Management Association of Pakistan

ECOMMERCE, DIGITAL & BUSINESS PERFORMANCE MARKETING



Tuesday,
November 24, 2026

TIME 10:00 a.m.
05:30 p.m.

Movenpick
Hotel, Karachi

Rohail Imtiaz

Program Overview:

This program will equip participants with the ability to understand the full e-commerce value chain, performance-driven marketing, P&L ownership, and commercial acumen that modern brands and SMEs require to succeed in today's competitive landscape. Unlike generic Digital Marketing programs, this course has an applied commercial lens to scale businesses through structured category development, pricing intelligence, and data-led decision-making."

Learning Outcomes:

Participants will have strong understanding of:

- How to scale a brand digitally in ecommerce formats
- How to build pricing and promotional strategies with bottom-line impact
- How to drive campaigns that are not just creative, but commercially viable
- How to use digital performance tools to drive brand and business objectives"

Module 1: Performance Marketing with ROI Mindset

- Meta & Google Ads: Full Funnel Strategy
- ROAS, CAC, AOV, LTV Metrics Deep Dive
- Retargeting, Lookalikes, Bidding Strategies
- Performance Dashboards & Attribution Models

Module 2: Ecommerce Business Foundations - Commercial & P&L

- Evolution of Ecommerce in Pakistan and Globally
- Ecommerce Ecosystem: Marketplaces vs. D2C vs. Retail-led
- Fulfillment, Inventory, Logistics, and Warehousing Dynamics
- Key Tech Stack for Ecommerce Enablement
- Marketing Impact on Business P&L
- Campaign Budgeting & Forecasting
- Media Mix vs. Business Outcomes
- Contribution Margin, Gross Margin & Payback Models

Module 3: Pricing, Market Share & Competitive Strategy

- Pricing Psychology & Strategy for Digital Shelf
- Revenue Growth Management in Ecommerce
- Tactical vs. Strategic Promotions
- Share of Voice vs. Share of Market
- Category Planning & Role Definition (Traffic Builder, Margin Maker, etc.)
- Content Strategy: PDPs, SEO, A+ Content & UX
- Assortment Planning & Hero SKU Playbook
- Building Monthly Sales Plans: Baseline vs. Spike Management"1

Delivery Methodology:

Interactive Lectures, Case Studies, Simulations, Group Activities, Role Plays, Industry Examples, Assessments / Quizzes, Action Learning Projects

Target Audience:

Entry Level, Emerging Leaders, Mid-Level Managers, Senior Leadership, CXOs / Board Members, Brand managers, Ecommerce leads, Entrepreneurs.

Facilitator's Profile: Rohail Imtiaz



Rohail Imtiaz is the Head of Ecommerce at Shan Foods Pvt Ltd, one of Pakistan's most iconic FMCG brands. His journey into digital and ecommerce wasn't planned in a classroom, it was built market by market, platform by platform, learning what actually moves the needle when you're scaling a heritage brand into a digital-first world. He leads Shan's ecommerce footprint across Pakistan, India, North America, the Middle East, India, and the ASEAN region, managing the full chain from primary distribution down to the final tertiary sale on a customer's doorstep, across vastly different markets and consumer habits. Along the way, He has also worked hands-on with platforms like Noon, Amazon, Talabat, Careem, Blinkit, Swiggy, Zomato, Flipkart, Lazada, Shopee, and TikTok each with its own rules, economics, and quirks that no single playbook can capture. Beyond platform operations, he has spent significant time in the performance marketing trenches, working directly with Google and Meta on media strategy, audience targeting, and the kind of spend optimization that actually moves a brand's digital P&L. His goal in any session is simple: leave people with frameworks they can actually use on Monday morning, not just inspiration for today.

ADMINISTRATIVE INFORMATION

Category	Regular Fee (Rs.)
MAP Institutional Member	35,000
Two or more Institutional Member nominations	31,500
MAP Individual Member	30,000
Non-Member	38,000

*Includes: MAP Certificate, Soft Version of Course Material, Hi-Tea.

** Note: 20% Discount is available on nominations for 5 or more participants

Sindh Sales Tax (SST) Applies

Outreach Partner

IBA CEE
Center for Executive Education

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