MARKETING INNOVATIONS
Social Media Marketing User Behavior Analysis, Analytical Tools & Multiscreen Digital Marketing Techniques

This 3-day hands-on program on Marketing Innovations provides both a strategic and tactical/tool-based grounding to help program participants convert strategic social media plans into execution. This program familiarizes the participants with the latest techniques in the world of social media marketing, multi-screen marketing, predictive user behavior, key value assessment and creation of influencers.

Additionally, the introduction to the tools will range from planning and development aides, engagement and efficiency trackers as well as formal and informal viral content generation engines.

BENEFITS
At the end of the program participants will;

- Develop a working knowledge of the latest social media marketing, monitoring, and evaluation techniques at hand
- Undertake case based application of the tactics learned, with rich strategic discussion on the innovative applicability of these techniques
- Understand how to interpret the results of social media campaigns
- Learn about the multi-screen brand as it stands today (Brand-in-Hand)
- Understand the tactical use of user engagement behavior for marketing purposes
- Understand influencer farming and customer acquisition
- Be able to create strategic brand information assets on social media

SPECIAL FEATURES
- The Marketing Innovations program empowers participants to convert the strategic social media plans into actionable operational tactics through the use of cutting edge techniques, predictive behavioral mapping, and strategic asset creation.
- Case based exercises simulating decision making of both global, and current Pakistani digital brands will allow for a showcase of the process of converting strategic plans into tactical operations through the application of the learnt tools.

COVERAGE
Following areas will be covered during this highly interactive course;

- Social media and multiscreen digital marketing trends and tactics
- Customer conversion techniques
- Social media metrics
- Cross linking of platforms
- Influencer value assessment
- Influencer acquisition
- Customer acquisition and the new customer value framework
- Organic & paid content tactics
- Interpreting social media results
PROGRAM DIRECTOR

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Research Interests:
Social Media Marketing; Modern Communication Technologies in Marketing; Visual Cognition in Digital Advertising; Strategic Media Management; Health Marketing