

Μηχανισμός Έγκαιρης Προειδοποίησης ΕΕΑ.

Digital Marketing

Ειδικό σεμινάριο για εκπαιδευτήρια
ξένων γλωσσών.

ΣΟΦΟΚΛΗΣ ΚΑΡΑΚΟΒΟΥΝΗΣ , FINSLM.
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DIGITAL CX, GOOGLE CERTIFIED PRACTITIONER.



Παραδοσιακό vs. Ψηφιακό Μάρκετινγκ

- ▶ Παραδοσιακό μάρκετινγκ -> φυλλάδια σε σχολεία, μαζική αποστολή εντύπων, προώθηση μέσω τοπικών συλλόγων, τοπικών μέσων π.χ. ραδιόφωνο, direct mail.

Σκοπός: Ευρύτερη αναγνωρισιμότητα brand name του εκπαιδευτηρίου και δημιουργία θετικών σχολίων από στόμα σε στόμα Word Of Mouth = WOM.

- ▶ Digital Marketing.

Στοχευμένη προσέγγιση δυνητικού πελατολογίου, αμεσότητα, συγκεκριμένα εργαλεία προώθησης του brand name, social behavior – netizen, eWOW*

**electronic Word Of Mouth => digital experience*

Social Behavior

Πολίτης του Διαδικτύου, 'Netizen'.

- ▶ Network Citizen

..The term netizen is a portmanteau of the words Internet and citizen as in "citizen of the net". It describes a person actively involved in online communities or the Internet in general.

- ▶ Είμαστε όλοι πολίτες του διαδικτύου, αξιοποιούμε τα μέσα κοινωνικής δικτύωσης για προσωπικό ή επαγγελματικά ωφέλιμο σκοπό βάσει των εμπειριών μας αλλά και του αξιακού μας πλαισίου.

Social Behavior

- ▶ Η συμπεριφορά χρήσης των ψηφιακών μέσων ως πολίτες του διαδικτύου.

Ένα σύνολο ιδεών οι οποίες στηρίζουν και δημιουργούν αρμονία ή δυναμικές σε όλα όσα σκεφτόμαστε, λέμε (posts, reviews) και τελικά πράττουμε στα ψηφιακά μέσα.

Από το πώς αντιμετωπίζουμε τις καταστάσεις των δυνητικών (prospects) ή και υφιστάμενων πελατών μέχρι το πώς εφαρμόζουμε το ψηφιακό μάρκετινγκ σ' αυτούς.

Η μέγιστη απόσταση / ημέρα από το κινητό = 1.5 μέτρο.

Χρόνος απόφασης / ανταπόκρισης για ένα "Like" = 0.8 second!

Ψηφιακό Τοπίο

Λόγοι αξιοποίησης digital marketing

Το ψηφιακό οικοσύστημα έχει γιγαντωθεί σε παγκόσμια κλίμακα:

- ▶ Facebook

2 δισεκατομμύρια χρήστες σε παγκόσμια κλίμακα, με σταθερή άνοδο.

- ▶ LinkedIn – B2B

460 εκατομμύρια εγγεγραμμένους χρήστες (επαγγελματικά προφίλ).

- ▶ 75% της απόφασης για αγορά ή υπηρεσίες, ξεκινάει από το Google Search.

- ▶ Το 85% των χρηστών πριν προβούν στην τελική αγορά έχουν δει εμπειρίες, σχόλια άλλων πελατών ή και followers -> αξία των human reviews.

- ▶ YouTube

Καθημερινά ο χρόνος παρακολούθησης video στην πλατφόρμα φτάνει το ένα δισεκατομμύριο ώρες! (αθροιζόμενοι χρήστες - ώρες).

Ψηφιακό Τοπίο Λόγοι αξιοποίησης digital marketing

Το ψηφιακό οικοσύστημα
στην Ελλάδα:



Social media users in Greece

May 2019



Facebook

5 083 000



Instagram

3 005 000



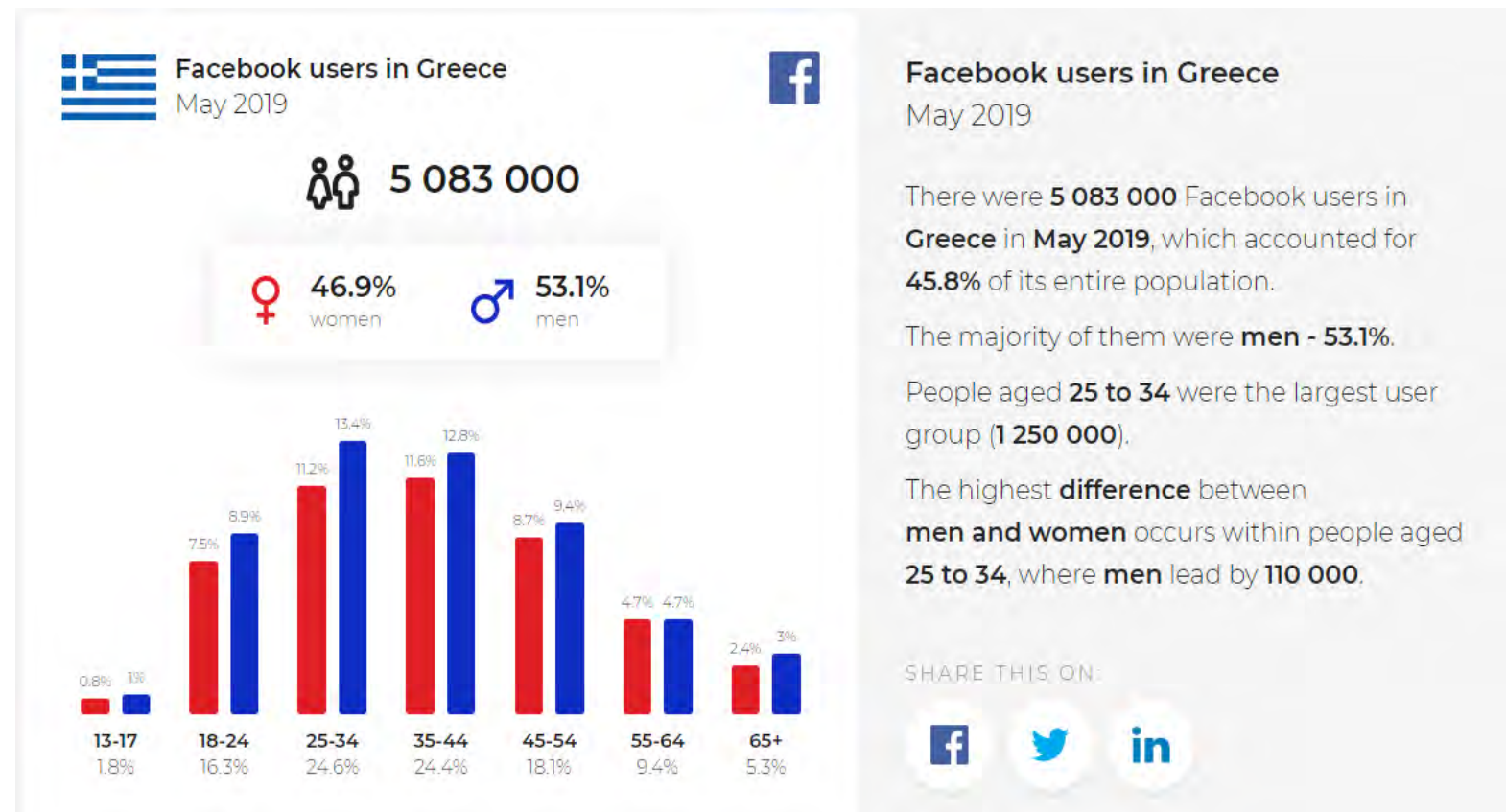
Messenger

3 997 000



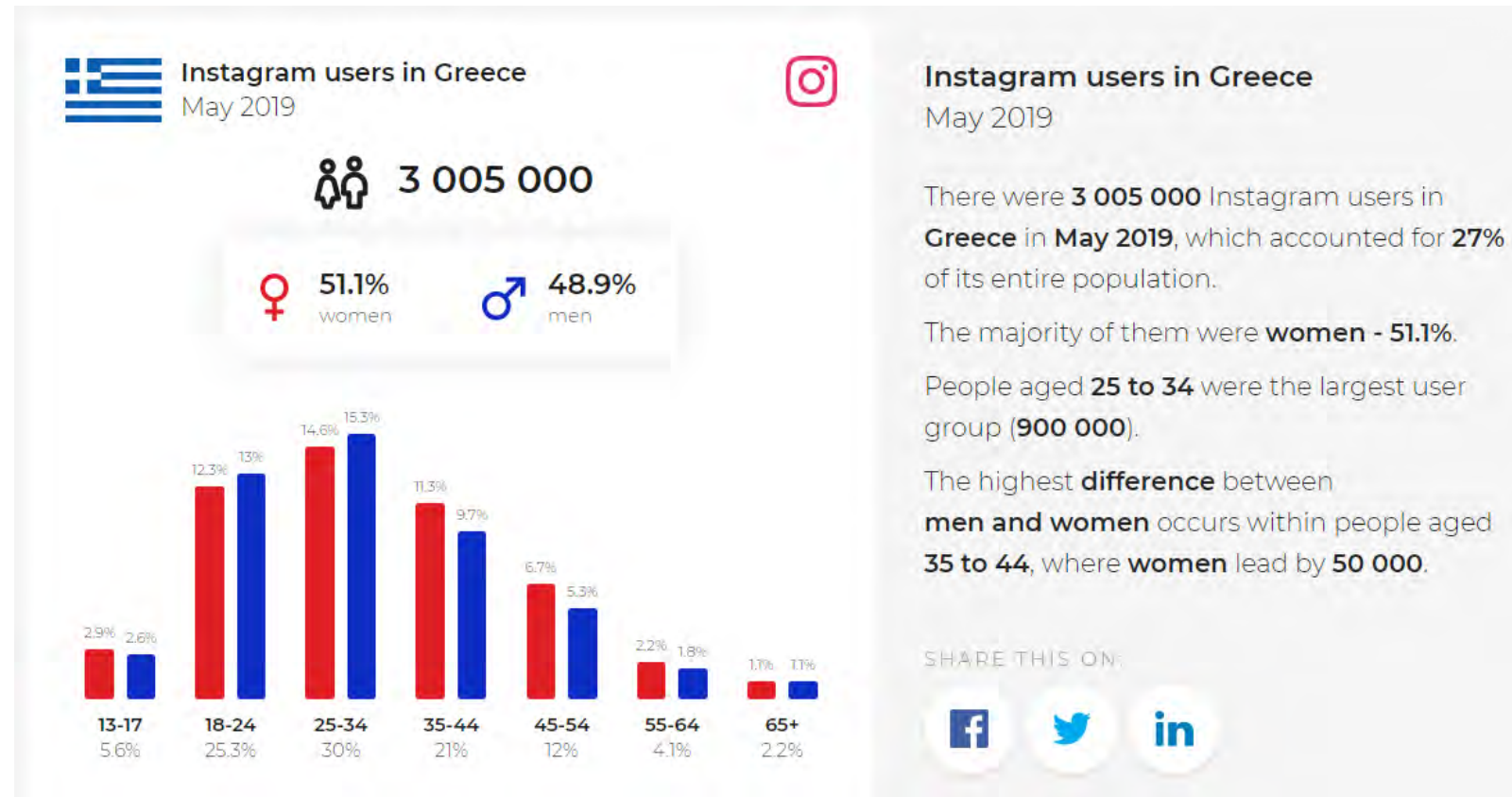
Ψηφιακό Τοπίο Λόγοι αξιοποίησης digital marketing

Το ψηφιακό οικοσύστημα
στην Ελλάδα:



Ψηφιακό Τοπίο Λόγοι αξιοποίησης digital marketing

Το ψηφιακό οικοσύστημα
στην Ελλάδα:



Ψηφιακό Τοπίο Λόγοι αξιοποίησης digital marketing

Το ψηφιακό οικοσύστημα
στην Ελλάδα:



Messenger users in Greece
May 2019



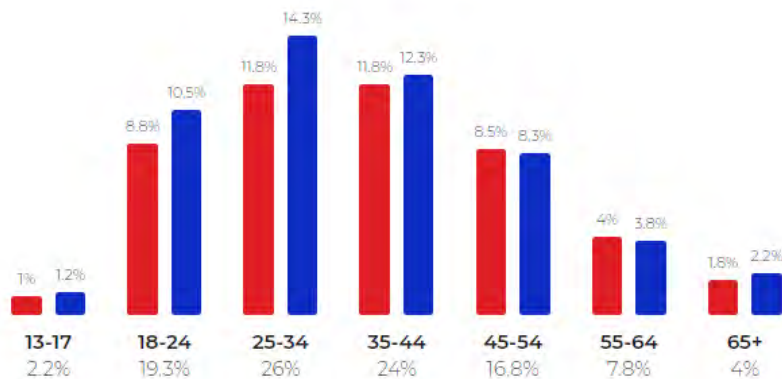
3 997 000



47.6%
women



52.4%
men



Messenger users in Greece
May 2019

There were **3 997 000** Messenger users in **Greece** in **May 2019**, which accounted for **36%** of its entire population.

The majority of them were **men - 52.4%**.

People aged **25 to 34** were the largest user group (**1 040 000**).

The highest **difference** between **men and women** occurs within people aged **25 to 34**, where **men** lead by **100 000**.

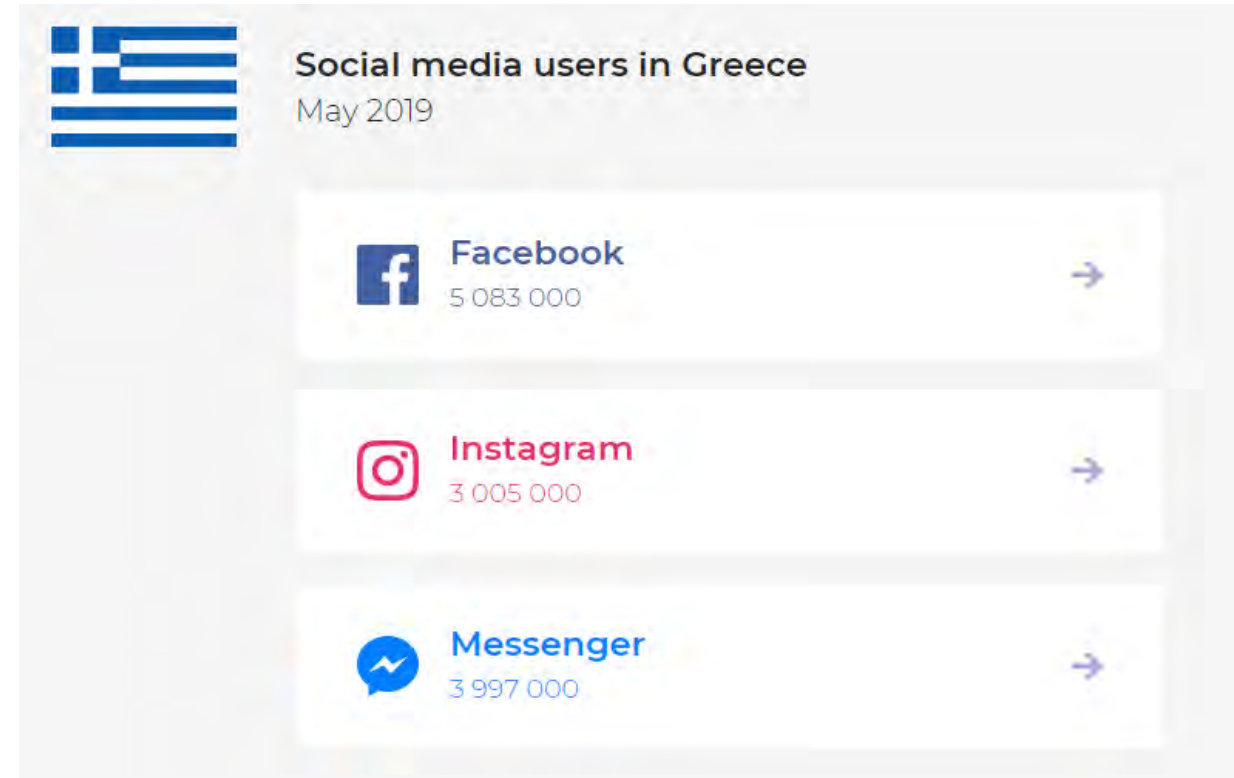
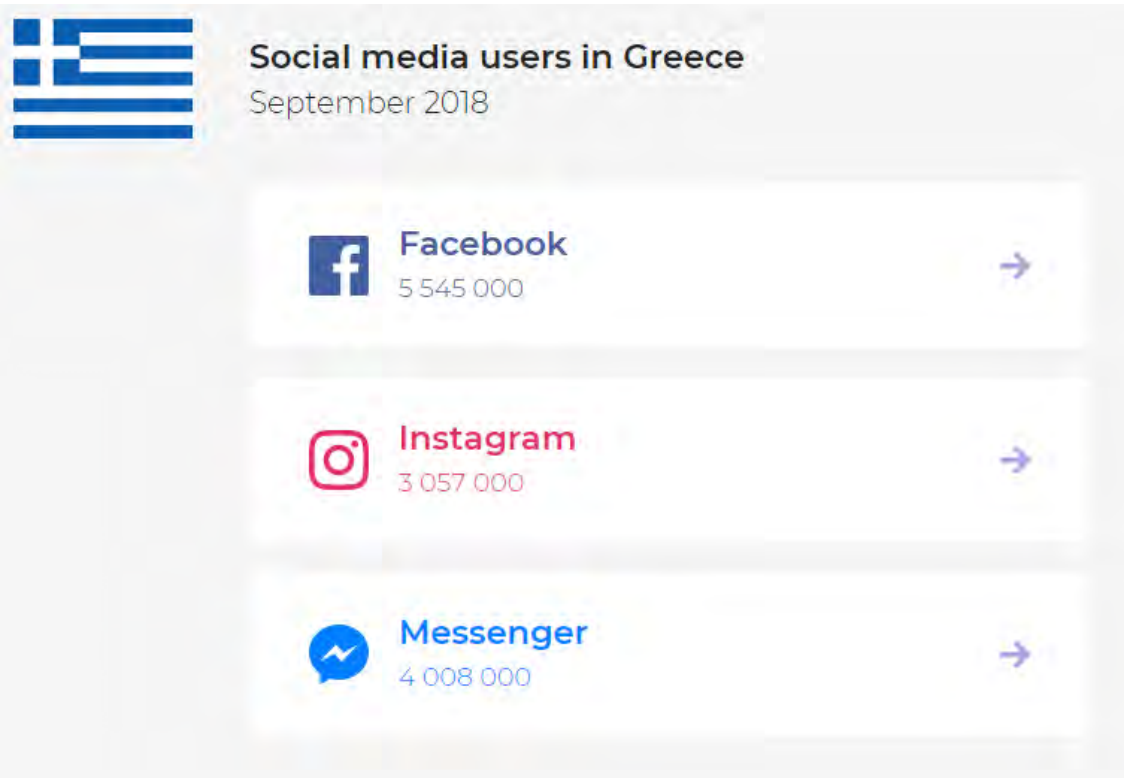
SHARE THIS ON:



Ψηφιακό Τοπίο

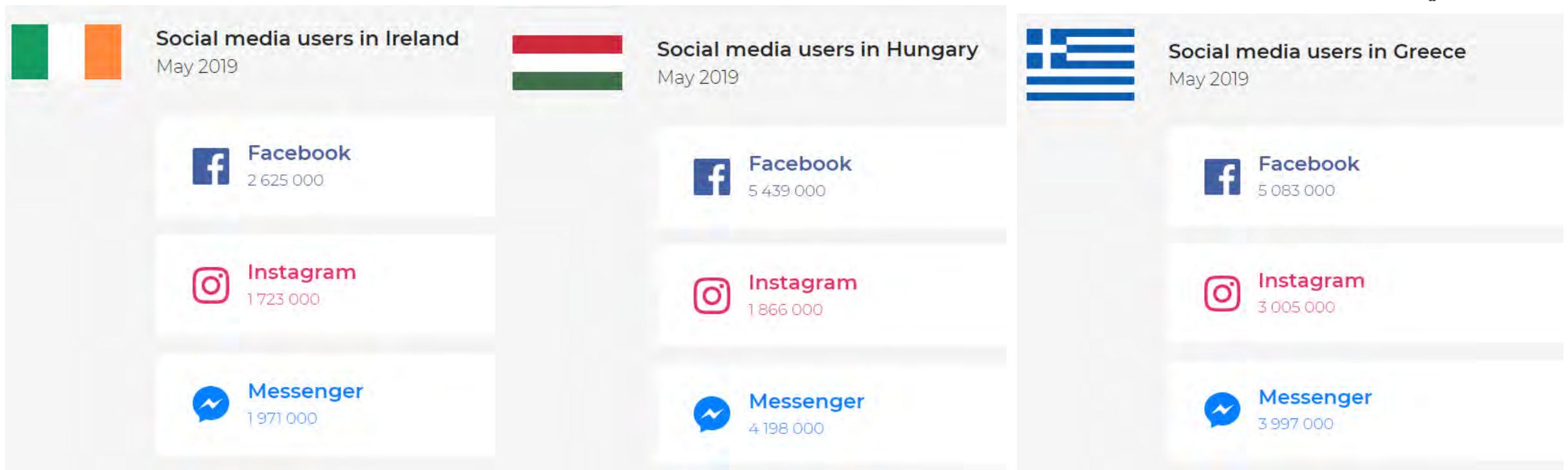
Λόγοι αξιοποίησης digital marketing

► Το ψηφιακό οικοσύστημα στην Ελλάδα:



