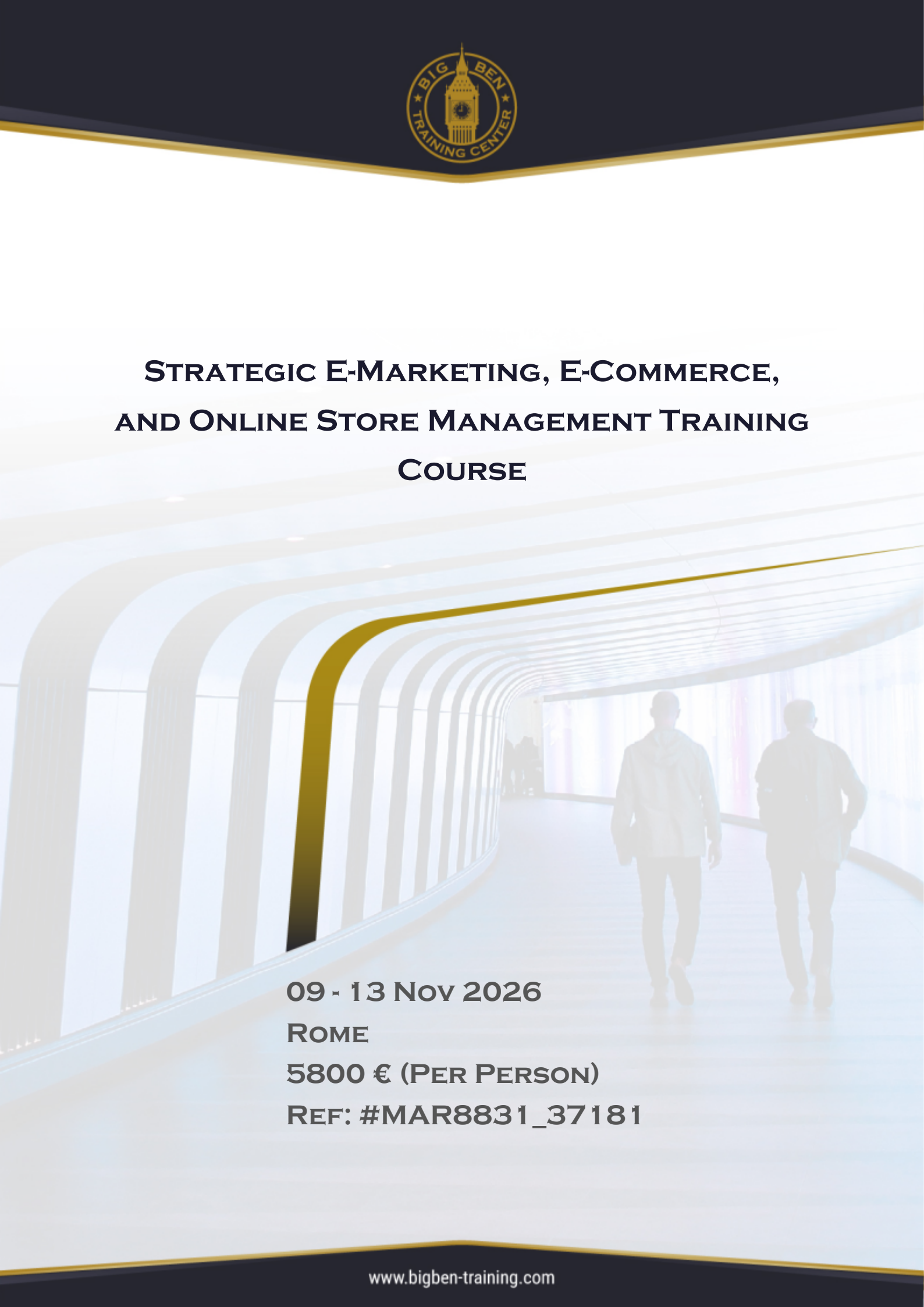
Strategic E-Marketing, E-Commerce, and Online Store Management Training Course



09 - 13 Nov 2026

Rome

5800 € (Per Person)

Ref: #MAR8831_37181

Course Introduction / Overview:

