



DIGITAL MARKETING

TRAINING COURSE
| 04 OCTOBER - 14 OCTOBER 2024 |
BITOLA, NORTH MACEDONIA



GreenUp
Development



Co-funded by
the European Union



DISCLAIMER

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AIMS AND OBJECTIVES

About the project

The aim of our project is to raise awareness about the most crucial problem in today's world, which is the protection of the environment.

Aims and objectives of the Project

To educate of up to 72 young people to become youth leaders of environmental initiatives in local communities; to raise awareness, create and deliver 18 local activities in 6 country with inclusion of additional 200 final beneficiaries.



AIMS AND OBJECTIVES

Aims and objectives of the Training Course

The aim of this training course is to equip participants with comprehensive skills and knowledge in digital marketing, focusing on various platforms such as Facebook, Instagram, and TikTok. The course covers key areas including online identity, analytics, social media marketing strategies, and the use of tools like Google Analytics, Facebook Creator Studio, and Instagram promotions. Additionally, participants will gain practical experience through activities like setting up business accounts, navigating marketing tools, and understanding the latest trends in digital marketing. The training also includes sessions on developing key competencies and preparing Europass and Youthpass documentation, ensuring that participants can effectively apply their skills in real-world scenarios. The ultimate goal is to empower participants to confidently manage and execute digital marketing campaigns, enhancing their professional capabilities in the digital marketing field.



PROJECT OVERVIEW



VENUE

**BITOLA,
North Macedonia**



DATES

**04 Oct – 14 Oct 2024
8 working + 2 travel
days**



PARTNER COUNTRIES:

**Serbia, Croatia, Austria, Lithuania,
Macedonia and Türkiye**



PARTICIPANTS

**Total number: 18 participants
(3 per partner country)**

TRAINING AGENDA



04 October – Day 1
• Arrival Day

05 October – Day 2
• Team introduction
• Team building
• Expectations, fears, contributions
• Project Presentation



06 October – Day 3
• Internet Marketing Overview
• Online Identity & Analytics
• Cyberspace & Hosting
• Marketing Mix & Social Networks



07 October – Day 4
• Understanding the Functionality of Facebook
• Setting up FB business page and fine tuning
• Facebook Creator Studio and Scheduled Posts
• Facebook shop

TRAINING AGENDA



08 October – Day 5

- Ohrid Trip
- Bitola Sightseeing



09 October – Day 6

- Midterm Evaluation
- E-youth conference Europe House
- FB Ad centre
- FB insights & remarketing



10 October – Day 7

- Study visit to marketing agency in city and free time in city
- Setting up Instagram business acc and fine tuning
- Exercises
- Dinner in the city

TRAINING AGENDA



11 October – Day 8

- Instagram promotions, Ad centre
- Insta Story, IGTV
- Instagram applications & influencer marketing



12 October – Day 8

- Reasons to Consider TikTok
- coffee break
- Creating Tik Tok acc and navigation
- Exercises
- Presentation of good practice



13 October – Day 10

- Evaluating the Knowledge Acquired by Participants
- Participants Completing Their Youthpass and Europass Documentation
- Final evaluation
- Certification ceremony
- Dinner & Farewell Party

Accommodation

We will be staying at “Hotel Premier” in Bitola. You will be accommodated in 2/3 bed rooms. Each room has a private bathroom. Towels and linen are provided however you need to bring your own toiletries.

The hotel is located just 1.6km from the city center and the main walking street of Bitola called Shirok Sokak where the bars, restaurant and shops are located.

Useful links:

<https://www.facebook.com/HotelPremier/>

Hotel address:

