



ECOMMERCE CAMPAIGN MASTERCLASS

Jane Lu, CEO and Founder of Showpo started in 2010, manages a fast ecommerce retail fashion business based-in Australia with a turn-over in excess of \$30 million annually. Jane didn't have an easy start, when she quit her job at Corporate Finance at EY. She saw opportunity in fast fashion retail, and taught herself HTML coding so she could build Showpo's website. It was post GFC period and market was slow but she worked very hard, persevered and the rest was history. *

While Jane Lu's success story is nothing short of inspiration and today, one need not learn HTML coding nor struggled like what Jane went through in her early days. There are many ready set-up ecommerce platform to leverage on such as SHOPIFY and Big Commerce. There are also wide choice of social media traffic platforms such FB, Instagram, YouTube, Twitter, search engines & email campaigns to attract visitors by funneling sales leads and create conversion through secured transaction online.

In this Masterclass, you will fast-track your ecommerce campaign, learn the popular strategies to secure online sales traffic, create interesting video content messaging and learn to apply, multi-prone strategies to drive meaningful sales traffic to your ecommerce store or website! This 3-Day Masterclass is very suited for both Companies and individuals planning to expand your ecommerce sales traffics and taking your on-line businesses to a new high.

**(source: <https://femeconomy.com/female-leader-jane-lu-showpo/>)*

In this
MASTERCLASS,
you will learn **6**
Key Outcomes!

#1 Understand E-Commerce strategies and campaign management tactics

#2 Strategies to manage e-commerce campaign vis-à-vis on various social media platforms and mobile marketing such as Click funnel.

#3 Apply suitable approaches to manage execution of campaign to achieve desired results

#4 Leverage best methods to refine campaign to enhance effectiveness of marketing campaigns

#5 Apply relevant tools and methods needed for evaluation such as **Google Analytics**.

#6 Collaborate with relevant business partners to create sales opportunities and enhancement online

**Reserve Your
Spot Now!**

**Contact Your Friendly
Course Advisor**

Or Email:-
enquiry@steveson.com.sg

CATEGORY [Course Code – TGS-2020513145]	DURATION (Hour)	FULL COURSE FEE	COST (No GST)	SSG Training Grant +
ENHANCED FUNDING for MCES ¹ ≥40 years old Singaporean Citizen	24	\$1200	\$120	\$1080
ENHANCED FUNDING for SME Singaporean/SPR is @ 90% or \$50 per hour	24	\$1200	\$120	\$1080
NORMAL FUNDING (21-39 years old Singaporean/PR) and NON-SME funding is @ \$15 per hour	24	\$1200	\$840	\$360

+Training grant restriction is @ \$50 per hour for MCES and @\$ 15 per hour for Normal Funding;
Please refer to SQA: skillsfuture.sg/qualification-award and TCA: bit.ly/workfare-skills-support-scheme-individuals.



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