



Digital Marketing
Strategies Focused on Increasing The Reach & Visibility of Your Business.



Full Day Workshop

Wednesday 3rd April 2019

Digital Marketing Solutions

- C Facebook Marketing solutions and services
- C Soft Skills development and training
- C Managed marketing services
- C Website & E-Commerce design & development



Acclivity Consulting Ltd

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Program Name: Digital Marketing Strategies Using Social Media Platforms

Date: **Wednesday 3rd April 2019**

Duration: Full day - 8:30am-4pm

Class Size: 10 to 14

Cost: **Rs 9,000 per participant**

MQA Approved: Companies can claim upto 75% refund to HRDC

Who Should Attend?

Business Leaders and Owners
Sales and Marketing People and Frontliner
PR and Communication Resources
Customer Relationship Employees



Objectives:

By the end of the course , you will be able to use Social Media Platforms for Business to :

- Get found , connect and engage with people who are searching for your products or services
- Promote other content you create, including webinars, blog articles, or other resources
- Generate leads for your business
- Manage results and analytics following social media campaigns

Venue – Voila Hotel - Bagatelle Mall of Mauritius



Agenda

8:30 - Welcome tea and snacks

9:00

Introduction to Digital Marketing Strategies

The Digital Market Place

What is Social Media Marketing?

What is Facebook?

10:30 - Coffee Break at the Vista Lounge bar

10:45

Understand the Social Media Ecosystem

Business Goals Using Social Media Platforms

What is a Facebook / Instagram for Business Page?

Understanding the Social Media's Edge

Hand's on exercises

12:00 – Lunch at Voila Hotel – Moka -Z Restaurant

13:00

Facebook as a vivid Example

How to Set Up a Facebook for Business Page

Facebook Groups vs. Business Pages

Facebook Marketing Best Practices

Hand's on exercises

14:30 - Coffee Break at the Vista Lounge bar

14:45

How to Promote Your Pages

The various ways of doing paid Advertising on Facebook and other platforms

Insights and Analytics to measure post campaign results

Hand's on exercises

16:00 Program Ends.

The Program Facilitator



Faiz Hossenbocus

CEO - Acclivity Consulting Ltd

Over 30 years of rich techno-management experience in the field of business development, information systems, marketing and training. Has developed high level business development and international marketing skills and very familiar with the entire process of customer relationship management. Strong management background and rigorous management training / lecturing, presentation and negotiation skills.

Successfully completed many short programs and attended many seminars and conferences in the UK, USA, South Africa, India, Malaysia, Pakistan, Dubai - UAE, France, Algeria, Turkey, Madagascar, Seychelles, Thailand and Singapore.

Has also conducted and delivered numerous interactive workshops and seminars, MBA Lectures, supervision of assignments and dissertations.

Specialties: Digital Marketing Strategies, Social Media Solutions, Business Development, Soft Skills Training and Coaching, Corporate Branding, Sales Management, International Marketing, Talent Transformation and Career Counseling and Development.