Ψηφιακό Τοπίο Λόγοι αξιοποίησης digital marketing

► Το ψηφιακό οικοσύστημα στην Ελλάδα vs. άλλες χώρες:



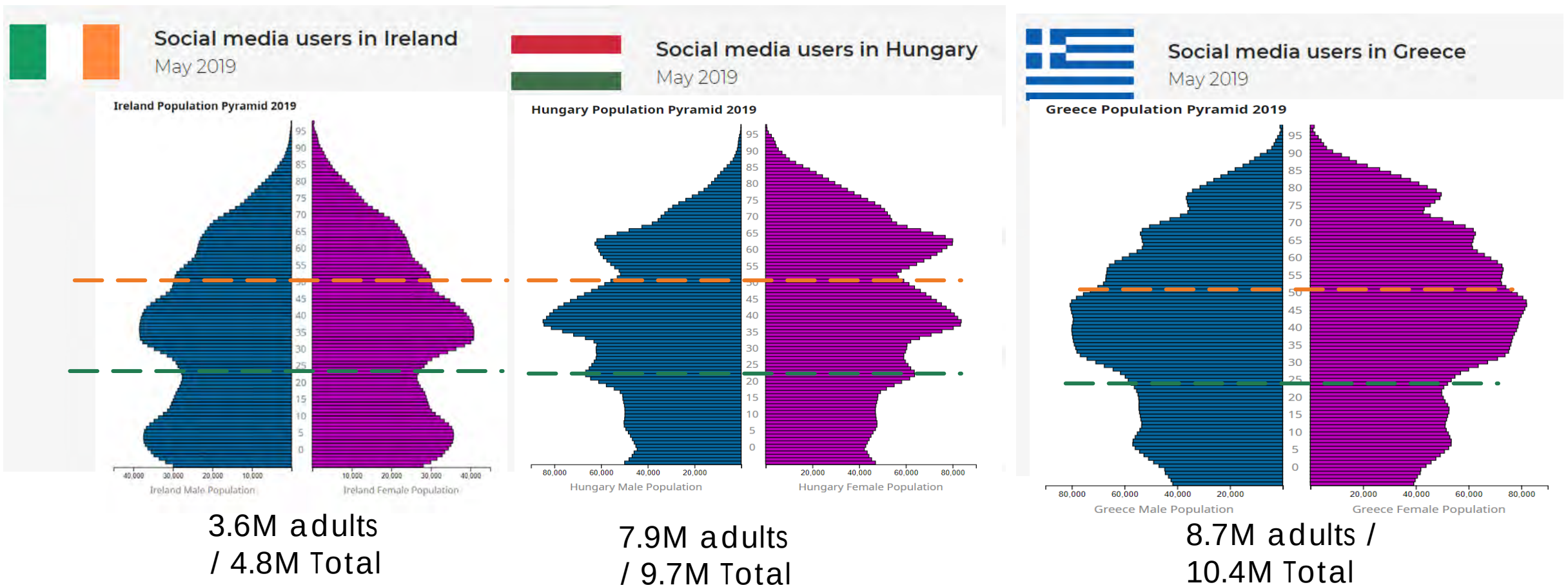
3.6M adults
/ 4.8M Total

7.9M adults
/ 9.7M Total

8.7M adults /
10.4M Total

Ψηφιακό Τοπίο Λόγοι αξιοποίησης digital marketing

► Στοιχεία πληθυσμού στην Ελλάδα vs. άλλες χώρες:

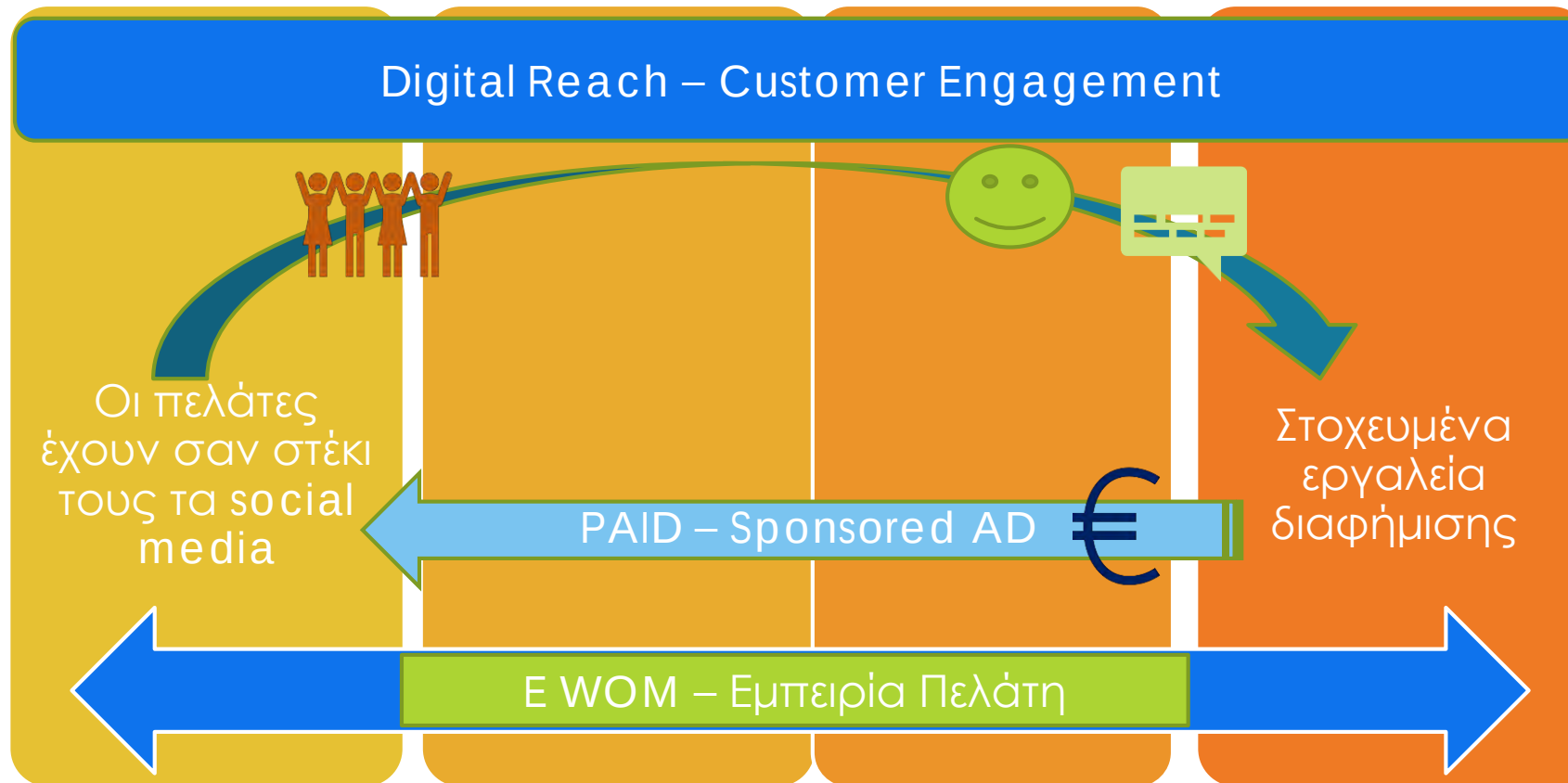


Ψηφιακό Τοπίο

Λόγοι αξιοποίησης digital marketing

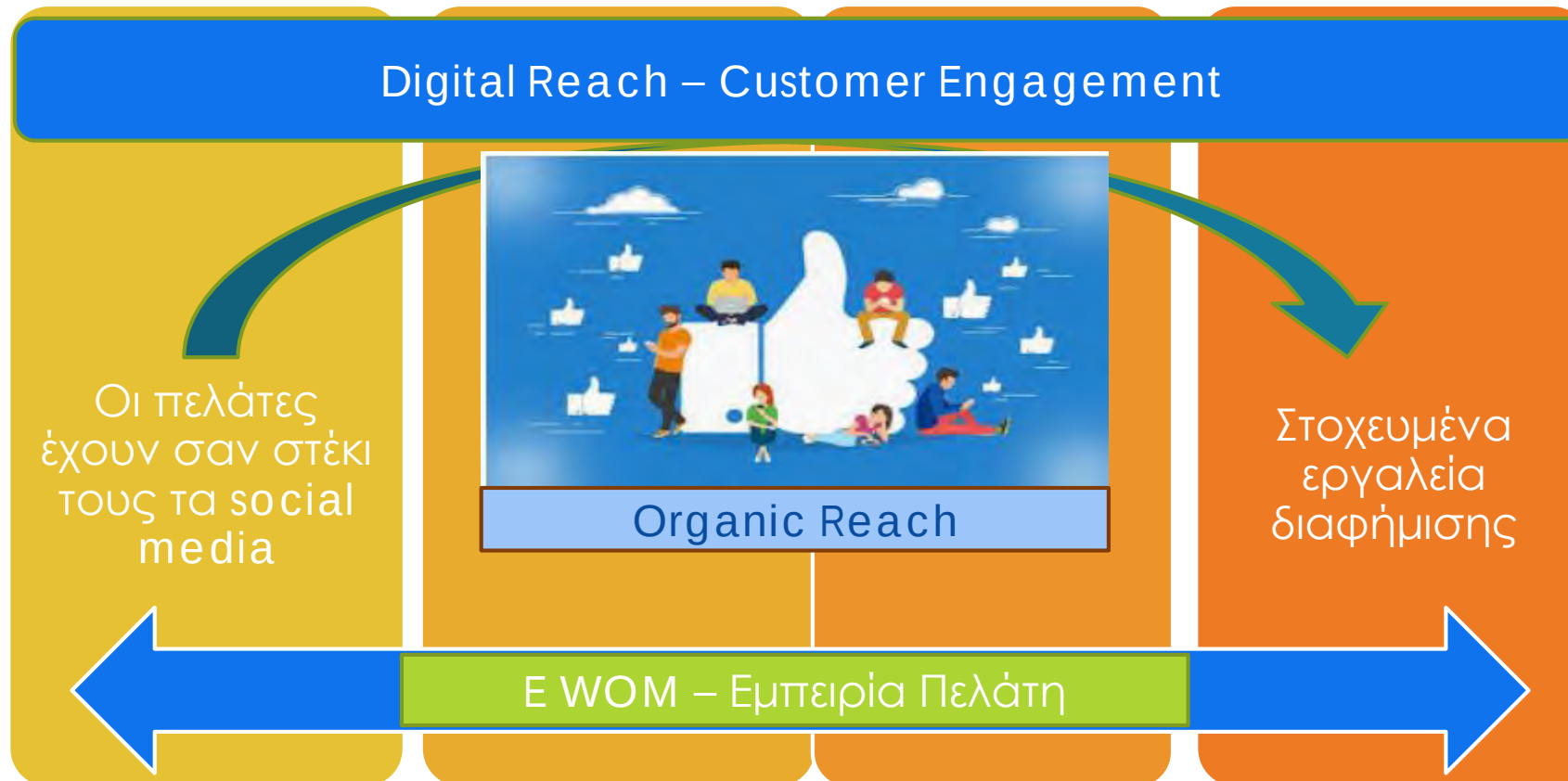


Customer Engagement (Διάδραση)



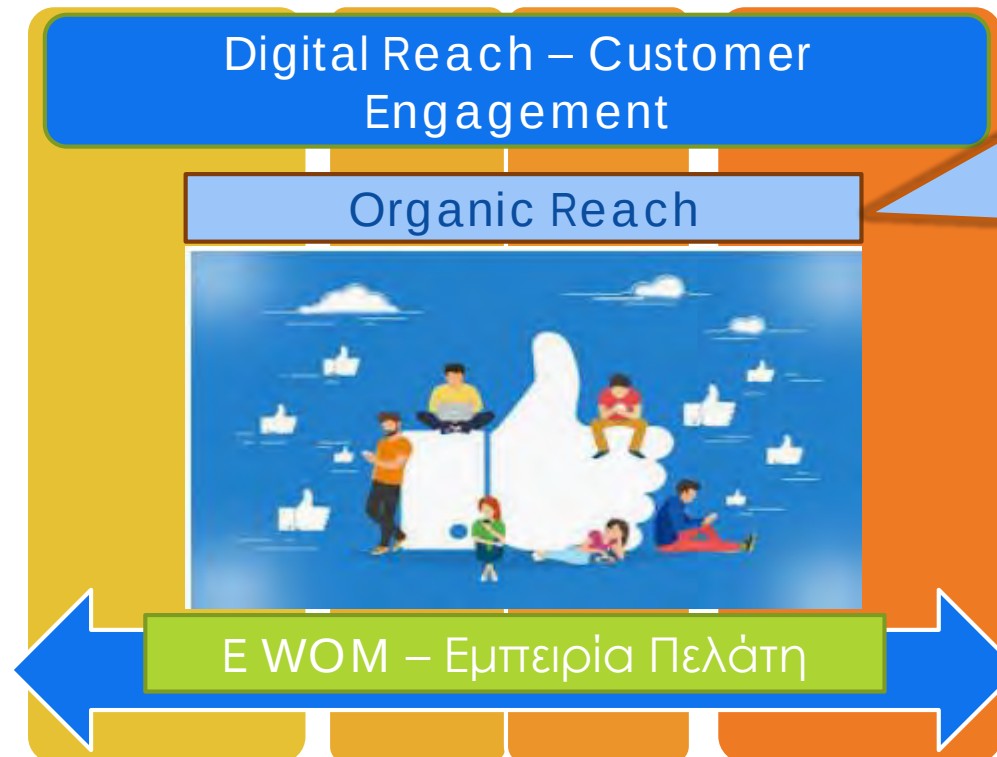
Customer Engagement

Organic & Paid reach



Customer Engagement

Organic & Paid reach



What is Organic Reach?

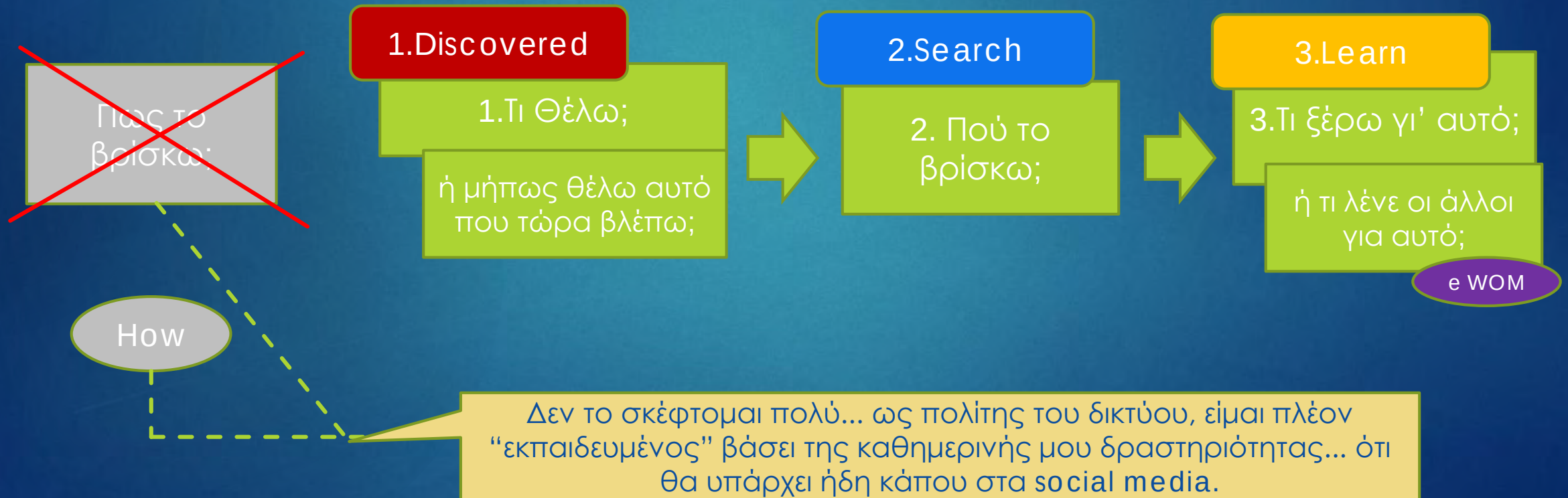
Organic Reach is a metric used in social media marketing that shows the number of **unique accounts that have seen a post or piece of content on a social media platform.**

In other words, the number of eyes that have seen the post once. Organic Reach excludes the use of any paid promotional tools, that would be used to boost the visibility of the post.

Customer experience

Σημεία διάδρασης

- ▶ Στο ψηφιακό οικοσύστημα η πληροφορία είναι άμεσα προσβάσιμη έτσι και ο αντίχειρας λειτουργεί με γρήγορα clicks ... με μεγάλη ταχύτητα ανακλαστικών.
- ▶ Τα σημεία διάδρασης χαρακτηρίζονται από 3 βασικά σημεία:



Customer experience

Πλατφόρμες διάδρασης

1.Discovered

1.Τι Θέλω;

facebook

Connecting people to the stories that matter most to them

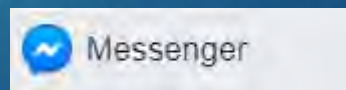
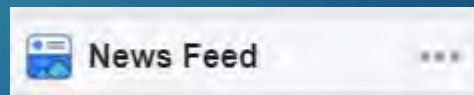
Our goal with News Feed is to show you the stories that matter most to you, every time you visit Facebook. Your News Feed is a personalized, ever-changing collection of photos, videos, links, and updates from the friends, family, businesses, and news sources you've connected to on Facebook.



Πώς λειτουργεί η ροή του Instagram

Η ροή του Instagram είναι το σημείο όπου μπορείτε να μοιράζεστε και να συνδέεστε με τα άτομα και τα πράγματα που είναι σημαντικά για εσάς. Όταν ανοίγετε το Instagram ή ανανεώνετε τη ροή σας, οι φωτογραφίες και τα βίντεο που πιστεύουμε ότι θα σας ενδιαφέρουν περισσότερο εμφανίζονται πάνω πάνω στη ροή. Πέρα από περιεχόμενο από τα άτομα και τα hashtag που ακολουθείτε, μπορεί επίσης να δείτε προτεινόμενους λογαριασμούς που σχετίζονται με τα ενδιαφέροντά σας.

Ξαφνικά εμφανίζεται αυτό που μπορεί να μ' ενδιαφέρει στο news feed του Facebook ή του Instagram ή μετά το 4-5 msg στο messenger



Customer experience

Πλατφόρμες διάδρασης

1.Discovered

1.Τι Θέλω;

2.Search

2. Πού το βρίσκω;

Τα αμέτρητα οφέλη του ροδιού

Κέικ γεμιστό με φράουλα



Ad / Banner

Google europaliso

About 129,000 results (0.34 seconds)

Europaliso
<https://www.europaliso.gr/> Translate this page
Βρείτε το πιο κοντινό Κέντρο Ξένων Γλωσσών **EUROPALISO** ... Εξετάσεις **EUROPALISO**, ESB, CAMBRIDGE, GOETHE Μάιος-Ιούνιος 2019: Ώρες γραπτών ...

Δελτία - Timetables
ΕΠΙΚΟΙΝΩΝΙΑ. Δελτία – Timetables.
Κέντρα Ξένων ...

Εξετάσεις
ESB - Samples - Αιτήσεις - ...

ESB
Νέα για εξετάσεις ESB, ημερομηνίες εγγραφής αιτήσεις ...
[More results from europaliso.gr »](#)

Επικοινωνία
Europaliso Στοιχεία επικοινωνίας
Ακαδημίας 98-100, Πλατεία ...

Αποτελέσματα
Αποτελέσματα Εξετάσεων για την περίοδο DEC 2018. Κέντρα ...

Online
ΟΙ ONLINE ΚΑΤΑΧΩΡΗΣΕΙΣ ΓΙΑ ΤΗΝ ΠΕΡΙΟΔΟ ΜΑΪΟΥ ...

Europaliso - Αρχική σελίδα | Facebook
<https://el-gr.facebook.com/> > ... > Κέντρο εκμάθησης γλωσσών > Europaliso
★★★★★ Rating: 4.7 - 69 votes
Europaliso - Akadimias 98-100, 10677 Αθήνα - Βαθμολογία 4.7 βάσει 69 κριτικών
εξετάσεις αναγνωρισμένες 100% αδιάβλητες φιλικές..."

