MAWA EVENTS

Address: No. 857, Block A2. Leisure Commerce Square - No 9., 46150 Petaling Jaya, Selangor, Malaysia

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E- COMMERCE & EXTERNAL MARKETING

""Leveraging E-Commerce Strategies and External Marketing to Drive Business Growth and Consumer Engagement""

Schedule

Date	Venue	Fees
17 – 19 Feb 2026	Doha, Qatar	USD 2495 per delegate

► **Available delivery methods:** Face-to-Face & Online Training

Introduction

E-commerce has transformed the global marketplace, offering businesses new opportunities to reach customers, expand their market share, and build stronger customer relationships. As a result, effective marketing strategies tailored to the digital world are more important than ever for achieving business growth and competitive advantage. This course is designed to equip professionals with the tools and strategies needed to succeed in e-commerce and external marketing.

Through a mix of theory, case studies, and hands-on workshops, participants will learn how to develop an effective e-commerce strategy, optimize digital marketing campaigns, and measure the success of marketing efforts. The course will also cover the latest trends in social media, search engine optimization (SEO), and content marketing, providing participants with practical skills they can apply immediately to boost their organization's online presence.

Objectives

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

- Understand the key components of an e-commerce business model and digital sales strategy
- Develop and execute effective digital marketing campaigns across multiple platforms
- Leverage social media, SEO, email marketing, and content marketing for customer acquisition and retention
- Analyze marketing performance using analytics tools and KPIs
- Integrate external marketing strategies with e-commerce operations to drive business growth
- Build a strong online brand presence and optimize customer experience

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Why Attend

- Learn the latest e-commerce trends and external marketing strategies to boost your business
- Gain practical knowledge on using digital marketing channels such as SEO, social media, and email campaigns
- Understand how to create and manage e-commerce websites that attract, engage, and convert customers
- Master the art of customer segmentation and targeting in the digital age
- Use data-driven insights to continuously improve marketing efforts and optimize ROI

Target Audience

This program is designed for:

- E-commerce managers, digital marketers, and business owners
- Marketing managers and teams responsible for online sales and digital marketing
- Entrepreneurs looking to start or grow their online business
- Marketing professionals seeking to enhance their skills in digital marketing and e-commerce
- Anyone involved in driving business growth through digital marketing and e-commerce strategies

Individual Benefits

Key competencies that will be developed include:

- Understanding the e-commerce ecosystem and how to optimize online sales channels
- Proficiency in leveraging SEO, social media, and content marketing to drive online traffic
- Skills in creating and executing e-commerce marketing strategies that align with business objectives
- Knowledge of how to measure and improve the success of digital marketing campaigns
- Enhanced ability to understand customer behavior and tailor marketing efforts for better engagement

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Increased sales and market share through optimized e-commerce and marketing strategies
- More effective digital marketing campaigns with measurable results
- Better understanding of customer needs and preferences, leading to improved customer satisfaction
- Enhanced online presence and brand recognition in the competitive digital marketplace
- Improved alignment between marketing and business operations to drive growth

Instructional Methodology

The course follows a blended learning approach combining theory with practice:

- Strategy Briefings – Key e-commerce strategies and external marketing trends
- Case Studies – Real-world examples of successful e-commerce and digital marketing campaigns
- Workshops – Hands-on exercises for creating digital marketing strategies, SEO, and social media campaigns
- Peer Exchange – Group discussions and feedback on participants' e-commerce and marketing strategies
- Tools – E-commerce platforms, marketing analytics tools, SEO techniques, and digital marketing templates

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Course Outline

Detailed 3-Day Course Outline

Training Hours: 7:30 AM – 3:30 PM Daily Format: 3–4 Learning Modules | Coffee breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 – 02:00

Day 1: Understanding E-Commerce and Building a Digital Strategy

- **Module 1: Introduction to E-Commerce** (07:30 – 09:30)
- What is e-commerce and how has it transformed business?
- Key e-commerce business models: B2B, B2C, C2C, and D2C
- Setting up an e-commerce website: platforms, security, and user experience
- **Module 2: Digital Marketing Overview** (09:45 – 11:15)
- Components of digital marketing: SEO, SEM, social media, email marketing, and content marketing
- Identifying the target audience for online business success
- Creating a digital marketing strategy that aligns with business goals
- **Module 3: E-Commerce Website Optimization** (11:30 – 01:00)
- Website usability and UX design for increasing conversions
- Mobile optimization and responsive design
- Search engine optimization (SEO) best practices for higher rankings and visibility
- **Module 4: Workshop – Developing an E-Commerce Strategy** (02:00 – 03:30)
- Participants work in groups to develop an e-commerce strategy for a sample business
- Group presentation and feedback from peers and instructors

Day 2: Digital Marketing Strategies and Social Media Optimization

- **Module 5: Leveraging Social Media for E-Commerce Growth** (07:30 – 09:30)
- Overview of social media platforms: Facebook, Instagram, LinkedIn, Twitter, etc.
- Developing a social media strategy that drives engagement and sales
- Paid social media advertising and retargeting strategies
- **Module 6: Search Engine Optimization (SEO) and Content Marketing** (09:45 – 11:15)
- Keyword research and on-page SEO techniques
- Writing effective content for blogs, articles, and website pages
- Leveraging content for inbound marketing and lead generation
- **Module 7: Email Marketing and Campaign Automation** (11:30 – 01:00)
- Creating effective email marketing campaigns
- Building and maintaining an email subscriber list
- Segmenting email lists and automating campaigns for better conversion rates
- **Module 8: Workshop – Creating a Social Media Campaign** (02:00 – 03:30)
- Participants design a social media campaign for a brand or product
- Group discussion on campaign structure, timing, and targeting

Day 3: Analytics, Optimization, and Conversion Techniques

- **Module 9: Data-Driven Decision Making in E-Commerce** (07:30 – 09:30)
- Introduction to web analytics: Google Analytics and other tools
- Understanding e-commerce KPIs: conversion rates, bounce rates, and customer lifetime value (CLV)
- Analyzing data to optimize digital marketing strategies
- **Module 10: Conversion Rate Optimization (CRO)** (09:45 – 11:15)
- Identifying and reducing friction in the purchase process
-

A/B testing, landing page optimization, and checkout process improvement

- Improving customer experience to increase conversion rates
- **Module 11: Building a Scalable E-Commerce Model** (11:30 – 01:00)
- Expanding your product line and entering new markets
- Building customer loyalty and repeat business
- Tools for scaling your e-commerce operations
- **Module 12: Workshop – Optimizing Your E-Commerce Strategy** (02:00 – 03:30)
- Participants work through a case study to optimize an e-commerce site's marketing strategy
- Group feedback and instructor discussion on practical solutions

Certification

Participants will receive a **Certificate of Completion in E-Commerce & External Marketing** , validating their ability to design and execute comprehensive e-commerce and marketing strategies.

Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation's unique goals.

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