

Στρατηγικές ψηφιακού marketing και η δυναμική τους

Ανδρέας Σπυρίδης, CEO, iTrust

ABOUT US



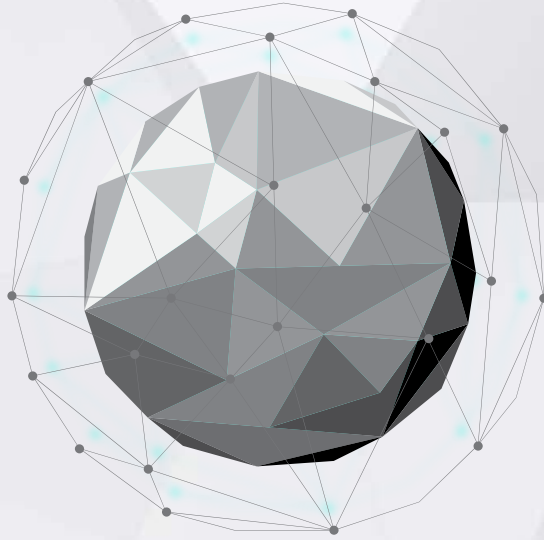
YOUR
Performance Marketing Agency

ABOUT US



**We believe in genius. We live by excellence
It's what turns our clients' goals into [reality](#).**

WE ARE



A 360° Performance Marketing Agency

ABOUT US



WE ARE

A 360° Performance Marketing Agency

Specializing in

Digital Strategy
Performance Marketing
Search Engine Optimization
Search Engine Marketing
Social Media

Video Advertising
UX/UI Design
Web Development
Ecommerce Development
eBusiness Consulting

OUR WORK

Has been recognized at

ABOUT US



PROUD OF

Being partners with



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HAPPY TO WORK WITH



11 888

TED^x Thessaloniki
x = independently organized TED event



beethoven / 5.13
Klinik-Köln



ABOUT US

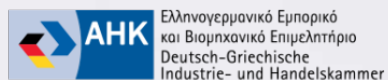


SENSE

anel
DARE TO BE DIFFERENT

Le tif

FASHION | ROOM |





STATE OF DIGITAL



- Greece
- Germany
- United Kingdom
- France
- Italy
- Spain
- Portugal
- Ireland
- Belgium
- Sweden
- Malta

- Ukraine
- Czech Republic
- Bosnia & Herzegovina
- Montenegro
- Slovenia
- Cyprus
- USA
- Canada
- Brazil
- India
- Morocco



NOTHING HAS CHANGED.
MARKETING IS STILL MARKETING.

“**WE JUST THINK DIGITAL NOW**”



Why ?

5+ hours spend online

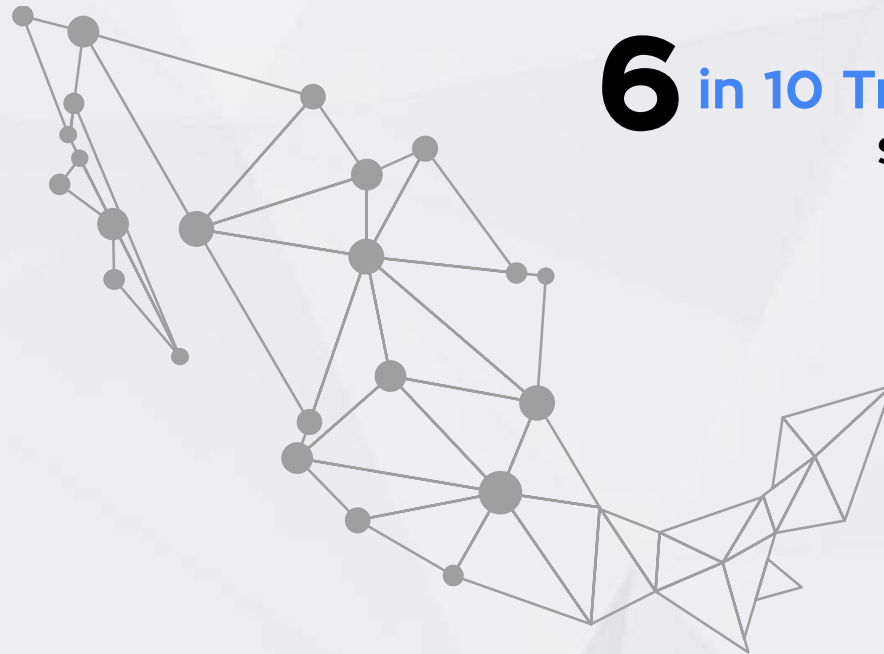
Your audience is always connected

6 in 10 Transactions
Starts on mobile

Digital Spend
will Surpass TV Spend

For the first time, brands
will spend more on digital than TV ads

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Go Digital. Is the Only Way Forward.

