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**XPLORE SOLUTIONS**  
Making IT Innovative



# Masterclass: Social Media Marketing

**Boost your bottom line, Create awareness and Engage a community around your Brand!**

21 - 22 February, 2011, Marriott Hotel, Karachi | 24 - 25 February, 2011, Pearl Continental Hotel, Lahore | 9:15 am - 5:00 pm

## Top 4 Learning Outcomes:

- 1 Discover the latest regional and international social media marketing trends and best practices from international brands. Explore processes which will help you use online platforms to successfully build, launch & sustain your social media marketing strategy.
- 2 Make your brand/organization/clients more visible in search & through networks and proactively engage with stakeholders & enhance your brand reputation online.
- 3 Learn about new tools to leverage your brand's marketing mix, audit and monitor your brand's online presence and measure ROI to prove success.
- 4 To appreciate the risks and opportunities of social media engagement and develop strong strategies for reducing the risk of negative brand perception.

Workshop Leader:

**Lawrence Larley**

Senior Digital Marketing Strategist,  
Xplore Solutions, UK  
Co-founder, Pure Online Genius, UK  
Director, You Report Ltd. UK



Co-Facilitator:

**Sameer Abdur Rehman**

CEO, Xplore Solutions, UK



## For Details & Registration:

Tel: +92-21-34534261, +92-21-34536315, +92-21-34520093, Fax: 021-34520708  
E-mail: register@octara.com, info@octara.com | [www.octara.com](http://www.octara.com)

**Special Offer**  
Book 2 seats and  
**SAVE PKR 7,000**



Workshop Leader: **Lawrence Lartey**

Lawrence Lartey is the director and co-founder of Pure Online Genius & You Report Ltd. and the Senior Digital Marketing Strategist at Xplore Solutions, UK. Prior to his directorships, Lawrence progressed a New Media career spanning eleven years where his knowledge and skills were highly valued by various organizations including InfoSpace Inc, Deal Group Media and DoubleClick.

Specializing in the strategic development of business models for online ventures; his focus is on consumer engagement, commerciality, and revenue stream identification.

Being a skilled public speaker and workshop trainer, Lawrence has a passion for teaching others, especially the youth. He is regularly invited to sit on panels at educational seminars and business events alike to share his knowledge of New Media.



Co-Facilitator: **Sameer Abdur Rehman**

Sameer is the CEO of Xplore Solutions, a company specializing in providing innovative solutions, ensuring business objectives are met through by having an effective online presence. Over the years Sameer and his team have ensured that an online presence serves the purpose businesses are created for.

Sameer has written articles about online presence. He has been invited to various seminars and workshops to talk about how businesses can utilize the internet effectively to achieve their business goals.

Recently Sameer shared a stage with Ron Holland, one of UK's top most entrepreneur and mentor.

Combined with Sameer's business sense and knack of identifying manual processes that can be combined to online functions is an exciting prospect for anyone wanting to learn about the digital age.

**Xplore Solutions has worked with:**



**Clients' Testimonials:**

"Superb team of young, dynamic professionals who handle all queries very articulately and deliver quality end results."  
**Siemens, UK (www.siemens.co.uk)**

"Lawrence has provided invaluable tools for enhancing business through effective use of the Internet social media. Readable, insightful and witty, this course is an excellent resource for navigating the on-line business frontier"  
**Caribbean Telecommunications Union (www.ctu.int)**

"A great course for business owners and entrepreneurs who need to take their companies to the next level."  
**Brunel University, UK (www.brunel.ac.uk)**

"Xplore Solutions' ability to understand problems and provide solutions is second to none. They have the drive, motivation, an attitude to take on challenges and above all to deliver successfully."  
**Rackspace (www.rackspace.com)**

"Lawrence's exceptional workshop has made a very positive impact on my own strategy and I have already proactively recommended him to my colleagues."  
**Bridgethorne (www.bridgethorne.com)**

"Innovative and enthusiastic bunch, always brewing with fresh new ideas"  
**Zyxel (www.zyxel.com)**

**International Engagements**

- Siemens
- Microsoft
- SG private
- Sky Network
- TNG (InBiz)
- Morgan Stanley
- Brunel University
- Croydon Business
- Brent Business Venture
- South London Business
- UK Regional TV & Radio
- Social Media in Business Accra, Ghana
- Social Media in Business Atlanta, Georgia
- The Right Business Network
- Basepoint Innovation Centres
- Luton University Business School

# Course Agenda

## Day 1 Introduction to Digital Persona Engagement

- **Search Person Optimization™**  
research and analytics processes should focus on the mindset of the "person searching"
- **Digital Persona Engagement™**  
activities built around the Digital Persona™ of your ideal customer
- **Life Stream Connecting™**  
where we use social media platforms to connect your brand into the life stream of that individual Digital Persona
- **Social Synthesis™**  
takes your content, be that video, images or text and turns it into powerful and sometimes viral brand equity
- **Social Symbiosis™**  
the point at which co-existence occurs, where you and your customers have a mutually beneficial relationship.

