

Mastering E-Commerce Sales: Strategies for Online Success

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Madrid (Spain)

UK Traininig

PARTNER



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**1963-1964** **1965-1966** **1967-1968** **1969-1970** **1971-1972** **1973-1974** **1975-1976** **1977-1978** **1979-1980** **1981-1982** **1983-1984** **1985-1986** **1987-1988** **1989-1990** **1991-1992** **1993-1994** **1995-1996** **1997-1998** **1999-2000** **2001-2002** **2003-2004** **2005-2006** **2007-2008** **2009-2010** **2011-2012** **2013-2014** **2015-2016** **2017-2018** **2019-2020** **2021-2022** **2023-2024** **2025-2026** **2027-2028** **2029-2030** **2031-2032** **2033-2034** **2035-2036** **2037-2038** **2039-2040** **2041-2042** **2043-2044** **2045-2046** **2047-2048** **2049-2050** **2051-2052** **2053-2054** **2055-2056** **2057-2058** **2059-2060** **2061-2062** **2063-2064** **2065-2066** **2067-2068** **2069-2070** **2071-2072** **2073-2074** **2075-2076** **2077-2078** **2079-2080** **2081-2082** **2083-2084** **2085-2086** **2087-2088** **2089-2090** **2091-2092** **2093-2094** **2095-2096** **2097-2098** **2099-2100** **2101-2102** **2103-2104** **2105-2106** **2107-2108** **2109-2110** **2111-2112** **2113-2114** **2115-2116** **2117-2118** **2119-2120** **2121-2122** **2123-2124** **2125-2126** **2127-2128** **2129-2130** **2131-2132** **2133-2134** **2135-2136** **2137-2138** **2139-2140** **2141-2142** **2143-2144** **2145-2146** **2147-2148** **2149-2150** **2151-2152** **2153-2154** **2155-2156** **2157-2158** **2159-2160** **2161-2162** **2163-2164** **2165-2166** **2167-2168** **2169-2170** **2171-2172** **2173-2174** **2175-2176** **2177-2178** **2179-2180** **2181-2182** **2183-2184** **2185-2186** **2187-2188** **2189-2190** **2191-2192** **2193-2194** **2195-2196** **2197-2198** **2199-2200** **2201-2202** **2203-2204** **2205-2206** **2207-2208** **2209-2210** **2211-2212** **2213-2214** **2215-2216** **2217-2218** **2219-2220** **2221-2222** **2223-2224** **2225-2226** **2227-2228** **2229-2230** **2231-2232** **2233-2234** **2235-2236** **2237-2238** **2239-2240** **2241-2242** **2243-2244** **2245-2246** 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Day 2 - Product Presentation & Description

- Writing compelling, conversion-focused product descriptions.
- Principles of effective product photography for online stores.
- Creating engaging product videos and visual content.
- SEO techniques for product pages to drive visibility.

Day 3 - Digital Marketing for E-Commerce

- Social media marketing strategies for online stores.
- Designing and managing email marketing campaigns.
- Fundamentals of pay-per-click PPC advertising.
- Content marketing techniques to drive traffic and build trust.

Day 4 - Conversion Rate Optimization CRO

- Understanding the online customer journey.
- Improving website usability, layout, and navigation.
- A/B testing methods for performance improvement.
- Designing effective calls-to-action that drive sales.

Day 5 - Analytics & Future Trends

- Using e-commerce analytics and tracking tools.
- Interpreting key performance indicators KPIs to inform decisions.
- Exploring emerging trends shaping the future of online retail.
- Building a sustainable, long-term e-commerce growth strategy.

Individual Impact

Participants will leave the program with:

- Optimized product pages designed to increase conversions.
- Targeted digital marketing campaigns for e-commerce products.
- Practical strategies to improve conversion rates and customer engagement.
- A simple, actionable analytics dashboard to track and enhance store performance.

Organizational Impact

Businesses and online retailers benefit through:

- Higher conversion rates and improved sales performance.
- More engaging product presentations that attract and retain customers.
- Data-driven marketing decisions that optimize campaigns.
- Greater understanding of e-commerce trends and competitive strategies.



Training Methodology

This program follows a practical, interactive approach, including:

- Hands-on exercises in product presentation, marketing, and analytics.
- Real-world examples and case studies from successful online stores.
- Practical tools, templates, and frameworks are ready for immediate use.
- Group discussions and scenario-based problem solving.
- Expert-led sessions linking best practices with actionable strategies.

Beyond the Course

After completing the program, participants will be ready to:

- Launch and manage high-performing online stores.
- Apply digital marketing techniques to attract, convert, and retain customers.
- Optimize customer journeys to maximize sales and satisfaction.
- Build data-driven strategies for sustainable e-commerce growth.

A graphic of a chessboard with several chess pieces. A gold king piece is in the foreground, with a silver pawn and a gold pawn behind it. The board is checkered, and there are concentric circles in the background.

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