμενόμενων αποτελεσμάτων μετατροπής (conversion results).
- διατυπώνουν τις αρχές στις οποίες στηρίζεται το μάρκετινγκ περιεχομένου.
- περιγράφουν την μεθοδολογία και τις τεχνικές που ακολουθεί το μάρκετινγκ περιεχομένου.
- οργανώνουν και σχεδιάζουν ετήσιους, τριμηνιαίους και μηνιαίους στόχους για το διαδικτυακό τους μάρκετινγκ εντός του ευρύτερου προϋπολογισμού και πλαισίου μάρκετινγκ και πωλήσεων.
- διενεργούν ανάλυση της κατάστασης του ανταγωνισμού σε σχέση με τις υπηρεσίες τους, τις υπηρεσίες των ανταγωνιστών και των καταναλωτών προκειμένου να οργανώσουν την στρατηγική μάρκετινγκ περιεχομένου τους.
- συνεργάζονται καλύτερα και να αυξάνουν τον βαθμό δέσμευσης του προσωπικό τους προς την κατεύθυνση αξιοποίησης του μάρκετινγκ τεχνικού περιεχομένου.

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Πληροφορίες και κόστος

Ημερομηνίες Διεξαγωγής: Τρίτη **03/10/2023** και Τετάρτη **04/10/2023**

Χώρος Διεξαγωγής: Μέγαρο «ΚΕΒΕ», Λευκωσία

Ώρες Διδασκαλίας: 08:45 – 17:00

Διάρκεια Ιδρυματικού Μέρους: 14 ώρες και θα διεξαχθεί σε 2 ημέρες

Διάρκεια Ενδοεπιχειρησιακού Μέρους: Επίσκεψη του εκπαιδευτή διάρκειας επτά (7) ωρών σε κάθε συμμετέχουσα εταιρεία, για εξειδικευμένη επί τόπου μελέτη και συζήτηση των εφαρμογών που θα πρέπει να λάβουν χώρα στη συγκεκριμένη επιχείρηση σε σχέση με το αντικείμενο του προγράμματος.

Γλώσσα Διδασκαλίας: Το πρόγραμμα θα διεξαχθεί στην Αγγλική γλώσσα, όμως συζητήσεις και παρεμβάσεις μπορούν να γίνουν και στην Ελληνική γλώσσα.

Κόστος Συμμετοχής μετά την επιχορήγηση: **€339.15** (μόνο το Φ.Π.Α ανά συμμετέχοντα)

Κόστος προγράμματος: €1785 + €339.15 Φ.Π.Α. 100% Επιχορήγηση από ΑνΑΔ → €1785

Το πρόγραμμα έχει εγκριθεί από την Αρχή Ανάπτυξης Ανθρώπινου Δυναμικού ως πρόγραμμα ζωτικής σημασίας.

Το πρόγραμμα επιχορηγείται εξ' ολοκλήρου από την ΑνΑΔ και ως εκ τούτου δεν υπάρχει οποιαδήποτε οικονομική επιβάρυνση για τις επιχειρήσεις / οργανισμούς, εξαιρουμένου του Φ.Π.Α. (€339.15).

Να σημειωθεί ότι και το Φ.Π.Α. επιστρέφεται στις εταιρείες και δεν αποτελεί κόστος για τις επιχειρήσεις.

Το πρόγραμμα εγκρίθηκε από την ΑνΑΔ ως Ζωτικής Σημασίας. Οι επιχειρήσεις/οργανισμοί που συμμετέχουν με εργοδοτούμενούς τους, οι οποίοι ικανοποιούν τις προϋποθέσεις της ΑνΑΔ, θα τύχουν της σχετικής επιχορήγησης.