### The Big Picture

- Establishing your identity and your message
- Finding your Tribe
- It's not about you, it's about them
- Conversations, relationships, word of mouth and transparency
- The key Social Media tools and networks
- The consolidated approach

### Blogger

- Why blog and What to blog about?
- The key types of blog post
- Research methods for writing relevant, timely content
- Engaging the audience with video

### Making best use of specific Social Media platforms

#### Twitter

- Retweets, hashtags and lists
- Tweeting rich media
- Managing and enhancing Twitter with apps
- Using advanced search options
- The Art of tweet

### Using Twitter to help build your brand

- Create a story
- Portraying your brand with your profile
- Tweet Style
- Reinforce the core message
- Writing the tweets

### LinkedIn

- Building connections and getting recommendations
- Using groups – drive traffic with news & discussions
- Identifying key buyers & decision makers
- Get the face 2 face meeting

### Facebook

- How can I use Facebook to aid my business?
- Using friends lists to control who sees what
- Customising privacy settings
- Setting up a Facebook Business Page
- Updating your fans
- Linking your blog feed to Facebook
- Creating a Facebook Group

### Social Bookmarking

- StumbleUpon | Delicious | Digg | Reddit

### Pulling all the Social Media Platforms Together

- Working efficiently by connecting the Social Media Networks
  - Working consistently
  - On-site considerations
- Articles page | Integrated blog | Social sharing integration

## Day 2 Interactive Implementation Program

SMM Strategy Development - Action Plan, Tracking and Optimisation

- **Benchmarking**
  - Understand where you are across networks and platforms
  - Ascertain your current level of activity – posts, tweets, blogs etc.
  - Understand what people are saying about you now
  - SEO benchmark – where do you rank
  - Conduct market research and competitor analysis
- **Defining campaign objectives**  
**Setting audience perception outcomes**
  - How you want to be perceived?
  - What you want people to say about you?
  - How you want your audience to engage with you?
- **Defining campaign objectives – setting commercial goals**
  - What actions you want your audience to take?
  - Integrate commercial goals with social activity
  - Social keyword universe
- **Strategy architecture**
  - Choose SN sites
  - Choose SB networks
  - Choose video networks
  - Choose blog networks & platform
  - Content generation
    - Written
    - Videos & images
    - Rich media
  - Choose distribution platforms
- **Project plan**
  - Set tasks
    - Daily
    - Weekly
    - Monthly
    - Ad-hoc
- **Social marketing schedule**
  - Profiles – updates
  - Pages – articles
  - Groups – discussions
  - Rich media
  - Viral
  - On-Page
- **Brand awareness tracking**
  - Groups – growth
  - Articles – read rates
  - Comments – feedback and perceptions
  - Re-Tweets – evangelist growth
- **Reputation management**
  - Search engine alerts
  - Twitter alerts & trends
  - SN site searches
  - Chatter monitoring
- **Analytics and optimization**
  - TweetLater
  - Hootsuite
  - FaceBook analytics
  - Google analytics for SM
  - TubeMogul
  - ROI conversion tracking
  - Campaign optimization



## Overview:

Marketing via online social networks is one of the best ways to build and manage your online presence and drive targeted traffic to your website. Generally social networking is free, however, to effectively build and manage your businesses reputation, the activity does require some major investment of your time.

This workshop will give you actionable insights into key techniques used to build strong social media footprints, which will improve the reputation of your business and positively affect your Bottom Line & ROI.

Focusing on understanding social media in the wider context of cross-functional communications and customer behaviour, the course provides a strategic understanding of the social media landscape and delves into issues such as effective buzz creation, measurement, and the implications of including social media in a multichannel strategy. Delegates will also benefit from an expert review of one of their campaigns.

