



GEORGIA VALACHI
Digital Media Consultant

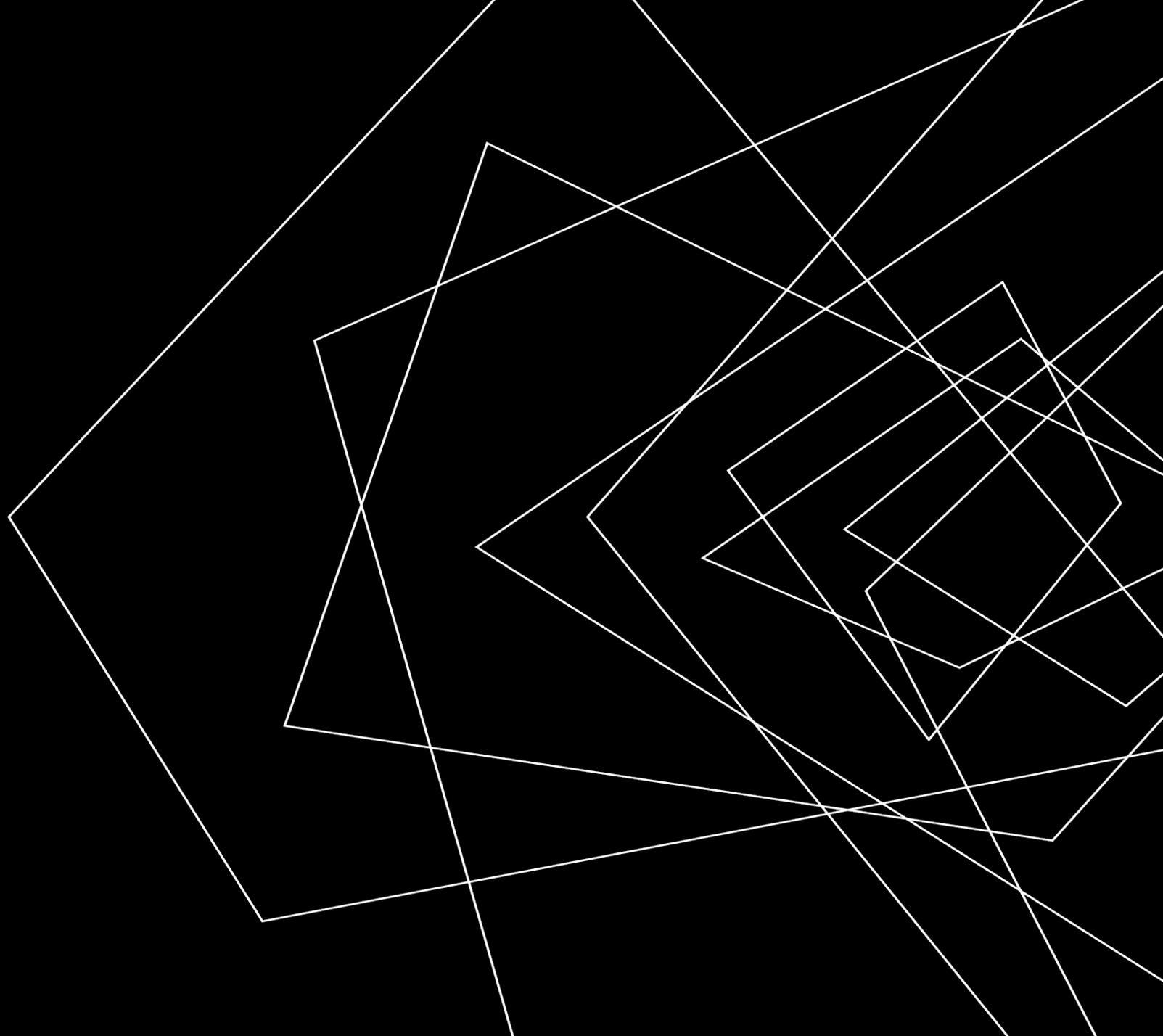
AGENDA

Intro: A life-line

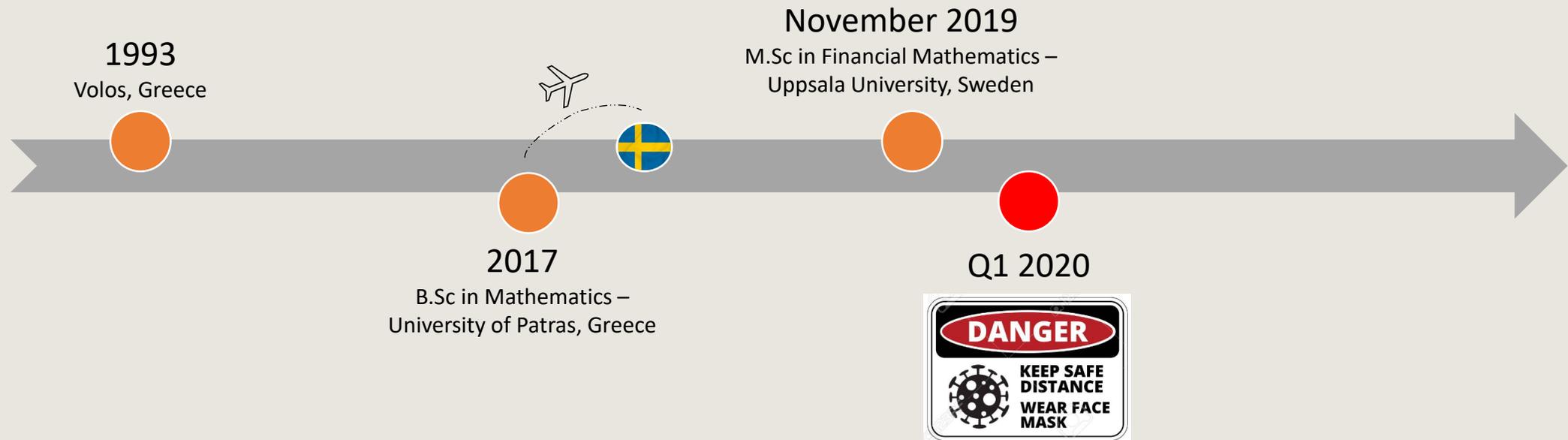
Corona Projects

ECI Media Management

Market Approach



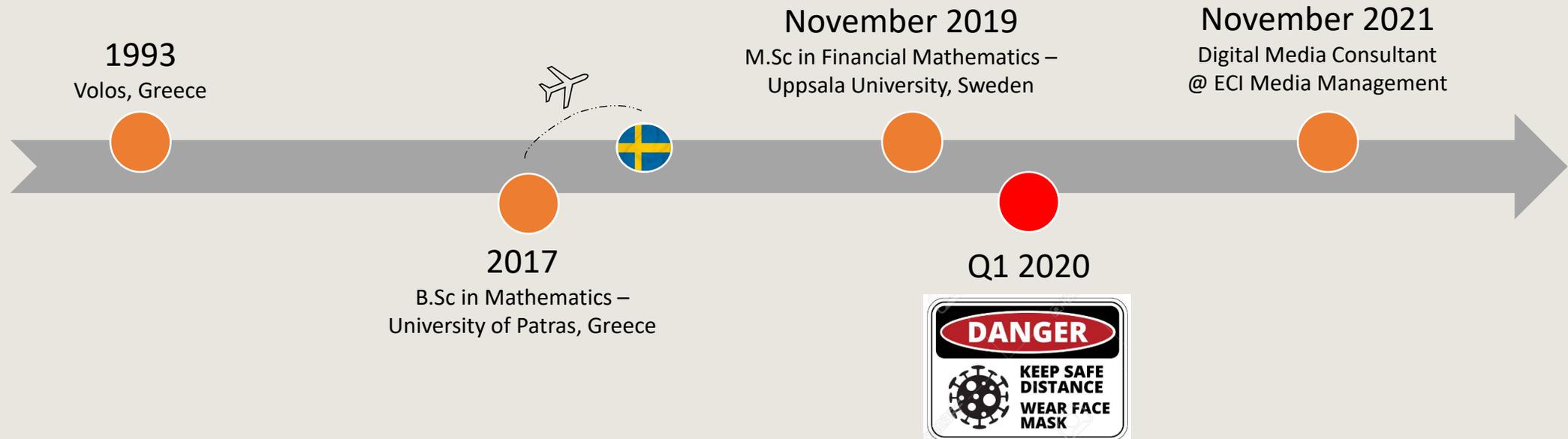
Intro: A life-line



Corona Projects

- Part-time jobs
- MathPrep: Math Tutoring for high school and university level students
- Business Consultant & Social Media Manager

Intro: A life-line



ECI Media Management

HIGHER MEDIA VALUE

ECI Media Management is an independent media management consulting and auditing company. We are proud to work with some of the world's best-known brands, empowering marketers to drive growth, with all our service offerings, including media performance management and auditing, agency management and negotiations, to help clients generate value for reinvestment and growth.



