E-commerce Marketing and Conversion Rate Optimization Training Course



23 - 27 Nov 2026

Cape town

4600 € (Per Person)

Ref: #MAR1374_284891

Course Introduction / Overview:

This comprehensive training course is designed to provide a complete A-to-Z mastery of the e-commerce ecosystem, focusing on the two critical pillars of success: strategic marketing and conversion rate optimization. In today's competitive digital landscape, simply driving traffic to an online store is not enough. True growth lies in the ability to convert those visitors into paying customers and, ultimately, loyal brand advocates. This program moves beyond surface-level tactics to instill a deep, strategic understanding of the entire customer journey. We will explore advanced methodologies for attracting qualified leads, optimizing the on-site user experience, and streamlining the path to purchase. Drawing on principles from leading thinkers like Avinash Kaushik, author of "Web Analytics 2.0", participants will learn to make data-driven decisions that have a tangible impact on revenue. At BIG BEN Training Center, we have structured this course to be intensely practical, ensuring that every concept is linked to real-world application, empowering you to build, manage, and scale a profitable e-commerce operation. This is your definitive guide to transforming clicks into conversions and browsers into buyers.

Target Audience / This training course is suitable for:

- E-commerce Managers and Specialists.
- Digital Marketing Professionals.
- Marketing and Brand Managers.
- Business Owners and Entrepreneurs.
- Product Managers and Merchandisers.
- UX/UI Designers and Web Developers.
- Aspiring e-commerce professionals.
- Marketing analytics professionals.

Target Sectors and Industries:

- Retail and Consumer Goods.
- Fashion, Apparel, and Accessories.
- Electronics and Technology.
- Health, Wellness, and Beauty.
- Home Goods and Furniture.
- Food and Beverage.
- Publishing and Media.
- Government and Public Sector entities managing online service portals.

Target Organizations Departments:

- Marketing and Sales Departments.
- E-commerce and Digital Strategy Teams.
- Product Management and Development Departments.
- Customer Experience (CX) and User Experience (UX) Teams.
- IT and Web Development Departments.
- Business Intelligence and Analytics Departments.
- Corporate Communications Departments.

Course Offerings:

By the end of this course, the participants will have able to:

- Develop a comprehensive, data-driven e-commerce marketing strategy.
- Implement advanced conversion rate optimization (CRO) techniques to increase sales.
- Analyze key e-commerce metrics to make informed business decisions.
- Optimize the entire digital customer journey from acquisition to retention.
- Master A/B testing and experimentation methodologies for continuous improvement.
- Significantly reduce shopping cart abandonment rates through targeted interventions.
- Enhance on-site user experience (UX) to build trust and drive conversions.
- Leverage content, social media, and email marketing for e-commerce growth.
- Create effective customer loyalty and retention programs.

Course Methodology:

The training methodology at BIG BEN Training Center is designed for maximum knowledge retention and practical application. This course rejects a purely theoretical lecture format in favor of a dynamic, interactive, and immersive learning environment. Participants will engage with a blend of expert-led presentations, in-depth case studies of successful e-commerce businesses, and collaborative group discussions to analyze complex challenges. A significant portion of the training is dedicated to hands-on workshops and practical exercises where participants can apply concepts like customer journey mapping, A/B test planning, and analytics interpretation to real-world scenarios. This hands-on approach ensures that attendees do not just learn the theory but also develop the confidence to implement these strategies within their own organizations. Facilitated brainstorming sessions and peer-to-peer feedback are integral components, fostering a collaborative atmosphere where diverse perspectives enrich the learning experience. Our goal is to bridge the gap between knowledge and execution, equipping every participant with a practical toolkit for immediate impact.

Course Agenda (Course Units):

Unit One: Foundations of E-commerce and Conversion Strategy

- The modern e-commerce landscape and evolving consumer behavior.
- Mapping the e-commerce conversion funnel from awareness to advocacy.
- Defining and tracking key performance indicators (KPIs) for success.
- Conducting effective market and competitor analysis.
- Understanding the psychology of online shoppers and decision-making.
- Establishing a framework for data-driven e-commerce management.
- Legal and ethical considerations in digital marketing and data privacy.

Unit Two: Strategic Traffic Generation and Customer Acquisition

- Advanced Search Engine Optimization (SEO) for product and category pages.
- Developing a content marketing strategy that attracts and converts.
- Building and managing profitable Pay-Per-Click (PPC) campaigns.
- Leveraging social media platforms for e-commerce sales and engagement.
- Mastering email marketing for lead nurturing and customer acquisition.
- Implementing affiliate and influencer marketing programs.
- Analyzing traffic sources and measuring campaign return on investment (ROI).

Unit Three: On-Site Conversion Rate Optimization (CRO)

- Principles of persuasive design and user experience (UX) for e-commerce.
- Optimizing homepages and landing pages for maximum impact.
- Crafting compelling product pages with high-converting copy and visuals.
- Enhancing site navigation, internal search, and product filtering.
- Implementing trust signals, social proof, and customer reviews effectively.
- Best practices for mobile commerce (m-commerce) and responsive design.
- Utilizing heatmaps, scroll maps, and session recordings for user insights.

Unit Four: Checkout Optimization and Customer Retention

- Streamlining the checkout process to minimize friction and reduce abandonment.
- Strategies for recovering abandoned shopping carts.
- Implementing effective upselling and cross-selling techniques.
- Designing a seamless post-purchase and order fulfillment experience.
- Building customer loyalty programs that increase repeat business.
- Developing a strategy for managing and leveraging customer feedback.
- Calculating and improving Customer Lifetime Value (CLV).

Unit Five: Analytics, Testing, and Strategic Growth

- Utilizing web analytics tools to uncover actionable insights.
- The methodology of A/B testing and multivariate testing.
- Developing a structured experimentation and optimization roadmap.
- Implementing personalization strategies for a tailored customer experience.
- Integrating omnichannel marketing for a unified brand presence.
- Forecasting sales and planning for scalable growth.
- Creating a comprehensive, long-term e-commerce marketing and CRO plan.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

As personalization becomes increasingly sophisticated, where is the ethical line between creating a highly relevant user experience and intrusive data collection in e-commerce?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by adopting a holistic and strategic perspective on e-commerce success, moving beyond isolated tactics. While many programs focus either on driving traffic or on-site optimization, our curriculum uniquely integrates these two domains, teaching participants how to create a seamless journey from the first click to the final conversion and beyond. We emphasize a "think like a strategist" approach, focusing on the underlying principles of consumer psychology and data analysis rather than just the functions of specific tools, which are constantly changing. The curriculum is built around a lifecycle framework, addressing not just customer acquisition but placing significant weight on the often-neglected yet highly profitable areas of checkout optimization, customer retention, and maximizing lifetime value. Furthermore, the course is intensely practical, prioritizing case study analysis and hands-on workshops that challenge participants to solve real-world problems. This ensures that attendees leave not with a list of memorized facts, but with a robust, adaptable framework for diagnosing issues, identifying opportunities, and driving sustainable growth in any e-commerce environment.