E-commerce

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MR-160   3 Days (Hours)

Description

Who is this training for ?

For whom

Entrepreneurs looking to get started in e-commerce

Marketing professionals looking to develop their digital skills

SME managers interested in expanding their online business

Students in commerce, marketing or IT wishing to specialize in e-commerce

Prerequisites

Basic knowledge of computers and Internet navigation

Understanding the fundamentals of business and sales

Interest in new technologies and online commerce

Training objectives

- Acquire the essential knowledge to launch and effectively manage an e-commerce business
- Understand the different stages of the online sales process
- Master the digital marketing tools and techniques adapted to e-commerce
- Know how to manage the related logistical and administrative aspects for online sales
- Ensuring the security of transactions and protecting customer data
- Using data analytics to optimize online store performance

Training program

Introduction à l'e-commerce :

(+212) 5 22 27 99 01
tel

(+212) 6 60 10 42 56
whatsapp

Contact@skills-group.com
email

Corner of bd Abdelmoumen and rue Soumaya, Shehrazade 3 Residence, 7th floor N° 30, Casablanca 20340, Morocco
email

We are at your disposal : De Lun - Ven 09h00-18h00
email

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- Definition and key concepts
- History and evolution of e-commerce
- Advantages and challenges of online commerce

Stratégies de marketing en ligne :

- Content Marketing
- Social Media and Targeted Advertising
- Search Engine Optimization (SEO)
- Paid Advertising (SEM)
- Email marketing and newsletters

Gestion des plateformes e-commerce :

- Choice of the platform adapted to your needs
- Configuration and personalization of the website
- Management of products and online catalogs
- Implementation place of secure payment systems

Optimisation de la conversion :

- Ergonomic Website Design
- Conversion Rate Optimization (CRO) Strategies
- Using A/B Testing to Improve Performance

Logistique et gestion des stocks :

- Order and shipping management
- Product storage and warehousing
- Dropshipping solutions

Service clientèle et gestion des retours :

- Establishment of efficient customer service
- Management of customer requests and complaints
- Returns and refunds process

Sécurité des transactions en ligne :

- Data security protocols (SSL, HTTPS)
- Protection against online fraud
- Compliance with privacy standards (GDPR)

Analyse des données et rapports de performance :

- Use of web analysis tools (Google Analytics)
- Interpretation of traffic and conversion data
- Monitoring KPIs (key performance indicators)

Tendances et innovations dans le domaine de l'e-commerce

- Mobile commerce and dedicated applications
- Artificial intelligence and chatbots
- Blockchain and cryptocurrencies in online transactions