

# DIGITAL MARKETING FOR EDUCATORS

GEORGE CHARALAMBOUS PRIVATE INSTITUTE Ltd

<http://www.gcharalambous.net/education.html>

Pafos, Cyprus

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# Social Networks



# Activities



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# Marketing ROI



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# The Benefits of Blogging

Blogs gives

67% more leads

55% more visitors

97% more  
inbound links

# Digital Tools for Classroom



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Thank you!

[Pafos Archaeological Park](#)

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Europeana

<https://www.europeana.eu/en>

MOOCs (Massive Open Online Courses)

<https://www.mooc.org/>

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