



eCommerce 101

NATIONALLY RECOGNISED & INTERNATIONALLY ACCREDITED

OVERVIEW

e-Commerce is booming. e-Commerce is a word being thrown around a lot in the modern business environment, but what exactly is it? eCommerce, short for Electronic Commerce is a term for any business that involves consumers to electronically purchase or exchange goods and services for currency online.

WHAT YOU WILL ACHIEVE

Upon the completion of this course, you will be able to:

- Overview of all the aspects of e-commerce
- Achieve success in the form of new sales / leads / partnerships
- Understand the impact and scope of digital revolution
- Identify new opportunities to conduct business
- Build your own website

METHODOLOGY

Well-balanced theoretical and practical methodology, which includes interactive discussions, case studies, interactive activities/exercises and assignments to understand the concepts and their applicability

FEE

USD2,150 / per person

Group Discount:

- 2-4 pax : 2.5%
- 5-7 pax : 5%
- 8-10 pax : 10%
- 11-13 pax : 15%
- 14-16 pax : 20%

*****All prices are VAT inclusive.**

Fee Includes:

- 5-Day Training
- Nationally Recognized and Internationally Accredited Certificate of Completion
- Module Notes and Stationary
- Tea/Coffee Breaks
- Working Lunches

***Note:** all other expenses are to be borne by participants.

WHAT YOU WILL LEARN

Module 1: Introduction to e-Commerce

- What is e-Commerce?
- The three principles of presenting
- History and how it has evolved
- What is m-Commerce (Mobile Commerce)?

Module 2: Benchmarking and Competitor Analysis

- Why benchmarking is important?
- How to execute a good competitor analysis

Module 3: Identifying your customers

- Who are the customers?
- Identifying good niches
- How to approach your identified customers
- How to execute a good competitor analysis

Module 4: How to build a website yourself

- Technical infrastructure behind a website
- Understanding the Cloud
- Content Management Systems
- Introduction to WordPress and how to build a website using WordPress

Module 5: Getting started with Digital Marketing

- Digital Marketing basics
- Building a Mailing List
- Follow-up Marketing (Autoresponders)
- Pay-per-Click and Ad Networks
- Affiliate Marketing Models

- Search Engine Optimization
- Search Engine Marketing
- Press Releases and Article Submission

Module 6: Tools and technology of e-Commerce

- Metrics basics
- Google analytics
- Facebook Insights
- Email Marketing Stats
- Project Management tools
- Communication tools (Email, Chat/Support)
- Social management tools
- Grabbing Social data and why it matters
- CRM platforms
- Credit card processing and billing
- Last paradigm shift
- Artificial Intelligence
- Virtual Reality and Augmented Reality
- What to expect next few years and how to be prepared

Each module focuses on clear objectives and skill demonstrations that can be easily linked to real life instances.