This comprehensive program is designed to equip participants with a complete, A to Z understanding of launching, optimizing, and scaling a successful digital business. In today's economy, integrating E-Commerce with an effective E-Marketing strategy is not just an advantage, it is a requirement for survival and growth. This course delves into the foundational concepts of digital marketing, online store management, and the technical aspects of building an online store, providing actionable insights for immediate application. We cover everything from initial market research and e-commerce platform selection to advanced techniques like conversion rate optimization (CRO) and customer lifetime value (CLV) maximization. The curriculum at BIG BEN Training Center emphasizes a data-driven approach, preparing participants to navigate the complexities of online sales, digital customer engagement, and omnichannel marketing. Participants will learn to craft compelling digital marketing funnels and manage the full spectrum of online operations, including order fulfillment and secure payment gateways. The course aligns with the strategic frameworks discussed by academic experts like Kenneth C. Laudon and Carol Guercio Traver in their widely referenced text, E-commerce 2023-2024: Business. Technology. Society. BIG BEN Training Center is committed to providing a practical, high-impact learning experience that transforms theoretical knowledge into tangible business results, ensuring mastery over digital strategy and e-commerce success.

Target Audience / This training course is suitable for:

- E-Commerce Managers and Directors.
- Digital Marketing Specialists and Managers.
- Small Business Owners and Entrepreneurs launching online ventures.
- Marketing and Sales Professionals transitioning to digital roles.
- Product Managers overseeing online catalogs.
- IT and Web Development staff involved in platform maintenance.
- Business Analysts focused on online sales performance.

Target Sectors and Industries:

- Retail and Consumer Goods (e.g., fashion, electronics, food and beverage).
- Manufacturing and Wholesale seeking direct-to-consumer (DTC) models.
- Financial Services and Fintech adopting online service delivery.
- Education and Training offering digital products and online courses.
- Technology and Software (SaaS) utilizing e-commerce subscriptions.
- Government agencies and equivalents implementing digital public services and online procurement.
- Logistics and Supply Chain managing e-commerce order fulfillment.
- Healthcare and Wellness providing online consultations and product sales.

Target Organizations Departments:

- E-Commerce Department.
- Digital Marketing and Communications Department.
- Sales and Business Development Department.
- Information Technology (IT) Department.
- Operations and Logistics Department.
- Product Management Department.
- Customer Service and Experience Department.
- Finance and Accounting Department.

Course Offerings:

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

- Develop a cohesive digital marketing strategy for driving qualified traffic to an online store.
- Select, set up, and customize the optimal e-commerce platform for their business needs.
- Implement effective Search Engine Optimization (SEO) and Pay-Per-Click (PPC) strategies for online sales growth.
- Design a highly converted e-commerce website with superior user experience (UX) and user interface (UI).
- Manage end-of-the-end online store operations, including inventory, payments, and order fulfillment.
- Utilize web analytics and business intelligence tools to measure performance and optimize conversion rates.
- Create and execute successful email marketing and social media commerce campaigns to boost customer engagement.
- Formulate a scalable strategy for expanding product lines and penetrating new e-commerce markets.
- Apply best practices for e-commerce security, data privacy, and compliance with regulations.

Course Methodology:

The Strategic E-Marketing, E-Commerce, and Online Store Management Training Course at BIG BEN Training Center employs a highly interactive and practical methodology to ensure deep understanding and skill transfer. The training blends essential theoretical frameworks with intensive hands-on activities, designed to simulate real-world e-commerce challenges. Key to the methodology is the use of case studies drawn from successful global digital businesses, allowing participants to critically analyze different e-marketing strategies and their impact on online sales performance. Group work and teamwork sessions are structured around developing a live e-commerce business plan, requiring participants to collaboratively choose a product, select a platform, build a marketing funnel, and propose a detailed online store management strategy. Interactive sessions include live demonstrations of platform configuration, SEO tool usage, and PPC campaign setup. Each module concludes with a practical exercise where participants utilize the learned concepts to solve a specific e-commerce problem, followed by detailed feedback from the instructor. This immersive approach ensures that participants can confidently transition from theory to the effective, practical management of an online store and its associated digital strategy.

