



USAID
FROM THE AMERICAN PEOPLE

USAID Small and Medium Enterprise Activity

SKILLS DEVELOPMENT TRAINING

Digital Marketing and Advertising



Learn How to Grow Your Sales Through Digital Marketing

Marketing is constant, but marketing channels are changing! Digital interactions with your customers can generate new opportunities for marketing. USAID Small and Medium Enterprise Activity (SMEA) can help you convert these opportunities into sales, jobs, and exports through training in Digital Marketing.

Eligibility Criteria for Small and Medium Enterprises (SMEs)

- Legally registered businesses in Pakistan
- Annual business turnover of less than PKR 800 million
- Less than 250 full time employees
- Only enterprises from SMEA's target sectors (ICT, Hospitality, Textile, Logistics, Light Engineering, Agribusiness and Processing)
- Women-owned SMEs from all sectors are encouraged to apply

Training Modules



Fundamentals 8 Hours

- Digital Marketing
- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM)
- Social Media Marketing (SMM)
- Email Marketing



Professional 16 Hours

- Designing Mktg Campaigns
- SEO Implementation
- SEM Campaign Launch
- SMM Management
- Email Campaigns



Proficient 16 Hours

- Content Marketing
- SEO Tools
- SMM Tools
- SEM Tools
- Marketing Automation

* All Modules are free to attend



Trainer
Usman Latif
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Usman is a Marcom Technologist who helps businesses grow, advising them on a mix of marketing, communication, and user experience (UX) strategies. He is the founder of **Marcom Works™** & **Digital Marketing Pakistan™**. Usman has over ten years of experience in digital marketing and is a certified Digital Guru by Google®. He is an adjunct faculty member at the Lahore University of Management Sciences (LUMS) and DigiSkills.pk by Ignite - Ministry of Information Technology and Telecommunication.

For more information, please contact

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