Strategic E-commerce and Digital Sales Management Training Course



26 - 30 Oct 2026

Cape town

4600 € (Per Person)

Ref: #SAL1591_281518

Course Introduction / Overview:

In the rapidly evolving digital marketplace, a robust e-commerce strategy is no longer a luxury but a fundamental necessity for survival and growth. This course provides a comprehensive roadmap for mastering the art and science of digital sales and e-commerce management. We delve deep into the principles outlined by leading digital marketing authorities like Dave Chaffey, co-author of "Digital Marketing: Strategy, Implementation and Practice," to bridge the gap between theoretical knowledge and practical application. Participants will learn to architect and execute a holistic e-commerce strategy, from market analysis and platform selection to customer acquisition and retention. This program offered by BIG BEN Training Center is meticulously designed to equip professionals with the skills to navigate the complexities of online retail, optimize the digital sales funnel, and leverage data analytics for informed decision-making. By exploring advanced concepts like omnichannel integration, conversion rate optimization, and customer lifetime value, this course empowers you to build a sustainable and profitable online business presence that thrives amidst fierce competition and changing consumer behaviors.

Target Audience / This training course is suitable for:

- E-commerce Managers and Specialists.
- Digital Marketing Professionals.
- Sales Directors and Managers.
- Business Owners and Entrepreneurs.
- Marketing Executives and Strategists.
- Product Managers.
- Business Development Managers.
- IT professionals involved in e-commerce platform management.

Target Sectors and Industries:

- Retail and Consumer Packaged Goods (CPG).
- Fashion, Apparel, and Luxury Goods.
- Electronics and Technology.
- Healthcare and Pharmaceuticals.
- Hospitality and Travel.
- Business-to-Business (B2B) Commerce.
- Financial Services and Insurance.
- Governmental and public sector organizations.

Target Organizations Departments:

- Marketing and Communications.
- Sales and Business Development.
- E-commerce and Digital Strategy.
- Product Management and Development.
- Customer Service and Support.
- Information Technology (IT).
- Operations and Supply Chain Management.

Course Offerings:

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

- Develop a comprehensive e-commerce strategy aligned with overarching business objectives.
- Analyze market trends and competitor strategies to identify unique opportunities.
- Optimize the entire digital sales funnel from awareness to conversion and retention.
- Implement effective customer acquisition tactics across various digital channels.
- Enhance website user experience (UX) to improve engagement and sales.
- Master the principles of Conversion Rate Optimization (CRO) through A/B testing.
- Utilize e-commerce analytics and key performance indicators (KPIs) for data-driven decision-making.
- Formulate effective customer retention and loyalty programs.
- Integrate omnichannel strategies for a seamless customer journey.
- Manage e-commerce operations including payment gateways and logistics.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, practical, and engaging, ensuring that participants can immediately apply their learning in a real-world context. We move beyond traditional lectures to foster an experiential learning environment. The course heavily relies on case studies of successful and unsuccessful e-commerce ventures, allowing participants to analyze complex scenarios and understand strategic decision-making. Interactive workshops and group discussions encourage collaborative problem-solving and the sharing of diverse perspectives. Participants will engage in hands-on exercises, such as developing a mock e-commerce strategy, mapping a customer journey, and analyzing performance data. Our expert instructors facilitate these sessions, providing personalized feedback and guiding participants through practical application of concepts. This blended approach of theoretical knowledge, practical application, and peer-to-peer learning ensures a deep and lasting understanding of e-commerce and digital sales management, empowering attendees with both the skills and the confidence to drive digital growth.

Course Agenda (Course Units):

Unit One: Foundations of the Digital Marketplace

- The modern e-commerce landscape and key terminology.
- Exploring different e-commerce business models (B2B, B2C, D2C, C2C).
- Understanding the digital sales ecosystem and its components.
- Conducting market and competitor analysis for online ventures.
- Defining the target audience and creating customer personas.
- Crafting a unique value proposition for the digital space.
- Legal and ethical considerations in e-commerce.

Unit Two: Architecting the E-commerce Strategy

- Setting strategic e-commerce goals and Key Performance Indicators (KPIs).
- Choosing the right e-commerce platform and technology stack.
- Planning the website structure, navigation, and user experience (UX).
- Developing a product information management (PIM) strategy.
- Pricing strategies for the online marketplace.
- Integrating payment gateways and ensuring transaction security.
- Planning for logistics, fulfillment, and supply chain management.

Unit Three: Customer Acquisition and Traffic Generation

- Search Engine Optimization (SEO) for e-commerce websites.
- Paid advertising strategies (PPC, Display, Social Media Ads).
- Content marketing for attracting and engaging customers.
- Leveraging social media for community building and sales (Social Commerce).
- Email marketing strategies from lead nurturing to promotional campaigns.
- Affiliate and influencer marketing program development.
- Building an effective omnichannel marketing plan.

Unit Four: Conversion, Optimization, and the Customer Journey

- Mapping the end-to-end digital customer journey.
- Principles of Conversion Rate Optimization (CRO).
- Designing high-converting product and landing pages.
- Implementing A/B testing and multivariate testing methodologies.
- Optimizing the shopping cart and checkout process to reduce abandonment.
- The role of personalization and product recommendations.
- Utilizing live chat, chatbots, and customer reviews to build trust.

Unit Five: Analytics, Retention, and Future-Proofing

- Introduction to e-commerce analytics and essential metrics.
- Using tools like Google Analytics to track performance.
- Analyzing data to derive actionable business insights.
- Developing customer retention and loyalty strategies.
- Implementing Customer Relationship Management (CRM) systems.
- Exploring emerging trends like AI, AR, and voice commerce.
- Creating a roadmap for scalable and sustainable e-commerce growth.

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 businesses ethically leverage customer data and AI to create hyper-personalized e-commerce experiences without compromising user privacy?

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

This course distinguishes itself by adopting a holistic, strategy-first approach to e-commerce and digital sales, moving beyond surface-level tool tutorials. While many programs focus on the "how" of using specific platforms, we concentrate on the "why" behind successful digital strategies. We emphasize the critical integration of marketing, sales, technology, and operations, providing a 360-degree view of the e-commerce ecosystem. The curriculum is built on a foundation of data-driven decision-making, teaching participants not just to collect data, but to interpret it, derive actionable insights, and forecast trends. Furthermore, the course content is forward-looking, dedicating significant time to future-proofing skills by exploring the impact of emerging technologies like AI and machine learning on personalization and customer experience. Our focus on practical case studies, strategic frameworks, and collaborative problem-solving ensures that participants leave with a comprehensive playbook they can adapt and implement to drive sustainable growth and competitive advantage in their own organizations, rather than just a collection of isolated tactical skills.