

**TRICKS**

of the **TRADE**

hi

george

founder, socialab

hey

george

drone pilot

(beginner)

# Why Socialab's experience matters

- 1 More than 60 global and national brands as clients the last 5 years.
- 2 Experience of training 300 marketers in digital marketing for 30 hours via our partnership with ALBA and DMI.
- 3 An agency that is a Google Partner and whose management has completed Facebook Studio Edge.
- 4 I think we are the biggest independent digital agency in terms of staff.
- 5 Experience since 2009 in writing publicly every day about digital marketing and expressing an opinion on [suit.gr](http://suit.gr)



**things**

i shoulda woulda coulda

**talk about**

# campaign

**10m**  
teenagers

**172m**  
impressions

**94k**  
participants

**4**  
**min**  
avg eng



# Awards 2014

**Social  
Media  
Awards**

**E-volution  
Awards**

**Social Media  
Savvy Agency  
of the Year**

**GOMC**



**things**

**i will most definitely**

**talk about**



# **invest in people**

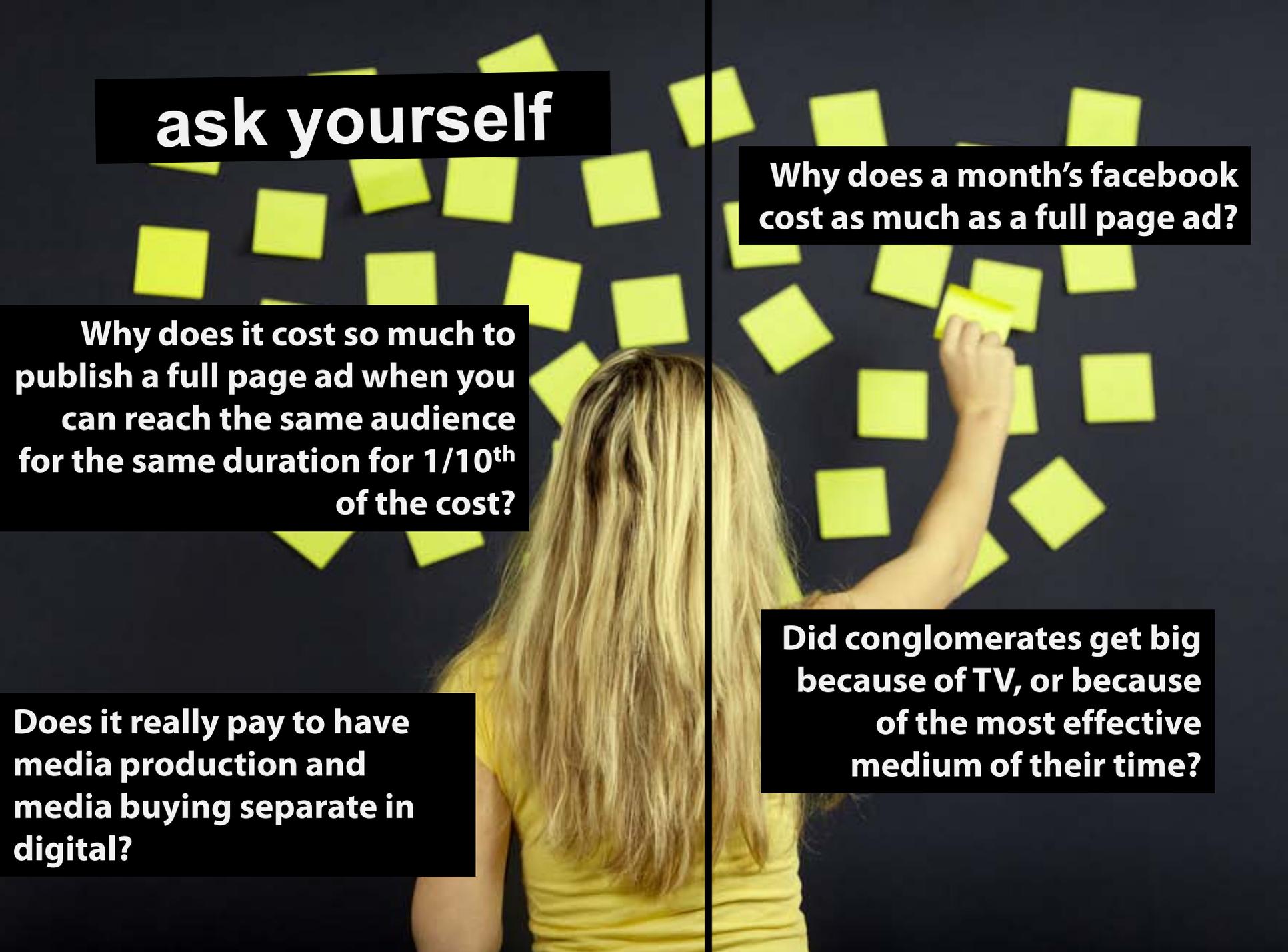
**At least 10 roles in a  
full service digital  
agency today**

**Recruitment is best  
done by “digital” senior  
people**

**Ongoing training  
overseen by people in  
the know**

**Best digital talent is in  
people who can't be AFK  
for long**

**The best people in digital  
don't do it for the money. They  
do it because they would be  
bored doing anything else.**



# ask yourself

**Why does it cost so much to publish a full page ad when you can reach the same audience for the same duration for 1/10<sup>th</sup> of the cost?**

**Does it really pay to have media production and media buying separate in digital?**

**Why does a month's facebook cost as much as a full page ad?**

**Did conglomerates get big because of TV, or because of the most effective medium of their time?**

**replace instinct with figures**

**Would you measure only 1,300 of the country's households?**

**Would you have a TVC only for the sake of having one?**

**start counting**





**new services**

**digital marketing audit and strategy consulting for non-clients**

**recruitment and assessment for candidates for digital marketing roles**

M E R C I  
G R A C I A S  
T H A N K Y O U  
D A N K E  
S P A S I B O

**wait**

**i promised you a  
story**

On November 16<sup>th</sup> and 18<sup>th</sup> 1972, when the film premiered on NBC, both nights, at 11pm, New York City's Municipal Water Authorities had some overflow problems from all the toilets flushing around the same time.

**Consumers: Not watching ads since 1972**



**The  
Godfather**

The logo for the movie 'The Godfather'. It features the title 'The Godfather' in a stylized, bold, serif font. Above the word 'Godfather', there is a graphic of a hand holding a gun, with the hand and gun rendered in a white, stylized, almost abstract manner against the dark background.