

2 Days' Extensive Hands-on Workshop for Marketing Professionals

Become Certified Social Media Manager

Karachi: 14-15th November, Marriott Hotel :: Lahore: 20-21st November, Park Plaza Hotel

(9.00 am—5.00 pm)

Learn from the trend-setter
Twitter Trend on 17th Aug 2012



With

Ashraf Chaudhry

Pakistan's #1 Sales Trainer/Social Media Strategist
Author of 'The Craft of Selling "YOURSELF"'

Master the Tools in 2 Days!

facebook

LinkedIn



g+

Pinterest



Blogger

Workshop Overview:

Social Media Marketing is no more an option or a fad today. It is an imperative media to make your brand go viral with the minimum cost and with least effort. World's top brands like Starbucks, Dell, Nike and Pepsi etc were among the pioneers to realize importance and hop on social media bandwagon. If your organization is looking at leveraging social media for brand promotion, lead generation, customer acquisition, customer feedback and online instant marketing research with shoestring budgets, then you need to have a well-trained "Social Media Manager" on board.

Learning Agenda:

- Why Social Media?
- Social Media success stories: Global/Pakistani
- How to develop and execute Social Media Marketing Strategy?
- How to leverage different Social Media Marketing tools like facebook, LinkedIn, Twitter, Blogs etc ?
- How to measure ROI of Social Media Marketing campaigns?
- How to integrate Social Media Marketing tools?
- How to defend online brand image?
- How to generate sales leads through Social Media?
- Emerging trends on Social Media front
- How to strategize your Social Media Marketing moves over competitors?
- How to select "Social Media Agency"?

Who should attend?

- Brand/Marketing Professionals
- Business Development/Key Account Professionals
- Media Planners of Advertising Agencies
- Digital Marketing Professionals
- Web Strategists
- Owners of Small Businesses
- Export Marketing Managers
- Social Media Wings of Political Parties
- PR Wings of Government Departments

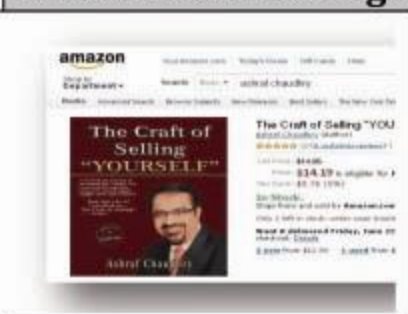
Pre-requisites of participation:

Active accounts on facebook, LinkedIn, Twitter and Google+ etc

Course Fee:

Rs. 30, 000 per person. On 2 nominations from the same organization, 3rd participant to attend free of charge [2+1 Offer]. Course fee includes extensive hands-on training, original PowerPoint presentation, networking lunch, certificate and post workshop personalized online/offline coaching.

Social Media Strategist



Join Ashraf Chaudhry on Social Media
Xeeme.com/AshrafChaudhry

Ashraf Chaudhry, Pakistan's #1 Sales Trainer and author of *The Craft of Selling "YOURSELF"*, is social media fanatic. An MBA from IBA Karachi, he has worked for companies like Caltex, Tapal, PC/Marriott hotels and Worldcall Group for around 15 years.

He is CEO of Redback Spiders, Pakistan's prominent social media agency. He is social media consultant with some of the leading international and local brands. His workshops on social media have been attended by professionals ranging from banks to NGOs.

More than 28,000 people from all over the world follow Ashraf Chaudhry on Twitter. He is expert of setting Twitter trends. He believes he can make any word trend on Twitter within a few hours. He blogs at www.ashrafchaudhryblog.com. To know more about Ashraf Chaudhry, please [google](#) him.

How to Book Your Seats?

Please call Ms. Hina Roudani at 0321-3750 706 or email at hina@ashrafchaudhry.com
This course is also available for in-house with customization.

Redback Spiders

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A Rising Phoenix