

# COURSE OVERVIEW

At the end of the 10-week Leadership Ecommerce Accelerator Program (LEAP), attendees will be certified to prove they have gained practical ecommerce knowledge in the following topics:

## CHANNELS

One of the most important success factors to any retail business is the chosen channel to invest in. This topic encompasses product-channel fit - how to evaluate marketplace or brand.com potential and risk, price products optimally to create and capture value, and then sustain that value over time. The module will also cover mobile commerce.

## BRAND COMMERCE

This module will teach you how brands are managed on different platforms and the process to build a direct-to-consumer channel. This includes user-centered design to isolate user goals and improve the online experience to build customer loyalty. Learn the differences between designing a digital storefront on brand.com and on the popular marketplaces in Southeast Asia. Good design will lower bounce rates and increase conversions.

## CONTENT

Create compelling content to deliver the right brand message to each type of audience segment. This module will cover content marketing tactics, various media types for certain channels, bundling/sampling campaigns and explore real case studies.

## PAYMENTS

Learn about the most effective payment methods and gateways in Southeast Asia, commissions and how to integrate them into an ecommerce business from a systems and financial processes point of view.

## ACQUISITION MARKETING

Learn how to apply performance marketing strategies to guide browsers through the sales funnel with tools like Google Search, SEO, Facebook Ads & more. This module focuses on optimizing marketing initiatives through proper data analysis and creating value for customers to generate growth for the firm. This marketing module is practical.

## ACTIVATION MARKETING

Apply performance marketing strategies to improve the rate of returning customers and maximize customer lifetime value through Retargeting, Email Marketing, Push Notifications, CRM, and more. This marketing module is practical.

## FULFILLMENT

This module will dissect the supply chain challenges a scaling business experiences at different stages and the technologies that will optimize warehouse operations (B2B & B2C). The lesson will include real case studies and touches on people management.

## CUSTOMER SERVICE

Establish a service strategy and behavioral standards that ensure the firm's front-line employees effectively serve customers through various channels including social media, live chat CRM, email, and the phone. This module also covers how a customer service team can perform outbound telesales to grow revenues.

## LAST MILE

This module explores the current delivery options in the region and suitability for a business's requirements in terms of price, flexibility and geographic coverage. The material includes parcel delivery processes, resolving internal management conflict and new-age shipping features.

## TECHNOLOGY

Ecommerce is more than simply building a website. This module covers the entire technology palette including ERP (Enterprise Resource Planning), CRM (Customer Relationship Management), OMS (Order Management Systems), WMS (Warehouse Management Systems) and their relation to an efficient ecommerce operations.