

Workshop on Digital Marketing Strategies for E-Commerce Business & Services Agencies



Digital marketing has taken on a crucial role in today's online-driven world, revolutionizing business processes and strategies. With the increasing internet penetration and expanding online consumer base, digital marketing in Pakistan has become particularly vital.

The Islamabad Branch Council, ICMA is hosting this workshop, where audience will learn advanced techniques to improve their online presence, increase traffic, and boost conversions. Gain actionable insights tailored to the unique challenges and opportunities in the e-commerce and services sectors. Let's unlock the potential of digital marketing to elevate your business to new heights.

Distinguished Trainer:



Muhammad Azhar, ACMA

Founder & CEO of School of Digital Leaders
SDL & YESDP Freelancing and E-Commerce Institute

Mr. Muhammad Azhar is the CEO of YESDP Freelancing & E-Commerce Institute and an Associate Member of ICMAP International. He has 15 years of diversified experience in different functions (finance, accounts, Digital Marketing, administration, HR, secretarial & corporate affairs) in different sectors i.e. retail, logistics, marketing, training, consultation and manufacturing. He is also giving services to different clients to grow and scale their businesses digitally. He is leading a team of professional trainers and experts that are providing trainings in Freelancing and E-Commerce Skills in different cities.

With warm regards:

Touseef Bin Talib, ACMA

Member CPD Committee
Islamabad Branch Council

Haider Abbas, FCMA

Secretary
Islamabad Branch Council

Muhammad Imran, FCMA

Chairman
Islamabad Branch Council

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Training Contents:

- Conventional vs Digital Marketing.
- Brief Introduction of Digital Marketing Platforms and their mechanism.
- Meta Ads in Details (Practical Demonstration).
- Developing an Effective Digital Marketing Plan.
- Lead Generation and Sales Funnels.
- Sales Funnel Strategy – 7 Simple Hacks to Get Your Sales Funnel to Convert.

Program Details:

CPD:
8 Hours

Day, Date & Timing:

Saturday, July 27, 2024, 9:00 am to 5:00 pm

Venue:

ICMA Islamabad Campus

Investment:

Members:	Rs. 3,000
Students:	Rs. 1,500
Others:	Rs. 4,500

For Registration Contact:

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