

Ecommerce Strategy

Master Advanced E-commerce Strategies to
Scale Your Online Business.



In-Person Classroom



Duration: 19 Hours (2 days)



SINGAPORE
WORKFORCE SKILLS
QUALIFICATIONS

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We upskill and empower teams at leading industry organisations.
You are in good hands



Course Fees & Fundings

Course Fee: S\$990.00 (inclusive of 9% GST)

Course Fee After Eligible SSG Subsidies:
From **S\$297.00** (inclusive of 9% GST)

SkillsFuture
Credit, PSEA,
UTAP
Claimable

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Course Overview

Ecommerce has become the best and easiest way to sell your products. With an ecommerce business, you can sell whenever and wherever you want, without worries of maintaining a brick-and-mortar store.

While many want to try their hands at running or managing an ecommerce business, it can be difficult to know where to start. In this course, you will be guided from start to finish on building an ecommerce business.

From deciding on a product catalogue to creating a digital marketing strategy, this 2-day course covers everything you need to know to run a successful ecommerce business.

Led by an expert trainer and success in ecommerce, you will be closely guided through the process, using a mix of both theory and practical exercises. Trainees will leave this course understanding how to conceptualise a business from scratch, identify target audiences, and develop a strong brand identity, among other critical elements.



Target Audience

Business owners, marketing managers, entrepreneurs, solopreneurs, and anyone who is keen to set up an ecommerce business.

01. Business Owners: Individuals who own and operate businesses and want to leverage e-commerce as a new revenue stream. They need insights into setting up and managing an online store effectively to enhance their business operations.

02. Marketing Managers: Professionals responsible for developing and executing marketing strategies within organizations. They benefit from understanding e-commerce strategies to integrate into their broader marketing plans and drive online sales.

03. Entrepreneurs: Individuals starting new ventures and looking to establish a successful e-commerce business. They require guidance on setting up an online presence, managing digital marketing, and scaling their business.

04. Solopreneurs: Entrepreneurs running solo businesses who need comprehensive knowledge of e-commerce setup and management. They gain practical skills to handle all aspects of their online store independently.

05. Aspiring E-Commerce Entrepreneurs: People interested in entering the e-commerce space who need foundational knowledge and practical skills to launch and manage an online store successfully.

Prerequisites

Trainees should have an adequate understanding of internet technologies and be familiar with navigating around the internet.



Course Highlights

In the Ecommerce Strategy Course, participants will learn how to:

- Create and execute advanced e-commerce strategies tailored to organisational goals.
- Utilise customer insights to build detailed personas and improve targeting.
- Design and optimise high-performing e-commerce campaigns with measurable outcomes.
- Evaluate campaign performance using advanced analytics tools and data-driven methods.
- Scale your business globally with cross-border strategies and platform optimisation.



Course Objectives

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

- Develop advanced e-commerce strategies aligned with organisational goals and market trends.
- Establish measurable campaign objectives and key performance indicators (KPIs) to track success.
- Utilise customer insights and segmentation techniques to improve targeting and user experience.
- Evaluate campaign performance and recommend optimisation strategies using advanced analytics.
- Create global expansion strategies and refine online mechanics to scale e-commerce businesses effectively.

Course Outline

LU1: Advanced E-commerce Strategic Planning

Topics Covered Include:

- Advanced market analysis techniques
- Competitive positioning in saturated markets
- Omnichannel integration strategies
- Developing data-driven growth strategies
- Aligning eCommerce strategies with emerging market trends
- Setting benchmarks against industry leaders
- Creating a framework for continuous performance improvement
- Implementing real-time (or near real-time) performance monitoring systems

Instructional Methods

- Direct Instruction (Interactive Lecture) | Case Studies | Demonstration and Modelling | Problem Solving | Action Planning

LU2: Customer Insights and Advanced Targeting in E-commerce

Topics Covered Include:

- Advanced customer segmentation techniques
- Customer lifetime value analysis
- Identifying and targeting high-value customer segments
- Cross-cultural customer behaviour in global eCommerce
- Net Promoter Score (NPS) analysis
- Sentiment analysis of customer feedback
- Proactive customer satisfaction strategies
- Linking customer satisfaction to financial performance
- Creating detailed buyer personas for high-value segments
- Implementing predictive customer segmentation

Instructional Methods

- Direct Instruction (Interactive Lecture) | Case Studies | Demonstration and Modelling | Problem Solving



LU3: Advanced E-commerce Campaign Design and Optimisation

Topics Covered Include:

- Aligning campaign objectives with overall business strategy
- Balancing short-term and long-term campaign objectives
- Objectives for cross-channel and multi-touch campaigns

Instructional Methods

- Direct Instruction (Interactive Lecture) | Case Studies | Problem Solving | Action Planning

LU4: Evaluation and Improvement of E-commerce Campaigns

Topics Covered Include:

- Advanced analytics platforms for eCommerce
- A/B testing and multivariate testing methodologies
- Attribution modeling for complex customer journeys
- Predictive analytics in campaign evaluation
- Conducting in-depth funnel analysis
- Assessing the effectiveness of personalisation strategies
- Evaluating the synergy between different campaign elements
- Analysing cross-platform customer journey
- Evaluating ROI of different digital channels
- Evaluating the effectiveness of omnichannel strategies
- Developing data-driven optimisation strategies
- Creating a roadmap for implementing complex changes
- Balancing short-term fixes with long-term strategic improvements
- Recommending advanced technologies to enhance online mechanics

