




Ecommerce Essentials Course

Your Launchpad Towards a Successful E-Commerce Business.

 In-Person Classroom

 Duration: 1 day (8 hours)

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SONY



Course Fees & Fundings

Course Fee: S\$488.00 (inclusive of 9% GST)

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Course Overview

Unlock the potential of e-commerce with this foundational module designed to equip you with essential knowledge and skills. Gain a comprehensive understanding of e-commerce campaign objectives and tactics, empowering you to build a strong foundation for your online business. This module covers key e-commerce strategies, campaign management techniques, and the use of online advertising to effectively reach target audiences.

Discover the diverse business models and platforms available in the e-commerce ecosystem, such as B2B, B2C, and D2C, and learn how to select the right approach to meet your unique objectives. With a deep dive into e-commerce campaign management tactics, you'll also explore the tools and methods to develop successful campaigns that align with your business goals.

Additionally, this module introduces data analytics and customer feedback monitoring, giving you the confidence to refine online mechanics and activities for long-term success. By the end of the day, you'll have a solid foundation in e-commerce and be ready to build or expand your digital storefront with impactful campaigns and informed decision-making.



Target Audience



Aspiring entrepreneurs looking to start an e-commerce business.



Professionals transitioning into the e-commerce industry.



Small business owners exploring online selling.

Course Highlights

- Comprehensive overview of e-commerce fundamentals, including key objectives, business models, and strategies.
- Practical insights into designing and executing campaigns aligned with business goals.
- End-to-end understanding of operational workflows, from logistics to customer service.
- Real-world applications through case studies, workshops, and project-based learning.



Course Objectives

By the end of the class, trainees will be able to:

- Develop e-commerce campaign objectives to establish clear goals for customer acquisition, retention, and revenue growth.
- Design tailored e-commerce campaign strategies that align with specific business models and management tactics.
- Evaluate campaign performance by conducting data analytics and identifying optimisation opportunities.
- Plan and execute online advertising campaigns using appropriate methods and customer feedback.
- Create efficient workflows to refine online mechanics and streamline e-commerce operations for better customer experiences.

Course Outline

Introduction to E-Commerce

Topics Covered:

- What is e-commerce?
- Objectives of e-commerce campaigns
- Market trends in e-commerce
- Introduction to platform comparison and selection criteria

Instructional Methods:

- Lecture
- Case Study Discussions
- Group Activity

E-Commerce Business Models and Platforms

Topics Covered:

- Exploring e-commerce business models, product research, and brand development (B2B, B2C, etc.)
- Ecommerce marketplaces (Shopee & Lazada, Carousell, TikTok, Instagram, etc.)
- Selecting platforms for campaign execution
- Aligning campaign tactics with models
- Customer journey mapping across platforms

Instructional Methods:

- Lecture
- Hands-On Workshop
- Case Studies
- Group Activity



Data Analytics for E-Commerce

Topics Covered:

- Key metrics for campaign success
- Monitoring and analysing campaign data
- Overview of e-commerce metrics and KPIs
- Improving campaign performance with analytics

Instructional Methods:

- Hands-On Demonstration
- Lecture
- Group Activity

Online Advertising and Product Promotion

Topics Covered:

- Fundamentals of digital advertising
- Advertising channels for e-commerce
- Customer engagement on social media and email marketing
- Refining product promotions

Instructional Methods:

- Lecture
- Hands-On Workshop
- Role-Playing Activity
- Group Activity

End-to-End E-Commerce Operations

Topics Covered:

- Logistics and fulfilment basics
- Operational workflow planning
- Customer support strategies
- Compliance and security in e-commerce

Instructional Methods:

- Lecture
- Case Study
- Hands-On Workshop
- Group Activity



Trainer Profile

Avantika Jain

Avantika Jain is a passionate Business Coach with over 3,200 hours of experience, having worked with individuals, leaders, and teams from a wide range of organisations, including government bodies, NGOs, and corporates such as Lazada, Fave, Charles & Keith (Pedro), Groupon, the Singapore International Foundation, Sengkang High School, and Startupbootcamp.





Certificate and Certification Track

A Certification of Completion will be issued upon achieving at least 75% attendance for the course.



Frequently Asked Questions

Who is this course for?

This course is ideal for aspiring entrepreneurs, small business owners, freelancers, or anyone looking to establish a strong foundation in e-commerce operations. It's also suitable for professionals transitioning into e-commerce roles.

Do I need any prior experience to join this course?

No prior experience is required. This course is designed to provide foundational knowledge and skills, making it accessible to beginners.

What tools or equipment do I need for the course?

You'll need a laptop with internet access. The course introduces various e-commerce tools and platforms that you can explore during the hands-on sessions.

What if I have more questions after the course?

You can reach out to our support team or trainers for additional guidance. Alumni network members may also provide peer support.

How is this course different from other e-commerce programmes?

This course focuses on foundational knowledge, combining practical skills and strategic insights to equip participants with a strong start in e-commerce operations.

Will this course help me choose the right e-commerce platform?

Yes, the course includes a detailed comparison of popular platforms and helps you understand how to select the one that aligns with your business needs.

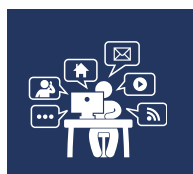
Still have unanswered questions? Check out the [FAQs page](#) or [submit an enquiry](#).



Related Courses



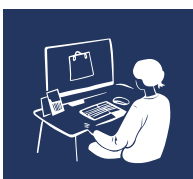
Certified Ecommerce Specialist (CES)



Certified Digital Marketing Strategist v2



Ecommerce Marketplaces (Shopee & Lazada)



Ecommerce Strategy



Shopify Store Creation



WordPress Website Creation

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