Περιγραφή Υποψηφίων

Το πρόγραμμα απευθύνεται σε **Ιδιοκτήτες, Γενικούς Διευθυντές και υπεύθυνους Πληροφορικής, Μάρκετινγκ, Πωλήσεων και Στρατηγικού Σχεδιασμού επιχειρήσεων/ οργανισμών.**

Εκπαιδευτής Προγράμματος



Το πρόγραμμα θα διδάξει ο ξένος εμπειρογνώμονας κ. **Philip Ammerman**. Ο Philip είναι επιχειρηματίας και επενδυτικός σύμβουλος από το 1993. Έχει συμβουλέψει νεοφυείς επιχειρήσεις, επενδυτές και επιχειρήσεις σχετικά με την ψηφιακή μετασχηματισμό, τη διεθνοποίηση και την ανάπτυξη με γνώμονα τις επενδύσεις. Οι εξειδικεύσεις του περιλαμβάνουν την αποτίμηση (valuation) και ανάπτυξη τεχνολογικών startups καθώς και τη διαχείριση ψηφιακού έργου (project management), το ψηφιακό μάρκετινγκ, την ανάπτυξη DeepTech, τον επανασχεδιασμό επιχειρηματικών διαδικασιών, τη χρηματοοικονομική μοντελοποίηση (financial modelling), την ανάλυση κινδύνου (risk analysis) και τη δέουσα επιμέλεια (due diligence). Ο Philip είναι εκπαιδευτής του ΚΕΒΕ για 24 και πλέον χρόνια και έχει παρουσιάσει όλα αυτά τα χρόνια δεκάδες επιμορφωτικά προγράμματα ζωτικής σημασίας επιχορηγούμενα από την ΑνΑΔ. Είναι επίσης σύμβουλος στην Ευρωπαϊκή Επιτροπή, στο Πρόγραμμα Horizon, σε διάφορους οργανισμούς της ΕΕ, σε διεθνείς τράπεζες ανάπτυξης, καθώς και επενδυτικά κεφάλαια.



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Δηλώσεις Συμμετοχής

Οι ενδιαφερόμενοι παρακαλούνται όπως συμπληρώσουν **ηλεκτρονικά** τη σχετική δήλωση συμμετοχής πατώντας **ΕΔΩ το αργότερο μέχρι τη Δευτέρα 25 Σεπτεμβρίου 2023.**

Η πρακτική φύση και ο τύπος του προγράμματος θέτουν περιορισμούς στον αριθμό των συμμετοχών, γι' αυτό οι αιτήσεις θα γίνονται δεκτές με σειρά προτεραιότητας.

Σημαντικό: Πέραν της ηλεκτρονικής δήλωσης συμμετοχής που θα συμπληρώσετε για το ΚΕΒΕ, για να θεωρείται έγκυρη η εγγραφή σας αλλά και για να μπορείτε να παρακολουθήσετε το σεμινάριο, περίπου μια εβδομάδα πριν την ημερομηνία διεξαγωγής του σεμιναρίου, θα αποσταλούν στις συμμετέχουσες εταιρείες περισσότερες πληροφορίες καθώς και ο αριθμός εφαρμογής του προγράμματος τον οποίο θα χρησιμοποιήσετε για να κάνετε την εγγραφή σας στο σεμινάριο και μέσω της ψηφιακής πλατφόρμας «ΕΡΜΗΣ».

Για περισσότερες πληροφορίες ή διευκρινίσεις μπορείτε να επικοινωνείτε με την κα. Ζωή Πιερίδου, Λειτουργό ΚΕΒΕ, στα τηλ. 22889746/ 22889715, email: z.pieridou@ccci.org.cy.

Με εκτίμηση,
Χρίστος Ταντελής
Ανώτερος Λειτουργός

ΓΕΝΙΚΗ ΣΗΜΕΙΩΣΗ:

Οι επιχειρήσεις/οργανισμοί που επιθυμούν να συμμετέχουν σε επιμορφωτικά προγράμματα επιχορηγημένα από την ΑνΑΔ, εάν δεν το έχουν ήδη κάνει, θα πρέπει απαραιτήτως να προχωρήσουν άμεσα με την εγγραφή τους στη **ψηφιακή πλατφόρμα «ΕΡΜΗΣ»** (<https://ermis.anad.org.cy/>):

1. Εγγραφή υποψηφίων για συμμετοχή στο μητρώο της ΑνΑΔ ως φυσικά πρόσωπα.
2. Εγγραφή εταιρείας στο μητρώο της ΑνΑΔ ως νομικό πρόσωπο.
3. Υποβολή αιτήματος εταιρείας για την απόκτηση του ρόλου «Εργοδότης».
4. Σύνδεση υποψηφίων για συμμετοχή με τον εργοδότη τους, με κωδικό εξουσιοδότησης που τους παρέχει ο εργοδότης.

