

what  
the f\*\*\*  
is branding?

upgrade  
based on  
experience and feeling



## FIRST THINGS FIRST

### The KYC Know Your Client principle

We believe that getting to know our Client is crucial in serving their needs;  
so before anything else, we get to know them better





## FIRST THINGS FIRST

### Market & competitive research

We gather information to better understand the Client's target market.

Furthermore, we identify competitors  
and evaluate their strategies.





## FIRST THINGS FIRST

### Marketing strategy & action plan

We develop a strategy that is right for our Client's business and organize the actions along the strategic objectives.





## FIRST THINGS FIRST

### Moodboard

We create a moodboard that gives an idea of the visual direction before moving to the more complex parts of the design process.





## THE CONTENT

### Evaluation of Existing Material

We evaluate, organize and edit photos, videos and other material provided by our Client.





# THE CONTENT

## Content Creation

We come up with ideas and create social media posts, stories and blog posts that get read, shared and promoted.  
As working with social media means always needing new pictures, we also run regular photoshoots.

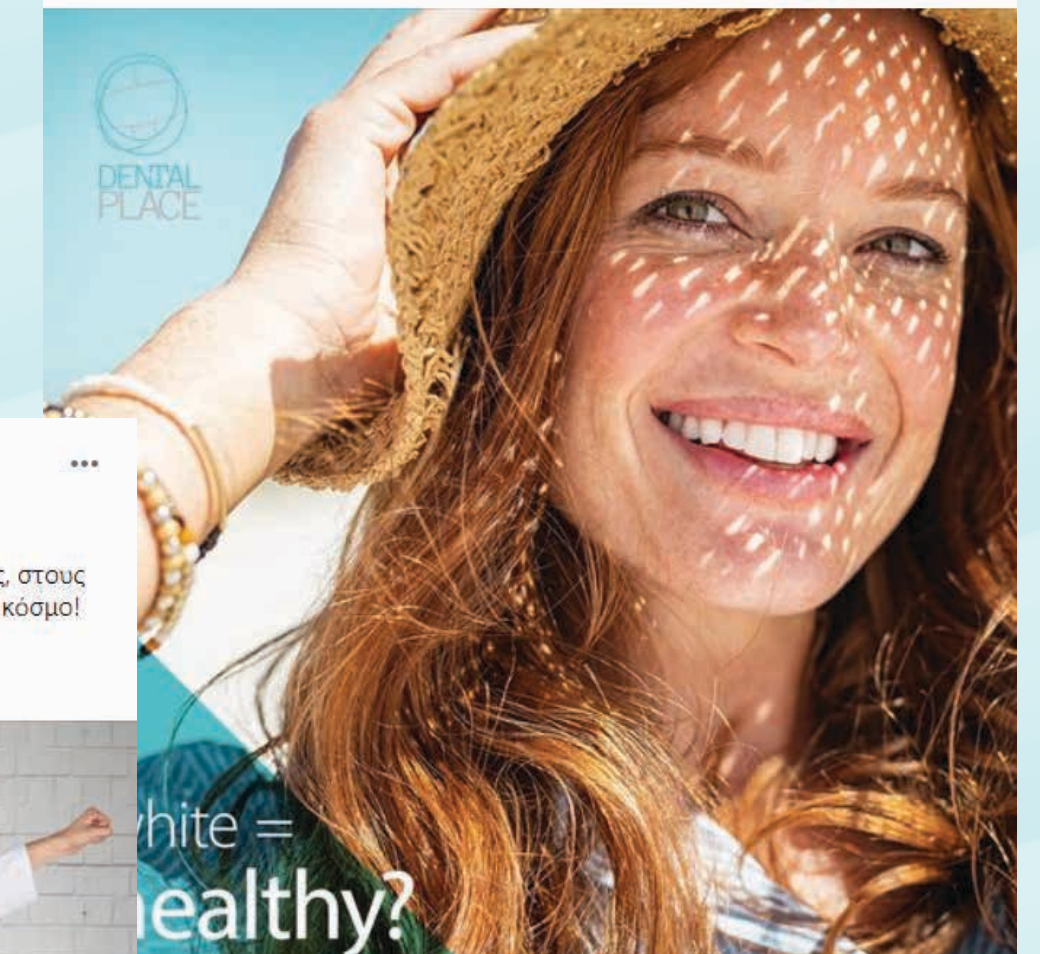
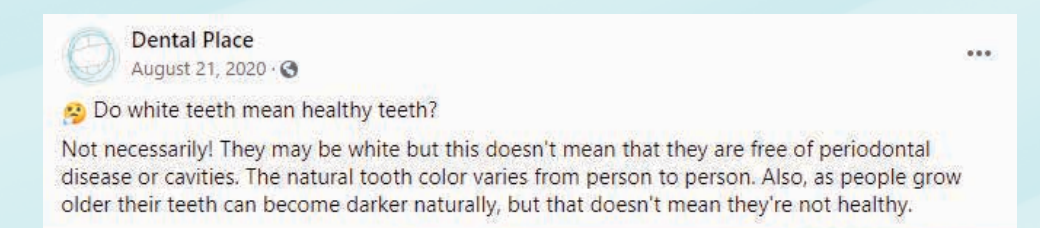
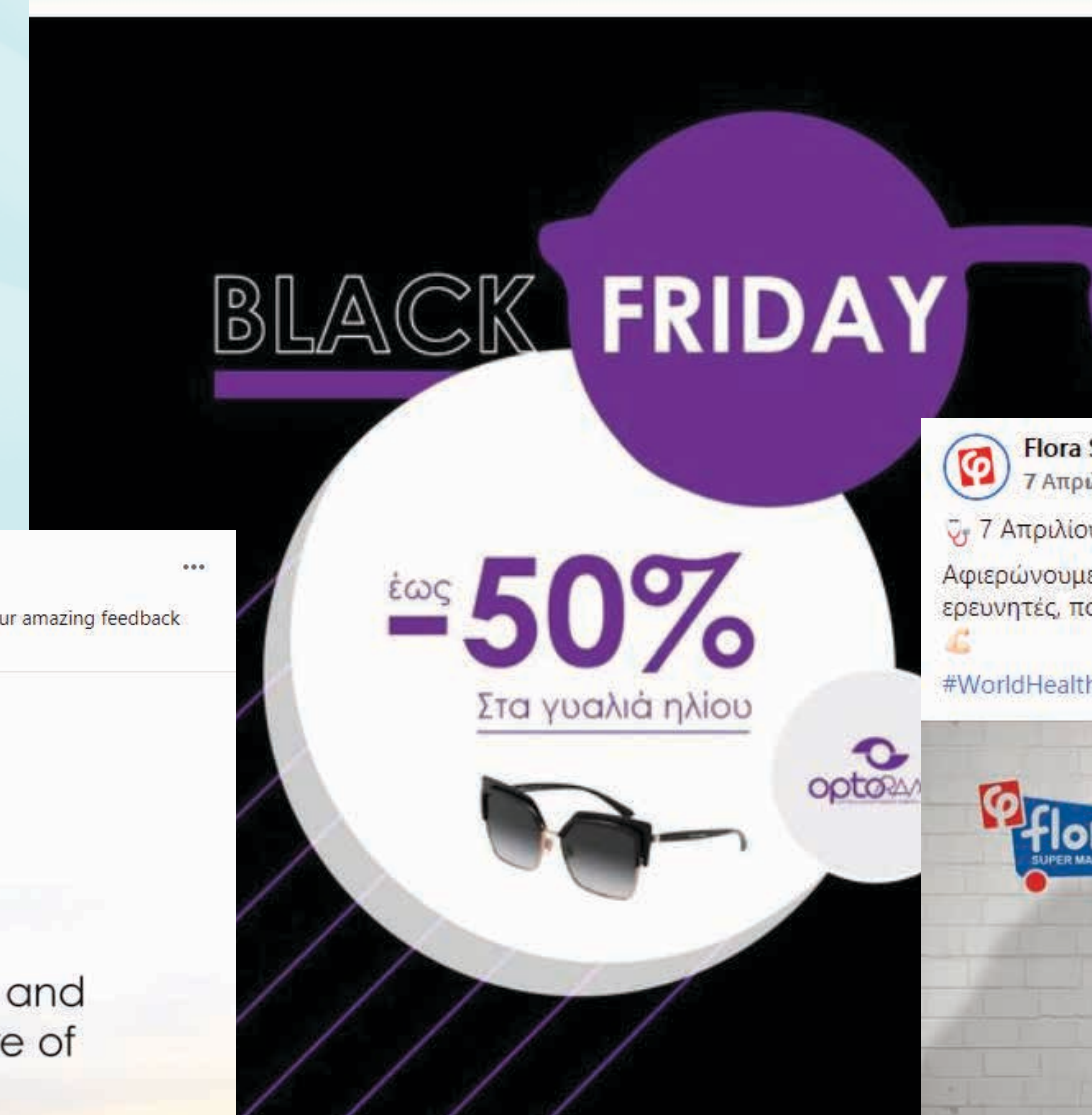
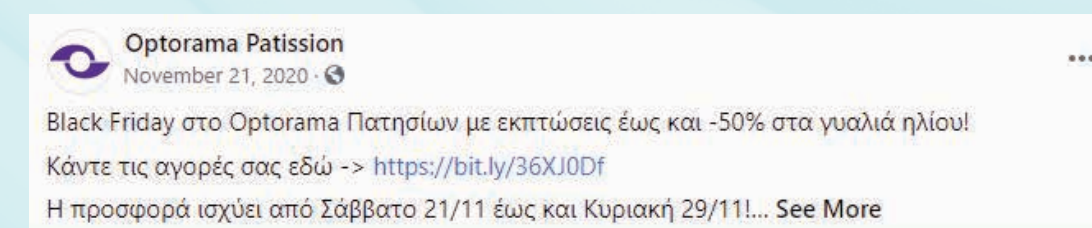
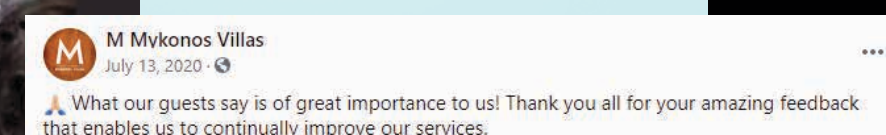
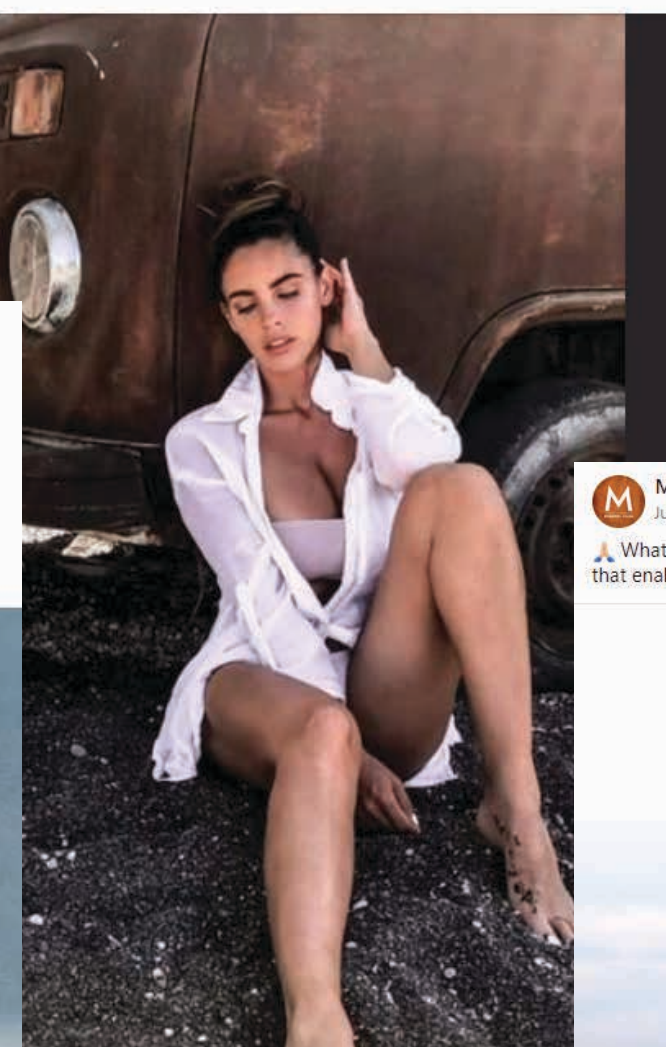
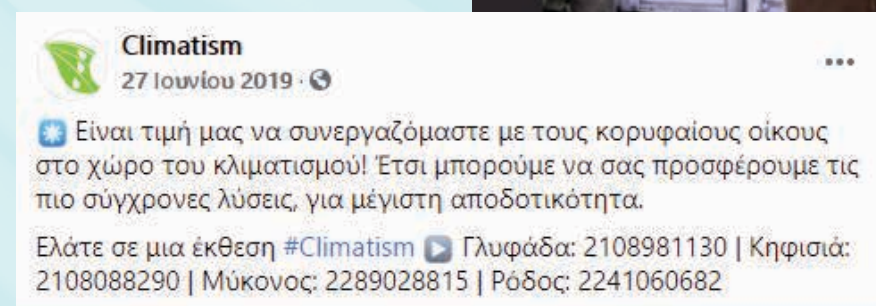




