

Basics of marketing and promotion on social networks
17 September, EIC Tehnopolis, Niksic, Montenegro
18 September, Hotel Olimp, Zlatibor, Serbia

AGENDA

17 September – Thursday/18 September Friday

09:00 – 09:30	Introduction
09:30 – 10:30	MARKET ANALYSIS <ul style="list-style-type: none">- Sales channels as a marketing model- Buyer persone
10:30 – 10:45	Coffee break
10:45 - 12:00	CUSTOMER PSYCHOLOGY <ul style="list-style-type: none">- How customers make decisions- Storytelling in marketing
12:00 – 13:00	Lunch
13:30 - 15:00	PROMOTION ON SOCIAL NETWORKS <ul style="list-style-type: none">- How to create a post that attracts attention- Creating visual content- Sponsoring posts on Facebook and Instagram- Youtube marketing- What is added value and how to create it
15:00 - 15:15	Coffee break
15:15 – 15:30	USEFUL SITES
15:30 – 16:00	QUESTIONS