Media performance
audit



Financial
compliance audit



Pitch management

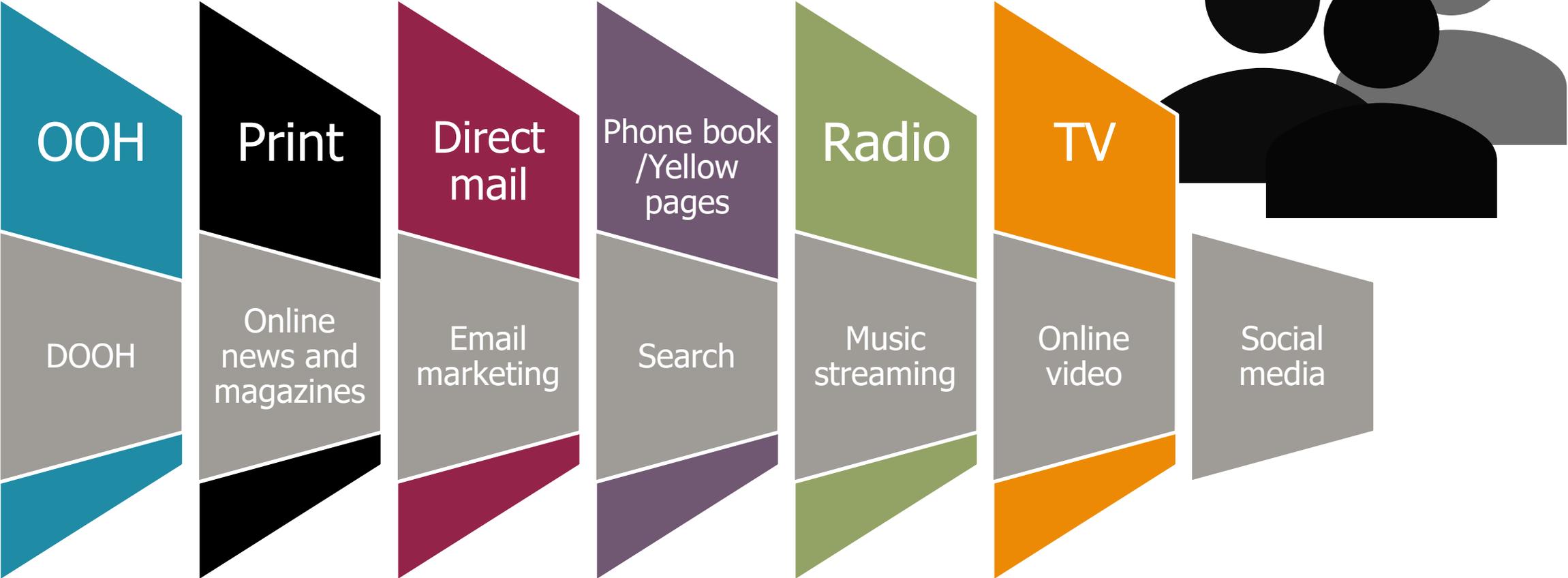


Contract
consultancy

New manifestations of old audience needs and traditional media?

Online Media Advertising

In a sense, it might be easier to think of online media as new manifestations of traditional types of media



So, what exactly is online media advertising?

Online Media Advertising

online media advertising encompasses **all paid presence online**, everything from banners and video to influencers. It uses digital channels, devices, platforms and vendors to **build or promote a marketing message**:



Advertisers buy online media in various ways:

- ✓ Social Media (biddable)
- ✓ Programmatic (automatic biddable auctions)
- ✓ Direct Media (Publishers)
- ✓ Search (e.g. Google)

They invest in various types of Online Media Advertising:

- ✓ Display Advertising
- ✓ Online Video
- ✓ Native Advertising
- ✓ Rich Media
- ✓ Email
- ✓ Influencers/Blogs

And, they reach the audience through various devices:

- ✓ Desktop
- ✓ Mobile
- ✓ In-App/In-game
- ✓ Connected TV

Advertisers hire media auditors to...

