

Revolution is upon us. Don't waste it!

CATCH THE WAVE. GRAB THE MOMENT. PUT YOUR BRAND ON THE MIGHTY TIDES OF SOCIAL MEDIA AND TAKE IT TO NEW HEIGHTS.

UNLEASH

The Power of Social Media

A Workshop for Sales & Marketing Professionals

Karachi: 20th December 2011, Marriott Hotel | Lahore: 22nd December 2011, Avari Hotel

Why this workshop?

- Social Media is not a fad or buzz. It is a reality to stay. How to leverage the reality?
- Things go viral and out-of-control on Social Media. Why?
- Social Media channels like Facebook, LinkedIn, Twitter and YouTube etc. provide opportunities to organizations to stay intimate and interactive with customers. How?
- ROI of Social Media Marketing is setting high benchmarks. How to integrate it with Marketing Communication Strategy?
- Social Media generates discussions and builds opinions leading to more sales. How to trigger discussions?
- World's top brands like DELL, Coke, Starbucks, Burger King and IBM are crazy about using Social Media. What are the reasons?

One day workshop "Unleash the Power of Social Media" is a step forward to sensitize and train sales & marketing professionals in Pakistan about Social Media and integrating it into overall Marketing Communication Strategy.

"Brand's use of social media is not a matter of yes or no. It is simply a matter of how and when."

Martin Lindstrom, Author of Buy.ology

Workshop Focus

Module # 1: Tsunami of Social Media

- Understanding the emerging landscape of Social Media
- Impact of Social Media on consumers
- How Social Media is impacting marketing & business

Module # 2: Applications of Social Media

- Understanding your business objectives
- Understanding your audience
- Designing Social Media Communication Strategy
- Selecting the right channels
- Metrics of Social Media Effectiveness

Module # 3: Guidelines for using Social Media

- Best practices in Social Media
- Do's and Don'ts of Social Media
- How to protect brand's reputation online
- How to select Social Media agency

Module # 4: Case Studies

- Personal brands
- Local business case studies
- International business case studies

Module #5: Corporate Blogging

- How brands can have online dating with customers?

Who should attend?

- Heads of Sales & Marketing
- Product/Brand Management teams
- Export Marketing Managers
- Marketing Communication/PR Managers
- Account Management Teams
- Media Planning Managers
- Heads of Corporate Communications
- B2B Sales Teams

Take-away of the workshop

- Understanding Social Media & its tools
- Understanding application of various tools
- Designing Social Media Communication Strategy
- Integrating Social Media into Marketing Communication Mix
- Knowledge of best practices of Social Media

"How dare you squander even one more day not taking advantage of the greatest shifts of our generation."

Seth Godin
World's Top Marketing Guru

Investment

Rs. 15,000 per participant.
On 4 nominations from the same organization, 5th participant to attend free of charge [4+1 Offer].

Pakistan's Leading Twitterholic



Workshop Expert:

Ashraf Chaudhry, Pakistan's #1 Sales Trainer, is a Social Media Consultant, author of *The Craft of Selling "YOURSELF"* and passionate blogger. An MBA from the *Institute of Business Administration*, Karachi, he has worked for one and half decade in Sales/Marketing fields for companies like Chevron, Tapal Tea, Pearl Continental & Marriott Hotels and Worldcall Group.

Getting *The Craft of Selling "YOURSELF"* published in USA was his dream which came true because of LinkedIn, a Social Media channel for corporate professionals. Ashraf is co-authoring with Bob Urichuck, sales trainer ranked # 7 in the world, a sales novel *The 10 Commandments of Selling: Story of Daniel*, to be launched world-wide in December 2012.

Ashraf Chaudhry is CEO of *Redback Spiders* – a social media agency. He regularly writes on social media for Synergizer, Pakistan's leading marketing and advertising magazine. 28,000 people including President Barack Obama follow Ashraf Chaudhry on Twitter (@ashraf_choadhry). To know more about the facilitator, please *google* him.

How to book your seat?

Please call Ms. Hina Roudani at 0321 3750 706 or drop an email at hina@ashrafchaudhry.com

Do you want to run this course in-house with customization? Call us today.

Important Note:

You may bring your laptops to workshop for hands-on grasping of Social Media tools. High-speed internet connectivity will be available during the session.

Ashraf Chaudhry Associates

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A Rising Phoenix