

Mastering E-Commerce Sales: Strategies for Online Success

Marketing, Sales, Customer Service
Lisbon (Portugal)
08 - 12 Sep 2025

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Mastering E-Commerce Sales: Strategies for Online Success

Ref: 321397_135454 **Date:** 08 - 12 Sep 2025 **Location:** Lisbon (Portugal) **Fees:** 4400 **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 (king, queen, rook, knight, and pawns) in gold and silver. The text 'UK Training PARTNER' is overlaid on the board.

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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 large gold king piece is in the foreground, with a silver pawn and a silver knight behind it. In the background, there are concentric circles emanating from a point on the board.

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