VITAL IMPORTANCE TRAINING PROGRAMME
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«ADVANCED CONTENT MARKETING STRATEGIES USING VIDEO GENERATION AND AUTOMATION»

20 & 21/ 05/ 2025 – Κτήριο «ΚΕΒΕ», Λευκωσία

Η άνοδος του TikTok ως πλατφόρμα κοινωνικών μέσων και οι αντιδράσεις που έχουν λάβει το Instagram, το Facebook, το LinkedIn και άλλες πλατφόρμες είναι ενδεικτικές της νέας αξίας που αποδίδεται στο δυναμικό περιεχόμενο πολυμέσων. Με τον όρο δυναμικά μέσα, αναφερόμαστε κυρίως σε βίντεο, αλλά και σε κινούμενα γραφικά ή κινούμενα avatar. Η βελτιστοποίηση μηχανών αναζήτησης (SEO) και το μάρκετινγκ περιεχομένου συνεχίζουν να προτιμούν το γραπτό περιεχόμενο, όσον αφορά τα σήματα μηχανών αναζήτησης που γνωρίζουμε από την Google. Δεδομένης της ανόδου του βίντεο περιεχομένου και των ποσοστών εμπλοκής χρηστών, είναι σαφές ότι οι μορφές βίντεο περιεχομένου γίνονται όλο και πιο σημαντικές για την εμπλοκή των χρηστών, την εκπαίδευση, τη δημιουργία leads και τις πωλήσεις. Το 2024 και μετέπειτα, το νέο παράδειγμα του SEO και του μάρκετινγκ περιεχομένου θα είναι να συνδυαστούν υψηλά ποσοστά εμπλοκής χρηστών χρησιμοποιώντας δυναμικό περιεχόμενο, μαζί με μεταγραφές κειμένου, μεταδεδομένα και ετικέτες ALT για το περιεχόμενο βίντεο, καθώς και άλλες τυπικές τεχνικές μάρκετινγκ περιεχομένου και SEO. Ένα παράδειγμα της ταχείας ανόδου του βίντεο σύντομης μορφής φαίνεται στο TikTok. Ο αντίκτυπος του TikTok θα αυξηθεί ραγδαία και θα συνεχίσει να εκδηλώνεται σε πολλούς τομείς της βιομηχανίας. Για μια χώρα όπως η Κύπρος, που έχει ισχυρές χρηματοοικονομικές υπηρεσίες και λογισμικό, επαγγελματικές υπηρεσίες, τουρισμό και εμπορικές/εστιατορικές δραστηριότητες, η χρήση δυναμικού βίντεο περιεχομένου θα πρέπει να είναι η επόμενη κύρια προτεραιότητα για το διαδικτυακό μάρκετινγκ. Αυτό το εκπαιδευτικό πρόγραμμα θα παρέχει ένα ευρύ φάσμα παραδειγμάτων βίντεο χρησιμοποιώντας ανθρώπινα παραγόμενα και βίντεο με avatar. Παραδείγματα τυπικών (μη αυτοματοποιημένων) βίντεο είναι αυτά που αφηγείται ένας ανθρώπινος εκπρόσωπος της εταιρείας, σε αντίθεση με έναν εκπρόσωπο που παράγεται από AI, από μια υπηρεσία όπως η Synthesia.

ΣΤΟΧΟΣ ΣΕΜΙΝΑΡΙΟΥ

Ο κύριος σκοπός του προγράμματος είναι να υποστηρίξει τις επιχειρήσεις στην εφαρμογή ενός στρατηγικού πλαισίου για το προηγμένο μάρκετινγκ περιεχομένου με έμφαση στη δημιουργία βίντεο και τον δυναμικό αυτοματισμό περιεχομένου. Το σεμινάριο θα εστιάσει στις πιο πρόσφατες βέλτιστες πρακτικές για το μάρκετινγκ περιεχομένου, το SEO και τη διαφήμιση βίντεο, με έμφαση στις πλατφόρμες TikTok, Instagram και άλλα κοινωνικά δίκτυα. Ένα βασικό χαρακτηριστικό του προγράμματος θα είναι η εκμάθηση του πώς να εντοπίζονται και να συντάσσονται τα μηνύματα που απευθύνονται σε διαφορετικά κοινά και τύπους μετατροπών, καθώς και η απόκτηση δεξιοτήτων επεξεργασίας και επισήμανσης βίντεο εσωτερικά. Αυτός είναι ένας ζωτικός στόχος για τις κυπριακές εταιρείες σε όλους τους τομείς, δεδομένων των αλλαγών στα κανάλια μάρκετινγκ με βάση τα βίντεο και τη συμπεριφορά των καταναλωτών.

