



Advertising

branding

Internet

social media

DISCOUNTS ARE AVAILABLE

DIGITAL MARKETING

START FROM
20-JUL-2024
WEEKEND CLASSES

TOTAL
CONTACT
HOURS 20



NUST CERTIFIED
COURSE

COURSE DESCRIPTION:

This comprehensive course on digital marketing in the Pakistani market is designed to equip participants with the latest trends, strategies, and techniques to effectively promote businesses and reach their target audience in the digital realm. The course covers various avenues that can be targeted in the Pakistani market, providing practical insights and exercises to reinforce learning.

COURSE OUTLINE

- INTRODUCTION TO META-ANALYSIS
- MARKET RESEARCH AND TARGETING
- SEARCH ENGINE OPTIMIZATION (SEO)
- SOCIAL MEDIA MARKETING
- EMAIL MARKETING AND AUTOMATION
- INFLUENCER MARKETING
- ONLINE ADVERTISING
- ANALYTICS AND PERFORMANCE MEASUREMENT
- CREATING COMPELLING CONTENT
- DATA-DRIVEN DECISION MAKING



LEARNING INVESTMENT \$
RS: 16,000/-



Scan For Registration

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PNS JAUHAR, Habib Ibrahim Rehmatullah Road, Karachi, Pakistan

NUST KARACHI CAMPUS



WORKSHOP CONTENTS:

**NUST CERTIFIED
COURSE**

DAY 1 INTRODUCTION TO META-ANALYSIS

1. Understanding the concept and importance of digital marketing
Advantages and limitations
2. Exploring the digital landscape in Pakistan
3. Identifying digital marketing trends in Pakistan

DAY 2 MARKET RESEARCH AND TARGETING

1. Conducting market research for the Pakistani audience
2. Segmenting and targeting specific audiences in Pakistan
3. Analyzing competitor strategies in the Pakistani market

DAY 3 SEARCH ENGINE OPTIMIZATION (SEO)

1. On-page and off-page optimization techniques
2. Keyword research and optimization for Pakistani audiences
3. Local SEO strategies for Pakistan

DAY 4 SOCIAL MEDIA MARKETING

1. Utilizing popular social media platforms in Pakistan
2. Creating engaging content for Pakistani audiences
3. Implementing social media advertising campaigns

DAY 5 EMAIL MARKETING AND AUTOMATION

1. Building email lists and creating effective email campaigns
2. Implementing email automation techniques
3. Analyzing email marketing performance metrics

DAY 6 INFLUENCER MARKETING

1. Understanding the influencer landscape in Pakistan
2. Identifying suitable influencers for brand collaboration
3. Building effective influencer marketing campaigns

DAY 7 ONLINE ADVERTISING

1. Exploring online advertising options in Pakistan
2. Search engine marketing (SEM) strategies
3. Display advertising techniques

DAY 8 ANALYTICS AND PERFORMANCE MEASUREMENT

1. Defining key performance indicators (KPIs) for digital marketing
2. Analyzing data to measure campaign success
3. Implementing data-driven optimizations

DAY 9 CREATING COMPELLING CONTENT

1. Developing persuasive digital marketing content for Pakistani audiences
2. Utilizing storytelling techniques in marketing campaigns
3. Enhancing visual content creation skills

DAY 10 DATA-DRIVEN DECISION MAKING

1. Applying data analysis for strategic decision making
2. Understanding customer behavior through analytics
3. Optimizing campaigns based on data insights

ABOUT THE TRAINER:

Dr. Syed Hasnain Alam is Managing Partner and Chief Operating Officer at BIOS MD Pharma. He is looking after the national & international operations of the company at its head office based in USA. He is a well known Professor of Business and taught in several universities like, SZABIST, KIET, Emaan Institute. He has 45 national and international publications to his name with high Impact Factors. Currently, he is also the Director at Accenturing Inc. USA and looking after it's marketing strategic planning & operations.

CONTACT US

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