Europaliso - Home | Facebook
<https://www.facebook.com/> > ... > Education > Specialty School > Language School >
★★★★★ Rating: 4.7 - 69 votes
Europaliso - Akadimias 98-100, 10677 Athens, Greece - Rated 4.7 based on 69 Reviews "Europaliso rocks..."

organic

Google Search

ΠΑΝΕΛΛΗΝΙΟΣ ΣΥΝΔΕΣΜΟΣ ΚΑΘΗΓΗΤΩΝ – ΙΔΙΟΚΤΗΤΩΝ ΚΕΝΤΡΩΝ ΞΕΝΩΝ ΓΛΩΣΣΩΝ "EUROPALSO"

[Website](#) [Directions](#) [Save](#)

Educational institution in Athens

Address: Akadimias 98, Athina 106 77
Phone: 21 0383 0752

[Suggest an edit](#)

Know this place? Answer quick questions

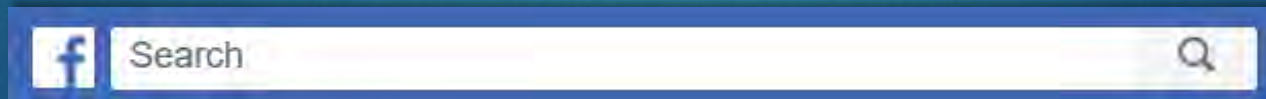
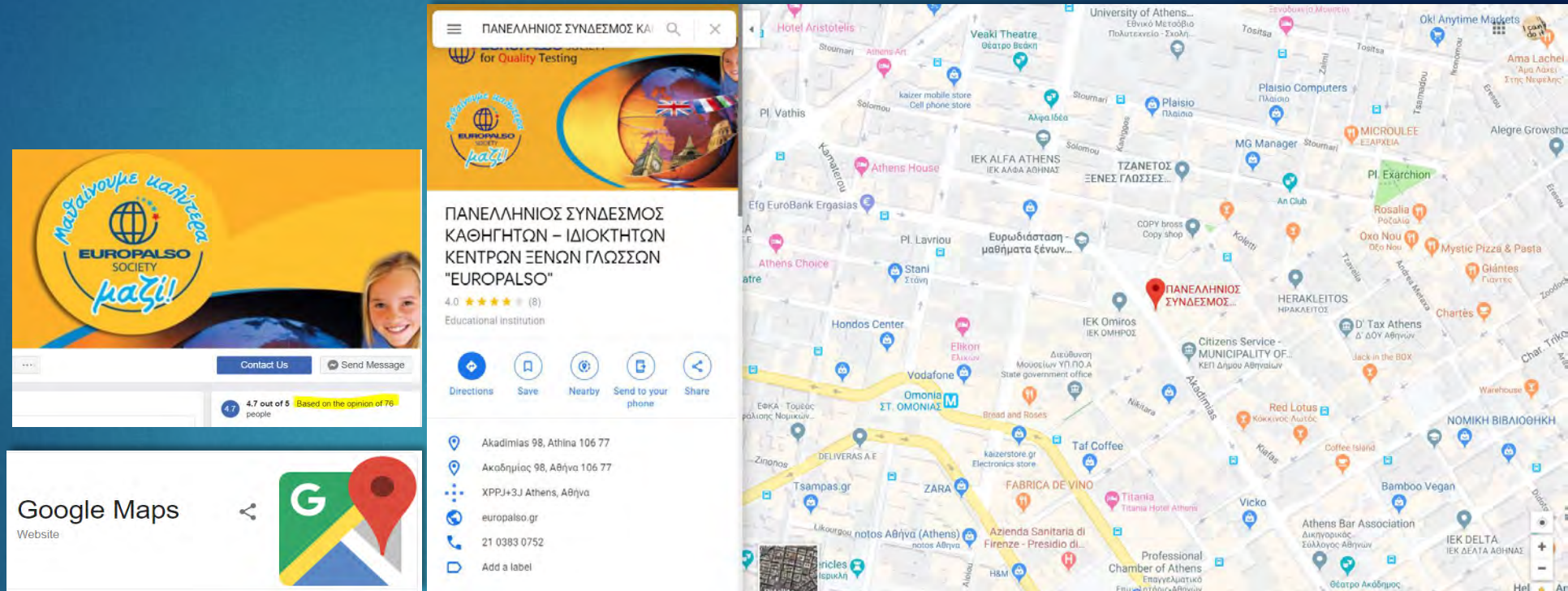
Reviews from the web
4.7/5 Facebook · 69 votes

Customer experience

Σημεία διάδρασης

2.Search

2. Πού το βρίσκω;



Customer experience

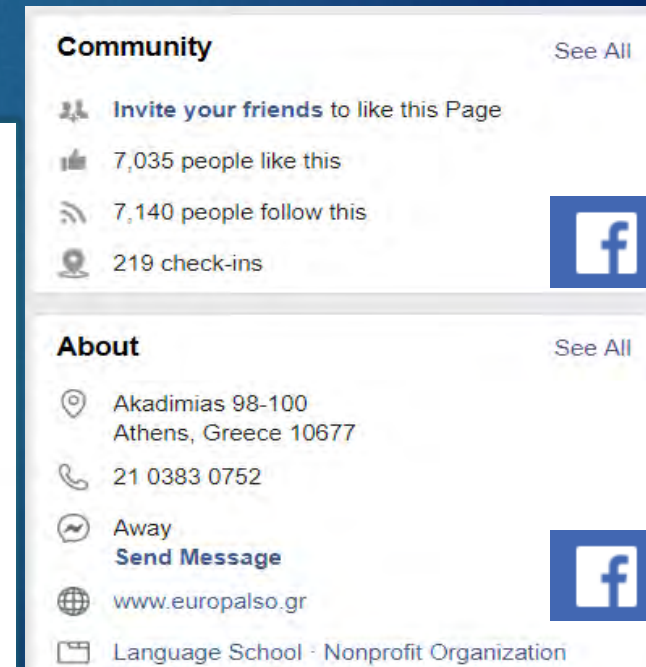
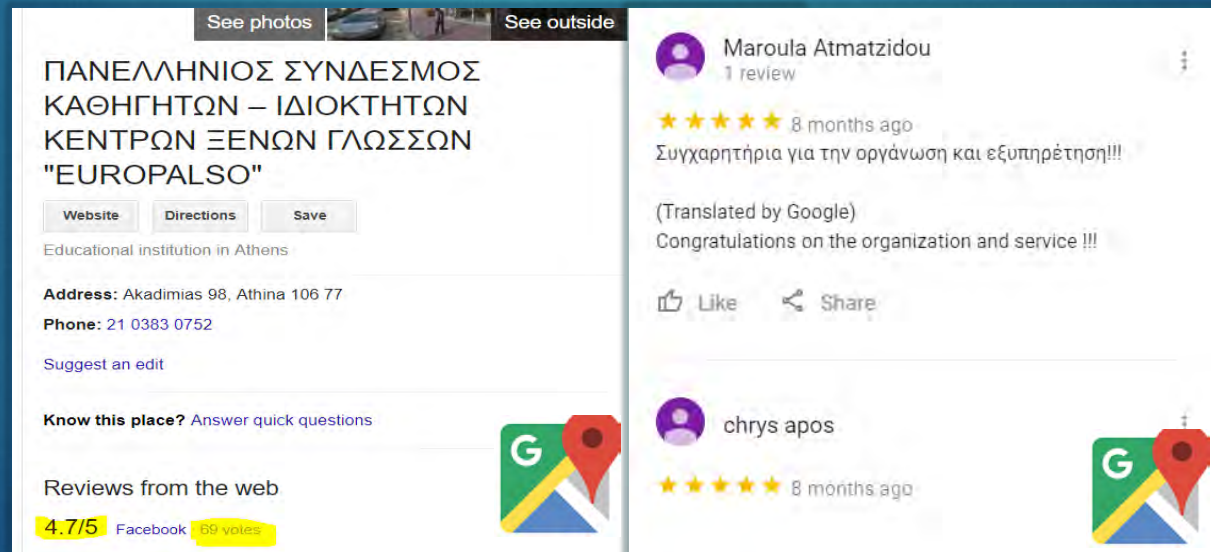
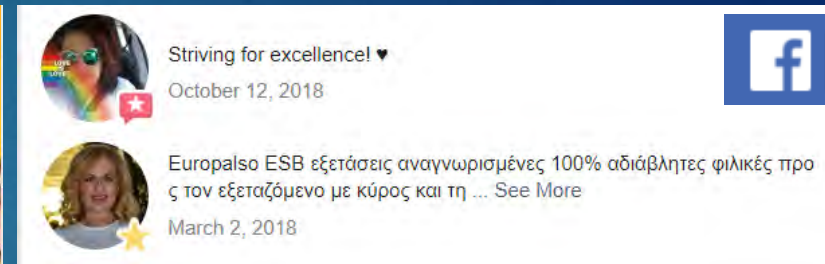
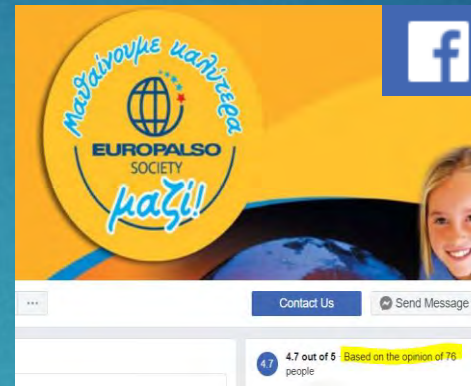
Σημεία διάδρασης

3.Learn

3.Τι ξέρω γι' αυτό;

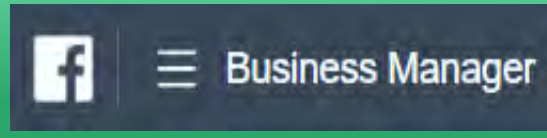
ή τι λένε οι άλλοι
για αυτό;

Εταιρικό website



Customer experience

Ψηφιακά μέσα παρουσίασης της επιχείρησης



Digital Presence
Κέντρων Ξένων Γλωσσών.

Customer Journey

1.Discovered

Δυνητικός Πελάτης

2.Search



3.Learn



4. Action/
Purchase

Πελάτης



5. Review /
Feedback

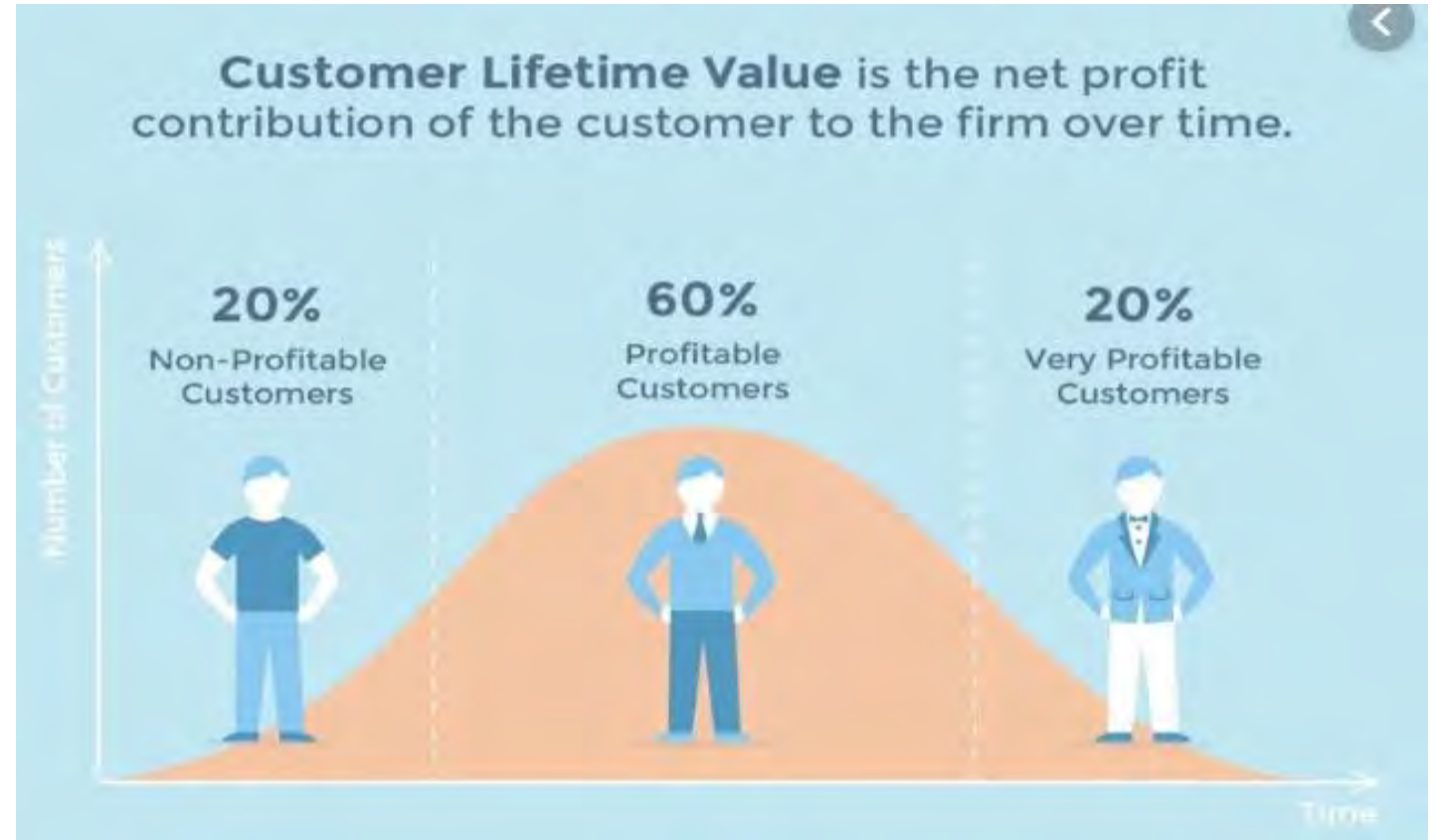
Loyalty!

Trust!

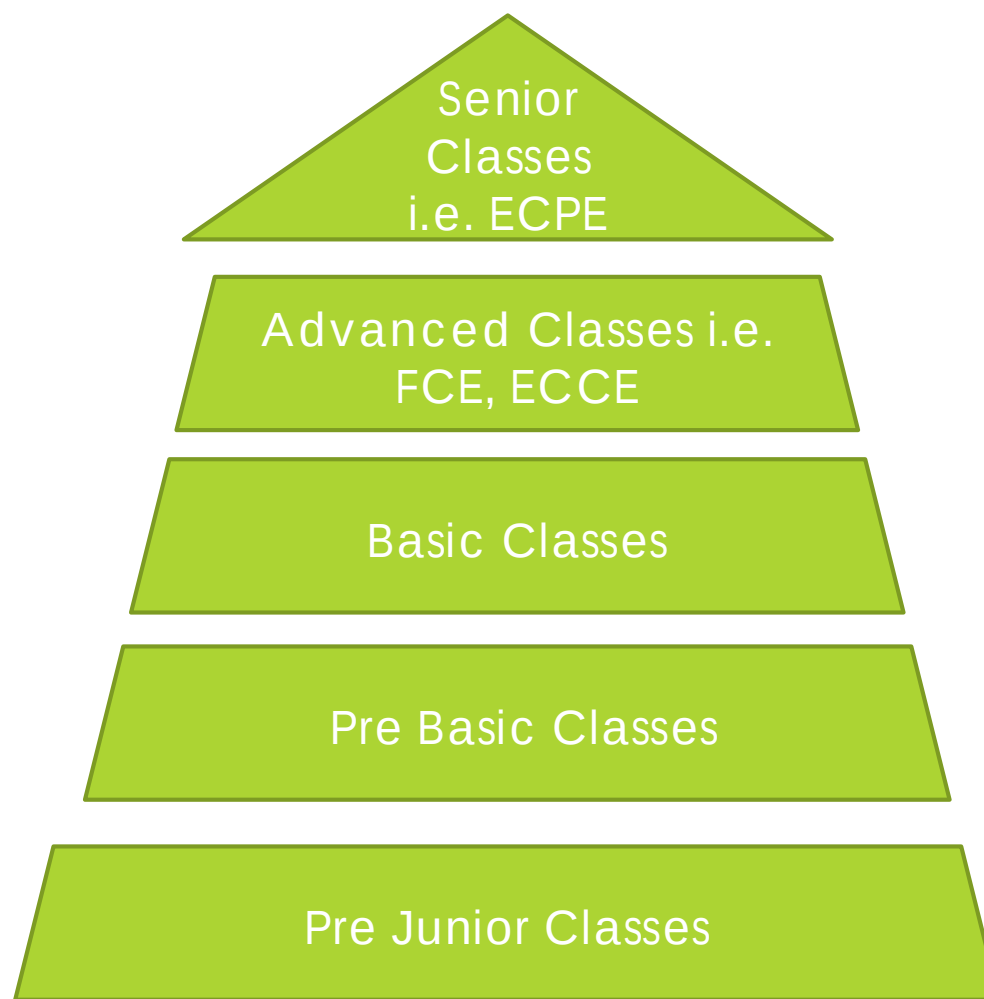
Ποιός είναι ο τελικός πελάτης;

Στο εκπαιδευτικό ταξίδι συμμετέχει 100% ο μαθητής, ο οποίος αντιμετωπίζει με προσπάθεια τις απαιτήσεις για μελέτη, αλλά απολαμβάνει και την χαρά των επιδόσεων του, βάσει των σχετικών αποτελεσμάτων.

Ο Γονέας είναι ο τελικός πελάτης γιατί μπορεί να αλλάξει, τροποποιήσει ή (δυστυχώς) διακόψει την εκπαιδευτική εμπειρία του μαθητή.

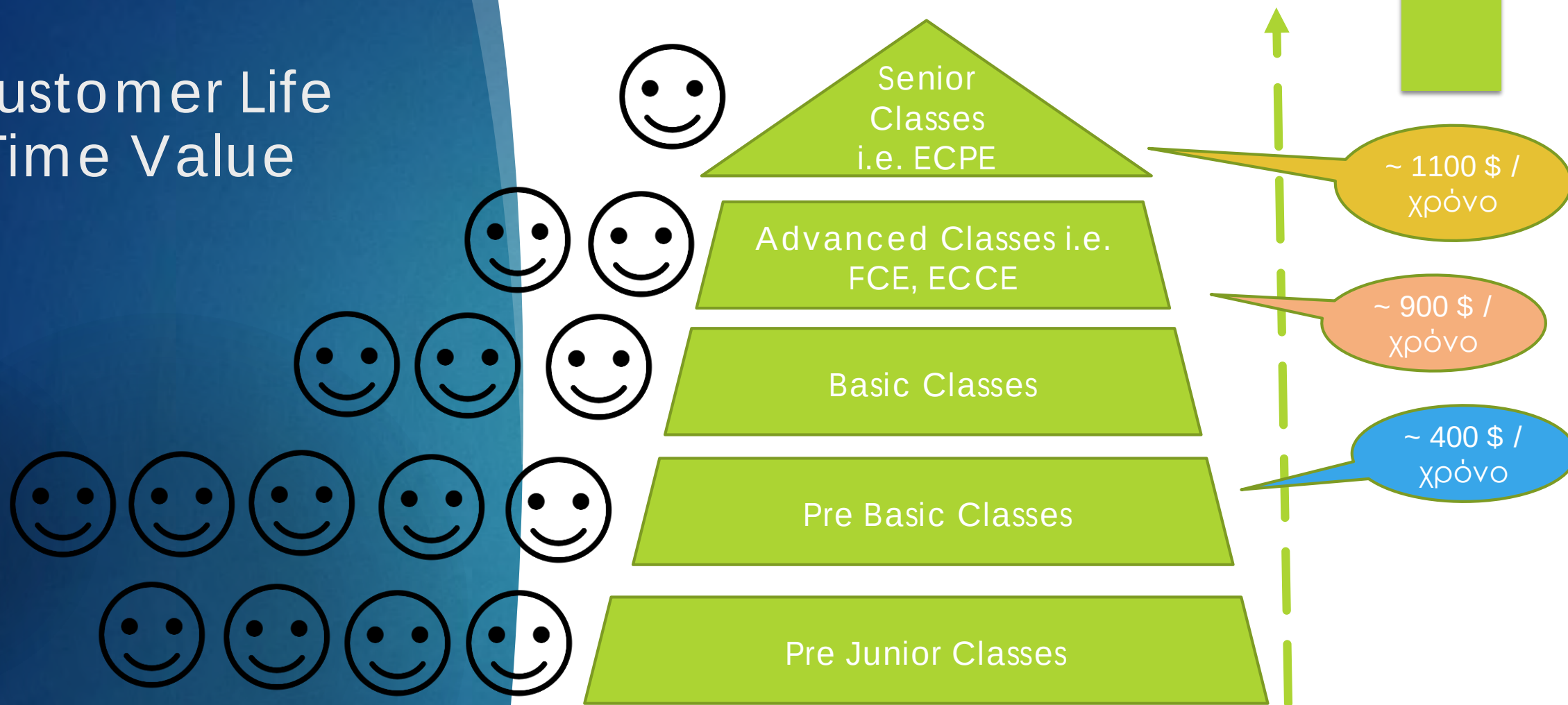


Customer Life Time Value



Χρονική περίοδος:
Περίπου 10 χρόνια

Customer Life Time Value



Business Activities

Περίοδος Εγγραφών /
Εγγραφή Μαθητή

Προγραμματισμός
Πλάνου
Μαθημάτων /
Τάξεων

Καταβολή
Πληρωμών

Ενημέρωση ύλης
μαθήματος κατά την
απουσία του
μαθητή

Οργάνωση
Θεματικών
Δραστηριοτήτων

Επίσημες Εξετάσεις
Φορέα (Α' εξάμηνο)

Εξετάσεις (Μαθητών)
Τριμήνου / Επίδοση
ελέγχων

Χριστουγεννιάτικη
εκδήλωση

Καταβολή
Πληρωμών

Αποκριάτικες
Θεματικές

Ανοιξιάτικη
Εκδρομή /
Θέατρο

Εξετάσεις
Β' Τριμήνου /
Επίδοση ελέγχων

Επίσημες Εξετάσεις
Φορέα (Β' εξάμηνο)

Καταβολή
Πληρωμών

Τελικές Εξετάσεις
Μαθητών

Ενημέρωση
Θερινών
Προγραμμάτων

Κλείσιμο
Χρονιάς /
Ενδεικτικά

Προεγγραφές
για την επόμενη
περίοδο

Business Activities

Περίοδος
Εγγραφών /
Εγγραφή
Μαθητή

Προγραμματισμός
Πλάνου
Μαθημάτων /
Τάξεων

Καταβολή
Πληρωμών

Ενημέρωση ύλης
μαθήματος κατά την
απουσία του μαθητή

Οργάνωση
Θεματικών
Δραστηριοτήτων

Επίσημες Εξετάσεις
Φορέα (Α' εξάμηνο)

Εξετάσεις
(Μαθητών)
Τριμήνου /
Επίδοση
ελέγχων

Χριστουγενιάρικη
εκδήλωση

Καταβολή
Πληρωμών

Αποκριάτικες
Θεματικές

Ανοιξιάτικη
Εκδρομή /
Θέατρο

Εξετάσεις
Β' Τριμήνου /
Επίδοση ελέγχων

Επίσημες
Εξετάσεις
Φορέα (Β'
εξάμηνο)

Καταβολή
Πληρωμών

Τελικές
Εξετάσεις
Μαθητών

Ενημέρωση
Θερινών
Προγραμμάτων

Κλείσιμο
Χρονιάς /
Ενδεικτικά

Προεγγραφές
για την επόμενη
περίοδο

POP
Quiz

Ποιες από αυτές τις επικοινωνώ
μέσω:

1. Email ;
2. Facebook message ;
3. Facebook post ;
4. Instagram story ;
5. Facebook Event ;
6. Ενημέρωσης της επίσημης
σελίδας της επιχείρησης ;

Social Media Marketing

Social media marketing requires having a content marketing strategy, a way to systematically produce yummy yummy content (blog posts, infographics, images, videos) that people will enjoy enough to “hang out” on your social media page or channel.

