



# ECHO E-BUSINESS TRAINING GUIDE

BOOST YOUR ORGANISATION AND ENABLE YOUR TEAM!



“...experienced instructor, very informative material, hands-on exercises, techniques and knowledge-sharing...”

\* Osama Hamatto, E-Sales and Distribution Manager  
- Zain Telecom

“...’talks that walk’ with useful and actionable insights...”

\* Christophe Ferrasse, Global E-Business Leader,  
Royal Canin - (A Mars Company)

“...I was able to implement quick wins...”

\* Matthias Deleu, European CRM  
& eCommerce Manager,  
Brady Corporation

“...a very enriching experience”

\* Muhanna Baqer, Director E-Payments,  
ITA Government of Oman

...amazing in-depth knowledge of the trainer...”

\* Sarah Baptiste, Director of Sales,  
5\*Landmark Hotel, London

“...well-presented and relaxed...”

\* Renata Randawa, Web Merchandiser John Lewis

“Your course highlighted important areas we have overlooked”

\* Shelley Rosenberg, Internet Marketing  
Manager, Kenwood

“... current and appropriate to my day-to-day work...”

\* Melanie Newell - Assistant Manager -  
EBay Outlet Store, House of Fraser

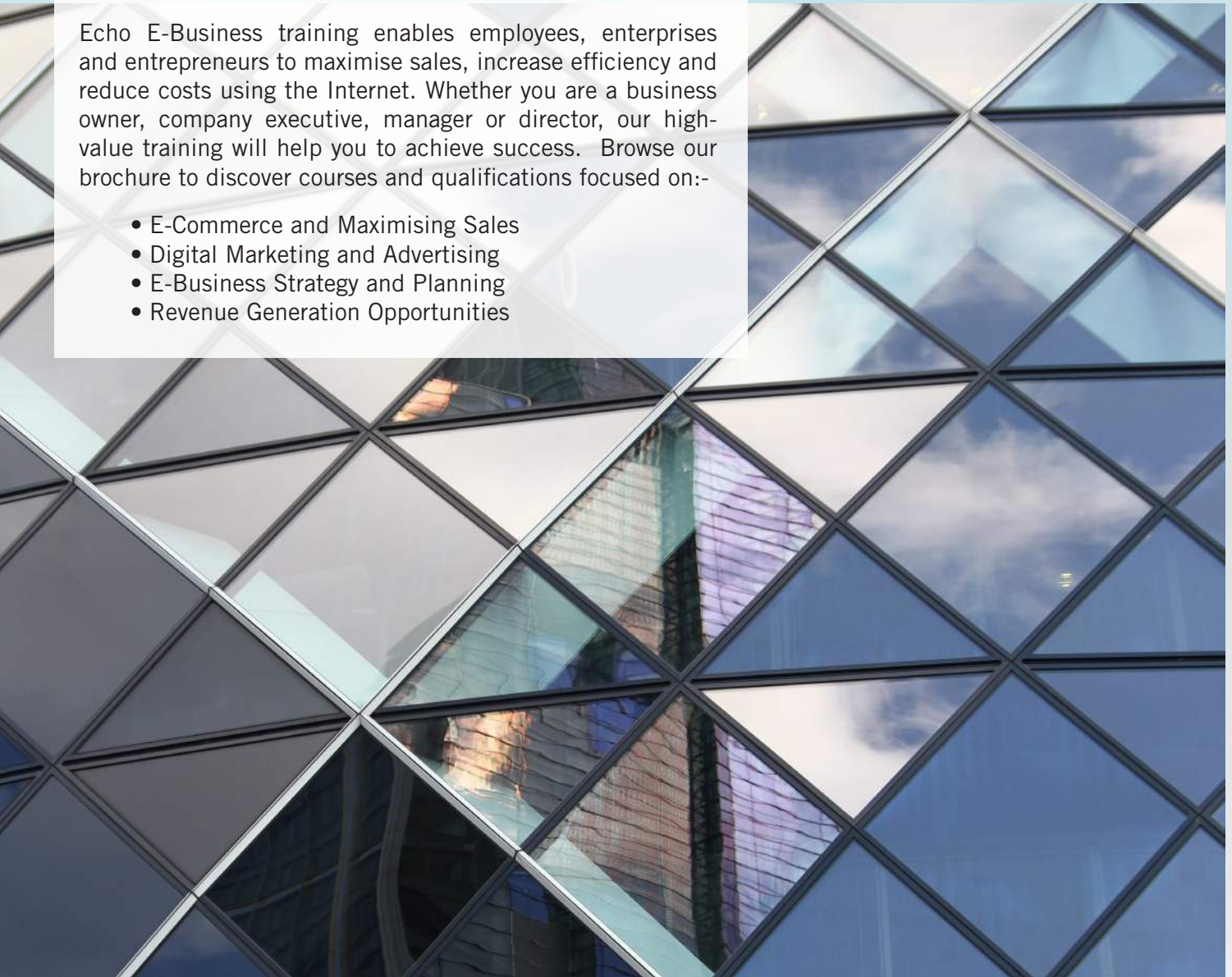




# Energize Your Organisation with Powerful Knowledge!

Echo E-Business training enables employees, enterprises and entrepreneurs to maximise sales, increase efficiency and reduce costs using the Internet. Whether you are a business owner, company executive, manager or director, our high-value training will help you to achieve success. Browse our brochure to discover courses and qualifications focused on:-

- E-Commerce and Maximising Sales
- Digital Marketing and Advertising
- E-Business Strategy and Planning
- Revenue Generation Opportunities



echo  business

e-business  
e-commerce  
e-marketing  
e-publishing  
e-government  
engagement  
experience  
entrepreneur  
education  
enablement  
enlightenment  
empowerment  
enrichment





# Introducing the COB Certified Training Programs

Established in 2008, the Certificate in Online Business (COB) programs provide unique practical training for E-Business, E-Commerce, E-Marketing and Web Management Professionals, as well as Business Owners.



## Industry Qualifications in E-Business, E-Commerce and Digital Marketing



The Certificate in Online Business (COB)<sup>TM</sup> is an industry recognised qualification, developed and delivered by leading experts at Echo E-Business and administered by our group company COB Certified. The training which is attended by both large and small organisations globally, is the premier industry certification standard for Marketing, E-Business and E-Commerce leaders.



