

Retail and E-Commerce

Course Type

Online

Duration

90 Minutes

Module Overview

E-commerce has fundamentally altered the customer buying experience, so it's imperative to learn how businesses should account for the latest developments. In this course, you'll redesign customer business processes for multichannel marketing as you learn about payment processing, online shopping, affiliate programs, and measurements of success. Discover how to create, maintain, and optimize a successful e-commerce site, including the all-important landing page, user-friendly navigation, and the shopping cart – all to help increase your conversion rate.

Module Objectives

- Identify elements that are transforming the retail market into a multichannel marketplace
- Define electronic commerce (EC) and describe its various categories
- Describe the major e-commerce applications and list their main functionality
- Use web analytics to test and optimize e-commerce landing pages and websites
- Learn how to apply these ideas to e-commerce business growth

Module Outline

Introduction to Multichannel Marketing

- The evolution of retailing
 - The retail industry perspective
 - Smart retailers integrate operations merchandising and marketing
 - Map strategies for multichannel success
 - Multichannel shopper programs
- The social retail customer and the e-commerce opportunity
 - Connected customers require a new approach
 - Case study: Best Buy's fully integrated connection with customers

Elements of an e-Commerce Website

- Electronic catalogs
 - Features
 - Static web pages vs. dynamic web pages
 - A basic e-commerce website
 - Case study: Cooking.com website breakdown
- E-commerce business processes
 - E-commerce merchant applications
 - The buyer/seller model
 - Elements of the online shopping storefront
 - The e-commerce payment process
 - Managing the e-commerce fulfillment process
 - Affiliate marketing programs
 - Using cookies

Multichannel and E-Commerce Measurement

- Measuring website performance
 - Visitors and tracking
 - Web logs
- Testing
 - Elements of testing
 - Types of testing
 - A/B testing
 - Multivariate
- Case study: Zappos

Registration Rates

DMA member \$189

Non-member \$219

Instructor

Ron Jacobs

President, Jacobs & Clevenger

Ron Jacobs is president of Jacobs & Clevenger, a multichannel direct marketing communications agency that provides direct, database and digital marketing solutions. Founded in 1982, J&C helps clients optimize business value, while extending communications efficiency.

Ron is a marketing communications thought leader and frequent keynote speaker at conferences worldwide. He has won rave reviews for his fresh content that helps organizations rethink core practices and position themselves for next-level growth. Ron's clients include leading organizations in consumer goods, business marketing, information marketing, utilities, regulated and recently deregulated industries, trucks and heavy equipment, software and technology, financial services, retail, hospitality and travel industries.