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

- διαμορφώνουν τις αρχές στις οποίες βασίζεται το content marketing ως μια στρατηγική μέθοδος marketing που επικεντρώνεται στη δημιουργία και την παροχή πολύτιμου, σχετικού και συνεκτικού περιεχομένου για να προσελκύσει και να διατηρήσει ένα καλά καθορισμένο κοινό.
- περιγράφουν τη μεθοδολογία και τις τεχνικές που ακολουθεί το marketing βίντεο περιεχομένου.
- διαμορφώνουν τις αρχές για την αξιολόγηση της επιτυχίας και/ή της απόδοσης επένδυσης (ROI) των καμπανιών και των προωθήσεων marketing βίντεο περιεχομένου.
- Οργανώνουν και να προγραμματίζουν ετήσιους, τριμηνιαίους και μηνιαίους στόχους για το διαδικτυακό τους marketing μέσα στο ευρύτερο πλαίσιο προϋπολογισμού και στρατηγικής marketing και πωλήσεων.
- ευθυγραμμίζουν στρατηγικά το διαδικτυακό τους marketing και πωλήσεις με τη συνολική εταιρική τους στρατηγική και στρατηγική πωλήσεων.
- αναπτύσσουν μια στρατηγική προσέγγιση για την ανάπτυξη, το marketing και την αξιολόγηση περιεχομένου βίντεο.

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Πληροφορίες και κόστος

Ημερομηνίες Διεξαγωγής: Τρίτη **20/05/2025** <u>και</u> Τετάρτη **21/05/2025**

Χώρος Διεξαγωγής: Κτήριο «ΚΕΒΕ», Λευκωσία

Διάρκεια Ιδρυματικού Μέρους: <u>14 ώρες</u> και θα διεξαχθεί σε <u>2 ημέρες</u>

Ώρες Διδασκαλίας: 08:45 - 17:00

Διάρκεια Ενδοεπιχειρησιακού Μέρους: Επίσκεψη του εκπαιδευτή διάρκειας <u>επτά (7) ωρών</u> 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 <u>Αγγλική γλώσσα</u>, όμως συζητήσεις και παρεμβάσεις μπορούν να γίνουν και στην Ελληνική γλώσσα.

Αρχικό Κόστος προγράμματος ανά συμμετέχοντα: €2100   -   **100% Επιχορήγηση από ΑνΑΔ**

Το πρόγραμμα έχει εγκριθεί ως πρόγραμμα Ζωτικής Σημασίας και επιχορηγείται εξ' ολοκλήρου από την ΑνΑΔ. **ΔΕΝ** υπάρχει οποιαδήποτε οικονομική επιβάρυνση για τις επιχειρήσεις / οργανισμούς.

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.

ΑνΑΔ Αρχή Ανάπτυξης Ανθρώπινου Δυναμικού Κύπρου

Περιγραφή Υποψηφίων

Το πρόγραμμα απευθύνεται σε **Ιδιοκτήτες, Γενικούς Διευθυντές, Διευθυντές και Λειτουργούς Πληροφορικής,** καθώς και σε Διευθυντές και Λειτουργούς από τα τμήματα Marketing, Πωλήσεων και Στρατηγικού Σχεδιασμού εταιρειών/οργανισμών.

Εκπαιδευτής

Το Επιμορφωτικό πρόγραμμα θα διδάξει ο ξένος εμπειρογνώμονας κ. **Philip Ammerman**. Ο Philip είναι σύμβουλος επιχειρήσεων, επιχειρηματίας και επενδυτικός σύμβουλος από το 1993. Έχει συμβουλέψει νεοφυείς επιχειρήσεις, επενδυτές και επιχειρήσεις σχετικά με τον 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 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 σε επενδυτικά κεφάλαια.