Instructional Methods

- Direct Instruction (Interactive Lecture) | Case Studies | Demonstration and Modelling | Problem Solving | Action Planning



LU5: Scaling Advanced E-commerce Businesses Globally

Topics Covered Include:

- Language considerations and translation best practices
- Adapting product offerings for different markets
- Localising pricing and payment methods
- Partnering with local logistics providers
- Understanding international payment preferences
- Data protection and privacy laws (e.g., GDPR)
- Consumer rights in different countries
- Adapting marketing messages for different cultures
- Leveraging local social media platforms
- Marketing strategies for international markets
- Managing multiple storefronts and backends
- Implementing geo-targeting and personalisation
- Hiring and managing international staff
- Outsourcing vs. local hiring decisions
- Key metrics for international e-commerce success
- Adapting and optimising strategies based on global data

Instructional Methods

- Direct Instruction (Interactive Lecture) | Case Studies | Demonstration and Modelling | Problem Solving

Assessment Component

- Written Assessment – Case Study with Questions
- Individual Project Presentation



Trainer Profile

Jethro Xu

Jethro Xu has spent over a decade building and scaling E-commerce storefronts, selling everything from mobile phone accessories and movie paraphernalia, to furniture and pharmaceutical products to a global audience. His E-commerce stores have shipped to customers over five different continents!

Jethro also runs a marketing agency which helps clients (especially those with E-commerce sites!) to identify gaps in their marketing strategy, and optimise their performance based on their key business objectives.





Certificate and Certification Track

A SkillsFuture WSQ Statement of Attainment (SOA) – E-Commerce Campaign Management under the Skills Framework TSC and Certification of Completion by Equinet Academy will be awarded to candidates who have demonstrated competency in the WSQ Ecommerce Strategy course assessment and achieved at least 75% attendance.

*This course is accredited by SkillsFuture Singapore under the WSQ Skills Framework RET-PCM-5002-1.1 E-Commerce Campaign Management

Course Codes: TGS-2023021898

Course Support Period: 06 Jun 2023 – 05 Jun 2027



Why Learn With Us?

When you learn with Equinet Academy, you will not only get certified by a recognised certification body, the **Singapore Workforce Skills Qualifications (WSQ)**. You will also acquire extensive knowledge from highly experienced industry practitioners who develop and deliver top quality course content through experiential hands-on learning methodologies.

- Industry-recognised WSQ Statement of Attainments
- Real world hands-on projects
- Comprehensive, up-to-date curriculum and courseware
- Post-course coaching and mentorship
- Career support services and job opportunities
- Be part of an insider community with over 1000+ members

4.9/5

Google Reviews

20,000+

In our community and have
trained at Equinet

4/5

Quality Rating on TRAQOM
via Qualtrics



Testimonials

”

This is a great course for anyone who wants to understand the business structure of e-commerce and start a business. The course material is relevant and prepares me for my e-commerce adventures. The teacher is engaging and knowledgeable. Highly recommended.

Chia Swee Khiam,
Mind & Movement

”

The course is well structured and the content is comprehensive. The trainer demonstrated a wealth of experience and shared anecdotes of real-life examples to illustrate different key points taught in class. Appreciate that the trainer was able to address the students' queries with thoughtful responses

Ng Swee Ching

”

I have learned a lot about ecommerce in very broad perspective and I hope that I could apply in my ecommerce business

Lee Pooi Yee

”

Enrolling in this course was one of the best decisions I've made for my business. The step-by-step approach to setting up an online store and the in-depth marketing strategies really opened my eyes to what's possible. The practical knowledge I gained has already led to a noticeable boost in sales.

Xin Yi Leong

”

The e-commerce course was transformative for my business. I learned how to set up my online store efficiently and apply advanced marketing strategies to drive sales. The practical insights and expert guidance were invaluable. Highly recommend this course for anyone serious about succeeding in e-commerce!

Wei Ming Tan



Frequently Asked Questions

Do I have to prepare anything before attending the course?

For in-person training, do bring along a laptop. You also have the option to loan a laptop from us for the duration of the course. You may also want to bring along a jacket in case the room gets cold.

For online classes, do ensure you have a functional laptop and have Zoom installed prior to class. For more details, you may read the [Online-based Classroom Learner Guide](#).

As there will be WSQ assessments conducted in this course, you are required to bring along your NRIC or any form of photo identification for ID verification purposes.

Do I need to have a business/product prior to attending this course?

No, you do not need to have an existing business or product. However, it would be advisable to have an idea of what you would like to sell online before attending the course.

Do I need to have an existing website?

No, you do not need to have a website. In this course, you will learn how to plan the creation of an ecommerce storefront.

What do I need to prepare ahead of the course?

An open mind and a rough idea of what you would like to sell online.

If I have any questions after the course, can I consult the trainer?

Yes, you may contact your trainer after the course. There are other [post-training support channels](#) such as the Equinet Academy Insider Community where you may network with like-minded individuals and industry experts and live Post-Training Mentoring sessions where you may seek advice from a subject matter expert.



Related Courses



Certified Ecommerce Specialist (CES)



Ecommerce Marketplaces (Shopee & Lazada)



Shopify Store Creation Course

Master Advanced E-commerce Strategies to Scale Your Online Business.

Sign up for
Ecommerce Strategy

Reserve your seat here today.



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