Κάνω το
πλάνο μου &
δεσμεύομαι

Είμαι παρόν στις
ανάγκες /
αιτήσεις των
πελατών μου

Ο χρόνος
απόκρισης στα
social είναι
άμεσος /
γρήγορος
Ειδικά για online
chat & FB msgr

Η προσωπική μου σελίδα
στο Facebook δεν αποτελεί
σημείο αναφοράς, η
επαγγελματική μου
προυσία είναι σημαντική

Social media marketing requires on-going behind-the-scenes management, often on a day-to-day basis, to ensure that everything is running smoothly up to and including dealing with “rude” guests.

Δεν ενισχύω «προσωπικό»
προφίλ στο LinkedIn.
Εκεί παρουσιάζω την
επαγγελματική ταυτότητα και
ουσία της επιχείρησής μου.

Social Media Marketing

Πλάνο & Ενέργειες

- Παρατηρώ σημεία υγιούς ανταγωνισμού.
Google Search, Facebook & LinkedIn.
- Βλέπω πού & πώς θα μπορέσω να αξιοποιήσω βέλτιστες πρακτικές.
- Αποφεύγω καμπάνιες με διαρκή σήμανση σε εκπτώσεις και προσφορές με ++ μεγάλη διάρκεια π.χ. “- 70% για την περίοδο Χ-Ψ , ή τελευταίες εβδομάδες εγγραφών οι Χ πρώτοι => Χ% έκπτώσεων για όλη τη σχολική χρονιά”.
- Μπορώ να αξιοποιήσω την προσέγγιση των εκπτώσεων με ποιοτικά χαρακτηριστικά π.χ. “Έχουμε ανανεώσει την μεθοδολογία μας με καινούργια βιβλία εκπαίδευσης ... Όσοι κάνουν την Χ ενέργεια μέχρι το Ψ διάστημα θα έχουν έκπτωση στα βιβλία Χ %”.

Pricing
wars

Social Media Marketing

Πλάνο & Ενέργειες

1. Αναγνωρισιμότητα
2. Εμπιστοσύνη
3. Πιστότητα vs. ταξίδι πελάτη

Καθημερινή ή
εβδομαδιαία
διάδραση -FB

Στόχοι:
1. Reach
2. Impressions
3. Post Likes

- Επιλέγω που θα έχω μεγαλύτερη παρουσία π.χ. Κάνω περισσότερες διαφημίσεις (προώθηση posts) στο Facebook και λιγότερες σε google ads? έχω μετρήσει σε ποιό?
- Στο επαγγελματικό πλαίσιο λειτουργίας για τα social, διαφοροποιώ την προσέγγιση και χαρακτηρίζω τους δυνητικούς/υφιστάμενους πελάτες ως «οπαδούς» της επιχείρησής μου.. δεν έχουμε βασιλεία στο κλάδο ☺ .. οπότε και δεν τίθεται η έννοια του ακόλουθου...
- Έχουμε χαρούμενα παιδιά που θέλουν να μάθουν και ικανοποιημένους γονείς που τα υποστηρίζουν, αυτοί είναι οι FANS, οπαδοί μας είτε βρίσκονται στο business Facebook / Instagram και μας έχουν κάνει Like ή στο LinkedIn.

In business
Customer
is the King
!!

Social Media Marketing Business Platforms & Tips



CAMPAIGN MANAGER

Google Ads



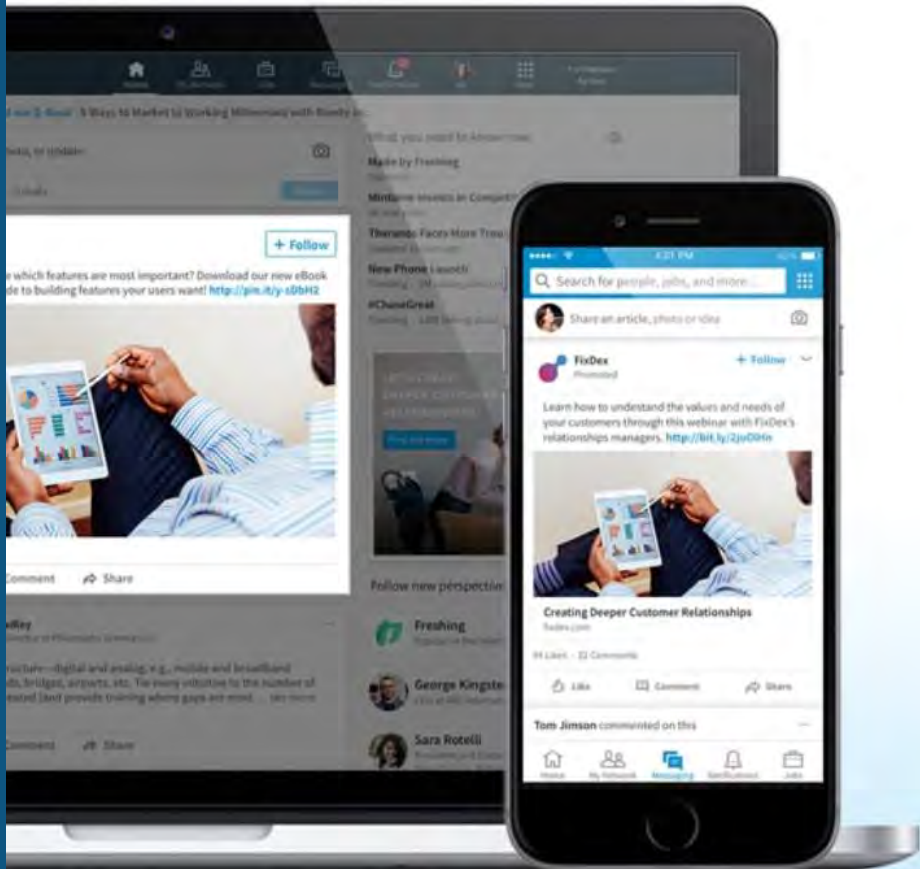


SPONSORED CONTENT

Boost your content across devices

Promote your company updates to targeted audiences on desktop, mobile, and tablet. Drive awareness and leads in the world's most viewed professional news feed.

[Learn about Sponsored Content](#)





CAMPAIGN MANAGER

LinkedIn Marketing Solutions

Create ad

SPONSORED CONTENT

Boost your content across devices

Promote your company updates to targeted audiences on desktop, mobile, and tablet. Drive awareness and leads in the world's most viewed professional news feed.

[Learn about Sponsored Content](#)

SPONSORED INMAIL

Μπορούμε να χρησιμοποιήσουμε
τους κωδικούς του GMAIL / Google



One step left, create your password!

Sofoklis Karakounis
sophopilot@gmail.com

Password (6 or more characters)

You agree to the LinkedIn User Agreement, Privacy Policy, and
Cookie Policy.

Agree & Join

Already on LinkedIn? [Sign in](#)

LinkedIn Corporation © 2019



CAMPAIGN MANAGER

Profile Community Interests

Your profile helps you discover the right people and opportunities

Most recent job title *

Director Of Studies

Most recent company *

My school name

Industry *

Primary/Secondary Education



There are 5033336 members in the same industry on LinkedIn.

I'm a student

Continue

LinkedIn

Connecting with people lets you see updates and keep in touch

Search for someone specific to connect with...



Ioanna Siankouri
Director of Studies at SiankouriSchool



Steven / Athens
English for Diplomats - Director of Studies



Vicki Kotsekidis
Director of Studies, education/management



Julien Landureau
Chef de projet • Consultant | Stratégie de communication •



Charlotte Winters
TV/Screenwriter



LinkedIn

Profile Community Interests

Adding a photo helps people recognize you



Sofoklis Karakovounis
Director Of Studies at My school name
Greece

Add photo



Use my Google photo



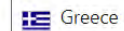
Use my Facebook photo

Profile Community Interests

Get the LinkedIn app

Keep opportunity in your pocket wherever you are

Country/Region



Greece

Number

Standard text messaging rates apply. We won't display your number on your profile or share it with anyone.

Text me the link



Create account



Launch campaign

Welcome to Campaign Manager, Sofoklis!

Account name 

Sofoklis' Ad Account

80

Currency 

Euro Member Countries, Euro (EUR) 

Associate a LinkedIn Page with your account (optional) 

Enter an existing name / URL



[Create new LinkedIn Page +](#)

Create account

Default Campaign Group Untitled Campaign 

New Ca

Step 1

Set up Campaign

- Objective selection
- Audience
- Ad format
- Placement
- Budget & Schedule
- Conversion Tracking

Step 2

Set up Ads

Objective

Let's get started! Select the objective that best fits your goals below.

Awareness

Brand awareness 

Consideration

Website visits

Engagement

Video views

Conversions

Lead generation

Website conversions App installations 

Forecasted Results

Audience



Default Campaign Group 

Website visits - Jun 27, 2019 

Step 1

Set up Campaign

- **Objective selection**
- Audience 
- Ad format
- Placement
- Budget & Schedule
- Conversion Tracking

Step 2

Set up Ads

Your objective is:



Website visits [Change](#)

I want more people to visit a website destination site on or off LinkedIn.

Audience [Saved Audiences](#)  |  [Audiences](#) 

[Create a new audience](#)

[Reset audience](#)

Where is your target audience?

Locations [Recent or permanent location](#)  

INCLUDE

[+ Add Locations](#)

 **At least one location must be included**

EXCLUDE people in other locations

Profile language 

English 



Default Campaign Group

Website visits - Jun 27, 2019

New Campaign

Step 1

Set up Campaign

- Objective selection
- **Audience**
- Ad format
- Placement
- Budget & Schedule
- Conversion Tracking

Step 2

Set up Ads

Where is your target audience?

Locations Permanent location

INCLUDE

Greece

greece

[Learn more about targeting criteria](#)

☒ Greece • Europe

EXCLUDE people in other locations

Profile language

English



Who is your target audience?

[+ Narrow audience further](#)

Forecasted Results



Target audience size
1,600,000+

1-day 7-day 30-day

7-day spend
€72.00 - €210.00

7-day impressions
53,000 - 320,000

CTR
0.022% - 0.034%

7-day clicks **Key Result**
36 - 200

Note: forecasted results are an estimate and do not guarantee actual campaign performance. [Learn more about how we forecast results](#)

Is this forecast helpful? [Yes](#) [No](#)



Who is your target audience?

Start building your audience by searching for attributes

 Demographics

Company

Demographics

Education

Job Experience

Interests



Default Campaign Group 

Website visits - Jun 27, 2019 

Step 1

Set up Campaign

- Objective selection
- Audience
- **Ad format**
- Placement
- Budget & Schedule
- Conversion Tracking

Step 2

Set up Ads

Ad format

Choose your ad format



Text ad



Single image ad



Carousel image ad



Video ad



Follower ad



Spotlight ad



Job ad



Message ad

Placement

LinkedIn Audience Network

Reach up to 25% more of your target audience by running your ads on LinkedIn and our partner apps and websites.

☐ Enable the LinkedIn Audience Network

 The LinkedIn Audience Network is not currently available for the objective or ad format you selected.



CAMPAIGN MANAGER



Default Campaign Group

Website visits - Jun 27, 2019

Step 1

Set up Campaign

- Objective selection
- Audience
- Ad format
- Placement
- **Budget & Schedule**
- Conversion Tracking

Budget & Schedule

Budget

Set a daily budget

Daily Budget

€25.00

Actual daily spend may be up to 20% higher

Schedule

- ☒ Run campaign continuously from a start date

Start date

6/27/2019

Your campaign will start at 12:00AM UTC on your start date.

- ☐ Set a start and end date

Bid type

Maximum CPC Bid

I will adjust my CPC (cost per click) bid manually.

Bid amount

€0.50

per click

Bid needs to be at least: €2.00

Recommended bid: €2.07

Other similar advertisers are bidding between €2.07 - €2.87

Bid amount

€2.00

per click

Recommended bid: €2.07

Other similar advertisers are bidding between €2.07 - €2.87

Conversion tracking (optional)

Measure the actions members take on your website after clicking or viewing your LinkedIn ad.

[+ Add conversions](#)



Accounts

Sofoklis' Ad Account ✕

Campaign Groups

1 total campaign group

Campaigns

1 total campaign

Ads

0 total ads

Create campaign

Performance Client

Demographics

Set Status ▾

Export

Search by name, campaign ID, or type

Filters ▾

Columns: Performance ▾

Breakdown ▾

Time range: 5/29/2019 - 6/27/2019 ▾

Campaign Name ↕	Status ↕	Spent ↕	Impressions ↕	Clicks ↕	Average CTR ↕	Bid ↕	Average CPM ↕	Average CPC ↕	Conversions ↕	Cost Per Co
☐ 1 campaign	—	€0.00	0	0	-	—	-	-	0	-
☐ Website visits - Jun 27, 2019 ID: 152749843 · Text Ad	Draft	€0.00	0	0	-	€2.00	-	-	0	-

< Previous

1

Next >

Show 15 per page ▲

Google Ads



Βήμα – βήμα Google Ads

Introducing Google Ad Manager.

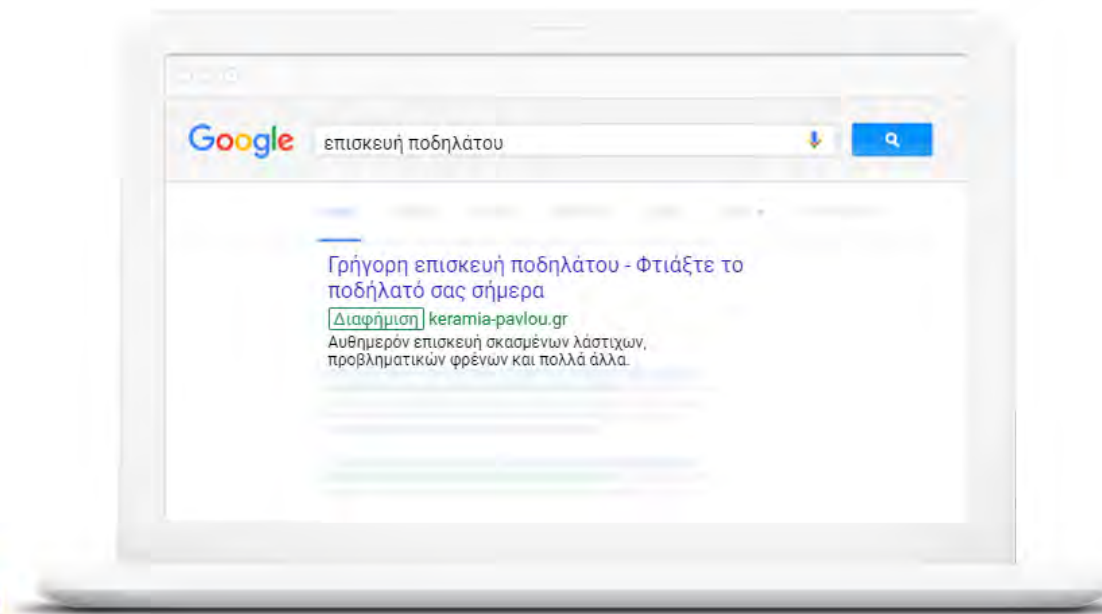
A complete platform to grow ad revenue and protect your brand wherever people are watching, playing or engaging.

Get started

Διαφημιστείτε στη Google

Οι πελάτες θα σας βλέπουν ακριβώς τη στιγμή που αναζητούν στην Google αυτά που προσφέρετε. Εσείς θα πληρώνετε μόνο όταν κάνουν κλικ, για να επισκεφτούν τον ιστότοπό σας ή για να σας καλέσουν.

ΞΕΚΙΝΗΣΤΕ ΤΩΡΑ



ΟΦΕΛΗ



Γιατί να χρησιμοποιήσετε το Google Ads;

Προσελκύστε περισσότερους πελάτες.

Το Google Ads μπορεί να σας βοηθήσει να προσελκύσετε



Προσεγγίστε τα κατάλληλα άτομα την κατάλληλη στιγμή.

Βήμα – βήμα Google Ads

What's your main advertising goal?

Ads that focus on a specific goal help you get the results that you want

 Get more calls



 Get more visits to your physical location



Choose this goal if:

- ✓ Your first interaction with customers is usually at your shop front
- ✓ You have a physical location you want customers to visit

[PICK GOAL](#)

 Get more website sales or sign-ups



[Experienced with Google Ads?](#)



Need help?

Call for free ad setup help at **1-855-738-7723**
9.00 a.m. to 9.00 p.m. ET, Mon–Fri
[More help options](#)

Βήμα – βήμα Google Ads



Google Ads

New campaign



372-390-4352
sophopilot@gmail.com



1 Your business & audience — 2 Your ad — 3 Budget and review — 4 Set up billing

Describe your business

This info will be used to create an ad that reaches the right customers

Business name

0 / 120

Business website

Example: www.example.com

BACK

NEXT



Need help?

Call for free ad setup help at **1-855-738-7723**

9.00 a.m. to 9.00 p.m. ET, Mon–Fri

[More help options](#)

Βήμα – βήμα Google Ads

1 Your business & audience — 2 Your ad — 3 Budget and review — 4 Set up billing

Describe your business

This info will be used to create an ad that reaches the right customers

Business name

My Business Sopho example

25 / 120

Business website

<https://www.facebook.com/coachingmethodologycom/?ref=bookmarks>

BACK

NEXT

Βήμα – βήμα Google Ads



Google Ads

New campaign



so

1 Your business & audience — 2 Your ad — 3 Budget and review — 4 Set up billing

Where are your customers?

Find new customers in the areas that you serve



Set up a radius around your business



Set up specific areas

What's your business address?



Gerakas, Greece



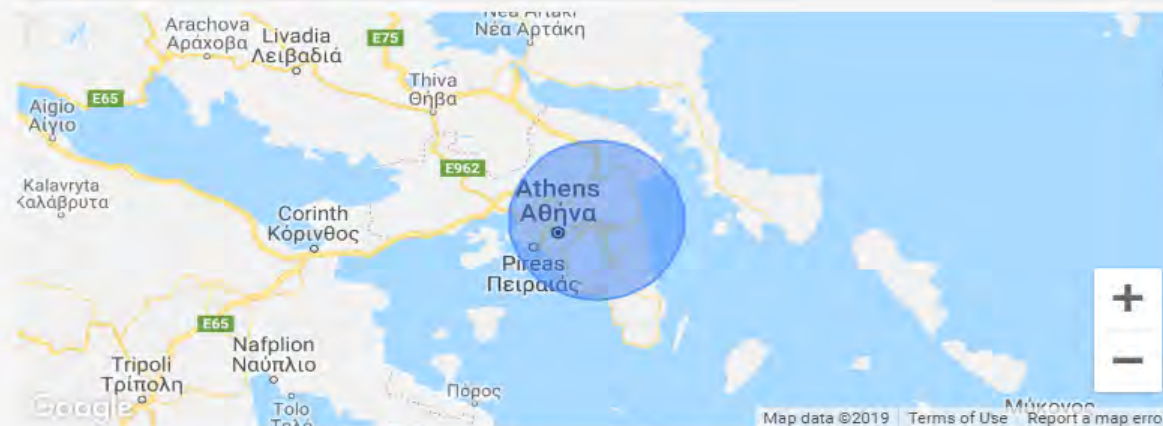
What radius around your business?

25 km



5

65



BACK

NEXT

Potential audience size



7,045,424

people per month

This is an estimate of how many people search on Google in your selected locations. Audience size doesn't affect your cost.

Βήμα – βήμα Google Ads



Google Ads

New campaign



sopho

1 Your business & audience — 2 Your ad — 3 Budget and review — 4 Set up billing

Where are your customers?

Find new customers in the areas that you serve



Set up a radius around your business



Set up specific areas

Where do you want your ad to appear?

Heraklion



Pikermi



Acharnes



Athens



Rafina



+ Add location (city, county or country)



BACK

NEXT

Potential audience size



4,954,925

people per month

This is an estimate of how many people search on Google in your selected locations. Audience size doesn't affect your cost.

Βήμα – βήμα Google Ads

Google Ads | New campaign

1 Your business & audience — 2 Your ad — 3 Budget and review — 4 Set up billing

Where are your customers?

Find new customers in the areas that you serve

 Set up a radius around your business

 Set up specific areas

Where do you want your ad to appear?

Heraklion 

+ Add location (city, county or country)

Potential audience size

 **365,210**
people per month

This is an estimate of how many people search on Google in your selected locations. Audience size doesn't affect your cost.



BACK

NEXT

Βήμα – βήμα Google Ads

 Google Ads | New campaign ? sopho

1 Your business & audience — 2 Your ad — 3 Budget and review — 4 Set up billing

Define your product or service

Which language do you want to advertise in?

English ▾

What is your business category?

