

ECS101 – Fundamental e-Commerce Workshop

Duration: 7 sessions

Other Benefits:

- ❖ 3 x 1 hour One-to-One Consultation
- ❖ 6 months email support and ecommerce update
- ❖ Domain name registration
- ❖ Unlimited web hosting
- ❖ Search engine optimization tool
- ❖ Unlimited Email
- ❖ Unlimited single and sequential auto responders
- ❖ Brainstorm Tools

Course Goals:

This workshop is intended to provide working knowledge to anyone who wants to implement an income generating website. By the end of this workshop, a fully operating website would be set up.

Target Audience:

Small business owners who wish to generate leads and market their products online. Individuals who wish to set up an e-Commerce website but without any products.

Prerequisites:

Anyone who has basic knowledge in surfing the Internet and communicating using email.

Course Content:

- ❖ Research of Online Demand for products and services
- ❖ Sourcing of products and services
- ❖ Internet Psychology
- ❖ Strategizing winning plan for Online Competition
- ❖ Effective and Efficient Web Contents generation
- ❖ Technique for Online Marketing
- ❖ Online Traffic Enhancement
- ❖ Technique for Search Championship