

# 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

Lahore: 12 June 2012, Park Plaza Hotel: Karachi: 21 June 2012, Marriott Hotel, Islamabad: 28 June, Serena 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, 5<sup>th</sup> 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 Ulrich, sales trainer ranked # 7 in the world, a sales novel *The 10 Commandments of Selling: Story of Daniel*, to be launched world-wide in June 2013.

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](mailto: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

Pakistan's Fastest Growing Training Company

76/II, 25th Street, Khayaban-e-Badar, DHA, Karachi-75500, Pakistan.

Cell# 0321-3750 706, E-mail:hina@ashrafchaudhry.com

Website:www.ashrafchaudhry.com



A Rising Phoenix