Training Course on E-commerce and Digital Sales Channels for Agri-Food Products

Professional Development Training Course Outline

Category	Agriculture	**Duration**	10 Days
Base Fee	$3,000 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

In today’s rapidly evolving digital economy, the agri-food sector must adapt to leverage e-commerce platforms, digital marketing, and online sales channels to reach broader markets, boost revenue, and ensure sustainability. Training Course on E-commerce and Digital Sales Channels for Agri-Food Products is specifically designed to empower agri-preneurs, cooperatives, marketers, and agribusiness stakeholders with actionable skills in digital transformation, agri-food branding, social commerce, and market intelligence. Participants will gain hands-on knowledge on using platforms like Shopify, WooCommerce, Jumia, Amazon, and social media marketplaces to optimize their online presence and boost digital sales.

The course delivers practical strategies for navigating global and local e-commerce landscapes, enhancing supply chain visibility, complying with digital trade regulations, and optimizing customer experience. By integrating real-world case studies, participants will develop the skills needed to effectively position agri-food products in competitive markets while leveraging the power of AI-driven tools, data analytics, and mobile commerce technologies to drive sustainable growth.

Programme Curriculum

Training Course on E-commerce and Digital Sales Channels for Agri-Food Products

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Course Objectives

1. Understand the fundamentals of e-commerce in agriculture.
2. Identify high-performing digital sales channels for agri-food products.
3. Develop SEO-optimized product listings and digital content.
4. Utilize social media commerce tools like Facebook Shops and Instagram Shopping.
5. Design effective mobile commerce strategies for rural and urban markets.
6. Implement AI and analytics for sales prediction and inventory management.
7. Optimize last-mile delivery and logistics for digital orders.
8. Navigate digital compliance and food safety certifications.
9. Launch and manage multi-vendor platforms and agri-marketplaces.
10. Analyze consumer behavior using e-commerce analytics.
11. Create compelling digital branding and storytelling for agri-products.
12. Explore international cross-border e-commerce strategies.
13. Evaluate sustainability and scalability of digital agri-sales.

Target Audiences

1. Smallholder and commercial farmers
2. Agricultural cooperatives and unions
3. Agribusiness entrepreneurs
4. Rural youth and women in agribusiness
5. Agricultural extension officers
6. Food processors and packagers
7. Exporters of agri-food products
8. Government and NGO staff in agriculture and trade

Course Duration: 10 days

Course Modules

Module 1: Introduction to E-commerce in Agriculture

- Definition and significance of digital trade
- Trends in agri-food e-commerce
- E-commerce platforms overview
- Key digital tools and terminologies
- Challenges and opportunities
- **Case Study**: Rise of E-commerce for Kenyan Avocado Exports

Module 2: Building a Digital-Ready Agri-Food Brand

- Understanding brand identity in agri-food
- Logo, packaging, and storytelling essentials
- Creating an emotional connection online
- Differentiation strategies for niche markets
- Content planning and product visuals
- **Case Study**: How 'Farm Fresh Nigeria' built its online brand

Module 3: Setting Up Your Online Store

- Choosing between Shopify, WooCommerce, and Wix
- Domain registration and store setup
- Uploading and organizing products
- Setting payment gateways and shipping
- Integrating sales analytics tools
- **Case Study**: Local Honey Cooperative's Shopify success

Module 4: Optimizing Product Listings for SEO

- Keyword research for agri-products
- Writing engaging product titles and descriptions
- Tagging and categorization best practices
- High-quality imagery and videos
- Reviews and testimonials integration
- **Case Study**: SEO Impact on Organic Tea Sales

Module 5: Leveraging Social Commerce Platforms

- Facebook Shops and Instagram Shopping setup
- Creating shoppable content
- Paid advertising and retargeting strategies
- Connecting CRM and chatbots
- Linking with WhatsApp Business
- **Case Study**: Uganda-based Vegetable Seller on Instagram

Module 6: Mobile Commerce and USSD Sales Solutions

- Mobile-first strategies for low-bandwidth areas
- Use of SMS and USSD ordering systems
- Mobile wallet integration (M-Pesa, Airtel Money)
- Creating mobile-responsive websites
- Digital inclusion strategies
- **Case Study**: e-Chicken Mobile Sales in Tanzania

Module 7: Digital Logistics and Last-Mile Delivery

- Aggregation and cold chain logistics
- Working with delivery partners
- Tracking and route optimization tools
- Packaging for delivery integrity
- Customer communication and feedback
- **Case Study**: Cold Chain Africa's Dairy Delivery

Module 8: Data Analytics for E-commerce Performance

- Using Google Analytics and heatmaps
- Customer journey mapping
- Sales funnel analysis
- Forecasting demand and trends
- Personalization strategies
- **Case Study**: Analytics Doubling Tomato Paste Sales

Module 9: AI Tools in Digital Sales

- AI-based product recommendations
- ChatGPT and copywriting automation

- AI-driven inventory and pricing tools
- Fraud detection in online transactions
- Virtual assistant bots
- **Case Study**: AI Boosting Banana Cooperative's ROI

Module 10: Compliance and Traceability Online

- Digital food safety and labeling laws
- Blockchain for product traceability
- E-certification platforms
- Handling returns and complaints
- Cybersecurity for small agribusinesses
- **Case Study**: Traceability in Ghana’s Cocoa E-export

Module 11: Cross-border E-commerce Strategies

- Market entry requirements
- Cultural and language localization
- International shipping and tariffs
- Export documentation and platforms
- Marketing to diaspora and foreign markets
- **Case Study**: Kenya Herbs on Alibaba

Module 12: Influencer and Affiliate Marketing

- Identifying relevant influencers
- Structuring affiliate programs
- Collaborations with agri-bloggers
- Measuring campaign performance
- Contracting and legal aspects
- **Case Study**: Influencer Boost in Organic Snack Sales

Module 13: Payment Systems and Digital Finance

- Payment gateways and APIs
- Handling currency conversions
- Financial recordkeeping for e-trade
- Integration with accounting tools
- Buy-now-pay-later models
- **Case Study**: Paystack Adoption in Nigerian Agritech

Module 14: Customer Retention and Relationship Management

- Email marketing automation
- Loyalty programs and digital coupons
- CRM system implementation
- Handling digital complaints and reviews
- Post-sale communication strategies
- **Case Study**: Farm2Table CRM Upscaling Success

Module 15: Scaling Your Digital Agri-Enterprise

- Assessing digital readiness for scaling
- Diversifying channels and products
- Franchising and dropshipping
- Investment attraction strategies

- Public-private digital partnerships
- **Case Study**: Expansion of ‘FreshBasket’ to Regional Markets

Training Methodology

- Interactive live sessions and expert presentations
- Hands-on workshops on digital tools (Shopify, Meta, WhatsApp Business)
- Group discussions and peer feedback forums
- Role-play and simulation of sales scenarios
- Real-world case study analysis and solution generation
- E-learning platform access for self-paced learning

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	04 Dec 2026	Online	$2,000
23 Nov 2026	04 Dec 2026	Physical	$3,000
23 Nov 2026	04 Dec 2026	Physical	$6,000
23 Nov 2026	04 Dec 2026	Physical	$6,000

Start Date	End Date	Location	Price
23 Nov 2026	04 Dec 2026	Physical	$12,000
23 Nov 2026	04 Dec 2026	Physical	$9,000
23 Nov 2026	04 Dec 2026	Physical	$12,000
23 Nov 2026	04 Dec 2026	Physical	$12,000

Ready to enroll or request a customized program? Book online or contact us:

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