

Case Study Deborah Collier – Learnbusiness.com (Learn E-Business Publishing) Pilot 2015-2016

The below are sample screenshots of the pilot online community/membership site which launched and trialed for 6-month period in December 2015.

(Please note the screen was made smaller to enable these screenshots, but the tabs did not hang over the logo in the live site).

Deborah developed the e-business strategy, technical and business requirements. She architected the site layout in collaboration with the membership platform provider, and oversaw production and implementation. Brand identity and digital branding guidelines were developed and provided by Deborah.



Over 100,000 Basic Level/Free Members

Online Community | Learnebusiness.com

Your Dashboard

Content & Settings

Directory & CRM

Exp

Alerts & Actions

03 April 2016

Members to Approve

4

Open Contact Forms to Process

8

Total Members

104,287

Records

Need Approval

4

Expired

2

Sample screenshots of the functionality

Your Tools & Features

Information & Settings



Edit Bio
Update your information and choose privacy settings for individual fields.



Preferences
View and manage preferences and notification settings for your account.

Invoicing, Payments & History



Invoices
View, print and pay your invoices.



Membership
View your membership status and view membership renewal options.

Content & Features



Favorites
Manage your favorites and share them with the community.



Blogs
Post to your existing blogs, manage settings and create new blogs.



Social Networks
Add social/professional networks.

Community



Messaging
Read and manage messages, create and organize message folders.



Referrals
View referrals, track referral history and send invitations.



Forum Settings
Manage your forum preferences and subscriptions to email notifications.



Blog Subscriptions
Manage your subscriptions to email notifications for blogs.



Twitter
Authorize your Twitter feed for display on your profile.

Networking & Careers



Resume/CV
Create your Resume/CV, manage security and privacy settings.



Career Postings
Add and edit your career postings, manage and respond to applicants.

Site Search

**SEARCH**[Search Tips](#)

You searched for: **courses**

27 Records Found

PAGES



Educational Books

Relevance: 25%

Bronze SME | Membership

...profiles and web sites Access to all E-BusinessKnowHow online **courses** * Access to course support forum Discounts and special offers *Access Price: £120 (including VAT) per year Sample E-BusinessKnowHow **Courses** Selling Over the Internet Email Marketing (with downloadable e-book...

Relevance: 24%

Gold Plus Membership

...facilities:- Educational Features Access to the premium content depending on **courses** taken Gold E-Commerce + Digital Marketing Gold E-Business + Digital...

Relevance: 11%

About Silver E-Business Membership

Relevance: 8%

Register for Membership

...small business, our E-BusinessKnowHow™ suite of short e-learning **courses** will help you market and sell your products and services...

Relevance: 7%

NEWS

Edition 2 Self-Study Box Sets Released

Posted In Education and Careers

...our first edition self-study versions of our established classroom **courses**, we have invested in high-quality product box set and to £2,760 (inc VAT) consultative classroom course, enables our **courses** to be accessible to a wider audience. ...

Relevance: 37%

Online Platform Connects US Veterans

Posted In Internet Startups

Relevance: 8%

Visa Checkout to Launch Across Europe and India

Posted In Retail Industry

Relevance: 1%

Amazon to Create Thousands more European Jobs in 2016

Posted In Retail Industry

Relevance: 1%

EVENTS



COB Certified E-Commerce/E-Business/Digital Marketing - At Your Offices

Social Media Features and Social Networks Integration

Jo Bloggs, My Company ★

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Last updated: 5 minutes ago
Jo Bloggs, E-Commerce & Marketing Manager, My Company
Basic Membership - FREE

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Profile Link: <http://community.learnebusiness.com/member/jo-bloggs-my-company>

PROFESSIONAL INFORMATION [EDIT]

My Company
E-Commerce & Marketing Manager
Windsor
Berkshire
United Kingdom

Profession: Marketing & Communications

What's your level of e-commerce/online selling knowledge and experience?: Pretty Good - But teach me more

What's your level of e-business (strategy, planning & management) knowledge and experience?: Thirsty for Knowledge - Feed me

What's your level of digital marketing knowledge and experience?: Very Good - Striving to be the best I can

[Visit Website »](#)

[Add Links to Your Social Media Profiles](#)

[Add Your Own Search Engine Optimised Profile URL](#)

[Add Link to Your Web Site and Gain More Visitors](#)

[Whether you are an expert wanting to share you knowledge and keep-up-to date, or a new starter, you can decide whether or not to show this information on your profile.](#)

[Upload Your Photo](#)



Wall **Bio**

Last updated: 15/01/2016

Ms Deborah M. Collier, Editor-in-Chief Lea
Learnebusiness.com
Learnebusiness.com Leadership

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Feeds **Wall** **Bio**

Feeds: All Activity | [Groups](#) | [Connections](#)