# 01

## 5-Day COB Certified E-Business Manager Program

Are you making the most of e-business opportunities?



Increase your profits, enhance your reputation and increase efficiency! This cutting-edge e-business management course is the essential training program for organisations and individuals getting their business online or improving an existing presence. Whether you are a Business Owner, Department Director, an IT or Intranet Manager, an E-marketing, Web or E-commerce Manager, this course will give you a solid foundation for planning and managing your online space effectively.



### What are the benefits?

The 5-day e-business management training program focuses on real-world business issues and case-studies, and helps to formulate thinking and planning expertise to support the success of any e-business initiative.

The course is filled with practical workshops, and delegates are encouraged to work through examples and ask questions relating to their own business (where confidentiality permits).



“The experience I had of the COB Certified E-Business Manager Program was remarkable, and very fulfilling. Being introduced to the world of E-Business was worth the investment. The e-business strategy and planning elements were particularly interesting, as it required a shift in mind-set from the traditional strategy management planning. I recommend this course, as it not only taps into the commerce element, but also on how efficiency can be achieved through automation”

**\* Portia Matsena, Acting General Manager  
Commercial, South African Post Office**

There are a number of practical benefits of attending our non-technical e-business management program. Here are some of them:

- Participate in hands-on exercises relevant to your organisation.
- Create a plan to attract and retain visitors on your web site.
- Identify, understand and manage risks relating to your online presence.
- Find out how to select appropriate tools and suppliers.
- Learn how to communicate your business requirements more effectively.
- Create an effective digital marketing plan in line with your budget and business needs.
- Discover and understand different team member roles and skills required.
- Gain a solid foundation of knowledge to start your plan, without the need to invest in several specialist courses.
- Learn practical cost-saving tips for online success.
- Become a COB Certified E-Business Manager.







