E-Commerce Marketing and Online Store Growth

Sales and Marketing

Course Overview

E-Commerce Marketing and Online Store Growth: a 5-day professional training course from LTC Consultants, delivered in-classroom across Africa and live online.

What You Will Achieve

- Explain the core principles and current good practice in E-Commerce Marketing and Online Store Growth
- Apply practical tools and techniques for E-Commerce Marketing and Online Store Growth in your own organisation
- Analyse real-world scenarios and select the right approach with confidence
- Avoid the common pitfalls that undermine E-Commerce Marketing and Online Store Growth in practice
- Build a personal action plan to implement what you have learned

Who Should Attend

Marketing, communications, PR and sales professionals, and managers responsible for brand, reputation or revenue growth.

Course Outline

1. Foundations of E-Commerce Marketing and Online Store Growth: principles, terminology and context
2. The business case: why E-Commerce Marketing and Online Store Growth matters to performance
3. Core tools, frameworks and methods
4. Applying the tools: guided case study and exercises
5. Common pitfalls and how experienced practitioners avoid them
6. Working with stakeholders: communication and influence
7. Measuring results and continuous improvement
8. Personal action planning and course review

Upcoming Dates and Fees

DATES	VENUE	FEE (PER DELEGATE)
2 to 6 Nov 2026	Johannesburg	**$1,395**
9 to 13 Nov 2026	Durban	**$1,450**
16 to 20 Nov 2026	Accra	**$1,650**
23 to 27 Nov 2026	Online	**$750**
30 Nov to 4 Dec 2026	Lagos	**$1,450**
7 to 11 Dec 2026	Pretoria	**$1,395**

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Every delegate receives a Certificate of Attendance. Group and in-house rates available on request.