

DIGITAL MARKETING – BASICS

What should you know?

Internet advertising

Market structure – knowledge of market segments regarding Internet marketing, their size, trends upward/downward

Facts and figures (market share of online advertising in relation to media expenditures, size of individual segments, trends and tendencies)

Factors influencing the development of the Internet advertising industry

Internet users in Greece and worldwide (facts, figures, trends and tendencies)

Market penetration in respect to internet users in Greece and worldwide

Trends and tendencies related to the use of digital media (for example: mobility, multi-screening, smartphones)

Communication channels in the Internet – typology and concepts of classification

The concept of dividing communication channels into: earned, owned & paid media

Ability to classify the channels in terms of this concept

Types and classification of entities related to the Internet advertising market

Market structure (major players on the global and local market – agencies, media houses, Internet publishers, tool suppliers, related organizations)

Basic purchasing models and emission of online advertising

Knowledge and skills in interpreting emission models: RON, ROS, ROC

Knowledge and competences in interpreting purchasing models: FF, CPM, CPC, CPL, CPD, CPS, eCPM

Basic Concepts

Examples of concepts: domain, URL, User Generated Content, Web 2.0

Basic tools and indicators

Basic and practical application of indicators: CTR and CR

Basics and practical application of indicators: visits and views
knowledge of basic capabilities, possibilities, applications and
differences between tools such as: Facebook Insights,
Google AdWords, Google Analytics, Google Keyword Tool,
Google Trends, Google URL Builder, TGI, ENED, Nielsen

Cooperation with and agency – basic concepts

Knowledge of basic processes related to Internet advertising such as: planning media, website creation domain purchase

Knowledge and ability to interpret elements of an agency and media brief

Knowledge of basic concepts and issues related to creating in the Internet (for example: pixels, RGB, file weight)

Knowledge of basic concepts and technical (for example: CSS, HTML, IP)

Knowledge of basic file types and file extensions used in the Internet (ex. SWF, GIF, JPG, HTML5)

Marketing offline vs online

Knowledge and understanding of the concepts multichannel and omni-channel

Knowledge of basic relationships and causalities associated with online and offline consumption

STRATEGY AND PLANNING

What should you know?

Strategic concepts and models

Knowledge and ability to interpret and apply basic concepts and models such as: AIDA, inbound and outbound marketing

Analysis – methods, tools and sources of information

Knowledge of tools and information sources (such as TGI, Nielsen) and the ability to analyze data (for example: Affinity Index)

Defining objectives

Identify concepts and differences between sales and awareness campaigns

Ability to adapt business and marketing objectives on to a selection of tools and activities on the Internet (for example: selecting tools and that to the greatest extent will achieve the objective of brand awareness)

Defining target groups

Ability to define target groups based on demographic, psychological and behavioral criteria

Defining a plan of action/tactics

Ability to select the right combination of activities based on the selected strategy and target group

Knowledge and practical application of concepts and trends such as: banner blindness, capping, RWD

Budgeting methods and billing a campaign

Basic knowledge of models regarding billing and budgeting of Internet campaigns (example: licensing cost, agency provision, success fee)

Measuring effectiveness

Ability of choosing objective appropriate KPI's.

Reporting results

Ability to critically interpret campaign results in relation to the set out objective

DISPLAY ADVERTISING

What should you know?

Basic Concepts

Knowledge of basic concepts such as: format, placement, publisher

Display ad formats

Knowledge of basic characteristics and ability to identify various display ad formats such as: expand, scroll & layer

Mechanics of how it works

Chain: advertiser – agency – publisher and the role of an ad server

Effectiveness of display ads

Knowledge of benefits and the ability to align display advertisements to other forms of Internet advertising

Parameters of display campaigns

Knowledge of basic: capping, dayparting, dwell time

Planning display campaigns

Role of a media planner and basic knowledge in the area of interpreting media planning

Design in display campaigns

Knowledge of basic concepts in the field of creating online ads (for example: Flash vs HTML5, burnout effect, weight of design)

Measuring efficiency and KPI

Interpreting numerical data the ability to conduct simple calculations for example: „Cost of the campaign equals to X, amount of generated clicks equals to Y, calculate CPS”

SEARCH ENGINE MARKETING

What should you know?