For example: Plumber ×

Potential audience size

 **365,210**
people per month

This is an estimate of how many people search on Google in your selected locations. Audience size doesn't affect your cost.

BACK

NEXT

Βήμα – βήμα Google Ads



Google Ads

New campaign



sopho

1 Your business & audience — 2 Your ad — 3 Budget and review — 4 Set up billing

Define your product or service

Which language do you want to advertise in?

Ελληνικά ▾

What is your business category?

φρ|



Φροντιστήριο

Φροντιστηρια αγγλικων

Φροντιδα ηλικιωμενων

Φριβ

Φριω

Φρεζα

Φροντιστηρια επαλ

Φραντσαιζ

Potential audience size



365,210

people per month

This is an estimate of how many people search on Google in your selected locations. Audience size doesn't affect your cost.

Βήμα – βήμα Google Ads

 Google Ads | New campaign ? sopho

1 Your business & audience — 2 Your ad — 3 Budget and review — 4 Set up billing

Define your product or service

Which language do you want to advertise in?

Ελληνικά ▾

What is your business category?

✓ κέντρο ξ

Ξενοδοχεία ημιδιαμονής κέντρο

Can't find your category?
add κέντρο ξ

+ ADD ANOTHER

BACK

NEXT

Potential audience size

 365,210
people per month

This is an estimate of how many people search on Google in your selected locations. Audience size doesn't affect your cost.

Need help?

Βήμα – βήμα Google Ads

 Google Ads

New campaign

1 Your business & audience

2 Your ad

3 Budget and review

4 Set up billing

Define your product or service

Which language do you want to advertise in?

Ελληνικά ▾

What is your business category?

Κέντρο ξένων γλωσσών ✕

What specific products or services do you want to promote in this ad?

We'll show your ad to people searching for similar terms on Google

✕

+ ADD ANOTHER

Suggested for you

+ αγγλικά

+ μαθηματα αγγλικων

+ γερμανικα

+ ισπανικα

+ γαλλικα

+ μαθηματα γερμανικων

+ φροντιστηρια αγγλικων

+ πτυχια αγγλικων

BACK

NEXT

Potential audience size

 Limited

people per month

How to increase your potential audience:

- Target a larger area to reach more people.
- Choose a product or service that is less specific, but still appropriate for your business.

keywords

Βήμα – βήμα Google Ads

 Google Ads

New campaign

 sopho

1 Your business & audience

2 Your ad

3 Budget and review

4 Set up billing

Define your product or service

Which language do you want to advertise in?

Ελληνικά

What is your business category?

Φροντιστηρια αγγλικων

What specific products or services do you want to promote in this ad?

We'll show your ad to people searching for similar terms on Google

+ ADD ANOTHER

Suggested for you

+ αγγλικά

+ ξενες γλωσσες

+ μαθηματα αγγλικων

+ πτυχια αγγλικων

+ μαθηματα ισπανικων

+ ασκησεις αγγλικων

+ φροντιστηρια ξενων γλωσσων

+ μαθηματα γαλλικων

BACK

NEXT

Potential audience size

 Limited people per month

How to increase your potential audience:

- Target a larger area to reach more people.
- Choose a product or service that is less specific, but still appropriate for your business.

Βήμα – βήμα Google Ads

 Google Ads | New campaign ? sopho

1 Your business & audience — 2 Your ad — 3 Budget and review — 4 Set up billing

Define your product or service

Which language do you want to advertise in?
Ελληνικά ▾

What is your business category?
✓ Κεντρο ξενων γλωσσων ✕

What specific products or services do you want to promote in this ad?
We'll show your ad to people searching for similar terms on Google
✕

+ ADD ANOTHER

Suggested for you
✓ + αγγλικά ✓ + μαθηματα αγγλικων + γερμανικα + ισπανικα + γαλλικα
+ μαθηματα γερμανικων + φροντιστηρια αγγλικων ✓ + πτυχια αγγλικων

BACK NEXT

Potential audience size

 **Limited**
people per month

How to increase your potential audience:

- Target a larger area to reach more people.
- Choose a product or service that is less specific, but still appropriate for your business.

Βήμα – βήμα Google Ads

 Google Ads

New campaign

1 Your business & audience

2 Your ad

3 Budget and review

4 Set up billing

Define your product or service

Which language do you want to advertise in?

Ελληνικά

What is your business category?

Κεντρο ξενων γλωσσων

What specific products or services do you want to promote in this ad?

We'll show your ad to people searching for similar terms on Google

αγγλικά

μαθηματα αγγλικων

πτυχια αγγλικων

CPE ECCE

+ ADD ANOTHER

Suggested for you

+ γερμανικα

+ ισπανικα

+ γαλλικα

+ μαθηματα γερμανικων

+ φροντιστηρια αγγλικων

BACK

NEXT

Potential audience size

 **Limited**
people per month

How to increase your potential audience:

- Target a larger area to reach more people.
- Choose a product or service that is less specific, but still appropriate for your business.

Βήμα – βήμα Google Ads

 Google Ads | New campaign ? sopho

1 Your business & audience — 2 Your ad — 3 Budget and review — 4 Set up billing

Define your product or service

Which language do you want to advertise in?

Ελληνικά ▾

What is your business category?

Κεντρο ξενων γλωσσων X

What specific products or services do you want to promote in this ad?

We'll show your ad to people searching for similar terms on Google

αγγλικά X

μαθηματα αγγλικων X

▶ πτυχια αγγλικων X

▶ CPE ECCE X

EUROPALSO| X

+ ADD ANOTHER

Suggested for you

+ γερμανικα

+ ισπανικα

+ γαλλικα

+ μαθηματα γερμανικων

+ φροντιστηρια αγγλικων

BACK NEXT

Potential audience size

 **Limited**
people per month

How to increase your potential audience:

- Target a larger area to reach more people.
- Choose a product or service that is less specific, but still appropriate for your business.

Βήμα – βήμα Google Ads

✓ Your business & audience — 2 Your ad — 3 Budget and review — 4 Set up billing

Let's write your ad

Highlight the products and services you offer, and what makes your business unique

Get tips and view sample ads

Ad #1

Headline 1

Αριστεία και ποιότητα στο χ ζ

29 / 30

Headline 2

100 % Επιτυχία Περιοχή

22 / 30

Description

Τα κέντρα ξένων γλωσσών παραδειγμα παραδειγμα|περιοχη έμπειρους

86 / 90



1 policy violation [view details](#)

- Unacceptable spacing ("παραδειγμα περιοχη")



Save ad with known issues

When you click "Next" the ad will be reviewed to ensure it complies with AdWords policies. If any policy violations haven't been fixed, your ad may be disapproved.

Your ad preview

Αριστεία και ποιότητα στο χ ζ | 100 % Επιτυχία Περιοχή

[Ad] <https://www.facebook.com/coachingmethodologycom/?re...>

Τα κέντρα ξένων γλωσσών παραδειγμα παραδειγμα περιοχη έμπειρους καθηγητές μεθοδολογία



[SEE MORE AD LAYOUTS](#)

[WRITE ANOTHER AD](#)

Clicks on your ad go to

Βήμα – βήμα Google Ads

✓ Your business & audience — 2 Your ad — 3 Budget and review — 4 Set up billing

Let's write your ad

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! 1 policy violation [view details](#)

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[SEE MORE AD LAYOUTS](#)

[WRITE ANOTHER AD](#)

Clicks on your ad go to ?

Βήμα – βήμα Google Ads

Google Ads | New campaign

✓ Your business & audience — 2 Your ad — 3 Budget and review — 4 Set up billing

Let's write your ad

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29 / 30

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22 / 30

Description

Τα κέντρα ξένων γλωσσών παραδειγμα παραδειγμα περιοχη έμπειρους

85 / 90

Your ad preview

Αριστεία και ποιότητα στο χ ζ | 100 % Επιτυχία Περιοχή

[Ad] <https://www.facebook.com/coachingmethodologycom/?re...>

Τα κέντρα ξένων γλωσσών παραδειγμα παραδειγμα περιοχη έμπειρους καθηγητές μεθοδολογία

SEE MORE AD LAYOUTS

[WRITE ANOTHER AD](#)

Clicks on your ad go to ⓘ

<https://www.facebook.com/coachingmethodologycom/?ref=bookmarks>

BACK

NEXT

Βήμα – βήμα Google Ads

✓ Your business & audience — 2 Your ad — 3 Budget and review — 4 Set up billing

Get phone calls

Make it easy for people to call you directly from your ad. [Learn more](#)

Greece ▼

Phone number (optional)

BACK

NEXT

Your ad preview

Αριστεία και ποιότητα στο χ ζ | 100 % Επιτυχία
Περιοχή

Ad <https://www.facebook.com/coachingmethodologycom/?r...> ▼

Τα κέντρα ξένων γλωσσών παραδειγμα παραδειγμα περιοχη
έμπειρους καθηγητές μεθοδολογία



SEE MORE AD LAYOUTS

Βήμα – βήμα Google Ads

 Google Ads | New campaign ? sopho

 Your business & audience

 2 Your ad

 3 Budget and review

 4 Set up billing

Get phone calls

Make it easy for people to call you directly from your ad. [Learn more](#)

Greece ▼

Phone number (optional)
2102222222

BACK

NEXT

Your ad preview

 Αριστεία και ποιότητα στο χ ζ | 100 %
Επιτυχία Περιοχή

Ad

<https://www.facebook.com/coachingmethodologyc...> ▼

Τα κέντρα ξένων γλωσσών παραδειγμα παραδειγμα περιοχη
έμπειρους καθηγητές μεθοδολογία

 [SEE MORE AD LAYOUTS](#)

Βήμα – βήμα Google Ads

Google Ads | New campaign ? sopho

✓ Your business & audience — 2 Your ad — 3 Budget and review — 4 Set up billing

Get
Make it
Greece

Preview all ad types

GOOGLE SEARCH | GOOGLE PARTNER SITES

Google KENTPO ΞΕΝΩΝ ΓΛΩΣΣΩΝ

Αριστεία και ποιότητα στο χ ζ | 100 %
Επιτυχία Περιοχή

Ad www.facebook.com 2102222222

Τα κέντρα ξένων γλωσσών παραδειγμα
παραδειγμα περιοχη έμπειρους καθηγητές...

Google KENTPO ΞΕΝΩΝ ΓΛΩΣΣΩΝ

Αριστεία και ποιότητα στο χ ζ |
100 % Επιτυχία Περιοχή

Ad www.facebook.com

Τα κέντρα ξένων γλωσσών
παραδειγμα παραδειγμα περιοχη...

CALL 2102222222

To make your ads more effective, Google will create other versions of these ads using content you provide. [Learn more](#)

DONE

Need help?
Call for free ad setup help at 1-855-738-7723
9.00 a.m. to 9.00 p.m. ET, Mon–Fri
[More help options](#)

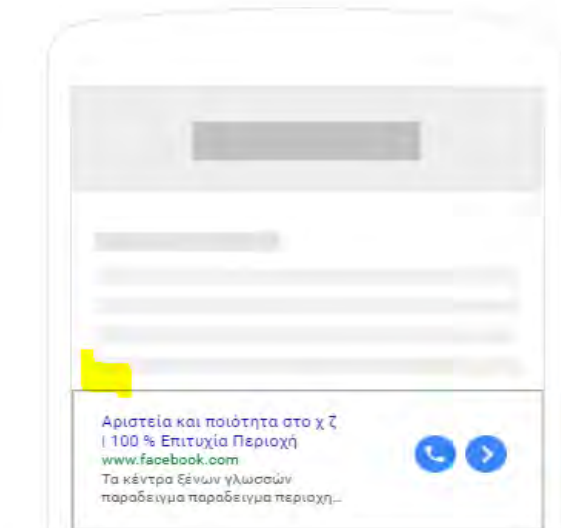
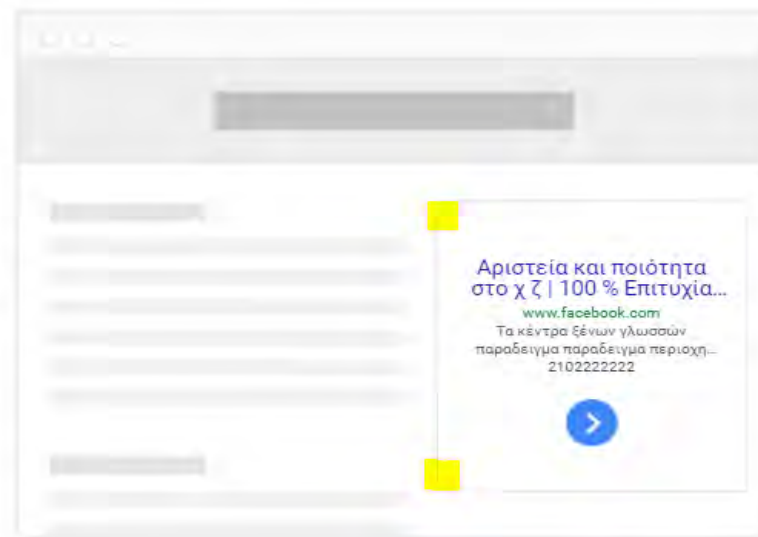
Βήμα – βήμα Google Ads

Preview all ad types

GOOGLE SEARCH

GOOGLE PARTNER SITES

Google partner sites (also called the Google Display Network) are a group of more than 2 million websites and mobile apps that partner with Google to show ads. Your ad is automatically matched to related websites and apps.



To make your ads more effective, Google will create other versions of these ads using content you provide. [Learn more](#)

DONE

Need help?

Call for free ad setup help at 1-855-738-7723

9.00 a.m. to 9.00 p.m. ET, Mon-Fri

Βήμα – βήμα Google Ads

Google Ads

New campaign

?

sopho

✓ Your business & audience

✓ Your ad

3 Budget and review

4 Set up billing

Set your budget

€ 2.43 per day average

€74.00 monthly maximum

Typical competitor budget range

Estimated performance

8,533 – 14,230 impressions per month

412 – 687 clicks per month

This estimate is based on businesses with similar ad settings and budget.

How your budget works

What you pay for
Pay **only** when people **click** your ad or call your business.

How much it costs
Costs vary for each click, but you **won't** spend more than your **monthly** budget.

If you change your mind
Try running your ad, but **no need to commit**. Change your budget or **cancel** your ad at any time.

BACK

NEXT

Βήμα – βήμα Google Ads

 Google Ads

New campaign

✓ Your business & audience

✓ Your ad

3 Budget and review

4 Set up billing

Set your budget

€ 4.00 per day average

€122.00 monthly maximum

Typical competitor budget range

How your budget works

What you pay for Pay only when people click your ad or call your business.	How much it costs Costs vary for each click, but you won't spend more than your monthly budget.	If you change your mind Try running your ad, but no need to commit. Change your budget or cancel your ad at any time.
--	---	---

BACK

NEXT

Estimated performance

14,063 – 23,468 impressions per month

679 – 1,133 clicks per month

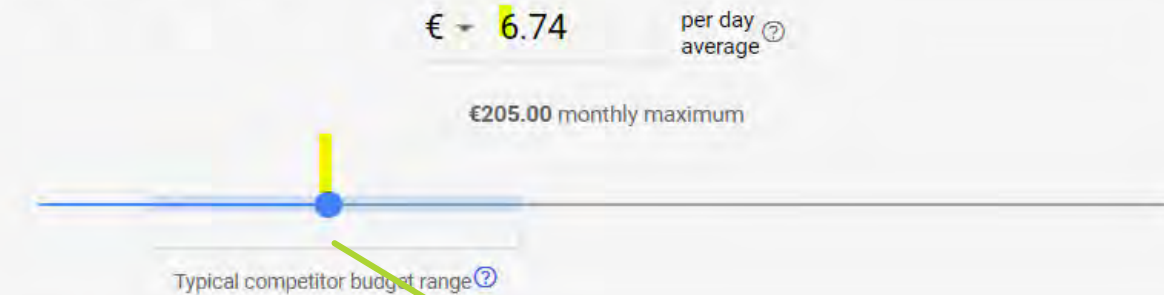
This estimate is based on businesses with similar ad settings and budget.

Βήμα – βήμα Google Ads

Google Ads | New campaign

1 Your business & audience — 2 Your ad — 3 Budget and review — 4 Set up billing

Set your budget



How your budget works

What you pay for

Pay only when people click your ad or call your business.

How much it costs

Costs vary for each click, but you won't spend more than your monthly budget.

If you change your mind

Try running your ad, but no need to commit. Change your budget or cancel your ad at any time.

BACK

NEXT

Estimated performance

23,632 – 39,416 impressions per month

1,141 – 1,903 clicks per month

This estimate is based on businesses with similar ad settings and budget.

Ανεβάζω το budget μόνο για συγκεκριμένες εβδομάδες π.χ. περίοδος Εγγραφών ?
Food for thought

Βήμα – βήμα Google Ads

✓ Your business & audience — ✓ Your ad — 3 Budget and review — 4 Set up billing

Set your budget

€ 2.80 per day average ?

€85.00 monthly maximum



Typical competitor budget range ?

How your budget works

What you pay for

Pay only when people click your ad or call your business.

How much it costs

Costs vary for each click, but you won't spend more than your monthly budget.

If you change your mind

Try running your ad, but no need to commit. Change your budget or cancel your ad at any time.

BACK

NEXT

Estimated performance ?

9,797 – 16,363 impressions per month

473 - 790 clicks per month

This estimate is based on businesses with similar ad settings and budget.

Ad quality score?
Mobile friendly site?

Βήμα – βήμα Google Ads

The screenshot shows the Google Ads 'New campaign' setup interface. The top navigation bar includes the Google Ads logo and the text 'New campaign'. Below this, a progress bar indicates four steps: 'Your business & audience', 'Your ad', 'Budget and review' (the current step), and 'Set up billing'. The main content area is titled 'Set your budget'. It features a budget input field set to '€ 2.80 per day average', with a note '€85.00 monthly maximum'. A horizontal slider below this field is labeled 'Typical competitor budget range'. To the right, a box titled 'Estimated performance' shows '9,797 - 16,363 impressions per month' and '473 - 790 clicks per month', with a disclaimer: 'This estimate is based on businesses with similar ad settings and budget.' Below the budget section, a box titled 'How your budget works' contains three sub-sections: 'What you pay for' (Pay only when people click your ad or call your business.), 'How much it costs' (Costs vary for each click, but you won't spend more than your monthly budget.), and 'If you change your mind' (Try running your ad, but no need to commit. Change your budget or cancel your ad at any time.). At the bottom of this box are 'BACK' and 'NEXT' buttons.

Ας δούμε λίγο τις έννοιες:

AD Ranking
AD Position
AD Quality Score
CTR.. 😊 click through rate

.. Τι συμβαίνει στην πρώτη σελίδα αναζήτησης.

Βήμα – βήμα Google Ads

Ας δούμε λίγο τις έννοιες:

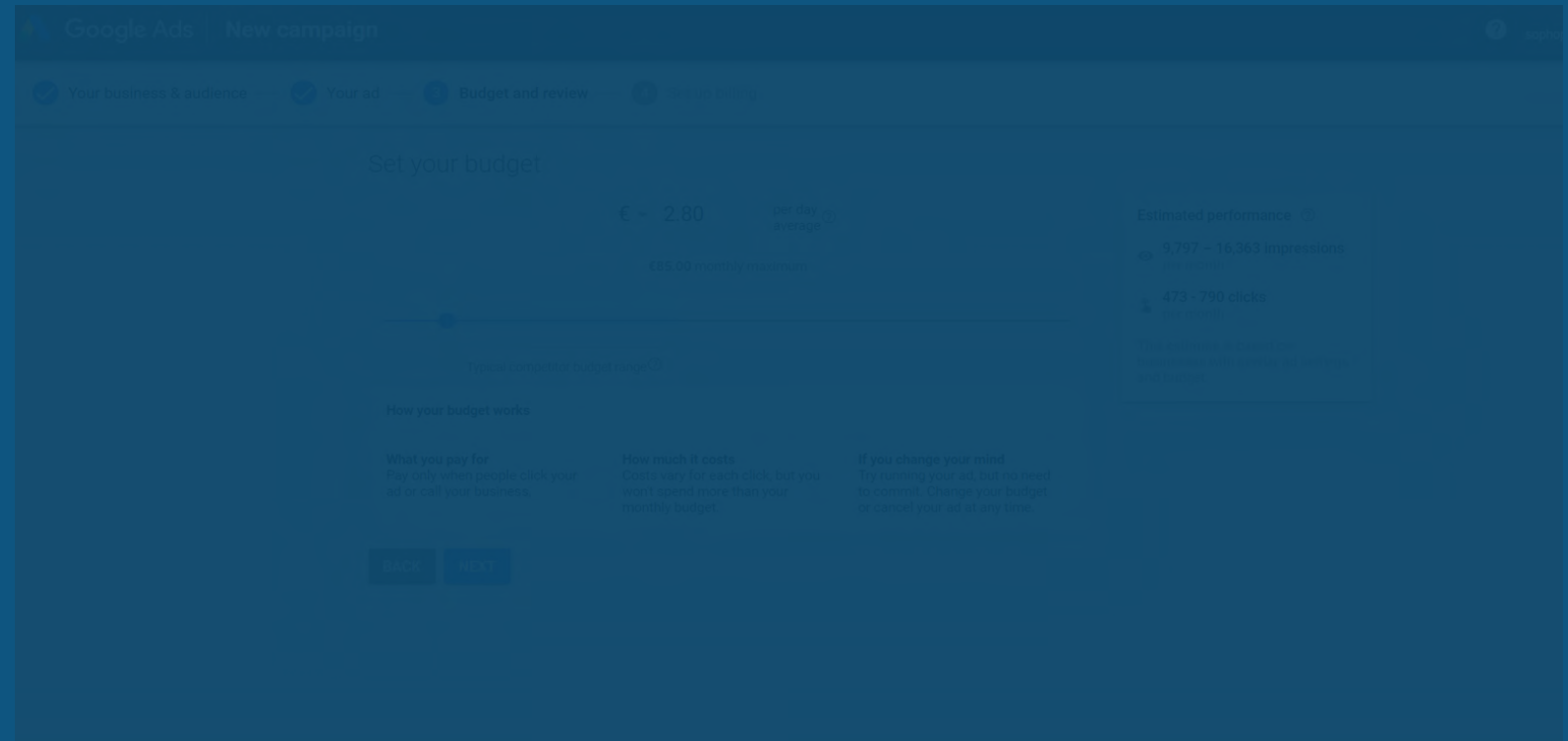
Ad Ranking

Ad Position

Ad Quality Score

CTR..= 😊 click through
rate

.. Τι συμβαίνει στην πρώτη
σελίδα αναζήτησης.



