

# 2 Days' Extensive Hands-on Workshop for Marketing Professionals!

## Become **Certified** Social Media Manager

Lahore: 16<sup>th</sup> - 17<sup>th</sup> January, Park Plaza Hotel, Karachi: 23<sup>rd</sup> - 24<sup>th</sup> January, Marriot Hotel  
9.00 am to 5.00 pm

### Go Social Media or Go Home!!

Facebook | Twitter | Google+ | LinkedIn | Pinterest | Video Marketing | Corporate Blogging | Social Media Management | Pring

#### Workshop Overview:

Social Media Marketing is no more 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, Nike, Dell 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 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?

#### **Facebook:**

- Why you need a business page?
- How to turn your prospects into paying customers?
- How to write killer content that builds your following?
- How to understand numbers game (Analytics/Insights)?
- The best way to use "Interest Lists" to target your content and build the right relationship to get results.

#### **Twitter:**

- How to create a profile page that is optimized for search engines?
- Step-by-step instructions to attract and engage a HUGE following on Twitter, including tips to attract the RIGHT Twitter followers who want to do business with you.
- How to tweet like a pro?
- How to create tweets others want to share so you are regularly growing your following?
- How to stay out of trouble with Twitter?
- How to automate your Twitter machine?

#### **Video Marketing:**

- How Video Marketing is useful?
- How to engage your audience through video marketing?
- What are the best tools to use video marketing?

#### Who should attend?

- Brand/Marketing Professionals
- Business Development/Key Account Professionals
- Media Planners of Advertising Agencies
- Digital Marketing Professionals
- Web Strategists
- Owner 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, Pinterest and Google+ etc.
- Bring your laptop for the hands-on experience.

#### **Pring 9900:**

Pring is Pakistan's indigenous social media networking site with more than 3.5 million users. This is the best tool for targeted marketing and brand communication.

## **LinkedIn:**

- How to create and maintain a professional profile that positions you at the top of your field so you attract ideal business contacts who want to be your customers?
- How to discover the difference between your professional profile and a company page and how to get the most mileage out of each one?
- How to set up and optimize your profile to show up first for key search terms to your potential clients?
- How to build a large professional network, specialized groups and a targeted sales?
- How to use recommendations and endorsements to increase credibility and visibility and understand difference between them?

## **Google Plus:**

- How to best utilize Google "Circles" who consume your content and want to do business with you?
- What are Google "Hangouts" and how they can be used to instantly build rapport and solidify business deals easily?
- How to get discovered through Google "Discover" and position important content to increase visibility and connect with KEY contacts?

## **Pinterest:**

- Discover why Pinterest is so popular with women and why you must add this to your social media mix especially if your business is product oriented?
- Showcase and sell your products without being pushy even if you don't have a website.
- How to leverage graphics to drive traffic to your content and help convert prospects into paying customers?
- How to find and select images that will build your business without getting you into hot waters?
- How to identify Pinterest trends and learn how to use them to get more traffic to your website or make sales from Pinterest?

## **Corporate Blogging:**

- Why role of corporate blogging is considered important in social media marketing?
- Why corporate blogging is important?
- What content to be shared on your blog?
- Who should blog?

## **Social Media Management Tools:**

- How to automate social media content?
- How to auto-generate relevant content?
- How to integrate and align social media networks?

**Course Fee:**

**Rs 19,000 per person**

**How to Book Your Seats?**

**Join Ashraf on Social Media by clicking:**

[www.xeeme.com/AshrafChaudhry](http://www.xeeme.com/AshrafChaudhry)

**Call Umar Javaid 0322-9805797 or  
Email at [sales@ashrafchaudhry.com](mailto:sales@ashrafchaudhry.com)**

## **Master Trainer**



**Ashraf Chaudhry** is Pakistan's #1 Sales Trainer and author of *The Craft of Selling "YOURSELF"* and CEO of Redback Spiders, Pakistan's prominent social media agency. An MBA from IBA Karachi, he has worked for companies like Caltex, Tapal, PC/Marriot hotels and WorldCall Group for around 15 years in Sales & Marketing departments.

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, from advertising agencies to security agencies and PR departments of political parties.

More than 100,000 people from around the world follow Ashraf Chaudhry on social media networking sites. He is expert of setting trends. He believes he can make any word trend on Twitter within few hours. He blogs at [www.ashrafchaudhryblog.com](http://www.ashrafchaudhryblog.com). To know more about Ashraf Chaudhry, please google him.

# **Ashraf Chaudhry Associates**

**Pakistan's Fastest Growing Training Company**

76/II, 25<sup>th</sup> Street, Khayaban-e-Badar, DHA, Karachi-75500, Pakistan  
Cell No: 0322-980 5797, Email: [sales@ashrafchaudhry.com](mailto:sales@ashrafchaudhry.com)

Website: [www.ashrafchaudhry.com](http://www.ashrafchaudhry.com)



**A Rising Phoenix**