

# DIGITAL MARKETING



The course is designed keeping in mind the basic needs of diverse audience coming from business, academia and professionals. It will give a business perspective vision to Digital Marketing as a part of ongoing internal and external communication to various stake holders. The course will cover objective setting, execution, analytics and optimizing of digital campaign.



**Dates: June 25-29, 2018**  
**Days: Monday—Friday**  
**Timings: 5:00 PM—8:00 PM**  
**Venue: IBA City Campus**  
**Fee: PKR 6,500/-**

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## Instructor Profile

# Amin Lalani

Amin Lalani is a global consultant for Digital Disruption. He has launched Digital Agencies in US, UK, Canada, UAE and in Pakistan. Besides digital agencies' setup, he has served business in 20 countries for infrastructure setup mainly in e-Commerce B2B, B2C and Government Projects. Amin has also served brands like Symantec and CBM Globally and #1 Digital Agency in NYC – Blue Fountain Media.



## LEARNING OUTCOME

The participants will be able to work like an Agency to draw an objective and the Media Plan, Execute the Media Plan on various Digital Platform covering Web and Apps, Social Media, Ad Campaign and Mobile Marketing. Besides Media Planning and Execution, beneficiaries will be also empowered to monitor the campaign through analytics and steer the campaign as and when need to attain the desire objectives.

## Teaching Methodology

Day 1	Revisiting the Principles of Marketing and Introduction to Digital Marketing	Slides and Video
Day 2	Setting up Website and Facebook Company Page	Hands on WordPress and Facebook for Business
Day 3	Ad Agency Background. Introduction to Google Analytics and Facebook Pixel	Templates for Planning and Execution
Day 4	Hands on Photoshop and Launching Ad Campaign	Photoshop and Google Adwords and Facebook Adverts
Day 5	Introduction to Mobile App and Tools to design an App and Guide to Engage Customers	App Development using AppsMakerStore