## Are you a Department Director or Responsible for Learning and Development?

If you are the Director of a department or responsible for Learning and Development at your organisation, you may wonder what other benefits the COB Certified E-Business Manager Program delivers to your organisation. Discover some of the reported benefits below:

- Enriches delegates with knowledge and know-how to drive the business forward
- Increases delegate confidence and empowers them in the workplace
- Helps team members to understand each others roles in the wider scope of business and online business
- Facilitates collaboration and communication amongst team members

Delegates leave the course with a list of powerful objectives and relevant feedback about their online initiatives to increase profits, reduce costs and increase efficiency at their organisation.

## What Do Delegates Learn?

SUBJECT	COURSE CONTENT	MOST RELEVANT TO	DAY
E-Commerce Planning	Introduction to E-Commerce Risks versus Rewards E-Payments and Security How to Avoid Fraud and Charge backs Introduction to Web Merchandising Introduction to E-Commerce Law	Directors, Team Leaders, Managers and Teams, E-Commerce Project Managers, Small Business owners	Day 1
Content Strategy & Customer Experience	How to engage customers to subscribe buy and interact Best-practice content implementation and management for both staff and external visitors Information Architecture Architecting optimised web pages SEO Web Writing Workshop	As Above + Content Publishers and Marketers  <i>Note this day is also available as a 1-day course.</i>	Day 2
Introduction to Digital Marketing	Introduction to Digital Marketing, Online Advertising Strategy and Email Marketing The Art of Online Customer Engagement and Effective Messaging Social Media Marketing	As Above  <i>Note this day is also available as a 1-day course</i>	Day 3
E-Business Strategy, Management and Planning	Introduction to E-Business E-Business Planning Introduction to E-Project Management E-Business and the Law - Introduction E-Risk Management E-Business Models and Revenue Models	Directors, Team Leaders, Managers and Senior Team Members, Project Managers, Small Business owners	Day 4
Course Exercises and Exams	Essential Class Workshops Two 1-hr 30 Exams	All delegates	Day 5





“I was astonished by how much I learned during the e-business management course. Excellent content and delivery. It was enlightening and totally professional. It was very fruitful to my work and helped me to establish a professional e-business presence for Saudi Post. “

\* Waheed Busaeed,  
E-Business Department Director, Saudi Post



“The trainer really brings ‘talks that walk’ with useful and actionable insights. Being an active listener the course was interactive and creative, which helps to participate and remember things. I encourage anyone, from beginners to experts, to attend Deborah’s courses. It refreshed my memory on risk management, legal aspects of ecommerce and also key site design and ergonomics how to”.

\* Christophe Ferrasse, Global E-Business Leader, Royal Canin (A Mars Company)



# 02

## 5-Day COB Certified E-Commerce Manager Program



Are you maximising online sales opportunities?



Master the art of online selling! This valuable sales and customer-focused e-commerce training program will help you plan and implement a powerful online store and sell your products and services effectively.

Whether you are a Business Owner, E-Commerce Store Director or Manager, Web Merchandiser or Business Development Team Member, this course will help you to avoid e-commerce risks, implement an optimal online store, and market and manage it effectively.



### What are the benefits?

The 5-day e-commerce management training program is packed with powerful practical real-world approach workshops. Delegates are encouraged to work through examples and ask questions relating to their own organisations online store (where confidentiality permits).



There are a number of practical benefits of attending our non-technical e-commerce management program. Here are some of them:

- Learn how to engage your customers to subscribe, buy and interact
- Gain valuable tips to increase your sales and reduce costs
- Understand and learn how to avoid the common pitfalls and avoid disasters
- Discover new technologies and tactics for e-commerce
- Learn how to attract customers to your store
- Develop and sales generating action plan for your own online store
- Become a COB Certified E-Commerce Manager



"Overall I found the COB Certified E-Commerce Manager Program to be very useful to me and the two other members of my team who attended with me..."

