

DIGITAL STRATEGY

FOR GLOBAL HELLENIC
DOMINANCE

Introduction



Today's Greek diaspora is more connected than at any point in history, yet it remains fragmented across continents, platforms, and cultural touchpoints. Millions of Greeks around the world seek meaningful ways to stay engaged with their heritage, discover authentic products, participate in cultural dialogue, and build relationships with one another. What has been missing is a unified digital ecosystem built specifically for them.

Our brand aims to fill that gap by becoming the global digital hub for the Greek diaspora—an integrated platform where media, commerce, community, and connection converge. Through curated content, a seamless online marketplace, culturally aligned social features, and a next-generation matchmaking environment, we are building an experience that empowers Greeks everywhere to engage with their identity in modern, vibrant, and personalized ways.

This presentation outlines our vision, the technology powering it, the market forces shaping this opportunity, and the strategic path that will position our brand as the world's leading digital destination for Greeks everywhere. The future of global Hellenic connection starts here.



Welcome to the Hellenic Experience

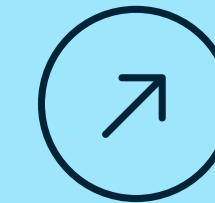


The Hellenic Experience is an umbrella company encompassing eight main digital platforms. These platforms serve the most important and vital needs of preserving and promoting Hellenism and were created by two of the earliest pioneers of the web's first Greek online content and digital services ever, preceding social media companies like Facebook by more than 5 years.





Our Vision



To become the world's leading digital destination for the global Greek diaspora—uniting culture, community, and commerce through a seamless ecosystem that strengthens Hellenic identity across generations and continents.

Our Mission



To empower Greeks worldwide by delivering an integrated digital platform for media, shopping, social engagement, and meaningful connections. We curate authentic content, enable access to trusted products, and create safe, vibrant digital spaces where the global Greek community can interact, share, and thrive together.

HOW DO WE ACCOMPLISH OUR MISSION AND VISION?



01



[GreekAFMedia](#)

02



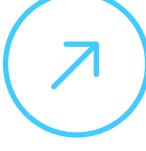
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GreekAFMedia



GreekAFMedia is the first of its kind Greek streaming platform to feature all things Greek digital media - from music to videos, podcasts, history, mythology, comedy, memes - everything from alpha to omega!

Our three main podcasts (full details under “Podcasts” section) are hosted with GreekAFMedia, but we are also the only directory of Greek podcasts anywhere, consisting of Greek-themed or Greek-created podcasts from all around the world.

Our video section consists of music videos, history, mythology, interviews, and so much more, with our channel receiving over 2 million views on YouTube in 2025 alone.

Our streaming radio streams 24/7/365 commercial-free Greek music, but also consists of themed and genre playlists and on-demand music.

Available on the Apple App Store, on the web, as well as Amazon's Alexa!