Concepts and models related to SEO & PPC

Knowledge of basic concepts related to SEM such as longtail

Ability to place the notion of SEO among other disciplines of internet marketing (including the structure of the market)

SEM / SEO / PPC – basic concepts

Ability to define SEM, SEO, PPC

Search engine results and positioning

Knowledge of the biggest search engines

Mechanics behind the search engine

Knowledge of Google search engine – indexing, possibilities, filtering results

Search behaviour – user behavior on the search engine

Basic knowledge in the field of user search engine behavior

Effectiveness of SEM

Ability to relate SEM to other disciplines of Internet marketing

Basic concepts

Knowledge of basic concepts such as: link-building, meta-tags, friendly links

Basic knowledge of the HTML code structure and its relations to SEO (title page, attachment H1...H3, meta-tags, alt-text)

Mechanics SEO

Knowledge of basic factors influencing organic positioning

Optimization On-page & Off-page

Knowledge of basic factors influencing organic positioning and relating them to SEO On-page i Off-page

Inbound marketing/link building

Comprehending the essence of link building and ability to identify activities related to this area

Analytics Defining

Ability to analyze SEO reports and interpret basic indicators

Key words

Choice of key words and matching them
(including negative key words)
Google Keyword Tool

Bidding in PPC advertising

Essence and mechanics of Google AdWords

Copy in PPC advertising

Knowledge of technical and practical rules related to writing
texts in AdWords campaigns

Measuring effectiveness and KPI's

Knowledge of mechanics behind optimizing AdWords ads
and ability to interpret numerical data from the panel

VIDEO ADVERTISING

What should you know?

Basic concepts

Knowledge of basic concepts and classifications such as: linear/nonlinear ads, overlay, rich-media

Video ad types and formats

Basic video ad formats: in-banner, in-stream, in-text

Websites with video content

Knowledge of biggest Internet websites with video content (including VOD)

Emission and purchase models

Knowledge of emission and purchase models for VOD advertising – in particular CPV model

Effectiveness of video advertising

Ability to reference VIDEO to other forms of Internet marketing

Content creators - vlogging, youtubers

Essence, role and characteristics of most important content creators on the Greek Internet (vloggers and youtubers)

What are MCN's on YouTube

Cooperating with content creators – potential benefits, best practices, effectiveness

VOD i branded content

Product placement in video; video in VOD

Hybrid television

Essence of hybrid television in relations to video ads

SOCIAL MEDIA and CONTENT MARKETING

What should you know?

Basic concepts related to web 2.0

Knowledge of basic concepts such as: hashtag, social graph, organic reach

Social Media Platforms

Knowledge and characteristics of biggest social media platforms in Greece and internationally (including mobile applications)

Social listening and monitoring

Knowledge and characteristic (similarities and differences) of biggest and most important tools for social listening (ex. Monitor)

Benefits and application of social media listening

Planing & publishing content

Types of interactions on social media
Types of content on various platforms
Edge rank – essence and mechanics
Competitions and applications on Facebook
Video content
Non-standard forms of content

Advertisements in social networks

Possibilities, formats and billing models of advertisements in social networks

Effectivness of social media marketing

Ability to relate social media marketing to other disciplines of Internet marketing

KPI & analytics

Basic measures and their interpretation

Knowledge of analytical tools (functionalities, differences and similarities) such as: Socialbakers, Facebook Insights

Methods, forms and tools for content creation

Knowledge of basic forms for example: expert articles, infographics, longform

Ability to select forms of content marketing depending on various objectives

Methods for content distribution

Methods and best practices regarding distribution of content in the web

Native advertisement

Essence of native advertisement and ability to relate it to traditional internet ads

Effectiveness of content marketing

Ability to relate content marketing to other disciplines of Internet marketing

Measuring effectiveness

Ability to apply basic KPI measures to analyze effectiveness of content marketing

MOBILE MARKETING

What should you know?

Basic terms and concepts associated with mobile marketing

Knowledge of basic terms and concepts for example: multiscreening, RWD, smartphonization

Effectiveness of mobile marketing

Ability to relate mobile marketing to other disciplines of Internet marketing

Optimization of web page for mobile devices

Basic factors influencing the optimization of web pages for mobile devices

Mobile applications

Knowledge of differences and similarities between native and hybrid applications

Knowledge of operating systems for mobile devices and their roles/market share
essence and mechanics of AppStore

Related terms such as: API, SDK

Testing mobile applications

Basic knowledge on the development and testing procedure of mobile applications

Mobile advertising

Formats and types of mobile ads, targeting, geo-targeting and QR codes

Mobile website & Responsive Web Design

Knowledge of differences and similarities between mobile sites and RWD

Proximity marketing

Utilization of geolocation in mobile advertising

iBeacons & RFID

SMS marketing

SMS and MMS in mobile marketing

Internet of Things

Knowledge of the IoT concept and applicable

Knowledge of the IoT: wearables, iBeacons, NFC

Mobile analytics

Ability to apply basic KPI'S in order to analyze the effectiveness of mobile marketing

PROGRAMMATIC / RTB

What should you know?

