


# Ecommerce Marketplaces (Shopee & Lazada)

Reach over a hundred million users  
across Shopee and Lazada

## Course Fees

**\$488 (inclusive of 9% GST)**

 In-Person Classroom

 Duration: 19 Hours (2 days)

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# Course Overview

The Ecommerce Marketplaces (Shopee & Lazada) course is designed to empower individuals and businesses with the knowledge and skills to excel on Southeast Asia's leading e-commerce platforms. Whether you're an entrepreneur starting a new online store or a professional aiming to enhance your company's digital sales strategies, this course provides practical insights and actionable techniques to succeed in the competitive e-commerce landscape.

Participants will learn how to set up and optimize seller accounts on Shopee and Lazada, create engaging product listings, and design attractive storefronts. The course dives into the mechanics of marketplace algorithms, providing strategies to improve product visibility and rankings. Additionally, attendees will explore platform-specific marketing tools such as campaigns, ads, and vouchers to drive traffic and conversions. Key topics include leveraging data analytics to track performance, managing logistics for efficient order fulfillment, and delivering exceptional customer service to build brand loyalty.

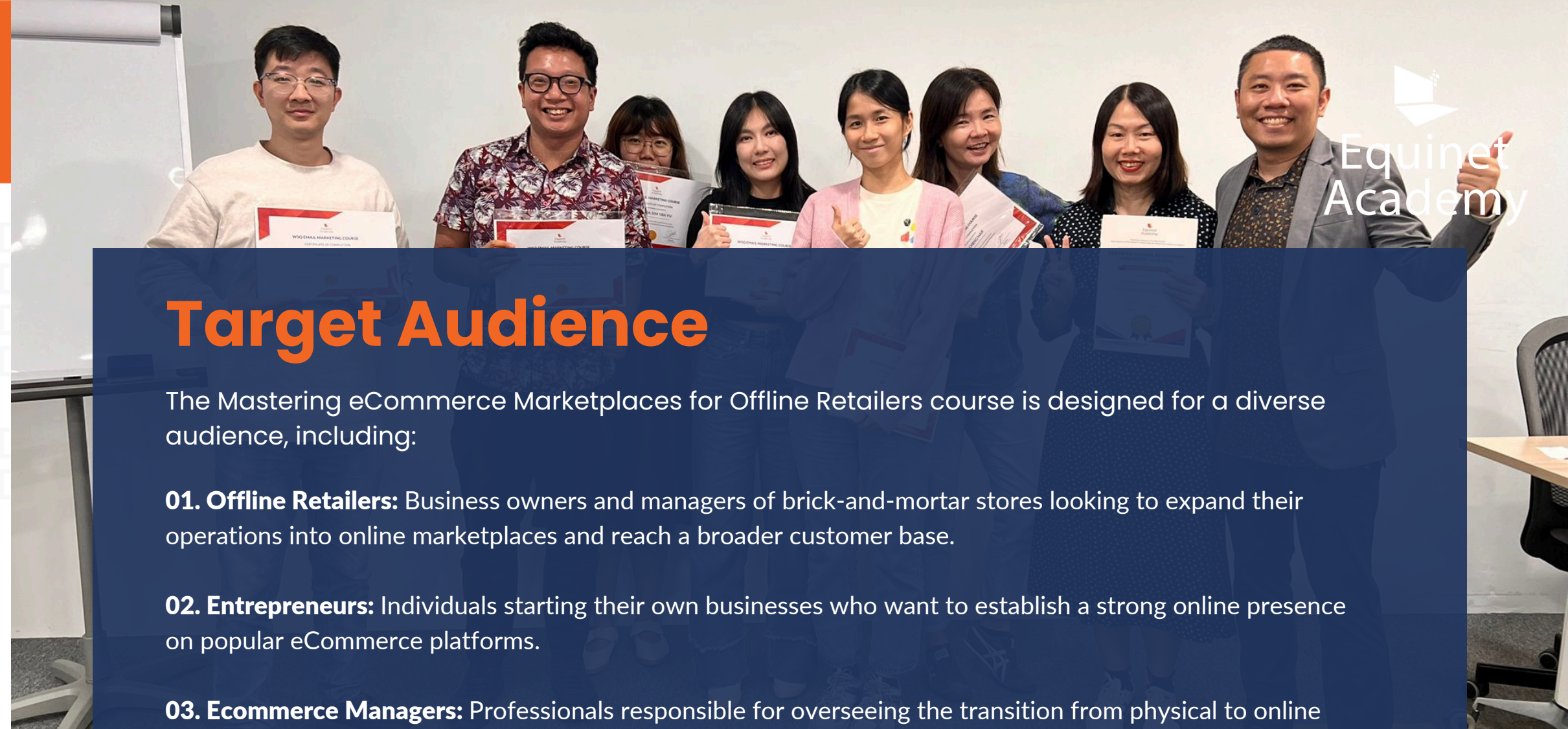


## Target Audience

The Mastering eCommerce Marketplaces for Offline Retailers course is designed for a diverse audience, including:

- 01. Offline Retailers:** Business owners and managers of brick-and-mortar stores looking to expand their operations into online marketplaces and reach a broader customer base.
- 02. Entrepreneurs:** Individuals starting their own businesses who want to establish a strong online presence on popular eCommerce platforms.
- 03. Ecommerce Managers:** Professionals responsible for overseeing the transition from physical to online sales who wish to enhance their skills in marketplace management.
- 04. Marketing Specialists:** Marketers seeking to deepen their expertise in digital marketing strategies specific to eCommerce marketplaces and customer engagement.
- 05. Sales Teams:** Individuals involved in sales who need to understand how to optimise their approaches for the online retail environment.
- 06. Aspiring Marketplace Sellers:** New entrants to the eCommerce sector who require foundational knowledge and practical skills in managing online stores on various platforms.
- 07. Small Business Owners:** Owners of small businesses looking to harness the power of online marketplaces to increase visibility and drive sales.

