



سيفتك العالمية للتدريب الأمني والسلامة  
SAFETIC INTERNATIONAL SAFETY & SECURITY

UNDERSTANDING THE DIGITAL MINDSET OF UAE CONSUMERS

# TWO DAYS SOCIAL & DIGITAL MARKETING MASTERCLASS

DATE: 6TH & 7TH DECEMBER 2015

TIME: 9:00 A.M. TO 5:00 P.M.

FEES: \$1000 PER DELEGATE

VENUE: ABU DHABI, UAE

RECEIVE TWO TRAINING CERTIFICATES!

FOR REGISTRATION AND DETAILS PLEASE CONTACT

**SAFETIC INTERNATIONAL SAFETY & SECURITY**

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# TRAINER'S PROFILE:

## SAMEER ABDUR REHMAN



Sameer is the CEO of XploreDMS, a company specializing in providing innovative solutions, ensuring business objectives are met through by having an effective online presence. Prior to founding Xplore DMS, Sameer was Director of Xplore travels ltd and SI Sports.

Over the years Sameer and his team have ensured an online presence solves the purpose they are usually created within a business.

Sameer has written articles about online presence and been invited to various seminars and workshops to talk about how businesses can utilize the Internet and digital media effectively to achieve their business goals.

Recently Sameer shared a stage with Ron Holland one of UK's top most entrepreneur and mentor. He is regularly invited to discuss how digital media is influencing businesses these days.

## LAWRENCE LARTEY



Lawrence Lartey is the Co-Founder and Chief Strategist of Xplore DMS. Previously he was a Director and Co-founder of Pure Online Genius & You Report Ltd.

Prior to his directorships Lawrence progressed a New Media career spanning eleven years where his knowledge and skills were highly valued by various organizations including InfoSpace Inc, Deal Group Media and DoubleClick.

Specializing in the strategic development of business models for online ventures; his focus is on consumer engagement, commerciality, and revenue stream identification.

Lawrence is a skilled public speaker and workshop trainer, and has a passion for teaching others, especially the youth. He is regularly invited to sit on panels at educational seminars and business events alike to share his knowledge of New Media

# CLIENT'S TESTIMONIALS:

"I attended one of the seminars that Lawrence ran a few months ago. I found him very charismatic and professional. Moreover, as we all judge on content, I can say that he has actually made a positive impact on my own strategy and I have already proactively recommended him to ex-colleagues. I rate him, highly." August 10, 2010

**Andy Parker**, Business Development and Planning Manager, Bridgethorne

"I attended a Social Online Networking Workshop where Lawrence went through in great detail about using Networking Websites and Thinking outside of the box and have a broad approach to all the resources that are available. I found his workshop innovative and definitely worth going to."

July 20, 2010

**Top qualities:** Personable, Expert, Creative

**Kiran Raval**,

"I would both like to say a very big thank you for organising and running such a fantastic seminar. The venue, topic and the presenter were all first class and cannot be knocked in anyway whatsoever. I have been to many seminars, presentations, and workshops and it is rare that you come across somebody who can 'engage' their audience as well as Lawrence. Our business is web site design and management and we have recently been going through a rebranding as we now see ourselves as more diverse than this as we now offer 'Ethical email marketing', SEO workshops, IT training as well as web site design. Today's seminar confirmed the information that we have already been sharing with our clients but as important to us we also learnt a load more interesting stuff as well, BRILLIANT. I am a firm believer in the fact that you will never know everything so we can always learn and we certainly did that today so thank you.

I would really love to be kept informed of any future seminars that you intend to run in the future and thank you once again."

**Mike & Sue O'Keefe - 2digital.co.uk**

They have a wealth of really useful knowledge and tips that I will put to use to enhance ST\*R Learning's E-marketing. His presentation skills are excellent and his passion for his area of expertise comes across in his delivery. He makes his content very accessible to all levels of expertise in E-commerce by avoiding the use of three letter abbreviations and jargon. My learning objectives were met and exceeded in the seminar I attended.

Thank you for all of your support.

**Carolle - Davidel.com**

I would like to take this opportunity to thank you for the time and effort you obviously put into the presentation you gave last week. I found it so helpful and informative, in this maze of internet you made the information all so palatable and digestible, better still you have encouraged me to action. Thanks again and keep up the good work

**Agnes Remice - VASSELL TRAINING SERVICES**

# INTERNATIONAL ENGAGEMENTS

Understand the mindset of UAE Digital Consumers...  
After all marketing is about Psychology.

Having trained some of the biggest advertising groups and international brands across the UK, Pakistan and KSA, Xplore DMS now brings its unique form of Digital Marketing to Dubai.



