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CORPORATE COMMUNICATION

Donald Trump's playbook

Know your audience.

Στρατηγική



Σύγχυση.

Free media coverage.

Headlines domination.

Ορισμός της αφήγησης.

TRUMP AND MUSK ISSUE STARK WARNING

THE TRUTH BOMB: ECONOMY EDITION

CLICK TO WATCH!

Both President Trump and Elon Musk are warning about something that could send the market down 50%, real estate down 40% and savings accounts down 30%.

[See what they're both warning about here.](#)

Σύγχυση.

Free media coverage.

Headlines domination.

Ορισμός της αφήγησης.



Σύγχυση.

Free media coverage.

Headlines domination.

Ορισμός της αφήγησης.

Κανάλια

Digital & social media domination.



Follow

Donald J. Trump ✓

@realDonaldTrump

45th President of the United States of America 🇺🇸

[DonaldJTrump.com](https://www.donaldjtrump.com) 📅 Joined March 2009

53 Following 95.8M Followers


 Followed by christina kindilides, Dimitris Panagiotis Grigoriou, and 998 others you follow

Posts

Replies

Highlights

Media

 **Donald J. Trump** ✓ @realDonaldTrump · Dec 7 ...

Opposition fighters in Syria, in an unprecedented move, have totally taken over numerous cities, in a highly coordinated offensive, and are now on the outskirts of Damascus, obviously preparing to make a very big move toward taking out Assad. Russia, because they are so tied up

[Show more](#)

🗨️ 32K ↻ 77K ❤️ 460K 📊 92M 📌 ⬆️

X (Twitter).

Τεράστιος όγκος posts.

Άμεσο, προσωπικό engagement & διάλογος.



Podcasts.
Long-form storytelling.
Έλεγχος της αφήγησης.

Description ×

Joe Rogan Experience #2219 - Donald Trump

| | | |
|---------------|---------------------|----------------|
| 1.8M Likes | 37,585,959 Views | Oct 26 2024 |
|---------------|---------------------|----------------|

Trump and Musk's Secret Energy Deal



Paul Rodgers @ TTZ <newsletter@ttz.toptraderzone.com> [Unsubscribe](#)

Monday, 25 November 2024

To: tolis@aival.com



November 24. [View email in browser](#)

Trump and Musk's Secret Energy Deal: What You Need to Know



Emails.

Παράλληλη (παρα)πληροφόρηση.
Εκτός των mainstream media.

Μηνύματα



Απλά, σύντομα,
impactful.

Φτιαγμένα για το ευρύ
κοινό/ακροατήριο.



Επανάληψη.

“Make America Great Again,”

“Fake News.”

“Fight.”



Emotional engagement.

Ευθεία αναφορά σε υπαρκτά
& ανύπαρκτα θέματα.

Διαφήμιση



Meta & Google.
Micro targeting stakeholders.
Βασισμένα πάντα στα
analytics.

The lessons.



1. Στρατηγική

Σύγχυση για συνεχή προσοχή από το ακροατήριο.

2. Κανάλια

Εναλλακτικά, χωρίς ενδιάμεσους να ελέγχουν την αφήγηση.

3. Μηνύματα

Διάλογος, αμεσότητα, απλότητα, επανάληψη, συναίσθημα.

4. Διαφήμιση

Στηρίζει την επικοινωνία, στοχεύει βάσει data.

ΑΡΚΕΙ ΝΑ

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Total hours

126.0
25 hours are
hands-on personal
exercises



Access

8
months access to
complete the
course



Language

Lessons &
presentations in
Greek (στα
Ελληνικά)



Certification

You get a
Professional
Diploma



Graduates

282 students also
took this course



Win a free
scholarship

E-Learning
Masterclass in Digital
Marketing

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