



THE INSTITUTE OF
SALES & MARKETING

Social Media & Digital Marketing

May 11th 12th 13th 2010 in Dubai, UAE.



Introduction

The web has given customers a forum to voice their opinion on anything and everything from what they love to what they hate. This diversity of comment means that your products are being discussed right now and this is influencing customer perception and action.

A well-planned social marketing programme can change how you interact with your customers and the way customers perceive your brand.

This is a great opportunity to reinvigorate and expand your customer base.

A programme to learn how to:

- Establish clear objectives for a social marketing strategy
- Evaluate the countless opportunities and platforms
- Use social marketing as an opportunity to have continuous, valuable exchanges with customers
- Integrate social media into marketing programmes

The Training Course will cover:

- Developing the foundation for a successful social marketing programme
- Researching your audience and how they engage across the social networks to understand the opportunities available for your brand
- Learning about competitors - how people talk about them, what they are saying and where they are saying it
- Developing strategies that provide the best opportunities for establishing a relationship with customers
- Ways to listen and learn from your customers online
- Identifying the best channels and approach for your brand

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- Creating a social marketing architecture
- Developing the concept and choosing which voice(s) will best engage with the audience
- The key platforms – including Facebook, YouTube and Twitter et al.
- Developing a promotional strategy to build awareness of your social marketing programmes
- Building and developing your social community and relationships
- Planning to avoid mishaps and spreading negativity
- Determining the measurements that will help evaluate or improve your programme



Who this course is for

The course is for those who need to know more about social media and social networking so they can assess its relevance, plan an approach or implement social media.

Benefits for you as an individual

This course will get you 'up-to-speed' with the latest in social media and will explain which matter and which are over-hyped as a marketing tool. It will also help you develop a plan, prioritising your different options and reviewing agency and toolkit suppliers to help with implementation.

Training Methods

The programme will be designed to enhance learning through group and individual cases and exercises. There are a number of opportunities to practice techniques and evaluate skill levels. In addition the course leader's specialist knowledge and guidance are available in all sessions.

The programme will be supported with complete sets of workbooks, handouts and post course references.



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William (Bill) Levell

Social Media & Digital Marketing Course Instructor



Bill Levell is a principal consultant at the Chartered Institute of Marketing (the world's largest professional body for marketers) where he specializes in Marketing, Sales, and Business Strategy. He is the longest serving Faculty Director having been there for over 30 years.

His personal clients include Citibank, British Airways, Siemens and the UK Government who regard him as a vital channel in the development of their business strategy and practical implementation of their marketing and sales plans.

Bill's own corporate career began in front line sales and grew to take senior appointments at Management and Board level both as Marketing Director and then Managing Director of a UK listed £350m turnover company.

His reputation is founded on a combination of very practical experience (spanning many markets and industries) and the ability to think outside of current business boundaries. He regularly assists with the development of creative opportunities for businesses and is regarded as an important catalyst in strategic management thinking. He is well known for his design and implementation of process consultancy and training programmes, which are both highly practical and stimulating. His wide experience and ability to relate to many situations across a range of markets make his contributions invaluable and easily assimilated.

Bill is passionate about training and his knowledge, experience, creativity and sense of fun combined with his highly interactive and participative style of delivery and facilitation are consistently appreciated as an opportunity to unlock the potential of the delegates who attend his courses

Testimonial:

"Bill's course was Intensive, comprehensive and clear to understand" Mahmoud Abdou, Saudi Diesel



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To: **Simon Parker**
Company: **ISM Training**
Fax Number: **04 345 3356**

Social Media & Digital Marketing– A 3 Day Intensive Training Course.
Course Application Form

Please reserve the following seat on the course:

Name:
Company:
Position:
Fax:
Phone:
Email:
P.O. Box:
Country:
City:
Nature of Business:
No. of Sales and Marketing employees for which you are in charge:
No. of years experience in Marketing role:

Number of places required: (Please tick the appropriate box or insert number)

Currency is UAE Dirhams.

Individual **4,960 Dhs**

Group (More than one) **4,560 Dhs**

Name/position invoice should be addressed to:

Please Fax back the completed Form to + 971 (0) 4 345 3356
We will send you confirmation of your booking and further details.
Thankyou.

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