- Johnston Press PLC
- JWT
- ADCOM
- British Council
- Goody kitchen, KSA
- Abdul Lateef Jameel Group, KSA
- Zenith Optimedia
- Lowe and Rauf
- World Travel Centre, London
- National Innovation Day, Bedfordshire
- Luton University Business School
- Basics of Business Building, 2010
- Brunel University
- Cressex High School
- London Met University
- Hammersmith & West London College
- Brent Business Venture
- South London Business
- TNG (InBiz)
- The Right Business Network
- Basepoint Innovation Centres
- UK Regional TV & Radio
- Social Media in Business – Accra, Ghana
- Social Media in Business – Atlanta, Georgia

# LEARN THE ART OF DIGITAL PERSONA ENGAGEMENT

## Search Person Optimisation <sup>TM</sup> -

Research and analytics processes should focus on the mind set of the "person searching"

## Digital Persona Engagement <sup>TM</sup> -

Activities built around the Digital Persona <sup>TM</sup> of your ideal customer

## Life Stream Connecting <sup>TM</sup> -

Where we use social media platforms to connect your brand into the life stream of that individual Digital Persona <sup>TM</sup>

## Social Synthesis <sup>TM</sup> -

Takes your content, be that video, images or text and turns it into powerful and sometimes viral brand equity

## Social Symbiosis <sup>TM</sup> -

The point at which co-existence occurs, where you and your customers have a mutually beneficial relationship.

# DAY ONE:

## MASTERCLASS CONTENT HIGHLIGHTS INCLUDE:

### The Big Picture

- Establishing your identity and your message
- Finding your Tribe
- It's not about you, it's about them
- Conversations, relationships, word of mouth and transparency
- The key Social Media tools and networks
- The consolidated approach

### The Art of a digital conversation

- Tweet etiquette
- The benefits of following before twittering
- How to join a conversation
- How to be interesting on twitter

### Practical SMM strategy development - Action Planning, campaign tracking and optimisation

- Benchmarking
- Setting audience perception outcomes
- Setting commercial goals
- Strategy architecture
- Project plan – when, where and how the message should be pushed
- Tracking and optimisation...

### Who should attend...

The course is suitable for those at manager and executive level within:

- Public Relations
- Communications
- Traditional Marketing
- Digital marketing
- E-commerce
- Brand
- Journalists
- Academics



# DAY TWO:

## INTERACTIVE IMPLEMENTATION PROGRAM - PRACTICAL SMM strategy development - Action Plan, tracking and optimisation

### Benchmarking

- Understand where you are across networks and platforms
- Ascertain your current level of activity - posts, tweets, blogs etc
- Understand what people are saying about you now
- SEO benchmark - where do you rank
- Conduct market research and competitor analysis

### Defining campaign objectives - Setting audience perception outcomes

- How you want to be perceived
- What you want people say about you
- How you want to your audience to engage with you

### Defining campaign objectives - Setting commercial goals

- What actions you want your audience to take
- Integrate commercial goals with social activity
- Social keyword universe

### Strategy architecture

- Choose SN sites
- Choose SB networks
- Choose video networks
- Choose blog networks & platforms
- Choose generation
  - a) Written
  - b) Videos & Images
  - c) Rich media
- Choose distribution platforms

### Project plan

#### 2 *Set tasks*

- Daily
- Weekly
- Monthly
- Ad-hoc

#### 2 *Social marketing schedule*

- Profiles - updates
- Pages - articles
- Groups - discussions
- Rich media
- Viral
- On-Page

#### 3 *Brand awareness tracking*

- Groups - growth
- Articles- read rates
- Comments - feedback and perceptions
- Re-Tweets - evangelist growth

#### 4 *Reputation management*

- Search engine alerts
- Twitter alerts & trends
- SN site searches
- Chatter monitoring

### Analytics and optimisation

- TweetLater
- Hootsuite
- Facebook analytics
- Google analytics for SM
- TubeMogul
- ROI conversion tracking
- Campaign optimisation

# LEARNING OUTCOMES:

Discover the latest social media marketing trends and best practises. Explore processes which will help you use online platforms to successfully build, launch and sustain your social media marketing strategy.



Learn about new tools to leverage your brand's marketing mix, audit and monitor your brand's online presence and measure ROI to prove success.



Make your brand/organisation more visible in search through networks by proactively engaging with stakeholders. Learn how to enhance your brand reputation online.



Learn the principles of reputation management and how to reduce the risk of negative brand perception.







# GET IN TOUCH WITH US!

WE'D LOVE TO HEAR FROM YOU  
CONTACT US TODAY

## SISS

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