Βήμα – βήμα Google Ads , Ad ranking rules !

The screenshot shows a Google search for "bluestar ferries". The search results are annotated with green and red arrows and boxes to illustrate ad ranking rules.

- 1st ranking \$\$**: A green box highlights the top organic result, "Blue Star Ferries | Bargain Routes up to 35% off", which is the first result on the page.
- Organic / Middle position**: An orange box highlights the organic result "Blue Star Ferries ticket collection & sales point", which is the second result on the page.
- Low , 1st Page ranking- paid**: A green box highlights the paid result "Blue Star Ferries - Homepage", which is the first result on the second page of the search results.

The search results include:

- Blue Star Ferries | Bargain Routes up to 35% off** (Ad) www.isferry.com/
Book your **Ferry** in just a Few Steps. Book Online & Save! Compare Prices and Schedules with Blue...
- Cyclades Islands**
Travel with Blue Star Ferries and Enjoy a Relaxing Crossing!
- Destination Rhodes**
Cross Aegean Sea in the Night and Enjoy your time Blue Star Ferries!
- Blue Star Ferries - Tickets | Find Exclusive Online Deals** (Ad) www.ferryscanner.com/
Blue Star Ferries **Ferry** Tickets. Book Online Cheap **Ferry** Tickets Here! No Secret Fees. Book Your...
- Blue Star Ferries | Official Offers & Routes | Book The Cheapest Ticket** (Ad) www.letsferry.gr/BlueStarFerries 2821 075344
See All **Ferry** Routes in Greece. Fast and Easy Booking. Book Now! The Simpler Way To Book The Cheapest **Ferry** Tickets Across Greece. Widest Choice Of **Ferries**. Easy & Fast Booking. Instant Confirmation. All Routes in Greece. Direct Booking. Compare 22+ Companies.
- Blue Star Ferries | Book & Compare Prices Online | DirectFerries.co.uk** (Ad) www.directferries.co.uk/Blue-Star
Compare & Book **Blue Star Ferries** at Direct **Ferries**. Save Money Now
- Blue Star Ferries - Homepage** (Ad) <https://www.bluestarferries.com/en/>
Bluestar Ferries. ... Blue Star Offers. SUPER ECONOMY BLUE STAR VACATIONS; On Blue Magazine. USEFUL LINKS; www.attica-group.com ...
- Timetables**
Bluestar Ferries. ... TIMETABLES. Piraeus - Heraklion - Piraeus ...
- Domestic Lines**
Welcome to the Online Booking System of our Company for ...
- Contact Us**
CONTACT US. BLUE STAR
- Our Ships**
BLUE STAR FLEET. BLUE STAR



The ranking Party...

... τι βλέπω στην πρώτη θέση εμφάνισης vs. συγκεκριμένης αναζήτησης (brand name)

3 τομείς θέσεων / σελίδα !

Πάνω μέρος \$\$
Θέση: 1- 3 ή 4.

Μέση : 5-9
(Organic / SEO)

Κάτω μέρος: 9-11 \$



Βήμα – βήμα Google Ads

≡ Google Ads Help

Ad quality score?
Mobile friendly site?

Ad Rank

A value that's used to determine your ad position (where ads are shown on a page relative to other ads) and whether your ads will show at all. Ad Rank is calculated using your bid amount, your auction-time ad quality (including expected clickthrough rate, ad relevance, and landing page experience), the [Ad Rank thresholds](#),

Person's Location,
Device (Mobile, Tablet, PC)
Time of Search



3 τομείς θέσεων / σελίδα !

Πάνω μέρος \$\$
Θέση: 1- 3 ή 4.

Μέση : 5-9 (Organic / SEO)

3 τομείς θέσεων / σελίδα !

Πάνω μέρος \$\$
Θέση: 1- 3 ή 4.

Μέση : 5-9 (Organic / SEO)

Κάτω μέρος: 9-11 \$

Βήμα – βήμα Google Ads

≡ Google Ads Help

Ad quality score?
Mobile friendly site?

Ad position

The order in which your ad appears on a page in relation to other ads. For example, an ad position of "1" means that your ad has the highest position on the page relative to other ads of the same type. It doesn't necessarily mean that your ad is above the search results. If there are no ads above the search results, then it means that your ad is the first ad shown beneath search results.

- Ad position is determined by a formula called **Ad Rank** that gives your ad a score based on your bid, the quality of your ads and landing page, the [Ad Rank thresholds](#), the context of the person's search, and the expected impact of extensions and other ad formats. So even if your competition bids more than you, you can still win a higher position – at a lower price – with highly relevant keywords and ads.

3 τομείς θέσεων / σελίδα !

Πάνω μέρος \$\$
Θέση: 1- 3 ή 4.

Μέση : 5-9 (Organic / SEO)

Κάτω μέρος: 9-11 \$

Βήμα – βήμα Google Ads

≡ Google Ads Help

Ad quality score?
Mobile friendly site?

Quality Score: Definition

Quality Score is an estimate of the quality of your ads, keywords, and landing pages. Higher quality ads can lead to lower prices and better ad positions.

- You can see your Quality Score by adding the **Quality Score** column to a report.
- The Quality Score is reported on a 1-10 scale and includes expected clickthrough rate, ad relevance, and landing page experience.
- The more relevant your ads and landing pages are to the user, the more likely it is that you'll see higher Quality Scores.
- Quality Score is an aggregated estimate of your overall performance in ad auctions, and is **not used at auction time to determine Ad Rank**.

Σχέση quality
score :
ad ranking :
κόστους

Βήμα – βήμα Google Ads

☰ Google Ads Help

Quality Score

Ad quality score?
Mobile friendly site?

- a. **Quality Score** Shows you an estimate of how relevant your ads, keywords, and landing page are to a person who sees your ad. Higher Quality Scores typically lead to lower costs and better ad positions.
- b. **Landing Page Exper.** Estimates how relevant and useful your landing page is to people who click your ad. It takes into account factors such as how well your landing page content matches a person's search term, and how easy it is for people to navigate your page.
- c. **Exp. CTR** Measures how likely it is that your ad will be clicked when shown. This score is based on the past clickthrough performance of your ads. We exclude the effects of ad position, and other factors that affect the visibility of your ad, such as extensions.
- d. **Ad Relevance** Measures how closely your keyword matches the message in your ads. A below average score may mean that your ads are too general or specific to answer the user's query, or that this keyword isn't relevant to your business.

Βήμα – βήμα Google Ads , Call Extensions

Types of automated extensions

Automated call extensions

When your website indicates that your business goals include getting people to call you, Google Ads may set up automated call extensions. On mobile, people can click your extension to call your business. Learn more [About call extensions](#).

Automated message extensions

When your website indicates that your business goals include getting people to message you or when you have used a mobile number to set up a call extension, Google Ads may set up automated message extensions to direct messages to your business. Learn more [About message extensions](#).

☰ Google Ads Help



By adding more content to your ad, extensions give your ad **greater visibility** and prominence on the search results page. That means you tend to get **more value** from your ad. Extensions often increase your total number of clicks, and can give people additional, interactive ways of reaching you—as with maps or calls.

<https://instapage.com/blog/how-adwords-extensions-generate-sales>

... επιστρέφουμε στα τελικά στάδια της καμπάνιάς μας..

 Google Ads | New campaign

✓ Your business & audience

✓ Your ad

3 Budget and review

4 Set up billing

Review your campaign settings

Campaign name

Estimated performance ⓘ

👁 9,817 – 16,384 impressions per month

👤 474 – 791 clicks per month

Campaign goal

 Visit your shop front

Locations

Show ad to people interested in your products or services, in Heraklion.



EDIT

Budget

€2.80 daily average ⓘ

€85.00 monthly maximum

Your ad

 Αριστεία και ποιότητα στο χ ζ | 100 %
Επιτυχία Περιοχή
 www.facebook.com

Τα κέντρα ξένων γλωσσών παραδειγμα παραδειγμα περιοχη
εμπειρους καθηγητες μεθοδολογια

EDIT

Product or service

Your business category
ΚΕΝΤΡΟ ΞΕΝΩΝ ΓΛΩΣΣΩΝ

Your products or services
αγγλικά, μαθηματα αγγλικων, πτυχια αγγλικων, CPE ECCE, EUROPALSO

EDIT

Phone calls

 You've added a phone number to your ad

Confirm payment info

 Billing country
Greece

 Time zone
(GMT+03:00) Greece Time
Time zone applies to your entire account and cannot be changed later.

 Introductory offer
Promotional code APPLY

☐ Send me performance tips, promotional offers, surveys and invitations to try new features

Payments profile

Choose the payments profile that will be associated with this account or transaction. A payments profile is shared and used across all Google products.

 Create payments profile

Customer info

 Account type 
Business

 Tax information 
Tax status: Business

 Name and address 

 Primary contact  

Tax information

Tax status: Business

Name and address Primary contact

Sofoklis Karakovounis

+30 6944600215

sophopilot@gmail.com

How you pay



Automatic payments

You pay for this service only after you accrue costs, via an automatic charge when you reach your billing threshold or 30 days after your last automatic payment, whichever comes first.

This service can only be used for business or commercial reasons. You are responsible for assessing and reporting VAT.

Payment method 

Card details

☒ Credit or debit card address is same as aboveI agree to the Google Ads [terms and conditions](#).

The personal information that you provide here will be added to your payments profile. It will be stored securely and treated in accordance with the [Google Privacy Policy](#).

[BACK](#)[SUBMIT](#)

Βήμα – βήμα Google Ads

[Feedback](#)

Mobile-Friendly Test - Google Search Console

<https://search.google.com/test/mobile-friendly> ▼

Test how easily a visitor can use your page on a **mobile** device. Just enter a page URL to see how your page scores. More usage tips . Why **mobile**? The web is ...

← → ↻ 🔒 <https://search.google.com/test/mobile-friendly>

Mobile-Friendly Test

Is your web page mobile friendly?



URL

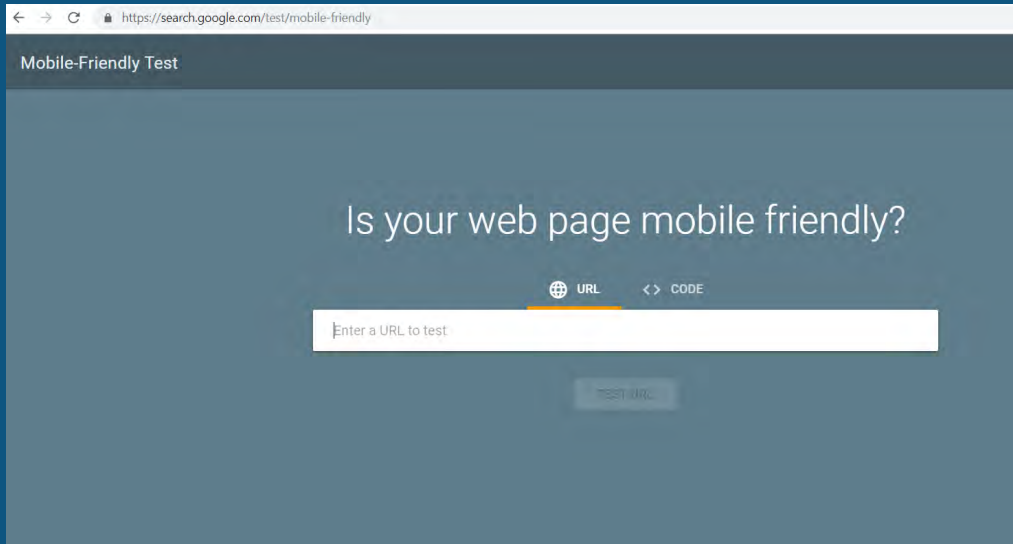


<> CODE

Enter a URL to test

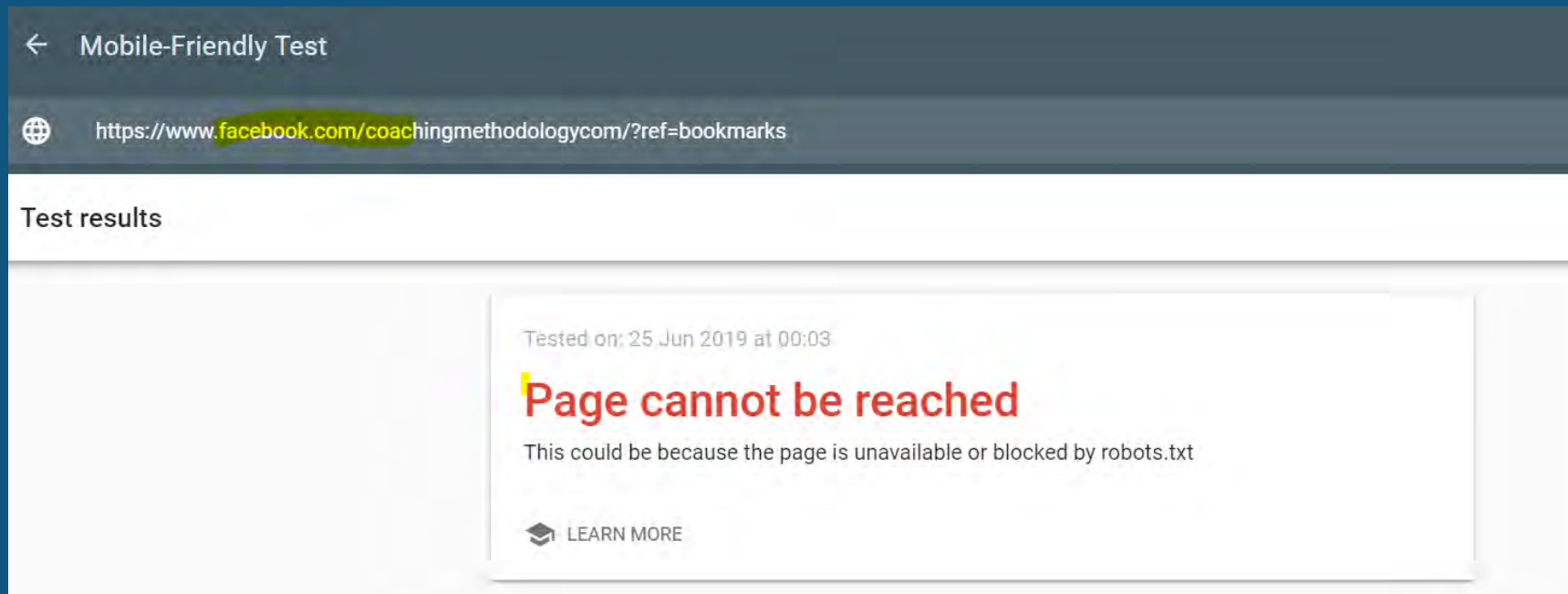
TEST URL

Βήμα – βήμα Google Ads



Αποφεύγουμε τη χρήση
facebook url !!!

Μπορούμε να αξιοποιήσουμε
έτοιμο template σε βασική
μορφή, που παρέχει η
Google!



Βήμα – βήμα Google My Business



Google My Business

Overview

Business Profile

Website

FAQ

Contact

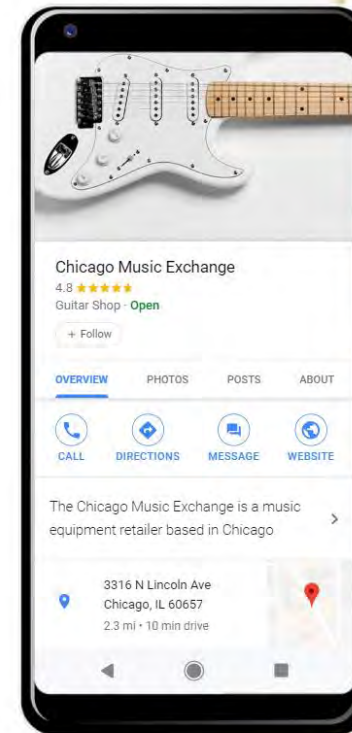
Sign in

Manage now

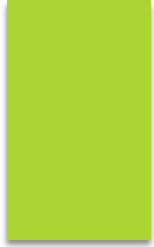
Engage with customers on Google for free

With a Google My Business Account, you get more than a business listing. Your free Business Profile lets you easily connect with customers across Google Search and Maps.

Manage now



Βήμα – βήμα Google My Business



Google My Business

What's the name of your business?

Business name

Κέντρο Ξένων Γλωσσών Παράδειγμα

Κέντρο Ξένων Γλωσσών Παράδειγμα
Create a business with this name

By continuing you agree to the following [Terms of Service](#) and [Privacy Policy](#)

Next

Google My Business

← Do you want to add a location customers can visit, like a store or office?

This location will show up on Google Maps and Search when customers are looking for your business

☐ Yes

☐ No

Next

Βήμα – βήμα Google My Business

Google My Business

← Do you want to add a location customers can visit, like a store or office?

This location will **show up on Google Maps** and **Search** when customers are looking for your business

☒ Yes

☐ No

Next

Google My Business

← What's the address?



Greece

Street address

Πλάτωνος 8

ADD LINE

Postal code

15351

City

KANTZA

Next

Βήμα – βήμα Google My Business

Google My Business

← Do you also serve customers outside this location?

For example, if you visit or deliver to your customers, you can let them know where you are willing to go

☐ Yes, I also serve them outside my location

☒ No, I don't

Next

Google My Business

← Choose the category that fits your business best

This helps customers find you if they are looking for a business like yours. [Learn more](#)

Business category

lang

- Language school
- French language school
- German language school
- Japanese language instructor
- Chinese language school
- English language instructor
- Foreign languages program school
- English language camp
- Chinese language instructor
- English language school
- Leasing service
- Loan agency
- Plating service
- Cleaning products supplier
- Land registry office

Βήμα – βήμα Google My Business

Google My Business

← What contact details do you want to show to customers?

Help customers get in touch by including this info on your listing (optional)

  Contact phone number

 ☒ Current website URL

☐ I don't need a website

☐ Get a free website based on your info.
[See details](#)

Next

Google My Business

← What contact details do you want to show to customers?

Help customers get in touch by including this info on your listing (optional)

  Contact phone number
2102222222

 ☐ Current website URL

☐ I don't need a website

☒ Get a free website based on your info.
[See details](#)

Next

Βήμα – βήμα Google My Business

Google My Business

← Stay in the know

Would you like to receive communications with personalized tips and recommendations to improve your business's presence on Google?

☒ Yes

☐ No

Next

Βήμα – βήμα Google My Business

Google My Business

← Finish and verify this business

To manage your listing, you'll need to verify your connection with this business. What you'll get with verification:

- ✓ Allow new customers to find you on Google Search & Maps
- ✓ Promote your business with photos and posts
- ✓ Track business analytics to understand your customers
- ✓ Respond to customer reviews

Finish



Βήμα – βήμα Google My Business

≡ Google My Business

Choose a way to verify

In order to fully manage and represent this business on Google, you'll need to confirm that it's yours.

Select how you'd like to get a verification code. [Learn more](#)



21 0222 2222

Get your code at this number now by automated call (standard rates apply)

Language

English ▼

Call



Postcard by mail

Have a postcard with your code mailed to this address

May take up to 14 days to arrive

Contact name

Mail

Κέντρο Ξένων Γλωσσών Παράδειγμα

Πλάτωνος 8, KANTZA 15351, Greece



Verify later

You can't fully manage your listing until you're verified

Later

Βήμα – βήμα Google My Business

The image shows the Google My Business dashboard interface. On the left is a sidebar with navigation options: Home, Posts, Info, Insights, Reviews, Messaging, Photos, Products (Beta), Services, Website, Users, and Create an ad. The main content area is titled 'Κέντρο Ξένων Γλωσσών Παράδειγμα' (Language School Example) with address 'Πλάτωνος 8 KANTZA 15351'. A modal window is centered on the screen with the title 'Welcome to Google My Business'. The modal contains the text: 'By using this application, you agree to the [Terms of Service](#) and [Privacy Policy](#).' and a 'Get Started' button. The background dashboard shows sections for 'Advertise easily in minutes', 'Complete your listing' (with a 50% progress indicator), and 'Verify now'.

Google My Business

Κέντρο Ξένων Γλωσσών
Παράδειγμα
Πλάτωνος 8
KANTZA 15351

Home
Posts
Info
Insights
Reviews
Messaging
Photos
Products (Beta)
Services
Website
Users
Create an ad

Advertise easily in minutes

Complete your listing
Improve your local search ranking and help your customers with a complete profile

50%

hours
description
logo

Show up whenever customers search for your business on Google, even when they're on computers or mobile devices. Your ad is clicked.

Get started

Welcome to Google My Business

By using this application, you agree to the [Terms of Service](#) and [Privacy Policy](#).