Lavchanski Pat B.B, Bitola 7000



About Bitola

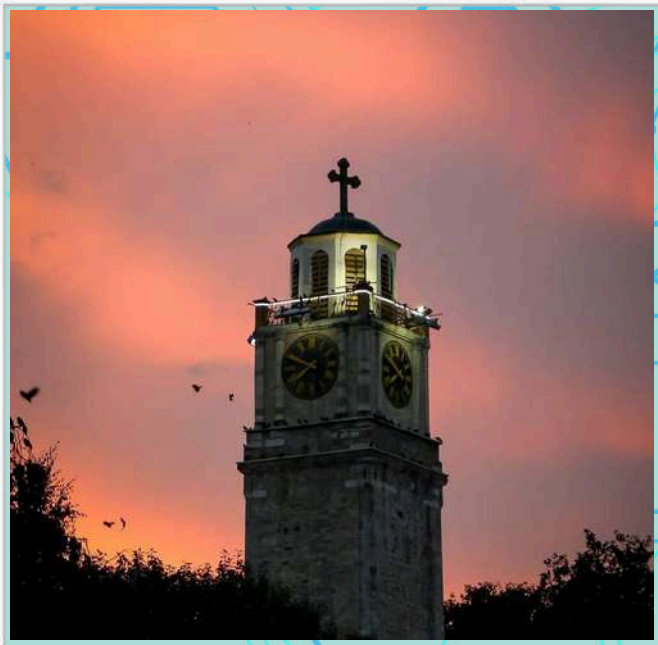
Bitola is located in the southwestern part of the country, 14 km from the Greek border, on an elevation of around 600m above the sea level. It has about 80.000 inhabitants and the majority are Orthodox Christians. Bitola is known as the city of consuls, due to the great significance of the city during the Ottoman Empire. Bitola is also called “The city of piano” especially for the aristocracy that used to live in it. Its image was changing as the history was writing stories on its soil. Bitola is connected to the name of the well known Turkish reformer Mustafa Kemal Atatürk where he finished the Military Academy, and today the building is the seat of the National Museum.

One of the most beautiful archaeological sites in Macedonia, Heraclea Lyncestis, is the most visited attraction in this city. In Bitola you can experience the different historical periods, you can feel the atmosphere of the famous pedestrian and always crowded street Shirok Sokak and enjoy the beautiful and authentic architecture, which will leave you speechless.

[Bitola city guide](#)



Places to visit in Bitola



Clock Tower



Shirok Sokak



NI Institute and
Museum Bitola



Old Bazar



Heraclea Lyncestis



House of Army

About

1. The Clock Tower (Saat Kula)

- What to Expect: A historic symbol of Bitola, the Clock Tower stands tall in Magnolia Square. It's one of the oldest clock towers in the Balkans and offers a beautiful photo opportunity, especially at night when it's illuminated.

2. Shirok Sokak Street

- What to Expect: The heart of Bitola's social life, Shirok Sokak is a wide pedestrian street lined with cafes, shops, and historical buildings. It's the perfect place to enjoy a coffee, people-watch, and soak in the vibrant atmosphere.

3. Bitola Museum (formerly the Military Academy)

- What to Expect: Housed in the building where Mustafa Kemal Atatürk, the founder of modern Turkey, studied, this museum offers insights into the city's rich history, including exhibits on Atatürk, the Balkan Wars, and World War I.

4. Bitola Old Bazaar (Stara Čaršija)

- What to Expect: The Old Bazaar is a historical market area where you can find traditional crafts, local delicacies, and souvenirs. It's a great place to experience the local culture.

5. Heraclea Lyncestis

- What to Expect: Just outside of Bitola, this ancient city was founded by Philip II of Macedon. It's one of the most important archaeological sites in North Macedonia.

6. Army House (Oficerski Dom)

What to Expect: The Army House, or Oficerski Dom, is a historic building in Bitola with grand neoclassical architecture. Originally a social hub for military officers, it now hosts cultural events like concerts, exhibitions, and theater performances.

HOW TO REACH BITOLA

1

ARRIVING AT SKOPJE

Skopje Airport is located 150 km from Bitola. Here is how to reach Bitola from the airport:

•Skopje Airport – Skopje shuttle <https://www.wtransporter.com/>

Price of the ticket 199 MKD (3,22 EUR). Ride time to Skopje 30 min.

•When you arrive at main bus station in Skopje you have to get a bus to Bitola. You cannot book online so you have to buy the ticket at the station. If you travel to and back from Skopje, we recommend to buy a return ticket.

SKOPJE - BITOLA BUS TIMETABLE

Time	Place	Carrier	Price	Returned
06:00	BITOLA	GALEB OHRID	730	1020
09:00	BITOLA	TRANSCOPE BITOLA	630	980
13:30	BITOLA	TRANSCOPE BITOLA	630	980
15:30	BITOLA	TRANSCOPE BITOLA	630	980
17:00	BITOLA	TRANSCOPE BITOLA	630	980
19:00	BITOLA	TRANSCOPE BITOLA	630	980
21:00	BITOLA	TRANSCOPE BITOLA	630	980

