




Ecommerce Marketplaces (Shopee & Lazada)

Mastering eCommerce Marketplaces for Offline Retailers

Course Fees

\$588 (exclusive of 9% GST)

 In-Person Classroom

 Duration: 19 Hours (2 days)

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Why This Course is Important?

Mastering eCommerce Marketplaces for Offline Retailers is a comprehensive training programme designed for individuals and teams looking to successfully transition from traditional retail to the fast-paced world of online marketplaces. This course equips participants with the essential skills and knowledge needed to effectively launch, manage, and optimise their online presence on platforms such as Lazada, Shopee, and Amazon, driving customer engagement and boosting sales.

Participants will explore key marketplace strategies and learn how to leverage various online platforms to reach and engage target customers. The course covers vital topics, including identifying and segmenting customer types, creating compelling marketing campaigns, and utilising data-driven insights to evaluate campaign effectiveness. Through interactive lectures, case studies, hands-on demonstrations, and collaborative exercises, learners will gain practical experience in developing tailored marketplace strategies that resonate with their audiences.

By the end of the course, participants will be adept at managing the entire campaign lifecycle—from planning and execution to evaluation and optimisation. They will also understand the importance of customer satisfaction and be equipped to create long-term partnerships that enhance online visibility and expand sales opportunities in the eCommerce landscape





Course Overview

The Ecommerce Marketplaces (Shopee & Lazada) course is designed to empower individuals and businesses with the knowledge and skills to excel on Southeast Asia's leading e-commerce platforms. Whether you're an entrepreneur starting a new online store or a professional aiming to enhance your company's digital sales strategies, this course provides practical insights and actionable techniques to succeed in the competitive e-commerce landscape.

Participants will learn how to set up and optimize seller accounts on Shopee and Lazada, create engaging product listings, and design attractive storefronts. The course dives into the mechanics of marketplace algorithms, providing strategies to improve product visibility and rankings. Additionally, attendees will explore platform-specific marketing tools such as campaigns, ads, and vouchers to drive traffic and conversions. Key topics include leveraging data analytics to track performance, managing logistics for efficient order fulfillment, and delivering exceptional customer service to build brand loyalty.



Target Audience

The Mastering eCommerce Marketplaces for Offline Retailers course is designed for a diverse audience, including:

- 01. Offline Retailers:** Business owners and managers of brick-and-mortar stores looking to expand their operations into online marketplaces and reach a broader customer base.
- 02. Entrepreneurs:** Individuals starting their own businesses who want to establish a strong online presence on popular eCommerce platforms.
- 03. Ecommerce Managers:** Professionals responsible for overseeing the transition from physical to online sales who wish to enhance their skills in marketplace management.
- 04. Marketing Specialists:** Marketers seeking to deepen their expertise in digital marketing strategies specific to eCommerce marketplaces and customer engagement.
- 05. Sales Teams:** Individuals involved in sales who need to understand how to optimise their approaches for the online retail environment.
- 06. Aspiring Marketplace Sellers:** New entrants to the eCommerce sector who require foundational knowledge and practical skills in managing online stores on various platforms.
- 07. Small Business Owners:** Owners of small businesses looking to harness the power of online marketplaces to increase visibility and drive sales.

This course caters to those eager to learn and apply effective strategies to successfully navigate the complexities of eCommerce marketplaces and enhance their retail operations.

Course Objectives

By the end of the class, trainees will be able to:

- Articulate marketplace-specific strategies relevant to Singapore and the broader Southeast Asian region.
- Establish and manage an online store on marketplaces like Lazada, Shopee, and Zalora.
- Analyse and segment customer types to maximise sales on different platforms.
- Create and manage effective marketplace campaigns, focusing on conversions and engagement.
- Employ marketplace tools to enhance store visibility and traffic.



- Optimise product listings to improve discoverability.
- Evaluate and improve store performance using metrics like traffic, conversion, and sales.
- Manage marketplace campaign budgets and promotional activities.
- Formulate strategies for regional and cross-border expansion.
- Build long-term partnerships with marketplace representatives and partners for store growth.