Get Started

Verification

To finish your free verification, you need to verify your business. What you can get that verification:

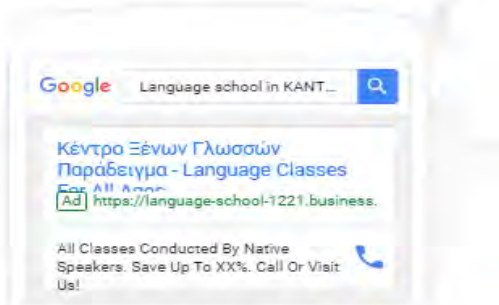
- ✓ Allow new customers to find you across Google
- ✓ Create promotional posts
- ✓ Track business analytics
- ✓ Respond to customer reviews

Verify now

You're on the web!
Customers can find your business at:
<http://language-school-1221.business.site/>

Βήμα – βήμα Google My Business

Advertise easily in minutes



Show up whenever customers are looking for you online - on their computers or mobile devices. Set up in minutes, and only pay when your ad is clicked. [Learn more](#)

Get started

Verification needed

To finish your free listing, you'll need to verify that you're authorized to manage it. What you'll get with verification:

- ✓ Allow new customers to find you across Google
- ✓ Create promotional posts
- ✓ Track business analytics
- ✓ Respond to customer reviews

Verify now

Complete your listing

Improve your local search ranking and help your customers with a complete profile

50%

⌚ Add hours



☰ Add description



📷 Add logo



You're on the web!

Customers can find your business at:
<http://language-school-1221.business.site/>

Βήμα – βήμα Google My Business



Verification needed

To finish your free listing, you'll need to verify that you're authorized to manage it. What you'll get with verification:

- ✓ Allow new customers to find you across Google
- ✓ Create promotional posts
- ✓ Track business analytics
- ✓ Respond to customer reviews

[Verify now](#)



You're on the web!

Customers can find your business at:
<http://language-school-1221.business.site/>

[View site](#)

[Edit site](#)

Businesses like yours are posting!

[Epikinonia-school.gr](#)

English language school · 9.5 km away

Για να θυμηθούμε κάτι απ'τα παλιά... Εσείς γνωρίζετε το συγκεκριμένο...

6 hours ago



[Create post](#)

Επικο
Englis

Για
παλ
r

6 ho

Reviews

Verify your business to read and respond to reviews.



[Verify now](#)

Get custom email you@yourbusiness

Give everyone on your team a professional Gmail address with G Suite. [Learn more](#)



Βήμα – βήμα Google My Business

Get full access to your Business Profile

Receive instant alerts when customers leave reviews, send messages, and more with the Google My Business app.



[Get the Android app](#)

[Get the iOS app](#)

with G Suite. [Learn more](#)

[Get started](#)

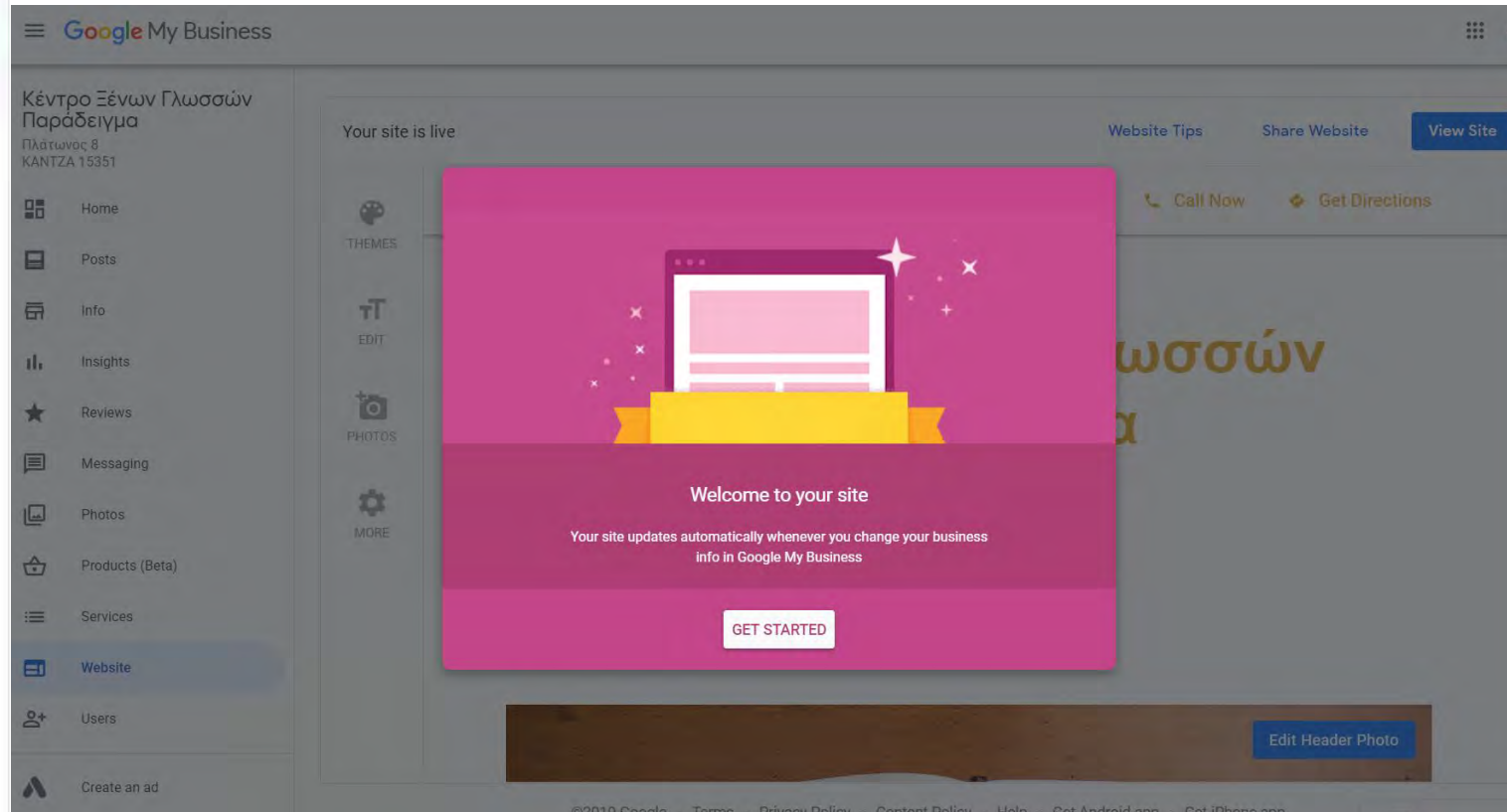
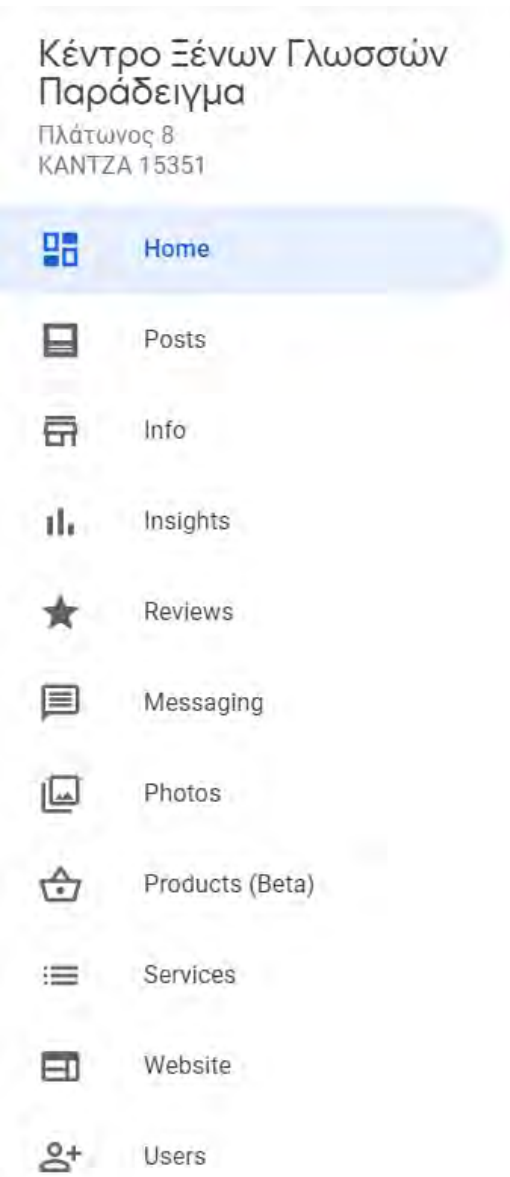
Learn more about your business

Discover how customers find and interact with your business.

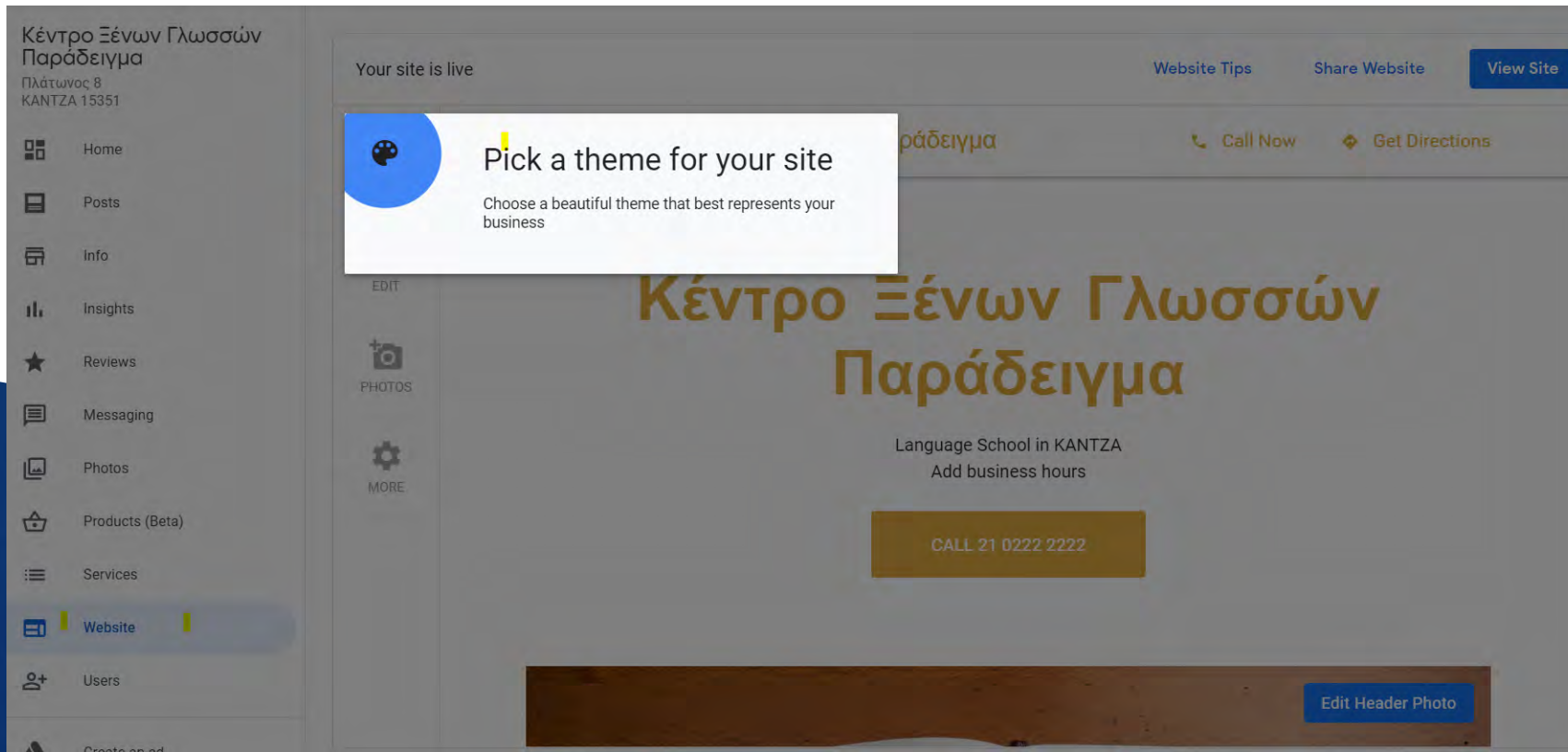


[Verify now](#)

Βήμα – βήμα Google My Business Free Site, Basic Template



Βήμα – βήμα Google My Business Free Site, Basic Template



Βήμα – βήμα Google My Business Free Site, Basic Template

Your site is **live**

Website Tips Share Website [View Site](#)

≡ Κέντρο Ξένων...

Call Now Get Directions

**Κέντρο Ξένων
Γλωσσών
Παράδειγμα**

Language School in KANTZA
Add business hours

CALL 21 0222 2222

Βήμα – βήμα Google My Business Free Site, Basic Template

☰ Κέντρο Ξένων Γλωσσών Παράδειγμα

☎ Call Now

📍 Get Directions

Κέντρο Ξένων Γλωσσών Παράδειγμα

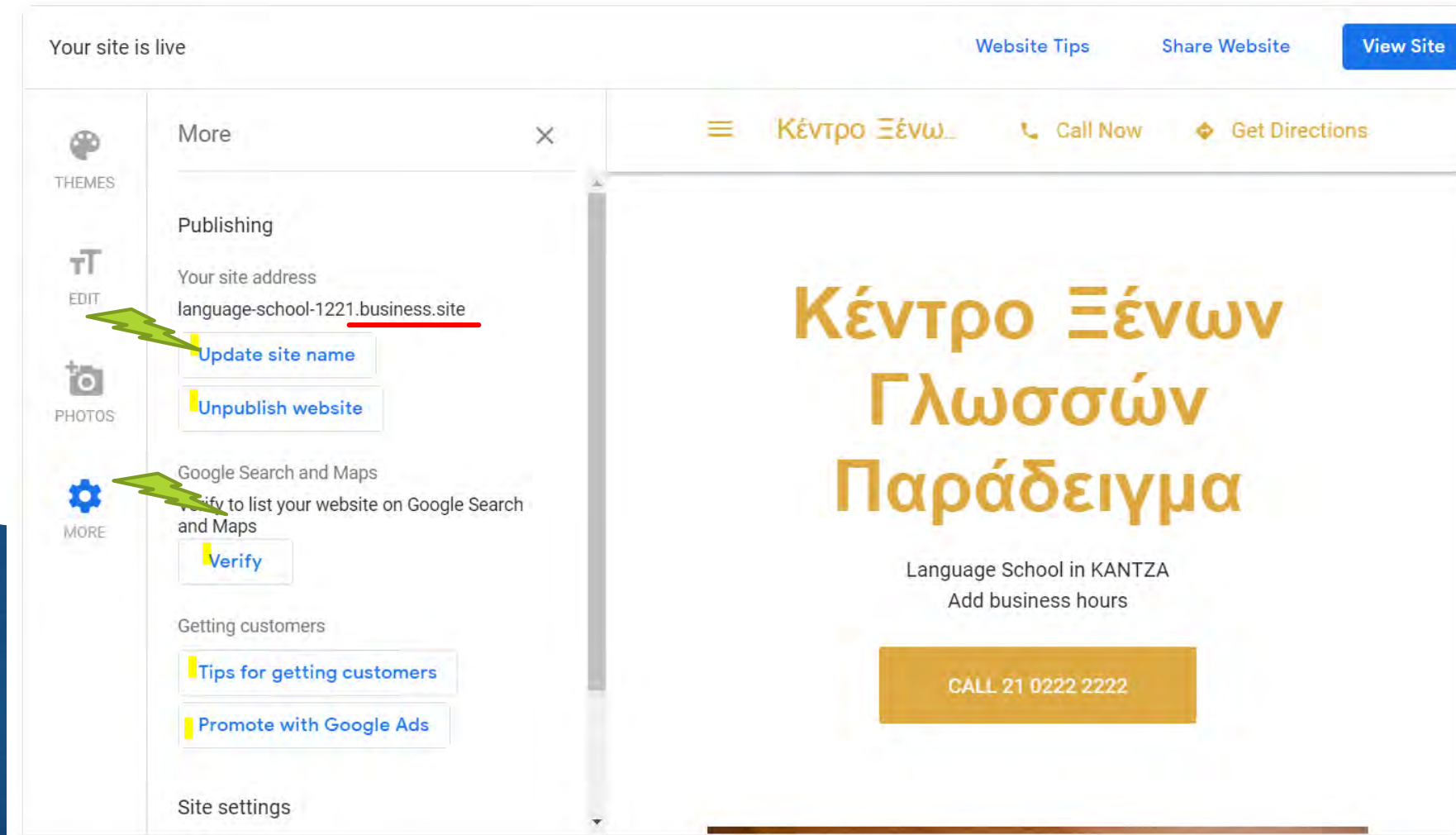
Language School in KANTZA
Πλάτωνος 8, KANTZA

CALL 21 0222 2222



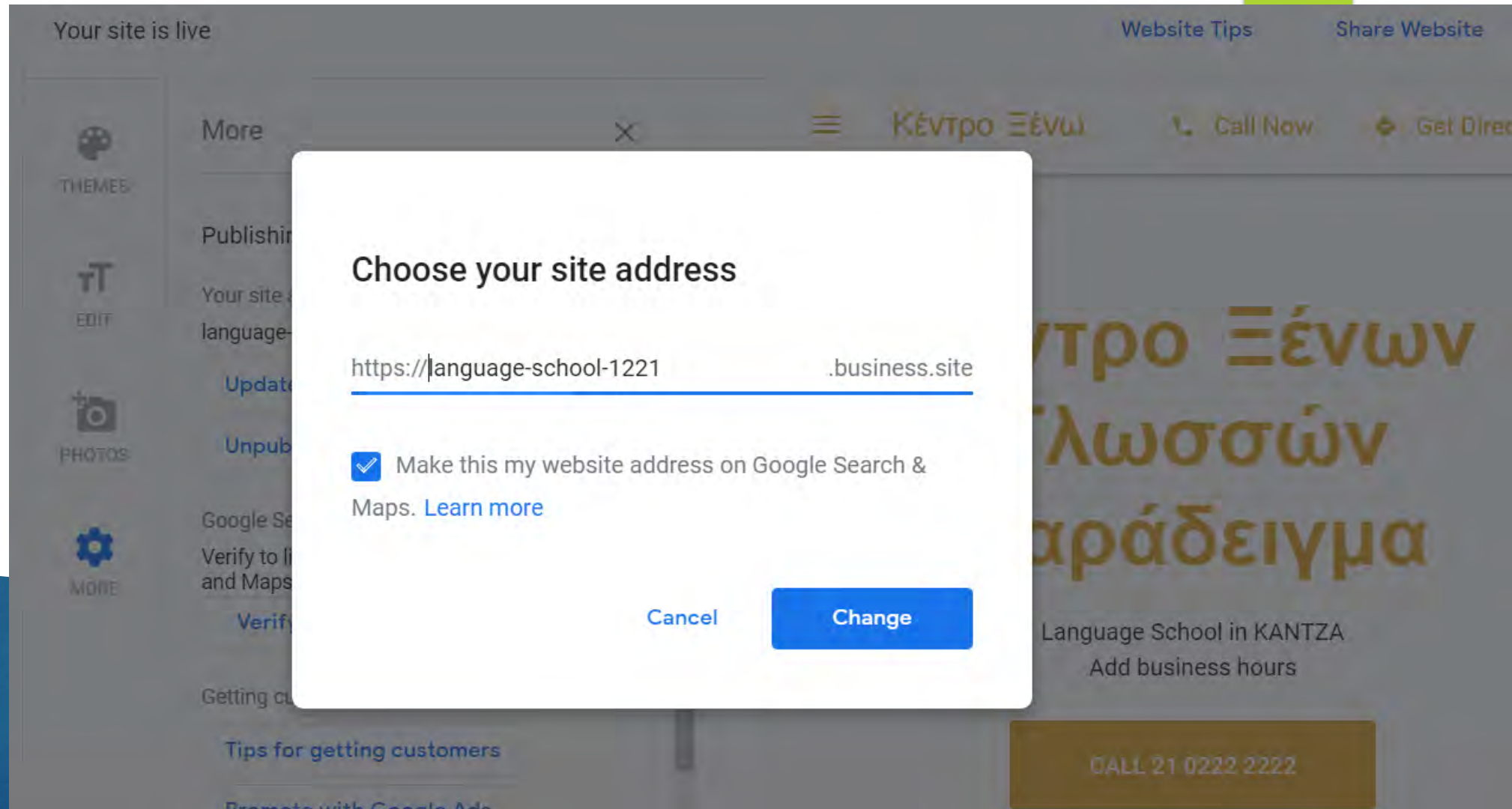
<https://language-school-1221.business.site/?m=true>