**\*Jacqueline Harper - Head of Online Commercial Performance and Planning  
Hutchison 3G (Three)**





## Post-Course Targets and Objectives

During and/or further to the course, you or the team members you send on this high-level executive/leadership program, are encouraged to build a list of targets and objectives. They should:


- Develop an e-commerce plan, take responsibility, or contribute to your organisation's e-commerce initiative
- Identify, understand or manage e-commerce risks or ensure that e-risks are identified and managed in the organisation
- Assess or understand team and supplier responsibilities for implementing e-commerce, digital marketing, online content and customer experience
- Lead or contribute to online store structure, product categorisation and merchandising needs
- Identify and select or help to select the right choice of suppliers
- Identify current e-commerce activities needing improvement or change



## What Do Delegates Learn?

SUBJECT	COURSE CONTENT	MOST RELEVANT TO	DAY
E-Commerce Planning	Introduction to E-Commerce Risks versus Rewards E-Payments and Security How to Avoid Fraud and Charge backs Introduction to E-Commerce Law	Small Business Owners E-Commerce Store Directors and Managers Project Manager	Day 1
Content Strategy and Customer Experience	How to engage customers to subscribe buy and interact Best-practice targeted content implementation Information Architecture Architecting optimised web pages SEO Web Writing Workshop	As Above + Content Publishers, Web Merchandisers, Business Development Teams and Marketers <i>Note this day is also available as a 1-day course.</i>	Day 2
Introduction to Digital Marketing	Introduction to Digital Marketing, Online Advertising Strategy and Email Marketing The Art of Online Customer Engagement and Effective Messaging Social Media Marketing	As Above  <i>Note this day is also available as a 1-day course.</i>	Day 3
Web Merchandising for Optimal Sales	How to merchandise products effectively to maximise sales Gain valuable insights into selling & psychology Learn to categorise your products for optimal impact Understand how to cross-sell effectively Discover intelligent tools to enhance online merchandising Know what and how to implement social and search merchandising	As Above	Day 4
Course Exercises and Exams	Essential Class Workshops Two 1-hr 30 Exams	All delegates	Day 5





“The COB Certified E-Commerce Manager program delivers a full overview of all aspects that must be considered for e-commerce. It is based on case studies, web demos and workbooks to get the fundamentals. Deborah Collier and her team are in addition highly customer care oriented making their in-class training really pleasant”

**\* Charly Lupart, End User Industry  
Marketing Director, Schneider Electric**

“I attended the COB Certified eCommerce Manager course in April 2014, trained by Deborah. I have found her to be very knowledgeable on the subject matter and great at delivering the concepts through an interactive and enjoyable classroom course combining theory, case studies and practical exercises. The week-long training was an enjoyable and very informative experience which I would highly recommend to anyone who works in the field of eCommerce”.

**\* Elisa Pogliano, E-Commerce Manager  
Procter & Gamble UK & Ireland**



# 03

## 5-Day COB Certified Digital Marketing Manager Program

Get the Competitive Edge!



This leading digital marketing training course and qualification will help you develop and implement a powerful digital marketing strategy, maximise your sales and enhance the reputation of your organisation and brands. Whether you are a Business Owner, Marketing Director, Manager or Senior Team Member, the 5-Day COB Certified Digital Marketing Manager Program is a training course with a difference.

### What are the benefits?

This valuable digital marketing training program delivers both an industry-recognised qualification, as well as consultative advice specifically relating to your organisation. Delegates experience a fully rounded approach to digital marketing through both digital and traditional marketing concepts, techniques and ideas. The training is filled with practical workshops, and delegates are encouraged to work through examples and ask questions relating to their own brands and organisation (where confidentiality permits).



- Learn how to engage your customers to buy, subscribe and interact
- Gain valuable tips to increase traffic and sales
- Develop a digital marketing strategy for your organisation and brands
- Understand and learn how to avoid the common pitfalls
- Discover new technologies and tactics digital marketing
- Develop multi-channel campaign ideas, planning how digital and traditional advertising will work together
- Find out how to maximise your return on investment
- Become a COB Certified Digital Marketing Manager

"I will strongly recommend anyone who would like to improve his/her skills in planning for digital marketing to attend the COB Certified Digital Marketing Manager course because they will get step by step learning of the process and strategies. It will definitely add new skills to them".