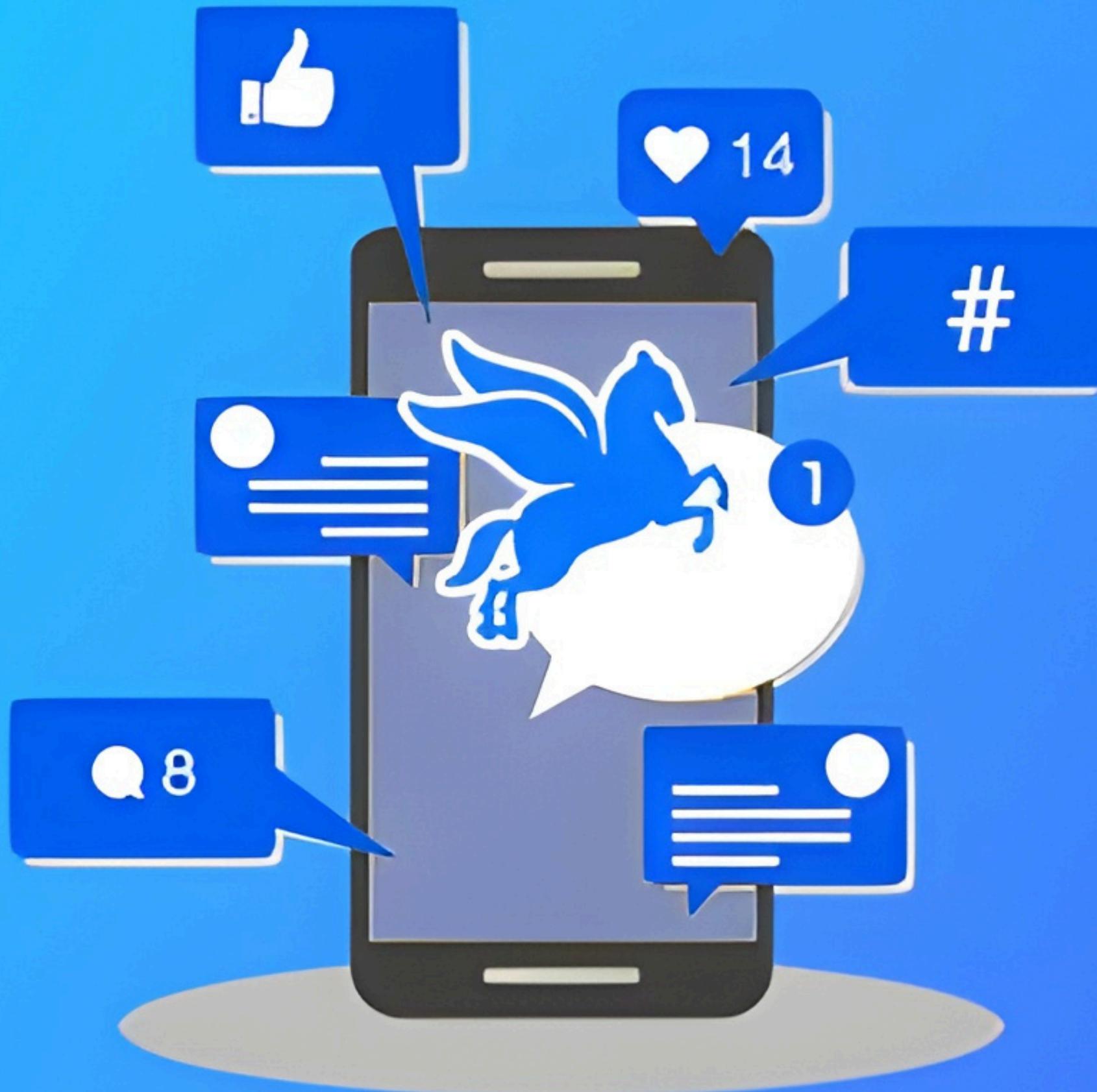


Greekazon

Greekazon is a shopping app focused on Greek-themed and Greek-sourced products. Although at our core we are a technology company, our main goal is to be at the forefront of marketing for a targeted demographic - people across North America interested in Greek products. Many technologies exist to sell products, but we have created, nurtured, and retained a large audience of like-minded shoppers interested in our offerings, creating a community around our brand.

The first step was to create a well-crafted, stylish, easy to use mobile app, as well as a Progressive Web App (PWA's are websites that act and mimic mobile apps using the latest cutting-edge technologies). Utilizing these two methods, we created a seamless shopping experience for everyone, regardless of having the mobile app on their phone, mobile device, tablet, or just any computer they are using.





Hellenic Social



We have created a new social network built specifically for Greek Americans (and all Greeks), which is a Twitter-style platform designed to connect, empower, and amplify our unique voices and shared culture.

In a sea of generic platforms, this network offers something different: a focused, vibrant space where Greek heritage meets real-time conversation. Whether users want to discuss news from Greece, share yiayia's recipes, support Greek-owned businesses and organizations, or promote events in the diaspora, they now have a platform made just for them.