Βήμα – βήμα Google My Business Free Site, Basic Template



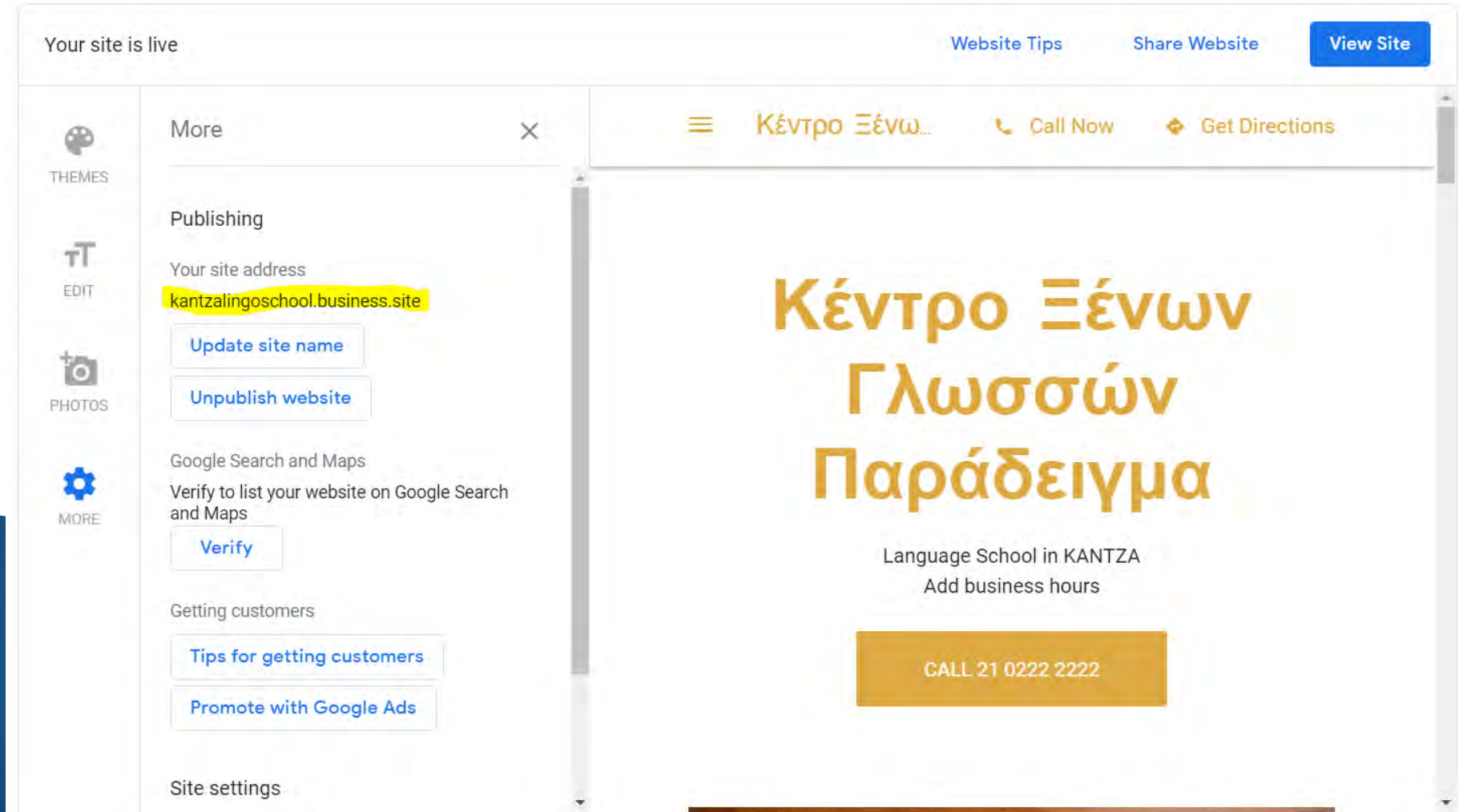
<https://language-school-1221.business.site/?m=true>

Βήμα – βήμα Google My Business Free Site, Basic Template



<https://language-school-1221.business.site/?m=true>

Βήμα – βήμα Google My Business Free Site, Basic Template



<https://kantzalingoschool.business.site/?m=true>

Βήμα – βήμα Google My Business Free Site, Basic Template



- Νέο website / basic template. Δωρεάν
- Λογαριασμός διαχείρισης διαφήμισης – καμπανιών
- Στοιχεία & ενέργειες ανταγωνισμού βάσει κλάδου
- Παρουσία επιχείρησης στο Google Maps, με δυνατότητα posts, photos
- Άμεση διαχείριση κόστους σε ενεργές καμπάνιες ή και δυνατότητα άμεσης παραμετροποίησης.

<https://kantzalingoschool.business.site/?m=true>



<https://kantzalingoschool.business.site/?m=true>



Κέντρο Ξένων Γλωσσών Παράδειγμα



Call Now

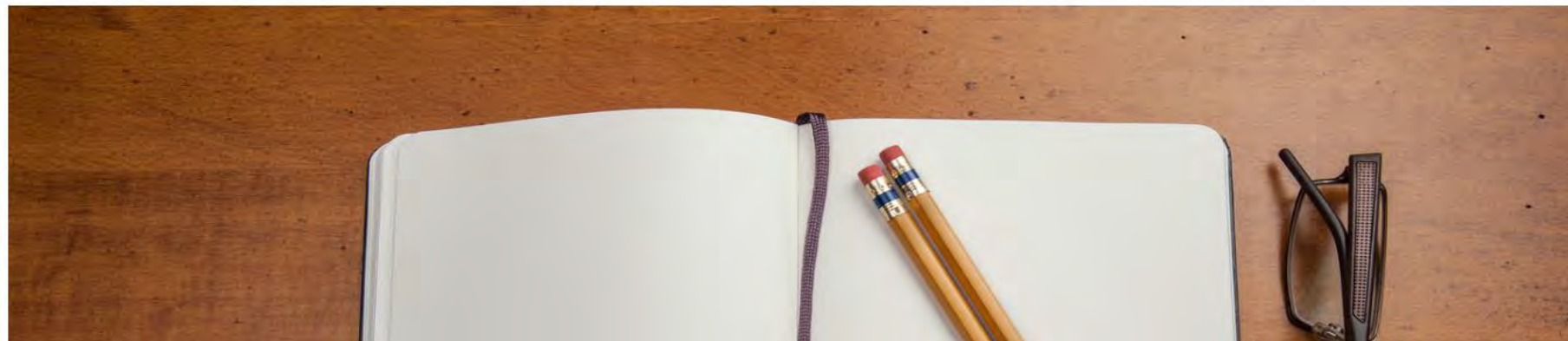


Get D

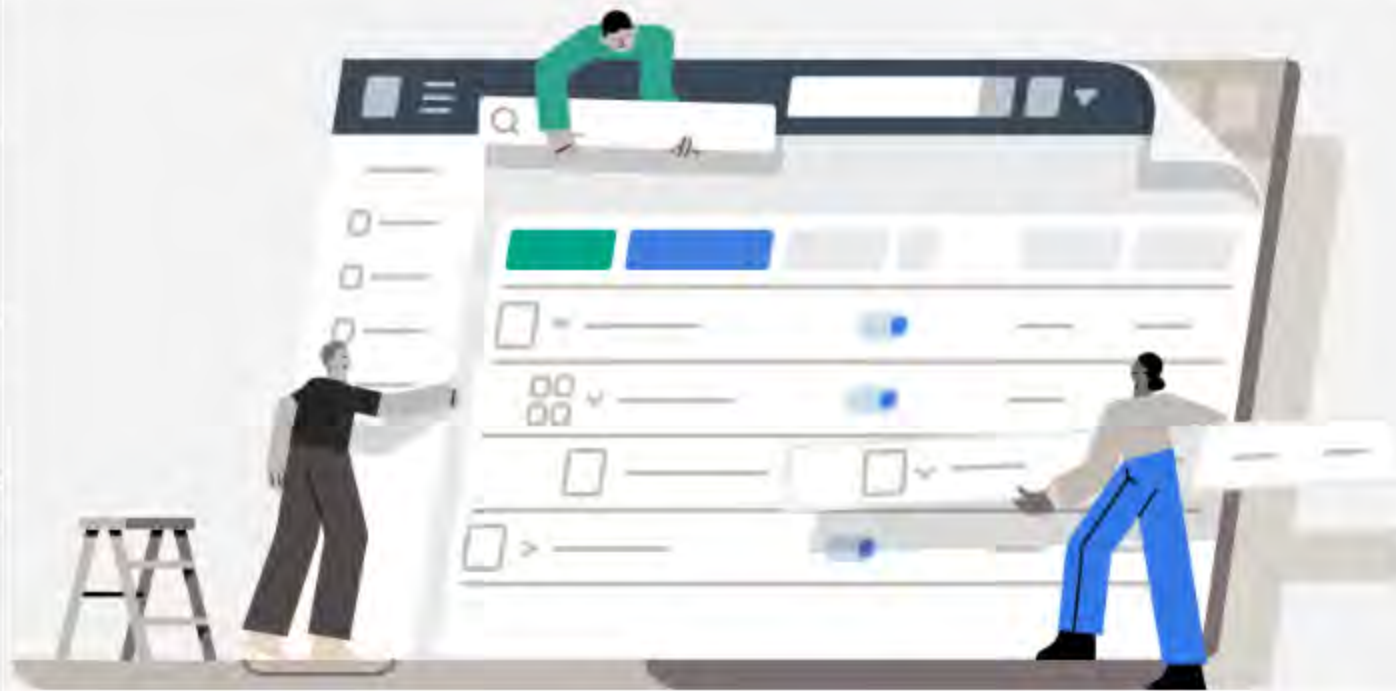
Κέντρο Ξένων Γλωσσών Παράδειγμα

Language School in KANTZA
Πλάτωνος 8, KANTZA

CALL 21 0222 2222



<https://kantzalingoschool.business.site/?m=true>



Welcome to the New Ads Manager

We've redesigned Ads Manager to help you navigate and do your work more efficiently. Now you can find the most relevant, actionable information you need without any distractions.

Don't Show This Again

Start Tour



≡ Ads Manager

Account Overview

Campaigns

Ad Sets

Ads



Name



Delivery



Coaching Methodology, Professional C...



● Active



Athens, Chaniá, Thessaloníki – F – ...



● Active

1 Approved



Open and close your campaigns, ad sets
and ads without switching views.



● Inactive



Next



● Inactive

Results from 134 campaigns



≡ Ads Manager

Account Overview

Campaigns

Ad Sets

Ads

Search or add filters

Search for campaigns, ad sets and ads or add filters. Save your frequent searches and see common filters like Had Delivery and Filter by Selection.

Next

Columns: Performance



Delivery



Bid Strategy

Budget

Last Significant Edit



Coaching Methodology, Professional C...



Active



Using ad s...

-  Account Overview
-  Campaigns
-  Ad Sets
-  Ads

 **Ads Manager**

Search business

 Customer Experience

-  Account Overview
-  Campaigns
-  Ad Sets
-  Ads

More Tools Show

Campaigns

Sopho CX LAB (1741584... This month: Jun 1, 2019 – Jun 27, 2019

Search or add filters

Create

Export

Columns: Performance

☐	Name	Delivery	Bid Strategy	Budget	Last Significant Edit
☐	Coaching Methodology, Professional C...	Active		Using ad s...	



Ads Manager

Account Overview

Campaigns

Ad Sets

Ads

Cost per
Result

€0.34

Per 1,000 Peo...

€0.34

Per 1,000 Peo...

Create

Export



Name



Delivery



Bid Strategy

Budget

Last Significant Edit

Results

Reach

Impressions



Coaching Methodology, Professional C...



Active



Using ad s...

68,161
Reach

68,161

70,028



Athens, Chaniá, Thessaloníki - F - ...



Active
1 Approved

Lowest cost
Daily Unique Re...

€2.00
Daily

Jun 26, 2019, 8:48 A
Yesterday

68,149
Reach

68,149

70,028

Create

Create New Campaign ⓘ

Use Existing Campaign ⓘ

Campaign: Choose your objective.

Switch to Quick Creation

What's your marketing objective? [Help: Choosing an Objective](#)

Awareness	Consideration	Conversion
 Brand awareness	 Traffic	 Conversions
 Reach	 Engagement	 Catalog sales
	 App installs	 Store traffic
	 Video views	
	 Lead generation	
	 Messages	



≡ Ads Manager



Brand awareness

Reach people more likely to pay attention to your ads and increase awareness for your brand.



You May Notice Some Changes

We streamlined how you create ads. Now there's less for you to do to make a great ad campaign. You can see recommended settings at a glance, and options you don't need to edit often are out of your way.

Campaign Name ⓘ

Brand awareness

Create Split Test ⓘ



A/B test your creative, placement, audience, and delivery optimization strategies

Campaign Budget Optimization ⓘ



Optimize budget across ad sets

Campaign Budget ⓘ

Daily Budget ▼

€25.00

Actual amount spent daily may vary. ⓘ



Messages



Messages

Get more people to have conversations with your business in Messenger to complete purchases, answer questions or offer support.



You May Notice Some Changes

We streamlined how you create ads. Now there's less for you to do to make a great ad campaign. You can see recommended settings at a glance, and options you don't need to edit often are out of your way.

Campaign Name ⓘ

Messages

Create Split Test ⓘ



A/B test your creative, placement, audience, and delivery optimization strategies

Campaign Budget Optimization ⓘ



Optimize budget across ad sets

Campaign Budget ⓘ

Daily Budget ▼

€25.00

Actual amount spent daily may vary. ⓘ



Engagement

Get more people to see and engage with your post or Page. Engagement can include comments, shares, likes, event responses and offer claims.

You May Notice Some Changes

We streamlined how you create ads. Now there's less for you to do to make a great ad campaign. You can see recommended settings at a glance, and options you don't need to edit often are out of your way.

Post engagement

Page likes

Event responses

Campaign Name Engagement

Create Split Test



A/B test your creative, placement, audience, and delivery optimization strategies

Campaign Budget Optimization



Optimize budget across ad sets

Campaign Budget

Daily Budget

€55.00

Actual amount spent daily may vary.



Engagement

Get more people to see and engage with your post or Page. Engagement can include comments, shares, likes, event responses and offer claims.

You May Notice Some Changes

We streamlined how you create ads. Now there's less for you to do to make a great ad campaign. You can see recommended settings at a glance, and options you don't need to edit often are out of your way.

Post engagement

Page likes

Event responses

Campaign Name Sopho My School

Create Split Test



A/B test your creative, placement, audience, and delivery optimization strategies

Campaign Budget Optimization



Optimize budget across ad sets

Campaign Budget

Daily Budget

€2.00

Actual amount spent daily may vary.

Ad Set Name ⓘ 18+ ⚙️

Switch to Quick Creation

Audience

Define who you want to see your ads. [Learn More](#)

Create New

Use a Saved Audience ▼

Custom Audiences ⓘ

Add a previously created Custom or Lookalike Audience

Exclude | Create New ▼



Keep Your Audience Broad

A large potential audience lets Facebook look for the lowest cost results. Defining a very specific audience can make your campaign less effective.

The best opportunity to connect with people might be outside the audience you expect.

Audience Size



Your audience is defined.

Potential Reach: 2,300,000 people ⓘ

Estimated Daily Results

Estimated daily results aren't available for this campaign since it has a budget optimized across ad sets.

Locations ⓘ

People who live in this location ▼

Locations ⓘ

People who live in this location ▼

Greece

Amaroússion, Attica (region) + 25mi ▼

Include ▼ | Type to add more locations

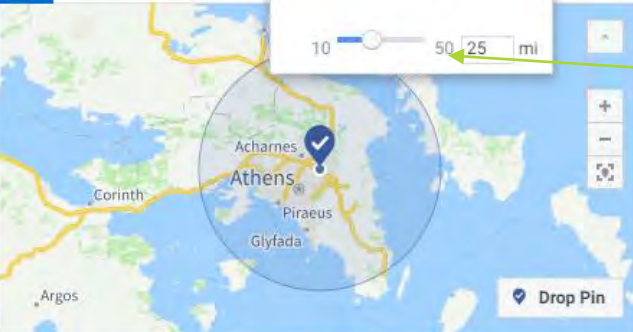
Current city only

Browse

ⓘ Your audience location has been changed from Greece to Amaroússion. Undo Change

✓ Cities within radius ⓘ

10 50 25 mi



Add Locations in Bulk

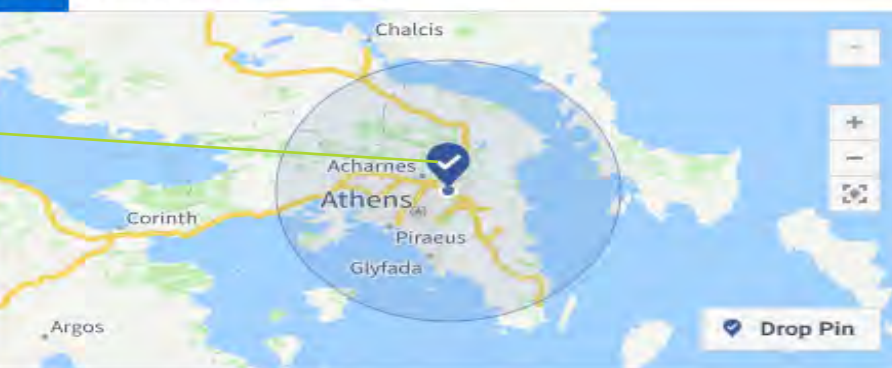
Greece

Amaroússion, Attica (region) + 25mi ▼

Include ▼ | Type to add more locations

Browse

ⓘ Your audience location has been changed from Greece to Amaroússion. Undo Change



Add Locations in Bulk



Placements

Show your ads to the right people in the right places.

• Automatic Placements (Recommended)

Use automatic placements to maximize your budget and help show your ads to more people. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best. [Learn More](#)

• Edit Placements

Removing placements may reduce the number of people you reach and may make it less likely that you'll meet your goals. [Learn More](#)

Budget & Schedule

Define how much you'd like to spend, and when you'd like your ads to appear.

Optimization for Ad Delivery ⓘ Post Engagement

Cost Control ⓘ The lowest cost bid strategy doesn't have a cost control. Facebook will aim to spend your entire budget and get the most post engagements using the lowest cost bid strategy.

Schedule ⓘ

- Run my ad set continuously starting today
- Set a start and end date

[Show More Options ▾](#)

Creative
Preview the image and text from your Page post. [Learn More](#)



Facebook Post
Principal Coach. Life & Business

Change Post

+

Enter Post ID

[Show Advanced Options](#)

Ad Preview 

1 of 1 Ad  

Mobile News Feed 

1 of 10  



**Coaching Methodology,
Professional Coaching Services**
Sponsored · 

Principal Coach. Life & Business



COACHINGMETHODOLOGY.C.
**Coaching Methodology
stress vs. grow®**

LEARN MORE

 Like

 Comment

 Share

 Report Problem

 Refresh Preview

Back

Review

Confirm

Ad Preview 

Desktop News Feed 

Ad Preview 

Instant Articles 

Ad Preview 

1 of 1 Ad  

Instagram Feed 

8 of 10  

Instagram



customer_experiencelab_gr
Sponsored



[Learn More](#)

customer_experiencelab_gr Principal Coach. Life & Business



Sopho CX LAB
1741584249459833
Active · EUR

-  Account
-  Create Campaign
-  Creative tools
-  Billing
-  Settings
-  Help

 Sopho CX L..  

HOME COACHING METHODOLOGY

23 June 2019

ALL CAMPAIGNS
• 2 Completed • 98 Inactive

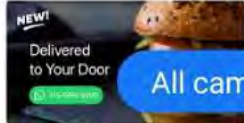
ACCOUNT PERFORMANCE

 No performance this week
Use insights from past performance to create a new ad

[See past performance ↗](#)

Inspiration
See what you can do with ads and Page posts on Facebook and Instagram.

 **New! Creative templates**

[All campaigns ↓](#) 

 **Creative tools**

Start editing your image 

Use creative tools to add text, shapes, stickers, filters and logos to your image.

 [Select Image](#)

Start customising a template

Create your image by selecting and customising a professional-looking template.



 **Create campaign**

 **Coaching Methodology,...**
Coaching Methodology, Pr...

 [CREATE NEW](#)  [DUPLICATE](#)  [DRAFTS \(0\)](#)

What's your objective for Coaching Methodology, Professional Coaching Services?

-  Boost a post 
-  Get Video Views 
-  Drive traffic to your website 
-  Increase your reach 
-  Get website conversions 
-  Get Messages 
-  Promote your Page 

←

Ad

STORIES PLACEMENTS



Edit Ad for Stories



OTHER PLACEMENTS



Image for Other Placements



Add Test Image...



HEADLINE

203

Professional Coaching Services



TEXT

Business Success Coaching,
CX Digital Coaching



WEBSITE











←

Ad

WEBSITE

No Website

☐

Add new website...

☐

http://www
.coachingmethodology.com/

☒

CALL-TO-ACTION BUTTON

Shop Now

☐

Book Now

☐

Learn More

☒

...

Placements

INSTAGRAM ACCOUNT











←

Audience

SHOW ADS TO AUDIENCES WHO HAVE:



Liked your Page

☐

Liked your Page and their friends

☒



Men and Women, aged 13+ Athens

☒

Potential reach of 1,000 people



Edit Audience

Show more ▾

AUDIENCES



Create New Audience



Athens, Chaniá, Thessaloníki – F
– 18–55 female

☐

Coaching All Attica

☐

Sopho CX LAB plus demographics

☐











←

Budget and schedule

BUDGET



Daily

☒

Lifetime

☐

€5.00 EUR

–

+

Actual amount spent daily may vary.

SCHEDULE

Run ad continuously



Start Now

☒

Start Later

☐

Your ad will run until 4 July 2019. You'll spend up to €35.00 EUR.

Estimated daily results are not available.



















FUNDAMENTALS

Beginner's Guide

BASICS



CREATE



MANAGE



Create and Manage Ads on Mobile Devices

There are a few ways you can create and manage your ads on a mobile phone or tablet.

Download the Ads Manager App for iOS and Android

The Ads Manager App allows you to create and manage ads on the go from your iPhone (iPhone 4S and higher), iPad or Android. If you're a Page owner, you can also see your boosted posts or Page ads in this app. To download the app, select a link below:

- [App Store](#)
- [Google Play Store](#)

Note: If you want to manage your Page (ex: create a post or invite friends to like your Page), you should do this from the [Pages Manager App](#).

Access Ads Manager from Facebook

Ads Manager

<https://www.facebook.com/business/help/631079006996990>

Μηχανισμός Έγκαιρης Προειδοποίησης ΕΕΑ.

www.earlywarning.eea.gr

**Facebook:EW Europe Mentors
@EWEMentors/**

**Τηλεφωνικές γραμμές
210- 3380279/210/236/295/296
210 -3601042**

[Email:infoprograms@eea.gr](mailto:infoprograms@eea.gr)

