



Pakistan Society for
Training & Development

Digital Marketing

This workshop aims to highlight the growing importance of online marketing in driving business growth. Through practical application, this workshop will help participants to gain end to end knowledge of tracking the performance of online campaigns, aligning business objectives with performance marketing KPIs, identifying best practices to improve performance of online campaigns on a real-time basis, and developing periodic forecasts (budgets) for the entire online marketing division. Furthermore, this session will provide essential insights to all the participants to thrive in this rapidly growing field.



Mizyal Wahid

Regional Head of Private Traffic Daraz

Mizyal graduated in 2016, gaining a BSc. (Honors) degree in Economics from LUMS. He is currently engaged as the 'Regional Head of Private Traffic' at Daraz. Before his current role, he worked as the 'Head of Facebook Marketing' for Daraz. His area of expertise lies in optimizing online marketing budgets and developing cross-platform consistency in digital ads. Moreover, Mizyal is also a 'Digital Marketing Trainer' at IBA.

15 - 16

FEB 2021

24,500/- + GST

LEARN TO

- Understand the importance of key online marketing variables that drive business growth.
- Measure the impact of using different attribution models on business value.
- Identify fraudulent activities within the online marketing industry.
- Improve the performance of digital campaigns on an ongoing basis.



To register and for details



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