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#Reason 1.

Your audience is online. Not watching TV or reading newspapers.

#Reason 2.

Targeting is laser-focused.

#Reason 3.

Everything is measurable. Thus, it can be optimized



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But Watch Out



Digital is not an easy ride
There are challenges to overcome



There are **challenges** to overcome

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#Challenge 1.
No clear business goals.

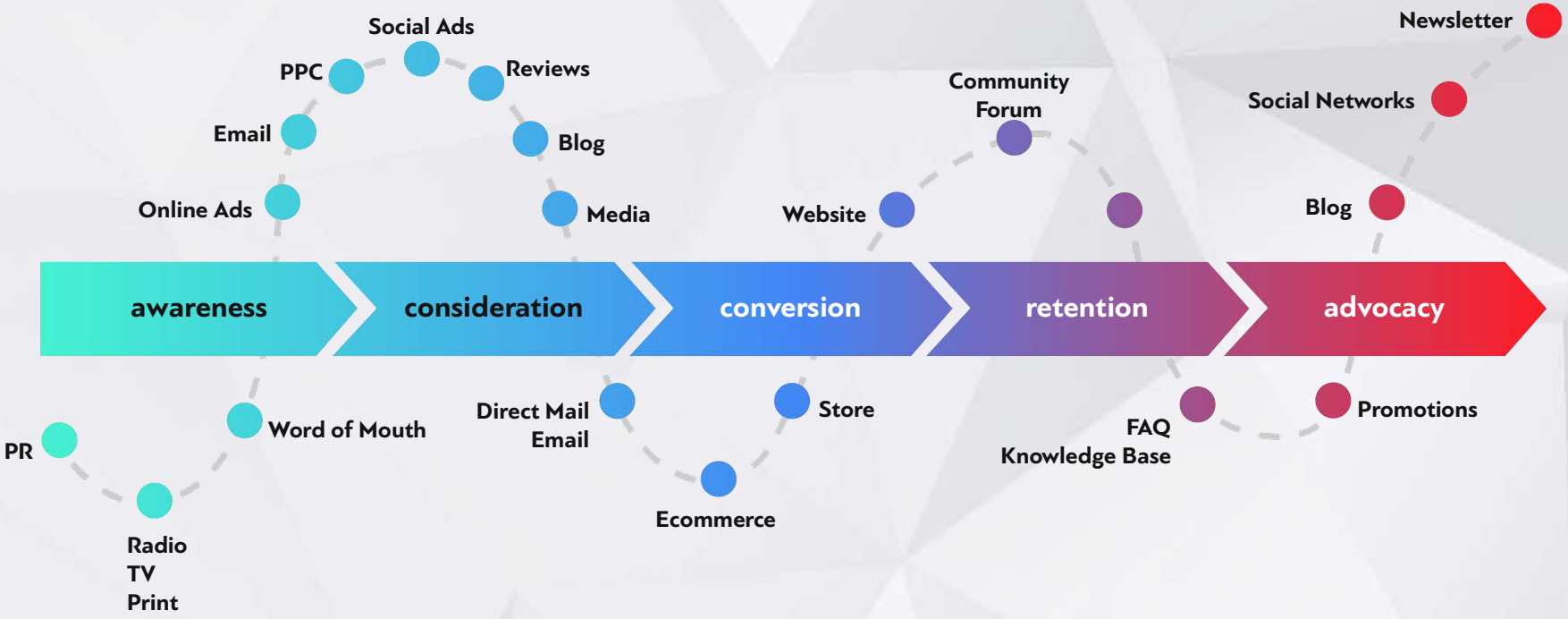




There are **challenges** to overcome

#Challenge 2.
Obsessing over Tools rather than Strategy.

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There are **challenges** to overcome

#Challenge 3.

Finding a data-driven partner

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Digital doesn't have to be a puzzle.

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**“ You don't need a digital strategy,
You need a business strategy for the digital age ”**

- Judy Goldberg / Sony Pictures





Digital doesn't have to be a puzzle.

- 1. Decide on your business goals.**
- 2. Identify the micro-moments of your audience.**
- 3. Group these into your customer funnel (Awareness, Consideration, Conversion, Loyalty).**
- 4. Find the right tool for the right micro-moment.**
- 5. Implement.**
- 6. Test. Review. Repeat.**



Thank you!