eCommerce Strategy

3 Lessons

Learn about

Having transformed shopping patterns and behaviours around the world, customer demand for eCommerce is ever growing, and so, if your business sells products - regardless of what they are, or who you're selling them to - the importance of doing so from an online presence is increasing rapidly. In this set of lessons, we'll guide you through creating and maintaining your very own eCommerce strategy, helping you to define your business model, set the most effective goals and KPIs for your business, and understand what's expected from a successful site and effective customer service. You'll also learn how to ensure that your various marketing efforts are promoting your products and bringing in plenty of high quality traffic, how to go about monitoring and measuring your progress using analytics and, of course, that you're testing and optimising outcomes along the way.

By the end of these lessons you will understand:

✓ How your business should be defined and what practical considerations you need to make to run it.

✓ What an effective and user friendly site looks like and how to drive traffic to it.

✓ How analytics tools can be implemented to measure your success, and how you can optimise accordingly.

Lesson Overview

Lesson 1

A guide to defining your eCommerce business, and some of the practical considerations that need to be made to run it.

In this lesson you will learn:

✓ How to research markets and competitors

✓ How to create effective eCommerce goals for your business

✓ About the pricing, payment, delivery and returns considerations that need to be made when running an eCommerce business

✓ Whether working with a marketplace is right for your business

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Lesson 2

In this lesson, we'll take a look at how your customers experience your site, and how to drive traffic towards it.

In this lesson you will learn:

✓ What an effective and user-friendly site looks like

✓ How you can use marketing to drive traffic to your site

Lesson 3

An exploration of how to implement analytics tools to evaluate your results and optimise accordingly.

In this lesson you will learn:

✓ How to make the most of your analytics tools

✓ How measuring recency, frequency, and monetary value can help you to segment customers and engage them effectively

✓ How you can optimise for conversions on your site