

A practical guide to effective use of the Internet to increase revenue and decrease costs

# Digital Marketing

26 March 2009, Marriott Hotel, Karachi

Don't worry if you have limited PC knowledge. The workshop will be geared towards helping you to start.

## Overview

In a market that has been hit with the global economic crisis, it has become more important than ever to reduce marketing costs and at the same time, increase ROI by consolidating internal learning and gaining up-to-the-minute knowledge about effective marketing campaigns.

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[stepfront.com](http://stepfront.com)

## Who should attend

- CEOs / CMOs
- Marketing Managers / Directors / Consultants
- Communications Directors / Managers
- Online Marketers / Digital Directors
- Product Managers
- Business Development Directors / Managers
- Brand Managers / Asst. Brand Managers
- IT Heads / Web Design Heads / Web Designers
- Web Developers / Web Masters
- Advertising Managers / Directors
- Account Directors / Managers / Executives
- Creative Directors
- Public Relations Directors / Managers
- Media Directors / Managers
- NGOs

## Key benefits of attending

- Develop innovative initiatives to generate a higher response rate to your marketing campaign to run over the social networking communities
- Gain a clear understanding on the difference between real changes in consumer behaviour and simple passing trends
- Discover how your organisation can truly engage consumers in the digital world and allow them to experience your brand in innovative ways
- Discover innovative ways to generate a greater response to your digital marketing campaign

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26 March 2009,  
Marriott Hotel, Karachi  
Timing: 9:30 am - 5:00 pm

## Workshop Leader



Farhan Kamal is a Certified Google advertising professional. He is the Senior marketing manager at ITSec Limited UK, and the founder of Stepfront.com, Pakistan first online marketing e-magazine. Farhan has been involved in online marketing for the last 10 years and has worked for some of the top local and international brands with their online marketing campaigns including Sony Corp USA, Forsythe, and Sentiments Express and Liberty books in Pakistan. He also regularly writes the e-strategy section for Spider Magazine.

## Course Outline

**Key concepts in Digital Marketing and Branding:**  
Session will cover the key concepts in making a brand/business successful online. Discussion will include some case studies and interactive Q/A Session

**Rounding up search engine marketing:**  
With every blog, website, person churning out information about search engine marketing, it's time to revisit and learn the real secrets of the trade.

**Social Media Marketing:**  
If you haven't been doing it, or still not successful using it, this session will give you the right ideas and the pathway to adopt and implement tested social media marketing strategies

**Email marketing:**  
The all time effective and most economical activity. Learn the basics and advance level techniques

**B2B marketing strategies online:**  
learn how to devise and implement solid B2B strategies for your business both locally and internationally.

**Q/A Session:**  
Ask your heart out with any questions you have about digital marketing.

## Workshop Investment

**Rs. 5,500/- per participant**

**10% discount for P@SHA and PSEB members**

## Guest Speakers



### Badar Khushnood

Country Consultant Pakistan,  
Google Inc.



### Adil Ahmed

COO - The Symmetry  
Director - Octave Interactive

## Testimonials

As a professional Farhan comes out to be thorough, and plays with the dynamism of his knowledge to give the best possible He will write history in the making as we go forth into the e-commerce & techage.

**Alia Hasan - Business Manager,  
TCS Sentiments Express**

Farhan's services have been of a quality that meets our standards.

**Sharmeen Hussain - Brand Manager Liberty Books**

Farhan has been a great help with his knowledge and understanding of online marketing. I recommend this seminar he is conducting to anyone wanting to learn and implement online marketing.

**Raeda Latif - Manager Marketing IGI Bank**

## To Register:

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