Course Outline

Foundation of eCommerce Marketplaces

Topics Covered Include:

Describe the ecosystem of key marketplaces like Lazada, Shopee, Amazon, and Zalora in Singapore

- Overview of eCommerce Marketplaces
- Key features and differences between platforms (Lazada, Shopee, Amazon)
- Platform user engagement methods and operational dynamics

Instructional Methods

- Lectures | Case Studies | Practical Applications

Setting Up & Optimising Marketplace Stores

Topics Covered Include:

Establish an optimised online store on selected marketplaces and manage operations

- Store setup process on Lazada, Shopee, and Amazon

Instructional Methods

- Lectures | Hands-on Learning | Mentor Feedback

Identifying and Targeting Customers

Topics Covered Include:

Analyse and segment customer types using marketplace data for targeting

- Customer segmentation and targeting
- Using data insights for marketplace strategy

Instructional Methods

- Lectures | Case Studies | Practical Applications



Creating Effective Marketplace Campaigns

Topics Covered Include:

Create and manage effective marketplace campaigns

- Campaign creation on marketplaces
- Using marketplace promotional tools

Instructional Methods

- Lectures | Practical Applications | Peer Review

Customer Satisfaction & Retention

Topics Covered Include:

Create and manage effective marketplace campaigns

- Customer satisfaction metrics
- Retention strategies for marketplaces

Instructional Methods

- Lectures | Case Studies | Hands-on Learning

Evaluating & Optimising Campaign Performance

Topics Covered Include:

Create and manage effective marketplace campaigns

- Tracking key performance indicators (KPIs) | Optimising campaigns based on data

Instructional Methods

- Lectures | Practical Applications | Peer Review



Managing Budgets & Allocating Resource

Topics Covered Include:

Manage marketplace campaign budgets and allocate resources efficiently.

- Campaign creation on marketplaces
- Using marketplace promotional tools

Instructional Methods

- Lectures | Practical Applications | Mentor Feedback

Cross-Border Trade Opportunities

Topics Covered Include:

Instructional-led | Mode of Delivery (Lecture & Illustration, Demonstration & Modelling)

- Cross-border trade strategies
- Expanding marketplace presence in Southeast Asia

Instructional Methods

- Lectures | Case Studies | Peer Review



Trainer Profile

Avantika Jain

Avantika Jain is a passionate Business Coach with over 3,200 hours of experience, having worked with individuals, leaders, and teams from a wide range of organisations, including government bodies, NGOs, and corporates such as Lazada, Fave, Charles & Keith (Pedro), Groupon, the Singapore International Foundation, Sengkang High School, and Startupbootcamp.





Certificate and Certification Track

A Certification of Completion will be issued upon achieving at least 75% attendance for the course.



Why Learn With Us?

When you learn with Equinet Academy, you will not only get certified by a recognised certification body, the Singapore Workforce Skills Qualifications (WSQ). You will also acquire extensive knowledge from highly experienced industry practitioners who develop and deliver top quality course content through experiential hands-on learning methodologies.

- Industry-recognised WSQ Statement of Attainments
- Real world hands-on projects
- Comprehensive, up-to-date curriculum and courseware
- Post-course coaching and mentorship
- Career support services and job opportunities
- Be part of an insider community with over 1000+ members

4.9/5

Google Reviews

98.82%

Are more confident in applying
the concepts learnt

4/5

Quality Rating on Qualtrics



Frequently Asked Questions

Who should take this course?

This course is ideal for offline retailers, entrepreneurs, ecommerce managers, marketing specialists, sales teams, aspiring marketplace sellers, and small business owners looking to expand their online presence & enhance their marketplace management skills.

What prior experience do I need to enrol?

While no specific prerequisites are required, a basic understanding of retail operations and a willingness to learn about eCommerce platforms will be beneficial. The course is designed to cater to both beginners & those looking to deepen their expertise

How is the course structured?

The course consists of interactive lectures, case studies, hands-on demonstrations, and collaborative exercises. Participants will engage in practical activities to apply their learning and gain real-world insights.

What topics will be covered?

Key topics include eCommerce marketplace strategies, customer segmentation, campaign management, customer satisfaction evaluation, crafting marketing messages, and optimising campaigns for better performance.

How long is the course?

The course duration is typically two days, with a total of 16 hours of instruction and activities, culminating in assessments to gauge participants' understanding.

What is the assessment format?

Assessments will be conducted through a case study written assessment and an individual project or written assessment to evaluate participants' practical skills & theoretical knowledge gained during the course.



Related Courses



Certified Ecommerce Specialist (CES)



Ecommerce Essentials Course



Shopify Store Creation Course

Mastering eCommerce Marketplaces for Offline Retailers

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Ecommerce Marketplaces (Shopee & Lazada)

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