Digital Marketing and E-Commerce Management

CertifyPro

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OVERVIEW

Explore the dynamic landscape of digital marketing and e-commerce to drive online engagement and sales effectively.

PROGRAM OBJECTIVES

- To grasp the core concepts and tools of digital marketing and e-commerce.
- To implement strategies that enhance online presence and customer engagement.
- To analyze and optimize digital marketing efforts for better ROI.

WHAT YOU WILL LEARN

- Current best practices in SEO, content marketing, and social media.
- Techniques for building and managing successful e-commerce platforms.
- The integration of emerging digital technologies into marketing strategies.

KEY BENEFITS

- Develop a holistic understanding of digital marketing channels.
- Learn to manage and optimize e-commerce operations.
- Stay updated with the latest digital marketing trends and tools.

WHO SHOULD ATTEND

Digital marketing professionals, e-commerce managers, business owners looking to expand online.

PROGRAM FORMAT

Combination of live online training sessions and interactive workshops from 6:00 PM to 9:00 PM over five days.

PROGRAM FEE

PHP 7,500.00 per head

WHO SHOULD ATTEND

Sales managers, key account managers, professionals in client-facing roles.

PROGRAM FORMAT

Interactive live sessions and practical exercises, conducted online from 6:00 PM to 9:00 PM across five evenings.

PROGRAM FEE

PHP 7,500.00 per head

FOR INQUIRIES AND REGISTRATION

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INTERESTED IN GROUP DISCOUNTS OR ADDITIONAL COURSES?

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