Δηλώσεις Συμμετοχής

Οι ενδιαφερόμενοι παρακαλούνται όπως συμπληρώσουν **ηλεκτρονικά** τη σχετική δήλωση συμμετοχής πατώντας **ΕΔΩ** το αργότερο <u>μέχρι την Πέμπτη 8 Μαΐου 2025.</u>

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, <u>περίπου μια εβδομάδα πριν</u> την ημερομηνία διεξαγωγής του σεμιναρίου, θα αποσταλούν στις συμμετέχουσες εταιρείες περισσότερες πληροφορίες καθώς και <u>ο αριθμός εφαρμογής</u> του προγράμματος τον οποίο θα χρησιμοποιείτε 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 Ταντελές
Ανώτερος Λειτουργός ΚΕΒΕ

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 «ΕΡΜΗ» γίνεται <u>μόνο μια φορά.</u>

Για περισσότερες πληροφορίες / διευκρινίσεις μπορείτε απευθυνθείτε στο αρμόδιο τμήμα της ΑνΑΔ, τηλ. 22390300 (ext.2).

ΑΝΑΛΥΤΙΚΟ ΠΡΟΓΡΑΜΜΑ

ΤΡΙΤΗ 20/05/2025 (ΗΜΕΡΑ 1η)

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.
1.   The online conversion cycle – the online linear sales funnel – the iterative sales funnel
2.   Defining digital marketing strategy: audience definition and targeting
3.   Defining digital marketing strategy: content development and distribution
4.   Defining digital marketing strategy: video and dynamic content
5.   Defining digital marketing strategy: channels, budgets and ROI
6.   How Return on Investment (ROI) works: Traffic > Conversions > Sales
7.   Case studies of successful video content marketing

10:00 – 11:00   Technical Content Marketing: Audience Definition
This module begins with the definition of audiences that each Cypriot enterprise will market towards. Each enterprise will have multiple audiences which depend on a range of issues including their sales model (B2B, B2C, B2B2C), customer demographics, customer purchase behaviours, capital intensity of purchase, location of purchase, and other factors.
1.   Identifying and defining customer audiences using data sources:
   •   Own sales data and tacit knowledge on customers.
   •   Previous advertising campaigns and other promotional campaigns for audience insights.
   •   Use social media to define custom audiences and then lookalike audiences.
   •   Observing competitors and other companies pitching to the same audience.
2.   Segmenting and 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
3.   Workshop: Defining five key audience segments for each enterprise
4.   Workshop: Assessing audience motivations and value

11:00 – 11:15   Morning Coffee Break

11:15 – 13:00   Human-powered Video Content
This module defines the recommended requirements for video creation using "standard" human videos. Examples of standard (non-automated) videos are ones narrated by a human representative of the company, as opposed to an AI avatar-generated representative from a service such as Synthesia. Examples of such scenarios include:
•   A Cyprus lawyer or accountant explaining changes to the tax law;
•   A Cypriot hotelier doing a walk through of their renovated rooms or facilities;
•   A Cypriot cook or restaurant owner demonstrating a recipe;
•   A Cypriot IT company demonstrating its software;
•   A Cypriot professor talking about new training courses or degrees offered;
•   A Cypriot doctor explaining medical conditions.

Implicit in generating this form on content is to identify a company spokesman or spokeswoman. Often referred to as "founder forward" marketing, this approach is critical in that consumers want to identify a service or product with a trusted figure. This also resonates in terms of influencer or micro-influencer marketing.

The strategic approach for video content marketing is based on 10 steps:
1.   Define the service or product that is for sale;

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2. Define the sales scenarios under which it can be purchased;
3. Define the key audiences and their consumer psychology;
4. Develop the content messaging using a storyboard approach;
5. Record the content using a human spokesperson (smartphone or video camera)
6. Edit and add effects using CapCut;
7. Prepare automated video transcript;
8. Include Calls to Action
9. Post and manage engagement
10. Monitor ROI

13:00 – 13:45 Lunch Break

13:45 – 15:30   Workshop: Creating a Video

In this module, each participating company will be asked to develop the objectives, audience definition, storyboard, calls to action and other content for a short-form video, which should be under 1 minute. The video may be commercial in scope (e.g. containing a sales message) or introductory (e.g. introducing the company or a service).
The participants will be prepared for this process so that they have thought of an adequate topic in advance and have copies of their logos or other appropriate data for the video background.
The videos will be taken using a smartphone and tripod.
Selected videos will be uploaded and edited on CapCut by the trainer, with the editing process shown live. Any videos not completed will be completed during the company visit.