Basic terms and concepts

Knowledge of basic terms and concepts such as: DSP, SSP, DMP, AdExchange, passback

Similarities, differences and dependencies between RTB & Programmatic

Essence of RTB & Programmatic

Mechanisms and operation of RTB and Programmatic purchases

Set of links between the advertiser and publisher DSP, SSP, DMP and AdExchange

Bidding

Auction mechanism – understand concepts such as: floor price, second bid auction, private auction, open auction, preferred deal

Formats and billing models in RTB advertising

Evaluating campaigns

Attribution models and the ability to critically analyze campaign results

Measuring the effectiveness

Ability to apply basic KPI's in order to analyze the effectiveness of RTB

Application of first, second and third party data in models

E-MAIL MARKETING

What should you know?

Basic terms and concepts

Knowledge of basic terms and concepts such as: permission marketing, opt-in, opt-out, double opt-in

Planning campaigns

Ability to formulate objectives and tactical activities regarding email marketing

Online & Offline data capturing

Forms of Internet data collection – registration forms and other methods

Consumer database – knowledge of basic concepts regarding hygiene and database management, legal issues. Integration of data sources from external systems and suppliers

Spam & Spam Filters

SPAM – spam basics and practical application of knowledge about Spam Filters

Segmentation

RFM model and other forms of database segmentation

Transactional, declarative and behavioral transactions

Email design

Design of email marketing – best practices

Newsletter vs e-mailing – differences and similarities

Data and privacy management

Personal data in relation to Protection of Personal Data Act – basic concepts, types and ways of obtaining consent for processing personal data privacy protection

Testing

Testing designs

Effectiveness in e-mail marketing: Role of the sender, title and design

Tools for email marketing

Knowledge of the greatest email marketing tools

Benchmarks and effectiveness of e-mail marketing

Ability to apply basic KPI measures for the analyzing the campaign effectiveness

Knowledge and interpretation of dedicated email marketing indicators such as: Open Rate (OR), CTOR

E-COMMERCE

What should you know?

Basic terms and concepts about e-commerce

Knowledge of basic terms and concepts such as m-commerce, price comparing, online store, ZMOT

E-commerce market in Greece

Size, structure and market tendencies of e-commerce in Greece

Most important GR trends stemming from e-commerce

Trends and tendencies

Knowledge of trends and tendencies in the field of consumer behavior, technology and customer experience in e-commerce for example-: ROPO, showrooming, click&collect, livechat

Ropo & showrooming

Influence of ROPO and showrooming on e-commerce

M-commerce

Role of mobile channels in the field of e-commerce

E-commerce and other areas of Internet marketing

Interaction between e-commerce and other disciplines of Internet marketing in particular: marketing automation, e-mail marketing, SEM

Legal aspects

Knowledge of basic legal acts influencing e-commerce

INTERNET ANALYTICS & UX

What should you know?

Basic concepts and tools related to web analytics

Knowledge of basic concept and overall architecture of the Google Analytics – for example bounce rate; traffic, traffic sources

Creating an account and its structure in Google Analytics

Basic knowledge of the Google Analytics mechanics (creating an account and its structure)

Attribution and tagging of site

Attribution models, tagging the site, Google URL Builder, traffic sources and the medium (ex. interpretation of direct Google organic)

Objectives & conversions

Knowledge of the concept „conversion“ and the ability to formulate objectives in GA based on the marketing objective

Google URL Builder

Practical application of the Google URL Builder

Indicators and metrics

Knowledge of basic indicators such as: sessions, views, average time spent on site

Basic terms and concepts of User Experience

Knowledge of basic terms and concepts such as: usability, availability, usability, responsiveness

Knowledge of basic research methods used in UX (in particular: A/B, testing, tree test, segregation of cards, in-depth interviews, click-tracking, eye-tracking)

Methods and tools for analyzing UX measurements

Knowledge of basic tools and ability to draw critical conclusions

e- BUSINESS Law

What should you know ?

The law regarding unfair competition and advertising in the web

The law regarding suppression of unfair competition, comparative advertisements, moderation of Internet, forums and other prohibited actions

Press law & internet marketing

Press law regarding responsibilities of the publisher and advertiser on websites

Criminal law & Internet marketing

Criminal law regarding online advertising

Agreements, insertion orders and legal responsibilities in Internet marketing

Basic legal issues regarding the effectiveness of concluding client-agency or client-publisher agreements and the liability connected to it

Advertisement of labeled ad groups (alcohol, cigarettes, medicine, etc)

Legislation regarding education about sobriety in an alcohol ad, legislation regarding food safety and nutrition in advertisements for infant formulas, legislation on gambling and the advertising of gambling, legislation regarding the protection of health against the consequences of tobacco usage and tobacco products the ads, pharmaceutical law and advertising of medicines on Internet

