



Introduction to Digital Marketing for Cost Effective Marketing

A must attend for marketers focused on cost effective strategies to increase marketing ROI and brand loyalty.

Who Should Attend:

- CEOs / CMOs
- Marketing Managers
- Marketing Directors
- Communications Directors/Managers
- Online Marketers
- Digital Directors
- Product Managers
- Business Development
- Brand Managers/Asst. Brand Managers
- IT Heads/Web Design Heads
- Web Designers/Web Developers
- Web Masters
- Promotion Managers/Directors
- Advertising Managers/Directors
- Account Directors/Creative Directors
- Heads of Corporate Communication
- Public Relations Directors/Managers
- Media Directors/Managers
- Solution Providers
- NGOs

Why you should attend this course:

This course provides a fast track understanding of digital marketing in Pakistan and introduces you to the latest in digital marketing strategies, tools and techniques from around the world, to help you stay ahead of your competition.

Through interactive case studies you will develop a deeper understanding of consumer digital trends in Pakistan and how these trends are shaping marketing strategies. Emphasis is paid on measuring and analyzing ROI, understanding industry best practices and standards, developing media plans and creative that work and using emerging tools and technology to your advantage.

The course also addresses the issues and challenges faced by agencies and marketers in adapting their organization to the new digital landscape. Presented from a marketing practitioner perspective - digital marketing is now easily understood

Learning Outcome:

At the end of this course you will

- Have a sound understanding of the general principals of digital marketing
- Confidently be able to develop effective digital strategies as part of your overall marketing mix
- Be conversant with terms, tools, technologies and performance metrics used within the digital medium
- Understand the methods and metrics of analyzing digital campaigns
- Develop an insight into the operational and logistical process from an agency and client perspective when adding digital to your marketing mix

For registration & Details:

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August 19 2009

Marriott Hotel, Karachi

9:00 am - 5:00 pm



Your expert course leader:

Adil Ahmed
COO - Symmetry

Adil has over 8 years experience in the digital medium and has been instrumental in shaping and advancing the industry in Pakistan. He started his career in the Middle East as sales manager for Yahoo! He later headed digital advertising sales for Maktoob.com, which is the largest online Arabic language portal in the world. During this time he was influential in developing the industry in the Middle East and worked with top end brands and agencies in the region including Emirates Airlines, ABN Amro Bank, HP, McDonalds, GM Motors, Oracle, Microsoft, Nokia, OMD Digital, Universal Media ME, Mindshare ME, Mediacom ME and many more.

*Returning to Pakistan, Adil joined Symmetry which today is the largest digital media company in the country. He has worked closely with the leading advertisers, media buying houses and advertising agencies to develop their digital strategies. He is an outspoken supporter and advocate in expanding and evolving the role of the digital medium. Known as one of the most learned digital media experts in the region, Adil is frequently interviewed in magazines and TV on the subject and is consulted by leading brands for his insights on the medium.

Under his guidance, Symmetry has witnessed tremendous growth and has been instrumental in fueling the growing digital media scene in the country. Today Symmetry has more than 20 dedicated and highly experienced digital media professionals working under one roof and providing 360 degree services to the leading digital spangle in Pakistan.

(* Ref.: Aurora)

Course Outline:

- The role of digital media partners – Understanding the difference; digital agencies, technology providers and traditional agencies
- Digital media channels 101; websites, portals, search, networks, email, mobile, video and social media
- Digital marketing vehicles: banners, rich media ads, video ads, emailers, text ads, applications, widgets, games and your website
- Effective creative for online: incentives, call to action, interaction, localization
- Ad serving basics: capabilities, tools and technology for measurability
- Developing objectives for your digital plan; branding & promotion, acquisition & sales, lead generation, traffic, user engagement, brand loyalty
- KPI and effectiveness metrics for digital campaigns; matching the metric to your objectives
- Developing a digital strategy
- The strategic role of digital in your overall media mix
- Marketing budget allocation in turbulent times; using digital to drive more value

Workshop Investment:

Rs. 6,500/-
per participant

Group Discount
Every 4th participant
from the same
organization is **FREE**

Send your cheque in favour of

Terrabiz

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