



## Confederation of Indian Industry

CII Naoroji Godrej Centre of Manufacturing Excellence

### Online Workshop on Client Acquisition in Ecommerce Business

21 May 2021

#### Context

In a world of online trading becoming all encompassing by the day, selling online amongst robust competition is an industrywide challenge. With the online merchandise related market share increasing rapidly the manner in which customer acquisition could be increased become most relevant in the current scenario. This session would be taking an in-depth view of global strategies across various industry segments in incremental consumer acquisition related to ecommerce business.

#### Objectives

The primary objective of this session would be to understand the various strategies employed by leading online brands both small and big in terms of winning a sizable portion of the market share from the competitors. The session would include a number of used cases and interesting consumer behavioural studies to achieve the purpose.

#### Content

- Introducing retail e-commerce concepts.
- Sensitising about creativity and logic-based approach e-commerce business.
- Case study of winning strategies by companies across globe.
- Target audience mapping and e-commerce communication approach
- Product perfection, strategy creation and marketing channels & partners
- Winning over competition – used cases and theories
- PowerPoint presentation, Team activities, quiz, take away materials and interaction with trainer

#### Take away

- Globally acclaimed winning strategies in e-commerce
- In numerous used cases pertaining to global giants related to winning approaches.
- Developing winning content and convincing narratives for gaining consumers that turn in patrons over the years
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#### Target Audience

E- commerce companies, Start ups, marketing professionals, business leaders.

#### Faculty

Sowmya Ram Iyer is a soft skill and language coach with 5 years of rich experience working with corporates and young minds alike. **She has been bequeathed with the honourable ICONIC WOMAN OF THE YEAR 2021 at an all-India Level by IWF.** She regularly addresses august forums such as Young Indians (a brand of CII), Radio City Chennai, PSG group, UN represented talk shows, Rotary Madurai, CA sansaar and the like. She is certified as a trainer by Cambridge press and is also a certified TOEFL coach. Sowmya is a qualified Chartered Accountant, who has served the industry as a proud professional for more than 12 years in India and abroad.

#### Mode of Delivery : Microsoft Teams

#### Participation Fees

INR 3000 + GST @ 18% Per Participant

**Discount**

5% on 2 nominations from an organization.

10% on 3 or more nominations from an organization.

We urge you to both, participate as well as spread the word around.

How to Register : [http://www.cii.in/OnlineRegistration.aspx?Event\\_ID=E000054328](http://www.cii.in/OnlineRegistration.aspx?Event_ID=E000054328)

**NOMINATIONS & ENQUIRIES:**

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