

# Building A Successful E-commerce Business In Today's Digital World

**“You can't just open a website and expect people to flood in. If you really want to succeed you have to create traffic.”**

19th – 20th June 2019  
Grand Hyatt Dubai, United Arab Emirates

Delegates are required to bring their Laptop for Exercise and Presentation Purposes

## Major Benefits of Attending

After this workshop, participants will be able to:

- **UNDERSTAND** the ecommerce landscape history and development
- **IDENTIFY** emerging trends in the e-commerce world
- **EVALUATE** current ecommerce strategies of successful companies
- **PROVIDE** great user experience (UX) and customer service
- **UNDERSTAND** the significant of user testing in e-commerce
- **IMPLEMENT** the best practice strategies that are working today

## Why You Should Attend?

This course will provides you a deep insight of what e-commerce world is. During the first day, you will be introduced to the current trends and strategic planning issues for ecommerce. You will get to understand how search engine marketing (SEO), social media marketing and email marketing works. The course will also enhance your understanding on how significant user-testing is in e-commerce and the importance of delivering the best user experience. On day two, you will be exposed to the latest developments and best practice in online and mobile display marketing as well as the main platforms for web analytics. There will also be case studies and group discussion for each session for the course. Additionally, you will be encouraged to speak yourself and work in teams as there will be Q&A sessions during the course.

Your facilitator, Mike Berry, is an internationally recognised digital marketing expert that you must gain the marketing knowledge from! He has delivered seminars, workshops, trainings and conference speeches in many different countries and also has worked in both these cities and indeed elsewhere in Asia including Colombo, Mumbai, Delhi, Shanghai, and Bangkok. In the Middle East he has worked extensively in Saudi Arabia and also in Lebanon.

## Who Should Attend?

This course is designed for anyone who thinking to set up an online business, transforming to e-commerce or wanting to improve their existing operations and sales revenue. No previous experience of marketing or ecommerce is assumed. This course is NOT for experienced ecommerce specialists.

- ✓ Entrepreneurs
- ✓ Business Owners
- ✓ Professionals
- ✓ Marketing Management
- ✓ Internet Marketers
- ✓ Project Leaders
- ✓ Product Managers
- ✓ Executives
- ✓ Senior Management
- ✓ Private Individuals

Organized by: \_\_\_\_\_