Η πιο πάνω διαδικασία εγγραφής της επιχείρησης/οργανισμού ως Νομικό πρόσωπο, καθώς και των Φυσικών προσώπων στον «ΕΡΜΗΣ» γίνεται μόνο μια φορά.

Τρόποι Πληρωμής

1. Με Επιταγή στο όνομα του ΚΕΒΕ

2. Κατάθεση στους πιο κάτω λογαριασμούς:

ΤΡΑΠΕΖΑ ΚΥΠΡΟΥ

ΑΡ. ΛΟΓΑΡΙΑΣΜΟΥ: **0194-12-006537**

IBAN NO.: **CY 16 0020 0194 000 000 12 0065 3700**

BIC: **BCYPCY2N**

ΕΛΛΗΝΙΚΗ ΤΡΑΠΕΖΑ

ΑΡ. ΛΟΓΑΡΙΑΣΜΟΥ: **121-01-013924-01**

IBAN NO.: **CY25005001210001210101392401**

BIC: **HEBACY2N**

3. Μέσω της Υπηρεσίας **JCC SMART** πατώντας στον σύνδεσμο: <https://www.jccsmart.com/e-bill/32522039>

*Η πληρωμή με μετρητά **δεν** γίνεται αποδεκτή, σύμφωνα με τους κανονισμούς της ΑνΑΔ.

ΑΝΑΛΥΤΙΚΟ ΠΡΟΓΡΑΜΜΑ

TUESDAY 03/10/2023

08:30 – 08:45 Registration

08:45 – 10:00 Introduction to Technical Content Marketing

This module provides a brief introduction to technical content marketing, explaining foundational concepts of content marketing and how this inter-relates to digital marketing strategy. Emphasis is provided on taking an integrated approach to technical content marketing and assuring adequate resources for this commensurate to the conversion challenges identified.

- The online conversion cycle – the online linear sales funnel – the iterative sales funnel
- Defining digital marketing strategy: audience definition and targeting
- Defining digital marketing strategy: content development and distribution
- Defining digital marketing strategy: channels, budgets and ROI
- How Return on Investment (ROI) works: Traffic > Conversions > Sales
- Case studies of successful content marketing

10:00 – 11:00 Technical Content Marketing: Audience Definition

This module begins with the market: the definition of audiences that each Cypriot enterprise will market towards. Each enterprise will have multiple audiences. Some will depend on their B2B, B2C, or B2B2C sales model. Demographic and purchase behaviour also play an important role.

- Identifying and defining customer audiences using different data sources:
 - Own sales data and tacit knowledge on customers: use your internal data and customer understanding to define the audience
 - Review previous advertising campaigns or other promotional campaigns for audience insights
 - Use social media to define custom audiences and then lookalike audiences.
- Segmenting (defining) audiences by different factors:
 - Purchase behaviour, including price and special offer sensitivity
 - Demographic data, including gender, age and socio-economic status
 - Affinity and aspirational marketing hypotheses, including brand awareness
 - Competitor observation
- Using the Facebook Audience Network; Google Mirror Network
- Workshop: Defining five key audience segments for each enterprise
- Workshop: Assessing audience motivations and value

11:00 – 11:15 Morning Coffee Break

11:15 – 13:00 Content Marketing Products and Audience Tailoring

This module defines and demonstrates different content marketing products in light of different audiences. It requires each enterprise to make assumptions about the wants and needs of each audience in terms of content marketing products, channels and messages.

