

E-merchandising



MR-179 2 Days (14 Hours)

Description

This course is for you! We know that merchandising results in more and better sales in stores. Do better on your e-commerce site: with all the online sales data, e-merchandising is even more effective.

Who is this training for ?

For whom

Marketing manager, digital project manager or e-commerce site.

Prerequisites

- Aucun

Training objectives

- Choose the measures to put in place to optimize the commercial efficiency of your online sales site

Training program

Avant le présentiel

- A self-diagnosis.

Définir le e-merchandising

- Objectives of e-merchandising.
- E-merchandising on the merchant site.
- Off-site e-merchandising.

Parcours d'achat du client et moments clés de la décision

- The stages of the purchasing journey.
- The elements of reassurance.
- Personalization.
- The mobile version.

Organiser son offre pour transformer l'internaute en acheteur

- The home page, showcase of the online store.
- Navigation strategy: internal search engine and navigation bar.
- Optimize lists and files products.
- The order tunnel, a moment of friction to be resolved.

Les mécanismes de promotions des ventes en e-commerce

- Develop the average basket: cross-sell, up-sell, packaged offers, different types of promotions.
- The marketing calendar and the commercial animation plan.
- Manage online sales spaces.
- Best practices for online loyalty.

Les indicateurs clés de performance (KPI)

- The KPIs to follow.
- Measure and analyze them.

Après le présentiel - Mise en œuvre en situation de travail

- A strengthening program: "One challenge per week for 7 weeks".