This course caters to those eager to learn and apply effective strategies to successfully navigate the complexities of eCommerce marketplaces and enhance their retail operations.





# Course Objectives

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

- Articulate marketplace-specific strategies relevant to Singapore and the broader Southeast Asian region.
- Establish and manage an online store on marketplaces like Lazada, Shopee, and Zalora.
- Analyse and segment customer types to maximise sales on different platforms.
- Create and manage effective marketplace campaigns, focusing on conversions and engagement.
- Employ marketplace tools to enhance store visibility and traffic.



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- Optimise product listings to improve discoverability.
- Evaluate and improve store performance using metrics like traffic, conversion, and sales.
- Manage marketplace campaign budgets and promotional activities.
- Formulate strategies for regional and cross-border expansion.
- Build long-term partnerships with marketplace representatives and partners for store growth.



# Course Outline

## Foundation of eCommerce Marketplaces

Describe the ecosystem of key marketplaces like Lazada, Shopee, Amazon, and Zalora in Singapore

### Topics Covered:

- Overview of eCommerce Marketplaces
- Key features and differences between platforms (Lazada, Shopee, Amazon)
- Platform user engagement methods and operational dynamics

### Instructional Methods

- Lectures | Case Studies | Practical Applications

## Setting Up & Optimising Marketplace Stores

Establish an optimised online store on selected marketplaces and manage operations

### Topics Covered:

- Store setup process on Lazada, Shopee, and Amazon

### Instructional Methods

- Lectures | Hands-on Learning | Mentor Feedback

## Identifying and Targeting Customers

Analyse and segment customer types using marketplace data for targeting

### Topics Covered:

- Customer segmentation and targeting
- Using data insights for marketplace strategy

### Instructional Methods

- Lectures | Case Studies | Practical Applications





## Creating Effective Marketplace Campaigns

Create and manage effective marketplace campaigns

### Topics Covered:

- Campaign creation on marketplaces
- Using marketplace promotional tools

### Instructional Methods

- Lectures | Practical Applications | Peer Review

## Customer Satisfaction & Retention

Develop and refine customer retention strategies based on feedback and satisfaction metrics

### Topics Covered:

- Customer satisfaction metrics
- Retention strategies for marketplaces

### Instructional Methods

- Lectures | Case Studies | Hands-on Learning





# Evaluating and Optimising Campaign Performance

Evaluate and optimise store and campaign performance using marketplace metrics

## Topics Covered:

- Tracking key performance indicators (KPIs)
- Optimising campaigns based on data

## Instructional Methods

- Lectures | Practical Applications | Peer Review

# Managing Budgets and Allocating Resources

Manage marketplace campaign budgets and allocate resources efficiently.

## Topics Covered:

- Budget allocation for marketplace campaigns
- Resource management in online retail

## Instructional Methods

- Lectures | Practical Applications | Mentor Feedback

# Cross-Border Trade Opportunities

Formulate strategies for cross-border trade and expanding marketplace presence regionally

## Topics Covered:

- Cross-border trade strategies
- Expanding marketplace presence in Southeast Asia

## Instructional Methods

- Lectures | Case Studies | Peer Review





Trainer Profile

# Alan Lee

Alan brings a wealth of practical experience to his role as an eCommerce Essentials Trainer. As a co-founder of Klash Pte. Ltd., he has successfully managed digital marketing strategies, curated product designs, and optimized online storefronts to drive exceptional growth in the competitive eCommerce sector. His track record includes designing and launching hundreds of SKUs quarterly, implementing data-driven marketing campaigns, and building customer loyalty through innovative digital solutions.







## Certificate and Certification Track

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





# Frequently Asked Questions

## Who should take this course?

This course is ideal for offline retailers, entrepreneurs, ecommerce managers, marketing specialists, sales teams, aspiring marketplace sellers, and small business owners looking to expand their online presence & enhance their marketplace management skills.

## What prior experience do I need to enrol?

While no specific prerequisites are required, a basic understanding of retail operations and a willingness to learn about eCommerce platforms will be beneficial. The course is designed to cater to both beginners & those looking to deepen their expertise

## How is the course structured?

The course consists of interactive lectures, case studies, hands-on demonstrations, and collaborative exercises. Participants will engage in practical activities to apply their learning and gain real-world insights.

## What topics will be covered?

Key topics include eCommerce marketplace strategies, customer segmentation, campaign management, customer satisfaction evaluation, crafting marketing messages, and optimising campaigns for better performance.

## How long is the course?

The course duration is typically two days, with a total of 16 hours of instruction and activities, culminating in assessments to gauge participants' understanding.

## What is the assessment format?

Assessments will be conducted through a case study written assessment and an individual project or written assessment to evaluate participants' practical skills & theoretical knowledge gained during the course.





## Related Courses



**Certified Ecommerce Specialist (CES)**



**Certified Digital Marketing Strategist v2**



**Ecommerce Essentials**



**Ecommerce Strategy**



**Shopify Store Creation**



**WordPress Website Creation**

Mastering eCommerce  
Marketplaces for  
Offline Retailers

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