



Bootcamp for African Women Entrepreneurs

E-Commerce and Building an Effective Online Presence



Disclaimer!

Please read the following disclaimer carefully before accessing or using the training materials provided by Eyecity/Impact Lab for the Bootcamp for African Women Entrepreneurs.

- **Intellectual Property Disclaimer:**

The training resources provided herein are the intellectual property of Eyecity/Impact Lab and are intended solely for the use of registered participants of the Bootcamp for African Women Entrepreneurs. Any unauthorized reproduction, distribution, or sharing of these materials is strictly prohibited and may result in legal action.

- **Confidentiality Disclaimer:**

The information in these materials is confidential and intended solely for registered participants and users of the 50MAWSP. Unauthorized disclosure or use of this information is strictly prohibited.

- **Accuracy Disclaimer:**

While we strive for accuracy, the information provided in these resources may not be exhaustive or error-free. Users are encouraged to verify information independently.

- **Liability Disclaimer:**

The training resources provided by Eyecity/Impact Lab are for educational purposes only and do not constitute professional advice. Eyecity/Impact Lab shall not be liable for any loss or damage arising from the use of or reliance on the information contained herein. Users are solely responsible for their use of these materials and should exercise discretion.

- **Endorsement Disclaimer:**

Reference in these training resources to any specific commercial product, process, or service by trade name, trademark, manufacturer, or otherwise does not constitute or imply endorsement, recommendation, or favoring by Eyecity/Impact Lab. Any views or opinions expressed in these materials are those of the authors and do not necessarily reflect the official business policy or position of Eyecity/Impact Lab.

Watch Session Video on Youtube

CLICK [HERE](#)

Course Overview

Course Description:

This course covers the essentials of establishing a strong online presence for businesses, focusing on e-commerce fundamentals, digital marketing strategies, CRM utilization, and inbound marketing techniques.

Course Objectives:

1. Equip participants to establish a robust online presence.
2. Understand e-commerce fundamentals for business growth.
3. Develop digital marketing plans aligned with business objectives.
4. Explore CRM systems and inbound marketing for customer engagement.

Learning Outcomes:

1. Enhance their online presence effectively.
2. Leverage e-commerce for business growth.
3. Create targeted digital marketing plans.
4. Implement CRM and inbound marketing strategies for enhanced customer engagement.



English Module 4: E-Commerce and Building an Effective Online Presence

Unlisted



EyeCity Africa
195 subscribers

Subscribe

3



Share



Download



Clip



Course Overview

Course Description:

This course covers the essentials of establishing a strong online presence for businesses, focusing on e-commerce fundamentals, digital marketing strategies, CRM utilization, and inbound marketing techniques.

Course Objectives:

1. Equip participants to establish a robust online presence.
2. Understand e-commerce fundamentals for business growth.
3. Develop digital marketing plans aligned with business objectives.
4. Explore CRM systems and inbound marketing for customer engagement.

Learning Outcomes:

1. Enhance their online presence effectively.
2. Leverage e-commerce for business growth.
3. Create targeted digital marketing plans.
4. Implement CRM and inbound marketing strategies for enhanced customer engagement.

Course Content

1. Developing an online presence
2. Developing a digital marketing plan aligned with business objectives
3. Exploring CRMs and inbound marketing
4. Understanding the fundamentals of e-commerce and its significance for business growth