15:30 – 15:45   Afternoon Coffee Break

15:45 – 16:45   Workshop: Creating a Video

The final steps of creating a video will include:

- Creating a transcript (which is vital for SEO)
- Including Calls to Action
- Managing Video Size
- Posting to Own Website or Youtube Channel
- Posting to Social Media
- Getting Staff Engagement.

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.

TETAPTH 21/05/2025 (HMEPA 2η)

08:30 – 08:45   Registration

08:45 – 10:15   On-Page 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.

These factors will be presented as is but also adapted for use in video content marketing, with a particular emphasis placed on transcripts and other text placed below the line.

10:15 – 11:00   Workshop: Using Google Keyword Tool Finder

We will use the Google Adwords Keyword Tool Finder as a means of researching keywords and related keywords. We will then implement a short keyword frequency demonstration using MS Excel with two samples of the introductory video texts developed on the previous day. Each manager will be asked to optimize their video text in the original storyboard using the keyword prominence, proximity, density and frequency rules for on-page SEO.

11:00 – 11:15   Morning Coffee Break

11:15 – 12:30   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.

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

12:30 – 13:00   Workshop: Using Google Search Console

Google Search Console is a free technical management tool by Google which any company can use. We will spend 20 minutes reviewing the main Search Console functions and showing how to:

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

13:00 – 13:45 Lunch Break

13:45 – 14:45   Workshop: Avatar-Powered Video Creation

In this Workshop, we will review how to develop video content using Avatars. The programme used for this is Synthesia. The same procedure will be used as with the previous workshop, but instead of recording and editing a video clip, the trainees will use a pre-existing avatar in Synthesia. This will also be compared with a user-generated personal avatar of the trainer.

14:45 – 15:30   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

15:30 – 15:45   Afternoon Coffee Break

15:45 – 16:45   Social Media Advertising Strategy

This module will look at video advertising on three main platforms:

- TikTok
- Facebook / Instagram
- LinkedIn

The content will include a review of the advertising options and a methodology for measuring engagement of posts, videos, channels, paid adverts, organic posts and other aspects.

16:45 – 17:00   Conclusions and Closing

The training session will close with concluding remarks on:

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

«ADVANCED CONTENT MARKETING STRATEGIES USING VIDEO GENERATION AND AUTOMATION»
20 & 21/ 05/ 2025 – «CCCI» Building, Nicosia

 The rise of TikTok as a social media platform as well as the responses taken by Instagram, Facebook, LinkedIn and other platforms is indicative of the new value placed on dynamic media content. By dynamic media, we refer primarily to videos, but also to animated graphics or avatar type animation. Search engine optimisation (SEO) and content marketing continue to favour written content in terms of the search engine signals we are familiar with from Google. Given the rise of video content and its user engagement rates, it is clear the video content formats are becoming increasingly important to user engagement, education, lead generation and sales. In 2024 and beyond, therefore, the new paradigm of SEO and content marketing will be to combine high user engagement rates using dynamic content, together with text-based transcriptions, meta data and ALT tags for video content, as well as other standard techniques of content marketing and SEO. One example of the rapid rise of short form video content is seen in TikTok. The impact of TikTok will rapidly growing and will continue to manifest itself across multiple industry segments. For a country like Cyprus, which has strong financial services and software; professional services, tourism, and retail/catering trades, using dynamic video content should be the next main priority for online marketing. This training course will provide a wide range of video examples using human-powered and avatar powered videos. Examples of standard (non-automated) videos are ones narrated by a human representative of the company, as opposed to an AI avatar-generated representative from a service such as Synthesia.

