

Growth Hacking Through Digital Marketing

Marketing is one the most highly paid online skills because of the benefit it can deliver to a business's bottom line. **The demand for this skill is only getting bigger!**

Marketing and communication in this day and age has taken great leaps in the form of new channels that are available digitally to old and new businesses. Being an expert in this field takes practice and some tricks that are learnt through hands on experience.

Don't delay! Every second you wait is costing you valuable leads and sales.

Go ahead and hit the "**Register Now**" button and let's get started growing your business online!

Who should attend??

Industry professionals, academicians and students can attend this course. Both Engineering and Business students can participate.

Training Outcomes:

- ✓ By the end of this course, you'll be trained in the most important digital marketing tools and confidently implementing marketing strategies across the major online marketing channels.
- ✓ Finally, you'll have a highly paid & in-demand skill at your fingertips if you wanted to start a home based digital marketing company making monthly recurring income.

What are the Requirements?

No prior marketing knowledge required - just follow the logical concepts in this course!

Course Outline:

- ✓ **What is Marketing and Communication?**
- ✓ **How Brands communicate?**
- ✓ **Marketing in this day and age**
- ✓ **Digital Marketing- Basics**
- ✓ **Tools (Google Analytics, Facebook Analytics)**
- ✓ **Best practices**
- ✓ **Digital Strategy – Formulation**
- ✓ **Implementation**

Marketing Communication:

Marketing communication (MarCom) is a fundamental and complex part of a company's marketing efforts. Loosely defined, MarCom can be described as all the messages and media you deploy to communicate with the market.

The secret to successful communication is about saying the right thing in the right way in the right place and moment. MarCom although an expense activity can also lead to higher revenues if used correctly.

In this day an age when every business is operating differently (Services, product oriented, hybrids) we cannot evaluate and run each business using the same old principles.

- ✓ Example about the business-
- ✓ Video about one brand

Brand Communications:

- ✓ What is a **brand**?
- ✓ Communication, visual, logo, slogan anything that makes you think of a specific name is a brand.
- ✓ Branding is not only limited to a product but is a vastly wider aspect. People can be brands.
- ✓ A brand can transgress the boundary between a need and a want.
- ✓ Forming a brand
- ✓ Insight. **A big idea**
- ✓ The TUB on which your communications, your channels are based.

Marketing Today

- ✓ What a truly **360 degree campaign** means now.
- ✓ The same message, in a different setting, to the same customer.
- ✓ A+B+C+4+@= Your Brand.
- ✓ Digital Marketing. What is it?
- ✓ Digital in Pakistan
- ✓ Basics

Tools for Digital Marketing

- ✓ **Google Analytics, Facebook Analytics**

You've seen other courses out there on Google Analytics before. They cover every little thing about Google Analytics, every report, every setting and so on, without providing any **ACTIONABLE INFORMATION**.

This course is different. Just take a look at the lecture titles below. In each lecture, we'll cover specific steps you can take that will help you to ultimately get more traffic.

- ✓ Free Tools
- ✓ Paid Tools

Discover Valuable Insights to Help Grow Your Business

- ✓ Analyze Traffic Sources so You Can Get More Traffic to Your Site
- ✓ Use Behavior Reports to Improve Visitor Retention & Conversion
- ✓ How the culture of growth hacking has disrupted the world of marketing and created a technological marketing revolution.
- ✓ Find & Resolve Technical Errors Blocking Sales and much much more!

Stop making important business decisions in the dark. Enrol today this training and learn how to make data driven decisions to grow your business with Google Analytics!

Examples of Good Digital Campaigns

“Learn a Data-Driven Approach to Growth”

- ✓ Examples from Abroad
- ✓ Examples from Pakistan

How to create your own Digital Strategy

- ✓ Use the TUB
- ✓ Use the branding already available
- ✓ Use how the customer connects with you
- ✓ What does your customer want from your brand
- ✓ Gather all of that and try
- ✓ Own your digital space.

Trainer:

Ahmed Saqlain Bhatti is a Google certified Analytics and AdWords Trainer. He worked with Adcom Leo Burnett, Telenor's Creative Agency. He is one of the founding members of the Telenor Digital Team. Ahmed is a passionate trainer of Branding/Marketing and digital mediums as well and currently working in Zong as Marketing Resource for the Youth segment.

Training Plan:

Social Media Training					
Date: February 25-26, 2017					
Agenda					
No.	Topics	Key Content	Materials	Time	Time
1	Introduction	Energizer, Icebreaker, Intro			9:30 to 10:00 AM
2	Marketing and Digital Marketing	What is Marketing?- Traditional Marketing- Marketing in the New Age			10:00 to 11:00 AM
3	Digital Marketing	Snapshot of World and Pakistan- Key Metrics- New types of Marketing			11:00 to 11:30 AM
Tea Break 20 mins					
4	The New Process	Campaign Execution Management			11:50 to 1:00 PM
Lunch					
5	Examples	Best Practices			2:00 to 3:00 PM
6	Examples	Best Practices			
Tea Break 20 mins					
7	Brands Revisited	Ideation and Campaign Creation			3:20 to 5:00 PM
Day 2					
1	Day 1 Revision	Revision			9:30 to 11:00 AM

2	Key Social Media Platforms and Tools	Tools and Metrics			10:00 to 11:00 AM
3	Google Analytics	Deep Dive into Analytics			11:00 to 11:30 AM
Tea Break 20 mins					
4	Google Analytics	Deep Dive into Analytics			11:50 to 1:00 PM
Lunch Break					
5	Facebook Analytics	Deep Dive into Analytics			2:00 to 3:00 PM
Tea Break 20 mins					
6	Campaign Measurement	ROI measurement, Creating and measuring your own self			3:20 To 4:30 PM