AFTER ARRIVING TO BITOLA MAIN BUS STATION TAKE A TAXI TO THE HOTEL AND ASK FOR A RECEIPT, PRICE 2.5 EURO OR 150 DEN

P.S. YOU CAN PAY ONLY IN CASH AND IN DENARS

2

ARRIVING AT THESSALONIKI

If you find a better connection to the Thessaloniki airport you can then find a bus to reach Florina where a member of our team will pick you up. How to reach Florina:

The bus route 01X provides direct connectivity from Thessaloniki Airport to the "Macedonia" Intercity Bus Station (KTEL) in Thessaloniki. (<https://thessaloniki-skg-airport.com/bus/#:~:text=Bus%20Route%2001X%20directly%20connects,55%20minutes>)

Frequency and Timings: The bus 01X operates from 6:10 am to 10:40 pm, running every 20-25 minutes. It runs 2 to 3 times per hour, 7 days a week.

Journey Duration: The journey to the city center takes approximately 40 minutes, and reaching the final stop (KTEL Station) takes about 50-55 minutes.

Bus Stop Location at the Airport: The bus stop is situated at the departures area, in front of entrance 3 of Terminal 1.

Night Service: For late evening, night, and early morning travel, bus 1N operates between the airport and the KTEL station from 22:00 hours to 04:45 hours.

From **Thessaloniki** ⇌ To **Florina**

1 Monday, 2 Tuesday, 3 Wednesday, 4 Thursday, 5 Friday, 6 Saturday, 7 Sunday
 WARNING wherever exists a dash (-) there is no schedule

Departure	Day	Arrival	Duration		Information
06:00	1 2 3 4 5 - -	8:45	2h 45m		Via Edessa
11:30	1 2 3 4 5 6 7	14:15	2h 45m		Via Edessa
14:30	1 2 3 4 5 - -	16:50	2h 20m		
16:00	1 2 3 4 5 6 7	18:45	2h 45m	*	Via Edessa
19:30	1 2 3 4 5 6 -	21:50	2h 20m		
19:30	- - - - - 7	22:15	2h 45m		Via Edessa
20:00	- - - - 5 - 7	22:20	2h 20m		

The arrival of the routes has been calculated based on regular conditions.

0% Simple:	15,60 €	25% Simple:	11,70 €	50% Simple:	7,80 €
0% Return:	26,00 €	25% Return:	18,00 €	50% Return:	- €

Special prices information

Thessaloniki – Florina bus
<https://ktelmacedonia.gr/en/routes/id=36>

After arriving in Florina we will end you. a taxi to pick you up and will cost you 30 euro

We wish you safe travel and please do not hesitate to ask us about any doubts for traveling in the neighboring countries and any transport in North Macedonia

Travel distance and budget by country

GREEN TRAVEL

The Erasmus+ programme offers Green Travel Support for people travelling to their destination using sustainable modes of transport.

Examples of sustainable means of transport are: cycling, carpooling, the bus or the train. To qualify for Green Travel Support, you must use sustainable means of transport for most of your journey (outward and return).

Green Travel Support is available if your destination lies within 100 km to 4000 km travel distance. If you receive Green Travel Support, you will receive a higher travel allowance than the standard travel allowance.



More info

Currency in North Macedonia

The currency in North Macedonia is the Macedonian denar, abbreviated as MKD.

Here is a link to check out current rate [https://www.xe.com/currencyconverter/convert/?](https://www.xe.com/currencyconverter/convert/?Amount=1&From=MKD&To=EUR)

[Amount=1&From=MKD&To=EUR](https://www.xe.com/currencyconverter/convert/?Amount=1&From=MKD&To=EUR)