# THE CONTENT

## Posts that grab attention

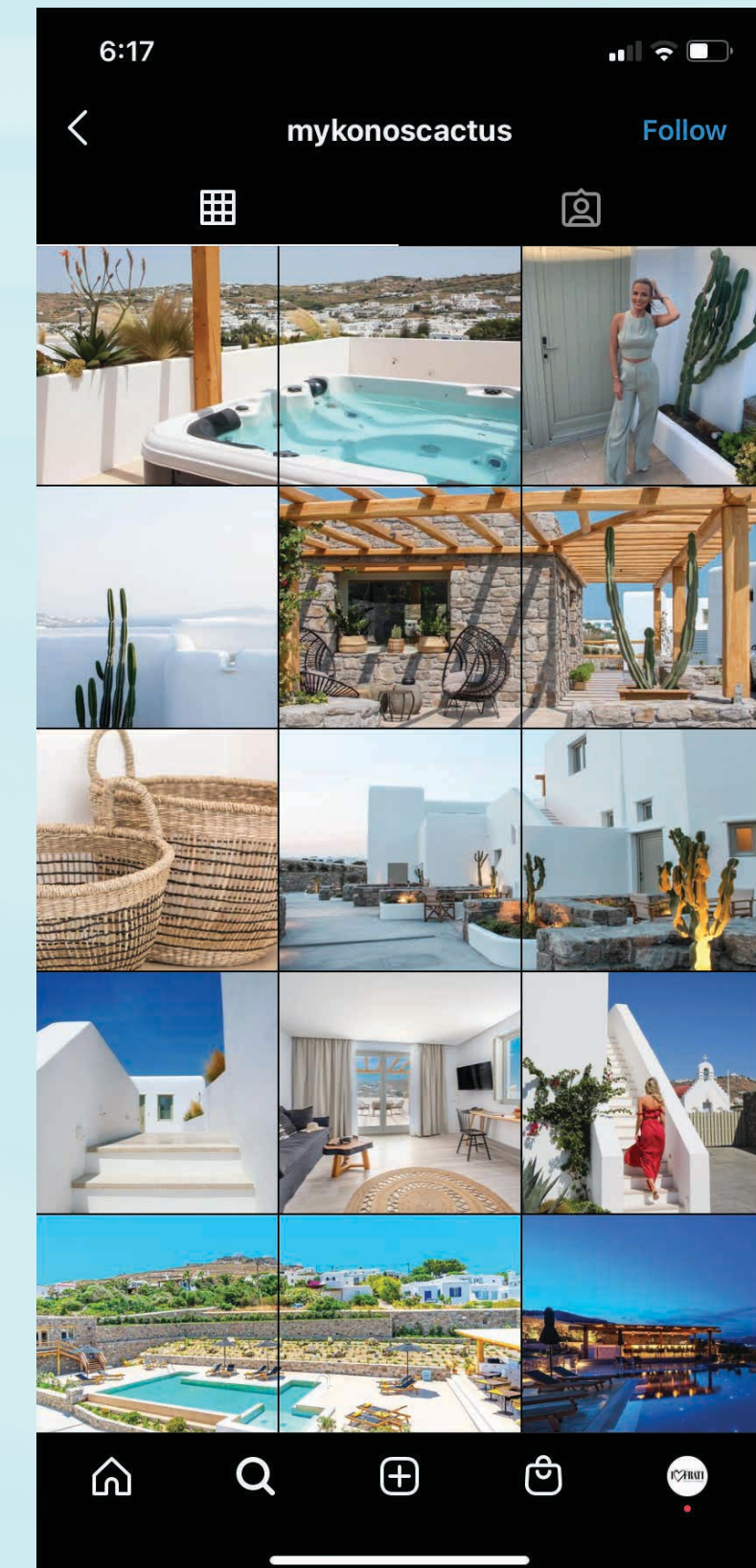
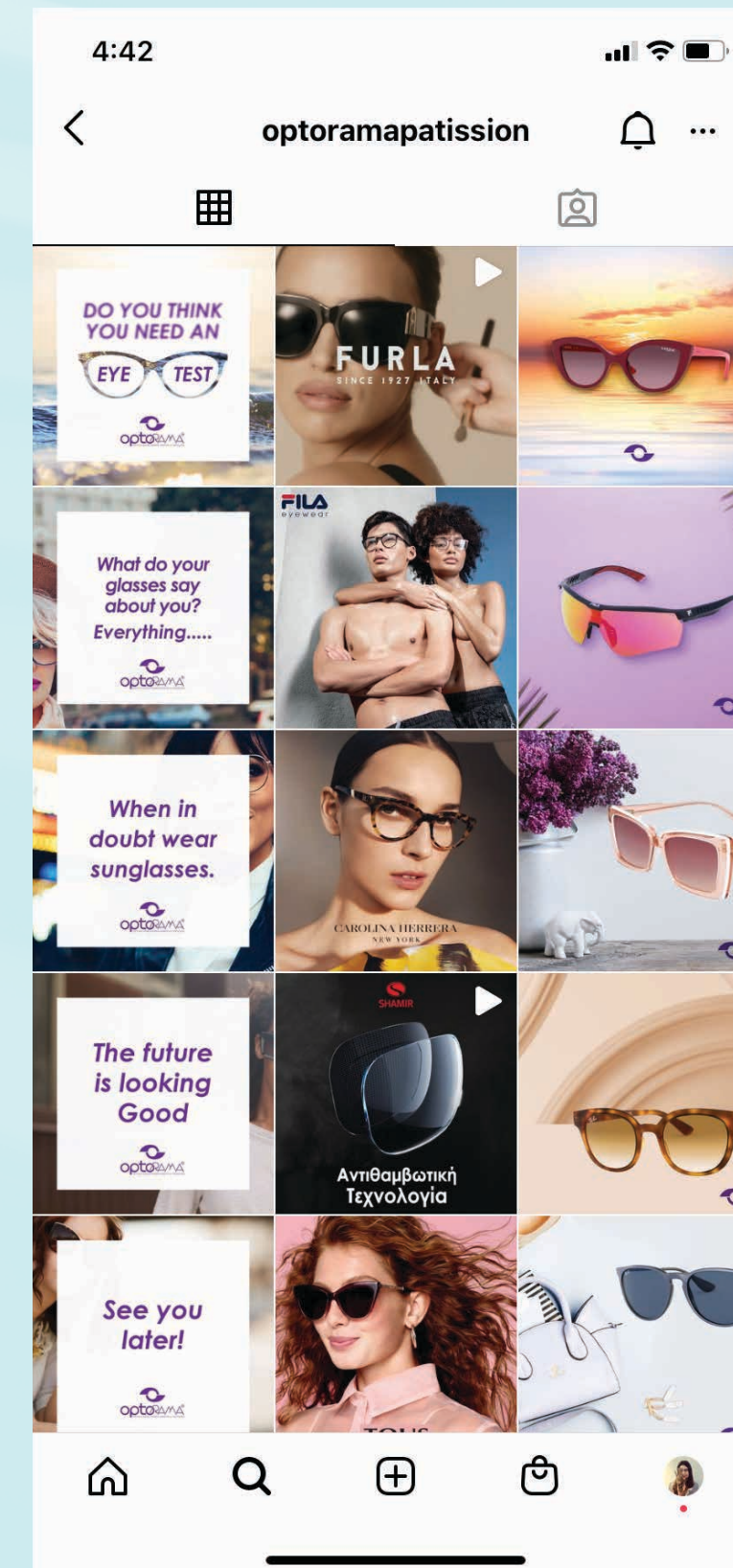
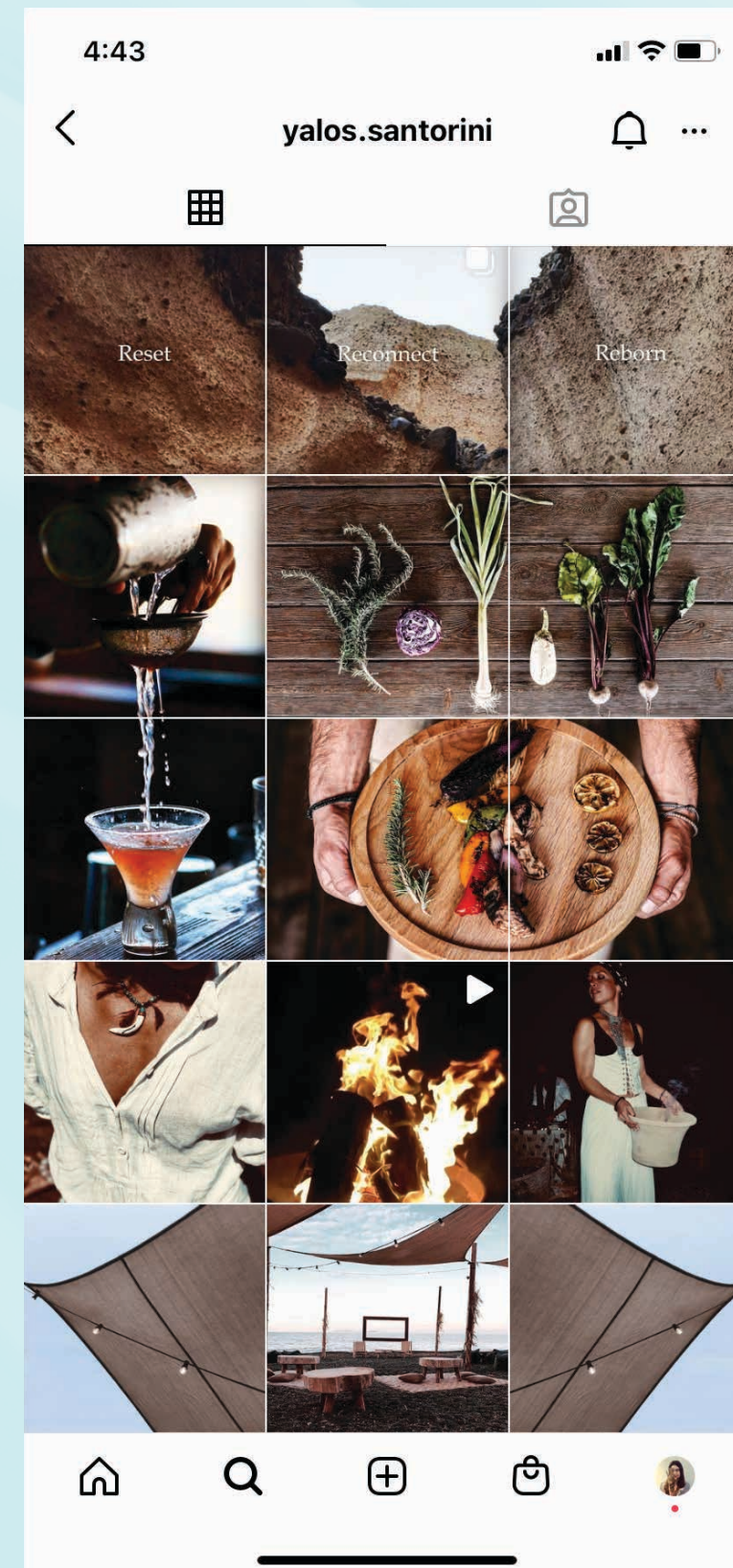
We create eye-catching social media posts with compelling captions that tell stories, provide valuable information, engage and entertain.





