



BIP – Digital Marketing

COLLEGE OF ACCOUNTANCY AND FINANCE

www.koledza.lv

Riga, Latvia

HIGHER PROFESSIONAL
EDUCATION IN 2 YEARS



LAURA NOLBERGA



I am a student at the College of Accounting and Finance, studying to enhance my education and expand my knowledge.

I have an interest in digital marketing and innovation, and I joined this program to understand how businesses grow online, develop budgeting skills, and gain international experience.

This is a great opportunity to learn, share ideas, and connect with new people!

SANDRA MIHAILOVA



- GFK, 1st level higher education in accounting – **2025**
- Latvian University, Bachelor of Laws – **2008**
- Owner of small business companies: FinTech & Consulting company (since **2015**)
- Lawyer, Head of Union of Legal Department, Head of Legal Department in financial companies (ERGO insurance SE, Swedbank AS, AS Citadele banka (former – AS Parex banka) etc.) (till **2014**)

Experience in **Digital Marketing**:

- **Website** development;
- **Back-end** of e-shop customization;
- Implementation of **SEO** (*search engine optimization*) recommendations;
- Working with **landing pages** and **keywords**;
- Working with **GoogleAds** account;
- **Email marketing**;
- Cooperation with **affiliates** (agency);
- Cooperation with **aggregators**:
(www.gudriem.lv; **gudriem** in eng **smart**,
www.salidzini.lv; **salidzini** in eng **compare**)

From participating in this program, I hope to share and get information about digital marketing in neighboring countries we could use in the future.

About **COLLEGE**

The College of Accountancy and Finance (www.koledza.lv) established in **2002**.

Main location at V.Seiles iela 4, **Riga**, the College has a branch in **Daugavpils**, at Dzelzceļu iela 3.



Program DIRECTOR

The study program director and other lecturers are professionals in their subjects. Education is based on real-case study principles.

Mg. oec . Laila Kelmere

(Assistant professor) at the College of Accountancy and Finance
Director of study program «Accounting and Finance»

Accountant, Certified tax consultant

Author of accounting books and publications



LAILA KELMERE

Study program director



Study PROGRAM

Diploma of short-cycle professional higher education in Entrepreneurship and Finance

:Two study programs:

- **Accounting and Finance** (4th time is accredited for 6 years period);
- **Entrepreneurship and Finance** (license for study process)

Number of graduates: >**2450** students

Study period - **2 years for **full time** study
2,5 years for **part time** study*

The College offers a **study program in English tailored for international students** (Erasmus/exchange).

The list of study subjects also includes **Marketing, Digital Marketing**, Business Informatics, Economics, Accounting Basics, Psychology of Management and Personality and Latvian for International Students.

[Read more](#)

Graduate has opportunity to continue study similar specialization (finance, entrepreneur, accounting) in bachelors degree from the 3rd year or in master degree if one has a bachelor in any specialization.

MARKETING STRATEGY

Target audience can be divided into two groups:

- 👉 young generation after high school
- ambitious specialists improving their professional potential
- 👉

The College uses:

- increasing of visibility of its label
- website ranking in Google
- Google Ads + Google Analytics (paid ads during summers)
- Facebook



- Email (newsletters and surveys)
- Online courses and seminars, webinars on actual accounting issues

- Using publishers in professional network (association website)



Marketing ELEMENTS

OWNED MEDIA:

- **Social media** (*facebook, Instagram*)
- **Ranking of website** implementing *SEO* recommendations
- **Newsletters in emails or text messages** (sent individually or by massive communicators, e.g. www.inbox.lv, www.lmt.lv)



PAID MEDIA:

- **GoogleAds + Google Analytics, YouTube**
- **Digital marketing agencies**
- **Affiliates or individual publishers** (www.delfi.lv)
- **Aggregators for specific industries** (finance, insurance)
- **Advertisement platform** (www.ss.com)
- **TV, radio and printed newspapers or magazines**