Emergency Numbers in North Macedonia

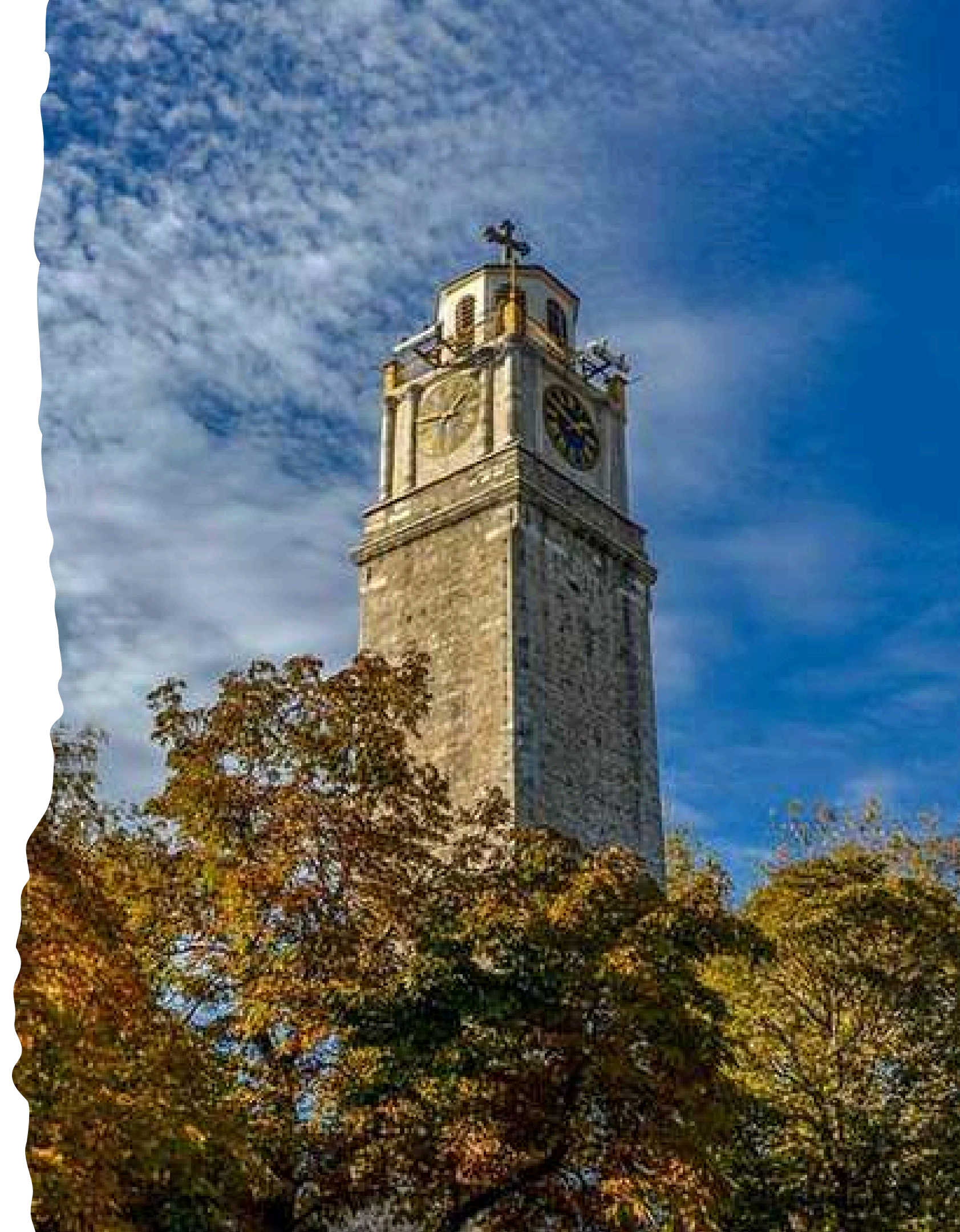
In North Macedonia, the emergency phone numbers are:

- 112 – General Emergency Number (Police, Fire, and Ambulance)
- 192 – Police
- 193 – Fire Department
- 194 – Ambulance

The number 112 is the universal emergency number that connects you to all emergency services.

