

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



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 1/10th 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

MERCI
GRACIAS
THANK YOU
DANK E
SPASIBO

wait

**i promised you a
story**

On November 16th and 18th 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