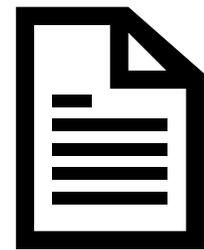
...make sure **agencies don't mistreat the advertiser**, e.g. inefficient buying or without proper price negotiation with publishers

...implement a **suitable incentive system** where the agency gets a performance-based bonus if they do a good job

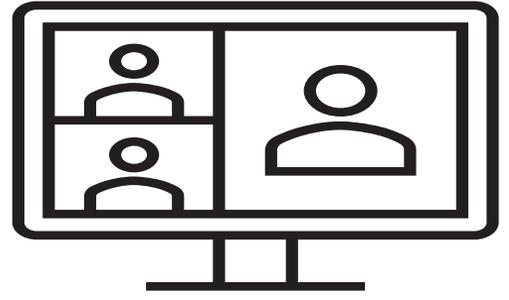
...enable a **trusting and productive relationship** between advertiser and agency



**XXX
Media Agency**



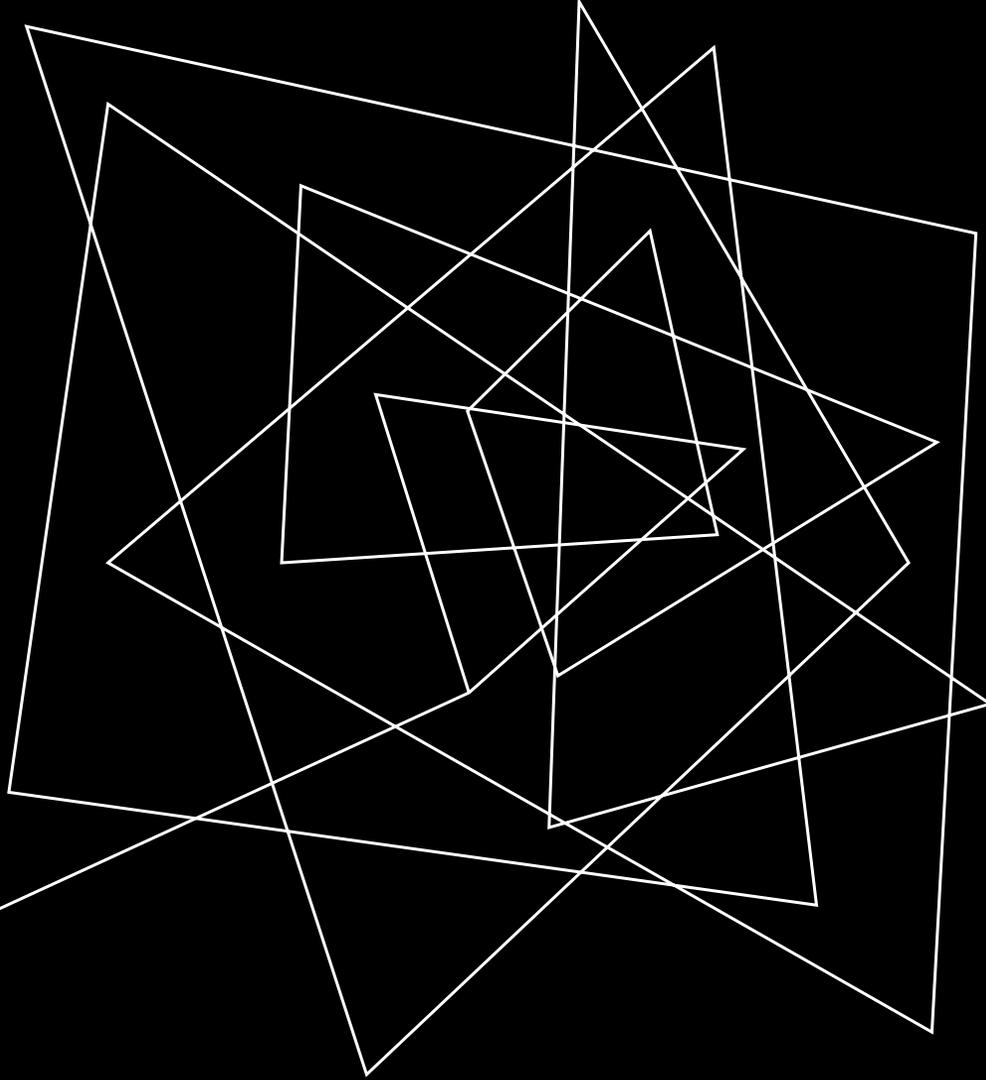
Online Media
Report



Next steps

- Ongoing learning and skills development
- Start-Stop-Continue evaluation
- Creating new opportunities – The “ECI x AI project”

Market Approach



- **Self-Assessment**
You can do more than what your degree's tittle!
- **Research**
What does the market need now?
- **Networking**
Heavy doors open easier with more people!
- **Price Tag**
Remember, you're not just seeking a job; you're offering your expertise, and it's important to price it accordingly
- Fake it till you make it!
- Is language a limit?



THANK YOU!

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