



the advertisers' voice...

## Integrated Digital Marketing Masterclass

Karachi: March 18, 2015 at MovenPick Hotel

### SNAPSHOT:

This full-day Digital Marketing Masterclass will help participants better understand the strategic, tactical and channel opportunities that exist within the various digital media.

This course will give you concrete advice and tips you can use to improve your digital marketing activities. It will explore what's possible for brands when using digital channels, such as email, search, social media, mobile and online display, as well as understand the complexities surrounding executing & measuring digital marketing & advertising campaigns.

### HOW WILL PARTICIPANTS BENEFIT FROM THIS COURSE?

This course focuses on 'thought leadership' approaches to digital communications, so it will be designed to enable PAS delegates to be highly knowledgeable about the various opportunities in digital, at both a brand campaign and direct response level.

### About the Trainer



#### **Michael Leander**

*Awards-winning Marketing speaker, trainer, board member, consultant*

Having presented his knowledge and ideas in nearly 40 countries, Michael Leander has been active in the digital marketing landscape since 1995. With a multichannel direct marketing background, his experience covers all aspects of digital marketing. Michael Leander has consulted an impressive number of global brands across multiple verticals. Today he spends his time sharing his experience through consulting, training and speaking primarily in emerging markets. Michael is also invited to judge at direct marketing, digital marketing and loyalty marketing award shows around the world, and actively takes part in shaping the future of direct & digital marketing through his engagement in various associations.

Learn more about Michael Leander here [www.michaelleander.me](http://www.michaelleander.me)



## OUTLINE SCHEDULE

### ***WHAT MAKES A COMPELLING DIGITAL PLAN? YOUR DIGITAL MARKETING ECOSYSTEM FOR 2015***

- How do you create a compelling plan for your digital presence and your digital marketing activities?
- What does an effective digital marketing ecosystem look like in 2015; what are the challenges marketers face and how to overcome them.
- What are the key components for successfully bringing your message to your audience through digital channels.
- How do you integrate your digital marketing presence with the rest of your marketing mix.
- Where to look for data / evidence about audience channel consumption.

### ***HOW TO PLAN AND MEASURE DIGITAL CAMPAIGNS***

- What are best practices for planning your digital marketing campaigns?
- How do you measure your success; review of recommended key metrics for digital marketing campaigns.
- Review of a planning and launch methodology for digital and mobile campaigns.

### ***HOW TO ATTRACT AND RETAIN AN AUDIENCE WITH CONTENT MARKETING***

- How to get started with content marketing
- How to create your content concept and make it work
- What is OPC and how do you apply it
- How to increase shares and interactions through content rich marketing
- How to approach content, repurposing of content in social media and other channels.

### ***HOW PAID MEDIA IS CHANGING AND HOW TOP BRANDS CAN MAXIMIZE INVESTMENTS IN THE NEW MEDIA LANDSCAPE***

- How modern marketers should be approaching paid media
- New agency vs. brand payment models for online media
- How to properly track and measure the Return on Marketing Investment for online media.

### ***HOW TO MAKE YOUR WEBSITE AND BLOG STAND OUT***

Your website, blog and e-commerce portal is one of your most important digital marketing assets. In this session you get information on how to make your website and blog stand out, which in turn will improve customer acquisition and nurturing.



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### ***7 TIPS TO IMPROVE YOUR SOCIAL MEDIA MARKETING RESULTS***

This session will cover 7 important tips that may help you improve your social media marketing results. Get tips to improve your presence on Facebook, Twitter, Pinterest and more.

### ***HOW TO LEVERAGE MOBILITY AND VIDEO IN YOUR MARKETING MIX***

Video has come to stay. But how can you successfully use video in your marketing and communication efforts? This session will give you some of the answers.

With 3G and 4G launched in Pakistan, mobility now represents a real opportunity for marketers. In this session you will get inspiration and advice on how to approach mobility. You will learn about gamification, campaigns, engagement through apps and much more.

### ***GROUP DISCUSSION / KEY TAKE-OUTS & LEARNINGS***

Ending Note