- Written content for passive search (e.g. references, testimonials)
- Written content for active distribution (e.g. news, articles)
- Written content for advertising and press releases (advertising messages and keywords)
- Written content for free distribution via social media and other websites
- Infographics, photos, and other media
- Video content for free distribution
- Video content for sponsored distribution
- Deciding on content distribution frequency and scheduling: editorial calendars and services

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- Deciding on content distribution channels

Case Studies and Samples of News, Articles, Reports, Video Content from different segments

13:00 – 13:45 Lunch Break

13:45 – 14:30 Workshop: Drafting a News Article

In this module, each participating company will be asked to draft a news article. A 10-minute introduction will show the structure of a news article (or press release), comprising:

- Title (simple, with active verb)
- Summary
- Dateline
- Intro Paragraph
- News Body (4-5 paras)
- Closing Paragraph
- Contact Information

The companies will follow a strategic process for:

- Determining which corporate priority to write for
- Determining which audience to write for
- Determining which Call to Action or audience need to write for.

14:30 – 15:30 On-Page Search Engine Optimisation (SEO)

This module introduces the all-important component of search engine optimization, or the process of optimizing websites for high search engine rankings. We will start with on-page SEO, which refers to the actions taken on the website for better SEO results.

- Principles of search engine optimisation (SEO) – focus on Google Search
- Keyword selection and placement using Frequency-Prominence- Proximity-Density
- Article length
- Links within the website
- Headings and Title Tags
- Frequent content updates
- Domain name, domain age, registration, URLs and keywords
- Optimising using photos, ALT tags, and PDF attachments
- Google core web vital statistics: page loading time, mobile friendliness, etc.
- Schema and mark-up, including Google Tag Manager

15:30 – 15:45 Afternoon Coffee Break

15:45 – 16:15 Workshop: Using Google Keyword Tool Finder

We will use the free Google Keyword Tool Finder as a means of researching keywords and related keywords. We will then implement a short keyword frequency demonstration

16:15 – 16:45 Workshop: Using Google Search Console

Google Search Console is a free technical management tool by Google which any company can use. We will spend 30 minutes reviewing Search Console and showing how to:

- Develop a sitemap
- Demand indexing of certain pages
- Review Core Web Vital metrics such as loading time, page errors, and more

16:45 – 17:00 Discussion and Closing

We will conclude the day's training with reflection and discussion on the content taught and its relevance and challenges with implementation.

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WEDNESDAY 04/10/2023

08:30 – 08:45 Registration

08:45 – 09:45 Principles of Off-Page SEO

In this module, we look at the principles of off-page SEO: the tools and techniques that support your search engine ranking not on your website, but on other websites.

- Content Posting on other Websites / Backlinking
- Domain Authority
- Traffic
- Google My Business
- Developing Website Ecosystems
- Other Off-Page Tools and Tactics

09:45 – 10:45 Workshop: Optimising a News Article

In this Workshop, we return to the news item created in yesterday's workshop. Each company will optimize the article based on the on-page SEO tactics discussed in yesterday's session. Each company will then define a plan for distributing the news article to the widest but most targeted network of audiences and discuss the off-page SEO impact of this.

10:45 – 11:00 Content Distribution Strategy

This module is an introduction to content distribution strategy. It provides an overview for the distribution methods discussed, and will be followed by detailed modules for each component.

- a. Social Media Distribution Strategy
- b. Advertising Distribution Strategy
- c. Influencer Distribution Strategy

11:00 – 11:15 Morning Coffee Break

11:15 – 13:00 Social Media Distribution Strategy

This module explores how to create and / or post content on popular social media channels including Facebook, LinkedIn, Twitter, Instagram, Youtube and TikTok. Some of the specific channels and sub-channels we will look at include:

- LinkedIn News/Posts vs Articles
- LinkedIn Profile and Page Completion
- Facebook Individual Profiles versus Pages
- Facebook Stories
- Twitter ALT tags
- Posting on third-party services such as Wikipedia, Medium

The content will include:

- Personal versus enterprise branding using content marketing in social media
- Understanding and selecting the social media ecosystem in terms of audiences, engagement, weekly posting frequency and time of the post/s
- Free posting on your page / profile / channel / stream
- Free posting in groups
- SEO of posting and graphic materials
- Generating transcripts for videos (SEO for videos)

- Managing multilingual posting
- Content recycling; repeat posting; building up to an event posting

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13:00 – 13:45 Lunch Break

13:45 – 14:45 Advertising Distribution Strategy

This module explains how to use various advertising channels to distribute paid content. The advertising interfaces of the following platforms will be reviewed.