# S O C I A L M E D I A M A N A G E M E N T

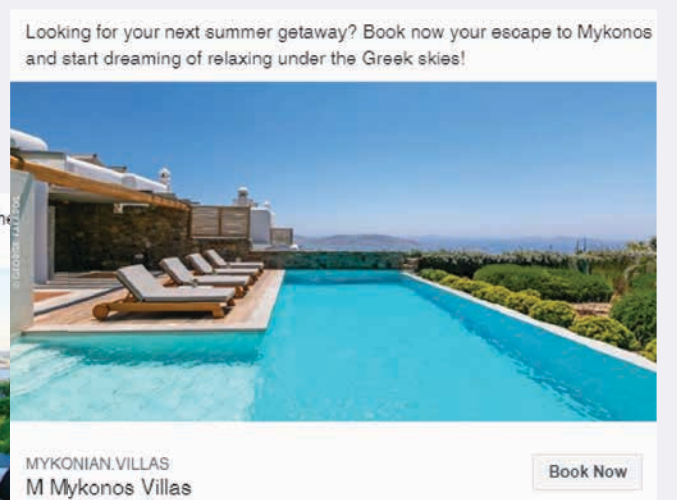
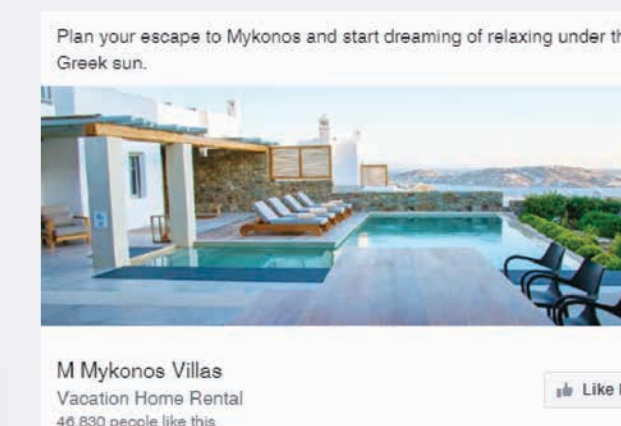
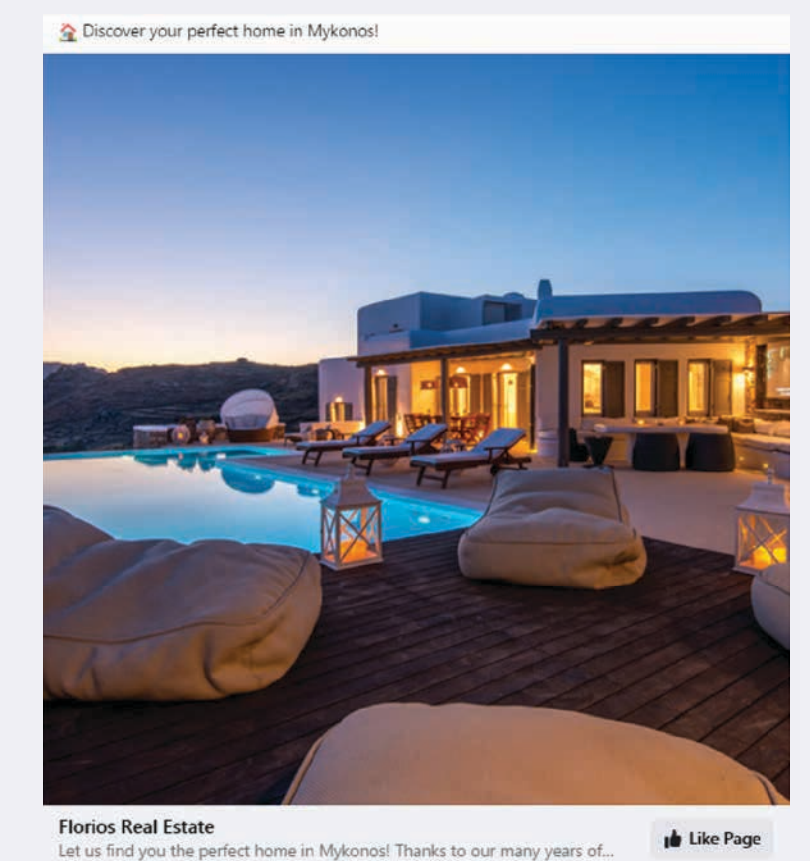
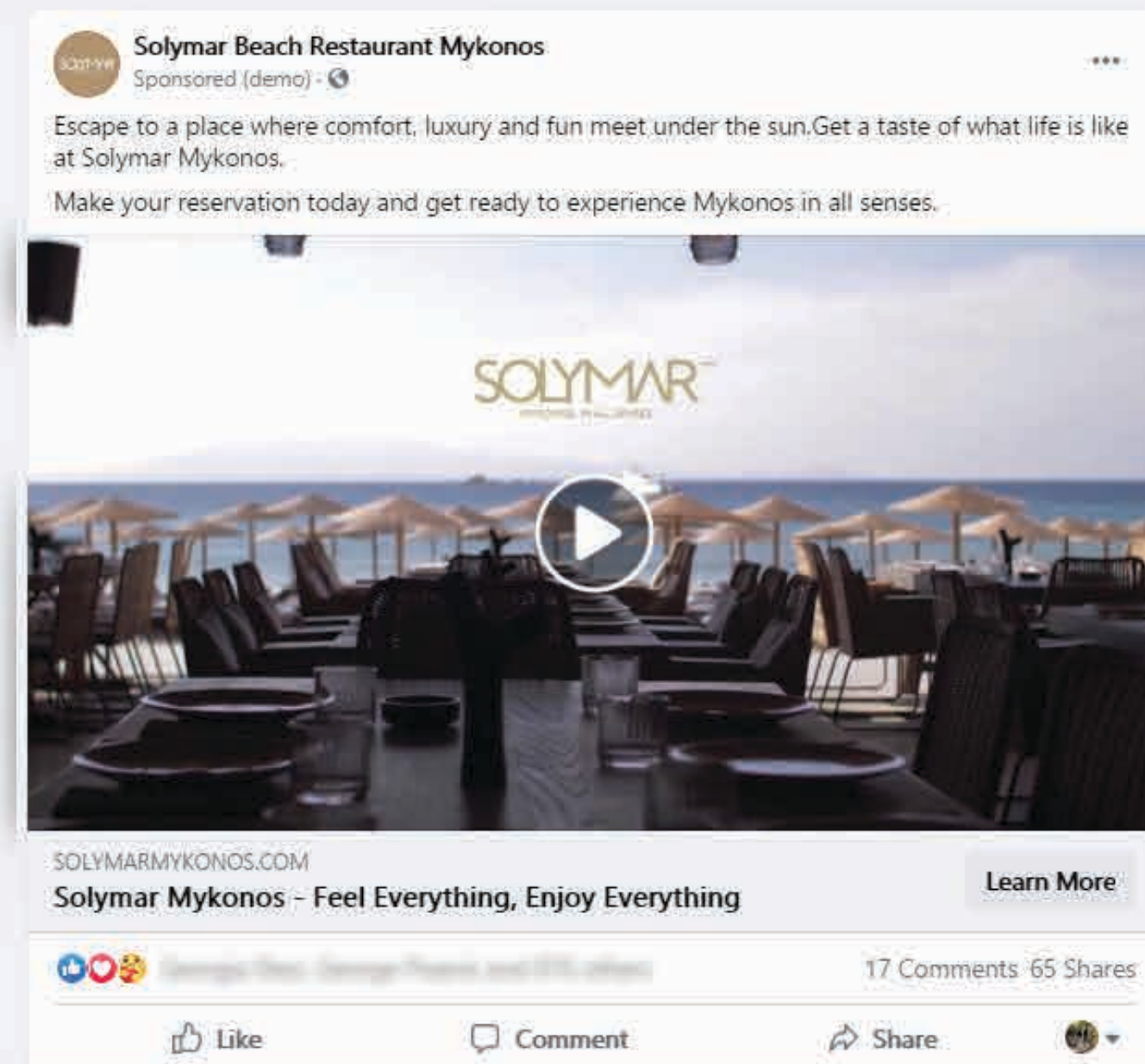
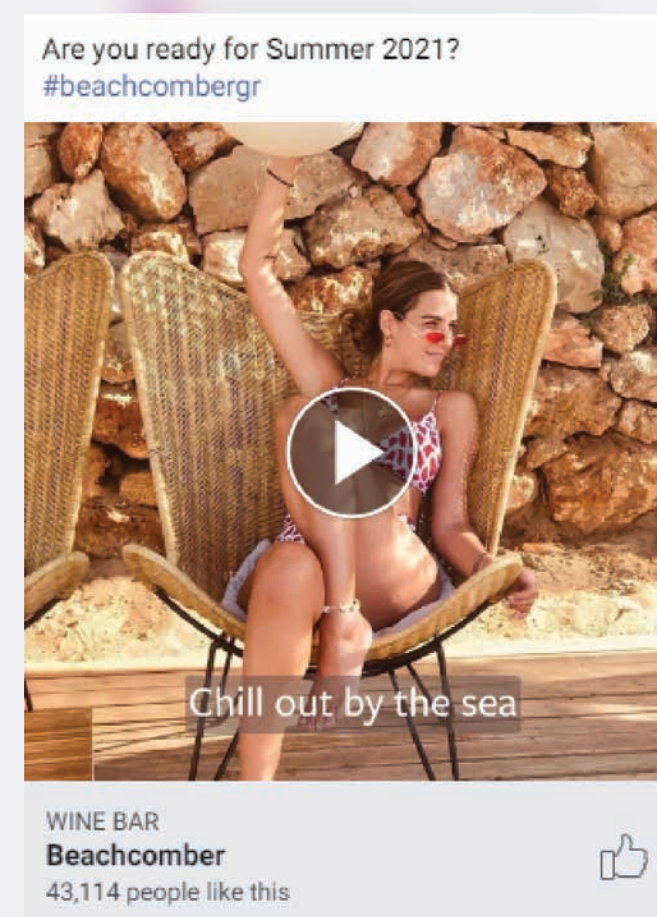
We manage our Client's social media accounts with efficiency,  
aligning our social strategy with the business goals.





# ONLINE ADVERTISING

We use the Facebook Ads platform to build awareness, promote our Client's services and get in front of new customers on Facebook and Instagram. We run google ads campaigns on behalf of our Client, taking advantage of the robust targeting options and advanced features of the platform.





# INFLUENCER MARKETING

We promote our Client's business by partnering with popular social media users or bloggers.





# EMAIL MARKETING

We reach our Client's audience with newsletters that stand out in the inbox and drive conversions.

Yalos  
SANTORINI

Dear Community,

As one year ends and a new begins, let us move forward with an open heart and start a new beginning without fear.



After a quite difficult year, it would do us all some good to spread kindness and love in the months ahead, focusing on inner healing, spirituality, and compassion. Not all tough things last forever, after all; you just have to keep moving forward with an optimistic mindset.

We look forward to the pleasure of welcoming you back to the beach, where the black sand meets the dancing feet of travelers who seek the sacred within.

From all of us at Yalos,  
**best wishes for a year of peace and hope.**

Stay up to date with our latest news via our Social Media

ΙΔΡΥΜΑ ΠΑΥΛΟΥ & ΑΛΕΞΑΝΔΡΑΣ  
ΚΑΝΕΛΛΟΠΟΥΛΟΥ  
PAUL & ALEXANDRA CANELLOPOULOS  
FOUNDATION

# 2021

Υγεία, προκοπή και δημιουργικότητα

Το Δ.Σ. του Ιδρύματος Παύλου & Αλεξάνδρας Κανελλοπούλου εύχεται σε εσάς και την οικογένειά σας Χρόνια Πολλά.