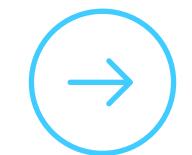
Key Benefits of Hellenic Social:

- Cultural Relevance: Every post, hashtag, and trend is rooted in Greek American life — from Orthodox holidays or Greek events to the latest from Athens and around the diaspora.
- Community-Driven: Users feel a stronger sense of belonging and engagement, free from the noise of broader social media.
- Niche Visibility: Ideal for individuals, creators, and brands looking to reach a highly targeted, passionate audience.
- Preserve & Evolve: A digital agora where tradition and modern identity meet.



Roku & Fire TV Greek Channel

We provide a globally available streaming television channel that serves as a powerful platform for elevating awareness of Greek culture by making its history, language, traditions, and contemporary perspectives accessible to audiences worldwide. Through on-demand and live programming, our channel can showcase Greek storytelling, music, cuisine, faith, and cultural celebrations in an authentic and engaging way, reaching both the Greek diaspora and non-Greek viewers with a growing interest in Hellenic heritage. Global distribution removes geographic barriers, allowing cultural content to be discovered organically across markets and generations, while also countering stereotypes by presenting modern Greek life alongside its ancient legacy. Over time, consistent exposure through a dedicated streaming channel helps position Greek culture as vibrant, relevant, and influential in today's global cultural landscape. It will also serve to give a platform to anyone who benefits the community and culture.





Kiss a Greek



We have created a dedicated dating and relationship-building service centered on our Greek culture. We believe that this service plays an important role in strengthening community continuity and cultural identity. For individuals within the diaspora, it provides a trusted space to meet others who share similar values, traditions, and expectations—factors that often influence long-term compatibility. It also supports the preservation of our Hellenic cultural practices, Greek language, and Greek heritage by facilitating relationships that are rooted in shared backgrounds. Beyond romantic connections, this platform fosters social cohesion, reinforces a sense of belonging, and creates intergenerational links within the community. In short, culturally aligned matchmaking services serve both personal and collective needs, helping individuals build meaningful relationships while sustaining Greek cultural vibrancy across borders.

The future of our culture depends on it!



Kiss a Greek!



Podcasting 1 of 3



Our Podcasts:

Connecting Greeks is a podcast and video show where celebrity comedian and actor Angelo Tsarouchas along with co-hosts Ari Kalos and Fotios Stamos interview some of the biggest names from the global Greek community. Celebrities, singers, actors, athletes, entrepreneurs, influencers, and anyone successful representing our culture are all featured on the show. The show is meant for a global Greek audience and has been running for 4 seasons.

The **AF Foundation** podcast is a podcast focusing on our faith and community. Religious figures, philanthropists, activists, and community leaders are all featured on the show. Our main goal is to give exposure to Hellenes serving our communities and furthering our faith and culture.

The **Boston Greeks** podcast is very similar to the Connecting Greeks podcast but it focuses on the Boston/New England region specifically. Any Greek of note from within the region is featured on the show, representing the best this locale has to offer.



Podcasting 2 of 3



Why do we focus efforts on podcasting?

1. Builds authority and thought leadership - A podcast gives us a platform to share insights, trends, and strategies—positioning us as experts within our demographic. Over time, this credibility translates into trust and more visibility.
2. Deepens audience connection - Hearing our voices creates a more personal, emotional connection than written content alone. This helps strengthen brand loyalty and keeps our audience engaged longer.
3. Expands content distribution since podcast episodes can be repurposed into: blog posts, social media clips, email content, infographics, and YouTube videos. This multiplies our content output from one source.
4. Reaches new audiences - Podcast platforms (Spotify, Apple Podcasts, YouTube, etc.) expose our brand to listeners who may not find us through traditional channels like SEO or ads.



Podcasting 3 of 3



Why do we focus efforts on podcasting?

