

*Workshop on*

# DIGITAL MARKETING

*Defining **consumer journey** on various digital touchpoints*

October 20, 2018 | Saturday | 9:00 am to 5:00 pm | @ IBA City Campus

Customer Journey Planning is a research based topic in Precision Digital Marketing. It helps organization to adopt best practices in Digital Strategy to engage customer at various checkpoints, ultimately leading to conversion.

The course objective is to understand the theory of Customer Journey which covers Planning, Defining, Monitoring, Conversion Optimization and Reporting of Customer Journey through various touchpoints in Digital Journey of a Customer for Brand Engagement, Conversion, Brand Activation and more.



## Key Features:

- ♦ Planning Digital Journey
- ♦ Monitoring the Funnel
- ♦ Optimizing the Conversion
- ♦ Google Analytics
- ♦ Campaign Tracker
- ♦ Customer Engagement

## Participants' Profile

- ♦ Brand and Marketing
- ♦ Entrepreneur
- ♦ Startups
- ♦ Ecommerce Shop
- ♦ Digital Marketing
- ♦ App Developer

## Trainer's Profile

### Amin Lalani

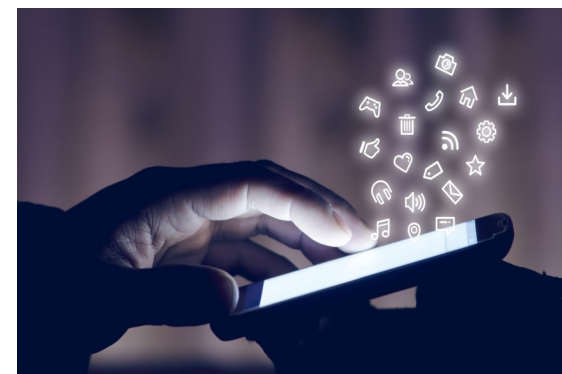
Amin Lalani is a global consultant for Digital Disruption. He has launched Digital Agencies in US, UK, Canada, UAE and in Pakistan. Besides digital agencies' setup, he has served business in 20 countries for infrastructure setup mainly in e-Commerce B2B, B2C and Government Projects. Amin has also served brands like Symantec and CBM Globally and #1 Digital Agency in NYC – Blue Fountain Media.

## Learning Outcomes:

- ⇒ Strategizing and planning customer journey and precision digital marketing as a whole
- ⇒ Using tools like Google Analytics and Campaign URL for performance monitoring
- ⇒ Reporting and measuring RoI

## Benefits:

- \* RoI
- \* Customer Engagement
- \* Conversion
- \* Objective Monitoring



## For Queries & Information

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## For Registrations:

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Facebook: <https://www.facebook.com/IbaBusinessenglish>

**Training Investment: PKR 18,000/-**

**(inclusive of training material, certificate, meals & business networking)**

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

Fee is to be deposited in cash / pay order in any branch of FAYSAL BANK Ltd., A/C No. 110-2162113-006. No fee will be accepted in cash/ cheque at our office.