

DIGITAL MARKETING

How to rise & shine in digital sphere

**Dates: Nov 26-30, 2018
(Monday-Friday)**

Timing: 5:30 pm to 8:30 pm

Location: IBA City Campus

OVERVIEW

Brands are constantly in war to build a sound, interactive and positive presence in digital sphere. Perhaps, there is always a complication on 1. Channel Selection 2. Content Strategy 3. Engagement Strategy and more. The key objectives for Digital Branding is to reach, convert, maximize and retain customer by communicating and serving through online channels.

The course, rise and shine is all about how a brand can build up a solid digital presence through best practices and engagement with the potential and current customers.

The course will discuss the secret recipe of success in digital touchpoints through communication, engagement and retention, using best practices, features offered by social media and case studies.

KEY FEATURES

- ❖ Branding in Digital Age
- ❖ Case Study Oreo—Dunk in the dark
- ❖ Lifecycle of Building and maintain Digital Branding
- ❖ Social Listing and Reputation Management

KEY FEATURES

- ❖ Understanding Digital Branding in Nutshell
- ❖ How to plan and manage digital branding through various touch points
- ❖ Social Listing and Analytics

BENEFITS

- ❖ Planning
- ❖ Activation & Engagement
- ❖ Reports & Analytics

AUDIENCE

- ❖ Brand and Marketing Executives
- ❖ Entrepreneurs
- ❖ Startups
- ❖ Ecommerce Shop
- ❖ Digital Marketer
- ❖ App Developer

Skills Development Program

Adding Skills to Experience

**Training Investment:
PKR 15,000/-**
(includes training material & certificate)

Trainer's Profile: Amin S. Lalani

Qualification:

M.Phil in Marketing (Digital Commerce and Marketing) IoBM
Certified SAP MM Consultant, Certified VB Developer
Certified Google Analytics

Professional Courses:

Business Analytics (IBA & IoBM), Marketing Analytics (SZABIST)
Business Process Re-engineering, ERP, Digital Marketing (SZABIST)
Ecommerce (IoBM)

Amin S. Lalani is a SME (Subject Matter Experts) in Digital Marketing. He has served Businesses, Non-for-Profit organizations, Academia, Public Sector, Health Sector and more. Since, Amin holds years of experience as Management Consultant at IIG Australia, he believes in performance and precision at every piece of communication. Besides management consulting firm, Amin has launched Digital Agencies in five countries namely Pakistan, UAE, UK, USA and Canada and served 20 countries for Digital Marketing and Ecommerce related work.

He has been into Digital Commerce and Digital Agency business since 1997 and was foremost to launch Liberty Books, Business Recorder Paid Subscription and Waljis Travel, Later, he served Inc500 companies in USA to manage \$300 million revenue in 7 years. He been also one-time consultant to Blue Fountain Media, a NYC based #1 Digital Agency.

He often travels places for collaboration, consultancy and conferences. His knowledge is par with current best practices, technology and trend. He has ventures in US, Pakistan and Canada in Startups, Digital Agencies, Digital Commerce and Academia. The experience he has earned through different markets, businesses and demography helps him to bring additional value in each digital campaigns with performance, precision and persistence.

Teaching is affirmation to give back to the community as a responsible citizen. Besides Digital Advocacy, Amin has launched ASHA Initiative for Small Business & Youth Capacity building in Digital and Digital Skills to help in policy making at Academia and Federal level to impart digital skills at various levels.

For queries & Information

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For registrations

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Registration form & Fee Voucher are
available at our website:
<http://sdp.iba.edu.pk/>

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