

The keys to e-commerce



MR-18 2 Days (14 Hours)

Description

E-commerce is now establishing itself as an essential sales channel. To take advantage of the growth in e-commerce, you want to define an e-commerce strategy that delivers results, generate traffic to your site and develop sales. This is the purpose of this e-commerce training.

Who is this training for ?

For whom

Marketing or sales manager, project manager having to develop e-commerce.

Prerequisites

None.

Training objectives

- Learn the keys and the approach to generate traffic and convert Internet users.
- Acquire the basics to implement a cross-channel e-commerce strategy.

Training program

Avant le présentiel

- A self-diagnosis.

Identifier les clés du e-commerce

- The framework: logistics, online payment, delivery and platforms.
- Purchasing behavior and buyer typologies.
- Big data at its service customer knowledge.

Optimiser le modèle économique

tel: (+212) 5 22 27 99 01

Image not found type WhatsApp (+212) 6 60 10 42 56

Image not found type Email Contact@skills-group.com

Image not found type Email Corner of bd Abdelmoumen and rue Soumaya, Shehrazade 3 Residence, 7th floor N° 30, Casablanca 20340, Morocco

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- The basics of the economic model and ROI.
- Optimize the conversion funnel.
- Key indicators and axes of analysis.

E-merchandising : améliorer l'assortiment

- From behavioral analysis to e-merchandising.
- Key areas and highlighting: zoom, videos, chatbots, retargeting...
- Personalize it customer experience (UX/CX).

Générer du trafic et convertir

- Mixer les actions : e-mailing, display, retargeting, affiliate, marketplaces, blogs, SEO, SEA, ...
- Utiliser push produit, up-selling, cross-selling et inbound marketing.

Mettre en œuvre la stratégie e-commerce multicanal

- Structure the system around the customer journey.
- Models: web to store, mobile to store to web, store to web...
- CRM and synergy between channels.

Après le présentiel, mise en œuvre en situation de travail

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