

MARKETING *Club* 148th

148 th Marketing Club
105 th Business Club
35 th Jeddah Club



CLUB FOUNDER, HOST
DR. MAHMOUD BAHGAT
LEGENDARY DIRECTOR

Ai APPLICATIONS IN SOCIAL MEDIA & CONTENT MARKETING



JOIN FREE

LIVE WEBINAR

Date	Time	Time	Time	Place
29.7.24 Tues.	10:00PM  Egypt	10:00PM  KSA	11:00PM  UAE	Online Zoom



INSTRUCTOR
DR. KAMAL FAYAD
Ai & MARKETING CONSULTANT

Ai Applications in Social Media & Content Marketing

Dr. Kamal Fayad, B. Pharm., CIM, PMP
Marketing & Business Consultant



Contact Me



Summary

- Biography
- Survey
- Introduction
- Social Media Marketing Processes
- Workshops



Biography



Biography

B. Pharm., C-level Marketing Head in blue-chip companies,
+24-year experience, Entrepreneur

- Pharmaceuticals, Medical devices
- Hospitals, Medical Laboratories
- Cosmetics, Perfumes, Luxury Products



Postgraduate Certifications

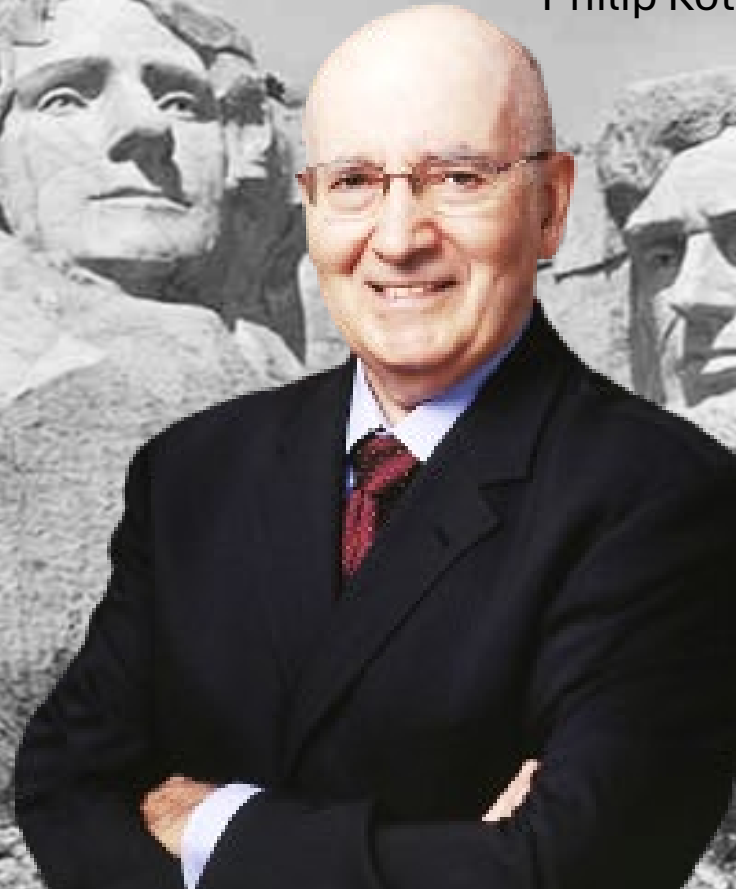


Postgraduate Lecturers

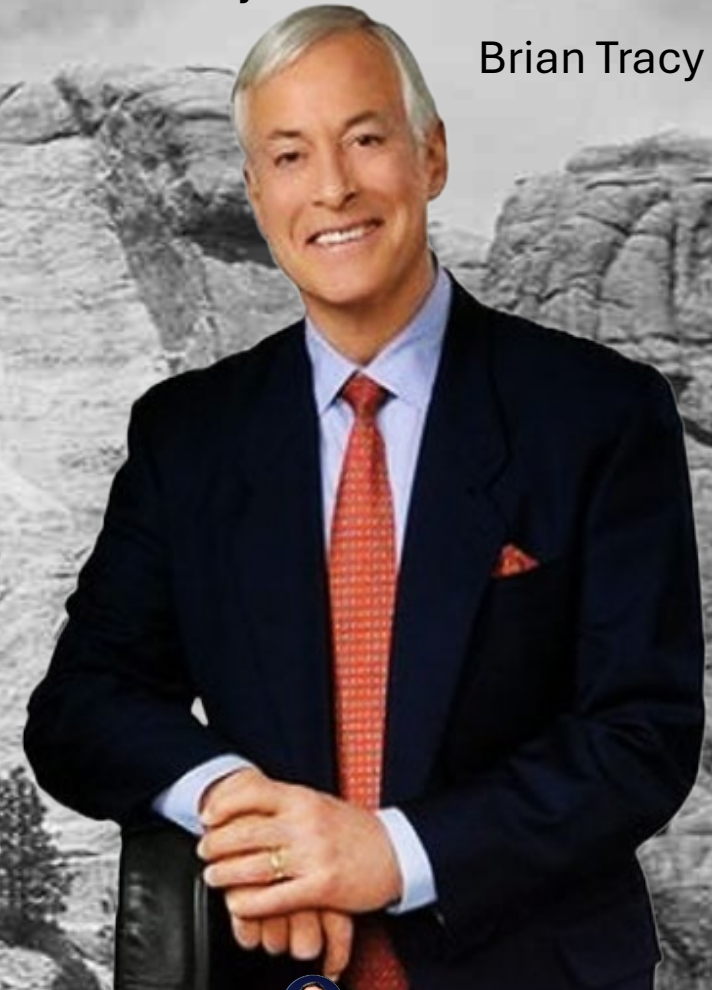
Legend Icons



Sith Goden



Philip Kotler



Brian Tracy

Brian Tracy



Partners in Success



Area of Competence

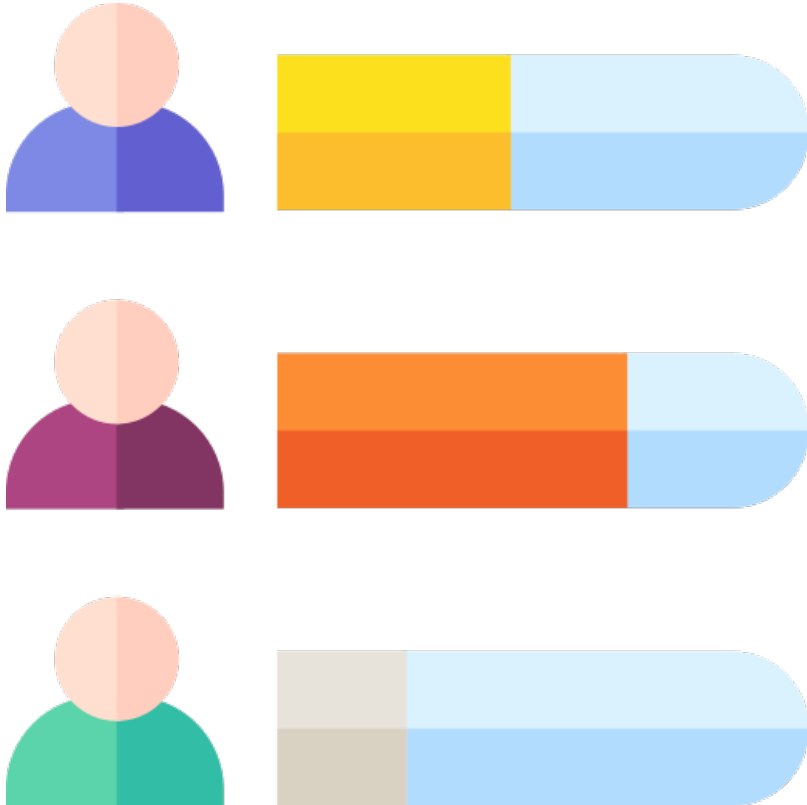
- Strategic Marketing
- Digital Marketing
- Social Media Marketing
- Customer Relationship Marketing
- Gen Ai Applications
- Digital Transformation
- IOT in Retail Marketing
- Influencer Marketing
- Social Media Marketing
- Digital PR



Survey



Pre-Training Polls