5. Great for long-form storytelling. Podcasts give us space to: explain complex ideas, cover niche topics specific to Greeks, and interview cultural and industry leaders. This is difficult to do effectively in short-form social content.
6. Networking - opens doors to partnerships, collaborations, referrals, and expanded reach through guest cross-promotion.
7. Enhances brand personality - our tone, style, humor, and perspective shine through in audio—making our brand feel more human and relatable.
8. Supports lead generation and sales - We mention resources, lead magnets, or offers within episodes, generating warm, high-intent traffic to our landing pages.
9. Low competition compared to blogs and social - Podcasting is still less saturated than blogging or traditional social channels, giving us more room to stand out in our niche.
10. Builds long-term, evergreen value - Episodes remain discoverable for years, continuously driving new listeners and leads without additional effort.



JANUARY 2026

WWW.HELLENICEXPERIENCE.COM

The AF Foundation

The AF Foundation is a 501(c)3 non-profit organization created to promote and preserve Hellenism in America. Our mission is to use our expertise in digital technology to help other Greek businesses, organizations, churches, groups, clubs, etc., utilize technology to help them achieve their goals. We also utilize events to fundraise at no cost to any organization we work with.

Whether we're building a website, an app, a ticketing system, a donation campaign, or holding a beautifully planned event, we work diligently to ensure the success of any Greek organization that puts their trust in us. Greeks helping Greeks has always been our motto.



A Piece of Greece Newsletter

Our newsletter is a critical communication asset because it provides a consistent, owned channel to reach and engage the diaspora with culturally relevant content. Unlike social media platforms that are subject to algorithm changes and audience fragmentation, an email newsletter delivers messages directly to subscribers, enabling us to educate, inform, and inspire participation in Greek heritage, traditions, language, faith, and community events. It allows for the timely promotion of cultural celebrations, educational initiatives, philanthropic efforts, and business or media ventures while reinforcing a shared Greek identity across generations and geographies. Over time, our newsletter has strengthened cultural continuity, deepened community loyalty, and created a measurable, scalable platform for sustaining and expanding awareness of Greek culture throughout the diaspora.

Announcements Across the Diaspora!

[Click here to add your own announcement to our thousands of subscribers.](#)

- **Rising stars** of Greece shine in **Forbes 30 Under 30**. [READ MORE](#)
- **Schools close** and **island life** is **under threat** as Greece reckons with **low birth rates**. [LEARN MORE](#)
- **Eurovision** grand finalist **Klavdia** makes **Spotify** debut in **Times Square**. [SEE MORE](#)
- **Greece wins** prestigious award for best **archaeological discovery**. [READ MORE](#)
- Controversy erupts as **Greek Post Office (ELTA)** **closes** nearly half its **offices**. [READ MORE](#)
- Greece's **rule of law** drops to **48th** globally and **near bottom** in Europe. [READ MORE](#)
- Greece still **buries nearly 80%** of its waste despite **billions spent** and bins everywhere. [READ MORE](#)
- **Greece tops** Spain, Italy and Croatia in having **world's best islands** in Europe, with **Naxos** rated #1 for the continent. [READ MORE](#)

FUN STATS



01 Youtube

- 2,500,000+ views in 2025
- 10,000+ subscribers
- 600+ videos
- 40,000+ hours watched in 2025

04 Instagram

- Over 100,000 followers across our profiles
- Over 20,000,000+ views in 2025

07 Ecommerce

- Over \$4,500,000 in sales of Greek products, tickets, & digital goods

02 Events & Fundraisers

- Over \$1,500,000 raised across our events & fundraisers

05 Trendsetting

- First Greek community online
- First online event picture galleries
- First social media style message board
- First (& only) TV reality show for Greek Americans in US and listed in TV Guide
- First to premiere “My Big Fat Greek Wedding” movie in theaters before wide release, with guest Nia Vardalos
- Over 250 confirmed Greek marriages from our dating service
- First dedicated Greek diaspora TV channel

03 Newsletter

- 8,000+ subscribers
- 82% open rate
- Reach of over 20,000 viewers monthly

06 Global Media

- Newspaper articles across US, Canada, Greece, & Australia
- TV News features in US & Greece
- Multiple appearances across events, TV programs, live shows, radio, & more.

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