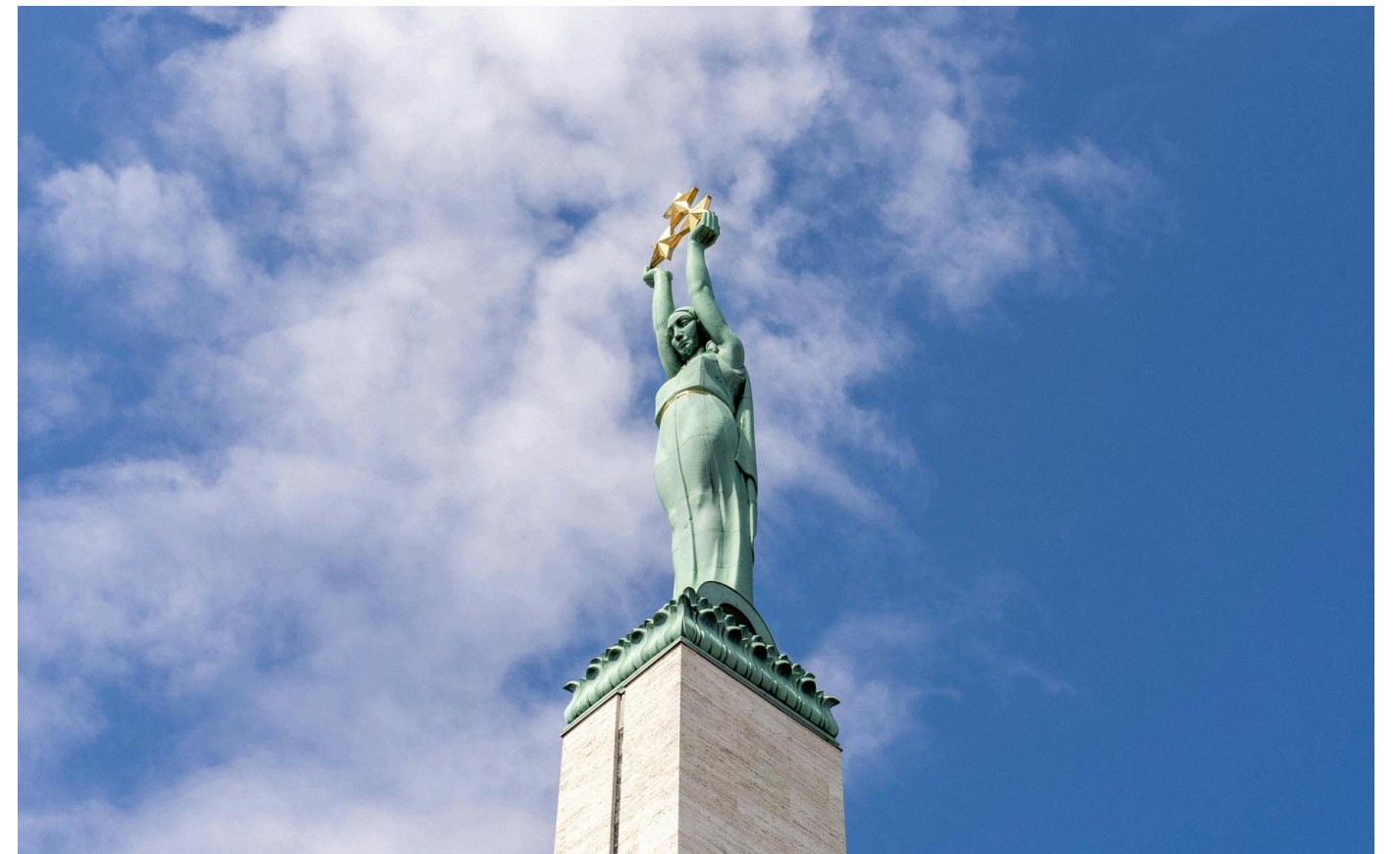
(more about brand awareness are used by banks, pharmacies, communication services, grocery stores, beauty industry)



National SPECIFIC

- trust more those who are on TV, radio or newspapers, magazines
 - used by big industries
- small and medium size businesses in social media -  and , often without their websites
- small number of agencies
- limited number of aggregators
- email marketing
- paid advertising (GoogleAds)
- influencer marketing (more for food and beverage)

[Association of Marketing Professionals of Latvia](#) - for international cooperation with professional associations.



Latvian SAMPLES



Open-air Festival – since 2007

It started like a fairy tale – one day there will be a crowd of people in this meadow to meet world-famous artists, and it will last for three days and three nights

[Website](#) | [facebook](#) | [Instagram](#) | [Biļešu serviss](#)



Professional beauty industry – since 2010

The company develops and manufactures gel polishes, nail polishes, and skin care products. The company has many partners, and its products can be purchased in more than 40 countries around the world, including Brazil and South Korea.

[Website](#) | [facebook](#) | [Instagram](#)

THANK YOU

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