

# SOCIAL MEDIA MARKETING TACTICS

September 20, 2019 | NIC Islamabad  
9:30 am – 5:00 pm

## KEY BENEFITS

- Learn to establish a clear **Social Media Marketing Strategy**
- Learn to make **content writing more effective** and how to build on its success.
- Learn to look beyond 'Likes' and 'Comments' to **increase social ROI**
- Learn to **analyze your social media marketing data** for continuous improvement.

## WHO SHOULD ATTEND ?

- Marketing Managers
- Communications Specialists
- PR Executives, Managers and Consultants
- Anyone interested in learning how to make sure social media works for their organization

## Facilitator's Profile:

### DR. FRANK PETER


**Dr. Frank** is a subject matter expert in various fields of Digital Marketing, including online advertising, social media marketing, digital data driven decision making, as well as digital transformation (with a focus on HR & small to medium sized companies). He has helped many companies of all sizes to get a better understanding of what 'Digital' means for their organization, and how it can benefit the client's overall business processes. His style has been described as 'in-depth, yet very entertaining'. Dr. Frank is the author of '**Digital Marketing Tactics for Decision Makers**' (available at Amazon), and he is currently working on his new book on '**Digital Transformation for HR Leaders**'.

Dr. Frank has been conducting corporate training and spoken extensively at international conferences & corporate events for over 15 years. His client list boasts many well-known companies across Asia Pacific and the Middle East, including Alliance Bank, Axiata, Bank Rakyat, Celcom, CIDB, Domino's, GNC, Intercontinental Hotel Group, JTH Group, MARCO Group, Media Prima, Monash University, Oman Air, , UCSI University, Warner Music, YTL Group and many more.

He is a registered Google Educator and is certified in Google Ads, Google Analytics, Microsoft Bing and others. He is also a certified trainer under the Malaysian Ministry of Human Resources (PSMB/HRDF) and the Singapore Institute of Management.


Dr. Frank is an Associate Faculty with University Utara Malaysia's OYA Graduate Business School and sits on the advisory board for the International University of Malaya Wales.

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## COURSE DESCRIPTION

Social media and inbound marketing continues to become an increasingly important avenue for your businesses to get found by and to engage with potential customers on the web. In this hands-on workshop, we focus on the most important avenues: Social Networks, Blogs and Online Videos.

Today's customers increasingly ignore Spam email, TV ads and printed ads in newspapers and magazines. Instead, they visit Google and social networks for answers to their questions. The challenge for you is: will you be there to answer it, or will your competitor take the lead (and the customer)?

The main aim of Social Media Marketing is not to bluntly advertise or sell your products & services, but to build an online relationships with your followers and fans. Once your company has achieved an authoritative reputation and credibility, your fans will tell others how good you are without you having to do it yourself.

## COURSE AGENDA

- Identify Business Goals
- Set Marketing Objectives
- Identify ideal Target Audiences/Customers
- Clarify your Business's Social Media Goals
- Determine where Social Media Marketing Fits
- Choose Channels and Tactics
- Audit your Current Social Media Status
- Research Competition
- Develop your Content Strategy
- Decide what Platforms to use
- Map out a Content Marketing and Curation Strategy
- Allocate Budget and Resources
- Use Analytics to track Progress
- Build your tactical Communication Plan
- Adjust your Strategy as needed

### Workshop Investment

PKR **45,000** +PST per participant  
(Group Discount is Available)

### Fee Includes:

Course material, certificate of attendance, lunch, refreshments & business networking

Send your cheque in favor of **Octara Private Limited**  
To: **Umair Tariq**, Admin & Accounts Executive  
Octara Private Limited - 1/E-37, Block-6, P.E.C.H.S., Karachi.  
Tel: 021-34520708, 34534261 Cell: 0343-5940485

### Bring this program In-house at attractive discount

This workshop can be customized to suit specific needs of your organization which may lead to significant savings. Please contact Naveed Rahim at [naveed.rahim@octara.com](mailto:naveed.rahim@octara.com) or call at **0334-3082767**



### For Registration & Details:

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