

## LET'S DISRUPT

# PERFORMANCE

# Marketing

**Tue, 28 January 2020**

**Thu, 30 January, 2020**

Karachi Marriott Hotel

Faletti's Hotel, Lahore

09:00 am - 05:00 pm

Performance marketing is a specialised field of online marketing that focuses on maximising returns of digital campaigns. By monitoring all events involved in the customer journey on a real-time basis, performance marketers strive to optimise online marketing budget diligently.



**COURSE DIRECTOR:**

**Mizyal Wahid**

Head of Private Traffic,

**daraz**

TerraBiz was a Strategic Marketing Partner to

**AdAsia**  
LAHORE 2019

MARKETING  
ASSOCIATION OF  
PAKISTAN



PAKISTAN  
ADVERTISING  
ASSOCIATION

Print Media Partner

**BUSINESS  
RECORDER**

Business Magazine Partner

**Profit**

International Partner

**SIMFOTIX**  
Connect and Grow

## Course Overview:

The basic aim of this workshop is to equip attendees with the necessary skills and knowledge required to better understand the realm of online marketing. This highly practical workshop will help participants to identify the mechanics of tracking performance of online campaigns, attribute sales data at channel/campaign level, and optimize performance on real-time basis. Along with this, it will also teach the attendees - end to end - the power of social media and how users can benefit from the immense knowledge available to succeed in the digital world.

### Key Takeaways:

After attending this workshop, participants will be able to:

- Align business objectives with online marketing KPIs
- Measure the impact of using different attribution models on business value
- Identify best practices for online creatives
- Improve performance of digital campaigns on an on-going basis
- Prepare performance reports
- Develop monthly, quarterly and yearly forecasts for online marketing

### Who Should Attend:

Marketing and advertising professionals from all industry verticals such as automobile, banking, FMCG, consumer durables, education, energy, insurance, finance, fintech, food, government, education, healthcare, manufacturing, online, pharma, retail, media, telcos, transportation, and not for profit, etc.

- Online Marketing & Communication Managers
- Marketing Agency Executives
- Digital Strategist & Executives
- Creative & Marketing Directors
- Brand Managers (including their immediate teams)
- E-commerce Managers (including their immediate teams)
- Entrepreneurs, Business Leaders

Professionals belonging to organizations that have traditionally focused on offline marketing and now want to switch to digital channels

## Course Outline

- 1. Understanding how to track real-time performance of digital campaigns through pixels and UTM parameters**
  - Tracking performance of online campaigns at channel/adset/creative level
  - Diverting traffic to third-party platforms
- 2. Attributing users, purchases and revenue to a particular campaign/channel (Attribution Models)**
  - Understanding the difference between single-touch and multiple-touch attribution models
  - Formulating the impact of using different attribution models on marketing campaigns
- 3. Identifying the customer journey**
  - Mapping out different stages in the user life cycle
  - Analyzing performance and drop-off rates at each stage to improve performance in the future
- 4. Optimizing performance on an on-going basis (A/B Testing)**
  - Identifying key metrics to compare the performance of different digital campaigns
  - Developing monthly/quarterly frameworks to establish best practices for online creatives

- 5. Theft in the digital marketing industry**
  - Highlighting different payout methods in the digital marketing industry
  - Recognizing fraudulent activities in online campaigns to optimize spend
- 6. Fundamentals of Youtube Marketing**
  - Developing structure for running creatives on YouTube
  - Ensuring that YouTube campaigns are optimized for the intended objective
- 7. Power of Social Media**
  - Importance of content creation and delivery
  - How individuals and small businesses are challenging large corporations through online branding
- 8. Forecasting performance for future months/budgeting**
  - Practical examples of creating sales and budget forecasts through two different approaches: top-down and bottom-up

**The key points of the workshop will be explained through practical examples.**

### COURSE DIRECTOR:

**Mizyal Wahid** | Head of Private Traffic 

Mizyal graduated in 2016, gaining a BSc. (Honors) degree in Economics from LUMS. He is currently engaged as the 'Head of Private Traffic' at Daraz - where his role involves consulting 30+ DarazMall brands and their marketing agencies on developing creative optimization and user-funnel strategy - to help improve the performance of their online campaigns and increase Return on Ad Spend (ROAS). Prior to his current role, he worked as the 'Head of Facebook Marketing' for Daraz, where he managed performance marketing campaigns on the channel for all five Daraz countries. During that time, he led the project of 'decentralizing the performance marketing department' and played a crucial role in establishing local paid marketing teams in each Daraz country. His area of expertise lies in optimizing online marketing budgets and developing cross-platform consistency in digital ads. In addition to his association with Daraz, Mizyal is also a 'Digital Marketing Trainer' at the Institute of Business Administration (IBA), where he has delivered courses on Social Media Marketing and Digital Marketing Strategies for 70+ executives.



### On-site & in-house training

Get this course delivered how you want, where you want, when you want – and save up massive amount! If you have 6+ employees seeking training on the same topic. Talk to Us: Jameel Ahmed  
Cell: +92 313 2971 833 Email: [jameel@terrabilzgroup.com](mailto:jameel@terrabilzgroup.com)

### REGISTRATION DETAILS

Regular Tuition Fee: **Rs. 27,500**+GST per participant  
Includes courseware, certificate, lunch, refreshments and business networking.

Group Discount: **\*10% Discount**  
on 2 or more nominations from the same organization  
(For larger groups, please send us a note at [info@terrabilzgroup.com](mailto:info@terrabilzgroup.com))

**\*15% Discount**  
for the members of MAP (Marketing Association of Pakistan)  
& PAA (Pakistan Advertising Association)  
**Last date to avail any discount is Thursday, 23 January.**

For registration(s), send us your  
**Name, Designation, Organization, Mobile, E-Mail and  
Postal Address to [register@terrabilzgroup.com](mailto:register@terrabilzgroup.com)**

Further information please call  
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Terrabilz Cancellation Policy: For cancellations made in the 7 working days to the workshop, no refunds will be given. Cancellations must be confirmed by email. Substitutions may be made at any time.

Discounts are mutually exclusive