



Procurement & Supply Chain Operations

# Building a Successful E-commerce Business

## Course Introduction

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E-commerce also known as electronic commerce or internet commerce refers to the buying and selling of goods or services using the internet and the electronic transfer of money and data to execute these transactions. E-commerce has changed the way in which we buy and sell goods and services and is big business.

This training course is designed to provide participants with the concept in establishing a successful e-commerce business and reach consumers at every possible point of contact and how effective digital strategies can help businesses grow and thrive today.

## Target Audience

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- Procurement Manager / Supervisor
- Procurement officer / assistant
- Purchase officer
- Vendor manager
- Supplier relationship officer
- Purchase coordinator
- International Buyer
- Category purchasing manager
- Supply chain officer- Procurements
- Logistics Professionals
- Distribution Managers
- Working in this field
- These who wants to start a career in this field

## Learning Objectives

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- Gain a comprehensive understanding of the key strategies associated with inbound channels including social media marketing, content marketing, search engine marketing, and email marketing
- Identify and apply best practices in creating marketing strategy with a unified message, voice, and brand and a seamless customer experience for e-commerce business.
- Incorporate an e-commerce and social customer service into an effective omnichannel marketing strategy
- Know how to incorporate inbound channels, tactics, and tools into an effective omnichannel digital marketing strategy

## Course Outline

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- **Day 01**

### **DIGITAL CHANNEL PLANNING AND INBOUND STRATEGY**

- Inbound and Outbound Marketing
- Challenges of Channel Planning
- Cross Media Planning
- Digital and Traditional Marketing
- Digital Channel Mix
- Mobile Marketing
- Social Media
- Brian Lavery on How AccuWeather Uses social media
- SEO
- Conversion Rate Optimization
- Paid Search
- Email Marketing Overview
- Outbound Email Marketing
- Inbound Email Marketing
- Subscriber Lists
- Persona Development and Segmentation

## • Day 02

### **DIGITAL CHANNEL PLANNING AND OUTBOUND STRATEGY**

- Display Advertising
- Digital Display Creative Brief
- Digital Display Tactics
- The Growth and Importance of Video Content with Sadé Council
- YouTube Channel Setup
- Video Management
- Display Campaign Metrics
- Display Campaign Reporting
- Google Analytics Reporting
- Campaign Optimization

## • Day 03

### **E-COMMERCE AND SOCIAL CUSTOMER SERVICE STRATEGY**

- E-Commerce Overview
- The legal challenges of e-commerce.
- Privacy and data protection in digital era Global trends
- Conversion Rate Optimization
- Value Proposition
- E-Commerce Revenue Models
- E-Commerce Solutions
- Key Operational Considerations
- Social Customer Service
- Social Commerce
- Social Customer Service Strategy
- Collaborative Strategy Development

## • Day 04

### **DESIGN AND USER EXPERIENCE**

- Designing e-commerce sites (step by step) The online customer experience
- SUPPLY AND DISTRIBUTION
- Supply Chain Management Distribution channels
- Online marketplaces - third-party business-to-consumer sales

## • Day 05

### **PAYMENT AND SECURITY**

- E-contract E-payment customs challenges

- CUSTOMER ENGAGEMENT
- Connecting with customers online: live chat chatbots and voice assistants
- Gathering and using demographic data through web contacts and social media
- Marketing to prospective and established customers

## Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
May 25, 2025	May 29, 2025	5 days	4250.00 \$	KSA - Riyadh
Aug. 18, 2025	Aug. 22, 2025	5 days	4950.00 \$	Italy - Rome
Dec. 1, 2025	Dec. 5, 2025	5 days	4250.00 \$	UAE - Dubai