



ULTIMATE GROWTH ENGINE FROM AN AD TO A CUSTOMER

2-DAY/16-HOUR INTENSIVE TRAINING PROGRAMME



AT THIMPHU TECH PARK
EXCLUSIVELY OFFERED BY THIMPHU TECH PARK
IN COLLABORATION WITH LONDON INSTITUTE OF BUSINESS & TECHNOLOGY

The Ultimate Growth Engine by LIBT is a training programme aimed at professionals looking to evolve through the executive ranks of a Data-Driven Corporate Sales and Marketing. The program is for current or aspiring practitioners interested in planning, executing and measuring both digital and non-digital sales and marketing strategies to achieve accelerated performance. The overall tone of the training helps everyone make use of both creative and technical skills.

PROGRAMME CONTENT

MODULE 01

UNDERSTANDING THE SALES PROCESS: FROM AN AD TO A CUSTOMER
SALES FUNNEL OPTIMIZATION AND HOW TO BECOME BETTER AT SALES!

MODULE 02

ADS: RESEARCH, TARGETING, LTV, CPA, CPL, ACQUISITION, RETENTION
AD OPTIMIZATION

MODULE 03

SOCIAL MEDIA MARKETING, WHICH PLATFORMS TO TARGET AND WHY THAT MATTERS!

MODULE 04

SEO, EMAIL MARKETING AND AUTOMATION
AUTOMATION TOOLS AND STRATEGIES, A/B TESTING

MODULE 05

THE FUTURE OF SALES AND MARKETING: AUGMENTED REALITY, MIXED REALITY,
BOTS, ARTIFICIAL INTELLIGENCE, DEALING WITH CRYPTOCURRENCIES, ETC.

EXPERT TRAINER



**SESIRI
PATHIRANE**

CEO | LONDON INSTITUTE OF
BUSINESS & TECHNOLOGY

LONDON INSTITUTE OF BUSINESS & TECHNOLOGY IS RECOGNIZED BY ATHE (UK). ATHE IS AN OFQUAL (THE OFFICE OF QUALIFICATIONS AND EXAMINATIONS REGULATION), UK GOVERNMENT RECOGNIZED AWARDING BODY.

LIBT'S ACADEMIC AND EXECUTIVE TRAINING ENABLES WORKING PROFESSIONALS TO OBTAIN BOTH PROFESSIONAL AND ACADEMIC QUALIFICATIONS AT YOUR SCHEDULE. LIBT PRAISES ON MAKING EDUCATION ACCESSIBLE AND AFFORDABLE TO EVERYONE!

DATE & COST

AUGUST 15TH & 16TH 2018
AT THIMPHU TECH PARK
NU. 10,000 PER PARTICIPANT
CERTIFICATION INCLUDED

TARGET AUDIENCE

MANAGERS
MARKETING PROFESSIONALS
SALES PROFESSIONALS