

## Digital Skills Learning

DATE	TITLE	VENUE
<b>One day work shop</b>		
October	Digital marketing fundamentals	Beach Luxury Hotel
	Digital Marketing   Defining Consumer Journey on various digital touch points	Beach Luxury Hotel
November	Bringing Operation Efficiency in Ecommerce Business	Beach Luxury Hotel
	Internet retailer for startups	Beach Luxury Hotel
December	Cross Border Ecommerce for Pakistani Products	Beach Luxury Hotel
	How to plan a performance based Digital Campaign using Web Analytics	Beach Luxury Hotel
January	Search Engine Optimization for Brands	Beach Luxury Hotel
	Planning for Digital Activation	Beach Luxury Hotel

## 1 week

October	Digital Marketing for Brands   How to Rise and Shine in Digital Sphere	IBA city campus
	How to get visibility and genuine traffic through Google Network	IBA city campus
	Introduction to Marketing analytics	IBA city campus
November	Web Analytics for Ecommerce	IBA city campus
	Cross border internet retailing (E-commerce)	IBA city campus
December	Maximizing ROI using Google Ads and Facebook for Online Store	IBA city campus
	Social media for engagement and reputation management	IBA city campus
January	Introduction to Business Analytics	IBA city campus
	Web analytic for internet retailer	IBA city campus

## 1 month

October	Certificate in Digital Marketing <sup>2</sup>	IBA city campus
	Google analytic certification preperation	IBA city campus
	diving digital innovation through experimentation	IBA city campus
	Introduction to SEO for Internet Retailers	IBA city campus
Novemebr	Certificate in Ecommerce for Small Business	IBA city campus
	Web Analytics   measure your success on every click	IBA city campus
	Digital strategy and planning	IBA city campus
Decmeber	Cloud Computing for Business Productivity	IBA city campus
	Certificate in Holistic approach to Digital Marketing for Online Retailers	IBA city campus
January	Digital transformation strategies	IBA city campus
	Retail and omnichannel management	IBA city campus

## Customize Inhouse of Offsite Learning

**We offer customize training on various digital topic.You may reach us at 0322-2140410 for details**

Digital Transformation

Deving Digital Strategy for Small Business

Digital Workforce Management for Public Sector organisation

Bi for Process Automation

IoT for Retailers

Analytics for Super Market

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