Course Agenda (Course Units):

Unit One: E-Commerce Fundamentals and Strategic Planning

- Understanding the E-Commerce Ecosystem and Digital Transformation.
- Defining the Business Model, Value Proposition, and Target Market for Online Sales.
- Conducting Market and Competitive Analysis using Digital Tools.
- Developing the E-Marketing Strategy and Setting Key Performance Indicators (KPIs).
- Introduction to Digital Marketing Funnels and Customer Journey.
- Legal and Regulatory Considerations in Global E-Commerce.
- Financial Planning, Budgeting, and Calculating Customer Lifetime Value (CLV).

Unit Two: Building the High-Converting Online Store

- Selecting the Optimal E-Commerce Platform (e.g., Shopify, WooCommerce, Magento).
- Designing a User-Centric (UX/UI) E-Commerce Website.
- Best Practices for Product Photography, Descriptions, and Catalog Management.
- Setting Up Secure Payment Gateways and Checkout Processes.
- Configuring Shipping, Tax Rules, and Multi-Currency Options.
- Website Speed Optimization and Technical SEO Basics for E-Commerce.
- Managing and Integrating Third-Party Applications and Tools.

Unit Three: Driving Traffic Through Digital Marketing Channels

- Mastering Search Engine Optimization (SEO) for Product Pages and Categories.
- Developing and Managing Effective Pay-Per-Click (PPC) Campaigns (Google Ads and Social Ads).
- Crafting High-Impact Social Media Marketing and Social Commerce Strategies.
- Implementing a Robust Email Marketing Strategy for Acquisition and Retention.
- Content Marketing Strategy for E-Commerce: Blogs, Videos, and Guides.
- Affiliate Marketing, Influencer Collaboration, and Partnerships.
- Understanding and leveraging Long-Tail Keywords for Niche Traffic.

Unit Four: E-Commerce Operations, Logistics, and Performance

- Developing an Efficient Order Fulfillment and Inventory Management System.
- Managing Returns, Exchanges, and Customer Service Processes.
- Understanding Web Analytics (Google Analytics) for E-Commerce Tracking.
- Key Metrics: Conversion Rate Optimization (CRO), Bounce Rate, and Average Order Value (AOV).
- A/B Testing Strategies for Improving Website Performance.
- Protecting the Online Store with E-Commerce Security and Fraud Prevention Measures.
- Supply Chain Management and Drop shipping Logistics.

Unit Five: Customer Retention, Loyalty, and Scaling for Growth

- Strategies for Building Strong Customer Engagement and Loyalty Programs.
- Personalization and Segmentation in Digital Marketing.
- Advanced Retargeting and Abandoned Cart Recovery Campaigns.
- Exploring Omnichannel Marketing and Integrating Physical and Online Sales.
- Scaling the E-Commerce Business: Product Expansion and International Markets.
- Automating Online Store Management Tasks for Efficiency.
- Future Trends in E-Commerce, including AI, Voice Search, and Immersive Shopping Experiences.

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:

How can an E-Commerce business effectively balance the need for short-term PPC driven revenue with the long-term imperative of building brand authority and organic visibility through SEO and content marketing, given finite resource allocation?

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

This training course is distinguished by its holistic and strategic integration of E-Marketing and Online Store Management, moving beyond isolated platform tutorials to a true business-level mastery. Unlike programs that focus narrowly on a single platform, this curriculum empowers participants to make informed strategic decisions, such as which e-commerce platform to adopt and how to structure their entire digital marketing funnel. The emphasis on conversion rate optimization (CRO) is practically driven, using real-world web analytics case studies, ensuring participants can ascertain and apply data-driven insights to maximize profitability. A major strength is the in-depth coverage of E-Commerce operations, including logistics, order fulfillment, and robust e-commerce security, which are often overlooked but critical for scalable growth and customer trust. The practical application component requires participants to build a complete, strategic blueprint, turning theoretical concepts into a tangible, implementable business plan, which is immediately useful for their current or future ventures. The course structure, refined by BIG BEN Training Center, provides a highly professional, academic, yet intensely practical foundation for achieving sustained online sales success and effective digital strategy execution.