- Facebook Advertising
- Google PPC Advertising
- Google Display Advertising
- LinkedIn Advertising

14:45 - 15:30 Other Content Distribution Methods

This module will review other methods of distributing content.

- Email Newsletters
- Press Releases (paid)
- Referral and Influencer Marketing

15:30 – 15:45 Afternoon Coffee Break

15:45 – 16:15 Workshop on Advanced Google Analytics

This module outlines the advanced functionality of Google Analytics. This is used as a “reality check” and incoming traffic confirmation for any paid services, such as traffic advertisements on Google.

- Custom Dashboard Configuration, including Advanced Views, Custom Filters and Custom Metrics using Google Analytics
- Event tracking and user behaviour
- Understanding and managing the Bounce Rate
- Understanding incoming traffic by source, type, keyword, incoming and outbound page
- Remarketing and Dynamic Remarketing

16:15 – 16:45 Workshop on SEMRush

SEMRush is one of the most advanced platforms available for search engine marketing and optimization. This company integrates decades of research in terms of search engine optimization and offers advanced functionalities. We will review the options offered on this platform as a complement to the free, Google Analytics and Google Search Console. It is important to note that SEMRush has a freemium model, and thus many key features, including an advanced site diagnostic, are available for free.

- Keyword Analysis and Research
- Domain Authority
- Competitor Analysis
- Content Marketing, including Optimisation and Analytics
- Page Ranking
- Internal and External Links
- Core Web Vital Site Audit
- Crawlability
- Speed & Performance

16:45 – 17:00 Conclusions and Closing

Developing an Action Plan for Technical Content Marketing Tracking total effort, total return and ROI of Technical Content Marketing
Risks and final notes

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In the highly competitive international market, it is necessary for the Cypriot companies to be able to take advantage of the full range of online promotions, both abroad and domestically. The use of digital advertising and promotion has now become widely established in terms of visibility on social media and across various search engines. Digital advertising is a key medium for online promotion, but the actual results of advertising on Facebook, Google, and other platforms show a strong variation in return on investment.

Content Marketing is another form of online promotion. It is a strategic marketing method that focuses on creating and distributing valuable, relevant, and coherent content to attract and retain a clearly defined audience – with the ultimate goal of pushing customers to take profitable actions (eg product purchases, registrations, brand awareness). Unlike digital advertising, content marketing provides the opportunity to attract potential customers at no cost, particularly among B2B. This is achieved through the compilation and distribution of highly focused and useful content designed for specialized audiences. The more useful and special the content, the greater the recognition and appreciation of the audience towards the business and the corporate brand.



PROGRAM OBJECTIVE

The training program has been designed based on the needs of the companies and organizations that would like to implement another smart form of online promotion. During the seminar, a specific methodology and approach will be followed using free online tools including SEM Rush, Mailchimp, Google Analytics for Advanced, Google Adwords Keyword Tool Finder, Google Search Console, Advance Facebook Advertising, etc. Although the program emphasizes technical means and methods, it does not require specialized knowledge from participants.

Upon completion of the program, the participants will be able to:

- describe and recognize the benefits of the in-company technical content marketing strategy as important elements of online marketing, including the identification of objectives, inputs, outputs, resources and expected conversion results.
- express the principles on which content marketing is based.
- describe the methodology and techniques followed by the content marketing.
- organize and plan annual, quarterly, and monthly targets for their online marketing within the broader marketing and sales budget and framework.
- carry out an analysis of the competitive situation in relation to their services, the services of competitors and consumers in order to organize their content marketing strategy.
- collaborate better and increase the degree of commitment of their staff towards the utilization of the technical content marketing.

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Information and Participation Cost

Seminar Delivery Dates: Tuesday **03/10/2023** and Wednesday **04/10/2023**

City and Venue: «CCCI» Premises, Nicosia

Hours: 08:45 – 17:00

Duration of Institutional Part: 14 hours. The seminar will be held in two (2) days.