OBJECTIVE OF THE SEMINAR

The main purpose of the programme is to support businesses to implement a strategic framework for advanced content marketing with a focus on video generation and dynamic content automation. The seminar will focus on the most recent best practice for content marketing, SEO and advertising of video content, with a focus on TikTok, Instagram and other social media feeds. A key feature of the programme will be to learn how to identity and draft the messages designed for different audiences and conversion types, as well as to master video editing and labelling technology in-house. This is a vital objective for Cypriot companies across all sectors given changes in video-based marketing channels and consumer behaviour.

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

- Formulate the principles on which content marketing is based as a strategic marketing method that focuses on creating and delivering valuable, relevant and coherent content to attract and retain a well-defined audience.
- Describe the methodology and techniques followed by video content marketing.
- Formulate the principles for evaluating the success and/or return on investment of video content marketing campaigns and promotions.
- Organize and plan annual, quarterly and monthly goals for their internet marketing within the broader budget and marketing and sales framework; strategically-align their online marketing and sales with their corporate strategy and sales strategy.
- Develop a strategic approach towards video content development, marketing and evaluation.

Information and Participation Cost

Seminar Delivery Dates: Tuesday **20/05/2025** and Wednesday **21/05/2025**

City and Venue: «CCCI» Building, Nicosia

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

Seminar Hours: 08:45 - 17:00

Duration of the In-house Part: A seven (7) hour visit by the instructor 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.

Program Cost per participant: €2100   - **100% SUBSIDIZED BY THE HRDA**

The program has been approved as a Vital Importance program and it is subsidized 100% by the HRDA.
   There are no financial charges for businesses / organizations.

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.

Human Resource Development Authority of Cyprus
HRDA

Participants' Description

The programme is addressed to **Owners, General Managers, IT Managers and officers, as well as managers and officers from Marketing, Sales and Strategic Planning departments of companies/organizations.**

Trainer

The training programme will be delivered by the expert 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 specialisations include the valuation and development of tech startups as well as digital project management, digital marketing, DeepTech development, business process re-engineering, financial modelling, risk analysis and due diligence. Philip has been a trainer of CCCI for over 24 years and 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.

Participation

Interested parties are kindly requested to fill in the relevant **online participation form** by clicking **HERE** no later than Thursday 8 May 2025.

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).

TRAINING PROGRAMME

TUESDAY 20/05/2025 (DAY 1)

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.
8. The online conversion cycle – the online linear sales funnel – the iterative sales funnel
9. Defining digital marketing strategy: audience definition and targeting
10. Defining digital marketing strategy: content development and distribution
11. Defining digital marketing strategy: video and dynamic content
12. Defining digital marketing strategy: channels, budgets and ROI
13. How Return on Investment (ROI) works: Traffic > Conversions > Sales
14. Case studies of successful video content marketing

10:00 – 11:00   Technical Content Marketing: Audience Definition
This module begins with the definition of audiences that each Cypriot enterprise will market towards. Each enterprise will have multiple audiences which depend on a range of issues including their sales model (B2B, B2C, B2B2C), customer demographics, customer purchase behaviours, capital intensity of purchase, location of purchase, and other factors.
5. Identifying and defining customer audiences using data sources:
   • Own sales data and tacit knowledge on customers.
   • Previous advertising campaigns and other promotional campaigns for audience insights.
   • Use social media to define custom audiences and then lookalike audiences.
   • Observing competitors and other companies pitching to the same audience.
6. Segmenting and 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
7. Workshop: Defining five key audience segments for each enterprise
8. Workshop: Assessing audience motivations and value

11:00 – 11:15   Morning Coffee Break

11:15 – 13:00   Human-powered Video Content
This module defines the recommended requirements for video creation using "standard" human videos. Examples of standard (non-automated) videos are ones narrated by a human representative of the company, as opposed to an AI avatar-generated representative from a service such as Synthesia. Examples of such scenarios include:
• A Cyprus lawyer or accountant explaining changes to the tax law;
• A Cypriot hotelier doing a walk through of their renovated rooms or facilities;
• A Cypriot cook or restaurant owner demonstrating a recipe;
• A Cypriot IT company demonstrating its software;
• A Cypriot professor talking about new training courses or degrees offered;
• A Cypriot doctor explaining medical conditions.