Weather

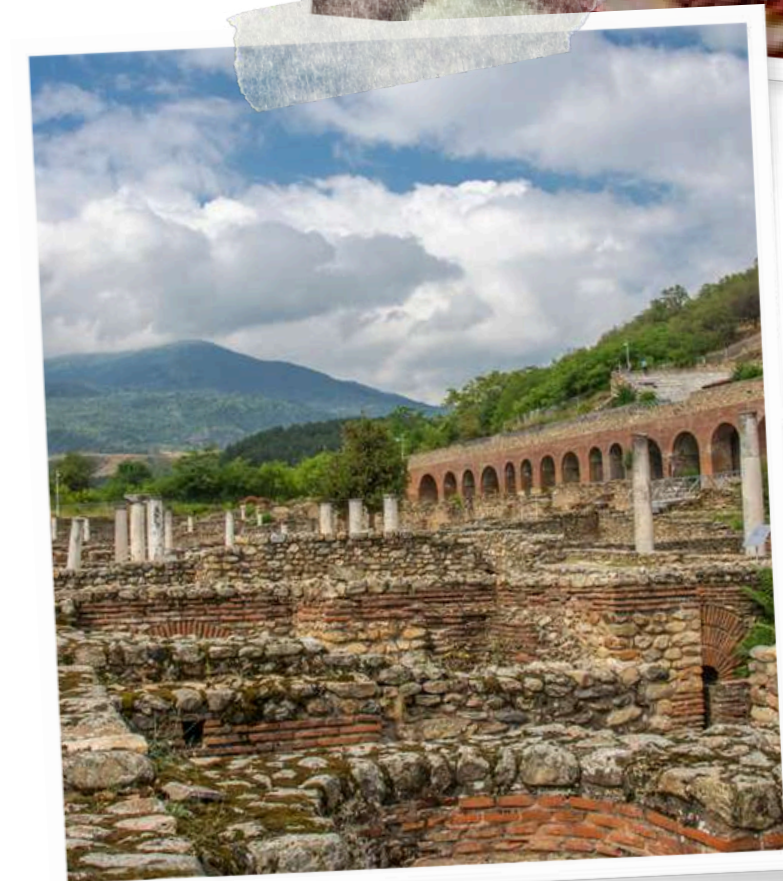
The training will take place in October. Bitola experiences mild and pleasant autumn weather. The average daytime temperature typically ranges from 12°C (54°F) to 16°C (61°F), with highs reaching up to 24°C (76°F) and lows dipping to around 5°C (41°F). The month is generally marked by comfortable conditions, though you should be prepared for cooler evenings. October brings a fair amount of sunshine, however rainfall is fairly common. It's a good idea to bring along your umbrella so that you don't get caught in poor weather. Also along with a light rain jacket for the occasional shower it is good to pack some warmer clothes. Weather in October can be confusing and not predictable sometimes :)



ABOUT OUR CULTURE

N. Macedonia is a cultural mosaic, with a rich blend of historical influences and traditions that shape its unique identity. Its music, dance, cuisine, religious art, and festivals all contribute to the vibrant and diverse cultural scene that defines this fascinating Balkan nation.

- **Historical Influence:** North Macedonia has been influenced by a variety of cultures throughout history, including Roman, Byzantine, Ottoman, and Slavic. This has created a unique cultural blend.
- **Language:** The official language is Macedonian, a South Slavic language. Albanian is also widely spoken, especially in the ethnic Albanian communities.
- **Religion:** The predominant religion is Eastern Orthodox Christianity, with a significant Muslim minority.
- **Music and Dance:** Traditional music is an important part of North Macedonian culture, featuring instruments like the tambura, gajda (bagpipe), and tapan (drum). Folk dances, such as the Oro and Tetovo dance, are popular and often performed at celebrations.



ABOUT OUR CULTURE



- Cuisine: Cuisine in North Macedonia is as diverse as its history, with a culinary palette that reflects Mediterranean and Middle Eastern influences. Dishes like Tavče Gravče (baked beans), Ajvar (a red pepper spread), and Macedonian salad are staples in the Macedonian diet. The country is also known for its winemaking tradition, with the Tikveš region being particularly famous for its vineyards.
- Language and literature: The Cyrillic alphabet is used in writing, which is a significant aspect of their national identity. North Macedonian literature has been influenced by its history and multicultural setting. Prominent authors include Grigor Prličev and Blaze Koneski.
- Art and Crafts: Traditional crafts such as embroidery, pottery, and woodcarving play an important role. The country is also known for its Byzantine-style icon paintings.
- Heritage Sites: North Macedonia is home to several UNESCO World Heritage Sites, including the ancient city of Ohrid and its lake, renowned for their historical significance and natural beauty.

Who we are?

Our motto
"BE THE CHANGE YOU WANT TO SEE"
Mahatma Gandhi

SFERA INTERNATIONAL - Bitola is an NGO from Bitola, North Macedonia which was first formed in 2007 as an informal group and in July 2009 it was registered as an NGO. The general goal of SFERA INTERNATIONAL-Bitola is to educate the population in North Macedonia, using different non-formal methods, about the protection of the environment, cultural and natural heritage, with the purpose to raise the awareness of all age groups about the importance of healthy lifestyle and the benefits that come with it.

SFERA INTERNATIONAL has 15 years of experience of hosting and sending EVS/ESC volunteers and we would be happy to host your volunteers in our beautiful town of Bitola, in N.Macedonia!
We have the quality label for hosting and sending ESC volunteers.



S F E R A
I N T E R N A T I O N A L

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