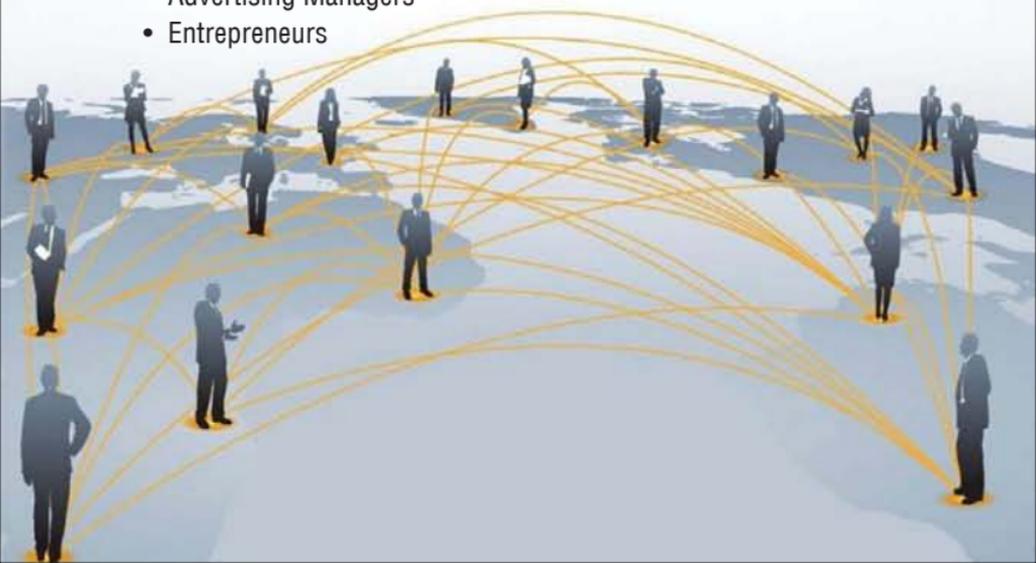
## Key Benefits

**After having attended this session, attendees will:**

- **Enhance** their knowledge base about social media marketing and its many forms
- Understand the **components** of a good social networking strategy and **evaluate** the networks that match their business needs
- Learn about new tools to leverage your brand's **marketing mix**
- **Audit and monitor** your brand's online presence and **measure ROI** to prove success
- Understand how **Online PR/social media** can integrate with other marketing disciplines
- Asses the **relevance** of social media and User Generated Content to plan and develop an **online PR** and social media strategy
- Implement a **core set of processes** and resources needed to successfully **build, launch and sustain** a social media strategy and viral-ize campaigns
- Identify and evaluate **PR opportunities and threats** from social media and user generated content
- Participate in networks through '**social objects**', '**social currency**' and '**conversationalists**'

## Who Should Attend?

- Marketing Managers and Executives
- Digital Marketing Professionals
- Brand Managers and Executives
- Marketing Consultants
- PR Executives, Managers and Consultants
- SME Business Development Managers
- Corporate Communications Managers
- Advertising Managers
- Entrepreneurs

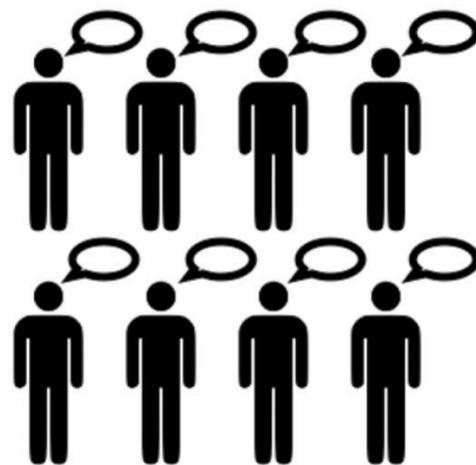




# brand



engagement



online

offline



events



pr



tv



radio



print



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## Workshop Investment

PKR **34,999/-**  
per participant

**10% Group Discount**  
on 2+ nominees

Course material, Octara certificate, lunch, refreshments & business networking

### Registration & Payment Options

- **E-mail or Fax your nomination(s) to:**  
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          : [info@octara.com](mailto:info@octara.com)  
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Our Cancellation Policy is activated as soon as the duly filled signed & stamped Octara Registration Form is received from the client. Cancellations made at least 10 working days prior to the course will be refunded in full. If a booking is cancelled 10 to 7 working days before a course, a Cancellation Fee of 25% of the course fee is payable. For cancellations made within 7 working days, no refunds can be given. Cancellations must be confirmed by letter, fax or email. Substitutions may be made at any time. Notwithstanding the above, delegates may transfer to another course to be run within 6 months. Variance in the course fee will be invoiced or adjusted accordingly.

Strategic Partners



## Bring Masterclass: Social Media Marketing In-house

This workshop can be customized to suit specific needs of your organization at significant savings. Please contact **Mohsin Rahim** at [mohsin.rahim@octara.com](mailto:mohsin.rahim@octara.com) or call at 0321-2133409 for more details

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