Implicit in generating this form on content is to identify a company spokesman or spokeswoman. Often referred to as "founder forward" marketing, this approach is critical in that consumers want to identify a service or product with a trusted figure. This also resonates in terms of influencer or micro-influencer marketing.

The strategic approach for video content marketing is based on 10 steps:
11. Define the service or product that is for sale;
12. Define the sales scenarios under which it can be purchased;
13. Define the key audiences and their consumer psychology;
14. Develop the content messaging using a storyboard approach;

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15. Record the content using a human spokesperson (smartphone or video camera)
16. Edit and add effects using CapCut;
17. Prepare automated video transcript;
18. Include Calls to Action
19. Post and manage engagement
20. Monitor ROI

13:00 – 13:45 Lunch Break

13:45 – 15:30   Workshop: Creating a Video

In this module, each participating company will be asked to develop the objectives, audience definition, storyboard, calls to action and other content for a short-form video, which should be under 1 minute. The video may be commercial in scope (e.g. containing a sales message) or introductory (e.g. introducing the company or a service).
The participants will be prepared for this process so that they have thought of an adequate topic in advance and have copies of their logos or other appropriate data for the video background.
The videos will be taken using a smartphone and tripod.
Selected videos will be uploaded and edited on CapCut by the trainer, with the editing process shown live. Any videos not completed will be completed during the company visit.

15:30 – 15:45   Afternoon Coffee Break

15:45 – 16:45   Workshop: Creating a Video

The final steps of creating a video will include:
- Creating a transcript (which is vital for SEO)
- Including Calls to Action
- Managing Video Size
- Posting to Own Website or Youtube Channel
- Posting to Social Media
- Getting Staff Engagement.

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 21/05/2025 (DAY 2)

08:30 – 08:45   Registration

08:45 – 10:15   On-Page 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.

These factors will be presented as is but also adapted for use in video content marketing, with a particular emphasis placed on transcripts and other text placed below the line.

10:15 – 11:00   Workshop: Using Google Keyword Tool Finder

We will use the Google Adwords Keyword Tool Finder as a means of researching keywords and related keywords. We will then implement a short keyword frequency demonstration using MS Excel with two samples of the introductory video texts developed

on the previous day. Each manager will be asked to optimize their video text in the original storyboard using the keyword prominence, proximity, density and frequency rules for on-page SEO.

11:00 – 11:15   Morning Coffee Break

11:15 – 12:30   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.
- The Google EEAT Model
- Content Posting on other Websites / Backlinking
- Domain Authority
- Traffic
- Google My Business
- Developing Website Ecosystems
- Other Off-Page Tools and Tactics

12:30 – 13:00   Workshop: Using Google Search Console
Google Search Console is a free technical management tool by Google which any company can use. We will spend 20 minutes reviewing the main Search Console functions and showing how to:
d. Develop a sitemap
e. Demand indexing of certain pages
f. Review Core Web Vital metrics such as loading time, page errors, and more

13:00 – 13:45 Lunch Break

13:45 – 14:45   Workshop: Avatar-Powered Video Creation
In this Workshop, we will review how to develop video content using Avatars. The programme used for this is Synthesia. The same procedure will be used as with the previous workshop, but instead of recording and editing a video clip, the trainees will use a pre-existing avatar in Synthesia. This will also be compared with a user-generated personal avatar of the trainer.

14:45 – 15:30   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.
d. Social Media Distribution Strategy
e. Advertising Distribution Strategy
f. Influencer Distribution Strategy

15:30 – 15:45   Afternoon Coffee Break

15:45 – 16:45   Social Media Advertising Strategy
This module will look at video advertising on three main platforms:
- TikTok
- Facebook / Instagram
- LinkedIn

The content will include a review of the advertising options and a methodology for measuring engagement of posts, videos, channels, paid adverts, organic posts and other aspects.

16:45 – 17:00   Conclusions and Closing
The training session will close with concluding remarks on:
- Developing an Action Plan for Video Content Marketing
- Tracking total effort, total return and ROI of Technical Content Marketing
- Risks and final notes