



WORKSHOP ON SOCIAL MEDIA MARKETING

**Social Media is the
Game Changer!!!**

In this workshop you will **explore a broad range of internet-based social media** and integrating the use into overall strategic marketing efforts.

The focus will be on using social media to establish and maintain an effective online presence.

Among other topics, you will also examine online advertising and social media analytics.

“The share of marketing budgets spent on social media is expected to more than double over the next five years, from 11% today to 24% by 2020”.

The CMO Survey

October 21-22, 2016
Friday & Saturday
10:00 AM to 05:00 PM
PKR: 12,500/-

Skills Development Program

Adding Skills to Experience

The Program:

Essentials of Social Media Marketing

- a) Introduction with the Participants
- b) Ice Breaker.
- c) What is Social Media (SM)?
- d) Why SM has become need of the hour?
- e) What are the common mediums of SM?
- f) Understanding the basics terminologies of SM. (Glossary attached)

How Social Media can impact your Business

- g) How SM can impact your Business?
- h) 4Ps of marketing vs 6Is of Social media marketing
- i) How to develop social media strategy to integrate different mediums?
- j) Benefits of social media marketing
- k) Social Media Investment vs ROI of your business.

Exercises/Activities:

- a) How to boost your business through Face book page
- b) Payment modes
- c) How to use twitter to improve your sales in community
- d) Creating

For Registration

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Registration form & Fee Voucher are available at our website:

<http://sdp.iba.edu.pk/>

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Trainer's Profile Shazia Baig

Shazia Baig a graduate of IBA (Karachi) is a trained mentor and a professional trainer. She carries about 15 years of professional experience in diversified fields and has delivered development programs and training for a broad range of multicultural audiences, ranging from government and educational institutes to private enterprises.

Why Social media has become need of the hour for every business these days?

In Social Media Examiner's 2015 End of Year Report, marketers now place **very high value** on social media marketing:

- 86% of marketers stated that social media is important for their business.
- 89% of marketers stated that increased exposure was the number one benefit of social media marketing.



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