**\* Naema Alibimani, Portal Marketing  
Team Oman Ministry of Education**







## Post-Course Targets and Objectives

During and/or further to the course, you or the team members you send on this high-value executive/leadership program, are encouraged to do the following:

- Assess and contribute to the improvement of your organisations email marketing, social media marketing, seo and digital advertising activities
- Develop or work collaboratively to develop creative marketing and advertising campaigns to engage your target audiences to buy, subscribe and interact
- Develop an effective digital advertising plan, to maximise return-on-investment
- Develop an effective Social Media Game Plan™ to support branding, enhance your reputation and support sales generation
- Build and manage an effective multi-channel marketing team, or contribute as part of that team
- Select and work effectively with resources including staff and suppliers
- Lead or contribute to the enhancement of corporate or brand web sites to maximise online engagement, usability and sales

## What Do Delegates Learn?

SUBJECT	COURSE CONTENT	MOST RELEVANT TO	DAY
Digital Marketing Strategy, Email Marketing and Emerging Technologies	How to develop an optimal digital marketing strategy Email Marketing Workshops Discover some emerging technologies	Marketing Leaders and Team members at any level	Day 1
Content Strategy and Customer Experience	How to engage customers to subscribe buy and interact Best-practice content implementation Information Architecture Architecting optimised web pages SEO Web Writing Workshop	Marketing Teams	Day 2
Social Media Marketing and Networking	Develop Social Media Marketing and Networking Strategy Workshops - LinkedIn, Facebook and Twitter Introduction to useful social media tools and networks.	As Above <i>This day can be attended as a one day course</i>	Day 3
Pay-Per-Click Advertising	Google, LinkedIn, Facebook PPC Workshops with Google qualified expert	As Above <i>This day can be attended as a one day course</i>	Day 4
Course Exercises and Exams	Essential Class Workshops Two 1-hr 30 Exams	All Delegates	Day 5

Delegates are encouraged to complete a list of actions, targets and objectives during their training.





# Compare COB Courses



	E-Business Management Program	E-Commerce Management Program	Digital Marketing Manager Program
E-Business Planning and Strategy + Workshop	✓	X	X
The Role of the E-Business Manager, Stakeholders and Teams in Delivering Effective Online Business	✓	X	X
E-Risk Management + Workshop	✓	X	X
E-Business and the Law	✓	✓	X
An Introduction to E-Project Management	✓	X	X
An Introduction to E-Commerce	✓	✓	X
How to Accept Secure Web and Mobile Payments	✓	✓	X
How to Avoid Chargebacks and Fraud	✓	✓	X
How to Choose the Ideal E-Commerce Storefront Solution/How to Prepare Requirements	✓	✓	X
E-Commerce Store Planning - Category, Product and Shipping Workshop	✓	✓	X
Web Product Merchandising Masterclass	X	✓	X
Content Planning and Information Architecture Workshops	✓	✓	✓
Wireframing Workshop (Optimising Web Page Layouts)	✓	✓	✓
The Art of Online Customer Engagement	✓	✓	✓
Sales Psychology and Selling Over the Internet	X	✓	✓
Web Writing and SEO Workshop	✓	✓	✓
Managing Content and Publishing Systems	✓	X	X
Making Money - E-Business Revenue Models	✓	✓	✓
Introduction to Marketing and Digital Marketing Strategy	✓	✓	✓
Digital and E-Business Branding	✓	✓	✓
Introduction to Social Media Marketing and Strategy	✓	✓	✓
Best-Practice Email Marketing and Strategy	✓	✓	✓
An Introduction to Banner, Affiliate and Video Advertising	✓	✓	✓
Pay-Per-click Advertising + Introductory Workshops	✓	✓	✓
Google Pay-Per-Click Program and Workshops with Google Certified Professional	X	X	✓
More Advanced and In-Depth Digital Marketing Insights and Workshops	X	X	✓
Exam Administration and Certification	✓	✓	✓
High-Quality Training Materials and 6-Months Access to Online Resource (with Valuable Time and Cost-Saving Templates)	✓	✓	✓
6-Months Free Access to the New Learnbusiness.com Exclusive COB Certified Managers Membership Area	✓	✓	✓
£500 Discount Voucher to Attend Digital Marketing Manager Program (Terms & Conditions apply)	✓	✓	X
£500 Discount Voucher to Attend E-Commerce Manager Program (Terms & Conditions apply)	X	X	✓

# 1-Day Courses

Some of the COB Certified Programs days can be attended as a one-day course.

