

ONLINE ((•)) TRAINING

SOCIAL MEDIA MARKETING TACTICS

February 25, 2021 | 11:00 am – 4:00 pm (PST)
@Zoom Meeting Room



Facilitator

Dr. Frank Peter, Ph.D

Workshop Overview:

"Lockdowns and Work-from-Home due to COVID-19 have dramatically changed how individuals use digital tools in their daily lives, including social media. Businesses that want to thrive online will have to adapt quickly to the new social media trends by changing how they engage with their customers. Social Networks, Blogs and Online Videos provide a great way to build emotional connections with your prospects and clients, provided it's done right.

In this online workshop, we focus on up-to-date strategies and techniques to build a virtual relationship with your followers and fans, turning them into valuable prospects. Once your company has built that connection, your fans will tell others how good you are without you having to do it yourself."

Key Takeaways

- Identify your Organizations Social Media Goals and Objectives
- Identify ideal Target Audiences/Customers
- Determine where Social Media Marketing Fits
- Audit your Current Social Media Status and Research Competition
- Build your strategic Communication Plan
- Map out a Content Marketing and Curation Strategy
- Allocate Budget and Resources
- Choose Channels and Tactics
- Decide what Platforms to use
- Use Analytics to track Progress
- Adjust your Strategy as needed

International Expert & Speaker on Digital Marketing & Digital Transformation

Author of Digital Marketing Strategies for Decision Makers
(Book is available at Amazon)

Certified Google Educator

Click here to view complete profile of Frank
<https://www.linkedin.com/in/drfrankpeter/>

Who Should Attend?

- Marketing Managers
- Communications Specialists
- PR Executives, Managers and Consultants
- Anyone interested in learning how to make sure social media works for their organization

To register, please click here:

<https://bit.ly/2MjFIQM>

Workshop Investment

PKR 5000/-

+PST/SST Per Participant

Fee Includes:

- e-Learning Material
- Digital Certificate of Attendance

- Virtual Business Networking
- Post-Workshop Advisory Services
- Octara Loyalty Card**

** Entitles card holder to 15% discount on all future Octara Trainings (online & classroom)

Bring this program In-house at attractive discount

This workshop can be customized to suit specific needs of your organization which may lead to significant savings. Please contact Sarim Atique at sarim.atique@octara.com or call at 0345-8949470

For Details & Registration contact

Sarim Atique at: sarim.atique@octara.com, Mobile 0345-8949470

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