Health, prosperity and creativity

The Board of Trustees of Paul and Alexandra Canellopoulos Foundation wishes you happy holidays.

Αρχαία Τέχνη, χάλκινο αγαλμάτιο της θεάς Υγείας  
(Ρωμαϊκό αντίγραφο έργου του 4ου αι. π.Χ.)  
από τη συλλογή του Μουσείου Παύλου & Αλεξάνδρας Κανελλοπούλου

Ancient Art, bronze statuette of Hygieia, the Goddess of Health  
(Roman copy of a Greek original of the 4th century BC)  
from the Paul & Alexandra Canellopoulos Museum's collection

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You can [update your preferences](#) or [unsubscribe from this list](#).

ARIA  
fine catering

## aria newsletter

ΔΕΚΕΜΒΡΙΟΣ 2020

Αυτές τις γιορτές δώστε την προσοχή σας στους αγαπημένους σας!  
Τα υπόλοιπα, αφήστε τα σ' εμάς.

Αξίζετε αξέχαστες γιορτές!

Μαγικά Γευτικά Χριστούγεννα με την ARIA

Γιορτάστε δέξαστε Εκκενάρστε με τους καλεσμένους σας υπέροχα γιορτινά εδέσματα.  
Πίναξτε με την υπέροχη δημιουργικότητα και την φανταστική εστίαση της ARIA Fine Catering.  
Βάλτε τσάι το κέφι, τον γιορτινό σας καφέ, τα απολαύματα και τους καλεσμένους.  
Εμείς οργανώνουμε το γιορτινό τραπέζι σας με τους καλύτερους chefs και το εξαιρετικότερο προσωπικό μας.

Δείτε εδώ όλα τα γιορτινά μενού μας

Δείτε όλο το Newsletter Δεκεμβρίου >

Δεχόμαστε τις παραγγελίες σας εδώ:

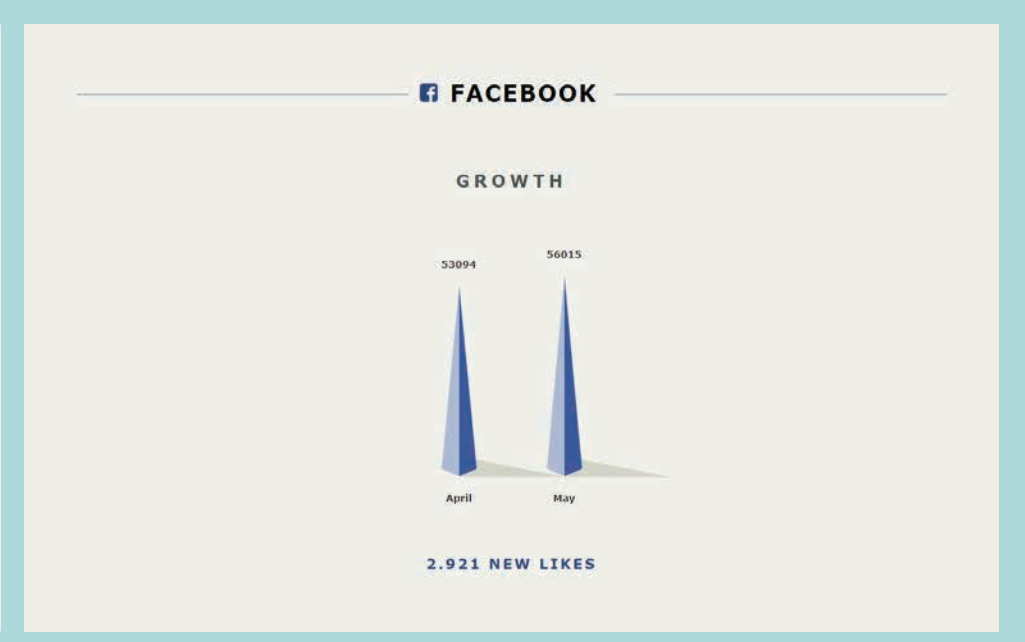
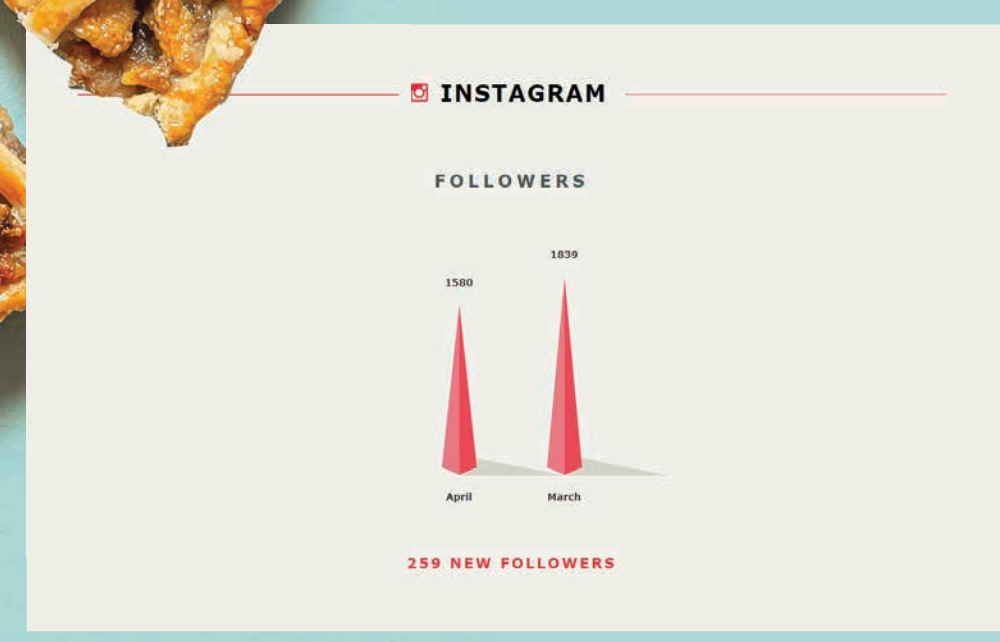
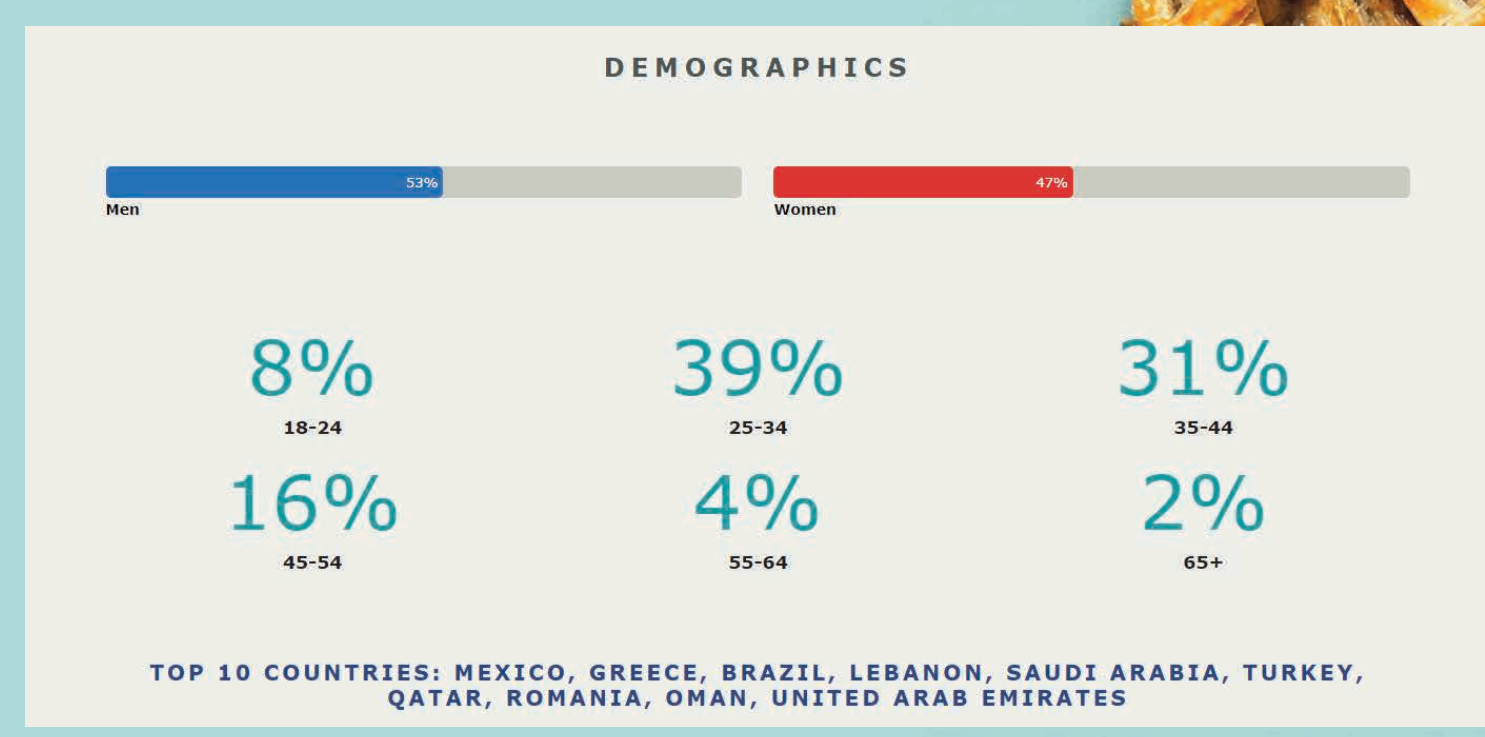
