

Mastering E-Commerce Sales: Strategies for Online Success

Marketing, Sales, Customer Service
Sharm El-Sheikh (Egypt)
13 - 17 Jul 2025

UK Traininig

PARTNER



Mastering E-Commerce Sales: Strategies for Online Success

Ref: 321397_131690 **Date:** 13 - 17 Jul 2025 **Location:** Sharm El-Sheikh (Egypt) **Fees:** 3700 Euro

Course Description

This intensive 5-day course equips participants with essential skills for successful e-commerce selling. From understanding online consumer behavior to mastering digital marketing techniques, learners will gain practical knowledge to thrive in the competitive online marketplace. The course combines theoretical concepts with hands-on exercises to ensure a comprehensive learning experience.

Learning Objectives

- Understand key principles of e-commerce and online consumer behavior
- Develop effective product presentation and description techniques
- Master digital marketing strategies for e-commerce
- Learn to optimize conversion rates and enhance customer experience
- Gain proficiency in using e-commerce platforms and analytics tools

Course Modules

Day 1: Foundations of E-Commerce Selling

- Introduction to e-commerce landscape
- Understanding online consumer behavior
- Key differences between traditional and online selling
- E-commerce platforms overview

Day 2: Product Presentation and Description

- Crafting compelling product descriptions
- Effective product photography techniques
- Creating engaging product videos
- Optimizing product pages for search engines

Day 3: Digital Marketing for E-Commerce

- Social media marketing strategies
- Email marketing campaigns for e-commerce
- Pay-per-click advertising techniques
- Content marketing for online stores

A graphic of a chessboard with several chess pieces (a king, a queen, a rook, and a pawn) positioned on it. The board is white and black, and the pieces are gold and silver.

UK Training
PARTNER

Day 4: Conversion Rate Optimization

- Understanding the customer journey
- Improving website usability and navigation
- A/B testing for e-commerce
- Implementing effective call-to-action strategies

Day 5: Analytics and Future Trends

- Utilizing e-commerce analytics tools
- Interpreting key performance indicators KPIs
- Emerging trends in e-commerce
- Developing a long-term e-commerce strategy

Practical Wins for Participants

- Create an optimized product page that increases conversions
- Develop a targeted digital marketing campaign for an e-commerce product
- Implement a conversion rate optimization strategy for an online store
- Design an analytics dashboard to track and improve e-commerce performance

A graphic of a chessboard with several chess pieces. A gold king piece is prominent in the foreground, with a silver pawn and a gold pawn nearby. The board has a checkered pattern, and there are concentric circles in the background.

UK Training
PARTNER

Blackbird training cities



Amman (Jordan)



Amsterdam (Netherlands)

Accra (Ghana)

Annecy (France)

Baku (Azerbaijan)

Bali (Indonesia)

Bangkok (Thailand)

Bangkok (Thailand)

Barcelona (Spain)

Batumi (Georgia)

Beijing (China)

Beirut (Lebanon)

Berlin (Germany)

Birmingham (UK)

Bordeaux (France)

Boston, Massachusetts (USA)

Brussels (Belgium)

Cairo (Egypt)

Cape Town (South Africa)

Casablanca (Morocco)

Cascais (Portugal)

Copenhagen (Denmark)

Doha (Qatar)

Dubai (UAE)

Düsseldorf (Germany)

UK Training
PARTNER



Blackbird Training Category



Human Resource



Audit & Quality Assurance



Finance, Accounting, Budgeting



Marketing, Sales, Customer Service



Secretary & Admin



Law and Contract Management



Project Management



IT & IT Engineering



Supply Chain & Logistics



Management & Leadership



Professional Skills



Oil & Gas Engineering



Health & Safety



Telecom Engineering



Hospital Management



Customs & Safety



Aviation



C-Suite Training



Agile and Refinement



Blackbird training Clients



MANNAI Trading
Company WLL,
Qatar



Alumina Corporation
Guinea



Booking.com
Netherlands



Oxfam GB International
Organization,
Yemen



Capital Markets
Authority,
Kuwait



Waltersmith Petroman Oil Limited
Nigeria



Qatar National Bank
(QNB),
Qatar



Qatar Foundation,
Qatar



AFRICAN UNION ADVISORY
BOARD ON CORRUPTION,
Tanzania



KFAS
Kuwait



Reserve Bank of
Malawi,
Malawi



Central Bank of Nigeria
Nigeria



Ministry of Interior
Kingdom of Saudi Arabia
KSA



Mabruk Oil Company
Libya



Saudi Electricity
Company,
KSA



BADAN PENGELOLA
KEUANGAN Haji,
Indonesia



NATO
Italy



ENI CORPORATE
UNIVERSITY,
Italy



Gulf Bank
Kuwait



General Organization for
Social Insurance
KSA



Defence Space Administration
Nigeria



National Industries
Group (Holding),
Kuwait



Hamad Medical
Corporation,
Qatar



USAID
Pakistan



STC Solutions,
KSA



North Oil company,



EKO Electricity



Oman Broadband



UNITED NATIONS
UN.



Authority for

UK Training
PARTNER



LONDON TRAINING PROVIDER



www.blackbird-training.com



training@blackbird-training.com



+44 7480 775526 / +44 7401 177335