



MARKETING TRAINING AGENDA

Trainers: ANASTASIA AVGERINO
GIOTA GAVALA

Duration : 1 Hour



CHECKLIST TRAINING

Brand Identity

- Brand Awareness Messages
- Unique Selling Proposition
- Buyer Personas

Content

- Content Pillars
- Focus Keywords
- Partners Portal
- Sharing Comidor Content

Website

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

Promotion

- Social Media Channels
- Paid Campaigns
- Engagement Activities
- E-mail Marketing Campaigns
- Tools

Co-marketing

- Webinars and Material Creation

FOR MORE INFORMATION PLEASE CONTACT:

Marketing Team

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