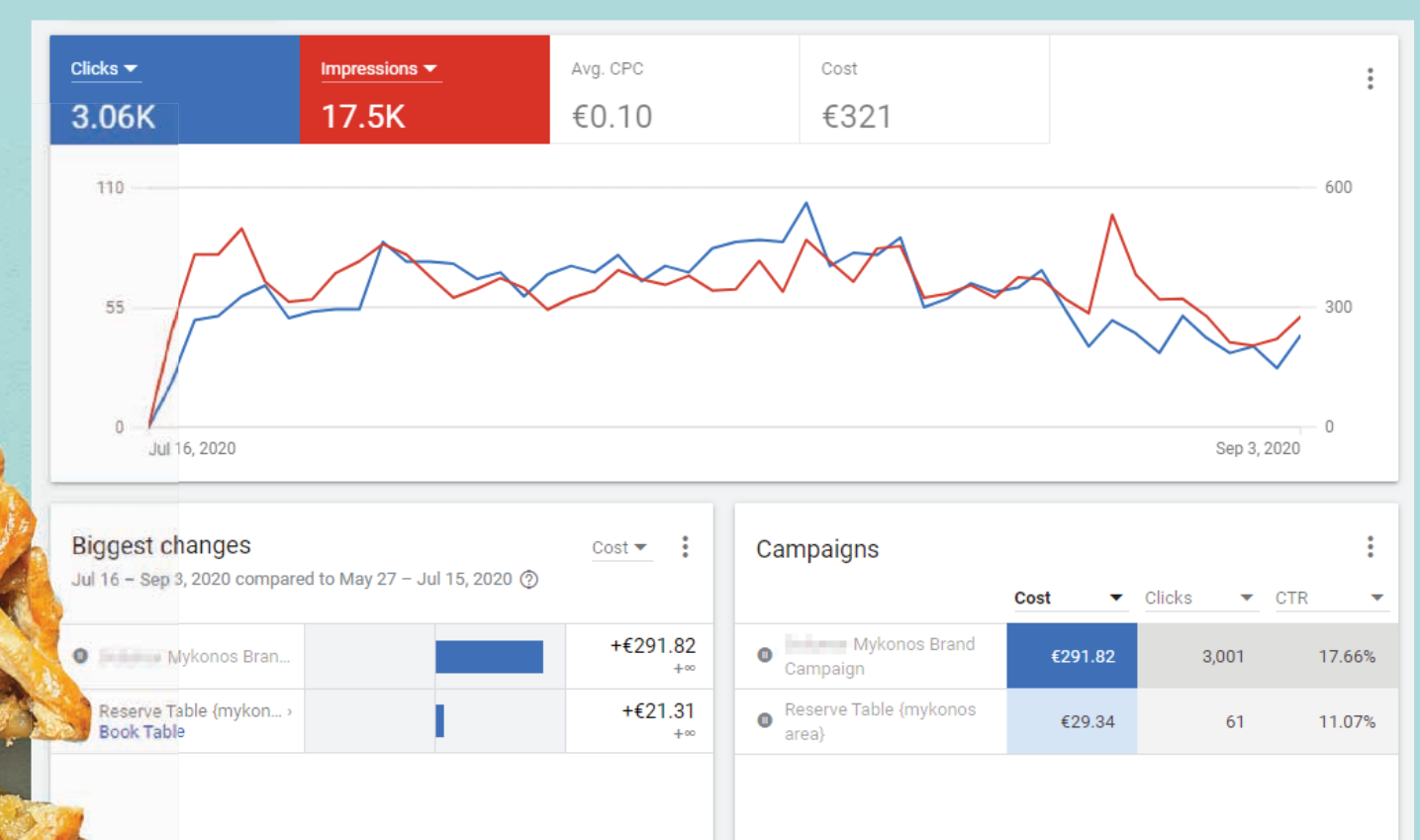
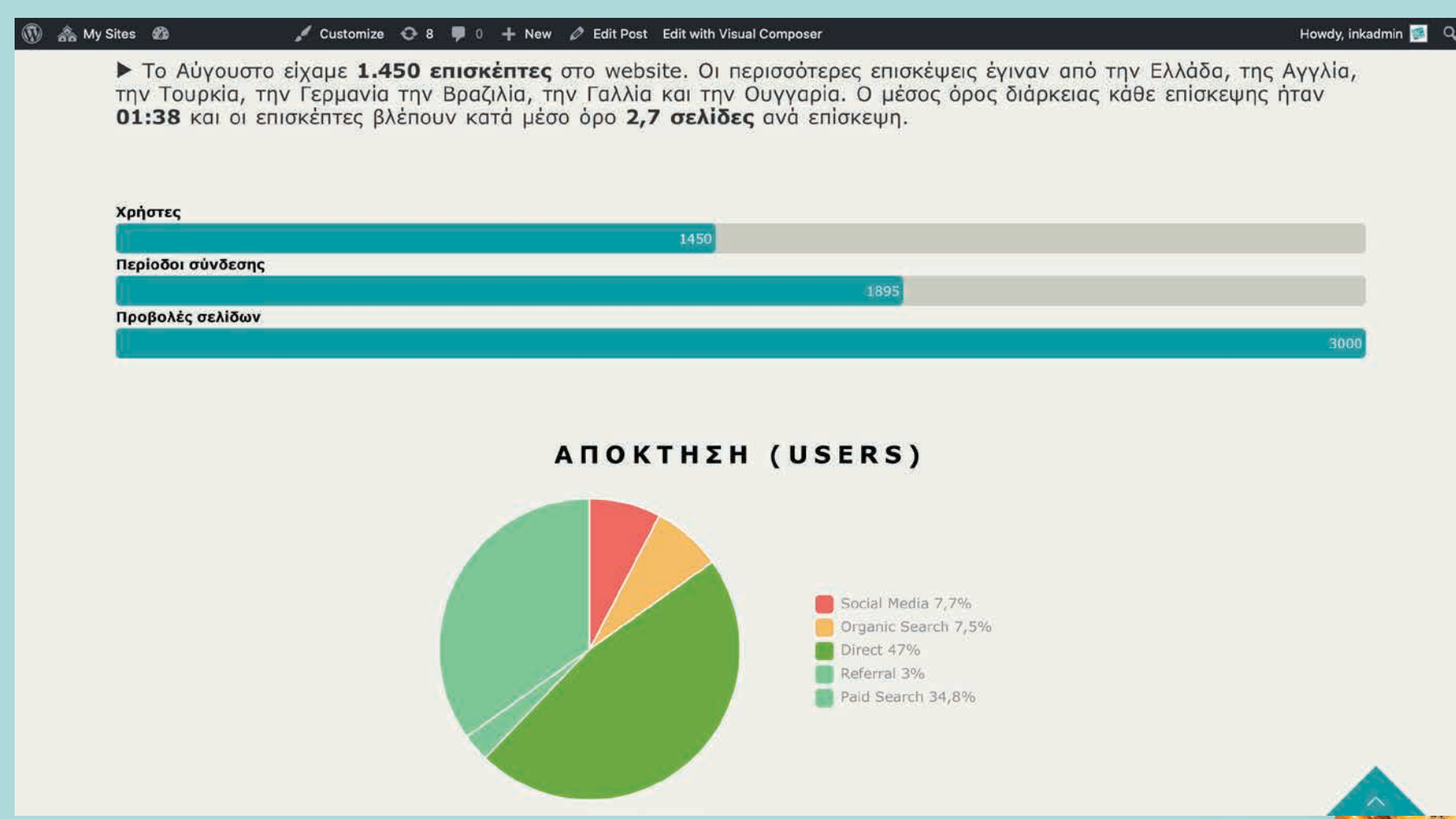
☎ 210 9656388  
✉ [events@aria.gr](mailto:events@aria.gr)