Advertising and marketing directed at children

Legal aspects related to advertisements directed at children

Aspects regarding copyrights on the Internet

No	Question	A	B	C	D	E	F	G
1	Which percentages range does not reflect the dynamics of online display advertising expenditure growth in Greece in 2016 (according to IAB AdEx)?	10%-13%	14-17%	5-9%				
2	How often is the IAB AdEx Hellas report released?	every month	twice a year	every quarter				
3	Which advert format features dimensions of 468x60 px?	Banner	Billboard	Leaderboard				
4	If an advert covers the content of a page and it is necessary to use an X button to close it, the format is usually called (Choose each correct answer.):	Webover	Billboard	Leaderboard	Expand skyscraper	Interstitial		
5	What is the percentage share of Google search engine in the search engine market in Greece? Which range indicates Google's position on the market?	<20%	21-40%	60-80%	>80%			
6	Indicate other web search engines than Google: (Choose each correct answer.)	Yandex	Firefox	Bing	Google Chrome	Yahoo	Baidu	

7	Which of the following sentences are true?	A dedicated mobile page is different from an RWD page and it's completely independent of its desktop version	A dedicated mobile page is usually characterized by a much longer loading time in a browser than an RWD page	An RWD page adapts itself to a given resolution and makes it possible to adapt it to the size of the screen/device or browser window	Managing the content of RWD sites is usually easier than managing individual desktop and mobile pages			
8	Can a text message (SMS) contain links to web pages?	YES	NO	YES - but only to mobile pages	YES - but the links may be up to 32 characters long (including spaces)	YES - but only to RWD pages		
9	Which of the following examples of a brand's online activity may be associated with the concept of outbound marketing? (Choose all answers that are correct)	Creating viral content	Banner campaign run on the main page of a website	Mailing sent out to an external database (e.g. users of a given website)	SEO			
10	One of the actions you're planning to undertake is a remarketing campaign. It can be helpful in (choose one best answer):	Reaching the biggest possible number of new users	Achieving a high CTR	Reaching users who have already had contact with the brand's advert or web page	Achieving the biggest possible number of advert runs			
11	Two of the most common proportions for online video ad spots are:	16x9	3x6	4x3	14x14			

12	Non-linear video ads:	Come before the main video content	Appear regardless of the main video content	Feature simple soundtracks	Are shown only to audience aged 18 and more			
13	#interestingtext is:	A URL address	A hashtag	A Social graph	A Metatag	A Tweet	A Share	
14	Monitoring of internet users' online discussions:	Is against the applicable law of Greece	Is permitted on condition that the monitoring data is not processed or stored on non-registered computer devices	Is permitted on condition that the company taking advantage of this practice notifies Ministry for that	Is permitted			
15	SSP is a term associated with the concept of RTB. What does this acronym stand for?	Supply Side Platform	Supply Side Panel	Supply Standardisation Program				
16	How many DSPs can an advertiser take advantage of?	1 DSP - such platforms usually sign exclusivity agreements	2 DSP	Unlimited number of DSPs				
17	The principles of permission marketing are of big relevance to the effectiveness of e-mail marketing activities. Which of the following situations is in line with the concept of permission marketing? (Choose all answers that are correct)	An internet user has signed up to a mailing list of their own free will	The sign-up to a mailing list has been performed on the basis of a double opt-in model	A marketer sends a message with a request for permission to send commercial and marketing				

				content to an e-mail address found on the internet				
18	As an industry expert, you must be familiar with the concept of "hard bounce" used in e-mail marketing. What does a hard bounce not mean?	That a given e-mail address does not exist	That an inbox is full	That a given domain has expired				
19	One of the improvements of online shopping is the feature of the so-called LiveChat. What is this feature about?	It is a form of contact with a given online shop, that enables two-way communication in real time	It involves shopping advisory services offered via e-mail messages or a contact form	It is a form of support involving providing the customer with an option of on-going tracking of the ordered product	It is a service making it possible to bid for selected products	It is one of the methods of payment		
20	You wish to check if the activities your brand pursues on Facebook translate into website traffic. What Google Analytics report will you use to this end?	User Acquisition	Facebook Insights	Facebook Social Graph	There's no such feature - Google Analytics reports only the traffic from other Google services (e.g. AdWords)			
21	According to the Penal Code, advertising a website where pornographic content is published in a way that makes it accessible to minors aged below 15:	Is not penalized on condition that adverts contain information that indicates clearly that the advertised website contains	May be subject to punishment, but the consequences of such punishment may be suffered only by the entity that orders the advertising, e.g. the	Is punishable				

		pornographic content	publisher of the advertised website					
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Correct answers:

1b)c); 2c); 3a); 4a)e); 5d); 6a)c)e)f); 7a)c)d); 8a); 9bc); 10c); 11a)c); 12b); 13b); 14d); 15a); 16c); 17a)b); 18b); 19a); 20a); 21c);