Duration of the In-house Part: A seven (7) hour visit by the trainer to each participating company, for a specialized on-site study and discussion of the applications that should take place in the specific company in relation to the subject of the program.

Language: English

Discussions and interventions can also be done in the Greek language.

Participation Final Cost (after the subsidy): **€339.15** (only the V.A.T per participant)
Programme Cost: €1785 + €339.15 V.A.T. HRDA Subsidy → €1785

The training program has been approved by the Human Resource Development Authority (HRDA) as a vital importance seminar. **The program is entirely subsidized by the HRDA and therefore there is no financial burden for businesses / organizations, excluding the VAT (€339.15).**

It should be noted that the VAT it is returned to the companies and is not a cost to the businesses.

The programme has been approved by the HRDA as Vital Importance. Enterprises/organisations participating with their employees who satisfy HRDA's criteria, are entitled to subsidy.



Description of Participants

This program is addressed to **Owners, General Managers, and officers of Information Technology, Marketing, Sales, and Strategic Planning of companies / organizations.**

Trainer



The trainer of the program is Mr. **Philip Ammerman**. Philip is a consultant, entrepreneur and investment advisor who has advised start-ups, investors and enterprises on digital transformation, internationalisation, and investment-led growth since 1993. His specialisation include the valuation and the development of tech startups as well as the digital project management, the digital marketing, the DeepTech development, the business process re-engineering, the financial modelling, the risk analysis and the due diligence. Philip has been a CCCI trainer for over 24 years and he has presented over the years dozens of vital importance seminars subsidized by the HRDA. He is also a consultant for the European Commission, the Horizon Programme, various EU Agencies and International Development Banks as well as investment funds and venture capital firms.



FOR REGISTRATION CLICK HERE

VITAL IMPORTANCE TRAINING PROGRAM
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Participation

Interested parties are kindly requested to fill in the relevant **online participation form** by clicking **HERE** no later than **Monday 25 September 2023**.

The practical nature and type of the program place restrictions on the number of participants, so applications will be accepted in order of priority.

Important: In addition to the electronic participation that you will fill in for the CCCI, in order for your registration to be considered valid and for you to be able to attend the seminar, more information as well as the programme number, that you will use to register for the seminar through the "ERMIS" digital platform, will be sent to all the participating companies, about a week before the date of the seminar.

For further information or clarifications, please contact Ms. Zoe Pieridou, CCCI Officer, tel: 22889746/15, email: z.pieridou@ccci.org.cy.

Yours sincerely,
Christos Tanteles
Senior Officer

GENERAL NOTE: Companies/organizations that would like to participate in training programmes sponsored by HRDA should proceed **immediately by registering on the "ERMIS" digital platform** (<https://ermis.anad.org.cy/#/front>):

1. Registration of participants as natural persons.
 2. Registration of a company as a legal entity.
 3. Submit a company's request to obtain the "Employer" role.
 4. Connecting participants with their company, with an authorization code provided by the company as "Employer".
- The above procedure is done only once.

For more information/clarifications, contact the HRDA, tel. 22390300 (ext. 2).

Payment Methods

1. By cheque in the name of the CCCI
2. Deposit to the following accounts:

BANK OF CYPRUS

ACCOUNT NO: **0194-12-006537**
IBAN NO.: **CY 16 0020 0194 000 000 12 0065 3700**
BIC: **BCYPCY2N**

HELLENIC BANK

ACCOUNT NO: **121-01-013924-01**
IBAN NO.: **CY25005001210001210101392401**
BIC: **HEBACY2N**

3. Through the **JCC SMART** Service by clicking on the link: <https://www.jccsmart.com/e-bill/32522039>

***Cash payments are not accepted, in accordance with the HRDA regulations.**

VITAL IMPORTANCE TRAINING PROGRAM
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SEMINAR PROGRAM

TUESDAY 03/10/2023

08:30 – 08:45 Registration

08:45 – 10:00 Introduction to Technical Content Marketing

This module provides a brief introduction to technical content marketing, explaining foundational concepts of content marketing and how this inter-relates to digital marketing strategy. Emphasis is provided on taking an integrated approach to technical content marketing and assuring adequate resources for this commensurate to the conversion challenges identified.

