

SKILLS



CERTIFICATE COURSE

“ STARTING AN ONLINE BUSINESS ”

Duration : 10 Days

218 AGCR Enclave, Delhi 110092 | INDIA | +91 9811841782

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“ DEVELOPING AN E – BUSINESS PLAN “

The rising use of internet globally provides an impetus to online shopping. Now Consumers are increasingly adopting electronic channels for purchasing their daily needed products. The increasing use of Internet by the younger generation is creating opportunities for online retailers.

To stay ahead in highly competitive market these days most of the companies have started using the Internet with the aim of cutting marketing costs, thereby reducing the price of their products and services in the markets. Companies are also using the Internet to convey, communicate and disseminate information, to sell the product, to take feedback and also to conduct satisfaction surveys with customers.

Customers perceive benefits of online shopping not only in the form of buying product but also to compare prices, product features and after sale service facilities they will receive if they purchased the product from particular website.

This Course guides you on how to start your online venture, your web site design and ecommerce features, social media marketing, Digital Marketing and Analytics, E – Commerce Business Strategy, E – Commerce Business Plan.

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COURSE OVERVIEW

BUILDING YOUR ONLINE BUSINESS

MODULE ONE – Exploiting Business Expansion Thru Internet

Internet Micro Environment

Internet Macro Environment

Online Industries

Using Internet as an opportunity for expanding your Business

What is Web 1.0 / Web 2.0 / Web 3.0

Online Buyer Behaviour

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MODULE TWO – Starting An Online Business

Online Business Basics

Legal & Accounting

Web Site Design

Online & Operating

Internet Security

Boosting Sales

Retail to E – Tail

Storefront Selling

Fundraising Sites

E-Commerce – From Small Site to Big Business

Web Analytics

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MODULE THREE – Understanding Digital Marketing

Review of Online Presence

The B2C Online Presence

The B2B Online Presence

Search Engine Optimization (SEO)

Online Advertising

Permission Marketing

Social Media Marketing

Web Analytics

Understanding Social Business

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MODULE FOUR – Social Media Marketing (SMM)

The benefits of Social Media

Social Media Marketing Plan

Managing Your Social Media Campaign

Engaging Your Audience

Using E-Commerce tools for Social Sites

Exploiting SEO for Social Media

Building, Creating & Measuring Your Blogs, Podcasts & Vlogs

E - Mail Marketing

Facebook Marketing

Twitter Marketing

LinkedIn Marketing

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YouTube & Video Marketing

Display Advertising

Mobile Marketing

Social Media Commerce

Online Reputation Management

Marketing Automation in the Connected World

Lead Generation on Internet

Visual Social Marketing

Other Social Media Marketing Sites

Measuring Social Media Efforts & Metrics

Social Media Engagement

Social Media Analytics

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MODULE FIVE – Planning & Optimizing Digital Marketing

Internet as a Sales Tool

Internet as a Customer Service Tool, Internet as a Communications Tool

Internet for Cost Reduction, Internet as a Brand Building Tool

Understanding Marketing Mix

E –Models

E – Customers

Social Media Optimization (SMO)

Online Value Proposition

Traffic Building

E – Customer Relationship Management

Managing Digital Marketing

Transformation to e – business

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SKILLS

On Demand
Programmes



FOR REGISTRATION, PLEASE CONTACT

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