

2017 TWO DAY MANDATORY MARKETING WORKSHOP

WorkShop Theme: Utilizing Digital Marketing Tools to Create and Retain Customers.

Members of the National Institute of Marketing of Nigeria are cordially invited to attend the 2 day Mandatory Marketing workshop that has been designed to enable participants understand and familiarize themselves with developing trends in digital marketing

Date: 23rd and 24th November, 2017

Venue: Rockview Hotels, Owerri

Time: 10am each day

Fee: N70,000 (Seventy Thousand Naira) per participant – fee covers tea/coffee break, lunch, lecture materials, and certificate of participation.

Overview

The revolution in Information and Communication Technology (ICT) has democratized the marketing space, and given more power to the customer in making purchase decisions.

Thus, to thrive in today's disruptive environment, marketers need to have an appreciation of Digital Marketing and also, understand how to deploy digital marketing tools to improve customer experience and thus, create and retain customers.

Learning Outcomes

- Overview of Digital Marketing
- Understanding the Digital Marketing process
- How to develop clear and measurable objectives
- Digital Marketing Tools – Content Marketing, Paid Search Advertising (pay-per-click), Display Advertising, Search Engine Optimization (SEO), Social Media Marketing, Video Marketing, Email Marketing, Mobile Marketing
- Developing KPIs to measure ROI

Faculty

The workshop will be facilitated by industry practitioners with hands-on practical experience in Digital Marketing.

Benefit of Attending Workshop

Members should note that attendance of this workshop will attract 10 points for membership upgrade purposes (Note that effective 2018, application for membership upgrade must be accompanied with proof of participation in NIMN organized programmes/events).

Method of Payment

Payment for the workshop should be made to National Institute of Marketing of Nigeria – First Bank of Nigeria, Account Number: 2001715932. Payment must be received on or before November 9, 2017.

After payment, please send payment details by text message to Obiora on 08033941066, if you are in the Southeast States, or Duke on 08037163073, if you are in the South-South States.

Only those that comply with the above directives will have their certificates presented to them at the close of the workshop. Please spell out your name correctly to avoid mistake when sending details of your payment.

Yours faithfully

National Institute of Marketing of Nigeria



Mr. Sidney Ogodo, *fnimn*

Registrar