- The online conversion cycle – the online linear sales funnel – the iterative sales funnel
- Defining digital marketing strategy: audience definition and targeting
- Defining digital marketing strategy: content development and distribution
- Defining digital marketing strategy: channels, budgets and ROI
- How Return on Investment (ROI) works: Traffic > Conversions > Sales
- Case studies of successful content marketing

10:00 – 11:00 Technical Content Marketing: Audience Definition

This module begins with the market: the definition of audiences that each Cypriot enterprise will market towards. Each enterprise will have multiple audiences. Some will depend on their B2B, B2C, or B2B2C sales model. Demographic and purchase behaviour also play an important role.

- Identifying and defining customer audiences using different data sources:
 - Own sales data and tacit knowledge on customers: use your internal data and customer understanding to define the audience
 - Review previous advertising campaigns or other promotional campaigns for audience insights
 - Use social media to define custom audiences and then lookalike audiences.
- Segmenting (defining) audiences by different factors:
 - Purchase behaviour, including price and special offer sensitivity
 - Demographic data, including gender, age and socio-economic status
 - Affinity and aspirational marketing hypotheses, including brand awareness
 - Competitor observation
- Using the Facebook Audience Network; Google Mirror Network
- Workshop: Defining five key audience segments for each enterprise
- Workshop: Assessing audience motivations and value

11:00 – 11:15 Morning Coffee Break

11:15 – 13:00 Content Marketing Products and Audience Tailoring

This module defines and demonstrates different content marketing products in light of different audiences. It requires each enterprise to make assumptions about the wants and needs of each audience in terms of content marketing products, channels and messages.

- Written content for passive search (e.g. references, testimonials)
- Written content for active distribution (e.g. news, articles)
- Written content for advertising and press releases (advertising messages and keywords)
- Written content for free distribution via social media and other websites
- Infographics, photos, and other media
- Video content for free distribution
- Video content for sponsored distribution
- Deciding on content distribution frequency and scheduling: editorial calendars and services



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- Deciding on content distribution channels

Case Studies and Samples of News, Articles, Reports, Video Content from different segments

13:00 – 13:45 Lunch Break

13:45 – 14:30 Workshop: Drafting a News Article

In this module, each participating company will be asked to draft a news article. A 10-minute introduction will show the structure of a news article (or press release), comprising:

- Title (simple, with active verb)
- Summary
- Dateline
- Intro Paragraph
- News Body (4-5 paras)
- Closing Paragraph
- Contact Information

The companies will follow a strategic process for:

- Determining which corporate priority to write for
- Determining which audience to write for
- Determining which Call to Action or audience need to write for.

14:30 – 15:30 On-Page Search Engine Optimisation (SEO)

This module introduces the all-important component of search engine optimization, or the process of optimizing websites for high search engine rankings. We will start with on-page SEO, which refers to the actions taken on the website for better SEO results.

- Principles of search engine optimisation (SEO) – focus on Google Search
- Keyword selection and placement using Frequency-Prominence- Proximity-Density
- Article length
- Links within the website
- Headings and Title Tags
- Frequent content updates
- Domain name, domain age, registration, URLs and keywords
- Optimising using photos, ALT tags, and PDF attachments
- Google core web vital statistics: page loading time, mobile friendliness, etc.
- Schema and mark-up, including Google Tag Manager

15:30 – 15:45 Afternoon Coffee Break

15:45 – 16:15 Workshop: Using Google Keyword Tool Finder

We will use the free Google Keyword Tool Finder as a means of researching keywords and related keywords. We will then implement a short keyword frequency demonstration

16:15 – 16:45 Workshop: Using Google Search Console

Google Search Console is a free technical management tool by Google which any company can use. We will spend 30 minutes reviewing Search Console and showing how to:

- Develop a sitemap
- Demand indexing of certain pages
- Review Core Web Vital metrics such as loading time, page errors, and more



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16:45 – 17:00 Discussion and Closing

We will conclude the day's training with reflection and discussion on the content taught and its relevance and challenges with implementation.

