



# DIGITAL MARKETING MASTERCLASS

## STRATEGIES AND ANALYTICS TO MAXIMISE VALUE FROM DIGITAL MARKETING

March 18-19, 2019 - Karachi | 9:30 am - 5:00 pm

### Key Benefits

Upon completing this Masterclass, participants will:

- Understand how Digital Marketing works and how it can be implemented into company's overall marketing strategy
- Understand relevant technical terms and principles to engage strategic stakeholders
- Understand the use of metrics that drive higher marketing ROI
- Understand to better leverage your digital marketing by being analytically informed
- Leave with a road map on "How To's" and "Can Do's"



Course Facilitator  
**Dr. Frank Peter, Ph.D.**  
International Expert & Speaker on  
Digital Marketing & Digital Transformation

Dr. Frank is author of the book  
**DIGITAL MARKETING STRATEGIES FOR DECISION MAKERS**  
(available at [amazon](#))



#### For Registration & Details:

Karachi: 021-34520093, 34547141, 34520708

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Octara is Marketing Affiliate to **SweetmanCragun, USA** & **Blue Ocean Strategy Center, Malaysia**



# DIGITAL MARKETING MASTERCLASS



## Facilitator's Profile

### Dr. Frank Peter, Ph.D.

- Expert in Digital Marketing & Digital Transformation
- Over 15 years of experience as Keynote Speaker at International Conferences and Corporate Events
- Certified Google Educator
- Author of Digital Marketing Strategies for Decision Makers (Book is available at Amazon)
- Associate Faculty at Graduate Business School, University of Uatara and Advisory Board Member for International University of Malaya Wales, Malaysia

Dr. Frank is a subject matter expert in various fields of digital marketing, including online advertising, social media marketing, digital data driven decision making, as well as digital transformation (with a focus on HR & small to medium sized companies). He has helped many companies of all sizes to get a better understanding of what 'digital' means for their organization, and how it can benefit the client's overall business processes. His training style has been described as 'in-depth, yet entertaining'.

Dr. Frank is the author of '**Digital Marketing Strategies for Decision Makers**' (available at [amazon](#)), and he is currently working on his new book on '**Digital Transformation for HR Leaders**'.

Dr. Frank has been conducting corporate training and spoken extensively at international conferences & corporate events for over 15 years.

Dr. Frank has received a multitude of recommendations from his clients as evident from his public LinkedIn profile.

**LinkedIn** (<https://www.linkedin.com/in/drfrankpeter/>)

## Organizations benefited from Dr. Frank's Workshop



## What delegates have said about Dr. Frank

“One of the most informative sessions I have attended. Dr. Frank was unquestionably worth the investment in this training”

- Jad Humeidan, Vice President - eCommerce at Oman Air, Oman

“Superb training is the 1st thing that came to mind when participating in Dr Frank's digital marketing workshop”

- Ethan Peris, Macao Government Tourism Office, Macao

“I would strongly recommend Dr. Frank as the "Guru" in the area of the Digital Arena”

- Professor Dr. Siva Muthaly, Dean of Faculty of Business and Management at Asia Pacific University, Malaysia

“Many years of experience and many showcase/samples from real business really gave me confidence that what he advised will put our business onto the right track”

- Munisara Angsutam, Brand Communications Manager at Saint-Gobain, Thailand

# COURSE OVERVIEW

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Digital (= online) Marketing of your Company's Products and Services should be integral part of your overall corporate marketing strategy. 'Digital' encompasses everything from online advertising via i.e. **Google Search Ads and Google Display Ads, Social Media Marketing, eMail Marketing, Affiliate Marketing etc.** all the way to being able to effectively measure the outcome of all online marketing initiatives for their impact on ROI. Many companies contract their Digital Marketing activities out to agencies, hoping that they come up with what's best for the company. In most such cases blind trust is given to the agency, and next to no monitoring or reporting is provided. On the other hand, no one knows the company better than its decision makers.

The course will help you to understand how to maximise online strategies and the performance of your online marketing investments. This practical and hands-on digital marketing course covers key aspects of digital marketing, showing you how to integrate and reach customers and grow revenues.

# COURSE AGENDA

## Develop an Overall Digital Marketing Strategy

- How to put in place a goal-focused online strategy
- How to identify the most profitable target audience
- What resources are required
- How it will be implemented

## Set Realistic Digital Marketing KPIs and Measure Outcome for Positive ROI

- How to set realistic KPIs for each of your Digital Marketing approaches
- How to effectively measure their outcomes
- How to generate actionable data for your decision making process
- Hands-on practical on the use of Google Analytics

## eMail Marketing Strategy

- Learn the principles of best practices in generating profitable email campaigns by providing value to the recipient
- Learn why you need to look beyond opening rates and clicks when determining efficiency

## The "Social" in Social Media Marketing

- How to use Social Media to build (profitable) online relationships
- How to nurture existing followers and guide them to become customers
- How to deal with negative comments and sentiments; and how to use those as an advantage when building online trust and reputation

## Online Marketing & Advertising with Google AdWords

- Google Search Advertising and Google Display Advertising
- Search Engine Optimization (SEO)
- Pay-Per-Click Advertising (PPC, CPC)
- Affiliate Marketing
- Optimization for Mobile Marketing
- How Data Analytics can effectively measure, monitor and optimize the outcome of all online marketing initiatives
- What is possible within each platform
- How it can benefit your company

# WHO SHOULD ATTEND

- Head of Marketing
- Senior Marketing Managers
- Marketing Communication Manager
- Marketing Research Analyst
- Communications Specialists
- PR Executives
- Anyone who would like to pursue a career in digital marketing



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## INVESTMENT

PKR **65,000**+SST  
Per Participant

Group Discount is Available

## FEE INCLUDES:

Course material, certificate of attendance, lunch, refreshments & business networking

## 3 Easy Ways to Register

021-34520093, 34547141, 34520708

register@octara.com

www.octara.com

Send your cheque in favor of Octara Private Limited  
To: Umair Tariq, Admin & Accounts Executive  
Octara Private Limited - 1/E-37, Block-6, P.E.C.H.S., Karachi.  
Tel: 021-34520708, Cell: 0302-4599773

## 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 & avoiding pitfalls. Please contact **Naveed Rahim** at [naveed.rahim@octara.com](mailto:naveed.rahim@octara.com) or call at **0334-3082767**

## UPCOMING PROGRAMS 2019

### An Intro to Blue Ocean Strategy & Blue Ocean Leadership

Raj Kumar

### Compensation and Reward Management

Robert Mosley

### Performance Management & Performance Appraisals

Robert Mosley

### Problem Solving & Decision Making with LEGO Serious Play

Dr. Khurram Sharif

### Right Communication! Achieve Excellence in Customer Service

Catherine Bentley

### Competency Based Interviewing Skills

John Kempton

### Supply Chain Leadership Development Program

Bob Forshay

### Change Management

Simon Philips

### Key Account Management

David Vachall

### Maintenance Best Practices

Ben Stevens

### Certificate in HR Administration

Anne McDougall

### Budgeting & Budget Control of the HR Function/Effective Manpower Planning

Peter Hofmann

### Design Thinking for Effective Innovation

Rody Vonk

...only from Octara!!!



*Helping You Succeed!*

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