



Northern Ireland
Chamber of Commerce
and Industry



PROFILE
ENHANCEMENT



BUSINESS
NETWORKING



BUSINESS
SUPPORT



INFLUENCING
POLICY



COST
REDUCTION

SME PARTNER



LEARN GROW EXCEL

eCOMMERCE MARKETING
STRATEGY



Northern Ireland
Chamber of Commerce
and Industry

eCommerce Marketing Strategy

For B2B, B2C, Goods & Services

NI Chamber of Commerce in partnership with ProfileTree have developed eCommerce Marketing Strategy training to provide you an opportunity to review selling platforms, how to improve your customers user journey and experience on your selling platform, and then finally how to generate leads and sales for your business.

eCommerce has seen dramatic growth over the past several months and this pattern is only likely to continue. This training will provide you the tools to have an optimised and sales focused website as well as an understanding for what to consider and look for. Even if not an eCommerce site today - it should be generating leads for your business. Learn new ways to generate leads and sales for the website.

This training will cover:

- Review your current website set up. How is it optimized to perform in today's more competitive landscape?
- Revenue watch outs
- Analytics
- Affiliate and payment options to maximise your profit
- Generate Leads & Sales -Advertising and Email Marketing - how can you generate sales and leads for your eCommerce business?
- Organic Social, Organic Search traffic and leads - how best to gain competitive advantages in these networks

How does this course work?

- The programme is broken into 2 x 2 hour sessions - it will be delivered over 1 day
- The final part of the programme is a 1 on 1 review of current eCommerce set-up and any specific questions around your own business
- Each session will end with a Q&A
- Delivered online via zoom

What will you learn?

- ✓ Optimised eCommerce sales platforms - ideally you will be selling on your own website, but you may also be using a 3rd party selling platform
- ✓ Review how best to optimize your profile or website to maximise leads and sales
- ✓ Best practices and common mistakes made
- ✓ How to conduct a self-audit your own business
- ✓ Discover new tactics and methods to grow your brand online to get ahead of the competition
- ✓ Improve the return on your digital investment
- ✓ How to start or increase your eCommerce sales in 2021

Who is this course for?

Marketers, Business Development, Managers

Course Costs:

Member – £300 + VAT

Non-Member – £350 + VAT

Key Dates:

eCommerce Marketing Strategy

Wednesday 28 April 10AM – 12PM, 2PM - 4PM

1:1 Consultancy

(Each business to choose 1 hour time slot) **To be agreed between trainer and attendee**

About the Trainer

Ciaran Connolly moved from 10+ years in retail to building brands online after seeing the potential with ecommerce back in 2010. In the past 10 years he has built websites from launch to over 12 million annual visits, been invited to Google HQ in San Francisco for Google Maps and is passionate about helping companies grow their brands and sales online. He believes content marketing is one of the most effective ways to grow a business online today and helps companies with limited budgets or resources plot a strategy that delivers results. He currently is helping multiple brands who generate over £1 billion in annual revenue figure out their online positioning and strategy. He also works with many local and small business owners as they aim to generate the best return possible from their marketing budgets. He is CEO and founder of Belfast Digital Agency ProfileTree.

Book your place today – Email: Phil.Murray@northernirelandchamber.com