



## PROJECT NOTIFICATION

Reference No.: 392

<b>Date of Issue</b>	8 May 2024
<b>Project Code</b>	24-CP-58-GE-WSP-A
<b>Title</b>	Workshop on Strategic Marketing for Digital Transformation
<b>Timing</b>	10 September 2024–13 September 2024
<b>Hosting Country(ies)</b>	Pakistan
<b>Venue City(ies)</b>	Islamabad
<b>Modality</b>	Face-to-face
<b>Implementing Organization(s)</b>	National Productivity Organization, Pakistan
<b>Participating Country(ies)</b>	All Member Countries
<b>Overseas Participants</b>	19
<b>Local Participants</b>	6
<b>Closing Date</b>	12 July 2024
<b>Remarks</b>	Not Applicable

<b>Objectives</b>	Identify trends in digital transformation in businesses and their implications for strategies and functions; provide references on effective digital marketing methods; and discuss how digital marketing methods and strategies facilitate digital transformation and productivity in SMEs.
<b>Rationale</b>	Smart transformation is a key focus of the APO Vision 2025, which includes assisting businesses to effectively adopt technologies to enhance competitiveness. This workshop will discuss how effective marketing strategies can support the digital transformation of organizations.
<b>Background</b>	<p>The APO is mandated to support productivity enhancement in its members through SME development and digital upgrading. Easier access to digital devices and technologies enables SMEs to leverage resources and approach customers that were previously difficult to reach. Understanding how to apply digital means for strategic marketing is crucial for smaller businesses to stay resilient, be more competitive, and achieve digital transformation.</p> <p>A WEF report in 2023 highlighted the importance of digital marketing to drive the recovery of small businesses and help them reach new, global customer bases. However, the gap between businesses' digital marketing expenditures and performance has widened, according to a 2022 Harvard Business Review analysis. This workshop aims to discuss key success factors for effective digital strategic marketing and how it can drive productivity and digitalization efforts.</p>
<b>Topics</b>	Digital transformation and emerging trends in marketing; Marketing analytics and data-driven marketing; Content marketing and social media; Search engine optimization and digital advertising; and Implications for businesses.
<b>Outcome</b>	Enhanced competitiveness of businesses, increased capabilities of businesses in devising effective marketing, and more resilient SMEs.
<b>Qualifications</b>	Business and industrial association representatives with experience in marketing and digital upgrading, consultants and productivity practitioners supporting SMEs, and government officials and policy research officers involved in SME development strategies.

Please refer to the implementation procedures circulated with this document for further details.



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