Mastering E-Commerce Sales: Strategies for Online Success

13 – 17 September 2027
Lisbon (Portugal)



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Why This Course

The e-commerce landscape is evolving at a rapid pace, driven by changing consumer behaviors, technological innovation, and increasing competition. Success in online retail requires not only understanding how customers think and shop but also the ability to apply practical marketing, sales, and optimization strategies that drive growth.

The E-Commerce Selling & Digital Marketing Excellence Program is an intensive 1-week training designed for aspiring online entrepreneurs, marketing professionals, and e-commerce managers. Participants gain a comprehensive, hands-on understanding of the entire e-commerce process—from product presentation and customer engagement to digital marketing, conversion optimization, and performance analytics.

By combining theory with applied exercises and real-world examples, this program equips participants to confidently manage online stores, increase conversions, and drive sustainable growth.

What You'll Learn and Practice

By the end of this program, participants will be able to:

- Understand the fundamentals of e-commerce and online consumer behavior.
- Create compelling product presentations and persuasive descriptions that sell.
- Apply digital marketing strategies tailored to online stores.
- Optimize conversion rates and enhance the customer experience.
- Use e-commerce platforms and analytics tools to make data-driven decisions.

The Program Flow

Day 1 - Foundations of E-Commerce Selling

- Overview of the e-commerce landscape and business models.
- Understanding online consumer behavior and buying psychology.
- Key differences between traditional retail and online selling.
- Introduction to popular e-commerce platforms and ecosystems.



Day 2 - Product Presentation & Description

- Writing compelling, conversion-focused product descriptions.
- Principles of effective product photography for online stores.
- Creating engaging product videos and visual content.
- SEO techniques for product pages to drive visibility.

Day 3 - Digital Marketing for E-Commerce

- Social media marketing strategies for online stores.
- Designing and managing email marketing campaigns.
- Fundamentals of pay-per-click PPC advertising.
- Content marketing techniques to drive traffic and build trust.

Day 4 - Conversion Rate Optimization CRO

- Understanding the online customer journey.
- Improving website usability, layout, and navigation.
- A/B testing methods for performance improvement.
- Designing effective calls-to-action that drive sales.

Day 5 - Analytics & Future Trends

- Using e-commerce analytics and tracking tools.
- Interpreting key performance indicators KPIs to inform decisions.
- Exploring emerging trends shaping the future of online retail.
- Building a sustainable, long-term e-commerce growth strategy.

Individual Impact

Participants will leave the program with:

- Optimized product pages designed to increase conversions.
- Targeted digital marketing campaigns for e-commerce products.
- Practical strategies to improve conversion rates and customer engagement.
- A simple, actionable analytics dashboard to track and enhance store performance.

Organizational Impact

Businesses and online retailers benefit through:

- Higher conversion rates and improved sales performance.
- More engaging product presentations that attract and retain customers.
- Data-driven marketing decisions that optimize campaigns.
- Greater understanding of e-commerce trends and competitive strategies.



Training Methodology

This program follows a practical, interactive approach, including:

- Hands-on exercises in product presentation, marketing, and analytics.
- Real-world examples and case studies from successful online stores.
- Practical tools, templates, and frameworks are ready for immediate use.
- Group discussions and scenario-based problem solving.
- Expert-led sessions linking best practices with actionable strategies.

Beyond the Course

After completing the program, participants will be ready to:

- Launch and manage high-performing online stores.
- Apply digital marketing techniques to attract, convert, and retain customers.
- Optimize customer journeys to maximize sales and satisfaction.
- Build data-driven strategies for sustainable e-commerce growth.