WEDNESDAY 04/10/2023

08:30 – 08:45 Registration

08:45 – 09:45 Principles of Off-Page SEO

In this module, we look at the principles of off-page SEO: the tools and techniques that support your search engine ranking not on your website, but on other websites.

- Content Posting on other Websites / Backlinking
- Domain Authority
- Traffic
- Google My Business
- Developing Website Ecosystems
- Other Off-Page Tools and Tactics

09:45 – 10:45 Workshop: Optimising a News Article

In this Workshop, we return to the news item created in yesterday's workshop. Each company will optimize the article based on the on-page SEO tactics discussed in yesterday's session. Each company will then define a plan for distributing the news article to the widest but most targeted network of audiences and discuss the off-page SEO impact of this.

10:45 – 11:00 Content Distribution Strategy

This module is an introduction to content distribution strategy. It provides an overview for the distribution methods discussed, and will be followed by detailed modules for each component.

- Social Media Distribution Strategy
- Advertising Distribution Strategy
- Influencer Distribution Strategy

11:00 – 11:15 Morning Coffee Break

11:15 – 13:00 Social Media Distribution Strategy

This module explores how to create and / or post content on popular social media channels including Facebook, LinkedIn, Twitter, Instagram, Youtube and TikTok. Some of the specific channels and sub-channels we will look at include:

- LinkedIn News/Posts vs Articles
- LinkedIn Profile and Page Completion
- Facebook Individual Profiles versus Pages
- Facebook Stories
- Twitter ALT tags
- Posting on third-party services such as Wikipedia, Medium

The content will include:

- Personal versus enterprise branding using content marketing in social media
- Understanding and selecting the social media ecosystem in terms of audiences, engagement, weekly posting frequency and time of the post/s
- Free posting on your page / profile / channel / stream
- Free posting in groups
- SEO of posting and graphic materials
- Generating transcripts for videos (SEO for videos)



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- Managing multilingual posting
- Content recycling; repeat posting; building up to an event posting

13:00 – 13:45 Lunch Break

13:45 – 14:45 Advertising Distribution Strategy

This module explains how to use various advertising channels to distribute paid content. The advertising interfaces of the following platforms will be reviewed.

- Facebook Advertising
- Google PPC Advertising
- Google Display Advertising
- LinkedIn Advertising

14:45 - 15:30 Other Content Distribution Methods

This module will review other methods of distributing content.

- Email Newsletters
- Press Releases (paid)
- Referral and Influencer Marketing

15:30 – 15:45 Afternoon Coffee Break

15:45 – 16:15 Workshop on Advanced Google Analytics

This module outlines the advanced functionality of Google Analytics. This is used as a “reality check” and incoming traffic confirmation for any paid services, such as traffic advertisements on Google.

- Custom Dashboard Configuration, including Advanced Views, Custom Filters and Custom Metrics using Google Analytics
- Event tracking and user behaviour
- Understanding and managing the Bounce Rate
- Understanding incoming traffic by source, type, keyword, incoming and outbound page
- Remarketing and Dynamic Remarketing

16:15 – 16:45 Workshop on SEMRush

SEMRush is one of the most advanced platforms available for search engine marketing and optimization. This company integrates decades of research in terms of search engine optimization and offers advanced functionalities. We will review the options offered on this platform as a complement to the free, Google Analytics and Google Search Console. It is important to note that SEMRush has a freemium model, and thus many key features, including an advanced site diagnostic, are available for free.

- Keyword Analysis and Research
- Domain Authority
- Competitor Analysis
- Content Marketing, including Optimisation and Analytics
- Page Ranking
- Internal and External Links
- Core Web Vital Site Audit
- Crawlability
- Speed & Performance

16:45 – 17:00 Conclusions and Closing

Developing an Action Plan for Technical Content Marketing

Tracking total effort, total return and ROI of Technical Content Marketing

Risks and final notes