

DIGITAL MARKETING & BRANDING

PROGRAM OVERVIEW

This 2-day comprehensive program allows marketers to understand what is being said about their brand online, and engage with their audience to create content that is relevant to them. Additionally, social media listening can help marketers identify trends and conduct sentiment analysis on the overall tone of the conversation about their brand.

LEARNING OUTCOMES

After attending the program candidates will be able to:

- Use social media platforms to listen to and engage with customers, and track and analyse online conversations.
- Use social media listening tools to gather data and insights about their target audience
- Measure the emotions and sentiments of online conversations
- Create and implement digital marketing campaigns reach a larger audience
- Handle a digital campaign management system that can help them track results & ROI
- Save money by using digital marketing and social listening instead of traditional marketing methods
- Identify useful web and social media platforms for digital marketing

COVERAGE AREAS

- What is social listening?
- The value of listening.
- Social listening by industry
- Roadmap from Social Listening to Digital Marketing Campaign
- Digital Campaign Management System

FACILITATORS

Dr. Saima Hussain

Associate Professor and Head of Department – Marketing
PhD Marketing, SZABIST, Karachi
MS Marketing, SZABIST, Karachi
MBA Marketing, IoBM, Karachi
BS Computer Science, FAST-NU, Karachi

Sohaib Hassan

Senior Manager Brands & Digital Marketing Luna Care (Pvt.) Ltd.
MBA Digital Marketng, KSBL, Karachi
BBA SZABIST, Karachi
Google Ads certified, Google Skillshop

WHO SHOULD ATTEND

Emerging Digital Marketers, Brand Managers, Communications Specialists, Media Managers, PR Managers who want to learn more about digital marketing and benefits of data driven social listening.

LEARNING METHODOLOGY

Case Studies
Commercial Videos
Data Analysis on Brand24
Data Analysis on QDA Miner Lite
or NVIVO Academic Version

INVESTMENT

RS. 55,000
(excl taxes)

DATE

TIME
9 AM - 5 PM

VENUE
KSBL

National Stadium Road, Opp. Liaquat, National Hospital, Karachi