- 1-Day content strategy and Customer Experience
- 1-Day Introduction to Digital Marketing
- 1-Day Pay-Per-Click Advertising
- 1-Day Social Media Marketing and Networking

Please browse the individual course tables to discover what delegates learn on our 1-day courses.

“I highly recommend the content strategy course. It was very interesting and informative. The hands-on exercises were particularly useful.”

\* Emma Bishop,  
Product Manager, Skype

“The content strategy course was flexible to cater to the individuals needs of each attending. The trainer was very engaging and personable”

\* Alex Burford, Content Manager,  
Warner Brothers

“The Content Strategy course was a really great day and there were lots of great tips and ideas to take away. I also recommend the live online training that Deborah provides”

\* Chloe Grant, Brand Manager,  
Chapman Entertainment



## What Are The Fees?

### 5-Day COB Certified Programs

The cost for each delegate place is £2,760 (including VAT for EU courses), and includes the following:

- Professional training course delivery by experienced trainers
- Delicious lunch and refreshments
- High-quality training materials
- Useful requirements templates in digital and print format
- Exam administration and certification
- Free 6-months membership to our group's professional membership site




– [Learnebusiness.com](http://Learnebusiness.com)



### Discover our Money Saving Packages:

Get huge savings on training and save time on booking and administration!

Buy one of the following Corporate Educator Packages (Bronze, Silver or Gold) and use the vouchers to book any choice of course places. You do not have to send delegates on the same course. Each voucher entitles your organisation to one course place, and is valid on any COB Certified Program, on any of our available course dates internationally.

BRONZE	SILVER	GOLD
 <p>Any COB Programs Any Available Location Any Available Date</p> <p><b>Price: £6,450</b> £2,150 per place voucher</p>	 <p>Any COB Programs Any Available Location Any Available Date</p> <p><b>Price: £11,700</b> £1,950 per place voucher</p>	 <p>Any COB Programs Any Available Location Any Available Date</p> <p><b>Price: £21,600</b> £1,800 per place voucher</p>

\* All prices quoted are inclusive of taxes.



## Fees 1-Day Courses

Please find below pricing for our one-day courses:

- Price 1-Day Courses in the European Union: £510 (inclusive of VAT at 20%)
- Price 1-Day Courses in other countries: £510 (As a British company, regulated by EU taxation, these are not liable for taxes)

The course fee includes the following:

- Professional training course delivery by experienced trainers
- Delicious lunch and refreshments
- High-quality training materials
- 6-months access to supporting resource at [Learnebusiness.com](http://Learnebusiness.com)

## Get Training at Your Offices!

All of our courses, as well as bespoke training are available at your offices.

## Get Tailor-Made Training Designed to Your Needs!

We offer customised training focused on your business needs, on a wide range of e-business, e-commerce and digital marketing subjects, such as:-

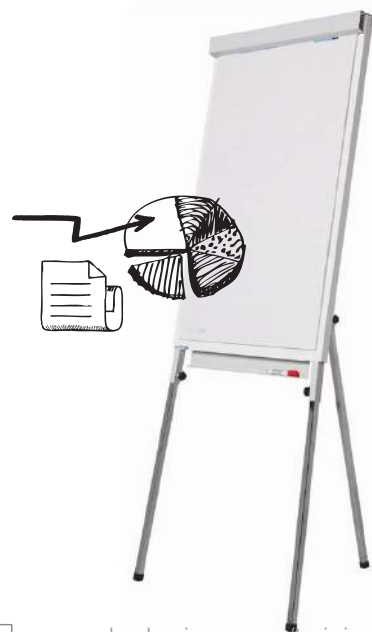
- Maximising Online Sales
- Usability, Content strategy & Customer Experience
- Web and Multi-Channel Merchandising
- Social Media Marketing and Networking
- Email Marketing
- Digital Marketing and Advertising Strategy
- Search Engine Optimisation and Web Writing
- Pay-Per-Click Advertising

Contact us today to discuss your needs!

