

DIGITAL-FIRST MARKETING

**YOUR BLUEPRINT FOR A
CONNECTED WORLD**

FAISAL SHEIKH

Co-founder, Jack of Digital

**INTEGRATE DIGITAL,
TRANSFORM YOUR
MARKETING**

Date

23 AUGUST 2025

Time

0900 – 1700 HOURS

Location

KARACHI





PROGRAM OVERVIEW:

This program fosters a strategic, **digital-first mindset**, integrating digital as the **core of all modern marketing**. Transform your approach to build truly **connected and future-proof strategies**.

PROGRAM BENEFIT:

Shifting Your Marketing Mindset

Integrate Digital, Transform Your Marketing: Move beyond viewing digital marketing as a standalone task. This program helps you recognize and leverage digital as the fundamental core of all modern marketing, empowering you to build truly connected and future-proof strategies.

LEARNING OUTCOMES:

Upon completion of this workshop, participants will be able to:

1. Analyse and interpret key performance indicators (KPIs) and data from various digital platforms to identify trends and inform marketing decisions.
2. Develop comprehensive market profiles that accurately assess industry landscapes, competitive forces, and emerging opportunities.
3. Apply advanced segmentation techniques to create detailed customer profiles and buyer personas, enabling more targeted and personalized marketing campaigns.
4. Formulate a holistic and data-driven marketing strategy that effectively integrates digital channels to achieve specific business objectives.
5. Translate analytical insights into actionable marketing plans to optimize reach, engagement, and conversion rates in a connected environment.
6. Justify strategic marketing decisions based on platform data and a thorough understanding of market and customer profiles.

PROGRAM OUTLINE

Data-Driven Insights: Decoding Platform Analytics:

Learn to effectively interpret and leverage key statistics and data from major digital platforms to inform strategic decisions.

Strategic Market Profiling: Identifying Your Landscape:

Master the art of understanding, analysing, and developing comprehensive market profiles to pinpoint opportunities and competitive advantages.

Deep Customer Segmentation: Connecting with Your Audience:

Uncover advanced techniques for understanding and segmenting customer profiles to tailor messages and build stronger relationships.

Crafting Winning Marketing Strategies for the Connected World:

Develop a robust, data-backed marketing strategy that seamlessly integrates digital channels for maximum impact and measurable results.

METHODOLOGY:

- **Platform Analytics:** Direct engagement with current platform data to uncover actionable insights.
- **Collaborative Market Profiling Simulations:** Hands-on exercises where participants develop and refine comprehensive market profiles based on real-world scenarios.
- **Customer Segmentation Workshops:** Practical sessions focused on identifying, understanding, and segmenting diverse customer groups.

TEST:

- **Marketing Strategy Development:** A challenging and practical "test" where participants apply all learned concepts to build a cohesive, digital-first marketing strategy.

WHO SHOULD ATTEND?

- Strategic Marketing Managers & Directors: Professionals aiming to refine their understanding of data-driven insights and sophisticated market/customer profiling.
- Business Leaders & Entrepreneurs: Those responsible for devising and overseeing successful, integrated marketing strategies in the digital-first era.
- Any Marketing Professional looking to shift their perspective, move beyond siloed digital thinking, and harness the power of connected marketing for transformative results.



YOUR PROGRAM FACILITATOR:

Faisal Sheikh

Your guide to Connected Marketing

With over two decades as a digital marketing trailblazer, Faisal Sheikh brings unparalleled expertise in leading transformative initiatives for a diverse portfolio of global clients.

As the visionary co-founder and driving force behind Jack of Digital, his entrepreneurial spirit is not only shaping but actively innovating the ad-tech landscape in Pakistan. Faisal's deep industry insights and practical experience make him the ideal mentor to navigate the complexities and opportunities of marketing in today's connected world.



REGISTRATION DETAILS

REGULAR FEE

PKR 50,000

PER PARTICIPANT + SST

Fee Includes:

Learning material, lunch, refreshments, business networking opportunities, and a certificate of participation.

10% discount on a group of 3 or more participants

For Registration(s), send us your
Name, Designation, E-mail, Mobile
Number and CNIC to
events@learningmindsgroup.com

For further information please contact
Syeda Anoosha or Talha Shabbir
Phone: 0337-2394394 / 0321-8747595
Email: events@learningmindsgroup.com

Cancellation Policy: Cancellations made within 7 working days of the workshop are non-refundable. All cancellations must be submitted via email. Substitutions, however, are welcome at any time.



Interested in a customized in-house workshop for your organization?
Email us at fizza.a@learningmindsgroup.com to explore the possibilities.