Training Course on E-commerce Marketing and Conversion Optimization

Professional Development Training Course Outline

Category	Business	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

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Programme Curriculum

Training Course on E-commerce Marketing & Conversion Optimization

In the competitive landscape of online retail, effective marketing and conversion optimization are essential for driving sales and enhancing customer experience. With the rapid growth of e-commerce, businesses face the challenge of not only attracting visitors to their online stores but also converting those visitors into loyal customers. This training course on E-commerce Marketing & Conversion Optimization focuses on innovative strategies and tools designed to maximize the performance of online stores, utilizing platforms like Shopify and Amazon. Participants will explore various techniques to attract customers, improve conversion rates, and foster long-lasting relationships through impactful marketing efforts. By understanding consumer behavior and leveraging digital marketing tactics, attendees can create a seamless shopping experience that encourages repeat business.

This course empowers e-commerce professionals with the skills to implement data-driven strategies that enhance online sales and customer satisfaction. Through a combination of theoretical knowledge and practical applications, participants will learn how to analyze customer journeys, optimize product listings, and utilize A/B testing to refine their marketing approaches. Additionally,

the course will cover essential aspects of user experience design, ensuring that websites are not only visually appealing but also functional and intuitive. By the end of the training, attendees will be equipped to develop comprehensive marketing plans that effectively address customer needs and preferences, ultimately driving conversion rates higher. As e-commerce continues to evolve, the insights gained from this course will position professionals to thrive in the dynamic online marketplace and achieve sustainable growth for their businesses.

Course Objectives

1. Understand the fundamentals of e-commerce marketing and its significance.
2. Develop skills in using platforms like Shopify and Amazon for online sales.
3. Explore strategies for driving traffic to online stores.
4. Implement conversion optimization techniques to increase sales.
5. Analyze customer behavior and preferences to inform marketing strategies.
6. Utilize tools for measuring and improving e-commerce performance.
7. Foster customer loyalty through effective engagement and retention strategies.
8. Create comprehensive e-commerce marketing plans.
9. Advocate for best practices in e-commerce marketing and optimization.

Target Audience

- E-commerce Managers and Professionals
- Digital Marketing Specialists
- Small Business Owners
- Product Managers
- Students in Marketing and E-commerce
- Non-Profit Organizations

Course Duration: 5 Days

Course Modules

Module 1: Introduction to E-commerce Marketing

- Overview of e-commerce and its role in the digital economy.
- Exploration of different e-commerce models: B2B, B2C, C2C.
- Identification of key trends shaping the e-commerce landscape.
- Discussion of common challenges faced by e-commerce marketers.
- Case studies of successful e-commerce businesses to illustrate best practices.

Module 2: Setting Up Your Online Store

- Overview of popular e-commerce platforms: Shopify, Amazon, WooCommerce.
- Step-by-step guide to setting up a Shopify store.

- Best practices for product listings and managing inventory efficiently.
- Understanding various payment gateways and shipping options.
- Hands-on exercises to practice setting up an online store.

Module 3: Driving Traffic to Your Online Store

- Strategies for attracting customers to your e-commerce site.
- Implementation of SEO best practices tailored for e-commerce.
- Use of content marketing to engage potential customers.
- Exploration of paid advertising options like Google Ads and Facebook Ads.
- Case studies highlighting effective traffic generation strategies.

Module 4: Conversion Rate Optimization (CRO)

- Importance of conversion optimization in maximizing sales.
- Techniques for enhancing website usability and user experience.
- Analysis of customer journeys to identify drop-off points.
- Implementation of A/B testing to refine landing pages.
- Practical exercises focused on improving conversion rates.

Module 5: Customer Behavior and Analytics

- Overview of tools for tracking customer behavior (e.g., Google Analytics, heatmaps).
- Methods for analyzing customer data to inform marketing strategies.
- Understanding the buyer's journey and decision-making process.
- Utilization of customer feedback and reviews for continuous improvement.
- Case studies demonstrating data-driven marketing decisions.

Module 6: Building Customer Loyalty

- Strategies for fostering customer engagement and brand loyalty.
- Implementation of loyalty programs and rewards systems.
- Use of email marketing for customer re-engagement and retention.
- Creation of personalized experiences for repeat customers.
- Practical exercises to develop effective customer loyalty strategies.

Module 7: E-commerce Marketing Automation

- Overview of marketing automation tools and their benefits for e-commerce.
- Steps for setting up automated email campaigns (e.g., abandoned cart, follow-ups).
- Utilization of CRM systems for effective customer relationship management.
- Analysis of the effectiveness of automation in increasing sales.
- Case studies showcasing successful marketing automation practices.

Training Methodology

- **Interactive Workshops**: Engaging discussions and hands-on activities.
- **Practical Demonstrations**: Real-world applications of tools and techniques.
- **Group Projects**: Collaborative problem-solving and strategy development.
- **Expert Presentations**: Insights from industry leaders and practitioners.
- **Case Studies**: Analyzing successful e-commerce marketing initiatives.

This course is designed to equip participants with the skills necessary to effectively implement e-commerce marketing strategies and optimize conversion rates, driving success in the competitive online retail environment.

Register as a group from 3 participants for a Discount

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

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	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

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

Register Online Now

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