Facebook Instagram LinkedIn



# MONTHLY REPORTING

Creating new client reports every month,  
we share results that inform our Client  
of what we've been working on.





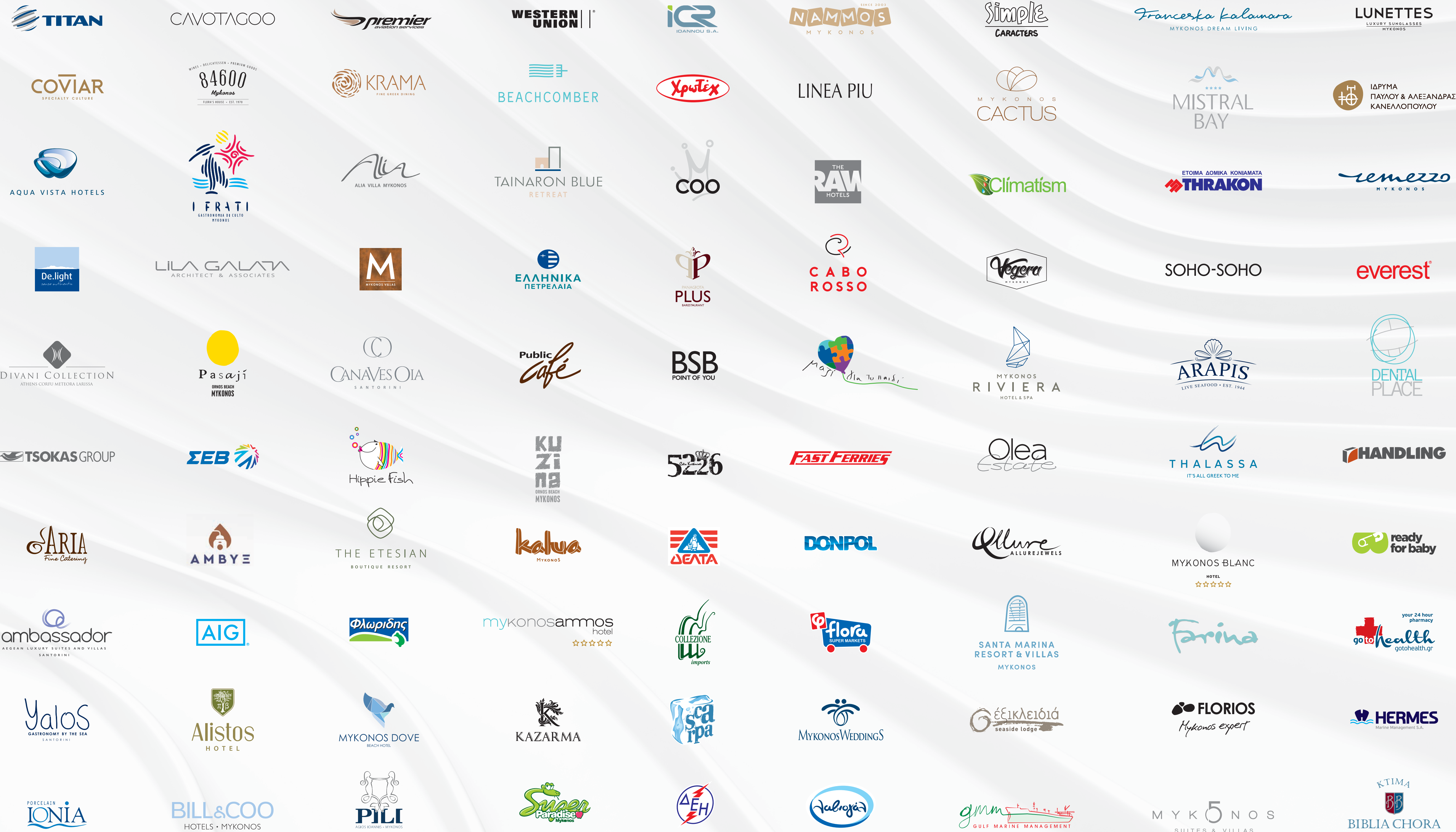
## WHAT WE AIM FOR

Give the brand a unique personality  
Create a **buzz** and Build **awareness** in order to  
Grab “a bigger slice of the pie”





We proudly present over 1000 companies in various projects since 1986...







more branding

ink.gr