✉ [training@echoebusiness.com](mailto:training@echoebusiness.com)

☎ 0845 838 4869 (+44 845 838 4869)

🌐 [www.echoebusiness.com/training](http://www.echoebusiness.com/training)



“Echo E-Business social media marketing strategy training and advice enabled us to build a community for our hotel guests that encouraged discussion, referrals and repeat visits to our Pousada”.

\* Teodore Nurnberg, Owner, Hotel Sitio  
Sao Francisco, Arraial D'Ajuda, Brazil



# Who attends our courses?

Some of the more well-known brands and organisations who have benefited from our training and certification programs:-

## Telecoms

Skype  
Hutchison 3G (Three)  
Zain  
Orange

## Entertainment, Travel and Tourism

Warner Brothers  
Croatia Airlines  
Chapman Entertainment  
5\* Landmark Hotel London

## Government

South African Post Office  
Saudi Post  
Oman Ministry of Education  
Historic Scotland  
Information Technology  
Authority Sultanate of Oman

## Retail

John Lewis  
Dune Group  
House of Fraser

## FMCG

Royal Canin (A Mars company)  
P&G (Procter & Gamble)

## Manufacturers

Kenwood  
Schneider Electric  
Seagate  
Brady Corporation  
SABIC

## Insurance & Investments

Mansard Insurance Plc  
Saudi Stock Exchange (Tadawul)  
Tawuniya



# Meet Our Senior Trainers

Our team of expert trainers are leading experts in the fields:

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## Deborah Collier, M.Sc – Digital Business Expert

- Founder & CEO Echo E-Business Global Group
- COB Course Program Director and Lead Trainer
- Specialist Expertise:
  - E-Business Management and Strategy
  - E-Commerce and Online Selling
  - Multi-Channel Marketing & Advertising Strategy
- 20 + Years Experience with Blue-Chips and SMEs Internationally
- Author and Public Speaker regularly referenced by the Press
- English and French Speaking



## Gerry McGuire – Pay-Per-Click Advertising Expert

- Google Adwords Qualified Professional
- Widely recognised as one of the leading UK experts on Google Adwords
- 10+ years online & offline marketing campaign experience
- Extensive experience in sales, business development and marketing working closely with blue-chip clients and SMEs in the UK



## Chris Street – Social Media Marketing Expert

- Specialises in Blogs, Facebook, Twitter and LinkedIn for Social Media Marketing
- 14+ years experience delivering media campaigns
- Ex Features Editor and Business Editor for two regional newspapers in the UK
- Delivered media relations strategies for companies including Apple and Mitel Networks
- Copywriting for firms such as NFU Mutual and Calor Gas

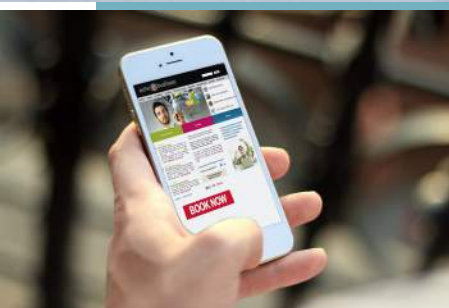
## A Diversely Skilled Team

In addition to our lead trainers, our extended team of trainers include content strategy, customer experience, digital marketing, web merchandising and e-commerce focused experts.



# Information & Booking

Get helpful advice to book the right course for you!



Get further information about our courses at [echoebusiness.com/training](https://echoebusiness.com/training)

Discover our course dates or make a booking:



[echoebusiness.com/bookings](https://echoebusiness.com/bookings)



[training@echoebusiness.com](mailto:training@echoebusiness.com)



UK Hotline: 0845 838 4869

International: +44 845 838 4869

Talk to us today to discuss your bespoke, in-house or team training needs!

**secure // trading**  
A UC GROUP COMPANY



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