



LUMS

Rausing Executive  
Development Centre

# Digital Marketing Innovations

*Social Media Marketing User Behavior Analysis, Analytical  
Tools & Multiscreen Digital Marketing Techniques - Karachi*

*December 20 - 23, 2022*

Suleman Dawood  
School of Business

# Digital Marketing Innovations

## *Social Media Marketing User Behavior Analysis, Analytical Tools & Multiscreen Digital Marketing Techniques*

This 4-day hands-on programme on Digital Marketing Innovations: Social Media Marketing User Behavior Analysis, Analytical Tools & Multiscreen Digital Marketing Techniques provides both a strategic and tactical/tool-based grounding to help programme participants convert strategic social media plans into execution. This programme familiarises the participants with the latest techniques in the world of social media marketing, multi-screen marketing, predictive user behavior, key-value assessment, and the creation of influencers.

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

### PROGRAMME COVERAGE

The 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

<b>Programme Date:</b>	December 20 - 23, 2022
<b>Programme Fee:</b>	PKR 120,000
<b>Residential Fee:</b>	Not Applicable
<b>Venue:</b>	Karachi

### WHO SHOULD ATTEND

The programme is designed for Entrepreneurs, Brand Managers, and Managers of B2C products and services.

### PROGRAMME BENEFITS

At the end of the programme 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 application 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 programme 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 learned tools.

*“The overall engagement with learning new ideas is quite good. The involvement and discussion were fantastic, and they kept me motivated throughout the time. Before coming here, I was an expert but in a silo. After coming here, I feel like there are many horizons to accomplish.”*

**M. Waseem Asadullah**  
**Arar Services Pvt. Ltd.**

*“The programme was well-organized with good dissemination of knowledge and a powerful, engaging experience with the faculty. I believe the key to success is not just knowledge but what one can do with it. The Digital Marketing Innovations programme does just that for you.”*

**Asad Ali Butt**  
**Bank AL Habib**

## PROGRAMME DIRECTOR

### ***ZAIN-UL-ABDIN KHAWAJA***

Assistant Professor

PhD (Media & Communication Technology), Florida State University

#### ***Research Interests:***

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

## PROGRAMME FACULTY

### ***ADNAN ZAHID***

Assistant Professor

PhD, CASS Business School, City University

#### ***Research Interests:***

Status Consumption; Acculturation; Gender; Religion and Consumer Culture

## CO-PROGRAMME DIRECTOR

### ***MUHAMMAD ADEEL ZAFFAR***

Associate Professor

PhD, University of North Carolina-Charlotte

#### ***Research Interests:***

Effective Use of Technology in Organizations; Building Innovative Teams and Organisations; Social Network Analysis; Design and Deployment of Data-Driven Decision Support Systems with Applications in the Healthcare; Telecommunication and Construction Industries

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## TERMS AND CONDITIONS

### ADMISSION PROCESS

Applications will be screened with regard to the suitability of the individual participant profile for the programme. Kindly ensure the submission of your online application by the deadline. Our online application form is available at

<https://redc.lums.edu.pk/programme-calendar>

*\*Seat in the programme will be reserved on a first-come, first-served basis.*

### PROGRAMME FEE

The fee includes tuition costs, reading material, tea and lunch served during the programme.

### PAYMENT

Payment is due upon receipt of the acceptance email/letter along with the invoice. Please ensure that the payment reaches the office BEFORE the start of the programme. Space in the programme may only be ensured after we receive the fee. Payment can be made directly through:

- Debit/credit card by visiting <https://pay.lums.edu.pk>. You can process the payment by selecting REDC payments from the Payment Type Section and entering a valid voucher number and access code mentioned on the voucher. Additional bank charges may apply.
- Cash, Crossed Cheque or Pay Order/Bank Draft made in favor of "Lahore University of Management Sciences" at any United Bank- Limited (UBL) branch against the programme voucher.
- 1BILL payment option available on online/mobile/internet banking payment portals where Invoice/Voucher payment option can be found.
  - Please enter the assigned six-digits 1BILL LUMS identifier (prefix) followed by 13-digit voucher # to fetch bill details i.e. 1058674001802223140

However, the programme fee can also be paid via bank transfer. If you wish to dispatch the cheque directly to our office, please send it to:

Manager Marketing  
Rausing Executive Development Centre  
Lahore University of Management Sciences  
Opposite Sector 'U', DHA Lahore Cantt Pakistan  
(+92 42 3560 8243)

*\* LUMS is a not-for-profit organisation under the Income Tax Ordinance 2001. Accordingly, the income of LUMS is not tax-deductible/collectable.*

### DISCOUNT POLICY

If more than two executives from the same organisation participate (up to a group size of 5 participants), each additional participant after the first two gets a 20% discount on the programme fee.

### SUBSTITUTES/TRANSFERS AND REFUNDS

If you are unable to attend a registered course, we will accept a substitute until 2 working days before the programme. Substitute candidates will be subject to the same selection process as the original one. If you wish to cancel your name from a programme, please notify in writing or on call at least 5 working days before the programme. In case of late cancellation, the course fee will be refunded after deducting an application processing fee of PKR 20,000.

It is possible to transfer the deposited fee to any open enrolment programme within 3 years. Transfers should be notified at least 5 working days before the programme. In case the participant or sponsoring organisation fails to utilise the funds within 3 years, the deposited fee will be forfeited.

**Note:** REDC may cancel or postpone a programme due to insufficient enrolment or unforeseen circumstances. In this case, the university will refund the registration fee but will not be responsible for any other related charges/expenses, including cancellation/change charges by airline and travel agencies.

*In case of postponement, the fee may be transferred to the rescheduled offering of that programme or any other programme as an alternative to a refund. The University reserves the right to make changes in its programme policies and fees at any time*