<https://forms.gle/cS6RpGJuzr9gFvAM9>



Introduction

- Ai is a Swiss Knife Tool
- It is a Smart Tool
- It Saves Time
- But It is not Strong
- Still, It is NOT Accurate
- You can NOT Trust on It



Social Media Marketing Processes

Process	Description
Planning and Strategy	Define goals, Identify target audience, Select platforms, Competitive analysis, Content planning
Content Creation and Curation	Create engaging content, Curate relevant content, Visual appeal, Optimize for search
Community Management	Monitor social channels, Engage with audience, Build relationships, Manage crises
Advertising and Promotion	Paid advertising, Influencer marketing, Contests and giveaways, Paid partnerships
Analytics and Measurement	Track key metrics, Analyze performance, Optimize strategy



Planning and Strategy

- **Define goals**
- **Identify target audience**
- **Select platforms**
- **Competitive analysis**
- **Content planning**



Content Creation and Curation

- **Create/Curate content**
- **Visual appeal**
- **Optimize for search**



Community Management

- **Monitor social channels**
- **Engage with audience**
- **Build relationships**
- **Manage crises**



Advertising and Promotion

- **Paid advertising**
- **Influencer marketing**
- **Paid partnerships**



Analytics and Measurement

- **Track key metrics**
- **Analyze performance**
- **Optimize strategy**



Contact Me

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