

E-commerce Training Program



Join this 2-Day Training to discover:

- ✓ How to make a “BOLD” present online
- ✓ How to grab “HOT” traffics and convert into sales
- ✓ How to out compete your competitors
- ✓ How to handle enquiries globally
- ✓ How to make real money online

Training Date and Venue

Date: **22nd – 23rd October 2011**
27th – 28th October 2011

Venue: 5-5 & 7-5 The Boulevard,
Mid Valley City,
Lingkaran Syed Putra,
59200 Kuala Lumpur,
Malaysia.

More info: www.platform2u.com/training

Training Program

Day 1 : E-commerce Know How	Day 2: Get Down to Real Online Business
<p>Module 1: Basic understanding of e-commerce</p> <ul style="list-style-type: none"> • Introduction to e-commerce • Why an internet business • What is e-commerce • E-commerce ecosystem Beginner Guide • Managing e-commerce business flow 	<p>Module 4: Quick and easy techniques to build your IDEAL business</p> <p>Part 1: Understanding the market</p> <ul style="list-style-type: none"> • Figuring out your business idea • Analyzing the market and competition • Finding the right and niche product • Identify your target market <p>Part 2: Putting it all together</p> <ul style="list-style-type: none"> • Planning your business website • Finding a robust platform for your business • Choosing the right domain name • Understanding the power of copywriting • Getting your product photo right • Knowing the ideal marketing strategy for your business • Make your business thrive
<p>Module 2: Understanding the Fundamentals of Online Marketing</p> <p>Introduction to e-commerce platform</p> <ul style="list-style-type: none"> • An overview of online webstore • An overview of online Backoffice • Introduction to effective marketing tactics (Insights, Adwords, FB Ad, Twitter, etc) 	
<p>Module 3: Optimize and strategize your online business</p> <ul style="list-style-type: none"> • Comparing the various tactics and choosing the right one for your business • Top strategy to gain outreach to hot prospects. • Sharing of successful marketing campaigns 	

After the Training, besides equipped with the necessary online marketing knowledge, you will entitle to the below benefits for **FREE**:

- 1 year Subscription of SMiDS Online Web store worth **RM2,699**
- **FREE** 12 month e-business telephone, email & chat support
- **FREE** 12 month system upgrade
- **FREE** 12 month online education content access
- Waived Payment Gateway Fee
- Fully Integration Logistic with Citylink & DHL

Sign Up Now!! To entitle to a FREE E-book

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No. 60, Jalan Puteri 2/2, Bandar Puteri, 47100 Puchong, Selangor Darul Ehsan, Malaysia

Tel: +603 8068 4607 Fax: +603 8068 5718 Website: www.platform2u.com/training