



Consulting and Training | Reach New Heights

Course Name

Building a Successful E-commerce Business

Sector Name

Procurement & Supply Chain Operations

Document Type

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Building a Successful E-commerce Business

Course Introduction

E-commerce, also known as electronic commerce or internet commerce, refers to the buying and selling of goods or services using the internet and the electronic transfer of money and data to execute these transactions. E-commerce has changed the way in which we buy and sell goods and services, and is big business.

This training course is designed to provide participants with the concept of establishing a successful e-commerce business and reaching consumers at every possible point of contact, and how effective digital strategies can help businesses grow and thrive today.

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Building a Successful E-commerce Business

Target Audience

- ✓ Procurement Manager / Supervisor
- ✓ Procurement officer/assistant
- ✓ Purchase officer
- ✓ Vendor manager
- ✓ Supplier relationship officer
- ✓ Purchase coordinator
- ✓ International Buyer
- ✓ Category purchasing manager
- ✓ Supply chain officer- Procurements
- ✓ Logistics Professionals
- ✓ Distribution Managers
- ✓ Working in this field
- ✓ Those who want to start a career in this field

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Building a Successful E-commerce Business

Learning Objectives

- ✓ Gain a comprehensive understanding of the key strategies associated with inbound channels, including social media marketing, content marketing, search engine marketing, and email marketing
- ✓ Identify and apply best practices in creating a marketing strategy with a unified message, voice, and brand and a seamless customer experience for an e-commerce business.
- ✓ Incorporate an e-commerce and social customer service into an effective omnichannel marketing strategy
- ✓ Know how to incorporate inbound channels, tactics, and tools into an effective omnichannel digital marketing strategy

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Building a Successful E-commerce Business

Course Outline

✓ Day 01

Digital Channel Planning And Inbound Strategy

- ✓ Inbound and Outbound Marketing
- ✓ Challenges of Channel Planning
- ✓ Cross Media Planning
- ✓ Digital and Traditional Marketing
- ✓ Digital Channel Mix
- ✓ Mobile Marketing
- ✓ Social Media
- ✓ Brian Lavery on How AccuWeather Uses Social Media
- ✓ SEO
- ✓ Conversion Rate Optimization
- ✓ Paid Search
- ✓ Email Marketing Overview
- ✓ Outbound Email Marketing
- ✓ Inbound Email Marketing
- ✓ Subscriber Lists
- ✓ Persona Development and Segmentation

Building a Successful E-commerce Business

Course Outline

✓ Day 02

Digital Channel Planning And Outbound Strategy

- ✓ Display Advertising
- ✓ Digital Display Creative Brief
- ✓ Digital Display Tactics
- ✓ The Growth and Importance of Video Content with Sadé Council
- ✓ YouTube Channel Setup
- ✓ Video Management
- ✓ Display Campaign Metrics
- ✓ Display Campaign Reporting
- ✓ Google Analytics Reporting
- ✓ Campaign Optimization

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Course Outline

✓ Day 03

E-commerce And Social Customer Service Strategy

- ✓ E-Commerce Overview
- ✓ The legal challenges of e-commerce.
- ✓ Privacy and data protection in the digital era: Global trends
- ✓ Conversion Rate Optimization
- ✓ Value Proposition
- ✓ E-Commerce Revenue Models
- ✓ E-Commerce Solutions
- ✓ Key Operational Considerations
- ✓ Social Customer Service
- ✓ Social Commerce
- ✓ Social Customer Service Strategy
- ✓ Collaborative Strategy Development

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Course Outline

✓ Day 04

Design And User Experience

- ✓ Designing e-commerce sites (step by step): The online customer experience
- ✓ Supply And Distribution
- ✓ Supply Chain Management: Distribution channels
- ✓ Online marketplaces - third-party business-to-consumer sales

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Course Outline

✓ Day 05

Payment And Security

- ✓ E-contract E-payment customs challenges
- ✓ Customer Engagement
- ✓ Connecting with customers online: live chat, chatbots, and voice assistants.
Gathering and using demographic data through web contacts and social media.
Marketing to prospective and established customers

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
Aug. 30, 2027	Sept. 3, 2027	5 days	4950.00 \$	Italy , Rome
June 13, 2027	June 17, 2027	5 days	4250.00 \$	KSA , Riyadh
Dec. 7, 2026	Dec. 11, 2026	5 days	4250.00 \$	UAE , Dubai
March 15, 2027	March 19, 2027	5 days	4250.00 \$	UAE , Abu Dhabi

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