[t](#) ☒ Post to Twitter Feed

POST


Characters: 0 / 140


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Username

Password

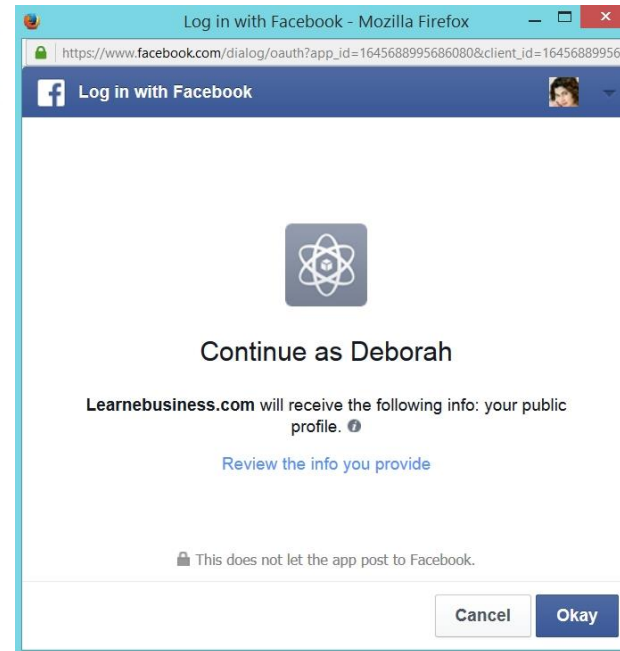
☒ Remember Me

SIGN IN 

 **Connect**

[Forgot your password?](#)

[Haven't registered yet?](#)



Twitter

Authorize your Twitter feed for display on your profile. Current status is:
Disabled.

ACCOUNT INFORMATION

Your Personalized URL

<http://community.learnbusiness.com/member/emily-brown-echo-ebusiness> ([change](#))

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Featured Jobs

Head EU Paid Search Marketing, Amazon, London, UK

An exciting and rare opportunity to join the Marketing & Merchandising team responsible for growing the UK's largest subscription streaming video business; Amazon Instant Video. The Paid Search Manager is responsible for managing and continually improving paid search marketing campaigns to maximize the acquisition and engagement of Amazon Prime members. [View Job Details](#)

Site Merchandiser (CDI) Music, Amazon, Paris, France

Faisant partie des leaders du e-commerce, Amazon réinvente constamment ses métiers et recherche dans ce cadre les professionnels qui constitueront les talents de l'équipe de demain. Amazon recherche un business analyst orienté client et proactif qui allie une compréhension du business et une puissante capacité analytique, afin de contribuer au développement de la catégorie Musique. [View Job Details](#)

Director Partner Marketing APAC, NETFLIX, Singapore

Reporting to the Vice President of Marketing, the Director of Partner Marketing will be responsible for managing the relationships with key partners in the Consumer Electronics, Broadband Providers/MVPDs, Telecom, Hospitality, Financial Industries among others. This role will work with Business Development to find opportunities to build awareness of Netflix.... [View Job Details](#)

Online Retention & Loyalty Specialist, Al-Futtaim Dubai

The eCommerce team is entering an exciting period in its development, as it becomes a high profile "virtual business" with its own P&L account. This is a fantastic opportunity for a seasoned and dynamic B2C Retention marketing expert to join Al Futtaim at an exciting time in its ambitious eCommerce rollout plan. [View Job Details](#)

Build an Experienced E-Business Team

Recruit Qualified and Experienced Marketing Professionals

Recruit Qualified and Experienced E-Commerce Professionals

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Jobs - Job Search

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Looking for a new challenge or position? Fill out the fields below to search current openings.

Keywords: (search for ALL of these words)

City:

Country:

Location:

Organization:

Category: Users search to search with categories. Selecting multiple categories (hold CTRL while clicking) will return records in any of the categories selected.

Type of Position:

Education Requirement:

Experience Requirement:

[SEARCH](#) [CLEAR](#)

Latest News

09/03/2016
Autistic Child's Internet Business Attracts Attention

09/03/2016
World's Largest Online Dating Site Badoo Reaches 100 million Downloads Milestone

Calendar

16/05/2016 - 20/05/2016
COB Certified E-Commerce Manager Program London

16/05/2016 - 20/05/2016
COB Certified E-Business - E-Commerce Comps - London

Featured Leaders

Of Interest

E-Business Predictions 2016
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Member Discounts & Offers
Quiz: Test Your E-Commerce Knowledge

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You searched for:

- Any Opening
- containing ALL of the words "marketing"

[Click here to refine your criteria and search again](#)

*Click the Primary Category or Organization to view additional results within that selection.

