

REINVENTING YOUR MARKETING

A Comprehensive **35-hour** Program for Business Owners,
Brand Managers and Marketing Executives to grow their
business in digital era

February 23 - April 13, 2019 | Every Saturday | 10:00 am to 4:00 pm

SESSIONS

- ◆ Developing your online Marketing Strategy
- ◆ Winning with Facebook Marketing Solutions
- ◆ Content Marketing: The Art of Storytelling
- ◆ Understanding Google Ads solutions: Search, Display, Videos
- ◆ Growth Hacking and Conversion Rate Optimization (CRO)
- ◆ SEO: Keyword Research to Execution
- ◆ Measuring What Matters: Google Analytics



Training Investment:

Per Session

PKR 8,000/-

Complete Course

PKR 40,000/-

(Inclusive of training material, certificate,
meals & business networking)

SESSIONS OUTLINES

SESSION 1: DEVELOPING YOUR ONLINE MARKETING STRATEGY

Learn how to develop and execute a successful digital marketing strategy. Deep-dive through case studies in the building blocks of digital marketing including social, search, and paid advertisements.

SESSION 2: WINNING WITH FACEBOOK MARKETING SOLUTIONS

Learn how to reach to and engage your audience of social media platforms including Facebook, Instagram & Messenger. Go in-depth in Facebook for Businesses including targeting, custom audiences and Facebook Pixel.

SESSION 3: CONTENT MARKETING: THE ART OF STORYTELLING

Develop an integrated content marketing plan that works towards building a strong brand voice and business growth through case studies of local and international brands. Learn how to measure your content marketing efforts.

SESSION 4: UNDERSTANDING GOOGLE ADS SOLUTIONS: SEARCH, DISPLAY, VIDEOS

Understanding how Google Ads works and how it fits with what your business—and your customers—need. Setup different campaign types and use Google Ads reporting and Google Analytics to measure your success.

“Marketing is no longer about the stuff that you make,
but about the stories you tell.”

– Seth Godin

SESSION 5: GROWTH HACKING AND CONVERSATION RATE OPTIMIZATION (CRO)

Learn the concepts, methods, and successful real-world uses of growth hacking to quickly expand your customer base. Understand the key elements of growth hacking including site analytics, a great landing page, an understanding of the funnel, and a solid testing plan.

SESSION 6: SEO: KEYWORD RESEARCH TO EXECUTION

Discover how to implement foundational optimization strategies and techniques, including how to conduct keyword research, build internal and external links, optimize your pages and content, measure your successes and progress, and plan for a long-term SEO strategy.

SESSION 7: MEASURING WHAT MATTERS: GOOGLE ANALYTICS

Learn how to use Google Analytics to better understand who your digital customers are, how they found your website, and how they engage with your site once they get there. Also, setting up goals glean insights from the vast array of data available.



TRAINER'S PROFILE

Mehdi Karam Ali

Mehdi KaramAli, is a **certified digital marketer from Google and Facebook**, and an experience of more than 8-years working with all kinds of businesses and brands; building and executing their digital marketing plans.

He is the only Pakistani to be a **Certified Digital Marketing Professional** by **American Marketing Association (AMA)**, the largest body of marketing professionals in the world.

FOR REGISTRATIONS:



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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.