POSITION	PRIMARY CATEGORY	ORGANIZATION	DATE POSTED
Hattell UK - Associate Manager - Digital Marketing	Marketing & Advertising	Hattell	04/12/2015
Marketing Manager at Paypal	Marketing & Advertising	Paypal	09/12/2015
Director, Partner Marketing APAC at NETFLIX Singapore	Director and CEO Level	Netflix	06/01/2016
Workstudent Online Marketing - Amazon Berlin	Marketing & Advertising	Amazon	25/01/2016
Ecommerce Marketing Coordinator - SEO - Debenhams London	Marketing & Advertising	Debenhams	10/02/2016
Digital Marketing Executive - Echo E-Business Windsor, Berkshire	Marketing & Advertising	Echo E-Business Global Group	02/11/2015
Marketing Manager Audible - Amazon Berlin	Marketing & Advertising	Amazon	23/01/2016
Head of EU Paid Search Marketing London	Marketing & Advertising	Amazon	25/01/2016
Online Marketing Manager - Amazon Paris	Marketing & Advertising	Amazon	23/01/2016
Online Retention & Loyalty Specialist, Al-Futtaim Dubai, Dubai, UAE	Marketing & Advertising	Al-Futtaim Retail	10/12/2015
Acquisition Director - Made.com London	Marketing & Advertising	Made.com	05/01/2016
Site Merchandiser (CDI), Music - Amazon Paris	E-Commerce and Online Selling	Amazon	23/01/2016
Merchandiser - Amazon Video London	E-Commerce and Online Selling	Amazon	23/01/2016
E-Commerce Director at L'Oréal Hammersmith, London	Director and CEO Level	L'Oréal	04/12/2015
UK Partner Relationship Manager - Amazon Video			

Events Calendar enabling visitors find on Google Maps and add to their Outlook or other calendar

Community Calendar

Training & Events » Events Calendar & Bookings

All Categories

Upcoming Past Month View

RSS

Book a Course, Webinar or Event

Browse an book an event here. Some of our events are free, or included with membership. Others such as courses require purchase. Full registration, pricing and payment information is located on the individual events pages. For event or course contact information, please click on the event you are interested in.

Click on the event pages to view event details, or the register link to go direct to booking form.
We are updating our events calendar on a weekly basis with course dates, live webinars and events.

UPCOMING EVENTS

16 May 2016

COB Certified E-Commerce Manager Program London
16/05/2016 » 20/05/2016
Location: London **Time:** 09:00 - 17:30
 Export to Your Calendar Register

COB Certified E-Business + E-Commerce Combo - London
16/05/2016 » 20/05/2016
Location: London **Time:** 09:00 - 17:30
 Export to Your Calendar Register

COB Certified Digital Marketing Manager Program London
16/05/2016 » 20/05/2016
Location: London **Time:** 09:00 - 17:30
 Export to Your Calendar

26 May 2016

How to Get Premium Position on Retailer Web Sites - Live Webinar
26/05/2016
Time: 2:30pm GMT/ 09:30 EST
 Export to Your Calendar Register



09 June 2016

Financing an Internet Startup - Live Webinar
09/06/2016
Time: 2:30pm GMT/9.30am EST
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Classroom Course Bookings on Behalf of Licensed Training Partners (Earning a Commission)

COB Certified E-Commerce Manager Program London

[Register](#) [Map this Event](#) [Tell a Friend](#)

COB Certified E-Commerce Manager Program London
16/05/2016 to 20/05/2016
When: 16th - 20th May 2016
09:00 - 17:30
Where: [Map this event](#)
Marriott Marble Arch Hotel
134 George Street
London W1H 5DN
United Kingdom

Presenter: Echo E-Business and the founder of Learnbusiness.com
Contact: Echo E-Business - Training & Enablement Hotline
emily.brown@echoebusiness.com
Phone: UK: 0845 838 4869 International + 44 845 838 4869

REGISTRATION INFORMATION
Online registration is available until: 02/05/2016
[Register »](#)


DETAILS
Attend the Ultimate E-Commerce Business Course!
This leading-edge e-commerce program is delivered by the course creator and her team at our parent company e-business and marketing consultancy Echo E-Business. It features exclusive masterclasses not included in the self-study program.
[Full Course Details](#)











Book by 2nd May 2016

- Standard Price: £2,760 (including VAT@20%)
- FREE Bonus 6-months Gold E-Commerce Membership

Gold Member Discount
A £500 discount will automatically be applied for delegates who have already attended the COB Certified Digital Marketing Manager or E-Business Manager classroom course with Echo E-Business

Credit and Debit Card Bookings at Learnbusiness.com
If you are an organisation wishing to book online, a delegate authorised to expense your training to your employer, or a self-financing delegate, you can book securely online here at Learnbusiness.com.
Note: Price shown on booking page excludes VAT, which is added and visible just before checkout.



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COB Certified E-Commerce Manager Program London | Registration

Lets get you booked!
Value Added Tax (VAT) @20% will be added at checkout to the price displayed below, to total the fully inclusive price advertised.


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Attendee Info **Attendee Selections**


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* Required Fields
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Job Title *
Organization *
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Address *
Address cont.
City/Town * State/Prov/Ct *
Postal Code * Country *
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